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DISNEY EXECUTIVE BRINGS IDEAS FROM THE MAGIC KINGDOM TO MANAGEMENT TEAM AT GLENWOOD CAVERNS ADVENTURE PARK

Bret Pfof, Disney's Senior Manager for Worldwide Safety, Training and Compliance, spent a day sharing his process for building a safety culture with the management team at Glenwood Caverns Adventure Park

GLENWOOD SPRINGS, Colo. (Mar. 3, 2011) — With almost 27 years of experience at the Disneyland Resort in Anaheim, Calif., Bret Pfof has learned a lot: diverse operations experience, resort knowledge, strong leadership and sound safety business sense. Last week he shared some of his experiences and advice with the management team at Glenwood Caverns Adventure Park during an interactive work session that focused on building a safety culture. In his role as Senior Manager for Worldwide Safety, Training, and Compliance, Pfof creates a safety culture in the attractions, foods, merchandise, entertainment, custodial, guest services, parking/transportation, and security/emergency services teams across the Resort.

“Safety has always been our top priority, but by developing a safety culture, guest and employee safety is considered in every decision that is made. This requires a plan and a process,” said Steve Beckley, who owns Glenwood Caverns Adventure Park with his wife Jeanne. “Bret shared with us his four-step process, which includes setting expectations, conveying expectations, evaluating an employee’s understanding of training and using reinforcement to ensure consistent results.”

All year-round managers and supervisors were invited to participate in the session, which took place at the Adventure Park on February 24. This is the latest example of how the Beckleys provide opportunities for the management team to learn from the big names in the industry. Each fall, the team travels to another park to see first-hand what each park offers, experience its customer service and come up with ideas for improving and expanding the Adventure Park. Recent destinations have included Disney World, Universal Studios, Silver Dollar City and Royal Gorge.

Members of the team also attend a variety of educational seminars and industry conferences around the country. Beckley, along with managers Nancy Heard and Kelly Bates, first met Pfof at a ski area management conference in Lake George, NY. They stayed in touch and came up with the idea for Pfof to work with the whole management team here in Glenwood Springs. The response from participants was quite positive.

“Having Bret here from a company as prestigious as Disney was an invaluable experience. The workshop gave me so many ideas to continue to improve the attractions department training model and the parks’ safety culture. We continuously strive towards providing both a fun and safe experience for our guests. Who better to learn from than the best—Disney,” said Jesse Boucias, attractions supervisor at the Adventure Park.



The Adventure Park has focused on becoming an employer of choice for the past several years through enhanced employee training programs, an employee scholarship and employee-only events throughout the summer. The park is now hiring for many positions. Applications for employment and the scholarship are available at <http://www.glenwoodcaverns.com/jobs-glenwood-springs-caverns.html>. Visit <http://www.glenwoodcaverns.com> or call 800-530-1635, ext.0, for more information.

Pfof began his career with the Disneyland Resort in 1984 as a Foods Host and has since gone on 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, Pfof 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. In 2010, Bret shared his safety leadership best practices with executive leaders in Argentina and Rome. He is a member of the American Society of Quality and spends his free time volunteering at the Food Bank to assist underprivileged families. Pfof resides three blocks from the surf in sunny Huntington Beach, Calif.

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About Glenwood Caverns Adventure Park

Located in scenic Glenwood Springs, Colo., midway between Aspen and Vail, Glenwood Caverns Adventure Park offers a one-of-a-kind mountain-top adventure for families and outdoor enthusiasts. The Adventure Park features a gondola ride, three different tours of Glenwood Caverns & Historic Fairy Caves, dining, and attractions including an alpine coaster, 4-dimensional theater, laser tag, giant swing, a climbing wall, gemstone sluice box mining, simulated Conestoga wagon experience, bungee trampolines and more. Ideal setting for groups and birthday parties. For the most up-to-the-minute news, follow us on Twitter, www.Twitter.com/GlenwoodCaverns, or become a fan on Facebook, www.Facebook.com/GlenwoodCaverns. Go to www.glenwoodcaverns.com for more information, to sign up for our enewsletter, or to request a brochure. 800-530-1635