

Trusted Colleagues, Partners, and Friends:

We are thrilled to officially announce the launch of our global re-brand to [MR-ProFun!](#)

For over 38 years, Management Resources and ProFun Management Group have operated independently while serving 350+ clients in 45 countries. Both entities provided an assortment of planning, advisory, training, implementation and management services to the theme-entertainment and cultural attractions industry, though Management Resources focused mainly on operational consulting while ProFun Management Group focused on operational management. Each established an exceptional track record of services to new and existing developments in the industry. A year ago, our management teams conferred on our continued success while contemplating the future needs of our growing client base, quickly determining that a blended combination of resources would enable delivery of a broader, more comprehensive array of services as a single corporate entity.

We embarked on a journey to merge the two long-standing enterprises into a single company: MR-ProFun. Our mission remains steadfast – ensure our clients have the tools and insights necessary to successfully produce compelling experiences yielding high guest satisfaction and superior financial results. To accomplish this, we will tap into our newly-combined 250+ years of multi-talented advisory and operations expertise to assist owners and developers with virtually every aspect of strategic planning, execution, and management for theme parks, museums, aquariums, destination resorts, brand centers, world expositions, and Olympiads.

Our combined suite of services are now realigned into five core areas, including:

Planning: Ensure projects have realistic and achievable goals to acquire and maintain long-term success. This includes formulated analysis and development of revenue opportunities, capacity and sizing requirements, organizational structure, and operating budgets.

Advisory: Deliver expert advice and consultation to achieve operational efficiencies that maximize attendance and revenues and minimize costs. This includes development of a detailed roadmap on how to reach, measure, and sustain success metrics.

Training: Offer customized employee induction programs; service excellence systems; safety, service, and leadership training; on-location guest service and training audits; and the development of standard operating procedures.

Implementation: Execute a strategy to ensure clients achieve fixed and measurable goals, mitigate arising challenges, and favorably position the operation for success. This includes full venue opening, training, and management to achieve an efficient, profitable long-term operation.

Management: Deploy on-site teams to address all critical operations, including pre-opening and ongoing management, guest services, front gate and ticketing, ride and show systems, food and beverage, retail, maintenance, safety, finance, marketing, and human resources.

Leadership of the new organization includes Brad Merriman, President; Jim Higashi, Managing Partner of Planning and Advisory Services; and Mike Oswald, Managing Partner of Management Services. The company will continue to operate from its corporate headquarters in Orange County, California and a regional office, led by Ron Merriman, in Shanghai, China.

We are excited to share our new logo and cannot wait to roll up our sleeves to begin or continue working with you. Please take a moment to explore our new brand at www.mr-profun.com.

With kind regards,

Brad Merriman, Jim Higashi & Mike Oswald
Managing Partners of MR-ProFun

mr-profun.com