

2012 IAAPA Institute for Attractions Managers Faculty

Tim Ruedy,

Human Resources and Leadership



Tim Ruedy is President of Attraction Consulting International. He is a veteran of the entertainment and attraction industry. His career path has found him leading such diverse companies such as Mid America Festivals based in Minneapolis MN. and the Sports, Entertainment, and Recreation Division of the Burroughs and Chapin Company in Myrtle Beach SC. In between he opened the indoor theme park, Knott's Camp Snoppy at Mall of America and enjoyed a 7 year stint with Six Flags including an overseas assignment to Warner Bros. Movie World Germany. Since 1992 Tim has been an active member of IAAPA serving on several committees as well as speaking and instructing on operations and leadership around the world. Presently he is the Principle for Attraction Consulting International and is working on an assignment for an international entertainment company.

Cindy Farkas

Marketing and Public Relations



Cindy Farkas, is Director of Seasonal & Special Events at Hersheypark.

She, is a 24-year veteran of the hospitality/attractions industry. Her current responsibilities include the planning, coordination, and future development of Hersheypark's seasonal operations, overseeing the Park's education days, and helping to drive attendance during need periods through special events. She is also responsible for a guest services initiative called Living the Legacy, and helps to lead the strategic planning process for Hersheypark.

Prior to her current position, Cindy has held positions in various areas of Hersheypark, including 10 years handling corporate accounts in the Group Sales Department, 2 years as Director of Corporate Partnerships, and 4 years as the Director of Marketing.

Cindy serves on the IAAPA Education Committee, and previously served for three years on the Marketing Committee. She is also a member of the Advisory Committee for Hershey Gardens, a 25-acre botanical garden in Hershey.

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Doug Stagner

Marketing and Public Relations



Doug Stagner is the Director, Global Marketing and Operations Systems at SeaWorld Park & Entertainment.

He is a senior leader within the SeaWorld Parks & Entertainment organization. Over his 26+ year career, he has held a variety of leadership positions at various parks across the country. He currently serves as a corporate director in Operations. His experience includes Vice Present of Operations at Busch Gardens Williamsburg as well as SeaWorld San Antonio. Doug was tapped to join a small team responsible for all aspects of planning and development of a four park international expansion. He has served on a variety of IAAPA member committees, and is currently chair of the education committee. He has a BS in Criminal Justice from San Diego State University and his MBA from the University of Texas at San Antonio.

Brett Pfof

Facility Operations and Safety



Brett Pfof is the Senior Manager, Park Operations, Safety, Training, and Compliance Disneyland Resort.

With almost 25 years of experience at the Disneyland Resort in Anaheim, he has gained diverse operations experience, Resort knowledge, strong Leadership, and sound business sense. In his role as Senior Manager, Park Operations, Safety, Training, and Compliance, Bret influences a Safety culture in the Attractions, Custodial, Guest Services, Parking/Transportation, and Security/Emergency Services teams across the Resort.

Bret began his career with the Disneyland Resort in 1984 as an Foods Host and has since gone to hold a variety of leadership roles within Operations, including Food and Beverage, Attractions, Resort Development for the openings of Disney's California Adventure and Tokyo Disney Sea. In 2004, Bret became the Site Leader for California in regards to World Safety and Accessibility for the Walt Disney Company. As the Site Leader for California, he has enjoyed the opportunity to Audit the Safe practices of Disneyland Paris, Walt Disney World in Florida, Tokyo Disneyland, Tokyo Disney Sea, and Hong Kong Disneyland. He is a member of ASQ (American Society of Quality) and spends his free time volunteering at the Food Bank to assist underprivileged families. Bret resides 3 blocks from the "Surf" in sunny Huntington Beach, California.

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Neva Richardson

Finance



Neva Richardson is the Chief Financial Officer at The Sims Group.

Neva has thirty plus years in accounting, finance, and operations with fifteen of those years working in various positions within the hospitality/attraction industry. She served on the IAAPA Finance and Information Technology committee for two three year terms where she was involved in or was a speaker at several seminars at the annual conventions. In her spare time, she is a Professor at Everest University in Orlando where she teaches business management and accounting classes in their undergraduate program.

Vic Nolting

Revenue Operations



Vic Nolting is president of Coney Island Inc., an amusement park in Cincinnati, Ohio, a position he has held for nearly 20 years. Vic is active in the IAAPA and is a former member of their Board of Directors. Over the years, he has chaired both the Small Parks and Membership Committees, and served on the Strategic Planning Committee. Currently he is a member of the IAAPA Education Committee. Outside of the accommodations and attractions business, he is a Board member of Christopher Technologies, a high tech firm, specializing in security and loss prevention systems.

Vic is also Vice Chair of Leisure Systems Inc., the franchisor of Yogi Bear's Jellystone Park Camp-Resorts. He has had the pleasure of being a member of The National Association of RV Parks and Campgrounds' (ARVC) Board of Directors and is a former Chair of their Business Forum. Additionally, he has served on a number their committees and has worked on various projects for this national association.

Over the years, Vic has served as Chair of the Greater Cincinnati Convention and Visitors Bureau, as well as serving terms on the boards of other area organizations.

In his free time, Vic enjoys working around the house, playing golf badly and spending time with his wife of many years, Margie.