

Jiffy Lube Live VIP Newsletter

Summer 2012

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jiffylube® live

You Asked, We Listened!

VIP feedback brings exciting new upgrades for 2012!

At Jiffy Lube Live, we are always looking for ways to ensure that our VIPs have the best concert experience. This season, your VIP feedback was the inspiration for some exciting new features & upgrades you're sure to love!

The VIP experience just got more glamorous! Make your grand entrance into the VIP Club and you'll notice our brand new **red carpet**, perfect for photo ops. Strike a pose, take some pictures, and upload them to Facebook (don't forget to tag us, too!)

The VIP Club is also home to our brand-new, **bigger and better popcorn machine**. Be sure to stop by and say hello to our beloved "Popcorn Lady," Mrs. Frazier (pictured here) and try a box!

The **VIP Menu** has also been upgraded and now includes items such as Crab Cakes, while still offering classic concert favorites like burgers and fries. Be sure to try the smoked meat at our **new carving station**!



When it's time to for the show, VIP Box holders will be treated to comfortable **new arena-style padded chairs** and enjoy improved wait service with the addition of **"tap lights"** in each box.

Turn your light on for speedy service from your wait person! Box holders will also enjoy added privacy with the addition of **crowd-control stanchions** on the steps.

This season is full of new additions and still has some fun surprises in store. Be sure to check out the entertainment in the VIP Club before most shows from favorites like *Wes Spangler*, *Laurence McKenna*, and *The Janine Wilson Band*...plus new artists such as 80's cover band *Toxic Mouse*!

We hope you enjoy this season and all of our exciting new features and upgrades. We look forward to your feedback and hope you enjoy the summer!

Kearney & Co. Is On A Roll!

"Our #1 Corporate Goal...is to be a 'best place to work'"

Our friends at Alexandria-based **Kearney & Co.** have a winning formula: they've been nominated as one of the best places to work in the DC area for **six years** in a row! We asked Senior Director **Brian Kearney** to spill the secrets to their success!

What has your employees continuing to nominate Kearney & Co. as a best place to work?

"We believe Kearney & Co. has been nominated...due to both our employee total rewards model and its business strategies. Kearney places equal emphasis on its employees and business, our top two priorities. One of Kearney's most redeem-

ing qualities, according to our employees, is our welcoming, communicative, supportive and fun culture."

Your company has a VIP Box here at Jiffy Lube Live. How do you decide who uses your box tickets?

"CEO Ed Kearney believes in a work hard, play hard philosophy! Because of this, the VIP Box tickets have always been shared among employees and executives. On a weekly basis, Kearney & Co. raffles entertainment tickets so that all employees [and a guest] have the potential to win the raffle and attend these events VIP style!"

You have received many more regional and national accolades. What is the secret to earning your success and recognition?

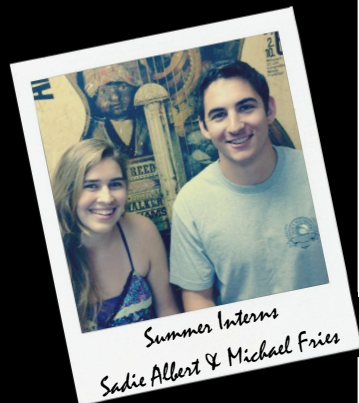
"Our secret is simple: be the best! [It] is not a static effort. At Kearney...it means taking a look at ourselves in the mirror...to ensure we are meeting business and employee needs and desires. It also means continuously taking a look around...to gain new and better ideas, and to keep a pulse on what other organizations are doing for employees and [in] business. At Kearney, we always set our sights high and aim for goals which are far beyond the norm."



Brian O'Connell with former co-worker Tonya Sharpe

Did you know that you can earn rewards such as VIP Box tickets, VIP Club vouchers, limo service to a show, and a reserved parking space when you refer a friend to our VIP program?

Contact Bridget for details!



Summer Interns Sadie Albert & Michael Fries

An Interview With Brian O'Connell

From Bristow to Nashville — And Working With Country's Hottest Stars!

Before **Brian O'Connell** became the 6-Time ACM Promoter of the year, he was one of our Bristow co-workers. Intern Sadie Albert caught up with him at the Rasca! Flatts show to hear his story!

Brian studied Mass Communication at West Illinois University. He DJed at local bars and served on his university's concert committee, but didn't know what he wanted to do after graduation—but he knew he “never wanted to wear a tie to work!”

After graduation, Brian was

hired by Cellar Door to promote concerts in Florida and was later transferred to Bristow to book and promote concerts around DC. He recalls booking John Fogerty at [what was then] Nissan Pavilion. Fogerty usually plays in small theatres, so no one thought his fans would come see him in Bristow. Brian accepted the challenge, selling all 25,000 seats to the show! Ted Man-kin, Live Nation DC's talent buyer, says “Brian doesn't see problems. He sees solutions.”

A few years later, Brian was

transferred to Nashville to promote concerts, where he saw his career explode. The *Country Megaticket* was one of his top revenue-generating ideas, which has successfully infiltrated almost every market nationwide. He's now the 6-Time ACM Promoter of the year, working with country's biggest stars and traveling to venues all over the world—and even visited the troops overseas!

The secret to Brian's success? Patience. He says he wouldn't change a thing!

Recent VIP Achievements

Courtesy of the Washington Business Journal

-MicroTech was recognized as the most successful service-disabled veteran-owned small business (SDVOSB) by Washingtonian magazine and awarded their 3rd consecutive year being listed in the top 100 prime contractors in the federal market place.

-SAIC was awarded at \$17M contract with the U.S. Bureau of Engraving and Printing.

-Hensel Phelps Construction Co. won a \$49.27M contract from the General Services Administration to contribute to design and construction of a new health care building.

-ASM Research, Inc. was selected by the Air Force Medical Service Commodity Council to fulfill a 5 year, \$985M contract.

-General Dynamics was awarded a contract from the

State Department worth up to \$2.2B to provide global supply chain management, logistics and technology services.

-Triple Canopy, Inc. was awarded a \$60M contract by The State Department to provide security services at the U.S. Embassy in Baghdad.

Congratulations to all of our VIP Clients on their outstanding achievements!

Summer Interns—A 2 for 1 Special!

This summer, the VIP department welcomed not one, but two interns! Our “2 for 1” pair both study at James Madison University.

Sadie Albert is a Junior, double-majoring in theatre and Spanish. She enjoys live entertainment of all kinds—especially music! Sadie attended her first concert ever when she went to Vince Gill with her family. Now, she listens to everything from

Ingrid Michelson to Brad Paisley, and even enjoys Spanish pop music. Sadie is a familiar face to our VIPs — this is her 5th summer working at Jiffy Lube Live!

Michael Fries is a Senior majoring in Communications Studies with a focus in public relations. He is an avid music fan with interests ranging from country to hip hop and classic R&B. Mike's first concert was The

Beach Boys. Mike is graduating in the Spring of next year and looking to pursue a career in the entertainment industry.

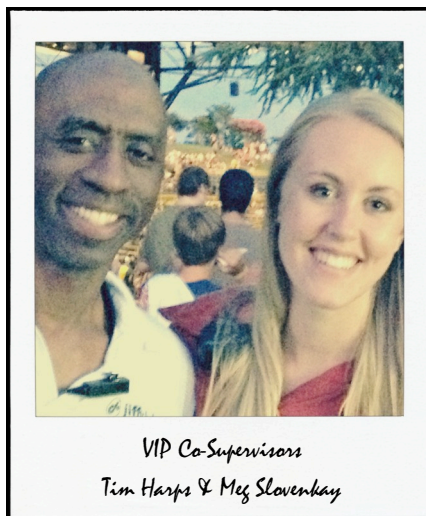
Our interns worked together to create this newsletter for our VIP Clients as one of their summer projects.

A special thank you to both of our outstanding summer interns for an excellent job this summer!

Meet Your VIP Summer Staff!

Jiffy Lube Live's ushers and seasonal staff are an important part of the VIP concert experience. This season, we welcome some new faces and welcome back many familiar ones!

Tim Harps is our new VIP Usher Supervisor. You may recognize Tim from last season, when he joined our venue's event staff and was quickly promoted to Team Lead. This summer, Tim's primary responsibility is to work with the VIP department to ensure an enjoyable concert experience for all. Tim listens to a variety of music, but was most excited for **Sugarland**. "Jennifer Nettles is a phenomenal vocalist!"



Meg Slovenkay is a familiar face to many of our VIPs—this is her 3rd year working at Jiffy Lube Live! She will never forget seeing John Mayer throwing a football on the lawn before his show, or last year's Jason Aldean and Luke Bryan concerts. "I about died—I love them so much!" she says.

This season, Meg has been promoted to Co-Supervisor and will be working with Tim to ensure our VIPs have a great concert experience! Her favorite part of the job? "I love to watch the faces of people who are so happy to be here!"

Meg will return to Christopher Newport University this Fall, where she studies Biology and is a member of Phi Mu Sorority.

Highlights From Our Venue's History

18 Years of Music & Memories!

1994: Nissan Pavilion is founded.

1995: June 3rd was our Opening Night debut—a Retro Saturday night concert featuring The Village People. The very first chant heard from the crowd was "Let's Go Disco!"

1995: The first sold-out shows include Jimmy Buffett, Dave Matthews Band & Blues Traveler.

1996: At a Fleetwood Mac concert, Nissan Pavilion reached its *one-millionth* customer.

1999: Farm Aid, a foundation supporting family farms, spotlights 15 different artists, including Willie Nelson, Neil Young, Dave Matthews Band, Trisha Yearwood, Sawyer Brown, and more.

2002: Nissan Pavilion offers fans the first-ever Country Megaticket, invented by our own Brian O'Connell.

2007: Nissan Pavilion wins the Academy of Country Music's *Venue of the Year* award.

2010: Live Nation signs a 7-year contract with the Jiffy Lube Washington Area Co-Op to rename the pavilion *Jiffy Lube Live*.

2012: Jiffy Lube Live is once again nominated for the Academy of Country Music's *Venue of the Year* award.

For more on our history, check out our timeline! Facebook.com/JiffyLubeLive

Memories Throughout The Years

"When I first came to Jiffy Lube Live, then called The Cellar Door Pavilion, it was under construction. We had to wear hard hats to enter the area, and we stood on what today is the stage...and a construction worker stood approximately where our box would be." - **Ann Davison, VIP Box Holder since 1993.**

"For a Toby Keith concert...the opening band was Junior Brown, and I've been hooked on him ever since. Probably never would have discovered him if I hadn't been a season ticket holder!" - **Karl Albert, VIP Season Seat Holder since 2006.**



"I have so many great memories of this venue over the past 15 years, it's hard to pick just one! A few highlights...the Farm Aid concerts we hosted two years in a row; the Easter morning church services; seeing

the VIP Club transform from picnic tables, tree bark and two bathroom stalls to what it is today; watching 25,000 people sing along to Jimmy Buffett each year; Tina Turner performing her farewell tour on our stage...and the best night ever was standing on the stage watching Darius Rucker sing to 20,000 people when he opened for Brad Paisley. People tell me all the time how lucky I am to have my job. When I think about all the wonderful memories, I agree!" - **Tonya Sharpe, Live Nation employee since 1991.**

VIP Photo Gallery



MicroTech



Jim & Jill Henley



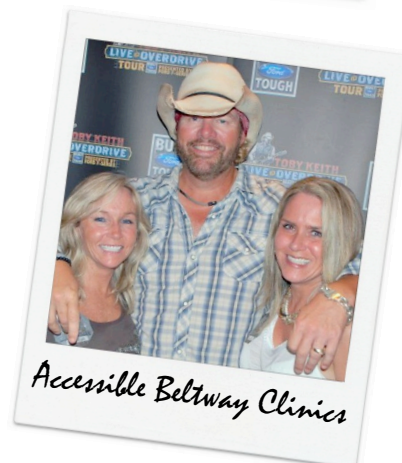
SAIC



Demolition Services



National Conferencing



Accessible Beltway Clinics



MasterPrint



Mrs. Frazier & Mini Gene

Top (L-R): Jen Berman (far right) & friends; James Henley & girlfriend Jill; Jeff & Wanda Colclough.

Middle (L-R): Ron & Melissa Feather; Wounded Warriors w/National Conferencing; Maureen Rosa & her sister.

Bottom (L-R): The ladies of MasterPrint; Mrs. Frazier & the biggest little KISS fan.

Upcoming Show Calendar

August 11th: Linkin Park with Mute Math

August 12th: Aerosmith with Cheap Trick

August 19th: Big Time Rush with Cody Simpson

August 23rd: Kelly Clarkson & The Fray

August 25th: Brad Paisley with The Band Perry

September 1st: Jimmy Buffett & The Coral Reefer Band

September 2nd: Rockstar Energy Drink Uproar Festival

September 8th: Jason Aldean with Luke Bryan

September 9th: RUSH

September 15th: DC101 Kerfuffle

October 12th: Zac Brown Band



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