



WOWEDAMERICASM

Certificate of Sighting

Awarded To

BETTY

ST. LOUIS BASEBALL CARDINALS

For delivering the **WOWEDFactorSM**

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Fred Firestone

Date/Time of Sighting: September 23, 2008; 7-9 pm

Testimony: "The value of our ball park experience went beyond the Cardinals' 7-4 victory. A friend and I had the opportunity to sit in a private box. As soon as we got there, we met Betty; I'll call her the box "hostess," even though her official title was "bartender." She immediately greeted us in a genuine and sincere manner and told us it was a pleasure to meet us. And, she meant it. I knew then that I was going to have a great time at the old ball park and the game hadn't even started yet. Throughout the game, she continued to build the Cardinals' brand every time we had the opportunity to re-visit the "bartender" and see that engaging smile. I would venture to say that everybody who has had the opportunity to meet her comes away with the same experience. Thanks, Cardinals, for adding significantly to my experience by having Betty. I'm going to borrow a phrase from the late/great Jack Buck: **Betty ... 'That's a winner!' WOWEDFactor delivered.**"