



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS **REGION 3**

Director's Note

IAVM Region 3 Friends—

We can all agree 2020 has been an extremely challenging year as the Covid-19 pandemic and crisis has sickened millions, impacted hundreds of thousands of families, and forced public assembly venues like ours to shut down to slow the spread of the virus. For our industry that meant hundreds of cancelled events at our venues, furloughs, lay-offs, pay cuts, and reducing expenses to survive.

During this most wonderful and joyous time of year, we can look back and we have so much to celebrate and be thankful for, including our communities who have supported us, our donors and friends, and all our customers and guests we serve. We are grateful we have survived through nine months of trials and tribulations that have tested our strength and leadership. We may be battered, tired, and a bit frustrated with 2020, but we will survive and we will prevail!

As we look ahead to 2021, opportunities are present to aid in our recovery, the vaccine is being distributed now, and the future is looking brighter! One opportunity will be a virtual Super Regional Conference for Regions 1, 2, 3 & 5. Details will be announced in the New Year – please stay tuned. More information will be announced in the coming weeks.

Today, our US Senators and Representatives continue their discussions and debate on the next Federal stimulus relief bill and package. Our industry needs this bill, and our employees who are furloughed or laid off need this bill. Please take a few minutes and I strongly encourage you to reach out to your US Representative and Senators by email, phone call, and/or letter and let them know how very important this stimulus relief bill is to your venue, your employees, and your community! We need to keep up the fight on our advocacy efforts – the work is not yet done. It doesn't take a lot of effort, just a little bit of your time. Please join IAVM and your colleagues and aid us in our continued advocacy efforts. There's some great tools in IAVM's Advocacy Toolkit on the IAVM website if you need a template or some help to aid you in your email and letter writing.

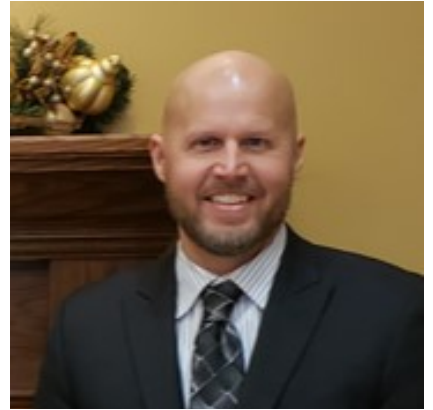
Happy Holidays to you and your family and I wish you all a very event-filled and eventful New Year!

December 2020
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Higher Education Programs Respond to COVID

By Matt Olsen, CCEP Assistant Director for Event Operations Wisconsin Union—University of Wisconsin



As live event venues have sat mostly empty since last spring, the impact of COVID has also been extensive on college campuses throughout the world. Those of us in higher education are continuing to find ways to provide a college experience for students that may or may not be on campus. Not to mention doing so while attempting to prevent spread of the virus among a population that enjoys being in close proximity to friends. At the University of Wisconsin-Madison, we've been squarely in the middle of this battle throughout the fall semester.

Most colleges and universities are providing education in a virtual format, with limited in-person courses. While this model has allowed for learning to continue, events, activities, and athletic contests have become extremely limited. Staff that support auxiliary enterprises such as these have been forced to take on a variety of reassignments that best meet the needs of their respective institutions. Not an easy transition for event professionals.

Despite the many challenges we've all faced, there are truly positive things happening. To name a few:

Cross campus collaboration: Especially for those at large institutions, it can be difficult to effectively collaborate with other units. The nature of the pandemic has required a multi-divisional approach to finding solutions. This has meant closely partnering with colleagues that we ordinarily would have little contact. It's been my pleasure to meet many new staff and faculty members since the spring.

Virtual and Hybrid enhancements: I've heard a statistic that virtual/hybrid meeting technology has been pushed ahead by five years due to the immediate need created in March. Of course the entire world has become fluent in Zoom, Webex, Teams, etc. We knew this was coming eventually, but the virtual/hybrid world is here now. And this is a good thing for those venues and organizations that are best able to combine the flexibility of the virtual environment with the many aspects of a live event that simply cannot be recreated through a computer or phone screen.

Staff empathy, support, and unity: Staff morale has clearly been a concern for all industries due to uncertainty in the workplace and the shift to telecommuting. But the fact that we are all facing this health crisis together and are experiencing the same challenges has created greater empathy and unification as we bond together to overcome obstacles.

New perspectives: We remember what life was like when our days, nights, and weekends were full of events. While the break from this constant workload has been a blessing in many ways, I'm certain most people in our industry gladly look forward to the return of normal activity schedules. The downtime has also provided opportunities to review processes and procedures, identify ways to improve efficiencies, and conduct team building exercises that will have long term benefits.

Many challenges still await us in all sectors of hospitality, events, and venue management. Our financial hurdles are significant and won't be resolved quickly or easily. However, we continue to forge ahead and will focus on the lessons learned over the past several months to achieve more than we could have imagined. Here's to better times ahead in 2021!

Wisconsin Center District Convention Center

Expansion Financing Completed

MILWAUKEE – In October, the [Wisconsin Center District](#) (WCD) Governance Committee approved a resolution to finance the \$420 million convention center expansion. The bonds were marketed and sold in November, and the sale will close on December 15th and 16th. Architecture firms [tvsdesign](#) and [EUA](#) and the construction team of [Gilbane](#) and [C.D. Smith](#) will reconvene at the turn of the New Year to finalize the plans with the intention of breaking ground in Q4, 2021. The expansion of the Wisconsin Center is expected to open Q1 2024.

This project will support at least 2,000 full-time equivalent jobs and \$100 million in on- and off-site construction wages during construction. Additionally, the plan includes an already-approved 31 percent minority-owned-business clause (25 percent minority, 5 percent women-owned, 1 percent disabled veteran-owned), and 40 percent of on-site construction jobs will be dedicated to the Residents Preference Program for city and county resident-held positions. Once completed, the new convention center is projected to attract an additional 100,000 out-of-state visitors annually, stimulate at least \$6.5 billion in total spending in the state over a 30-year period, and generate at least \$150 million in incremental state income.



"The Wisconsin Center expansion has been years in the making, and we're excited to be moving forward," said Marty Brooks, president and CEO of the WCD. "When the Board authorized the expansion in April, it was with the caveat that a final financing

package approval must come from the Governance Committee in order not to

rush to market during the height of COVID-19. The financing team has been meeting diligently for many months to prepare a package that allows WCD to build the building our city needs."

The expansion will double the convention center space, allowing the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The Increase in meeting and convention business will increase downtown hotel room night usage, which will increase tax revenue and cause compression, driving visitors to neighboring communities. These visitors are also likely to patronize Milwaukee's restaurants, bars and entertainment venues, boosting support industries.

"Although it's been a different year than we all expected, this is the perfect time to move forward with the expansion project," said Brooks. "Meetings and convention business acts as the economic foundation for hospitality and tourism in our region. We still have a long road ahead of us, but our team is ready to lead the Wisconsin Center District toward Building More for the city

Have something for the newsletter?

*Please send your venue announcements, chapter meetings, and industry news to
iavmregion3news@gmail.com*

Tax Slayer Center and Wisconsin Center District Achieve GBAC Star™ Accreditation

Moline, IL -The TaxSlayer Center has announced that it has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, The TaxSlayer Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facility.



“Earning the GBAC accreditation has been a priority for us,” says TaxSlayer Center Executive Director, Scott Mullen. “It verifies that we take the well-being of our guests and employees very seriously and demonstrates that when we re-open for events, we will be providing the safest environment possible.” The TaxSlayer Center was the eighth arena in North America to have achieved the accreditation. Mullen also serves on the IAVM Public Assembly Health & Safety Task Force as well as the IAVM COVID Industry Advisory Team which are comprised of arena, stadium, convention center, amphitheater, performing arts center and university venue executives to develop best virus remediation practices with the highest cleaning and disinfection standards for the venue industry.

Milwaukee, WI – Earlier this year, the [Wisconsin Center District \(WCD\)](#) achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation. The Wisconsin Center is the largest convention center in the state to receive accreditation and the UW-Milwaukee Panther Arena and Miller High Life Theatre are the first arena and performing arts venues in Wisconsin to receive this prestigious recognition.

“The GBAC STAR™ accreditation is not only necessary for businesses in the future, but it will come to be expected by event planners and consumers as the gold standard of outbreak prevention,” said Marty Brooks, president and CEO of the WCD. “On the heels of the Governance Committee’s approval to fund the expansion of the Wisconsin Center, this accreditation will further prove that the WCD is a top destination for meetings and conventions and is dedicated to keeping health and safety as our top priority.”



The WCD encourages other Milwaukee businesses to work towards GBAC STAR™ accreditation, as well, and held information sessions at the Wisconsin Center earlier this year. “The more businesses that achieve this accreditation, the more desirable Milwaukee will be,” said Brooks. “And if anyone has questions about the process or protocols in place, give us a call. We’re happy to help however we can. It’s important that we continue to work together.”

About GBAC

GBAC STAR™ is the cleaning industry’s only outbreak prevention, response, and recovery accreditation for facilities. This accreditation means that a facility has:

- Established and maintained a cleaning, disinfection, and infectious disease prevention program to minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2).
- The proper cleaning protocols, disinfection techniques, and work practices in place to combat biohazards and infectious disease.
- Highly informed cleaning professionals who are trained for outbreak and infectious disease preparation and response.

The [IAVM website](#) has more information including a GBAC STAR™ risk assessment tip sheet, GBAC STAR™ accreditation guides and templates, and accreditation submission examples.

Bridge View Center Joins Recycling Initiative



Bridge View Center



Ottumwa, IA (June 26, 2020) – Bridge View Center, in its efforts to improve sustainability and being more environmentally conscious, has partnered with the Ottumwa/Wapello County Recycling Center and the Iowa Department of Natural Resources in streamlining its recycling efforts. The need was determined via a conducted study in October 2019, with data showing 41% of Bridge View Center’s waste stream being deemed recyclable. On an annual basis, Bridge View Center will be able to divert an estimated 16,205 pounds, or more than 8 tons, of recycled items from the landfill into the recycling center.

With this valuable info at hand, Ottumwa/Wapello County Recycling Center Commission agreed to provide a 25% match and eventually qualified for a grant through the Iowa Department of Natural Resources to purchase recycling containers to be distributed throughout Bridge View Center. 75% of the initiative was paid by the Iowa Department of Natural resources, with the total project costing \$13,164.00.



A total of five Max-R containers were acquired through the grant, with Max-R being selected due to their reputation of providing a solid, proven product that will withstand the use of a large public assembly venue like Bridge View Center. Most importantly, however, Max-R containers were chosen because the entire recycling unit is made from 100% recycled or reclaimed milk jugs. 1,830 reclaimed milk jugs were used to manufacture each unit, with a grand total of 9,150 reclaimed milk jugs used just for Bridge View Center’s recycling containers.

“We are grateful for the support we received from Janice Bain at the Ottumwa/Wapello County Recycling Center for her efforts to help lead the charge and assist us in getting both our larger

recycling container from Commercial Sanitation and in writing the grant and working with the Iowa Dept. of Natural Resources to make all this happen. We are also very appreciative of the support from the Ottumwa/Wapello County Recycling Center Commission for their vote of support to approve the 25% local matching funds needed to secure the grant. It’s been a very important goal for our entire team at Bridge View Center to lower the amount of trash going into the landfill and be a leading example in our community of recycling efforts. Not only is this the right thing to do for our community and the long-term sustainability of our environment and planet, but it also reduces the amount of trash we need to have hauled away which ultimately lowers some of our operating costs. It’s a win-win for everyone – we’re recycling and increasing our sustainability initiatives and lowering our operating costs by reducing the amount of trash going into the landfill.” says Scott Hallgren, Executive Director of Bridge View Center.

ABOUT Bridge View Center

The Bridge View Center, opened in 2007, is nestled on the banks of the Des Moines River and is the crown jewel for the City of Ottumwa. This 92,000 square foot complex features an Expo Hall, adjoining conference/meeting space, a state-of the art Theater and a Grand Lobby that welcomes you in! It is the premier destination in SE Iowa for concerts, theatrical events and conventions.

ABOUT VenuWorks

VenuWorks provides customized management solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, concessions, along with the booking and marketing of sports and entertainment events.

Minnesota gets new State Representative

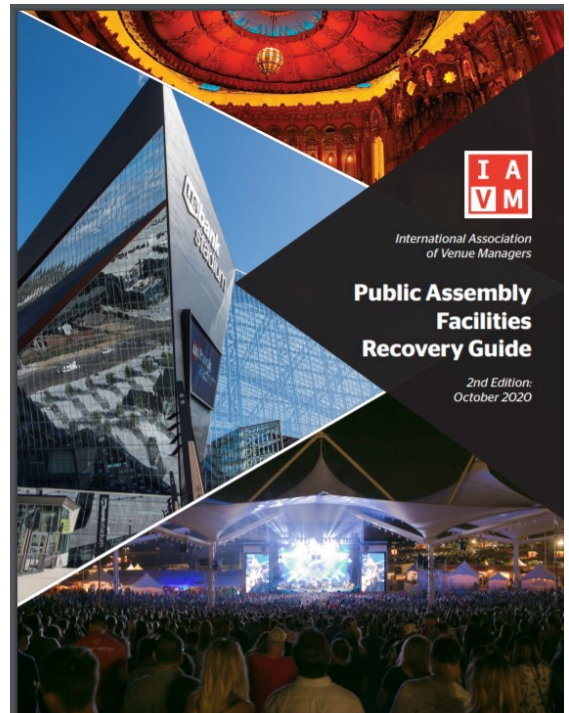
Virginia Fairchild was appointed as the Minnesota representative in October. Virginia, who goes by "V" is very active in IAVM. She has previously served as the Arizona State Rep, and is on the Performing Arts committee and Mentor committee.

You can find the Minnesota Facebook page [here](#).

And the LinkedIn Page [here](#).

Bismarck Event Center Arena LED Lighting Upgrade

The Bismarck Event Center underwent a lighting and controls upgrade in the main arena. The new lighting system was designed to meet the NCAA Best Lighting Practices requirements. The upgrade includes new Musco LED sports lighting with color changing capabilities. The computer controlled lighting allows for flexibility of fine tuning the lighting levels to each individual event. The control system also has capabilities for programming light shows to musical tracks.



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Washington Pavilion Opens New Prehistoric Adventure Climber

One-of-a-Kind Exhibit Combines Fitness, Education and Fun

Sioux Falls, SD The Washington Pavilion unveiled the single largest exhibit addition to the Kirby Science Discovery Center (KSDC) since its opening in 1999. The Prehistoric Adventure Climber offers community area families an extraordinary opportunity to learn about dinosaurs, earth science, paleontology and fitness while exploring tunnels, bones, caves, bridges, slides and more.

Located on the KSDC fourth floor, the new, one of-a-kind climber exhibit is two stories high with four levels extending 18 feet into the air.



“After two years of planning and preparation, we are thrilled to present the biggest indoor climbing structure in Sioux Falls. This is another example of the value we have been placing in continuously updating and renovating the Kirby Science Discovery Center into a world class museum,” says Darrin Smith, Washington Pavilion President and CEO. “The climber offers floor-to-ceiling fun and learning for kids of all ages.”

The Washington Pavilion, in partnership with the David B. Jones Foundation

and fourth floor sponsor Sanford Health, created the climber to promote physical activity as well as provide education on dinosaurs.

- Enter through a tunnel of dinosaur bones and explore passageways on four different levels.
- Crawl through crates, discover caves and climb numerous corridors in your quest to reach the top of the towering structure.
- Glide back down to the bottom the easy, fun and fast way on the 7-foot turbo tube slide or race a friend down on the side-by-side slides.
- Imagine how dinosaurs roared when you use the talk tubes to transmit your voice to different areas of the climber. The exhibit includes a dozen other interactives such as telescopes, puzzles and more.

The new addition to the Kirby Science Discovery Center will complement the third-floor paleontology exhibits, Dinosaur Discovery, as well as the health and wellness themed HealthQuest by Sanford and the Scheels Rock Wall on fourth floor. Areas of this climber will be ADA-accessible.

“We are so grateful to our tremendous sponsors and partners who so generously help us deliver our mission to this community,” said Kerri DeGraff, Chief Business Development Officer. “David B. Jones Foundation has provided support for this specific exhibit and Sanford Health is the sponsor of the fourth floor dedicated to health and wellness. Without their commitments, this incredible new and unique climber wouldn’t have been possible.”

About the Washington Pavilion

The Washington Pavilion is the region’s home for the arts, entertainment and science. Located in a beautifully renovated historic building in downtown Sioux Falls, it is one of only a few facilities in the world to bring together under one roof the performing arts, visual arts and interactive science. The vast array of high quality programming and educational activities available through the Husby Performing Arts Center, Kirby Science Discovery Center, Visual Arts Center and Community Education ensures that people of all ages and walks of life can rely upon the Washington Pavilion to inspire, educate, entertain and enrich. There is, indeed, something for everyone here. For information about our programs, please call (605) 367-7397 or visit our website at www.washingtonpavilion.org.

Round up of Webinars, Townhalls, and other Gatherings

In the September newsletter Henderson Engineers submitted an article with links to the many COVID educational resources they have available. You can find those lessons and many others at [this location](#).

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. All of that can be found [here](#).



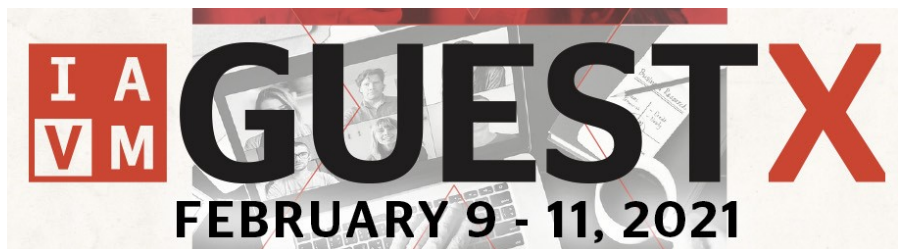
Tessitura has several webinar series' available to the general public.

- Their [Innovator Series](#) advances insight and innovation in the business of arts and culture with a program of brief, inspiring talks by industry innovators.
- The [Thought Leadership Series](#) presents groundbreaking ideas from diverse members of the Tessitura community
- Their [Discover Series](#) celebrates success stories from members of the Tessitura Community.
- A recent [Tech Spotlight](#) video discussed tailoring your gift certificate program for online events.
- [The Culturephile](#) focuses on culture—the culture of your organization, your city, and the state of the arts.

On YouTube, Snappening has a [Venue Marketing Series](#).

Venue Solutions Group has a channel as part of their [Advantage Training](#) series.

Please submit links to educational resources and interesting webinars to iavmregion3news@gmail.com.



GUESTX 2021 IS GOING VIRTUAL! REGISTRATION IS OPEN.

Designed with everyone from venue executives to frontline staff in mind, GuestX is a one-of-a-kind conference for everyone invested in crafting an exceptional, safe and extraordinary Guest Experience.



TRIAGE, RESOLVE, MEASURE, IMPROVE. REPEAT.

FACILITIES OPERATIONS & MANAGEMENT

Become an in-demand professional in the facilities operations field

About the career

Facility management professionals ensure those working in buildings and those using buildings are in a safe, comfortable, and healthy environment. They are also tasked with operating facilities effectively and efficiently.

They are able to manage maintenance priorities and communicate and collaborate with those who own, use, and repair the facility. They understand the basics of building systems, from electrical to heating and cooling, as well as how to manage assets and services crucial to the operation of the facility.

Most importantly, they are able to handle day-to-day building operations and think strategically, so that space, asset, and energy usage are optimized.

The degree

- ▶ Dunwoody offers an **Associate of Applied Science** degree in Facilities Operations & Management
- ▶ The program takes **four semesters** to complete
- ▶ Classes are offered in the **evening**

Key topics

The program's curriculum is designed to give you both the technical and soft skills needed to succeed in the position.

Topics include:

- Building systems and operations
- Stakeholder relationships and communications
- Preventative and predictive maintenance

Dunwoody's approach

You will use the Dunwoody campus as a living laboratory, which provides experience with old, new, and modern spaces, including a recently remodeled Welcome Center and Learning Commons. Coursework combines lecture and lab and will introduce you to technologies used in modern facilities management—from electrical and HVAC systems to all the various software systems used for facility monitoring and management.

Sustainability

Sustainability is not only the right thing to do — but energy savings also cut down on operating costs. Because of its importance to the industry, Dunwoody has worked the concept of sustainability into all of its classes.

Accreditation Information

Dunwoody's program has been designed consistent with the International Facilities Management Association's Facilities Management Accreditation Commission associate degree program standards and is planning to seek program accreditation.

Learn more:

Call: 612.374.5800 | Email: info@dunwoody.edu

Visit: dunwoody.edu/construction/facilities-operations-management

DUNWOODY
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Check out the IAVM Advocacy Toolkit

The Coronavirus threat to public assembly venues cannot be overstated, but we all have the power to advocate for ourselves and our industry with IAVM's [advocacy toolkit](#). Included in the toolkit is contact information and templates for tweeting, e-mailing, or writing your Senators and Representatives.

I would recommend prefacing your request with a message about the value your venue provides your community. This could include your venue's positive economic impact, the jobs you provide, and the intangible benefits your guests/fans receive by attending your events.

Message from Tammy Koolbeck, CVE:

Because of IAVM's work, changes to include government owned venues in the Paycheck Protection Program (PPP) and grant programs for live event venues are actively being debated.

We must keep pushing to get these changes included in the final package. We need you to reach out to your Senators and your member of the House of Representatives by phone or email to urge them to:

1. Make a small change to the PPP program to allow government-owned venues that otherwise meet the program criteria to participate. The House passed our desired language in the HEROES II Act earlier this year and Senator Cardin and 34 of his fellow Senate Democrats included it in S. 4818 that they introduced in October. It is imperative that such language be included in any final agreement.
2. Include a grant program for live venues in the next relief bill. Both COVID frameworks that we saw rolled out earlier this week, one by Majority Leader McConnell and the other from a bipartisan group of moderates, referenced a grant program for live venues. We urge that this program be modeled on sec. 619 of [S. 4818](#). This is very similar to the SOS or [Save our Stages Act](#) introduced by Senators Cornyn (R-TX) and Klobuchar (D-MN) *but* it covers a broader group of venues and not just music/concert/theatrical venues. This is important for IAVM members who work at arenas and stadiums, convention centers and multipurpose venues.

We are seeking one clarification to sec. 619 of S. 4818 to insert "trade shows, sporting events," in provision 3(A)(I) as highlighted below.

(I) that, as a principal business activity, organizes, promotes, produces, manages, or hosts live concerts, comedy shows, theatrical productions, trade shows, sporting, or other events by performing artists for which—

Again, thanks for all of your advocacy help! Together we can get this across the finish line. We're here if you need anything from us or have any additional questions. And don't forget to pass along the feedback from your congressional offices by sending to greg.wolfe@iavm.org or tkoolbeck@venuworks.com.

Tammy Koolbeck, CVE

IAVM Board Past Chair

Summary of Region 3 Business meeting from Oct 22nd.

Region 3 held its Annual Business Meeting on Thursday, October 22, 2020 at 9a via Zoom. We had a great meeting and spent some time discussing two agenda items your Region 3 Board would like to highlight and share with all our members. The formal meeting minutes as prepared by Tiffany Vickaryous-Hubbard, Region 3 Secretary, are attached for your review.

Old Business agenda item – Super Regional Conference with Regions 1, 2, 3 & 5

The Region 3 Board presented four options to the membership and asked for a vote to gauge the interest of our Region 3 members. The majority of the members on the call voted for a hybrid option with parts of the Super Regional virtual along with a 1-day Chapter meeting in each state. This option received 47% of the votes. The vote totals and all percentages are included in the attached minutes.

We will take this option to our Super Regional Planning Committee from all 4 Regions (1, 2, 3 & 5) and inform them what the Region 3 membership would like to see and also receive feedback from all the other Regions.

New Business agenda item – Region 3 Board positions

The Region 3 Board received and accepted the resignation of Amanda Gain as Assistant Director. Amanda has taken on a new job and career path and has left our industry. This resignation came late in the cycle or rotation of our Board positions and created some challenges. Scott Mullen is our current Region 3 Treasurer and would move up to the Assistant Director as a result of Amanda's resignation, but then also would move into the Directors position in July 2021. Scott Mullen also serves as the current Arena Sector Director and will serve in this role until July 2022. Scott Mullen is unable to serve as the Director of two boards at the same time under IAVM By-Laws and Governance guidelines. We consulted with Rosanne Duke, Director of Governance/Operations for IAVM. An option presented was to allow me to serve one additional year as Director of Region 3 until Scott Mullen would be able to move into the Region 3 Director's position in July 2022. The Region 3 Board reviewed all options, and asked me if I'd be willing to serve an additional year. The Region 3 Board presented this plan to the membership for review and discussion, and this is outlined in the attached minutes and a summary is below.

Scott Hallgren, CVE – Region 3 Director through July 2022

Scott Mullen, CVE – Region 3 Assistant Director through July 2022

Tiffany Vickaryous-Hubbard – Region 3 Treasurer through July 2022

Abbie Jo Lady – Region 3 Past Director through July 2022

Region 3 Secretary will serve through July 2022

A motion was made to accept this recommendation as presented by the Region 3 Board, it was seconded, and the motion passed. This Board action does need final approval by IAVM. IAVM Chair Rip Rippetoe, CVE reviewed the plan and approved this on November 3, 2020.

Abbie Jo Lady is convening a nominating committee and will review applicants and all nominations for Region 3 Secretary to serve a term through July 2022. At that time, this position will move into the Treasurer's role with an affirming vote from the Region 3 membership at its Annual Business Meeting.

If you have any interest in serving as our Region 3 Secretary or would like to nominate an individual, please contact Abbie Jo Lady at 573-651-2297 or alady@semo.edu.

If you have any questions about our Region 3 Business Meeting please contact any of us on your Region 3 Board. Thank You!

There were many more items under discussion at this meeting. To review the minutes and get a link to watch the zoom recording, please click the link below!

[Click to Download Meeting Minutes](#)

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 amphitheaters.

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,
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iavmregion3news@gmail.com

REGION OFFICERS

Scott Hallgren, CVE – Region 3 Director
Executive Director, Bridge View Center | VenuWorks
shallgren@bridgeviewcenter.com
641-684-7000 x222

Scott Mullen, CVE - Region 3 Assistant Director
Executive Director, TaxSlayer Center
smullen@taxslayercenter.com 309-764-2001

Tiffany Vickaryous-Hubbard – Treasurer
Executive Director, Sanford Center | VenuWorks
tvickaryous@venuworks.com 218-441-4008

Abbie Jo Lady—Immediate Past Director
Marketing Director, Show Me Center
alady@semo.edu 573-651-2297

STATE REPRESENTATIVES:

State Rep Coordinator—Derek Hillestad
dhillestad@dunwoody.edu

Iowa—Jason Anderson
j.anderson@paramounttheatre.com

Illinois—John Marquardt
jrmarqua@illinois.edu

Minnesota—Virginia “V” Fairchild
virginiafairchild@gmail.com

Missouri—Chardean Olsen
colsen@stcharlesconventioncenter.com

Nebraska—Bill Stephan, CVE
wstephan2@unl.edu

North Dakota—Charlie Jeske
cjeske@bismarcknd.gov

South Dakota—Jeremy Linstad
jlinstad@swiftelcenter.com

Wisconsin—Kristie Haney
kristie.haney@pmiwi.com

