

John Gibson
University of North Texas - Athletics
Director of Concessions
January 19, 2017

To Whom It May Concern:

Theresa Traulsen is a colleague of mine, who I have had the pleasure of working with many times over the past 10 years. In the Concessions Industry, there are many experienced individuals with talents for their craft; however, I have never met anyone with more knowledge, experience, and competence than Theresa.

While I served as the Director of Concessions at Cal-Berkeley for Cal Dining, Theresa helped set the foundation for our operation that first year. Cal Dining had been awarded the Concessions Contract the previous Spring and hired Theresa and Concessions Solutions' services for this new venture. As a Texas native, I was manage this new Concessions department, while taking over the foodservice operations at a newly renovated stadium, in an unfamiliar environment. Theresa was an invaluable partner to our success that first year. She was tireless in her effort to help us achieve all of our goals. She helped us develop a set menu for the new stadium, create operational efficiencies with the placement of equipment and layout of all Concession Stands, and helped us utilize the Concourse for placement of several portable kiosks. Her experience and knowledge spoke volumes for us during numerous meetings with the Construction team on the stadium project. Without her expertise, we would not have been setup for success that first home football game. Regarding our back of house operations, Theresa was key in helping us develop a concise Operations and Training Manual for Staff and Volunteer Groups. Additionally, she was instrumental in developing a fundamental and necessary inventory management system to help us effectively manage supplies and food costs.

Outside of my time at Cal-Berkeley, Theresa has been a tremendous resource for me while I served as Assistant Concessions Manager at Texas A&M and Director of Concessions at the University of North Texas. When I have a specific question regarding a new menu item, a challenging operational problem, or trying to find ways to grow revenue, she is the first person I think to contact. I highly recommend Theresa and Concessions Solutions for any project under consideration.

If I can be of further assistance, please feel free to contact me at any time. Thank you!

Sincerely,

A handwritten signature in black ink, appearing to read 'John Gibson', written in a cursive style.

John Gibson
Director of Concessions
University of North Texas