

January 2008

MAIZE QUEST'S

CORN MAZE SAFETY KIT

Get Safe or Get Out

Learn to keep your guests safe
and your operation in business.



Safety is
Marketing.

WHY IS THIS GUIDE NECESSARY?

Corn Mazes are proliferating as a source of revenue for farms. As with any rapidly expanding idea, there are issues with growth. Safe mazes are good for the industry. Only the good ones, the safe ones, will last.

Farm Entertainment: Fad or The Future?

On-farm entertainment is here to stay. As the public becomes more disconnected from the farm, entertainment reintroduces them to the people who grow their food. But, the entertainment better be good. It is our opinion at Maize Quest that good quality farms & mazes will not only survive, but thrive. There is a threat to, not only mazes, but to all farm entertainment enterprises that must be addressed: safety.

Why work on safety?

The media. The farm entertainment business is one disaster away from complete annihilation by the media. Simply put: The unique quality of an on-farm disaster involving young families and children would be so devoured by the 24-hour news media, that the industry would suffer.

What can we do?

Now is the time for our industry to mature and solidify our operations to reduce the exposure to accidents that would endanger our guests. The only way to head-off such a situation is through a concerted effort by farmer-operators, agricultural extension, and maze design organizations, such as Maize Quest, to ensure that you have a set of Best Practices to help you protect your guests.

What's in this kit?

This guide sets forth a collection of Best Practices for the industry based on the hands-on experience operating our own successful cornfield maze attraction and the creation of hundreds more for farms around the world.

Why are we providing this kit FREE?

We believe in agriculture-based entertainment and continue our commitment to the future of our industry by providing this Corn Maze Safety Guide FREE of charge to any farmer-operator who will use it. We ask in return that you share this information with anyone you know who may benefit from it through improved operational safety.

Thanks for your dedication to safety in the ag entertainment field.
Sincerely,

Hugh McPherson, The Maze Master
hughmc@cornmaze.com or 1-866-WE-LOSE-U ext 102

PS If you have any questions, comments, or feedback to make this kit better, we're all 'ears'.

PLAN IT



Top Ten Emergency Planning Issues Your Employees Should Understand

- How to communicate with management through radios or cell phones
- How to communicate with guests in person or through public address
- How to assess a variety of situations
- How to appropriately notify management
- How they should respond to a variety of situations
- The location of First Aid kits
- The location of Fire Extinguishers
- How to quickly navigate the maze and site
- What tasks to perform when emergency responders arrive on the premises
- What tasks to perform during a lock-down or search of the premises.

Preplanning for Safety

Fail to plan, plan to fail. Crisis prevention is key, but no matter how hard you work at prevention, if you invite a few thousand people to your farm something will go wrong at sometime.

In this section, we'll cover how you should plan to respond to emergencies. This planning addresses the three major groups with which you will interact during an emergency: your management team, your employees, and your local emergency services.

Your Management Team

Your management team, often including members of your family, will be the pivotal decision-makers in a crisis. It is important to assign roles to each team member as part of your response plan.

Your Employees

While your management team makes the decisions during a response, the alert of emergency generally comes from the front lines; your employees. Employees are in direct contact with your guests and are often first to see or be told about an emergency.

The three key tasks for front line employees are to **Assess, Notify, and Respond**.

Emergency Services

Local emergency service response, and the quality of the job they can do, depends on time. Pre-planning with your local emergency services takes time to do, but in an emergency, it saves valuable time through streamlined response.

We recommend inviting your local fire and medical response teams to your operation for a special walk through inspection. If possible, have them bring vehicles or equipment similar to the type they would use in an actual response.

Ask them for their observations or recommendations for improving their ability to react to a number of scenarios. Walk them through the **Top Six List of Emergency Services Issues** (see below) to build their knowledge of your site.

Once you've answered the Top Six Issues below, and provided the maps and diagrams necessary, ask if they would like to perform a training exercise at your site. If they do, great, if not, at least you offered.

Preplanning is the most effective way to reduce your risk. If your management team, your employees, and your local emergency services personnel all know what to do, where to do it, and when to do it, your response to emergencies will be more effective.

Top Six Emergency Services Issues

- How do we gain access to, and around, the site for fire and medical?
- Who's our contact? (provide cell numbers or radio frequencies)
- Where's the closest source of water for fire suppression?
- Do you have a site map? (a diagram of the site and structures)
- Where are the building entrances and exits?
- Where are the hazards? (Cleaning chemicals, farm chemicals, well pits, fences, etc.)

PLAN IT

FIRE SAFETY

Fire is a risk to your guests, your maze, and your business. You must have a plan to reduce your exposure to fire hazards, to identify a fire, and to respond to a fire at, in, or near your maze.

Prevention

Risk factors for fire come from guests, employees, equipment and physical plant, or nature. Your prevention plan should address all four risk factors.

Guests You must maintain a strict “No Smoking” policy inside your maze. We recommend setting the No Smoking rule everywhere from your web site and brochures, through gamesheets and audio announcements. With a solid presentation of the No Smoking rule, we recommend ejecting smokers found in your maze. Their ticket revenue is not worth the liability.

Employees Employees must obey your smoking policy as well. Employees must also not engage in work-related tasks that might create fire conditions. (Ex. Weedtrimming should be done in off-hours so gasoline cans, spark producing blades, and hot exhaust manifolds are not in the maze during public hours.)

Equipment and Physical Plant Use your land and buildings to create an environment in which fire is less likely. Keep the public areas mowed short and weed-free to reduce available fuel. Irrigate if possible to keep corn green during drought. Separate buildings from fields to segregate hazards and reduce a fire’s ability to spread. (Ex. Losing your building to a fire would be bad enough. If it were too close to your maze, you could lose the maze as well.)

Fencing It is important to have escape access from the maze. High tensile fence works well to limit vehicular traffic to your field, but it is crossable by pedestrians. Using 8-foot deer fencing makes an impenetrable barrier that

increases your liability by trapping guests in the maze.

Equipment that gets hot or uses combustible fuel should not be used in or around your maze. Generators are a particular source of concern. If possible, run electric lines to your remote locations.

Natural Hazards Reduce your exposure to fires from other areas. It is extremely unlikely that a lightning strike will ignite your maze. It is much more likely that a fire from somewhere else will reach your maze. Create a fire-break or ‘clean’ barrier of well-mown grass around your maze.

Identify & Notify

Visually identifying a fire as soon as possible is the best defense. Most likely, your employees or your guests will alert you to a fire or dangerous situation. Both groups must have a way to communicate this information to management or emergency authorities.

Employees. Watch the maze. The best way to patrol the maze for fire, is to monitor the maze from an elevated platform. The minimum viewing platform height should enable the employee’s feet to be at the same height as the tallest corn. The monitoring employee must have a communication device with which to notify management, preferably a two-way radio for fastest response.

After management has been notified, if appropriate, the employees must disseminate the appropriate information to other employees through a radio system, or to the guests. We use a Wireless Public Address system that connects to our handheld radios for emergency announcements.



Watch your maze from an elevated platform.

Guests. Your guests form an important part of the fire-watch network. No matter how many employees you have, you cannot be everywhere at the same time. We recommend giving guests signal flags they can use to signal the maze-watcher for help as needed. We also use **Corn Maze Call Boxes** to allow guests to communicate to our employee in the tower to notify our staff of an emergency.

Fire Response Plan

Immediate response. Get an employee to the fire/potential fire site to assess and begin to physically extinguish the fire. Have an employee notify management with the status. If necessary, dispatch more employees to the site with approved fire extinguishers. Have an employee notify management with the status. If necessary, call 911 and coordinate with your local emergency personnel according to your pre-plan.

Evacuation

In general, even with an active fire in a maze, your staff should be able to usher guests out without panic or danger. Stay focused on the big picture. Knocking down cornstalks in an emergency is perfectly acceptable if it keeps guests safe. Practice an evacuation and sweep of your maze with your employees.

MEDICAL EMERGENCIES

Identifying & Notify

Key to responding to a medical emergency is identifying the emergency. Mazes create difficulties in identifying emergencies because of their size and limited visibility.

Just as in fire emergencies, utilizing guests to expand your network is effective for situation identification. Guests can signal with flags and call boxes as discussed in the fire safety section.

Maze staff needs to be able to communicate through a private, handheld radio system. To avoid misinformation, staff responding to a situation should communicate coded or limited information, just enough to activate the correct personnel to respond. Staff training should outline appropriate codes and phrases, because guests may overhear the radio communication.

Emergency Access & Evacuation

To allow access to the field, a service road should encircle the maze. We recommend a minimum service road width of 12ft. Pre-planning with local emergency services should cover access to the service roadway.

If emergency personnel need to evacuate a guest, do anything to get the guest out. Lead them out the fastest pathway or go straight through corn to the service road. Guest safety must always come first. Corn is cheap.

Test staff on
slow, early-
season days.



IDENTIFY, NOTIFY, AND RESPOND.

The three key principles for front line employees are to **Assess, Notify, and Respond.**

Train employees to assess a situation.

Examples:

Is that fog, cigarette smoke, a campfire, or a fire in the corn maze? Is the child's arm scraped, cut, or seriously wounded?

Train employees how to notify a manager, and how to communicate the situation **appropriately.**

Examples:

Yelling "Help! This kid's sliced up real bad!" is less helpful than asking a manager to bring a First Aid Kit to the straw bale area.

Train the managers to respond appropriately.

Examples:

*Managers must know when to get the First Aid kit, and when to call emergency services. They must have the ability **and** the authority to protect your guests.*



OUR PARK STAFF

Our minimum staffing requirements:

- 1 Staff Member selling tickets and showing our introduction video
- 1 Staff Member watching the corn maze from the tower
- 1 Staff Member covering snack bar
- 1 Staff Member at Miner Max Gemstone Mining & Additional Mazes
- 1 Staff Member at Gift Shop / Indoor Playground

As we get busier, these positions are covered with more staff, and the tasks are split to allow each staff member to focus on their tasks.



Employees & Staffing

Staff your maze. Well-trained staff are the keys to safety. Staff your maze at all times, when you're busy have extra help available so well-behaved guests feel comfortable and poorly-behaved guests feel watched.

Identify key positions.

Effective staffing involves using the right number of employees for each level of attendance. If you have 500 guest during a 12-hour day, that's less than 40 guests per hour on average. If you have 500 guests arrive at the same time, you need to have extra staff in position.

Roster Reinforcements.

Identify your busiest day of the season and the number of positions you need covered on that day. We recommend a roster of 1.5-2 times that total staff need. Example: If you need 15 people on your busiest day, your roster should have 22 to 30 staff from which you can pull. Sound tough? It is, but having a 'deep bench' reduces scheduling stress in the busy season. We find

our employees are more attentive if they know they can be replaced.

Staff Identification.

Once you have your staff in place, it is important to identify them to the general public. A number of our maze locations use special high-visibility shirts that cannot be purchased by the public to denote employees. We have a policy that, even when it is cold, Maize Quest gear must be on the outermost layer. Guests want to see your staff, so make them stand out.

Communications.

Multiply your staff by investing in a business-band radio system. Your management time savings will pay for the system within two weekends. Your staff is an extension of your presence. You need to be able to move them around efficiently, and they need to be able to access help from you and other staff immediately.

Hire extra people before you need them.



Security

Site control.

Lack of site control allows problems to occur. To control your site effectively, you must limit the potential for problems. Guests are more likely to cause problems when they feel anonymous and unwatched. Our recommendations focus on reducing these two key factors.

Be the people who know what they are doing.

If you present a professional image through your maintenance and rule introduction, guests will think you know what you are doing. Be able to make announcements. Allow guests to receive hints and clues to limit frustration. Provide adequate lighting in public areas. Deploy adequate staff. These are all factors in creating the image of your maze as a place that is under control.

Set forth the rules and enforce them.

Be clear and concise about your rules and the consequences of not following them. We recommend an prerecorded audio or video system. That way you never have to argue with a guest about what they heard. Once you spell out the rules, enforce them. Soft enforcement leads to problems. We eject guests from not just

the maze, but the farm for smoking in our cornfield. Don't be soft.

Maintain a presence.

STAFF YOUR MAZE. If you do not have staff in your maze greeting guests, the guests begin to feel unwatched. Put your staff in bright, recognizable shirts. Give them loud radios. Train them to greet guests as they pass on the pathways. Greeting guests takes away anonymity. Patrol by sector. Limit the area any one staff member has to control, so they can be held accountable for and respond more quickly to situations in that sector.

Broken windows.

The quickest way to vandalism is to allow broken games stations, ribbon, and cornstalks to go unfixed. If it looks like people break your stuff, more stuff will be broken. Task your maze staff with maintaining the maze as they go.

Call for back-up.

Be the place that doesn't fool around. Make sure your staff knows how and when to call for back-up. Make sure you are willing to dial 911 to take care of problems. Be the place that calls the cops. Word travels fast. Do you want to be the place where people can get away with anything or the place that doesn't tolerate insubordination? I know my choice.



Don't be afraid to call the law.

WHAT CAN YOU SEE?

Check your sight-lines.

Before you get busy, check what you can see from different vantage points around your site, on your tractors, and inside your buildings.



NEED HELP BEEFING UP SAFETY?

We invented products to control our maze. Now you can buy them for yours.

Walk less, help more.



WHY?

**Audio isn't about the gadgets.
It's about the lawyers.**

The entertainment business is built on safety. If you don't run a safe establishment, you won't be in business long. Our audio products were born from experience. We've learned the hard way to do some preventative C.Y.A. (C= Cover, Y= Your)

Why do you need this gear? Handheld radios are a no-brainer. Radios let you be everywhere your staff is. They also activate all our other components.

We use our **Wireless Public Address System** to play a pre-recorded safety announcement every half hour. We use it to gather groups together for hayrides, pumpkin rides, and campfires. We use it to get parents and kids back together when they are separated, and to collect guests when it starts raining.

We use the **Hayride Audio System** for our pumpkin rides, so any available driver can give the tour. We use it to make sure each guest hears a happy voice, even on the 20th ride of the day.

We use **Corn Maze Call Boxes** to reduce the number of trips we make into the maze. With the boxes, one team member on our watchtower can help guests at the far end of our 9-acre corn field.

If you ever get called into a deposition and have a lawyer ask you what you did to control your site, wouldn't it be nice to list off a few professional-grade safety tools in which you invested for the well-being of your guests? I know I feel better having tools.

Corn Maze Call Boxes

Safety & guest comfort are the primary concerns of any size corn maze operation. We developed wireless Corn Maze Call Boxes to provide our guests and staff a quick communication tool.

Use these Call Boxes to give guests a way to ask questions or receive assistance that moves beyond simply waving a flag. Reduce guests' time spent waiting for help by giving it to them right away. You can even talk on the call boxes from your handheld radio.

Corn Maze Call Box = \$485 per station

Handheld Radios

We use handheld radios to activate remote controls and make announcements. Call for current pricing.

Custom Control Boxes

These boxes are powerful and option rich. They provide remote audio, control multiple 110v outlets remotely, play background music, provide safety announcement automatic override, and so much more.

Ex: The box can activate an emergency flashing light when an announcement comes over from your handheld radio.

Ex: When someone trips a motion sensor the box can play an audio track, activate a smoke machine and revert to background music on your timing.

If you can dream it, we can build it. If you have an idea, we'll help you make it happen.



Call 1-866-WE-LOSE-U ext 102 for order forms and information.

NEED HELP BEEFING UP SAFETY?

We invented products to control our maze. Now you can buy them for yours.

Wireless Public Address

This system will cover a radius of 1/2mi for PA broadcasting. If you have your own radio system in place, this system can generally be programmed to work with your existing radios. You can mount receivers inside buildings or outside on poles; anywhere you have AC power. There is no limit to the number of receiver units.

Multiple Base Stations can be set to different channels to 'zone' music. (Ex: We use exciting atmospheric music for the outdoor mazes on Zone 1, and Kid PopRock for the youngster Indoor Playmaze in Zone 2.)

Transmit/Receive System:

Base Station / Transmitter = \$500 with interface to RCA jacks
Pole Station / Receiver = \$425 (Radio, Power supply, Cabinet, Speaker)
AC powered
Handheld Radios (4w) = Call for current pricing
Wiring diagram for connecting the components

Completely Wireless Options

Solar Powered Option = \$150 per station

Hayride Audio

Ever wish your hayride drivers were better tour guides? Yeah, we did too.

Simplify your staffing requirements and standardize your tour with our new Hayride Audio Boxes. Available with 4, 8, or 24 buttons, these boxes play a custom audio message anytime you push a button. Record the tour just the way you like it, then have all your guests receive the same, high-quality experience with the push of a button.

Safety must be your #1 priority. Reduce your liability through standardized safety messaging. Every time you load the wagon, your operator presses the "Safety Message" button and your guests hear the exact same pre-recorded safety statement- EVERY TIME.

Hayride or Education Center Audio Boxes

1 Button	\$525
4 Button	\$550
8 Button	\$575
Integrated Speaker	\$55
Bypass Microphone	\$125
Programming Fee	\$99
Power Supply Choose 12v direct wire or 110v wall plug	

Messages are loaded to a memory card that loads the box. Record your own messages, have us record your messages, load them yourself, or we'll help you. Call for custom configurations and additional options.

**Call 1-866-WE-LOSE-U ext 102
for order forms and information.**

Reach out and
page someone
...from your
handheld radio.



Make every hayride
driver your best tour
guide.



Education Center Audio

Want to make your displays come to life? Add audio.

Use our Education Center Audio Boxes, mounted permanently and powered with a standard wall outlet, to provide more in-depth information.

Many guests can't or won't read lengthy signs. Give them the opportunity to learn through pre-recorded audio tracks they can activate with the push of a button.

Most choose a 1-Button Box with Integrated Speaker; 1 box per education station.