

NEWSPAPER FEATURE ARTICLE: "JOE CAHN"
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THE COMMISSIONER OF TAILGATING — COMING SOON TO A STADIUM PARKING LOT NEAR YOU

"Professional Tailgater" Joe Cahn Offers Tips, Tales And Treats

Joe Cahn holds one of the most unusual public offices in the world. He is the self-proclaimed "Commissioner of Tailgating." Over the last four years, his mobile home and portable parties have become fixtures in stadium parking lots around the country. This year, he'll travel to 39 professional and college football stadiums, where he will dish up over 72 pots of jambalaya, discuss football strategies, display the latest tailgating toys, and share his tailgating wisdom with more than one million fans. In his football season journey he will cover almost 30,000 miles, traveling to colleges and almost every National Football League city, ending with SuperBowl XXXV in Tampa Bay on January 28.



A native of New Orleans, Joe attended Louisiana State University as a business major and held many different jobs — including offshore worker, professional photographer, and French Quarter buggy driver — before founding the New Orleans School of Cooking. In 1996, while watching a pre-season football game, he conjured up an idea that would combine his love of people, food, fun and football. So, he sold his home and business and took his famous chicken and sausage jambalaya on the road.

To Joe Cahn, the nation's stadium parking lots are the new American backyards, and tailgating is the neighborhood block party. "It's a community picnic, in a temporary neighborhood, where your next-door neighbors are judged only by the color of their jerseys," says Joe. "The common language is football, food and fun, and folks think nothing of inviting the opposing team over to eat." At each game, Joe offers recipes and tips for his favorite tailgating foods such as jambalaya and barbequed ribs.

Just what does the Commissioner of Tailgating do? Joe says, "I put out some chairs and a table, with a little TV/VCR combo on it and some chips and dip, and then I set out to meet people and sample their food and swap recipes."

One of his many duties includes assigning the "Commissioner's Awards", including "Best Parking Lot Attendants", "Best Custom Tailgating Vehicle", "Best Traffic Control", "Best Tailgating City" of the year, and naming his All-Star Tailgating Team. He also enforces the rules. Joe recalls, "I had to ask four fans to leave the parking lot in Buffalo because they were eating yogurt and bean sprouts while talking politics. And we'll have none of that on my watch as Commish."

Above all, Joe appreciates the individuality of dedicated tailgators. “To some people, tailgating is an elaborate grill with china on the table,” says Joe. “A group of die-hard tailgaters in Detroit even brings their full-size hot tub to games.” Joe has seen it all, but he has a few tips and tools that he recommends for every tailgating celebration:

- **Good food**, and plenty of it, is the key to a successful tailgating party. Whether you’re cooking hamburgers and hot dogs or an elaborate dinner, he recommends insulated containers, like The Food Locker™ from Eastman Outdoors, to keep food hot or cold on the way to the game. Igloo® makes a cooler on wheels to make it easy to move food and drinks around your site. A tailgating grill made by Rampit, Inc. practically lets you take your whole kitchen to the parking lot. It can be hooked onto a car hitch for hauling, and comes complete with a gas grill, a burner, cutting board, lights and a storage compartment.
- **Provide entertainment.** Bring comfortable chairs for you and your guests and watch football highlight tapes or the pre-game show on a portable television/VCR. Joe’s favorite: the Panasonic RoadShow™ — a TV/VCR/FM radio combo that can be plugged into a car lighter outlet — making it perfect for tailgating. For occupying kids and adults alike, the NFL TableTop Football Deluxe Game Set comes with NFL Footballs, goalposts and even trivia cards.
- **Show your team spirit.** Decorate your tailgate site with team pennants. Wear team apparel. Some fans even paint their faces with team colors. The NFL-licensed Gridiron Tailgate Barbeque Grill, with plenty space for up to six hamburgers, features a vented lid designed to look like the logo helmet of your favorite team. Fly a team flag above your site so friends can easily find you. Flags2Fly.com offers custom-made and team flags.
- **Practice safe tailgating.** Observe proper tailgating etiquette. Extinguish all fires, clean up, and always have a first-aid kit.

“Being the Commissioner of Tailgating can be a difficult, fattening job,” says Joe. “But, hey, somebody had to do it.”

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