

Appendix 16: Consultant Resumes

Attractions Marketing Consultant:

EDWARD (ED) H. STONE – Stone Communications - Owner & Sole Proprietor

Ed Stone has an extensive background in the areas of travel, real estate development, hospitality, entertainment and leisure industries. He has major accomplishments in marketing research and development planning, market analysis, advertising, communications/publicity, sales, television and event production. With over 50 years of experience in the travel industry, Stone operates under Stone Communications.

He is a graduate of the University of Georgia with a Bachelor of Arts degree in Journalism.

Stone includes today's technology developments in all of his marketing efforts by creating websites, social media and applications for various clients and his own business.

CAREER HISTORY:

Stone Communications – 2001 to Present | Fairfield Glade, Tennessee & Estero, Florida

Owner & Sole Proprietor – Stone provides marketing and communication services to clients throughout the United States. Currently working with Pima County's Director of Tourist Development in creating family entertainment products as part of the overall master plan for the County's Entertainment District. Other projects include: Researched and recommended successful projects for the State of Georgia's Department of Natural Resources (Atlanta, GA), provided marketing services to the International Association of Leisure and Entertainment Industry (IALEI), developed long-term marketing plan for Rye Playland (West Chester County, NY), consulted and supported Live On Stage/Matt Davenport Productions (Nashville, TN), and expanded business communications for Benchmark Games, Inc. (Miami, FL), plus many others. Created and developed GoGolfandTravel.com website as a new business.

Stone & Associates – 1988 to 2001 | Nashville/Hendersonville, Tennessee

A full-service marketing and communications agency with emphasis on research, product development, planning and development of resort, amusement and entertainment facilities and developing/conducting travel media tours. Longest tenured client was Chevrolet Motor Division of General Motors for 13 years. Retained by the Audubon Institute to handle all aspects for the grand opening and marketing of the Aquarium of the Americas in New Orleans, Louisiana. Contracted for the management and marketing of Sandestin Golf and Beach Resort in Destin, Florida. Became the first marketing agency of record for the Sevierville (Tennessee) Chamber of Commerce in 1995. Created and oversaw the marketing of many other regional and national projects. Developed and created a standard by which travel media tours are conducted to showcase areas throughout the southeastern United States.

Opryland USA - 1974 to 1988 | Nashville, Tennessee

Vice President, Marketing and Public Relations - Responsible for all corporate marketing, sales, advertising, promotions, public relations/publicity and special events for one of America's premiere convention and tourist destinations and attractions. Directly responsible for the development, planning and implementation of new products and marketing programs for all Opryland USA Inc. companies: Opryland Showpark, Opryland Hotel, Grand Ole Opry, The Nashville Network (TNN), General Jackson Showboat, Grand Ole Opry Sightseeing Tours, Opryland Talent Agency and Opryland Travel Company.

Responsible for public relations/publicity and community relations for the Opryland USA complex. During this time, directly involved and executive producer for several major television specials on NBC-TV, ABC-TV, CBS-TV, TNN and other syndicated shows.

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Responsible for all corporate sponsorships at Opryland USA during his nearly 15-year tenure. This entailed the solicitation, development and fulfillment of sponsorships involving such companies as Kodak, Coca-Cola, Toyota, American Airlines, National Car Rental, General Mills, Frito/Lay, etc.

Callaway Gardens - 1963 to 1974 | Pine Mountain, Georgia

Director of Advertising and Public Relations - While performing the duties of publicity and advertising at the 2,500-acre resort, worked in all areas of marketing, public relations/publicity and sales for both the conventions/recreational and horticultural divisions.

PROFESSIONAL ORGANIZATIONS AND INDUSTRY ACTIVITIES

- Society of American Travel Writers (SATW). A 37 year member of the Society of American Travel writers and has received seven President's Awards. He is honored as one of only 37 Marco Polo members in SATW's 59-year history.
- Society of American Travel Writers Foundation. One of the original members of the board of directors and continues serving as a trustee. Secretary from 1989 to 1995. Treasurer from 1996 to 2000.
- Travel Industry Association of America (TIAA). Chairman of 1988 national convention in Denver and served on Board of Directors 1987-90.
- Southeast Tourism Society (STS). Founding member and charter president (1983-85). He is a lifetime member of the STS Board of Directors.
- International Association of Amusement Parks and Attractions (IAAPA). Board of directors from 1984-1988. Second vice president (1987) and first vice president (1988).

Partial list of other clients served by Stone & Associates and Stone Communications:

- Wisconsin State Fair Park - Milwaukee, Wisconsin
- Georgia's State Farmers Market - Atlanta, Georgia
- Daytona Beach Area Convention & Visitors Bureau - Daytona Beach, Florida
- Alabama Mountain Lakes Tourist Association - Mooresville, Alabama
- Metro Atlanta Tourist Association - Marietta, Georgia
- Montgomery Area Chamber Of Commerce - Montgomery, Alabama
- St. Petersburg/Clearwater Area Convention And Visitors Bureau - St. Petersburg, Florida
- Ascension Parish Touist Commission - Sorrento, Louisiana
- Georgia Olympic Marketing Task Force - Atlanta, Georgia
- Glenlakes Country Club - Foley, Alabama
- Jackson Zoo And Livingston Park - Jackson, Mississippi
- Jazzland, Inc. - New Orleans, Louisiana
- Ogden Entertainment Of Florida - Ocala, Florida
- Playdium Entertainment Corporation/Sega City - Toronto, Ontario
- Tift County Development Authority - Tifton, Georgia
- Tennessee Valley Authority (Tva) - Knoxville, Tennessee
- West Baton Rouge Tourist Commission - Port Allen, Louisiana
- Alabama's Constitution Village - Huntsville, Alabama
- American Airlines/American Eagle - Dallas, Texas
- Budget Rent A Car - Nashville, Tennessee
- Lake County Board Of County Commissioners, Tourism Development - Tavares, Florida
- Nashville Convention & Visitors Bureau - Nashville, Tennessee
- New World Society - Miami, Florida
- Ridgway Land & Development Company - Ridgway, Colorado
- U.S. Space And Rocket Center, Astronaut Hall Of Fame And U.S. Space Camp - Huntsville, Alabama

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Show Caves and Attractions COUNSULTANT:

Bruce Herschend

Current Employment: Talking Rocks Cavern, The Butterfly Palace, Marvel Cave & Silver Dollar City. Serving in positions as: Owner, Developer, Manager, Consultant, Guest Instructor, Historian, Animal Handler, Buyer

A Summary of Significant Work Experiences

Silver Dollar City (MO): [Team member, Supervisor, Manager] Worked for 13 years in every division; Foods, Maintenance, Entertainment, Marketing, Merchandise, and Attractions. I worked at the main park, Silver Dollar City and limited time at Dollywood, TN and White Water I, Branson MO. I grew from employee to team leader, to supervisor, to manager.

Talking Rocks Cavern (MO): [Owner, Manager] In 1993, I took a Show Cave losing money and turned it around. After optimizing the profitable level, hired a manager to take on the daily duties and follow the patterns I had created. I continue to provide direction for that business and I am the merchandise buyer.

Marvel Cave (MO): [Manager, Construction, **Resident Scientist**] I continue to help with the environmental and cave science issues. To save money, I worked closely with other cave scientists, and in some cases, performed parts of the field work and sent samples to the lab.

Cavern Development Work: Studied under the three great names in cave development and lighting. These were the people who developed most of the show caves in America and in other countries doing trail construction, lighting, formation restoration, project management, master planning, government relations & customer experience work.

Partial List of Caves where I Have Worked On Cave Development, Lighting, or Consulting:

Lost Sea, Tennessee

Hato Cave, the island of Curacao, Netherlands Antilles

Kartchner Caverns, Arizona State Parks - one week in the field each month for two years

Tumbling Creek Cave, Missouri

Hidden River Cave, Kentucky

Beauty Cave (AKA: Fitton Cave), Arkansas

Marvel Cave, Missouri

Riverbluff Cave, Missouri

War Eagle Cavern, Arkansas

Talking Rocks Cavern, Missouri, Indian Creek Caverns, Mud Cave & several restricted bat roost areas across Arkansas & Missouri.

Cumberland Caverns, Tennessee

Cave consultation in several tightly controlled government areas, Lechuguilla, Carlsbad

Caverns, Kartchner Caverns,

IMAX film "Ozarks Legacy & Legend" 7 caves. Safety officer and animal handle

Educational Background:

Southwest Missouri State University

Bachelor of Science (BS), Management Information Systems

Bachelor of Science (BS), Business Management

Minor, Geology

1981 – 1984

University of Arkansas at Fayetteville General

1980 – 1981

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Consultant, Guest speaker / Team building / Historian

Show Cave Development: Master planning, lighting (artistic accent & reflective trail lighting), light & sound show with computer control, environmental cave issues. Structural questions, trail design, customer experience, affordable science, and tomorrow's customer. Guest speaker / team building: The development of Silver Dollar City by Jack & Pete Herschend. Around the park and behind the scenes at Silver Dollar City and in Marvel Cave as I teach the principals that worked, and discuss those that did not work. Guest speaker for university travel summer session programs.

Kartchner Caverns State Park [Cave development consultant]

April 1996 – September 1998 (2 years 6 months) Tucson, Arizona Area, I designed the trail and customer experience for the two cavern tours including 4 tunnel access points. Analysis of extensive scientific environmental background data. Analysis of geologic data. One week a month on site and one week a month from home for 2 1/2 years.

The Butterfly Palace, Branson, MO May 2005 - Owner, Manager – Present Display exotic rainforest species of Butterflies, carefully regulated by the USDA. Over 1 million gross with 75,000 customers per year.

Cumberland Caverns, McMinnville, TN - development, consultant. October 2010 – Present.

Design & Construct Prototype of Play Equipment called a "SpeleoBox"

January 2004 – May 2011. A crawl maze simulating the type of moves cavers experience using specific ergonomic limitations to make the crawl route enough of a challenge to be rewarding.