



Longtime VBC Food & Beverage Director Bruce Mitchell Retires, Senior Food & Beverage Manager Kevin Glouner Promoted

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Huntsville, Ala. (June 1, 2021) – The Von Braun Center (VBC) announces the retirement of longtime Food and Beverage Director, Bruce Mitchell, after 22 years of outstanding service to the VBC and its countless guests.

“Bruce made the move from Food and Beverage Manager at the Space and Rocket Center to his Director position at the VBC in 1999,” remarked VBC Executive Director Steve Maples. “It has been a privilege to know and work with him and the VBC is lucky to have benefited from his leadership and expertise.”

While at the VBC, Mitchell developed all aspects of the Food and Beverage Department including operations, organization, menu development, staffing structure, training and best practice protocols. As Food and Beverage Director, he oversaw the development and management of Catering, Concessions, Bars, Bud Light Café, and Rhythm on Monroe.



Bruce Mitchell

“I am lucky to have worked with many great people throughout my career and attribute much of my success to their support and guidance,” commented Mitchell. “The team at the VBC, especially in regards to the Food and Beverage Department, are the ones who really pull everything together and make the work happen.”

Following Mitchell’s retirement, VBC Senior Food and Beverage Manager, Kevin Glouner, will be promoted to Food and Beverage Director.

“Kevin’s mother, Brenda, was the first full-time position (Banquet Captain) that I added,” remembered Mitchell. “She brought Kevin in to help with events during his college breaks – he was skinny and full of energy! He quickly picked up a clipboard, read the event document, grabbed a radio, took charge of a group of 30–40-year old’s and off he went. That was the beginning of a trend!”

Glouner served as Deputy Sheriff in Tuscaloosa for five years after attending the University of Alabama, then relocated to Huntsville where he joined the VBC full-time as Concessions Manager in 2006.

“Kevin has proven himself to be an invaluable asset to the VBC Team over the last 15 years,” commented Steve Maples. “His leadership skills and creativity, paired with his friendly and outgoing personality will be strong attributes going into his new position. I’m confident he will continue developing the Food and Beverage

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Department as large events come back to the building and we gear up for the expansion of our convention and conference center.”

Throughout his tenure at the VBC, Glouner has accepted additional roles and responsibilities including the management of Merchandise, and Food and Beverage at VBC special events including Big Spring Jam, Heads-N-Tails Crawfish Festival and Von Brewski Beer Festival.

“I am truly honored and blessed for the opportunity to be part of the Senior Management Team at the Von Braun Center,” said Glouner. “Bruce is a tremendous mentor and has always led by example, resulting in a talented and dedicated department that I am proud to lead.”

In 2018, Glouner was promoted to Senior Food and Beverage Manager where he again took on new responsibilities including staff management, scheduling, budget reporting, staff training and certification management, vendor and sponsor management.



Kevin Glouner

Glouner continued, “As I step into this new role post-COVID, we are preparing to fully re-open and are excited to once again offer first-class service to all of our guests – whether at a Havoc hockey game in Propst Arena, a sold-out show in Mars Music Hall, and every type of event in between – we are excited to be back in the business of serving the community with professional and friendly hospitality!”

Kevin Glouner and his wife, Jessica, reside in Huntsville with their daughter, Mila, and a new baby on the way.

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About the Von Braun Center

The Von Braun Center is a multi-purpose facility located in downtown Huntsville, Alabama. The VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces include the Propst Arena, Mark C. Smith Concert Hall, Mars Music Hall, North Hall, South Hall, and East Hall. Additionally, the VBC has an on-site full-service restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space the VBC is able to accommodate events of all types and sizes. The VBC hosts multiple community events including the Huntsville Christmas Parade, Family Fun Festival & Expo, and the Von Brewski Beer Festival.