



IAVM membership continues to grow, thanks in part to a successful venue group membership program. As of March 31, we had 4,948 members, our highest ever, compared to 4,337 the prior year. Also 58 group venue members have joined, with several more pending. Even more encouraging, we are seeing these new members participating in our webinars, conferences and other activities, many for the first time. A huge thank you to the membership committee, our many dedicated volunteer leaders and the IAVM team, particularly marketing and membership, for such a positive result.

As you will see in the financial report, we will end the year with a budget surplus, but will fall short of the goal of \$85,000. Our focus in the coming year is on programs that add value to our members that also will help us grow revenue that can be invested back into our membership. We are seeing a lot of anticipation for programs like the Certified Venue Professional, the new textbook, the Trained Crowd Manager program, our new digital advertising options and of course, we anticipate adding more group venue members.

Last month, I attended the AMEREF Annual Conference as their keynote speaker, talking about trends in the convention center industry. IAVM was also able to present an introduction to the Trained Crowd Manager program, led by IAVM's Director of Education, Mark Herrera. The response was positive, and our affiliates in Mexico are eager to host TCM programming as well as encourage applications for the CVP designation.

Finally, I'd like to say thank you to our partners in Baltimore, led by Baltimore Convention Center Executive Director Peggy Daidakis. All of our venue members in Baltimore have welcomed IAVM with open arms, and our thoughts have been with them as they go through a difficult time. We know that they will put on a great event for us in 3 months, when we all arrive at VenueConnect. I wanted to share a note that Peggy sent out to some of our members, for all IAVM members:

#### *THANK YOU TO ALL OF MY IAVM COLLEAGUES*

*On behalf of all of us in Baltimore, I would like to extend my heartfelt thank you to all of my IAVM colleagues and friends. We are strong and committed to overcome the experiences that we are going through. There is so much good about Baltimore that the media is not showing. Citizens cleaning up their neighborhoods after the destruction; children handing out water to the police; students organizing peaceful protests; food, beverages, and words*

*of appreciation to the National Guard and other law enforcement officers for keeping us safe and maintaining order.*

*When you visit Baltimore for VenueConnect, we will show you the Baltimore filled with wonderful attractions, cultural events, great restaurants, the Baltimore Orioles, and friendly people who want you to have the best experience while you are here. You will not be disappointed.*

*I am so lucky to be a part of an industry with so many good and caring people. I have been overwhelmed with the personal emails from many of you. I cannot thank you enough.*

*All the best to all of you and see you this summer. We want you to come and experience a great city!*

*Peggy Daidakis  
Executive Director  
Baltimore Convention Center*

## Operations

### **Financials**

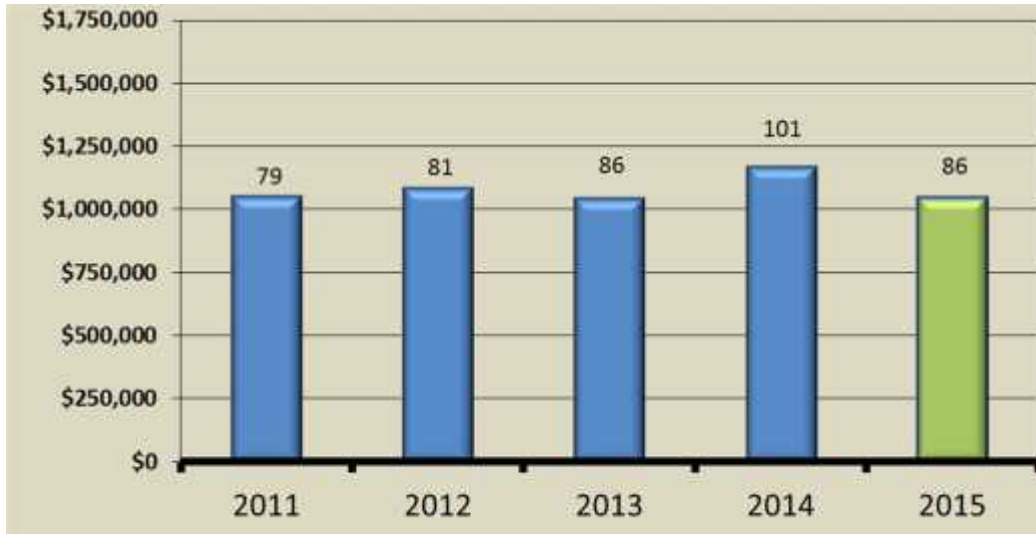
For the year ended March 2015 the Association generated a profit of \$59K on revenue of \$4.47M compared to a budgeted profit of \$84K on revenue of \$4.81M. The revenue shortage of \$339,000 was partially offset by a \$319,000 reduction in expenses resulting in an operating income of \$44,000 which was \$20,000 under the budgeted target of \$64,000. After investment returns of \$15,000 the Association generated a Net Income of \$59,000 which was \$25,000 under the budgeted target of \$84,000. The Net Income of \$59,000 will enable the Association to be in compliance with the required bank loan debt covenant.

In regards to profitability of the Association's three business segments: Administration exceeded budget by \$130,000, Face to Face meetings were \$53,000 under budget and Products and Publications were \$98,000 under budget. In comparison to last year, revenue increased by \$133,000 or 3%. This was the first time since 2011 that revenue has increased in comparison to the prior year. The Face to Face business segment was the driver of the revenue increase as this segment increased \$233,000 or 10% from the prior year.

Looking beyond the current fiscal year one key financial indicator is deferred revenue for membership dues. As of March the deferred balance was \$696,000 which is in line with the total of \$699,000 from last year. This comparison tells us that if this trend continued future membership revenues would be in line or flat with current revenue levels.

### **Cash and Investment Balance**

As of March the cash & investment balance was \$1,046,000 and represented 86 days of operating expenses compared to a target of 90 days. Last year the cash and investment balance was \$1,168,000 and represented 101 days of operating expenses. The cash reduction was primarily due to new tenant finish-out costs of \$116,000 and lower than expected operating results.



## Operations/ IT

To improve email marketing efforts IT has imported non-member professional and allied lists that increase our prospect reach by over 2,000.

## Education

### Professional Development, Meetings and Events

Performing Arts Managers Conference (PAMC)–San Francisco, CA–Feb. 15 – 17, 2015:

PAMC was held in San Francisco, CA – February 15-17, 2015. Educational topics included but not limited to, 2 keynotes, 7 sessions, and two sets of 1.75 hour hands-on workshops, otherwise known as the PAMC Bootcamp. In addition there were 3 town halls. Topics included, but were not limited to:

- The Theatre Goer Experience
- Labor Issues
- Mobile Technology
- Monetizing Technology Services
- Financial Sustainability

PAMC received an overall rating of 4.6 out of a 5 point rating.

Description	Actual	Budget	Last Year (Final)
Registration	\$113,180	\$86,810	\$71,930
Paid Attendees	230	198	159

Sponsorship	\$124,450	\$93,000	\$85,590
Total Revenue	\$241,035	\$184,810	\$161,520

Academy for Venue Safety & Security(AVSS) - Dallas, TX – March 1 – 5, 2015:

The Academy for Venue Safety & Security was March 1-5, 2015 and co-located with GuestX. The curriculum was taught by the AVSS Faculty and our Guest Faculty who specialized in topics such as:

- Dealing with the Media in Time of Crisis
- Crisis Communication
- Preventing Crowd Violence
- Venue Administrative & Built in Fire & Life Safety Systems
- Application of Incident Command Systems
- Application of National Incident Management Systems
- Introduction to Safety & Security for Persons with Disabilities
- Alcohol & Illegal Drug Management
- OSHA Standards Regulating Venues
- Introduction to Risk Management
- Introduction to Severe Weather

AVSS Year 1:

The Academy for Venue Safety & Security was evaluated and rated on a 5 point scale and using the average score of 4.0 as the measuring stick for success, Year 1 of the Academy was well received by attendees, with the key rating attributes achieving scores of 4.4 or more. Out of 46 students evaluating the training, 40 agreed that that can apply what was learned at their jobs to become more successful.

The following attributes rated over a 4.4:

- The program overall
- The overall educational content
- I learned something at AVSS that I can apply at my job to be more successful
- Likelihood of recommending AVSS Year 1 to others
- Likelihood of attending AVSS Year 2

AVSS Year 2:

The Academy for Venue Safety & Security Year 2 using the average score of 4.0 as the measuring stick for success, was also well received by the attendees, with all the key rating attributes achieving scores of 4.3 or more.

The high overall rating of AVSS Year 2 and the high likelihood of recommending it to others indicates that students were very pleased with the 2015 Academy.

Description	Actual	Budget	Last Year (Final)
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Registration	\$181,625	\$128,450	\$157,100
Paid Attendees	72	49	65
Sponsorship	\$8,500	\$2,048	\$1,391
Total Revenue	\$190,125	\$130,498	\$158,491

GuestX (formerly ICMC) Dallas, TX – March 1 – 3, 2015:

GuestX is a new conference built around the best practices and emerging challenges that shape today's guest experience. The target audience for the conference range from venue executives, athletic directors, and security professionals, to frontline staff and guest services teams.

GuestX received an overall rating of 4.4 on a 5 point scale.

Description	Actual	Budget	Last Year (Final)
Registration	\$57,320	\$110,840	\$59,175
Paid Attendees	100	160	118
Sponsorship	\$18,500	\$15,000	\$2,000
Total Revenue	\$75,820	\$128,840	\$61,175

Severe Weather Preparedness Dallas, TX – March 6, 2015:

The Severe Weather Training was held at the conclusion of GuestX and the Academy for Venue Safety & Security on March 6, 2015. The program overall was well received by attendees and based on the evaluation surveys, rated at 4.55 on a 5 point scale.

Based on the high overall rating of SWP and attendees likelihood of recommending it to others, we believe attendees were very happy with the Severe Weather Preparedness Program.

The training was administered by severe weather experts, a venue professional, and a legal team representing the Dallas Cowboys Football Club.

Description	Actual	Budget	Last Year (Final)
Registration	\$9,036	\$28,564	\$19,575
Paid Attendees	32	44	29
Sponsorship	\$1,000	\$6,000	\$0
Total Revenue	\$10,036	\$34,564	\$19,575

Senior Executive Symposium (SES) – Cornell University, Ithaca, NY – May 11-14, 2015:

Description	Actual	Budget	Last Year (Final)
Registration	\$104,875	\$121,525	\$113,857
Paid Attendees	44	60	61
Sponsorship	\$6,000	\$6,000	\$6,000
Total Revenue	\$110,875	\$127,525	\$119,857

Apply online here: <http://www.iavm.org/ses/application>

VenueConnect – Baltimore, MD – August 1-4, 2015:

Description	Actual	Budget	Last Year (Final)
Registration	\$175,735	\$545,660	\$489,795
Paid Attendees	215	677	727
Booth Sales	\$505,000	\$675,000	\$624,920
Sponsorship	179,100	\$235,000	\$228,145
Total Revenue	\$859,835	\$1,557,925	\$1,342,860

Educational Webinars:

Three webinars were provided to our members and titled:

- Maximizing Energy Efficiency: New Tools and Strategies
- IAVM Mentor Connector Program
- IAVM's Sustainability Report Webinar

Schools:

The Venue Management School is scheduled for June 6-12, 2015, Oglebay Resort, Wheeling, West Virginia. The application deadline for VMS Year 1, Year 2, and Graduate Institute has passed; however, individuals who still apply to Year 1 or Year 2 will be placed on a wait list.

Certification:

The final standards document for the mid-level certification program has been completed and is now being utilized to assist in creating the test bank exam questions. The

Certification Board continues to work with our consultants from CTHRC to complete and validate the process through the next quarter. The new Certified Venue Professional (CVP) program will launch at VenueConnect in Baltimore. Also, at the time of the launch, the standards document will be available for review.

## **Research**

For Fiscal Year 2015, the unaudited total income from VenueDataSource products is \$18,641.

The first quarter of 2015 was particularly busy for IAVM research. In addition to completing two scheduled VenueDataSource (VDS) projects and continuing our quarterly Business Barometer efforts, three new specialty surveys were executed.

- The 2014 IAVM Membership Survey was completed on December 29th, 2014. The results were presented at the Board of Directors meeting in Dallas on January 15th.
- An update of our Safety and Security Survey was launched in early January. The completed report will be issued in mid-April. In addition, I presented the preliminary findings to students attending Year 1 and Year 2 of the Academy of Venue Safety and Security in Dallas on March 4th.
- A Capital Funding Survey was begun in October 2014, and extended through March 2015 to allow respondents more time to participate. A draft report is being reviewed and should be ready for issuance by late April/early May.

The Business Barometer report for the 4th Quarter of 2014 will be issued to all members on April 14th. All panelists received their copy on April 8th.

To provide material for presentation at PAMC in 2015, we consulted with performing arts center committee members to discern topics that would be of interest to attendees. The Research Advisory Council Chairman, Steve Schwartz, presented the findings from this research at the meeting in San Francisco.

Similarly, we conducted some preliminary research among convention center members that will serve as the basis for some more in-depth questioning later in the year; the intent is to present this material at the 2015 ICCA meeting.

To assist both the Certification Board and IAVM Marketing Department, we conducted a CFE awareness and attitude survey. The overall objective was to provide feedback to help guide future recruitment efforts. Results have been shared with the Director of Governance and the Marketing Director.

An update of our Technology Survey has been programmed and is being tested. I expect this survey to launch in mid-April.



## **Marketing & Communications**

With the newsletter and online *FM* magazine launched, we continued to refine our production process—including collaborating with the sales team on a new inventory and fulfillment system for online advertising. With the completion of this process, we officially introduced ~\$300k worth of digital advertising real estate.

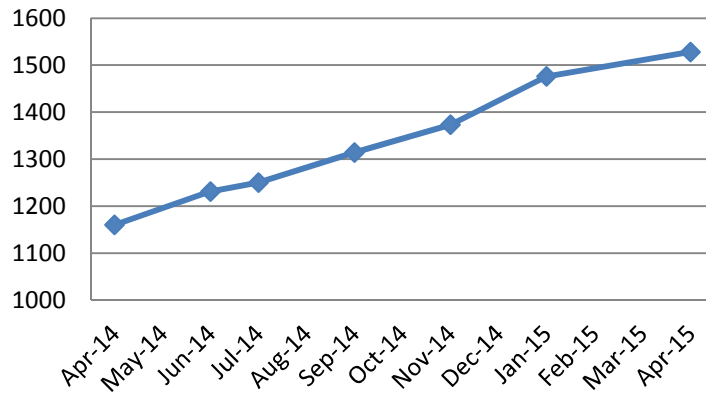
The team also provided marketing support for PAMC, AVSS, GuestX, Severe Weather Preparedness and SES. We continue to push toward stronger content marketing that aligns with our programming, and the Safety & Security issue of *FM* was a successful move toward this goal. Twelve feature stories were posted online in the digital issue of *FM*, adding almost 2,000 additional readers to our magazine content. These features were also promoted through the newsletter (15,000+ weekly) and our social channels (stats below), so we are continuing to align our content so that it is not only accessible through every online channel, but that is also reinforcing the value of our conferences and schools. One of our goals for 2015-2016 as a marketing team will be to double the online audience of the magazine, and to link magazine feature content to every single conference and school.

We also met with representatives from the research committee, where we further discussed the value of VenueDataSource and identified several opportunities for improved reach and relevance in future projects.

Initial plans for our 90th VenueConnect began early in the year, kicking off with the development of the unique 90th logo being used for this year's conference.

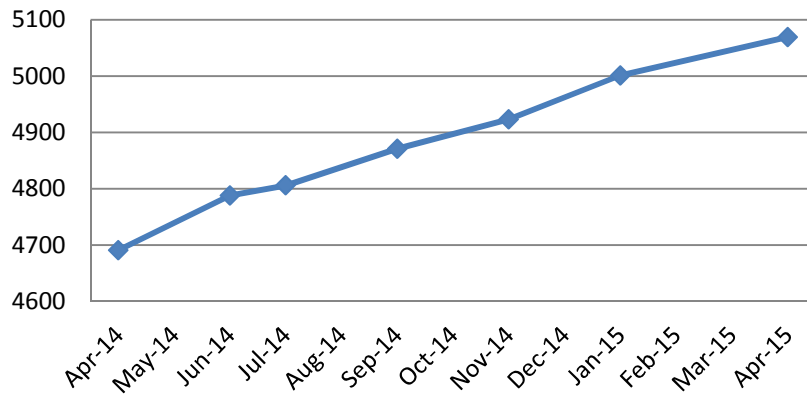
### **Social Media:**

## Facebook

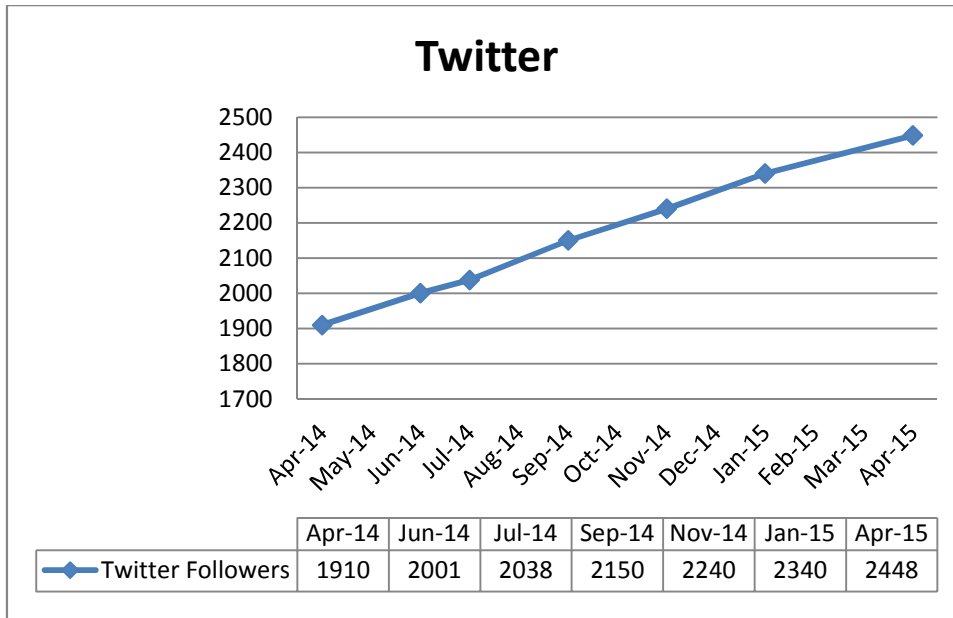


	Apr-14	Jun-14	Jul-14	Sep-14	Nov-14	Jan-15	Apr-15
Facebook # of likes	1160	1231	1250	1314	1373	1476	1528

## LinkedIn



	Apr-14	Jun-14	Jul-14	Sep-14	Nov-14	Jan-15	Apr-15
Members	4691	4788	4806	4871	4923	5001	5069



### Blog and E-News Activity Report

#### *Front Row News (blog.iavm.org)*

- Page views: 23,080 (previous quarter: 21,655)
- Visits: 14,742 (previous quarter: 14,959)
- Avg. pages per visit: 1.57 (previous quarter: 1.45)
- Avg. page duration: 1:07 (previous quarter: 0:57)
- Bounce rate: 78.95 percent (previous quarter: 82.35 percent)
- Mobile/Tablet visits: 4,607 (previous two months: 4,918)

#### Top 5 Blog Posts based on page views:

1. New FCC Public Warning Prohibits Wi-Fi Blocking, But Concerns for Venue Managers Remain
2. 1 Thing You Need to Start Doing (If You're Not Already)
3. Amid Concerns, Powdered Alcohol is Approved for Sale
4. 13 Traits of a Good Employee for Managers to Consider
5. Doug Booher, CFE, Announced as IAVM's Second Vice Chair, 2015-2016

## Marketplace Sales

### IAVM Partnerships

We welcome a new Global Partner, Sherpa Solutions. Sherpa has signed a three year agreement with IAVM and will be contributing \$70,000 in cash and providing our mobile

app, a \$70,000 value. The three year contract with Sherpa has a value net worth of \$420,000.

Currently we have a total of seven IAVM Partners year to date with a combined revenue value of \$560,000.

Current IAVM Partners include:

- Global – Sodexo, Ungerboeck, Freeman, Sherpa Solutions
- Corporate - SICO, Mexico Tourism Board
- Preferred –ABI

Prospective partners currently consist of Daktronics, Ticketmaster/Live Nation, FELD Entertainment, Boingo, and Comcast.

#### 2015 Exhibits/DirectConnect

Marketplace Sales has pre-booked \$455,500 in exhibit sales and \$29,500 in DirectConnect sales for VenueConnect 2015. IAVM Marketing and Sales departments are working together to create a marketing plan to assist in increasing VenueConnect sales. New on the trade show floor this year will be a Technology Showcase where exhibitors can pay to host a 7 minute product demo, Fire Side Chats, 10 minute discussions on hot topics within the venue industry, and the Consultant Lounge.

#### 2015 Advertising

Marketplace Sales has pre-booked \$108,000 YTD in advertising sales for 2015. These sales include FM print, digital, IAVM.org, and the IAVM weekly newsletter opportunities.

#### Marketplace Sales Fiscal Year End Snapshot

2015 Marketplace Sales Budget	\$1,495,048.00
2015 Revenue	\$1,336,306.00
Captured In kind	\$267,000.00
<b>2015 Total Value</b>	<b>\$1,603,306.00</b>

## **Membership**

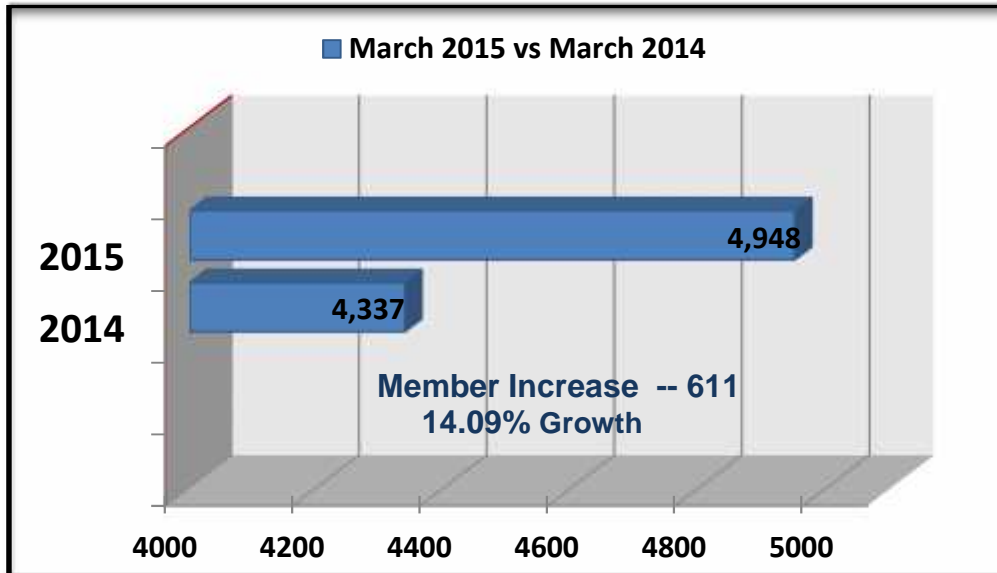
Membership Fiscal Year End Goals: The membership goals were:

- Reach 4,600 members - grow membership by 277 people
- Achieve \$1,285,755 total revenue – *to be reported in the next update*
- Launch new membership model.

#### FY2015 Membership Growth - Final Numbers

2015 Goals	2015	2014
4,600 Members	4,948*	4,337
Increase – Net	611	220
Percentage	14%	5.36%

\*4,948 - 348 Members more than Goal / Highest Count in Association History



#### Group Membership Details

Venue Group Membership - To date, we have 58 active venues with 6 pending. A total of 976 members are part of the program.

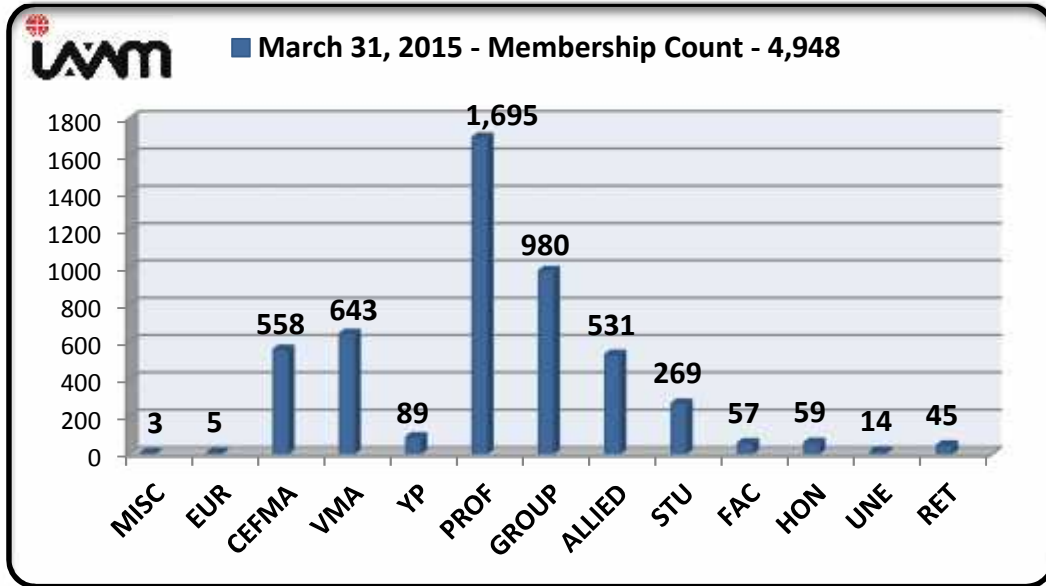
Group Membership Details:

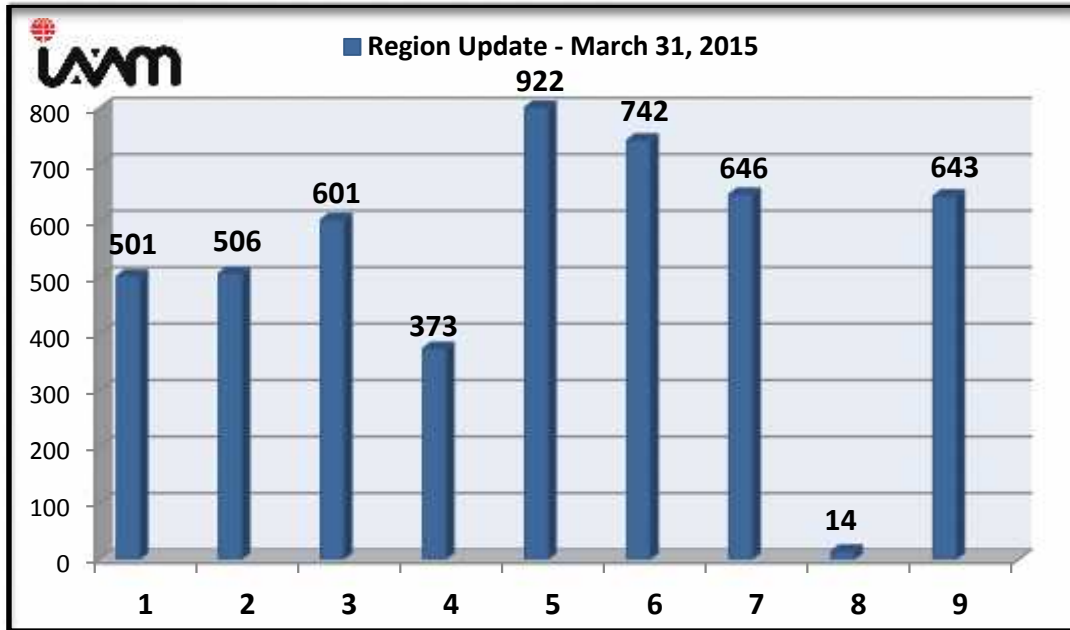
	Venues	Existing Members	New Members Added	Total Members
August	2	13	26	39
September	6	30	71	101
October	5	15	71	86
November	11	87	82	169
December	3	16	40	56
January 2015	9	49	113	162
February 2015	12	50	135	185
March 2015	10	43	135	178
<b>TOTALS</b>	<b>58</b>	<b>303</b>	<b>673</b>	<b>976</b>

#### 2015 Membership Activity

Counts	January 2015	February 2015	March 2015
Total Members	4,871	5,070	4,968
New Members	240	199	222
Dues Revenue:	\$133,733.00	\$146,419.00*	\$137,743.75

\*Includes VMA Payment





Regions	2014	2015	Growth
R1	446	501	12.33%
R2	482	506	5%
R3	470	601	28%
R4	318	373	17.3%
R5	784	922	18%
R6	563	742	32%
R7	507	646	27.4%
R8	19	14	-26.3%
R9	734	643	-12.4%

### Recruitment/Retention Efforts

Group Membership was launched in July 2014 at VenueConnect. Venues now participating in Group Membership:

<b>November</b>	Phoenix Convention Center, Georgia World Congress Center, Portland'5, Walter E. Washington Convention Center, Colorado Convention Center, Eisemann Center for the Performing Arts, Verizon Arena, Indiana University Auditorium, Hong Kong Convention & Exhibition Centre, Oklahoma State Fair, Mesa Arts Center
<b>December</b>	St. Charles Convention Center, Fair Park Dallas, Fox Theatre Atlanta
<b>January</b>	Washington State Convention Center, Green Music Center, Walton Arts Center/WalMart AMP, McCaw Hall at Seattle Center, Orange County Convention Center, MetLife Stadium, Von Braun Center, Wells Fargo

	Center for the Arts, Bridgestone Arena
<b>February</b>	Massachusetts Convention Center Authority, Chan Centre for the PA, Nokia Theatre LA Live, City of Tacoma, Public Assembly Facilities, Kauffman Center for the PA, Peace Center for the PA, Will Rogers Memorial Center, Fort Worth Convention Center, Scope Arena, Spokane Convention Center, Orlando Venues, New Jersey PA Center
<b>March</b>	INTRUST Bank Arena, Verizon Center, Lansing Center, BancorpSouth Arena & Conference Center, The Classic Center, KSU Sports & Entertainment Park, Music City Center, OC Fair & Event Center, Boise Center, Sacramento Convention Center

Campaign Results – iCommit, IAVM's member referral campaign, concluded on March 31. This is the third year for the program with the support of Ungerboeck Software Inc., and we've achieved our best results thus far by adding 65 new members. For our members' great support, we will announce the winners of five-\$500 Apple gift cards in Front Row News in April.

Our sector conference new member signups did well, PAMC taking the lead with 27 new members. AVSS and GuestX produced a dozen new members.

<b>PROMOTION RESULTS</b>	<b>NEW ADDED</b>
AMEREF	52
AVSS	5
Facility	3
Group/Reinstatements	31
GuestX	7
ICCC14	4
iCommit	65
Internet	2
PAMC 14/EX15	27
Reinstatements/Previous	17
Replacement (Retirement/Role Change)	6
Sponsor/Partner/VC	13
VDS	1
VMA	79
VMS	40



## IAVM Foundation

### Board of Trustees

As an outcome of the Mid-Year Meeting, the Foundation Board of Trustees monthly conference calls for the month of January and February were conducted as individual one-on-one calls with each Trustee to discuss strategy and goals within each team. We regrouped in March as a full Board for our monthly conference call. Discussion included reviewing the most recent financials and approval of the FY16 budget. Trustees continue to make great progress in their individual fundraising efforts (reflected below).

### Annual Fundraising – Build An Amazing Future

Build an Amazing Future reporting is based on our budgeted fiscal year starting April 1 through March 31. We fell short by \$7,583 for FY2015; however, we ended the year with the highest revenue for our annual giving since 2003.

Build An Amazing Future Fundraising Campaign  
*(numbers based on calendar year giving April 1, 2014 – March 31, 2015)*

	Individual Giving:	*Corporate Giving:	Total Revenue: Budget	Total Revenue: Actual
<b>April 1, 2014 – March 31, 2015</b>	\$89,471	\$78,000	\$175,000	\$167,417

*\*Corporate Giving includes sponsorships, major gifts, and gifts made by companies*

### Major Gift Donations (gifts of \$5K or greater)

ABI	SICO
FELD Entertainment	SearchWide
Mike McGee, CFE	Sodexo
Jason Rittenberry, CFE	Ungerboeck

Annual Giving Comparisons  
*(numbers based on calendar year giving January 1, 2014 – December 31, 2014)*

Amount Raised:	# of Donors:	% of Member Participation:	Chair's Circle Members:

<b>2011 Campaign</b>	\$72,745	286	10%	37
<b>2012 Campaign</b>	\$111,985	290	9.7%	46
<b>2013 Campaign</b>	\$89,399	325	8.1%	47
<b>*2014 Campaign</b>	\$169,960	475	11.9%	59

*\*Reflects year to date including: sponsorships, major gifts, corporate and individual giving*

Build An Amazing Future Campaign Details:



For 32 years, the IAVM Foundation has committed to programs, ideas, and initiatives that build amazing careers and a strong future for the industry.

This legacy continues with three new programs focused on students, young professionals, and mid-level management in the venue management industry.

Joseph A. Floreano Scholarship & Internship Program:

The Foundation is introducing a new set of scholarships to each of the major programs at IAVM. Whether you are a young professional looking to develop your career or a mid-level manager looking to build a critical network of leaders and peers, you will be able to apply for Foundation scholarships to attend IAVM sector meetings, schools and the annual conference and trade show.

30|UNDER|30, presented by SearchWide & Ungerboeck:

Launching at VenueConnect 2015 in Baltimore, this program focuses on identifying and developing the talent of venue industry professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

Selected applicants will receive one full, complimentary registration (Value: \$1,185) to VenueConnect, IAVM's Annual Conference & Trade Show in Baltimore, MD on August 1 – 4, 2015, a travel stipend of \$850 to be used on travel accommodations and a complimentary one-year Young Professional Membership (Value: \$250). Honorees will be recognized throughout the annual meeting and formally at the Venue Industry Awards luncheon on Monday, August 3, 2015.

The application contains two short, straightforward portions; basic professional information and a short-answer YouTube submission.

Certified Venue Professional (CVP):

The much-anticipated mid-level certification for venue professionals is now in development, and the IAVM Foundation is providing the resources needed to ensure that this new certification provides essential credentialing to further careers and strengthen the future of our industry.

Special Fundraising Appeals within the campaign:



### 100 Women of IAVM:

The idea is simple – 100 Women each giving \$100 means \$10,000 each year! Funds raised through this initiative will be used to support the 3 Industry Women scholarships at AMC, ICCC and PAMC.

As of March 31<sup>st</sup> we've raised \$8,700 with 89 donors –

Julie Adams	Mary Hammond
Jan Addison	Nancy Harbour
JoAnn Armstrong	Kelly Hadsall
Kim Bedier	Vicki Hawarden
Alexis Berggren	Shannon Heaney, <i>in memory of Catherine Ungerboeck</i>
John Bolton, <i>in honor of Sandie Aaron</i>	Karen Hoffman
Rebecca Bolton	Barbara A. Hubbard, <i>in honor of Claire Rothman</i>
Johnna Boxley	Christine Hunjas
Sarah Brown	Susette Hunter
Christy Castillo Butcher	Kathi Hurtgen
Melinda Camp	Janice Jefferson
Kathryn Carlson	Lori Kramer
Stacey Church	Jane Kleinberger
Tom Cornwall, <i>in honor of wife, Betsy Cornwall</i>	Tammy Koolbeck, <i>in honor of Carol Pollock</i>
Stephanie Curran	Debbie Leander
Peggy Daidakis	Lisanne Lewis
Krista Daniel	Dot Lischick
Paula Davis	Lindsay McWilliam
Donna Dowless	Michele Montague
Anne Marie Downen, <i>in memory of Rose A. McCall Gerry Denton</i>	Mary Montalvo
Sandy Dunn	Jennifer Noble
Courtney Egg	Jennifer Norris
Lisa Elliott	Kelly Ortiz
Marty Elliott	Kerry Painter
Adina Erwin	Cyndee Pennington
Sarah Fieger	Amy Rahja
Shura Garnett	Libby Raines
Maura Gast	Lynda Reinhart
Cindy Hamilton	Sarah Rogers

Kenna Saadeh  
Ashton Sequeira  
Maureen Shallcross  
Kelly Shea  
Lauren Simpson  
Julia Slocombe  
Jennifer Smart  
Sherrie Spinks  
Leslee Stewart  
Kim Stone  
Michele Swann, *in honor of Lionel Dubay*  
Cheryl Swanson  
Laura Sweet  
Amy Swisher  
Maria Talbert  
Betty Tanner

Leslie Taylor  
Angie Teel  
Kathryn Tinker  
Tambra Thorson  
Karen Totaro  
Kathryn Towner  
Hawana Townsley  
Jennifer Turner, *in memory of Aubrey Turner*  
Tammy Turnipseed  
Jody Ulich  
Abbie Vander Bol  
Carol Wallace  
Joyce Watson  
Anne Wheat  
Robyn Williams  
Tristan Wright

It's not too late to join the program (men are encouraged to support as well) by visiting <https://www.classy.org/fundraise/team?ftid=36916>

### Joseph A. Floreano Scholarship & Internship Program



In January and February, we announced the Joseph A. Floreano Scholarship + Internship recipients for PAMC and AVSS.

#### PAMC

- Annie Salamunovich
- Laura Kendall
- Jennifer Smart
- Justin Sullivan
- Kendall Judy

#### AVSS

- Kevin Henry
- Aaron Dimatulac

Joseph A. Floreano Scholarship + Internship Program recipient announcements for PAMC and AVSS, click on images below to see full list.

**JOSEPH A. FLOREANO | SCHOLARSHIP + INTERNSHIP PROGRAM**  
IAVM FOUNDATION

**PAMC Scholarship + Internship Recipients**

**Venue:** Portland's Centers for the Arts  
**Title:** Marketing & Promotions Coordinator

**Favorite performance or Broadway show?**  
It's hard to limit to a class, Rodgers + Hammerstein Musical.

**Favorite sports + entertainment memory?**  
Rushing the field with the entire student section at Yogi Berra Stadium.

**If you could be any superhero, who would you be and why?**  
I was the co-founder and president of my elementary school "Language Fluency" since Junior Fun Club--Dorothy was always my favorite because he was the "smallest" girl even though he had the largest weapon...

**What is your ultimate dream job?**  
I'm living the dream now!

**What is your favorite quote?**  
"Play like a champion today!" and "Go infinity, and beyond!"

**Annie Salamunovich**  
Outstanding Leadership Scholarship

**Venue:** Millersville University  
- The Arts at Millersville  
**Title:** Director,  
Office of Visual & Performing Arts

**Favorite musician or band?**  
I'm nostalgic for the Grunge bands.

**Favorite sports + entertainment memory?**  
Seeing Cats when I was 12 years old at the newly opened (and last) Center for Performing Arts in Hebronia. My mom was a rock star and took me out of school.

**If you could be any animal, what would you be and why?**  
I would be a hummingbird. They are mysterious, fast, and fierce.

**If you could switch places with someone for one day, who would it be and why?**  
Jan Brewer. I would just love to deliver the news like that and be funny.

**Laura Kendall**  
Scholarship for

**JOSEPH A. FLOREANO | SCHOLARSHIP + INTERNSHIP PROGRAM**  
IAVM FOUNDATION

**AVSS Scholarship + Internship Recipients**

The Foundation is proud to announce the Joseph A. Floreano Scholarship + Internship Program recipients for the 2015 Academy for Venue Safety & Security (AVSS), recognizing two deserving individuals who demonstrate leadership, innovation, community involvement, and the potential to be future leaders in the venue management industry.

"As leaders we know there is a cause and effect from the level of preparation and quality to the results we see. How we choose to invest in people impacts our results," said Brian Rogers, AVSS Director of Development. "The Foundation provided the seed funding for AVSS over 10 years ago, and we couldn't be more proud to further our investment in the continued development of safety & security for venue professionals."

The Foundation also offers scholarships + internships to a variety of other IAVM conferences and events. Visit here to learn more and to apply. Thanks to the support of committed donors, together we are Building Amazing Futures. [Click here](#) to learn more about the Foundation's annual campaign.

**Venue:** Pocono Raceway  
**Title:** Senior Director of Facility Operations

**Why have you chosen this particular school to attend? What advantage or assistance will it offer to the development of your career?** IAVM was something that I was not involved with previously, and the growing track is being public sector equivalent to a school which needed larger venue operations. The need for this engagement is more apparent than ever. IAVM AVSS is the logical next step in my continuing education plan that will help enhance progressing in Venue Management. I have not continued to CEU participation within IAVM.

**What is your ultimate dream job?**  
This is not the first time someone has asked me what my dream job would be. I don't really have one. But that I am not a career-motivated but I have the intention of that every job is my dream job. I have always been held by my team being. I believe that one should do the very best, push themselves, and never every day. IAVM has allowed me to build work combined with a network of training started in preparation of career and the future will open to opportunities and expectations that not even dreams are made of.

**Kevin Henry**  
AVSS Year 1 + 2  
Scholarship Recipient

**Venue:** Portland's Centers for the Arts  
**Title:** Marketing & Promotions Coordinator

**Favorite performance or Broadway show?**  
It's hard to limit to a class, Rodgers + Hammerstein Musical.

**Favorite sports + entertainment memory?**  
Rushing the field with the entire student section at Yogi Berra Stadium.

**If you could be any superhero, who would you be and why?**  
I was the co-founder and president of my elementary school "Language Fluency" since Junior Fun Club--Dorothy was always my favorite because he was the "smallest" girl even though he had the largest weapon...

**What is your ultimate dream job?**  
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**Annie Salamunovich**  
Outstanding Leadership Scholarship

## Scholarships & Internships Available

The Joseph A. Floreano Scholarship + Internship Program offers (5) five types of scholarships to each of the (3) three IAVM sector meetings – Arena Managers Conference (AMC), International Convention Centers Conference (ICCC) and Performing Arts Managers Conference (PAMC).

The following (5) five scholarships include:

- Outstanding Leader Scholarship
- Diversity Scholarship
- Scholarship for Industry Women
- Young Professional Scholarship
- Student Internship

The Foundation also has opportunities for scholarships + internships for the Academy of Safety & Security (AVSS), Venue Management School (VMS) and student internships at VenueConnect, IAVM's Annual Conference & Trade Show.

- Academy of Safety & Security (AVSS) (1) Scholarship & (1) Internship
- Venue Management School (VMS) (1 for Y1 & Y2) Scholarship & (8) Internships

- (10) VenueConnect, IAVM's Annual Conference & Trade Show Student Internships

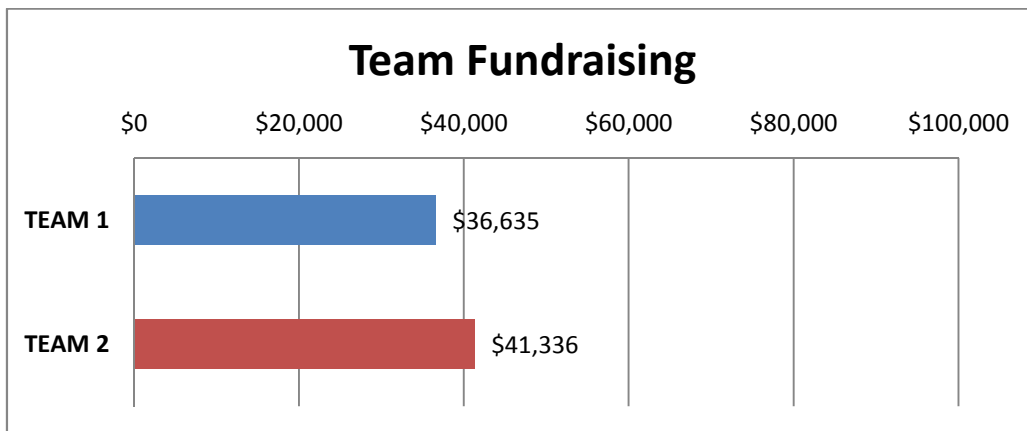
*We are currently accepting applications for VenueConnect, AMC and ICCC. To learn more and apply, visit <http://www.iavm.org/foundation/foundation-floreano-scholarships>*

30|UNDER|30 Program



In February, we announced the 30|UNDER|30 program and began accepting nominations. The nomination process ended on March 30 and we received just over 50 nominations.

Team Fundraising Goal Tracking



Each team has been tasked with raising \$50,000 by March 31, 2015 to support the Build an Amazing Future campaign.

Team 1: Stephanie Curran, Paul Cramer, Mark Gnatovic, Tim Hemphill, Mark Mettes, Fred Peterson, Jason Rittenberry, Tom Tingle, Karen Totaro, Jim Wynkoop, Randy Ziegler, Steve Zito  
 Total Raised as of 03/31/14: \$36,635

Team 2: Doug Archibald, Sparky Bavirsha, Kim Bedier, Mark Duryea, Bob Hunter, Susette Hunter, Allen Johnson, Steve Gregosky, Robyn Williams, Tim Wortman, Lee Zeidman  
 Total Raised as of 03/31/14: \$41,366



Top Fundraisers for the Year

- Jason Rittenberry \$9,542
- Stephanie Curran \$7,784
- Robyn Williams \$7,053