

2010

*84th Annual Meeting
New England Association of
Amusement Parks & Attractions*

Events

April 6, 2010

Educational Programs
Luncheon
Annual Meeting
Election of Officers
Hall of Fame Induction

April 7, 2010

President's Breakfast

Convenient metro Boston
location!

Special \$99 room rates for
attendees!



**Crowne Plaza North Shore
Coco Key Indoor Waterpark
April 6—7, 2010**

Event / Registration Information

NEAAPA

200 Allens Avenue
Suite 7D
Providence, RI 02903

Phone: 877-999-8740
Fax: 401-228-7616
E-mail: secretary@neaapa.com

**Crowne Plaza North
Shore Hotel***

*formerly Sheraton Ferncroft Hotel

**50 Ferncroft Road
Danvers, MA 01923**

2010

84th Annual Meeting Dinner

Menu

Cocktail Reception with stationary and passed hors d'oeuvres

Dinner begins with Mixed Greens with Apple Cider Vinaigrette, Pecans and Bleu Cheese Snowflakes followed by Choice of: Grilled Chicken with a Smoked Pepper Cream Sauce or Herb Encrusted Salmon with Creamed Leeks and a dessert of Molten Chocolate Cake to follow.

Event Information

Full event rate includes all meals and events April 6 & 7.
Price: \$150 per attendee

Annual Business Meeting and Dinner rate includes Cocktails / Hors d'Oeuvres and Dinner April 6, 2010 only.

Price: \$85 per attendee

Annual Meeting Event

Annual Business Meeting
5:00PM—5:45 PM

Cocktails
Hors d'Oeuvres
6:00PM — 7:00 PM

Keynote Address
Ken Whiting, Santa Cruz
Beach Boardwalk
7:00 PM

Dinner, Hall of Fame
Inductions
To follow

Hall of Fame Inductions

Conrad Ferla

The late Conrad Ferla served as President and General Manager of Rocky Point Park, Warwick, Rhode Island for 37 years before retiring in 1986. Rocky Point Park had opened in 1847 and closed in 1995.

Born in Siracusa, Italy, Conrad came to the United States in 1949 to work with his brother, Vincent, who had invested in and later purchased Rocky Point Park.

Known as "Mr. Rocky Point" Conrad was constantly seen all over the park on his scooters that helped him effectively manage the various operations including his favorite, the Shore Dinner Hall. Conrad served in the Italian Army in World War II and was a prisoner of war for three years. He was a member of a dozen civic organizations, board of directors and also received numerous awards and honors in addition to being named a Cavaliere Knight by the Republic of Italy. Conrad also served in many capacities in NEAAPA including the Board of Directors, various Committees and Committee Chairs. Conrad had been a member of NEAAPA for over 40 years.



Suzanne McHugh Piscitello

Suzanne McHugh Piscitello began working in the gift shop at Canobie Lake Park, Salem, New Hampshire in 1950. Her father, Frank McHugh began working at Canobie Lake Park in 1933. In 1942, in lieu of a pay raise, the park offered Frank the souvenir concession for a percentage. While working at Canobie Lake Park every summer since 1950 in their family business, Suzanne is also a former educator having worked for the Lawrence, Massachusetts Public schools for 27 years as a teacher and administrator, retiring as the Assistant Superintendent in 1988.



Born in Lawrence, Massachusetts, Suzanne is a graduate of the University of Michigan and has resided in Lawrence her entire life. Suzanne was married to the late Ignatius Piscitello and in addition to a brother and sister, Suzanne has one daughter.

Suzanne continues to own and operate six souvenir stands at Canobie Lake Park and will begin her 60th season in the park in April, 2010. Canobie Gifts, LLC has been a member of NEAAPA for over 20 years.

Schedule

April 6, 2010

Registration

8:30 AM - 10:30 AM

Session 1

10:00 AM - 12:00 PM

Session 2

10:00 AM - 12:00 PM

Lunch

12:00PM - 1:00 PM

Session 3

1:30 PM - 2:30 PM

Session 4

1:30 PM - 2:30 PM

Session 5

1:30 PM - 2:30 PM

Session 6

3:00 PM– 4:00 PM

Session 7

3:00PM - 4:00 PM

Session 8

3:00 PM– 4:00 PM

Board Meeting

4:30 PM - 5:00 PM

Annual Business Meeting

5:00PM—5:30 PM

Cocktail Hour & Dinner

6:00PM - 9:30 PM

April 7, 2010

President's Breakfast

8:00 AM - 10:00 AM

Tuesday, April 6, 2010

Session 1: WAVES for Success

Ken Whiting, Santa Cruz Beach Boardwalk

This session is about how to improve the productivity, motivation and contribution of a workforce that is made up primarily of high school and college students. Hiring the best, and then leveraging your staff to improve customer service and to grow sales are particularly timely elements of presentation. While it is very good for any teenage labor-intensive business, the content has particular relevance for the amusement park industry.

Session 2: Preventative Litigation Measures

Erik Beard, Esq., Day Pitney, LLP

Today's economy has forced businesses to reduce their legal expenses and risk without 'breaking the bank'. This session will focus on low-cost and practical measures that facilities can undertake to reduce the likelihood of expensive litigation.

Session 3: How to Conduct Group Interviews

Dorothy Lewis, Fun Station Associates

Seasonal attractions need to hire hundreds of seasonal team members in a relatively short period of time. This session would highlight the proper way to conduct this type of interview where you can get your hiring done in a fraction of the time.

Session 4: E-mail Marketing 101

Constant Contact Email Marketing

This how to session conducted by a representative of the direct e-mail marketing firm Constant Contact will explore the ways facilities can use this medium to not only grow their business, but get your message out to the masses.

Session 5: UV Filtration Practices

Dan Dycha, Emperor Aquatics

This session will explore the use of UV for water park filtration and its best uses. In addition, with pending legislation in some states mandating its use, UV may soon be required in many areas.

More sessions on next page...

Event Sponsors

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 CJM Entertainment



Naughton Insurance



Premier Rides, Inc.
Inspire. Create. Entertain.

Cocktail Hour Sponsor



Morning Break Sponsor



Afternoon Break Sponsor



Meeting Badge Sponsor



Tuesday, April 6, 2010

Session 6: Beating the Mid-Season Blues: Keeping Your Staff Motivated

Sheryl Bindelglass, SherylGolf

When the sun is shining brightly and the crowds are at capacity, how do you keep your seasonal staff motivated through Labor Day? Sheryl will give you the tips and insight into how to keep your staff happy and motivated for little or no money through the summer season.

Session 7: Growing Your Food & Beverage Sales...Not your Prices

Ken Whiting, Santa Cruz Beach Boardwalk

This session addresses the areas and strategies necessary to continue to increase food and beverage sales without raising prices. It is an excellent session for anyone in our industry with food and beverage responsibilities. It is very timely given the spending pressure brought on by the current economy.

Session 8: NEAAPA Safety Net

Kate Wall & Alan Ramsay, NEAAPA Safety Committee

This round table session provides a forum to discuss key maintenance, operational, and safety topics. Listen and learn from other facility operators located in the region who have faced and overcome challenges, or who have ideas and information to share. Contribute your ideas and strategies on a range of topics to develop a Safety Net with peers. This is a great session for new supervisors and managers to meet experienced managers from other facilities.

Tours of Crowne Plaza Hotel & Coco Key Waterpark!

Join us for a tour of the indoor Coco Key Waterpark and Crowne Plaza Hotel! Be sure to check with the onsite registration desk for complete tour times and information.

Wednesday, April 7, 2010

President's Breakfast

Here's a chance to join President Jason Freeman, colleagues and friends for breakfast before returning home. This event is a great way to network with other NEAAPA members over breakfast prepared by the Crowne Plaza's chefs.



84th Annual Meeting Registration

NOTE

Please Remember!

- You have two options:
1. All events both days
 2. Annual Meeting & Dinner only.

- For faster registration please fax your form with credit card information to the NEAAPA Office at 401-228-7616 or mail to the address below.

- You may also register and pay by PayPal at neaapa.com.
- If you wish to email, please send it to secretary@neaapa.com

Special \$99 hotel room rates for NEAAPA attendees. Call the Crowne Plaza today at (978) 777-2500 and mention the NEAAPA meeting.

Hurry! This rate will not last long!

Deadline to reserve under special rate is MARCH 1st!

Date:
Company:
Address:
City, State, ZIP:
Phone / Fax: /
Contact Name:
Contact E-mail:
Number attending DINNER ONLY x \$85.00 each =
Number attending ALL EVENTS x \$150 each =
Payment: (circle one) Check enclosed Credit Card
Credit Card Number:
Expiration:
Cardholder Name:
Cardholder address:
Cardholder City, State ZIP:
Signature: Date:

By signing, I authorize NEAAPA to process this transaction for the total amount due as noted above.

Attendee(s) names and please indicate dinner choice: C (Chicken) or S (Salmon)

NEAAPA

200 Allens Avenue, Suite 7D
Providence, RI 02903

877-999-8740

Fax: 401-228-7616

www.neaapa.com

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