



Ruby Newell-Legner, CSP
Speaker • Trainer • Author

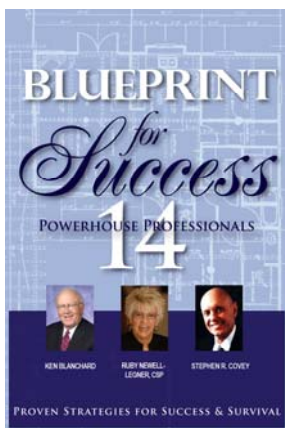
Guest Relations Training Expert for Sports & Entertainment Venues

Ruby Newell-Legner, Certified Speaking Professional, founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a more customer focused work environment where everyone can excel on the job. Over the last decade, she has presented more than 1,700 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance and create a legendary guest experience for the fans.

A nationally recognized customer satisfaction expert, Ruby is also a facilitator with a proven ability to create environments where groups can brainstorm effectively, share perspectives and come to consensus-while enjoying the process. She helps organizations build strong teams between front line staff and management, and make exceptional customer service a way of life.

Ruby's high-impact trainings are based on 25 years as a front-line service provider and facility manager. As a previous municipal staff member, she understands the challenges that employees face in meeting the demands of the public. She works with organizations to build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise.

With "in the trenches" practical know-how, Ruby has an uncommon level of experience that gives immediate credibility with session participants and allows her to offer suggestions and recommendations based on actual hands-on experience. Her clients range from arena and stadium management staff to leaders in municipal government to Jumeirah Group, the Dubai, United Arab Emirates, based luxury hospitality group that operates the Burj Al Arab, frequently referred to as the only seven-star hotel in the world. Because of her expertise in guest relations training, she was chosen to train the staff to host Super Bowl XLI, the Grey Cup, the US Open and the 2010 Olympics.



Ruby has worked together to build workplace learning programs for some of the largest, most recognized organizations in the world. Her track record in satisfying clients is identified by the number of clients who have hired Ruby again and again to provide training for their group. With expertise in the areas of guest relations, leadership, communication, management, internal and external customer service, Ruby provides new perspectives and fresh ideas that enhance ongoing initiatives within your organization to create both immediate and lasting results.

Ruby is a Certified Speaking Professional, a designation bestowed by the National Speakers Association to less than 400 speakers in the world.

Her new book, ***Blueprint for Success***, coauthored with Ken Blanchard and Stephen Covey was published in June 2008.

Ruby Newell-Legner, Certified Speaking Professional
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Ruby Speaks

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A Partial List of Ruby's Satisfied Clients



Allen County War Memorial Coliseum – home of the Komets United Hockey League Team, Fort Wayne, Indiana, USA



American Airlines Arena – Home of the Miami Heat, the 2006 National Basketball Association World Championship Team, Miami, Florida, USA



BC Place Stadium – Host of the 2010 Olympic Opening, Closing and Medal Ceremonies for the 2010 Olympics, Vancouver, British Columbia, Canada



Canada Inns Stadium – Home of the Winnipeg Blue Bombers and host of the 2006 Canadian Football League Grey Cup, Winnipeg, Manitoba, Canada



Dolphin Stadium – Home of the Miami Dolphins National Football League Team, Florida Marlins National Baseball League Team and host of Super Bowl XLI and XLIV, Miami, Florida, USA



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E-Center & Usana Amphitheatre –
Centennial Management Group,
West Valley City, Utah, USA



General Motors Place – home of the Vancouver Canucks National Hockey League Team and primary venue for Ice Hockey events for the 2010 Olympics, Vancouver, British Columbia, Canada



Heinz Field – Home of the Pittsburgh Steelers – The National Football League Super Bowl XL Championship Team, Pittsburgh, Pennsylvania, USA



Mellon Arena – Home of the Pittsburgh Penguins National Hockey League Team, Pittsburgh, Pennsylvania, USA



National Western Complex – home of the National Western Stock, Rodeo & Horse Show, Denver, Colorado, USA



Orlando Magic – National Basketball Association, 2008 Southeast Division Champions, Orlando, Florida, USA



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Qwest Center Omaha – Host to the 2006 NCAA Women's Volleyball Final Four, First- and second-round games of the 2008 NCAA Tournament and 2008 USA Swimming Olympic trials, Omaha, Nebraska, USA



Ralph Wilson Stadium – home of the Buffalo Bills National Football League Team, Buffalo, New York, USA

RCA Dome – home of the Indianapolis Colts National Football League Team and part of the Indiana Convention Center, Indianapolis, Indiana, USA



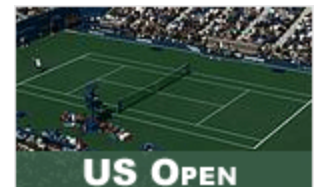
Arrowhead Stadium – home of the Kansas City Chiefs National Football League Team, Kansas City, Missouri, USA



Rexall Place – home of the NHL Edmonton Oilers and the Edmonton Rush NLL Lacrosse Team, and host to the Canadian Finals Rodeo, Edmonton, Alberta, Canada



National Tennis Center – Home of the US Open, Flushing, New York, USA



Wings Stadium – home of the Kalamazoo Wings United Hockey League Team, Kalamazoo, Michigan, USA

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Ruby has proudly presented for
the following International
Conferences in the Sports
& Entertainment Industry



Association of Luxury Suite Directors

International Association of Assembly Managers



International Convention Center Conference

International Crowd Management Conference



International Association for the Leisure & Entertainment Industry

National Association of Concessionaires



Stadium Managers Association

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What Ruby's Sports and Entertainment Venue Clients say about her training programs:

Mark Vaillant, General Manager, ARAMARK - General Motors Place, Vancouver, BC, Canada

"The NHL lockout in 2004/2005 was a very difficult time for NHL venues and in turn caused a high rate of employee turnover. In preparation for the return of NHL Hockey to General Motors Place, ARAMARK was happy to have Ruby conduct a Guest Relations Training Seminar for all of the employees involved in the service of Food and Beverage. This included people from 10 days to 10 years experience. Ruby's ability to customize her program and to use specific examples from General Motors Place was essential in engaging our employees with the training."

"Ruby's ability to bring guest experience values to our employees in a fun and informative setting has allowed us to increase our level of service to over 18,000 ticket holders every game, thus making General Motors Place one of North America's Premier Sporting facilities."

Randy L. Brown, CFE, General Manager, Allen County War Memorial Coliseum

"Ruby not only speaks, but she delivers a very enthusiastic, informative, "out of the box" thought provoking presentation on how to improve the performance of employees. Ruby challenged, Ruby shared ideas, Ruby responded to the needs of over 300 employees of the Allen County War Memorial Coliseum."

"Ruby is the key to turn satisfactory customer service into extraordinary customer service."

Andy Major, Sr. Director Guest Services and Ticketing, Dolphins Stadium

"Ruby's Guest Services training sessions for our event supervisors exceeded our expectations. She did an exceptional job and probably gave Dolphin Stadium our most informative and fun supervisor training sessions in our stadium's history."

We are very happy and excited about our partnership with Ruby and how the Guest Services training session went for our event supervisors. Ruby was able to provide meaningful training methods that kept everyone attentive and interested...they left with a smile and are ready to work with a smile!

Ruby was Terrific! We had 15 year employees comment that this was by far the best training sessions that they have attended."

Scott E. Bowman, Vice President, Season Ticket Services & Operations, Orlando Magic

"As we move toward the opening our new Orlando Events Center in the fall of 2010, we have partnered with Ruby to ensure that we meet our goal of creating legendary moments for all of our customers."

"Ruby has changed our way of thinking by taking us through the Cycle of Service program. She truly gets you to put yourself in the customer's shoes to ensure that we are seeing everything through the eyes of our customers. Her passion for what she does is seen through her many experiences and stories that she shares with excitement and enthusiasm. This program can easily be adapted and applied within any organization, as it is relevant for both internal and external customers."

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Randy Mayne - E Center/Centennial Management Group

"I was really impressed working with Ruby, as she customized the program to meet our every need, with a contagious enthusiasm that got everyone excited and ready to learn. I found that two huge successes came out of our training. The first was our team work has improved so much that it is now a regular part of everyday work, and Supervisors were re-evaluating their managing styles and changing the way they managed their people."

Bernie DeLuca, Luxury Suite Manager and Cayce Little, Guest Services Heinz Field

"Our results from 2003 were positive and beneficial in enhancing our knowledge as managers. The feedback from our Team Members was very positive, because you were able to connect with them, made the training fun, informative and made them feel comfortable."

From Attendees at the International Association of Assembly Managers Annual Conference Session Ruby presented called: "Raising the Bar in Guest Relations"

Eric Backlund, Binghamton University Events Center

"High energy, high power approach to caring for the core of our business - our customer!"

Joan LeMahien, Ford Field/Detroit Lions

"Ruby's program is chock full of practical ideas that can be easily implemented back at your venue."

Mary Mycka, Meeting Planner, on behalf of the Board of Directors, Stadium Managers Association

"Thank you for participating as keynote speaker in our 2004 Stadium Managers Seminar... You are truly a speaker who goes above and beyond! We had so many great comments on your presentation, specifically, 'Ruby is a pro, her material is fitting for guest services, managers, and front line staff.'"

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