



FOR IMMEDIATE RELEASE

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Dolphin Stadium Drafts Guest Relations Expert for Super Bowl XLI Ruby Newell-Legner to Provide Customer Service Training

MIAMI GARDENS, FL – Dolphin Stadium, the future host of the 2007 and 2010 Super Bowl, today announced that it has contracted with Leisure Industry expert Ruby Newell-Legner to provide training for its event staff and supervisors. This decision builds on Miami Dolphins and Dolphin Stadium owner Wayne Huizenga's bold vision to take the enterprise to the pinnacle of the sports and entertainment industry.

"It takes many players on and off the field to create an exceptional guest experience for the fans. The 2006 season and Super Bowl XLI are months away, but Dolphin Stadium is moving ahead now to build the strongest guest relations team possible. Our mandate is to provide training to the Dolphin Stadium supervisors---the quarterbacks of the guest relations staff. For us, that means showing them how to foster a winning service culture among front-line employees so that everyone in the organization can work together to create a legendary guest experience," said Newell-Legner, president of RubySpeaks, Inc.

According to Andrew Major, Senior Director of Guest Services and Ticketing at Dolphin Stadium, Newell-Legner comes with a proven track record of success. "Ruby's training sessions for our event supervisors in 2005 far exceeded our expectations. She did an exceptional job giving Dolphin Stadium our most informative and fun supervisor training sessions in our stadium's history. We are excited about our partnership with Ruby and look forward to building on the momentum her work has already created."

Stadium President M. Bruce Schulze emphasized the importance of guest relations training. "We want our guests to have a fabulous experience when they visit us. We're currently investing in many upgrades in the stadium but none of it will matter if our guests don't feel like they're being treated according to the gold standard we're setting. This training, *Raising the Bar in Guest Relations*, is a top priority for us," said Schulze.

About Dolphins Stadium, a world class sports and entertainment destination that hosts a wide variety of events. Along with Miami Dolphins football, Florida Marlins baseball, and the FedEx Orange Bowl, Dolphins Stadium is home to the 2007 and 2010 Super Bowl. Dolphin Stadium has played host to three NFL Super Bowls, two MLB World Series, numerous concerts and events.

About RubySpeaks, Inc. Ruby Newell-Legner, Certified Speaking Professional, helps organizations build strong alliances between management and the staff they supervise and front line staff and the customers they serve. For a detailed account of exceptional service for the Sports and Entertainment Industry, visit http://www.guestrelationstraining.com/free_articles.htm and read "The Handoff."

To schedule training for your facility please contact **Michele Geissler, Director of Sales & Marketing at 303-933-9291, send Michele an e-mail at Michele@GuestRelationsTraining.com** or visit www.GuestRelationsTraining.com.