



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS **REGION 3**

Director's Note

IAVM Region 3 friends—

March 2022 marks the 2nd anniversary of the start of the Covid-19 pandemic. On March 11, 2020, the World Health Organization declared Covid-19 a pandemic. On March 13, 2020, the President declared the Covid-19 pandemic of sufficient severity and magnitude to warrant an emergency declaration. In Iowa, our personal day of infamy came on March 17, 2020 when the Governor of Iowa signed an emergency declaration closing public venues. We remained closed until May 31, 2020. I'm grateful to so many of my IAVM friends, colleagues, and mentors for their support and guidance through the past two years, the most challenging two years of my career in public assembly venue management. I certainly do not want to ever repeat these past two years or try to operate our venue again and host events with only four (4) full-time employees during the height of the pandemic.

While it's important to reflect on our past, 2022 is going to be all about refocusing on our future as we come out of the Covid-19 pandemic, recharging our batteries and leadership development, reconnecting with others, and most importantly, working to allow all the guests we serve to reconnect in our buildings for meetings, conventions, banquets, live entertainment, and other special events. To this end, we have the perfect leadership development and educational opportunity

for you . . . our IAVM Super Regional Conference for Regions 1, 2, 3, & 5 in Portland, ME on April 24-26 – in just 6 weeks! The Super Regional Conference is appropriately themed as ReConnect, ReCharge, and ReFocus. We hope you will ReConnect with us in Portland, ME! Investing in our own personal development and the growth of our mid-level managers and leaders is one of the most productive uses of our financial resources. Especially in this new labor environment, it's important for us to invest in our team and show them they are valued and provide them with leadership and growth opportunities. Time and time again, we see the payback and rewards to our venues when we invest in our most important asset – our team members. I plan to be in Portland, ME in April with one of our key managers, and I hope to see you there!

As you look ahead to 2022, please take advantage of all the resources available to you from IAVM. Webinars, VenueNet, AVSS, SES, GuestX, VMS, VMS Graduate Institute, Region 1, 2, 3, & 5 Super Regional in Portland, ME, and VenueConnect in Phoenix, AZ, along with many other resources IAVM offers. And do not forget your most important asset and resource – us, your friends and colleagues who are in this with you. Do not hesitate to phone a friend, send an email, or drop a post in VenueNet – we are here to help!

Godspeed to you as we emerge from the Covid-19 pandemic stronger, leaner, more efficient, and ready to **ReConnect**, **ReCharge**, and **ReFocus** on our future!

IAVM Region 3 Director

Executive Director

Bridge View Center | VenuWorks

March 15th 2022
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 **FOUNDATION**

Support Your [IAVM Foundation](#) by Shopping on Amazon!

[AmazonSmile](#) is a simple and automatic way for you to support your IAVM Foundation every time you shop, at no cost to you! When you shop at [smile.amazon.com](#), you'll find the exact same prices, selection and shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization.

That means it is easier than ever to support your Foundation's work anytime, anywhere. As any frequent Amazon shopper knows, your purchases add up!

How to Activate AmazonSmile

Step 1: Join AmazonSmile

If you aren't yet an AmazonSmile member, sign up at [smile.amazon.com](#) using a web browser (mobile or desktop). You'll sign in with your Amazon credentials, and the site will walk you through the process. Amazon will ask you to choose your favorite charity. This is where you search for and choose "**International Association of Venue Managers Foundation.**"

Step 2: Open the Amazon Shopping app on your phone

If you don't have the app already, download it from the [Apple App Store](#) or [Google Play](#).

Step 3: Open Settings within the app

Open Settings by tapping the three horizontal lines and click "Settings."

Step 4: Tap AmazonSmile

Step 5: Tap the button for "Turn on AmazonSmile"

You'll need to follow the three-step setup process. *Note that Amazon requires you to turn on notifications to be able to use AmazonSmile on your phone.

Step 6: Make note of your renewal date

Amazon asks that you renew your AmazonSmile donation every six months. This is easy but required. When six months are up, you'll have to choose your favorite charity again. If you don't renew, your purchases will not count..

Step 7: Confirm that AmazonSmile is active before your next purchase

Look for AmazonSmile at the top of the app as you browse. You'll also see your chosen charity on the confirmation screen.

Please take a moment, and add the IAVM Foundation to your AmazonSmile account today!

UNGERBOECK ANNOUNCES INTEGRATION BETWEEN VENUEOPS AND TESSITURA PLATFORM

St. Louis, MO – Ungerboeck and Tessitura are pleased to announce the expansion of their partnership with the launch of an integration between VenueOps and the Tessitura platform.



Since its debut five years ago, VenueOps has made waves in the event industry as an intuitive application for venue management and booking. Performing arts centers, arenas, stadiums, museums, and other facilities rely on VenueOps to manage event booking, production, resource allocation, task management, and more.

The integration translates to reduced friction between sales and box office teams, improved communication, and streamlined data entry. It also enables production data to be seamlessly shared between the two solutions, simplifying setup within Tessitura. The two-way data sharing also allows for simplified report creation within VenueOps, among other efficiencies.

To deliver more innovation and value to their shared clients, Ungerboeck and Tessitura are committed to developing unified workflows that will further enhance the solutions they provide today. This commitment is also evidenced in a Tessitura integration that is currently in development with Ungerboeck's latest cloud-based platform, which will offer similar capabilities to the integration mentioned above.

"The cooperation and partnership with Tessitura are natural extensions of the shared vision to empower teams that champion arts and culture," said Steve Mackenzie, Executive Vice President at Ungerboeck. "We're proud to collaborate with an organization of such high caliber."

Tessitura, which serves over 750 arts and cultural organizations, strives to meet the ever-growing business needs of its members. This integration marks the first of many benefits Tessitura's global members can expect from joint innovations with Ungerboeck.

"Ungerboeck has a long history of driving innovation as a technology leader in the events industry," said Erin Lively Koppel, Tessitura's Chief Strategy Officer. "We're so pleased that our partnership is leading to greater efficiencies for arts and cultural organizations across the globe."

Tessitura will host a webinar in April to highlight the full capabilities of the VenueOps integration for their member community.

"We are thrilled to see this collaboration between Tessitura and Ungerboeck," said Debby Urbauer, Chief of Staff at the Smith Center. "As one of the organizations who beta tested the integration with VenueOps and Tessitura, this certainly opens up doors to less duplicate entry and increased collaboration between our booking and box office teams."

American Rescue Grant Supporting the Goldfinch Room at Stephens Auditorium

Ames, IA – The Ames Community Arts Council is pleased to announce that it has received an American Rescue Grant from the Iowa Arts Council, a division of the Iowa Department of Cultural Affairs. Grant funds will allow for a partnership with Stephens Auditorium to support the Goldfinch Room, a series of Iowa Songwriters Showcases throughout the year. This listening room provides great acoustics in an intimate setting for approximately 100 people.

After opening the season in late January, The Goldfinch Room is pleased to next welcome The High Crest on Sun., March 6 and Fred Love & Wally Neal on Tues., April 19. Artists will perform on the Stephens stage with the audience seated in the theater house to maintain social distancing and masks are encouraged.

"Since its opening season in 2019, the unique singer-songwriter listening room model of the Goldfinch Room has appealed to so many," says Ames Community Arts Council Director Jennifer Brockpahler. "It's an honor to again be able to partner with Stephens Auditorium to bring high-quality local and regional artists to the stage."

Region 3 continuing regular monthly Town Halls. Next one is Thursday, March 24 at 10:00am Central time. [Register now!](#)

Please send us additional ideas you have for other topics to discuss. We are also looking for some volunteers that would be interested in giving a brief report about these topics and what you have seen so far within your own facilities along these lines as we start to open back up. If interested in giving a short update, please e-mail Scott Hallgren at shallgren@bridgeviewcenter.com or Greg Wolfe at greg.wolfe@iavm.org

We look forward to connecting with you on Thursday, March 24 at 10:00am Central time. See you then!

Fan Favorite 'Stairway of Sound' Enhanced and Upgraded at the Kirby Science Discovery Center

Sioux Falls, SD (2/16/2022) — The Stairway of Sound, a fan favorite at the Kirby Science Discovery Center, is enhanced and upgraded just in time for a long holiday weekend! Come check it out! Our museums are open on Monday, Feb. 21, 2022, when schools are closed for Presidents' Day.

The Stairway of Sound connects the third and fourth floors of the Kirby Science Discovery Center and is the main internal staircase that kids love to run up and down. Why? Because each stair creates a different sound when stepped on.

Local company Hartman Technology recently updated the equipment and software that operates the sound technology in the staircase. The new software offers the opportunity to customize the sounds, so Kirby Science Discovery Center staff members are excited to create new sounds based on themes for events and holidays and may even incorporate songs.

"We replaced 80 lbs. of outdated technology that filled an entire closet with equipment that fits into a 9x13 cake pan while increasing functionality and improving the sound quality," says Troy Hartman, President and Owner of Hartman Technology. "But more than that, we know this work really makes an impact on the children who visit the Washington Pavilion."

The staircase also features a beautiful new mural painted by local artist Chuck Bennis. The mural includes both science-based facts as well as depictions of South Dakota landmarks.

"The Stairway of Sound was already a huge draw for our young guests because the stairs are fun, physical and enhance learning, but this modern technology will improve their experience and ensure this feature will last for years to come," says Brandon Hanson, Director of Museums for Washington Pavilion Management, Inc.

Please submit news, job openings, promotions, awards, meetings and more to iavmregion3news@gmail.com

If your Marketing Department has a mailing list for press releases and announcements, please consider adding iavmregion3news@gmail.com to the list!

Resch Center Marks Two-Year Anniversary of Pandemic With Return of State Girls High School Basketball.



Nearly two years to the day after the pandemic shut down the sports and entertainment world, the Resch Center in Green Bay welcomed the return of the WIAA girls state basketball championships to full capacity with no COVID protocols. It was in March of 2020 when the tournament was canceled after just one day. Last year the tournament was held in a different format at different venues. Twenty teams returned to the Resch Center March 10-12 from across Wisconsin. Thirty to forty thousand spectators were expected. It's just one more sign that the dreaded pandemic ever so slowly is getting in our rear view mirror!



*For Region 3 updates
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Facebook: [https://
www.facebook.com/
IAVMRegion3/](https://www.facebook.com/IAVMRegion3/)

Instagram:
@iavmregion3

To stay engaged, updated, and involved on all things Diversity and Inclusive Leadership, please join us on VenueNet!

Log into iavm.org or create a profile and join us here: [Diversity and Inclusive Leadership \(iavm.org\)](#). We just added a link to meet our DILC Scholarship winners!

Be sure to share the page with other members of IAVM!

Job Alerts!

Click images for more information.

Starlight Theatre in Kansas City, MO, is looking for innovative and hard-working "Stars" to join its staff. Positions open include:

Community Engagement Coordinator
Digital Marketing Coordinator
Event Coordinator
Graphic Designer
Guest Assist Team Member
Marketing Subscription Coordinator
Ticket Services Representative
Volunteer Coordinator

For more information on these positions or to apply, visit kcstarlight.com/employment.



Bridge View Center in Ottumwa, IA and VenuWorks are seeking candidates who would like to join our part-time team to assist in **Delivering Outstanding Experiences** by providing daily services in all aspects of our operation at SE Iowa's premier multi-purpose venue which annually hosts 450+ events. You will be involved with all the behind-the-scenes work to successfully produce events—from corporate meetings and banquets to wedding receptions to trade shows, concerts, theater, and other entertainment events.

For more information on these positions or to apply, visit <https://www.bridgeviewcenter.com/employment/>

Stephens Auditorium on the campus of Iowa State University is looking for a dynamic and engaging person to fill the position of Marketing Manager. This position is responsible for overseeing marketing efforts including media buying, publicity, event promotion and the Performing Arts Series at Stephens.

More information can be found [here](#).

To apply, please send cover letter and resume to tkool@iastate.edu by Friday, March 25, 2022.

**WE ARE
HIRING!**
MARKETING MANAGER

 **Stephens Auditorium**
IOWA STATE UNIVERSITY | center.iastate.edu

 VenuWorks

Please send job alerts to iavmregion3news@gmail.com. We will share postings on social media the 1st and 3rd Tuesdays of the month. Please send: position, short description, link to apply, application due date, and a graphic. Thank you!

The Wisconsin Center District Celebrates Women in Construction Week

Milwaukee – The [Wisconsin Center District](#) (WCD) celebrated Women in Construction Week (March 6-12) at the site of the \$420 million Wisconsin Center expansion. Celebrated nationally, Women in Construction week is a time to highlight all the great initiatives and work of women within the Industry, bringing to the forefront the opportunities that are available to women in construction.



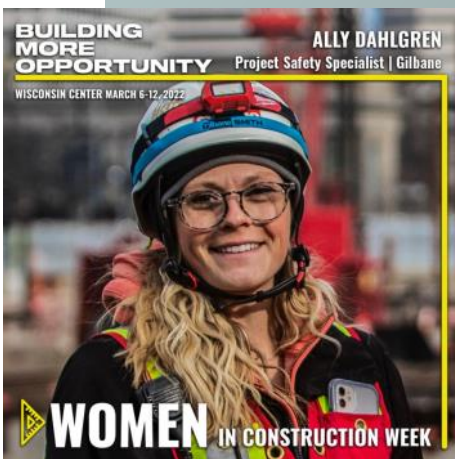
With diversity and inclusion as one of the core pillars in the Wisconsin Center expansion project, the WCD has a 31% Disadvantaged Business Enterprise commitment. As part of that commitment, the WCD will contract with five percent women-owned businesses. This week was an opportunity to recognize the women and women-owned businesses working onsite and the value they bring to project, as well as each of their respective industries.



Throughout the week, the WCD and its partners featured women on each of their social media platforms. Social media content throughout the week featured [Gilbane](#) Project Safety Specialist Ally Dahlgren; [CD Smith](#) General Laborer Heaven-ly Cavezos; [Eppstein Uhen Architects](#) (EUA) Senior Interior Designer Jackie Posselt; [tvs design](#) Associate Principate Sal Lalani; [Rams](#) Excavating President & CEO Tammy Ristow; and Gilbane Area Manager Alicia Dupies.



Each of the posts followed the theme "I work in construction because..." and the women onsite got to share their passion for their field. As [Ally Dahlgren](#) shares, "I love working in construction because of the multiple aspects of diverseness in the day-to-day. It takes a lot of hard work and different kinds of people/personalities to turn a parking lot into a beautiful convention center. It's a great feeling to be a part of something like that."



Scheels Arena Announces Tiffany Vickaryous-Hubbard as New Assistant General Manager



WELCOME TO
SCHEELS arena
TIFFANY
VICKARYOUS-HUBBARD
ASSISTANT GENERAL MANAGER

Fargo, ND – Scheels Arena has announced Tiffany Vickaryous-Hubbard as Assistant General Manager.

“We are pleased to welcome Tiffany to Fargo and look forward to her expertise in managing and booking an entertainment venue.” said Jon Kram, President of Scheels Arena and Fargo Force. “Her experience in the industry and deep hockey roots will ensure we will continue to meet our goals. Tiffany will assist in leading the team and continue to build upon, exciting content and guest experience at Scheels Arena.

Vickaryous-Hubbard has been an influential part of opening convention centers, arenas, stadiums and NASCAR tracks around the US and Canada. Most recently, Vickaryous-Hubbard held the position of executive director at the Sanford Center in Bemidji, MN. She is also involved with International Association of Venue Managers as a region 3 board member and a 2019 IAVM Venue Manager graduate.

“I am thrilled to be here at the Scheels Arena, with such a long history of hockey and amazing events. I am thrilled to be working alongside passionate people doing amazing things.”

Vickaryous-Hubbard is a hockey fan from Hockey Town U.S.A (Warroad, MN), she loves the lake life and is relocating to Fargo with her husband Dan, daughter Olive, and rescue puppy Pippy.

Kauffman Center Promotes Sara Beatty to Director of Theater Operations



Sara Beatty was named Director of Theater Operations at Kansas City’s Kauffman Center for the Performing Arts on March 1st. Her expanded role includes financial, contract, and programmatic management of ticketed events at the venue. Beatty has been part of the Kauffman Center staff since 2012, when she joined the organization during its inaugural year as a production services supervisor. Her subsequent transition to theater operations manager added administrative stability to busy team and a busy calendar of event clients.

Beatty is active with IAVM’s volunteer leadership, including multi-year commitments to the Performing Arts Committee. A graduate of the University of Missouri-Kansas City’s MFA theater program, she maintains an AEA stage management membership. When not at the Kauffman Center, Beatty and her husband enjoy spending time with their two kids around Parkville, Missouri.

PMI names new F & B VP

PMI Entertainment Group, manager of the Resch Center and Resch Expo, in Green Bay has named David Herrera as its new vice president of food & beverage. Herrera was most recently the food service director for Konop Companies in Green Bay.

Throughout his career, he has held several other F&B leadership roles. Herrera is originally from Canton, Ohio and has a culinary degree from Pennsylvania Institute of Culinary Arts.

Registration open for 2022 Super Regional April 24-26 in Portland, ME



Sessions will feature speakers and conversations such as:

- The Rapid Evolution of Technology
- Emotional Intelligence & Building Rapport
- Staff Reward, Recognition and Retention
- Diversity & Inclusion
- Safety & Security
- Leadership
- The Everchanging World of Food Service
- The State of the Industry
- Career Development
- Town Halls
- AND MUCH MORE!

Lodging

[The Westin Portland Harborview](#) is offering a group rate of \$159 USD per night. The last day to book in the room block is Thursday, March 24, 2022. Register [HERE](#)

Portland Maine is a destination worth visiting any time of the year. With IAVM's Super Regional coming to town, there is no reason not to head to Portland April 24-26th (or longer, if you want to make a trip of it!). It is an eclectic town filled with more breweries per capita than any city in the US, and restaurants that earned it the "2018 Restaurant City of the Year" by Bon Appetit Magazine. There is plenty to do for everyone from music venues and museums to water activities, shopping, and lighthouse exploring. Oh, and did we forget to mention Lobster?

The weekend before the conference, Monster Truck Nitro is at the Cross Insurance Arena, and For King & Country has a show on the 26th. IAVM is also offering an optional outing on Sunday, April 24th to attend the Portland SeaDogs baseball game, which is minor league affiliate of the Red Sox and whose stadium features a replica of the Green Monster.

The conference will be book-ended by an Opening Reception at the Cross Insurance Arena and a Closing Reception at the Ocean Gateway, where you can enjoy the views that this coastal town has to offer. In between those receptions filled with networking, you will have plenty of other opportunities to mingle with colleagues who you may not have seen beyond a computer screen for the past few years! All the while, there will be two days filled with various educational sessions.

How can I get there?

Many major airlines fly directly into Portland International (PMW) which is located 3.5 miles (11 min drive) from Westin Portland Harborview.

You can also look into nearby cities within a 2 hour driving radius, such as Boston MA, Portsmouth NH, Manchester NH, Augusta ME, and Bangor ME. If renting a car isn't your thing, you take advantage of the easily accessible Amtrak Train to take a ride up the coast from Boston to Portland. AMTRAK has multiple departures daily running a quick 3 hours and 25 minutes on the Downeaster route. Tickets start at \$25 one-way and more info can be found [here](#).

Thank you to our sponsors:



Check out these venue tours!

- Cross Insurance Arena
- Hadlock Field
- The State Theatre
- Merrill Auditorium

IAMV Mentor Connector Program is accepting applications for the 2022 Spring Cycle.



We are seeking mentors and mentees!

Mentoring is one of the benefits of your membership, and it gives you the opportunity to be paired with someone who can help you expand your network, achieve a work goal, learn more about a position or sector, or navigate workplace politics. You can benefit from a mentor at any stage of your career and we carefully match you based on what you want to accomplish.

Pairings officially last for one year (many unofficially last for a lifetime) and the mentor and mentee decide between them how often they should meet.

The Mentor Committee is holding an [informational webinar](#) Tuesday, March 22nd at 2PM CDT. We'd love to share our experiences with mentoring/ being mentored and answer all of your questions.

Scholarships Now Available for VMS

IAMV Foundation Diversity & Inclusive Leadership Scholarship

Apply [HERE](#)

Scholarship Application Deadline: **April 1, 2022**

Small Venue Scholarship

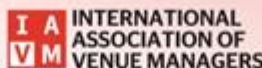
To qualify, applicants must work at a venue with a maximum of 15 full time staff and a operating budget of \$4 million or under.

Scholarship Application Deadline: **April 1, 2022**

Apply [HERE](#)

Please submit news, job openings, promotions, awards, meetings and more to iavmregion3news@gmail.com

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COMMITTEE CALL FOR VOLUNTEERS

DEADLINE IS FRIDAY, MARCH 31, 2022

ABOUT IAVM

Representing public assembly venues from around the globe, IAVM's active members include managers and senior executives from auditorium, arenas, convention centers, exhibit halls, stadiums, performing arts centers, university complexes, and amphitheatres.

ABOUT IAVM REGION 3

Region 3 includes the entire states of North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska. The upper peninsula of Michigan, and the city of Thunder Bay, ON

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For questions, or to submit stories,
please e-mail:
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Donna Miller-Brown— Secretary
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