

Success Stories



After a day of shopping, a customer ran into a bit of trouble as she left the mall. On Wednesday, January 9, she sent the following email to the Mall Marketing Director and General Manager at our PREIT location of Valley View Mall in La Crosse, Wisconsin. In the email, she detailed an experience she had at the property with our Service Management Systems Housekeeper, Tyler Beeler.

“Yesterday a mall employee made a difference to me. I was leaving after a successful outing at Valley View Mall (entrance near Eyemart Express), when my bad ankle rolled over. I fell down and wasn't sure I could get up on my own. A young man had just gotten out of a white pickup with a plow on it and the words ‘Valley View Mall’ on the door. He rushed over, asking if I was ok and if there was something he could do. I asked him to help me to my feet and he gently did. He gathered my packages from the ground, all the while asking if I was ok, and made sure I had my feet under me before I went to my car.”

“I sprained my ankle and was in a bit of pain, but his sincere kindness made a difference in my day!” - Kim W., customer at Valley View Mall

Though Kim did not know the name of the employee who helped her, she wanted to be sure in her email to let Tyler know she was okay and that she truly appreciated all that he did for her. We are so glad to hear that Kim is okay and that she was touched by the customer service Tyler showed her that day.

The actions Tyler took in helping the customer and ensuring her safety before she went on her way are truly exemplary. He went above and beyond his duties, modeling how we should all treat our customers and fellow citizens. Tyler certainly exhibited our SMS Core Values that day, and we could not be prouder to have him as part of the SMS family.



Tyler Beeler, SMS Housekeeper at Valley View Mall