

2011 Rookies and Newcomers Teaching Faculty

Scott Brown

Group Sales



Scott Brown is an author, educator and veteran operator with the Family Entertainment Industry. Scott's tenure in the FEC business began more than 20 years ago and continues uninterrupted today. Having navigated every job offering in the entertainment and services economy, he has a unique and hands-on perspective of the entrepreneurial side of business ownership and the day-to-day nuances of operational management.

He currently operates Great Service Lives, a company whose mission is to help businesses and individuals alike reach their true service potential. Through Great Service Lives, Scott provides a variety of leadership, coaching and service focused management training to businesses within the entertainment, recreation and hospitality industries. Scott is a graduate of the College of Journalism at the University of Florida, and as an author and management guru, has published numerous articles on customer service, the role of leaders and human resource management.

His latest book is ***Who Cares? Creating a Culture of Service in your Business.*** Scott grew up near Cleveland, Ohio and currently lives in Ohio with his wife and two daughters.

Kim C. Davis, RLA, ASLA

Facility Design



For the past 30 years, Kim C. Davis, a registered Landscape Architect has been specializing in the mass attendance themed entertainment industry. Currently, Kim is president of Davis & Davis, Inc. Recreational Planning Consultants. The company (DDI) provides professional design services in architecture, landscape architecture, master planning, site design, detailing, attraction design, and thematic design services to the recreation and themed entertainment industry. He has successfully guided Davis & Davis for 20 years in designing trend setting family entertainment centers and

aquatic facilities throughout the United States. Additional areas of specialization include miniature golf facilities, driving ranges, executive golf courses, indoor entertainment centers, themed restaurants, and zoological exhibits.

Kim has had the good fortune to develop relationships with industry leading clients such as NASCAR Speed Parks, Adventure Landing brand parks, Wet N Wild/Hurricane Harbor

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waterparks, Palace Entertainment , PARC Management, Morey's Piers, and Putt-Putt brand parks.

His projects have received awards from the International Association for the Leisure & Entertainment Industry (IALEI), The International Association of Amusement Parks & Attractions (IAAPA), and World Waterpark Association (WWA). Projects have been featured in publications such as Fun Extra, Funworld, Attractions Management, Splash, Amusement Today, Aquatics International, Tourists Attractions and Park, The Right Track, and Entertainment Management.

Kim has participated as a panel member and moderator at professional trade shows including Fun Expo, IAAPA Rookies and Newcomers Workshop 2010 and 2011, WWA, Texas Recreation and Parks Society, and the Bowling Proprietors Association.

Kim is an avid snow skier, marathon runner, and plays golf. He enjoys camping, hiking, and biking with his wife and two daughters. He is an active member of his church and participates in several community organizations.

Curtis "CJ" Mills

Insurance



Curtis "CJ" Mills officially began his insurance career with American Specialty Insurance & Risk Services, Inc. in October of 2004. CJ joined American Specialty as an intern in his senior year of college where he was charged with assisting in the development of the NCAA Conference Group Insurance Program.

After graduating from Huntington University in the spring of 2005, with bachelor's degrees in Management, Economics, and Finance, CJ was quickly offered a permanent position in sales and marketing in American Specialty's Client Services department.

As Assistant Vice President in our Client Services area, CJ's primary responsibility is the growth and development of F.I.R.S.T., the IAAPA-endorsed FEC insurance and risk management program. CJ is also responsible for the growth and retention of business in the following entertainment programs: Amusement Parks, Zoos, Fairs/ Festivals, and Theme Parks.

CJ and his family live in Roanoke, Indiana.

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Dorothy E. Lewis

Marketing and Birthday Party Planning



Dorothy E. Lewis counts twenty years of hands on experience in the Family Entertainment Industry. Most recently Ms. Lewis was the Vice President of Marketing for Fun Station Associates where she was responsible for the marketing and operational direction of three centers ranging in size from 24,000 to 85,000 square feet. She has been instrumental in the restructuring and implementation of programs and party operations of various locations in the U.S. to increase gross sales.

She is also experienced in all aspects of the hiring and training process with her own unique incentive and motivational programs geared for today's youth. Her work and 2010 Rookies and Newcomers 11 involvement in the educational system has earned her and her company many accolades including the 2008 Prestigious Partner of the Year for her service and unique educational programming at her facilities.

Ms. Lewis' latest ventures include the development and operations of the new Maxx Fun in Hazleton, PA. Due to open early this summer the new center includes 90,000 square feet of indoor attractions, games, sports bar and banquet facilities. She is also proud to now add author to her resume as her recently published industry book, "The FUNdamentals of the Party Business" which she co-authored with Sheryl Bindelglass has completed production.

A six time Golden Token Award winner for industry excellence, Ms. Lewis has been a feature writer for PlayMeter Magazine along with several publications over the course of her career. A highly rated speaker in the industry she has been involved in educational seminars and programming for the last twelve years. The past Chair of IALEI, Ms. Lewis is now IAAPA's current chair of the Family Entertainment Committee where she continues her work to represent the needs of the FEC constituency.

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Jerry Merola

Finance and Feasibility

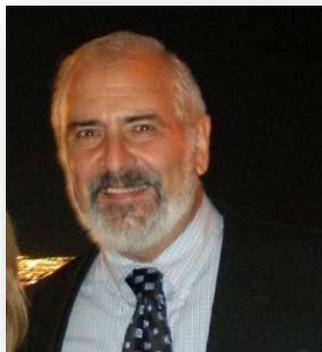


Jerry Merola serves as Chief Financial Officer and Managing Partner of Amusement Entertainment Management, L.L.C. He has focused much of his efforts on analyzing and enhancing the performance of the firm's client portfolio, which includes owners of entertainment venues, new developers, industry manufacturers, and financial institutions.

He has developed feasibility studies, marketing plans, operations manuals, business and asset valuations, and funding programs for some of the most notable names in the entertainment industry and performed business audits in almost all markets and sectors. Jerry and the firm have developed one of the most comprehensive attractions databases available, allowing its clients to obtain "real world" performance results and earnings capability for virtually any entertainment component. Jerry has conducted numerous presentations at Fun Expo, the IAAPA Attractions Expo as other industry conferences.

Rich Sanfilippo

Operations



Rich Sanfilippo is the president of Sam's Fun City in Pensacola, FL. Rich serves on IAAPA's Family Entertainment Center Committee and has been an active member of IALEI. He has spoken at Fun Expo, Fun Academy, the IAAPA Attractions Expo education programs and at numerous industry related events.

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Matt Heller

Human Resources



Matt Heller has over 21 years of experience in the amusement park industry. He began his career as a ride operator at Canobie Lake Park and is now the Senior Trainer of Leadership Development at Universal Orlando Resort. Along the way he has held various leadership positions at Valleyfair!, Knott's Camp Snoopy and Smiles Entertainment Center. He has been delivering successful training seminars around the industry for the last 5 years including appearances with IAAPA, NEAAPA, HR Florida, and private industry functions.

Ben Jones

Business Planning



Benjamin R. Jones is a spirited entrepreneur, enjoying multiple and simultaneous careers including father, husband, adventurer and business owner. Mr. Jones has been involved with more than 18 business start-ups and his expertise extends to commercial real estate, hotels, restaurants, family entertainment, design, manufacturing, training and education and professional sports. He holds numerous college degrees and professional certifications; is a seasoned speaker; and as an author has written training manuals and technical reports and his informational business perspectives have been published in our industry's leading magazines. He is proud to work with the International Association of Amusement Parks and Attractions as it's FEC Specialist.

George Smith

Games-Room Design

George Smith is President of Family Entertainment Group which owns and operates entertainment facilities in 7 states. He has been in the entertainment/amusement business for more than twenty-five years. During his industry tenure he has been involved in all facets of facilities operation and management. Previously, he was COO Paradigm Entertainment and Vice President of Business Development for Namco Cybertainment Inc., the largest operator of amusement facilities in the United States. He oversaw the expansion of new business development from inception to operation in over 1,100 facilities including close operating relationships with Disney, McDonalds, AMC theatres, MGM Casinos and over 50 Fortune 500 companies. Operations covered

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48 states and Puerto Rico and Mr. Smith oversaw the growth of the business into the largest subsidiary for Namco.

Mr. Smith is also the past President of IALEI the International Association for Leisure and Entertainment Industries and during his term made alliances with the Amusement and Music Operators of America (A.M.O.A.) and American Amusement Manufacturers Association (A.A.M.A.) culminating in the joint purchase of the FunExpo amusement show. He was secretary for many years of the joint operating association L.E.T.S. (Leisure and Entertainment Trade Shows).

For many years Mr. Smith has been an industry lecturer and prolific industry writer. His ongoing consulting clients include Top Jam Games, the United States Air Force and the United States Army services Recreation Equipment Program and E Ball Games of Melbourne Australia an amusement game developer. Mr. Smith received his B.S.B.A. Magna cum Laude from Clark University.

Suzanne Provenzano

Financial Management

TBD

Food and Beverage Operations