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HOST TO



NFL ALL-STAR GAME  
SOUTH FLORIDA

**Special points of interest:**

- Pro Bowl—January 31, 2010
- Super Bowl— February 7, 2010
- NFL YETs—Lasting Legacies of the Super Bowl
- Business-to-Business Networking



02.07.10

# Community Outreach e-News

Community Outreach Department

November/December 2009

## NFL Emerging Businesses of the Month

The NFL Emerging Business Program and Sprint an NFL sponsor were happy to salute S&J Catering as business of the month. They were featured in the Miami Herald, El Nuevo Herald and the South Florida Times. Steve Mosley a graduate of Johnson & Wales University, has over 10 years of experience in preparing gourmet meals in prestigious dining facilities.



Executive Chef, Steven Mosley

He opened S&J Catering with his wife, Jacqueline, to pursue and share his God given talent and love for cooking. S&J Catering worked with, the Tom Joyner Morning Show, WHQT—HOT 105, M Woods Restaurant and was also a former 2007 Emerging Business participant.

Congratulations **S & J Catering!**



Carrie Childs and staff of Lindsay Group

Additionally, Sprint and the South Florida Super Bowl Host Committee would like to salute the Lindsay Group, Inc.- a staffing agency specializing in providing corporate employment solutions in the areas of Information Technology, Accounting and Finance, Marketing, Human Resources and Sales. They value their candidates and customers so highly that they work beyond their expectations from a “boutique” business model ensuring exceptional and first-rate service. With the Lindsay Group, “Your success is their success.”

Lindsay Group will be featured in the local news soon.

Congratulations **Lindsay Group Inc.!**

## NFL YET— Gwen Cherry-Dolphins Foundation/Rooms-To-Go Furniture Donation

**Inside this issue:**

NFL Emerging Business	Front
NFL YET—Gwen Cherry	2
Community Outreach Events	2
NFL Environment	3
Giving Back	4
The CO “A” Team	4

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The NFL Youth Education Town (NFL YET)-Gwen Cherry were given the opportunity to let the kids of the Boys and Girls Club write a letter to the Dolphins Foundation describing what their dream bed set would look like and why they need one. The Miami Dolphins Foundation in partnership with Rooms-To-Go handed out various Dolphin Kids rooms. Brittany Cooper, a 12-year old girl named, who is part of the NFL YET-Gwen Cherry, won a new cherry wood bedroom set. Brittany was in total shock that day and surprise when she ar-

rived at her home to witness and the huge Rooms-To-Go truck and a number of special guests. Not only did Brittany receive a new bedroom set but she also met Miami Dolphins Player # 56, linebacker Charlie Anderson.



Miami Dolphins Cheerleader, Jenny Fernandez pictured with Brittany Cooper, and furniture donator



Rooms To Go truck arriving at Brittany Cooper's house.

Brittany's letter was shared with Host Committee and here is a snippet of what she said to win her dream bedroom set:

*“ The reason why I need this bedroom makeover is because I would like to have my friends come over, but there is not*

Continued on Page 2



## Banner Presence Program—December 4, 2009 Deadline

The South Florida Super Bowl Host Committee is giving local businesses the opportunity to purchase a variety of limited edition Pro Bowl and Super Bowl Banners. These Banners are a part of the “**Super Bowl XLIV/2010 Pro Bowl Banner Presence Program**” and courtesy of the NFL and the South Florida

Super Bowl Host Committee. The colorful orange and blue banners are available in different sizes, which features the Pro Bowl and Super Bowl game logos and are printed on polyester fabric with pole sleeves on top and bottom. The banners aid in decorating hotel lobbies, checkout lanes, employee areas, bars or any

other area to get into the 2010 Pro Bowl and Super Bowl XLIV spirit.

If you have any questions regarding the Banner Presence Program, please contact Nan Markowitz at the South Florida Super Bowl Host Committee at 305-614-7557.



**Sports. Education. Excellence.**

## The Sports Career Expo

The Sports Career Expo, an Official NFL Sanctioned Event, is produced by Why Not Sports, a non-profit organization focusing on meeting the comprehensive social and academic needs of high school student athletes, with the ultimate goal of preparing this population of students for success beyond their athletic careers.

On Thursday, **February 4, 2010**  
The Sports Career Expo will be



American Senior High School, Miami, FL

held at American Senior High from **9:30 a.m. to 2:00 p.m.** The Sports Career Expo is a national campaign that enlists professionals from all aspects of the

sports industry to inform, educate, and enlighten high school and college students on alternative career opportunities available in the professional sports arena. This distinctive one-day sports career symposium will provide students an “inside look” at the sacrifice and dedication it takes to perform as a sports professional...off the field in this exciting industry! Be there!



*“The Dolphins realize the responsibility they have of showing sensitivity and kindness to those that are less fortunate.”*

## NFL YET—Gwen Cherry—Dolphins Foundation/Rooms-To-Go Furniture Donation

*enough room for us to relax and enjoy each others company. We have tried to remodel my bedroom, but because of the recession and financial situation in my family, we had to lower our budget for more important necessities such as bills and other living expenses.”*

Brittany’s family has had to move four times due to Hurricanes Katrina and Wilma. The Miami Dolphins Foundation really stepped in and continues to impact the lives of children, like Brittany and many are truly grateful. There were two additional families who received furniture donations on the same day.



Miami Dolphins player, Charlie Anderson and Brittany Cooper

## Business-to-Business Networking—Round II

Are you ready for a Round II of our Business-to-Business Networking? If you missed the Dolphins Business Networking event in September, join The Miami-Dade Chamber of Commerce and the South Florida Super Bowl Host Committee 2010 as we offer you another opportunity to build business relationships. The Chamber is hosting a Business-to-Business Networking event at the River Lounge, 270 Biscayne Blvd., in

Downtown Miami, Wednesday, **November 18, 2009**, from **6:00 p.m. to 9:00 p.m.** There will be complimentary admission and hors d’oeuvres by Irie Spice and drink specials. Don’t miss your chance to build valuable relationships that could enhance the future of your business.

To RSVP of for more information, visit the Chamber’s website at

[www.m-dcc.org](http://www.m-dcc.org) or call 305-751-8648.

See you there!

**Networking**—the act of meeting new people in a business or social context



## Super Kids–Super Sharing

The Super Kids– Super Sharing project has teamed up with the NFL, the Miami Dolphins, the South Florida Super Bowl Host Committee, the NFL Youth Education Town (YET) and schools in the greater Miami area to participate in a Super Bowl project that provides books and sports equipment to those children in need. This project has been effectively executed in the Super Bowl host communities for the past ten years, giving local children access to such items as tens of thousands of books and sports equipment.

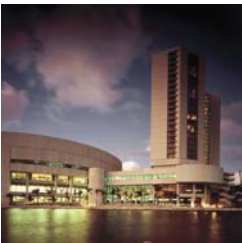
Join in this years effort to provide for these children.

Schools taking part in this project will ask their students to gather used or new books, sports equipment and board games from home, that will be placed in bins at school. Most school collections begin in early January. Donated items will be taken to a collection point and sorted the week before the Super Bowl and distributed to pre-selected schools and organizations serving local children. The Archdiocese of Miami Schools,

Miami-Dade County Public Schools and several private schools have already signed on to participate. Individual schools in those districts and in outlying areas interested in collecting books, games and sports equipment as part of Super Kids– Super Sharing may sign up by contacting **Susan Groh, 401-732-1551, NFLenvironment@aol.com**. The NFL provides instructions, poster, flyer templates and other materials to make it easy for schools to implement this project.



## Super Bowl Gospel Celebration



James L. Knight International Center.

**The Super Bowl Gospel Celebration (SBGC)** is the first and only gospel concert sanctioned by the National Football League for Super Bowl Weekend. This is our 11th year putting on this most successful event that brings the top secular, gospel

artists and key NFL players together on one stage for uplifting music and inspirational messages. In addition, this concert offers an opportunity to extend goodwill from the NFL.

In 2008, **SBGC** presented the first ever NFL Players All - Star Choir featuring some of the most musically talented NFL players in the nation. The 32-member plus choir performed during the Super Bowl Gospel Celebration and were received with major applause and excitement!

In 2003, the event became a

part of the NFL Concert Series and was heavily promoted in media outlets worldwide PLUS the **SBGC** artist were the featured musical guests on the Super Bowl edition " Good Morning America" twice since then. The **SBGC** also serves as a fundraiser with a portion of the proceeds benefiting national and local charities. We are proud to have donated over \$400,000 to worthy causes over the last ten years.

Join the **Super Bowl Gospel Celebration, Friday, February 5, 2010, 7:30 p.m.**, at the James L. Knight International Center.

**NOTE: This is a ticketed event.**



## Community Builds—Rebuilding

**Rebuilding Together** Miami-Dade Chapter is a 501(c)(3) non-profit foundation that preserves homeownership and revitalizes neighborhoods by providing free of charge rehabilitation services to the elderly, veterans, disabled and low income homeowners. Through the support of corporate sponsors, local businesses and the hands-on work of volunteers, the organization donates approximately \$250,000 in market



Rebuilding Together Before

value each year by focusing on home modifications, energy efficiency and safety concerns. The organization is part of a network of

more than 204 affiliates and is the nation's leading non-profit working to preserve affordable homeownership and revitalize communities.

**Habitat for Humanity** seeks to eliminate poverty housing and homelessness from the world, and to make decent shelter a matter of conscience and action. This organization develops homes and communities in which people can live and grow into all that God intended. As a community, Habitat has many opportunities to accomplish this mission. Habitat invites people from all walks of life to work together in partnership to help build houses with families in need.

Join both Habitat and Rebuilding on their mission to better our community. Visit our website for more details.



Rebuilding Together After





### Community Outreach Department

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Reaching Communities. Impacting Lives.

## Community Outreach "A" Team

**Ready, set, hut!** The Community Outreach "A" Team is ready to play. As we approach Super Bowl XLIV, we are preparing to promote a number of NFL Sanctioned Events throughout the community. We introduce and welcome our newest team member, **Akira Diaz**, ready to contribute to our undefeated team.



Community Outreach Team  
Whitney Lesesne, Akira Diaz, Catherine Minnis

The **Community Outreach "A" Team** continues to be in full effect!

The South Florida Super Bowl Host Committee is preparing the South Florida region to host Super Bowl XLIV, a record-breaking 10th Super Bowl! The responsibilities of the Community Outreach Department include but are not limited to educating, exposing and providing access to programming within the NFL Emerging Business Program; NFL Community Impact Programs; NFL Environmental Program and Super Bowl Host Committee.

We're on the web! Visit us at  
www.SouthFloridaSuperBowl.com.

We're Social too!



## Giving Back

Micheal Brewer, a 15-year old boy, was set on fire by neighborhood bullies. As they surrounded him, one drenched him in a flammable liquid and another intentionally took a lighter and set Michael ablaze. Presently, Michael is at Jackson Memorial Burn Center in critical condition. 80% of Micheal's body is covered with severe burns and for the next 6 months he will endure various painstaking surgeries and skin grafts.



Michael Brewer

On **Saturday, November 21, 2009**, *Galuppi's* Restaurant & Patio Bar, 1103 N. Federal Highway, Pompano Beach, will be hosting a Benefit Fundraiser for Michael where the Super Bowl Host Committee will be donating two Pro Bowl tickets as raffle item.

Join us and show your support for Michael and his family. All proceeds will be distributed to Channel 4 CBS Neighbors 4 Neighbors Family Fund for Michael's medical expenses.

*"To Whom Much is Given, Much is Required."*

## Looking Ahead . . .

- ✓ **The Sports Career Expo**– February 2010
- ✓ **Super Learning in a Super City**—stay tuned.
- ✓ **NFL Emerging Business Development Workshops**—Back by popular demand! A series of Super Bowl XLIV Playbook Workshops will be held for small business owners to learn how to grow your business through effective branding; strategic alliances and implementing strategies for peak performance. A series you don't want to miss! Stay tuned for 2010 dates.
- ✓ **NFL Emerging Business Leadership Forum**– Nova Southeastern University is the designated host site for the Super Bowl XLIV Business Leadership Forum on Thursday, **February 4, 2010, 5:30 p.m. – 8 p.m.** Forum includes panel of diverse group of business leaders, national and local/renowned. Former NFL players turned successful businessmen.
- ✓ **Super Bowl Gospel Celebration**— February 2010