

Since 2003, 8,343 employees of Gillette Stadium have become TEAM certified. 419 were certified in FY 2020.



2020 ANNUAL REPORT

October 1, 2019 to September 30, 2020

TECHNIQUES FOR EFFECTIVE ALCOHOL MANAGEMENT COALITION

Since 2004, 12,946 employees of Madison Square Garden have become TEAM certified. 913 were certified in FY 2020.

Fiscal year 2020 began strong for TEAM Coalition. From October 1, 2019 through February 29, 2020, revenue from TEAM's alcohol management training program was on par with previous fiscal years. 180 facility and concessions managers became certified TEAM trainers. 15,690 participant manuals were sold.

Two of the organizations that conducted the most training in 2020 were the New England Patriots at Gillette Stadium (419 employees certified) and Madison Square Garden (913 employees certified).

During the same time period, TEAM celebrated with Responsibility Has Its Rewards sweepstakes winners at the 2019 World Series, 2019 MLS Cup, 2019 NASCAR Championship race, NCAA Football Championship Series, 2020 NHL All-Star Game, Super Bowl LIV and the 2020 NBA All-Star Game.

IMPACT OF COVID-19

The pandemic threw a wicked curve ball our way by temporarily putting an end to live sports with fans in attendance. TEAM experienced a drastic reduction in revenue from employee certification. From March to September, only 4,320 manuals were sold. In a typical year, 40,000 or more manuals are sold during the same seven months.

TEAM took immediate action to cut costs in response. Three employees were furloughed from April 15, 2020 to August 31, 2020. The two employees remaining on payroll experienced salary reductions of at least 20% for five months.

TEAM officially vacated office space as of June 1, 2020. TEAM received more than \$240,000 in CARES Act aid in the form of a grant and a loan from the Small Business Administration as well as a PPP loan.

Thanks to the incredibly diligent efforts of the TEAM staff, 116 facility managers became certified or re-certified as TEAM trainers between April 1 and September 30. Eleven Instructor Development Program (IDP) workshops were conducted virtually. The Zoom IDPs generated \$27,600 in revenue for the Coalition.

STRATEGIC PLANNING

In the midst of a bleak outlook for TEAM Coalition's future, the Board of Directors as well as some very optimistic representatives from member organizations saw an opportunity to reset and re-evaluate the structure and strategy of the organization. A Strategic Planning Committee was formed. Mindset Collaborative was hired to guide the

process. After three intense months of interviews, surveys and countless rounds of edits, TEAM member organizations voted to approve the new strategic plan. They amended the organization's bylaws, established a new committee (Governance & Finance) and welcomed five new

member representatives to the Board of Directors.

The strategic plan focuses the newly rejuvenated committees on three primary areas: **SUSTAINABILITY, AWARENESS and GOVERNANCE**. The objectives for all three areas are aligned to maximize and stabilize revenue, maintain TEAM's relevance in the industry and increase member value.





"NASCAR is proud to be a member of TEAM Coalition and to support the important work that the coalition does to promote responsibility with fans across the country."

Jordan Jiloty
TEAM Chair
Managing Director,
Government & Community Affairs
NASCAR

LETTER FROM THE CHAIR

TEAM Members and Strategic Partners:

Since its inception, TEAM Coalition has been at the forefront of promoting effective alcohol management training and responsible alcohol consumption in the sports and entertainment industry. These efforts have strengthened for over three decades – largely because TEAM Coalition's members and partners have maintained a shared commitment to prioritizing alcohol responsibility. As we look back at 2020 and the unprecedented challenges that the pandemic has created, I am confident that TEAM Coalition remains well positioned to continue to perpetuate its important mission for decades to come.

In Spring 2020 when the pandemic took hold, it quickly became clear that TEAM Coalition's business model was going to be tested as never before. With the sports and entertainment industry being forced to cancel or postpone events, TEAM Coalition quickly adapted to the rapidly changing economic impacts of the pandemic. Difficult decisions and sacrifices were made to reduce costs. And through the EIDL and PPP loan programs, resources were secured to stabilize TEAM Coalition's finances, creating opportunities for TEAM Coalition to refocus on moving the organization forward.

While virtual meetings have become the new normal for most organizations, TEAM Coalition also focused very early on to ensure it could continue to serve its customers virtually. Online training and certifications have been made available so facility managers can ensure their employees are prepared for the return of live events. And through the hard work of the TEAM Coalition staff, trainings and certifications continue to be conducted online today.

The pause in live events this year also created a timely opportunity to review our organizational structure and bylaws. One of the greatest assets in TEAM Coalition membership can be found in the diverse coalition of members it represents. Through consultation with a strategic advisor and input from many of you this year, TEAM Coalition has adopted a new strategic plan that creates more opportunities for its members to serve the organization and leverage the members' expertise in support of TEAM Coalition's mission.

Though 2020 will likely be remembered as a year of incredible challenges, TEAM Coalition's accomplishments should not be overlooked. I am grateful for the incredible work of the TEAM Coalition staff throughout the year. The contributions of TEAM members and partners demonstrate how important our work of promoting alcohol responsibility remains. I'm honored for the opportunity to work with you in service to this organization.

I wish you all a healthy, safe and successful 2021.



Make the second turn
with Busch NA.

FAN OUTREACH

8,353

Fans Engaged

4,251

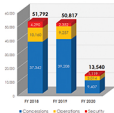
Photos

34

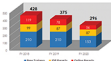
Event Days

2020 BY THE NUMBERS

TEAM EMPLOYEE CERTIFICATION



TEAM TRAINER CERTIFICATION



3 | TEAM Coalition

TRAINING

CERTIFICATIONS

13,540

Employees

296

Trainers

123

Venues

20,929

Manuals Sold

1,300

Online Access Sold

SUSTAINABILITY

As a 501c3 non-profit, maximizing profits is not the fundamental goal for TEAM Coalition. However, maintaining a healthy financial position is critical in order to ensure that the organization survives. And that is the definition of sustainability for TEAM Coalition - survival.

COMMITTEES AND STAKEHOLDER ENGAGEMENT

Committees are taking the lead to accomplish many objectives of the strategic plan in the next year. The commitment of engaged committee members is what will sustain this organization. The **Training Committee** is tasked with maintaining TEAM training as the gold standard in the industry. The **Membership Committee** is committed to strengthening the value proposition for members. **Governance & Finance** ensures that the organization stays on budget and adheres to the bylaws. And the **Marketing & Communications Committee** is focused on telling TEAM's story, sharing best practices and establishing a communications plan.



ONLINE EMPLOYEE TRAINING AND CERTIFICATION

Brainshark is TEAM's choice provider to migrate the customizable alcohol management training program to an online solution. Before FY 2020 ended, eight customers purchased the product along with access for 1,300 employees to become certified when it became available in September of 2020.

TEAM continues to work with state regulators to maintain TEAM training (both the face-to-face and online versions) as an approved provider of alcohol service training, comparable with other products in the marketplace like TIPs and ServSafe.

Only TEAM includes all job functions in training.

Only TEAM considers the standard alcohol service training as just one of many components of a full-facility alcohol management program.

Only TEAM provides support to training customers on alcohol policy development and enforcement and promotion of messages of responsibility to guests.

FAN ENGAGEMENT

In the last fiscal year TEAM had great success with earned media recognizing the NFL Responsibility Has Its Rewards sweepstakes winner from the Kansas City Chiefs headed to Super Bowl LIV.

In addition, TEAM successfully introduced a new program with Texas A&M and The Mocktail Project. The RHIR Challenge was part of the virtual U in the Driver Seat virtual Symposium. Students had 24 hours to create a mocktail recipe and post about it on social media. Prizes for winners included TEAM branded items along with items from the Brown- Forman PAUSE campaign.

YOUNG ADULT
TRAFFIC SAFETY
SYMPOSIUM
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POWERUP
WITH U
UNIVERSITY





GOVERNANCE

One of the most significant changes to the TEAM Coalition organizational structure to come from the strategic planning process was the creation of the Governance & Finance committee. The co-chairs of the committee are the Treasurer and Secretary of the organization. Those positions became three-year terms with a two-term limit. They were removed from the officer rotation, leaving only the vice-chair and chair in the two-year progression.

The strategic plan identifies two key objectives for awareness. The first is to strengthen TEAM's brand. The second is to maintain TEAM as the "go-to" resource for media and industry professionals.

In FY 2020, TEAM introduced a new monthly newsletter called the "Reasonable Effort" focusing more on sharing best practices among members and customers than on counting IDPs and recent fan engagements. Social media posts went from sharing albums of souvenir photos of smiling fans to encouraging key member organization PR contacts to retweet infographics full of valuable statistics.

The new committee is focused on three objectives: keeping the board engaged, having a strong committee structure and maintaining effective financial oversight.

In a very short time frame, the committee has presented the board with orientation materials, a board rubric and a memorandum of understanding detailing the mutual expectations between the members and the organization.

From a financial perspective, applying for PPP loan forgiveness is the top priority of the committee. A close second is filing the 990 Form for the 2020 fiscal year.

FY 2020 FINANCIALS

Revenue = \$800,453
Expenses = \$728,876
 Net Income = \$71,577

TEAM's virtual panel discussion at IAVM's Venue Connect titled, "Adult Beverages Done Right at College Athletics" was attended by representatives of 50 collegiate athletics facilities all considering alcohol service.



AWARENESS

FISCAL YEAR 2020 STATEMENT OF ACTIVITIES

October 1, 2019 to September 30, 2020



<u>Contributions and Grants</u>	<u>\$ 471,026</u>
Membership dues Revenue - Membership Dues	\$ 315,000
Government grants Revenue - Government Grants (NHTSA)	\$ 40,000
EIDL Grant	\$ 5,000
PPP Loan	\$ 81,635
Revenue - RHR	\$ 31,391
<u>Program Services Revenue</u>	<u>\$ 127,591</u>
Revenue from Programs	\$ 122,341
Revenue - IDP Training	\$ 92,625
Revenue - Online recertification	\$ 7,000
Revenue - Copied or scanned exams	\$ 200
Revenue - Rush processing	\$ 6,950
Revenue - Training	\$ 1,016
Revenue - Online employee certification	\$ 12,700
Revenue - Online employee set-up	\$ 1,750
Misc. Shipping Charges Reimbursed	\$ 5,349
<u>Investment Income</u>	<u>\$ 303</u>
<u>Other Revenue</u>	<u>\$ 199,533</u>
Gross sales of inventory, less returns and allowances	\$ 234,434
Less cost of goods sold	\$ (35,597)
Other Income	\$ 696
TOTAL REVENUE	\$ 800,453
<u>Salaries, other compensation, employee benefits</u>	<u>\$ 379,454</u>
Compensation of director	\$ 100,589
Other salaries and wages	\$ 173,203
Pension plan accruals and contributions	\$ 4,683
Other employee benefits	\$ 81,573
Payroll taxes	\$ 15,425
<u>Other expenses</u>	<u>\$ 369,422</u>
Fees for services - legal	\$ 700
Other	\$ 35,480
Advertising and promotion	\$ 21,399
Office expenses	\$ 12,816
Information technology	\$ 77,974
Occupancy	\$ 85,622
Travel	\$ 41,733
Conferences, conventions, and meetings	\$ 3,837
Insurance	\$ 6,083
Outside services	\$ 25,110
Postage and Shipping	\$ 21,223
Printing and Publications	\$ 13,436
Equipment Rental	\$ 4,010
TOTAL EXPENSES	\$ 728,876
NET INCOME	\$ 71,577

BOARD OF DIRECTORS

Chair

Jordan Jiloty
NASCAR



Vice-Chair

John Huff
Live Nation



Secretary

Co-Chair Governance &
Finance Committee
Jeff Stonebreaker
MLS



Treasurer

Co-Chair Governance &
Finance Committee
Lester Jones
NBWA



Communications & Marketing Committee Chair

Ashley Cahill
Anheuser-Busch



Training Committee Chair

Kevin Tedesco
Aramark



Membership Committee Chair

Matt Dye
Spectra



Director-at-Large

Rishi Nigam
Bulldog Hospitality



Director-at-Large

Russ Simons
Venue Solutions Group



STAFF

Executive Director

Jill Kiefer



Chief Operations Expert

Christy Verbosky



Event Manager

Liz Byrd



Event Manager

Brandon Johnson



Alcohol Management Certification Specialist

Kionna Garrett



MEMBER ORGANIZATIONS



Anheuser-Busch Companies
Ashley Cahill
Sara Levin
Makena Reindeau



Aramark Sports & Entertainment
Kris Armes
Alison Birdwell
Julianne Duss
Kevin Tedesco



Beer Institute
Mary Jane Saunders
Bill Young

BROWN-FORMAN

Brown-Forman Corporation
Taylor Amerman
Leah Kelly
Greg Luehrs



Constellation Brands
Suzanne McGovern
Jim Ryan
Kim Twist

Delaware North
Chris Angrie

Heineken USA
Nancy Correa
Quinn Kibury

International Association of Venue Managers
Kevin Bruder
Mark Herrera
Brad Mayne

Legends
Don Griffin
Karen Monteros
Dan Smith
Bill Wilson

Live Nation
John Huff

Lyt
Ed Hutchison

Major League Soccer
Zoe Iizary
Kyle Kempinski
Jeff Stonebreaker

Molson Coors Beverage Company
Megan Danlon
Tami Garrison

NASCAR
Jordan Jilaty
Dan Klenetsky

National Association of Broadcasters
Ann Marie Cumming
Jennifer Jose

National Basketball Association
Jerome Pickett

National Beer Wholesalers Association
Lester Jones
Lauren Kane
Allison Schneider

National Collegiate Athletic Association
Amanda Benzine
Jessica Wagner

National Football League
Billy Langenstein

National Hockey League
Elizabeth Johnston

Spectra Food Services & Hospitality
Matt Dye
Mike Reinert
Jay Saterspiel

Stadium Managers Association
Joe Abernathy
Dewin Keyes
Jeana Schultz

Techniques for Effective Alcohol Management Coalition
Liz Byrd
Kionna Garrett
Brandon Johnson
Jill Klefer
Christy Verbosky



STRATEGIC PARTNERS



Governors Highway Safety Association
Jonathan Adkins



International Association of Chiefs of Police
Sarah Horn
Vincent Talucci
Gene Voegtlin



Mothers Against Drunk Driving
Adam Vanek



National Highway Traffic Safety Administration
Ki-Jae Hong
Susan McMeen

National Sheriffs' Association
Mike Sabol

Recording Artists Against Drunk Driving
Erin Meluso

Soccer United Marketing
Christoph Schoenbeck

The Ensign John R. Elliott HERO Campaign
Christine D'Alessandro
Bry Elliott



MASTER TRAINERS



Gerald Barajas
formerly Aramark in Denver



Jennifer Bingham-May
formerly Aramark in Minneapolis



Katie Bishop
formerly Delaware North in Milwaukee



George Cunningham
Rose Bowl Stadium



Marie Eslick
Delaware North
Progressive Field

Leonard Faulkner
Aramark at SAP Center



Chloe Janfaza
Las Vegas Raiders



Jim Kiefer
TEAM Coalition



Andy Konkle
formerly Levy in Cleveland



Billy Langenstein
NFL



Vicki Malko
formerly MetLife Stadium



Randy Mayne
Maverik Center



Emily Molino
formerly Legends in Sacramento



Rishi Nigam
Bulldog Hospitality



Greg Overstreet
Mercedes-Benz Stadium



Tina Rogers
Delaware North at Miller Park



Charles Rousey
Spectra at Scope Arena



Jay Salenspiel
Spectra in Phoenix



Tom Schlaker
Delaware North at Busch Stadium



Aaron Schmitt
S.A.F.E. Mgmt at
Mercedes-Benz Stadium



Tim Schmitt
Buffalo Sabres



Bill Squires
New York Giants



Julie Taylor
Chicago White Sox



Sadaf Usmani
MetLife Stadium



Anne Wheat
MetLife Stadium



Roger Zouhar
Elite in San Diego

Since 2011, 2,229 employees of West Virginia's Mountaineer Field at Milan Puskar Stadium have become TEAM certified.



TECHNIQUES FOR EFFECTIVE ALCOHOL MANAGEMENT **COALITION**

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PMB #1084
Alexandria, VA 22314
877-2-TEAM-CO (877-283-2626)

Follow TEAM:  FansDontLetFansDriveDrunk

 @ResponsibleFans

 ResponsibleFans

 TEAMCoalition

Since 2015, 1,782 employees of Darrell K Royal Texas Memorial Stadium at the University of Texas have become TEAM certified.