

Please provide the information requested below and attach additional sheets if necessary.

Major career achievements: As the Senior Vice President of Special Events for the National Football League, Jim Steeg is considered the one individual who is responsible for growing the Super Bowl from a simple championship game into the world's most popular single-day sporting event. (SEE ATTACHED SHEET)

Personal Accomplishments/Awards: Inaugural inductee in Special Events Hall of Fame (2002). Hoosier Celebrity of the Year by the Mad Anthony's, a charitable organization in Ft. Wayne, Ind., where he spent his teenage years (2005). (Colts QB Peyton Manning was another Mad Anthony's honoree that year.) Pete Rozelle Award from Touchdown Club of New Orleans (2008). Phi Delta Theta Sports Hall of Fame (2016).

Membership in civic and/or professional organizations (include offices held): Has been active in numerous charities throughout his professional career, including serving on the Boards of the Downtown YMCA of San Diego, the Make-a-Wish Foundation of San Diego, the University of San Diego Athletic Department Executive Cabinet, the San Diego Regional Chamber of Commerce, the United Way of San Diego, (SEE ATTACHED)

Based upon the above information, why do you feel that this nominee should be inducted into the DeMolay Hall of Fame? DeMolay taught Jim Steeg important leadership skills and gave him tremendous self-confidence -- both of which served as his springboard to a successful career in business, on the international, national and local levels. (SEE ATTACHED)

Nominator's Name: Jill Lieber Steeg

Mailing Address: 13425 Marcasel Place
San Diego, CA
92120

Telephone: (H) () 858 349-7595 (O) () 858 349-7595

Mail or fax nomination to: **DeMolay International**
ATTN: Carol A. Newman
10200 N. Executive Hills Blvd.
Kansas City, MO 64153
(816) 891-9062 (fax)

James Howe Steeg

858-774-4666

jim.steeg@gmail.com

Executive Profile:

Thirty-five years of management experience providing strategic and operational leadership in creating innovative concepts and solutions to problems, developing unique marketing and sales opportunities and team-building for organizational success.

Professional Experience:

Self Employed consultant

April 2010 - current

Advising companies on a variety of subjects including, but not limited to: stadium operations, fan enhancement, stadium physical structure; organizational structure; marketing programs for sports organizations; event plans; and, explored varied entrepreneurial endeavors.

- Managing the NHL's outdoor games in Los Angeles and Chicago in 2014.
- Advised the O'Malley family on their purchase of the San Diego Padres
- Advised the University of Southern California as they transition to management of the Los Angeles Memorial Coliseum.
- Served as Director of the PAC 12 inaugural Football Championship Game
 - Developed specs for game
 - Negotiated all vendor contracts
 - Planned event for 11 possible venues
 - Put on game with 5 days notice
- Organizational design project with the Rose Bowl operating Committee to restructure organization to handle changes in industry and with new renovations
- Assisted in organizing the USS Midway Aircraft Carrier Basketball game in November, 2012
- Worked with Los Angeles Sports Council to devise security plan that crosses all area venues and teams throughout Southern California
- Spoken at major Universities and seminars including Stanford, Harvard, Northwestern and California - Berkeley, University of San Francisco
- Taught classes at San Diego State University
- Served as Chairman of the Board of Advisors of the United States Football League, a start-up minor League professional football League
- Served as acting CEO of Major League Football, a spring professional football League set to start in 2016.
- Consulted stadiums on operations, fan enhancement and physical structure
- Advised corporations on organizational structure
- Advised on marketing programs for sports organizations
- Consulted on event plans
- Wrote articles for national publications
- Explored varied entrepreneurial endeavors including a documentary/book on Super Bowl XXXVI (the game following 9/11)
- Served as judge for the Sports Business Awards
- Co-hosted local sports radio shows.
- Among the Companies working with are the USGA, Pac 12, UCLA, USC, University of Utah, FullSwing, Qualcomm, STATS, LLC, SMRI/GIG, Helms Briscoe, Epass, idea app, first down laser, The Buckeye Store, Mobotory, the Rose Bowl, Balboa Park 100th anniversary, Cleatskins, PrepAthlete, Frosty Towel, Elite Show Services, Multi Ventures Protection, and helped formulate Community Force, a national program for charitable fundraising.

James Howe Steeg

San Diego Chargers; San Diego, CA
Executive Vice President, Chief Operating Officer

November 2004 – April, 2010

Primary responsibility for overseeing all business operations including Marketing, Sponsorship Sales, Suite Sales, Media Relations, Ticket Operations and Sales, Community Relations, Stadium Operations, Special Events and overall administrative front office operations.

Selected Achievements:

- Oversaw budget in excess of \$245 million.
- Grew total annual revenues by \$40+ million, moving organization from low 4th quartile of NFL to high 3rd.
- In first two years season ticket sales grew by 25,000, club seat sales doubled and there was a 40% increase in suite sales.
- Changed internal culture and external relationships. Oversaw unprecedented 5 titles in 6 years.
- Developed new and stronger relationships with the team's television and radio partners, including regionalizing the broadcasts, changing primary affiliate, establishing Hispanic broadcasts in the US and Mexico; created new television and radio programming and changing flagship partners.
- Participated in the retention and selection of team head coaches and assistant coaches.
- Increased teams' revenue streams through sponsorships, stadium concessions, merchandise, parking and record sales of tickets, club seats and suites.
 - o Increased sponsorships from \$4.5M to \$17M.
 - o Oversaw team record 48 consecutive sellouts.
 - o Created new premium ticket inventory and areas within stadium to enhance revenues.
 - o Reduced costs in excess of \$4M.
- Developed television programming for six local stations in the San Diego market.
- Redesigning marketing focus with an emphasis of outreach into neighboring areas of Orange and Riverside Counties. In addition reached into the Mexican market.
- Spearheaded the Team's transition to hosting training camp to Chargers Park from Los Angeles.
- Drastically revamped game-day environment at Qualcomm Stadium, implementing policies to enhance fan conduct and add technology to security and response to fan issues. Nationally recognized as the most fan-friendly franchise in 2007. The Chargers became the first NFL team to utilize Kangaroo TV, WiseDV, and broadcast a game in 3D. Additionally the Chargers were at the forefront in devising an alcohol game day prevention program (Game Day the Right Way), developing fan text messaging, JTech stadium response and the Venue Soft incident tracking system.
- Improved team's relationship with national and local media, as well as with local community groups emphasizing outreach to the military and Hispanic community, expanding into Mexico.
- Led the design and launch of the team's new uniform and logo, the first change in 18 years.
- Planned and oversaw the team's regular season game in London.
- Was primary person responsible for playing game in San Diego following County wild fires of 2007 instead of relocating game.
- Oversaw the 50th Anniversary plans for the organization.
- Revamped the team's website, Chargers.com, as well as initiated a variety of social media platforms.
- Improved the team's headquarters by installing a Field Turf practice field and the redesign of Charger Park offices to reflect and celebrate Chargers history. Upgraded the quality of the Qualcomm Stadium and Chargers Park fields, various suites at Qualcomm Stadium and the team's travel, accommodations, meals, etc.
- Devised unique marketing and event promotions including retirement events, a Block party, Kickoff dinners, a fashion show, movie premiere and team outings.

James Howe Steeg

National Football League; New York, NY
Senior Vice President, Special Events

January 1979 – February 2005

Primarily responsible for controlling all aspects of the presentation and implementation of the Super Bowl, growing revenues from \$5M to \$250M and creating the second-largest revenue source for the NFL. Direct oversight of departmental budget of \$135M, the largest departmental budget of the NFL at the time. Provided organization skills to coordinate the oversight of thousands of workers, contractors and organizations. Development innovative and creative concepts and activities that had never been utilized previously in the context of professional sports or special events.

Areas of Responsibility:

- Selection preparation and negotiation for site of games including negotiating all contracts.
- Ticket design, allocation and distribution; procurement of goods and services; staffing; management of hotel accommodations for Super Bowl teams, media, NFL clubs, staff and affiliated groups; media and party arrangements.
- Stadium and game-day field preparations; stadium improvements; construction and décor; practice site preparations; negotiation of stadium leases and contracts; logo design, decoration and signage; selection of exclusive novelty vendor for the stadium hotels and public venues.
- Radio and television coordination.
- Transportation selection and planning.
- National Anthem, pre-game and halftime entertainment and production; NFL concert series.
- League's chief liaison with local, state and national political entities.
- Created and organized the NFL experience; initiating and planning players' youth clinics; created Super Bowl Card Show; oversaw of corporate hospitality village; implemented and selected vendor for fan travel packages; organization of Super Bowl Golf Classic; created NFL on Location, a travel package for fans. oversaw Super Bowl Saturday Night and other television specials.
- Ensured minority and women's participation and emerging business opportunities, developing the first event-oriented minority business program.
- Created first event ADA program, years before national law
- Established Youth Education Town (YET Center), an at-risk community center at each game site; oversaw more than 100 sanctioned events; established over oversaw dozens of charitable programs, generating in excess of \$5M per year in charitable contributions.

Additional Special Events Achievements:

- Oversaw largest departmental budget in the League office.
- Oversight of all physical and financial aspects of the NFL Draft, growing event from cost center to profit center, becoming focal point of NFL spring schedule.
- Oversaw the NFL's entire post-season schedule developing into a positive cash flow.
- Managed the AFC-NFC Pro Bowl from 2000 – 2005, creating marketing opportunities by changing entire format and negotiating new contracts in Hawaii, turning game into a profit despite lack of allocation of TV rights.
- Created first League broadcast platform in Super Bowl Channel and developed television programming for League partners.
- Created new platforms for promotions, sponsorship, television and marketing including the Kickoff Week events in Times Square in New York and The Mall in Washington, D.C.; 75th anniversary programs; the NFL Champions Tour Golf Classic, the Quarterback Challenge, and all League television events.
- Organized the five American Bowl Games played in Berlin, Germany and the two American Bowl Games played in Barcelona, Spain as new sites for the NFL games.
- Created template and organized all elements of the League's 75th Anniversary Celebration in 1994 and "Pro Football's Greatest Reunion" in 2000.

James Howe Steeg

- NFL's Chief Liaison to the Pro Football Hall of Fame in Canton, Ohio, as well as served as an advisor to its Broad of Directors. Changed Board make-up, enshrine relationships and presentation of enshrinement to provide revenue possibilities to make weekend profitable.

Miami Dolphins, Ltd.; Miami, FL
Business Manager, Controller

June 1975 - December 1978

Controlled all expenditures and purchases of front office and football operation; substantially reduced costs in area where there was control; negotiated leases with city for scoreboard, beer, concessions and stadium; supervised ticket operation including ticket office accounting and procedures; initiated group sales and ticket hot-line campaigns; initiated in-house merchandise sales; handled away tickets; prepared all financial and tax reports including payroll; determined financial feasibility of various investments; negotiated player contracts; handled banking arrangements; arranged for insurance coverage; handled IRS examination of team and owner's tax returns and pension plan returns; liaison between front office and football operation; controlled concession arrangements; assisted in contractual agreements with coaches, players and other teams; coordinated field and stadium operations; arranged all aspects of team travel; negotiated pre-season game schedule; assisted in television and radio contract negotiations; initiated the first Hispanic radio broadcast in NFL; first NFL team to instigate group sales program; interviewed and recommended new employees; established cheerleader program; returned Flipper to the endzone; attended League meetings as club representative; handled personal financial affairs of principal owner. Handled financial aspects of Beardsley Ranch (Bozeman, MT) and Dolphin Travel, owned by principal owner.

Jennings, Lindsey and Reimer; Hamilton, OH
Junior Accountant

August 1972 - August 1973

Education

Wake Forest University, Babcock School of Management; Winston-Salem, NC
Masters of Business Administration, 1975
Major: Finance**Miami University; Oxford, OH**
Bachelor of Arts, 1972

Major: Political Science; Minor: Accounting

Accomplishments: Student Advisor to the Board of Trustees; treasurer, Interfraternity Council; Co-chair 1971 homecoming; recipient of Benjamin Harrison leadership award.

James H. Stæeg

In 2010, Jim Stæeg decided to embark on a new phase of his career to pursue opportunities that would allow him to better take advantage of his professional talents and interpersonal skills, while developing and realizing the innovative ideas that have been the hallmark of his professional sports career.

In recent years, he has spoken at major universities, and national sports business and facilities seminars; consulted college and professional stadiums, ballparks and arenas on operations, fan enhancement and physical structure; advised corporations on organizational structure; advised college and professional sports organizations on marketing programs; consulted on special event plans, and explored varied entrepreneurial endeavors, including a documentary film and a book about Super Bowl XXXVI (the first Super Bowl after September 11th). The entities he has worked with include USGA; the Farmer's Insurance Open; UCLA; University of Utah; Qualcomm; STATS, LLC; SMRI; Helms Briscoe; Mobotory; The Buckeye Store; Cleatskins; PrepAthlete; ePass; Frosty Towel and Elite Show Services. He also has taught at San Diego State University, Stanford University, Northwestern University and UC-Berkeley; was a keynote speaker at 2012 National Sport Safety and Security Conference; has written articles for national publications, including Sports Business Journal, and the National Football Post; and has helped formulate and launch Community Force, a unique, national program for charitable fundraising. He served as a judge for the Sports Business Awards for the Sports Business Journal.

He volunteered as a member of Mayor Faulconer's Citizen's Stadium Advisory Committee, which was charged with developing a site and financing plan for San Diego.

He organized Shaun White's Air & Style event held at the Rose Bowl in February 2015. The event involved creating a 160-foot high ramp for snowboarding and skiing competition combined with eighteen band performances.

He organized the NHL's outdoor hockey games in 2014 at Dodger Stadium and Soldier Field.

He worked with the Rose Bowl Operating Company on restructuring their organization, operations systems and business procedures. He also re-designed their fan experience at events.

He advised the University of Southern California as they transition to management of the Los Angeles Memorial Coliseum. This includes management structure, organizational plans, business operations and design changes for the building.

He has served as Director of the inaugural PAC 12 Football Championship Game. This game was unique as it is the only major college conference that hosted its Championship football game at the site of the institution with the best record resulting in initial planning at all twelve schools and final planning within five days of the game. The goal of which was to generate in excess of \$1 million to each of the twelve member institutions.

He recently brought together all Los Angeles and Orange County venues and teams to adopt a uniform code of conduct. In addition established a working group to share information and develop universal policies.

He advised the O'Malley family on the purchase of the San Diego Padres.

He advised on the Battle of the Midway, a collegiate basketball game between Syracuse University and San Diego State University on the USS Midway anchored in San Diego harbor.

During the spring of 2012, he consulted as Chairman of the Board of Advisors to the United States Football League, a minor league professional football League designed to launch in 2014.

On November 15, 2004, Stæeg was named the executive vice president and chief operating officer of the San Diego Chargers. He was in charge of all business operations for the Chargers.

In just over five years in San Diego, Stæeg was instrumental in the team's success away from the field. In just over one year he raised team revenues by over \$40 million. The team sold out a record 48 straight games under his guidance, encompassing every home game he oversaw. In first two years increased season ticket sales by 25,000, club seat sales doubled and a 40% increase in suite sales. He worked to enhance the fans' game-day experience at Qualcomm Stadium (the team was named the League's most fan-friendly franchise in 2007 by FansVoice.com). He also led the team's transition in returning training camp to Chargers Park. He headed the team's outreach into the Hispanic, military and neighboring communities in Orange and Riverside counties, and Mexico, as well as improving

alumni relations. He developed television programming for each of the six San Diego television stations broadening the fan base. He also improved the team's San Diego community outreach programs. On the business side, he helped develop new and stronger relationships with the team's TV and radio partners, including regionalizing the broadcasts and negotiating new flagship station agreements. He initiated a drive to completely redesign and add content to the team's website, Chargers.com, as well as use social media platforms with record participation on Twitter, Facebook, etc. He also led the change in the total redesign of the team's uniform and logo designs. He planned the team's trip to London. He oversaw the 50th Anniversary celebration of the organization. During his tenure, the team's revenue streams grew through sponsorships, stadium concessions, merchandise (including adding a new Chargers' team store) and parking as well as record sales of tickets, club seats and suites. Concession and merchandise per capitas were among the highest in the NFL. The Chargers became the first NFL team to utilize Kangaroo TV, WiseDV, and broadcast a game in 3D. Additionally, the Chargers were at the forefront in devising an alcohol game-day prevention program ("Game Day The Right Way"), developing fan text messaging, JTech stadium response and the Venue Soft incident tracking system. He devised unique marketing and event promotions including retirement events, a downtown San Diego Block Party, Chargers Seasons Kickoff Dinners, a fashion show, a 50th Anniversary movie premiere, evening training camp practices and numerous team outings. He worked to change, and improve, the organization's culture and its perception in the community.

In his 26 seasons in charge of the National Football League's Special Events Department, the Super Bowl grew from a championship football game to a four-day extravaganza that emphasized the participation and inclusion of the local game-site community, most importantly, at the business, educational and charitable levels. Steeg was considered the one individual who was responsible for growing the Super Bowl into the world's greatest one day sporting event. The Super Bowl became the largest generator of annual revenues for the NFL aside from television, growing from \$5 million annually to over \$250 million.

Steeg was in charge of all aspects of the Super Bowl, including site selection, stadium and practice-site preparation and build-out; pre-game and halftime shows; National Anthem performers; team, media, corporate and fan accommodations; corporate hospitality; television broadcasting; telecommunications; transportation; security; logo design, decorations and signage; ticket design, allocation and distribution; "The NFL Experience," the NFL Commissioner's Party; the Super Bowl Concert Series, and the oversight of the local community's Super Bowl Host Committee, as well as political relationships. He oversaw and directed as many as 10,000 employees in each site.

During his tenure, Steeg implemented many of the signature Super Bowl game-day-related elements that eventually became staples throughout professional and Olympic sports. This included the use of Jumbotron video screens; enhanced-audio TV broadcasts throughout the entire stadium; individual transistor radios, featuring the national TV and radio broadcasts at every seat; TV access at all concession stands, entertainment plazas throughout the stadium, both inside and outside the venue; an expansive corporate hospitality village; environmental recycling; children's clothing shops in the stadium and "The NFL Experience," all encompassing stadium decoration and in-stadium promotions, such as seat cushion give-aways, special pro football trading cards, panoramic cameras and other collectibles, and unique Stadium Collection merchandise. He created the first ever event oriented television station in "Super Bowl TV" which was broadcast for up to a week in each market and became a precursor to the NFL Network.

In addition, Steeg directed all of the League-sponsored Super Bowl charitable events off the field, including the NFL Youth Football Clinic; the NFL Cheerleading Clinic; the NFL's Youth Education Town (YET) Center; the Super Bowl College Lecture Series; "The Taste of the NFL;" "Gridiron Glamour," and the NFL Charities Golf Classic. He organized the first event television station in 1996 for Super Bowl XXX, after having developed the concept in 1993 with a joint venture in Los Angeles.

Steeg also implemented the NFL's Super Bowl Minority- and Women-Owned Emerging Business Program in the early 1990s, a first in sports and events. The program mandated that the League and its various vendors and corporate clients hire local minority- and women-owned businesses whenever possible. It has been duplicated by all other sports Leagues and many major national events.

Beyond his duties with the Super Bowl, Steeg, headed the NFL's 24-member Special Events Department, and oversaw a budget in excess of \$135 million, the largest in the League office. He had oversight of the entire NFL postseason schedule; the Pro Bowl in Honolulu; NFL-Sr. PGA/Champions Tour Golf Tournament; NFL Owners' and other League meetings; and all of the made-for-TV events, including "The Quarterback Challenge," "The Ultimate Defender" and "The Alumni Beach Challenge." Under his guidance, he developed the NFL Draft into an annual signature moment.

He was the NFL's Chief Liaison to the Pro Football Hall of Fame in Canton, Ohio, sat on its Board of Directors, and assisted with all Enshrinement Weekend events. He was instrumental in revamping the relationship with enshrines, reorganizing the Board of Trustees and changing the presentation format of new Hall of Fame class as well as developing numerous exhibits, leading to the redesign in 2006.

From 1990-95, Steeg organized the seven American Bowl Games in Berlin, Germany and Barcelona, Spain. He put together the NFL's 75th Anniversary celebration in 1994 (including the first use of throwback uniforms), "Pro Football's Greatest Reunion" in 2000, and planned and executed the closing of Times Square in New York and The Mall in Washington, D.C. for the Kickoff Celebration to launch the 2002 and 2003 seasons, respectively. He also served as an instant replay official during League games.

Prior to joining the NFL's League Offices in New York in January of 1979, Steeg was the Business Manager/Controller for the Miami Dolphins. During his four years with the Dolphins, from 1975 through 1978, Steeg was in charge of all of the financial aspects concerning the club (front office, football operations, tickets, etc.). He also managed stadium operations; negotiated player contracts; coordinated team travel; implemented group ticket sales and season ticket campaigns, and initiated in-house merchandise sales. For the 1976-1978 NASL seasons, Steeg also oversaw the operations of the Miami Toros/Fort Lauderdale Strikers including the transfer of the team from Miami to Fort Lauderdale.

Born in Boston, Steeg received a Masters of Business Administration from Wake Forest University and a Bachelor's degree in Political Science from Miami University in Oxford, Ohio, where he was a member of the Phi Delta Theta fraternity and the Student Senate. He was the recipient of the Benjamin Harrison leadership award and also was a student advisor to the Board of Trustees.

He currently serves on two civic volunteer boards the San Diego Strategic round table that drive the direction of our business development and policy programs for the community and he also serves on the San Diego Tourist Authority Private Revenue Task Force. He remains active in a variety of charities including serving on the Boards of the downtown YMCA in San Diego, the Make A Wish Foundation of San Diego and the University of San Diego Executive Cabinet. He serves on the Board of the Athlife Foundation, which establishes programs for high school athletes. He is a past Board Member of the United Way of San Diego. He was the co-chair of the Special Events committee for the 2008 U.S. Open at Torrey Pines Golf Course in San Diego. He has served on the Boards of the San Diego Regional Chamber of Commerce, Saddlebrook Resort and the Babcock School at Wake Forest University. He was very active in youth baseball while living in New Jersey.

He was honored as a member of the inaugural class of the Special Events Hall of Fame. He was recognized as the Hoosier Celebrity of the Year by the Mad Anthony's a charitable organization in Fort Wayne, Indiana. In 2008, he received the Pete Rozelle Award from the New Orleans Touchdown Club for outstanding contributions to professional football and the NFL.

His wife, Jill, a Stanford graduate, a national award winning writer with Sports Illustrated and USA Today, currently is an author of autobiographical books, the most recent being the memoir of three-time Olympic gold medalist beach volleyball icon Misty May-Treanor, titled, "Misty: Digging Deep in Volleyball and Life."

He has two children, Bryce, 35 a former Quarterback and graduate of Duke University, the London School of Economics and Harvard Law School, now an attorney with a venture capital firm in San Francisco. His daughter, Darcy, 33, a graduate of Princeton University and has a Masters degree from The George Washington University, holds a PhD in Statistics from Cornell University, and is now working for the US Census Bureau.

September 27, 2015

DeMolay International
ATTN: Carol A. Newman
10200 N. Executive Hills Blvd.
Kansas City, MO 64153

Dear Ms. Newman,

Last week, while going through mementos in his office to prepare our house for a move, my husband Jim Steeg happened upon a small wooden box filled with his cherished DeMolay gavel, the Chevalier Award, the Representative DeMolay Award, awards from state conventions and rows and rows of countless gold merit bars. He proceeded to tell me about his years in DeMolay in Ft. Wayne, Ind., how the organization educated, inspired and instilled confidence in him during his high school years and provided an important foundation and unprecedented launching pad for his success as a business and civic leader.

Jim was so passionate as he recounted his DeMolay stories, so proud of his accomplishments and so adoring of his awards and merit bars that it was infectious! In fact, it spurred me on to do further research into DeMolay – and all that the organization has to offer. It was in doing my own research that I discovered DeMolay has a prestigious Alumni Hall of Fame, and that you are currently accepting nominations. The submissions also have to be made without the nominees' knowing.

And so, I am crossing my fingers – and keeping my lips absolutely sealed – and submitting this cover letter, a nomination form with additional information sheets, a resume and a bio, and officially submitting the nomination of my husband Jim Steeg for the DeMolay Alumni Hall of Fame. I can assure you, not only would Jim be surprised to be nominated and considered for the DeMolay Alumni Hall of Fame, but he would be greatly honored and extremely moved to be recognized by an organization that still means so much to him.

I appreciate your consideration of this nomination. I am happy to discuss it with you further or provide any additional information you may need. Please let me know if I can be of any help.

Thank you.

Sincerely,

Jill Lieber Steeg
(858) 349-7595
jill.steeg@gmail.com

ATTACHMENT**James H. Steeg DeMolay Nomination**

Additional information, continued from original nomination form

Submitted by Jill Lieber Steeg

- 1.) Major Career Achievements ... Jim Steeg changed the means by which the Super Bowl was presented – in-game entertainment, which includes pregame, halftime and national anthem; fan engagement, which includes corporate hospitality, week-long events, the development of the Host Committee concept, the NFL Experience, and players' youth clinics, among others; community involvement, which includes the establishment of the Youth Education Town (YET Center), an at-risk community center at each game site, among others; ensured minority and women's participation and emerging business opportunities, and created the first event Americans with Disabilities Act (ADA) program, years before national law. Steeg also is credited as the person responsible for making the NFL Draft a cornerstone of the League's off-season, building it into a multiple-day, made-for-TV, major sports event. He also managed the AFC-NFC Pro Bowl, American Bowl Games, the NFL's 75th Anniversary Celebration and "Pro Football's Greatest Reunion." In addition, at either end of his 35-plus-year NFL career, Steeg was in charge of business for the Miami Dolphins and the San Diego Chargers, leading both NFL franchises to greater success, on and off the field. While Executive Vice President and Chief Operating Officer of the Chargers, Steeg grew the total annual revenues by \$40-plus million; expanded season ticket sales by 25,000 and suite sales by 40%; changed internal cultural and external relationships, and oversaw an unprecedented five AFC West Division titles in six years. After leaving the Chargers in 2010, he founded Steeg Sports Management and Media Consulting, and he has been the nation's "go-to person" to lead notable sports events, including the inaugural Pac-12 Football Championship Game; the National Hockey League's outdoor games at Dodger Stadium in Los Angeles and Soldier Field in Chicago and Olympic gold medalist snowboarder and extreme sports icon Shaun White's Air+Style "Big Air" snowboard event and music festival at the Rose Bowl in Pasadena. He also has consulted on a myriad of sports management, events and stadium projects – from advising the O'Malley family on their purchase of the San Diego Padres and the University of Southern California as they transitioned to management of the Los Angeles Memorial Coliseum to

heading business ventures for spring football leagues and teaching classes at San Diego State University, Stanford, Harvard, Northwestern and Cal-Berkeley. In January 2015, Mayor Kevin Faulconer appointed Steeg to the nine-member Citizens' Stadium Advisory Group (CSAG), tasked with selecting a site and developing a financing plan for a new San Diego Chargers Stadium. In just 108 days, CSAG did indeed create the first ever true financing plan for the city of San Diego since the Chargers began their quest for a new stadium in 2002.

- 2.) Additional Membership in Civic and Professional Organizations includes being a member of Boards of Athlife, Hunger Related Events, the Babcock School at Wake Forest and Saddlebrook Resort in Wesley Chapel, Fla. Steeg also was instrumental in raising funds for the Ramsey (NJ) High School Athletic Department. He was co-chair of the Special Events Committee for the 2008 United States Open golf tournament at Torrey Pines in La Jolla, Calif. While Senior Vice President of Special Events for the NFL, Steeg was the League's Chief Liaison to the Pro Football Hall of Fame in Canton, Ohio, as well as served as an advisor to its Board of Directors.

- 3.) Why Do You Feel This Nominee Should be Inducted into the DeMolay Hall of Fame? Jim Steeg's experience with DeMolay in Ft. Wayne, Ind. (1965-68) was his first exposure to dealing with individuals outside of his immediate school environment (there were over a dozen high schools in the Ft. Wayne area). He excelled in DeMolay in every way: He served as Treasurer, held numerous offices (Master Counselor), served as a representative at state conventions, and chaired various committees. He was a recipient of the Chevalier Award, the Representative DeMolay Award and dozens of other awards for merit, civic service, scholastics, masonic service, ritual, attendance, 1st petition, 2nd petition, conclave, athletics, journalism and visitation. I believe that DeMolay has had a lifelong impact on him -- as a business and civic leader, a charitable innovator and contributor, a husband, a father, a friend, a teacher, a public speaker and a mentor. He is a man of great integrity, with a tireless, blue-collar work ethic, and a true sense of responsibility, honesty, fairness and diversity. While in charge of the Super Bowl, for example, in addition to his core group of experts in various areas surrounding the game, Jim also had to lead as many as 10,000 people

overall! I was always impressed by the fact that they ALL knew him: Jim had – and still has -- the unique ability to make every single person feel as if he or she is an important part of an event in which he is in charge – and he gets them to work their tails off. It is an all-for-one, and one-for-all spirit. When he was in charge of the business for the Chargers, for instance, he believed in inclusion -- soliciting, encouraging and inspiring discussions, thoughts, ideas and opinions from those in the organization. His mantra: "When we fail, it is 'I,' when we succeed it is 'us.' " He always has gone out of his way to help make the organizations he works for, the communities he lives in and the world around him better places – and most importantly, to help motivate, inspire, lift up, and be generous and kind to others. I credit his parents – and his years in DeMolay – as instilling these human values and leadership qualities in him, and impressing upon him their importance in society and in life.

Please let me know if you need any other information regarding Jim Steeg, and if you have any other questions about his nomination.

Best,
Jill Lieber Steeg
