

Kent Lemasters

Seasoned senior management executive with over 25 years of development, planning, marketing and financial management experience in the theme, amusement and waterpark industry business. Responsibilities included planning development, marketing, operations, revenue, expansion and financial management. Extensive experience in managing strategic planning, operations, advertising, promotions, public relations, sales and administrative activities. In early 2000 formed AmusementAquatic Management Group, Inc., (AMG), a California based water and amusement park consulting and management company.

Professional Experience

2/1/00 to Present
AMG Tustin, CA

President, Chief Executive Officer

Responsible for providing a wide range of consulting and / or turnkey management and marketing services from site evaluation & selection, acquisition & selling services, planning, designing, construction, to training, financial consulting, operating and marketing management and consulting and management services.

4/99 to 2/00

Ogden Entertainment San Dimas, CA

Vice President, California Parks

- Responsible for the management of multiple water, amusement and theme parks
- Development of parks' goals, objectives and overall marketing and operations strategy and plans
- Development of all park operational and marketing budgets
- Development of company practices and procedures
- Controlling of parks' operating, marketing and labor expenses.
- Responsible for all parks' divisions: Operations, Food & Beverage, Retail, Finance / Accounting, Safety / Insurance, Administration, Human Resources, Marketing and Sales

4/85 – 2/00

Raging Waters San Dimas, CA

Vice President / General Manager

- Development and management of marketing and park operational plans, strategies, goals and objectives
- Development of all park operations and marketing budgets
- Development of company practices and procedures
- Management and control of revenues and expenses
- Responsible for all park divisions: Operations, Food & Beverage, Retail, Finance/Accounting, Safety/Insurance, Administration, Human Resources, Marketing and Sales
- Responsible for overall management of 650 employees
- Responsible for development, management, and control of capital expansion and operating budget.

2/82 – 4/85

Calaway Park Calgary, Alberta Canada

Vice President / General Manager

- Development and management of park positioning, marketing, operational plans, strategies, goals and objectives
- Development of all park operational and marketing budgets and approval of all park's departmental budgets
- Development of company practices and procedures
- Controlling of park operating, marketing and labor expenses
- Responsible for all park divisions: Operations, Food & Beverage, Retail, Finance / Accounting, Safety / Insurance, Administration, Human Resources, Marketing and Sales.
- Responsible for overall management of 450 employees
- Responsible for development, management and control of CAPEX and operating budget.

1976 – 2/82

Dollywood (Silver Dollar City) Pigeon Forge, Tennessee

Director of Marketing

- Development of the marketing positioning, strategy, plans supporting the marketing positioning strategy
- Management planning, budgeting and controlling all marketing functions: creative, production, media / advertising, public relations, promotions, publicity, media relations, group sales, and special events.
- Creating, planning, developing and managing multiple major special events.

Education, Memberships and Affiliations

Business Administration, Southwest Missouri University

Former member Board of Directors for International Association of Amusement Parks and Attractions (IAAPA)

Strategic Planning Committee member of IAAPA

Chairman of IAAPA Waterpark Committee 1993 to 1996

For further information, please contact:

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