

Region 3 Director's Note

'Hello' to all my IAVM friends and colleagues! So much has changed since our last newsletter in February 2020 when we were in the middle of our busy season and excitedly preparing for a fantastic IAVM Region 1, 2, 3, & 5 Super Regional Conference in Kansas City, MO. A nasty and invisible enemy – Covid-19 – changed our lives, our industry, and our world! I can remember a few days in February when I thought to myself how am I going to get all this done – stay on top of work during one of our busiest months, remain very active and involved with our planning committee for the Super Regional Conference to pull off a successful event we could all be proud of, and to also be there for my family with many school activities going on and sporting events. Today, I'd take all that back in a heartbeat.

We face very challenging and unprecedented times. Even with these challenging times and engaged in a battle with this invisible enemy, I remain hopeful, committed, and passionate for what we're all doing – rolling up our sleeves during one of, if not the most challenging time ever in our careers and industry, and doing what we all do best – serving our communities in so many ways and doing our best to remain an economic driver for our communities.

I've seen and heard so many stories from within Region 3 and around the US of how you have all rolled up your sleeves to serve your community by being involved in emergency food distribution, supporting non-profits in a variety of ways, becoming a temporary shelter for your communities, serving as testing sites inside and outside of your venues, and for some, preparing to be or even becoming a temporary hospital to meet the needs of your community. So many creative ways our venues and industry have stepped up to serve and do what we do best – make events happen, no matter what the situation. #WeMakeEvents You'll read about some of the creative 'events' our communities were called to do in this newsletter. All these stories make me so proud to be a part of IAVM and an industry where our service has a direct impact on our communities and we are helping others! The passion, drive, and energy we all have to remain committed to our venues and to serve our communities is why I remain hopeful today for a better and brighter future.

I have one favor and call to action request, please. In support of IAVM's advocacy initiatives, led by Rip Rippetoe, CVE, IAVM Chair, and Tammy Koolbeck, CVE, IAVM Past Chair, I respectfully request you keep up the fight and reach out to your Federal elected officials, both your Representatives and Senators in the US Congress. Share with them your stories, and how you need the funding outlined in several of the proposals facing the US Congress right now. Our elected officials need to hear our stories and know how we have been impacted. Please send a letter, drop an email, and write a personal note on your letter. I assure you, these letters, and especially handwritten notes, do get read. Make a phone call to their office to speak with their legislative director, Chief of Staff, or other staff members. All this advocacy work is starting to pay dividends and get us noticed, but we must keep up the fight, stay active, and keep sharing our message. Congress returns to work on Monday, September 14 and will be working hard on the latest round of stimulus funding for the US – we need to be a part of this! #SavePublicVenuesNow

Work continues on our 2021 IAVM Region 1, 2, 3, & 5 Super Regional. The planning committee has met and will be meeting again in a few weeks. More news to come on this later this fall and in our next newsletter.

We will survive! Keep up the fight! Be safe. Be well. Keep on serving and do what you do best - #WeMakeEvents.

Blessings to you all . . .



Scott Hallgren, CVE
IAVM Region 3 Director

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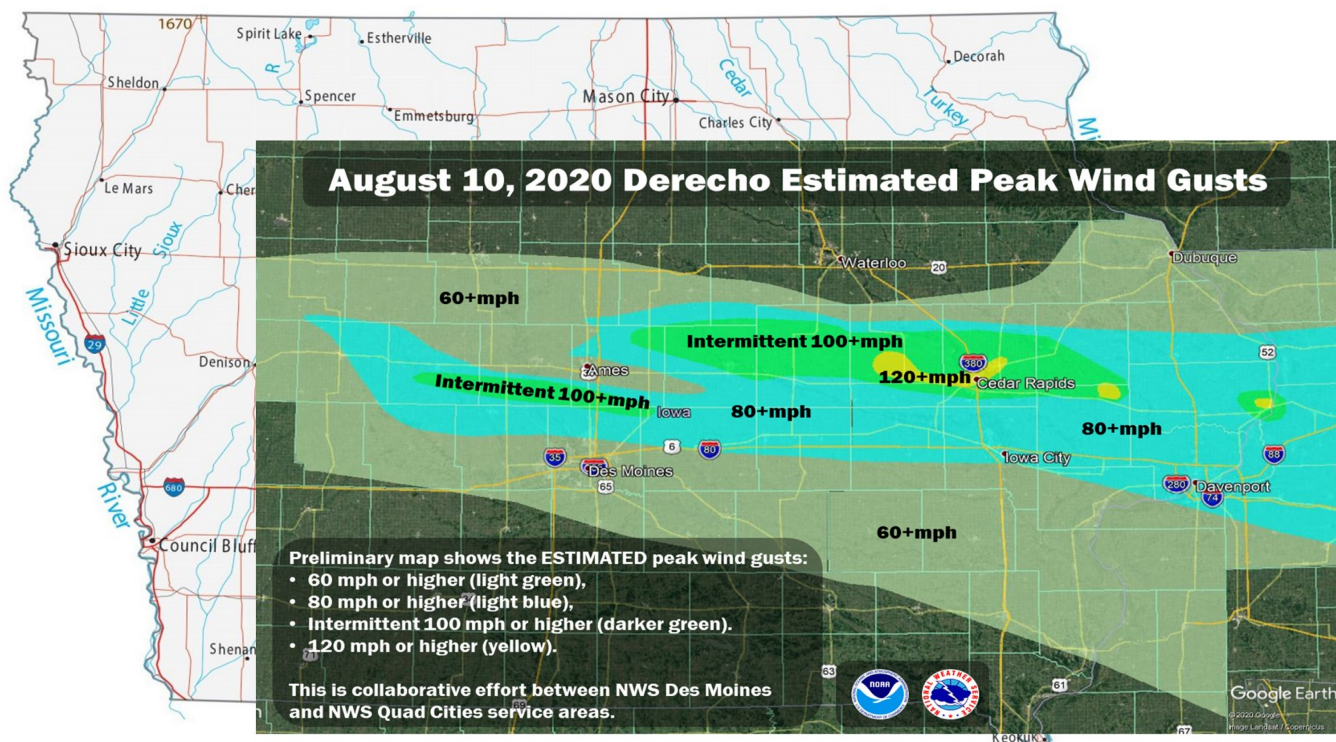
Iowa Venues Recovering in Aftermath of Derecho

On August 10, a massive storm swept across the Midwest causing billions of dollars of agricultural and structural damage. The storm, which many of us soon learned was called a derecho, gained strength as it moved across the Midwest, heading east. It started early in the morning in Nebraska and crossed the border into Iowa around nine in the morning. As it marched across the state, 60 mile-an-hour winds kicked up to 80, then 100 MPH when it hit Ames, Iowa at 10:50 am. By the time it hit Cedar Rapids around 12:30 pm, sustained windspeeds were at 120 miles an hour with gusts of up to 140 MPH--the equivalent of an EF2 tornado and Category 4 hurricane. Ultimately, the storm traversed 770 miles over 14 hours leaving businesses damaged, structures demolished, and hundreds of thousands of people without power.

At Stephens Auditorium on the campus of Iowa State University in Ames, the wind swept in and shattered two large plate glass windows and popped other windows out of their seals, allowing torrential rains to pummel the inside of the Stephens Center for 45 minutes. "As soon as I stepped into our exterior stairwell, I was drenched, because that's how much rain was coming into the building from the broken window", says Tammy Koolbeck, Executive Director,

Iowa State Center (VenuWorks) which includes Stephens Auditorium. "In the aftermath of the storm, phone lines and cell towers were downed, complicating cleanup and repair. The campus was able to get one window boarded up by the end of the day, but the other window needed a boom lift to reach and took several days to get patched. We are concrete building, so we were able to clean up the glass and squeegee the carpet. There was no drywall involved. Because the second window didn't get secured for a few days and we popped open the loading dock whenever we had people in the building, we didn't get mold."

The storm fortunately did not delay any events. Stephens Auditorium was able to proceed with an outdoor concert the very next night. "We didn't have anything that night, but we had an outside event on the lawn the next evening," Tammy continued. "We had back power at 10:30 am the morning of the event. We talked to the artist trying to decide, should we do it, should we not do it? We ended up moving forward as a fundraiser for the Good Neighbor Emergency Shelter. The artist donated his fee and we donated all tips."



Derecho cont...

People were very happy we did it, probably three-quarters of the crowd that night didn't have electricity at home. At the concert we had a food truck and patrons could get a hot meal and cold beer and not have to think about chain sawing the tree in their yard for a couple of hours."

Although the damage didn't have too much of an effect operationally, it was expensive. The windows are large, custom, glass panels that need to be shipped from Germany. Repairs are expected to cost more than 100,000 dollars.

In Cedar Rapids, VenuWorks manages four buildings: the U.S. Cellular Center, Paramount Theatre, McGrath Amphitheatre, and ImOn Ice Arena. Damage in Cedar Rapids ranged from minimal at the U.S. Cellular Center and Paramount Theater, to mild at the McGrath Amphitheatre, to serious at the ImOn Ice Arena.

"We were forced to cancel one of our 'Live at the 5' events at the U.S. Cellular Center due to the storm and lack of power. A second Live at the 5 event was also cancelled as the arena was re-purposed to enroll people in disaster aid," says Katie Ripke, Director of Marketing and Sales at VenuWorks Cedar Rapids. "The U.S. Cellular Center had some minor roof damage but will not inhibit business. The Paramount Theatre also survived with no significant damage.

"The structure of the Amphitheatre survived. We are in the process of building a new building on the property, and it's still sound; power was our biggest issue at the Amphitheatre. We were supposed to have our first two ticketed events, which would have been the first in the state of Iowa (since the Pandemic started). Those were originally scheduled for Friday Aug. 21 and Sat Aug 22nd, but even 10 days after the storm, we did not have power restored at the venue. We had to cancel one show and rescheduled & moved the other"

ImOn Ice Arena however, sustained significant damage; the roof was peeled off in multiple areas, the north wall was completely ripped off and portions of the building crumpled. "Pre-COVID, ImOn Ice Arena is typically very busy in fall and winter,"

Katie continued. "We have a USHL team, - the RoughRiders as a tenant, one of the largest learn-to-skate programs in the country and the Iowa Hawkeyes club hockey team call the venue home.

"We were quiet because of COVID and the summer season, so we used that downtime to get a pre-planned renovation project going. We were just finishing up the 3-million-dollar project and were set to open late September and then the derecho hit."

Also in Cedar Rapids, the storm collapsed part of the outfield wall and a light tower and damaged the concourse at Veterans Memorial Stadium.

Ames and Cedar Rapids were the worst hit areas. Around the state, damage varied from minimal to moderate. In Des Moines, 37 miles to the south of Ames, the Des Moines Performing Arts Center had no damage, although Venues Now reports that the storm blew the roof off the nearby Buccaneer Arena. In Iowa City, only 30 miles from Cedar Rapids, structures, including Hancher Auditorium at the University of Iowa, were untouched. The city did lose power for 12 hours according to Brian Anstedt, Production Manager at the auditorium. In Davenport IA, 82 miles south and east of Cedar Rapids, a pedestal marquee was damaged at the Adler Theater.

Venues, hard hit by the pandemic and now the derecho are picking themselves up and moving on. At ImOnIce Arena, the city is in the process of completing the mitigation and sealing the building, and the next step is for the structural engineers to start evaluating the extent of damage although they don't yet have a timeline for reopening the venue in 2021. At Stephens Auditorium, the windows are patched, and events will proceed, (with COVID restrictions). The Buccaneers are gearing up for their hockey season with an October 5th start. But the Derecho will remain in memory and figure large in future planning.

U.S. Cellular Returns to Live with Club 5

VenuWorks of Cedar Rapids has been reopening the City of Cedar Rapids-owned venues: McGrath Amphitheatre, Paramount Theatre, U.S. Cellular Center and ImOn Ice. Dubbed [Return to Live](#), the plan utilizes entertainment industry best-practices to safely return to operations. All four venues were closed to the public in late March in compliance with the State of Iowa Public Health Disaster Emergency Declaration.



Club 5 setup Pre-Covid

Return to Live introduced new mandatory measures to patrons who attend events at the entertainment venues. Those measures have been messaged to the venues' patrons in a variety of formats. "Every time we announce a show, we include a link to the Return to Live plan, the information comes with the tickets, and our radio partners are encouraging people to check out the page and review the information before coming to the venue." Says Katie Ripke, Director of Marketing and Sales, VenuWorks of Cedar Rapids.

"The health and safety of our guests and employees remains our number one priority for operating," said Michael Silva, executive director, VenuWorks of Cedar

Rapids. "We realize we must exceed public health guidelines and create an environment for guests and staff to feel safe attending events again. We need everyone to do their part to help us bring live entertainment back to our venues and make the Return to Live successful."

VenuWorks has seen the hard work of preparing their audiences pay off with the success of their "Live at the 5" weekly concert series at the U.S. Cellular Center. The series, which started Thursday, July 30th and will run through September 24th, features local bands in the venue's [Club 5 setup](#) which transforms the U.S. Cellular Center into an intimate club-like setting.

Club 5 was established in 2017 and has welcomed a diverse collection of acts including Stone Temple Pilots, Hollywood Undead, 311. This year's lineup features Catfish Murphy, Toxic Blond and New Trick, among others. The setup has been modified for COVID, adding tables and spaced seating. According to Katie Ripke, "There are no assigned seats. As people come in, we meet them hostess-style and walk them to their spot. To space them, we use pool noodles," she added, "We are trying to find quirky things--the fun in it, that's what keeps us going."



Club 5 setup with distancing.

This series has been bringing in 100-200 people per week at \$5 per ticket. The venue has been able to keep costs down by leaving everything set up from week-to-week, utilizing salaried staff, and leveraging partnerships with their vendors and media contacts. "It's bringing people into downtown to frequent restaurants and businesses," continued Katie, "Getting people down here is something we take seriously."

"We are excited to slowly and safely bring live events back to Cedar Rapids," said Michael Silva, "As outlined in our Return to Live plan, we have taken extensive steps to protect the health of our guests and venue staff; we have created a safe environment to once again enjoy live music."

Bridge View Center launches COVID-19 Operational Relief and Event Programming Donor and Development Campaign



Bridge View Center



Ottumwa, IA – Bridge View Center reopened on June 1 and returned to hosting events since the Ottumwa facility's closing in March due to the COVID-19 pandemic. This summer saw a slow and careful startup to hosting private and public events. However, the COVID-19 pandemic and crisis has placed a significant financial strain on the facility due to the nearly three months of closure and zero revenue. To combat this, Bridge View Center has launched a multi-phase donor campaign to continue to ensure operational stability and long-term sustainability.

Bridge View Center launched the fundraising campaign in June, with press, social media, email and direct mail appeals targeting over 300 prospective donors. It has the support of Bridge View Center, Inc., the City of Ottumwa, and VenuWorks, along with the support of key business and civic leaders in the Ottumwa community, who have provided both donations and testimonials to the value Bridge View brings to the community. Due to Covid-19, no in-person fundraising events have been planned at this time.

“Bridge View Center provides a chance to see a wide variety of first-rate performances and productions close to home, without the added expense of staying in a hotel or driving 1 ½ hours or more. It is also an opportunity for local organizations to host regional meetings and to hold events such as the Home Show, Leadership Summit, dance recitals, and other local happenings,” says Dianne Haas, local community leader and philanthropist. “Donor support for the COVID-19 Relief & Capital Campaign is vitally important to the ongoing success of Bridge View Center. In addition to improving the quality of life for those living in Southeast Iowa, Bridge View Center has provided a site for over 6,500 events generating over \$8.9 million to the local economy. This impact affects businesses such as hotels, gas stations, restaurants, and the area employment to name a few.”

“With city budgets stressed to the limit and Hotel/Motel tax revenues expected to be down due to the pandemic, private donations for event programming and capital needs are more necessary than ever,” states Sarah Sels, long-time Bridge View Center supporter and community leader. “Bridge View is the only facility in southeast Iowa that I know of that provides a theater, meeting rooms, exhibit halls and fine dining. A look at the license plates in the parking lot at large events will show you that Bridge View Center draws people to our city.”

The campaign has had slow but steady success, “We are at approximately 20% of our fundraising goal, and this number continues to slowly climb each week,” says Scott Hallgren, Executive Director of the Bridge View Center. “The fundraising campaign has succeeded in raising awareness of our current financial situation, which has helped in securing funding from our owner, the City of Ottumwa, our governing board, Bridge View Center, Inc., and other organizations around Ottumwa and SE Iowa that provide grant opportunities. The raised awareness of the impact of Covid-19 on Bridge View Center will definitely help with local grant opportunities and continued future funding options with our board and the City of Ottumwa.”

TaxSlayer Center Qualifies for COVID-19 Remediation Funding

Moline, IL. – The Illinois Quad City Civic Center Authority *dba* The TaxSlayer Center has qualified for eligibility to receive up to \$484,622 through the Local Coronavirus Urgent Remediation Emergency (CURE) Support Program. The local CURE program is funded from financial assistance the State of Illinois received through the U.S. Department of the Treasury's Coronavirus Relief Fund.



Up to this point the TaxSlayer Center along with numerous other authorities/venues throughout the country had been excluded from any COVID-19 related government assistance because they are independently owned by a quasi-governmental entity. Many lawmakers mistakenly assume these types of buildings are owned by a City or a State and included in local or state budgets within those entities but that is not the case.

“You have to actively search for any and all available funding options because they move fast and nobody is going to go out of their way to call you up and hand you this money.”

“We have been working diligently along with The International Association of Venue Managers and local officials to gain the support of our congressional representatives to be included in relief bills”, says TaxSlayer Center Executive Director Scott Mullen. “We happened to come across the local CURE program thanks to a tip from one of our Board Members who noticed Navy Pier and some Chicago museums were qualifying for relief and we got our application in to the IL Department of Commerce and Economic Opportunity immediately just 1 day before the application window closed.” He continues, “You have to actively search for any and all available funding options because they move fast and nobody is going to go out of their way to call you up and hand you this money.”

The TaxSlayer Center will be using these reimbursement funds to underwrite some of the COVID-19 related projects they are undertaking in the coming months during the shutdown. The venue is spending approximately \$1.4 Million on projects that will make it a safer place for customers once it re-opens. Among the upgrades will be a retrofit to automatic flush valves and faucets in all public restrooms, bacteria killing UV lights will be installed to disinfect escalator handrails, WIFI upgrades to support mobile concession ordering platforms for contactless payment, installation of hand sanitizing dispensers throughout the facility, the purchase of electrostatic sprayers to disinfect seats and armrests along with new PPE inventory and several other COVID-19 remediation measures.

The deadline for project completing and submittal for reimbursement is December 30, 2020. “Our goal is to have all projects completed by mid November”, says Mullen, “When the time comes to re-open for events, we want to make sure that our guests and employees have the safest possible environment and feel comfortable coming back to the building.”

Alerus Center Has Strong Summer Season

Since COVID-19 has impacted our region, we have been hosting COVID-19 friendly events at Alerus Center. As a facility, we meet or exceed North Dakota Smart Restart guidelines in an effort to allow patrons to feel comfortable while keeping them safe. Some precautions include: custom room layouts that are physically distanced, floor signage indicating pathways for guests to enter and exit the building, increased sanitization of the facility, and hand sanitizing stations.

Since June 1, we have hosted over 60 events, including meetings, banquets, weddings, and outdoor events. Our largest



Anything Goes Sale, parking lot event.

event was the Anything Goes Sale. With roughly 1,000 attendees throughout the day, this event is the region's largest garage sale/flea market/swap meet. Due to COVID-19, the event was modified from its traditional style of a packed indoor set-up inside the arena, to a physical distanced outside event. This allowed for physical distancing parking spots between each vendor, one-way walking paths, and hand sanitizing stations.

Another popular community event was our Drive-In Movies. We chose two nights during the week to show "Mean Girls" and "Indiana Jones and the Last Crusade". The movies were voted on by a poll on our Facebook page. Guests could buy tickets at our box office prior to the event or when they arrived that evening. Each vehicle had their own parking spot and tailgate spot. The movie played through a sound system and through a radio station allowing guests to choose their experience. Our goal has been to remain proactive and keep spirits high in the Greater Grand Forks Community.

Meyer Theatre Successfully Hosts Local Performing Arts Group During Pandemic

The Meyer Theatre in downtown Green Bay, WI had a successful run with Green Bay-based Let Me Be Frank Productions. The 1,000-seat theatre, managed by PMI Entertainment Group, hosted original music comedy shows on multiple weekends in late July and early August. Capacity was limited to 25% occupancy for reserved seats with strategic social distancing. In addition, the Mezzanine was left open for general admission seating to allow guests even more space to spread out. Masks were required for all attendees.

The show was so successful that another show will run on various weekends from September 18 – October 10. Let Me Be Frank Productions typically does six shows a year at the theatre.

Have something for the newsletter? Please your venue announcements, chapter meetings and industry news to iavmregion3news@gmail.com

Landing the DNC Moved Milwaukee Forward

By: Marty Brooks, president and CEO, Wisconsin Center District



I am not one to look back with regrets.

When Milwaukee was selected to host the 2020 Democratic National Convention (DNC), there were cheers throughout the state. We were all excited to be able to showcase and show off the city we love to the rest of the world. The Fiserv Forum was in its inaugural season of hosting a playoff-bound Milwaukee Bucks team, as well as an unprecedented schedule of arena concerts, and it was set to be the epicenter of four consecutive nights of live prime time television coverage for the DNC.

News outlets from all over the nation and globe were going to descend on Milwaukee. Pinch us. Look what was happening.

Be Bold. Be Proud. Be Experience Obsessed.

Man plans, God laughs.

COVID-19 changed the world. Stay home, we were told. Work from home, we were told. Wear a mask. Only essential businesses should open. Restaurants, bars, clubs, theaters, arenas, and stadiums had to close. Meetings and conventions that had been scheduled for years, canceled their plans to come to Milwaukee. Physical distancing at least six feet apart became the figurative law of the land, and gathering in groups of 10 or more was discouraged, if not outright banned.

The Democratic National Convention Committee (DNCC) did the right thing -- placing public safety above all else, scaling down the events, advising delegates to remain in their home states, and limiting in-person speakers.

Ultimately, the DNC would be totally virtual, no in-person acceptance speeches, no 50,000 visitors to Milwaukee and no global media presence.

The point?

COVID-19 didn't take away how the selection process brought us together to work towards being selected and then planning for an event of a lifetime. The sun still rises as the Santiago Calatrava "wings" open over Lake Michigan, Wisconsin State Fair Cream Puffs are still for sale, and Milwaukee continues to be an incredible place to live, work and play. The Milwaukee Bucks are still crushing it. The Brewers remain a World Series threat. Harley-Davidson is still grinding away on the newest incarnation of those classic bikes. And that bronze Fonz statue still keeps watch over downtown. The DNCC chose to come to Milwaukee over three other top-tier cities. And COVID-19 has not negated the things about this city that made it the obvious choice for an event of a lifetime.

I have lived in a number of cities while pursuing a career in television, sports, entertainment and venue management. Each had a lot to offer, but several were unable to focus on what they had and instead focused on what they didn't have or the sports team or corporate headquarters that was taken from them. This lack of forward, opportunity-seeking thinking is why those cities will never be able to convince outsiders to visit, move, to or do business with them. We are judged by how we respond when things go wrong, not when they go as planned. Was our city nimble or did we stonewall approvals, criticize the decisions and undermine the revised plans? Future convention and major event planners will take note of what we do. They will remember how willing or stubborn we were to react to safety-inspired changes. They will take note of whether we stalled or, in anticipation of a brighter future, put the pedal to the metal in developing our city.

If we are to grow, we need to show support to these special events in every way possible. We need to make it easy to do business here. As I often say in the halls of the Wisconsin Center, "How do we get to yes?"

Milwaukee was given a shot at the big leagues, and we made it.

We did it, and we will do it again and again...so long as we give reason for special events to come here. I don't regret the thousands of hours the Wisconsin Center District staff spent working on the RFP response, negotiating the license agreement, giving tours of the Wisconsin Center, the Miller High Life Theatre and the UW-M Panther Arena, attending planning meetings, developing room layouts, redeveloping room layouts, setting up for the convention, reconfiguring for the reimagined convention, executing the final plan and assisting on the load out.

As COVID-19 was ravaging our country, under the decisive leadership of Board Chairman Jim Kanter, the Board of the Wisconsin Center District endorsed the plan to expand the convention center. I applaud their vision that in a time of upheaval, preparing for the future of our city remains a top priority. A perfect example of being judged by how you respond when things go wrong and not as planned.

Milwaukee was on a trajectory towards great things before COVID-19. We still have the talent. We still have the drive. We have demonstrated we have what it takes to play in the big leagues and with top-tier cities. We need to accept that the path is not always a straight line nor a flat surface. With the right attitude, overcoming obstacles only makes us better.

Should we reach for the brass ring on the off chance we'll miss or it'll slip away? Speaking on behalf of the men and women of the Wisconsin Center District, we can't wait for the next time. We challenge the public and private sectors of Wisconsin to rally behind making Milwaukee a not-to-be-missed destination.

As Frank Sinatra said, "Regrets, I've had a few. But then again, too few to mention." I am not looking back with regrets. Going after the DNC was the next step in our evolution as a player in the meetings and conventions business. We must keep progressing.

Be Bold. Be Proud. Be Experience Obsessed.

Marty Brooks joined the [Wisconsin Center District](#) (WCD) as president and CEO in January of 2018. Brooks oversees business growth and operations for the [Wisconsin Center](#), [UW-Milwaukee Panther Arena](#) and [Miller High Life Theatre](#). Brooks works closely with VISIT Milwaukee to secure unforgettable acts and diverse conventions year-round that heighten WCD's value and brand in the Midwest.

HENDERSON ENGINEERS OFFERS COVID-19 CONTENT FOR VENUES

Author: [Paul Villotti, Henderson Engineers](#); Faculty Chair, IAVM Academy for Venue Safety and Security.

As a result of the COVID-19 pandemic, Henderson Engineers, along with many of our industry partners closed our office doors indefinitely, unsure of what is to come. It feels like yesterday that our IT group helped more than 800 of our workforce transition to the work-from-home life, boxing up laptops, monitors, keyboards, and miles of wires – anything that would be needed for our employees to do their jobs as best as possible from home.

In what could have been a logistical nightmare, our IT specialists managed to get all of our employees, from New York to Los Angeles and everywhere in between, up and running on VPN and VDI in a matter of days. And during those first two weeks of working remotely, our firm held over 530 Zoom meetings, some of which included virtual site visits and construction inspections to keep projects moving. Never again will I underestimate the power of a Zoom call!

Due to the pandemic, we have seen venues across the nation close their doors in an effort to mitigate the potential spread of infection and keep staff, fans, and patrons safe. But when those doors start to reopen and the country begins to gather again, ensuring the public feels the venue is safe to reenter will be critical.

The best way Henderson Engineers can assist right now is to provide as much pertinent information to our industry partners as possible. Despite venue construction projects being put on hold or having delayed start dates, we've kept going full speed to develop and deliver relevant industry content so that, once shelter-in-place orders are lifted, venues can begin to reopen safely. By attending webinars, participating in AVSS IDG bi-weekly meetings and other COVID-19 response discussions, we've been able to learn firsthand information and discuss both challenges and successes that have informed the creation of new building systems guidelines envisioned to address life after the COVID-19 curve is flattened. As partners, we want your venue to return to its full potential with the public 100% confident in its safety.

Anyone interested in our most current COVID-19 resources should review the following:

COVID-19 Specific Henderson Engineers & Henderson Building Solutions Content

[Comeback Season: The Future of Venue Design Amid COVID-19](#)

[Optimizing Your Building During This Unprecedented Time](#)

This article provides highlights from our [joint webinar](#) with IAVM along with a link to the webinar recording.

[Infection Control Technologies for Building Design](#)

[Converting Alternative Structures for Coronavirus \(COVID-19\) Patients](#)

This article was shared on [IAVM's blog](#)

[Negative Isolation Rooms: Responding to COVID-19](#)

[Esports: An Isolation-Proof Pastime](#)

[Preparing Construction Projects Now for Surge After COVID-19](#)

[How COVID-19 is Impacting the Power Grid](#)

[Preparing Your Elevators for Infection Control](#)

[Maximizing Value: How to Optimize Low Building Occupancy](#)

[UV Disinfection: An Engineering Perspective](#)

[Upgrading to First Class: The Future of Airports](#)

Venue News and Announcements

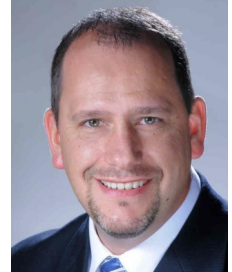
Ken Wachter to retire from Green Bay's PMI Entertainment Group, Brendan Bruss named president



Ken Wachter

As part of a long-term transition plan, Ken Wachter will retire as CEO effective January 1, 2021. Wachter, who joined PMI Entertainment Group (PMI) in 1998, will remain on the board of directors and continue to serve the organization in an advisory role. Before joining PMI, Wachter served as regional vice president for Feld Entertainment, and vice president of marketing for the Anaheim Mighty Ducks and Anaheim Angels.

Brendan Bruss, who has been overseeing the day to day operations of PMI since being named chief operating officer in 2018, will become the company's fourth president. Bruss joined PMI in 2003 and during that time also served as executive vice president. While he continued to serve in that role, he was also named as president of the USHL's Green Bay Gamblers in 2008. PMI owns the hockey team.



Brendan Bruss

Green Bay's Resch Expo on target to open in January



Construction on Green Bay's \$93M Resch Expo is nearly 80% complete and will be ready to open in January of 2021. The 125,000+ square foot, column-free exposition center features indoor and outdoor pre-function and networking areas. The exhibit hall floor can be divided into event spaces in a three, two or one hall design. Using the entire space allows for more than 600 10' x 10' booth spaces!

Resch Expo will host trade and equipment shows, sporting events, and large meetings that need room to move. Expandable break-out rooms are available for educational seminars, event storage or show headquarters. Resch Expo is equipped with state-of-the-art kitchen facilities able to offer plated, buffet, and quick service food. Large overhead bays allow for easy load-in. Vehicles rated for road use can be driven into the building for display or for unloading purposes. For more information, go to ReschExpo.com.

Bismarck Event Center Arena LED Lighting Upgrade

The Bismarck Event Center is currently undergoing 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. The project is scheduled to be complete in late October 2020.

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. If every IAVM member spent just 5 minutes making their voice heard, the impact would be enormous. In the famous words of Benjamin Franklin, "'We must all *hang together*, or, most assuredly, we shall all *hang separately*."



You Could be Mentor Material (Yes, YOU!)

The other day I was talking to a colleague at another venue about signing up to be a mentor in the IAVM Mentor Connector program. “Donna,” she said, “while I have been in the performing arts for quite some time, I only moved to a ‘big’ venue, five years ago. That’s when I started getting involved with IAVM and thinking of venue management. I’m worried that I don’t have enough experience to be a mentor”.

There is a common mis-conception that mentors need to be grizzled titans of the trade, nearing retirement and looking to bequeath the accumulated wisdom of their career onto the next generation. This is simply not true. We have mentors and mentees that are all ages and walks of life, from students still in school, to the newly graduated, to people mid-career and beyond. Additionally, an IAVM mentorship is one-year contract, defined by specific goals the mentee wants to achieve.

In light of this, I asked her to take a few moments to consider the following scenarios:

Someone new to a professional career who is looking to climb the ladder. If a mentor is relatively new to venue management but has been in professional workplaces for many years, there is a wealth of information they can convey about management, leadership, and navigating office politics.

Someone who is looking to achieve a specific goal such as a certification, attending their first Venue Connect or Venue Management School. A mentor that has recently achieved a certification of their own, or who has been to the conference the mentee wants to attend can walk them through the steps and be a buddy at any conferences they may both be at. The value of a friendly face in the crowd cannot be overstated.

A mentee who is changing sectors. This person may have many years of experience in their sector but need someone to show them the little (and not-so little) details that differentiate the pros from the crowd in their new sector.

A peer who is looking to achieve a career or personal goal but needs the accountability that a mentor relationship would provide. Think of it as a workout buddy situation. Someone is much more likely to reach their goals if they have a partner to encourage them to stick to their plan. Also, in this situation, a person who can be a sounding board and provide a fresh perspective can be extremely valuable.

There are many mentor/mentee scenarios that do not involve someone mid-career level looking to sit at the feet of a 40-year industry veteran. We have many students or people who are just starting out in their careers apply. During the Mentor Connector application process, there is room for mentees to speak to the goals they are looking to achieve and mentors to state their strengths and what they are looking for in a mentee. The Mentor Committee looks carefully at this information when matching people to encourage successful partnerships.

So please take a moment to take stock, not of your perceived weaknesses, but your strengths, and all you may have to offer as a mentor. The result can be a rewarding relationship and the chance to make a positive impact on someone’s career and enhance your own leadership skills.

[Applications are open for the Fall 2020 Cycle now!](#)

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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