



De's Dazzles – What Do You Do?

Most people are amazed that this job is 30 – 40 hours per week. How can that be? What do you do to fill that many hours for an “Opera House”?

Mondays I typically update the website by removing outdated events, adding new links to tickets or videos, creating new pages to go with new concerts, refreshing pictures, and so forth. Then I spend a couple of hours scheduling Facebook and Instagram for the week. That’s followed by putting new events on Travel Iowa, our county website, and local community calendars. That’s probably the only “normal” day that has a regular routine.

Then there’s marketing – that takes a couple days per week. Whether it is doing radio interviews, arranging newspaper ads &/or press releases, creating flyers for the upcoming events, creating videos etc. Red Oak and Creston Chambers help us with a lot of marketing, and we provide them with items for the welcome bags for newcomers. Lately we have been working on wedding sections in Red Oak, Creston and Mt Ayr papers.

The building – there’s always something! Over the past 2 weeks I had to be here for Culligan to add salt to the water softener; for the geothermal software updates (2x per year), for repairs to the ERV (Energy Recovery Ventilator) unit on the roof and replacing light bulbs in the auditorium. Upon repairing the ERV, they discovered 3 wasp nests of which 2 were the size of basketballs! As for replacing light bulbs – that’s not an easy task, getting to above the ceiling in the auditorium and crawling on your belly to reach the light bulbs, all the while being careful to not fall through the tin ceiling!

Then there’s the scheduling & organizing with agents, musicians, brides, CEOs, and so forth. Arranging a concert can take dozens of emails or phone calls to confirm all the details – does the opera house have _____ (trap set, piano, sub woofers, in ear monitors, and the list goes on). Followed up by calling volunteers, figuring out lodging, meals for the band, checking supplies in the concession stand, well you get the idea. Each event has a different set up, so rearranging tables and chairs happens a few times each month, also!

I alone can’t change the world, but I can open the door to new opportunities to create many ripples with all the people that pass through these doors. As Joe Girard said, “The elevator to success is out of order, I’ll use the steps....one at a time!”

Sincerely,
De Heaton, Executive Director
2/4/25