



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

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

IAVM Region 3 friends—

Hello. Happy fall, ya'll! Fall is officially upon us, and for many of us the typical start to our 2021-2022 show season. Depending on our location, we know your season and event schedule may not quite be ready to go or you could be full steam ahead with your regular show schedule. Unfortunately, our Covid-19 challenges are still with us and impacting us all in various ways. We all may be in different places with our private events, public shows, and Covid-19 challenges, but one thing is consistent – wherever you may be, we have many resources available through IAVM and our professional network of IAVM members to assist you as we continue to navigate through Covid-19 and the Delta variant. Please take advantage of the numerous webinars, training resources, VenueNet, and all the other resources IAVM offers you and all our members. And do not hesitate to pickup the phone, drop an email, or leave a post in VenueNet and reach out to our best resource – all your colleagues who are also facing these same challenges as you. It takes a village, and together we can fight and ultimately win this battle with Covid-19 and get our industry back to where we were and what we can do for our communities we serve!

The labor challenges we all face appears to be a consistent across Region 3. Please remember to send any full-time job postings to [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com) and we will get these distributed out to all our Region 3 members. We ask all Region 3 members to share these emails and job postings with your team members who wish to grow their career in public venue management. It may be a part-timer who is ready to take the step up to a full-time position in one of our venues, or a young professional who is ready for that promotion and rise to the next level in venue management. It's nice to hear some of these positions have been getting filled as we all continue to ramp up through our Covid-19 recovery.

Our Region 3 Town Halls continue the 4<sup>th</sup> Thursday of each month at 10:00am Central time through the end of the year. Please note, both November and December are moved up to the 3<sup>rd</sup> Tuesday of each month due to Thanksgiving and Christmas holidays. This is a great opportunity to network and have good discussion on current topics and timely issues in our venues. Details are included in this newsletter, and email notices have been sent out. If you would like to see an item discussed or have anything for our agenda, please email me at [shallgren@bridgeviewcenter.com](mailto:shallgren@bridgeviewcenter.com) or submit a request to our IAVM Region 3 email at [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com).

Godspeed to you all as we continue our battle with Covid-19, work to get our venues reopened, and continue our recovery. Be safe. Be well.

IAVM Region 3 Director

Executive Director

Bridge View Center | VenuWorks

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# SculptureWalk Opens 2022 Call For Art

Artist applications are now open for the largest annual exhibit of public sculptures in the world – Sioux Falls SculptureWalk. Professional and amateur sculptors of all backgrounds are encouraged to apply.

Curated by a panel of local leaders, art enthusiasts and businesses, SculptureWalk features more than 60 new sculptures in downtown Sioux Falls annually. Each spring new works are installed, on generous loan from their creators. Most sculptures are available for purchase, and each year, the city of Sioux Falls purchases the People's Choice winner, selected by visitors casting ballots throughout the year.

“Our team is reaching out to more sculptors than ever before, and we hope to showcase talent that may be new to the Sioux Falls community in addition to our veteran artists that have displayed here for many years,” said curator Cody Heinrichs. “SculptureWalk is a cultural treasure, and we look forward to continuing to share the art of sculpture with our region.”

Since 2003, SculptureWalk has installed 903 sculptures in downtown Sioux Falls and 1,050 total throughout the city. Of those, 213 sculptures have been sold. SculptureWalk has satellite programs at the Avera McKennan Hospital & University Health Center campus, University of Sioux Falls, Downtown Vermillion, University of South Dakota and in Watertown.



*2021 Best in Show  
Maximus Moose-by Travis Sorenson*

To be considered for the SculptureWalk 2022, artists are encouraged to submit a biography, resume, photos of up to five work examples and a 500-word artist statement. The call for art closes October 1, 2021.

Applications can be emailed to [info@sculpturewalksiouxfalls.com](mailto:info@sculpturewalksiouxfalls.com) or mailed to SculptureWalk, 300 S. Phillips Ave. #L104, Sioux Falls, SD 57104.

## About SculptureWalk

SculptureWalk's mission is to bring art to the people, and our guiding principle is to be the highest quality, most professional, financially strong, artist friendly, year-round outdoor sculpture program in the United States. Artists place their sculptures in the program for one year, and all sculptures are aggressively promoted to the public for sale. SculptureWalk adds artistic pizzazz to historic downtown and helps grow the economy by making Sioux Falls a more attractive tourist destination, and a better place to live, work and play. More than 300,000 visitors enjoy viewing these artworks each year. [www.sculpturewalksiouxfalls.com](http://www.sculpturewalksiouxfalls.com)

## About Washington Pavilion Management, Inc (WPMI)

Washington Pavilion Management, Inc is a private 501(c)(3) nonprofit organization and the largest arts organization in the state. The management company oversees and programs two historic City of Sioux Falls facilities: the Washington Pavilion of Arts and Science and the Orpheum Theater Center. The company also provides professional management services, including administration; arts, science and educational programming; ticketing; event management; marketing; and more to other arts and nonprofit organizations. For information, please call 605-367-6000 or visit [www.washingtonpavilion.org](http://www.washingtonpavilion.org)

## ***Region 3 Business Meeting***

### ***Recap***

Region 3 held its annual business meeting via Zoom on August 26th.

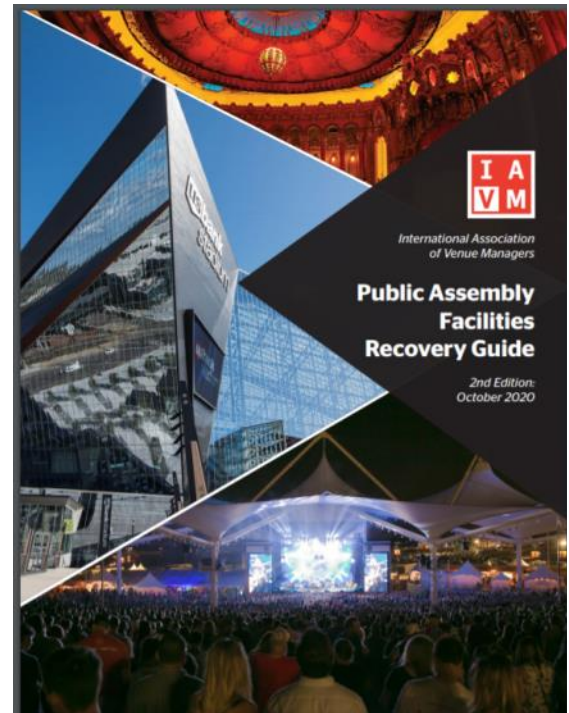
Eric Hart, IAVM Chair and Brad Mayne, President and CEO spoke about initiatives for the upcoming year.

Scott Hallgren, Region 3 Director gave a report and Treasurer update.

We discussed the 2022 Super Regional and heard from our State Reps and committees.

A vote was held for Region 3 Secretary Donna Miller-Brown was elected.

A Full set of meeting minutes are available [HERE](#)

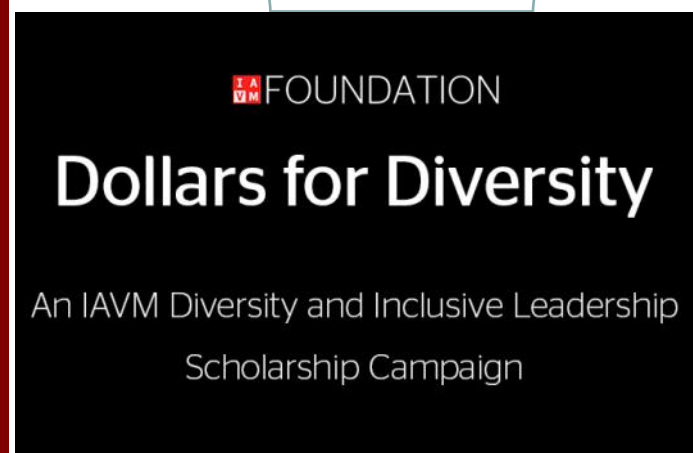


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# 2022 Super Regional to be in Portland, Maine

## April 24-26, 2022



### Portland is known for...

- tons of amazing food options (it is consistently one of the top food cities in the country). Everything from fine dining to food trucks
- Lobster
- Lots of nearby outdoor options (kayaking, boat tours, hikes).
- Great art (and music) scene.
- TONS of breweries, including Allagash Brewing. (Portland is consistently ranked towards the top of the country when it comes to breweries per capita and per sq mile).

### Portland is convenient to reach!

- Direct flights on a number of airlines
- 2 hours from Boston by car and there are also train options from Boston

**Portland has lots of family friendly options, make it a vacation!**

The conference hotel is [The Westin Portland Harborview \(marriott.com\)](https://www.marriott.com/hotels-and-resorts/properties/ptlwhr) Room rate is \$159/night.



**Stay tuned for updates, including venue visits and programming schedule!**

## Ames Community Theater Thanks Stephens Auditorium Staff

Stephens staff members were recognized by ACTORS (Ames Community Theater) at the ACTORS annual meeting for the partnership formed between the two organizations to host live theater during the pandemic. The group received the *James Okey Friend of Actors Award* for Season 65.

"The partnership with Stephens Auditorium and VenuWorks made this season possible," said Stanley Rabe, President of ATORS.

"We cannot thank VenuWorks enough for the opportunity to keep theater and ACTORS alive during the pandemic. We learned so much from their staff in this professional theater setting."

This partnership was also recognized by Iowa Tourism Department for Outstanding Market Collaboration (Metro) for the State of Iowa.



From Left to Right: *Craig Spillman, Craig Wiebke, Tammy Koolbeck, Chris Campbell, Mike Broich*

## ENCORE - VIRTUAL CONFERENCE & TRADESHOW REGISTRATION OPEN!

Recognizing that with today's busy schedules, reduced travel budgets, and the ongoing concerns regarding the COVID pandemic, IAVM is now offering ENCORE, a 2-day virtual conference and trade show, October 5-6, 2021. The purpose of ENCORE is to provide all levels of venue managers with an opportunity to have access to general and sector specific education sessions, networking, and resources, all of which will create a space for innovation and inspiration!

This inaugural ENCORE is a must attend, as we offer up practical tools for all venue professionals, facilitate thoughtful discussions with industry experts, and reconnect you with colleagues.





## Join us Monthly for the Region 3 Townhall.

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 host a Region 3 Town Hall on the 4<sup>th</sup> Tuesday of each month at 10:00am Central time.

If you are interested in attending this event, we encourage you to sign up in advance with this registration [LINK](#)

Please send us ideas you have for topics to discuss. We are also looking for some volunteers that would be interested in giving a brief report about what you have seen so far within your own facilities 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).

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

*Each quarter we ask a member to recommend a book that has helped them to grow as a leader.*

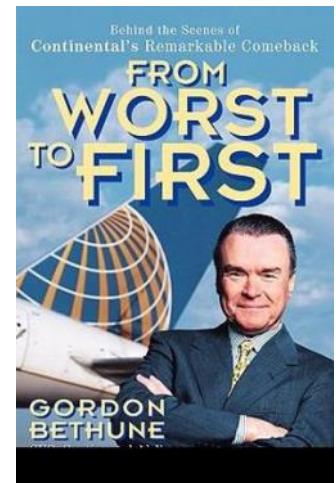
*If you would like to participate, please e-mail us at [iavmregion3news@gmail.com](mailto:iavmregion3news@gmail.com).*

**From Worst to First** by Gordon Bethune with Scott Huber, submitted by Patrick Donnelly, Kauffman Center for the Performing Arts, Kansas City, MO.

In the mid-1990s, I was on the receiving end of a customer service recovery that stunned me for its premeditated effectiveness. The details matter less than the positive impression it gave me of the now-merged Continental Airlines. I started monitoring the company in the business press, and when I learned that their CEO, Gordon Bethune, had issued a book on the corporate culture he nurtured there, I promptly devoured it. Decades later, I still dip into the book periodically for reminders.

From Worst to First is a turnaround story, and one with some relevance to the assembly industry. Airlines, like venues, sell seats with a time-limit to their value, and rely on work teams operating in parallel to keep guests happy with their experience. When the teams cannot or will not collaborate, and the guests respond by avoiding the company and the business unravels. That's what Bethune found at Continental when he arrived in 1994. His methods for tackling this were anything but revolutionary: (1) follow the metrics used by the U.S. Department of Transportation to evaluate all airlines and pay a monthly incentive to every employee in the months when Continental lands in the top half of the industry metrics; (2) persuade the company owners and employees that doing this would lead to the workplace changes that so many of them wanted.

It turns out that Bethune was correct, although persuading thousands of people at a big organization took much time and effort. The anecdotes of this effort form the bulk of the book's reward to readers. His responses to board members and staff wanting to resist change and preserve the problematic team culture form a memorable story of determination and human frailty in the workplace.





# **FALL CYCLE APPLICATIONS DUE SEPTEMBER 24TH!**

*TO LEARN MORE AND APPLY GO TO*

**[https://www.iavm.org/mentor/  
mentor-connector-program](https://www.iavm.org/mentor/mentor-connector-program)**

**Mentees at all career stages are especially encouraged to apply!**

**IAVM Mentor Connector Program is taking applications  
for the 2021 Fall Cycle.**

Many amazing mentors have signed up and now we need mentees!

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

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

If you know an IAVM member who would be a great mentee and benefit from having a mentor, please share with them the benefits of the program and encourage them to [apply](#).

*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!*

## Chef Omar Thornton Joins Washington Pavilion

Chef Omar Thornton joined Leonardo's Café as head chef on Monday, August 16. In addition to supporting the café's daily operations, he brings his culinary expertise to Leonardo's booming events and catering business.

Thornton's former business, "O" So Good, became a destination in Garretson after first building a reputation for Southern-style cooking and then took off even further when it was among area restaurants featured earlier this year on Food Network's "Diners, Drive-Ins and Dives" with Guy Fieri.

"If you've tasted Chef Omar's food, you can imagine how excited we are to have him join our Washington Pavilion family," said Darrin Smith, Washington Pavilion Management, Inc. President and CEO. "We saw an immediate fit with where he wanted to go next, and the opportunity to take our catering offerings and restaurant to a new level. We can't wait to see, and taste, what this successful culinary master accomplishes here."

"I'm so excited to be cooking in such a great location with an established team," Thornton said. "After operating my own business, I was looking for a more stable schedule at a reputable and growing organization. I found that at the Washington Pavilion and am looking forward to creating delicious food for guests and helping think up new daily specials to delight our lunch-time crowd at Leonardo's Café."

Conveniently located on the first floor of the Washington Pavilion, Leonardo's Café is open for dine-in and carry-out lunch Monday through Friday from 11 a.m.-2 p.m. Guests can expect a Midwest comfort food [menu](#) – filled with fresh favorites including sandwiches, wraps, flatbreads, kid-friendly dishes and a soup and salad bar. Patrons will enjoy Thornton's Southern influence in daily specials starting soon.

## Dr. Montana J Smith joins Stephens Auditorium as new Marketing Manager

Dr. Montana J Smith joins the team of Stephens Auditorium, managed by VenuWorks, as their new Marketing Manager. She comes to Stephens Auditorium from the Iowa Arts Council, where she assisted with their daily Communications, and Drake University, where she taught Communication and Public Speaking courses. Montana will work closely with the media to advertise events happening at Stephens Auditorium, including their upcoming 2021-2022 Performing Arts Series, and will enhance the awareness, recognition and support of Stephens Auditorium in the community, regionally and nationally.

"We are thrilled to have Montana join our staff," said Tammy Koolbeck, Stephens Auditorium's Executive Director. "As we return to a full season of events, her undergraduate experiences in working with the performing arts and her masters and doctorate studies in Communications and Performance Studies will be integral in welcoming back audiences to Stephens Auditorium. She will also be focused on connecting with new audiences and spreading the word about the events and outreach activities Stephens has to offer to Ames and the surrounding communities."

Montana received her Ph.D. from Louisiana State University, where she specialized in Communications and Performance Studies. In her spare time, she enjoys disc golfing, attending concerts and spending time with her cat, Fallon.

### About Stephens Auditorium

Stephens Auditorium, a 2,602-seat hall managed by VenuWorks, hosts a dazzling array of international performances of music, theater and dance, as well as world-class orchestras, popular Broadway musicals, and explosive country and rock concerts.



## WISCONSIN CENTER DISTRICT CREATES VICE PRESIDENT OF CORPORATE PARTNERSHIPS POSITION, HIRES SPORTS MARKETING VETERAN

*Harms will oversee the development of sponsorship programs and integration*

The [Wisconsin Center District](#) (WCD) announced the hiring of sports marketing veteran Steve Harms for the newly created role of Vice President of Corporate Partnerships. Harms will join the WCD team effective Monday, Aug. 23. In this new role, Harms will develop sponsorship programs which drive new business revenue, including working alongside [Legends](#), the global agency charged with securing a naming-rights partner for the Wisconsin Center.



**Steve Harms**

Harms brings his expertise in sponsorship sales, operations, business development, media sales, partnership strategy, and revenue generation to this new position. Most recently, he served as the Director of Client Partnerships for streaming platform Audacy where he spearheaded partnership conversations and negotiations with major brands, such as Chevrolet, Fifth Third Bank, and Meijer. Additionally, Harms has extensive experience working with NBA teams, including the Milwaukee Bucks, NFL teams, such as the Detroit Lions, as well as MLB and NHL teams in Detroit, in leadership sales, sponsorship and marketing capacities.

“Steve Harms comes to the WCD with extensive and diverse industry experience. After an exhaustive search for the ideal candidate, I’m confident Steve will develop a strong pipeline of qualified partnership prospects for our venues,” said Marty Brooks, President and CEO of the WCD. “This is a pivotal time for our organization and our industry, and Steve will play a key role creating new revenue-generating opportunities that will propel us into the future as we build more for Milwaukee.”



**Alexis Nelson**

### Bridgeview Center Hires New Event Manager

Alexis Nelson joins the VenuWorks team as the new Event Manager at the Bridge View Center in Ottumwa, Iowa. After receiving her degree in Event Management from Iowa State University in May 2021, she came back to Ottumwa to begin her career in venue management at the Bridge View Center on September 2. Alexis was born and raised in Ottumwa before heading off to Iowa State University. Alexis brings a unique, fresh new

perspective to the Bridge View Center and has successfully adapted well in her new position for the short time since her hiring. In her free time you can find her riding her bike on the trails of Ottumwa or traveling somewhere new to explore the outdoors!

“We are excited to have Alexis join our team and bring us back up to a full crew for our venue. Due to the Covid challenges over the past 18 months, we left this position vacant for a year, and are truly grateful to get this position filled allowing us to better serve our clients and guests. Alexis brings new energy and enthusiasm to our team and will be a great addition to our organization.” – Scott Hallgren, CVE, Executive Director of the VenuWorks managed Bridge View Center.

## 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,  
please e-mail:  
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