

**Kevin Jones, Regional Vice President
Denver, Colorado**

Athlete, Friend, Mentor & Family Man!

As a Regional Vice President, many KM/SSA employees have had the pleasure of meeting Kevin Jones. He has provided instruction, encouragement, experience, and of course correction in his one of a kind style to General Managers, Gift Managers, Food Managers and front line employees. Affectionately referred to as “Jonesie” by those employees who aren’t terribly afraid of him, Kevin Jones started with the KM/SSA family all the way back in 1977. As a college student, Kevin had an internship with K-M Concessions that introduced him to the Denver Zoo and the National Western Stockshow Complex.



As an intern, Kevin learned every aspect of the business including dishwasher, food prep, special events, food runner, stand manager, and even train driver. He also learned to party with the likes of Ivan Gartner, another current Regional Vice President. Not everyone has had the ability to intern with KM/SSA, and Kevin’s circumstances were special. Kevin’s father, Stan Jones (an NFL Hall of Famer with over 40 years in the NFL!), was an assistant coach with the Denver Broncos at the time, and K-M Concessions was providing souvenir sales and press box catering at Mile High Stadium.

Born in Rockville Maryland, and raised as an “NFL Brat” between Maryland, Chicago, Buffalo and Denver, football and athletics have always played a central role in Kevin’s life. Some of Kevin’s funniest stories revolve around football and the experiences he had while his father was coaching for the Broncos, Bills, Patriots and Browns. For example, OJ Simpson always knew that he could count on Kevin for a chauffeured ride around training camp. Kevin is quick to point out that, unlike Al Cowlings, the car wasn’t as big, the trips had clear destinations, and they generally weren’t followed by the entire police department.



Some of Kevin’s most prized possessions include a large collection of football memorabilia. One unique piece that Kevin is particularly fond of is a clay mug that he created with the assistance of a Chicago Bears’ wife. He took the mug to the stadium prior to a Bears game, and had the entire team sign it before he fired it. Autographs included Brian Picolo, Gayle Sayers, and Dick Butkus! Kevin also played college football at Mesa College, in Grand Junction Colorado.

Skiing has always been Kevin’s main passion, but this athletic “40-something” prides himself on keeping in excellent shape, and has mastered many sports. He now enjoys extended rollerblade sessions (don’t forget the 10 pound weights!), and plays an excellent game of tennis. One of his favorite ways to unwind at the end of the day is to skate hills for about an hour and a half, enjoying the downhill coasting. (Recently he’s found that if his sixteen year old happens to drive past him during a skate, the carload of kids with her all notice him while she tends to look the other way!)



Kevin is an avid skier, reporting that Mary Jane ski area at Winter Park has his favorite slopes. Ever try to call Kevin on a Friday during the ski season? Good luck! That is his favorite time to enjoy the powder.

When asked what stands out as the most rewarding part of his tenure with KM/SSA, Kevin was quick to answer that “any job done well” was worthy of remembrance. In particular, Kevin enjoys the feeling of accomplishment after a large scale special event, especially if the event is a rarity.



The planning and implementation of events, with distinct start and end points, give him a sense of immediate reward when handled properly. The recent NHL All-Star VIP Party in Denver stands out as a demanding event for over 3,000 VIP’s that was rewarding in its execution. Kevin also enjoys his role in securing growth for the company, and his role in the award of the Sacramento Zoo account particularly stands out.

As a long time employee of KM/SSA, Kevin will tell you that the most challenging part of his job is maintaining relationships. Whether those relationships are with his management staff, front line employees, Zoo staff, or the Corporate Office, Kevin likes to think that his measured analysis of situations is key to maintaining good relations. He believes that he listens well, and doesn’t rush to conclusions. He asks many questions, and he likes to have a full understanding of the issues before he makes his decisions. Often he sees a parallel between these business negotiations and the ones at home with parents, spouse, and children.

Kevin's "all american" family includes wife Klea, daughter Tori (16), son Taylor (13), and son Tanner (10). Klea is an award winning interior designer in the Denver area, and the company has her to thank for Kevin's overall fashion sense. (Prior to their meeting, Kevin was known for his particularly bad taste in fashion.) Kevin reports the typical worries of raising a 16 year old girl. His advice to parents: meet her friends, but don't be too friendly, and; know her friends parents! Taylor is an avid daredevil, who enjoys skate and snow boarding. Tanner is a huge video game enthusiast.

Family is extremely important to Kevin, and he will tell you that his father, Stan, is his personal hero. His dedication, determination to excel, and his hard work have been inspiring. Most of all, Kevin learned that his dad's attitude that he "wasn't going to get beat" plays a key role in Kevin's everyday outlook on life.

Kevin also spends a great deal of time experimenting with food. When he finds a particularly attractive dish in one of his many food related magazines, he likes to whip it up at home or at the Zoo. As the main cook at home, he reports spotty success with the kids. On the more creative items, he often finds himself eating alone. While most of his friends will tell you "he eats anything!", Kevin actually has two food taboos: stewed tomatoes, and cabbage rolls. Apparently cabbage rolls were a New Year's Day tradition in his family that hasn't been extended to the next generation.



Kevin dancing with his grandmother on his wedding day.

Kevin is most relaxed taking in a sunset on his back porch, and his favorite evenings include family and friends sharing that sunset over a good bbq and cocktails, while listening to music. Kevin works hard at relaxing too, and few people know that he creates small pieces of "art" with natural substances such as wood, and interesting articles of other people's waste. His current "relaxation" project is designing and building a retirement cabin in Featherville, Idaho. This log home is situated on six acres overlooking a stream near the the south fork of the Boise river. The Jones family started drawing up the plans almost two years ago, and they hope for completion this Christmas.



Kevin is currently reading a Biography on Benjamin Franklin, and was eager to share at least two items that he was impressed with in that reading: To avoid conflicts and apply a fix to the situation, always ask many questions and see if those in conflict can learn how to resolve their situation by understanding their answers to those questions, and; "if you want to win someone over, let them do a favor for you."