

## Paul Krebs

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**From:** Brad Hutchins  
**Sent:** Thursday, April 06, 2017 4:27 PM  
**To:** Jessica Dyer  
**Cc:** Frank Maggio Mercogliano; Paul Krebs; season@sc3intl.com  
**Subject:** RE: Naming rights/sponsorship

Jessica-

Hope all is well and sorry for the delay as I just got back in the office. As Season sent you earlier today, nothing has changed with the agreement between WisePies Pizza & Salad and the University of New Mexico. All payments are current.

Go Lobos!

Brad D. Hutchins  
Deputy Athletic Director for External Operations  
The University of New Mexico Lobos  
(O) 505-925-5606  
(C) 505-249-5889  
Twitter: @BradDHutchins

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**From:** Jessica Dyer [<mailto:jdyer@abqjournal.com>]  
**Sent:** Thursday, April 6, 2017 4:10 PM  
**To:** Paul Krebs <[pkrebs@unm.edu](mailto:pkrebs@unm.edu)>; Brad Hutchins <[hutchins@unm.edu](mailto:hutchins@unm.edu)>  
**Subject:** Fwd: Naming rights/sponsorship

Hi there,

I know that you are incredibly busy at the moment, but can either of you get back to me with these answers?

Thank you.

Jessica

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**From:** "Jessica Dyer" <[jdyer@abqjournal.com](mailto:jdyer@abqjournal.com)>  
**To:** "pkrebs" <[pkrebs@unm.edu](mailto:pkrebs@unm.edu)>, [hutchins@unm.edu](mailto:hutchins@unm.edu)  
**Sent:** Thursday, April 6, 2017 1:58:59 PM  
**Subject:** Naming rights/sponsorship

Paul, Brad:

The news that UNM is pursuing a new naming rights/sponsorship agreement for an unnamed facility at UNM has raised questions about whether it might somehow involve the Pit and therefore the WisePies deal.

Could this potential deal have any impact on the WisePies agreement?

Have there been any discussions about terminating or altering the 2014 WisePies agreement in some way?

Has UNM received the entire \$800,000 WisePies had agreed to pay up to this point in the agreement?

Jessica Dyer  
Albuquerque Journal  
O: (505)823-3864  
C: (505)377-6943  
[jdyer@abqjournal.com](mailto:jdyer@abqjournal.com)

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---

**From:** Paul Krebs  
**Sent:** Thursday, April 06, 2017 2:46 PM  
**To:** Brad Hutchins; Frank Maggio Mercogliano  
**Subject:** Fwd: WisePies deal

Sent from my iPhone

Begin forwarded message:

**From:** STEVEN CHAVEZ <[SCHAVEZ@ICSICONTROLS.COM](mailto:SCHAVEZ@ICSICONTROLS.COM)>  
**Date:** April 6, 2017 at 12:38:27 PM PDT  
**To:** <[pkrebs@unm.edu](mailto:pkrebs@unm.edu)>  
**Subject:** Fwd: WisePies deal

FYI

Sent from my iPhone

Begin forwarded message:

**From:** Season Elliott <[season@sc3intl.com](mailto:season@sc3intl.com)>  
**Date:** April 6, 2017 at 1:23:54 PM MDT  
**To:** Jessica Dyer <[jdyer@abqjournal.com](mailto:jdyer@abqjournal.com)>  
**Subject:** Re: WisePies deal

Good Afternoon Jessica,

Thank you for your email. There is no news here. Nothing has changed with the agreement between WisePies Pizza & Salad and the University of New Mexico. All payments are current.

Have a good day.

**Season Elliott**  
*VP Communications & Development*



INTERNATIONAL

(505) 414-2099

4020 Vassar Drive NE, Suite H  
Albuquerque, NM 87107

On Thu, Apr 6, 2017 at 12:50 PM, Jessica Dyer <[jdyer@abqjournal.com](mailto:jdyer@abqjournal.com)> wrote:  
Hi Season,

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Was there some kind of issue with WisePies' 2016 payment to UNM? Did WisePies contribute the full \$600K due last year?

Paul Krebs told me in an interview yesterday that he was working on a naming rights agreement with a donor for an athletic facility he would not identify, which certainly raises the question about whether it's the arena.

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O: [\(505\)823-3864](tel:(505)823-3864)  
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**From:** Paul Krebs  
**Sent:** Thursday, April 06, 2017 2:35 PM  
**To:** Brad Hutchins  
**Subject:** Fwd: Naming rights/sponsorship

Work with Season and Frank on a response. Less is more.  
Paul

Sent from my iPhone

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**Date:** April 6, 2017 at 12:58:59 PM PDT  
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## Paul Krebs

---

**From:** Paul Krebs  
**Sent:** Thursday, April 06, 2017 1:43 PM  
**To:** Frank Maggio Mercogliano  
**Subject:** Fwd: WisePies deal

Wisepies issued this to the Journal. No need to talk about anything with your friend Daniel.

Sent from my iPhone

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**Season Elliott**  
*VP Communications & Development*  
  
INTERNATIONAL  
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**Date:** April 6, 2017 at 1:23:54 PM MDT  
**To:** Jessica Dyer <[jdyer@abqjournal.com](mailto:jdyer@abqjournal.com)>  
**Subject: Re: WisePies deal**

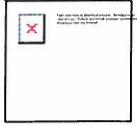
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## Paul Krebs

---

**From:** Daniel Libit <editor@nmfishbowl.com>  
**Sent:** Thursday, April 06, 2017 11:17 AM  
**To:** Paul Krebs; Frank Maggio Mercogliano  
**Subject:** WisePies  
**Attachments:** PastedGraphic-1.pdf

Paul, Frank,

I've received word from a source that the WisePies naming-rights deal is in a troubled state, and I would appreciate a response to the following questions:

1. Can you confirm that WisePies actually made good on its full \$600,000 payment last year, including the \$300,000 check that Paul told the Journal he was personally planning to pick up at the end of December?
2. Do you have any indication whatsoever that the WisePies agreement may not continue after 2017?
3. Are you aware of any current discussions between UNM, the UNM Foundation and WisePies about the discontinuation of the naming-rights agreement, up to and including discussions about signage removal?

Thanks,

Daniel Libit  
[editor@nmfishbowl.com](mailto:editor@nmfishbowl.com)  
[NMFishbowl.com](http://NMFishbowl.com)

Please follow us on [Facebook](#) and [Twitter](#)

## Paul Krebs

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**From:** seaselliott@gmail.com on behalf of Season Elliott <season@sc3intl.com>  
**Sent:** Thursday, March 02, 2017 4:25 PM  
**To:** Season Elliott  
**Subject:** Upcoming Event - Wednesday, March 8 - Supporting Boys & Girls Clubs of Central New Mexico  
**Attachments:** BGCCNM Event.pdf

Good afternoon my friends!

As most of you know, WisePies Pizza & Salad is supporting the Boys & Girls Clubs of Central New Mexico during the 2-month, WiseInitiative fundraiser running through the end of March 2017. Our guests are supporting this fundraiser by donating \$1, \$2, \$5 and more, both online ([www.wisepiespizza.com/wiseinitiative](http://www.wisepiespizza.com/wiseinitiative)) and in person, at each location.

As an additional point of support, we'd like for you to join us on Wednesday, March 8th from 5-7pm. We are celebrating this incredible organization that directly impacts children in our community facing daily adversity and providing them with positive role models and environments. The event will be at The Joint by WisePies located near I-25 and Jefferson at 4320 The 25 Way NE, Albuquerque, NM 87109.

We'd be honored to have you attend this event with us for an evening of fun, food and friends. 20% of all sales will go directly back to the Boys & Girls Clubs of Central New Mexico. Bring a friend, and we will see you next Wednesday!

Season

**Season Elliott**  
*VP Communications & Development*



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