

2 MINUTE DRILL



AT: Janice Witherow

Steve Boney, Maurer Rides

Working in business and sales development for **Setpoint**, **Tiny Towne** and **Maurer Rides**, with which he has had a long association, **Steve Boney** has the passion, respect, international experience and sense of adventure that has made him successful in the amusement industry. The companies and people with whom he works "have great imaginations," said Steve, who got his start at age 16 working for parks in Orlando, Fla. "There are incredible people with deep experience in the industry who understand safety, design and the technology."

Title: Business/Sales Development

Number of years in the industry: 27

Best thing about the industry:
My customers — "They are crazy!"

Favorite amusement park ride: Any turn-of-the-century classic. I'm very nostalgic!

If I wasn't working in the amusement industry, I would be... Very sad! With all my time at the airport, I'd probably get a job with **TSA** easily!

Biggest challenge facing our industry:
Changing of the guard. So often I hear, "People with the right skills / experience are retiring, and now there does not seem to be enough people with experience to replace them."

The thing I like most about amusement / water park season is... Watching the next generation of kids be as excited about visiting a theme or amusement park as I was at their age.

My first car: A Jeep CJ-7.

A recent life-changing moment for me was... When I discovered I needed glasses to read. I know it happens to just about everyone, but that was new!

Favorite midnight snack: As a competitive swimmer, I have always gone to bed early because swimming practice was really early in the morning. Normally, I'm asleep by midnight. If I'm ever up at midnight, I'm surely out with my customers. Then it must be pizza! Is that a nighttime health food?

My perfect day is spent... With friends, and preferably outside hiking in the mountains.

Three items on my bedside table are... A nice candle, my phone... and my new glasses.

The worst movie I ever sat through would have to be... A Bollywood movie on a flight to Australia, which I only watched because I'd already viewed everything else **Delta** had on the schedule. I kept thinking to myself, "Man, those guys have some serious hairspray."

On my last birthday... I was in a ski cabin in Trysil, Norway, with a bottle of good champagne and 20 Norwegian friends whom I have known for 20-plus years.



For Steve Boney, shown taking a spin on the 1962-built wooden Wild Mouse at Luna Park in Sydney, Australia, working in the amusement industry is a satisfying and irresistible ride. COURTESY STEVE BONEY

Ten years ago, I was... According to my expense reports, I was in Dallas, Texas, having lunch with my longtime industry friend **Bob Minick** [founder of amusement park design services firm **Minick Associates**]. Sadly, Bob passed away in 2016, so I'm happy I knew him and was able to take several opportunities to have lunch together.

I can't stand being around people who... Are really pushy. Let's all arrive together, and get there happy.

Favorite Dr. Seuss book:
How the Grinch Stole Christmas!

If I could live in any home on a television series, it would be... Magnum, P.I.'s home in Hawaii. Ocean, mountains, amazing weather, the **Ferrari** and a helicopter.

The longest I have ever gone without sleep is... Six hours of total sleep in four days in Norway with friends, which I will never do again... until next time.

My last road trip was... July 1st to Munich, Germany, for a weekend triathlon relay race. The cold beer afterwards made the trip perfect!

Least favorite word: When someone tells you a project is "easy."

I am afraid of... Having bad breath and nobody telling me. I don't think it's an issue, but how would I really know?

All-time best ad slogan:
"Quality, Service, Price... Pick Two!"

Coolest game show host: **Drew Carey**, *Whose Line Is It Anyway?*

Favorite meal to cook:
Grilled cheese sandwiches