

Hospitality Heroes of Arvada

Brought to you by the Arvada Visitors Center



Vernon Johnson, Jr.

Lead Mixologist
The Butchery

If you have been to The Butchery in Arvada, more than likely you know our Hospitality Hero for December/January. His smile, energy and general presence cannot be ignored. Vernon Johnson has been with The Butchery a little over

three years and has been making his customers feel special since day one. Congratulations to Vernon!

What is the favorite part of your job?

"First and foremost, I love seeing each one of my guests. I have the most incredible extended family with each and every one of them. Second, I get to create cocktails both classic and personal expressing my creativity and love for the artistry of mixology. Third, I get to experience, vicariously, the joy expressed with each imbibe. The smiles and genuine appreciation really make my day."

As a front-line employee during the pandemic, the challenges were many. Can you share with us one positive that came out of the last two years?

"During the pandemic, we had the opportunity to remain open under special circumstances. The support from the community was incredible. The most important positive that came out of the last two years was the aspect of community with one another. Whether you were at home or in the restaurant enjoying our food and drink, your continued support helped us to prosper as a locally owned family business."

What do you think constitutes GREAT customer service?

"Great customer service starts with one simple rule. 'The Golden Rule.' Treat others as you would have them treat you. Such a simple phrase yet so often missed in this type of setting. Treat your guests with respect. Offer an experience every time. Always remember that without your guests, you have nothing."

Why do you like working in Arvada?

"I love working in Arvada simply put, we have the BEST folks around."

What is one thing you wish more people knew about your job?

"One thing I would like to express about my position is that this level of success cannot be achieved by one person alone. A team of like-minded people who come together each day to collectively elevate your experience is paramount. I would like to take this opportunity to thank the whole crew at The Butchery for doing their part in helping me achieve this award, and to our guests, the most sincere thank you for coming out every day to hang out with us."

Hospitality is defined as
"the friendly and generous reception and entertainment of guests, visitors, or strangers."

In this section, the Arvada Visitors Center and the City of Arvada are recognizing a few of the amazing hospitality ambassadors in our community and thanking them for making our city a place that has a reputation for amazing hospitality for residents and tourists alike. Do you know of a Hospitality Hero in Arvada that deserves some special recognition? Please email jean@visitarvada.org to nominate them. Each Hero that is recognized will be featured in an upcoming issue of the Arvada Report and receive a \$250 Olde Town Arvada gift card.

The Arvada Visitors Center is a non-profit 501(c)(3) organization that works to inspire travel to our community and provides key information to people considering a visit or relocation to Arvada. They have proudly welcomed thousands of guests from around the world since their doors opened on 7305 Grandview Ave. in November 2012.

An investment in visitors is an investment in community. Visitors to Arvada generate sales tax revenue. One quarter of the City's total revenue comes from sales tax dollars. This revenue helps pay for police services, city parks, improvements to infrastructure, and many other services that benefit the entire Arvada community.