

# REGION III

## NEWSLETTER



September 2015

## WELCOME

Hello Fellow Members of Region 3,

I am extremely excited to start this journey as your Region Director. It is going to be a fun ride with my fellow Board Members Abbie Jo Vander Bol (Show Me Center), Scott Hallgren (Bridgeview Center) and Tom Richter, CFE (Swiftel Center) as well as all of you. I started my journey 7 short years ago when I became a member of IAVM. Since then I have put a lot of energy into my membership by attending conferences, schools and joining committees. This energy has come back to me ten times over with the connections I have made and the experiences that are unique to our industry. My hope is that all of you are putting or will put forth the same energy. If you are interested in getting more involved please reach out to me or another member of the Board and we will point you in the right direction. I want to see us as the most informed and involved Region of IAVM. I expect participation in all committee which will help us stay informed. During the first quarter of my term I will be looking at the committee lists to see where Region 3 can step up. I will then challenge you all to jump in and get involved.

My vision is one of clarity and transparency. These are my new favorite industry buzz words. I think they make people approachable and real. If my closest friends were to describe me I think they would use those words and I hope you all will see that too.

IAVM just reached the 5000 member mark. What a great accomplishment from an association that started just 90 years ago. My question to you is:



*“How do you plan to stand out amongst the other 4999 members?”*



**Angie Teel, CMP**

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▲ Luke Bryan performs to a sell out crowd at the Denny Sanford PREMIER Center

## Summer of Sell Outs and Championships in Sioux Falls

Tickets to concerts at the Denny Sanford PREMIER Center in Sioux Falls were some of the hottest in the country this summer, as the new venue hosted sold out performances by Luke Bryan, Ed Sheeran, The Eagles, Kenny Chesney, Lady Antebellum and Def Leppard.

The PREMIER Center also hosted Rod Stewart and WWE's Summerslam Heatwave Tour, as well as a special concert by Heart for the United Way's 2015 campaign kick-off, which brought in 10,000 fans.

SMG, along with partner Big Country 92.5 KTWB, launched a new initiative aimed at creating a richer experience for concert attendees by hosting a pre-concert party in the Convention Center prior to select shows including Luke Bryan, Kenny Chesney and Lady Antebellum. The pre-concert parties create an overall "event" atmosphere on concert days, bringing more people into the Denny Sanford PREMIER Center complex earlier in the day for food and beverage.

Also this summer, both tenant sports teams at the Denny Sanford PREMIER Center claimed league titles in their first year in their new home. The Sioux Falls Stampede won the Clark Cup in the United State Hockey League championship, while the Sioux Falls Storm claimed its fifth straight title (and ninth overall) in the Indoor Football League. ●

# Records Set Global Spectrum Brings a Record Year, Quarter & Event to Saint Charles Convention Center

Global Spectrum, operators of the Saint Charles Convention Center, recorded the highest grossing first quarter in the 10-year history of the facility.

This immense accomplishment is hot on the heels of the record-breaking, highest grossing year (2014) ever at the Saint Charles Convention Center.

"We just hosted the largest convention in our history earlier this month," said Global Spectrum's Shura Garnett, General Manager and Regional Vice President. "We expect another outstanding year here in St. Charles, as we're on pace to exceed last year's record-setter."

The National Genealogical Society (NGS) recently hosted its annual conference at the Saint Charles Convention Center, the largest conference ever hosted at the facility. This four-day conference held May 13-16, brought in 2,575 attendees and generated nearly 2,700 room nights, selling out every hotel in the St. Charles area. This event alone created a direct spending impact of approximately \$970,000 for the City of St. Charles.

The Saint Charles Convention Center's 2014 Annual Report noted 2014 as the facility's highest grossing revenue year, highest food and beverage revenue year, and highest year of convention revenue. In an economy where many convention centers are struggling, the Saint Charles Convention Center posted a net income of \$201,313 in 2014 and had a direct spending impact of over \$8.3 million for the City of St. Charles.

"Per the usual, the Global Spectrum leadership under the auspices of Shura Garnett was absolutely outstanding in 2014," said Mayor Sally Faith. "I was pleased that in December of last year, the St. Charles County Convention and Sports Facilities Authority and the City of St. Charles extended its management contract with Global Spectrum to continue operating the Convention Center for an additional three years. For Global Spectrum has time and again demonstrated its ability to develop and maintain strong partnerships with the Greater Saint Charles Convention and Visitors Bureau, the Greater St. Charles County Chamber of Commerce and the Embassy Suites Hotel," she added. "We are incredibly proud to have Global Spectrum as our partner in ensuring this local facility remains a leader in the convention and meeting industry."

"As the Saint Charles Convention Center enters its 10th year of operations, the Saint Charles County Convention and Sports Facilities Authority is extremely pleased with the most recent audit findings for fiscal year 2014," said Tom Wapelhorst, Chairman of the Saint Charles County Convention and Sports Facilities Authority. "Under Global Spectrum's management, and the leadership of Shura Garnett, General Manager; the center set record highs for gross revenue and net performance for 2014 and once again validated the economic value of this facility to the city, county, and state. Within the convention center industry, this facility's architectural footprint and business model generated a positive operational cash flow while other convention centers throughout the Nation struggle with budget deficits. We thank Global Spectrum, Ms. Garnett, and all those who have given countless hours to bring this dream to reality." ●



## Hoyt Sherman Place Celebrates its Iowa Rock 'n' Roll Music Association Hall of Fame Induction

Hoyt Sherman Place, managed by VenuWorks, is proud to announce its induction into the Iowa Rock 'n' Roll Music Association Hall of Fame. The induction recognizes Hoyt Sherman Place for its continued excellence in providing a beautiful venue in which musicians can perform as well as its rich history of presenting music to the masses. All inductees were honored at the Iowa Rock 'n' Roll Induction Weekend Spectacular over Labor Day Weekend.

Built in 1923, the Hoyt Sherman Place Theater began as a private facility for the Des Moines Women's Club to meet and hear speakers and musicians including Amelia Earhart, Will Rogers, Helen Keller and Grant Wood. Since the theater has been opened to the public, many "Hall of Fame" performers have stepped onto the stage and shared their talents with enthusiastic audiences. A few of the notable concerts include: Bryan Adams, Loretta Lynn, Brandi Carlile, The Avett Brothers, Derek Trucks Band, Robert Cray, Grace Potter and the Nocturnals, Little Big Town, Kris Kristofferson, Tommy Emmanuel, Old Crow Medicine Show, and The Temptations.

Today, Hoyt Sherman Place is poised for one of its busiest years yet. Patrons won't want to miss out on the excellent events coming up this fall as a part of their "Hall of Fame" season. ●

# Lied Center Reopens Newly Renovated Johnny Carson Theater

Not only did the Lied Center for Performing Arts program an exceptional season of world-class artists in its silver season, it also saw significant revitalization projects to keep the 25-year-old venue in tip top shape. The Johnny Carson Theater, an intimate black box theater named for Nebraska native and late night king Johnny Carson, saw perhaps the most dramatic renovation, which concluded with a public open house on June 5, 2015. The open house celebration featured numerous photo displays of Carson's family and career, a viewing of classic clips from *The Tonight Show* and a replica of the turban worn by one of Carson's most beloved characters, Carnac the Magnificent, not to mention the stunning transformation of the venue itself including a vibrant new marquee, beautiful décor updates, and sleek walnut paneling.

The Carson Theater's renovation was made possible through an additional gift from the Johnny Carson Foundation in 2013.

Designed by BVH Architects, the transformation not only honors Carson's legacy with a special tribute area, it also greatly enhances patron amenities, provides more space and comfort for Carson Theater productions, and serves as a beautiful plaza and



entry leading to the arts quadrant of the UNL campus, where Carson spent much of his time.

Carson was born in Corning, Iowa in 1925 and grew up in Norfolk, Neb. He served in World War II in the Navy before enrolling in classes at the University of Nebraska in 1947. He received a Bachelor of Arts degree in Radio and Speech with a minor in Physics in 1949.

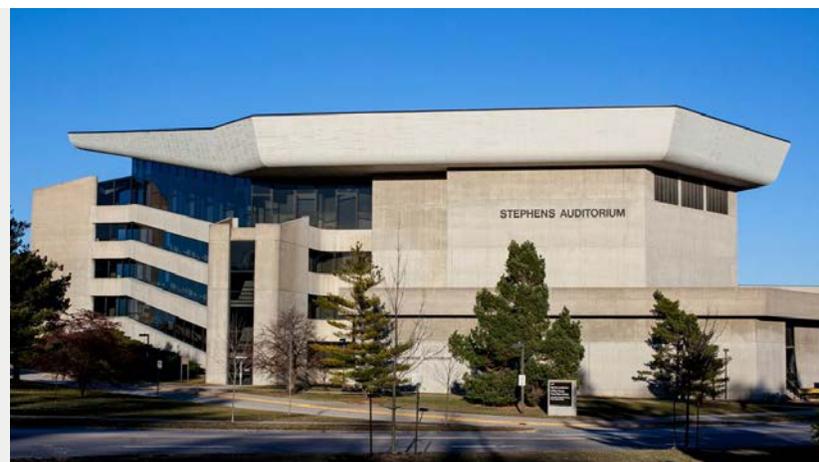
Throughout his career, Carson maintained a strong relationship with his university. In 1988, as construction of the Lied Center neared completion, he personally provided a major gift to finish the multi-million dollar endeavor. The Johnny Carson Theater, a black box theater which is utilized for intimate performances, master class and experimental projects, was named in his honor. Over the years, the University of Nebraska-Lincoln has received more than \$13 million in total philanthropic support from Johnny Carson and the John W. Carson Foundation. As a memorial to Carson and his generosity to his alma mater, the University renamed the Department of Theatre Arts the "Johnny Carson School of Theatre and Film."

"I got my start in the Temple Building and have never forgotten the impact of my academic studies at the University of Nebraska on my life and career," Carson said in November 2004, just over two months before his death on January 23, 2005. ●

## AMES-BASED VENUWORKS ASSUMES MANAGEMENT OF IOWA STATE CENTER

Iowa State University entered into a five-year agreement with Ames-based VenuWorks on Aug. 1. VenuWorks will manage all events, conferences, catering and concessions at the Iowa State Center, which includes Stephens Auditorium, Fisher Theater and the Scheman Building. Tammy Koolbeck, CFE was named as Executive Director. She most recently served in a corporate role as Senior Vice President for VenuWorks.

VenuWorks will assume all food and beverage services for Scheman, Stephens and Fisher, which has been handled by ISU Dining. In the short term, VenuWorks plans to expand internships for hospitality management students and performance opportunities for ISU theater and music ensembles. Long-term, the goal is to renovate and expand the Iowa State Center. ●





# St. Charles Convention Center Named One of St. Louis' Top Workplaces

The St. Charles Convention Center was named one of the St. Louis Post-Dispatch's Top Workplaces. Among over 1,000 companies nominated to be a Top Workplace, the Convention Center placed 12th in the Small Business category. The St. Charles Convention Center is one of over 30 convention centers managed by Spectra Venue Management, which works with event planners to turn events into experiences with proven methods, innovative concepts, responsive customer service, and passionate industry professionals.

The Top Workplaces were determined based solely on employee feedback. The employee survey is conducted by WorkplaceDynamics, LLC, a leading research firm on organizational health and employee engagement.

The St. Charles Convention Center features a high-quality customer service program to create a service-centered culture that simultaneously rewards facility employees for a job well done on a monthly, yearly, and quarterly basis. In addition to competitive benefits and a positive, team-oriented work environment, professional development and community involvement is encouraged and embraced by the facility.



▲ Saint Charles Convention Center staff

"We are very excited and honored to be named a St. Louis Post-Dispatch Top Workplace by our staff," said Shura Garnett, Regional Vice President, Spectra Venue Management and General Manager at the facility. "I am grateful to the Convention Center's top-notch employees who make the facility an excellent place to work and an outstanding place to host an event."

This year, the Convention Center earned the Facilities & Destinations Prime Site Award for the eighth year in a row. Another notable award received by the St. Charles Convention Center is the City of St. Charles "Employer of the Year" Award in 2014.

"Congratulations to everyone on Spectra's staff at the St. Charles Convention Center for being named a 'Top Workplace' in our region," said Mayor Sally Faith. "I'm not a bit surprised to learn of these recent accolades given the facility's expert management under the auspices of Spectra. To be named in the Top 100 of over 1,000 companies throughout the St. Louis metropolitan area is truly an honor," she added. "My personal thanks to everyone who participated in the survey process, on behalf of the Convention Center. We continue to have immense pride in having Spectra as our partner to ensure this local facility remains a leader in the convention and meeting industry." ●

## PETERS HONORED WITH MCELRAVY AWARD

The International Association of Venue Managers (IAVM) honored Steve Peters, CFE, founder and president of VenuWorks, as the recipient of the 2015 Charles A. McElravy Award. The McElravy Award, named in honor of one of IAVM's founding organizers, Charles A. McElravy, was initiated in 1963 and is granted for extraordinary contributions to the Association and the professional venue management industry it serves.



Peters has been a committed member of IAVM since 1977, serving as president of the board of directors from 2007-2008, and as vice president of District 3 from 1987-1988. He was a member of the first board of regents for IAVM's Venue Management School, where he served as an instructor for six years. He has earned the distinction of Certified Facilities Executive (CFE), the highest professional certification available in the public assembly facility industry.

"It is because of leaders like Steve that IAVM is such a great organization," said Vicki Hawarden, CMP, president and CEO of IAVM. "He has given tirelessly of his time and his expertise throughout the years to help develop and grow those around him, and I know there are many who look up to him as a mentor. He is well deserving of this honor based on his contributions, his leadership style, and his love for the industry."

"I am honored to have been chosen to receive the 2015 McElravy Award. IAVM has been like a big second family to me, a source of professional development and personal friendships for nearly 40 years. I am humbled to find myself among the small group of extraordinary leaders who have previously received this award, an award named for one of the real pioneers of our industry. I am eternally grateful." ●

## Koolbeck Earns CFE

Tammy Koolbeck, Executive Director of VenuWorks-managed Iowa State Center, earned her Certified Facilities Executive certification in May and was honored at this year's IAVM's VenueConnect in Baltimore along with four other IAVM members from around the United States and internationally. With this year's class, the total number of CFE's reached 300+ for the first time.

The basic purpose of the voluntary certification program is to provide additional incentive for professional improvement in public assembly facility management, to assure

recognition for those who attain certain specific standards, and to lead toward development of a full professional status in the

field of public assembly facility management. Earning your CFE acknowledges you as well-versed in all areas of venue management, invested in your own professional growth and the growth of others, and dedicated to the advancement of the venue industry as a whole. Find more information about earning your CFE at [www.iavm.org](http://www.iavm.org).



The Center for the Arts (CFA) at the University of Wisconsin-Platteville became part of the Office of Event Services on July 1. The new office serves as a planning partner for individuals and groups wishing to hold events

on the university's campus. The director of the CFA, Michael Bretnier, became the interim director of Event Services with the transition.



# 2016 Creative City Challenge

## Minneapolis Convention Center Announces Statewide Call For Entries

The Minneapolis Convention Center (MCC), the Arts, Culture and the Creative Economy Program of the City of Minneapolis and Meet Minneapolis, Convention & Visitors Association, in collaboration with Northern Lights.mn and the Northern Spark festival, announce the fourth annual Creative City Challenge based on the theme, "What will you make of the Convention Center Plaza that will become part of the unforgettable, unexpected lore of Minneapolis?" Entries are being accepted now through Monday, Sept. 28, 2015.

The Creative City Challenge is a competition for Minnesota-resident architects, landscape architects, urban designers, planners, engineers, scientists, artists, students and individuals of all backgrounds to create and install at the Minneapolis Convention Center Plaza a temporary, destination artwork, which acts as a sociable and participatory platform for summer-long onsite programming and encourages a sense of connectedness to the city as a whole and its rich cultural and natural offerings. The Plaza is a green roof located directly across from the MCC at 1301 Second Avenue South.

"Creative City Challenge has established itself over the past three years as an inspiring example of Minneapolis artists' innovative spirit and talent," said Mayor Betsy Hodges. "Heading into the fourth year, I'm excited to see what the creative people of Minneapolis come up with this time."

◀ Three years of winning projects from the Creative City Challenge in Minneapolis include from top Balancing Ground MIMMI and mini\_polis.



## Sanford Center Celebrates 5 Years

The shores of Lake Bemidji in Minnesota look very different compared to 2009 when the City of Bemidji broke ground on the Sanford Center. 2015 marks the arena's 5-year anniversary. Since opening in 2010, over 2,000 events have been held in the facility. Both Men's and Women's Bemidji State University Beaver Hockey Teams call the Sanford Center home. They provided the inaugural events at the arena with a double-header featuring BSU Women's Hockey hosting Mercyhurst University followed by BSU Men's Hockey hosting University of North Dakota on October 15, 2010.

Attached to the arena is the George W. Neilson Convention Center which hosts conferences, meetings, weddings and banquets. Success at the Sanford Center can be credited to the incredible staff, some of which have been with the arena since opening. Mike Cronin, Associate Executive Director-Operations; Dave Wall, Director of Guest Experience; Tom Quinn, Building Engineer;



Joseph Phelps, Food & Beverage Manager; Cyrus Pansch, Director of Sales & Marketing and James Peura, Conversions Manager are all celebrating 5-year anniversaries with the building.

"October marks the five-year anniversary of the Sanford Center and the city is delighted to reflect on the success of the Center" said Bemidji Mayor Rita Albrecht. "Our vision for this facility was to build a center for community and regional events that provided a variety of entertainment and meeting opportunities. Our hopes have been realized and exceeded. With the help of our management team at VenuWorks, Bemidji has become a new and respected location for exciting events and conferences. We look forward to continued success for the Sanford Center and new opportunities in the future." 🍷



## REGION III WINS AWARDS AT VENUECONNECT 2015

Region III walked away from the awards luncheon at VenueConnect with a handful of awards. The Swiftel Center was announced as the winner of the Venue Excellence Award for Arenas. The Saint Charles Convention Center was also a Venue Excellence Award winner for Convention Centers sector. Region III also had three members as part of the inaugural class of 30|UNDER|30. Matthew Boring, Marketing & Sales Manager at the Lied Center for the Performing Arts, Kelsey Metzger-Covart, Sales & Events Manager at the Ames Center and Abbie Jo Vander Bol, Event Supervisor/Interim Marketing Director at the Show Me Center. 🍷



## ART FOR EVERYONE

Monona Terrace Community and Convention Center recently unveiled Art on the Rooftop 2015, a free exhibit of public sculpture in the William T. Evjue Rooftop Garden for the enjoyment of convention and meeting attendees as well as tourists. Art on the Rooftop began as an outdoor pilot project in 2014 to help showcase the Monona Terrace rooftop as another “must-see” Madison destination. It has expanded in 2015 to include 6 works by 5 artists. The exhibit features the work of Midwest artists, whose creations are often inspired by nature, telling a narrative about the relationship between humans and their environment. The community has been thrilled with the new addition, with responses to images on social media that include “Awesome!”, “...a great addition to the Monona Terrace...”, “Enjoyed viewing at lunchtime today!” The exhibit will be on display until November 2015. ●

# CenturyLink Center Omaha Hosts International Volleyball Event

Omaha took the international stage in July with the 2015 FIVB Women’s Volleyball World Grand Prix. Six of the world’s top women’s volleyball teams competed in the tournament at CenturyLink Center Omaha July 22-26. Outside of the Olympic Games in 1984 and 1996, this was the first time an



event of this magnitude was hosted on American soil.

The United States clinched its first FIVB World Grand Prix Finals championship since 2012 by defeating two-time defending champion Brazil. Three former Husker players – Jordan Larson-Burbach, Kayla Banwarth and Kelsey Robinson – were on Team USA.



FIVB President Dr. Ary Graça was in Omaha for the event and later reported being very impressed with the venue and the host city. “Omaha has been a fantastic city which has embraced the FIVB Volleyball World Grand Prix completely,” President Graça said. “The public have supported the event superbly and I have been very impressed

with how the local media has got in behind these Finals.”

## REGION III INSTALLS NEW BOARD



The new board was voted on at the Region III Meeting in St. Charles, MO in May. Region III then installed the new board during VenueConnect 2015 in Baltimore. Each member will serve two years at their current position before moving up to the next position. The new board members are Scott Hallgren,

Secretary/Treasurer; Abbie Jo Vander Bol, Assistant Director; Angie Teel, CMP, Director; and Tom Richter, Past Director. ●