

# SKOL SERVICE

## NEWSLETTER

### U.S. BANK STADIUM SEASON WRAP UP

By Lisa Niess

As we wrap up our major events this February, it is time to reflect on all of the work we've done so far at U.S. Bank Stadium. From public open houses to Vikings games and international soccer matches to Supercross, we've pulled off an impressive list of events for only opening this stadium in July. The hard work, dedication and flexibility of our staff has taken this stadium from a \$1.1 Billion dollar structure to a living, breathing, entertainment venue for all. To date, we've hosted two concerts, two major soccer matches, two pre-season Vikings games and eight regular-season games, four dirt shows, eight days of Minnesota

State High School League events, two consumer shows, countless club events and thousands of guests have toured our facility. We host a variety of events that set U.S. Bank Stadium apart from all other NFL stadiums. All Skol Service partners are proud of the work that has been put in to opening and operating such a unique facility. It is because of you, our team members, that we're able to tackle this dynamic calendar of events.

Looking ahead, we've already announced and put on sale several major events to be excited for this summer. Marketing, communications, and ticketing for the facility naturally operates months ahead of the event

calendar and our work begins when the event is being booked, announced and prepared for going on sale. The Summer X Games kicks off our major events on July 13-16. This event is monumental for our facility because it is the first time the games will be hosted under one roof. July and August bring us back to the concert season with Guns N' Roses (July 30), Coldplay (August 12) and Justin Bieber (August 18) and the return of football with our 2017 Vikings season. This is more than just a robust event calendar, but more opportunities for Skol Service partners to create memorable experiences for all clients and guests of our beautiful stadium.

### MISSION

"We commit to creating memorable experiences through service excellence while providing a safe, world-class sports and entertainment environment for all."

### EXECUTIVE PROFILE



#### JERRY GOLDMAN

Assistant General Manager, SMG

*Jerry Goldman has 24 years in the sports and entertainment industry and became U.S. Bank Stadium's AGM in August 2015. Jerry oversees sales and marketing for SMG and books the facility's major events. He has opened two other entertainment venues in his career, the Gwinnett Arena in Atlanta (now the Infinite Energy Arena) and the BOK Center in Tulsa. Since 2005, Jerry has also served as SMG's Regional Booking Director.*

"Customer service is key to having a world-class facility and attracting high-caliber of events. Our employees represent the foundation of U.S. Bank Stadium. Without amazing customer service we don't have repeat customers, clients or guests. We all strive to live the mission every day at each event, large or small. Continuing to deliver excellence in customer service will put U.S. Bank Stadium at the top for venues locally and on the national and international touring level."



## VIKINGS WELCOME BACK 10-YEAR-OLD FAN WHO DEFEATED BRAIN CANCER

By Lindsey Young

For many 10-year-old boys, a day at U.S. Bank Stadium would take the cake for highlight of the year. And while Gavin Pierson was certainly elated by watching his beloved Vikings, it easily comes in at No. 2.

According to doctors, Gavin wasn't supposed to be Sunday's game. He wasn't supposed to be here at all.

The Pierson family attended the Vikings game to celebrate Gavin becoming the first child to survive a rare form of brain cancer.

While doctors worked for months to treat Gavin's body, the Vikings also played a role in his recovery during dark times.

The Piersons are a football family, and Gavin and his two siblings have both grown up in a Vikings culture. Nicole said, however, that Gavin has always been the biggest fan of her three children.

In December of 2013, when Gavin's medical prognosis remained dire, the Vikings gave Gavin a Christmas to remember. First, he was treated to a home visit by four offensive linemen, including Brandon Fusco, who brought gifts and spent time with the 7-year-old. The team then invited Gavin to lead the Vikings onto the field against the Lions on Dec. 29.

Nicole still gets emotional when recalling that day. She remembers watching Gavin smile as he led his favorite team into their final game at the Metrodome.

"As his mom, to not know what his future held, it was just one of those things that brought me joy when I was so sad and scared," she continued. "We really kind of just forgot about everything and just enjoyed life in the moment."

Now considered cancer-free since his final treatment this past summer, Gavin is a happy and healthy 10-year-old. For the Piersons, it all came full circle to attend a Vikings game with Gavin, now knowing that it won't be his last.

The highlight for Nicole went beyond a Vikings win or being recognized at halftime. Rather, it was watching Gavin's energy level from kickoff until the clock hit 0:00.

"He was just so happy," Nicole added. "This was just a celebration for him to say, 'I went through this, and I made it, and I'm here.' It's just really, really cool."



# S

**SAFETY** - I will deliver a comfortable, clean, safe, and Secure Experience

# K

**KNOWLEDGE** - I will be accountable to know my assignments and pay attention to every detail to exceed expectations

# O

**OWNERSHIP** - I will take ownership to resolve guest issues and empower, support, and challenge my teammates to satisfy each and every guest

# L

**LOYALTY** - I will respect my teammates and our guests, treating them with care and appreciation

## SKOL RECOGNITION

### Pillars of Service

We look forward to recognizing individuals who exemplify our Pillars of SKOL on Event Day. If you see someone go above and beyond with one of our Pillars below, please nominate them by emailing [service@usbankstadium.com](mailto:service@usbankstadium.com), so we can recognize them in our next issue!

## LEADING THE CHARGE IN SAFETY AND SUSTAINABILITY

By Clarence Brown

US Bank Stadium is leading the charge in innovation and sustainability becoming the first Stadium in the nation to successfully activate an entirely digital Good Sport Designated Driver Program during this past 2016-17 NFL Season. Each year TEAM Coalition in partnership with Miller Lite, encourages Vikings fans to make the pledge to never drive drunk and to always have a designated driver. Instead of using traditional

pen and paper ballot sign ups, US Bank Stadium incorporated the use of iPads in our operation. Pledgees were able connect with other Vikings fans via social media, capturing and sharing photos of themselves making the pledge to the "Fans Don't Let Fans Drive Drunk" Facebook page via the iPads. Through this new initiative US Bank Stadium was able to engage with and promote responsible drinking habits with over 1200+ Vikings Fans.



REMEMBER - Guests can sign up at all Guest Services locations and the Designated Driver Booths at 118 and 349.

# SKOL SERVICE AWARDS

## GAMEBALL AWARD WINNERS

The Game Ball Award recognizes a team member who goes above and beyond during an event to deliver a memorable experience to a guest. The following recipients are winners who exemplify this characteristic.

Kurt Rutzen	Guest Experience	Vikings vs. Colts
TJ Johnson	Vikings	Vikings vs. Colts
Scott Weis	HCMC	Vikings vs. Colts
Shawna Schneider	Monterrey Security	Vikings vs. Colts
Ed Reynolds	Cleaning Services	Vikings vs. Colts
Julie Wells	Guest Experience	Vikings vs. Colts
Teaniya Gross	MainGate Retail	Vikings vs. Colts
Patrick Thompson	Vikings	Vikings vs. Bears
Randy Baudler	HCMC	Vikings vs. Bears
Farrel Byrd	Monterrey Security	Vikings vs. Bears
Joseph Bowman	Monterrey Security	Vikings vs. Bears
Roger Combs	Guest Experience	Vikings vs. Bears
Wayne Harmon	Guest Experience	Vikings vs. Bears
Heather Caine	Guest Experience	Vikings vs. Bears
Luke Schloesser	Guest Experience	Vikings vs. Bears
Jessica Odegard	M Hospitality	Vikings vs. Bears

## NORTH STAR AWARD WINNERS

The North Star Award recognizes team members who score a touchdown with our guests consistently throughout events demonstrating the Pillars of SKOL. The following recipients have been awarded this high honor for consistently exemplifying these characteristics.

### DECEMBER

Ashley Nache	Monterrey Security
Roger Sabot	HCMC
Scott Sandbo	Monterrey Security
Paul Soderquist	Guest Experience
Kennedy Kerg	MainGate Retail

### JANUARY

Halea Wright	M Hospitality
Jamie Burker	Monterrey Security



## BE A SCOUT

Know someone interested in working at U.S. Bank Stadium who would be a great addition to our team? This is an opportunity for you to participate in the rewarding referral program in which you can earn money simply by referring your friends and family to work at the Stadium. Contact Guest Experience via email [guestexperiencestaffing@usbankstadium.com](mailto:guestexperiencestaffing@usbankstadium.com) for more information.

## FUN FACTS

### MONSTER JAM

- Monster Jam is celebrating 25 years in production
- Monster truck bodies are custom-designed and constructed out of fiberglass
- Each truck is about 10.5 feet tall, 12 feet wide, 17 feet long and weigh 10,000 pounds
- Monster Jam trucks can generate 1,500 horsepower and are capable of speeds of up to 100 miles per hour
- They can launch up to 35 feet in the air and travel more than 130 feet - the equivalent of more than 14 cars side to side
- There is a Monster Jam University in Illinois which trains new drivers on realistic tracks and obstacles to prepare their future as Monster Jam truck drivers

### MONSTER ENERGY AMA SUPERCROSS

- Motocross takes place on long courses built on the dirt and terrain in nature, whereas Supercross races are made from dirt hauled into stadiums and arenas
- A Supercross bike can generate nearly 70 horsepower and weigh 220 pounds, giving them a better power-to-weight ratio than NASCAR vehicles
- The triple jump is 70 feet long, the same as two school buses parked end-to-end, and riders normally clear it in a single leap
- Scientific tests suggest that Supercross is one of the most physically demanding sports in the world
- It takes roughly 500 truckloads (5,500 cubic yards) of dirt to make up a Supercross track
- 6,800 sheets of plywood are used to protect the field underneath, end-to-end this would stretch over 10 miles



### UPCOMING EVENTS: FEBRUARY/MARCH

FEB 1 - MAR 13	INDOOR INLINE SKATING
FEB 1 - MAR 13	MINNESOTA INDOOR DISTANCE RUNNING
FEB 11	MONSTER JAM
FEB 18	MONSTER ENERGY AMA SUPERCROSS
FEB 24 - MAR 12	UNIVERSITY OF MINNESOTA BASEBALL

### WOULD YOU LIKE TO WIN 2 VIP TOUR TICKETS?

Follow the QR Code and watch the Stadium Evacuation Plan video. Then follow the QR code on the right to take a brief survey. If you answer all the questions you are automatically entered into the raffle. We will then randomly select one winner and notify them by February 28th.



Video



Survey

