

# Ambassador Corps Bulletin



## The Ambassador Corps Begins!

Hello, my name is Brad Young and I am the first Volunteer Coordinator for San Diego Theatres. Our new Ambassador Corps program is the result of years of forethought, and I am proud to play a part in its creation.

Having come from a non-profit and event background, I was intrigued by the challenge of creating a program from the beginning, knowing that a lot of hard work was ahead. Indeed I was right, as step by step (and with the help of many) the program came into being. To all the staff and community members who helped and encouraged us, I give a heartfelt THANK YOU!

Fast forward three months, and the Ambassador Corps is up and running with over 50 people signed up, and many more (I'm sure) to come. Yes, there is still fine tuning and work that needs to be done, and to that end we would greatly appreciate any advice or ideas you may have. Feel free to let us know what is working, and what is NOT. This is your program, let's make it the best it can possibly be.

## Farewell and Thank You Matt...

This January, House Manager Matt Vaessen will be moving back to Chicago. While we all wish him the very best, he will truly be missed.

Post-COVID shutdown, Matt rejoined the team at San Diego Theatres, and has played a huge role in getting operations back up to speed. This help also extended to the Ambassador Corps, where his breadth of knowledge has been incredibly helpful. Even the volunteers love working with him!

We wish you and your wife all the best Matt. Good luck in this next act of your life.

## January 2022

### Important Dates

#### January 1, 2022

Get Connected volunteer portal goes live. Happy New Year!

#### January 5 and 17, 2022

Ambassador Corps orientation. For information contact Brad Young [brad.young@sandiegotheatres.org](mailto:brad.young@sandiegotheatres.org)

#### February 1, 2022

BRAVO Stars rewards program debuts online.

#### April 1 to May 1, 2022

BRAVO Stars may be redeemed for rewards and recognition.





## Get Connected, Your Volunteer Portal

On **January 1st, 2022**, we will begin utilizing Get Connected as our volunteer management software. This online portal (and mobile app) will both maximize and simplify your volunteer experience.

To begin, please create an account at: <https://sandiegotheatres.galaxydigital.com/user/register/>

From there you can:

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|--|--|
| <b>See our event calendar (all venues)</b> | <b>Sign up for events</b>                  |
| <b>Sign in and out of shifts</b>           | <b>Track your hours</b>                    |
| <b>Cancel shifts if necessary</b>          | <b>Communicate with San Diego Theatres</b> |
| <b>Track your BRAVO Stars/rewards</b>      | <b>And much more...</b>                    |

We also encourage you to download the **Volunteer Get Connected** app.

For help, contact the Volunteer Coordinator or visit the Galaxy Digital Help Desk at: <https://galaxydigital.freshdesk.com/support/solutions/folders/36000147544>

## BRAVO Stars Rewards

When developing our volunteer program, we quickly determined there should be a way to reward our volunteers for all their time and effort... cue the BRAVO Stars Reward program.

The idea is pretty simple, Ambassadors earn 3 Stars for every event shift worked. For last minute or hard to fill events, Ambassadors may earn 4 to 5 Stars per shift. In addition, Stars may be earned for referrals and outstanding customer service. Your hours and Star totals, will all be managed by our new Get Connected software, making it simple and straightforward.

Certain benchmarks are then assigned as follows, and Stars are valid for Two years.

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|-------------------------------|-----------------------------------|
| <b>Bronze Star – 50 Stars</b> | <b>Silver Star – 75 Stars</b>     |
| <b>Gold Star – 100 Stars</b>  | <b>Platinum Star – 150+ Stars</b> |

Ambassadors will be notified when attaining a certain level, and may redeem Stars quarterly. Some examples:

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|-------------------------------|------------------------|
| <b>Ceramic or Travel Mugs</b> | <b>Cellphone Cases</b> |
| <b>Hoodies</b>                | <b>Jackets</b>         |
| <b>Sport Bags</b>             | <b>Show Tickets</b>    |

In addition, any interesting memorabilia or show items that come available, will be added to the selection.

As this program evolves, your input will be vital in its success. Please feel free to contact us with any suggestions you may have. Remember, this is YOUR program!



## Meet our Assistant Director of Operations



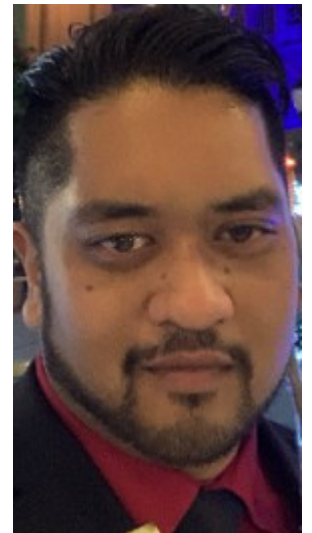
**Zakiya Smith-Dore, MBA, CVP** is the Assistant Director of Operations for San Diego Theatres. In this role, she is responsible for overseeing Event Operations and Facility Services for the Historic Balboa Theatre and San Diego Civic Theatre. This includes the Front of House team and Ambassador Corps. Zakiya has played a key role in San Diego Theatres’ reopening, having contributed personnel management, organizational planning, and innovative service design.

While she currently resides on the West Coast, Zakiya is a tried-and-true Florida Gator. She transitioned to California for her current role in June 2021 after having spent 8 years serving the University of Florida in various operations and event management capacities.

## Meet our House Management Team

**Anura Ranasinghe** is an experienced House Manager having worked in a myriad of positions and capacities at venues such as the T-Mobile Arena and Old Globe Theatre. Thankfully he has returned to San Diego Theatres after a few years away.

“What we do matters now more than ever. As performing arts and entertainment events have returned, we’ve seen first-hand how much our venues, events and staff matter to the thousands of people who come through our doors every day. Whether they be fans of comedy, musicals, classical orchestras, or anything in-between our venues have something for everyone. I know I speak for all of our managers when I say that we truly appreciate everything you do. Thank you for helping us make our theatres and our events such a fantastic part of the arts and entertainment community.”



Hi everyone! My name is **Allison Dorantes**, and I am one of your House Managers here at SDT. I joined SDT after working at the Old Globe Theatre in Balboa Park, and concurrently house manage with Lamb’s Players Theatre in Coronado. I grew up in San Diego County, and graduated from UC Davis with a double major in English and Film Studies.

Outside of work, I enjoy getting outdoors (either hiking, camping, or traveling with my friends and dog), writing, playing board games or Dungeons and Dragons, or catching up on *Star Trek* episodes. I’m incredibly excited to be a part of this team, and look forward to all the shows we will share together.



### Always use positive language

Positive language is a great way to avoid accidental conflict and reassure a guest you have them in mind. For example a guest thinks someone is sitting in their seat location.

Negative response: "Let me see your ticket. You're probably looking at the wrong row."

Positive response: "Okay let's resolve this so you can enjoy the show. May I see your ticket?"

### Help guests to help themselves

We should always be available for our guests, even when you aren't.

At times we can get overwhelmed with questions, but when helping guests always try to give them more information than asked. For example a guest may ask where their seats are. Add to your response a general description of areas available to the guest.

Response: "Your seating is the center door, we have concessions available on this level, men's bathroom on the left, and women's bathroom on the right. Enjoy the show!"

### Creating Moments That Matter for Everyone

Creating Moments That Matter is our service mantra but did you know it applies to your fellow workers? Looking for ways to help everyone around you is easy and helps everyone have a great experience. Take a moment to pass along a compliment or thank someone who helped you out. It'll make them smile!

## Round of Applause for our Star Performers

We are seizing every opportunity to recognize our teammates for their outstanding customer service and leadership performance. Thank you to **Adam Parrocha** and **Pamela Last** for providing a BRAVO example to **ALL** those around them.

"San Diego Theatres is grateful for the example our part time employees set for our Ambassador Corps. Our Assistant Chiefs and Access Monitors have been tasked with being Leaders Among Leaders and will be the friendly faces to look for if you ever need assistance during an event."

### Perhaps Adam said it best...

"I am most proud of the returning paid staff who are the embodiment of the BRAVO experience for our patrons. Our knowledge and experience positively impacts every patron who walks through our doors."

**BRAVO Pamela and Adam!**

## November/December

