



Big Y Foods, Inc.
2145 Roosevelt Ave., P.O. Box 7840
Springfield, MA 01104-7840
(413) 784-0600

Matt Hollander
General Manager
MassMutual Center
1277 Main Street
Springfield, MA 01103

July 13, 2007

Back in early 2005, I was presented with the challenge of producing a unique, one-of-a-kind special event to celebrate Big Y Food's 70th year in business. With this being our milestone 70th anniversary, we weren't looking for the usual run-of-the-mill banquet. We wanted to create an experience – something that people wouldn't forget for some time to come. I knew I had my work cut out for me.

For quite some time, I had been watching the makeover that was taking place as the old Springfield Civic Center transitioned into the new MassMutual Center. Midway through the renovations, I was invited over to preview this new and exciting venue. Although the facility was still under construction: I instantly knew this was the place for our event.

Originally we discussed an event for between 500 – 800 people. After the menu tasting with the chef and a tour of the building, the D'Amour family asked me if it would be possible to increase the number over the original 800 as they wanted to invite all 10,000 of our employees. The MassMutual and Boston Catering Group teams didn't see any problem with that, but suggested we may have to consider using the Exhibition Hall if the count went over 900. Well, the count went well over 900 – we ended up with 1500 people!

I knew moving the event to the Exhibition Hall would create a whole new set of challenges for both teams, but they took it in stride and guaranteed me they would do whatever it took to make sure we had the experience we had envisioned. I presented them with challenge upon challenge and they never once said no – they just figured out how to do it...and made it happen!

Thanks to everyone at the MassMutual Center and BCG our company celebrated in style. The facility truly sparkled that evening. The food was delicious and the service was superb. The event went off without a flaw and the folks here still talk about it. Our mission at Big Y is to "exceed our customers evolving expectations." The MassMutual Center and BCG went above and beyond the call of duty to "exceed our expectations" and we truly appreciate that. As a matter of fact, I was so happy with the event and had such a good time working with everyone there, I booked another large party for early 2007.

In April 2007, after 20 years at the same venue, we moved our Annual Employee Recognition Dinner to the MassMutual Center. After the success of our 70th celebration, I knew we had to think outside the box if we were going to WOW our employees again. The state-of-the art facilities at the MassMutual Center allowed us to create an entirely new and exciting experience in which to celebrate our employees. Once again, I presented everyone involved with a whole new set of challenges...and once again they delivered the goods. The MassMutual Center and BCG staffs worked hand-in-hand with me to take this event to a whole new level.

Needless to say, Big Y Foods is now a MassMutual Center convert. To have a facility such as this located in the heart of Springfield is simply amazing. The flexibility of the physical plant, the level of service provided by each and every employee, the creativity and attention to detail by all staff members make the MassMutual Center a "home run" for any event planner. I look forward to working with them for some time to come – they are a great team of true professionals.

Sincerely,

DREW GOLASKI

Drew Golaski
Communication & Culture Administrator