



REGION #1 QUARTERLY

# NEWS

# LETTER

## WORDS FROM REGION # 1 LEADERSHIP

Happy New Year Region # 1 members! We want to thank you for making 2019 a very successful year! We started the new fiscal year with four goals and we have made significant strides in each of these goals. Our annual region Chapter Meeting in Providence, RI was the highest attended meeting we have ever had. Our Instagram page has grown to over 125 followers and the Instagram Takeover Program have been a huge hit. We have fostered a great partnership with NYU through our Campus Talks initiative and have meetings with two other universities to extend the program onto their campuses as well. This year, we have dedicated resources to give scholarships to the 2020 Super Regional, Venue Management School, VMS Graduate Institute, and 2020 VenueConnect. We encourage you all to apply for these scholarships! Finally, we will have our first annual DMV Chapter Meeting this month. Without your ideas and support, none of this would have been possible.

We will continue to focus on the goals laid out at the beginning of the fiscal year and also start new initiatives that were suggested by some of our members. With your continued support, 2020 will be even better year than last year!

Thank you all,  
Frantzer Le Blanc  
Region # 1 Director

## REGION OFFICERS

Frantzer Le Blanc	Region Director	fleblanc@umbc.edu
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Phil Costa	Treasurer	pcosta@bccenter.org
Eric Erle	Secretary	eerle@wcupa.edu
Tyler DeBella	Social Media Manager	tdebella@bccenter.org
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## TAKEOVER

Please sign up for our Instagram Takeover Program. We are looking for venues and allied members to sign up to takeover our Instagram account. Show us behind the scenes of your venue, your event preparations, and introduce us to your staff. We want you to be as personable as possible so we get to know you and your best practices!

Please contact Tyler DeBella, Social Media Manager, to sign up.

## 2020 FOCUS

- INSTAGRAM TAKEOVERS ONCE A MONTH
- EXPAND CAMPUS TALKS INITIATIVE TO ONE SCHOOL PER STATE
- INCREASE SCHOLARSHIP APPLICATIONS
- CHAPTER MEETING IN EACH STATE
- GROW THE REGION # 1 LINKEDIN PAGE
- ONCE A MONTH REGION WEBINARS AND TOWN HALL MEETINGS





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## CAMPUS TALKS UPDATE

by KEVIN STARK (New York State Rep)

Over the past few months, we have been working closely with NYU's Sports Management Program. Through our region's initiative "Campus Talks", some of our members have spent time on NYU's campus lecturing students about different aspects of our industry and their professional experiences. After sitting through some of those guest lectures, Professor Ted Hayduk commented, "for my students, I can say they were totally taken aback by the level of detail involved with the planning and design process. These are parts of facility management that nobody sees, so their eyes were opened to that and they developed a new respect for what goes into a facility years before a shovel ever touches the dirt". We were able to introduce topics that a class textbook may not. Professor Hayduk continued by saying, "I think the biggest benefits to my students were the opportunity to learn from people on the front lines as well as gain access to professional development networks that can help them break into the industry. They all expressed serious interest in the mentorship program".

Besides the educational element to Campus Talks, the mentor and networking aspects have been especially helpful to the students. I asked Professor Hayduk what he thought IAVM could provide to a young professional starting out in or pursuing a career in venue management. He responded, "the value of a good mentor can't be understated. Mentors play a huge role in career success, but not a lot of academic departments do enough to expose early career people to opportunities to find and work with a mentor. Also, the sense of community and comradery that's built between early career folks as they work their way through problems, issues, and setbacks is hugely valuable. Sometimes you just need a peer to advise you through something and remind you that it will all be ok in the end".

Campus Talks have been a huge success at NYU. We are currently in discussions with other universities to expand this program to their campuses as well! Our goal is to have at least one school per state that will adopt this program also. We need you to reach out to colleges in your area to see if there is interest in this program and volunteer to speak when the opportunity arises. Our association will only grow with our commitment and investment in the future leaders of tomorrow.

## SCHOLARSHIP DEADLINES

Super Regional Conference (Kansas City, MO - April 26-29, 2020)

Deadline: March 1, 2020

Venue Management School GI (Tampa Bay, FL - June 6-13, 2020)

Deadline: April 1, 2020

Venue Management School (Tampa Bay, FL - June 6-13, 2020)

Deadline: January 17, 2020

\* Use this link to apply for VMS application - [https://iavm.formstack.com/forms/2020\\_vms\\_years\\_1\\_2\\_region\\_scholarship\\*](https://iavm.formstack.com/forms/2020_vms_years_1_2_region_scholarship*)

VenueConnect Annual Conference (Long Beach, CA - July 26-29, 2020)

Deadline: April 29, 2020

To apply to all scholarships please use the link below:

<https://form.jotform.com/IAVMRegion1/Region1Scholarship>



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Our mission is to serve the members of Region # 1. Please let us know your ideas and we will support them. Based on suggestions from the last six months, we are focusing efforts on the following two initiatives.

We need to grow our LinkedIn page - search 'IAVM Region 1'. We need your help with content. We are looking for suggestions and volunteers to post information about your venues, industry stories, advice about personal development, job openings, and success stories! If you would like to volunteer or add other ideas for our Instagram page, please reach out to Austin Van Treuren, Assistant Social Media Manager.

The second initiative will be to design monthly webinars and online town halls to better assist our members that cannot make it to the larger conferences. This will also help us network with each other more often. The goal is to have one per quarter and eventually, once a month.

Finally, we are looking for help and ideas on our quarterly newsletter. Let us know what you want to see in the publication and if you would like to be on the team that produces it.

Please email Frantzer Le Blanc, Region Director, with your ideas so we can support them and make them happen.

## CHAPTER MEETINGS

Volunteers are needed to host state chapter meetings - preferably at least one in each state. If you have a desire to host a meeting in your area, please reach out to us. We will be happy to assist you with organizing and marketing your meeting.



## 2021 SUPER REGIONAL

Next year, Region # 1 will be the host region for the 2021 Super Regional. We would like to thank all of the cities that have volunteered to host this event! We will make the announcement of the host city by February. If your venue or city would like to host, please email anyone on the leadership team to inform them.



### QUOTE OF THE MONTH:

"WHEN YOU WALK WITH PURPOSE, YOU WILL COLLIDE WITH DESTINY"



INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS  
**SUPER REGIONAL**

Regions 1, 2, 3, & 5

KANSAS CITY, MO | KANSAS CITY CONVENTION CENTER

**SAVE THE DATE!**

**APRIL 26 - 29, 2020**



*Traveling to the Heart of America*

**Follow us on Instagram:**



**@region1iavm**