



District IV Newsletter

March 2007



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the District IV
Meeting
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FUNDING THE FUTURE IAAM FOUNDATION

A very special thanks to each of you that contributed last fiscal year to the Annual Giving Campaign for the IAAM Foundation. Your contribution ensures the ongoing development and success of the facility management industry. Established in 1982 as a 501 c (3) non-profit organization, your IAAM Foundation funds a variety of educational programs and services that otherwise would not be possible. These are a few of the IAAM Foundation program activities:

- Textbook: *Public Assembly Facility Management: Principles and Practices*
- Dept. of Homeland Security - Vulnerability Self-Assessment Tool
- Conference scholarships for students and interns
- Academy for Venue Safety & Security

Although a growing number of our membership continued to avail themselves to the Foundation's signature programs last year, less than 13 percent of our membership participated in the annual campaign. Outside contributions

have been helpful, but the continued success and viability of the Foundation is becoming increasingly dependent on member support.

Your gift to the Foundation results in a direct return to you and your profession. We encourage you to support this year's Annual Giving Campaign by logging on to the secure site at

<https://www.iaam.org/secure/FoundationAnnual.htm>.

Casper Events Center Lands College National Finals Rodeo (CNFR)

The National Intercollegiate Rodeo Association (NIRA) has awarded a five year contract extension to the Events Center in Casper, Wyoming. The CNFR, which first moved to Casper in 1999, will have a home at the Casper Events Center through 2012.

Events Center Director, Max Torbert, was very proud of the renewal and described the CNFR as a perfect fit, "It is a validation of the cooperation between the Events Center, NIRA, the County Fairgrounds and the local sponsors, when a small market can land a national college championship." According to John Smith, Commissioner for NIRA, "Casper has embraced this event and made it their own."



Nampa Civic Center Expanding

The Nampa Civic Center is a 42,500 Sq. Foot Performing Arts/Convention Center Complex which opened in 1990 in southwest Idaho. It holds over 750 events per year with its 640 seat theater and 30,000 Sq. Feet of Meeting Space. When the center was constructed, the average group size using the theater was 30. It is now not uncommon to have large community musicals with casts of over 100, including dozens of young people.

In March of 2005, the Nampa Civic Center (city owned & operated) gained a new partner by nurturing a community organization to cooperatively serve the greater Nampa community, the Nampa Civic Foundation. This new organization is a 501-c-3 non-profit organization with a community board of directors. It's mission is identical to the Nampa Civic Center which is to "enrich the fabric of the community by presenting a variety of cultural events and providing the premier artistic, social and business venue for all." Since its creation, the foundation and Mayor of Nampa have helped to raise over \$200,000 for a 5,500 Sq. Foot Expansion. The total cost of the project is close to \$500,000 and the City of Nampa will be paying for approximately 50% of the project. As a city organization, the non-profit partner has not only provided a clear fully tax deductible opportunity for donors, it has also helped reduce the stigma of making a donation to the tax collecting city. The Nampa Civic Foundation also provides a community sounding board and citizen engagement tool for the Civic Center which was previously absent.

The Civic Center Expansion will double the dressing room space for the Center, provide additional storage space (we currently store tables and chairs on the stage!) and add a new pair of public restrooms for the community's enjoyment. While it has not been a glamorous expansion of adding new event space, it will provide much needed breathing room for the internal operations of the center, needed

dressing room space for large performing groups and make it possible for patrons to visit the rest room during intermission in less than 10 minutes.

To find out more about the Nampa Civic Center, visit our web site at www.nampaciviccenter.com



Economic Spark Plug Award

Everett Area Chamber of Commerce honored the Everett Events Center with the Economic Sparkplug Award. The award recognized the facility as a catalyst in inspiring an economic renaissance and creating new opportunities for business development in the community. General Manager for Global Spectrum at the Everett Events Center, Kim Bedier and Edward D. Hansen accepted the award at the annual dinner and awards gala in December 2006. Edward D. Hansen was honored that evening with the Lifetime Achievement Award.

Join us for the
82nd Annual IAAM
Conference & Trade Show
in Salt Lake City at the
Salt Palace Convention
Center, July 20-24, 2007



ENCORE at the Morrison

The Morrison Center's **ENCORE!** Program has partnered with the Meridian School District in an effort to increase the arts-integrated development opportunities available to teachers in the Treasure Valley. This new partnership team has been accepted by the John F. Kennedy Center for the Performing Arts to participate in its "Partners in Education" program. This is the first team to be selected from Idaho and marks a major milestone in the advancement of arts education in Idaho. Three members representing this group will attend the Partners in Education Institute in May 2007 at the Kennedy Center in Washington DC.

"This is a great opportunity for our team members to learn from successful arts education programs across the country. Over the next several years we will be developing a variety of options for Idaho teachers who are seeking new ways to gain extended learning opportunities relating to the arts. We will be combining the great resources of both local artists and educators with the expertise of arts educators at regional and national levels," said Morrison Center's Education Director, Karen Stucker.

The Partners in Education program will provide our team with three intensive training opportunities in Washington DC during the first 2 years of our participation. During this time the team will lay the groundwork for our specific programming needs and goals. The partnership then continues with mentorship opportunities as the teacher education workshops develop into an established program.

Everett Events Center sells out Blue Man Group



Blue Man Group celebrates a SOLD OUT show at the Everett Events Center Friday, February 2, 2007. Joining the Blue Man Group are Paul Emery of Emery Entertainment, Steve Litman and Irv Zuckerman of Pacific Arts Entertainment, and Kim Bedier, General Manager for Global Spectrum at the Everett Events Center.

District IV

Canadian Provinces & Territories: Alberta, British Columbia, Manitoba, NW Territories. Nunavut, Saskatchewan, Yukon

United States: Alaska, Idaho, Montana, Oregon, Washington, Wyoming



Winnipeg Convention Centre Voted Favourite

Readers of one of Canada's pre-eminent industry magazines, Meeting and Incentive Travel voted the Winnipeg Convention Centre as a Western Canadian Favourite for the second time in three years.

In their annual survey readers were asked the questions "Which conference, meeting facility, resort or hotel in Canada have you used in the past twelve months that exceeded your expectations and best catered to your group's needs?" Based on almost 500 corporate, association, government and independent meeting planners the winner was clear – the Winnipeg Convention Centre. The Centre received the same recognition in 2004.

"This not only is a source of pride for our people and the city," said Klaus Lahr, General Manager and COO of the WCC, "but it also demonstrates how successful we are in creating a positive and ongoing economic impact to downtown and the rest of the city."

Lahr added, "Each year the business that comes to the Convention Centre adds millions of dollars in revenues to the City of Winnipeg. This award will make potential business feel confident in making Winnipeg the selection for upcoming conventions." Lahr foresees strong bookings for the Centre for at least the next two or three years. "We will have to face some stiffer competitions as new larger and expanded facilities open across the country in the next five to eight years."

Klaus underscores that the Winnipeg Convention Centre has worked hard to stay current, with the recent completion of the second floor renovation as an example. "We have addressed the changing demand for increased relaxation during business sessions by providing enhanced facilities for spouses and families."

Meetings and Incentive Travel Magazine has a qualified Canadian circulation of over 10,000 corporations, associations, unions, independent meeting and event planners and government planners. M&IT is the leading publication in Canada targeting Canadian meeting, convention and conference planners who are responsible for booking over 100,000 meetings annually.

GF Strategies

GF Strategies has announced the company has signed a new agreement to work with the Clark County Events Center for another three years. GF Strategies will be the consultant on new food and beverage projects and also oversee the food vendor management at the annual Fair. GF Strategies has worked with the Clark County Events Center since 1999.

Company President Greg Flakus also announced the renewal of agreements with the Lane Events Center in Eugene, Oregon, the Deschutes Expo Center in Redmond, Washington and the Benton County Fair in Kennewick Washington.

GF Strategies Food Service Planning That Finds New Revenues for Sports, Leisure and Entertainment Venues www.gfstrategies.com
360-573-7027



MSU Fieldhouse Turns 50

The Brick Breeden Fieldhouse on the campus of Montana State University in Bozeman is celebrating its 50th anniversary in 2007.

Constructed for \$1.6 million, the Fieldhouse hosted its first event on January 11, 1957 when the Bobcats hosted Idaho State in men's basketball action. At the time of construction, the building was billed as the largest wood arch span building in the world with a span of just over 201 ft. and featured a dirt floor.

In 1960 a nationally televised 15 round world championship middleweight bout between Gene Fullmer and Joey Giardello sold just over 10,000 tickets and is still believed to be the largest crowd in Montana history to view an indoor sporting event.

A \$12 million renovation in 1998 brought the luster back to the building as it re-invented itself as the new hot play in the state of Montana. Acts such as Snoop Dogg, matchbox twenty, Fleetwood Mac, Tom Petty & The Heartbreakers, and Bob Dylan have sold the Fieldhouse out in recent years. The building has also become the site of Broadway In Bozeman, now in its third year and still enjoying sold out crowds.



Left: Roof with no panels



Above: Installing Center Ring

Below: Check out the prices on these antique tickets to events at the Brick Breeden Fieldhouse



Meydenbauer Center

A New Look for Meydenbauer Center's Center Hall

A fresh contemporary look is underway for Meydenbauer Center's 36,000 square foot exhibit hall, transforming the space into a "flex-hall" with the ability to accommodate a wide range of events. Since the Center opened in 1993, the Center Hall has evolved from a place to host exhibits to a space for banquets and large corporate meetings. Once the renovations are complete, planners who book these types of events will find a warmer, more finished environment featuring new carpet, lighting, acoustic wall panels, ceiling treatments an upgraded sound system and an inviting new color scheme.

The new space was designed by Seattle firm LMN Architects, known for the design of Seattle's Benaroya Hall. Contractors have been working since late December, conducting this project in phases to avoid disrupting clients and events in the building. The final phase of work, carpet installation will be completed in late March.

Center Hall Construction Schedule

December 28 – January 4 Ceiling
Installation

January 22-31 – *Paint and acoustical wall treatments*

February 1-9 – *"Alusion" Wall Panels and LED uplighting.*

March 24-27 – *Carpet Installation*

National Society of Minorities in Hospitality Meet in Bellevue

Meydenbauer Center and the Bellevue hospitality community were proud to host the 18th Annual National Conference of the National Society of Minorities in Hospitality (NSMH) on February 1-4, 2007. NSMH is a student-run hospitality organization and its vision is to be nationally recognized as the premier professional organization for developing exceptional minority students and talent.

NSMH's conference in Bellevue was attended by over 700 college students from across the country who will be future employees of the hospitality industry. The conference program focused on developing providing tools and resources to prepare these college students for a career in hospitality.

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Share the News

The success of the District IV Newsletter depends on receiving information and articles from members. Let us know what is happening in your corner of the world. Here's your chance to share...

- Exciting venue news
- Venue expansion
- New Venue openings
- Exceptional Accomplishments of Members
- Comings and Goings of Members
- Amusing real-life stories (we can all use a little humor)

Each publication will also include a feature article on a venue in our District. To put your venue in the Spotlight, submit an article to the newsletter editor. The District IV Newsletter will be published quarterly. Forward any comments, suggestions, or article submissions to Johnna Boxley at jboxley@spokanepfd.org The next newsletter will be published in June.



Junior Original Dance skaters Buckley Withrow and Brienne Oswald receive close attention from the judges as they perform at the U.S. Skating Championships in the Spokane Convention Center, January 23, 2007. (Dan Pelle/The Spokesman-Review)

junior and senior. Spokane has truly set the bar for the future of U.S. Figure Skating events”

The Spokane Convention Center was able to debut its endless possibilities as a versatile building. The facility was a perfect home for the Windermere Real Estate FanFest, as well as the state-of-the-art portable ice rink set for competition in the Group Health Exhibit Hall. We are pleased to have hosted this successful event in both buildings and are excited to hold figure skating competitions in the future!

News from DVP Duane Morris

2007 State Farm U.S. Figure Skating Championships Set All-Time Attendance Record in Spokane!

January was certainly a busy time for the newly expanded and renovated Spokane Convention Center! The facility's inaugural event, the 2007 State Farm U.S. Figure Skating Championships, finally came to town! Skating competition was held at both the Spokane Convention Center and the Spokane Arena and sell-out crowds were plentiful at each venue. In fact, Spokane is proud to announce that all-time attendance records were set: 154,893 tickets were sold, beating the previous record of 125,345 set by Los Angeles in 2002. Spokane was very deserving of the title of Skate City U.S.A.!

Thousands of visitors were in Spokane from January 21-28 to watch figure skating at its best. Not only were attendance records set, but the level of talent this year was higher than it has ever been in year. Many skaters accomplished personal bests and emerged as the newest and brightest stars of the sport.

U.S. Figure Skating President, Ron Hershberger commented, "This U.S. Championships was one of the most successful in history in several respects. Not only to set the attendance record but to smash the previous high proves that well-marketed figure skating events have limitless potential, and that the sport is vibrant and popular among fans of all ages. Beyond that, fans were treated to some of the best figure skating and most exciting competition in all four skating disciplines and at all levels: novice,

I wanted to take a quick minute to bring the District 4 membership up to speed on a few items of importance.

At the end of 2006, Neil Campbell retired as the Vice President of Operations at SAFECO Field, home of the Seattle Mariners, after 20+ stellar years in our industry. Neil first joined IAAM in January of

1983 and over the years has served the association in a variety of ways.

In recognition of his career and commitment to the association, District

4 is moving forward with an initiative for Neil to receive the honor of becoming an Honorary Member of IAAM.

In order to complete the application for Neil, we as a district are required to submit to the IAAM board five letters of recommendation. If you are interested in submitting a letter on Neil's behalf, please contact me at your earliest convenience. Upon receipt of the letters, the nomination will be placed in front of the IAAM Board of Directors for vote at the Annual Trade Show & Conference this summer in Salt Lake City.

If you are interested in serving as an officer in District 4, please contact Kevin Twohig, Nominating Chair, at kjt@spokanearena.com. At this time we are accepting nominations for:

*Assistant District Vice President

*Secretary/Treasurer

Nominations will be placed in front of membership for vote at our District Business Meeting during the combined district meeting this April in Las Vegas.

Thank you and I look forward to seeing everyone in Las Vegas. As a reminder, registration materials for the meeting are available on line at http://www.iaam.org/2007_meetings/d467/index.htm

NEWS FLASH TO ALL DISTRICT IV MEMBERS:

Scholarships Available for Senior Executive Symposium and PAFM Graduate Institute

District IV is offering a full tuition plus travel scholarship to the 2007 **Senior Executive Symposium**. The Michael D. Kobluk scholarship is offered to IAAM member managers with five or more years of work experience in the top two levels of facility management with a demonstrated need for financial support to be able to attend this top notch leadership program.

Those interested in applying for the scholarship are required to submit the following for consideration to Lori Leyba Kramer, District Scholarship Chair, lori@pcpa.com by April 20, 2007.

Information page including:

1. Name, facility name and current position title.
2. Description of present position and areas of responsibility.
3. Description of tenure in the top two levels of management (minimum 5 years).
4. One page essay titled "Why I Should be Awarded the Michael D. Kobluk Scholarship for Senior Executive Symposium 2007."

Judging of each criteria will be based on one to five points, with scholarship award given to highest total score. Awardee will be notified the first week in May, 2007.

District IV is also offering a \$500 scholarships for the 2007 **PAFM Graduate Institute** and a \$500 scholarship for the 2007 Academy for Venue Safety and Security (AVSS).

Those interested in applying for the scholarship are required to submit the following for consideration to Lori Leyba Kramer, District Scholarship Chair, lori@pcpa.com by April 20, 2007:

- ◆ Name, facility name and current position title.
- ◆ Which program you will be using the scholarship for.
- ◆ A description of your present position and responsibilities.
- ◆ IAAM member?
- ◆ An explanation of your financial need.
- ◆ A resume outlining your professional career.
- ◆ A summary of your career goals.
- ◆ One paragraph essay on why you should be awarded the \$500 scholarship.

Judging of each criteria will be based on one to five points, with scholarship award given to highest total score(s). Awardees will be notified the first week in May, 2007.