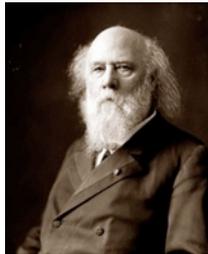


# Pronto:

## An Employee Update

*your source for Brown Paper Ticket News since last week*



*S. Butcher*

### Take the Blue Pill: Enter the Metrics.

*Stolen from a scratch pad in Steve's jacket.*

- 200 new events created/day
- 62,000 total events live (Up 75% from this time last year.)
- 200,000 page views/day.
- 30 new producers/day. Up 10% from last year.



### South By Southwest: 500 Conversations in Austin

Brown Paper Tickets, once again has a presence at this year's South By Southwest Conferences / Festivals in Austin, Texas. However, this year's objective is significantly different

than those of the past.

"Our goal is to have 500 significant conversations," said Kelsye Nelson, Launch Director. "Rather than marketing ourselves to the thousands who attend, it makes more sense to really connect



*K. Nelson*

**"Our goal is to have 500 significant conversations"**  
*Kelsye Nelson, Launch Director*

with a core group."

To succeed in this goal, a series of salons will be held at the Driskill Hotel on topics ranging from best practices of talent management to a event demonstration by our beloved William Scott Jordan. If you find yourself trying to find the following people, chances are they are in Austin:

- Bill Geoghegan, Music Doer
- William S. Jordan, President/CTO
- Graeme Thomas, UK Marketing Manager
- Tanya Lutman, Business Development Doer
- Kelsye Nelson, Launch Director
- Sabrina Roach, Radio and Media Doer
- Julie Seabaugh, Purveyor of Comedic Arts
- Grace Sullivan, Seattle Call Center

### Vegas, Baby!

Big doings in the Las Vegas office this week:

#### BMOC

Eduardo Delmar has been promoted to Assistant / Evening Call Center Manager. Eduardo has distinguished himself as a talented, dedicated and mindful member of the Brown Paper Tickets family despite the limitations of being a cute and cuddly puppy who enjoys fluffy, striped towels. Way to go, Eduardo.



*E. Delmar*

#### Newbs, Glorious Newbs

Three new hires have joined or ranks in the Las Vegas Call Center. Please welcome them aboard, make them feel at home, and accept their authorization on the Pidgin instant messenger:

- Pamela Diaz
- Romyd Owens
- Cristina Urena

#### Where in the World was Renee Harris?

Seattle Call Center Manager, Renee Harris, spent last week in, you guessed it, sunny Las Vegas (Again? Yes, again - stop interrupting) coaching the LV management team through updated call center training.



*R. Harris*

#### A Shout Out

A special 'Thank You' to all who contributed to Michael Beards memorial fund. Your generosity and selflessness is greatly appreciated.

#### From Across the Pond

To the question: Do we have an office in the UK? The answer is Yes. Also, yes; Scotland is a part of the United Kingdom. Lastly, yes; UK and the United Kingdom are the same thing.



*K. MacDonald*

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### Putting the Fun in... Fun-fulfillment?

Three Gripping Tales from Our Neighborly Basement Dwellers:



*K. Hirsch*

**New Fulfillment Manger Promises Prosperity and a Bright Future**

Congratulate Katrina Hirsch on being promoted to Fulfillment Manager. Hirsch came on board in November of 2008 working part-time on graveyard shift in fulfillment. Thank you for all your hard work, Katrina.



The next shipment of ticket stock will be here before you know it. Start working out!

### NOT WANTED: Eight Legged Freak



*Do Not Touch:*

Last week an arachnid matching this composite image (above) was spotted in the brick building basement. Identified as a Brown Recluse (*Loxosceles reclusa*) if seen, do not approach. Running and squealing is the recommended means of dealing with this poisonous little critter.

### Going Global with the Globe in mind

We're sticking with our whole "we do things differently" meme with our approach to Localization and Globalization. We're interpreting these processes as a means to bring the ticketing revolution across the world. No, literally. Not in a Dr. Evil-million-dollars kind of way, but in an anyone-anywhere-will-be-able-to-use-our-services way.

*[T]he localization process [is] one that incorporates nuanced linguistic tradition and cultural sensitivity into the development of our company's global reach.*

*~Steve Butcher, CEO*

The launch of the French and Spanish call centers was just the beginning. The Marketing and Communications Department has become home to those individuals who will bring the vision from the 50,000 foot to street level. Steve Butcher, describes the localization process as one that incorporates nuanced linguistic tradition and cultural sensitivity into the development of our company's global reach.

Jaime Zamora, Localization Manager, is heading-up the localization effort. Zamora said he and French Language Specialist, Caroline Planque, are on the edge of launching translation tools onto the beta site.



*Localization Team: J. Zamora, C. Planque*

The objective is to create as seamless as possible translations to Spanish and French audiences in U.S., with the intent to mirror localized sites in other languages around the globe.

The greatest challenge will be to get it right the first time out.

We'll take over the world; just in a nice way.

For questions, suggestions and ideas contact Jaime at [jamie@brownpapertickets.com](mailto:jamie@brownpapertickets.com)