



North American Midway
International Unit
Environmental Objectives
March 30th, 2009

Introduction

Since the inception of North American Midway in 2005 the company changed the way we do business in every department and operation. Part in parcel of this change was to make NAME more efficient and with these efficiencies came a number of environmental measures. We at North American Midway are committed to Green initiatives and working with Fairs and Festivals across Canada and the United States to achieve those organizations objectives. In fact, once again, North American Midway Entertainment strives to be a pioneer and leader in the Outdoor Amusement business with regards to environmental measures.

The following pages detail our progress since the organization of North American Midway in 2005 and our "Green" plans for the future.

Current progress

-In 2004 the former Conklin Shows unit carried 160 tractor trailer loads to Fairs and Exhibitions in Canada; in 2009 NAME has reduced the number of tractor trailer loads to 120 loads which is a reduction of over 25% or 30 Tractor Trailer loads. North American Midway presents rides that have a smaller foot print; although still have customer appeal, which has enabled us to reduce the number of road loads required to operate our show and still present an outstanding and exciting presentation. This reduction saves fuel and oil costs and consumption.

-The elimination of e-tickets saw North American Midway switch from a bar coded plastic card to paper tickets. The paper tickets are retained by the operator at each ride and at the conclusion of each day are returned to the office for weighing. All of these paper tickets are disposed of in a paper recycling facility. During the era of e-tickets, bar coded cards were retained by the customer – therefore unlikely to be recycled.

-Bio-diesel. In 2008 North American Midway purchased and used Bio-Diesel in all of its generators during operations at the Canadian National Exhibition. We will expand this program to all Canadian Fairs in 2009 provided that there is availability at a reasonable price.

-All North American Midway staff supports and partakes all fairs and exhibition's endeavours and programs to recycle plastic bottles, glass, aluminum cans, newspaper, magazines, paper and cardboard. Staff and customer participation with regard and use to triple waste sort recycling centers.

-NAME participates in a cardboard and plastic bag recycling program by disposing of all these items into proper recycling bins.

-Continue to recycle petroleum based products used in our generators and fleet

-Continue to dispose of Grey water and Black water into proper disposal drains and receptacles

-Bus our staff between fairs and festivals instead of using private cars or vans which is a much more energy efficient to move our people.

-Shut off lights for games, rides and food stands during daylight hours –then turn on the midway lights when dusk approaches. Immediately at closing turn off all the show lights, keeping only those lights lit to perform necessary maintenance or to light walkways until the customers have left the park. North American Midway developed this concept in 2007 and numerous other operators and companies including the Canadian National Exhibition adopted this practice for 2008.

-Reduced the number of offices that the show transports and operates. In 5 years we have reduced the number of offices carried with us by 5 tractor trailer loads.

-Use limited local midway operators that meet North American Midway operating standards; this practice assists us to augment our presentation, without having to transport additional equipment thousands of miles.

-Monitoring of Noise Pollution. NAME's midway manager constantly monitors the level of sound that comes from each ride that has that capability. In addition to ensure that sound levels are kept to a reasonable level, he insures that quality of music that we present is acceptable and family orientated.

-On the rare occasion that we have an environmental spill of any nature or breakage of a fluorescent light bulb, the spill is contained and proper clean up procedures are enforced. The area is returned back to the same condition that the area was originally found. The spill and the cleaning supplies that were used are disposed of in an environmentally friendly manner in accordance with the manufacturers and the government's guidelines. Should the spill be of a more serious nature, professionals are employed to ensure a timely and proper clean up is preformed.

-All North American Midway Staff is trained to at the conclusion of their shift or at the end of the operating day to clean up any debris in and around their ride, game or food stand. This standard certainly helps keep the garbage and the smell at a minimum while the fair is operating.

-In 2006/2007 NAME converted every turbo T5.5 incandescent light bulb from a 10 watt / 130 volt bulb to a 8 watt / 130 volt bulb. This measure saved energy costs for a vast part of our operation by 20%.

Mike Rinehart is North American Midways Senior Manager in charge of our Environmental Plan Company wide. Mike attends seminars that helps us facilitate our program and will continue to attend these sessions to make sure that NAME is on the leading edge of new technologies and programs. Mike also holds training and informative sessions with every NAME employee so that our people understand our green objectives and programs. By the start of the Canadian Season EVERY travelling NAME employee will have attended these sessions and fully understand our mandate.

Future endeavours

- Any new generators purchased by North American Midway will be substantially more fuel efficient and equipped to burn Bio-Diesel.
- Regular maintenance to our fleet and generators means they are more efficient that they operate and consumes less fuel and burn cleaner.
- Introduction of biodegradable utensils
- Introduction of biodegradable plates
- Introduction of biodegradable cups
- Reduce operational hours were possible to reduce the amount of energy required to operate our ride, games food and support equipment.
- Bio Degradable soap for staff laundry room, uniform office and for washing Rides, games and food equipment
- Better designed logistics' regarding move it, set up and teardown. A better logistics plan means less equipment movement and less burning of fuels
- Continue to reduce the number of tractor trailer equipment loads that we transport to each fair and or exhibition.
- NAME will burn waste Cooking Oil from our food stands in our Generators during this year's season. 100% of all of our cooking oil used will be consumed in our generators.
- Reduction over time of incandescent light bulb fixtures and bulbs and replace with LED fixtures and bulbs.
- Reduce the amount of paper printing in our offices by implementing electronic document storage and retrieval systems
- Fluorescent light disposal and recycling program for bulbs that have been broken. We will eventually completely eliminate the use of mercury vapour fluorescent light bulbs.
- Investigate and partake in alternative energy sources either developed in-house or by third partly suppliers or partnerships with fairs and exhibitions.
- Investigation of solar power to heat and cool our staff living quarters.
- Encourage the use of Mass Transportation or Bicycles for our customers to come to the fair. We suggest reduction of gate entrance fees for those customers that select to use public and mass Transportation systems to come to the fair, festival or event.
- Staff Education courses that enforce NAMES and Fairs environmental strategies and polices
- Continue to support our electronic payment systems (debit / credit) for tickets and Pay One Price purchases at ticket booths and Kiosks - theses electronic purchases create a lot less paper and are easier to process.
- Save and store all used truck/car tires batteries and discard them with a certified recycling company
- Left over or unusable paint will be disposed of at a hazardous waste recycling center
- Used electronics will be discarded with an official electronic recycling center. This will include all computers, calculators, CRT and LCD video monitors, typewriters, wireless equipment and printers.
- Install into all offices three bin recyclers that sort paper, plastic and normal garage. When emptied the three categories would have to be disposed of in fair provided receptacles.

- Transport drivers, fleet driver will be required to drive the speed limit in all instances, which will save fuel, oil consumption and wear and tear on tires. We also insure the proper level of inflation for all tires which in-turn saves fuel and means a more efficient operation of our vehicles
- Shut off all Air Conditioners and lights in offices when unoccupied
- Selecting the appropriate sized vehicle for the task at hand.

Management

North American Midway management team will support, educate and police the employees and further insure the success of the program. North American Midway along with "Mike Rinehart" will co-ordinate the program (known as the "Gang Green") and follow through with the daily implementation.