



**Ken Whiting**

Ken has committed his professional life to working within the recreational, leisure-time, and restaurant industries, focusing on strategic sales building programs, customer service initiatives, and the motivating and training of a large entry-level workforce. He has spent nearly 30 years, in the trenches, managing his family's food service business at the Santa Cruz Beach Boardwalk, and Fair & Festival business unit. Ken also consults with similar types of businesses, providing cost effective solutions to growing revenue and decreasing costs.

He lectures regularly on the subjects of Teenage Workforce and Supervisory Success, to any organization that employs and develops youth, and has created the *WAVES for Success* system for improving workplace performance. He has employed thousands of teens and young adults, and continues to focus on ways of understanding, in today's culture, what inspires them to participate, contribute and excel at work.

He has been very involved in amusement park and restaurant industry activities. Ken currently is the Chair of the Food & Beverage Committee for the International Association of Amusement Parks and Attractions (IAAPA), and has presented regularly at their annual convention.

He is a past president of both the Santa Cruz Area Chamber of Commerce and Rotary Club, past board member of the local Conference & Visitors Bureau, and Restaurant Association, and been a volunteer with many industry, charitable, church and civic organizations.

In his spare time he has completed over 50 marathons and triathlons, and catches an occasional wave. Married to Renee for 26 years, they have three daughters and reside in Surf City... Santa Cruz, Ca