



## **Steve Peters - President**

Peters is the founder and president of VenuWorks. A graduate of the MFA program in Arts Administration at the University of Iowa, Peters began his career in 1976 in Dubuque, Iowa as manager of the Five Flags Center.

In 1982 Peters moved on to the Iowa State Center in Ames, Iowa, a four building entertainment /sports/conference complex at Iowa State University. While at ISU, he began the successful presentation of concerts in the 55,000 seat Cyclone Stadium and served as Director of the acclaimed Ames International Orchestra Festival.

In 1990 Peters was named the National Director of Operations for Ogden Entertainment, Inc. serving as opening director of the Target Center in Minneapolis, Minnesota for Ogden before being named an Ogden Vice President in 1995.

In the fall of 1996 Peters left Ogden to form Compass Facility Management, a company serving the unique management and operational challenges of mid-market facilities. The company changed its name to VenuWorks in the summer of 2007 to better position itself as a full service management, events and consulting company. Today VenuWorks has grown to become the preferred provider of venue management services to nearly thirty venues located across the United States, opening as many as three new venues per year. The company's consulting division crisscrosses continents, providing services to such diverse clients as the City of Ocala, Florida, the San Francisco 49ers, and The Rio Arena in Rio de Janeiro, Brazil. Each year the promotions arm of VenuWorks promotes dozens of events, including Broadway musicals, concerts, exhibitions and family attractions in client locations across the USA. In 2006 the company participated in producing the off-Broadway musical, *Fannie Hill*.

Peters is a Past President of the International Association of Assembly Managers (IAAM), an organization of nearly 4000 members involved in the management of arenas, theatres, stadiums and convention centers worldwide. He has been an active member of the IAAM since 1977, having served on the IAAM Board as a director at large and a district vice president. He was a member of the first Board of Regents for IAAM's Public Assembly Facility Management School, where he served as an instructor for six years. He has earned the distinction of Certified Facilities Executive (CFE), the highest professional certification available in the public assembly facility industry. Peters has written articles for several publications, including *Performance Magazine* and *Facility Manager*.

The father of five grown children, Peters and his wife Randi are active in community affairs, including United Way of Story County, The Ames Chamber of Commerce, the Ames Convention and Visitors Bureau, and Bethesda Lutheran Church.