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## **Fans of the Spurs and Heat Will be treated to First-Class Fan Experience**

*Fan Experience Institute™ Founder Ruby Newell-Legner worked with  
Miami and San Antonio to Develop a Unique fan experience*

**Miami, Florida (June 16, 2013)** – When fans of both the Miami Heat and San Antonio Spurs go through the gates during the NBA Finals, they will all be treated to the work of fan Experience expert [Ruby Newell-Legner](#). Newell-Legner has worked with both the Eastern and Western Conference Champions to help boost in-venue fan and employee experiences to a championship level.

“I couldn’t be happier for both the Spurs and Heat—two great organizations with a tremendous fan base,” said Colorado based Newell-Legner, “I had the great fortune to work with leaders from both clubs to help boost their fan experience and I hope that every fan that attends the NBA Finals in person benefits from the added amenities that both teams have invested in.”

Newell-Legner has worked and consulted with some of the most respected sports and entertainment venues in the world, including 26 professional sports teams and more than 60 venues. She created and delivered staff development programs for guest relations staff for venues hosting Super Bowl XLI, the 2006 Grey Cup, the 2008 US Open (tennis) and the 2010 Olympics.

As a fan experience consultant and trainer, Newell-Legner works closely with leadership teams and human resource professionals to produce the most rewarding and up-to-date fan experience. That includes educating and motivating sports venue employees for the specific demands of their role.

“In this economy, fans are very picky on how they spend their money. And honestly, it is cheaper to watch a game from home—but not as rewarding,” Newell-Legner added, “That is why it is imperative for every team to provide the fan an experience they can only get at the live event. We educate our clients on how to engage the fan from the moment they park their car at the field or arena until well after they are at home. We want the fan to remember the experience for more than the game and that means entertainment, food, facilities, safety and more.”

### **About Ruby Newell-Legner:**

Fan Experience Expert, Ruby Newell-Legner, is dedicated to enhancing customer service for the sports and entertainment industry. Since 1994, she has delivered more than 2,200 training sessions and has worked side by side with thousands of sports and entertainment venue leaders to design and construct customized “7 Star” service models. The ultimate goal is to create a legendary guest experience for every fan, and promote a work culture that helps staff members and partners positively engage in the process.

As a fan experience consultant and trainer, Newell-Legner works closely with leadership teams and human resource professionals to construct successful staff development programs that educate and motivate sports venue employees for the specific demands of their role. She creates and delivers unique training programs that engage staff members in the learning process, which leads to improved performance. You can find out more about Newell-Legner at [www.7StarService.com](http://www.7StarService.com) and <http://www.linkedin.com/in/rubynewelllegner> or call 303.933.9291.