

ASM NEW ORLEANS
GLOBAL

The Quarters

**BLIZZARD IN
NEW ORLEANS**

**SWIFTIES TAKE
OVER CAESARS
SUPERDOME**

SUPER BOWL LIX
11TH TIME AROUND

QUARTER 1
2025

PAST EVENTS



WELCOME TO THE TEAM!

SALES & MARKETING



Martha Martinez

ASM New Orleans is welcomed Martha Martinez to the Sales Department as Senior Sales Manager. Martha is a native Hispanic New Orleanian with extensive hospitality sales experience across top hotel brands, as well as with New Orleans & Company as their International Tourism Sales Manager, focused on the Latin and Asian Pacific Rim markets. Her sales market experience includes Tour & Travel, Association, Corporate, Executive Meetings Manager, Weddings and SMERF.

When asked about joining our team, Martha stated “I thought the highlight of my career was representing our beautiful city with New Orleans & Company and traveling the world; now, I have the opportunity to represent and sell the most iconic venues not only in the city and state, but in the Gulf Coast! I can’t be more blessed!”



Olivia Chiasson

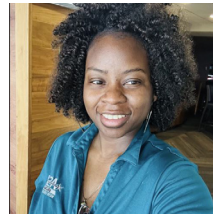
ASM New Orleans would like to welcome Olivia Chiasson to the Marketing Team! Olivia is joining the marketing team as the Graphic Design and Marketing Specialist. Her experience in graphic design will help support the marketing team with the creation of new sales collateral, digital graphics, print ads and a wide range of other projects. We are very excited to have her join the team.

HOUSEKEEPING DEPARTMENT



Juan Gonzales

The Housekeeping Department is happy to welcome Juan Gonzales to their full-time team. Juan is very excited about this opportunity and can’t wait to get started!



Selma Lacayo Castro

Also joining the Housekeeping team is Selma Lacayo Castro. She is a passionate individual who thrives on challenges and is always eager to learn and grow in every aspect of life.

EVENT SERVICES



Max Moses

Max Moses has joined the Event Services team as an Event Coordinator. Max attended Newman High School and received his Bachelor Degree in Kinesiology from Indiana University. Max was a Game Day Experience Intern for the Indianapolis Colts.



Allyson Staton

Also joining the Event Services team as Senior Event Coordinator is Allyson Staton. Allyson comes to us from the Shrine on Airline.

WELCOME TO THE TEAM!

PUBLIC SAFETY DEPARTMENT



Joseph Frank

The Public Safety Department welcomed a new Assistant Chief of Public Safety, Joseph Frank. Joseph is a retired ATF Supervisory Special Agent and prior to service with ATF, Joseph was with the state police in Mississippi. He was born and raised in the Baton Rouge area and is a graduate of the University of Southern Mississippi with a double major in accounting and economics. He is the proud father of three great kids: Grant, John Thomas, and Olivia.



Henry Neidhardt

The Public Safety Department also welcomed Henry Neidhardt as Watch Lieutenant.

WELCOME BACK TO...

Todd Callender, Assistant Box Office Manager. Todd has returned from the Saenger Theater after a 3 year absence.

Public Safety Watch Sergeant **Terry Fourcade** and Watch Officer **Jayson Serpas**

YOU DESERVE IT!

PROMOTIONS & ACCOMPLISHMENTS

Congratulations to the following ASM Global Team Members on their promotions...



Bryson Dronet

We are happy to announce that Bryson Dronet has been promoted to the Marketing Manager position. Bryson has been an instrumental member of the Marketing team over the last two years. He has continuously sought out new responsibilities and continued to develop his skills in different aspects of the marketing responsibilities. He now leads the team as we continue to promote all of the events across the campus through traditional and social media markets.



Rechelle Fields

Rechelle Fields is now the Premium Experience Manager. As the first in this position, Rechelle Fields has been instrumental in developing our Premium Seating department for concerts in Smoothie King Center. Her hard work and success at selling one-off suite rentals has contributed to the development of this new and exciting department. We look forward to supporting her as she continues to develop new up-graded experiences for our guests.

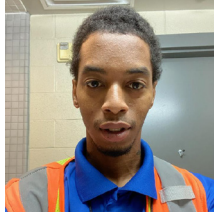
YOU DESERVE IT!

PROMOTIONS & ACCOMPLISHMENTS



Michelle Levier

Public Safety Officer Michelle Levier has been promoted to Watch Sergeant.



Lakenya Hall and Cordell Duchane

Housekeeping Team Members Lakenya Hall and Cordell Duchane. Their hard work and dedication during their part-time tenure was recognized and they were awarded full-time positions.

THANK YOU & GOOD LUCK

Best of luck to the following Team Members who have recently retired or resigned...

Congratulations and good luck to **Stephanie White**, Premium Seating Coordinator. Stephanie left the Box Office at the end of October to take on a new role at the Fillmore as their Box Office Manager! Moving on up! We wish her well on her promotion and thank her for the years she committed to us!

Event Services bid farewell to two of their Event Coordinators; **Bryce Reddick** accepted a position back home in Florida, and **Chandin Rogers** joined the team over at City Park in New Orleans. Best of luck to Bryce and Chandin in their new positions!

A familiar voice and face from Public Safety's First Watch, **Sandra Preston**, retired in February, along with Watch Lieutenant, **Lionel Adams**. **Russell Brue**, Public Safety Sergeant, resigned after one year with the department.

Best of luck to the following Team Members from Engineering and Operations, we wish them well in their future endeavors...

Glenn Saucier, Millwright - 16 years with ASM

Kim Boyd, Assistant Housekeeping Manager – over 30 years with ASM

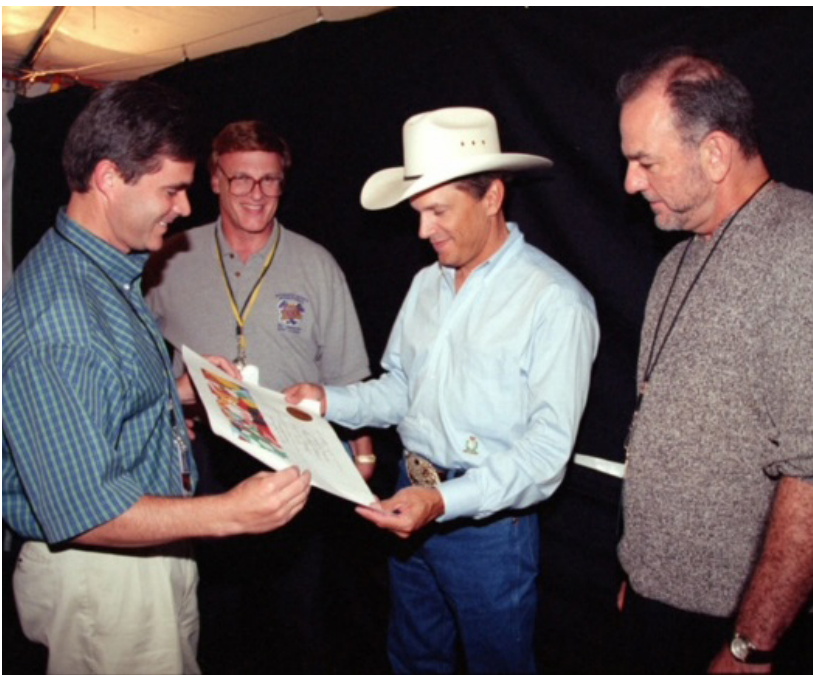


Chuck Bourg II resigned from his role as Director of Engineering and Operations shortly after Super Bowl LIX. Chuck had been with ASM for 10 years.

DAVID WEIDLER

THANK YOU AND GOOD LUCK

On December 31, 2024, an icon at Caesars Superdome decided to hang up his hat, David Weidler, Sr. Director of Finance and Administration made it official and retired. Assistant GM, Mike Schilling wrote, “Dave was an expert when it came to financial planning and facilitating collective decision-making. His leadership and integrity was unmatched and Dave always had the trust and respect at every level of the organization.” If you didn’t get a chance to see Dave off, don’t worry, he’ll be popping in from time to time sharing his expertise with his successor, Daniel Burke. Congratulations on your retirement Dave and we’ll see you around!



KENNETH SMITH

TEAM MEMBER SPOTLIGHT



With Caesars Superdome quickly approaching the 50-year anniversary of the opening, we thought it would be interesting to interview Team Members who were there from the beginning or very close to it.

Kenneth Smith is a part-time Guest Services Team Member who has been with the Superdome since July 1979, making him the longest tenured part-time Team Member on our roster. I mentioned to Kenneth that I wanted to interview him for The Quarters, he was very excited and couldn't wait to share his experience of how everything from hiring, scheduling, timekeeping/payroll, and the facility has evolved. So let's take a look at THEN and NOW:

Hiring Process: Kenneth remembered filling out an application and then being called in for an interview. The interview process included multiple applicants seated in the bowl of the Superdome while Mike Solomon talked to the group about the layout and levels of the facility. He explained the starting and ending section number for each level and then he called on applicants individually and asked the vicinity of a specific section; if you answered correctly, you were hired. Needless to say, Kenneth answered correctly. **Now: Applications are completed online, and applicants are either scheduled for an interview or they can attend a job fair to complete the process.**

Pay Rate: The pay rate was minimum wage or \$2.35 an hour and timekeeping consisted of manual paper cards. Time cards were distributed when you arrived for your shift, and you had to keep track of it for the entire event. At the end of your shift your out time was filled in and you were given one of the copies for your records. **Now: Starting pay is a little over \$12.00; and the \$3.00 bonus for working the Superdome events is more than his starting pay in 1979.**

Scheduling: In order to work, you had to call the scheduler and advise you were able to work the event. Sounds simple enough but imagine 500 people trying to call one person at the same time and constantly getting a busy signal; just getting in could take half the day or longer. It was like trying to call in to a radio station and win a prize. **Now: It's all automated through ABI, from submitting your availability to confirming your schedule. You can even message your scheduler.**

Uniform: Kenneth laughed as he recalled his first uniform, it was a white button down shirt, gray slacks, and gray shoes. He said the shirt and pants weren't a problem, but the gray shoes were a challenge. A fellow Team Member offered him a solution, buy a cheap pair of black shoes and spray paint them gray; and that's what he did. **Now: We keep it simple with black slacks and shoes.**

Ticket Taker/Usher Responsibilities: Kenneth recalls working harder back when he started out. Ticket Takers actually tore tickets and then had to count them in stacks of 100 for the turnstile report; Ushers often had multiple vomms to cover and had to walk back and forth throughout the event to keep the vomms clear. **Now: Ushers are usually staffed for all vomms (varies by events) and tickets are scanned electronically, and reports are generated listing the count for each device.**

Team Member Meals: Team Members were issued a coupon which could be redeemed at a concession stand for a po-boy or hot dog, chips, and a drink for \$1.25. The only setback was spending half your break in line waiting to get your food. **Now: Full meal \$4.00, all served in the Team Member Break Area.**

Check-In/Out: Team Members entered through the SW Team Member entrance and proceeded down the hallway to an office with a counter where you received your time card for the day, next you proceeded up to SW Mezzanine for your uniform, and then finally made your way to Gate A Mezzanine for briefing. **Now: The entrance is the same, however, everything else has been consolidated to a central location at SE Mezzanine making it easier for Team Members on event day.**

Kenneth's dedication and loyalty have kept him coming back season after season, even after overcoming back surgery in 1997, brain surgery in 2020, and knee replacement surgery in 2024. The other thing that keeps him coming back...he's a Saints fan and we've made the job easier over the years. His advice for enjoying the experience, leave the personal stuff outside and be respectful to one another.



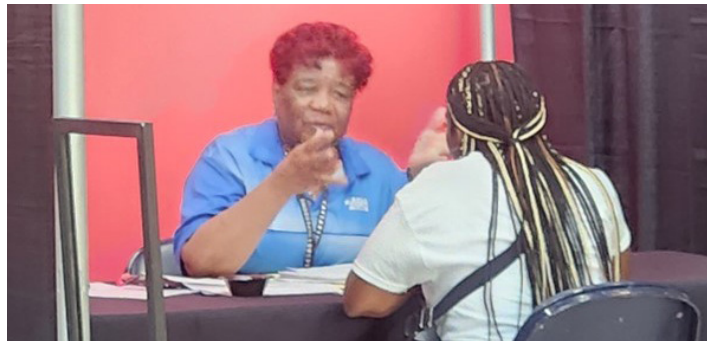
HR BUZZ

We are excited to announce a new segment to The Quarters, HR Buzz. This segment is brought to us by Evelyn Masters, Human Resources Manager, and will provide insight into recruitment and hiring initiatives, internship programs and partnerships, and so much more! This Quarter's segment is all about building up our rosters and the recruitment efforts of our HR Team.

JOB FAIRS

HR participates in employment events with various entities, including Job1, New Orleans & Co, and various colleges and universities. Upcoming and recent activities:

March 19, 2025: YouthForce Nola's Career Expo at the Lakefront Arena. Human Resources welcomed 2,800 students offering career advice and educating them about the offerings and career paths offered by our venues.



LEGENDS~ASM JOB FAIR

Join Us on April 12, 2025! We're excited to kick off our recruitment efforts with the **Legends~ASM Job Fair** at the **Smoothie King Center!** This community event will help us fill positions for our growing events while strengthening the local workforce.

Event Details:

Date: April 12, 2025

Time: 10:00 AM - 2:00 PM

Location: Smoothie King Center

Free Parking: Lot 3

We look forward to meeting passionate individuals who want to be part of our team and contribute to the success of exciting events. Don't miss this opportunity to connect with us and learn about available roles!



Wednesday, March 19, 2025 | 8:00 am - 4:00 pm | UNO Lakefront Arena

Each year, YouthForce NOLA and Junior Achievement of Greater New Orleans gather high school freshmen from public schools across the city to expose them to high-wage, high-demand career pathways that will put them on a path to economic prosperity. We focus on four skill clusters: digital media/IT, skilled crafts, health sciences, and business services, while highlighting green infrastructure and STEM careers.

We believe that meeting the workforce demands of our region's fast-growing industries is a collaborative effort that must include local organizations and businesses. Career Expo offers the local business community an opportunity to introduce and expose young people to their industry and work in a fun, interactive, and relaxed environment. We hope that you will join us in showcasing the many career opportunities in the greater New Orleans area for our future workforce.

New Orleans & Company: Job Fest 2025

This event allows HR to showcase ASM~Legends, meet potential employees, and strengthen the community's workforce.



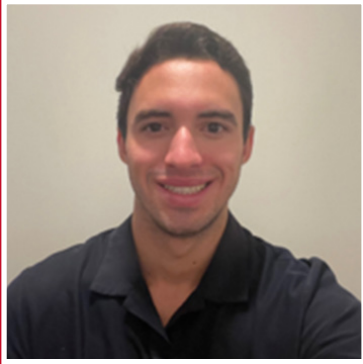
SHAPING THE FUTURE

ASM Global New Orleans annually participates in internship programs that are designed to help shape the future by giving students an opportunity to learn about the hospitality industry and the work that goes on behind the scenes to bring events to life. Two of those programs are GROW and YouthForce NOLA; GROW provides college interns and YouthForce NOLA provides high school interns. With summer just around the corner, we wanted to take a look back at our summer interns from 2024 and provide additional information about these programs and why they are important.

GROW is committed to curating introductory opportunities and exposure in the world of venue management

throughout our venues around the world. Through engaging hands-on opportunities within specialized departments across our venues, students will develop business acumen, grow their professional network, and meaningfully contribute to the organization and brand's growth. **We seek the exceptional, talented, and the most driven students to contribute to our continued global success in being the world's leading venue management company.**

These are the Summer of 2024 GROW College Interns. They shared their talents between the Superdome and the Shrine and supported Engineering, Human Resources, Public Safety, Marketing & Sales, and Event Services!



Sergio Camero (Event Services)

Loyola University of New Orleans:
College of Media, Communications and Business



Peyton Davis (Public Safety)

Southeastern Louisiana University,
Psychology



Madison Dronet (Engineering)

University of Louisiana at Lafayette,
Engineering and Technology Management



Briana Lavigne (Sales & Marketing)

Louisiana State University,
Marketing



Julia Robert (Human Resources)

Louisiana State University,
General Business

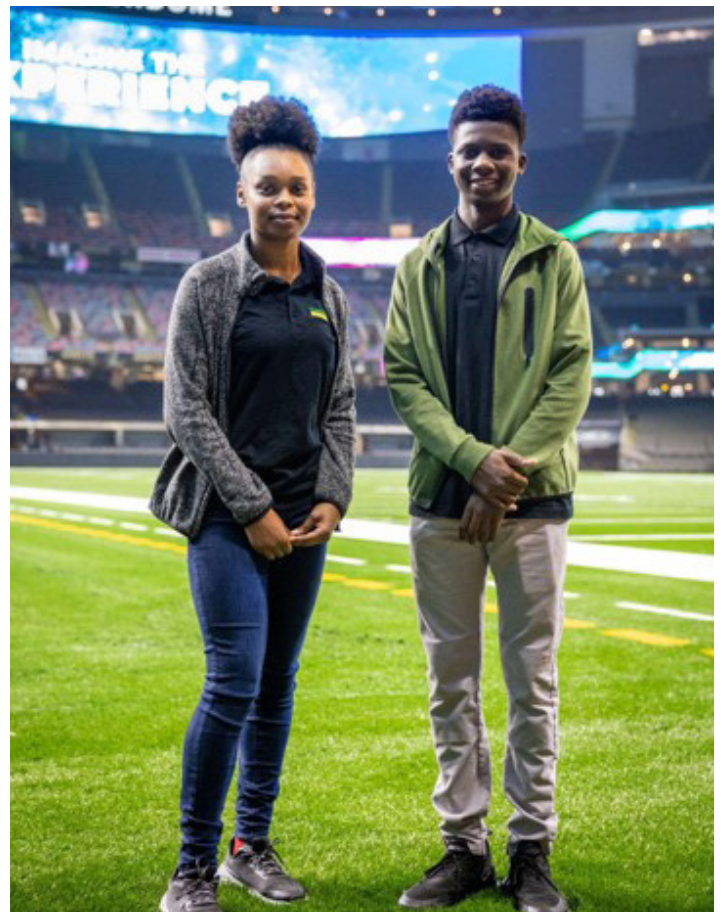


YouthForce NOLA

YouthForce NOLA was created out of a need to address the challenge of connecting students to employment opportunities, as indicated by the fact that two-thirds of young people in New Orleans had a high school diploma or some college but were not effectively connected to jobs.

YouthForce NOLA serves as the engine for career-connected learning, so New Orleans public school students are ready for college, career, and the future they choose. The organization leads a coordinated network of education, business, and community partners who, together, equip public school students with the skills and know-how they need to confidently pursue a wide range of opportunities after high school. Through its collective efforts, YouthForce NOLA aims to ensure that New Orleans public school graduates can thrive in meaningful, well-paying careers.

ASM Global has been a standout partner of YouthForce NOLA for several years. Kathleen Turner has been an awesome champion of YouthForce NOLA's work, coordinating the ASM Global Team to welcome dozens of summer interns to the team, organizing ASM team members to give of their time and talent to expose young people to career pathways in the company at Career Expo, and providing financial support by sponsoring YouthForce NOLA programs.





FRANKIE BEVERLY PAINTS THE TOWN WHITE

We've all heard the saying 'paint the town red', but what about painting the town white? One artist, synonymous with all white attire did just that on Saturday, May 25, 2024, at the Smoothie King Center. Fans of Frankie Beverly and Maze showed up in full force donning all white to celebrate and honor the performer at his farewell tour which also featured the O'Jays and the Whispers.

That one night in May, attendees were taken on a three hour journey, back in time to the soulful sounds of classic R & B. The sea of white swayed and danced to the beat and belted out their favorite songs with the artist. Frankie Beverly was honored with a key to the city, by N.O. Mayor Cantrell for his contributions to not just the music industry, but also his special contributions to the City of New Orleans. Mardi Gras Indians and a second line band joined the music icon on stage for the presentation.

Frankie Beverly and Maze (or Maze featuring Frankie Beverly, which is the correct title of the group) have been fan favorites among New Orleanians for decades, closing out the Essence Festival on Sunday night for the first fifteen years of the festival. He also performed at the N.O. Jazz & Heritage Festival several times and recorded "Live in New Orleans" in 1981 at the Saenger Theatre, which has been hailed as one of the greatest concert albums of all time. Essence Festival also featured a tribute to Frankie Beverly on the final night of the festival in July 2024. Sadly, on September 10, 2024, Frankie Beverly passed away at the age of 77. In typical New Orleans fashion, his fans celebrated his life and legacy with a second line in his honor.





WELCOME TO THE WILD, WILD WEST!

Each year at the conclusion of the Pelicans season, our next order of business is the planning of our Team Member Appreciation Party (TMAP). The theme is always different and as you can probably imagine after several years of doing this coming up with a new theme each year is quite the challenge. We've had picnics in the Champions Square, Denim and Bling in club XLIV, a tribute to the decades from 1950-1990 with décor to match each era and Team Members dressed to represent their favorite decade. We've had talent shows, dunk tanks, dance contests, and even horse races. That's right, I said horse races!

We went with a western theme for last year's event which was held in club XLIV and Encore and to give the space a feel for the wild west, we threw in some bales of hay, wanted posters of select management, poker tables, and no western scene would be complete without a few horses, four horses to be exact...Farrow Bouton (Director of Event Services), Jeff Newton (Asst. Chief of Public Safety), Joann Jackson (Ticket Scanner Supervisor), J. Babineaux (Usher Supervisor). Inflatable horse suits from Amazon transformed the team into riders on horseback. At the sound of the gunshot (not really), the horses were off and running through Encore to club XLIV for a lap around the perimeter before returning to the finish line in Encore. While some of the horses strayed off course (actually only one), Jeff Newton left the competition in the dust.

With the Pelicans season ending soon, the Guest Services Team is back to the drawing board working on the date, location, and menus for the next TMAP. What's the theme going to be? I guess you'll have to stay tuned for the Save the Date or the next edition of The Quarters





CROSSING THE FINISH LINE AND A GLOBAL DEBUT

The multi-year Caesars Superdome renovation kicked off on January 14, 2020, the morning after LSU won the College Football National Title right here in this building. Crews were cleaning confetti from the field that morning, as the first ceiling tiles were removed in what was the St. Charles Club and the renovation was off and going. Five years later and too many hurdles to recount, the finish line for this amazing project has been crossed, breathing new life yet again into this iconic building turning 50-years old August 3rd of this year.

There will likely always be some work happening behind the scenes here, but the race to the finish line this past summer and fall included some top tier talent as the Essence Festival of Culture celebrated 30 years over the 4th of July weekend. And the Zach Bryan concert followed closely on July 25. After Zach moved out, a team of workers installed the new turf football field for the Saints, college, and high school games. The Saints opened the season in fine fashion whipping Carolina 47-10, but despite a 2-0 start our Saints did not have the season they wanted and are already working to remedy that with a new head coach and a lot of new staff. But even though our Saints were not a participant the world got to see Caesars Superdome at its finest as the Philadelphia Eagles defeated the Kansas City Chiefs on February 9 and Super Bowl LIX (59). The game marking a record tying 11th Super Bowl for the city of New Orleans and the 8th for the Superdome, more than any other NFL Stadium.

There are not many renovations and stadiums that get to show off in front of a global audience like hosting a Super

Bowl, but we did better than that, hosting 3 Taylor Swift “Eras Tour” shows in late October. There is no such thing as a preview to a Super Bowl but a weekend of “Swifties” was close, and the building shined.

From the ground floor to the top of the building, nearly every facet of Caesars Superdome has been replaced or remodeled following the 560-million-dollar renovation. With the removal of 80,000 square feet of sideline ramps and escalators occupying the middle of the building, the biggest gain from this renovation is floor space. Additional room for newer amenities, better concession efficiencies, including a “walk-through market” approach, all leading to a new fan experience. Our guests will not have to worry about getting to their seats on time. There are three Atrium entrance lobbies and an escalator system that will take you from the door to the top of the building in 3-minutes. Each 200-level sideline features a 70-yard club to give fans the quick break they need from all the action, though they won’t miss a thing as TV’s fill just about every empty space.

There are many challenges delivering a multi-year renovation where the work happened each year in between the Saints football season and the arrival of Essence every July. That’s a pretty tight and finite schedule to get it done, but the LSED, the state, the Saints, Legends, and ASM Global made it happen. A great building needs great stakeholders.

Was it easy? No, but it was worth the wait, and the world got to see it, up close and personal. Quite a debut, for sure.



SWIFTIES TAKE OVER CAESARS SUPERDOME

From the moment it was announced that Taylor Swift would be bringing her Eras Tour to Caesars Superdome for three nights in October 2024, our phones didn't stop ringing. Potential guests were calling trying to find out about the best seats, just in case they were lucky enough to be in that number. And when tickets were on sale, they didn't last long. All three nights sold out almost instantly, making Taylor Swift the first and only artist to sell out the Superdome for three consecutive nights.

Not only were tickets in high demand, but merchandise was also an event in itself. Merchandise sales ran for 2 days prior to the concert and throughout all 3 show days taking over Champions Square and the Smoothie King Center floor, as well as locations inside the Superdome. Feedback from other venues aided us in developing detailed plans to ensure we had a seamless operation. Merchandise lines for the Smoothie King Center sometimes stretched down Girod Street to Loyola, almost to the Post Office, but it was orderly and moved "swiftly".

Lines to get inside the secure perimeter of the Superdome moved quickly and some headed straight to the merchandise, while others took the opportunity to hang out on the Plaza Patio and exchange friendship bracelets with fellow Swifties. And a big shout-out to Abby Jones, ASM's Director of Marketing and Sales. Her brilliant idea of putting 4 friendship bracelets on 2 corners of the building was a must-see for every concertgoer and for many people not going to the concert. Even Taylor herself, thanked ASM and the building during her shows for making her feel so special with those bracelets.

Lines at merchandise stands and concessions cleared almost instantly once Taylor Swift hit the stage and most would not leave their seats until the final song. Concourses, restrooms, and bars resembled a ghost town because no one wanted to miss one minute of the show.

The show was filled with video technology and moving parts that transformed the stage to reflect each era. It was mesmerizing and Swift did not disappoint, performing for 3 hours without an intermission and also starting and ending on time.

The Eras Tour was not just a big success for Caesars Superdome, the economic impact for the city was an estimated \$200 million in revenue for New Orleans.





ANOTHER GOOD WAVE FOR TULANE

The stands were full at Yulman Stadium on Thursday, August 2024. With already having two successful back-to-back seasons the energy surrounding Tulane's home opener was palpable. Leading the football team in his first year as head coach was Jon Sumrall. Sumrall returned to Tulane after serving as the Green Wave's Co-Defensive Coordinator for three years (2012-14). As expected, the team showed up and showed out by pulling off a 52-0 win against Southern University. This win kicked off to what turned out to be yet another great season for Tulane football.

The team ended their season with a 9-5 record which placed them in their third straight AAC Championship Game. The program sports a 32-10 record over the last three seasons which is the fourth-most nationally. In addition, the team was the national leader in defensive touchdowns with six. Wrapping up the season, the team played in the program's third consecutive bowl game (2022-Cotton Bowl, 2023-Military Bowl, 2024-Gasparilla Bowl). It was the sixth time in the last seven years that Tulane had been selected to play in a bowl game.

Thank you to all our Guest Services and Public Safety Team Members for another fabulous season over at Tulane. Your hard work and dedication don't go unnoticed. Although we're in the offseason, preparations have already begun for 2025. The 2025 season officially kicks off at Yulman Stadium on Saturday, August 30th.



FROM TRAGEDY TO TRIUMPH



On Wednesday, January 1, 2025, as most of us were waking up and starting to prepare ourselves for the Sugar Bowl, the news broke of someone driving a car into a crowd on Bourbon Street. Initially, most probably thought it was someone who had too much to drink while celebrating the New Year. But, as the details unfolded, it became clear that this was not a random drunk driver, but instead a terrorist attack. Something we never thought we would hear in our city.

While the investigation moved forward and more details emerged, Caesars Superdome and the Sugar Bowl management team had decisions to be made... do we cancel or postpone the game. The decision was announced later that day to postpone the Sugar Bowl until Thursday, January 2nd. Meetings were held to determine the message to our Team Members who were scheduled to work, and from there we moved to rescheduling, and most importantly, working out security details for the event.

Heightened security measures were put in place for the Sugar Bowl which included 300 additional law enforcement officers on top of the full NOPD, additional units were out on the streets, as well as officers on bikes and horseback. Additional street closures were also put in place. All of

these measures were to provide crowd control and allow for rapid response to any incidents.

Moving forward with the Sugar Bowl on the day after the attack wasn't about the game, it was about overcoming the attack on our city. We have proven time and time again that we won't let anything keep us down or tear us apart, because when things seem to be at their worst it is when our community comes together to show support for one another. Once again, our resilience shined through the darkness of the New Year's Day tragedy, and we triumphed with a safe and successful event.

Our thoughts and prayers go out to the families affected by this tragedy, which included one of our own. Matthew Tenedorio, a member of our Production team was killed during the attack on Bourbon Street; his father, Louis Tenedorio is a Production Technician here at ASM Global New Orleans.





A BLIZZARD IN NEW ORLEANS?

Caesars Superdome was in full swing preparing for Super Bowl LIX, and to the surprise of many...New Orleans was issued its first-ever blizzard warning. In the early morning hours on Tuesday, January 21, 2025, winter storm Enzo blew through much of the southern U.S. Unofficial measurements in Orleans Parish placed some snow accumulation at 11 inches. This surpassed the previous record of 10 inches which was produced back in 1895. Enzo began with rain, then sleet, then heavy snow, and has been hailed as a “once-in-a-generation” event by meteorologists. On Tuesday afternoon, Governor Jeff Landry extended state office closures through Thursday and schools remained closed throughout the week. According to FlightAware.com, Enzo delayed more than 14,000 flights and caused roughly 2,000 cancellations. However, with Super Bowl LIX set to kick off in only a few short weeks, business had to carry on as usual for all full-time ASM employees.

To ensure everyone’s safety, Human Resources issued a work from home order shortly after the Governor made his public address. Yes, digital meetings did carry on, but many of us slipped back into the all-too-familiar routine of looking polished and professional on top whilst remaining in pajamas below the waist. This being the style that gave a whole new meaning to business in the front and party in the back during the Covid-19 Pandemic.

Despite still having to work, there were certainly plenty of opportunities to experience the snow-clad streets. It seemed people made the most out of this historic storm. Residents were seen playing hockey on Canal Street, partaking in public snowball fights, and snow tubing on the levees. Despite the cold, Enzo gifted many residents time to connect, reconnect, relax, and reflect. The very things that are certainly important to the mind, body, and soul, but can so easily be forgotten about, especially with such a world-renowned sporting event right around the corner.





11TH TIME AROUND - SUPER BOWL LIX

NFL's Senior Vice President of Special Events, Jim Steeg says it best, "Every other city hosting the game wants what New Orleans has, and that's an it place. Everything's walkable, and you've got Bourbon Street. Nobody else has that." This is one of many reasons why New Orleans has now tied Miami to hosting the event eleven times. However, the Superdome has now hosted more Super Bowls than any other stadium in history. Super Bowl LIX marked the stadium's eighth time hosting the game.

With years of planning, and a newly renovated Caesars Superdome, New Orleans showed out in a big way on Sunday, February 9, 2025. Sure, the game was a blowout as the Eagles won against the Chiefs 40-22, but Super Bowl week unfolded without any hitch. On the world's biggest stage, the Big Easy proved why it's the perfect city to host big events. The transformation was truly significant, from improved infrastructure, huge billboards and signage, local art installations to the projected lighting on St. Louis Cathedral. Adding to the flare were all the star-studded events leading up to the big day. Events such as the NFL Honors held at the Saenger Theatre, Shaq's Fun House at Mardi Gras World, Guy Fieri's Tailgate Bash which hosted over 10,000 people, and the Super Bowl parade rolling through the French Quarter; nobody does Mardi Gras like New Orleans. Truly, not a day went by during the week without a major celebrity or social media personality praising the city's atmosphere.

Another truly memorable takeaway from Super Bowl LIX was the fact New Orleans' music and culture was showcased. Ledisi, John Batiste, Lauren Daigle, Trombone Shorty, Harry Connick Jr., The Soul Rebels, Southern

University's Marching Band, Southern University's Dancing Dolls, the Original Pinettes, Terence Blanchard and music samples from Big Freedia and Boosie Badazz all played a part in the big day.

Here is a list of some fun Super Bowl LIX facts:

- Super Bowl LIX marked the first time a sitting president attended the game.
- Kendrick Lamar's halftime performance is the most watched of all time with 133.5 million viewers, drawing a larger audience than the game itself.
- The day after Super Bowl Lix set a record for the busiest day ever at Louis Armstrong New Orleans International Airport with 43,188 passengers on February 10, 2025. This broke the previous record set on October 27, 2025, after Taylor Swift's Eras Tour.
- One 30 second airtime for an ad costs around \$7 million.
- Super Bowl LIX was the first time the NFL ever collaborated with a local artist on the creation of the Super Bowl logo. Tahj Williams who's also known as Queen Tahj, designed the logo directly onto a canvas frame similarly to how she creates panels for her Black Masking Indian suits.

Now, even though the Philadelphia Eagles took home the Lombardi Trophy, ASM Global New Orleans, Sodexo Live, and all participating partners who helped carry out the event truly won the game. Thanks to everyone for your dedication and hard work to help make Super Bowl LIX one for the record books.





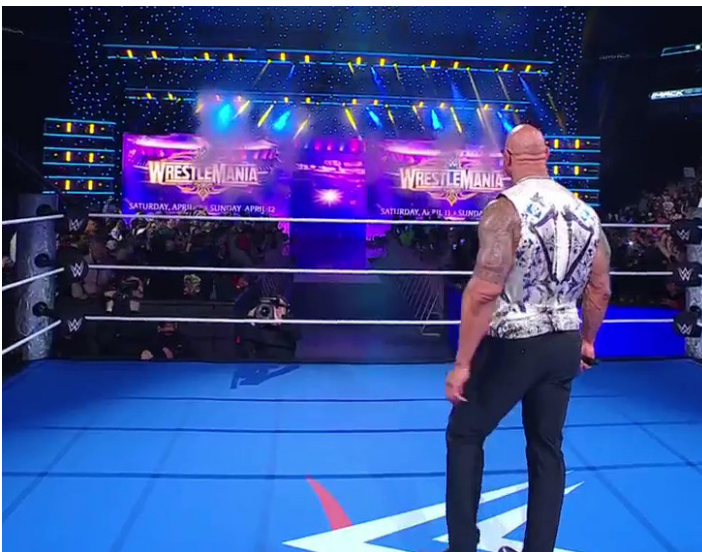
WWE SMACKDOWN SURPRISE

On Friday, February 21, 2025, WWE Smackdown returned to the Smoothie King Center and so did a fan favorite, Dwayne “The Rock” Johnson. You have to know when they pull out the big guns it must be for something special and that it was.

During a press conference it was revealed that New Orleans will host WrestleMania 42 at Caesars Superdome in April 2026. “WWE is another outstanding partner of the Greater New Orleans Sports Foundation – hosting for a third time is a testament to WWE’s trust in our staff and the strength of our local partnerships,” said GNOSF President and CEO Jay

Cicero. “WWE events continue to have tremendous growth, including adding what will be a second night of action at the Caesars Superdome for their biggest event, WrestleMania.” New Orleans first hosted WrestleMania in 2014. The two-night event will surely make an impact on the city much like the Eras Tour and Super Bowl LIX did. Expect a jam-packed week full of star-studded events leading up to the main event. Additional ticket and event information will be released in the coming months.

The ASM Global New Orleans team is excited to have this event back at our stadium.





THE PELICANS THEN AND NOW

At our last writing of The Quarters, the Pelicans were well on their way to a post-season run for the playoffs. They finished out the regular season with a 49-33 record, with the majority of their wins taking place on the road. The last time the Pelicans were in the playoffs was during the 2021-22 season when they lost in the first round against the Phoenix Suns. The 2023-24 playoff run against the Oklahoma City Thunder also ended in the first round with OKC sweeping the series.

Even though the Pelicans didn't make it past the first round of the playoffs, the season was filled with excitement. Fans finally were able to witness a healthy Zion Williamson who played 70 games during the season, more than any of his previous seasons with the team. Other players contributing to the game day excitement were CJ McCollum, Brandon Ingram, Trey Murphy III, and Jonas Valanciunas, just to name a few. While the Pelicans had a decent 23-24 season, they were inconsistent in their performance, sometimes beating the best on one night and losing to a bad team the following game and as always injuries to key players during critical times didn't help.

The 2024-25 pre-season started with a win for the Pelicans against the Orlando Magic; however, the thrill of victory quickly turned to the agony of defeat in the following two games against the Heat and Rockets. Fans didn't let the pre-season losses curb their enthusiasm, and the Pelicans

did not disappoint when the regular season opened in October with back to back wins against the Bulls and Trailblazers.

Unfortunately, injuries started to stack up taking out players McCollum, Williamson, Hawkins, Murphy, III simultaneously leaving the team in a vulnerable position. Games ended in losses more often than not and the Pelicans ranked last in the Western Conference. A win on December 5th would be followed by an 11 game losing streak, the longest in the franchise's history. Currently, the team has been bouncing back and forth between last and second to last positions in the Western Conference. Let's hope that 2025-26 brings a healthy new start to our Pelicans team!



APPRECIATION DAY FOR THE “SPARKLE TEAM”

They have one of the hardest jobs in the building, and by far the dirtiest. They come in day after day and clean up the mess left behind by others. On a regular day, it's probably not so bad; but imagine coming in after an event and trying to put the building back together. That's the role of our Housekeeping Department, or as we like to call them the “Sparkle Team”.

vegetables, salad and cake. Guest speakers included GM Evan Holmes, Assistant GM Mike Schilling, and HR Manager Evelyn Masters.

Thanks to the Sparkle Team for all that they do to make our building shine!



Housekeeping Manager Daisy Langford, knows the challenges her team faces trying to get our buildings back in shape following events with sometimes very little turnaround before the next event and she and Assistant Manager Robert Lewis appreciate their efforts, but sometimes you have to show your appreciation and that's why every year she throws her team a party to do just that.

This year's event was held in the West Bunker Club at Caesars Superdome and featured a scrumptious menu from Sodexo Live featuring fried chicken, pasta, roasted





WHO'S COOKIN'?

This segment of The Quarters usually features a story about some of the specialty food items coming out of the Sodexo Live! kitchen, but this time around we thought it might be nice to learn more about the chef behind the creations.

Chef Lenny Martinsen is a seasoned culinary professional with more than three decades of experience, and nearly two of those spent in New Orleans. As Sodexo Live!'s Regional Executive Chef at Caesars Superdome, he has cheered on the Saints and fed fans for 18 seasons now.

With his interest in the culinary field sparking in high school, he went on to study at Johnson & Wales University where he got a degree in Culinary Arts before heading to Florida International University to get a second degree in Hotel and Restaurant Management.

Chef Lenny's career kicked off at a small acclaimed French restaurant in Miami where he gained valuable fine dining experience for five years before moving to New Hampshire to work at a convention hotel. It's here where his skills in large-scale hospitality grew and eventually led him back to Florida to work in various hospitality leadership positions for Walt Disney's MGM Studios and All Star Resort Hotel, as well as SeaWorld Adventure Park and Discovery Cove in Orlando, which he helped open and grow over the course of a decade.

With a honed, wide skillset in leadership, entertainment, menu development, fine dining and volume services, his journey led him to New Orleans and the Superdome in 2007 where he now feeds 74,000 fans on gameday, and up to 83,000 fans for concerts.

Over the years, Chef Lenny has left an incredible mark on his New Orleans community by lending his skillset to help others thrive. In 2018, he started a partnership with the Down Syndrome Association of Greater New Orleans (DSAGNO) to offer employment to those interested in starting a career in hospitality, which now includes around

five individuals per year. In 2019, he was honored by the Louisiana Governor's Office of Disability Affairs with a Governor's Outstanding Leadership in Disabilities (GOLD) Award, celebrating the effort he puts into making his kitchens a more inclusive place.

Mentorship is firmly at the core of Chef Lenny's leadership style. He works closely with the state Job Corp to give underprivileged youths the opportunity to work at the iconic Superdome to learn about hospitality and how to build a career; one cook having joined his team full-time ten years ago from the program. For the first time last year, he also provided a current team members the opportunity to participate in Lobster Ink training, a Culinary Institute of America certified continued education program, where they were able to expand their knowledge about everything from knife skills to kitchen leadership, investing in his team to ultimately provide an ever better guest experience to those visiting the Superdome.

He's also developed strong relationships with Second Harvest Food Bank of Greater New Orleans and the New Orleans Mission to package and donate prepared but unused food after Superdome events for community members in need. He and his team also spend time volunteering at both venues, often helping to serve the meals at the Mission.

In February 2025, Chef Lenny led culinary operations for his second Super Bowl at the Superdome, but this marks the sixth Super Bowl he's participated in, with his first being in 2010 when the Saints took home the win in Miami. He's also worked many other major sporting events including multiple NCAA Final Fours and NBA All Star Games, the Sugar Bowl, and Belmont Stakes. As the Regional Chef, he also supports Sodexo Live!'s other local venues, including Champion's Square outside the Superdome, Smoothie King Center, The National WWII Museum, the Ernest N. Morial Convention Center and Shrine on Airline.

BEATING THE HEAT WITH A DAY PASS

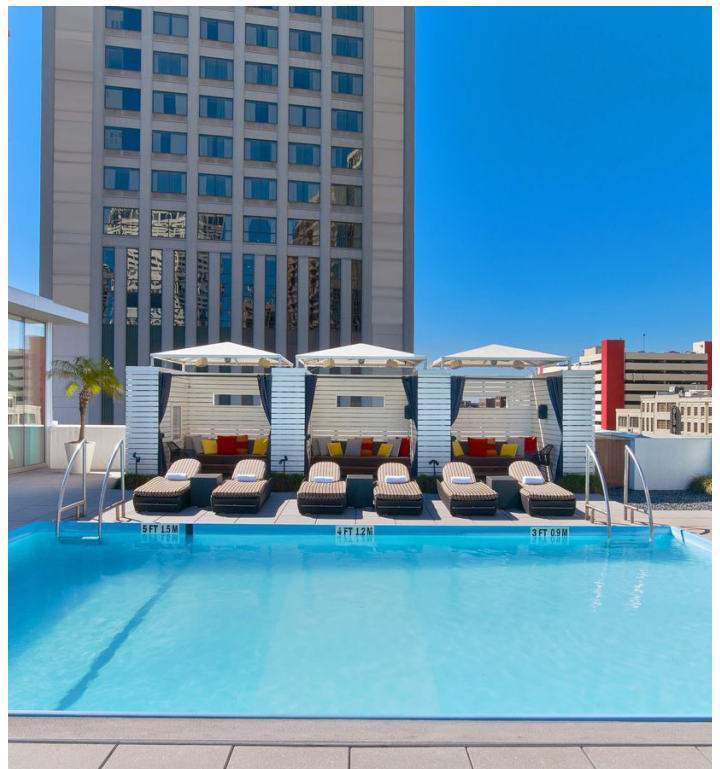


The long hot summer is quickly approaching and it's time to start thinking about your plans for cooling off on those treacherous summer days. There's always snowballs, but that's just a temporary fix that often causes a brain freeze, not to mention the added calories of the sweet syrup (they do have sugar-free, but it doesn't stop the brain freeze). Waterparks are a good family option but are usually crowded and can be a bit pricey just to try and cool off in the water.

A pool is always a nice way to cool off, but pools can be expensive to purchase and maintain and not everyone has a spacious back yard to accommodate a pool. It used to be people would rent a hotel room just to have access to the pool and have themselves a little staycation, but that could be costly too depending on the hotel.

So, how can you gain access to a hotel or resort's pool without the high price tag? Well, you could always stroll on in like you belong and pray no one notices you or you could just indulge in a day pass. I noticed a while back that several hotels and resorts are offering day passes for as little as \$20 to hang out by the pool or you can even get a Day Room Pass just in case you want to shower and change before heading out from your pool day.

So, the next time you're trying to beat the heat and a dip in a pool is just what you're looking for, search "pool day passes"; you may be surprised at the plentiful options waiting for you. Don't forget your sunscreen!



UPCOMING EVENTS



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CAESARS SUPERDOME APR 5



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BEARLOOTH
MORGAN WADE
MAY 6
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LIVE NATION



FRIDAY MAY 9, 2025
MASTER P
BIRTHDAY Bash
SMOOTHIE KING CENTER
You just got alone



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IN CONCERT
WITH THE LOUISIANA PHILHARMONIC ORCHESTRA
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NORTH AMERICA 2025
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TEDDY SWIMS
PERFORMING WITH Freak Freely
I've Tried Everything
But Therapy Tour
AUGUST 10
CHAMPIONS SQUARE



DISC DESCENDANTS OF ZOMBIES
WORLDWIDE TOUR
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NEW ORLEANS
SATURDAY, OCTOBER 18
ONE NIGHT - ONE STAGE
BILLY JOEL STEVIE NICKS
CAESARS SUPERDOME

WANT TO CONTRIBUTE?

Email submissions (articles, artwork,
recipes, poetry, etc.) to Laurie at:
laurie.ducros@asmneworleans.com

