

parallel lines

A Resource for Challenge Course Professionals | Vol. 17 No. 2 | Summer 2017



Welcome to Parallel Lines!

We are pleased to present this online and user-friendly newsletter to our members. Our goal is to provide our members with an easy-to-read periodical with the latest association and industry news.

In this edition of Parallel Lines, you will find a Letter from the Executive Director, a report from our Board Chair; Ben Kopp, Conference updates, Operations updates and articles from different members within our community.

We encourage you to share Parallel Lines with colleagues in your community. Remember that you can also view the publication on our website at www.acctinfo.org As always, let us know if you have a program, member or topic that you would like included in our publications. For advertising opportunities please view our advertisement guidelines and fees. If you would like further information please reach out to membership@acctinfo.org

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Important Dates

August

7-8

Consensus Group Meeting

16

Board Meeting Via Conference Call

September

17-18

Face to Face Board Meeting, Denver Colorado

Fall 2017

TBA

Conference Registration Open



Letter from the Executive Director

by Shawn Tierney
ACCT Executive Director

I hope you are all having a very productive, safe and enjoyable summer season – hard to believe it's already the end of July! Where did the summer go?

I'm extremely happy to report that we finished our 2016/17 fiscal year on June 30th with a very healthy surplus that put us solidly in the black. Entering our FY18 fiscal year in a strong financial position has allowed us the opportunity and means to allocate increased spending in some key organizational areas such as PR/Marketing & Communications, Government Relations, additional staff support for getting program accreditation launched, and increased volunteer meeting support.

To elaborate further on those areas, ACCT has recently entered into agreements with two outside consulting firms. On the PR/Marketing front, the Weiss Group, a full service media content company based in Boulder, CO will be helping us improve the design, content, and relevancy of our publications, website and social media. They will also be assisting with PR and outreach on the regulatory front, working in conjunction with a policy and lobbying firm that will be helping us develop a two year government relations plan. Jason Keith, the founder and managing partner of Public Land Solutions, will be working closely with the Government Relations Committee and me to develop that plan. We will also be updating and revising the

ACCT position statement on industry regulation in the next two months. The ACCT Board had a very productive meeting in Fort Worth, TX in April and established our FY18 organizational priorities, among other things. Those priorities are:

1.Savings Plan

- a.\$200K in Reserve Accounts by July 1, 2017
- b.\$100K budgeted for each year to reach 500K by FY20
- c.10% net income goal for annual budgets
- d.\$100K liquid minimum

2.Government Relations

- a.Updated position statement
- b.Hire a consulting firm
- c.Organized volunteer system with regional contact identification list
- d.Jurisdictional approach strategy
- e.Current standing in each state/ jurisdiction

3.Program Accreditation

- a.Phase 1 pilot completed by November 17
- b.Limited opening by July 18

4.Increase professionalism of conference workshops

- a.Mapping out presentation visions/ tracks
- b.Reworking community engagement to tap into industry experts

5.Standards development progress

- a.ANSI/ACCT standard revisions
- b.ANSI/ACCT Standards translation

to Spanish

- c.Consensus Group face to face meeting
- d.Regular meeting and reporting schedule

6.Internal document and file management system

I'm also extremely pleased to report that we have a first draft of our ANSI/ACCT 03-2016 standards translated in Spanish! A review/editing team led by ACCT volunteers Victor Gallo and Jose Gonzalez are reviewing the draft to ensure the accuracy of the translation. We anticipate the entire process being completed by the end of August/early September with a final publication ready for sale in September.

I want to remind you to visit our website on a regular basis for the latest news, Board meeting minutes, monthly financial statements, executive director reports, our career center for job postings, the calendar of events, and much more.

Lastly, please don't hesitate to reach out if there's anything on your mind that you would like to share or discuss with me!

All the Best,

Shawn Tierney
Executive Director



Board Chair Report

by Ben Kopp
Board Chair

The work of our association:

I know that most of us, in our industry, are very busy in this summer season. Whether we are managing a challenge course at the local university, operating an aerial adventure park or facilitating a summer ropes course program; this is the season that we all find to be so busy, yet so very rewarding. I know for me, seeing the successful programs that make up our industry; is a great pleasure, as they are serving their many guests in various programs, around the world.

The many volunteers and hardworking staff of our association are also serving those guests, in so many different ways, that I marvel at the impact our association is having on the industry around the world. Some examples...

I recently had the opportunity to sit with an intern for a couple of hours, who has been working in various roles in our industry, throughout his time in university and is now embarking into his career. This young person is choosing to spend his time, knowledge and energy making our industry better, which in turn allows us to

better serve those participants. His contagious excitement for our industry, evidenced in his affect and actions is a very energizing and encouraging experience. We are impacting future leaders, as is evidenced by this meeting. That, to me, is incredibly both uplifting, and humbling.

Your Board of Directors is actively working on several projects that I think are worth highlighting. First, after much hard work, we have been able to pass and implement a fiscal year budget that is not only incredibly strong, but also allows the staff and association to work towards many of the goals set by the Board, as well as grow and continue to meet the needs of the industry, both today and in the future. Second, your Board is also actively pursuing, alongside the Association staff and volunteers, several fiscal year organizational goals that were established in April during our face to face meetings in Texas.

Some of those goals include, a savings plan for the association over the next 3 years, increased government relations interaction through both our government

relations task group and a third-party consultant, the pursuit program accreditation, an increased focus on the conference workshops and presenters, and the continued effort at standards development through the work of the Standards Development Committee and the Consensus Group. These items above, are just a small representation of the work being done within the organization.

I often, through my time on the ACCT Board of Directors get to see directly into the many facets of our work as an association and to observe the expertise, knowledge and commitment of those individuals is inspiring. With work in so many Provinces, States and Countries, it takes those many individuals to accomplish so much. Often that work is being completed behind the scenes or out of the view for the rest of us, but is monumental work never the less. So, to all of you that are laboring in this industry and in our association, thank you, and thank you for being an inspiration to us all and to the many guests that have had, and will have, the opportunity to partake in our adventure.



Operations Department Update

by Bill Weaver
ACCT Director of Operations

PVM Applicants:

The Operations Department would like to introduce and welcome Zipline Korea, Inc., who are currently engaged in ACCT's Vendor Accreditation process as Official Applicants for Professional Vendor Membership (PVM).

Zipline Korea, Inc. and Adventure Korea will be hosting an ACCT Review Team in September, as one of the final stages in their PVM application process.

Please take a moment to read Zipline Korea's introduction, provided by our applicant. In addition, may I encourage our members to drop them a greeting to welcome them to the ACCT community.

Inspector Certification:

ACCT has launched the application process for Inspector Certification testing at the Extreme Sports/Fall 2017 event in Harrisburg, Pennsylvania, November 8-9, 2017. Exams for all categories (In-House, Professional, Supervisor Endorsement) and levels (Level 1, Level 2) will be offered. Preparatory workshops will also be available at this event. For details, check out the website at www.acctcertifications.com.

We are now offering a new exam option for current Level 2 Professional Inspectors that are testing based on the 4-year re-testing requirement. This exam will include both Level 1 Professional and Level 2 Professional exam

materials. This exam will be titled "Level 2 Professional Re-Cert" exam.

The Inspector Certification program is implementing a new process for applicants interested in certification for either In-House or Professional (Third Party) Inspector. The new process is outlined below.

- Complete an application and pay the application fee
- Complete and submit the required eligibility documents
- Eligibility file is reviewed by the Inspector Certification Panel for the category/level of certification requested on the application
- Receive notification of approval or denial for eligibility to test
- If approved, pay the exam fee/s for the category/level of exam/s
- Receive a study test when the exam fee/s have been received
- Passing exam score/s will complete the requirements for certification

Be sure to note the specific deadlines for application availability and document submission for each testing event. These deadlines will be enforced for a smooth process leading up to test day. We look forward to assisting all applicants through the application process to their issue of certification.

New PVM Applicants



Zipline Korea

Zipline Korea, Inc. is one of the largest pioneer zip line companies for design, construction, operation, education and consultation throughout Korea.

As a recognized leader in the aerial adventure industry in Korea, Zipline Korea is committed to providing safe and exciting zip line experiences to our customers.

Jeff Jung, CEO Website: www.zipline.co.kr
Zipline Korea, Inc. Email: jeff@zipline.co.kr



DYNAMIC ECOTAINMENT
ZIPLINE KOREA, INC.



28th Annual ACCT Conference & Expo

by Melissa Webb

ACCT Events Manager

I'd like to cordially invite each and every one of you to join us in Texas this February for our 28th Annual International ACCT Conference & Expo! I'd love to take some time to share with you specifics about the location for this event. The host hotels are [The Omni Fort Worth & The Sheraton Downtown Fort Worth Hotel](#). These properties are both located in the heart of Fort Worth's exciting downtown and within walking distance of the Fort Worth Convention Center (FWCC) and adjacent to Sundance Square. There are many opportunities for attendees to experience the No. 1 downtown in American. Fort Worth is a vibrant city with a lot to offer within walking distance of our host facilities.

There is certainly plenty to do for those of you that are interested in extending your trip for some sightseeing! In just a few days, you can enjoy an enormous range of experiences including:

- See priceless masterpieces in the world-renowned [Cultural District](#)
- Explore the true American West in the [Stockyards National Historic District](#)
- Shop and dine in the 35-block [Sundance Square](#) or catch a show at [Bass Performance Hall](#)
- Dine in one of many Fort Worth [restaurants](#) offering everything from Tex-Mex and BBQ to world-class cuisine.

- Stroll through the Museum of Living Art at the top-ranked [Fort Worth Zoo](#)
- Experience life in the fast lane at [Texas Motor Speedway](#)
- Need more ideas on things to do once you get to Fort Worth?

[CLICK HERE!](#)

Now that we've convinced you to join us in February you may be wondering...How do I get there? You have two International airports to choose from: Dallas / Fort Worth International Airport & Dallas Love Field Airport. Both service numerous airlines including AeroMexico, Air Canada, Alaska Airlines, American Airlines, Avianca, British Airways, Cayman Airways, Delta, Emirates, Frontier Airlines, Japan Airlines, JetBlue, Southwest, Spirit Airlines, Sun Country Airlines, United, and Virgin America to name a few. Once you arrive you'll have several options for ground transportation to either of the host hotels. Take a seat in a convenient shuttle bus [Yellow Shuttle Bus](#), [Super Shuttle](#), or hail a [taxi cab](#). You could also ride a remote shuttle bus to the [Trinity Railway Express](#) and take it to the ITC in downtown Fort Worth. You have plenty of transportation options to get around the city and we haven't even mentioned bikes or Uber!

We are thrilled to be partnering with HPN Global as our Exhibit Management Company for our 2018

event. Advertising, Exhibitor and Sponsor registration is targeted to be live in August! We will be sending out a press release as soon as this registration is live. Please note that booth selections will be made directly in the registration portal at the time of registration. Booths are available on a first come first serve basis. Please feel free to contact them directly should you have any questions about the upcoming show:

**ACCT Exhibit Management:
Hospitality Performance Network
Global**
aspearman@hpnglobal.com
Phone: 858-774-4503
Fax: 480-948-7742

The Conference Work Group is currently reviewing proposals for 2018 workshops and will be in touch with you in the next few weeks about the status of your submissions. Please check the [ACCT conference website](#) often for conference updates, deadlines, and information including applications for conference [Scholarships](#), [Service Crew](#) or to be our 1st [ACCT Conference Ambassador!](#) If you have any ideas, feedback, or suggestions you would like to share with the Conference Work Group for this event or upcoming events please forward that information to Melissa Webb: Events Manager for ACCT at melissa@acctinfo.org.



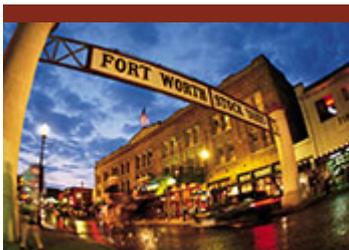
SAVE THE DATE

February 1-4, 2018

Welcome Association for Challenge Course Technology!

Fort Worth is known for its unmatched hospitality, and people travel from all over the world to experience our true Texas spirit. Fort Worth is a city of wonderful experiences rich in Western heritage and cosmopolitan cultural offerings. As America's 16th-largest city, we welcome 8.8 million visitors each year. Fort Worth is home to [Sundance Square](#) the No.1 downtown in America, the [Stockyards National Historic District](#) where Western heritage is alive and well and a world-class [Cultural District](#).

We can't wait to welcome y'all. To join us, [register here](#).



Things To Do

Make the most of your time in
Cowtown . . . [More](#)



Explore on a Budget

Discover the best of Fort Worth on a
dime. . . [More](#)



Transportation

Best ways to explore the city . . . [More](#)

Association for Challenge Course Technology (ACCT) Consensus Group Meeting.

The next meeting of the ACCT Consensus Group is scheduled for the purpose of reviewing and clarifying roles of the Secretariat, Standards Development Committee (SDC), Consensus Group and Staff.

A review of proposed revisions to the ANSI/ACCT procedures document, and a new standard proposal developed by the SDC will be included in the agenda.

Location: Aloft Denver International Airport Hotel
16470 E. 40th Circle, Aurora, CO 80011
Website: <http://www.aloftdenverairport.com>

Meeting Dates: August 7 - 8, 2017

Time: 8:00 am – 5pm MST on August 7th
8:00 am – 12:00pm MST on August 8th

The meeting is open to the public. Persons wishing to attend this meeting are required to pre-register by contacting Bill Weaver, ACCT Director of Operations, bill@acctinfo.org, 800-991-0286 extension 2.

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Marking & Labeling Guidelines

by Patrick Ferebee
Aerial Adventure Technologies

All safety equipment should be marked or labeled with a unique identifier. These unique identifiers allow you to tie your products to inspection, maintenance, and purchase records. Additionally, unique identifiers can be tied to serial numbers on equipment. Serial numbers can serve the same purpose but do not integrate well with your organizational coding system and can be cumbersome to read.

By maintaining the unique identifier, serial numbers that wear off or become illegible over time can still be accessed in the event of a recall or special inspection notice. Marking and labeling equipment can also be important for batching (grouping) products, placing items at certain locations on a site, or ensuring rotational use of equipment. Unique identifiers can be coded either alpha-numerically, by color, or some combination of the two. RFID tags and barcodes can also serve as unique identifiers. Here are some examples of how to implement different marking scenarios at your site:

1 Three belay devices: For these items in your inventory, you could label them: BD1, BD2, and BD3.

2 Five harnesses: These harnesses are intended for use in the kids' area (painted blue) of a gym. You could tag them all with blue tags that are numbered 1 through 5.

3 A rescue kit: You want to create a rescue kit consisting of a rope, descent control device, and carabiner. You could label the overall kit "RK1" and the respective individual components RK1R1 (rope), RK1DC1 (descent control), and RK1C1 (carabiner).

4 Ropes: You have a spool of rope in your gear room that is used to cut into multiple lengths. You will want to represent that each individual rope came from that spool. The ropes could be labeled R2a, R2b, R2c, etc. (The "2" identifies that this spool is the second one you have purchased).

When marking and labeling aerial adventure or climbing products, use the following guidelines:

- Labels should be semi-permanent at minimum and reasonably resistant to loss or wear.
- The best place to label a product is usually where the manufacturer has labeled it, as this area is the least

likely to compromise the strength of the product or interfere with use.

- Never cover up or make illegible manufacturer markings. If this must be done, ensure that information is captured and tied to that product.

- Tie labels (and unique identifiers) to the product serial number as soon as possible to limit the possibility of losing a serial number.

Whatever system you come up with, ensure that it is both intuitive and usable for your staff to help make implementation easy. Every operation has a lot of gear and systems to keep track of all year round. Finding a system that can automatically manage the entirety of your operation's gear cache is an important step to make inspections and gear replacement manageable. There are a few options on the market that will alert you when inspections are due, show the histories of re-certifications and inspection findings, along with reporting features in case of incidents or insurance audits. If you need help identifying the right tool for your operation we, at Aerial Adventure Tech, are here to point you to the right tools.



18 Do's and Don'ts for Group Tour Companies

by Kelsey Tonner

Inspired by Trey Parker and Matt Stone's "Zipline!" South Park Episode
[Click here for Video](#)

OF THINGS NOT TO DO HOW TO FIX IT (WHAT TO DO INSTEAD)

1 NOT COMMUNICATING GROUP SIZE

Communicate to guests how many other people may be on the tour with them

2 WAITING ON TOUR (ESPECIALLY FOR LATE CLIENTS)

Always start your tour on time. Have a late policy in place and communicate it clearly to guests via e-mail before the tour. In larger groups never hold up the folks who were on time

3 AWKWARD SOCIAL DYNAMICS BETWEEN CLIENTS

Tour leaders are often the 'social lubricant' among group members. Introduce people to one another and try to get people talking to one another

4 FORCED HUMOUR

Don't feel the need to be funny if you are not. Be yourself!

5 FORCED ENTHUSIASM

Be authentic and excited for your visitors, take pride in being a positive presence and strive to give people a great experience. Falseness and superficiality is easily detected by your guests

6 ANSWERING QUESTIONS THAT SHOULD BE ANSWERED PRIVATELY VERSUS IN FRONT OF THE WHOLE GROUP

Answer guest questions privately if necessary to keep things moving. Use your best judgment to determine if there is value in the entire group hearing the answer or if it is best handled one on one

7 USING TOO MUCH SLANG, TECHNICAL JARGON OR ABBREVIATIONS

Use language that people understand and avoid making them feel like amateurs on your tour. Be generous, patient and explain any important terminology

8 IMPROPERLY SETTING EXPECTATIONS AROUND THE NATURE OF YOUR ACTIVITY

Be clear about how the logistics of your tour will work. If there are periods of waiting, shuttles or inconveniences - be truthful and up front with guests

9 CROWDED, UNCOMFORTABLE SHUTTLES

Ensure you are not over-crowding vehicles. Guest- focused decision making might mean using multiple vehicles or limiting your group size

10 FORCES SOCIAL INTERACTION (WITH NO OPT-OUT)

Encourage people to share with one another & if the group needs to work together, icebreaking activities are appropriate. Always offer a 'right to pass'

11 UNSOLICITED INFORMATION / FACTS (WITH NO OPT-OUT)

Don't hold up a group with interpretation/facts unless it's part of your tour description. Guests may be irritated 'sitting through' things they didn't sign up for

12 FORCING PHOTO-OPS ON GUEST (WITH NO OPT-OUT)

Structured photo ops are not for everyone. Avoid high pressure selling and let people opt-out of photos if they desire

13 TOO MUCH WAITING AROUND FOR OTHER GROUP MEMBERS

Guests waiting around should be eliminated at all costs. Do everything you can to keep things moving. Use more vehicles, staff, etc. to improve experience

14 TOO MUCH TRAVEL / TRANSPORTATION

Avoid spending too much time in a shuttle or bus. In circumstances where this cannot be avoided, find creative ways to engage your guests (with right to pass)

15 LOW QUALITY FOOD / FOOD STORAGE

This is a common complaint on TripAdvisor. If offering food, make it high quality

16 SINGING/GAMES (WITH NO OPT-OUT)

Guests should always be able to opt out of group games, singing or activities

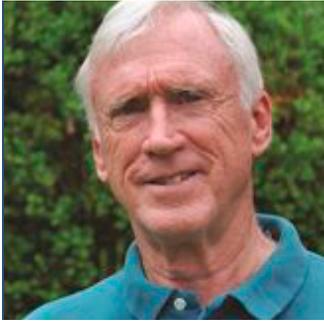
17 NOT PROPERLY QUALIFYING GUEST

Ensure that everyone is on the right tour. E.g. Is a certain level of fitness required? Are advanced and intermediate skill levels ok in the same group?

18 TOUR DOES NOT ADAPT TO WHO'S ON IT (COOKIE CUTTER EXPERIENCES)

A great tour leader adapts each tour to its guests. Nobody wants to feel like a just another number. Listen carefully and offer individualized care and service





The Anatomy of a Law Suit

by Reb Gregg
Outdoor Liability Law

One of the most interesting sessions I attended at this year's Conference was a description by a PVM of a significant lawsuit involving his program. The issues were interesting, but more compelling was the owner's very personal reaction to being sued. There was a "shock and awe" aspect to his report that reminded me of our community's naivete - our "under-education"- on the matter of lawsuits, and our vulnerability to them. Unfortunately our community has come of age, we have lost our innocence, we are "swimming with the sharks". Our business enterprises are significant, and we can expect to be sued by people who claim some hurt or other loss, or who have been merely disappointed. So, a few words about lawsuits are in order.

Law suits are the result of an unsatisfied claim of loss. The loss and the claim may be bogus, but in our system of justice folks can file even marginal lawsuits- so long as there is some basis in law and fact for the claim.

An event produces a claim, which may be in the form of a request, or a demand, for compensation. Your insurance company, or agent, must be notified of any such claim, and a claims representative and attorney ordinarily will be assigned to you, and developments thereafter will,

or should be, directed or closely monitored by the carrier.

Before suit, and after- even after a trial -the parties may seek to have the dispute arbitrated or mediated - procedures which are quicker, cheaper, and less contentious, usually, than a full-blown lawsuit. Courts routinely will urge, or require, the parties to explore some method of alternative dispute resolution (ADR).

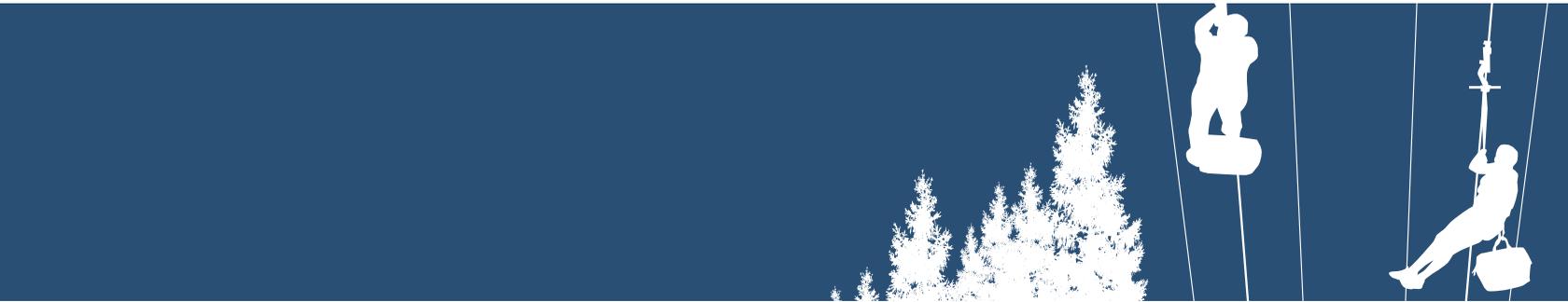
If the claim is not resolved a suit is filed, in state or federal court and in a location determined by certain statutory factors. The party bringing the suit is the "Plaintiff", and the statement of the Plaintiff's claim is called a Complaint, or Petition or something similar. The party sued is the "Defendant". The Defendant responds to the Complaint with its rendition of the facts, and, perhaps, specific defenses (someone else caused the loss, the Plaintiff assumed the risks that allegedly caused the loss, a Release Agreement eliminates the Plaintiff's right to sue, etc.)

After the pleadings (which can be amended as new facts are learned or new legal theories are developed) are exchanged, the parties undertake "discovery". This is a process whereby each party collects evidence supporting

its position. Discovery takes several forms: oral depositions of persons with facts (which may be videotaped), written questions (interrogatories), requests for documents, etc. The parties may go before the Court to argue about the nature of discovery requests, or the adequacy of the responses. Persons being deposed may include "experts", who in a consulting role, or expecting to testify at trial, are hired to bring information and opinions to the trial of the matter which may not fall within the common knowledge of the judge or jury.

During this pre-trial phase a party may ask the court to rule on matters that may limit the scope of the trial - the effect of a Release agreement, for example; or the lack of credentials of an expert proposed by the opposition. As noted above, discovery may cause one party or the other to amend its pleadings, including to bring in another party or parties, who might, for example, share in the responsibility for the alleged loss.

Finally, the matter is called to trial. A jury trial may be, and usually is, requested by a party. The task of the jury is to decide facts. Matters of law are for the judge. As an example: the judge decides if a duty of care (to act as a reasonable service



provider would have acted in the same or similar circumstances) was owed to the Plaintiff; and the jury decides if that duty was breached (the defendant did or did not act reasonably in meeting that duty of care).

At trial, the parties take turns (the Plaintiff going first) in presenting evidence. They each call witnesses, who are examined (challenged, usually) by the other side. Depositions are read to the jury, and evidence (a torn harness, a frayed rope, a Release Agreement describing the risks of the activity) are presented to the jury.

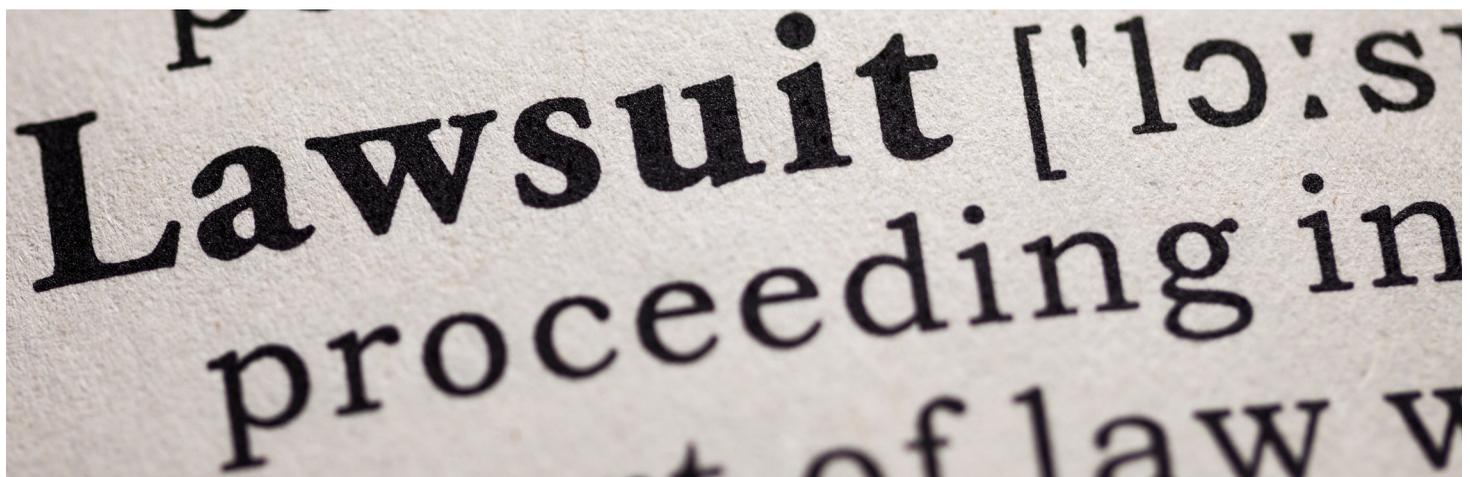
Finally the jury deliberates on what it has heard and seen (the credibility of witnesses is a critical part of its task) and a verdict is rendered.

The judge can accept the verdict and enter a judgment in accordance with it, or, if she or he finds no reasonable basis for the verdict, the judge can enter a judgment NOV – “non obstante verdicto (notwithstanding the verdict). That’s your Latin for the day.

The judgment may be appealed on the basis of errors of law (not facts, unless the claim is made that there is NO basis for the facts found by the jury). The appellate court (or courts, if there is more than one level of appeal) can agree with the trial court (that is, affirm its judgment) or reverse or modify the ruling of the trial court and send the case back to it for further action in accordance with the appellate court’s ruling.

When a final (all rights of appeal having been extinguished) judgment is handed down by the trial court, the matter is closed, except for the collection from the defendant of damages awarded, if any.

Consult with an attorney familiar with your local laws regarding lawsuits and court procedures in your area. Avoid lawsuits - or at least liability - by continuing to operate a quality program. And if a lawsuit looms, remember the adage: a bad settlement is sometimes better than a good lawsuit.



ADVENTURE PARK INSIDER

BE GOOD. That two-word principle governs the broad concept of a thing called corporate social responsibility. Being a good corporate citizen in various ways—philanthropically, environmentally, and otherwise—is gaining traction at companies around the world. And while doing so might not necessarily have a direct impact on the bottom line, the ancillary benefits—improved customer and employee relations, an improved standing within the local community, and an overall improved company image—make acts of good corporate behavior make good sense.

The Business Dictionary defines corporate social responsibility as a company's "responsibility toward the community and environment in which it operates." For adventure parks, one of the easiest and most obvious ways to put corporate good citizenship into action is through special events for charitable causes. After all, parks by nature are entertainment facilities, so staging fundraising events or other philanthropic programs should be right in their strike zone. Not a whole lot of extra effort required.

In addition, parks that have come up with socially conscientious events have found that the cost is minimal and that it is even possible, in some cases, to turn a bit of a profit. Red River Gorge in Kentucky, for example, offers a two-for-one discount for Fathers Day and Mothers Day, based on the idea of bringing along, for free admission, a mother or father on their respective days.

But verifying familial ties can be challenging; is that really your mom or dad? So while the program is still promoted under a Fathers Day or Mothers Day, "anybody who books with a discount code gets it," says

Amy Meyer, Red River Gorge's executive director. "We don't interrogate people."

The result, on Fathers Day, is the resort's busiest Sunday in June. And May and June are what Meyer calls "a nice building time" toward midsummer prime time. But if there is something of a revenue uptick, even after the discounts have been factored in, the greater benefit is probably realized in community relations. "We have received a strong response from the community," says Meyer, "because we are promoting families spending time together."

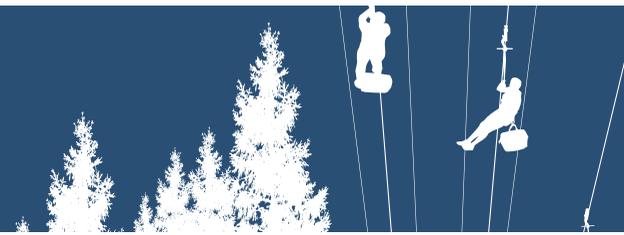
Indeed, any park looking at a fundraising event primarily as a revenue generator is probably barking up the wrong tree. Distinguished University of California business professor David Vogel has written that "corporate social responsibility is largely irrelevant to . . . financial performance."

More relevant are relationships with any of a company's various so-called "stakeholders:" consumers, employees, and the local community, in particular. In many ways, this is public relations in its

purest form—burnishing a public image characterized by conscience and respectability. Carly Fiorina, former Hewlett-Packard CEO, has written of what she calls "the new reality of business:" "Increasingly, shareowners, customers, partners, and employees are . . . rewarding those companies that fuel social change through business."

Alpine Adventures in New Hampshire certainly takes that principle to heart. On certain days at Alpine Adventures, bringing an item of non-perishable food earns a park guest a discounted admissions coupon. Collected food items are donated to the Lincoln-Woodstock Food Pantry. (Alpine Adventure's sister resort, Whale's Tail Water Park, conducts a similar food-drive program.)

The park does it "just to give back to the community," says Robb Barr, Alpine Adventures' events and promotions coordinator. "We all live here, and we want the local community to know that we are more than just a business looking for a dollar. It puts us in a more positive light. A pat on the back, a high five, doing a good civil service—that's plenty of incentive to do it."



Barr says Alpine Adventure's food drive represents "just a little bit of a hit." The minimal expenses necessary to pull it off are small marketing/advertising costs, some extra employee costs (e.g., in delivery of the food to the food pantry), and conceivably some lost revenue. But because Alpine Adventures runs the food drive during its slow period in the fall, park visitors attracted by the discount might have been no-shows had the discount not been in force.

On October 2 this fall, Adirondack Extreme in upstate New York conducted its first Day It Forward event for veterans, part of the park's overall policy of actively contributing to local charitable organizations. The concept: buy a ticket and earn free admission for a veteran on Veterans Day, November 11. The result: 75 free admissions for veterans, a generous gesture that might have been costly had the freebies displaced paying customers during a busy summer weekend. But because Veterans Day is normally a slow time, just before the park's closing for the winter season, the lost-revenue impact was exceedingly small, at most.

Along with improved park attendance and improved community relations can come a less obvious benefit of good-guy promotions: improved employee attitudes. Studies have shown that

companies that practice a high level of corporate responsibility experience less employee turnover. Presumably, it feels good to work for a company that does the right thing. That might be particularly valuable for parks that operate on a seasonal basis. Quality employees on the fence about returning after off-season furloughs might have an extra incentive to come back.

Special events or programs can also be valuable catalysts within a park's overall marketing effort, especially through social media. Red River Gorge's Fathers and Mothers Day promotions, says Meyer, "are a wonderful thing for a social media campaign—getting people to talk about us."

It is a campaign that can be waged inexpensively. Meyer says a Facebook post and an e-mail blast were Red River Gorge's principal promotional vehicles, at a near-nothing cost. "Just a little signage," says Barr about Alpine Adventures' food drive, "[generates] a good, warm, fuzzy feeling. It takes off on its own. Just plant a seed and water it."

Ultimately, of course, a philanthropic event or program alone is not going to be a tipping point. Studies have shown that most consumers in their purchasing behavior are driven less by ethics than by price and product quality. But being a good citizen matters in the eyes

of a park's various stakeholders. The investment is negligible, and the return might not go straight to the bottom line, but there can be indirect impacts on overall company performance.

Better community relations, for example, can grease the slide in permitting procedures. Improved employee retention can reduce the costs of re-training to accompany improved service and, hence, a better customer experience. And guests who are attracted by special promotions and appreciate the social conscience embedded in such promotions are more likely to be return visitors.

In short, being a good citizen is simply good business. And there is an unquantifiable value in the warm fuzzies that Barr talks about. For everyone involved—park guests, employees, management, the local community—it feels good to be good.



All About Bearings: Why Zip Line Trolley Bearings Matter

by Jenna Standsvold
Head Rush Technologies

Bearings are one small component of zip line trolleys, but they are also one of the most important components. If they aren't high quality, bearings are one of the first thing to fail and are often the reason zip line trolleys have to be retired. Read on to learn more about the factors that make a bearing better and why bearings are so important for trolleys.

WHAT IS A BEARING?

A bearing is a mechanical component that allows movement and reduces friction between two parts. Instead of two smooth surfaces sliding past each other, which would cause lots of friction, bearings support the movement and reduce friction for less wear on the parts over time. Ball bearings and cylindrical roller bearings actually roll, but bearings can also use liquid, gas, or even magnetic fields.

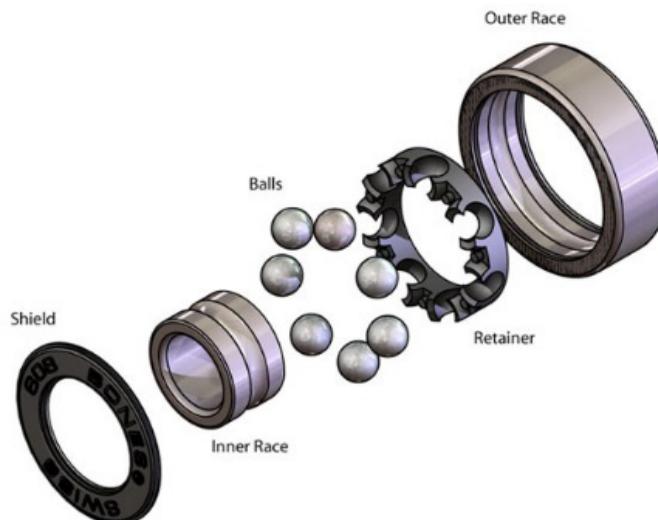
There are numerous applications of bearings that you likely use on a daily basis. Your car's engine, driveshaft, and steering column all use bearings. The hard drive on your computer and your office's photocopier and printers use bearings. Bearings are used in household items such as washing machines, driers, and food processors. If you ride a bike, skateboard, or rollerblade then you are using bearings again. Or if you ride down a zip line – zip line trolleys have bearings that help them roll.

WHY ARE ZIP LINE TROLLEY BEARINGS IMPORTANT?

In zip line trolleys, bearings are used inside the sheaves to let the trolley roll smoothly. (Sheaves are those things that some might call the zip line trolley wheels.) Zip line trolleys can achieve high speeds while traveling down a zip line, and that speed can cause a lot of friction and heat inside the sheaves. High quality bearings reduce the amount of friction which reduces the amount of heat and in turn causes less wear on the trolley over time.

WHAT ARE THE DIFFERENT PARTS OF A BEARING?

This diagram shows the parts of a ball bearing. There is an inner race and an outer race, and these races will have grooves for the balls to roll along. The bearings have 7 balls each, and the balls are held between the races by a cage (also called a retainer) that maintains symmetrical spacing of the balls while allowing them to rotate freely. The final component is a shield that protects the internal pieces from contamination while helping hold in the lubricant that surrounds the balls.



WHAT DOES THE ABEC RATING MEAN?

High quality bearings may meet certain standards that allow them to earn an ABEC rating. The ABEC rating given to a bearing is a measure of the uniformity of the shape and surface of the bearing components. Bearings can be rated ABEC 1, 3, 5, 7, or 9, and the higher ratings represent lower tolerance for variation. The ABEC rating does not apply to factors such as material quality, load capabilities, lubricant, etc., so it is one measure of the quality of a bearing. [Get more in-depth information on ABEC ratings and bearing tolerances.](#)

WHAT DOES IT MEAN FOR A BEARING TO BE SHIELDED?

There is a cover that sits over the balls and cage of the bearings and between the two races. Sometimes that cover is made of rubber and fits snugly inside the opening. A snug fit is beneficial because it keeps out particulates and water, but it also creates friction where the rubber seal touches the rotating inner race. This makes it prone to wear out quickly if it overheats because rubber and heat are not friends.

Other bearings feature metal shields that sit between the two races, and there is a tiny gap between the shield and the rotating inner race. That tiny gap removes a friction point, therefore

reducing heat buildup and wear. A snug rubber seal may offer better protection initially, but the metal shield is much more resilient over time for better long-term protection of the internal bearing components.

PRECISION BEARINGS MAKE BETTER TROLLEYS

Bearings may be a small component in a zip line trolley, but they are extremely important to the lifespan of the trolley. Head Rush developed the new EZ Clip and Micro Zip Line Trolleys with this in mind. We over engineered these trolleys with four high performance bearings per trolley so they will last longer and increase ROI.



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ACCT Membership

Individual Member

A practitioner, student, or interested party who is not directly affiliated with an organization which delivers challenge course programming or provides services to the marketplace, or a person who is employed by an organization which offers programs and services in the challenge course industry representing less than 15% of the organization's annual revenue.

Membership period: 1 year
Annual membership dues: \$5.00/year
Student or Senior dues: \$65.00/year

Business to Business (B2B)

An organization that provides services or products to operators, vendors, or manufacturers. Common services offered by Vendors include but are not limited to design, installation, inspection, training and certification, operational reviews, engineering and business consulting. Many vendors also provide products direct to operators, and on occasion, direct to consumers.

Membership period: 1 year
Annual membership dues: \$400.00/year
NFP: \$295.00/year

Industry Stakeholder

An organization or entity that has interest or concern in the Challenge Course and Aerial Adventure Course market. Industry stakeholders and affiliates can affect or be affected by the ACCT's actions, objectives and policies. Included in this category are organizations that are involved in standard setting, regulation and policy making, other trade associations, law firms, supplemental service providers, and amusement park device operators that do not currently provide Challenge Course services.

Membership period: 1 year
Annual Membership dues: \$299.95/year

Professional Vendor Member (PVM)

A PVM of ACCT is a company which has successfully completed the Professional Vendor Member Application, including the Accreditation process. The process includes a stringent review which determines an applicant's adherence to ACCT Accreditation Policies and Procedures and its good faith commitment to ACCT Standards. Successful completion of this process distinguishes a PVM from other vendors, identifying the PVM as having been found to be highly experienced and competent.

Membership period: 1 year
Annual membership dues: \$1800.00/year

Business to Client (B2C) Service Provider

An organization offering challenge course/aerial adventure course programs or services direct to the public at a specific site or location. Most operators manage challenge courses that may include but are not limited to low elements, high elements, climbing walls, zip lines, zip line tours, canopy tours, aerial trekking courses, adventure parks, or zip rides or provide experience-based training and development to end users.

Membership period: 1 year
Annual Membership dues: \$400.00/ year
NFP: \$295.00/year

ACCT Membership Office

The ACCT Membership Office handles membership services, registrations, standards sales, and general office duties for the ACCT.

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ACCT Mission Statement

The Association for Challenge Course Technology establishes and promotes the standard of care and measure of excellence that defines professional practice and effective challenge course programs. ACCT develops, refines, and publishes standards for installing, maintaining, and managing challenge courses; provides forums for education and professional development; and advocates for the challenge course and adventure industry.

ACCT Vision Statement

The Association for Challenge Course Technology is the undisputed industry leader, advancing the industry and enabling members' on-going success.

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