

Welcome!

You've chosen to be part of an exciting team and we hope that your experience will be a good one. Your thoughts after the event will be important to us, so be sure to keep in touch.

There are many ways to stay connected with WGI and we want to hear from you! Follow us on Twitter (twitter.com/wgi), look for us on Facebook (facebook.com/watkinsgleninternational) or visit us at www.TheGlen.com. You can also email us at Racing@TheGlen.com.

Have fun and make a difference to our guests!



Michael P. Printup
President
Watkins Glen International



WGI Vision & Mission

Our Vision:

- To be North America's premier road racing venue by providing superior, innovative and thrilling guest experiences.

It is our Mission to:

- Provide Quality family entertainment experiences
- Provide Value to guests through excellent services and interaction, upgraded facilities, and improved amenities
- Celebrate road racing history and tradition while highlighting the new road racing enthusiast.
- Leverage community involvement and promote the uniqueness of the surrounding area
- Motivate a strong experienced staff.
- Strengthen and continue to diversify event schedule
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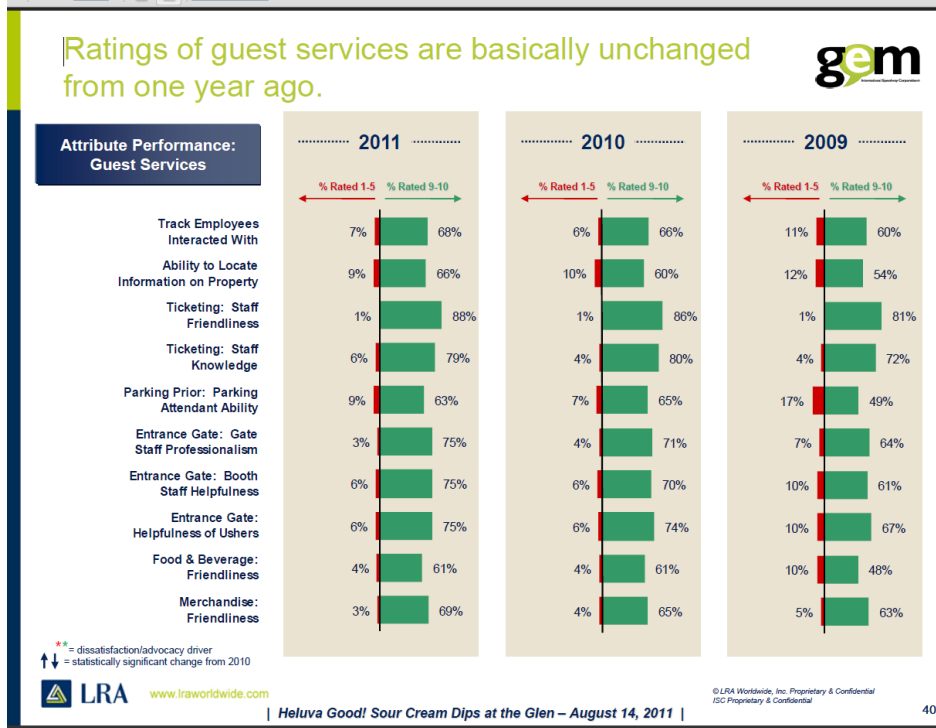
“The Big Show”

- We are an entertainment facility, hosting large scale interactive, exciting and unique experiences... in many ways an ESCAPE.
- Always remember the anticipation...
 - ...Ticket purchase, tickets arrive, plans are made, car is packed, traffic & arrival, etc...
- Entertainment dollars are spent very carefully and with the decision to buy comes the expectation that the experience will exceed all expectations.
- The choice to return is often made while onsite!



Did you know...

We are being rated by our Guests!



“Loved the race. Very well kept track and surrounding facilities. Only problem, we were in the FrontStretch section and 2 men in the row in front of us continued to smoke throughout the whole race.”

“I really appreciate the personal touches that WGI gives its customers.”

“Need consistency with what can be brought into the grandstands. A soft sided seat cushion that we brought into the Red, White & Blue on Sat afternoon and Monday was not allowed to be brought into the new first corner grandstand on Saturday night.”

What is



- Placing the Fan's Needs **First!**
 - Having the **First** person they ask answer a question
 - Using your **First** tools before referring to someone else
 - Fan Guide, Info Booths, Radio, Directional Signage, Supervisor Assistance
- Listening to and Learning from our Fans
 - Having Comment Cards available from Supervisors & Information Booths
 - Passing on fan feed-back to your supervisor or track management
 - Showing concern
- Serving as a proud Track Ambassador
- Recognizing opportunities to make a difference in a guest's day
 - Going the extra distance – Helping find solutions
 - Treating each guest as you would like to be treated

The FANS are WHY we are Here!

So remember....

- Great each guest!
"Hello! Welcome to The Glen!"
- **SMILE!**
Smiles are infectious.
- At the end...
"Bye - Thank you for coming!"
- Make a lasting impression on every guest!



When Guests are Unhappy



- Always try to establish eye contact.
- Never argue – you can't "win".
- Listen to their whole story and recap what they told you.
- Show concern – acknowledge their emotions
- Remedy issues within your power.
- Sometimes you have to tell a guest No. Be gentle.
- Seek supervisor assistance for a situation that continues.

Disability Awareness



- Accommodation – the right thing to do and it’s the law.
 - ADA, “American’s with Disabilities” Act ensures equal accessibility
 - We cannot challenge someone’s claim to be disabled
- Respect – offer to help rather than assume and take charge.
- Appropriate terminology – use “People-First” language
 - “People with disabilities” NOT “the disabled”
 - “A person who is blind” NOT a “blind person”
 - “A person who can’t hear” NOT a “deaf person”

Check it out before your shift!



- Do you have a Guest Guide and Event Guide in your pocket?
- Who is your supervisor and how can you locate him/her?
- What are the names of the grandstands around you?
- Where is the nearest restroom?
- When does the race start?
- Where can a guest buy a program? Food & Beverage?
- Where is the nearest Info Booth?
- Where is the nearest ATM?
- When are the track cross-overs open? Where are they?

Thank you!

- You are an integral part of what we do here, without your support we can't provide the service that keeps the Fans coming back.
- Together we can continue building on our previous successes, further establishing Watkins Glen International as a Premier Motorsports facility.

