



## Letter of Recommendation

To Whom It May Concern:

We hired Brian Crow and GameDay Consulting to conduct our annual training program for our game day employees. The training program was designed to educate our multiple-disciplined staff on our expectations of them as an employee, updated and revised stadium policies and procedures, as well as how to impart our customer service philosophies and principles into their duties.

Within six days, we trained almost 500 staff members ranging from ticket takers, ushers, guest service ambassadors, security, and supervisors. The participants in the training program responded very well to the presentations by Dr. Crow and his staff. It was apparent that the GameDay Consulting team spent many hours researching and absorbing our policies and were able to effectively convey everything we asked of them during the training modules.

As we prepare for another season at Ralph Wilson Stadium, I feel more confident than ever that we will be among the very best sports facilities anywhere. When it comes to our staff training, there's no doubt GameDay Consulting will help us exceed our fans expectations.

I would highly recommend GameDay Consulting to any organization that aims to amplify and develop their focus on important customer related or other organizational issues.

Sincerely,

Chris Voigt  
Director of Operations and Event Services  
Buffalo Bills

