



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS **REGION 3**

## ***Director's Note***

IAVM Region 3 friends—

While our calendar says it's June and we are in full summertime fun mode right now, for us and our venue and I hope for many of you, it feels a bit more like a February or March with the event load we have. The craziness of this year and as we continue forward with our Covid-19 recovery has pushed many events into May, June and some even into July or August. Even with our growing calendar of events and an increased event load, make sure you and your team are taking the needed time away to enjoy the outdoors and have some fun in the sun!

In my last Director's Note from March, I referenced there would be challenges and we will face ups and downs as we push forward with our reopening plans and recovery from the Covid-19 pandemic. One of the most important challenges we all face today is our current labor situation and HR challenges of getting everyone recalled from furlough, onboarded, re-training, hiring new staff, and finding the part-time people we need to fill our work shifts in food & beverage, operations, front-of-house guest services, and other key areas of our operations. The HR issues and labor shortage is real and impacting several of us. For this reason, we've focused most of this newsletter on Human Resources.

Our Region 3 leadership team also has heard of many job opportunities with several venues. We have geared up our Region 3 Job Posting email blasts to all Region 3 members as one more small, added value benefit to you. We ask all Region 3 members to post these emails in your venues and if you have team members you know who wish to grow their careers in public venue management, please share these opportunities with them. I know none of us like to lose good employees; however, one of the most rewarding things I've been able to see during my career is when an employee leaves for another position to grow themselves and grow their experiences in our industry and you then get to see them flourish in their new job(s) and grow in their career in public venue management. Please send any job postings and announcements to [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com).

To assist all of us as we continue our recovery and reopening process, we will be starting a Region 3 Town Hall Zoom call the 4<sup>th</sup> Thursday of each month at 10:00am CDT. This is an open Town Hall forum with possibly a short guest speaker on a topic of your choosing for a portion of the time. Details are included in this newsletter and will also be sent out to you. Please join us on Thursday, June 24 at 10:00am CDT for our first Region 3 Town Hall discussion.

Godspeed to you all as you and your teams reopen your venues, continue with your recovery, and get back to 'business as usual'. I hope to see many of you at IAVM's VenueConnect Conference & Trade Show in Atlanta, GA on August 2-5.

IAVM Region 3 Director

Executive Director  
Bridge View Center | VenuWorks

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## Stephens Auditorium and ACTORS Win Iowa Tourism Award

Excerpted from Ames Tribune

While theaters across the country were going dark because of COVID-19, Stephens Auditorium, managed by VenuWorks and Ames Community Theater (ACTORS) teamed up to help one another keep going. Both entities have recently been recognized for that collaboration with an award from Iowa tourism organizations. The Outstanding Marketing Collaboration award was presented to ACTORS and Stephens Auditorium by the Iowa Tourism Office and Travel Federation of Iowa on April 28 during the 2021 Iowa Tourism Conference in Des Moines.

Teaming up was good in many ways for both Ames organizations.

ACTORS benefited from having a grand stage for performances while its theater in west Ames was undergoing a \$580,000 addition and renovation.

The larger venue at Stephens Auditorium allowed ACTORS's audiences to enjoy "socially-distanced splendor" as ACTORS closed out its 65th season and began its 66th, said Stan Rabe, ACTORS board president.

"The opportunity to partner with Stephens and promote our season has been great for ACTORS," Rabe said. It allowed ACTORS cast and crew to work in a venue that has seen world renowned talent and Broadway touring productions. ACTORS enjoyed using the pit

ACTORS planned to continue to offer performances during the pandemic but they knew they'd have to have smaller audiences so people could socially distance.

"Working with other local arts organizations is important to our organization," said Tammy Koolbeck, executive director of Stephens Auditorium. "When it became apparent in late summer 2020 that our Stephens Performing Arts Series would be postponed at least until January 2021, our staff began looking at other opportunities to keep our doors open with events that could be safely produced for both artists and audiences."

When Koolbeck saw a news article that ACTORS was moving ahead with its 65th season with a very limited capacity, she called Rabe. Would it be possible to bring ACTORS's two fall performances to Stephens Auditorium?

"The rest, as they say, is history," Koolbeck said. "We were able to work out a partnership that allowed for an audience capacity of 200 physically distanced seats with both of us finding grant and donor funding to offset expenses.

"The fall shows worked out so well that we added the spring shows."



ACTORS's next production is "The Full Monty," which will be staged at Stephens Auditorium at 7:30 p.m. on May 20, 21 and 22 and 2 p.m. on May 23. Tickets are available at [actorsinc.org](http://actorsinc.org).

"The Full Monty' would not have been possible without the people at VenuWorks (which manages the venue) and Stephens," Rabe said. "Tammy Koolbeck and her staff has been exceptional in all aspects to allow a small community theater to do shows on a famous professional stage.

"Our collaboration has been so much fun because of all of the opportunities it gives everyone involved."

# VenuWorks Executive Director Earns Industry Accolades



**Ames, IA** – Tammy Koolbeck, Executive Director of the VenuWorks-managed Stephens Auditorium in Ames, Iowa, was recently recognized by Pollstar and VenuesNow as a 2021 Women of Live honoree. The 44 top-tier executives honored by the industry publication represent agents, promoters, and managers to venue GMs, professional sports team executives and building architects to industry advocates, philanthropists, and technological innovators.



**Tammy Koolbeck**

“I have had the immense pleasure of knowing and working with Tammy for over 25 years. She is an integral leader in our organization as well as our entire industry,” said Steve Peters, VenuWorks President. “Tammy recently worked tirelessly to lead the efforts to secure federal relief for public assembly facilities closed due to the pandemic. Her successful work helped to expand eligibility for stimulus funds.”

Koolbeck’s professional leadership roles and recognitions span over two decades. In July 2020, Koolbeck completed her term as the Board of Directors Chair of the International Association of Venue Managers (IAVM), a venue management association with over 7,000 members. Additionally, she was honored with the association’s Chairman Citation in 2014 and currently serves on the Board of Regents and chairs the Leadership Development Committee.

In September 2019, Koolbeck was selected by VenuesNow in its inaugural class of VenuesNow All-Stars – one of 50 industry leaders who were chosen because of their abilities to lead, innovate and commitment to diversity in the live entertainment and venue management sectors.

Koolbeck is also a past president for the Event and Arena Marketing Conference (EAMC), the premier gathering for arena marketing professionals. In 2007 she was awarded EAMC’s highest honor, the Gigi Award of Excellence.

The community of Ames (IA) has benefited from the time and talents of Koolbeck since her relocation to the area in 2015. She currently serves as the Ames Community Arts Council Board President, an Ames Noon Rotary Board Member, and a KHOI Board Member. Additionally, she has previously been involved in leadership positions with Go Red for Women/Story County and Ames Convention and Visitors Bureau.

Koolbeck is graduate of Leadership Ames.

*Please submit news, job openings, promotions, awards, meetings and more to [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com)*

*If your Marketing Department has a mailing list for press releases and announcements, please consider adding [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com) to the list!*



# Saint Charles Convention Center Prepares to Install Air Ionization System that Neutralizes Coronavirus



(St. Charles, MO) – [The Saint Charles Convention Center](#) is ecstatic to announce the installation plans of [Atmos Air](#), an air ionization technology, into the HVAC system. Coming September 2020, Saint Charles will be one of the only convention centers in the Midwest to have the ionization technology installed. “We are very fortunate that our ownership group, the Saint Charles Convention and the Sports Facilities Authority, values the health and safety of our employees, clients and attendees to the point of making the significant investment necessary to install this technology,” said Kathleen McAlpine, General Manager at Saint Charles Convention Center.

The technology is designed to purify indoor air to its natural state by neutralizing airborne and surface contaminants such as Covid-19, viruses, odors, bacteria, germs, and dust. The severity of quality indoor air is so problematic that the Environment Protection Agency named it one of the nation’s top five health threats.

As a second layer of protection, the Saint Charles Convention Center will also be installing Fresh-Aire UV which will neutralize any remaining air contaminants after passing through the AtmosAir technology. Ultraviolet (UV) light is a range of light frequencies that are mostly invisible to the human eye. The UV-C band is most effective at killing germs because its short wavelength is able to penetrate the cell walls of microorganisms and scramble their DNA. For further information about AtmosAir technology or other preventative measures being taken at the Saint Charles Convention Center, please visit their website’s [Covid-19 Update](#) page.



## The Best of Broadway, Presented by the Central Wisconsin Jerry Ensemble



### The Grand Theater, Wausau, WI

The Grand Theater's high school student performance group, the Central Wisconsin Jerry Ensemble, was used to performing at all kinds of live events: outdoor farmers markets, school events, before Broadway shows at The Grand, and even their own Cabaret performance. But when the pandemic tabled all of these performances, not to mention their own high school musicals, the group had to find a new way to learn about, rehearse, and perform their musical theater numbers.

Since the stage of the historic Grand Theater was still dark and the seats still empty, the staff of The Grand worked to turn the space into a makeshift recording studio for the Ensemble to create a new virtual series, "The Best of Broadway." Each episode of the series focuses on a particular era in musical theater history, from the Jazz Age of the 1920s and '30s, to the British mega-musicals of the 1980s, and beyond. The students "rehearsed" via Zoom, and met up for one afternoon each month to record their solos, duets, and trios in person. Microphones set up 12 feet apart (as recommended by the American Choral Directors Association) recorded the students' vocals through the theater's sound system, cameras filming from multiple angles, and the beautiful stage of The Grand Theater lit up specifically for them resulted in high-quality, professional-looking recordings of their performances.

Wausau West High School senior Olivia Mathis has been part of the Central Wisconsin Jerry Ensemble for three years, and is thankful for the opportunity to perform during the last few months before she moves to New York City for college. "Even though this year looks a lot different for the Jerry Ensemble than we had expected, we're still finding ways to make the most out of it," said Mathis. "I know for me, personally, this has been a great learning experience, as I hadn't done many virtual projects until this year. It's been allowing me to focus more on my personal musicianship and acting. This new, socially distanced way of singing together is definitely new to the group, but it has been a lot of fun, and I'm grateful to get to continue performing and creating."

### SCULPTUREWALK PARTNERS WITH WASHINGTON PAVILION MANAGEMENT, INC FOR OPERATIONAL ADMINISTRATION

Sioux Falls, SD, – SculptureWalk has entered into a professional services agreement with Washington Pavilion Management Inc. (WPMI) to provide operational administration for the organization. The new partnership will enhance SculptureWalk's mission and bolster the public art program in downtown Sioux Falls and the region.

Moving forward, Washington Pavilion Management Inc. will provide management services and support to this vital, enriching community arts organization. Services to SculptureWalk will include operations, event management, fundraising and development, marketing, accounting and volunteer management. SculptureWalk will remain its own 501(c)(3) organization and retain its property and independent volunteer board of directors.

"SculptureWalk has established itself as one of Sioux Falls' signature attractions, and we are proud to support this organization and the local arts community," says Darrin Smith, WPMI President & CEO. "This new partnership is a natural extension of the long-standing relationship between our two organizations, and our goal is to elevate SculptureWalk as an organization and take it to even greater heights."

The SculptureWalk Visitor Center has been located in the Washington Pavilion since May 2018. The first and last sculptures on the route also are located near the facility.

SculptureWalk 2021, the 18th year of the organization, will include 62 sculptures in downtown Sioux Falls.

## **Region 3 beginning regular monthly Town Halls. First one is Thursday, June 24 at 10:00am Central time. Register now!**

We know our recovery and reopening process varies greatly across the US and Canada, so many venues and states are in different places. For many of us in the Midwest and within Region 3 of IAVM, we are open in different stages and facing challenges while also seeing new opportunities with new events and new, creative ways to do things. To bring our discussion to a more local level and within Region 3, we are starting our Region 3 Town Hall on the 4<sup>th</sup> Tuesday of each month at 10:00am Central time.

The first Region 3 Town Hall will be next Thursday, June 24 at 10:00am Central time. This is an open forum to discuss current topics and trends happening at our regional and more local level.

If you are interested in attending this event, we encourage you to sign up in advance with this registration link – <https://tinyurl.com/e4rzkb7n>

Below is a preliminary list of topics we are planning to cover on Thursday, June 24.

Staff challenges – venues are having real difficulties in finding people to work events

- This is also impacting our 3<sup>rd</sup> party vendors – temp agencies, AV companies, labor union groups, security staffing companies, and more
  - Best practices, new & creative tips being implemented by some of our venues who have been open
  - What are you doing to combat this challenge in your venue & market?
  - Pricing structure/service charge increases relate to labor cost increases
  - Have you implemented room rental and/or equipment, service, & staffing rate changes due to marketing conditions?
  - How are you looking to deal with both increased labor prices, inflationary adjustments, etc.?
- Impact on event dynamics and services levels based on #1 and #2.

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](mailto:shallgren@bridgeviewcenter.com) or Greg Wolfe at [greg.wolfe@iavm.org](mailto:greg.wolfe@iavm.org)

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

Region 3 Leadership Team

Scott Hallgren, Region Director  
Scott Mullen, Assistant Region Director  
Tiffany Vickaryous-Hubbard, Treasurer  
Abbie Jo Lady, Immediate Past Region Director



PMI Entertainment Group (PMI) in Green Bay announces the following promotions.

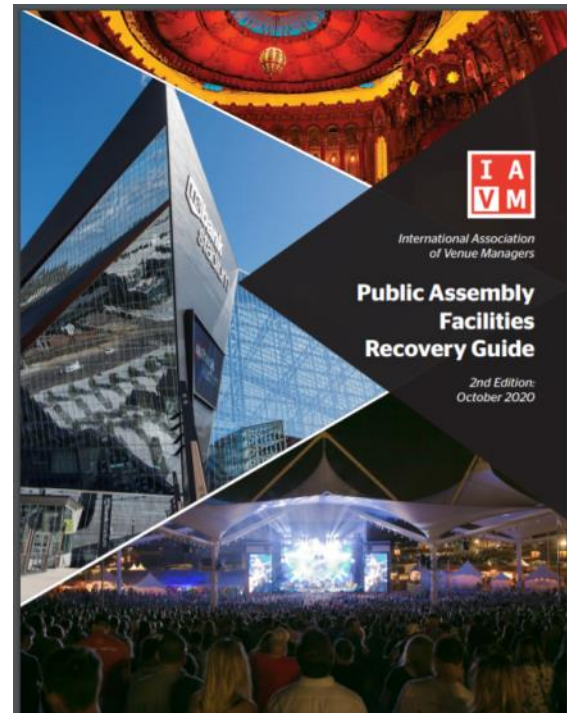
Lisa Schad has been promoted to chief financial officer.

Heidi Radish has been promoted to vice president of marketing.

Jeff Mitchell has been promoted to president of Green Bay Gamblers.

Nicole Hoida has been promoted to executive chef.

Nadia Farr has been hired as director of sales, Resch Expo.



*For Region 3 updates  
please follow us on  
twitter:*

*@iavmregion3*

Facebook: [https://  
www.facebook.com/  
IAVMRegion3/](https://www.facebook.com/IAVMRegion3/)

Instagram:  
*@iavmregion3*

FOUNDATION  
**#WeBelong**  
An IAVM Diversity and Inclusive Leadership  
Scholarship Campaign

## Chaifetz Arena in St Louis, MO is Hiring for a Guest Experiences Manager

As our [Guest Experience Manager](#), you will bring to life a great experience for our guests. You will be responsible for providing a safe and enjoyable environment for both guests and staff and serve as on-site Manager for most events. You will schedule and supervise part time event staff, monitor departmental activities, and perform general administrative duties. The Guest Experience Manager will oversee a part-time staff of 100-140 employees and ensure that staff has appropriate knowledge and tools, through training and coaching. You must be driven to create extraordinary moments for our guests, our events, and each other.

This position is based at Chaifetz Arena in St. Louis, MO. Chaifetz Arena is on the campus of Saint Louis University and is home to the Billikens Men's and Women's Basketball teams. The arena has a capacity of 10,500 for basketball and includes 16 suites, Lorenzini's and the 1818 Lounge. Chaifetz Arena is home to a variety of events including concerts, family shows, and community events. You can learn more about our venue here: [thechaifetzarena.com](http://thechaifetzarena.com)



**SAINT CHARLES**  
CONVENTION CENTER

# NOW HIRING!

**Join the Saint Charles Convention Center team!**

**OPERATIONS**  
Event Set-up/Tear Down  
Housekeeping

**EVENTS**  
Guest Services

**FOOD & BEVERAGE**  
Dishwashers  
Cooks  
Bartenders  
Banquet Servers  
Banquet Captain

**Why SCCC?**

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- Positive Work Environment
- Flexible Schedules
- Passionate Team
- Great Company Culture
- Work-Life Balance

**SPECTRA**

**Call: 636.669.3000**

**Connect with us socially!**

   @StCharlesConven

For a full job description, please visit our website at [StCharlesConventionCenter.com](http://StCharlesConventionCenter.com)

## Bonterra Catering Hiring for an OPERATIONS MANAGER, CATERING position.

- **Location:** Kauffman Center for the Performing Arts; 1601 Broadway Boulevard. Kansas City, MO 64108. *Note: online applications accepted only.*
- **Schedule:** Must be able to work a flexible schedule especially evenings/nights and weekends. Based on business needs and scheduled catered events. More details available upon interview.
- **Details:** The catering operations manager is responsible for overseeing the day-to-day catered events at Kauffman Center for the Performing Arts. KCPA is an event-based operation that works with the KC Symphony, KC Ballet, and Opera, as well as being a premier destination for catering events. Operations are majority nights and weekends. The catering operations manager will be one of two salaried operations managers at this location.
- **Requirement:** 2+ years of catering/food and beverage experience. Catering captain experience and/or events management experience highly preferred. Some management required. Concessions experience a plus.
- **Reports to:** District Manager

[Apply Here](#)



## Stephens Auditorium in Ames, IA Seeking Marketing Manager

### JOB DESCRIPTION:

The Marketing Manager is responsible for planning media buying and placement, follow up and settlement for performances. This position works with minimum supervision and direction to initiate contact with promoters. The position also creates message strategies that enhance awareness, recognition and support in the community, regionally and nationally.

Also, will strategize, maintain and execute media plans including budget tracking. Negotiate paid and trade media placements to ensure the Center retains a dominant advertising presence. Places media buys for events and set advertising timelines and gathers bills for settlement. Establishes relationships with key personnel of the media, including newspapers, magazines, television and radio. Works to create advertisements for print, signage, direct mail, broadcast, etc. Explores new media opportunities to diversify the Center's marketing mix.

## Stephens Auditorium in Ames, IA Seeking Marketing & Ticket Office Coordinator

### JOB DESCRIPTION:

This position is responsible for assisting with marketing functions and the accurate, efficient and service-oriented operation of the ticket selling functions of the Iowa State Center.

Also Serves as liaison with Ticketmaster to efficiently promote events and shows. Creates email notification of events, discounts or pre-sales through Ticketmaster. Assists with the general operation of the ticket office. Prepares daily bank deposits. Manages group sales program. Produces graphic design for digital and printed materials. Coordinates all forms of social media marketing, including but not limited to Facebook and Twitter. Updates and maintains content on website. Maintains and regularly updates calendars, electronic messages and other ticket office information equipment with event information, sales dates, prices and times.

More information can be found at: <https://www.center.iastate.edu/jobs-careers/>

To apply, please send cover letter and resume to Tammy Koolbeck at [tkool@iastate.edu](mailto:tkool@iastate.edu).

## VenuWorks of Cedar Rapids, IA Seeking Director of Food and Beverage and Booking Manager

VenuWorks of Cedar Rapids is seeking immediately a full time professional for the position of **Director of Food and Beverage**. This position will manage a multi-million dollar food and beverage operation across four entertainment venues including the Alliant Energy PowerHouse Arena, the historic Paramount Theatre, the outdoor McGrath Amphitheatre, and daily operations at the ImOn Ice Arena. This position will lead several full time managers and over one hundred part-time workers in offering first class/ high-volume concessions, bar services and catering during events held at these venues. Financial management of the operation, product and inventory management, menu development and safety standards will all be key responsibilities for this role.

VenuWorks of Cedar Rapids is seeking immediately a full time professional for the position of **Booking Manager**. This position oversees the event booking activities for the Alliant Energy PowerHouse Arena, Paramount Theatre, McGrath Amphitheatre and the ImOn Ice Arena.

Duties include: Build strong working relationships with outside concert promoters, booking agents and all artist representatives to maximize concert, sporting, community and special event bookings across all Cedar Rapids venues. Perform event booking sales calls defined as reaching out to promoter and agent contacts on a daily basis to discuss leads and review potential offers. Maintain the booking calendar, prepare scaling's for offers, review promoter offers, create risk analysis, seek contract administrator approval through the appropriate formal processes, confirm announce and on-sale schedules for confirmed shows with department heads, and have total event oversight from on-sale to settlement for every event.

More information about these positions will be found at [CREventsLive.com](http://CREventsLive.com).

Resumes will be accepted up to July 2, 2021 or until the position is filled.

Candidates should send a cover letter, resume, references and salary history to:

Sean Meloy, Human Resources, Alliant Energy PowerHouse, [s.meloy@creventslive.com](mailto:s.meloy@creventslive.com)

## **Sanford Center (VenueWorks) in Bemidji, MN Seeks Executive Chef / Director of F&B**

### **SUMMARY**

Responsible for all management of food and refreshments, food quality, service, and sanitation throughout the venue; coordinates activities of and directs training of all food service employees in food preparation, service and sanitation insuring an efficient, timely, and profitable operation by performing duties and responsibilities personally or through subordinate managers and/or supervisors. Employee must have the ability to work varied hours/days, including evenings, weekends and holidays as needed. No set schedule, schedule is subject to change and hours are based on events.

### **FOR MORE INFORMATION:**

<https://www.thesanfordcenter.net/contact/employment/>

### **TO APPLY:**

If you are applying to a full time position, please send your resume to [jmeixner@venuworks.com](mailto:jmeixner@venuworks.com)



## **Tax Slayer Center of Moline, IL Seeks Conference Center Sales Manager**

### Description:

The Conference Center Sales Manager is responsible for performing related sales functions for all conferences, weddings, corporate meetings and community events. This role also solicits and develops new business on a local, statewide and national scale and provides guidance for meeting planners requiring assistance. This position is also responsible for managing administrative activities and providing organizational and confidential support and assistance to the Executive Director.

Applications Due: June 24, 2021

Please Apply via LinkedIn [Here](#)

## **Ungerboeck is Hiring for Many Positions!**

I'm sure you've heard the news of Ungerboeck and EventBooking merging, and between us our industry-leading event and venue management software serves thousands of venues hosting millions of events around and is positioned for growth.

Ungerboeck is an innovative company, recently recognized as a Top Technology Workplace that challenges you to be your best every day. We are looking for industry talent to come aboard and help us expand our offerings. Our best-in-class corporate culture promotes teamwork and collaboration, while empowering employees to contribute to our global mission. Plus, our comprehensive benefits package fosters an environment of physical, mental, and financial well-being.

Join our team today! Check out our open positions <https://go.ungerboeck.com/careers>



## **A Glimpse of Normalcy Calls for New Team Members at the Wisconsin Center District**

When the world began to turn back the dial on restrictions for COVID-19, the City of Milwaukee followed suit. The city lifted their mask mandate on June 1, and the Wisconsin Center District (WCD) felt the tangible reality of bringing guests back to their venues and enjoying events again.

With all of these events coming back, the WCD is continuing to hire new team members looking for a rewarding job and who want to contribute to the vision to Be Bold. Be Proud. Be Experience Obsessed. The WCD is committed to an inclusive workforce that pays a living wage with a \$15 per hour minimum. Those interested in applying can visit the [employment section](#) of the WCD website for a wide variety of roles supporting the exciting live events industry.

Over the next few months, the WCD expects to see bookings continue to be confirmed and a much more active calendar taking shape later this year. With these events returning, the WCD will be relying heavily on employees to welcome guests back safely. As the city and the world takes a sigh of relief and settles back into a sense of normalcy, the WCD opens their doors to new team members to help bring buzz-worthy events back to the Milwaukee community.

## **PMI Entertainment Group (PMI) in Green Bay announces the following job openings.**

PMI owns the Green Bay Gamblers (USHL) hockey team while Blue Green Experiential Events is a subsidiary.

Event Designer (Blue Green Experiential Events)

- Responsible for all logical aspects of a consumer event including research, strategic planning, coordination, sales, entertainment, educational offerings, promotions, evaluation and oversight of marketing and public relations.

Ticketing & Group Sales Account Representative (Green Bay Gamblers)

- Responsible for generating revenue for the Green Bay Gamblers by identifying and calling on local business leaders and community-oriented groups for season & group tickets, group theme night events, and VIP seating options. Position will also be creating new events and promotions as well as enhancing current offerings.

Event Coordinator (PMI Entertainment Group)

- Responsible for overseeing all venue related aspects of assigned events, solving any problems that arise during the event and supervising all facets of the event. This position acts as venue liaison for all assigned events, ensuring a top-notch customer experience from start to finish, and works with assigned clients to meet/exceed all building related requirements to ensure a successful event.

Guest Services Supervisor (PMI Entertainment Group)

Responsible for hiring, training, motivating, scheduling and overseeing the guest services staff members to ensure the highest level of customer service for events at the Resch Center and Resch Expo. Responsible for the supervision of all guest services employees, including ticket takers, guest service leads, ushers and door guards.

More information can be found [HERE](#)



# Young Professionals Corner: What You Need to Know About the CVP Process, Pt. 1

Hi! My name is Eryn Walters, I am the Director at the West Plains Civic Center in West Plains, MO. My experience in events goes back nearly a decade as both an event planner and a venue manager. While in these management roles I have had the pleasure of overseeing a wide variety of events such as ballets, trade shows, stage productions, concerts, college sports, and nationally touring shows. I have even had the humbling opportunity to develop and successfully implement a mass vaccination site for Covid-19. I recently completed a year in the Mentor/Mentee program and will be joining the Young Professionals committee in July.



*Eryn Walters*

Now that you know a little bit about me, here is what I am going to do over the course of the next couple articles, I am going to walk you through the process of obtaining your CVP. We will start with the eligibility checklist, move you through the application process, and then finally the exam. I am going to provide a quick link at the end of the article that will take you directly to the IAVM landing page for the CVP certification.

The purpose of the eligibility checklist is to help you do a quick assessment of points to see if you qualify to have your application reviewed by the Certification board. Points are obtained through experience/education, teaching and program participation, publications, and involvement in the industry/community. The minimum points requirement is 100 points.

**Higher education, public assembly management experience and certifications:** To be considered for the certification, one must have a minimum of at least 3 years of upper-level venue management experience. Points are awarded for each year of service. You receive points for your highest degree earned. There is also a section for professional certifications earned.

**Continuing education programs:** are points awarded for attending conferences, trainings leading to professional development. I attended a seminar on women in management and was able to count that just like my attending the 20/20 Vision series meetings each week sponsored by IAVM. You can find a list of IAVM continuing ed events under the events tab on the website. These points can be obtained through non-IAVM sponsored as well as IAVM sponsored events.

**Teaching and program participation:** this section really focuses on your involvement with the industry in helping further others. You get points for speaking and teaching engagements, more is given to those who have been instructors for VMS (Venue Management School).

**Publications:** is an area I was not able to contribute to during my application process. This section is focused on articles or books that you have authored related to the industry. However, for those gifted in writing, presenting articles that have been published is certainly an attribute to your application.

**Professional and community activities:** are exactly as they sound. You get points for your time of service. Something to note is that additional points for officer roles as well as points for committees you have served on.

It is important to note that all of your points cannot be accumulated in one area, they are weighted by area. Also note that the higher ed/experience and continuing education sections are the only two sections that do have a minimum points requirement. However, all sections have a maximum on how many points can be allocated to that pillar. What I will encourage you all to do is to ask questions. All the staff, members and allies at IAVM want you to succeed, so just ask. They will do their best to point you in the right direction. Here is the link, as promised, to all the CVP (and CVE) information. <https://www.iavm.org/certifications>

## Round up of Webinars, Townhalls, and other Gatherings

IAVM has been extremely active in coordinating on-going education during the pandemic. There are monthly town halls, small-group discussions and happy hours for each sector as well as webinars, information on GBAC Accreditation, and COVID resources. Resources and registration for these events can be found [here](#).

The Event and Arena Marketing Conference has a collection of [articles and tips](#) for job hunting as well as a round-up of open positions.

The Performing Arts Alliance has a [page](#) with links to all of their member organizations as well as a list of articles about [issues](#) facing the industry.

Some great tips about polishing your resumes and cover letters can be found [here](#) and [here](#).

*Please submit links to educational resources and interesting webinars to [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com).*

## Which Book Has Had the Most Impact on Your Leadership Style?

*Each quarter we will ask a member to recommend a book that has helped them to grow as a leader. If you would like to participate, please e-mail us at [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com).*

**Setting the Table by Danny Meyer**— submitted by Virginia Fairchild, Minneapolis State Representative.

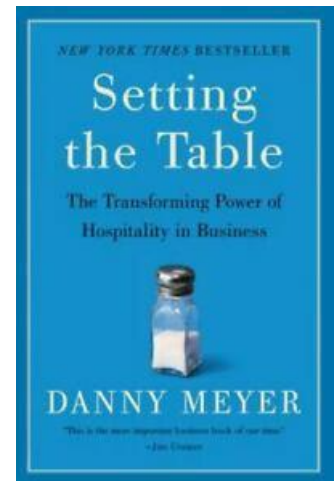
I am an avid reader on many subjects and have been fortunate to read a number of truly fascinating books that have given me tools to manage myself, my time, and even expectations of others. But whenever I'm asked to recommend a book, I always start with Setting the Table by Danny Meyer. My copy is paired with a notebook full of lessons I have applied to hospitality, systems management, and even donor relations. But the moment that stopped me in my tracks is referenced with the iconic salt shaker picture on the cover.

He talks about different conversations with his mentor, but focuses on a time he was frustrated with his crew not meeting expectations despite training. Having been in that situation many times, I perked up. His mentor asked him to take the salt shaker and center it on the table. "Are you sure that's where you want it?" Then the mentor casually moved it. Danny did nothing at first. His mentor told him to center it again.

The next time it was moved, Danny recentered it. They went through this exercise another couple of times before his mentor revealed the point.

Everyone will move your salt shaker. Sometimes accidentally, sometimes testing your diligence. Sometimes a little, sometimes quite a bit. As a leader, it is your job to clearly communicate the expectation, train on the expectation, and then hold everyone to the expectation at all times. If you're not willing to do that, you're not willing to be a leader.

I have found my salt shaker. I hope as you read this book, you do too.



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