



We Bring the World to New Jersey

Meadowlands Racetrack
Giants Stadium
The IZOD Center
Monmouth Park Racetrack
Boardwalk Hall
Atlantic City Convention Center
The Wildwoods Convention Center

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TEAM Coalition Names NJSEA Recipient of the 2008 Hall of Fame Award for Responsible Alcohol Management Training

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“We are thrilled to award the New Jersey Sports & Exposition Authority (operators of Giants Stadium, IZOD Center, Meadowlands Racetrack and Monmouth Park Racetrack) with the 2008 TEAM Coalition Hall of Fame Award,” stated organization Executive Director Jill Pepper. “With 26 senior level personnel becoming certified in effective alcohol management techniques last year along with the other significant training and control steps enacted by the NJSEA, the Meadowlands facilities are well-deserving of the Hall of Fame Award”.

TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

“We are grateful for the role the TEAM Coalition has played in our goal of a family friendly environment for the millions of patrons of the Meadowlands Sports Complex,” stated NJSEA President and CEO Dennis Robinson. “Commitment starts from the top in any organization therefore we initiated a state of the industry training program that included our senior managers as well as all levels of the facility organizations. This was one of the many initiatives we took last year in conjunction with the New York Giants and New York Jets and the results have been outstanding”.

The Hall of Fame award category was introduced by TEAM (Techniques for Effective Alcohol Management) Coalition in 2008 recognizing organizations that certify senior management in alcohol management training. TEAM works to accomplish this mission through TEAM alcohol management training and Responsible Fan Education materials.

Techniques for Effective Alcohol Management is a 501(c)(3) non-profit coalition that includes the National Football League, Major League Baseball, Major League Soccer, the National Hockey League, the National Basketball Association, National Collegiate Athletic Association, ARAMARK Corporation, Delaware North, Sportservice, Beer Institute, Anheuser-Busch Companies, MillerCoors, the International Association of Assembly Managers, Live Nation, Contemporary Services Corporation, the National Association of Broadcasters, and the National Highway Traffic Safety Administration among many others.

ALCOHOL MANAGEMENT STEPS TAKEN BY THE NJSEA IN 2008:

Staff Training

TEAM training is an employee-focused, facility alcohol management program, which includes the following key components:

- Recognizing signs of impairment.
- Understanding how the misuse of alcohol affects employees, guests, the facility and the community.
- Managing alcohol effectively by working together as a team.
- Demonstrating reasonable efforts to minimize liability when it comes to alcohol-related incidents.
- Helping to prevent underage access to alcohol by checking ID's and looking for pass-offs.
- Helping to ensure compliance with state alcohol service laws.

All NJSEA full-time event managers and all Guest Services, Event Security ,and Parking & Traffic Department part-time managers and supervisors will be Level 1 and/or 2 TEAM certified. The NJSEA has in its employ four (4) staff members who are TEAM-certified trainers. Jets and Giants team management have undergone TEAM training.

All employees have been Level 2 TEAM certified.

Public Education

1. Stadium policies shall be displayed at all entry gates.
2. Alcoholic beverage service policies shall be displayed at all related points of sale.
3. Policies shall be disseminated to all season ticket subscribers via the NJSEA produced, team-issued *Policies & Procedures* brochure.
4. In-stadium audio and video announcements regarding fan conduct shall be produced by each team.
5. Issuance of *Fan Code of Conduct* brochures and posting of same in conspicuous locations throughout Stadium.
6. Team-related Ticket Exchange services shall require on-line buyers to accept the *Fan Code of Conduct* prior to the completion of the purchase transaction.
7. NJSEA shall implement a mandatory on-line youth education program sanctioned by Mothers Against Drunk Driving for all under-age patrons who have been ejected for alcohol related issues from the Stadium. Completion of this program shall be required for reinstatement.

MEADOWLANDS SPORTS COMPLEX FAN CODE OF CONDUCT

The New Jersey Sports and Exposition Authority, our teams, and our show promoters are committed to creating a safe, comfortable, and enjoyable sports and entertainment experience. Our fans have the right to expect an environment where:

- Employees, players and team personnel respect and appreciate each and every fan.
- Guests will be treated in a consistent, professional and courteous manner by all Stadium and team personnel and each other.
- Guests will enjoy the event experience free from disruptive behavior, including foul or abusive language and obscene gestures and harassment of visiting team fans.
- Guests will consume alcoholic beverages in a responsible manner. Intervention with an impaired, intoxicated or underage guest will be handled in a prompt and safe manner.
- Guests will sit only in their ticketed seats and show their tickets when requested.
- Guests who engage in fighting, throwing objects or attempting to enter the field of play will be immediately ejected.
- Guests will smoke in designated smoking areas only.
- Obscene or indecent messages on signs or clothing will not be permitted.
- Guests will comply with requests from staff regarding operations and emergency response procedures.

Facility staff has been trained to intervene where necessary to help ensure that the above expectations are met, and guests are encouraged to report any inappropriate behavior to the nearest usher, security guard or guest services staff member. Guests who choose not to adhere to these provisions will be subject to ejection without refund and revocation of season tickets, and may also be in violation of local and state ordinances resulting in possible arrest and prosecution.

We thank you for adhering to the provisions of the Fan Code of Conduct.