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COMPASS
POINTS

Compass Points is a periodic newsletter directed to the associates, clients, and staff of Compass Facility Management. If you do not wish to receive this newsletter, please email us at dolson@compassmgmt.com. We welcome your comments and suggestions to the same address.

DES MOINES HOYT SHERMAN PLACE JOINS COMPASS FAMILY

Compass President Steve Peters, has announced that Compass has reached an agreement with the Hoyt Sherman Place Foundation to manage Hoyt Sherman Place in Des Moines, Iowa.

"We are delighted to have the opportunity to serve this unique and significant facility so close to our home base of operations," said Compass President Steve Peters. "We are keenly aware of its history and importance to the Des Moines community and want to build on that history as we move forward with the Foundation in making plans for the future."

Carol Pollock will manage Hoyt Sherman for Compass. She comes to Des Moines most recently from San Antonio, Texas, where she was Director of Booking and Marketing at the SBC Center (now the AT&T Center)



and Booking Manager at the Alamo-dome. Prior to San Antonio, Pollock served as General Manager and Executive Director of the Pensacola, Florida Civic Center, a 10,000-seat arena. Before that, she was General Manager for the Bayfront Auditorium and the Saenger Theater, an 1,800-seat restored theater, both in Pensacola.

"We are especially pleased to have someone of Carol's stature as our team leader at Hoyt

Sherman Place," said Compass President Steve Peters. "Her excellent reputation and experience in the industry will serve her well as we work to bring new programming, ideas, and initiatives to this valued community institution."

The original structure was built in 1877 by Hoyt Sherman, the younger brother of Civil War hero Gen. William Tecumseh Sherman and Sherman Anti-Trust Act author, John

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Hoyt Sherman Place

MANAGEMENT RENEWALS IN DAVENPORT, BROOKINGS

Compass has secured renewals of its management agreements in Brookings, South Dakota and Davenport, Iowa in recent months:

BROOKINGS, SOUTH DAKOTA

The Brookings City Council unanimously approved a five year extension of the management agreement with Compass Facility Management for the management of the Swiftel Center in Brookings, SD in June. Since 2001, Compass has been the contracted management company in Brookings and will continue to assume all management responsibilities, including booking, operations, marketing and sales, finances, human resources and sales of contractually obligated incomes.

"The City of Brookings is grateful for the services Compass

Facility Management provides for our facility and our community, said Brookings Mayor Scott Munsterman. "They have been a good partner and we look forward to our future together."

"We are very excited to continue the management of the Swiftel Center," said Tom Richter, Executive Director of the Swiftel Center for Compass. "We have an outstanding staff in Brookings and we are eager to serve the community for years to come."

Swiftel Center is a unique multi-purpose facility that illustrates the growth and progressive nature of the Brookings Community and the surrounding areas. Designed with the citizens of the region in mind, the

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CREATING THE “MAKE A DIFFERENCE” CAMPAIGN



“As a private management company working for municipalities, counties, public facility districts and local foundations, we believe it is important to be involved in the community.”

**By Steve Peters, President
Compass Facility Management**

This summer Compass convened the managers and department heads of the facilities we operate in one of our periodic Management Symposiums. We used these meetings in Cedar Rapids to kick off a new program for Compass, the “Make a Difference” Campaign.

As a private management company working for municipalities, counties, public facility districts and local foundations, I believe it is important to be involved in the community. As part of our service to the communities that our employees call home, we developed the “Make a Difference” program to benefit local residents. Each venue created a service project that best fits its community and employees and presented those projects as part of the Management Symposium.

A representative list of venue projects that were presented at our summer meeting includes:

TOUGH ENOUGH TO WEAR PINK

The Swiftel Center in Brookings, S.D., in a partnership with the PRCA rodeo and Avera Health System, is creating pink T-shirts to raise awareness and funds in the fight against cancer. Patrons who purchase the T-shirt also receive a discount to the rodeo. All proceeds from the T-shirt sales benefit the Brookings community in the local fight against cancer.

Patrons who are passionate about fighting cancer will be encouraged to show their support by wearing the t-shirt to one of three PRCA rodeo performances. This cancer campaign will not only raise awareness for the fight against cancer but will raise awareness about the event



Jim Walczak presents the Racine Civic Centre’s “Make a Difference” project at the Compass Management Symposium.

in the community as well as the region. Compass of Brookings and the PRCA rodeo will benefit from increased community support. Avera Health System will benefit by providing local citizens affordable cancer screening and treatment.

FISH-O-RAMA

Fish-O-Rama is in its fourth year and is the largest fundraiser for the Boys & Girls Club. **Compass of Cedar Rapids** will serve as one of six canopy sponsors during this year’s Fish-O-Rama, providing 15 volunteers from the U.S. Cellular Center, Paramount Theatre and Cedar Rapids Ice Arena over the course of the day, walking the shore to see if any help can be provided, hosting

games and contests at our canopy, and providing participants with direction when a tagged fish has been caught.

The mission of the Boys & Girls Club of Cedar Rapids is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. Club programs enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence.

TEDDY MAKES IT “BEAR”ABLE

How many times have you seen, in person or on television news, children that have just been involved in an accident or incident that has potential psychological repercussions? How many times have you wondered about the impact upon those children? Many communities have begun “arming” their police officers and firefighters with stuffed animals to give to children in times of distress. **Compass of Vicksburg (Vicksburg, MS), LLC** plans to implement “Teddy Makes it ‘Bear’able” to be distributed to first responders (local police, firefighters and sheriff’s deputies) to keep in their vehicles. These bears will be given to comfort children that may have been traumatized.

There will be collection points at several locations throughout

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Management Renewals, continued

Swiftel Center is housed on 30 acres of land with over 70,000 square feet of convention and exhibitor space. The Swiftel Center offers space to accommodate conventions, trade shows, wedding receptions, banquets, meetings, livestock sales, and spectator events such as sporting events, concerts, rodeos, circuses, sportsman shows, motor sports and more.



The Swiftel Center Arena set for the Region 6 Arabian Horse Show.

DAVENPORT, IOWA

President Steve Peters announced that the Davenport City Council has awarded management of the RiverCenter/Adler Theatre (RCAT) to Compass Facility Management following a competitive bidding process. Compass has managed the facilities since 1997, receiving contract renewals in 2002 and 2005. Compass will continue to be in charge of all services at the facility, including booking, operations, mar-



Adler Theatre marquee

keting and sales, finances, human resources, and sales of contractually obligated incomes.

"We are honored to be selected to continue our service to the City of Davenport," said Compass President Steve Peters, "especially at this critical time in the facilities' future as we bring the Adler Theatre back on line after it's backstage renovation."

The Adler Theatre, built in 1931 and completely restored in 1986, hosts a Broadway series, a variety of performing arts, and is home to the Quad City Symphony. It is adjacent to the architecturally stunning RiverCenter, that includes two open atriums, 11 meeting rooms, two exhibit halls, (one with 32,400 sq. ft. and the other with 13,200 sq. ft). They are linked by skyways to the Radisson Quad City Plaza Hotel, the primary caterers for the RCAT.



After 18 years across the street from the U.S. Cellular Center, The Cedar Rapids BBQ Roundup was a huge success this year in a new roomier location, featuring more sponsors, a classic car show, game zone, live entertainment, and over 20,000 people through the gates for the 4-day event.

Compass to Manage Hoyt Sherman, continued

Sherman. It stood empty after his death until 1907 when members of The Des Moines Women's Club began using it as their clubhouse. The Women's Club added a gallery to display their art collection and thus Hoyt Sherman Place became the first public art museum in the City of Des Moines. The Des Moines Women's Club, always active in the community, invited many guest speakers to Hoyt Sherman Place to entertain and educate. Speakers included: Amelia Earhart, Helen Keller and Grant Wood. Eventually they needed more room for their speakers and activities, and the 1400 seat theater was completed in 1923.

Located at the cornerstone of Des Moines' historic Sherman Hill neighborhood, the theatre and adjacent galleries have become a vibrant community-gathering place for a diverse group of performing artists and arts organizations, as well as serving corporate and individual customers' needs for meetings, exhibits and social gatherings.

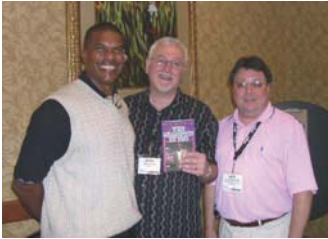
The recent improvements and technical upgrades now provide a year-round venue that has welcomed over 100,000 patrons since reopening in December of 2003.

In addition to its role as a rental facility and theater, Hoyt Sherman Place is a significant historical Des Moines landmark. It was listed on the National Register of Historic Places in 1977.





NEWS AND NOTES



Management Symposium in Cedar Rapids

At this summer's Compass Management Symposium, Steve Peters, flanked by keynote Speaker Sporty Jeralds and Vicksburg Executive Director Larry Gawronski, holds a copy of Jerald's book, "The Champion in You." Each participant received a copy of the book as part of Sporty's presentation.

The closing address was by Lee Clancey, President /CEO of the Cedar Rapids Chamber of Commerce and former Mayor of Cedar Rapids, who spoke on the importance of collaboration, service, and initiative in the community.

Besides the general sessions, participants also attended break-out sessions in their particular area of interest such as media buying, convention sales marketing, sponsorship relations, housekeeping and maintenance, group sales, recycling, and controlling energy costs.

Below, a small group session discusses the latest in ticketing services available to Compass buildings.



New Ticketmaster Agreement to Benefit Compass Buildings

After several months of study, Compass has entered into a multi-year agreement with Ticketmaster to provide enhanced integrated ticketing solutions for 13 Compass venues.

The new agreement will allow Compass venues to utilize Ticketmaster's bar code technology to verify the validity and authenticity of tickets at points of entry in real-time, eliminating wrong day event tickets and permitting faster on-site patron admission into the venue. Compass buildings will also deploy Ticketmaster's integrated emailing marketing solutions featuring consumer data management and marketing and reporting tools that will enable the venue to communicate more effectively with its broad and diverse audiences nationwide.

"We carefully reviewed all aspects of many event ticketing providers and we found Ticketmaster to be at the top of every criteria that we required for our family of venues," said Steven Peters, President, Compass Facility Management, Inc. "It's imperative that every one of our venues delivers the very best possible fan experience and Ticketmaster will help us achieve this goal."



"Make a Difference" Campaign, continued

Vicksburg and at all events at the Vicksburg Convention Center and Auditorium. Once collected the bears will be passed out to the emergency management entities throughout Vicksburg.

A NIGHT TO FIGHT TEEN POVERTY

Local Teens will have an opportunity to experience the realism of poverty at this unique fundraiser. **Compass of Kennewick (Kennewick, WA)** staff will visit participating high schools and encourage teenage students to sign up. The students will collect cash donations or non-perishable items that will be brought to the Three Rivers Convention Center where Second Harvest will have trucks, barrels and volunteers to collect all donations.

Once checked in, students will receive a box to sleep in overnight in the secured loading dock. They will have dinner in a soup line to demonstrate what it is like on the streets. Overnight, they will have an opportunity to visit "warming stations" where they can get hot cocoa, cider and coffee, all served around burn barrels. Outside the students will be subject to the elements and "city" noises to portray a night on the streets, complete with sirens.

Compass is very excited about the potential for these projects and looks forward to working with each community in the implementation of the programs.



EVENTS AT OUR FACILITIES

Compass Expands Duties in Vicksburg

Compass has begun providing management consultation to the Vicksburg Convention and Visitors Bureau in addition to managing the Convention Center and Auditorium. The Bureau, in cooperation with Compass and other local tourism groups, recently began reviving an old Vicksburg tradition of welcoming river visitors to the City. Similar events are planned for the future, including a stop by the Delta Queen. In the picture, Paul Caudillo of Annabelle Bed and Breakfast and Pat Strange of the Vicksburg Convention and Visitors Bureau greet guests from the Riverbarge Explorer at City Front.



Photo: Brian Loden: The Vicksburg Post

DeltaPlex Pet Expo

Scott Schoenike, Executive Director of the Grand Rapids, MI DeltaPlex, joins the promoters of the West Michigan Pet Expo in presenting a check for \$4,723 to the Humane Society of Kent County during the inaugural Pet Expo, held at The DeltaPlex earlier this year. In Nearly 100 homeless pets found new homes with adoptive families at or as a result of the event. More than 9,000 visitors to the Expo also enjoyed 80 vendors, a petting zoo, pony rides, and a continuous stream of staged entertainments rounded out the event. Next year's event is in the planning stages.



Sheryl Crow at the Cell

The U.S. Cellular Center welcomed Sheryl

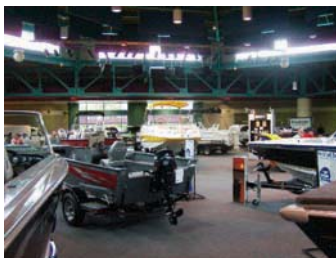
Crow for a rescheduled June performance. Crow is holding a gift from the U.S. Cellular staff, a boomerang, personalized with the show date and engraved with "We want you back - come play again." The boomerang is wrapped in a map of Iowa so artists can find their way back to Cedar Rapids. Pictured in photo with Sheryl Crow: Christy Frost, Sharon Cummins, Amber Hageman, Rand Levy (Rose Presents), Tammy Koolbeck and Tyler Zehring (Levy's partner) and fiancé.

LTCCG at the Toyota Center

That's short for Larry the Cable Guy welcomed here during his appearance at the Toyota Center in Kennebec by Angie Mykel, Director of Sales and Marketing and Jeff Kossow, Executive Director.



Salmon A Rama in Racine



Salmon A Rama returned for it's 19th year to Festival Hall and Park in July. It is the World's Largest Fresh Water Fishing Contest that last 10 days



Jazz Festival in Vicksburg

The 26th Annual Alcorn State Jazz Festival was held in conjunction with the 19th Annual RiverFest. Erin Powell, Events Coordinator - Vicksburg Convention Center and Auditorium, served on the Board of Directors and secured performer Bo Bice with the assistance of Compass Events.

and ends with the 4 day Festival. Pictured is Jerry Lopez, Operations Manager for Compass and Wendell Anderson, who created Salmon A Rama 32 years ago.





EVENTS AT OUR FACILITIES, CONTINUED

Do Not Adjust Your Newsletters



The U.S. Cellular Center welcomed the Jagermeister Tour featuring Staind with Three Days Grace in May. Pic-

tured with the Jagermeister Tour MC, the Lizardman are Christy Frost, Amber Bisinger, and Sharon Cummins.



Comedy Jam in Vicksburg

Uncle Sam Comedy Jam was a huge success in July with nearly 600 attendees. In conjunction with the comedy jam- the VCC had a reception for its "Hometown Heroes" - people from the community that have either brought a meeting/ convention to the VCC/AUD or to Vicksburg in general. This was a way to honor and thank those that have worked to bring business "home."



More Festivals in Racine

Harbor Fest returned for its 20th Anniversary in June and over 26,000 guests enjoyed the music of 42 different acts over the 4 days of fun.

Italian Fest held its 18th annual event at the Festival grounds this summer with over 12,000 guest. Food was prepared by the men of Roma Lodge and outside vendors provided a wide variety of tastes from Italy.

Compass Event Share

Compass has initiated a new program to further the transfer of successful events from one venue to another. Compass venues currently present a wide variety of "home grown" events - BBQ Roundup, Uncle Sam Jam, Crop Expo. Compass Event Share is charged with transferring these events to other buildings in the Compass family. Headed by veteran promoter and event producer, Roger Klevesahl, Compass Event Share will provide the consulting services and expertise in planning, marketing, sponsorship acquisition, and event planning needed to create successful events. "This program represents yet another way that Compass is working to provide additional events to our facilities," said Compass President Steve Peters, in announcing the program.

WWE in Kennewick

Nearly 4,500 screaming fans (below right) lined up to see their favorite WWE superstars for the first time in the Tri-Cities as the WWE WrestleMania Revenge Tour as made it's Kennewick debut in the Toyota Center. Fans as young as 2 years old lined up as much as 6 hours prior to doors on show day. "I can't believe they're actually here! This is crazy, we always had to drive to Yakima, this is great!" proclaimed Tyler Wilson of Richland. "I can't wait for them to come back!" Jeff Kossow is working on insuring WWE is an annual event in the Tri-Cities. Celebrating the successful event (above right), are Eugene, Tim White WWE Promoter, Rob Van Dam, and Angie Mykel, Director of Sales and Marketing.





COMPASS POINTS

COMPASS STAFF AT WORK

Racine

Miguel Maldonado III, joined Compass in May as Event Services Director. He brings with him nine years experience working at the Grand Geneva Resort, Lake Geneva, WI.



Joanne Haysmer-Wachs, is the new Business Manager. Joanne had previously filled in for three months last summer. Both are outstanding additions to Jim Walczak's staff.

Topeka

Tracie Kalkbrenner is the new Marketing Manager at the Topeka Performing Arts Center. She has an M.A. in Sports and Exercise Management from The Ohio State University.

Blair Adams joins us as our new Event Services Manager overseeing all technical and food and beverage operations. **Cole Crockett**, another native Topekan, joins the staff as a Technical Assistant. **Raquel Jellison** is the new Box Office Assistant.

Assistant Director **Sarah Ahlstedt** and her husband Mike welcomed their first child on August 30, Derek Wesley.

Brookings

Jack Larson has been hired as the Operations Supervisor – Maintenance. He formerly worked for Mediacom.

Davenport

The RCAT welcomes two new

staff members: **Douglas Davis Jr.**, Event Coordinator and **Sherry Morse**, Event Services Manager.

Kaye Brethauer (Sales Director) and **Chris Tilton** (formerly Director of Operations) were married in July.

Spencer

Stephanie Kruger is the new Event, Marketing, and Sales Coordinator. **Dave Scovel** will oversee facility operations. **Pat Ahlers** has completed her first year of Facility Management School at Oglebay.

Duplin County



Rob Wells and his wife Candida had a baby girl in August, Alyssa Leigh weighing 9 lbs - 6 oz.

Vicksburg

Mary Puckett has joined the Vicksburg Convention Center and Auditorium as the Events Coordinator, **Erin Powell** has moved into the position of Marketing and Events Coordinator and **Betty Palmertree** has been hired as the Banquets and Catering manager.

Larry Gawronski is the incoming president of the Rotary Club of Vicksburg.

Cedar Rapids

Brian Varney recently joined the Compass team as Manager of the Cedar Rapids Ice Arena. He most recently was the Manager of the Ames/ISU Ice Arena. Brian and his wife Anne recently celebrated the arrival of a daughter, Lucy Geneva.

Dawn Fields is the new Accounting Assistant. **Justin Nelson (Nelly)** is the new

Hockey Director at the Ice Arena. **Tanya Street-Burgess** returns to the Ice Arena as the Skating Director.

Wedding bells rang in June for **Amber Hageman** and Chad Bisinger. Amber is Sales and Community Relations Manager. Congratulations are also in order for Amber as she was a graduate from the Leadership for Five Seasons program this past spring.

In September, **Angie Hansen** and her husband Andy welcomed the birth of their son, Nathan Andrew

Corporate

Tammy Koolbeck has been named the Outstanding District Volunteer for the Cedar Rapids Community School District and has been designated as the recipient of the Governor's Award for Volunteerism. The award is pre-



sented to those Iowans who have contributed volunteer service to their schools, communities and other community based organizations. Tammy is shown here receiving her award from Iowa Lt. Governor Sally Peterson.





WHO WE ARE

Compass is the only company in the facility management industry dedicated exclusively to serving the unique needs of public assembly facilities in mid-sized communities by providing full management services to arenas, convention centers, and theaters.

Beginning with a contract to manage just one facility, Compass today is one of the three largest public assembly management firms in the United States, guiding the activities of 17 separate facilities in 11 communities in

8 states across the country. It now has over 2,500 full and part-time employees on its payroll.

The company also maintains



an active consulting business, providing feasibility studies, operations audits, and pre-opening services to clients across the nation.

Imagination, hard work and integrity are the distinguishing traits of our Compass team members. Value pricing, uncompromising services and a client-first philosophy have enabled Compass to create a network of very successful facilities across the country.

Facilities Currently Under Compass Management

Alerus Center
Grand Forks, North Dakota

**U.S. Cellular Center
Paramount Theatre
Cedar Rapids Ice Arena**
Cedar Rapids, Iowa

**Three Rivers Convention Center
Toyota Center
Toyota Arena**
Kennewick, Washington

**Vicksburg Convention Center
Vicksburg Auditorium**
Vicksburg, Mississippi

**RiverCenter
Adler Theatre**
Davenport, Iowa

Swiftel Center
Brookings, South Dakota

DeltaPlex Expo Center
Grand Rapids, Michigan

Topeka Performing Arts Center
Topeka, Kansas

**Clay County Regional
Events Center**
Spencer, Iowa

**Racine Civic Centre:
Festival Hall
Festival Park
Memorial Hall**
Racine, Wisconsin

**Duplin County
Events Center**
Kenansville, North Carolina

Hoyt Sherman Place
Des Moines, Iowa



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