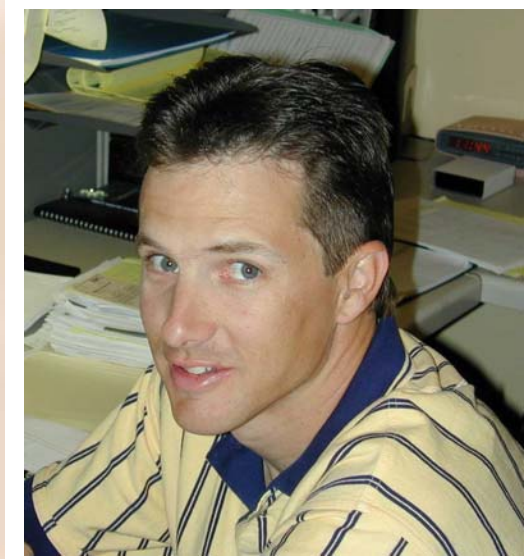


## **Kevin Eldredge: A fan of his family and sports**

A quote from former Denver Nuggets coach Doug Moe may summarize how Kevin Eldredge views life. Moe said, "I don't ponder the meaning of life. For me, the meaning of life is to enjoy it. It goes fast."

And Kevin does not ponder the meaning of life, as he knows his life is his family.

As Director of Corporate Affairs for Service Systems Associates and K-M Concessions, Kevin manages and coordinates all aspects of the corporate office and the related policies and procedures. When he's not working, he spends his time with his family; and when he's not busy with their activities, he becomes an armchair athlete.



His family includes wife, Jennifer, his son, Cody (12) and his three daughters, Megan, (10), Malory, (5) and Carly (1). The children attend Catholic schools and are active in sports and other extra-curricular activities. As a result, he's heavily involved in his children's school. He's an assistant coach for Cody's baseball team and helped coach Megan's recreational softball league last year. However, that job ended when Megan decided to play competitive softball.

The family's most recent vacation was skiing at Winter Park over spring break. As is true for many Denver natives, Kevin enjoys skiing even though he did not learn until he was 16 or 17 years old.

Kevin shared that you need to make sure you enjoy your kids as they grow up quickly. When he looks at a photo of Kevin McNicholas holding his first-born

at the hospital, and now Cody is almost a teenager, he laments that he doesn't know where the time has gone.

Kevin also spends time with his brother, Brian, who he calls a “twin” since he’s only 11 months younger. Brian also lives in Denver. Since Brian’s children are similar in age to Kevin’s children, the families are frequently together. While in high school, Brian attended Warren Tech to learn the machinist trade. Like his brother, Brian has worked for the same company for 25 years. He’s now purchasing director for the machinist company. Kevin and Brian also have another brother and two sisters: one sister lives in Denver, one in Tulsa and his brother lives in Los Angeles.



**Kevin, his sister Sherry, and brother Brian with Dad in 1968**



**Not quite old enough to sell pennants, Kevin protects the Christmas tree.**

Kevin claims his interest in sports may have been influenced by K-M Concessions. His first job with the company involved selling hats, pennants and other novelties at the Muhammad Ali and Lyle Alzado fight at Mile High Stadium on July 14, 1979. This boxing match featured one of the greatest sportsmen versus a Bronco football player. His kid brother, Brian, also sold novelties that night, and he still has a pennant from that exhibition.

The duo also worked selling novelties at Broncos football games and the minor league Denver Bears baseball games. “The only problem with this job,” Kevin said, “was putting up with the drunks. They would call out and say they wanted to see an item closer, so you walked up to the top level. Then, they would just laugh, and we would have to walk back down all those stairs.”

When Kevin turned 16, he got tired of walking the stairs and started serving food in the press box. He met Dave Plati, who became a friend and the only person who has attended his high school graduation, his bachelor's party and his wedding. When Plati changed jobs and started working with the media for the Colorado Buffaloes, Kevin also started working in the university's press box.

After several years serving the press, he migrated to serving in the Denver Broncos owner's box. Kevin shared the story about shaking George H. W. Bush's hand when he was running for president. But he added that he got into trouble with the Secret Service. Bush asked for a club soda, and being a well-trained bartender, Kevin made the drink and served it. As a result, he was scolded by the agents who told him never to do that again. He was told that if the vice president wanted another drink to let them know, and they would get it for him.



**Kevin is pictured here with Kevin McNicholas, friend Dave Plati, and Denver Zoo GM Mike Marcely**



Like many others, Kevin spent time working at the Denver Zoo. It was a fortunate decision as he met his wife there. At the time, he was working in concessions, and Jennifer was driving the Zooliner. He said it was a summer romance that turned into a fall romance that turned into marriage three years later.

After doing the food service scene of tying balloons, making cotton candy and grilling hot dogs, Kevin knew where he wanted to go, and that was to the corporate office. After taking accounting and computer science classes at the local Metro State College, he realized numbers were his forte. "I like the structure and the ability

to work a fixed schedule," he said. He added he likes the challenge of implementing systems and solutions before issues become problems. "I try to be proactive instead reactive."

Kevin said one of the most rewarding things about his 25-year career with the company is that they still maintain a sense of caring. "Our employees haven't become just a number," he added, "we care about people."

However, if he could choose a different career, it would be as a racecar driver. “I thought it would be the ultimate -- a big rush with that speed,” he added. “Yet the ultimate job would be being president of the United States.” He explained that after your term of office, you don’t have to pay FICA, and you get paid every year for the rest of your life. (Does that sound like a bean counter or what?)



**Kevin leads the pack at a recent KM/SSA team building outing.**

### **The armchair athlete**

On weekends, Kevin becomes an armchair athlete where his favorite sports are hockey and college football. He claims he usually doesn’t second-guess the coach or yell when players err.

Kevin shared that he watches a ton of sports on television. He gave the example of the Saturday before Easter when he said he “parked his butt” at 1 p.m. on the couch to watch the Detroit Red Wings, then the Denver University hockey team win the Frozen Four. Next, he switched channels to catch the Flyers game, followed by a boxing match and ended by watching the Denver Nuggets. He said he also squeezed in watching the Master’s golf tournament. His “partner in crime” was his brother Brian. They even ate dinner in front of the television.

Kevin started supporting the University of Colorado Buffaloes when he was tapped to work the press box for K-M Concessions more than 20 years ago when K-M became the food sponsor for the box. As a benefit of this relationship, he’s been able to travel occasionally with the team and has been able to take his son, Cody, to a few home and away games.



Even though Kevin said he’s a Broncos fan, he has not been to the new Invesco Stadium, which is home for the Denver Broncos. “I worked Broncos games for 10 years and would rather watch the games at home,” he said.

He doesn’t confine his love of sports to just the armchair. Each fall, he plays outfield on a co-ed softball team. Composed of family members and their friends, this team has played together for 20 years. Jennifer played on it for a couple of years, but quit because she thought the team was too competitive, even though Kevin claims they’re not.

Being such a sports enthusiast, one would think Kevin would answer the question of where he would travel if he could go anywhere by selecting a famous sporting event. But no, Kevin said he thought it would be cool to travel in space and visit the moon or Mars. He predicts that the world's next generation will be able to visit Mars.

## Likes and dislikes

"I hate (answering) favorite questions!" said Kevin. However, when asked, he named some likes and dislikes.

He doesn't have a favorite animal, but if he said if he had to name one, it would probably be the rhino because he was fortunate enough to be able to feed one once at the Denver Zoo.

His favorite food is sausage and mushroom pizza. Kevin adamantly said he would not eat Rocky Mountain oysters. He stated that he worked 20 plus Stock Shows and has never eaten one. "I just won't."



**A KM/SSA profile just wouldn't be complete without a baby picture!**

He enjoys action adventure movies starring Indiana Jones, the bullwhip-toting archaeologist, but claims the only movies he now watches include *Brother Bear* and *Finding Nemo*.

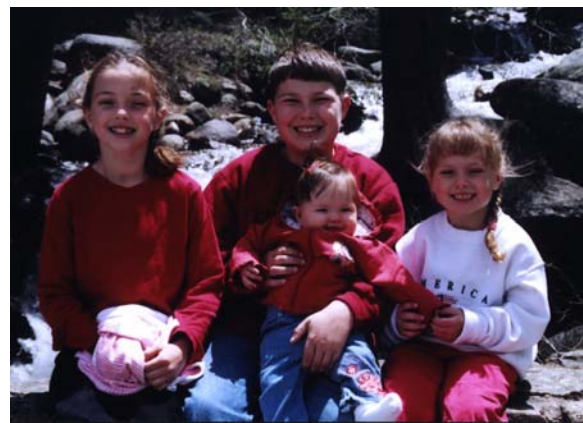
Even though the sports enthusiast doesn't have a favorite coach, Kevin enjoyed watching the antics of Doug Moe while he served as head coach of the Nuggets from 1980-90.

And like Moe, he means to enjoy life.

Kevin said he's not fond of holidays, but he does enjoy Easter because there's no presents involved, yet he still gets to enjoy his family.

His favorite TV shows are the weekly drama ER and sports. When he reads, he enjoys medical thrillers by Robin Cook. He enjoys this author because he gets hooked after reading five or six pages and wants to figure out what's going on.

A popular 70s hard rock group, Meat Loaf, is also a favorite. He particularly likes the group's hit songs, "Two Out Of Three Ain't Bad" and "Paradise By the Dashboard Light." These hits appeared on the album, *Bat Out of Hell*. When released in the late 70s, Kevin bought a cassette tape and played it and played it until it wore out. He then bought a compact disc, and wore that one out too.



**Kevin and Jennifer are no longer in charge of movie night!**