

Kruse Museums & Expo Center
Press Kit

For Immediate Release:

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PRESS RELEASE

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Kruse Museums and Expo Center Announces Rename and Renovations

April 10, 2019. Auburn, Indiana. It was announced on Wednesday, April 10 that the well-known Kruse Museums & Expo Center is undergoing a rebrand. Three local partners, John Kruse, Marlin Stutzman and Jason Bontrager, revealed the facilities will be known as Kruse Plaza, the premier event center in DeKalb County, from here forward. Other changes being made to the facilities were discussed, including renovations, rebranding, and tenant development.

Kruse Plaza (formerly Kruse Museums and Expo Center) has been an attraction in Auburn and surrounding communities since 2003 when it opened. Kruse, Stutzman, and Bontrager acquired the property in January saw an opportunity for change and growth.

“We want to take advantage of the growth in DeKalb County to meet more needs,” Kruse said. “This includes a space for community members to host their milestone events right at home. There’s no other venue like Kruse Plaza in Northeast Indiana.”

Effectively, this space will be the largest and most flexible event venue in Northeast Indiana, boasting two rental spaces over 20,000 sq. ft., three outdoor event spaces and a multitude of smaller options.

Not only will Kruse Plaza become the premier event center in Northeast Indiana, but it will also house regionally and nationally recognized entities such as Worldwide Auctioneers, Praxis Detailing, Perpetual Industries, Reppert School of Auctioneering and the J. Kruse Education Center.

Staying are the National Military History Center, Gallery 326 Antique Mall, Graceway Church, the International Monster Truck Hall of Fame, the Racing Museum and Carl Casper's Star Cars.

“We believe Kruse Plaza will contribute to the growth of northeast Indiana for decades to come,” Stutzman said.

The renovations will be complete by late August. Bookings are open at www.kruseplaza.com.

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Kruse Plaza

www.kruseplaza.com

Kruse Plaza is DeKalb County, Indiana's premier center for events, education, and excellence.

History

Kruse Museums and Expo Center, also commonly known as the World War II Museum, was opened in February 2003 by Dean Kruse through the Dean V. Kruse Foundation. The facilities have been home to the National Military History Center, the Baseball Museum, and the Automotive & Carriage Museum, as well as flexible event rental options.

The facilities were bought in January 2019 by an investor group called USFM, LLC, which includes auctioneer and entrepreneur John Kruse; former U.S. Rep. Marlin Stutzman; and entrepreneur and manager Jason Bontrager.

In April 2019, USFM, LLC. announced that Kruse Museums and Expo Center will be changing its name to Kruse Plaza. The vision for the space will be grounded in Events, Education, and Excellence, reflecting both the opportunity for members of the Auburn and surrounding communities to use the facility for milestone events, and the educational infrastructure that will be built around museum assets and auctioneering schools.

Leadership

John Kruse is the President of Reppert School of Auctioneering and is involved with Worldwide Auctioneers as a Principal and Auctioneer. His uncle, Dean Kruse, created Kruse Museums and Expo Center in 2003. The Kruse name is well-recognized in the Auburn community due to the family's involvement in the auctioneering industry, as well as their political and personal ventures that have contributed to the growth of Auburn over the years.

Marlin Stutzman is a former U.S. Rep. for Indiana's 3rd Congressional District. He is a fourth-generation farmer and calls both St. Joseph County, Michigan and LaGrange County, Indiana home. Throughout his political career, Stutzman has consistently support pro-small business legislation and is committed to aiding the growth of Auburn and the surrounding communities.

Jason Bontrager is an entrepreneur and active investor from Elkhart, Indiana. He is most well-known for his families involvement in Jayco, Inc., a premier RV company where he worked as a Managing Partner for 13 years. He is currently an investor and partner for seven companies, including Goshen Soccer

Academy, A Pig's Tail Charcuterie, Beyond Payroll, Wishbone Medical, Inc., ClariCare, AirSign, Inc., and L&W Engineering.

Services

Events

Our event spaces are flexible to fit the needs of your milestone moments. We have spaces perfect for everything from expos and trade shows to weddings to small business meetings. Guests will have access to our car and museum facilities during events, allowing us to merge events and education into one experience. Kruse Plaza aims to give the people of Auburn and surrounding communities the space to gather for their milestone events.

Please reference your rack card for more information on each of our indoor and outdoor spaces.

Education

We are using our museum assets to continue the legacy of our premier educational experiences. The J. Kruse Education Center, housed in The Institute at Kruse Plaza will see 1 million students and 100,000 veterans walk through its doors in 10 years.

The Institute will also be home to the nationally-recognized Reppert School of Auctioneering and the well-known World War II Museum.

Tenants

[Worldwide Auctioneers](#)

In addition to the acquisition and sale of classic automobiles at auction, Worldwide offers an extensive range of services to the serious collector-appraisal, collection direction and consultancy, estate planning and asset management. Our dedication to integrity, service and expertise is wholehearted, a commitment that has enabled us to become one of the most respected and trusted businesses in the world of vintage motorcars.

[Reppert School of Auctioneering](#)

The Reppert School of Auctioneering is the world's most complete auction school, and they have been training auctioneers since 1921. Their goal is to help aspiring auctioneers learn the benefits of the auction method of marketing personal property and real estate and begin a new and exciting career in the auction business. Take this opportunity to receive an education that will benefit your life and any type of sales occupation you undertake.

J. Kruse Education Center

Using museum assets, the J. Kruse Education Center is creating hands-on, inspirational experiences in various career pathways to help students in primary and secondary grade levels identify future job interests. They will also help veterans with career rehabilitation and development.

Graceway Church

The true mission of Graceway Church is found in the Great Commission: first, to make individual disciples; second, to build up the church; third, to teach and instruct as He has commanded. We are an autonomous evangelical church that fellowships with other churches and ministries contending for the faith and for the furtherance of the Gospel.

Perpetual Industries

Perpetual Industries is an incubator for the development of new and innovative energy efficient technologies. We are focused on the implementation of environmentally friendly solutions for the blockchain industry. Our goal is to advance and integrate green energy power sources such as solar, wind, and hydro in order to lessen the environmental impact of decentralized blockchain systems.

Praxis Detailing

Praxis Detailing protects the investment you made on your car. For 1-2% of the cost of a new average car, we will put life back into yours through interior detailing, exterior detailing, and paint perfecting and ceramic coating.

Museums

Remaining at Kruse Plaza are assets from our museums and automotive attractions, including the Early Ford V8 Museum, the International Monster Truck Museum, the Automotive and Carriage Museum, Carl Casper's Cars of the Stars, and the National Military History Center. These attractions will be available either for event-goers to visit during events or through the J. Kruse Education Center.