



2010-11 Annual Report

MISSION: Educate, advocate for, and inspire public assembly venue professionals, worldwide.

Name Change

On July 15, 2010, IAAM members voted (88%) to change its name and officially became IAVM effective September 14, 2010. This required:

- 1. Filing for revised Articles of Incorporation
- 2. Purchasing and activating web domains
- 3. Changing web site
- 4. Publicizing the change to industry media
- 5. Revamping collateral materials
- 6. Re-registering trademarks



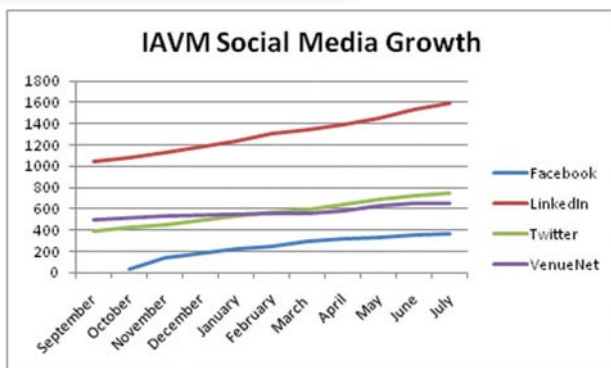
Sample of some logo changes

Member Engagement



On June 1, 2010, IAAM rolled out a new member proprietary social media tool known as **VENUENET**. The results:

- 1. Facebook Page: 361
- 2. LinkedIn Group: 1587
- 3. Twitter Followers: 752
- 4. VenueNet Profiles: 656



Membership

- 3,515 Members
- Developed Membership Campaign Strategy
- New six-minute Member Value video produced
- Affiliation agreement with CEFMA adds members



Lifetime learning is key for all successful venue professionals. Members always have to continue education conferences, seminars and publications. IAVM's top priority is providing quality, leading edge education and professional development.

IAVM provides you with many benefits.

- Facility Manager Magazine
- Twice monthly E-News and Front Row News
- Discounts on all industry web conferences
- Access to resources and publications on best practices
- Discounted and free webinars
- Salary reports and other pertinent research

Venue Management School or Ongoing is an experience of a lifetime. The connections I made at Ongoing are an invaluable resource to me.

As a young professional looking for new employment, I made every effort to keep my membership in IAVM. My membership allowed me to connect with leaders in the industry and land a job in my chosen profession.

IAVM Membership Matters

VENUEMET, IAVM's newest member benefit, is an innovative social networking platform. Members from all disciplines and market sizes connect with venue professionals around the globe to share resources, blogs, links, and more. VenueMet boasts more than 800 engaged users and more than 3,000 network connections made. For Allied Members, **VENUEMET** is a great place to learn and understand the issues facing clients. Connect online at VenueMet.IAVM.org.

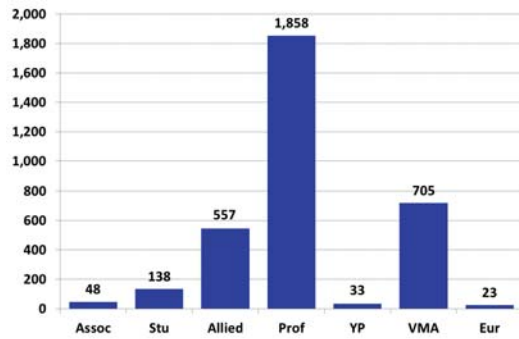
VenueMet is a powerful tool! At the touch of a button the number of professionals available to assist members increases exponentially. It creates an instant opportunity to network with my peers and share industry-related issues, topics and best practices.

Tammy Robinson
Vice President, Venue Services, Venue Works
Cedar Rapids, Iowa
IAVM Member Since 2001

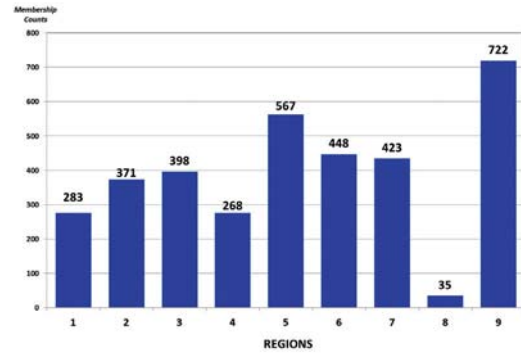
Daniel Huerta
Executive General Manager, Fair Park
Dallas, Texas
IAVM Member Since 2004

IAVM
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Categories



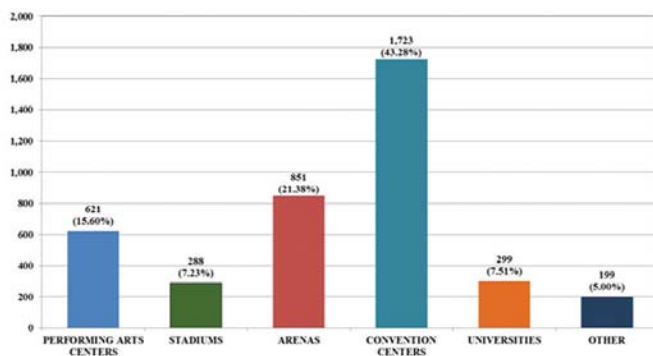
Regions



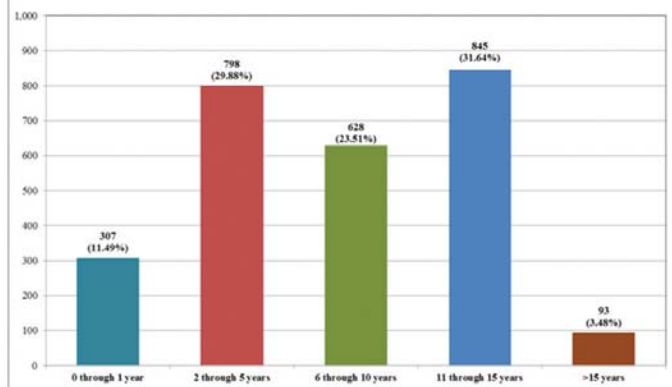
Dues Revenue



TOP 5 VENUE TYPE GROUPS AMONG PROFESSIONAL MEMBERSHIP as of 5/13/2011

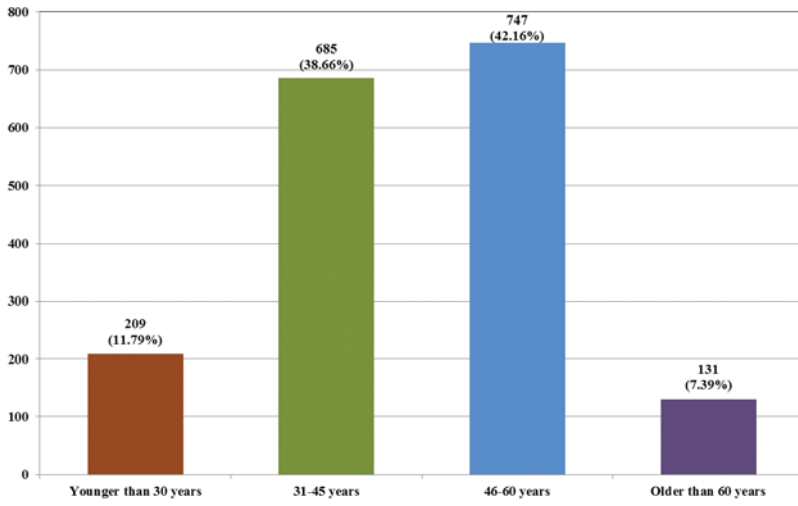


MEMBERSHIP TENURE RANGES



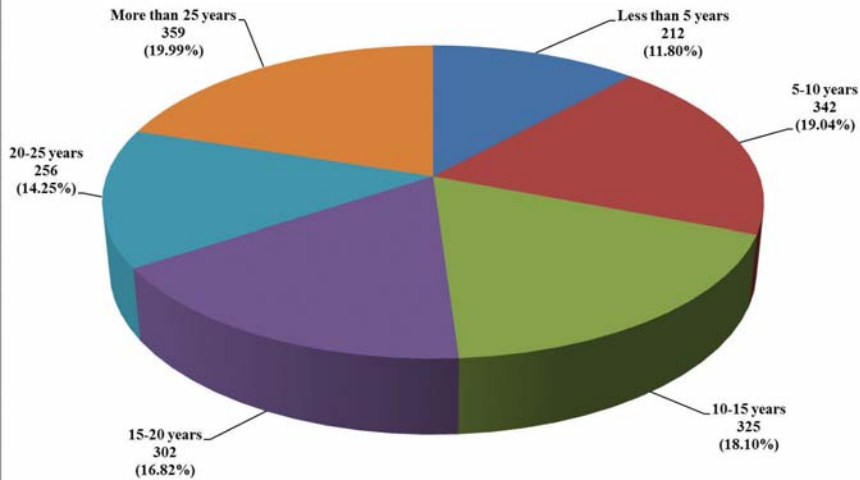
Demographics

AGE RANGE



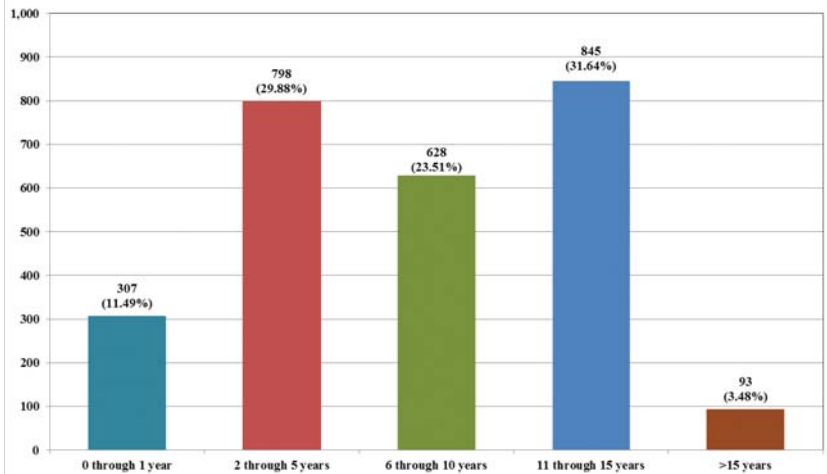
Total Respondants: 1,772

YEARS IN PUBLIC ASSEMBLY

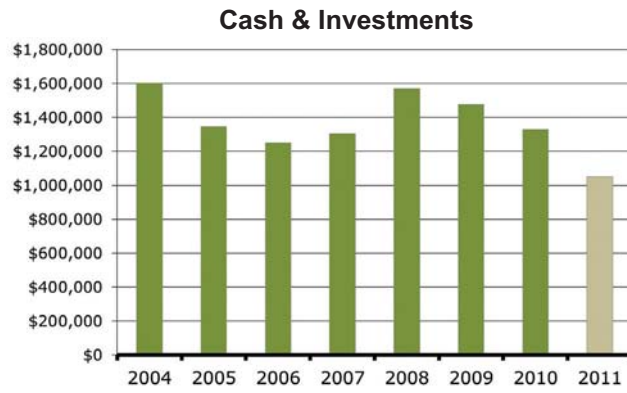
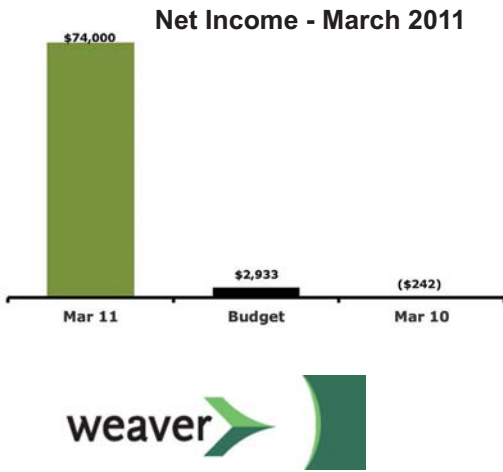


Total Respondants: 1,796

MEMBERSHIP TENURE RANGES



Finance



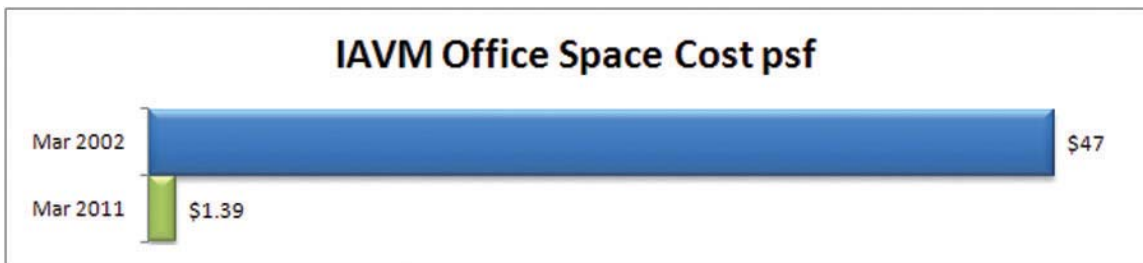
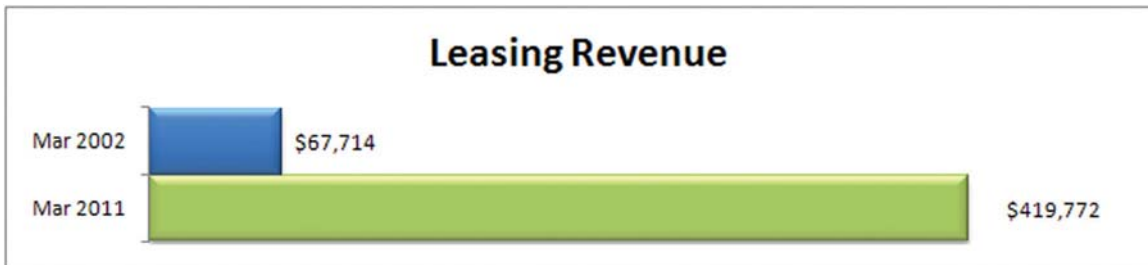
- Assets - \$6.0 M
- Liabilities - \$3.7 M
- Net Assets - \$2.3 M

Financial Summary

Description	Mar - 11	Budget	Mar - 10
Revenue	\$4,896,000	\$5,056,000	\$4,678,000
Expense	4,856,000	5,118,000	4,768,000
Operating Income	40,000	(62,000)	(90,000)
Investments	34,000	65,000	90,000
Net Profit	\$74,000	\$3,000	\$0

World Headquarters

- Tenants of WHQ: 6
- BD renewed their lease for 5 years
- Concur renewed their lease of 6,846 sq ft for 5 years
- Voxai is considering expanding; needs more future space



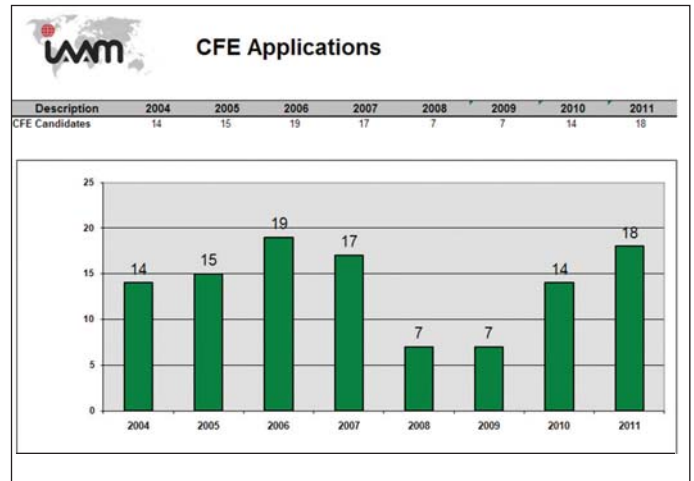


Education & Products

- 1,033 orders were filled
- 2,042 attended webinars; up 3%
- Published *Best Articles - Facility Manger 101*

Certification

- Rosanne Duke takes over staff role of CFE coordination
- ANSI Accreditation continues
- Total CFEs worldwide: 260



Marketing & Public Relations

- Outlined and implemented strategic marketing, communications and PR plan
- Targeted email communications for IAVM products, services and conferences

- Integrated the VenueDataSource marketing plan into IAVM's marketing strategy and drove implementation into the Trade Show, video production, speeches and others
- Reviewed current email technology and purchased 'Informz', an email client scheduled for implementation
- Worked with Industry Affairs Council to evaluate branding needs and recommended to the Board of Directors that IAVM pursue a rebranding initiative
- Redesigned and updated VenueConnect website for more targeted messaging of events and programs

Sponsorship

- Standard Operating Policy established
- Consultant hired to audit and transform sponsor program
- Senior Sales Manager hired – Christy Jacobs
- Revised programs to tailor sponsorship to the specific needs of companies investing in IAVM



IAM VENUE TRADE ALERT

Advocacy

- Pursued mitigation of ESPN story on Concessions food quality
- Challenge proposed Arizona Firearm Bill in wake of Tucson shootings
- New DOJ ADA 2010 standards were effective March 15, 2011
- Travel Promotions Act addressed 'OTCs' using wholesale price for tax calculation
- Prepared Amicus Brief for New Jersey Sports Authority
- Achieved exemption language from Menu Labeling Requirements in venues
- Defeated Ticket Broker Bills in states (MN, NC, and CN)

Research

- IAVM/RKC receives \$652,222 grant from IAVMF for data research
- www.venuedatasource.org provides IAVM members web portal data tool
- Benchmarking Advisory Committee (BAC) rolls out Operational Expenses survey
- BAC releases 2010 Salary Report by venue type
- Economic Impact Committee (EIC) conducts 2011 Economic Conditions survey
- Event economic impact calculator in development



Foundation



- New Foundation bylaws approved making IAVM Chair, Vice Chairs voting members



Submitted by:



John Siehl, CFE
Chairman, IAVM



Dexter King, CFE
President & CEO

*NOTE: This information is based on IAVM's Fiscal Year beginning April 1, 2010 through March 31, 2011.

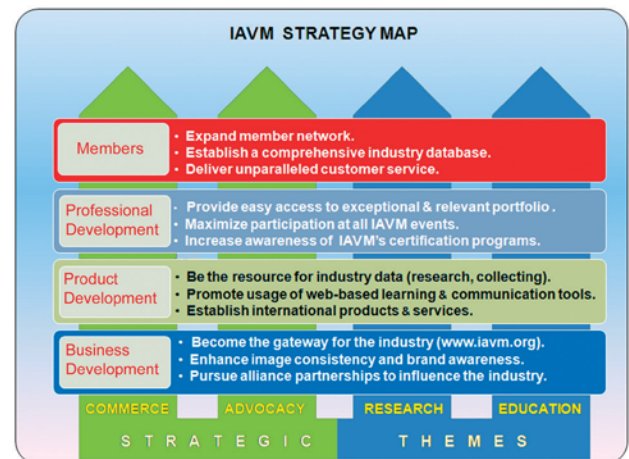
IAVM VISION STATEMENT

The International Association of Venue Managers aspires to be acknowledged as the global leader in providing cutting-edge innovation, advanced education, dynamic advocacy and professional networking.

We strive to be the industry resource for research, information, services and life-safety protocols.

Business Strategy

The Board of Directors adopted the following four (4) STRATEGIC DIRECTIONS in December 2007 and implemented the plan April 2008.



IAVM VALUE STATEMENTS

- **Integrity** – “In all we do” ... we are committed to ethical standards and honesty in everything that we do as a professional association.
- **Service** – to serve and assist one another and to encourage all IAVM members and international partners to be actively involved in their Association.
- **Safety** – our number one value! We are committed to provide innovative safety and security guidelines and training so as to assist venues and their management teams in managing with the priority of protecting all aspects related to life-safety and physical assets.
- **Education** – provide cutting-edge educational programs of the highest caliber that are inclusive, appropriate, challenging, and informative.
- **Advocacy** – encourage measured and suitable support for issues that affect public assembly facility managers.
- **People First** – we are committed to provide resources and encourage IAVM staff team members to become the industry experts in their areas of responsibility by providing thorough training and guidance opportunities.