

VENUWORKERS INAUGURAL ISSUE!

Unsung Hero: Community Volunteer



Every year, the Ames Tribune solicits submissions for their eight Unsung Heroes Awards, which honor people who give generously but quietly of their time and talents to help others in the community. Out of the 150 submissions, **Randi Peters** is one of this year's Unsung Heroes, nomi-

nated by *United Way of Story County* Executive Director Frankee Oleson. Oleson said Randi is a hero because she cares deeply about improving the community and the people in it. Among various roles at United Way, Oleson said in her nomination, Randi serves as a loaned executive, which is the highest level of trained and active volunteers who work directly with major companies in their annual fundraising campaign.

George Belitsos also nominated Randi. Belitsos is the Executive Director of *Youth and Shelter Services*, an organization which Randi serves as a committee member on the *Prevention and Policy Committee*, the *Public Policy Committee* and

Continued on page 3

2nd Year PAFMS



Jenny Hammrich



Rod Oas

VenuWorkers Attend Oglebay

Jenny Hammrich, Director of Sales/Marketing at the Swifel Center in Brookings, SD and **Rod Oas**, Director of Food and Beverage at the Alerus Center in Grand Forks, ND returned for their second year PAFMS (*Public Assembly Facility Management School*) at Oglebay. Meanwhile, **Erin Powell**, Marketing and Events Manager at the Vicksburg Convention Center and Auditorium, and **Jason Anderson**, Event Manager at the U.S. Cellular Center and Paramount Theater in Cedar Rapids, IA, attended their first year PAFMS at Oglebay in June 2009.

Jenny was able to attend as the recipient of the VenuWorks Gordon Smith scholarship. Rod attended as one of three to receive an IAAM District III, second year scholarship, and Jason was one of three to receive a first year scholarship through IAAM District III.

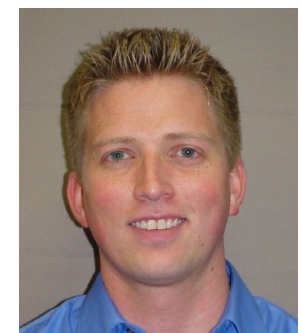
If you are considering attending PAFMS at Oglebay, visit the IAAM.org website. The PAFMS is the best professional education program available to learn about the event management industry. The program consists of one week of intensive instruction in each of two consecutive years, at the Oglebay Resort and Conference Center in Wheeling, WV.

Congratulations Jenny, Rod, Erin and Jason!

1st Year PAFMS



Erin Powell,



Jason Anderson,

VenuWorkers

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VenuWorkers is a periodic newsletter directed to the staff of VenuWorks. We welcome your comments, contributions, and suggestions for this publication sent to the Editor, Lindsay Peters at lpeters@venuworks.com.

**Volume 1
Number 1**

NEWS AND NOTES

Beef Eating Contest Competitors

On Tuesday, May 26, 2009, the Clay County Regional Events Center teamed up with the Clay County Cattlemen and Cabernet Catering to host a Business After Hours event. With approximately 130 in attendance, the guests were able to socialize and eat tasty treats. The main event, a beef eating contest, has grown over the past four years from 6 people to 26 people this year. CCREC was proud two of their staff participated. Operations Coordinators, **Dave Scovel** and **Luc Arnold**, ate as much rib-eye steak as they could in the thirty minute time limit. The two got 42.5 ounces down before the bell rang (about 5 steaks total). Unfortunately, they did not win. The grand prize (a gift certificate to the Branding Iron at the Clay County Fair) went to the Spencer Daily Reporter with a total of 96 ounces. **CCREC is proud of Luc and Dave – they are winners to us!**



(Left to right) Luc Arnold, Scott Hallgren, and Dave Scovel

Stephen Rueff Shares His Passion for Sustainability

Stephen Rueff is the Production Manager at the Burnsville Performing Arts Center (BPAC) and is passionate about integrating sustainable business

Alerus Center Staff Volunteers More Than 100 Hours at “Anything Goes”



In just a short day and a half, full-time staff at the Alerus Center contributed more than 100 voluntary hours to pull off the inaugural **Anything Goes: Garage Sale, Flea Market and Swap Meet** on Saturday, May 30th. Load-in for the event began at 9am on Friday and went non-stop until 7pm that evening. With more than 200 people occupying 367 booths in every avail-

able space in the 100,000 square foot arena, this first-time event took tremendous time, organization, and dedication from staff to successfully produce. Staff spent Friday and Saturday checking in vendors, operating the overhead doors, directing vendors to their booths, and just being available to answer questions and help when needed. Bringing in more than 6,500 attendees, the event was an enormous first-time success and left a very positive impression on both vendors and shoppers alike.

Anything Goes was the result of a charge from Alerus Center Executive Director Steve Hyman to full-time staff to develop more “home-grown” events. The Alerus Center currently produces 4 signature events: The Annual Community Easter Egg Hunt, Holiday Lights Celebration, Anything Goes and the upcoming 1st Annual Happy Harry’s Beerfest.

Way to go, Team Alerus Center!

practices into meetings, events and operations. With the support of BPAC Executive Director Wolf Larson, Stephen has encouraged sustainability efforts in all areas of operation. BPAC is owned by the City of Burnsville, which is in the process of implementing its own sustainability plan. Stephen sits on the city sustainability committee and helps identify and recommend actions for city operated buildings and agencies. He has recently earned his license as a sustainability assessor and has initiated a baseline assessment. The BPAC staff has been proactive in managing operating costs through instituting sustainable operating practices. By looking for easily performed adjustments in office procedures, building operations, purchasing, con-

cessions and production, they have taken simple steps to reduce costs, lessen staff exposure to chemical toxins, and decrease environmental impacts. The results include a lower carbon footprint and improved employee morale. Stephen is also an MBA candidate in Sustainability at Bainbridge Graduate Institute.

Contact him for sustainability tips for your operation. (952-895-4685) or email him at srueff@burnsvillepac.com

Thanks Stephen!



Internship at Hoyt Sherman Place

Hoyt Sherman Place has recently adopted a new project and along with that a new summer staff member. **Brenna Cawthorn** has joined the HSP team as an intern prepared to tackle a big project that has been looming for a while cataloguing all of the artwork and artifacts in the historic building.

Brenna graduated in May from University of Iowa with a Bachelor's degree in Anthropology & Museum Studies. She accepted the position with Hoyt Sherman Place and plans to help out through at least September, depending on just how large the project turns out to be. She is not alone as she works on this project. She is assisted by members of the women's club and volunteers who have offered their services to her, and they are starting to make headway. The goal of the project is to create a

comprehensive catalogue of everything in the building, including paintings, sculptures, glassware, furniture, etc. So each day, Brenna and her volunteers are working room by room to assess all of the contents.



*Intern **Brenna** (Left) and volunteer, **Gretchen** (Right), work on cataloguing the art and artifacts in the President's Dining Room at Hoyt Sherman Place*

This may seem like a daunting task to some, but Cawthorn is eager to gain the experience. "I would like to continue this kind of work in the collection care and management field," she says. "My future career choices are fairly open but I would like to stay in the museum and historic field."

When she is not photographing artwork or working in the attic, Brenna lives in Des Moines with her parents and enjoys playing with her two dogs, a dachshund named Molly and a basset hound named Gertrude. **Welcome to the team Brenna!**

Unsung Hero

Continued from page 1
the *Diversity Task Force*. She was on the initial committee, which developed *FACES* (Families of Ames Celebrate Ethnicities), which has become an Ames annual celebration. Randi is also a five year member of the *Breaking Down the Barriers Committee*, a community-based organization

created to enhance the environment for diversity in Ames. Additionally, Randi serves as: Vice President of *Ames League of Women Voters*, board member of *The Food Pantry Advisory Committee* at Bethesda Lutheran Church (for the last four years), member of *The Ames Chamber of Commerce* on both the *Education Connection Committee* (related to diversity work) and the *Government Affairs Committee*, She is Chairperson for

NEW FACES IN OUR FACILI-

Brookings has a New Banquet Chef/ F&B Manager

Mike Siegel, who was born and raised in Brookings, SD, is a hometown boy with strong family values.



"I have 5 offspring ranging in age from 2 to 18 years old. I would love to hunt, fish, camp, travel, scuba-dive, bike ride, and do many other exciting activities, if only I had a little more time....ha! I have 20 years experience working in restaurant and banquet facilities, both kitchen and dining room. One of the things I enjoy the most about the foodservice industry is the many young people I can teach valuable skills to and also to work with them in developing their work ethic and with it, a strong sense of pride and accomplishment. I am very excited to be working with the great team at the Swiftel Center."

Welcome aboard Mike!

Coalition for Disaster Recovery, working with *American Red Cross* local chapter, *Story County Emergency Management* in correspondence with *United Way* and *Salvation Army*, and serves on the board of *Habitat for Humanity*.

Congratulations Randi!

EMPLOYEE NEWS

IAAM
AttendeeVenuWorkers Participate in “Road Trip to Des Moines”
IAAM District III Meeting

Larry Gawronski, CFE-Executive Director of the Vicksburg Convention Center and Auditorium, attended the Senior Executive Symposium for IAAM at Cornell University in Ithaca, NY, June, 2009



Carol Pollock



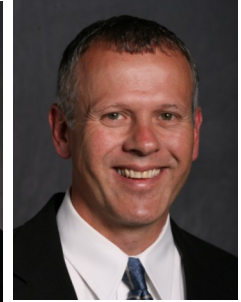
Phil Potter



Scott Schoenike



Tammy Koolbeck



Tom Richter

The IAAM District III meeting was held in Des Moines, IA May 1st-4th. “Road Trip to Des Moines” kicked off with an opening reception at Hoyt Sherman Place, hosted by Executive Director **Carol Pollock** and sponsored by VenuWorks. National Director of Programming, **Phil Potter**, presented on a panel (Along with Carol Pollock)

“Promoting and Booking in these Economic Times”. U.S. Cellular Center and Paramount Theater Executive Director, **Scott Schoenike** presented “Surviving Natural Disasters” based on his experiences from the 2008 flood in Cedar Rapids, IA. Vice President of Venue Services **Tammy Koolbeck**, will be serving as IAAM District III

Vice President and Swiftel Center Executive Director **Tom Richter**, will serve as Treasurer for the two year term. Other VenuWorkers in attendance: Blair Adams, Terry Dederich, Rik Edgar, Scott Hallgren, Wolf Larson, Andy Long, Doug Kuhnel, Lindsay Peters, Randi Peters, Steve Peters, Tim Sullivan, and Brendon Wagner.

Pause for Thought:
What Was the Best Event You Ever Attended? What did you enjoy most about it? Who did you go with? What was most memorable about it? Where was it at?

Write in and tell us about your favorite event:
lpeters@venuworks.com
Subject line: Pause for Thought

New VenuWorks Newsletter for Employees called “VenuWorkers”

I am happy to bring you, the first issue of our new bi-monthly newsletter, **VenuWorkers**, written exclusively for the VenuWorks family, dedicated to celebrating the professional and personal stories of you, the **VenuWorkers**. Each of you can help by sending in pictures and stories about **full time and part time**

employees and volunteers. Please send submissions to lpeters@venuworks.com.

Ideal submissions should include a picture and story written in paragraph form about new employees, promotions, achievements, anniversaries, special announcements, births, marriages, and stories about the work you all do in your churches, communities and schools.



*VenuWorkers
Editor,
Lindsay Peters*


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