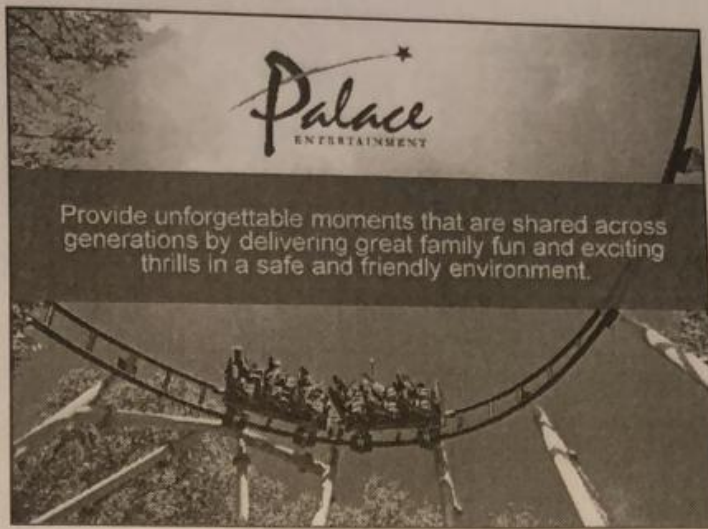
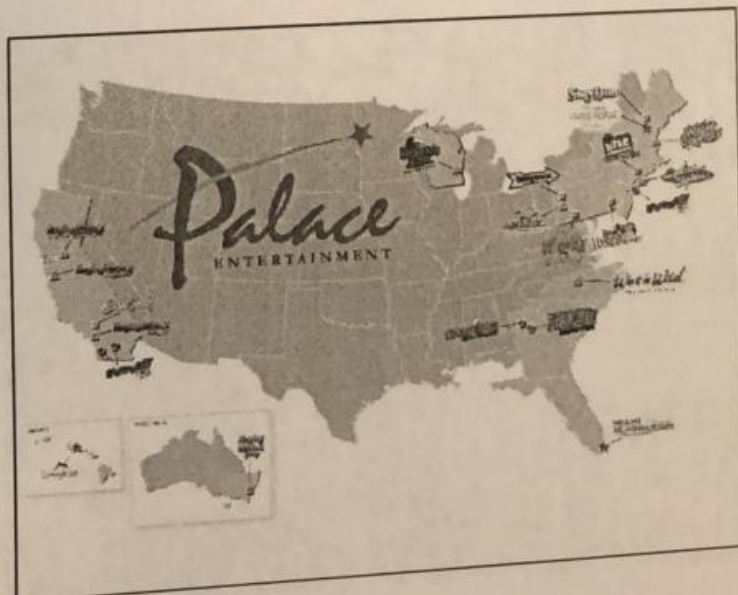




The Palace Entertainment Story

- * Palace is the U.S. division of Parques Reunidos. With established park brands in 10 states, plus Australia, some in operation for over 100 years, Palace Entertainment provides unforgettable memories that last a lifetime by staying true to its heritage and honoring the park history, while strategically infusing new technology and innovative park experiences relevant with today's families.

Below the text are three small, overlapping photographs. The leftmost photo shows a group of children standing together. The middle photo shows a child riding a small roller coaster. The rightmost photo shows a child smiling next to a large, friendly-looking mascot head.



The Winter Months

- Busy time of year...

- Budgeting, planning, organizing, purchasing, etc.
- Tear Down - Winterize all operations/attractions
- Hiring for next season
- Update: Codes, Rules, Procedures, EAP
- Every ride is removed (NDT)
- Leadership Development
- Training/Seminars
- Construction, Maintenance Projects, Upgrades

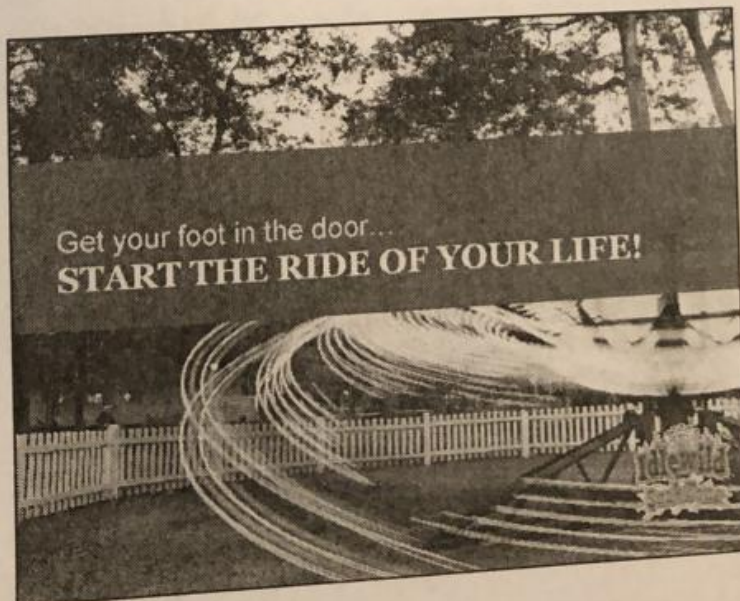


Idlewild
Spartanburg

The Inside Scoop: Amusement Parks as a Career?



Get your foot in the door...
START THE RIDE OF YOUR LIFE!



In an era when job hoping is the norm

Why do so many employees choose a career with Idlewild?

- According to the World Travel and Tourism Council, travel and tourism accounts for 8% of the world's jobs and has the highest potential for growth of any industry.
- One in ten jobs in the world is currently in Travel & Tourism, with the sector creating one in every five new jobs in 2017.
- The skills gained in the industry can translate into rewarding careers in the tourism sector and beyond, including higher paying and fulfilling jobs in later careers.

Sometimes your career is a surprise...







Mike Funyak
 Rides & Attractions Manager
 michael.funyak@idlewild.com
 724-238-3666 ext. 2210
 www.idlewild.com

“You can dream, create, design,
 and build the most wonderful
 place in the world, but it takes
people to make the dream
 become a reality.”

-Walt Disney



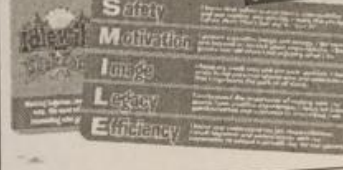
Find your Passion!



GO THE EXTRA SMILE
 Welcome!



THE RIDE OF YOUR LIFE STARTS HERE!



- Safety**
- Motivation**
- Image**
- Legacy**
- Efficiency**



JOIN OUR TEAM!
OPEN INTERVIEW DAY
 Monday, April 28 - 10 AM to 3 PM - Open at Main Gate

Real World Experiences

- Ideal for people with other responsibilities (Students)
- Returning Team Member opportunity for growth
- Internships
- Real world experience
- Thinking on your feet



Idlewild
SeaZone

Leadership Roles

- Many become Managers/Supervisors
 - Great resume builder
 - Chance to work in different "Businesses"
 - Gain experience for various areas of hospitality
 - Network of facilities across the world



Idlewild
SeaZone

Slide 1 – Welcome

Slide 2 – The amusement and attractions industry is about the People, both employees and guests.

Slide 3 – The amusement industry encourages working individuals to find their passion, whatever and wherever that may be. It is also an industry that thrives on character and most importantly safe, family fun. I started as a Ride Operator at Kennywood years ago, and later found my way to working as a Supervisor at another park, and learning other areas of the business between October-April of 2016. In 2016, I obtained a management position at DelGrosso's Park near Altoona PA, and most recently obtained my current role at Idlewild in July of 2019.

Moving up quickly in this industry is possible, however it takes patience, dedication and a strong work ethic. I never expected to be where I'm at 5 years out of college (I graduated from RMU in 2015), and now I'm seeing the benefits of what a strong work ethic and networking can lead to early on in a professional career.

Slide 4 – Idlewild's Mission

Slide 5 – Idlewild established in 1878 by Thomas Mellon (of the Mellon Family). Idlewild is the oldest operating park in PA and 3rd oldest amusement park in the United States.

Slide 6 – 7 Themed Areas

Slide 7 – Who owns Idlewild? Palace Entertainment's mission statement

Slide 8 – Who is Palace Entertainment. Idlewild is part of a global company Parques Reunidos.

Slide 9 – Map of United States Properties. Parques Reunidos is the fourth largest park operator in the world. Kennywood in nearby West Mifflin PA has been open for 121 years and our sister park, Lake Compounce in Bristol CT, was established in 1864 making it the oldest amusement park in the United States

Slide 10 – Parques Reunidos map. Our company owns parks across the global. As a full-time employee, it can become easy to move around between properties as internal job postings occur frequently. It is common for individuals who work in the amusement industry, to move around from park to park.

Slide 11 – FAQ

Slide 12 – What Do You Do In The Winter

Slide 13 – The Winter Months

Slide 14 – Working in this industry is fulfilling and a rewarding experience. The industry hires, seasonal, part-time and full-time positions. Size of facility will determine how many jobs are available. In a smaller/family owned business, pay/compensation be greater compared to a larger/corporation.

It is also harder to move up in a smaller company/park (it has been done), however it is easier to move up in a larger park/company such as Idlewild. Regardless if you are an hourly or salaried full-time employee, the average starting salary in the business is more than likely between \$38,000 and \$42/44,000. Location will always play a key part in compensation. In our, industry, Safety is always our #1 Goal.

Slide 15 – Pay will always be the #1 Question, regardless if the question is asked or not. There are extrinsic/intrinsic values to every job and at every park. Compensation is used as financial and nonmonetary benefits. In our industry pay will usually increase the more responsibility you are willing to accept.

Slide 16 – It is easy to move around in our business. If full-time employees choose to leave the industry, skills and experience obtained can be easily used elsewhere.

Slide 17 – Hospitality & Tourism Works

Slide 18 – At Idlewild, we sell to all employees that the job experience will benefit you wherever life takes you; "What you can obtain by working here."

90 % of Idlewild's current management team started in an entry level position within the industry.

Slide 19 – When talking about Pay, our industry is met with completion from other venues and destinations such as movie theaters, retail shops, restaurants, and so on. We are primarily a seasonal business and the amount of hours worked is usually based on weather conditions.

Similar to the seasonal labor market, the labor market for full-time maintenance positions is tight. In the last decade or do, the industry as a whole has struggled to fill such positions, especially for Ride Maintenance.

As for seasonal employees, we start hiring at age 14. To attract and retain seasonal employees, all parks have incentive programs. For example: Food/Retail discounts, free admission to other PA amusement parks (includes FT employees), and various bonus programs such as Bonuses for every hour worked at the end of the season. Throughout the season, seasonal employees participate in events that are held. These events are for all employees but geared more toward seasonal employees. Prize Give Aways, Free Food, and so on.

Slide 20 – Entry Level Pay is based on age and positions someone may want to work in. The park must follow all labor laws. For example, a 14/15 year old can not be a ride operator until age 16. For each seasonal position, an employee can receive a pay increase for up to two years. The hope is that the individual moves up to a Team Lead (Front line Supervisor), Department Supervisor, and Manager position. Anytime pay rates are adjusted park wide, hourly wages are adjusted accordingly. For example, in 2019, the starting rate for a Ride Operators was \$9.30. In 2018, the starting rate was \$7.30. Pay rates also vary by position and the amount of training the goes into the job. For example, intensive training is part of being a lifeguard whereas not as much training goes into being a Sweeper (someone who sweeps trash off the park grounds). We firmly believe there are positions for everyone.

Slide 21 – In 2019, Idlewild had about 350 returning employees from the previous year. We still need to hire 350 to be at the 700 employees we need to operate smoothly. Parks rely heavily on retaining employees. We train our employees daily, and encourage them that if they trust the process, remain humble, and are self-motivated, they will obtain more responsibility with greater pay.

Slide 22 – Idlewild offers a Scholarship opportunity to employees who are in school. This scholarship is for student employees working at any PA amusement park. Some parks even offer their own scholarship opportunities. Depending on the job you may have at Idlewild, you may be eligible to enroll in online college courses at a discount price. In addition, some parks, such as one of my former employers within the industry offer free Online Training to all employees. Course topics included, Management/Leadership, Marketing/Sales, maintenance, Safety, Microsoft Office and so on.

Slide 23 – Most employees who look back at their time working at Idlewild and any other park, remember it as a rewarding experience. Our team learns about accountability, the importance of soft skills, and the ability to communicate. Industry professionals have strived over the year develop workers skills.

Slide 24 – Within the amusement industry, there are endless opportunities available. All Full-Time employees are either Salary or Hourly (Exempt/Non-Exempt). Salaried employees are paid based on a 40-hour work week and are not eligible for overtime. Hourly employees are eligible for overtime pay during operating months and will receive time and a half. There are pros and cons for being on each side of the scale (exempt/non-exempt). Most of our hourly employees work in maintenance or in office roles. Our Department Managers/Directors are all salaried roles. All employees including full-time employees are paid Bi-Weekly. Our 30+ full time employees are offered a full benefits package upon being hired. This includes medical, vision, dental 401K options (profit sharing with the company) – eligible after 1 year of service, generous amount of vacation, holiday/sick time. On the job injuries are covered by workers compensation and the company offers multiple options for additional insurance.

Our full-time staff regularly has social after work outings (some paid by company – day trips), luncheons, and leadership training (mainly in the offseason months). Some parks offer employees discounted cell phone plans or give out work cell phones. Because our industry is rather small (meaning, most parks and facilities are in constant communication regarding safety and best practices), it is very common for employees of parks to visit other parks with paying for admission.

Our industry is always focused on safety and training. Every year, our industry has a convention in Florida where industry professionals meet to discuss many key topics impacting the industry. There are multiple safety seminars/schools (Ride Maintenance, Operations, Training, Aquatics) that occur and these are usually all paid expenses by the company. In addition, there is a separate conference for Food & Beverage professionals in our business. Training is ongoing and companies promote staff to attend these events yearly.

Some parks may even hire you as a full-time employee and help pay for you to complete your education. And some companies will offer Tuition Reimbursement for colleges courses take (Ex: Masters Program). Every year wages are reviewed and at Idlewild, all full-time employees receive a merit increase. Merit increases are based on job performance and overall productivity.

Networking is vital to any professional working in the amusement industry. Without networking, individuals may not obtain positions they feel they rightfully deserve. A lot of times in our industry, obtaining a full-time job is by "Who You Know and What You Know." If you can network and be open to learning as much as you can about the business (in and outside your area of focus), you can and will be rewarded quite well by your company. By remaining self-motivated, the amusement industry can be very rewarding when it comes to compensated to your likely.

Slide 25 - Questions

Aflac's Compensation 2019



Aflac.

Compensation Per Policy Holder

Annual Premium	\$ 450.00 per policy
Average Commission	X <u>35.00%</u>
1st Year Commission	\$ 157.50 per sale

Paid in 12 advances	<u>Issue</u>	<u>As Earned</u> (11 Months)
% of Annual Commission	63.00%	3.3%
Advance Total	\$ 100.00	\$ 5.25

▶ New Account Example

- Average size of a new account is 20 employees
- On average, there is 50 % participation in each account
- Therefore, on average, 10 employees will enroll
- An employee who enrolls typically purchases 2 policies
- Total policies enrolled: $20 \times \$100$ in upfront commission = \$2,000

► **Compensation: Six Sales Per Week**

Advanced Compensation

$$\begin{array}{r} \$ 100.00 \\ \times 6 \text{ sales} \\ \hline \$ 600.00 \text{ week} \\ \\ \times 50 \text{ weeks} \\ \hline \$ 30,000.00 \text{ year} \end{array}$$

As Earned Compensation

$$\begin{array}{r} \$ 57.50 \\ \times 6 \text{ sales} \\ \hline \$ 345.00 \text{ week} \\ \\ \times 50 \text{ weeks} \\ \hline \$17,250.00 \end{array}$$

• First Year Annual Premium \$ 135,000

• Total First Year \$ 47,250

How We Compensate

Our industry have seen growing competition with

- Entertainment venues
- Labor Market

As a Seasonal Business (per Labor Laws), we are not obligated to pay minimum wage to our seasonal employees. We even start hiring at age 14!



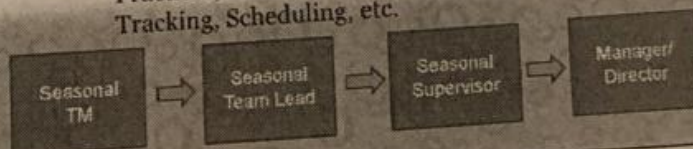
How We Compensate

- Team Members aged 14-15 start at \$7.30/Hour
- Team Members aged 16-17 can start at \$8.30-9:30/Hour
- Team Members in Specialty Positions (18+) can start at \$10.00 or greater
- Each pay rate reflects the amount of responsibility/training that goes into the position



Career Development

- Work ethic (Resume Builder/Real World Experience)
 - Challenging/Always changing
 - Especially Returning Team Members
 - Team Leaders, Supervisors, Managers
 - Many of our (students) Team Members are doing managerial work.
- Inventory, Ordering, Payroll Management, HR Practices, Newsletters, Promotions, Labor Tracking, Scheduling, etc.



► **Total Compensation**

Total First Year Commission	\$47,250
Total First Year Bonus	\$12,900
Total Compensation	\$60,150

► Renewal Compensation

In Force Annual Premium	\$ 135,000.00
Renewal Commission	X 7.00%
For Each Year of Service	\$ 9,450.00

Vesting of Renewals

2 Years Service	50% For Lifetime of Policy
5 Years Service	75% For Lifetime of Policy
10 Years Service	100% For Lifetime of Policy

2nd Year Associate and Veteran Bonus Programs

Qualification Period	Series Level	No-Pay Rate	Sales Goal	Sales Bonus	New Account Goal	New Account Bonus
Week 65	Bronze Star	13 Percent	\$35,000	\$600 Bonus Plaque/Plate	4	\$1200
Week 78	Silver Star	13 Percent	\$75,000	\$800/Bonus Plaque/Plate	8	\$1600
Week 91	Gold Star	13 Percent	\$120,000	\$1,000/Bonus Plaque/Plate	12	\$2000
Week 104	Platinum Star	13 Percent	\$180,000	\$1,500/Bonus Plaque/Plate	16	\$3000

Qualification Period	Qualification Requirement	Bonus for AP ¹ Growth
VIP Bonus and beyond!	10 percent growth year over year in AP for the quarter AND Minimum \$25,000 in quarterly new AP AND Less than or equal to 13 percent no-pay ²	1 percent of actual quarterly AP for first qualification earned 2 percent of actual quarterly AP for second quarterly qualification earned 3 percent of actual quarterly AP for third quarterly qualification earned 4 percent of actual quarterly AP for fourth quarterly qualification earned

Stock Bonus Plan

- ✓ 3.5% of In Force Annual Premium (13th Month)
- ✓ Dividend Reinvestment Plan in your name
- ✓ Fortune 200 Company
- ✓ 1992 – 2002 10 year average net return: 31.8%

Immediate Vesting

ABC – Associate Bonus Club

Earn additional bonuses for helping others find their opportunity with Aflac!

Example:

- You nominate someone who becomes an Aflac Associate. They write \$150,000 in paid business in their first 12 months**
- You receive a 5% bonus of \$7,500
(can be paid out monthly or quarterly).
- There are no limits to the bonus amount!



Talk with your DSC and RSC
to learn more about how to nominate
and you'll earn even more each year!

AFAME Performance and Leadership Bonus

Minimum Quarterly Personal Production Criteria

\$25,000

*\$10,000 minimum must be
written on Everwell

Minimum Quarterly Team Criteria

must achieve 3 out of 4 of the categories

Categories

- 5 New Accounts
 - \$12,000 ABC Production
 - 1 Fast Start
 - 1 Fireball or Star Series Qualifier
- *the only qualifying personal award is Fireball

Add an extra
\$3,500
1st Year Comp
\$63,500

Awards



2nd A-FAME
\$750 Cash Bonus

3rd A-FAME
\$1,000 Cash Bonus

4th A-FAME
\$1,250 Cash Bonus



AFAME

Incentives and Rewards

National Convention
New York City, NY



State Convention
Aruba



President's Club
Victoria, British Columbia



**You can work toward achieving these
other great bonuses!**

► **New Agent Success Bonus (1st year)**

Qualification Period	Series Level	Sales Goal	Sales Bonus	New Accounts Goal	New Accounts Bonus
First 8 Weeks	Super Fast Start	\$15,000	\$400	2	\$800
Week 13	Fireball	\$25,000	\$600	3	\$1,200
Week 26	Super Fireball	\$50,000	\$800	7	\$1,600
Week 39	Triple Crown	\$80,000	\$1,000	11	\$2,000
Week 52	All Star	\$120,000	\$1,500	15	\$3,000

Commission v. Salary Term Project Fall 2019 DUE MONDAY DECEMBER 2 ON

Part of understanding compensation is a thorough knowledge of management salary structures and how exempt employees (from FLSA) are compensated. Beginning this week we will have guest speakers from various Pittsburgh firms come into class and discuss their compensation structures and how they use compensation to attract and retain the best employees.

You will write one page for each employer

1. Describe in detail each compensation package presented by each potential employer highlighting how business majors are paid, what benefits are offered and how the firm's promotion path assists in retention.
2. Evaluate the presentation and the confidence you have in this employer as a potential executive employee.
3. After you complete the above you will then decide whether you are the type of person that can work on straight commission basis, a part salary/ part commission, an salary plus incentive ,a pure commission plan paid for as much you do or a person who is more comfortable with a straight salary. You must take into consideration that the higher the risk level the higher the paycheck. Complete a detailed analysis of why you feel the way you do.

Scheduled Speakers

MASS MUTUAL September 25 OR Idlewild Park Nov 18

AFLAC October 16

FASTENALL November 15

O