

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.



### TOUGH ENOUGH TO WEAR PINK

The 4th Annual *Tough Enough to Wear Pink* campaign kicked off September 21 in anticipation of the *First Chance Bonanza Rodeo* October 23 & 24, at the Swiftel Center in Brookings, SD. This campaign started a few years ago at the *Wrangler National Finals*



Back: Ryan Wendling, Debbie Neises, Andrea Hogie, Mike Siegel, Jon Green.  
Front: Molly Eich, Jenny Hammrich, Scott Smith, Tom Richter.

*Rodeo* in Las Vegas. Everyone performing at the rodeo during a specific performance was asked to wear pink to show their support. Sutton Rodeo, Swiftel Center, Avera Brookings Medical Clinic and Brookings Health System adopted the same campaign 4 years ago by selling pink T-shirts with the slogan "*Tough Enough to Wear Pink*" on the front, and have raised over \$21,000.00

for the Brookings community. Businesses were encouraged to *Think Pink in October* by purchasing T-shirts and wearing them on designated days. Proceeds from this year's campaign will be used locally and benefit the *I Can Cope* program offered by Brookings Health

System. (Designed by the American Cancer Society to meet the needs of cancer patients and their families by providing cancer education.) This program gives Brookings participants an opportunity to share their concerns with others having similar experiences and to design ways to cope with their challenges that arise from cancer diagnoses. **Cheers to the Swiftel team!**

### VOLUNTEERISM IN SPENCER

Clay County Regional Events Center puts on 300+ events per year, but their staff finds time to participate with various projects and serve in the community. Starting with

**Scott Hallgren**, General Mgr, who recently joined the board of the Spencer Rotary Club. He meets monthly with the Spencer Chamber Tourism Committee and is also the co-founder and president



(Left) Scott Hallgren, Luc Arnold, Pat Ahlers, Jill Irlbeck, and Dave Scovel

of The Northwest Iowa Down Syndrome Society, an organization dedicated to the education and support of people in NW Iowa touched by Down Syndrome and other develop-

mental disabilities. He meets with families all across NW Iowa and helps to plan the "Annual Buddy Walk". **Jill Irlbeck**, Marketing & Events Coordinator, also serves on the

### LEADERSHIP IN OPTIMIST INTERNATIONAL

**Rick Palmer**, CFE, Executive Director, River Center/ Adler Theater Davenport, IA, has been elected to a five-year term



to serve as Vice President for four years and President on the fifth year for the Optimist International Davenport Club, beginning October 1.

**Doug Davis**, Senior Event Coordinator, River Center/ Adler Theater, has been appointed by the Optimist



International Iowa District Governor to the position of District Personal Growth and Involvement Chair, beginning October 1 for a one year term. Both have been very active and participate in club fundraisers and Youth Appreciation Day at the Ball Park.

**Jeremy Linstad**, Director of Operations at the Alerus Center, completed his year as President of the



Grand Forks Optimist Club. Jeremy has been a member of the Optimist Club for more than 4 years and has served in various capacities including board representative and Vice President. The Grand Forks Optimists Club is chartered as a member of Optimist International. **Congratulations Rick, Doug and Jeremy!**

## NEWS AND NOTES



## UNITED WAY ANNUAL DAY OF CARING



Pictured: Sherry Morse, Jennifer McKee, Doug Davis, Elizabeth Riley and Kaye Tilton

RiverCenter staff participated in the *United Way Day of Caring* on September 2, lending help to organizations in need of support through service. This year's project was participating in the *Lunch Buddy Program* at Washington Elementary School. The program matches a child with an adult to eat

lunch, socialize, play games and read together, positively impacting the esteem of the children and giving them the opportunity for one-on-one time with an adult role model. Staff enjoyed their time with the children.

**Way to go Rivercenter Team!**

## MOVIE STAR FOR A DAY

**Erica Hartschen**, *Hoyt Sherman Place Event Sales & Services Manager*, received a phone call in mid-August from a man searching for locations to film the movie "Janie Jones",

a movie about a girl (Abigail Breslin) who has been abandoned by her former-groupie mom (Elisabeth Shue) at a concert and how she surprises the fading rock singer (Alessandro Nivola) with the news that she is his daughter. "I



Erica Hartschen sits in as "mother"

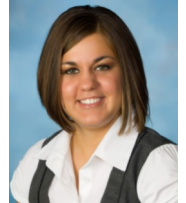
think the scout was initially looking for a location to film one of the movie's concert scenes, but after taking a tour through the mansion portion of the facility, he realized it would be the perfect location for the main character's family home," Erica said of the initial visit. Erica spent a lot of time giving tours to members of the movie crew, and negotiating dates and cost to use the facility, until finally the shoot was scheduled for September 18. Scenes were shot in various rooms of the mansion including the front entry where the main character enters his family home, the mirror room where he discovers his mother

playing bridge with friends, and the parlor and library where the mother and son go to have a private conversation. About 25-35 crew members made themselves at home, each doing his/her assigned job, but the thing they had in common was they all seemed to need Erica's assistance with something. The closer they got to shooting the scene the more help they needed, and for Erica this included sitting in

on the rehearsals as the main character's mother so that the crew could mark the chair and test the lighting. She experienced the movie star life for an afternoon and had fun getting to know the cast and crew. "It was a long day, but a successful one," Erica said of the experience. "Everyone at Hoyt Sherman Place was extremely excited to be a part of this project, and the movie crew was just as excited to film in a facility like HSP. We can't wait to see the movie when it comes out – we might have to have our own little Des Moines premiere!" **Bravo Erica and the Hoyt Sherman Team!**

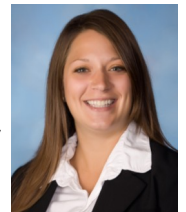
## PRIZE PUPILS

**Anna Bjornstad**, *Sales Associate at the Alerus Center in Grand Forks, ND*, completed *Strictly Business: The Dale Carnegie Immersion Seminar*. Anna



was honored with 2 awards during her training. The *Breakthrough Award*, given to an individual who demonstrates taking a significant step outside their comfort zone and demonstrates careful preparation. The second award was the *Outstanding Performance Award* given to an individual who demonstrates effective use of the principles of communication, human relations and leadership and fulfills the requirements of the session.

**Charlene Wifall**, *Director of Conference Center*, is enrolled in the 2009 Chamber



Leadership "Leaders for Life" class. Chamber Leadership is a 7 week program. Chamber Leadership classes cover a variety of workplace situations including *Generational Differences, Leadership Styles, Ethics, Communication* and *Drugs in the Workplace*. All classes are conducted by local professionals. Requirements include completing volunteer work and writing an essay about the experience.

**Congratulations Anna & Charlene!**

## SPENCER CONTINUED:

Chamber Tourism Committee. Jill is active with the Spencer Community Theatre (On-stage and behind the scenes) and she keeps busy with her local chapter of the P.E.O.

(Philanthropic Educational Organization) Sisterhood, promoting educational opportunities for women.

**Pat Ahlers**, *Business Mgr*, serves as Treasurer on the Spencer Chamber of Commerce Board of Directors. Her



## NEW FACES

### VICKSBURG'S NEWEST MEMBER

**Lisa Sanders** has been hired as the *Operations/Events Coordinator* at the Vicksburg Convention Center and Auditorium. Lisa joined the VenuWorks team full time October 8. Lisa has been working at these facilities for nearly 3 years and will now be heading up events, as well as coordinating operations. Lisa has 2 daughters, Britany, 19, and Courtney, 14. "We're very happy to have Lisa on board, she brings a freshness to our team and we look forward to working with her and helping her grow in the VenuWorks family." says coworker Erin Powell.  
**Welcome aboard Lisa!**



### SPENCER CONTINUED:

position with the Chamber keeps Pat involved with various events, assisting the membership committee, and re-designing their website. Pat also is involved with the Kiwanis After-Five Service Club.

**Luc Arnold**, *Operations Coordinator*, is a member of the Fraternal Order of the Eagles Club, where he serves as the Vice President of the Clay County Chapter. Luc also assists the local Moose Lodge. This summer Luc was able to coach Little League for the local elementary students.

**Dave Scovel**, *Operations Coordinator*, is a member of the Clay County Pheasants Forever and Ducks Unlimited chapters and strongly supports "Donate to the Cause," an organization that works to prevent poaching and protect prairie lands and wetlands. Scott applauds his staff for their efforts. Someone once said, "Volunteers are not paid – not because they are worthless, but because they are priceless."  
**Keep it up Team Spencer!**

### WELCOME TO THE WORLD

**Giselle Myra Schoenike** was born September 14 at Mercy Hospital in Cedar Rapids, weighing 7 lbs, 6 oz, 20 inches long. Parents **Scott Schoenike**, *Executive Director at U.S. Cellular Center and Paramount Theater, Cedar Rapids, IA*, and wife Annie Schoenike are excited to introduce Giselle to her older twin brothers, Christian and Meyer (3). Both Giselle and Annie are doing great!  
**Congratulations to Scott and his family!**



**Chloe Lucile Hammrich** was born September 30 at 7:26am weighing 6 lbs, 9 oz. **Jenny Hammrich**, *Director of Sales and Marketing of the Swiftel Center in Brookings, SD*, and her husband Aaron Hammrich, were excited to bring Chloe home to meet her older brothers and sister: Henry (6), Sophia (4), & Gavin (2).  
**Congratulations to Jenny and her family!**



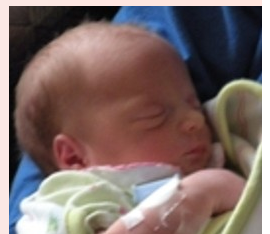
**Maddox Kellen McKeag** was born October 2. He is the second grandchild of **Randy Baumeister**, *General Manager at Central Iowa Expo, Boone, IA*, and wife Jerri Baumeister. Parents, Christi and Shane McKeag and sister Adalyn of Ankeny, IA, are thrilled. Family is doing fine and (almost) two year old Adalyn is now a "Big Sisser".  
**Congratulations to Randy and his family!**

**Lillian Marie Dederich** was born at 12:04am on October 5, weighing 5 pounds, 4 oz, 18 inches long. Lillian was born at St. Agnes Hospital in Fond Du Lac, WI, five weeks early. First time parents **Terry Dederich**, *Assistant Executive Director at U.S. Cellular Center and Paramount Theater, Cedar Rapids, IA* and wife Renee Dederich love Lillian very much and agree she was well worth the wait!  
**Congratulations to Terry and his family!**

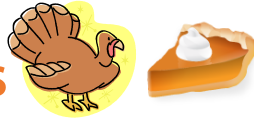


**Ron and Sharon Cummins**, *Directors of Planning and Development for VenuWorks*, are first time grandparents! **Logan** (Left) & **Addison** (Right) decided to make an unexpected arrival late night, October 13, about three weeks early. Sharon is happy to report both babies are healthy, just small. Baby boy Logan was 4lbs, 4 oz and baby girl Addison was 4lbs, 12 oz so they are in NICU and will be

there for two-three weeks so they can be monitored closely as they grow stronger. Parents, Laura and Josh Seamans, are doing great and are thrilled to be parents and look forward to bringing their babies home!  
**Congratulations to Ron, Sharon and their family!**



## EMPLOYEE STORIES



## RUNWAY FUN!



Danielle Gray and  
Anna Tadlock

Recently Danielle Gray, daughter of Dusty and Donna Gray, Business Manager of the Vicksburg Convention Center and Auditorium, modeled in the Annual Beautiful Bride Fashion Show for the 2nd consecutive year. While there she met up with Miss Mississippi 2009, Anna Tadlock. The Gray's have been bitten by the pageant bug and are preparing for Danielle's run on the title in 2024. **Congratulations Danielle!**

## HAPPY BIRTHDAY!



Kaitlyn Aldridge

Kaitlyn Aldridge is 1 year old! Erin Aldridge, TPAC Marketing Manager missed the Sesame Street fun last year but this year Kaitlyn will get to see Elmo and all of his friends. She's just barely walking now, but you'll find her running the halls of TPAC when Elmo returns next year. **Happy Birthday Kaitlyn!**

## HAPPY THANKSGIVING!

It's that time of year to celebrate those we are thankful for, and I would like to thank every member of the VenuWorks family for all the hard work and dedication that makes each event a success. Have a happy Thanksgiving! And for all of you leaving town, safe travels.

Sincerely,  
Steve Peters,  
VenuWorks  
President



## "PAUSE FOR THOUGHT":

**What advice would you give to someone starting a new career in your field?**

**Barbara Wiggins**  
Executive  
Director  
Topeka



"The best advice I ever received from my mentor was to try to work in as many areas of facility management as possible so that you have a general knowledge and respect for each department and what they're responsible for. This will also help you decide what you enjoy about facility management and what area you want to focus on."

**Erin Powell**  
Sales &  
Marketing  
Manager  
Vicksburg



"Pace yourself" and "reach for the stars". In my first few months at the Convention Center I heard these quotes. The "pace yourself" is so very important in our industry. As a newbie I was super excited and ready to go- jumped in running. Had I not been told to slow down and pace myself- I am sure major burn out would have occurred, and I would have been who knows where- instead I took the advice and listened. "Reach for the stars" has kept my eyes on growing in this industry. I enjoy what I do, but am constantly looking to see where I

can go, as well as learn from where I have been. I love the fact that we- VenuWorks- have such a close knit feeling between the buildings. There's always someone you can call when you have a question, concern or just need the "scoop" on an event that has already played one of our other venues.

**Melissa Olson**  
Event  
Coordinator  
Burnsville



A college professor once told me: *If a project or job scares you a little, because you don't think you have enough experience, even though you actually do, you should try all the harder to get the position.* Not only do we all need to have confidence in ourselves, and know what we are capable of; but we also need to know how to push ourselves to new heights. Don't be afraid to reach for the stars!

## Next Issue

**Pause for Thought:**

**How did you get into this business?**

**Where did you get started? What attracted you to this industry?**

Write in and tell us your story:  
lpeters@venuworks.com

Subject line:

Pause for Thought

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