



INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS  
**REGION 3**

# Newsletter

## September 2018

### *A Letter from the Director*

I hope everybody had a relaxing summer!

We have had several discussions over the past several months on where to take Region 3 in the future. Currently, we have joined Regions 1, 2 & 5 in a Super Regional meeting in the spring, but there has been some discussions on returning to just a Region 3 meeting. There are pros and cons to both a Super Regional and a more centralized Region 3 meeting. We want to hear from you, our members. Below is a link to a short survey to get a bigger picture of what our region wants out of the region meetings. Please fill out the survey by Oct. 31st so we can include the results of the survey in the next newsletter. If you have any questions please contact me or one of the other Region Board members. Click [here](#) to take the survey.

We are looking for nominations for the following volunteer positions within Region 3:

- **Region 3 Secretary/Treasurer** (will serve 2 years then advance to Assistant Director for 2 years then Director for 2 years)
- **Region 3 Newsletter Editor**
- **Region 3 Newsletter Designer**

If you or somebody you know would be interested in any of these positions please let me know. We will be voting on the positions in April and they will step into their new roles at VenueConnect 2019 in Chicago.

Abbie Jo Lady  
IAVM, Region 3 Director  
Marketing Director  
Show Me Center  
[alady@semo.edu](mailto:alady@semo.edu)

### IAVM Region 3 Financial Position

The total assets and cash position for Region 3 is \$7,322.57 as of September 4, 2018. This does include the most recent deposit of \$3,503.37 for Region 3's participation from the Super Regional Conference held in Lexington, KY in April 2018. These funds are primarily used for two reasons. First, Region 3 funds scholarships on an annual basis to IAVM's Venue Management School for our Region 3 members and their venues. Historically, Region 3 has also provided scholarships to Academy for Venue Safety & Security, Senior Executive Symposium, VMS Graduate Institute, and other IAVM programs. Second, Region 3 funds are used to produce and promote our own conference within Region 3 where we have traditionally invited Region 2 and sometimes other Regions to join us. We have earned funds and replenished our account from both hosting a Combined Regional Meeting and also having Region 3 members attend the Regional Meetings each year.

With your participation each year in attending a Combined Regional Meeting that Region 3 is officially a part of, you are helping to generate revenue for our Region 3. We have the highest earning potential and opportunity to generate revenue when we host either our own Region 3 Meeting or a Combined Regional Meeting and invite other members to join us within Region 3. It is the goal of our Region 3 Board to continue to grow our revenue and build up our cash position so we have the opportunity to provide more scholarship opportunities within Region 3 to our members and their venues.

Help us help you! Support Region 3 and attend a Regional Meeting to help us put dollars back into our own Region right here so we can give those dollars back thru scholarship opportunities and other educational opportunities.

If you have questions on our financial position or any of the scholarship opportunities, please contact any one of the Region 3 Board members.

## VenuWorks and Ungerboeck Form Strategic Partnership



VenuWorks, an Iowa-based venue management company, and Ungerboeck announced today a strategic partnership to bring Ungerboeck's world-leading venue management platform to

VenuWorks' roster of venues, enabling a higher level of sophistication and standardization across all venues in their management network.

VenuWorks manages venues across the United States—from arenas and theatres to convention centers and outdoor spaces—all on behalf of its clients. By partnering with Ungerboeck, VenuWorks bolsters its ability to maximize venue utilization and reduce both direct and indirect operating costs through real-time key performance metric reporting.

As a result of the partnership, VenuWorks will become the first private management company to fully consolidate into one system, all customer relationship management, sales, forecasting, event management, customer service, operations and complete audit ready financial accounting, analysis and reporting. With the click of a button, Ungerboeck platform's data will empower each venue's management and staff to quickly make the best business decisions for the city and promoter, meeting planner, exhibitor, and attendee guests.

"We are thrilled to partner with Ungerboeck," shared Steve Peters, founder and president of VenuWorks. "From booking to balance sheet, each venue will operate on a single solution that houses all promoter, sponsor, planner and exhibitor and financial information."

Manish Chandak, President/CEO of Ungerboeck added, "Security and efficiency and visitor experience are major drivers for venue management today. With this partnership, VenuWorks is now best positioned to align its end-to-end venue management expertise with our unified software platform and industry best practices. We wish them well on new acquisitions and driving efficiency in their existing operations."

## Long-time Region III Member, Steve Peters, Conferred Legacy Award

At the VC18 meeting in Toronto, IAVM



Foundation's highest honor was presented to Steve Peters, CEO/President of VenuWorks. This Legacy Award has only been awarded 8 times in the Foundation's history.

When the Foundation began its first "big idea" of the Venue Management School in 1987, Steve contributed both time and money and not only attended the first year of the newly formed school but taught courses as well. He has supported different Foundation campaigns personally throughout the years. When he formed his own business, he began contributing professionally and encourages his employees to participate both in time and money to support the Foundation. During more turbulent times, he gave his encouragement and offered assistance when called upon to serve. During his tenure in IAVM Leadership positions, he provided steadiness and support. Most recently he stepped forward and matched gifts of \$8,000 to fund diversity and inclusion efforts.

## Digging through the Archives

As PMI Entertainment Group employees begin the slow process of cleaning out the Brown County Veterans Memorial Arena in Green Bay before its expected demolition in mid-2019, many old photos and other archives are seeing the light of day for the first time in perhaps decades. Plans have been approved for a new \$90M expo center to be built on the current site of the arena and Shopko exposition hall. Construction is expected to begin in the summer or fall of 2019.



## Cuene and Spillman Recognized in the 2018 Class of 30|UNDER|30



PMI Entertainment Group's Human Resources Manager, Carly Cuene, and VenuWorks of Ames' Iowa State Center, Food and Beverage Director, Craig Spillman has been named to the International Association of Venue Managers Foundation (IAVM) 30|Under|30 class of 2018. The 30 individuals selected represent young professionals who have the talent, drive and passion to be leaders of the venue management industry. Both Cuene and Spillman received their award at the VenueConnect 2018 conference in Toronto.

## Fire extinguisher training for Resch Center employees

All managers on duty (MOD) at PMI Entertainment Group receive various types of training. In addition to CPR/AED training, active shooter, crowd control and others, MODs also get trained regularly on the proper way to use a fire extinguisher. Recently several of our managers completed the training outside of the Resch Center.



## Summer Projects at Iowa State Center

Stephens Auditorium, managed by VenuWorks, is undergoing construction this summer on two accessibility projects. As the venue prepares to celebrate its 50th Anniversary season, construction has begun for two projects: expansion of wheelchair areas and handrails in the balconies and loge boxes. For the venue staff, these are projects that have long been discussed and funding



was secured this spring and summer through a donor gift and a University fund for accessibility projects.

The wheelchair areas project expands to 18 seats from 6 seats and includes installing a new concrete platform in Rows 10-11 that gives patrons a

choice of seating location as well as expanding the current wheelchair seating locations in Rows 30-31.

Handrails in the balconies and loge boxes will assist patrons in accessing their seats easier.



## Bruss named PMI COO, Wachter appointed to board of directors

PMI Entertainment Group's Brendan Bruss has been promoted from executive vice president to chief operating officer. Bruss will be responsible for all day to day operations of the company. He has been with PMI since 2003 and has since served as executive vice president and president of the Green Bay Gamblers, a United States Hockey League team owned by PMI.



Ken Wachter will continue to serve as chief executive officer and has been named to the PMI Entertainment Group Board of Directors. Wachter joined PMI in 1998 and has served as president and CEO since 2002.



## **Wisconsin Center District Names Marty Brooks New CEO**

The Wisconsin Center District (WCD) Board of Directors, has named Marty Brooks as the new CEO for the Wisconsin Center District. Brooks' first day was January 22, 2018.

"Marty's hiring signals a new and dynamic era for the Center District. The Board looks forward to working with Marty and our community partners to further expand economic activity in and around southeastern Wisconsin," said Scott Neitzel, WCD Chairman and Secretary of the State of Wisconsin Department of Administration.

According to Marty Brooks, "In my role, I look to increase the profitability of the Wisconsin Center District properties, as well as raise the profile of the District itself. A robust convention and events calendar for the District has a ripple effect throughout the community, and I look forward to working in partnership with VISIT Milwaukee to continue that trend."

Paul Upchurch, president & CEO of VISIT Milwaukee stated, "On behalf of VISIT Milwaukee, I'd like to welcome Marty Brooks to the Wisconsin Center District and the Milwaukee area. His operations expertise for convention centers, theaters, and arenas will play well here in Milwaukee and will boost the already strong schedule of events at our Wisconsin Center facilities. He is a great addition to the team, and we look forward to working closely with Marty to further build on the success of the District and bring even more events and conventions to the region." "I'm thrilled to start the next chapter of my career in Milwaukee," Marty Brooks commented. "This is a vibrant city with a great downtown scene."

## **Wisconsin Center District Names Doug Johnson New Vice President of Entertainment and Sports**

The Wisconsin Center District (WCD) has named Doug Johnson as Vice President of Entertainment and Sports, effective April 16th, 2018. The WCD owns and operates the Miller High Life Theatre, UW-Milwaukee Panther Arena, and Wisconsin Center.

Johnson's hire comes after the WCD announced the start of new President and CEO, Marty Brooks.

"A building as beautiful and versatile as the Miller High Life Theatre cannot go underutilized," said Brooks. "It seemed to me that we needed the right person with the right relationships to book the space. I created this new position and we were lucky to find that person just down the road. The future of entertainment for the WCD is very exciting."

With over 25 years of consistent and progressive entertainment management, agent, and promoter relationships, Johnson will influence the future of entertainment and non-traditional sports programming across WCD properties. Said Johnson, "The WCD facilities and administrative staff are in a great position to take entertainment to the next level for the people of Wisconsin. I am really excited to bring local, regional, and national promoters into the superb properties of the Wisconsin Center District." Most recently Johnson has been the Senior Director of Arena Entertainment for the BMO Harris Bradley Center. While there, Johnson positively influenced the routing of significant shows and productions, bringing them into the Milwaukee market.

"The way to increase utilization is to increase meaningful relationships," said Johnson. Prior to his tenure at the BMO Harris Bradley Center, Johnson spent nearly two decades as Senior Entertainment Director for Milwaukee World Festival, Inc., better known as Summerfest. While there he influenced all facets of the global festival, including operations, marketing and communications, logistics, hospitality, security, and production.

## **Wisconsin Center District Names Steve Marsh Senior Vice President, Chief Financial Officer**

The Wisconsin Center District (WCD) has named Steve Marsh as senior vice president and CFO, effective immediately.

WCD president and CEO, Marty Brooks, has been tasked by the WCD Board to increase both utilization and profitability of all properties, especially the Miller High Life Theatre.

"Deciding what shows and events to bring to our facilities is more than just identifying popular acts," said Brooks. "It's also about making sure we can have complete faith in the flow of financial

information to help guide future decisions. Steve will bring ample experience in this field from the very specialized perspective of entertainment and venue management.”

“My real passion is the sports and entertainment industry,” said Marsh. “To be part of Marty’s team which has so much energy and experience is a great opportunity. It really feels like we are on the ground floor of a major WCD revitalization and that is very exciting.”

## Wisconsin Center District Names MJ Gilfillan Vice President, Human Resources

The Wisconsin Center District (WCD) has named MJ Gilfillan as Vice President of Human Resources, effective immediately.

Gilfillan’s hire comes early in the tenure of WCD President and CEO, Marty Brooks. Brooks has been tasked by the WCD Board to increase both utilization and profitability of all properties, especially the Miller High Life Theatre.

“I believe a great human resources leader can have a meaningful, measurable impact on a company,” said Brooks. “Supporting and enabling change cannot be automated. MJ’s role will provide training, guidance, and advocacy to the entire WCD staff as we pursue vibrant growth throughout our great facilities.”

Said Gilfillan, “This role with the Wisconsin Center District is very exciting for someone like me who has broad HR background from large corporations to small service-based industries. I look forward to creating new benchmarks for HR standards, while helping current and future WCD employees feel that the WCD trusts them and cares deeply about their work.”

## Beckmann Earns CVP

Jessica Beckmann, the Events Manager at Chaifetz Arena in St. Louis, has earned her certification of CVP at Venue *Connect* 2018.

Beckmann started in the industry back in high school while working with Food & Beverage. She has worked in several venues in Region III, including: Casino Queen, Gateway Convention Center and GCS Ballpark.

Beckman is approaching her third anniversary with Chaifetz Arena. When asked about some of her favorite memories while working in the industry Beckmann said, “climbing up on the Bull Rider’s platform at my first rodeo while bulls and cowboys were loading in the chutes. (And) getting right back down when the bull in the chute reared and got his front hooves over the top of the gate that separated us.” Another fun memory she has is testing out the NCAA Gymnastics Championship apparatuses with Spectra Venue Management staff. Specifically rehearsing their landings and salutes.



Congrats to Jessica on achieving this honor!

## Mark Your Calendars For These Upcoming Events!

**April 7-9<sup>th</sup> – IAVM Regions 1, 2, 3 & 5 - Super Regional Meeting in Daytona Beach, FL**

**July 21-24<sup>th</sup> – VenueConnect 2019 in Chicago, IL**

### Have Questions or Concerns about IAVM or Region 3?

If you have any questions regarding the newsletter, Region 3 or IAVM please reach out to any of your IAVM Region 3 Board Members below and they would be happy to help you.

**Director: Abbie Jo Lady –**  
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