It’s All About ME!

It is all about ME for sure! Now before you roll your eyes and think I am going off the reservation allow me to explain.

I was visiting with my dear friend Pete Delongchamps not too long ago and we got to talking about how his kids were doing. He started telling me that he reminds his children every day that it is “all about me”. I was as surprised as you to hear this type of focus preached by such an outstanding parent. It really seemed out of character. Then, Pete let me in on what his message meant. The ME part of it is really M for MAXIMUM and E for EFFORT, Maximum Effort. So it’s all about maximum effort all packaged into a short clever saying. Thanks Pete! I think you are on to something. It is all about ME!

I think we can all agree that we want to put out our maximum effort in everything we do. But what about if it is not all about ME in your life or the life of someone you are close to? What does that say about you and your journey in life? I suggest that without maximum effort one cannot expect maximum success, maximum happiness, a maximum fulfillment. One just sort of drifts through life. Maximum effort ensures that you take control of your destiny, that you have focus and are on a clear path to success and happiness. Those successes are not reserved just for school, sports, and work but in relationships as well. I feel it is an important reminder to us all to expend maximum effort in our relationships, be they with our significant other, children, parents, family members or friends. Ironically, in relationships it is indeed all about ME. I think that too often we take the relationships close to us for granted. Reserving our maximum effort to be expended on projects and things that have seemingly more tangible ‘prizes’ or ‘results’, that we can measure ourselves by; a faster time, a raise at work, an A on a test as examples. All these prizes are the result of ME and are important. But the intangible prize of the increased warmth of a cherished relationship is assuredly at least
equally important. I am not suggesting that Maximum Effort should be redirected to any particular area of our lives, simply that Maximum Effort should be expended in EVERY part of our lives whether the result can be touched or merely felt. Bringing our maximum effort to everything we do is the surest way for us to find happiness and fulfillment. To look back and have to ask ourselves “what if”? What if I tried a bit harder, is a hollow feeling. No one can turn back the hands of time. We get one shot at this and we need to make the most of every minute. We owe it to ourselves to get the most out of life in every aspect. Giving less than our maximum effort cheats our self, cheats our soul. Aspire to be all you can be. Go out and be sure that IT IS ALL ABOUT ME!

My very best to you and your family. Thank you for all you do and all your support of this great company of ours.

Most Sincerely, Dave
Let the craziness begin!! And I mean that in the most wonderful of ways. It always seems to me that March through October simply flies by; we just don’t realize it until October.

The opportunities that we have been given through our business partnerships and relationships are significant. The business we retain year after year is a true testament to the foundation of our company and each and every one of us plays a big role in Spectrum’s foundation. Our fingerprints are on everything! Together, we continue to build upon our last successes to find new ways to “up our game”, bring more to the table, strive for continued “pampered” customer service, giving quality and value to our customers every step of the way. The combined qualities that we each bring to the table give us the platform to continue our annual growth…and to put more miles on our trucks and in the air!

I am continually reminded of Spectrum’s Mission Statement and how lucky we are to represent our core values in all that we do. There is not a single person in our company that does not show and give their passion to their work; our loyalty to one another is bar none and the dedication to customer service is admired by our peers. All Spectrum hallmarks!

Our goal is to exceed the client’s expectations by providing the highest quality, value-based hospitality, delivered on time in an interesting presentation by friendly, knowledgeable hospitality professionals with pampered customer care as their primary focus. We are passionate about our work, loyal to our co-workers and dedicated to you.

We wear so many hats in our day to day; “Jack of all Trades” comes to mind on a regular basis. Thank goodness our hats are many, as I believe that the more hats you wear, the more you can accomplish! What hat will you wear today?

Here’s to a wonderful, full season ahead! Thanks for being YOU!

Cheers,

Mel
Human Resources Department Changes Its Name

We would like to announce a name change in our Human Resources Department. Our department serves many functions including but not limited to enforcing Spectrum company policies, administration of health benefits, the 401k plan, and proactive involvement in areas of legal compliance with state and federal employment laws. Perhaps our most important function though is to make the work environment a GREAT place to be and attract and retain the right people for our amazing company!

Our primary goal is to help and support our employees to make their lives better. For these reasons we are changing our name to “The People Department”. Our staff will now be called “People Specialists”.

Please come by and visit with our “people specialists” with any questions, concerns or suggestions you may have to help make Spectrum an even more amazing company!  

-Dianne Holmes

THE PEOPLE SPECIALISTS - DIANNE HOLMES

HARD AT WORK

Jim Smalley - bracing for anything!

Mudder Bear & Marcus Bell
OUR FUTURE

Construction began on Spectrum’s future headquarters on February 28, 2013! When complete the facilities will include Spectrum’s Corporate Office and four warehouses. The project will be completed in phases with the first phase being completed this summer. The first phase includes clearing the property, underground work, and build out on multiple warehouses. More news to follow in future Connections. Derek Mills
Welcome Aboard, Lindsey...

Lindsey grew up in Houston, TX with her mother, Janet, father, Bill, and younger sister and brother, Emily and Bradley. She graduated from The Woodlands High School in 2005, moved off to Austin TX to attend The University of Texas, Communications College. In 2008, she transferred over to Full Sail University in Orlando, FL and in 2010 graduated Valedictorian with a Bachelor’s of Science in Entertainment Business. She was then recruited to a marketing/booking position at Dark Horse Recording in Nashville, TN. She was also contracted out with Sony Music Entertainment and toured with various artists and media all over America.

In 2012, Lindsey moved back to Austin TX and started working with Spectrum; splitting her time between the music/golf tour and working with Aaron at the AISD Stadiums as Stadium Manager. In 2013, Lindsey accepted the position of Sales Executive at Wicked Whisk. She currently lives in The Woodlands, TX. She enjoys playing piano, riding her horse, hiking/biking, and attending concerts.

She has always been very creative and loved planning parties. She declared herself manager when she was 8 of her little brother’s 5th birthday party and even interviewed several clowns in the process. She also planned her mother and father’s 60th birthday parties, along with planning her sister’s wedding reception. Spectrum is excited to have this fun, new addition to its team!

Lindsey Donovan, Ldonovan@spectrumfcs.com, 281-813-4642
Happy to have you!

Lindsie Van Orden has taken on the position of receptionist and works the front desk. She started working with Spectrum in the beginning of February. She says, “I love it here! Everyone is great!”

She attended Willis High School with Olivia Adams, c/o 2009. She then attended Lone Star College where she obtained her Nursing Assistant Certificate. She worked for Conroe Regional for about a year and realized that it was not what she wanted to do. She recently got in engaged on Valentine’s Day!

She is a Christian and attends Lone Star Cowboy Church. Her family means the world to her and her friends are nothing short of the best. She describes herself as, “I am loyal and a go getter.”

Lindsie Van Orden, Lvanorden@spectrumfcs.com, 936-537-1584
HOUSTON CHILDREN'S FESTIVAL—CELEBRATES 25TH BIRTHDAY

THE HOUSTON CHILDREN'S FESTIVAL 2013
The Largest Children's Festival in the United States Celebrates its 25th Birthday
April 6 & 7
Downtown Houston

The Spectrum Team is gearing up to again produce The Houston Children's Festival, the Largest Children's Festival in the United States. Celebrating its 25th birthday, The Festival takes place Saturday and Sunday, April 6 and 7. Presented by Baker Hughes, the festival will run from 10:30 a.m. to 6:30 p.m. in downtown Houston. Designated as one of the “World's 300 Unmissable Events” by Frommer's Travel Guides, the festival is expected to attract an attendance of 50,000 plus people, with proceeds benefiting Child Advocates, Inc. and the abused and neglected children it serves.

The festival’s special 2013 attraction is the Sunday only personal appearance of Victoria Justice, star of Nickelodeon’s hit series Victorious. Guests will also enjoy meeting Dora the Explorer, as well as the PBS favorite character, Sid the Science Kid, presented by SABIC.

The festival has now raised over $4.5 million for Child Advocates, Inc. For more information on Child Advocates visit their website at www.childadvocates.org

For complete event information visit www.houstonchildrensfestival.com or facebook.com/houstonchildrensfestival.
The Houston Children’s Festival also offers five stages of music and entertainment and more than 300 exciting activities, music, crafts, exhibits, participatory games, sports and rides. The non-stop fun continues in the exciting, interactive Family Adventure Areas including the action-packed Baker Hughes Circus Town, Apache Energy Zone, H-E-B Healthy Kids Zone, SABIC Super Science Zone, Child Advocates Kid’s Korral, Green Mountain Energy Company Green Zone and the EP Energy Tile Making Corner.

The Spectrum Festival Division plans and coordinates all phases of the Houston Children’s Festival including sponsorships, advertising and publicity, entertainment, food and beverage, volunteers, finance and all other aspects of event production. We hope to see you there!
“Super Bowl in New Orleans”

Spectrum was fortunate once again to participate with the NFL in hosting the 2nd Annual NFL Honors Event held at The Mahalia Jackson Theatre in New Orleans the Saturday before the big game. Adam did such a fantastic job last year in Indy, hosting this event at the Murat Theatre. The NFL actually brought the Super Bowl to New Orleans just so that Annette St. Romain could host their next NFL Honors Event in New Orleans. (That’s my story and I’m sticking to it.)

Annette St. Romain and her incredible staff in New Orleans did an amazing job and Spectrum was once again able to shine in doing what we do best. The Swat Team of traveling managers and chefs that assisted Annette were Chef Paul Lever and Allyn Richards from Baltimore, Chef Jonathan and Kevin Bell from Houston, Adam Lassetter from Indy and Joe Martinez, Sox and myself from Houston.

Everyone arrived mid-week before the Saturday event driving our Spectrum twenty seven foot reefer truck from Houston and another small truck and got to work immediately in our 20 x 30 kitchen tent.

We fed 2,000 hungry NFL players, coaches, owners, past champions and quite a few Hall of Famers as well. This year was the 2nd Annual NFL Honors event in which the NFL honors their own and actually awarded things like the player of the year, coach of the year, offensive and defensive player of the year and much more. It was a two hour awards show inside the theater that started with a ninety minute cocktail function beforehand. It was located immediately outside the theater in a tented structure that took two weeks to erect. It was fast and furious for the ninety minute reception and then upon conclusion of the event we served desserts and coffee drinks as all of the guests departed.

We were able to strike our site and load the trucks so that Joe and Sox were able to pull off site that evening at 10:30 pm to drive back home to Houston. Meanwhile, Chef Jonathan, Kevin and myself drove home the next morning. I thought Joe was crazy until we got stuck in the traffic jam on Interstate 10 West just before the Texas state line. We were at a dead stop for two and a half hours there on I-10 West heading home. The longer we sat there at a standstill, the better Joe’s idea seemed. In the end we all made it home safe and sound. I want to congratulate and thank each and every one who participated in making this event an amazing success for both Spectrum and once again, the NFL.
CONTINUED FROM JAY...
Hey Spectrum Friends, my name is Paul Lever and I have enjoyed the gift of working for Spectrum for ten years. My home kitchen is in the historic Hippodrome theatre in beautiful and scenic Baltimore, Maryland. As a tenured chef with the company, I have been given the opportunity to coordinate all of the food services in Spectrum’s, ever expanding theatre division. And so for the second consecutive year, I had the opportunity to chef the NFL honors banquet. The party is a pres and post show event, held before and after the NFL honors broadcast on NBC. If you haven’t caught it, it’ an Oscars-like awards ceremony, hosted by Alec Baldwin where the NFL hands out statues for season MVP and Rookie of the year and so on. The inaugural Honors event was held last year at the Murat theatre in Indianapolis and was a tremendous success, due in great part to Adam Lassetter and his outstanding staff. However successful the event was it was still a bit bittersweet as missing from the festivities were my beloved Baltimore Ravens, who were eliminated on a missed twenty-six yard field goal in the final seconds of a hard fought, AFC championship game in Foxborough. A travesty I had the misery of witnessing at an airport bar in the company of fifty or so wicked-loud Patriot fans.

However, the Patriots fans were not cheering so loud at this year’s AFC championship game. And as the clock ran out on the Patriots season, I started to come to the realization that Joe Flacco, Ray Lewis, Jacoby Jones and the rest of the upstart, underdog Ravens were going to the Super bowl in New Orleans... and so was I.

Although Indianapolis is a delightful, Midwest city, it is not quite New Orleans during Mardi Gras. This year’s Honors was held at the Mahalia Jackson theatre located in the charming Louis Armstrong Park on the fringe of the French Quarter, just three short, bar lined blocks from Bourbon Street. It was in the French quarter that you really knew the Super Bowl was in town. Every street and every bar was filled with thousands and thousands of very loud, extremely purple, Raven’s fans, and the odd, barely red, Niner’s fans.

The Honors event was held early Saturday afternoon and like last year the crowd of 2000 of the NFL’s finest was star studded with likes of RGIII, Joe Montana and Brett Favre dining on our New Orleans specialties including blackened scallops on tasso ham grits and corn meal catfish on andouille dirty rice. The entire event went extremely well, and the NFL client was very happy, thanks to Annette St. Romain (the Mahalia’s concession manager), my fellow raven fan Allyn Richards, NOLA native Jay Jung, Adam Lassetter, a guy named Sox and a very talented and hardworking crew from the Wicked Whisk.
I will always remember and be thankful for the incredible opportunity to be in “The Big Easy” cheering alongside my Raven fan brothers and sisters. Superbowl XLVII was of course an instant classic, I know I may be a little biased but it had everything including a 109 yard kick return a forty minute blackout, and a twenty-two point comeback. But it fittingly concluded with a goal line stand for the ages, which led to the best play of all, Ray Lewis hoisting the Lombardi trophy in victory.

Paul Lever
During the month of February I had the opportunity of conducting Spectrum’s second forklift certification class for many of our warehouse staff. The training consisted of a lecture and hands on segment which lasted for approximately two hours. After the lecture phase of the it was a great opportunity to see our Spectrum family apply their knowledge during the hands-on phase. Our very own “Momma Helen” took a stab at it and was very successful in earning her forklift license although her little legs could barely reach the gas pedal. The training is not limited to just warehouse employee’s but anyone who desires to be certified. You never know when you may be out at an event and your forklift skills are needed.

Here are a few reasons why it is a requirement and important for us to be certified to operate an industrial power vehicle.

**Liabilities and Lawsuits**

If someone were to be injured operating a forklift how would it affect us as a company?

In addition to the various other problems caused by such an accident we would be at a serious risk of a huge financial loss due to liabilities. When an accident occurs all of these are probable outcomes of such an unfortunate situation:

- Settlements
- Court costs and attorney’s fees
- Medical bills
- Disability payments
- Funeral costs
- Punitive damages

When weighing the cost of training against the costs of liability that could have been avoided with well-trained operators and a healthy safety program, the return on investment is staggering!

When one considers that an estimated 70% (according to OSHA) of all workplace accidents could be avoided with proper training and safety procedures, it simply makes no sense to avoid the required training and invite disaster.
Injury or Death

Aside from the financial implications of accidents, there is the far more important human element of such an occurrence. Small accidents with industrial equipment usually result in at least a loss of work and injury. More serious accidents result in permanent disability, serious injury, and in frequent cases, death.

Here are some interesting statistics regarding forklift accidents:
- Approximately every 3 days, someone in the United States is killed in a forklift-related accident
- Each year, an additional 94,750 injuries related to forklift accidents are reported
- One in Six of all workplace fatalities in this country are forklift-related
- According to OSHA, approximately 70% of all accidents reported could have been avoided with proper safety training and policy

High Insurance Costs

The penalty for a company that does not promote a safe work environment can be insurance rates that are 300%-400% above normal or cancellation altogether!

Conversely, the reward for those companies that DO promote safety through the use of organized, well-documented training programs is lower insurance rates.

FORKLIFT TRAINING

This year, at age 69, Helen Gonzales stepped foot on the forklift for the very first time. Spectrum's Forklift Training Day: Juan, Eduardo, Walter and Jose
“Goin To The Chapel and We are Gonna Get Married”

On February 17\textsuperscript{th}, The Southwest Wedding show was held at the convention center. I, as everyone already knows love to plan and execute weddings so I was quite excited. We decided to showcase a lot of different table scape ideas that most guests would not see at Lone Star unless they were at an event. Menu and bar options were formatted as packages so that we can tailor them to every bridal wish.

Darrell and I met with several brides, and were very excited to hear what ideas they had and to let them know that we can take these four wall and execute any look they would like.

It was an awesome time and I love seeing brides so giddy over planning the wedding of their dreams. I hope you all enjoy looking at these pictures as much as Darrell and I enjoyed making and displaying them.

I am hoping to make a lot of those dreams a reality!

Lisa
Hi Melanie!

Just emailing to thank you so much for your wonderful service at this year’s Farmer’s Open. Our tent had a very great experience with Spectrum.

Every person from Spectrum that my staff interacted with was congenial, knowledgeable, accommodating, and very attentive. When we realized what good hands we were in, we were able to let go of the catering and staffing piece of our event and focus on our special institutional friends that we invited as our guests.

In particular, I have to express how impressed I am with Russell E. He was immediately very engaging and gave fantastic customer service, going above and beyond in total cognizance of the critical level of amenity we needed to offer to our very important friends in the tent. I could itemize for you every single thing he did to ensure the tent was perfect, but it would be too long of a litany. Let me just say to sum it up that he knew what he was doing, had a great pulse on the overall tournament, and kept the tent replenished, interacted well and appropriately with our constituents, was constantly attending to me to the point that we developed a superb rapport and my staff felt a great appreciation for him. Please thank him profusely for me, as well as our bartender.

The food was delicious, and service was excellent. What a wonderful opportunity we had to work with Spectrum as I know you guys are not usually out here. Hope all is well in... Houston?

Thanks so much for your excellent care,

Marcel Reyes
Health Sciences Development Events
An Evening at BMW

What has become an annual event at Advantage BMW, this year’s customer appreciation day saw the likes of Matt Schaub and Whitney Mercilus who autographed everything from footballs to new born babies. Surprisingly though, no one got their BMW signed. It was an evening of music, provided by Tim Nichols and of course good food by the extraordinary Wicked Whisk gang. Upwards of 300 guests were in attendance who enjoyed the night’s theme of casual western wear with build your own nachos, an assortment of hors d’oeuvres and tasty dessert treats not only for the tummy, but the eyes too. YUM!
The Adrian Peterson All Day Foundation Fashion Show

This year the event was held at the House of Dereon. It was a huge success not only for the foundation, but Wicked Whisk as well. With the help of our trusted staff and our brilliant Chefs, we had our food exposed to big names in the professional athletics and entertainment world. The guest were “Awwed” by the presentation and fresh home taste of the food.

On a side note I was two feet away from T.O. (Terrell Owens) twice, I'll give you time to hate on me!

-Sox-
<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Tough Mudder - Florida</td>
<td>March 2 - 3</td>
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<td>Shell Houston Open</td>
<td>March 25 - 31</td>
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<tr>
<td>Valero Texas Open</td>
<td>April 1 - 7</td>
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<td>Houston Children’s Festival</td>
<td>April 6 - 7</td>
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<td>Tortuga Music Festival</td>
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<td>Byron Nelson Championship</td>
<td>May 13 - 19</td>
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<td>The Great Googa Mooga</td>
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<td>Crowne Plaza Invitational</td>
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<td>Free Press SummerFest</td>
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<td>Fed·Ex St. Jude Classic</td>
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<td>CVS Charity Classic</td>
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<td>Red Hot &amp; Blue</td>
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<td>John Deere Classic</td>
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<td>Forecastle Music Festival</td>
<td>July 12 - 14</td>
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<td>True South</td>
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<td>RBC Canadian Open</td>
<td>July 22 - 28</td>
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<td>CN Canadian Women’s Open</td>
<td>August 19 - 25</td>
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<td>Gentlemen of the Road</td>
<td>September 13 - 14</td>
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<td>Life is good Festival</td>
<td>September 21-22</td>
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### BIRTHDAY'S

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<tr>
<td>Allyn Richards</td>
<td>3/1/1979</td>
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<tr>
<td>Melanie Parker</td>
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<td>Kelly McGovern</td>
<td>3/10/1985</td>
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<td>Annette St. Romain</td>
<td>3/13/1968</td>
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<tr>
<td>Kevin Bell</td>
<td>3/15/1990</td>
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<td>January Lesperance</td>
<td>3/16/1977</td>
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<td>Nic Peterson</td>
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### MILESTONES

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<tr>
<td>Ruben Garcia</td>
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<td>Jay Jung</td>
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<td>Kathlyn Gates</td>
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<td>Missie Martinez</td>
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<td>Tina Russell</td>
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<td>Bobby Jones</td>
<td>3/28/2011</td>
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<tr>
<td>Janaai Beverly</td>
<td>3/29/2012</td>
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OUR MISSION:
Our goal is to exceed the client’s expectations by providing the highest quality, value-based hospitality, delivered on time in an interesting presentation by friendly, knowledgeable hospitality professionals with pampered customer care as their primary focus. We are passionate about our work, loyal to our co-workers and dedicated to you.

OUR PURPOSE:
Our purpose is to change the lives of our associates and clients for the better.

Spectrum Connection is a publication of:
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