

SEASON TICKET HOLDER ATTENDANCE EVENT

JOANNA RAMSEY | Season Ticket Services Manager

On August 25th and 26th, we recognized many Season Ticket Holders for their top-notch attendance record from the 2003-04 season. All full season ticket accounts that achieved 90-100% attendance last year were treated to a private tour of the Trail Blazers Practice Facility in Tualatin, OR. Those attending received a VIP lanyard pass with an itinerary for the tour. Highlights included seeing the NBA Championship trophy from the 1976-77 season, the video room, training room, locker room, pool room, weight room and players' lounge. The most interactive part of the tour was when attendees were allowed to shoot baskets and show us their skills on the court!



We were pleased that the Broadcast team of Mike Barrett, Mike Rice and Brian Wheeler hosted the tours on Wednesday, August 25th while staff members Lori Spencer and Anna Jesse filled their shoes on Thursday,



August 26th. The BlazerDancers and Blaze the Mascot made appearances as well.

One lucky winner from each session took home an autographed team pennant with a letter of authenticity from the 2003-04

season. We hope to see you at our 90-100% Attendance Recognition Event after the conclusion of the 2004-05 season!

TO THE POINT

SUZAN MILLER | Director of Season Ticket Services

- Can't utilize your Trail Blazers tickets due to a business trip? No problem, we will exchange 11 of your game tickets with tickets to one of the games listed below. You must allow for a minimum of two weeks for the ticket exchange.
 - Mail your tickets for the game that you will not be able to attend to your Trail Blazers Season Ticket Services Manager.
 - Your Account Manager will replace the tickets with comparable tickets to one of the 11 games that are identified below per your request. These tickets will be mailed, or they can also be left at the Box Office Will Call window. Tickets are subject to availability and will be exchanged on a first come, first served basis.
- | | | | |
|--------|-----------------|--------|--------------------|
| Nov 13 | Toronto Raptors | Jan 28 | LA Clippers |
| Nov 19 | Milwaukee Bucks | Feb 4 | Charlotte Bobcats |
| Nov 21 | Houston Rockets | Feb 25 | Atlanta Hawks |
| Nov 30 | Seattle Sonics | Mar 9 | Chicago Bulls |
| Dec 5 | Phoenix Suns | Mar 28 | Washington Wizards |
| Dec 12 | Utah Jazz | | |
- During all Trail Blazers games, our staff is available to answer any of your questions.

- The Preferred Concierge Desk is located on level P4 by the Rose Room. Our Concierge Staff and the Preferred Manager on duty are available two hours before tip-off and can assist until the conclusion of the game. The Preferred Concierge Desk is designated to assist with our Courtside and Midlevel Preferred Patrons.
- Our second Concierge Desk is located on the main concourse on level P3. The Concierge Desk will offer an array of services to our valued Season Ticket Holders. Sign-up sheets for random Season Ticket Holder rewards and various ticket offers will be available at the Concierge Desk. You can also stop by to pick-up a stat sheet or to simply visit with your Season Ticket Services Team.
- Imagine that you are feeling under the weather and you have to find someone to use your tickets last minute. What can you do? Online Account Manager will come to your rescue. It's simple and free! All you need is your user ID and password and you are on your way to forwarding your tickets via e-mail to your friend or neighbor. You can also login after the game to check if the tickets were actually used. Call your Services Team at 503.231.8000 to obtain your user ID and password.

RECOGNIZING LOYALTY – HERITAGE NIGHT

On November 5th, the Trail Blazers rolled out the red carpet during a private reception in honor of Season Ticket Holders who have been with the Franchise for 20+ years. Over 700 Season Ticket Holders enjoyed a hosted bar and hors d'oeuvres while listening to the music of the Tall Jazz Band. Members of the Trail Blazers Alumni Team and Front Office Staff were in attendance during this exclusive event, including Bob Gross, Michael Harper, Dale Schlueter, Greg Smith, Shaler Halimon, Herm Gilliam and Lloyd Neal. Owner Paul Allen, Steve Patterson, Trail Blazers President, John Nash, Trail Blazers General Manager and Darnell Valentine, Director of Player Programs were present along with Chief Marketing Office, Declan Bolger, Chief Financial Officer, Gregg Olson and Todd Taylor, Vice President of Ticket Sales and Service.

According to many Season Ticket Holders, the highlight of the event was when Owner Paul Allen thanked our Season Ticket Holders and signed

autographs in addition to the unique opportunity for Season Ticket Holders to have their souvenir photo taken with the 1976-1977 Championship Trophy which they also got to take home the same night. To view additional pictures of the event, please check out the link to the Season Ticket Holder page at Blazers.com





an informational update exclusively for Trail Blazers Season Ticket Holders... featuring: Trail Blazers hire new Vice President of Ticket Sales, Special Events and much more!



TRAIL BLAZERS SEASON TICKET SERVICES
ONE CENTER COURT
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PORTLAND, OR 97227

CORNER

COMMUNITY



TRAIL BLAZERS EMPLOYEES TAKE ACTION

JESSI HUYCK | Season Ticket Services (Preferred)

Blazers Community Builders, more commonly referred to as BCB, is the employee volunteer program of the Portland Trail Blazers. Throughout the year, employees of the Trail Blazers organization participate in community outreach projects dedicated to rejuvenating Portland-area neighborhoods. BCB teams complete projects on a weekly basis throughout the off-season, and during the season missions are accomplished once a month. Since the program's inception in 1998, employees have logged almost 13,000 hours and impacted over 100,000 residents in Portland.

Latest efforts put forth by Blazers Community Builders included a project for Community Vision, a non-profit organization dedicated to offering living support for those with developmental disabilities. In order to prepare a house for its new owners, employees spent the day power washing the outside of the house, landscaping the yard and painting the entire interior of the house. Another recent project involved Schoolhouse Supplies and their "Tools for Schools" program. BCB team members packed close to 1,000 backpacks to be delivered to two area elementary schools that have been adopted by Damon Stoudamire and Zach Randolph. Each child in the school will receive a backpack filled with enough school supplies to last the year. The Blazers Community Builders just hosted their annual Harvest Dinner at the Rose Garden on November 15th. These as well as many other projects have been completed this past summer and fall, and BCB teams will continue efforts throughout the year to invigorate the Portland area.





WELCOME TO THE FALL 2004 ISSUE OF



ANYWHERE BUT PORTLAND

TODD TAYLOR | Vice President, Ticket Sales and Service

For those of you I have not yet met in person, I will provide a bit of personal background. I joined the Trail Blazers organization in early March, just in time for the end of the 2003-04 season. Although we missed the playoffs for the first time in 22 years, I was extremely optimistic about the direction of the organization.

Formerly, I was the Vice President of Ticket Sales and Service for a very successful NHL team in my home state of Ohio. The decision to move my wife and two young children 2,438 miles away from our family and close friends was extremely difficult.

After I made the decision to move, it seemed as though everyone had an opinion. I hadn't realized the Trail Blazers were so top of mind in Ohio. Comments ranged from, "With your contacts, couldn't you have found a job in Columbus?" (from my mother), to "Alright, Jail Blazers. Good move, pal. I would go anywhere but Portland" (delivered with a heavy dose of sarcasm from a random patron at a local sports bar.) Still feeling (sort of) confident in my decision to move to Portland, we packed our bags and moved northwest.

As mentioned above, there was no shortage of opinions on the Trail Blazers, including those from Oregonians. From the feedback and comments, I expected to find a group of disgruntled individuals who did not care about the fans or turning the situation around. Wow, was I ever wrong. Turns out I was just as guilty as the random sports bar patron of prejudging the situation. Immediately I realized how this organization was special and different. What I found was a group, no... make that a team of people who deeply care about this franchise, the city, and most importantly, the fans.

For all the turmoil and drama surrounding the organization, I remain impressed at the number of people who have stayed loyal to the team and are committed to sticking around through all the changes. When it would have been easier to simply leave rather than try to make a difference, these people stayed. When it would have been more

fashionable to jump on the bandwagon and bash the Trail Blazers, these people stayed loyal and true. When it would have been easier to become bitter and cynical, these people dug deep and found pride.

Don't get me wrong. There is still plenty of work to be done. We've had many conversations focusing on the relationship between the team and the fan. Through discussion, a comparison was drawn between being married and being a Season Ticket Holder. I couldn't agree more.

As a result of these conversations, we, as a department have worked hard to focus on improving the relationship we share with our fans on all levels. We started by asking Season Ticket Holders what is important to them. We found that while hats and t-shirts are nice, most people would prefer a return to the Rip City ways. They said we needed to connect with the city of Portland and focus on filling the Rose Garden with fans who are crazy about the Trail Blazers. We found that our true fans, those who stuck with us through the difficult years, were loyal and committed, just like the members of our organization. But most important of all, we found a majority of people simply want to love the Trail Blazers.

Each day we focus on strengthening the current relationships we share with our Season Ticket Holders while searching for ways to re-connect with season ticket holders of the past. We realize the strongest relationships require the greatest effort. It doesn't happen overnight. No doubt we will have periods of ups-and-downs; all great relationships do.

Personally, I am proud to be a Trail Blazer and I am glad I decided to make the move. However, I do look forward to returning to that sports bar in Columbus, Ohio in hopes of finding that un-named patron. You can bet I will be in black and red from head-to-toe and I will have a message for him. Say what you will about the Trail Blazers, but through thick-and-thin, the level of passion people feel about their team just can't be found anywhere but Portland.

WELCOME TO THE 2004-2005 TRAIL BLAZERS SEASON

SUZAN MILLER | Director of Season Ticket Services



Welcome Trail Blazers fans! I would like to take a moment to bring you up to speed with a few improvements we've made during the summer months that I would like to share with you. These improvements were made to enhance our service levels to our Season Ticket Holders.

- We combined our Customer Services and Preferred Services Departments under one umbrella as the Season Ticket Services Department to better reflect our clients that we serve.
- Our ultimate goal is to provide you with a team of professionals who can assist you before and during all 45 home games. Our office hours are 8:30 AM – 5:30 PM, Monday through Friday. You can simply call your Account Manager or dial the main number 503-231-8000 and a member of our Service Team will gladly answer your questions.
- We are excited to offer three new payment options this season. Season Tickets Holders have expressed interest in a more flexible payment option. We heard you and have introduced the E-Z BlazersPay Plan. This new payment program allows your Season Ticket payment to be divided into 12 monthly payments. Of course, we still offer the Traditional Payment, which allows you to pay half of your payment by May 1st and the other half by August 1st. Some of you might ask the reasons for pushing up the deadline to May? The reason is simple. In past years, our deadline to pay occurred so late in the summer that we could not ensure that our committed Season Ticket Holders received the best selections of upgrades during our Select-A-Seat Relocation Open House. By making May 1st the deadline for the full payment options or the first of two payments, we will be able to ensure all available inventory is ready to go so you may select the best seats during the annual Select-A-Seat event held every June. Please note that if you are under a prior contract, your payment deadline is still being honored.
- We are also still offering the early pay incentive, which will offer our Season Ticket Holders a special experience involving the Trail Blazers players. This year's early pay incentive will consist of an invitation to Theo's Block Party and autograph session. You and a guest will receive an autograph and framed picture from Theo Ratliff before you leave the event. Theo's autographed and framed picture will be ready to display when you return to your home or office.

I personally want to extend my sincere appreciation to all of our Season Ticket Holders. If you need assistance, please feel free to call me directly at 503-797-9977, or Lisa Weitzel, our Assistant Director of Season Ticket Services at 503-797-9610. We look forward to seeing you in person at our new concierge location across from the North Entry on P3 of the Rose Garden, so come by to pick up game notes, check special Season Ticket Holders offers or simply visit with your Service Team...Go Trail Blazers!

BLUE STAR SERVICE BANNERS HONOR MILITARY PERSONNEL

AMY ZUCKERMAN | HR Systems Manager

You'll notice something a little bit different in the Rose Quarter Box Office lobby this fall. Four Blue Star Service Banners hang in the windows in honor of Rose Quarter employees serving in Iraq. Each banner is inscribed with the service member's name, rank and military branch.

Reggie Jones, serving with the 158th Aviation Regiment of the Army Reserves, is known to his RQ coworkers as an "ESI", or Event Safety Inspector. Now, instead of inspecting the arena for safety hazards before Trail Blazers games and other events, Reggie inspects helicopters for the Army's Airborne Division. The Rose Quarter campus security force took a big hit last October when three of its agents were called to active duty with the 1st Cavalry Division of the Oregon National Guard. Accustomed to fighting Northwest forest fires in the summer, Agents Matt Robinson, Matt Cline and Justin Eyerly instead found themselves training for war in Iraq.

Sadly, Justin Eyerly was killed in action June 4, along with two other Oregon Guardsmen in an ambush outside Baghdad. His service banner contains a gold star, reserved for those who have died in combat.

The Service Banner first appeared during World War I, when mothers of soldiers sewed and hung red, white and blue banners in their windows as a sign that their sons were fighting in the war. The tradition has since evolved to include wives and other family members, as well as churches, schools and businesses with which the service member is affiliated.

As Americans do their best to support Operation Iraqi Freedom and the ongoing war on terror, the Blue Star Service Banner tradition reminds us all that war touches every neighborhood in America. The banners displayed in the Rose Quarter Box Office lobby windows show our pride in our employees serving in the military, and remind us that preserving America's freedom demands much.

THE PLAYERS



L to R | Suzan Miller Director of Season Ticket Services, Lisa Weitzel Assistant Director of Season Ticket Services, Jessi Huyck Season Ticket Services Manager (Preferred), Peggy Shaeffer Season Ticket Services Manager (Preferred), Cindi Gross Season Ticket Services Manager, Joanna Ramsey, Season Ticket Services Manager

L to R | Julie Sears Season Ticket Services Manager, Jason Smith Season Ticket Services Manager, Karen Olson Receptionist, Season Ticket Services, Brian Sandy Executive Suite Sales Manager, Melissa Ray Executive Suite Services Manager
NOT PICTURED: Demetra Panagakos Receptionist, Season Ticket Services, Roger Clark & Charissa Dawson Concierge Staff



MARK YOUR CALENDARS

JULIE SEARS | Season Ticket Services Manager

When are my 11 Game Ticket Exchange Opportunities?

On vacation or know you are going to miss a game? Season Ticket Holders will have the opportunity to exchange their game tickets throughout the season. Tickets that you are exchanging need to be received in the Season Ticket Services Office no sooner than 2 weeks before the date of the game, and no later than 3 days before the game you are turning in. Tickets can be exchanged for one of the following games:

Nov 13 Toronto Raptors	Jan 28 LA Clippers
Nov 19 Milwaukee Bucks	Feb 4 Charlotte Bobcats
Nov 21 Houston Rockets	Feb 25 Atlanta Hawks
Nov 30 Seattle Sonics	Mar 9 Chicago Bulls
Dec 5 Phoenix Suns	Mar 28 Washington Wizards
Dec 12 Utah Jazz	



What are my payment options and when do I pay?

- **Pay in Full Incentive Option:** Pay your account balance in full by May 1st and receive a special gift to be determined in advance by the Season Ticket Services Department.
- **E-Z BlazersPay** is a (12) month, interest-free payment option. Payments will be automatically withdrawn from your credit or debit card on the 5th of each month.
- **Traditional Pay** is a 2-payment plan option. Your account balance is due in 2 installments: May 1st and August 1st.
- **Current Agreement** is a Single Payment option. Your payment per current agreement is due. If you are currently on a multi-year agreement you can select one of the new payment options or simply pay in full according to your agreement.



When are the Super Season Saver Nights?

We are pleased to offer the following games at a reduced price for Season Ticket Holders. These tickets are offered for a limited time and only apply to existing Season Ticket Holders. Please contact your Service Manager or the Ticket Services Team at 503-231-8000. Orders must be placed no sooner than two weeks before each game.

Nov 17 Memphis Grizzlies • Dec 9 Boston Celtics • Jan 1 Golden State Warriors •
Feb 9 New Orleans Hornets • Mar 24 Seattle Sonics • Apr 6 Golden State Warriors



SEASON TICKET HOLDERS GET FIRST LOOK

JOANNA RAMSEY | Season Ticket Services Manager

On Friday, July 13th, the Trail Blazers opened the doors to their Tualatin Practice Facility for a very excited group of Season Ticket Holders. This randomly selected group was there to witness a closed-door, exclusive practice of the Rocky Mountain Review team. The highlight of the night was their opportunity to meet the new draft picks, including Viktor Khryapa of Russia, Ha Seung-Jin of South Korea and Sebastian Telfair from New York.

John Nash led the player introductions with a surprising twist as 18-year-old Ha, standing 7' 3" and 305 pounds, decided to impress the group by doing



full splits right on the basketball court! At the conclusion of the practice, every player and coach shook the hands of our 28 Season Ticket Holders for a memorable parting gift.

THE SUITE LIFE!

For the first time ever, by popular demand, a select number of Executive Suites have been set aside for single-event rentals. Host your next gathering in an Executive Suite, the region's premier hospitality environment for a Trail Blazers game, concert or family event. Availability and suite location is on a first-come basis, so call today to secure your reservation!

To find out more about individual event rentals, our new fractional suite options, or to lease your own suite year around, contact Brian Sandy at 503-797-9673 or brian.sandy@blazers.com.



NETWORK AT PAN!

SUZAN MILLER | Director of Season Ticket Services

The Schedule of Preferred Appreciation Nights for the 2004-05 Trail Blazers Season is in, so take out your calendar and mark the appropriate PAN dates.

Did I hear someone ask what PAN stands for? Glad you asked. PAN is one of the many opportunities the Trail Blazers will provide for you to mingle with other fellow Season Ticket Holders and Trail Blazers front office staff to discuss basketball among other topics in a social setting. The event will also offer you and your guests entertainment, food and beverage as well as exciting door prizes.

But wait, there's more! PAN events are held in a space usually reserved for credentialed staff, referees and Season Ticket Holders with special access privileges. The space is considered "behind the scenes" and literally behind the North End Steel on the event level, the same level the basketball floor is on. Admission to this event is exclusive to VIP Ticket Holders and their guests only.

Take advantage of these three unique pre-game receptions and allow the entire Trail Blazers organization to thank you, the Season Ticket Holders, in person. After all, PAN stands for Preferred Appreciation Night.

PAN Dates for the 2004-05 Trail Blazers Season:

- Tuesday, November 30 vs. Seattle
- Wednesday, February 23 vs. Lakers
- Friday, April 8 vs. Sacramento

Dates are subject to change; an invitation will be sent to you two weeks prior to each PAN event. Your VIP tickets are your admission to this private event.

LET US HOST YOUR PARTY

TONY HENDRYX | CEC Assistant General Manager

From intimate dinner settings for a few of your closest business associates to major corporate or political events, Rose Quarter Catering has your culinary needs covered.

As one of the largest food service providers in the state of Oregon, we excel in meeting the needs of our clients for every type of event. Board meetings, Christmas galas, summer picnics on the commons, corporate retreats, opening and closing ceremonies for national conventions are just a few of the events we have hosted at the Rose Quarter.

Rose Quarter Catering has provided the food and beverage for the Oregon Symphony's Annual Fund Raiser two of the past three years. This black-tie gala features multiple receptions within the Rose Garden and culminates with a plated four-course meal for four hundred on the main floor of the Rose Garden.

Rose Quarter Catering has been selected by the Democratic Party to host Ron Wyden's annual fundraiser. This event featured a half-court basketball set where participants can test their skills on the same court the Trail Blazers use. The Rose Garden and Rose Quarter Catering were selected for our ability to provide a unique venue and quality food offerings in a fun environment.

Whatever your food and beverage needs might be, Rose Quarter Catering can provide the culinary expertise and gracious service staff to make your next event a truly memorable one. Please call 503.797.9947 for more information.



WEAR YOUR PIN AND YOU COULD BE A WINNER ON LUCKY PIN NIGHT!

PEGGY SHAEFFER | Season Ticket Services Manager (Preferred)



As a Preferred Season Ticket Holder, you will receive a 2004-2005 pin with your planner to wear on twelve designated Lucky Pin Nights. Our Lucky Pin Prize Patrol will roam the Rose Garden awarding prizes to Season Ticket Holders sporting their pin! We will send out an e-mail reminder before each Lucky Pin Game. If you happen to forget your pin, stickers are available at the Concierge Desk. Lucky Pin Night dates are: November 21 • November 28 • December 5 • December 30 • January 7 • January 26 • February 5 • February 27 • March 12 • March 30 • April 6 • April 20

SELECT-A-SEAT

KARI LOCKHART | Ticket Operations Coordinator

This past July, the Season Ticket Services Department held their Annual Select-a-Seat Open House over two days. It was a very successful event with over 500 season ticket accounts attending and more than half of those were able to find a new and better location! This event is a great interactive opportunity to relocate, upgrade or add on additional seats. By holding this event in the Rose Garden, you have a unique opportunity to select the best location for your individual needs by actually having the chance to sit in the seats and try them out. Next June, we will again hold our annual Select-a-Seat event and we will publish specific dates in the spring for you to RSVP.

The first ever Courtside Relocation Open House was held on September 12 at the Event Level Courtside Lounge. Preferred Season Ticket Holders enjoyed live music, hors d'oeuvres and a hosted bar while having the chance to look at new seat locations for the upcoming season. The event was well attended and many Courtside and Midlevel Preferred Season Ticket Holders were able to improve their seats.

David Shelofsky, Courtside Season Ticket Holder, said "I wanted to thank you and the rest of the sales staff for conducting yourselves with such professionalism during some very trying times. (I love my new seats!!!)"



Trail Blazers Staff discuss possible upgrade options during the annual Select-A-Seat Event.