

# 2011

## GREEN BAY PACKERS MEDIA GUIDE



**PRESEASON**

<u>Date</u>	<u>Opponent</u>	<u>Wis. Time</u>	<u>TV</u>
Sat., Aug. 13	at Cleveland Browns . . . . .	6:30 p.m.	state
Fri., Aug. 19	ARIZONA CARDINALS (Gold pkg.) . . . . . (Midwest Shrine Game)	7 p.m.	state
Fri., Aug. 26	at Indianapolis Colts . . . . .	7 p.m.	CBS
Thu., Sept. 1	KANSAS CITY CHIEFS . . . . . (Bishop's Charities Game)	7 p.m.	state

**REGULAR SEASON**

<u>Date</u>	<u>Opponent</u>	<u>Wis. Time</u>	<u>TV</u>
Thu., Sept. 8	NEW ORLEANS SAINTS . . . . .	7:30 p.m.	NBC
Sun., Sept. 18	at Carolina Panthers . . . . .	12:00 p.m.	FOX
Sun., Sept. 25	at Chicago Bears . . . . .	3:15 p.m.	FOX
Sun., Oct. 2	DENVER BRONCOS (Gold pkg.) . . . . .	3:15 p.m.	CBS
Sun., Oct. 9	at Atlanta Falcons . . . . .	7:20 p.m.	NBC
Sun., Oct. 16	ST. LOUIS RAMS . . . . .	12:00 p.m.	FOX
Sun., Oct. 23	at Minnesota Vikings . . . . .	3:15 p.m.	FOX
Sun., Oct. 30	Open Date		
Sun., Nov. 6	at San Diego Chargers . . . . .	3:15 p.m.	FOX
Mon., Nov. 14	MINNESOTA VIKINGS . . . . .	7:30 p.m.	ESPN
Sun., Nov. 20	TAMPA BAY BUCCANEERS (Gold pkg.) . . . . .	*12:00 p.m.	FOX
Thu., Nov. 24	at Detroit Lions . . . . .	11:30 a.m.	FOX
Sun., Dec. 4	at New York Giants . . . . .	*3:15 p.m.	FOX
Sun., Dec. 11	OAKLAND RAIDERS . . . . .	*12:00 p.m.	CBS
Sun., Dec. 18	at Kansas City Chiefs . . . . .	*12:00 p.m.	FOX
Sun., Dec. 25	CHICAGO BEARS . . . . .	7:20 p.m.	NBC
Sun., Jan. 1	DETROIT LIONS . . . . .	*12:00 p.m.	FOX

\*Start time may shift due to NFL flexible scheduling

**NFL POSTSEASON DATES**

- January 7-8 . . . . . AFC and NFC Wild Card Playoffs
- January 14-15 . . . . . AFC and NFC Divisional Playoffs
- January 22 . . . . . AFC and NFC Championship Games
- January 29 . . . . . AFC-NFC Pro Bowl, Aloha Stadium, Honolulu
- February 5 . . . . . Super Bowl XLVI, Lucas Oil Stadium, Indianapolis



**2011 MEDIA GUIDE**

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**THE GREEN BAY PACKERS' MISSION IS TO BE A DOMINATING FORCE IN PROFESSIONAL FOOTBALL'S COMPETITIVE ARENA.**



- The Packers will continually strive to present their fans with the highest level of performance quality available.
- In their operating activities in relations with the NFL, the Packers will also continually strive for excellence in the quality of work performed.
- The Green Bay Packers will, at all times, maintain the highest ethical and moral standards in their actions, recognizing that all representatives of the organization are stewards of the Packers' franchise and traditions.
- Overall, the Packers will commit themselves to doing their part in representing our home communities throughout Wisconsin, to Packers fans across America and around the world, with competitiveness, respect and dignity.

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Player biographies in this guide are as of Aug. 13, 2011. The information in this publication has been compiled for use by the news media to aid in reporting on the Green Bay Packers. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the Green Bay Packers, Inc.

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Green Bay, WI 54307-0628

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www.lambeaufield.com  
www.packersproshop.com  
www.packerstrainingcamp.com

**TELEPHONE NUMBERS**

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Packers Pro Shop . . . . . 920/569-7510  
Administration FAX . . . . . 920/569-7301  
Public Relations FAX . . . . . 920/569-7201  
Community Outreach FAX . . . . . 920/569-7302  
Ticket Office FAX . . . . . 920/569-7101  
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Fan Information Hotline . . . . . 920/569-7502  
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Stadium Tours Hotline . . . . . 920/569-7513



**ADMINISTRATION**

Mark Murphy . . . . . President and Chief Executive Officer  
Paul Baniel . . . . . Vice President of Finance  
Tim Connolly . . . . . Vice President of Sales and Marketing  
Betsy Mitchell . . . . . Vice President of Organizational/Staff Development  
Jason Wied . . . . . Vice President of Administration/General Counsel  
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Jerry Hanson . . . . . Staff Counsel  
Rhonda Borowicz . . . . . Senior Legal Assistant  
Mary Bartels . . . . . Admin. Asst.-Finance/Organizational & Staff Dev.  
Julie Leung . . . . . Administrative Assistant-Sales and Marketing  
Bob Harlan . . . . . Chairman Emeritus

**FINANCE**

Carla Schrank . . . . . Accounting Manager  
Scott Murphy . . . . . Assistant Accounting Manager  
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Andrew Podlasik . . . . . Accountant  
Jill Austinson . . . . . Accounting Assistant  
Wendy Pasowicz . . . . . Accounts Payable Assistant  
Julie Van Asten . . . . . Accounts Payable Assistant  
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**HUMAN RESOURCES**

Nicole Ledvina . . . . . Human Resources Manager  
Melissa Malfroid . . . . . Human Resources Coordinator

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Aaron Popkey . . . . . Asst. Dir. of Public Relations-Corporate Communications  
Sarah Quick . . . . . Assistant Director of Public Relations  
Tom Fanning . . . . . Communications Manager  
Jonathan Butnick . . . . . Public Relations Coordinator  
Jared Ellerson . . . . . Public Relations Intern  
James V. Biever . . . . . Team Photographer

**PACKERS MEDIA GROUP**

Joan Malcheski . . . . . Director of Packers Media Group  
Duke Bobber . . . . . Internet Coordinator  
Garrison Cummings . . . . . Marketing Analyst  
Vic Ketchman . . . . . Editor  
Mike Spofford . . . . . Staff Writer  
Ricky Zeller . . . . . Strategic Program Developer  
Tyler Gajewski . . . . . Packers Media Group Intern

**MARKETING**

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Bill Hawker . . . . . Manager of Corporate Sales  
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Joe Simler . . . . . Corporate Sales Executive  
Justin Wolf . . . . . Corporate Sales Executive  
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Shea Greil . . . . . Senior Partnership Services Coordinator  
Lisa Nortman . . . . . Partnership Services Coordinator  
Amanda Wery . . . . . Partnership Services Coordinator  
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Julie Kostner . . . . . Premium Seating Coordinator  
Michelle Ratchman . . . . . Premium Seating Coordinator  
Michelle Palubicki . . . . . Marketing Manager  
Elizabeth Lasee . . . . . Graphic Designer  
Jade Schiegg . . . . . Marketing Assistant

Kandi Goltz . . . . . Game and Fan Development Manager  
Tammie Loritz . . . . . Marketing Intern  
Kelsey Paulson . . . . . Marketing Intern  
Kelly Popple . . . . . Marketing Intern  
Chrissy Scaffidi . . . . . Marketing Intern

**INFORMATION TECHNOLOGY**

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Bobbi Cameron . . . . . Business Services Analyst  
Ryan Nowak . . . . . Computer Services Analyst  
Andy Cornelissen . . . . . Data Warehouse Analyst  
Justin Ruckel . . . . . Computer Systems Technician  
Travis Conard . . . . . IT Support Specialist  
Becky Lamal . . . . . Help Desk/Administrative Assistant

**COMMUNITY OUTREACH**

Cathy Dworak . . . . . Manager of Community Outreach & Player/Alumni Relations  
Bobbi Jo Eisenreich . . . . . Corporate Donations Supervisor  
Jessica Micke . . . . . Community Outreach Coordinator  
Tim Schroeder . . . . . Youth Football Coordinator  
Julie Broeckel . . . . . Community Outreach Assistant  
Sandy Roubal . . . . . Community Outreach Assistant

**PACKERS PRO SHOP**

Kate Hogan . . . . . Director of Retail Operations  
Pam Burnett . . . . . Packers Pro Shop Buyer  
John Schwartz . . . . . Manager of Warehouse & Concessions Operations  
Deb Mulry . . . . . Packers Pro Shop Store Manager  
Peggy Prebelski . . . . . Customer Service & Training Coordinator  
Katie Schneekloth . . . . . Direct Marketing Campaign Coordinator  
Jennifer Rosin . . . . . Assistant Buyer  
Carol Hooyman . . . . . Assistant Manager-Team Stores  
Janelle Maricque . . . . . Assistant Manager-Team Stores  
Lisa Treichel . . . . . Assistant Manager-Team Stores  
Gavin Carrigan . . . . . Warehouse Coordinator  
Mary Mikota . . . . . Warehouse Coordinator  
Mark Merkey . . . . . Warehouse Assistant  
Theresa Pagel . . . . . Purchasing Administrative Assistant

**GUEST AND STADIUM EXPERIENCE**

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Beth Magnin . . . . . Special Events Corporate Sales Manager  
Wendy Jansen . . . . . Special Events Account Executive  
Erin Dinnocenzo . . . . . Special Events Coordinator  
Jenny Zuege . . . . . Special Events Coordinator  
Jessica Landini . . . . . Special Events Assistant  
Amy Baker . . . . . Administrative Assistant, Special Events  
Kriszy Zegers . . . . . Hall of Fame and Stadium Tour Manager  
Casey Ausloos . . . . . Hall of Fame Group Sales Coordinator  
Kristen Broderick . . . . . Hall of Fame Assistant/Educational Coordinator  
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LaFawn Joslin . . . . . Guest Services Assistant/Switchboard  
Ginny Schram . . . . . Guest Services Assistant/Reception  
Liz McAllister . . . . . Guest Services Assistant/Atrium Concierge  
Sindi Anschutz . . . . . Guest Services Assistant/Atrium Concierge  
Diane Aubry . . . . . Guest Services Assistant/Atrium Concierge  
Diane Rumage . . . . . Guest Services Assistant/Atrium Concierge  
Karen Wiesner . . . . . Guest Services Assistant/Atrium Concierge

ADMIN. & COACHES  
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**TICKETING**

Mark Wagner ..... Director of Ticket Operations  
 Philip Caldwell ..... Box Office Manager  
 Christine Wahlen ..... Ticket Office Coordinator  
 Sue Zernicke ..... Ticket Office Coordinator

**FACILITIES AND FIELDS**

Ted Eisenreich ..... Director of Facility Operations  
 Todd Edlebeck ..... Facilities Manager  
 Allen Johnson ..... Fields Manager  
 Mike Moynihan ..... HVAC Manager  
 John Wurzer ..... Electrical Manager  
 Bill Rasmussen ..... Maintenance Supervisor  
 Dave Tilot ..... Maintenance Supervisor  
 Brad "Gus" Gustafson ..... Manager of Atrium Operations  
 Bill Miller ..... Plumber/Beverage Systems Technician  
 Dale Vannieuwenhoven ..... Janitorial Coordinator  
 Bill Roubal ..... Electrical Assistant  
 Todd Dessell ..... HVAC Assistant  
 Clyde Watson ..... HVAC Assistant  
 Derek Paris ..... Fields Assistant  
 Bart Bartelme ..... Fields Assistant  
 Joel Hunt ..... Fields Assistant  
 Corey Wentland ..... Maintenance Assistant  
 Sarah Pace ..... Atrium Operations Lead  
 Dan Skaleski ..... Atrium Operations Lead  
 Israel Torres ..... Atrium Operations Lead  
 Anne Larson ..... Administrative Assistant-Facilities

**SECURITY**

Doug Collins ..... Director of Security/Risk Management  
 Jerry Parins ..... Senior Security Advisor  
 Justin Crabb ..... Building Security Supervisor  
 Mike Agnew ..... Security Officer  
 Craig Bagley ..... Security Officer  
 Scott Hansen ..... Security Officer  
 Doug Maes ..... Security Officer  
 Jesse Motto ..... Security Officer  
 Bill Schmit ..... Security Officer  
 Paul Schmit ..... Security Officer  
 Bob Slaby ..... Security Officer  
 Andrew Wellens ..... Security Officer  
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 Ruben Zayas ..... Security Officer  
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**FOOTBALL OPERATIONS**

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 Russ Ball ..... Vice Pres. of Football Administration/Player Finance  
 Mike Eays ..... Director of Research and Development  
 Rob Davis ..... Director of Player Development  
 Matt Klein ..... Football Administration Coordinator  
 Jason Simmons ..... Coaching Administrator  
 Jeanne Brulette ..... Executive Assistant-General Manager  
 Melanie Marohl ..... Salary Cap Analyst  
 Linda Nuthals ..... Corporate Travel Manager  
 Sherry Schuldes ..... Manager of Family Programs  
 Lisa Waeghe ..... Executive Assistant-Head Coach  
 Diane Coron ..... Administrative Assistant-Coaching Staff

**COACHING**

Mike McCarthy ..... Head Coach  
 Winston Moss ..... Assistant Head Coach/Inside Linebackers  
 Joe Philbin ..... Offensive Coordinator  
 Dom Capers ..... Defensive Coordinator  
 Shawn Slocum ..... Special Teams Coordinator  
 Mark Lovat ..... Strength & Conditioning Coordinator  
 Edgar Bennett ..... Wide Receivers  
 James Campen ..... Offensive Line  
 Tom Clements ..... Quarterbacks  
 Jerry Fontenot ..... Running Backs  
 Joel Hilgenberg ..... Offensive Quality Control  
 Ben McAdoo ..... Tight Ends  
 Chad Morton ..... Special Teams Assistant  
 John Rushing ..... Assistant Wide Receivers/Special Teams  
 Kevin Greene ..... Outside Linebackers  
 Scott McCurley ..... Defensive Quality Control  
 Darren Perry ..... Secondary – Safeties  
 Mike Trgovac ..... Defensive Line  
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 Thadeus Jackson ..... Strength and Conditioning Assistant  
 Zac Woodfin ..... Strength and Conditioning Assistant

**PLAYER PERSONNEL**

Reggie McKenzie ..... Director-Football Operations  
 John Dorsey ..... Director of College Scouting  
 Shaun Herock ..... Assistant Director of College Scouting (Midwest)  
 Lee Gissendaner ..... Scout (Northeast)  
 Brian Gutekunst ..... Scout (Southeast)  
 Alonzo Highsmith ..... Scout (Southwest)  
 Sam Seale ..... Scout (West Coast)  
 Jon-Eric Sullivan ..... Scout (Midlands)  
 Richmond Williams ..... Scout (National Football Scouting)  
 Eliot Wolf ..... Assistant Director of Player Personnel  
 Tim Terry ..... Assistant Director of Pro Personnel  
 Chad Brinker ..... Scouting Assistant  
 Danny Mock ..... College Scouting Coordinator  
 Autumn Thomas-Beenenga ..... Pro Personnel Coordinator

**VIDEO**

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 Chris Kirby ..... Assistant Video Director  
 Andy Muckerheide ..... Video Assistant  
 Mike Halbach ..... Video Assistant

**EQUIPMENT**

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 Tom Bakken ..... Assistant Equipment Manager  
 Bryan Nehring ..... Assistant Equipment Manager  
 Tim Odea ..... Equipment Assistant  
 Kevin Nelson ..... Equipment Assistant

**MEDICAL**

Pepper Burruss ..... Head Athletic Trainer  
 Dr. Patrick McKenzie ..... Team Physician  
 Dr. John Gray ..... Associate Team Physician  
 Bryan Engel ..... Assistant Athletic Trainer  
 Kurt Fielding ..... Assistant Athletic Trainer  
 Nate Weir ..... Assistant Athletic Trainer  
 Josh Brellenthin ..... Intern Athletic Trainer  
 Andrew DePietropolo ..... Intern Athletic Trainer



COMMUNITY

ADMIN. & COACHES

VETERANS

DRAFT & FREE AGENTS

2010 REVIEW

RECORDS & HISTORY

LAMBEAU FIELD

MISC.

CLUB INFORMATION

**First Season:** 1919 (independent)  
**First NFL Season:** 1921 (American Professional Football Association)  
**Founders:** E.L. "Curly" Lambeau and George Whitney Calhoun  
**All-Time Record:** 693-540-36 (.562) in league games  
 Reg. Season: 664-524-36 (.559)  
 Postseason: 29-16 (.644)  
**NFL Titles:** 13 — 1929-31, 1936, 1939, 1944, 1961-62, 1965-67, 1996, 2010  
**Division Titles:** 18 — 1936, 1938-39, 1944, 1960-62, 1965-67, 1972, 1995-97, 2002-04, 2007  
**Conference:** National Football Conference  
**Division:** North Division  
**Training Camp:** St. Norbert College, De Pere, Wis. (since 1958)  
**2011 Dates:** Rookies and Veterans report July 29; Camp breaks Aug. 18

**Stadium:** Lambeau Field  
 Capacity: 73,128  
 Surface: DD GrassMaster  
 Year Opened: 1957  
 League Games: 306 (incl. 16 postseason, 54 years)  
**Team Colors:** Dark Green (PMS 5535), Gold (PMS 1235) and White  
**Radio:** Flagship WTMJ (620 AM) and state-wide Packers Radio Network  
**Preseason TV:** WFRV-TV (Ch. 5) in Green Bay originates state/regional network  
**City of Green Bay —**  
 Population: 102,313  
 TV market: 70th  
 Average Snow: 47.7 inches/year  
 Average Temp: 69.7° F in July; 14.3° in January

**SHAREHOLDERS**

- Green Bay Packers, Inc., has been a publicly owned, nonprofit corporation since Aug. 18, 1923, when original articles of incorporation were filed with Wisconsin's secretary of state.
- A total of 4,750,940 shares are owned by 112,205 stockholders — none of whom receives any dividend on the initial investment.
- The corporation is governed by a board of directors and a seven-member executive committee.
- One of the more remarkable business stories in American history, the team is kept viable by its shareholders — its unselfish fans. Even more incredible, the Packers have survived during the current era, permeated by free agency and the NFL salary cap. And, thanks in large part to Brown County's passage of the 2000 Lambeau Field referendum, the club will remain solvent and highly competitive well into the future due to its redeveloped stadium.
- Fans have come to the team's financial rescue on several occasions, including four previous stock sales: 1923, 1935, 1950 and 1997.
- To protect against someone taking control of the team, the articles of incorporation prohibit any person from owning more than 200,000 shares.



COMMUNITY

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VETERANS

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MISC.

**GREEN BAY PACKERS 2011 MEDIA GUIDE**

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**IN THE COMMUNITY**



FOOTBALL AND COMMUNITY

The Green Bay Packers organization is dedicated to enriching the lives of Wisconsin and Upper Michigan residents by donating time and talents, along with providing diverse community outreach programs. Our programs are designed to assist nonprofit organizations, mentor youth, encourage volunteerism and gain an awareness of the unique needs of our communities. We are committed to taking an active role in leading by example to encourage, inspire and build unity within the communities that have consistently supported us for more than 90 years.

The Green Bay Packers are founded on two principles: football and a commitment to the community. Fulfilling the Packers' mission requires focus and dedication – seven days a week, 52 weeks a year. These efforts have resulted in a 92-year legacy of excellence both on and off the field.

Each day of the week is important to the team in terms of creating a game plan and preparing for the next opponent. Similarly, each day of the week represents an essential component in the organization's efforts to support its fans and its community. The Packers' commitment to their fans, and their fans' commitment to the team, come together to form a mutually beneficial relationship that has no rival.



COMMUNITY

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**THE FOUNDATION & 1265 LOMBARDI AVE.**

**DONATIONS**

The Packers are proud to help nonprofit groups in the state of Wisconsin with their fundraising efforts. In 2010, more than 9,000 requests were submitted for consideration, which in turn raised over \$2.5 million to help nonprofit groups providing services to state residents. Separate cash donations to local nonprofit groups exceeded \$1.2 million during this same time period.

Those interested in acquiring a donation to benefit a nonprofit organization in Wisconsin can apply at [www.packers.com/community/donations.html](http://www.packers.com/community/donations.html).

**FOUNDATION GRANTS**

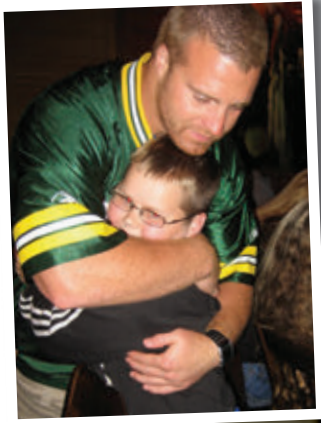
The Packers Foundation was proud to make a difference in Wisconsin by contributing over \$205,000 in annual grant money to worthy civic and charitable groups throughout the state. Of the 80 recipient organizations, 35 are located within Brown County, while the others are located in other areas throughout the state.

**COMMUNITY QUARTERBACK AWARDS**

For the 11th year, the Packers requested and received numerous nominations of outstanding volunteers from throughout the state of Wisconsin for consideration in the organization's Community Quarterback Award program. Twenty winners were selected, with each winner receiving a \$1,000 grant in the name of the nonprofit organization for which they volunteer.

**COMMUNITY EVENTS GRANTS**

Each year, the Packers award four grants to non-profit organizations in Brown County that are interested in holding a charity event at Lambeau Field. This year's recipients were the 426th Regiment Regional Training Institute, Wisconsin Youth Soccer Association, Family Services of Northeast Wisconsin, Inc., and Freedom House Ministries, Inc.



**WISH GRANTING**

Last season, the Packers were honored to grant the wishes of seven children and young adults through the Make-A-Wish Foundation. During a visit, the guests of honor have the opportunity to tour Lambeau Field, watch practice, dine with the team and share some very special one-on-one time with their favorite players. The Packers players, coaches and staff work diligently to make certain each visit is a positive and memorable experience for their special guests.

**MILITARY SUPPORT**

The Packers remain committed to honoring the men and women of the United States military who have or are currently serving their country. In an effort to do so, the Packers send hundreds of military care packages and messages of support each year. Throughout the season, the team also honors servicemen and women through Operation Fan Mail, a gameday activity in which members of the armed services are recognized for their outstanding contributions.

**PLAYERS, COACHES & ALUMNI OUTREACH**

**APPEARANCES BY PLAYERS AND COACHES**

Members of the organization – players, coaches and staff - are committed to supporting the community. Throughout 2010, the Packers were granted the opportunity to make over 500 appearances. Appearances included nonprofit fundraisers, school visits, athletic banquets and many other events and programs.

**APPEARANCES BY ALUMNI**

The season featured numerous homecomings at Lambeau Field. During home-game weekends, the Packers and their fans welcomed 22 alumni for a return to the stadium. The visits provided the fans a chance to fondly relive Packers history, as well as obtain autographs from some of their favorite former players.

**PLAYERS' FOUNDATIONS**

Many Packers players take their dedication to the community to another level by creating foundations to impact the lives of those around them.



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**NFL MAN OF THE YEAR PROGRAM**

Each season, the Packers nominate a player for the Walter Payton NFL Man of the Year Award. The honor recognizes NFL players for their commitment to the community. The Packers' nominee for 2010 was safety Nick Collins. Collins was recognized for his commitment to a large number of community programs such as Big Brothers Big Sisters, United Way, Golden House and Families of Children with Cancer.

**EDUCATION**

**FIT KIDS!**

Currently in its seventh year, the Fit Kids! program has been adopted by over 315 public school districts across the state of Wisconsin. The program, designed to improve children's physical, mental and social health through the instruction of teachers, has made a difference in the lives of thousands of students.

**PLAY 60 CHALLENGE**

Ten Wisconsin schools participated in this season's "Play 60 Challenge," a program that attempts to get students active for at least 60 minutes a day. The 1,800 middle-school students who participated logged 6.8 million active minutes in a 28-day-span, averaging 130 minutes per student, per day. Brodhead Public Middle School proved victorious in the challenge with a daily average of 195 minutes per student, per day.

**PLAY 60 BACK TO FOOTBALL FRIDAY**

Butte des Morts Elementary School in Menasha was selected as an NFL Play 60 Super School. Along with the title, the school was given a \$10,000 grant for health and wellness programming and equipment, and was treated to a special visit from linebacker A.J. Hawk.

**SCHOLARSHIPS**

The Packers have forged an educational partnership with Scholarships, Inc. and Northeast Wisconsin Technical College, funding several scholarships for students who are residents of Brown County and entering four-year colleges or two-year technical or apprenticeship trade programs. The scholarships are awarded based on community service, involvement in athletic activities, academic achievement and financial need.

**INTERNSHIPS**

In addition to the numerous full-time and part-time personnel the Packers employ, there are several internships available throughout the organization. Departments such as accounting, athletic training, community outreach, fields, information technology, marketing, media group, public relations and ticketing provide young adults with valuable experience in their academic and professional careers.

**PACKERS WOMEN'S ASSOCIATION**

The Packers Women's Association (PWA) is a great supporter of ASPIRO, an organization devoted to creating opportunities for people with disabilities to reach goals, connect in the community and achieve independence. In addition to participating in the group's Awareness Walk, the PWA also served as judges for the chili-contest fundraiser.

**MAKING STRIDES AGAINST BREAST CANCER RUN/WALK**

Twenty members of the PWA participated in the Making Strides Against Breast Cancer Awareness Run/Walk, with all proceeds going to benefit the American Cancer Society.

**PAUL'S PANTRY FOOD DRIVE**

The PWA teamed up with Festival Foods for the 24th Annual Food Drive for Paul's Pantry. The drive was quite successful, netting over 13,000 food items and \$16,462 in the hours leading up to a Packers home game.

**PWA CARE FOR KIDS PROJECT**

PWA continued its work on a program started in 2009, the PWA Care for Kids project, designed to support pediatric patients at local hospitals. Over 1,000 arts and crafts projects, games and movies were donated to the hospitals for distribution to young patients during their extended and often overwhelming stays in the hospital.

**FOOTBALL 101 CLINIC**

The Packers served as host for an interactive and entertaining event geared toward educating women about football. The event, arranged by several members of the PWA, featured guest speakers, drills and skills sessions with players inside the Don Hutson Center, the Packers' practice facility.

**SALVATION ARMY'S ADOPT-A-FAMILY PROJECT**

The PWA adopted 19 families for the holiday season. Each family anonymously submits a list of their basic needs and interests, which the PWA members and their families do their best to fulfill, bringing cheer to both those giving and receiving.

**HOUSE OF HOPE ADOPT-A-ROOM PROJECT & CHARITY NIGHT**

The members of the PWA adopted and updated three bedrooms at the House of Hope, a shelter serving homeless, single mothers and their children. Occupants of the rooms were offered the opportunity to take the donated items with them when their stay at the facility was complete.



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**YOUTH FOOTBALL**

**NFL GRASSROOTS PROGRAM**

As part of the NFL Grassroots program, the Journey House, a community organization located in Milwaukee, received a \$200,000 grant from the Packers to help refurbish their football field. The funds were put toward the installation of a synthetic-turf playing field that was donated by the Packers. The surface had previously belonged to Ray Nitschke Field before the location became the team's primary training camp practice field in 2009.

**NFL PLAYER MATCHING YOUTH/HIGH SCHOOL FOOTBALL GRANT PROGRAM**

Through the Player Matching Youth/High School Football Grant Program, the NFL matches financial contributions made by current or former players to youth and high school football programs throughout the country. During the 2010 season, three matching grants totaling \$30,000 and six camp grants totaling \$21,500 were awarded to members of the Packers.

**YOUTH FOOTBALL ON LAMBEAU FIELD**

For the past 11 years, the Packers have invited local Pop Warner teams to run plays on the field during halftime of preseason games, as they are cheered on by the thousands of fans in attendance. This experience is undoubtedly one the youth football players will never forget.

**NFL PUNT, PASS & KICK COMPETITION**

Each year, the Packers host the annual Punt, Pass & Kick Competition prior to a regular-season game at Lambeau Field. Thirty-four youngsters, ages 8-15, advanced from across the state for the opportunity to compete for the title of Packers Punt, Pass & Kick Team Champion, with four participants scoring high enough to place them in competition at the Punt, Pass & Kick National Finals.

**GREEN BAY PACKERS 7-ON-7 REGIONAL PASSING TOURNAMENT**

In June, the Packers hosted their second annual 7-on-7 Regional Passing Tournament. Six high school football teams and two high school player-development teams were invited to the Don Hutson Center, the Packers practice facility, to compete in a passing tournament for the chance to advance to the NFL 7-on-7 National Tournament as representatives of the Packers. Ashwaubenon High School defeated Edgar High School in overtime to win the tournament.

**NFL 7-ON-7 NATIONAL PASSING TOURNAMENT**

The Packers were one of 22 NFL teams selected to send a team of high school athletes to represent them in the NFL 7-on-7 National Passing Tournament. The competition was held in Florida and hosted by the Tampa Bay Buccaneers in July. Eleven NFC and 11 AFC teams competed for the championship. The Ashwaubenon High School football team proudly represented the Packers.

**HIGH SCHOOL FOOTBALL COACH OF THE WEEK PROGRAM**

Each week during the football season, the Packers honor a Wisconsin high school football coach who demonstrates outstanding leadership on and off the field. Each winner receives \$1,000 to be used for the school's football program. One coach, named the Packers High School Football Coach of the Year, is given a \$2,000 donation for his football program and is recognized at Lambeau Field during one of the Packers' final home games.



**GREEN BAY PACKERS YOUTH FOOTBALL OUTREACH CAMPS**

Created and unveiled in the fall of 2010, the Packers Youth Football Outreach Camps provide boys and girls in second through fifth grade the opportunity to test their football skills by way of various drills and obstacle courses. The stations give the participants an opportunity to take part in a relay race, kick a ball, throw a pass, leap for a catch and dive for a touchdown.

**NFL HIGH SCHOOL PLAYER DEVELOPMENT CAMP**

Using Lambeau Field as its base, the Wisconsin National Guard presented the NFL High School Player Development Camp, a three-day event that focused on both football skills and character development. The goal of the camp is to provide awareness of the skills necessary to becoming a successful collegiate student-athlete.

**USA FOOTBALL COACHING SCHOOL**

The Packers work with USA Football to host a coaching school with the goal of developing and sharpening the approach to youth football in the state. The curriculum, aimed at middle-school and Pop Warner levels, focused on the strategies of the game, as well as the life lessons that young players learn from the game. The event featured multiple classroom sessions at Lambeau Field as well as drill demonstrations inside the Don Hutson Center.

**COMMUNITY EVENTS**

**AMERICAN RED CROSS BLOOD DRIVES**

The Packers partner with the American Red Cross several times each year to host blood drives for both staff and community members. A blood drive held during training camp collected more than 200 donations, and a Packers vs. Vikings challenge that was held the week leading up to the rivalry game had fans in both states coming out in large numbers to compete.

**CAMPBELL'S CHUNKY SOUP "CLICK FOR CANS" COMPETITION**

Green Bay fans once again rose to the occasion and helped the team win its incredible ninth straight "Click for Cans" title. The competition, hosted by Campbell's Chunky Soup, provides the winning team with 18,000 cans of soup for distribution to food banks. Associated Bank also contributed nearly 12,000 additional cans of soup for donation to pantries across the state of Wisconsin.

**PROJECT LEAP!**

Project LEAP! is an event designed to get children and their families out of the house, participating in fun, non-strenuous activity in the midst of harsh Wisconsin winters. Among the activities offered at the event are inflatables, climbing walls, bungee trampolines, face painting and entertainment.



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**TAILGATE TOUR**

Several players and staff departed in May on a four-day journey through Wisconsin for the organization's annual "Tailgate Tour." President Mark Murphy and players Chad Clifton, Nick Collins, John Kuhn and James Jones made stops in Rhinelander, Chippewa Falls, Milwaukee and Reedsburg before returning to Green Bay. In addition to impromptu stops throughout the state, the group made nightly appearances at a tailgate party in each city, with all proceeds benefitting a designated nonprofit organization.

**65 ROSES CELEBRITY GOLF TOURNAMENT**

As part of a long-standing tradition in Green Bay, Head Coach Mike McCarthy served as the honorary chairman for the 65 Roses Celebrity Golf Tournament. Over the past 20 years, the organization has teamed up with Humana to raise well over \$500,000 to fight cystic fibrosis.

**EDGAR BENNETT CELEBRITY BOWL-A-THON**

In June, the Ashwaubenon Bowling Alley served as host for the seventh annual Edgar Bennett Celebrity Bowl-A-Thon. Numerous Packers traded in their cleats for bowling shoes to act as celebrity guest bowlers for the event. The event served as a fundraiser for The Angel Fund for Children with Cancer.

**JERRY PARINS CRUISE FOR CANCER**

Jerry Parins, senior security advisor for the Packers, hosts the annual Jerry Parins Cruise for Cancer each summer. The event, a 60-mile motorcycle ride, has raised in excess of \$450,000 over the past seven years for various local cancer-related organizations. The ride was created by Parins a mere 16 months after he was diagnosed with cancer.

**EVENING WITH LOMBARDI BENEFIT**

In preparation for the opening of the theatrical play "Lombardi" on Broadway, Lambeau Field served as the setting for an event celebrating the production focused on the life and times of legendary coach Vince Lombardi. Fans had the opportunity to meet the producer, director and lead actor of the play, as well as others who were integral in getting the piece ready for Broadway. Proceeds from the evening went to benefit local theatre groups.

**TRAINING CAMP**

Each summer, the Packers hold their annual training camp at Ray Nitschke Field. The newly renovated field, which seats 1,500 fans, holds over 20 practices each year, with an estimated attendance of close to 100,000 fans throughout camp, including the annual Family Night scrimmage at Lambeau Field. Practices are viewed free of charge. The field is located directly across the street from Lambeau Field, which allows players the opportunity to keep alive the long-standing tradition of riding the bikes of young fans to practice, providing the kids a memory and a story to last a lifetime.

**MOVIE NIGHT**

Lambeau Field turned into the city's biggest movie theater during the opening weekend of training camp, when the movie "Diary of a Wimpy Kid" was shown in the bowl of the stadium. The evening's festivities, which were free of admission costs, also featured music, giveaways and a fireworks show.

**WELCOME BACK LUNCHEON**

Each year, in the midst of training camp, the Green Bay Area Chamber of Commerce hosts the Welcome Back Luncheon. The event welcomes the players and coaches back to the area for the upcoming season, and serves as an opportunity for members of the community to interact with the team, as a player or coach is assigned to each table to mingle and dine with guests.

**BROWN COUNTY CHILDREN'S CHARITY GOLF CLASSIC**

On an annual basis, the Packers team up with Brown County to host the Children's Charity Golf Classic, with proceeds from the event going to benefit at-risk and needy children through the Community Partnership for Children. Through the support of Packers President Mark Murphy and other administrative staff who attended the event, over \$42,000 was raised for the fund.

**GREEN AND GOLD GALA**

The 22nd annual Green and Gold Gala was once again held at Lambeau Field in 2010. With the strong support of the Packers organization, crucial funds were raised for Family Services of Northeast Wisconsin, an organization aimed at offering services to families in crisis and need.

**HOMETOWN HUDDLE**

The Packers and United Way teamed up in the fall to build a new playground at Tank Elementary School in Green Bay as part of the NFL Hometown Huddle project. Not only was the school provided with new playground equipment, but several students were invited to work side by side with some of their favorite players to construct the playground.

**PRO VS. G.I. JOE PROGRAM**

As a part of the Pro vs. G.I. Joe program, several Packers players connected with active Wisconsin National Guard members in a friendly battle of video games. Soldiers who were stationed in Basra and Baghdad, Iraq, were able to compete against the players via a video-conference setup, playing games such as "Rock Band" and "Call of Duty."



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**SPOOKTACULAR FUN AT LAMBEAU FIELD**

For two days each October, Lambeau Field is transformed for a celebration of all things Halloween. The eighth annual Spooktacular Fun event featured interactive musicians, magicians, and stilt walkers. In addition to the kids' event, the Packers opened the doors to the Haunted Concourse, a spookhouse designed for area teens.

**ECUMENICAL THANKSGIVING DAY DINNER**

For the eighth consecutive year, Lambeau Field opened its doors to local people in need looking to partake in fellowship and a freshly prepared Thanksgiving meal. Nearly 500 volunteers from the community gathered at Lambeau Field and served a sit-down meal to approximately 900 guests. An additional 900 meals were delivered directly to the doors of those who were homebound.

**SALVATION ARMY BELL RINGING CAMPAIGN**

Numerous Packers players and staff lent a hand to The Salvation Army during the holiday season, as they could be seen and heard throughout the area, ringing bells in an effort to raise funds for the organization and make a difference in the lives of those less fortunate.

**FAMILIES OF CHILDREN WITH CANCER HOLIDAY PARTY**

Ten Packers players teamed up with the Families of Children with Cancer group to make the holidays a bit brighter for young cancer patients and their families at the group's annual holiday party. Guests enjoyed talking to the players and competing in various games against them, and were thoroughly entertained as they all took to the stage to sing some holiday classics.

**AWAY GAME PEP RALLIES**

While the Packers travel across the nation to compete in away games, the team's alumni participate in pep rallies at various establishments in some of the cities in which the team is playing. These rallies help gather Packers fans from across the nation and build excitement for the team when they are playing away from home.

Adding to the excitement of gameday are programs and events designed to support and enhance the community that the team calls home.

**GAMEDAY**

**MIDWEST SHRINE GAME**

For over 60 years, the Packers have designated one preseason game as the Midwest Shrine Game. At the game, the Packers present a donation to the Shrine Tripoli Temple, which operates Shriners Hospitals for Children. The total donated to the organization over the years currently stands at \$3.2 million.

**BISHOP'S CHARITIES GAME**

Since 1961, the Packers have designated one preseason game as the Bishop's Charities Game, with a donation being made to the Catholic Diocese of Green Bay. Approximately \$3.5 million has been donated to the diocese over the past 50 years.

**COATS FOR KIDS COLLECTION**

For the last 10 years, the Packers have hosted a Salvation Army Coats for Kids collection prior to a regular-season home game. In September, the team collected \$10,000 and 480 coats from giving fans, bringing the total for the decade to approximately 2,775 coats.



**BREAST CANCER AWARENESS MONTH RECOGNITION**

In recognition of Breast Cancer Awareness Month in October, the team took to the field wearing their traditional green-and-gold uniforms, but donning various pieces of pink equipment. Zeta Tau Alpha handed out complimentary pink ribbons, while Kohl's Corporation provided pink towels that were distributed to fans.

**MILITARY APPRECIATION GAME**

A November game served as the 2010 Military Appreciation Game at Lambeau Field. The team recognized more than 100 members of the Wisconsin National Guard's 951st Engineer Company on the field at halftime. In addition, the Packers partnered with Oshkosh Defense to raise funds by way of a signature wall. All of the proceeds benefited the Fisher House Foundation, which provides free or low-cost lodging to veterans and military families receiving treatment at military medical centers.

**TOYS FOR TOTS COLLECTION**

The Packers and the U.S. Marine Corps worked together to host the yearly Toys for Tots collection at Lambeau Field prior to a game in December. Fans attending the game generously donated 1,300 toys and over \$4,500.

**LEVY RESTAURANTS CONCESSION-STAND EFFORTS**

Area nonprofit groups volunteer their time and energy to staff concession stands for each and every home game. In turn, donations totaling over \$780,000 were given to the 70 nonprofit organizations who volunteered during the 2010 season.

**SARGENTO TOUCHDOWNS FOR CHARITY PROGRAM**

For seven seasons, Sargento has teamed up with the Packers to coordinate the Touchdowns for Charity program. With the aid of the team's 2010 Super Bowl run, the partnership yielded \$117,500, with Paul's Pantry in Green Bay and the Wisconsin Hunger Task Force in Milwaukee being selected as the recipients of the funds.

**PROTECTION IS THE NAME OF THE GAME CAMPAIGN**

The Packers partnered with Verizon Wireless to execute a campaign entitled Protection is the Name of the Game. The project focused on a season-long cell phone drive, with Verizon Wireless making a \$10 donation to its HopeLine program for each used cell phone donated. The program benefits victims of domestic violence in Wisconsin and the Upper Peninsula of Michigan.

**FIRST DOWN FOR TREES**

The Packers kicked off the eco-friendly "First Down for Trees" program in 2010. With every first down the team gained during the season, the organization planted a tree in Brown County as part of its Green Team Initiative.



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## GREEN BAY PACKERS FOUNDATION

The Green Bay Packers organization has enjoyed tremendous fan support through its long and storied history. The community supported the team in times of need by "passing the hat" at games and by buying stock in 1923, 1935, 1950 and 1997, among other ways. To give back to the community, the team created the Green Bay Packers Foundation in December 1986. The Foundation assists in a wide variety of activities and programs that benefit education, civic affairs, health services, human services and youth-related programs.

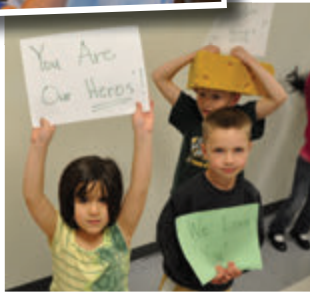
Last year, in its annual distribution of funds, the foundation awarded \$205,000 to 78 civic and charitable groups throughout the state of Wisconsin, Casey Cuene, chairman of the Foundation committee, announced Feb. 21, 2011. With these disbursements, the Foundation has distributed more than \$2.2 million for charitable purposes since it was established in 1986 by Judge Robert J. Parins, then president of the Packers Corporation, "as a vehicle to assure continued contributions to charity."

The financial breakdown of the Foundation's contributions discloses that 35 grants — aggregating \$120,000 — were awarded to Brown County organizations.

Additional grants, totaling \$85,000, were made to 43 other groups around the state.

Under the **Packers Scholarship Program**, established in 2002, an additional \$15,000 is being awarded — \$7,500 to Scholarships, Inc., for distribution to students in four-year colleges and \$7,500 to Northeast Wisconsin Technical College (NWTTC) for distribution to students in two-year associate degree or apprenticeship trades programs. The scholarship funds come from National Football League Properties which, at the Packers' request, returns to the Foundation royalty fees paid for using the Packers logo on Wisconsin automobile license plates.

In the past year, the Packers Foundation also has distributed an additional \$57,375 on behalf of National Football League Charities — \$20,000 in "**Community Quarterback**" awards to civic leaders for contributions to the community, \$12,375 in the NFL's "**Coach of the Week**" program which honors successful Wisconsin high school coaches on a weekly basis throughout the season, \$20,000 through the "**Hometown Huddle/Youth Fitness Zone**" program, and \$5,000 to the "**Play 60 Challenge**" to encourage healthy lifestyles among young people.



## GRANT RECIPIENTS

Following is a complete list of organizations benefited by the Green Bay Packers Foundation in 2010:

## Grants awarded in Brown County (35):

ASPIRO Inc.  
Beautiful Savior Lutheran Church  
Big Brothers Big Sisters of Northeastern Wisconsin-Green Bay  
Breast Cancer Family Foundation  
Brown County Homeless and Housing Coalition-Green Bay  
Brown County Library  
CASA of Brown County Inc.  
Center for Childhood Safety Children's Promise  
De Pere Area Chamber of Commerce Foundation Inc.  
Disabled American Veterans The Einstein Project  
Encompass Early Education and Care Inc.  
Family Services of Northeast Wisconsin Inc.-Green Bay  
First Book-Greater Green Bay  
Freedom House Ministries Inc.  
Golden House  
Greater Green Bay YMCA  
Green Bay Symphony and the Green Bay Symphony Orchestra-Green Bay  
Helping Elevate thru Art & Love Inc.  
House of Hope  
Howe Neighborhood Family Resource Center-Green Bay  
Junior Achievement of Wisconsin Inc.-Brown County District Office-De Pere  
Learning Through Golf Foundation  
Literacy Green Bay  
Mayflower Nursery School  
My Brother's Keeper Inc.  
Northeastern Wisconsin Dance Organization Inc.-Green Bay  
Notre Dame de la Baie Academy  
Preble High School  
St. Mary's Hospital Medical Center  
The Salvation Army of Brown County (Kroc Center)  
Sullivan-Wallen Post #11 The American Post-Green Bay  
Volunteer Center of Brown County  
Wisconsin Academic Decathlon Foundation Inc.-Green Bay

## Grants awarded within the state of Wisconsin (43):

Wisconsin Lions Foundation Inc.  
Aaron J. Meyer Foundation Inc.  
The River Food Pantry  
Wisconsin Association of Independent Colleges and Universities  
Door County Memorial Hospital Foundation  
Innocent Justice Foundation  
P.A.T.H. Promoting Access to Families with Special Needs to Help  
Dunn County Historical Society  
Trinity Equestrian Center Kids Camp Inc.  
Trinity Lutheran Church  
Arc of Fond du Lac Inc.  
Friends Of Schlitz Audubon Center Inc.  
Growing Power Inc.  
Milwaukee Kickers Soccer Club Inc.  
My Home, Your Home Inc.  
NORMAL Inc. Schools  
Our Next Generation Inc.  
Ronald McDonald House Charities of Eastern Wisconsin Inc.-Wauwatosa  
Willie D. Davis Scholarship Fund Inc.  
YWCA of Greater Milwaukee Kingdom Come Food Pantry  
Appleton Soccer Booster Club Inc.  
CHAPS Academy  
COTS Inc.  
Fox Valley Literacy Coalition Inc.  
Neighborhood Housing Inc.  
St. Elizabeth Hospital Community Foundation-Appleton  
Tri-County Community Dental Clinic  
Big Brothers Big Sisters of Ozaukee County Inc.  
Assistance & Resource Center Inc.  
Northwoods Homeless Shelters Inc.  
Indianhead Community Action Agency  
Cable-Hayward Area Arts Council  
Safe Harbor Shelter From The Storm  
The Salvation Army-Grace Place & Faith House  
Side by Side Inc.  
Kewaskum Community Pantry  
Hamilton Athletic Booster Club  
Rawhide Inc.  
Bearing Incorporated  
Christine Ann Domestic Abuse Services Inc.-Neenah  
Goodwill Industries of North Central Wisconsin Inc.-Menasha  
Mount Tabor Center Inc.

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