

**ASM** NEW ORLEANS  
*GLOBAL*

# The Quarters

**CAESARS SUPERDOME**

A FRIENDSHIP BRACELET PHENOMENON

**HEROES  
AMONG US**

PRESENTED BY  
**ticketmaster**

**IT'S FIESTA TIME**

**THE HISTORY  
BEHIND JUNETEENTH**

QUARTER 2  
**2025**



# PAST EVENTS





# WELCOME TO THE TEAM!

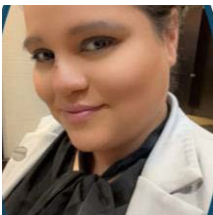
## HOUSEKEEPING DEPARTMENT



**Julia Robert**

The HR Department welcomes Julia Robert, their former GROW intern, as a Human Resources Generalist. Julia graduated from LSU this year and joined the HR Team in June.

## HOUSEKEEPING DEPARTMENT



**Debbie Barahona**

Debbie Barahona recently joined the Housekeeping Team as an Assistant Manager. Debbie has 17 years of hotel and hospitality experience in housekeeping. Debbie is very passionate about what she does and stated, "For me, success comes from working together, communicating well, and supporting each other as a team".



**Simeo Zacharie**

Simeo Zacharie has been a member of the Housekeeping part-time team for the past five years and is grateful for the opportunity to become a full-time member of the team. Simeo prides himself on being dedicated, loyal, and is committed to executing every goal placed in front of him.

## EVENT SERVICES



**Ja'Mya Williams**

Ja'Mya Williams (aka Maya) graduated from South Eastern Louisiana University in 2024 with a Sports Management degree. Fun fact: Maya was on an 11th grade reading level when she was in second grade.



**George Smith**

George Smith graduated from TCU in 2019 and majored in Public Relations. Fun fact: George has travelled to 12 different countries.



**Jade Chauffe**

Jade Chauffe graduated from Southern Miss in 2023 and majored in Marketing. Fun fact: Lil Wayne once baby sat Jade.

# YOU DESERVE IT!

## PROMOTIONS & ACCOMPLISHMENTS

### Congratulations to the following ASM Global Team Member on his promotion...



**T.J. Boudreaux**

Congratulations to T.J. Boudreaux who was named Director of Engineering & Operations for ASM Global New Orleans! T.J. worked with us previously as the Manager of Quality Assurance and Safety and spent the last two years on the corporate level managing safety nationally as needed and also managed ten facilities regionally from all aspects of operations, including safety. Welcome back, T.J.!

# AND THE WINNER IS...



Congratulations to **Alan Van Zandt** who earned the 2025 NFL Information Security Most Valued Professional Award for his outstanding service and dedication leading up to Super Bowl LIX.



Congratulations are also in order for **Abby Jones and the Marketing Team** for their brilliant idea to put a couple of friendship bracelets on Caesars Superdome for the Taylor Swift Eras Tour.

**Caesars Superdome: A Friendship Bracelet Phenomenon** aimed to create a publicity plan with the objective of keeping the venue relevant and not be overshadowed by the cultural phenomenon of Taylor Swift's The Eras Tour. The goal was for fans to say, "I'm going to the Caesars Superdome to see Taylor Swift," rather than just referencing the city or tour. To achieve this, we personified the Superdome, making it an active participant in the concert experience—like a fan attending the show.

We tapped into the fan-driven tradition of trading friendship bracelets, working closely with Taylor Swift's team for approvals. The result: four massive friendship bracelets draped across the Superdome's exterior. Additionally, we collaborated on countdown social posts featuring New Orleans landmarks and cultural highlights, each incorporating a numbered friendship bracelet. The cost of the production of the bracelets was the only expense. No additional funds were spent on media or advertising.

Fans and media instantly embraced the concept. Our efforts paid off when Taylor Swift acknowledged the bracelets from the stage on all three nights, cementing the Superdome as part of The Eras Tour experience. To extend the momentum, we passed the bracelets to Lucas Oil Stadium, Rogers Centre, and BC Place, allowing fans at those venues to continue the tradition. This created opportunities for cross-stadium collaborations, keeping Caesars Superdome in the conversation and trending throughout the tour.

Through this campaign, we saw increased followers and engagement on both Caesar Superdome and Smoothie King Center socials, along with coverage by major national media outlets.



This initiative earned them the Marketing Campaign of the Year award, with the winner being selected by their peers at the National ASM Marketing Meeting. Additionally, at the Event Venue Management Conference, which is industry wide/not just ASM, the team won Marketing and Publicity Campaign of the year.



# THANK YOU & GOOD LUCK

**Best of luck to the following Team Members who have recently resigned from ASM Global, to pursue other opportunities:**

Allyson Staton, Sr. Event Coordinator

Bailey Lawrence, Event Coordinator

Chase Webber, Assistant Manager of Quality Assurance Compliance and Safety

Jeyla Savage, Assistant Manager of Event Services

Kathryn Murphy, Sr. Sales Account Executive

**We appreciate their service and wish them well on their future endeavors!**



**RUSSELL VEAZIE**

# TEAM MEMBER SPOTLIGHT



In the last edition of The Quarters we interviewed a part-time Team Member who had been with the Superdome for almost 46 years; this time around, we have a full-time Team Member who is approaching 48 years of service, Russell Veazie, Senior Field Crew Supervisor.

As you can imagine, after 48 years Russell has not only witnessed every type of event that has passed through our venues, but he has played a major role in setting them up and tearing them down once they have concluded.

After graduating from Booker T. Washington High School in 1975, Russell worked briefly at Winn Dixie as a stock clerk prior to joining the Superdome in the Horticulture & Pest Control Department in 1977. From there he transferred to the Mechanic Shop for about 3 years before landing in Field Crew, which would be his final destination.

I asked Russell what the most challenging part of his job was, and he responded, “the tight conversions between events are always a challenge”, but he and the team always manage to get it done. The pandemic also created staffing challenges, which we are all still dealing with.

When asked what he likes most about the job, he explained that it's the people that he has worked with throughout his career and the new ones he has met. He has no immediate plans to retire but knows he will miss the friends he has made along the way.

Russell has witnessed every change that has taken place on our campus, from management names (i.e. SSI, FML, SMG, ASM), to facility names (i.e. Louisiana Superdome, Mercedes-Benz Superdome, Caesars Superdome, etc.), and the transformation of the Superdome over the years. Even the turf has gone through an upgrade from AstroTurf which was basically a cushioned carpet to Turf Nation S5, which uses sand and rubber infill to provide good traction and is better for player performance and safety.

The only thing that hasn't changed during his tenure is Russell. I remember seeing Russell around the Superdome when I first started as a part-time Team Member in 1986. He had a distinctive voice that could be heard across the Superdome, and he was always ribbing somebody about something and to this day, he still is. He can be stern, but it's usually well intended, because he expects the best from his team and is willing to teach them if they are willing to learn.

Rapid Fire Questions...

- **Football** or basketball?
- Crawfish or **BBQ**?
- **Super Bowl** or Wrestlemania?
- Snowballs or **ice cream**?







# HEROES AMONG US

During the Monster Jam Event on Saturday April 5, 2025, at approximately 8:35 PM, FT Public Safety Officer Jayson Serpas, and PT Commissioned Officer Kristofer Baptiste were dispatched via Command Post to an unconscious patron (Sydney Payne) at Gate B Exterior of the Superdome.

Upon arrival, Officers Serpas and Baptiste, without hesitation, began CPR and continued until emergency personnel arrived. Mr. Payne ended up regaining a pulse and was transported via Acadian Unit 372 to UMC. Officers' calm, compassionate presence and quick intervention made a profound impact on the outcome and Mr. Payne's Family.

Officers Serpas and Baptiste deserve to be honored with a Lifesaving Award for responding to an emergency call and reviving an unresponsive person by performing CPR during the Monster Jam Event at the Superdome.





# HR BUZZ

## We're Published in *HR Voices!*

We're proud to share that our Human Resources Department has been featured in the global publication *HR Voices* for our continued commitment to workforce development!

Our recent job fairs—held on April 12th and June 10th at the Smoothie King Center—welcomed over 450 applicants. Even more candidates have joined us during our ongoing HR Application Days, held every Tuesday through Thursday, where we assist with application and paperwork completion and arrange departmental interviews.

With our next orientation scheduled for June 17, 2025, we're excited to continue building momentum and can't wait to forward updated departmental rosters—showcasing the growth and talent we're bringing on board!

### JOB FAIR

Saturday, April 12, 2025, marked the first of two on-site job fairs hosted at the Caesars Superdome. We welcomed over 200 applicants and expect even more during the recruitment season. For the past 10 years, these events have played a vital role in ensuring our venues are fully and effectively staffed for major events—including upcoming NFL games and the Essence Festival.

These job fairs not only help us recruit and train qualified Legends I ASM team members, but they also promote a sense of pride and investment in delivering exceptional guest experiences and being a part of this great team.

Beyond staffing, the economic impact of the Caesars Superdome on the New Orleans community is truly inspiring. These opportunities bring income and stability to thousands of local households—supporting the broader economy and uplifting our community.



VOICES: YOUR GLOBAL HR NEWS BRIEF

## Community Participation & Appreciation

At the heart of Human Resources is a strong commitment to community engagement. Meaningful relationships within our local community not only foster goodwill but also enhance our workplace culture and broaden our impact beyond the walls of our venues.

Below are notes of appreciation from two of our community partners:

“As an employer with a demonstrated commitment to second-chance hiring, we'd be honored to feature your organization as a participating partner in our Community & Employment Resource Fair...”

This is a unique opportunity to stand alongside the Pelicans, the National Basketball Social Justice Coalition, the Justice and Accountability Center of Louisiana, and Voice of the Experienced for a cause that matters deeply to our city and region. Your presence sent a clear message of inclusion, opportunity, and equity.”



“On behalf of Councilman Freddie King III, we would like to extend our heartfelt gratitude for your participation in our recent job fair. Your involvement played a crucial role in making the event a resounding success!

We are thrilled to share that approximately 150 applicants visited our fair, each bringing their unique talents and aspirations. This remarkable turnout would not have been possible without your dedication and support. Your contributions not only provided valuable opportunities for job seekers but also fostered a sense of community and collaboration.

We look forward to working together again in the future. Your continued partnership is invaluable to us, and we are excited about the prospects of our next collaboration.”





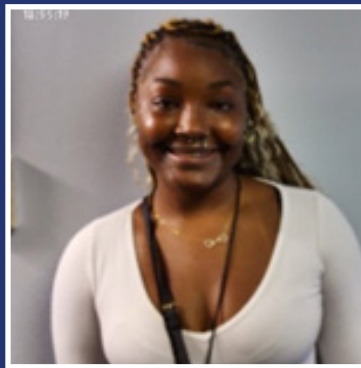
# GROW INTERNS!

**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, the talented, and the most driven students to contribute to our continued global success in being the world's leading venue management company.**



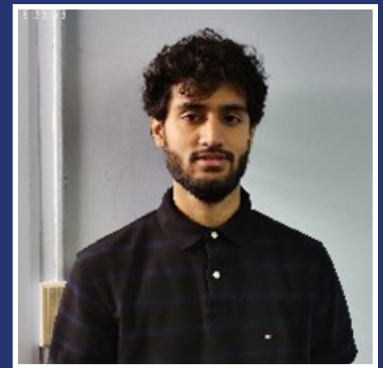
**Francisco Bara**

Loyola University of New Orleans  
Business Management and Marketing



**Amari Woods**

University of Louisiana at Lafayette  
Kinesiology



**Taha Akram**

Louisiana State University  
Information Systems



**Matthew Glisan**

University of New Orleans  
Electrical Engineering



**Landry McGlothlin**

Tulane University  
Legal Studies and Business



# THE CREOLE QUEEN APPRECIATION PARTY



What an awesome time! On May 23, 2025, our full-time staff members set sail on the Creole Queen. What a great opportunity to highlight our staff members that have gone above and beyond this quarter- Jayson Serpas and Kristofer Baptiste. They are our Quarter Stars and Life Saving Award Recipients!





# BACK HOME IN THE SUPERDOME

During the multi-phase renovation project at the Superdome some of our annual events were displaced or in some instances, had to modify or scale back their production. Now, with renovations behind us, 2025 launched the return of several of our annual events, starting in March with the return of the Endymion Extravaganza. For the first time, since 2019, the Krewe of Endymion parade and the Extravaganza returned to the Superdome. Katy Perry and Train headlined the Extravaganza. The parade rolled on Saturday, March 1st, with special throws announcing their return to the Superdome and plans are already underway for next year's event.

Also returning to Caesars Superdome at the end of March

was the Home & Garden Show which brought a variety of vendors specializing in products and services for home remodeling, decorating, landscaping, and much more. An added attraction to the show was the opportunity to experience a ride in a hot air balloon, talk about elevating the experience!

Shortly after the Home and Garden vendors cleared the floor of Caesars Superdome, the dirt rolled in for the return of Monster Jam in April and the Loyola and Tulane Commencements followed shortly thereafter in May and more to come for the remainder of this year and well into 2026.

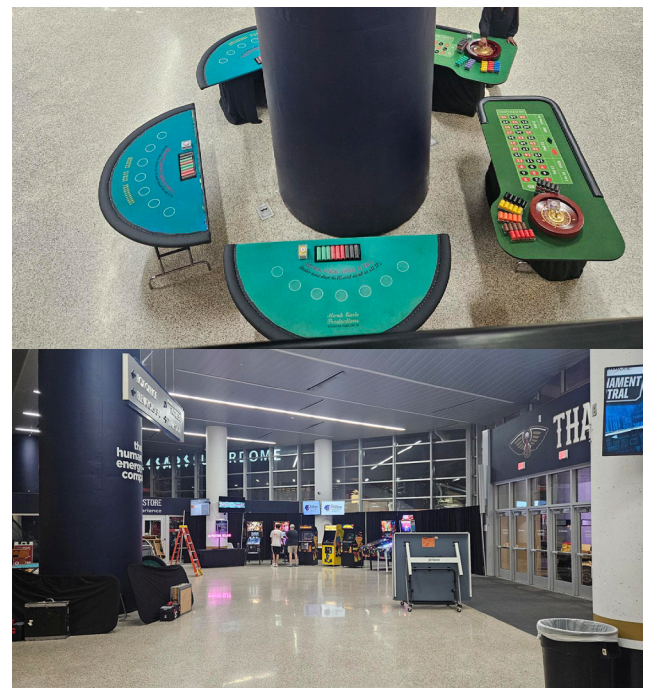


# A NEW TWIST ON PROMS

Normally when the Event Services team goes over the event specs in our meetings, proms are almost always at club XLIV or one of the club lounges at the Superdome; however, Willow High School had a different idea. The students from Willow High School celebrated their prom in a unique way on April 5, 2025. The prom was held at the Smoothie King Center!

Students started off their night in the Courtside Club with food, fun, and a DJ playing their favorite songs; and then, like no other prom, they got to experience playing games alongside the NE Ground concourse, for a post-party experience.

Whether or not this new twist will take off is still to be seen, but for those who may be socially awkward (as some of us may recall from way back when we were teenagers), I'm sure the games were a welcomed attraction!







# PREPARING FOR WRESTLEMANIA 42

In our last edition of The Quarters, we announced the return of Wrestlemania to New Orleans for Wrestlemania 42. Almost immediately after the announcement, preparations for the big event were underway.

A joint delegation representing the ASM-Global- Caesars Superdome, Greater New Orleans Sports Foundation (GNOSF), and Sodexo recently traveled to Las Vegas for an in-depth site visit of WrestleMania, held at Allegiant Stadium. The visit was part of strategic preparations for New Orleans' hosting of WrestleMania in 2026.

The group included ASM Global's Doug Thornton, Evan Holmes, Mike Schilling, Farrow Bouton, Randy Philipson Alex Gonzalez, Cory Dublin, and Jeff Newton; Sodexo's Bruce Kraus; and GNOSF's Jay Cicero and William Dede. Together, the team toured the key venues and engaged in productive meetings with event organizers to gather critical insights into the execution of the global event.

The site visit focused on multiple elements of WrestleMania's expansive footprint, including Allegiant Stadium for the main event, as well as T-Mobile Arena and the Las Vegas Convention Center for official ancillary programming. The team examined the event's build-out, operational logistics, fan engagement strategies, and community programming.

One of the most striking takeaways was the international scope of the event. WrestleMania in Las Vegas attracted ticket buyers from over 100 countries, underscoring the event's global appeal and the scale of planning involved.

New Orleans previously hosted WrestleMania in 2014 and 2018 to high praise, and the city is proud to once again serve as the backdrop for WWE's flagship event. With the insights gained from the Las Vegas site visit, the collaborative team is confident in its ability to deliver a world-class experience in 2026 that builds on the city's strong legacy of major event hosting.

Unfortunately, our thrill of victory in securing this coveted event, soon turned to the agony of defeat when it was decided that Wrestlemania would return to Las Vegas for 2026. We'll try again next time!





# NFL SECURITY CONFERENCE

Prior to the start of the football season, the NFL holds an annual Security Conference with representation from all thirty-two teams. This year's conference was held on Monday, May 5th – Thursday, May 8th in Aventura, Florida and was attended by members of ASM Global's Public Safety and Event Services teams including Farrow Bouton, Jeff Powell, Joseph Frank, and Alex Gonzalez; representatives from the New Orleans Saints organization were also in attendance.

The conference takes a look back at each team's performance based on results of the NFL Voice of the Fan Survey. The survey asks guests to rank their overall satisfaction of the stadium's performance in categories such as Security, Arrival, Departure, and Gameday Staff; just to name a few. Teams who are ranked high in some of the critical categories are often asked to present their game plan, to provide a fresh outlook for their colleagues at other stadiums.

Attendees of the conference also learn what's on the horizon for the upcoming season, which often includes enhancements to security practices. However, the discussions and topics of the conference are not just about security but also focus on the total experience of the guests. Guest speakers offer insight on what worked for them and tips for helping the gameday staff rise to the top of the surveys.

The NFL Conference is a great networking event to meet your counterparts from other stadiums and brainstorm about improving gameday operations and staff performance. And while there can only be one winner in the Super Bowl, everyone wins when we can collectively increase fan satisfaction in the surveys.

# TIME FOR A TOWN HALL MEETING



**D**uring every offseason, there's usually a period of time when events slow down and we don't see our Team Members as often as we're used to, and that's when we know it's time for a Town Hall Meeting!

We like to keep in touch with our Team Members, even if there's not a lot to report, just to keep them engaged and up to date on any news that may pertain to them. We also utilize the opportunity to find out what might be on their mind or is important to them.

The 2025 ASM New Orleans Town Hall Meeting was held on Wednesday, May 28, 2025, via Zoom and over 200 Team Members joined the voluntary meeting. The meeting opened with our Saints & Pelicans partners expressing their gratitude to the Team Members for their hard work throughout the season, followed by updates about the teams.

The Town Hall Meeting was also a great opportunity to introduce the Team Members to some of the new faces on the Event Services Team, roll out the 2025 Saints schedule, provide an overview of the event schedule at Caesars Superdome, including our legacy events and the Chris Brown Concert. We also rolled out the dates for our Team Member Annual Training which is held prior to the start of every Saints season.

Prior to opening the floor to questions, we reminded Team Members about important policies and our Team Goals, and most importantly...the upcoming Team Member Appreciation Party!





# IT'S FIESTA TIME!

With the Saints and Pelicans seasons behind us, the Guest Services Team was ready for the next big event...the Team Member Appreciation Party; in other words, now it's Fiesta Time! The Team Member Appreciation Party is an annual event designed to do exactly as the title implies, show our Team Members our appreciation for their hard work and dedication throughout the season.

Each year we try to find a unique theme and encourage our Team Members to dress to match the theme, and they never disappoint. The party was held on Friday, May 30, 2025, at the Gate H Atrium on the Loge Level and featured décor with vibrant colors and designs to match a Latin fiesta. Team Members embraced the theme and showed up wearing dresses with floral embroidery, sombreros, ponchos, etc. The menu featured nachos with your choice of toppings, Southwest eggrolls, beans and rice, and for dessert, churros and smores quesadillas, and there were even virgin margaritas.

Team Members had their choice of backdrops for photos and a photo station with various props for individual and group photos. The night was filled with dancing, games, and prizes...door prizes as well as Be Great! grand prize drawings for Team Members who were recognized for going above and beyond during the season. It was a great way to close out the season!





# IT'S FIESTA TIME!





# PUBLIC SAFETY OUT AND ABOUT

Every once in a while it does a team good to take a road trip and get a breath of fresh air, even if that trip is just up the road. On 06/02/25, Commander Heath Schumacher and Assistant Chief Joseph Frank hosted their three full time Watch Lieutenants at the Five O Fore golf entertainment complex for a team building exercise. In attendance with Commander Schumacher and Assistant Chief Frank, were Reginald Davillier, Henry Neidhardt, and Don Boudreaux.

This social get together wasn't just about fun and games and hanging out. While the group did enjoy dinner and golf, they took the opportunity away from their work environment to discuss morale building, training, and mentoring during the outing. Assistant Chief Frank stated they plan on doing this again in the future with the full time Sergeants.



# HURRICANE PREPAREDNESS

June 1st marks the start of the most dreaded season of the year, and no, I don't mean the treacherous long hot summer, it's the start of hurricane season. Forecasts for the 2025 Atlantic hurricane season are predicting an above-normal season with the NOAA (National Oceanic and Atmospheric Administration) forecasting a range of 13 to 19 total named storms, with 6 to 10 becoming hurricanes and 3 to 5 reaching major hurricane strength. While some may say these are only predictions, it's better to prepare for the worse and hope for the best. Below are some tips to help you prepare in the event of an approaching storm:

- **Stay Informed:** Sign up for emergency alerts. For New Orleans residents, you can text "nolaready" to receive NOLA Ready alerts.
- **Create a Plan:** Develop a family communication plan, including an out-of-town contact, as well as an evacuation plan. Know your local evacuation zone. Have a place to stay if you need to evacuate, like with friends, family, or a hotel, and know how you will get there. If needed, plan for assistance with evacuation
- **Build a Kit:** Prepare an emergency kit (also known as a "go bag" or "Ready kit") with essential supplies for at least 72 hours, including water, non-perishable food, a radio, flashlight, first aid kit, medications, and personal hygiene items. Remember pet supplies if you have pets
- **Prepare Your Home:** Secure loose outdoor items that could become projectiles during high winds. Consider installing storm shutters or plywood for windows. Trim trees that could potentially fall on your home. Clean out drains and gutters.
- **Financial Preparation:** Have cash on hand, as ATMs and credit cards may not work after a storm. Review your insurance policies to understand your coverage. Take pictures of your belongings for insurance purposes
- **Generator Safety:** If you use a generator, only use it outside in a well-ventilated area, at least 20 feet away from your home, and with the exhaust pointed away from doors and windows. Never use a generator inside your home or garage. Get a carbon monoxide detector.
- **Know Where to Find Shelter:** If evacuation is necessary, check with local officials for shelter locations. The FEMA app can help you find shelters.
- **Don't Delay:** If advised to evacuate, do so immediately, especially with the potential for rapidly intensifying storms.

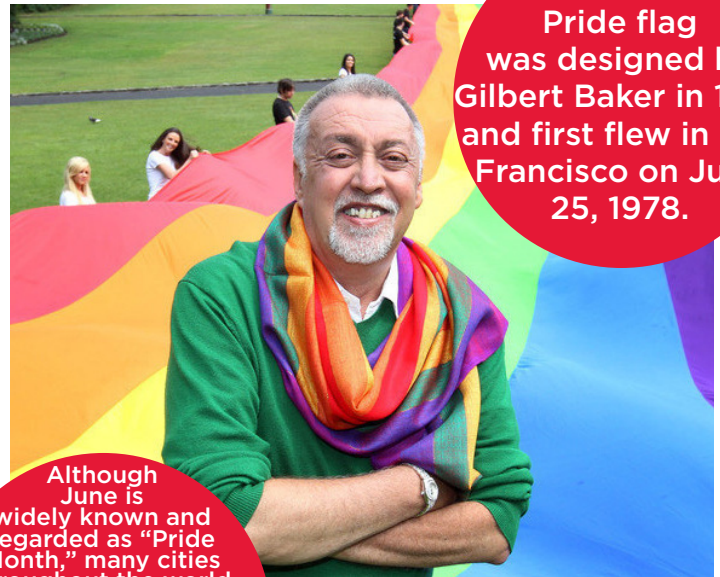


# CELEBRATING JUNE WITH PRIDE

In 2022, artist and activist, Laverne Cox helped inspire Mattel to create the world's first Transgender Barbie Doll.

Pride traces its roots back to the Stonewall riots that began in New York City on June 28, 1969. This is when police raided the Stonewall Inn, a prominent gay bar in Manhattan's Greenwich Village. The raid sparked an uprising among bar patrons and neighborhood residents as police roughly hauled employees and patrons out of the bar, leading to six days of protests. The following year, activist Brenda Howard proposed the idea that members of the LGBTQIA+ community should unite and march throughout Manhattan. This march became known as "Christopher Street Liberation Day." Although the first iteration of Pride parades began in 1965 in both Philadelphia and Washington, D.C., Brenda Howard's idea is said to be the first Pride parade because it embraced the "new" ethos of gay liberation. There were no dress codes or strict guidelines to abide by much like the parades in the 1960's. Christopher Street Liberation Day put Pride on a national scope and foreshadowed how we celebrate Pride today.

Today and every day, Pride is about recognizing the brave and resilient heroes who stood up against oppression. Pride fosters community and celebrates individuality. Pride is about celebrating the best part of yourself for the world to see. Pride is the expression of radical joy in the face of hate and erasure. It's important to mention that pride is not just about visibility, but it's about the safety that visibility provides. We, here at ASM Global New Orleans proudly stand united with our LGBTQIA+ Team Members and allies. Happy Pride!



The first Pride flag was designed by Gilbert Baker in 1978 and first flew in San Francisco on June 25, 1978.

Although June is widely known and regarded as "Pride Month," many cities throughout the world celebrate Pride at different times. For example, Pride in Amsterdam, NL takes place in July and Pride in Atlanta, GA comes closer to National Coming Out Day (October 11).



Café Lafitte in Exile at 901 Bourbon Street is the oldest gay bar in the United States. Tom Caplinger first opened the bar in 1933 where Lafitte's Blacksmith Shop exists today at 941 Bourbon Street. Tennessee Williams and Truman Capote were known to be regular customers of the establishment. In the 1950's Caplinger moved his business one block down to where it exists today.

# 2025 OPSEC SUMMIT SUMMARY REPORT

**Location:** Irving, Texas

**Dates:** June 9–12, 2025

The 2025 OPSEC Summit brought together operational and security professionals from across the ASM Global network for three days of focused dialogue, strategic collaboration, and the exchange of best practices. Held in Irving, Texas, the summit emphasized innovation in venue security, operational efficiency, and organizational resilience.

This year's summit was led by Doug Thornton, President of ASM Legends, and served as a vital platform for aligning venue professionals with the ASM Legends' forward-looking initiatives. The agenda featured insightful sessions on emerging technologies, enhanced event protocols, and evolving threat landscapes that impact public venues.

speakers included:

- Randy Philipson, Vice President of Operations
- Farrow Bouton, Regional Security Director
- TJ Boudreaux, Regional Director of Safety and Compliance

Additionally, Jeff Powell represented the Caesars Superdome Public Safety Department, reinforcing the collaborative commitment to continuous improvement in venue safety.

Attendees left the summit equipped with actionable strategies, new tools, and a shared vision for elevating the standard of security and operations across the ASM Global portfolio.



# 2025 LEGENDS/ASM GLOBAL CONTENT & MARKETING CONFERENCE

**Location:** Coca-Cola Music Hall and Puerto Rico Convention Center, San Juan, Puerto Rico

**Dates:** May 12–16, 2025

The four-day event brings together Content and Marketing teams for the first time, unlocking new opportunities for learning, collaboration, and innovation. Key topics included discussions on utilizing new technologies and software to become more efficient, how to track and analyze our consumers' data to produce better results and organizing additional grassroots campaigns to reach our desired audience to sell more tickets.

Abby Jones, Bryson Dronet, Finn Bendana, and Elyse Scully represented ASM Global New Orleans at the conference.







# THE HISTORY BEHIND JUNETEENTH

While I'm sure we all appreciate every holiday we can get, it's also important to understand the relevance and history behind the holiday.

On June 17, 2021, Juneteenth became a federal holiday when President Joe Biden signed the Juneteenth National Independence Day Act into law. This made Juneteenth the first new federal holiday since Martin Luther King Jr. Day was adopted in 1983.

Juneteenth commemorates June 19, 1865, the day when Union soldiers arrived in Galveston, Texas and announced that enslaved people in the state were free. This occurred more than two years after President Abraham Lincoln issued the Emancipation Proclamation, but the news and enforcement of the proclamation were delayed in Texas.

The push for making Juneteenth a federal holiday gained significant momentum in the years leading up to 2021, particularly following the nationwide protests against police brutality in 2020. Activist Opal Lee, often called the "grandmother of Juneteenth," played a key role in advocating for the federal holiday, including by walking from Fort Worth, Texas to Washington, D.C.. When President Biden signed the bill into law, Opal Lee was present at the ceremony.

Juneteenth celebrations often include foods with significant cultural and historical meaning, blending African heritage

with Southern tradition. A prominent theme is the incorporation of red foods and beverages:

- Red drinks: These often include hibiscus tea (also known as sorrel), strawberry soda, or other red-colored punches.
- Red foods: Red velvet cake, watermelon, strawberries, and red beans and rice are also common choices.

In case you're wondering, why red? The color red in Juneteenth foods is said to symbolize the resilience and perseverance of African Americans and may also represent the bloodshed of enslaved ancestors.



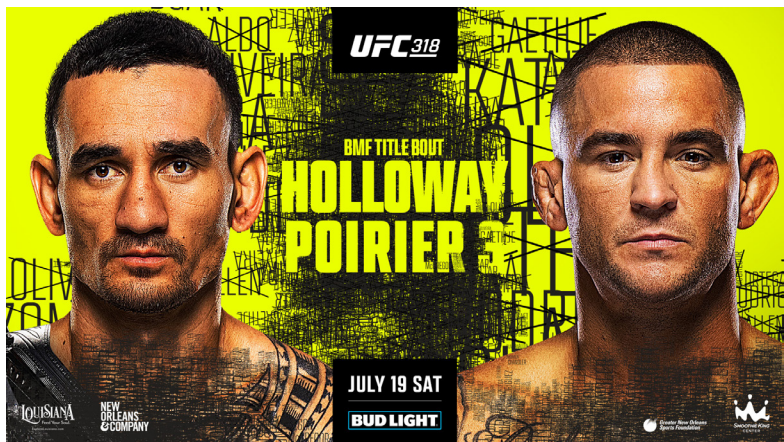


# FIREWORKS IN JULY

After a somewhat dry spell in June, ASM Global New Orleans will be starting July with a bang! The Essence Festival of Culture will kick off a busy July beginning on Friday, July 4th through Sunday, July 6th and I'm sure there will be no shortage of fireworks around the city to kick off the festivities!

Also, returning to New Orleans for the first time since 2018, is the LCMS (Lutheran Church – Missouri Synod) Youth Gathering. This event will bring over 20,000 Lutherans (including youth, adults, and volunteers) to Caesars Superdome on Saturday, July 19th – Wednesday, July 23rd. The theme for this year's Gathering is "ENDURE".

Also on Saturday, July 19th, the Smoothie King Center will host the UFC 318 BMF Title Bout featuring current champion, Max Holloway defending his title against Dustin Poirier. I'll admit that I had to do some research on this one to find out what "BMF" represented and let's just say the "B" is for "baddest", I'll leave you to figure out the rest. Given the nature of the UFC event, I guess you could say the theme on both sides of the street on July 19th will be endurance!



# A CHANGE IN THE TIDE FOR CONCESSIONS

On June 6, 2025, ASM New Orleans General Manager, Evan Holmes, confirmed what some of us had been hearing, “Sodexo’s contract as the food service provider at the LSED facilities will expire next month on July 14th. Pending final contract terms and approvals, Legends Hospitality will assume control of the food service contract on July 15th. As a result, we will enter a period of transition as we shift operations from one provider to the other.”

The transition from Sodexo Live to Legends will come just a few days prior to the start of the LCMS Youth Gathering at Caesars Superdome and the UFC 318 BMF Title Bout but Evan explained that transition discussions have already been underway. “Given the timeline, event schedule and typical planning efforts ahead of the fall event calendar, this will be a challenging period for all of us. Client expectations and our standard of event execution will not change. In fact, both will be elevated as Legends is expected to deliver an enhanced food service program and increased economic return for all stakeholders, including, and most importantly, the LSED and the state.”

“This obviously will be a difficult time for our Sodexo friends. And while we work with them through the end of their contract term, please be mindful of the impact a transition like this has on the people. Many will be moving on to other opportunities.”

Legends hosted a job fair at the Smoothie King Center on June 16-19th, and several of Sodexo’s Team Members attended with the hopes of securing a spot on the team. Best of luck to our Sodexo friends in whichever path they choose.



# UPCOMING EVENTS

ESSENCE  
Festival  
OF CULTURE  
NEW ORLEANS • LOUISIANA  
powered by Coca-Cola

JULY 3RD - JULY 6TH

GET  
THE  
TICKET

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**HOT WHEELS  
MONSTER  
TRUCKS  
LIVE  
GLOW 'N' FIRE**

**JULY 12-13**  
SMOOTHIE KING  
CENTER

**UFC 318**

MAIN TITLE BOUT  
**HOLLOWAY  
vs POIRIER 3**

JULY 19 SAT  
BUD LIGHT

**KEYSHIA COLE**  
THE WAY IT IS  
20th Anniversary Tour

SMOOTHIE KING CENTER  
NEW ORLEANS, LA

JULY 23

WITH  
TINK KERI HILSON ELIJAH BLAKE

**CREED**  
WITH SPECIAL GUESTS  
**JAUGHTRY  
marmoth**

SATURDAY, JULY 26  
SMOOTHIE KING CENTER

**xfinity  
US GYMNASTICS  
CHAMPIONSHIPS**  
2025

SEPT 18 - 21  
SMOOTHIE KING CENTER

**TEDDY SWIMS**  
PERFORMING WITH  
Freak Freely  
I've Tried Everything  
But Therapy Tour

Clan Dierrot

AUGUST 10  
CHAMPIONS SQUARE

**DESCENDANTS  
ZOMBIES  
TOUR**

SEPTEMBER 12 • SMOOTHIE KING CENTER

**CIRQUE DU SOLEIL**  
OVO

SEPT 18 - 21  
SMOOTHIE KING CENTER

**HOZIER**  
UNREAL UNEARTH TOUR 2025

PLUS SPECIAL GUESTS  
Gigi Perez  
AMBLE

SEPTEMBER 23 • SMOOTHIE KING CENTER

TEQUILA  
TESORO AZUL  
PRESENTS  
**MAS**  
CERCA DE TI  
WORLD TOUR 2025

VIERNES 26 DE SEPTIEMBRE  
SMOOTHIE KING CENTER

MARCO ANTONIO SOLIS

**MERCYME  
TOBYMAC  
MATTHEW WEST**  
LIVE ON TOUR

SEPTEMBER 27, 2025  
NEW ORLEANS, LA  
SMOOTHIE KING CENTER

2025  
**UNCLE CHARLIE'S  
R&B COOKOUT**

**CHARLIE WILSON  
K-CI HAILEY  
EL DEBARGE**

FRIDAY, OCTOBER 3  
SMOOTHIE KING  
CENTER

**GREYTRAY**

SATURDAY, OCTOBER 11  
SMOOTHIE KING CENTER

**BREEZY BOWL  
XX**

**CHRIS BROWN**  
JHENÉ AIKO  
BRYSON TILLER

OCTOBER 16  
CAESARS SUPERDOME

LIVE NATION

NBA YOUNGBOY  
**MASA  
TOUR**

NEW SHOW ADDED  
OCTOBER 19 | OCTOBER 20  
SMOOTHIE KING CENTER

**BILLIE  
EILISH**  
HIT ME HARD  
AND SOFT

THE TOUR

NOVEMBER 7 & 8  
SMOOTHIE KING CENTER

**SPIN  
THE  
BUCK**  
COMEDY TOUR

KARLOUS MILLER DC YOUNG FLY CHICO BEAN

Saturday November 15  
SMOOTHIE KING CENTER

GET TICKETS AT [ticketmaster.com](https://www.ticketmaster.com) & [855.0UTLISHOW.COM](https://www.855.0UTLISHOW.COM)



# WANT TO CONTRIBUTE?

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

