

**Green Bay Packers
Hall of Fame Customer Service Representative
Employee Handbook**



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Green Bay Packers Mission Statement

To win championships and deliver excellent guest experiences while being guided by our core values.

Green Bay Packers Values:

Teamwork

We work together to achieve our goals through a strong work ethic, mutual trust and appropriate communication.

Integrity

We work ethically in every aspect of our operations while remaining loyal to our coworkers and the values of the organization.

Respect

We make the commitment that all of our actions and communications will be considerate toward coworkers, partners and guests.

Excellence

We continually focus our efforts on pursuing the highest levels of performance throughout the organization.

Stewardship

We foster and advance our community-founded organization and its rich tradition for future generations.

Hall of Fame Mission

To be the definitive storyteller of the Green Bay Packers to all generations and to celebrate the individuals, teams and moments through the education and preservation of the organization's iconic history.

Goals and Objectives:

- **Be financially sustainable**
 - Exceed the overall revenue goal
 - Surpass admission/walk-up revenue goal
 - Surpass group sales goal
 - Surpass online sales and service fee revenue
 - Drive attendance to the Hall of Fame
 - Surpass operating profit margin goal

- **Build the best experience of Packers history**
 - Create new temporary exhibits
 - Update permanent exhibits
 - Identify programs that are gamechangers
 - Exceed Secret Shopper program expectations
 - Invest in development opportunities for core staff

- **Preserve the history of the Packers**
 - Record artifact inventory
 - Collaborate with football operations

Guest Experience:

We are guided by our mission statement; we want all guests to feel welcomed and receive a world class experience at Lambeau Field.

Stadium Tours Mission

To be the definitive storyteller of the Green Bay Packers to all generations and to celebrate the individuals, teams and moments through the education and preservation of the organization's iconic history.

Goals and Objectives:

- **Be financially sustainable stadium tour business**
 - Exceed the overall revenue goal
 - Surpass admission/walk-up revenue goal
 - Surpass group sales goal
 - Surpass online sales and service fee revenue
 - Drive Stadium Tours attendance
 - Surpass profit margin goal

- **Build the best tour experience of Packers history in the world**
 - Exceed secret shopper program goal
 - Invest in development opportunities for core team members
 - Offer Alumni Tours

- **Preserve the Packers iconic history**
 - Maintain accurate tour scripts
 - Implement quarterly staff quizzes
 - Collaborate and invite internal departments to staff meetings

Guest Experience:

We are guided by our mission statement; we want all guests to feel welcomed and receive a world class experience at Lambeau Field.

Job Description

GREEN BAY PACKERS, INC.



Title: HALL OF FAME/STADIUM TOUR CUSTOMER SERVICE REPRESENTATIVE

Department: Hall of Fame

Classification: Non-Exempt; Hourly

Level: Level 5; Seasonal

Location: Green Bay, Wisconsin

Reports to: Hall of Fame Manager & Hall of Fame Assistant Manager

Supervises: This position has no supervisory responsibilities.

JOB DESCRIPTION

Summary/Objective:

This position is responsible for the daily transactions in the Green Bay Packers Hall of Fame and Lambeau Field Stadium Tours. The work involves extensive hospitality expertise with a developed understanding of customer service.

Job Responsibilities:

- 1) Perform daily operations of point of sale equipment.
- 2) Monitor the Hall of Fame on a daily basis.
- 3) Assist in establishing and maintaining a superior measure of customer satisfaction.
- 4) Answering inquiries regarding information on the Hall of Fame and Stadium Tours.
- 5) Must be available to help with Hall of Fame and Stadium Tour events, including: Sleepovers, Scout Days, weekends, and game weekends.
- 6) Assisting with other tasks as assigned.

Qualifications:

- 1) Familiarity with point of sale equipment is preferred.
- 2) Highly dependable and reliable at all times.
- 3) Efficient and effective problem solving / troubleshooting skills.
- 4) Exhibit the characteristics of an energetic individual.
- 5) Strong communication skills and a team player.
- 6) Be available weekdays, late evenings, weekends, and game weekends.

Physical Demands and Work Environment:

- 1) Ability to walk, stand, and sit for extended periods of time throughout the day.
- 2) Ability to reach, stoop, and lift on a frequent basis.
- 3) Ability to focus on projects for periods of time.
- 4) Operates in a professional environment.
- 5) Role routinely uses standard office equipment.

Signature:

This job description has been approved by management. Employee signature below constitutes employee's understanding of the responsibilities, qualifications, and duties of the position. This job description is not designed to cover or contain a comprehensive listing, and duties and responsibilities may change at any time with or without notice.

Employee: _____ Date: _____

The Packers Way – All Day, Every Day

Information

- FAQ cards
- Training on information resources
 - Packers.com (Organization Info)
 - Greenbay.com (Green Bay area info)

THE PACKERS WAY
ALL DAY, EVERY DAY



HOURS OF OPERATION

Packers Pro Shop: (920) 569-7510
Monday thru Friday: 9 a.m. - 7 p.m. / Saturday: 9 a.m. - 6 p.m.
Sunday: 10 a.m. - 5 p.m.

Packers Hall of Fame: (920) 569-7569
Monday thru Saturday: 9 a.m. - 6 p.m. / Sunday: 10 a.m. - 5 p.m.

Packers Ticket Office: (920) 569-7501
Monday thru Friday: 9 a.m. - 5 p.m. / Closed Saturday & Sunday

1919 Kitchen & Tap: (920) 965-6970
Open daily: 11 a.m. - 10 p.m.

Atrium Guest Services Desk: Extensions 8513 and 8514
Monday thru Friday: 8 a.m. - 5 p.m. / Saturday: 9 a.m. - 5 p.m.
Sunday: 10 a.m. - 5 p.m.

Packers Main Number/Switchboard: (920) 569-7500
Monday thru Friday: 8 a.m. - 5 p.m. / Closed Saturday & Sunday

Hours vary depending on home games & stadium events

FREQUENTLY ASKED Q & A



How can I see the field?

- Viewing of the field is possible via a stadium tour only. Please direct guests to the Hall of Fame.

How do I buy tickets to a game?

- Lambeau Field is sold out to season ticket holders; however, game tickets are available through the secondary market. Visit nfticketexchange.com

Where do we buy stadium tour tickets?

- Stadium tour tickets may be purchased at the main desk inside the Hall of Fame.

Where can I buy something to drink?

- In addition to 1919 K&T, there is a beverage vending machine located in the Atrium behind the elevators.

Do you have first aid available?

- On non-gamedays, bandages are available at the Atrium Guest Services desk. For severe injuries please contact Packers security or call 911 if necessary.
- On gamedays, medical teams are on site. Bandages are available at the Atrium Guest Services desk & First Aid locations (section 133 lower concourse, section 330 upper concourse & level 4 of the Shopko Gate, south end). For severe injuries please contact Packers security & medical assistance will be dispatched to the injured person's location.

For other stadium & specific gameday information, please visit packers.com. For other local Green Bay & other tourism information, please visit greenbay.com.

Contact Information

Office Staff		Cell	Work	Email
Bertrand	Hunter	920-737-3518	920-569-7136	bertrandh@packers.com
Hensel	Brent	920-737-6374	920-569-7130	henselb@packers.com
Kaempfer	Justine	920-366-9601	920-569-7129	kaempferj@packers.com
Larson	Spencer	612-670-1534	920-569-7132	larsons@packers.com
Rabach	Forrest	920-360-6714	920-569-7127	rabachf@packers.com
Servais	Jacob	920-362-0016	920-569-7129	servais@packers.com
Ark	Jennifer	920-737-7069	920-569-7270	arkj@packers.com

General Phone Numbers

Department	Phone Number
Packers General Number	920-569-7500
Hall of Fame Phone Number (External)	920-569-7512
Hall of Fame Phone Number (Internal)	920-569-7569
Guest Relations (Internal)	920-569-8513 & 920-569-8514
Packers Pro Shop (External)	920-569-7510
1919 Kitchen & Tap (External)	920-965-6970
Employee Info Hotline (closing due to weather)	920-569-7390
IT	920-569-7373
Security	920-569-7400
Hall of Fame Inc.	920-965-6986
Ticket Office	920-569-7501

Phone numbers for office staff, the Hall of Fame desk and Security should all be added to your personal phone contacts.

Contact information for other Hall of Fame staff is provided separately.

These numbers are for internal purposes only and should not be given to external individuals.

Hours of Operation

Regular Business Hours – Hall of Fame & Stadium Tours		
Day	Open	Close
Monday	9:00 a.m.	6:00 p.m.
Tuesday	9:00 a.m.	6:00 p.m.
Wednesday	9:00 a.m.	6:00 p.m.
Thursday	9:00 a.m.	6:00 p.m.
Friday	9:00 a.m.	6:00 p.m.
Saturday	9:00 a.m.	6:00 p.m.
Sunday	10:00 a.m.	5:00 p.m.

** Subject to change for game day, holidays, training camp and special events.*

Ticketed Guests Only		
Updated July 19, 2021 – subject to change – please see PackNet for most current schedule		
Non-ticketed guests allowed in 45 minutes after the end of the game.		
12:00 - 3:30 PM Games No Re-Entry Allowed	Opens:	Closes:
Atrium	4 hours prior to kickoff via the American Family Insurance Gate. The Miller Lite & Oneida Nation Gates will open 2 hours prior to kickoff along with all other	N/A
Atrium Eateries	4 hours prior to kickoff	End of game
Atrium Kiosks	4 hours prior to kickoff	End of game
Game Day Store (west side of the stadium)	4 hours prior to kickoff with exit scanning until 2 hours prior to kickoff when the concourse opens	Approximately 1 hour after game
Gates to All Seating Areas	2 hours prior to kickoff	N/A
Guest Services Desk	4 hours prior to kickoff	Approximately 1 hour after game
Hall of Fame	4 hours prior to kickoff	Kickoff
Johnsonville Tailgate Village (JTV)	4 hours prior to kickoff	1 hour after game
Parking Lots (stadium & TT)	4 hours prior to kickoff	N/A
Parking Lot Kiosks	4 hours prior to kickoff	Kickoff
Pro Shop - Main Store	4 hours prior to kickoff	Approximately 1 hour after game
Restaurant - 1919 K & T	4 hours prior to kickoff	10:00 PM (for noon game) 12:00 AM (for 3:00 PM or later games)
Ticket Office	4 hours prior to kickoff	Halftime
Titletown Park & 46 Below	Park: 7am (Daily) 46 Below: 4 hours prior to kickoff (Aug-Jan)	Park: 10pm (Daily) 46 Below: 8pm (Aug-Oct), 9pm (Nov-Jan)
6:00 PM or Later Games Includes Family Night (FN "kickoff" is 7:30 PM)	Opens:	Closes:
For 6:00 PM or later games (including Family Night) exit/re-entry will be allowed to the Atrium businesses to TICKETED GUESTS ONLY from 6 hours prior to kickoff until 4 hours prior to kickoff via the American Family Insurance Gate. The Miller Lite & Oneida Nation Gates will open 2 hours prior to kickoff along with all other gates.		
Atrium	6 hours prior to kickoff via the American Family Insurance Gate	N/A
Atrium Eateries	4 hours prior to kickoff	End of game
Atrium Kiosks	6 hours prior to kickoff	End of game
Game Day Store (west side of the stadium)	4 hours prior to kick off with exit scanning until 2 hours prior to kick off when the concourse opens	Approximately 1 hour after game
Gates/All Seating Areas	2 hours prior to kickoff	N/A
Guest Services Desk	6 hours prior to kickoff	Approximately 1 hour after game
Hall of Fame	6 hours prior to kickoff	Kickoff
Johnsonville Tailgate Village (JTV)	4 hours prior to kickoff (6 hours prior for Family Night)	1 hour after game
Parking Lots (stadium & TT)	4 hours prior to kickoff (6 hours prior for Family Night)	N/A
Parking Lot Kiosks	4 hours prior to kickoff (6 hours prior for Family Night)	Kickoff
Pro Shop - Main Store	6 hours prior to kickoff	Approximately 1 hour after game
Restaurant - 1919 K & T	6 hours prior to kickoff	12:00am
Ticket Office	6 hours prior to kickoff	Halftime
Titletown Park & 46 Below	Park: 7am (Daily) 46 Below: 4 hours prior to kickoff (Aug-Jan)	Park: 10pm (Daily) 46 Below: 8pm (Aug-Oct), 9pm (Nov-Jan)

Hall of Fame Staff Expectations and Policies

Availability & Schedules

The Packers organization uses Dayforce to submit availability and track hours. Please see the Dayforce packet for directions.

Availability should be submitted at the beginning of each month for the entirety of the following month. If your availability changes, you should make the necessary adjustments through Dayforce. Schedules are completed in one-week increments, two weeks prior to those shifts. As soon as admin begins to work on the schedule, your availability for that week will be locked to changes. If you need to make adjustments, please email teamhofst@packers.com.

Admin will do its best to accommodate your availability. It is expected that you are available for all home game weekends.

Clocking In and Out

When arriving to work you must punch in with your employee ID badge. Time clocks are located throughout the building. The locations most convenient for Hall of Fame staff are at the employee entrance (next to the American Family Insurance Gate) or in the Hall of Fame break room. **You must also punch out for lunches and at the end of your shift.** Do not punch in any earlier than **10 minutes** before a shift begins.

If you forget to clock in or out, please fill out a time sheet form – located in the mailbox cabinets – and put it in Spencer's mailbox.

Switches

If something arises and you have a conflict in your schedule, you are responsible for finding a replacement for your shift. Use the online form to submit your swapped shifts.

Supervisors should find a fellow supervisor to replace them. Sleepover or other special programming event switches must be approved in advance.

Uniforms

Staff members are required to come to work with a neat and tidy appearance, clean and pressed clothes, etc. Each staff member must maintain a professional appearance.

The Hall of Fame uniform includes the HOF/ST polo shirt, long sleeved shirt, khaki pants, comfortable closed-toe shoes, nametag and work badge. Undershirts should be white and without visible text. Hats are not allowed to be worn at the front desk.

Please see the Green Bay Packers Employee Handbook for additional dress code items.

Work ID/Badge

Your Green Bay Packers ID/Badge should be worn and visible at all times.

You should only be using your own badge. If you forget your ID, please go to the security office to sign out a temporary badge.

Food at the Front Desk/Online Kiosk

There is to be no food at the front desk. Snacks and meals should be consumed in the break room. Beverages are acceptable, but should not be visible to guests.

Staff Dining & Lunches

The Staff Dining area, near the American Family Insurance gate, is also available to staff members for break time.

Staff Dining meals should be pre-ordered through the Red Card app. Spencer can help you sign up for an account. Meals are paid for through payroll deduction.

Staff lunches, provide by the organization, are held most Fridays. Admin will notify those working on Fridays about the lunch option. These meals are only available to individuals working on that given Friday.

Internet Usage

All terminals have access to the internet. The internet should be used only for work related items.

Phone Usage

Personal cell phones are allowed at the desk, but not to be used while working or during Hall of Fame walk-thrus. If you need to make a personal call, please step away from the desk.

The phone at the front desk is not to be used for personal phone calls.

Media Policy

No staff is allowed to give a statement or interview to any press without permission from our public relations team. If there is press interested in coming into the Hall of Fame or going on tour, they also need approval from PR. Admin should be informed of this ahead of time and will follow up with Hall of Fame staff. If there are questions about approvals, please contact admin.

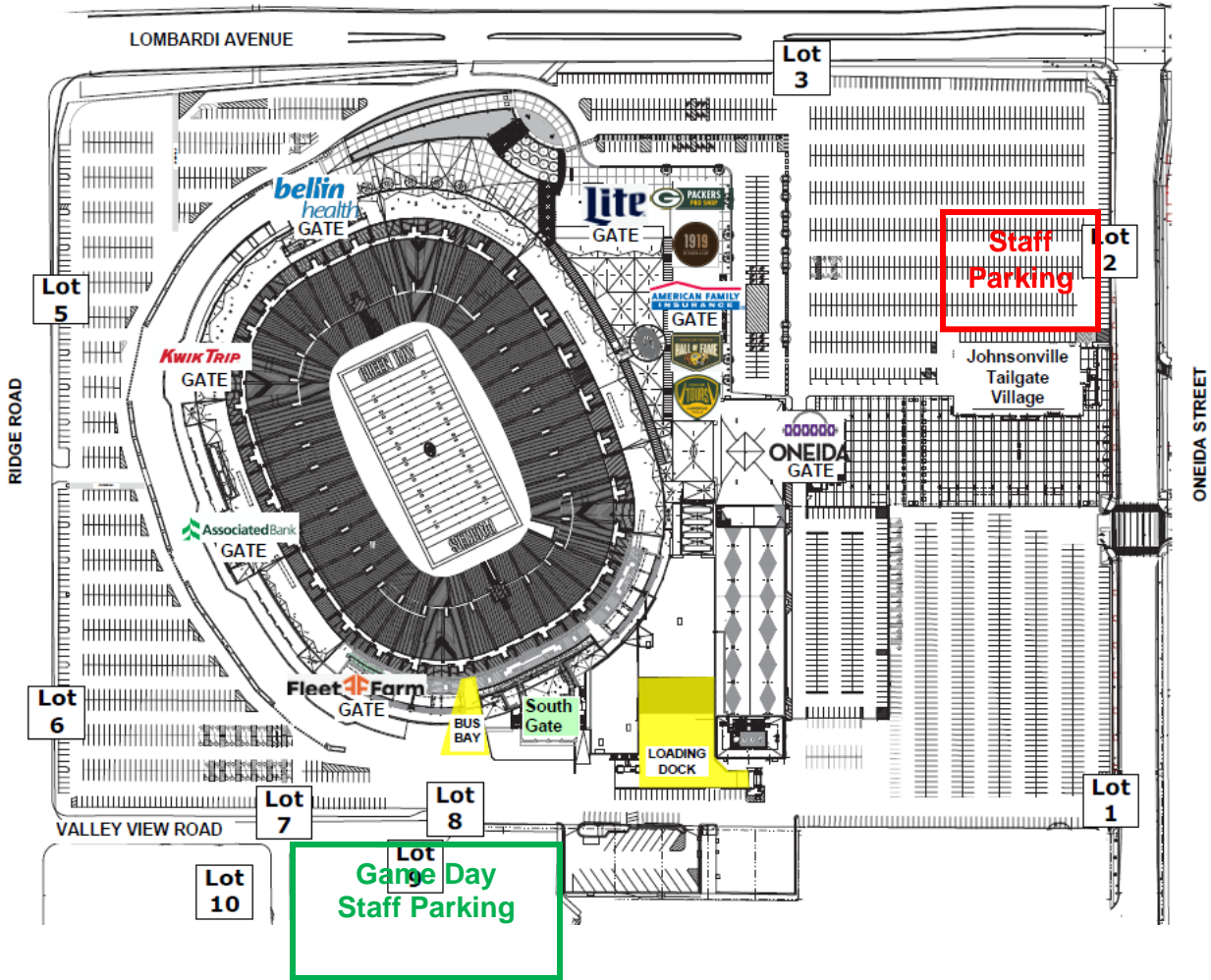
Performance Evaluations

Performance evaluations for the entire part-time staff take place at the end of the season and concurrent with the end of the Packers fiscal year. Appraisals include assessment on customer service, job knowledge, teamwork, quality of work and initiative skills. The possibility of raises will be discussed at this point.

Parking

Employees should park in Lambeau Field Lot 3. Please park no closer to the building than the west end of the Johnsonville Tailgate Village – area highlighted in red.

For game days, Hall of Fame employees should obtain a Lot 9 – area highlighted in green - parking pass through admin staff.



**The Green Bay Packers and Green Bay Packers Hall of Fame Inc.
Two Distinct Organizations**

The Green Bay Packers, established in 1919, are one of the most storied franchises in all of professional sports. The organization’s rich history and tradition, celebrated by its fans and respected by its opponents, sets it apart from many other professional teams.

Appropriately, the team's history is preserved and advanced through a number of programs. Two separate organizations – the Green Bay Packers and Green Bay Packers Hall of Fame Inc. – work on that effort. Often the organizations work together on an initiative or program, but each can also work separately. This is a common source of confusion because the Green Bay Packers Hall of Fame Inc. inducts the players and the Packers organization – the team – operates the Hall of Fame museum, the actual physical space in the Lambeau Field Atrium.

Many people – whether it be Packers coaches, players, alumni, staff member, as well as Packers fans and the public in general – come in contact with members of both organizations. This document explains each organization and how people may interact with them.

Green Bay Packers Hall of Fame Inc.

The Green Bay Packers Hall of Fame Inc., is an independent not-for profit organization separate from the Green Bay Packers. The Hall was established in 1967, when the Packers organization itself did not have a Hall of Fame or museum, to preserve and advance the storied history of the Green Bay Packers. Efforts of the Green Bay Packers Hall of Fame Inc. benefit not only the Hall of Fame Inc., but also the NFL Player Care Foundation and promotion of the Green Bay Packers organization.

Events

The Hall of Fame, Inc. elects players for induction and hosts the **Hall of Fame Induction**

Banquet.

A common misunderstanding is that players are inducted into team's Hall of Fame. This is not the case. Hall of Fame Inc. is the organization that owns the Hall of Fame into which players are inducted. The inductees and bronze footballs are then featured in the Hall of Fame museum in the Lambeau Field Atrium.

The Hall of Fame Inc. also hosts an annual **Golf Outing** and **Tailgate Party**. Other charitable and/or educational events that have been held include the Hall of Fame Tent Sale, 50th Anniversary Celebration and Ice Bowl Anniversary event. These events are coordinated by the Hall of Fame Inc., with some assistance from the Green Bay Packers.

Employees/Hall of Fame Inc. Board of Directors

The staff of the Green Bay Packers Hall of Fame Inc. is not Green Bay Packers staff. However, members of the Packers staff work with the Hall of Fame Inc. to represent the Packers, help facilitate events and display artifacts. There are Packers staff members, Jennifer Ark and Aaron Popkey, on the Hall of Fame Inc. Board of Directors that represent the Packers.

EXECUTIVE COMMITTEE (non-compensated)

- Thomas Konop - President
- R. Perry Kidder - Past President
- Thomas Murphy - Vice President
- Randy Brice - Treasurer
- Jim Feenstra
- Denny Tatum
- Donald Sipes II, MD
- John Smits

BOARD OF DIRECTORS WITH WHOM YOU MAY BE IN CONTACT

- Jennifer Ark (also Packers staff member)

- Aaron Popkey (also Packers staff member)
- Katie Foust – Archival Assistant

OFFICE STAFF

- Sam Kluck – Executive Director

Donations

The Hall of Fame Inc. accepts artifact donations for its archives. Items donated to the Hall of Fame Inc. are under ownership of the Hall of Fame Inc., not the Green Bay Packers. Selected items are then leased by the Green Bay Packers to put on display in the physical Hall of Fame museum located in the Lambeau Field Atrium.

Green Bay Packers Hall of Fame and Stadium Tours Department

The Green Bay Packers Hall of Fame and Stadium Tour Department is a department of the Green Bay Packers organization that operates and programs the physical Hall of Fame museum in the Lambeau Field Atrium, which was established in 2003 following the redevelopment of Lambeau Field. Employees in this department are Packers employees who are committed to preserving the Packers' history through exhibits and various programming through the museum and stadium tours.

Programming and Events:

The Packers Hall of Fame museum staff programs various events per year, including:

- History Nights
- Educational Programming
- Alumni Events and Tours
- Art Tours and Events
- Updates and creates new exhibits in the physical Hall of Fame museum
- Guided Museum Tours

Employees:

- Jennifer Ark – Packers Director of Stadium Services
- Spencer Larson – Hall of Fame and Stadium Tours Manager
- Justine Kaempfer – Hall of Fame and Stadium Tours Coordinator
- Brent Hensel – Hall of Fame Curator
- Jacob Servais – Hall of Fame and Stadium Tours Sales Executive
- Forrest Rabach – Hall of Fame and Stadium Tours Assistant
- Hunter Bertrand – Hall of Fame and Stadium Tours Assistant

Donations

The Green Bay Packers Hall of Fame and Stadium Tours Department also accepts artifact donations for its archives, just like the Hall of Fame Inc. These items are owned by the Green Bay Packers. Selected items are placed on display in the Green Bay Packers Hall of Fame museum located in the Lambeau Field Atrium.

