

# **IAAPA** Attractions **EXPO**

## **Digging for Gold: How To Make A Mint From Your Existing Operation**

11/12/2007  
4:30pm  
Room #S330CD



**IAAPA**

# Digging for Gold!



**A Special Presentation for**

**IAAPA 2007**

**Presented By**

**Michael C. Getlan  
Amusement Consultants Ltd.**

**Sheryl Bindelglass  
SherylGolf**

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)

©Getlan/Bindelglass2007

# Gold

**G** \_\_\_\_\_ the right people in the right jobs with the right training.

**G** \_\_\_\_\_ out and recruit the best!

Only hire GEMs –

**G** \_\_\_\_\_ **E** \_\_\_\_\_ **M** \_\_\_\_\_ people you can find

Create a GEM – turn a piece of \_\_\_\_\_ into a diamond

Let them do the \_\_\_\_\_

Give them the tools and training ... then empower

Learn what they can do (juggle, balloon animals, graphics etc)

**Do** \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Do treat them like gold and they will treat the guest like gold



---

---

---

---

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)

# GOLD

O \_\_\_\_\_ - the things you don't have to learn the hard way

Great \_\_\_\_\_ and \_\_\_\_\_ .

O \_\_\_\_\_ – discounts, shipping, less is more

Look for new \_\_\_\_\_ – \_\_\_\_\_ ways to simplify operations

Details, \_\_\_\_\_, \_\_\_\_\_

Review everything! – review hours of operations - review vendors  
The devils in the details



---

---

---

---

---

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)

# GOlD

**L** \_\_\_\_\_, \_\_\_\_\_, and more \_\_\_\_\_  
(simplify opening and closing check lists)

**G**roup meetings - change to \_\_\_\_\_

**O** \_\_\_\_\_ – everything has a place and things run smoother  
Optimize (staff)  
Par Levels -Who is responsible and accountable?

**L** et's keep it simple - time wasters

**D** \_\_\_\_\_



---

---

---

---

---

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)

# GOLD

**D**igging for more \_\_\_\_\_ – take advantage of technology

**G**roups, \_\_\_\_\_ and more \_\_\_\_\_

**O**rganizations, fundraisers, lock-ins

**L**\_\_\_\_\_ at your hours of operation, presentation, signage  
Take a picture what do you see?

**D**o take advantage of technology!



---

---

---

---

---

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)

## Quotes from a higher authority

Genius is the gold in the mine; talent is the miner who works and brings it out. [Marguerite Gardiner Blessington](#) 1789-1849, Irish Writer and Socialite

You must have been warned against letting the golden hours slip by. Yes, but some of them are golden only because we let them slip.

[Sir James M. Barrie](#) 1860-1937, British Playwright

The golden rule for every business man is this: "Put yourself in your customer's place."  
[Orison Swett Marden](#) 1850-1924, American Author, Founder of Success Magazine

Spare minutes are the Gold-dust of time; the portions of life most fruitful in good and evil; the gaps through which temptations enter.

[Unknown](#)

Too many people miss the silver lining because they're expecting gold

[Maurice Setter](#)

Better an ounce of luck than a pound of gold.

[Yiddish Proverb](#) Sayings of Yiddish Origin

An inch of time cannot be bought with an inch of gold.

[Chinese Proverb](#) Sayings of Chinese Origin

The golden rule is that there are no golden rules.

[George Bernard Shaw](#) 1856-1950, Irish-born British Dramatist

Treasure the love you receive above all. It will survive long after your gold and good health have vanished

[Og Mandino](#) 1923-1996, American Motivational Author, Speaker

A Friend is a treasure. More precious than Gold, For love shared is priceless And never grows old.

[Source Unknown](#)

Although gold dust is precious, when it gets in your eyes it obstructs your vision.

[Hsi-Tang](#)

All is not gold that glitters.

[Miguel de Cervantes](#)



**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)



---

## **MICHAEL C. GETLAN**

---

Michael Getlan is the Director of Enthusiasm and Opportunity! for all of Amusement Consultants Ltd., New Roc Entertainment and Smiles Amusement Co. L.L.C. facilities. Michael is the author of the book “How much is that Doggie in the Showcase?” He is a contributing writer to Playmeter magazine and many other industry trade publications, and a frequent speaker at industry trade shows. As a third generation operator, consultant and avid game player, Michael has a unique perspective on the operational side of the family entertainment center business. He is a past member of the Board of the International Association of Amusement Parks and Attractions and is the recipient of the 2005 IAAPA Meritorious Service Award.

Michael is a member of the International Association of Amusement Parks and Attractions, the Themed Entertainment Association, The International Association of Leisure and Entertainment Industries, and the World Clown Association. He also plays the saw.

**"We Create Smiles..."®**

Contact Michael at:  
Amusement Consultants Ltd.  
14 Weyman Avenue  
New Rochelle, N.Y. 10805-1409.  
Phone: 914.576-7800. Fax: 914.576-7800  
Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: [michaelgetlan@amusementconsultants.com](mailto:michaelgetlan@amusementconsultants.com)

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: [sheryl@sherylgolf.com](mailto:sheryl@sherylgolf.com)

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)



---

## Sheryl Bindelglass

---

Sheryl Bindelglass has more than 25 years of practical, hands-on experience in the golf, recreation and family entertainment business. A leading expert in facility operations, retailing, staff training, group sales, marketing and special events, Sheryl brings ideas and energy to every situation. As President and founder of SherylGolf, she designs programs and marketing promotions that can deliver stellar profits for her clients.

Prior to starting her own company, she was Executive Vice President for Fairway Golf Center, a 32 acre golf and recreation facility located in Piscataway, NJ. During her time there, the facility was named as one of the Top 100 Best Pro Shops by Golf World Business 6 years running, and among the Top 100 Golf Ranges, as selected by The Golf Range Association of America ("GRAA") 10 years in a row. Awarded the Best of the Best for Family Entertainment Facilities, and Birthday Parties for 8 years running. Sheryl also has experience in the non-profit realm, having been an athletic director at a community center.

She is an accomplished speaker, whose recent workshops at the PGA Golf, Fun Expo, CMAA, and NGCOA shows garnered rave reviews from participants: "Sheryl combines street-smarts with creative vision. Her workshop gives you the information you absolutely need for success." Her ideas and advice have been featured in Golf Range magazine and at numerous industry trade shows.

### Scope of Services

Site Evaluations	Market Analysis	Marketing Check-ups
Staff Training	Retail Evaluation	Systems & Solutions
Programs & Promotions	Operational Assessments	Loss Prevention

**Plus** ...The data for national and regional statistics on attendance projections at miniature golf sites.



**Guiding good businesses to become great businesses!**  
**Profit from the Pro**  
**Our Programs = Your Profits**

**Michael C. Getlan ~ Amusement Consultants Ltd.**

Email: michaelgetlan@amusementconsultants.com

Phone 914-576-7800

14 Weyman Avenue, New Rochelle, NY 10805

[www.amusementconsultants.com](http://www.amusementconsultants.com)

**Sheryl Bindelglass ~ SherylGolf**

Email: sheryl@sherylgolf.com

Phone: 732-302-4439

3 Owens Court Martinsville, NJ 08836

[www.sherylgolf.com](http://www.sherylgolf.com)