

Talking Turkey!

10 Best Practices

A Special Presentation for
IAAPA 2008



Presented By

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Goals for Top 10 Best Practices

- WOW, wish I'd thought of that!
- Everything old is new again?
- I'll Try it ... I'll Just do it!

Serving Great Ideas ...

Our Recipe for Success ...
...is Food for Thought for you!

Let's Talk Turkey! Top 10 Best Practices

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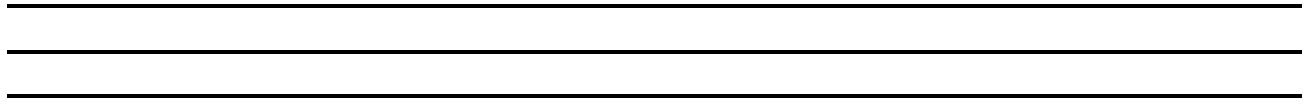
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Training - Bread/Rolls

- Regularly scheduled
- Formal and informal programs
- All people facing the same direction
- No Train, No Gain!

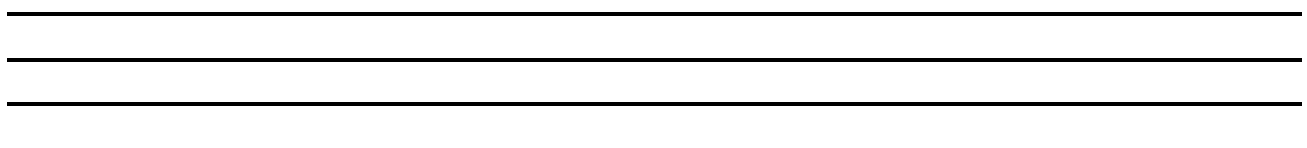
- BP
 - Training University
 - Online Training – CD Program
 - Check Sheets



People - Toss Salad

- Multiple Straining
- Mix of people
- Finding, hiring and keeping the best!

- BP
 - Business card – great service, give me a call
 - Sibling Program - Friends Referral bonus
 - Hospitality.com – Monster – Craig's list
 - Job Fair – Casting call
 - Online applications



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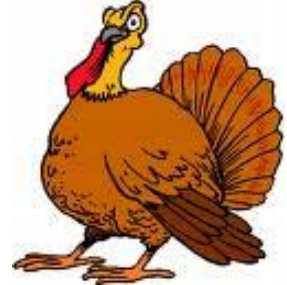
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Communication - The Main Dish

- Rapid, Accurate & Frequent
- Make certain it is received
- Various modes
 - Verbal & Written

- BP
 - Communication book/log/board
 - Morning huddles
 - Memo Sign
 - Pass the paper (and initial on the way)
 - The hand shake



Continuity & Follow-up - Mashed Potato

- Policies and Procedures
- Reporting & Follow-up
- Tracking
- Systems

- BP
 - Inventory sheets
 - Established Protocol check sheets
 - Mini-Pad – little black book



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Controlling Money - Green Beans

- Controlling Expenses
- Cash controls
- Ticket/token/ride controls
- Inventory Controls

- BP
 - Accounting sheets
 - Drawer accountability
 - Assigned responsibility



Planning & Thinking - Carrots

- Plan for change
- Think about the future

- BP
 - Strategy meetings
 - Yearly goals
 - New product rollout
 - Dream Game



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Focus - Stuffing

- ❑ Do the things that matter
- ❑ Identify our focus
- ❑ The devil's in the details
 - Details, Details, Details
- ❑ Know your goals
 - Set, Measure & Reward

- ❑ BP
 - Daily goal sheets
 - Contests for results
 - Work orders



Culture - Gravy

- ❑ Flows every where
(Underlying assumptions)
- ❑ Environment you create for guest & staff
- ❑ Treat staff the way you want them to treat guest

- ❑ BP
 - WOW – List examples of companies
 - Staff survey, exit interviews,
 - Comic Board



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Creativity - Cranberry Sauce

- Be unique, be daring, be first
- Differentiate
- Don't punish failure

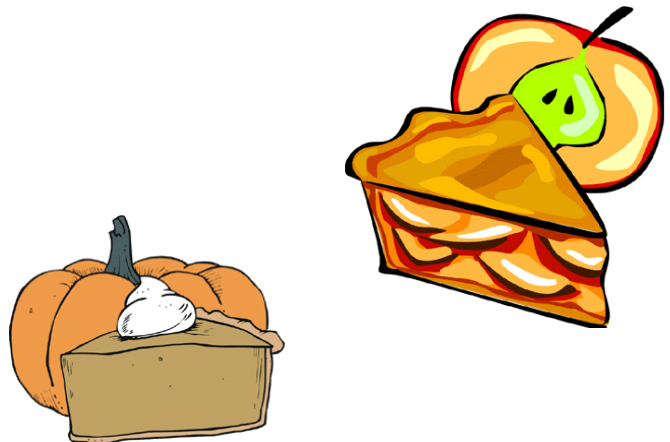
- BP
 - Director of WOW
 - Idea Box
 - Give me 3



The Fun - Dessert

- What everyone is looking for
- Everyone wants to be a winner
- Inc, Magazine, new core value!

- BP
 - Fun for everyone
 - Staff events
 - Prize Patrol
 - Staff Contest
 - Boss for the day



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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.

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.

She is an accomplished speaker, whose recent workshops at IAAPA, 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.

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