



BRAD'S BLOG

As most of you know, we completed the Fiscal Year on June 30th, 2014, and I wanted to reflect on how much we have accomplished as a team over the past 6 months.

Leading up to assuming management of the LACC we conducted a Job Fair in October, 2013 with the total number of people interviewed at 151 (total of 167 interviews) which resulted in hiring 82 full-time and 75 part-time. Under Angela's stewardship and once our team was hired, we conducted "New Hire Orientations" for all 157 new hires and facilitated 20 orientation sessions in the last seven months. We also launched the "Encore Guest Service Training Program" a few weeks ago that will help us elevate our service delivery.

One of the first things we did was transition ownership and operations of the City IS System including all user stations, servers, network infrastructure, BAS, EBMS and other programs, and we just completed negotiations with Smart City Networks to waive their claim the City owed them \$400K for previously installed infrastructure improvements, eliminating the \$450K the LACC paid them for management of the telephone installations and will ultimately increase revenue share to the LACC.

Our team solicited, negotiated and completed over 30 new contracts with service providers and suppliers, implemented and improved MBE/WBE/SBE/DBE/EBE participation completing 10 contracts worth over \$1 million in annual spend for 30% participation, well above City's requirement and a vast improvement over the City's 1% participation prior to our arrival.

We also successfully transitioned from an exclusive, in-house utility provider program to an approved vendor program completing three contracts with approved vendors. We solicited bids and awarded a contract for Preferred AV services to Encore Audio/Visual, eliminating the need for an AV department in-house. We also on-boarded Image Quest to run our Business

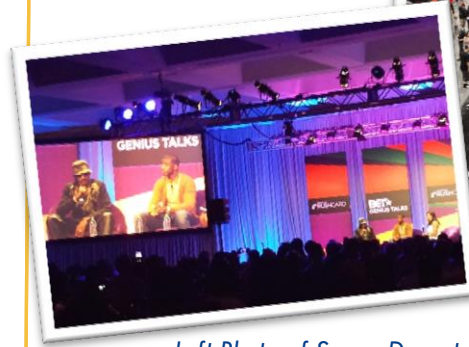
Service Center, another MWBE.

We have an entirely new Security team in place which has drastically improved security in and around the LACC under Ruben's leadership.

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EVENTS UPDATE



Left Photo of Snoop Dogg at the BETX. Right photo of DUB Show.

Event Spotlight

We are thrilled to announce that the LACC will be hosting two brand new events in September. The internationally acclaimed equestrian event, Masters Grand Slam, will make its U.S. debut at the LACC. Additionally, we are excited to welcome The U.S. China Film & TV Industry Expo, which is the preeminent event for connecting U.S. and Chinese film and TV industry professionals.

U.S. China Film & TV Industry Expo

September 15-16, 2014

The U.S. China Film & TV Industry Expo serves to bridge the existing gap between Chinese and U.S. film and television industries. This premiere event will present cross-market opportunities and will promote collaboration between the countries' film and T.V. industries. The UCFTI Expo is the professional platform to develop professional relationships for the purpose of trade, exchange, training and cooperation.

Longines Los Angeles Masters American Grand Slam

September 25-28, 2014

For the first time ever, the world's most prestigious indoor show jumping event is coming to the LACC. This event represents the best of the equestrian world and will place Los Angeles at the heart of the international equestrian scene. This unique event combines the best of sports entertainment and luxury lifestyle, and is expected to draw over 30,000 spectators.

UPCOMING EVENTS

September 3 – 5, 2014

League of California Cities
Annual Conference (Attendance: 1,200)

October 10 – 12, 2014

Audio Engineering Society
Annual Fall Convention (Attendance: 15,000)

October 22 – 25, 2014

Society of Women Engineers
Annual Conference (Attendance: 3,500)

JOB SHADOW DAY

LACC welcomed inner city students on Monday, July 28th for a day of job shadowing and professional development. The students had the opportunity to shadow two Event Manager's during the GBTA Annual Meeting and ask questions to our staff during a Q&A lunch.



ENCORE

LACC Team Members participated in the launch of AEG's Encore Training Program on July 15, 16 and 17. The Encore program gave team members tools to provide excellent customer service to each of our guests whether they are internal or external. Encore introduced *Time to Shine* and *Service Spotlights* to enable team members to shine a little brighter.

The Time to Shine! Values include:

- Our Service Commitment
- Be the guest
- It's our goal to create positive experiences
- Our mission

Service Spotlights include:

- Safety
- Sizzle
- Smile
- Synergy

The goal is to create memorable experiences for our guests that will make them want to come back to LACC for an *Encore*.



ENCORE STAR CARD RECOGNITION PROGRAM

Team members that are caught exhibiting Encore Time to Shine! Values or Service Spotlights towards guests, co-workers, or vendors will receive on-the spot recognition from a supervisor by receiving a "Star Card".

Starting August 1st, *Star Cards* are redeemable at the LACC HR office. Redeem 1 *Star Card* for a small prize or redeem 4 for a larger prize on our Plinko board.

How many cards do you have?



QUARTER HIGHLIGHTS

LEADER OF THE QUARTER: Leopoldo Hernandez

TEAM MEMBERS OF THE MONTH:

April: Gilbert Marroquin, Security Coordinator

May: Shari Taylor, Facilities Admin. Assistant

June: TBD. It could be YOU!

GREEN

TIP:
Recycle and reuse paper.

FACT: More than 5,000 products can be made from recycled paper, including: masking tape, coffee filters, paper money etc.

FUN

Got an idea for a fun employee activity?

Submit it to a Fun Committee Team Member or join the team!

SAFETY

"Lock it, hide it, keep it."
Don't be a victim of an auto related property crime.

S.A.F.E – Securing AEG's Fans and Employees

WELCOME TO OUR NEW LACC TEAM MEMBERS

- Alieme Augustine**
Security Guard
- Azur Hernandez**
Event Attendant
- Conae Seeney**
Security Guard
- Eddie Udom**
Security Guard
- Elwon Seamster**
Carpenter
- Fred Torres**
Plumber
- Gerardo Reyes**
Security Guard
- James Blackwell**
Electrician
- James Frassrand**
Electrician
- Johnny Hernandez**
Event Attendant
- Jose Zamora**
Security Guard
- Joshua Polizzi**
Security Guard
- Kevin McCall**
Security, Manager
- Kyle Tircuit**
Security Guard
- Leonard Alcala**
Security Guard
- Lorenzo Heredia**
Event Attendant
- Luis Perez**
Security Guard
- Maria Martinez**
Electrician
- Mario Martinez**
Electrician
- Meredith Gaines**
Receptionist
- Nadine Tiku**
Security Guard
- Rigoberto Antunez**
Security Guard
- Victor Reyes**
Security Guard
- Walter Mills**
Electrician

OPEN POSITIONS

- PT BOE
- PT Carpenter
- PT Mechanic
- FT Assistant Building Superintendent

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Ellen and the Marketing team have developed a new marketing plan which includes a sales initiative to increase LACC usage for feature films, TV and advertising film shoots which is already resulting in an increase of filming revenue by 140% year over year.

Our Event Services team under Carisa's leadership has successfully hosted and managed a total of 167 events, and 298 event days since we assumed management. We also have developed an online post event client survey that will allow us to track and quantify client feedback and address any areas in need of improvement.

Levy Restaurants launched the "Taste of LA" under Rian's leadership that included Groundwork Coffee replacing Starbuck's as the specialty coffee provider for the LACC and improving concession offerings throughout the facility.

Under Greg's leadership we implemented new parking operations policies, rates and implemented better controls of ticket inventory that has resulted in an increase of revenue by 7% year-over-year. We also reduced utilities usage by implementing an energy conservation program to include maintaining room temperature at 72 degrees, monitoring lighting and HVAC program times more closely which resulted in the reduction in electrical usage for January – April of 1.93% year-over-year.

Our Operations Team has vastly improved the cleanliness of the facility, including major window cleaning that had not been done since July 2010, in addition to tackling the multitude of maintenance issues that had been deferred for years.

And in addition to all of these improvements we have made to the LACC in the short time we have managed the facility is that we have ended the fiscal year without an operational deficit, a major accomplishment! Keith's team in Finance has done a commendable job in keeping close tabs on revenues and expenditures, which helped us accomplish what many said was not possible.

You should all be very proud of what we have accomplished together. I sincerely appreciate all of your hard work and dedication.

Now on to an even better FY '15!

UPCOMING

TEAM MEMBER EVENTS: \$1 Fun Friday's every Friday @ 2 pm in West and South Hall Lunch Rooms

August 1: *Encore Star Card* recognition program begins

August 12: Encore Training for New Hires & Make-Ups. English Session 9 am. Spanish Session 11 am MR 407

August 19: All employees meeting @ 2 pm

August 19/20: Rummage Sale

August 22: Social Hour - TBD

FUN PICTURES

