

Dave C. Simon

Seventeen years of amusement / entertainment industry experience. Most recently as Director of park operations at Raging Waters, San Dimas, along with creating western regional sponsorship partnerships for the Alfa Smartparks Group. Other experience includes Director of Special Events at Disneyland, Anaheim and a Corporate Partner/ Director of food services of Quality Food Services at Wild Rivers Water Park in Irvine. Leadership and organizational skills have always produced better than goal numbers in the areas of safety, revenue and expense control.

Professional Experience

2002 – Present
AMG Tustin, CA

Vice President of Operations

Responsible for full operation of the management company, including acquisitions, development of business, marketing and revenue and operating strategies and plans for multiple water and amusement parks. Further responsibilities include recruiting, hiring and training of full management staff of each property while overseeing full operation of each property for their scheduled season.

2003 – Present
Alabama Adventure Theme/Water Park,
Birmingham, AL

Project Consultant

Consulting services began in January 2003 to assist the new company, Southland Entertainment with their new acquisition of Visionland Theme and Water Park out of bankruptcy. Duties include assisting the General Manager in all operational capacities to ready the Park for opening. Oversee employee training for all departments, create policy and procedure handbooks for all employees. Facilitate teams for completion of many capital and off-season programs, while being responsible for staying under budget.

2003 – 2005
SuperSplash Waterpark Edinburg, TX

General Manager

Duties include complete supervision and operation of 35 acre waterpark. Duties included complete supervision and operations of the 35 acre water park. Responsible for eight Departments with over 300 seasonal and full time Managers and Supervisors in the areas of Aquatics, Safety, Maintenance, Parking, Security, Administration, Marketing, Sales and all in-park revenue departments.

1998 – 2002**Alfa SmartParks / Raging Waters San Dimas, CA Director of Park Operations**

Hired as Revenue Manager overseeing Food & Beverage and Merchandise. This included 10 restaurant locations, 14 portable remote food locations and three private picnic areas. The Merchandise Department had a Surf Shop, a gift and souvenir location, "Beach Shop", as well as two portable remote merchandise carts. At the end of second season promoted to Director of Revenue, taking on the rentals, admissions, parking, arcades and games of skill. At the end of third season, promoted to Director of Park Operations, in charge of all departments in the Park, i.e., Security, First Aid, Aquatics and Maintenance, including winter maintenance and completion of all capital projects. Managed five Park Managers, 30 supervisors and 600 seasonal employees. Additional responsibilities included P & L reporting, budgeting, forecasting, park sponsorships, analyzing all revenue and per cap spending, along with controlling expenses to meet current business trends.

1997 – 1998**Disneyland Anaheim, CA****Special Event Manager**

Interfaced with many different levels of Disneyland VIPs and their acquired companies. Scope of responsibilities incorporated complete event coordination, including direction of staff, menu design and pricing for parties of 15 to 10,000 guests, including high profile and corporate picnic functions. Implemented full training workshops to enhance knowledge of management & employees for this area of special events.

1986 – 1995**Wild Rivers Water Park Irvine, CA Quality Food Service – Director of Operations**

Directed operations of all food and beverage services for eight years. Managed Staff of 200 seasonal employees. Responsible for hiring, training, purchasing, scheduling, and motivating employees. The operation included large fast-food concessions, full service kitchen, food and beverage portables, and a catering location to accommodate parties from 50 to 5,000 guests. Responsible for P & L statements, menu planning, pricing, increasing per cap spending revenue on food and beverages. Per cap spending increased each year.

Education

Southern State University - Certificate of Financial Planning
Disney Workshop and Business seminars at Disney University, Anaheim
Serv-Safe Certified
CPO Certified
Lifeguard – Trainer Certified / First Aid Certified / Ellis & Associates Certified

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