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PLANNING FOR OUR FUTURE

By Steve Peters, President
Compass Facility Management

In the process of providing management services to our clients, a segment of time is always allotted to planning. There are many different kinds of planning: short term, long term, fiscal, operational, emergency preparedness, and so on. As a company devoted to as-

sisting communities and organizations operate their public assembly facilities, we recognize it is our job to make decisions on a daily basis that will keep those facilities running smoothly.

But increasingly I am hearing

from those we serve that they want Compass to become more actively engaged and even provide leadership in identifying and making the long term decisions regarding the future of the facilities we manage. In particular, the decision to com-

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COMPASS TO PROVIDE SERVICES TO BURNSVILLE PERFORMING ARTS CENTER



Preliminary Rendering of the Burnsville Performing Arts Center - AKA Architects

Compass Facility Management has begun work for the City of Burnsville, Minnesota Performing Arts Center (BPAC), currently in the design stages.

Compass' original connection to the project began as a consultant to prepare a Business Plan for the facility. That association evolved into Compass being chosen by the City to provide

additional services in three phases: coordination of fundraising activities with the Friends of the BPAC, pre-opening services, and ultimately, management of the facility.

The BPAC is part of a larger Burnsville redevelopment project known as the Heart of the City. The 54-acre Heart of the

City is a smart-growth based mixed-use, pedestrian friendly downtown area that has so far attracted nine redevelopment projects totaling \$115 million.

From its formative stages, the Heart of the City has focused on bringing arts and cultural opportunities to the community. It includes Nicollet Commons Park which has become the city's "Town Square" and a very special place for residents. Over 40,000 people visited Nicollet Commons Park in 2007 for outdoor concerts, arts displays, films and other events. The Heart of the City plan envisioned the placement of an arts facility at the western border of the park and now the Burnsville Performing Arts Center will be the tenth redevelopment initiative constructed. Compass is delighted to play a part in bringing this exciting project to life.

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@compassgmt.com. We welcome your comments and suggestions to the same address.



PLANNING FOR OUR FUTURE, CONT.

By Steve Peters

mit limited resources to re-model or build a new public assembly facility is a difficult one. But with the proper planning procedure and a thorough examination of the needs and wishes of its citizens, the choice can become clearer. This commitment to planning is a role we welcome at Compass and are prepared to undertake with enthusiasm. The consulting side of our company is well prepared to provide these services.

But we also realize that to provide those additional planning services, Compass must engage in its own long range planning to meet the future needs of our clients and insure our own success in a very competitive marketplace. We are currently engaged in a top to bottom review of our company in order to better meet the needs of our clients. To that end we have made a number of personnel promotions and appointments to our corporate staff, and I am pleased to present those to you now.



Doug Kuhnel has been promoted to Senior Vice President. Doug has been a key player in working with our client

locations since joining us five years ago. In his new role he will oversee corporate services to client facilities. Doug is an alumnus University of Nebraska-Lincoln, and came to Compass after 22 years as Executive Director of Pershing Auditorium in Lincoln, Nebraska and General Manager of the St. Charles Family Arena

in St. Charles, Missouri. He is a member of the International Association of Assembly Managers and is an IAAM Certified Facilities Executive, the highest professional certification for facility managers.



Betty Beisker is now Vice President of Human Resources and Administration. Betty provides leadership to HR personnel in

all client locations in the critical areas of human resources, payroll, and benefits administration. Betty has been with Compass since its founding. She was previously Director of Administration for WOI-TV, a commercial ABC-TV affiliate and Administrative Services Director at the Ogden Entertainment Midwest operations center.



Tammy Koolbeck assumes the position of Vice President for Venue Services. In her new duties she will oversee client locations and

continue to provide corporate marketing leadership. Tammy was previously Assistant Executive Director of Marketing and Programming for the U.S. Cellular Center Arena/Paramount Theatre and General Manager of the Cedar Rapids Ice Arena. She currently serves on the Board of Directors for the Event and Arena Marketing Conference, the premier gathering for arena marketing professionals from the United States, Canada and

Europe and holds committee positions in IAAM.



Carl St. Clair, CFE moves to the position of Vice President of Operations and Projects. Carl has been a key executive for Compass in the transitioning

of new accounts to Compass management, notably in Spencer, Iowa, Topeka, Kansas, Kennewick, Washington, Duplin County, North Carolina, and the Allentown, Pennsylvania Symphony Hall. He will have duties overseeing client locations as well as continuing to perform special projects for Compass. Carl is a Certified Facilities Executive with extensive experience in the event industry, including 30 years of experience in the management of convention centers, arenas, performing arts centers, auditoriums, stadiums, and fairgrounds facilities.

As part of our corporate reorganization, I am also pleased to announce the following appointments to new positions we have created.



Andy Long has been appointed National Director of Business Development. In his new position, Long's primary respon-

sibility will be to pursue new business for Compass, both in facility management contracts and consulting projects. He will

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PLANNING FOR OUR FUTURE, CONT.

have additional responsibilities to work with current Compass clients in maintaining Compass' excellent level of service, as well as working to find new lines of business and revenues for its current accounts. Long has served part-time for Compass for the past seven months performing feasibility studies for the Compass Consulting division. Long is an industry executive with extensive experience in marketing, management, and opening of public assembly facilities. He managed the opening of the new Iowa Events Center in Des Moines, a multi-building complex in Des Moines made up of the 17,000-seat multi-purpose Wells Fargo Arena and the 100,000 sq. ft. HyVee Hall Convention Facility. Prior to Des Moines, Long opened and operated the Wachovia Arena at Casey Plaza in Wilkes-Barre, Pennsylvania, a 10,500-seat entertainment and sports arena.



Joining the corporate staff in the newly created position of Director of Planning and Development is

Sharon Cummins. Cummins will be moving into the corporate post from her current position as Executive Director of the Compass managed U.S. Cellular Center, Paramount Theatre and Cedar Rapids Ice Arena in Cedar Rapids, IA. She has worked with the Cedar Rapids facilities for over nineteen years. Sharon will have three primary responsibilities. She will assume the lead in our consulting business as we perform feasibility studies, operations audits, and other consult-

ing services. Secondly, she will work with the governing boards and staffs of our managed venues to develop long range strategic plans for each of our locations. And she will also create and deliver new training programs to our locations. While serving as Executive Director,

"I believe Compass is now positioned better than ever before to help our client locations plan for the future, confront the future challenges of the public assembly facility field, and bring about success for each and every client we serve."

Steve Peters



Cummins oversaw the successful naming rights agreement with U.S. Cellular, led the \$7.8 million renovation of the historic Paramount Theatre and supervised the management transition at the Cedar Rapids Ice Arena. She has served in many leadership roles in the Cedar Rapids community including the Cedar Rapids Cultural Corridor Alliance, the Cedar Rapids Area Convention and Visitors Bureau and is a past honoree of the Waypoint Tribute to Women of Achievement.

Sharon's husband, Ron, recently retired from 30 years with the Linn County, Iowa Sheriff's Department, will also take an active role as a Compass consultant, working on consulting engagements, long range planning for clients, staff training, and venue security.



Also new to the Compass staff is **Phil Potter** who assumes the position of Director of Booking and Programming

heading up COMPASS EVENTS, the programming division of Compass. Potter comes to his new position at Compass with a broad range of event experience, having held positions in venue management and concert promotion. Since 1998, he has worked as Director of Events and Concert Bookings at Pershing Center in Lincoln, Nebraska. In addition to these duties, he became SMG's Regional Booking Director of Tertiary Markets in 2004. Prior to venue management, Potter was a talent buyer for the Don Romeo Agency in Omaha, Nebraska, now TBA Fairs and Festivals. As Director of Booking and Programming, Potter heads up a combination of Compass resources that is charged with bringing a wide variety of programming to Compass-managed buildings in a variety of areas including concerts, family shows and attractions, sports events, performing arts, and children's programming.

We welcome each of these staff members into their new place in the Compass family. In making these promotions and appointments, I believe Compass is now positioned better than ever before to help our client locations plan for the future, confront the future challenges of the public assembly facility field, and bring about success for each and every client we serve.





FACILITY NEWS



Compass to Manage Allentown Symphony Hall

Compass President Steve Peters and Allentown Symphony Association

Board President Charles Marcon preside at the signing of the management agreement for Allentown Symphony Hall. Compass will assume all management responsibilities, including booking, operations, marketing and sales, finances, human resources, and sales of contractually obligated incomes. The agreement went into effect December 1st.

"We are very pleased to have Compass on board to guide the operations of Symphony Hall," said Charles Marcon, President of the Symphony Association Board of Directors. "We believe they have all of the skills and expertise to work with us on achieving the long term goals for this very special historic facility."

"We are pleased to be able to serve Symphony Hall and the citizens of Allentown," said Compass President Peters. "It is a beautiful facility, and we look forward to providing new ideas in programming, marketing, and operations for the venue."

The Allentown Symphony presents an exciting array of musical programming and guest artists for the community under the artistic leadership of Music Director and Conductor Diane Wittry.

Cedar Rapids



Scott Schoenike is the new Executive Director of the U.S. Cellular Center, Paramount Theatre and Cedar

Rapids Ice Arena in Cedar Rapids, Iowa.

Schoenike has more than 18 years of experience in the entertainment and hospitality industry. He comes to Cedar Rapids after nearly four successful years as Executive Director of the DeltaPlex Center in Grand Rapids, Michigan.

Schoenike worked for the Compass corporate office as a contract consultant and as Midwest Regional Food & Beverage Director from

1997-2003 and as Convention & Sales Director at the Midwest Wireless Center in Mankato, Minnesota from 1997-2001.

Before coming to work for Compass, Schoenike worked for ARAMARK Corporation from 1989-1997. Schoenike is a native of the Minneapolis area. We welcome Scott to his new post.

Allentown

Pat Montgomery is Compass' new Executive Director at the Allentown, Pennsylvania Symphony Hall. Compass assumed management of the facility in December. He was previously General Manager of the MassMutual Convention Center in Springfield, Massachusetts and Assistant General Manager of the Liacouras Center at Temple

University in Philadelphia.

He has a Masters of Education and a BS in Sports Management from Temple University. Pat began his duties in Allentown April 17th. We're glad to have him as a part of the Compass family.

Adler, You Rock!

In honor of its support of rock and roll music as well as of Iowa musicians, the Davenport Adler Theatre has



joined the elite Hall of Fame Class of 2006 awarded by the Iowa Rock 'N Roll Music Association. The Association's mission is to retain and honor the legacy of Rock 'N Roll and preserve the history of music in the state of Iowa. It maintains a Museum of Iowa Rock and Roll History in Arnolds Park, Iowa. Above, Executive Director **Rick Palmer** holds the plaque given to the theatre.

Vicksburg Award

The Convention Center and Auditorium received the "Best of the Best" award for the third consecutive year from *ConventionSouth* Magazine.

Paramount Seating

The Paramount Theatre and Cedar Rapids Symphony Orchestra recently engaged in a creative collaboration to put together a successful grant application to help fund 200 stage and reception hall chairs at the Paramount Theatre. The Hall Perrine Foundation of Cedar Rapids awarded a grant to make the purchase possible.

EVENTS AT OUR FACILITIES



Double Boomerangs

Sharon Cummins and Christy Frost presented traditional "Come Back" boomerangs to Martina McBride (left) and Disturbed (right) following their December performances in Cedar Rapids. Um, no, they were not on the same bill.

Family Fun in Vicksburg

The Vicksburg Convention Center, in partnership with Fun Country River 101 Radio, presented a pre-Mardi Gras concert on February 16, kicking off a weekend of Mardi Gras revelry in Vicksburg. Fun Country Night provided a safe and enjoyable evening for the entire family to listen to great live music, dance up a storm and learn the latest country dances.



Adler Celebrates Renovation with Open House

November was a month of celebration for the Davenport Adler Theatre. It commemorated 75 memorable years of providing first-rate, quality entertainment for the Quad Cities, as well as the completion of the backstage renovation and stage expansion project begun in July of 2005. The facility reopened on November 2nd with a community event that featured tours, performances, and a cake decked out with 75 candles. Guests had a behind the scenes look at the improve-



Greeting patrons at the Adler Grand Re-Opening and 75th Anniversary Celebration was 12 year-old Andrew McPeters. He is wearing a vintage RKO usher uniform

ments in stage and storage space, enhancement of the sound system enhancements, relocated dressing rooms, new freight elevator, and replacement of the heating and cooling system. Built in 1931, the Adler Theatre began life as the Radio-Keith-Orpheum (RKO). In its early days, the theatre showcased Hollywood's major releases and featured vaudeville and stage presentations to enthusiastic moviegoers for decades.



Guests fill the lobby at the Adler Grand Re-Opening.

In the pictures below, the PovertyNeck Hillbillies' Fiddle player- Chris Higbee performs on a table during the show at the Vicksburg Convention Center.



In the second picture, members of the band chat with **Larry Gawronski** and **Norman Ford** (foreground) of the VCC prior to the band serving as Grand Marshals for the Vicksburg Mardi Gras Parade.





EVENTS AT OUR FACILITIES, CONTINUED

**Topeka Sell-Out**

Kenny Rogers celebrates his sell-out performance at the TPAC with (from R to L) TPAC Executive Director **Barbara Wiggins**, Marketing Manager **Tracie Kalkbrenner**, Business Manager **Linda Nedved**, Rand Levy with Rose Presents and Tour Manager Gene Roy.

**Topeka Theater for Youth**

TPAC Celebrated Black History Month with a Schooltime Theater performance of *Frederick Douglass and Honest Abe*. The performances are sponsored by Security Benefit and reinforces classroom studies through classic characters and stories that come to life in live professional theater.

**Gearing Up at the Toyota Center**

Fans get a chance to inspect Monster Trucks prior to their recent appearance at the Toyota Center in Kennewick.

**WWE in Spencer**

Scott Hallgren, Executive Director at the Clay County Regional Events Center in Spencer, presents a surprise gift of chairs donated by WWE to Kevin Tlam, Program Manager at Lite 104.9/KICD and CCREC Board Member, **Dave Scovel**, Operations, and **Pat Ahlers**, Business Manager and Box Office Manager at the CCREC, all **big** WWE fans.

In the photo, from left to right: Tlam; Hallgren; Scovel; ; **Stephanie Kruger**, Event Coordinator; and Ahlers.



The Mississippi Symphony Orchestra held 3 performances at the Vicksburg Convention Center, 2/9/07. Two of the performances were for the local elementary schools. Over 2,000 students came through the building in the morning and then a public concert entitled "Popsourri" was held that same evening.



EMPLOYEE NEWS

Brookings Hosts IAAM Operations Seminar

Executive Director **Tom Richter** and his staff hosted the District III IAAM Operations Seminar at the Swiftel Center April 29 - May 1. The seminar provided excellent educational opportunities for facility department heads and staff members. Tom and his organizing committee worked very hard to arrange a top notch lineup of speakers and programs for the seminar. Congratulations to them for a job well done.

Serving District III

Charlie Jeske, Executive Director of the Alerus Center in Grand Forks is completing a two-year term as IAAM District III Vice President.

Tammy Koolbeck, Compass Corporate Vice President for Venue Services, is also completing a term as Treasurer for District III. Congratulations to both on a job well done serving our professional association.



Grand Forks

The Alerus Center recently announced the promotion of **Stephanie Bernstrom** from Senior Sales Associate to Advertising, Suite and Sponsorship Sales Executive. Bernstrom was first hired as a Sales Associate at the Alerus Center in February 2005 and was later promoted to Senior Sales Associate in March 2006.

Charlene Wifall has been promoted to Senior Sales Associate for the Alerus Center. Wifall has been a Sales Associate with the Alerus Center since March 2006.

Pat Lealos was recently hired as a full-time Sales Associate with the Alerus Center. Lealos has been a part-time

Alerus Center Operations employee since 2001.

Loretta Gunsalas was recently hired as the Receptionist at the Alerus Center. Gunsalas was a member of the Housekeeping Team before accepting the position of Receptionist.



New Addition - I

Jeremy Linstad, Alerus Operations Director, and wife Nicole, welcomed baby boy Riley Joseph on January 31st. Riley arrived weighing 10 lbs, 6.5 oz and 22 inches long. He joins big sister Morgan, who is 21 months old.



Davenport

Jennifer McKee, Sales Manager at the RiverCenter/Adler Theatre has earned the designation of PBC, Professional Bridal Consultant. The designation is administered through the Association of Bridal Consultants.



Topeka

Compass welcomes the following employees to the Topeka Performing Arts Center:

Linda Nedved - Business Manager

Blair Adams - Event Services Coordinator

Heath Wilson - Event Coordinator

Raquel Jellison - Box Office Assistant

New Addition - II

Julie Ford had a beautiful baby boy February 20th. Baby Jack Kilgore Ford was a whopping 8lbs.— 6oz. and 21 inches long. Mother and son are doing fine.



Cedar Rapids

Sharon Cummins' last day as Executive Director of the facilities in Cedar Rapids before joining the Compass corporate staff was February 3rd, and her final event was WWE Wrestling. She graciously agreed to have her picture taken with the Hardy Boys!



New Addition - III

Congratulations to **Scott Schoenike** and wife Annie on the arrival on Jan 10th of Christian 7lbs - 21 1/2 inches and Meyer 5 lbs - 19 1/2 inches long shown here with the very proud Dad.





COMPASS POINTS

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 21 separate facilities in 12 communities in

9 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

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

Allentown Symphony Hall
Allentown, Pennsylvania

Burnsville Performing Arts Center
Burnsville, Minnesota
(Under Development)



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