



Dear Volunteer Leaders,

Coming in to VenueConnect, we are doing better than budget expectations by about 100k, which is an update from the end of May report in the Financial section of this report. We have saved on some salary and travel costs and performed better than expected with the building, so far this year. Also, VMS performed better than budget. As a result, we have been able to increase the operating reserves back to 90 days or better.

However, VenueConnect performance is lagging. We are currently 90k behind on our registration goal and about \$110k away from our goal for exhibits/sponsorships. Over all, we are 85k short from where we were this time last year on revenue, and 198k short to goal.

With that being said, we have managed expenses so that we should fall short of budgeted profit by just 55k by finding a few ways to keep our costs down without affecting the attendee experience. Primarily, our partners at Sodexo, PSAV and the Baltimore Convention Center have really stepped up to help us close the gap. We very much appreciate their support, and the support of all of our VC partners!

Also, we signed the deal with the Association of Professional Venue Management this week, a new association based in Europe. For a list of their current venue members, click on this link <http://a-pvm.com/memberlist/> and here <http://a-pvm.com/board-members/> to see their board members. They will have 2 representatives at the meeting, Simon Smith, President of A-PVM, with Wembley Stadium, and Paul Anderson, VP of A-PVM. Our partners from AMEREF will be in attendance as well, with Gonzalo Escamez and Polo Farias-Barlow, at the least. As usual, our friends from VMA will be there too, Steve Rohmer and Trevor Dohnt. VMA and IAVM have agreed to renew our agreement once again, and we appreciate their on-going partnership!

Last, we are reaching out to the National Association of Theater Owners to offer our Active Shooter training to them for a regional meeting they are holding here in Texas. We called their CEO today to offer our support, any way we can.

See you in Baltimore!

## Operations

### Financials

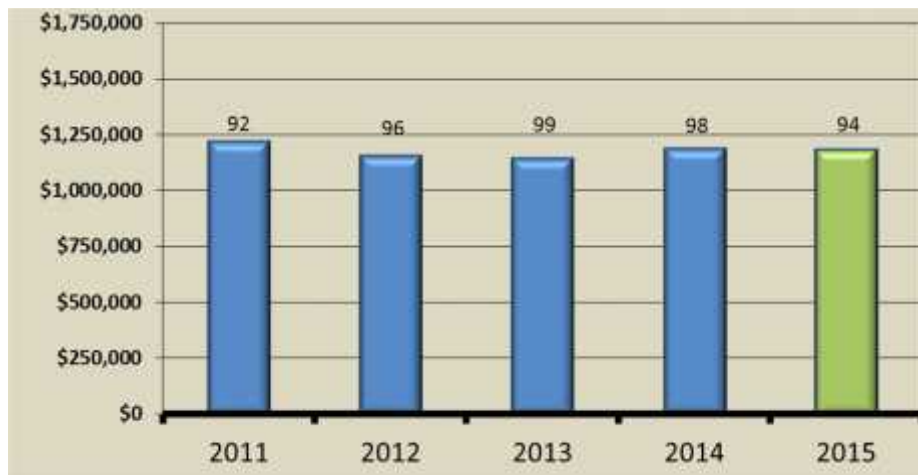
Through May the Association has a net deficit of \$124K on revenue of \$44K compared to a budgeted deficit of \$199K on revenue of \$471K. The \$75K net deficit improvement is a result of lower operating expenses primarily related to labor and travel costs. This positive net profit variance will likely decrease after VenueConnect as both registration and exhibit revenue are running below expectations.

Looking forward, one key financial indicator is deferred revenue for membership dues. As of May the deferred balance was \$699,000 which is \$20,000 higher than the prior year total of \$679,000. This comparison tells us that if this trend continued we can expect an increase in future membership revenue.

The March 2015 audit report is final and the Association generated a profit of \$65,000 compared to a budgeted surplus of \$84,000. The net profit of \$65,000 enables the Association to be in compliance with the building loan debt covenants.

### Cash and Investment Balance

As of May the cash & investment balance was \$1,185,000 and represented 94 days of operating expenses compared to a target of 90 days. Last year at this time the Association's cash and investment balance represented 98 days of operating expenses.



### Operations/ IT

Rob Price started July 6th as the Director of Web Development. His web development expertise will enable the Association to move forward with key projects including: new buyers guide, online learning center and VDS development. In addition to project related opportunities, he will also focus on the continual improvement of the web's overall user experience.

## Education

### **Professional Development, Meetings and Events**

#### Trained Crowd Manager Live:

The first course for crowd managers to be endorsed by the National Fire Protection Association (NFPA), TCM Live provides an interactive environment where both the classroom instruction practical venue experience can be completed in one day. A program overview was provided to AMEREFF in Mexico who are requesting training for their industry.

#### Venue Management School:

Venue Management School 2015 had a total of 144 Year-1 students, 119 Year-2 students, and 34 Graduate Students. Total attendance: 297 students

#### *VMS-Total Revenue:*

##### YEAR 1

105 @ \$ 924	\$ 97,020
39 @ \$1,224	\$ 47,736
	\$144,756

##### YEAR 2

111 @ \$ 924	\$102,564
1 @ \$1,124	\$1,124
7 @ \$1,224	\$8,568
	\$112,256

##### GRADUATE

32 @ \$1,025	\$32,800
2 @ \$1,325	\$ 2,650
	\$35,450

#### Academy for Venue Safety & Security:

As IAVM prepares to administer the Academy for Venue Safety and Security 2015, a committee is being established to represent and advocate for safety & security interests of the venue management industry. The focus is to work collaboratively with staff to encourage and equip professionals in the discipline of life safety and security operations and management. The Venue Safety & Security Committee members will serve a term of one year, which may be renewed for up to four years of total service on the committee.

#### IAVM Sponsored Training:

The Culwell Center located in Garland, Texas was subjected to a Terrorist Attack which has prompted IAVM to take a pro-active approach and work collaboratively with the

Department of Homeland Security to provide training to Culwell staff and assigned security detail.

The training will be specific to:  
 Situational Awareness (IAVM)  
 Active Shooter (DHS)

IAVM Webinars:

Tue, May 12, 2015 2:00 PM - 2:45 PM CDT  
 Live Interview with John Wilborn, Director, Curtis Culwell Center"

Thu, May 14, 2015 2:00 PM - 3:15 PM EDT  
 Public Demonstrations and Civil Unrest Affecting Public Assembly Facilities

Fri, May 22, 2015 2:00 PM - 2:30 PM CDT  
 The Venue – IAVM Podcast

Thu, May 28, 2015 3:00 PM - 4:00 PM CDT  
 Region 6 Online Meeting - Listening Initiative

Wed, Jun 10, 2015 10:00 AM - 10:45 AM EDT  
 Region 1 Online Meeting - Listening Initiative

Fri, Jun 26, 2015 2:00 PM - 2:30 PM CDT  
 The Venue – IAVM Podcast

Wed, Jul 15, 2015 4:00 PM - 5:00 PM EDT  
 DAS and other Small Cell Solutions: A Primer to Getting Cellular Coverage and Capacity Across Your Venue

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

Description	Actual	Budget	Last Year (Final)
Registration	\$116,375	\$121,525	\$113,857
Paid Attendees	49	60	61
Sponsorship	\$9,000	\$6,000	\$6,000
Total Revenue	\$125,375	\$127,525	\$119,857

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

Description	Actual	Budget	Last Year (Final)
Registration	\$392,854	\$542,210	\$496,130
Paid Attendees	458	684	745
Booth Sales	\$533,730	\$675,000	\$622,420

Sponsorship	\$225,620	\$235,000	\$228,145
Total Revenue	\$1,152,204	\$1,447,210	\$1,346,695

AMC – St. Louis, MO – September 20-22, 2015

Description	Actual	Budget	Last Year (Final)
Registration	\$5,320	\$81,005	\$70,255
Paid Attendees	11	149	145
Sponsorship	60,000	\$73,000	\$75,560
Total Revenue	\$65,320	\$154,005	\$145,815

ICCC – Atlanta, GA – October 1-3, 2015

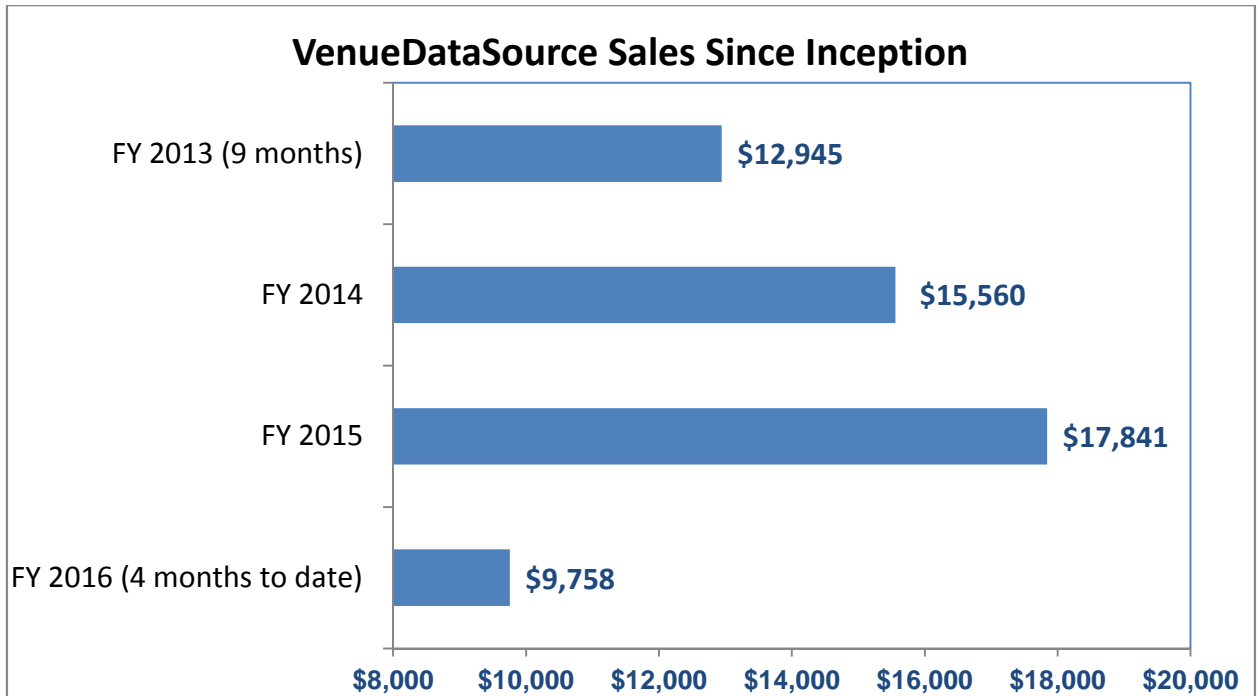
Description	Actual	Budget	Last Year (Final)
Registration	\$4,430	\$108,355	\$89,405
Paid Attendees	8	178	176
Sponsorship	50,500	\$85,000	\$81,400
Total Revenue	\$54,930	\$193,355	\$170,805

Certification:

The exam bank for the CVP has been vetted and approximately 300 questions collected for the multiple choice exam. The Certification Board will complete the passmark process for each question and the exams will be self-monitored during each of our conferences/meetings. The new Certified Venue Professional (CVP) program will launch at VenueConnect in Baltimore. The new information packet, standards document, and application are currently on the web for review.

**Research**

Since its inception, VenueDataSource has generated \$56,014 in revenue for the association. Earlier this calendar year, we obtained the means to send our own independent email blasts and used it to promote the products and services offered. In addition, we have been successfully using social media for the same purpose. These are the reasons we theorize that our sales in the first 4 months of FY2016 is already more than half the sales achieved in FY2015.



The second quarter of 2015 is proving to be as busy as the first quarter for IAVM research.

- As indicated above, we are helping to promote the products and VDS program via our independent email capabilities and social media efforts.
- The Safety and Security and Capital Funding Reports were completed, distributed to all participants and promoted for sale.
- The Business Barometer Report for the 1<sup>st</sup> Quarter of 2015 was completed and will be issued shortly. Panel refreshment efforts were concluded and surveys for the 2<sup>nd</sup> Quarter will begin on July 27<sup>th</sup> with the refreshed panel.
- Our 2015 Technology Survey was designed, executed and completed in the first quarter of 2015. The report was completed and distributed to all participants. We will begin promoting this report very shortly.
- We designed a fairly comprehensive survey on Food and Beverages which will launch on July 20<sup>th</sup>.

## **Marketing & Communications**

As the 2015 VenueConnect conference became solidified, marketing worked on new communications and branding for several, exciting components of the program. Working with the Foundation, we assisted in branding and launching the new UpStart: Emerging Leaders Experience. We also helped develop and execute a communication plan for the new 30|UNDER|30 program, highlighting each of the inaugural recipients through video and blog spotlights that ran over the course of three months. As an extension of the communication plan, dozens of local media outlets were notified of recipients in their areas, leading to several, meaningful media impressions that highlighted local venues and the young professionals being awarded.

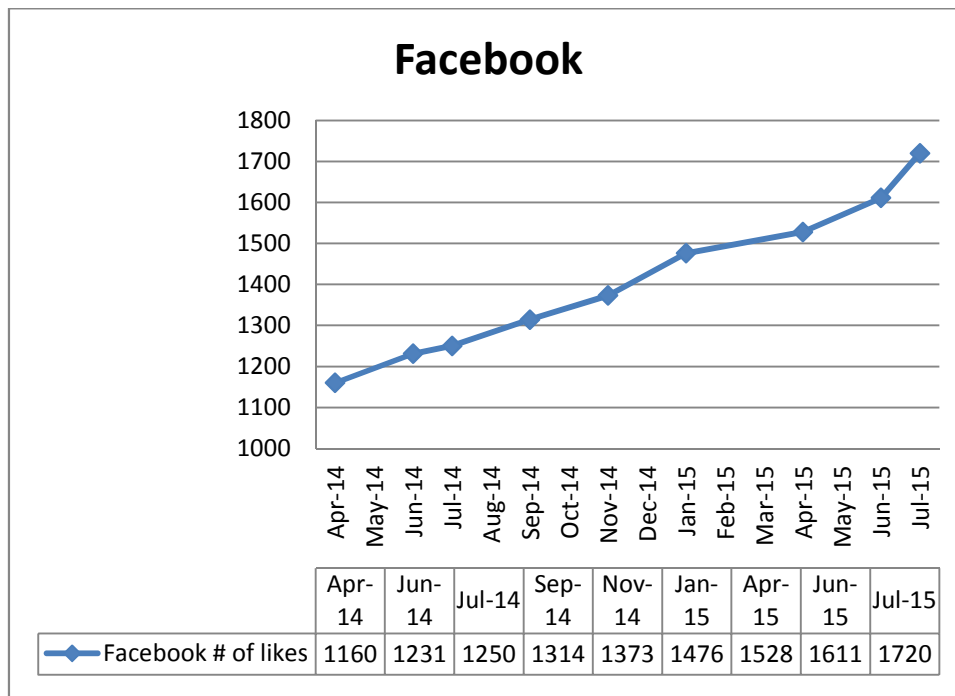
Other VenueConnect efforts included emails, newsletter stories, social pushes, and a conference mailer highlighting the 2015 line-up of sessions, events, and speakers.

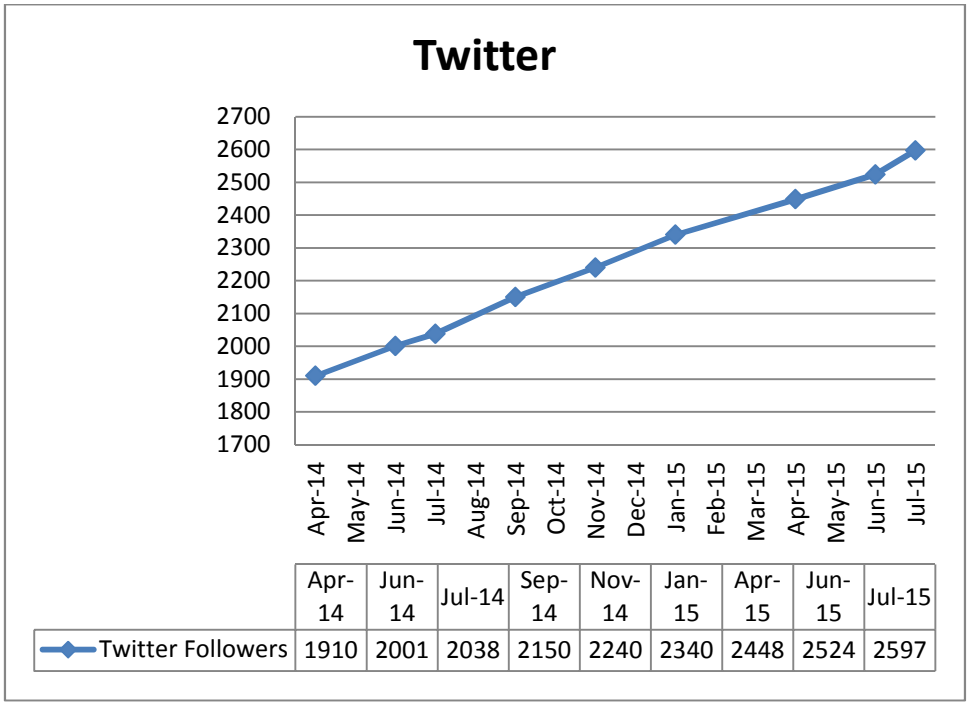
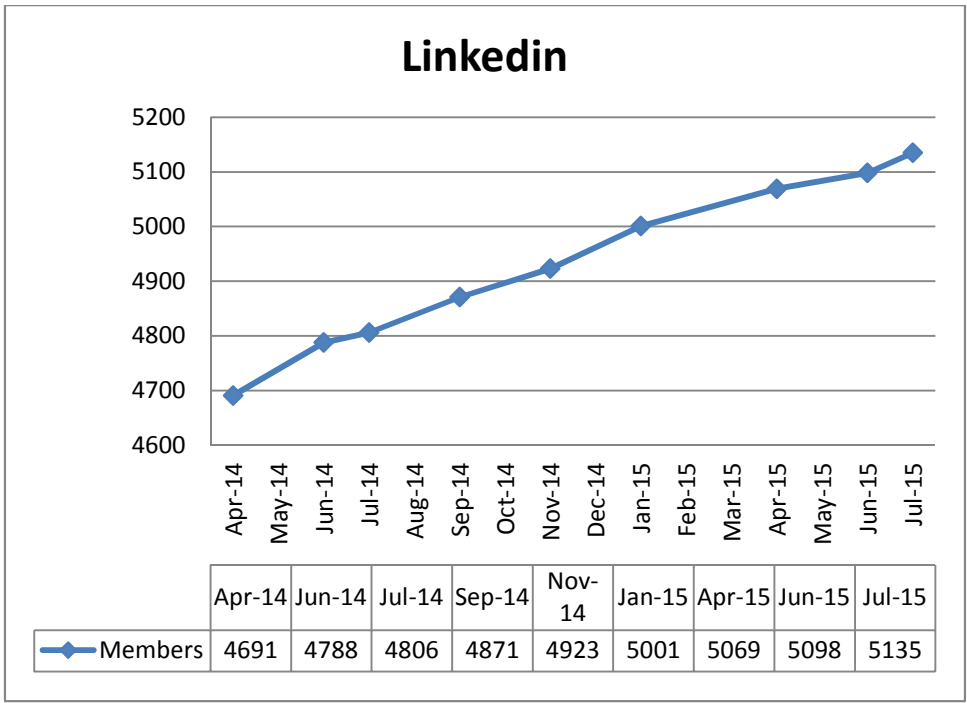
In support of education, marketing worked on two significant webinars (Civil Unrest; Interview with John Wilborn), both breaking previous attendance records. We assisted in branding and marketing the presentations, as well as coordinating the visual materials used by each of the participants. As a supplement to these webinars, we worked with the meetings team to update the websites and registration pages for both AVSS and GuestX 2016. This enabled us to include within both presentations a mention of IAVM's safety and security programming, an important impression opportunity with a relevant audience of members and non-members.

Our team's senior editor, Jason Hensel, teamed up with Greg Wolfe to introduce a new live podcast, The Venue. Debuting in May, the podcast pulls from active VenueNet forum topics, creating a live conversation with member-guests and call-in participants. Episode 2 was recorded live at VMS 2015, and Episode 4 will be recorded live at VenueConnect.

Periscope emerged as a new live-streaming social channel back in the Spring. The marketing team began exploring the tool, with a test stream taking place at VMS 2015. Additional streams will be explored at VenueConnect and will be accessible via the IAVM twitter handle, @IAVMWHQ.

**Social Media:**





**Blog and E-News Activity Report**

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

- Page views: 25,764 (previous quarter: 23,080)
- Visits: 17,257 (previous quarter: 14,742)
- Avg. pages per visit: 1.49 (previous quarter: 1.57)
- Avg. page duration: 1:00 (previous quarter: 1:07)



- Bounce rate: 80.72 percent (previous quarter: 78.95 percent)
- Mobile/Tablet visits: 5,781 (previous two months: 4,607)

Top 5 Blog Posts based on page views:

1. The IAVM Foundation is Proud to Announce the Inaugural 30|UNDER|30 Class of 2015
2. Public Demonstrations and Civil Unrest Affecting Public Assembly Facilities
3. Announcing VMS Scholarship + Internship Recipients
4. Learning From Camden Yard's Zero Attendance Game
5. Word Choice Matters When Negotiating

## Marketplace Sales

Marketplace Sales Year to Date Snapshot

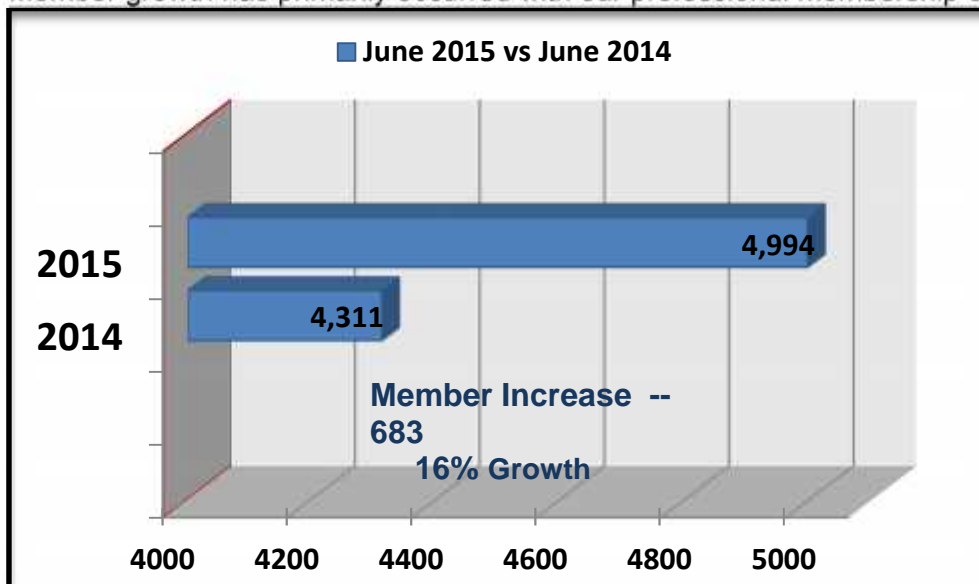
2015-16 Budget Goal	\$1,464,000.00
2015-16 Year-to-Date Sales	\$1,206,357.62
Variance from 2015-16 Budget	(\$264,642.38)

2014-15 Actual Sales	\$1,351,779.00
2015-16 Variance from 2014-15 YTD Sales	(\$ 145,421.38)

## Membership

Membership Counts:

Member growth has primarily occurred with our professional membership category.



2015 Membership Activity:

<b>Counts</b>	<b>April 2015</b>	<b>May 2015</b>	<b>June 2015</b>
Total Members	4,917	5,035*	4,994
<b>New Members</b>	89	87	57
Dues Revenue:	\$112,976.25	\$107,318.25	\$94,727.47#

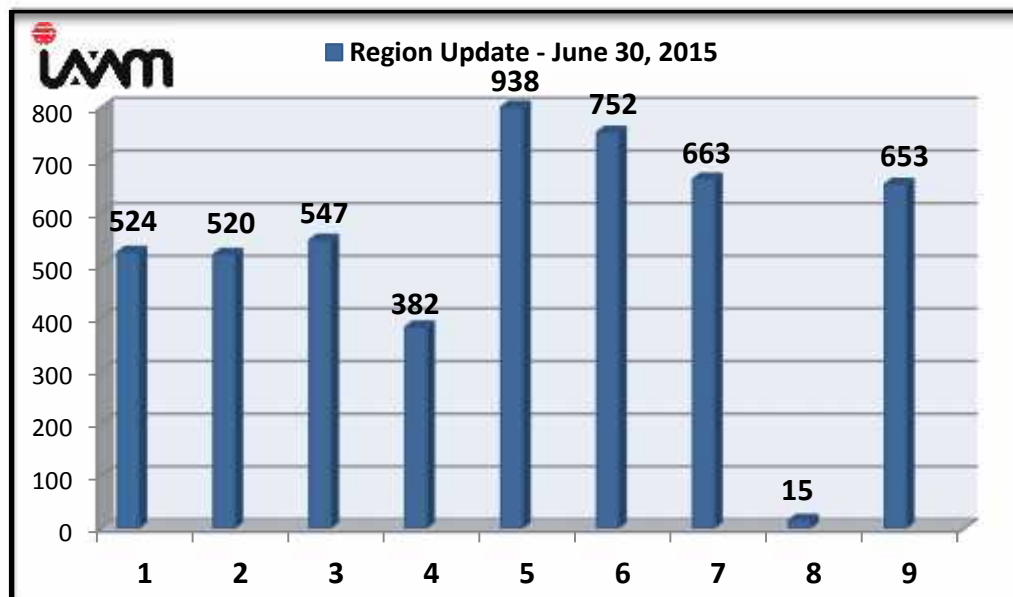
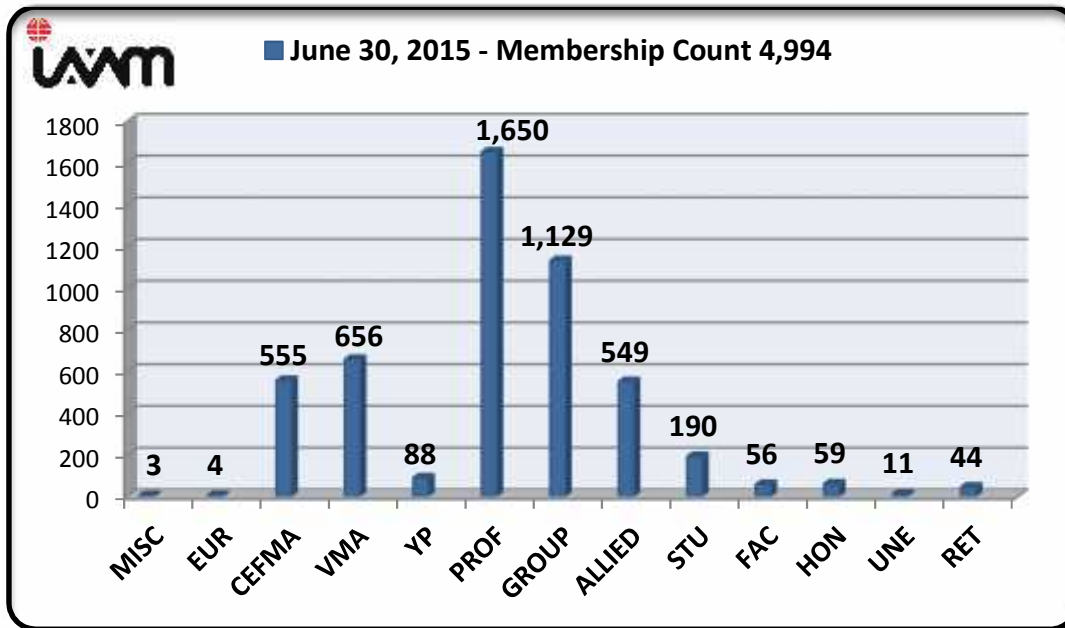
\*Next round of suspensions will be handled in July after the grace period. We expect to hit our true number of 5,000 members in July.

#Includes AMEREF Payment

2015 – Allied Membership Comparison:

<b>Counts</b>	<b>March 2015</b>	<b>March 2014</b>	<b>Suspensions</b>
<b>Reps</b>	370	395	<b>-25</b>
<b>Extras</b>	96	152	<b>-56</b>
<b>Distinguished</b>	13	13	
<b>Partners*</b>	54	N/A	<i>Offsets the total loss</i>
<b>Total</b>	<b>533</b>	<b>560</b>	<b>-27</b>
<b>Budget</b>	<b>2015 Revenue Shortfall</b>		<b>-\$40,480#</b>

\*New category – Members per Sponsorship Agreements. Some of the members have transitioned to the Partner category due to these new agreements.



Group Membership Details:

Venue Group Membership – At the close of March, we had 58 active venues with 976 active members.

Through June, we now have 69 venues participating in group membership for a total of 1,129 members in this category. We have one pending application. Additionally, 48 venues that had 6 or less active members have converted to group membership. A total of 21 venues now participate that had 7 or more active members.

2015 – 2016 Fiscal Year:

Months	Venues	Existing Members	New Members Added	Total Members
<b>April 2015</b>	5	21	38	59
<b>May 2015</b>	3	5	39	44
<b>June 2015</b>	3	16	23	39
<b>TOTALS</b>	<b>11</b>	<b>42</b>	<b>100</b>	<b>142</b>

Profit for this program is now \$55,820.00.

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
<b>April</b>	MetraPark, Jerome Schottenstein Center, Duke Energy Convention Center, Qualcomm Stadium, Palm Beach Convention Center
<b>May</b>	Prudential Center, Overland Park Convention Center, Owensboro Convention Center
<b>June</b>	American Airlines Center, Oregon Convention Center, RFK Stadium

Recruitment/Retention Efforts:

Staff participated in the Green Sports Alliance Conference in Chicago, June 29-July 2 to recruit new members and exhibitors.

Staff finalized a new affinity program with APPI Energy. APPI provides consulting services that will ultimately reduce our members’ energy expenses, electrical and natural gas. An audit of existing services (a current bill) will reveal opportunities for potential savings our

venues can save by utilizing one of their providers. Suppliers include companies such as Hudson Energy, Champion, Liberty Energy, etc. There are 13 states that are deregulated which gives APPI the ability to transition their existing services to cheaper plans once their existing contracts expire. APPI will exhibit at VenueConnect. APPI works with 143 associations.

The Affinity Program:

- The audit consists of reviewing existing energy bills
- APPI will advise what provider can provide the most cost-savings
- In situations where a venue is interested in participating but is under contract with an existing supplier, a contract may still be agreed upon
- Once the existing contractual obligation ends, APPI’s provider will go into effect after the expiration date

## IAVM Foundation

Annual Fundraising – Build an Amazing Future

Build an Amazing Future is already off to a great start in 2015. We are tracking ahead of budget thanks to our success in the first quarter of the year. We received major gifts from Feld Entertainment, Skanska, Ungerboeck, VenuWorks and Western Kentucky University. The Build an Amazing Future reporting is based on our budgeted fiscal year starting April 1 thru March 31, however, for historical purposes and annual donor recognition we are also tracking based upon the calendar year starting January 1 thru December 31.

Build an Amazing Future Fundraising Campaign

*(numbers based on fiscal year budget April 1, 2014 – March 31, 2015)*

	Individual Giving:	*Corporate Giving:	Total Revenue: Budget	Total Revenue: Actual
<b>April 1, 2015 – March 31, 2016</b>	\$27,345	\$60,000	\$277,500	\$87,345

*\*Corporate giving includes sponsorship, major gifts and gifts made by companies*

**Major Gift** *(donations of \$5,000 greater):*

FELD Entertainment, Inc.	VenuWorks
MillerCoors	Western Kentucky University, Recreation & Sport Administration
Skanska	
Ungerboeck Systems International, Inc.	

Annual Giving Comparisons

*(numbers based on calendar year giving January 1, 2015 – December 31, 2015)*

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
<b>*2015 Campaign</b>	\$104,203	168	4%	43

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

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 June 30<sup>th</sup> we've raised \$10,192 with 102 donors. To view the complete list of donors or to join the 100+ circle, please visit [www.classy.org/100women](http://www.classy.org/100women)

Joseph A. Floreano Scholarship + Internship Program



In April and May, we announced the Joseph A. Floreano Scholarship + Internship recipients for VMS and VenueConnect.

VMS

- Kenny Gaudinez, Orange County Convention Center
- Jake Berry, University of West Georgia
- Melora Cybul, University of Alabama
- Kyle Hinton, Brigham Young University
- Miah Moore, Missouri State University
- Jahmar Plummer, Monroe Community College
- Brittany Prather, Western Kentucky University
- Stephanie Szabo, Bemidji State University
- Scott Trisler, University of Montana

#### VenueConnect

- Jahmar Plummer, Monroe Community College
- Aaron Dimatulac, Missouri State University
- Anthony Espinoza, Johnson & Wales University
- Ashley Molina, University of Florida
- Brandon Kress, University of Montana
- Stacey Mielke, University of Florida
- Mikal Daskivich, Penn State University
- Irina Tuluca, Missouri State University
- Raymond Caraballo, Baldwin Wallace University
- Miah Moore, Missouri State University

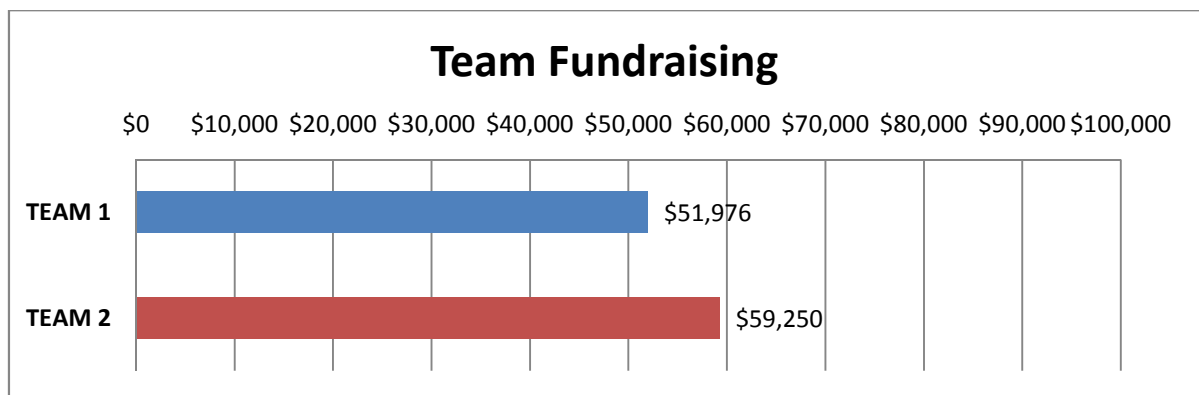
#### 30|UNDER|30 Program

In May, we announced the 30|UNDER|30 inaugural class of 2015.



- Natalie Barrow, Cobb Energy Performing Arts Centre
- McKell Bennett, Adams Center - University of Montana
- Whitney Bishop, Richmond Coliseum, Carpenter Theatre, Altria Theater
- Matthew Boring, Lied Center for Performing Arts
- Danny Bryant, The Classic Center
- Jason Burnette, Cox Business Center
- Sandi Carretero, McLane Stadium
- Dani Cole, Tacoma Dome and Greater Tacoma Convention & Trade Center
- Laura Doyle, Chesapeake Energy Arena & Cox Convention Center
- Bill Enkhbayar, Boardwalk Hall
- Sari Feinstein, Wells Fargo Center for the Arts
- Sarah Fieger, Tobin Center for the Performing Arts
- Joe Giordano, Santander Arena & Performing Arts Center
- Jacquelyn Holowaty, Global Spectrum
- Ashley Keen, Mesa Arts Center
- Nikki Lekhy, Cultural Tourism DC
- Sean Loyst, Kitchener Memorial Auditorium
- Siroun Majarian, Massachusetts Convention Center Authority
- Kelsey Metzger Covart, Ames Center
- Michael Owens, BOK Center
- Derrick Palms, Night Owl Productions/Kennesaw State University Sports + Entertainment Park
- Nathaniel Porter, BOK Center
- Brittanie Roldan, Prudential Center & New Jersey Devils
- McKenzie Rowley, NRG Park
- Alicia Ruach, Maple Leaf Sports & Entertainment Ltd.
- Annie Salamunovich, Portland's Centers for the Arts
- Jena Schaafsma, MetLife Stadium
- Andrew Shreve, Greater Richmond Convention Center
- Abbie Vander Bol, Show Me Center
- Caitlin Volpe, AT&T Performing Arts Center

Team Fundraising Goal Tracking



Each team has been tasked with raising \$125,000 by March 31, 2017 (*Year 1 –\$25,000, Year 2 + 3 – \$50,000*) 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 since August 1, 2014 (as of 07/01/15): \$51,976

**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 since August 1, 2014 (as of 07/01/15): \$59,250

**Top Fundraisers Raising \$5,000+ (as of 07/01/15)**

- Doug Archibald \$20,000
- Mark Duryea \$11,400
- Mark Gnatovic \$11,259
- Jason Rittenberry \$10,076
- Stephanie Curran \$8,577
- Robyn Williams \$7,727
- Tom Tingle \$7,167

VenueConnect Fundraising: Silent Auction

Chair(s): Bob Hunter, Brad Mayne and Lee Zeidman

Online Dates: July 1 – July 30, [www.biddingforgood.com/iavmfoundation](http://www.biddingforgood.com/iavmfoundation)

Onsite Dates: July 31 – August 2

Raffle: three items with a value of \$500 or more

*Title Sponsor (\$20,000)*

FELD Entertainment

*Auction Comparisons as of 7/24*

	# of Items	Sponsorship: Budget	Sponsorship: Actual	Total Revenue: Budget	Total Revenue: Actual
<b>2010 Houston</b>	136	\$15,000	\$15,000	\$50,000	\$50,963
<b>2011 Phoenix</b>	220	\$15,000	\$15,000	\$58,000	\$58,000
<b>2012 Ft. Lauderdale</b>	232	\$15,000	\$15,000	\$70,000	\$80,906
<b>2013 New Orleans</b>	244	\$20,000	\$23,100	\$79,000	\$84,880
<b>2014 Portland</b>	183	\$25,000	\$22,000	\$85,000	\$65,092
<b>2015 Baltimore</b>	205	\$20,000	\$20,000	\$95,500	\$51,701

VenueConnect Fundraising: Golf Tournament

Chair(s): Stephanie Curran and Jason Rittenberry

Date: Friday, July 31

Time: 7:30 AM shot gun start

Where: Bulle Rock

Price: \$225 Registration

2015 Sponsors

*Hospitality + Event (\$5,000 - \$15,000)*

Anhueser-Busch

ByPass Mobile

Skanska

Sodexo

TicketsWest

*Contest Holes (\$2,000 - \$5,000)*

Feld Entertainment

Skanska Smith, Seckman & Reid

*General (\$500 - \$1,000)*

Brailsford & Dunlavey

Staging Concepts

*Tee + Flag (\$1,500 - \$2,000)*

ABI

CarbonHouse

Legends

Robbins Sports Surfaces

SICO

Skanska

Sodexo

TicketForce

Ungerboeck

Walter P Moore

Golf Comparisons *as of 7/24*

	Registered: Budget	Registered: Actual	Sponsorship: Budget	Sponsorship: Actual	Total Revenue: Budget	Total Revenue: Actual
<b>2010 Houston*</b>	120	102	\$31,000	\$31,000	\$47,750	\$54,315
<b>2011 Phoenix</b>	115	120	\$40,000	\$32,000	\$55,000	\$47,525
<b>2012 Ft. Lauderdale</b>	115	126	\$60,000	\$50,750	\$82,400	\$69,685
<b>2013 New Orleans*</b>	110	116	\$50,000	\$50,000	\$64,000	\$65,410
<b>2014 Portland*</b>	80	130	\$60,000	\$55,500	\$76,000	\$78,305
<b>2015 Baltimore*</b>	90	122	\$75,000	\$75,000	\$95,250	\$94,945

\*denotes one 18-hole course

VenueConnect Foundation Event – UpStart: Emerging Leaders Experience



The IAVM Foundation, in partnership with Western Kentucky University (WKU), has developed a phenomenal program designed to provide unprecedented networking and education for students and young professionals beginning their careers in venue management. On Saturday, August 1, before the full VenueConnect conference begins, young professionals and students will learn career skills from venue industry leaders, make new connections with executives from major venues, and gain fresh professional development insights through a packed schedule of

customized sessions and events.

Recently added to the UpStart program is the opening keynote, Doug Sandler. Author of *Nice Guys Finish First* (all UpStart attendees are walking away with a copy of his book!), Sandler brings with him more than 20 years of experience in the entertainment world with thousands of clients. He'll tackle the massive threat that not caring poses to companies and systems, and will dive into the art of building relationships with clients versus simply closing deals.

Other session highlights include “Thinking Outside the Box,” lead by Mark Gnatovic, senior vice president of SearchWide; “How Our Generation Can Use LinkedIn For Professional Branding,” lead by Whitney Harmel, director of sales for Brandability; and “Advancing Your Career,” lead by Bryan Kaminski, senior manager of university recruiting and programs for Under Armour. Attendees will also participate in a new speed-networking program, “The Game Changer,” where they will get crucial face-to-face time and personal introductions to major venue industry leaders.

UpStart is free for students, young professionals, and faculty, and is made possible through the support of IAVM members, venue industry leaders, and other partners that have supported the IAVM Foundation’s Build An Amazing Future campaign.

Currently we have 82 registered and paid attendees.

#### VenueConnect Foundation Event – Legacy Project



The IAVM Foundation Legacy Project is an opportunity for members to work together with industry peers to leave a lasting legacy of caring and support in our host city. This year’s project we are teaming up with the United Way for a Stone Soup project.

As the Stone Soup story goes, a stranger enters a village. After being told by all the villagers that there is no food to eat, he puts a pot of water on a fire to boil and places a big stone into the pot. The villagers grow curious. One by one, they begin contributing one ingredient each, until they have assembled a hearty soup for all to feast on.

The United Way movement was founded on this concept: that each one of us can give, advocate, and volunteer to improve conditions in our communities.

This year, with the record-breaking number of volunteers already signed up, VenueConnect attendees will be making over 200 casserole dishes that will create 1,600 individual servings and

feed up to 125 families.

2015 Sponsors

Aramark  
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Portland'5  
Spectra

Sodexo

IAVM Foundation Legacy Project Event Details:  
Event Location: Matthew A. Henson Elementary School  
Date + Time: Friday, July 31, 10 a.m. – 2 p.m.  
Bus Transportation provided for all attendees.