

A Season of Firsts

Short Hills resident Amy Blumkin helps bring the Super Bowl experience to everyone – even those who will never go inside the stadium

STORY BY JOANNE FISHER • PHOTOGRAPHED BY ANNE-MARIE CARUSO AT METLIFE STADIUM

YOU'RE THE CHIEF MARKETING OFFICER OF THE NY/NJ SUPER BOWL HOST COMMITTEE. WHAT DOES THAT MEAN?

When a city or region is awarded a Super Bowl they have to put together a host committee. Our organization is tasked with providing a fabulous experience for all that come here. What makes the New York/New Jersey region unique is that we're two states and two teams so we needed one organization to get people to come to both sides of the river. Our headquarters is at MetLife Stadium in New Jersey with a satellite office in New York.

HOW DO YOU HELP FANS NAVIGATE THE REGION? We're focused on the whole huddle concept; we're really in this together. Our web site, www.nynjsuperbowl.com, features a NY/NJ Guide, an events calendar and videos to get people excited.

WHAT'S DIFFERENT ABOUT THIS YEAR'S SUPER BOWL? This is the first outdoor, cold weather Super Bowl and the first hosted by two states and two teams.

IS THE WEATHER A CHALLENGE? We're embracing the cold weather. If you help people know how to prepare and anticipate, they're going to have a great time. I learned that from my years working for Disney. If I tell you it's going to be an hour wait at Dumbo, and you wait 59 minutes, you're going to feel great.

WHAT WAS YOUR ROLE AT DISNEY? I worked in national marketing and strategy for almost 10 years – both full time and part time. I bring a lot of tourism, travel and guest experience to my position with the Host Committee.

WHAT ARE SOME OF THE UNIQUE THINGS THE HOST COMMITTEE IS PLANNING FOR THIS YEAR'S SUPER BOWL? We are hosting a mobile tour, "Join the Huddle," which includes a



JOINING THE HUDDLE
Amy Blumkin (right) with her husband, Mark, and their children, Lily and Sam, at a mobile tour stop for Super Bowl XLVIII.

64-foot X 8-foot customized mobile touring vehicle traveling across New York and New Jersey with the express purpose of giving residents a taste of the Super Bowl in their communities. It's the first mobile experience ever associated with a Super Bowl.

CAN YOU DESCRIBE THE EXPERIENCE? Inside the vehicle there's a replica stadium locker room with Jets, Giants and Super Bowl memorabilia and a Vince Lombardi Trophy Room. We also set up an outside turf area where fans can take part in football drills – including speed and agility, vertical jumps and field goal kicking.

WHERE CAN FANS JOIN THE TOUR IN NORTH JERSEY? We'll be in East Rutherford at MetLife Stadium on December 6. And we will continue to post new dates and locations throughout the season on our website.

WHAT ELSE CAN FANS EXPECT DURING THE BUILD UP TO SUPER BOWL XLVIII? The NFL is hosting "Super Bowl Boulevard" on Broadway from Wednesday, Jan. 29 through Saturday, Feb. 1, 2014. Our mobile tour will end there.

ARE YOU A SPORTS FAN? I grew up skiing in Vermont and going to high school football on Saturdays. I've spent

a lot of time watching football with my husband and son on Sundays. I love sports of any kind. Most of what I do now is to stay in shape. I did the Danskin Triathlon a few years ago and when this job is over I'll do another one. I love to exercise and have a goal.

WHAT BROUGHT YOU TO SHORT HILLS? We moved here in 2002. My husband took a new position and his offices were in the World Financial Center. A friend lived in Short Hills and took us to Gero Park to watch Little League and that was it. We could tell it was a town with a great community and a great feel.

WHAT ARE SOME OF YOUR LOCAL FAVORITES? One of my favorite spots is the Millburn Deli. We always take people there when they visit. Goldberg's Deli is another great haunt for us. Flywheel is a Sunday morning staple. And I love the fact that Trader Joe's is in town now. Plus, I love the Farmers Market. If I can be around on a Friday morning I love to go.

WHAT'S NEXT? Sleep! My son is off at college but my daughter is a senior now at Millburn High so when the position is over I'll take some time to reconnect with family before thinking about my next full-time experience. ■