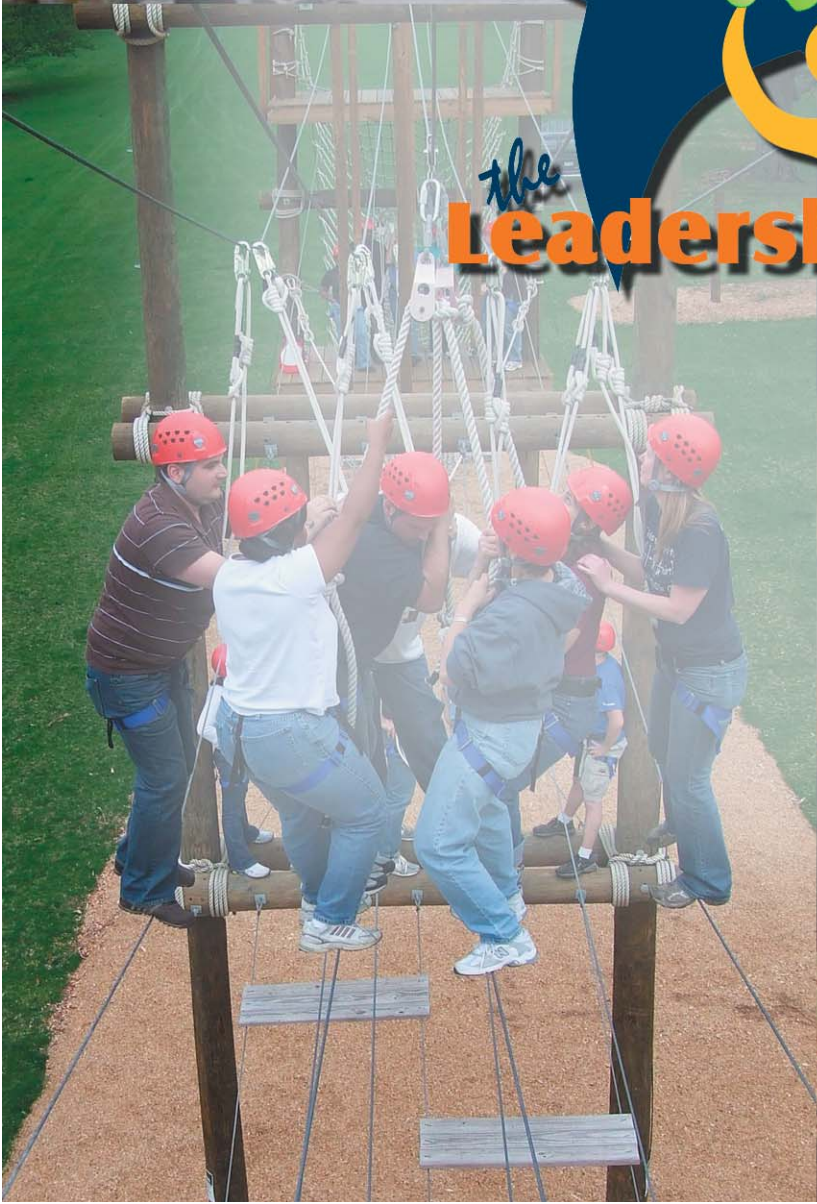




*The*  
**Leadership Center**  
*at Hershey*



# TABLE OF CONTENTS

## CORPORATE & INCENTIVE ACTIVITIES

ABOUT US	3
QUICK REFERENCE GUIDE	4
FIREQUEST	10
CREATIVE CONSTRUCTIONS	11
AMAZING RACE	12
THE ODYSSEY COURSE	13
DOMESTIC DEMOLITION	14
HERSHEY QUEST	15
HERSHEY CHALLENGE	16
THE BATTLE OF THE BRIDGES	17
FIRE WALK	18
PAINTBALL CHALLENGE	19
MOUNTAIN BIKING	20
RECREATIONAL KAYAKING	21
HIKING	22
FISHING & FLY-CASTING CLINICS	23
SUMO SMASH	24
FRESH AIR FILMS	25
HERSHEY IDOL	26
CUSTOM EXTRAS	27

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# ABOUT HERSHEY LEADERSHIP AND DEVELOPMENT CENTER



## OUR CONCEPT

Take a group of people with varied interests, skills and backgrounds, put them together in an outdoor setting, then present them with a challenging situation and watch the learning begin. All of our Adventure Learning activities are geared at creating experiences from which a team can learn team-based skills that can be implemented in an office setting. At The Hershey Leadership Center we believe you learn by doing.

## OUR TEAM BUILDING PHILOSOPHY

Founded on the principle that “the company that laughs together lasts”, The Hershey Leadership & Development Center is here to bring your meeting to life, revitalize existing teams, and help you take your team members to new heights. We’ve built a reputation by creating innovative team building programs that develop strong, productive teams.

## OUR APPROACH

From the moment of first contact, The Hershey Leadership & Development Center works with you as a partner. The content, flow and details of your experience will be custom designed, based on your stated goals and desired outcomes. Our creative process is an interactive one. We look to all parties involved for input and ideas in designing your custom program. This winning formula ensures that your team achieves their goals.

Whether you choose to have us facilitate understanding and team cohesion through the use of The Myers Briggs Type Indicator, or decide to reach for the clouds on our 40 foot tall Odyssey Course, we can design a program that will be both meaningful and memorable for the members of your team.

**HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER**

**HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365**



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## FIREQUEST



Fun, exhilarating and mentally demanding, FireQuest is designed to spotlight the importance of collaboration and demonstrate the natural tendency of most teams to unnecessarily compete. During FireQuest, team members seek out a variety of checkpoints that are assigned different values determined by ease of access, distance and difficulty, while racing against the clock. While completing the GPS course, each team collects the tools necessary to build a small fire using flint and steel. In order to successfully start the fire, a team must utilize every piece retrieved. Much like the workplace team, if one element is under used or missing, success can be nearly impossible to achieve. *Private Firequest: \$225.00 ++ per person. Minimum 8 participants. Allow 3 hours.*

## CREATIVE CONSTRUCTIONS

Whether it's constructing a giant rope bridge or a rescue raft, see your group's enthusiasm and creative problem solving reach new heights, as they focus their energies, brainstorm and collaborate in an effort to arrive at unique solutions. Each 6-12 member team receives a bag of supplies, basic instructions and design clues. While working under a tight time constraint, teams must develop a design and construction plan. The afternoon ends with the Showcase of Creative Constructions. The best part is, not only are the constructions admired, they are then put to their intended use. Rockets are launched, bridges are crossed, boats are launched or meals are eaten.



*Private Creative Constructions: Rates vary according to program.*

Minimum 12 participants. Maximum 250 participants. Allow 2-8 hours.

## AMAZING RACE

By using the template of CBS's The Amazing Race in conjunction with team dynamic training, this adventure has all the excitement of the TV show along with strong team growth components. Each team can use taxis, rental cars, scooters, or any other mode of transportation they choose, to race around the city trying to be the first to cross the finish line. One caveat: they must always stay together as a team. Teams navigate their way to check points utilizing their combined wits, acquired maps, clues and their ability to obtain accurate directions. We can design an Amazing Race in any city you choose. It is truly a versatile platform for a team dynamics program; completely adaptable to your needs, group size and location.



*Private Amazing Race: \$129.00 ++ per person plus expenses.*

Minimum 4 participants. Maximum 250 participants. Allow 2-8 hours.



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## THE ODYSSEY COURSE

The Odyssey Course - 40 feet high, with precarious looking passages - beckons you to stretch, claw, pull and scramble your way across. Our Odyssey Course is probably the largest jungle gym you've ever seen and presents a challenge for anyone who takes it on. During this 2 1/2 hour experience, you'll be introduced to the basic equipment necessary for a safe climb and under the direction of a skilled climber, you'll master the basics of static belaying. If the thrill of the Odyssey Course leaves you wanting more, wait until you are buckled in to the 100 foot long zip line. Check your helmet, snap in and enjoy... it is a ride to remember.



*Private Odyssey Course:* **\$850.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$85.00 per person.

Maximum of 24 participants. Allow 3 hours.

## DOMESTIC DEMOLITION

Imagine building a beautiful family home nestled amidst rolling hills and manicured lawns of The Hershey Properties...nice? No way. Soon you realize you and the neighbors are simply incompatible. The solution...talk it out and come to some agreement or pull out your secret weapon, the Domestic Demolition Cannon. Little do you know, your neighbors have the same plan. The only recourse...level theirs first! Each team will build a palatial 1-3 foot scale model of their ideal home out of the material provided. Next, comes the fun part...the model homes are placed on the firing range to become cannon fodder.



*Private Domestic Demolition:* **\$790.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$79.00 per person.

Allow 2 hours.

## HERSHEY QUEST

Known as "the thinking man's running game," Hershey Quest is a fast-paced and exciting challenge that tests your map and compass reading skills. Teammates work together to collaboratively navigate a preset course through the woods. Once a mapped checkpoint is reached, the team's scorecard receives a distinctive punch mark available only at that checkpoint. In order to succeed, teams must rely on the skills and knowledge of their teammates. At the finish line, the facilitator has an opportunity to discuss individual and team dynamics, exploring leadership styles, reactions to ambiguity, and overall team decision making processes.



*Private Hershey Quest:* **\$850.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$85.00 per person.

Maximum 160 participants. Allow 2 hours.



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## HERSHEY CHALLENGE

Navigate your way through the woods. Determine the best way to cross a river. Pedal a mountain bike circuit. Overcome obstacles placed in your path. During The Challenge, team members seek out a variety of checkpoints that are assigned different values determined by ease of access, distance and difficulty, while racing against the clock. Thanks to its flexibility, The Hershey Challenge is perfect for groups of any size and participants of all ages can compete on an even scale. Whether you're trying to build a workplace team's esprit-de-corps or looking for a different and fun way to spend an afternoon with your friends and family, the Hershey Challenge is the way to go.



*Private Hershey Challenge:* **\$189.00** ++ per person.

Minimum 10 participants. Maximum 180 participants. Allow 2-6 hours.

## THE BATTLE OF THE BRIDGES

Equipped with a Black & Decker Workmate, power drill, saws, screwdrivers, worktables, lumber, screws, teams build a custom wooden bridge wide enough to span a 2-foot river. Scoring is not only based on the pressure the bridge supports but also the width of the span, efficient use of materials, and quality of construction. The completed bridges, along with a can of soda (cleverly disguised as an atomic fuel cell), are placed in the Atomic Pulverizer, a pneumatic ram-powered wedge robot capable of applying enough force to crush a small tank. The fiendish machine measures the amount of force the bridge supports before the can of soda under the bridge finally explodes all over the blast shields.



*Private Battle of the Bridges:* **\$790.00** ++ includes up to 10 participants.

Additional participants billed at the rate of \$79.00 per person.

Minimum 8 Participants. Maximum 120 participants. Allow 2 hours.

## FIRE WALK

Sound impossible? Then get ready to make the impossible a reality. Your group will see and experience that one's beliefs about fire and human flesh don't always apply. Our expert fire walk trainer will take you through a real and lasting journey as you learn to extinguish limiting beliefs and allow the formerly impossible to become possible. Empowerment will take on a whole new definition as you walk barefooted across several feet of live, glowing coals. This fire walking event generates lasting enthusiasm and a deep sense that every player on the team can make a positive difference. Nothing accelerates personal empowerment and group bonding faster than this. Absolutely nothing!



*Private Fire Walk:* **Rates vary according to program.**

Allow 6 hours.



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## PAINTBALL CHALLENGE

Welcome to the world of paintball. During your two hours at the Hershey Outfitters paintball courses, you will participate in a series of timed games. These games may include Capture the Flag, where teams compete to be the first to retrieve the opposing team's flag, or Elimination, a timed game where the team with the most members left at the end of a predetermined time wins. The price per person includes everything needed to enjoy the competition. So, strap your goggles on and feel the excitement of the Paintball Challenge.



*Private Paintball Challenge:* **\$99.00++** per person. Minimum 6 participants.  
Allow 2.5 hours.

## MOUNTAIN BIKING

At Hershey, an entire fleet of high-end mountain bikes are at your disposal. The Lebanon Valley Rail Trail, originally the Cronwall-Lebanon railroad built in the 1880's, was converted into a scenic biking trail, enclosed by beautiful foliage and occasionally opening up to allow for a view of the rich Pennsylvania Dutch countryside. Come join our guides as we take you through the wonderful scenery of Lebanon County. Groups can choose from our 2 hour ride or create their own specialized ride. Prices vary for specialized rides.



*Private Lebanon Valley River Trail Ride:* **\$950.00 ++** 2 hr. guided ride includes up to 10 participants. Additional participants billed at the rate of \$95.00 per person. Allow 2.5 hours.

## RECREATIONAL KAYAKING

Today, a new breed of wider, more stable boats has made kayaking a sport that can be practiced by just about anyone. In our recreational kayaking clinic or tour, you'll discover for yourself the thrills of kayaking. Grab a friend and master the two-person kayak — or go solo and feel the speed of a sleek Perception Kayak. This 3 1/2 hour clinic covers the basics of river safety and paddling on the mild water of the Susquehanna River or Swatara Creek. Our large selection of boats and the ability to safely handle participants of most ages makes this a favorite trip for families staying in Hershey, PA. All necessary equipment and transportation are included.



*Private Recreational Kayaking Clinic:* **\$1100.00 ++** includes up to 10 participants.  
Additional participants billed at the rate of \$110.00 per person.  
Maximum of 30 participants. Allow 3.5 hours.



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## HIKING

There's no better way to really appreciate the splendor of Hershey, PA than by taking part in one of our private hikes. Join one of our guides as we discuss the flora and fauna prevalent in the mountains surrounding Hershey. Settle in for a delicious box lunch at the top of Peter's Mountain, or relax with a briskly paced nature walk. Three levels of trails are found on The Hotel Hershey property ranging from leisurely to moderately aggressive. Whichever option you choose, our flexible and knowledgeable guides will show you the best that nature has to offer.



*Private, Guided Hike:* **\$500.00++** includes up to 12 participants.

Additional participants billed at the rate of \$50.00 per person.

Maximum of 50 participants. Allow 2.5+ hours.

## FISHING & FLY-CASTING CLINICS

Witness the beautiful waters of Dauphin County, Pennsylvania while you learn the art of fly-casting and fishing. We'll go to the prime flyfishing waters of Clark's Creek with a two mile section designated for "Catch and Release Fly Fishing Only, perfect for the half day fishing adventure. Other areas are abundant with eddies and rips filled with fish just waiting for food. Whether you're a beginner who just wants to try it out, or a seasoned, competitive fisherman, we have the expert guides and fishing streams to make your Hershey fly-fishing experience unforgettable.



*Private Fly-Casting Lessons:* **\$89.00 ++** per person. Allow 1.5 hours.

*Private Half Day Fly-Fishing Clinic:* **\$265.00++** per person (fishing license included).  
Allow 2-5 hours.

## SUMO SMASH

Imagine entering the ring in a gigantic sumo suit, watching your team member sprinkle a little salt, then bowing deeply and coming out ready to bounce, bump, push and roll, all in an effort to force your opponent out of the ring. This is the essence of the Sumo Smash. Most people have seen this on TV, but never dreamed they would have a chance to try it. Take your turn in the Sumo Suit, or relax and cheer on your team members in the ring. Whatever your preference, the format of the Sumo Smash is flexible and there



are several jobs for those who choose not to participate. From being a referee to watching the boundary lines, everyone is involved. This event is great as a mid-day meeting energizer, cocktail entertainment or a multi-hour team building activity.

*Private Sumo Smash:* **\$950.00++** per 2 hour tournament.

Allow 2.5 hours. **\$250.00** per additional hour.



# QUICK REFERENCE GUIDE

## CORPORATE & INCENTIVE ACTIVITIES

Available by reservation.  
All guests are required  
to sign a waiver.

## HERSHEY LEADERSHIP & DEVELOPMENT CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365

## FRESH AIR FILMS

Customize your own drive in movie...what a great idea! This 26-foot outdoor movie screen can be set up practically anywhere your group wants to get together. Whether it's on the golf course, in the formal gardens, or at a poolside deck party, Fresh Air Films adds that perfect custom touch to a formal dinner presentation or an air of whimsical fun to an outdoor movie party. Our state-of-the-art system makes your video presentation come to life with top-notch commercial grade audio-visual technology. Our qualified staff will consult, design and execute a custom outdoor projection, screen, and sound system for your special event. Leave the work to us while you sit back, breathe in the fresh air, and enjoy the show.



*Private Fresh Air Films: \$2250.00++* plus film exhibition rights includes up to 250 participants. Allow 2 hours.

## HERSHEY IDOL

Presenting karaoke with a twist – your group, divided into teams, will compete for the coveted title of Hershey Idol. Based on the popular TV show, American Idol, teams prepare to sing their hearts out to their favorite hit. Or for a more challenging competition, teams can rewrite the lyrics to their favorite songs according to a group theme. Either way, Hershey Idol is hilarious, creative, and nerve-wracking all at the same time. The big debut performances feature a Master of Ceremonies, staging, and high-tech, commercial grade karaoke equipment.



No wonder so many clients arrange to have their event videotaped!

*Private Hershey Idol: \$75.00++* per person plus expenses. Allow 3 hours.

*Karaoke Machine Rental Only: \$300.00++* per hour.

## CUSTOM EXTRAS

The Hershey Leadership and Development Center provides a variety of custom services that add just the right touch to your Hershey experience. Whether it's for a group convention, corporate activity, or casual adventure, here are just a few of the ways we can accommodate your unique needs.

- Company Gifts, Awards, & Imprinted Products
- Custom Laser Engraving
- ID Cards
- Airbrush Tattoos



# FIREQUEST

Everyone knows the company with the greatest fire or passion is often the most successful. What is preventing your teams' success? A common road block to success is department competition. In today's competitive business market, teams often forget the synergy that comes from collaboration and tend to automatically compete with their key associates.



Fun, exhilarating and mentally demanding, FireQuest is designed to spotlight the importance of collaboration and demonstrate the natural tendency of most teams to unnecessarily compete. After an introduction to the program concepts, teams are introduced to many new challenges, all designed to promote team collaboration.

As teams learn the skills necessary to use a GPS unit, and then locate specific sites around the resort property, they experience the importance of utilizing the natural skills of each team member.



During FireQuest, team members seek out a variety of checkpoints that are assigned different values determined by ease of access, distance and difficulty, while racing against the clock. Planning and communication are vital for success. While completing the GPS course, each team collects the tools necessary to build a small fire using flint and steel. In order to successfully start the fire, a team must utilize every piece retrieved. Much like the workplace team, if one element is under used or missing, success can be nearly impossible to achieve.

After a thorough debrief, teams will understand the natural tendency to compete automatically, even when competition is unnecessary. As a reminder of the lessons learned, each team member takes home a custom designed fire kit.

## BOOKING DETAILS & TARIFFS:

### *Private Firequest*

**\$225.00 ++** per person.

Minimum 8 participants.

Allow 3 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# CREATIVE CONSTRUCTIONS



During this distinctive program, each team plans, designs, constructs, and implements their Creative Construction. See your group's enthusiasm and creative problem solving skills reach new heights as they focus their energies to arrive at unique solutions. Teams have a first hand opportunity to experience the various stages of team development as they brainstorm and collaborate together. A quality product is achieved only when the group unites, so through cooperation and commitment, they demonstrate the elements necessary for a high performing team.

After a brief program introduction, each 6-12 member team receives a bag of supplies, basic instructions, and design clues. While working under a tight time constraint, teams develop a design and construction plan. Then the team members all dive in to complete the project before time runs out. The afternoon ends with the showcase of Creative Constructions. The best part is that not only are the constructions admired, they are then tested for their intended use. Rockets are launched, bridges are crossed, boats are launched, or meals are eaten.

The possibilities for Creative Constructions are limitless. Some of our favorites have included:

- A 20-foot high 40-foot long rope bridge
- Outdoor Gourmet Meals
- Rescue Rafts
- Team Blow Guns
- Pinewood Derby Race Cars



Having a memorable and fun experience is an important part of the Creative Constructions, but so is enhancing teamwork and effectiveness. While the constructions play a vital role in the program, perhaps the most important part of the day is the time the teams and facilitators spend in debriefing the activity. Group interactions are discussed, work group preferences are examined, and future action plans are devised.

## BOOKING DETAILS & TARIFFS:

*Private Creative Constructions*

**Rates vary according to program.**

Minimum 12 participants. Maximum 250 participants.

Allow 2-8 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# AMAZING RACE

Take all the excitement of CBS's television show, The Amazing Race, then add in some powerful team strengthening challenges, and you've got a dynamic, fun, and effective team builder.

The Amazing Race is a custom fusion of groupthink, interactive challenges and a race across, through, and over the streets of your chosen location.

Each team will receive a set of clues, maps, technical equipment, and the chosen mode of racing transportation. Whether they race around using their own two feet,

taxis, rental cars, scooters, or shuttles, they have to stay together as a team. Utilizing their combined wits, teams will navigate their way through various detours to checkpoint challenges throughout the race.



At each checkpoint, the teams will complete a challenge or solve a creative problem together to obtain their allotted points. Checkpoint challenges could include custom multi sensory puzzlers, physical challenges, problem solving tasks, building projects, or simply taking a photo for evidence. The Amazing Race challenges and clues are customized to highlight your unique chosen location and corporate team building goals with a whole lot of fun thrown in. Scrambling under the racing clock, the first team to cross the finish line or the team with

the most checkpoint challenge points are crowned the victors.

## BOOKING DETAILS & TARIFFS:

### *Private Amazing Race*

**\$129.00 ++** per person plus expenses.

Minimum 4 participants.

Maximum 250 participants.

Allow 2-8 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# THE ODYSSEY COURSE

The Odyssey Course - 40 feet high, with precarious looking passages - beckons you to stretch, claw, pull and scramble your way across. Once you and your team have met the challenge - standing at the peak, looking over the edge at the ground 40 feet below - you realize that you were able to overcome your fear.



Our Odyssey Course is probably the largest jungle gym you've ever seen and presents a challenge for anyone who takes it on. Is a member of your group a little apprehensive? That's all right; there's a job for everyone. Some participants will belay, others will spot, but everyone who wants to climb will get the chance.

When you sign up for a climb, be prepared for the time of your life. During this 2 1/2 hour experience, you'll be introduced to the basic equipment necessary for a safe climb and under the direction of a skilled climber, you'll master the basics of static belaying. While

the Odyssey Course might look intimidating, don't worry about safety. Our staff are highly skilled in safety procedures and our equipment is inspected regularly.

If the thrill of the Odyssey Course leaves you wanting more, wait until you are buckled in to the 100 foot long zip line. After working your way throughout the team challenges of the course enjoy the pure exhilaration of the course exit, a 45 foot high zip line. Check your helmet, snap in and enjoy... it is a ride to remember.



## BOOKING DETAILS & TARIFFS:

### *Private Odyssey Course*

**\$850.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$85.00 per person.

Maximum of 24 participants.

Allow 3 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# DOMESTIC DEMOLITION



Imagine building a beautiful family home nestled amidst rolling hills and manicured lawns of The Hershey Properties...nice? No way. Soon you realize you and the neighbors are simply incompatible. The solution...talk it out and come to some agreement or pull out your secret weapon, the Domestic Demolition Cannon. The only way to recover your view and regain your piece of mind is demolition. Little do you know, your neighbors have the same plan, they decide to level your newly constructed home by using their own projectile cannon. The only recourse...level theirs first!

During Domestic Demolition, each team will build a palatial scale model of their ideal home out of the material provided, which may include foam core, dowels, epoxy, yardsticks, or other similar items. The finished houses range from 1-3 feet tall and exhibit the unique skills of each constructing team.

Next, comes the fun part...the model homes are placed on the firing range to become cannon fodder. Teams have a chance to demolish each other's creations using custom designed Domestic Demolition pneumatic cannons that fire everything from tennis balls to eggs. Combine the need for team collaboration, creativity and destruction and you will have an afternoon to remember.



## BOOKING DETAILS & TARIFFS:

### *Private Domestic Demolition*

**\$790.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$79.00 per person.

Allow 2 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# HERSHEY QUEST

If you're looking for a great way to really see the Hershey property — or a really fun way to get your heart pumping — come give the Hershey Quest a try.

Known as “the thinking man’s running game,” Hershey Quest is a fast-paced and exciting challenge that tests your map and compass reading skills. Following a brief instruction period on either map and compass or GPS principles, teammates work together to collaboratively navigate a preset course through the woods. Once a mapped checkpoint is reached, the team’s scorecard receives a distinctive punch mark available only at that checkpoint.



In order to succeed, teams must rely on the skills and knowledge of their teammates. At the finish line, the facilitator has an opportunity to discuss individual and team dynamics, exploring leadership styles, reactions to ambiguity, and overall team decision making processes.



## BOOKING DETAILS & TARIFFS:

### *Private Hershey Quest*

**\$850.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$85.00 per person. Maximum 160 participants.

Allow 2 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# HERSHEY CHALLENGE

Navigate your way through the woods. Determine the best way to cross a river. Pedal a mountain bike circuit. Overcome obstacles placed in your path.

Fun, exhilarating and mentally demanding, The Hershey Challenge is definitely one of our most popular family and team-building activities. Based on the sport of adventure racing, The Hershey Challenge requires a group to work together, collaborating to develop a strategy to accumulate points.



During The Challenge, team members seek out a variety of checkpoints that are assigned different values determined by ease of access, distance and difficulty, while racing against the clock. Planning and communication are vital for success. The

most effective teams assess the individual member's strengths and use their resources to successfully pass through as many checkpoints as possible to maximize their score.



Thanks to its flexibility, The Hershey Challenge is perfect for groups of any size and participants of all ages can compete on an even scale. Whether you're trying to build a workplace team's esprit-de-corps or looking for a different and fun way to spend an afternoon with your friends and family, The Hershey Challenge is the way to go.

## BOOKING DETAILS & TARIFFS:

### *Private Hershey Challenge*

**\$189.00** ++ per person.

Minimum 10 participants. Maximum 180 participants.

Allow 2-6 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



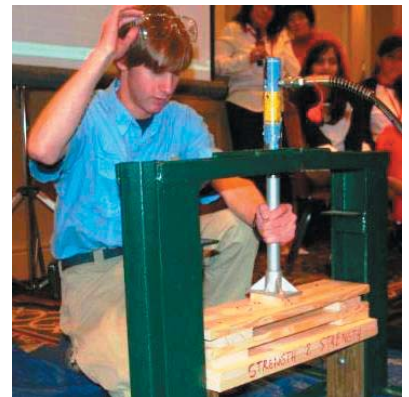
# THE BATTLE OF THE BRIDGES



The Battle of the Bridges has been called “Wile E. Coyote meets Frank Lloyd Wright”. Get the picture? No? Okay I’ll lay it down for you. The Battle of the Bridges is one of the dastardliest challenges ever designed by the minds of the Hershey Leadership staff. We’ve applied a huge dose of testosterone and a tsunami of Jolt Cola to design this building challenge to end all building challenges.

Teams are provided with the materials and tools to build a bridge spanning a 2-foot wide river. With what materials and tools you ask? Each team is equipped with a Black & Decker Workmate, power drill, saws, screwdrivers, worktables, lumber, screws, and other construction items. Once the design and construction is complete, the bridges, along with a can of soda (cleverly disguised as an atomic fuel cell), are placed in the Atomic Pulverizer, a pneumatic ram-powered wedge robot capable of applying enough force to crush a small tank. The angst of the group shows through as the Pulverizer slowly extends its evil looking ram towards its next bridge victim. The fiendish machine measures the amount of force the bridge supports before the can of soda under the bridge finally explodes all over the blast shields.

Teams must make a myriad of decisions regarding the design of their bridge, location of their support towers and a host of other issues during construction. Scoring is not only based on the pressure the bridge supports but also the width of the span, efficient use of materials, and quality of construction. This is an exercise in collaboration, inventory control, speed, creativity, building skills and many other key challenges found in business situations every single day. The Battle of the Bridges will teach your team the meaning of working under PRESSURE!



**HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER**

**HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365**

## **BOOKING DETAILS & TARIFFS:**

### *Private Battle of the Bridges*

**\$790.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$79.00 per person.

Minimum 8 Participants. Maximum 120 participants.

Allow 2 hours. Available daily by reservation.



# FIRE WALK

Sound impossible? Then get ready to make the impossible a reality. This is truly an unforgettable event. Your group will see and experience that one's beliefs about fire and human flesh don't always apply.



Our expert fire walk trainer will take you through a real and lasting journey as you learn to extinguish limiting beliefs and allow the formerly impossible to become possible. Empowerment will take on a whole new definition as you walk barefooted across several feet of live, glowing coals.

This fire walking event generates lasting enthusiasm and a deep sense that every player on the team can make a positive difference. Nothing accelerates personal empowerment and group bonding faster than this. Absolutely nothing!

## **BOOKING DETAILS & TARIFFS:**

*Private Fire Walk*

**Rates vary according to program.**

Allow 6 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# PAINTBALL CHALLENGE



Welcome to the world of paintball. During your stay at Hershey, experience one of the fastest growing sports in America. As you arrive at our wooded paintball course and our inflatable bunkered speedball course, you and your team will feel the excitement grow as we discuss safety and game rules and are issued gear and paintball markers.

During your two hours at the Hershey Outfitters paintball courses, you will participate in a series of timed games. These games may include Capture the Flag, where teams compete to be the first to retrieve the opposing team's flag, or Elimination, a timed game where the team with the most members left at the end of a predetermined time wins.

The price per person includes everything needed to enjoy the competition. Each team member will receive a semi-automatic gun, 500 paintballs and a face shield. Participants will also be able to have the option of selecting a chest protector and other clothing. So, strap your goggles on and feel the excitement of the Paintball Challenge.

## BOOKING DETAILS & TARIFFS:

### *Private Paintball Challenge*

**\$99.00++** per person.

Minimum 6 participants.

Allow 2.5 hours.

Available daily by reservation.



HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# MOUNTAIN BIKING

At Hershey, an entire fleet of high-end mountain bikes are at your disposal. Climb on to a comfort series Gary Fisher mountain bike and prepare yourself for a breathtaking wilderness adventure. Gary Fisher bikes are one of the highest quality production bicycles available in the United States. Our bikes allow for a comfortable ride for various distances.

## LEBANON VALLEY RAIL TRAIL

The Lebanon Valley Rail Trail was originally the Cronwall-Lebanon railroad built by Robert H. Coleman in the 1880's. In 1999, the railroad was converted into the scenic Lebanon Valley Rail Trail. Along the way, a few of the historic railroad remains, iron bridges, and buildings are still visible. The majority of the trail is enclosed by beautiful foliage occasionally opening up to allow for a view of the rich Pennsylvania Dutch countryside. Come join our guides as we take you through the wonderful scenery of Lebanon County.



## BOOKING DETAILS & TARIFFS:

### *Private Lebanon Valley River Trail Ride*

Travel time from Hershey to the rail to trail is 20 minutes. This time is not included in ride time. Groups can choose from our 2 hour ride or create their own specialized ride. Prices vary for specialized rides.

**\$950.00** ++ 2 hr. guided ride includes up to 10 participants. Additional participants billed at the rate of \$95.00 per person. Allow 2.5 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# RECREATIONAL KAYAKING

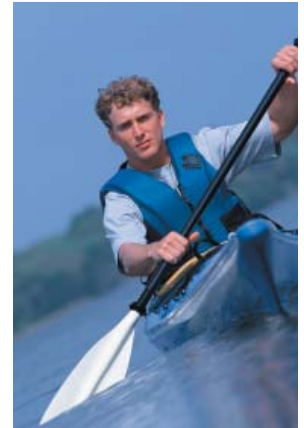


Until recently, traditional kayaks were best suited for navigating ultra-challenging white water rapids. Today, a new breed of wider, more stable boats has made kayaking a sport that can be practiced by just about anyone.

In our recreational kayaking clinic or tour, you'll discover for yourself the thrills of kayaking. Grab a friend and master the two-person kayak — or go solo and feel the speed of a sleek Perception Kayak.

Who knows what adventures the river might hold? You might catch a glimpse of a Blue Heron fishing for lunch. Share a scenic view with a herd of deer foraging on the side of the river. It's a great retreat to nature — relaxing and refreshing.

This 3 1/2 hour clinic covers the basics of river safety and paddling on the mild water of the Susquehanna River or Swatara Creek. Our large selection of boats and the ability to safely handle participants of most ages makes this a favorite trip for families staying in Hershey, PA. All necessary equipment and transportation are included.



## BOOKING DETAILS & TARIFFS:

### *Private Recreational Kayaking Clinic*

**\$1100.00 ++** includes up to 10 participants.

Additional participants billed at the rate of \$110.00 per person.

Maximum of 30 participants.

Allow 3.5 hours. Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# HIKING

The perfect antidote for people who have been cooped up indoors all day. There's no better way to really appreciate the splendor of Hershey, PA than by taking part in one of our private hikes.



Join one of our guides as we discuss the flora and fauna prevalent in the mountains surrounding Hershey. Settle in for a delicious box lunch at the top of Peter's Mountain, or relax with a briskly paced nature walk. Three levels of trails are found on The Hotel Hershey property ranging from leisurely to moderately aggressive. Whichever option you choose, our flexible and knowledgeable guides will show you the best that nature has to offer.

## BOOKING DETAILS & TARIFFS:

### *Private, Guided Hike:*

Drive time to Peter's Mountain is approximately 30 minutes from Hershey.

**\$500.00++** includes up to 12 participants.

Additional participants billed at the rate of \$50.00 per person. Maximum of 50 participants.

Allow 2.5+ hours. Available daily by reservation.



HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# FISHING & FLY-CASTING CLINICS



Witness the beautiful waters of Dauphin County, Pennsylvania while you learn the art of fly-casting and fishing. Learn casting techniques, stream entomology, fly selection and much more. Whether you choose a fly-casting lesson or half day fly-fishing clinic, you are sure to walk away with a greater appreciation for all that fly-fishing has to offer. Our expert guides can coach guests of all skill levels, making this a great trip for anyone who wants to improve their craft.

We'll go to the prime flyfishing waters of Clark's Creek, located in Dauphin County between Peter's Mountain and Stony Mountain. This beautiful creek flows west from the Dehart Reservoir into the Susquehanna River, just a short 25-30 minute van ride from Hershey. Along the creek's route to the river is a two mile section designated for "Catch and Release Fly Fishing Only", perfect for the half day fishing adventure. Other areas are abundant with eddies and rips filled with fish just waiting for food. You'll enjoy the Clarks Creek area with its scenic and peaceful ambience, tucked away between the two mountains in protected state game land.

Whether you're a beginner who just wants to try it out, or a seasoned, competitive fisherman, we have the expert guides and fishing streams to make your Hershey fly-fishing experience unforgettable.

## BOOKING DETAILS & TARIFFS:

### *Private Fly-Casting Lessons*

**\$89.00 ++** per person

Allow 1.5 hours.

Available daily by reservation.



### *Private Half Day Fly-Fishing Clinic*

**\$265.00++** per person

(Fishing license included)

Allow 2-5 hours.

Available daily by reservation.

**HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER**

**HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365**



# SUMO SMASH



Imagine entering the ring in a gigantic sumo suit, watching your team member sprinkle a little salt, then bowing deeply and coming out ready to bounce, bump, push and roll, all in an effort to force your opponent out of the ring. This is the essence of the Sumo Smash.

Most people have seen this on TV, but never dreamed they would have a chance to try it. Take your turn in the Sumo Suit, or relax and cheer on your team members in the ring. Whatever your preference, the format of the Sumo Smash

is flexible and there are several jobs for those who choose not to participate. From being a referee to watching the boundary lines, everyone is involved.

This event is great as a mid-day meeting energizer, cocktail entertainment or a multi-hour team building activity.

## BOOKING DETAILS & TARIFFS:

### *Private Sumo Smash*

**\$950.00++** per 2 hour tournament.

**\$250.00** per additional hour.

Allow 2.5 hours.

Available daily by reservation.



HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# FRESH AIR FILMS

Customize your own drive in movie... what a great idea! This 26-foot outdoor movie screen can be set up practically anywhere your group wants to get together.

Whether it's on the golf course, in the formal gardens, or at a poolside deck party, Fresh Air Films adds that perfect custom touch to a formal dinner presentation or an air of whimsical fun to an outdoor movie party.

Our state-of-the-art system makes your video presentation come to life with top-notch commercial grade audio-visual technology. Our qualified staff will consult, design and execute a custom outdoor projection, screen, and sound system for your special event. Leave the work to us while you sit back, breathe in the fresh air, and enjoy the show.



## BOOKING DETAILS & TARIFFS:

### *Private Fresh Air Films*

**\$2250.00++** plus film exhibition rights includes up to 250 participants.

Allow 2 hours.

Available daily by reservation.

HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# HERSHEY IDOL



Presenting karaoke with a twist – your group, divided into teams, will compete for the coveted title of Hershey Idol. Based on the popular TV show, American Idol, teams prepare to sing their hearts out to their favorite hit. Or for a more challenging competition, teams can rewrite the lyrics to their favorite songs according to a group theme. Either way, Hershey Idol is hilarious, creative, and nerve-wracking all at the same time.

Each team receives a CD of the song, CD player, markers, and flip chart. The groups move to a secluded area, pop in their CDs and proceed to practice their songs or write their own lyrics to the songs they've chosen.

Theme songs can be chosen just for fun or to cleverly highlight your key product information, underscore marketing or sales initiatives, or create a highly motivational call to action. Hershey Idol winners can be chosen by audience consensus or by an executive panel of judges...hopefully the judges are nicer than Simon Cowell.

The big debut performances feature a Master of Ceremonies, staging, and high-tech, commercial grade karaoke equipment. No wonder so many clients arrange to have their event videotaped!

## BOOKING DETAILS & TARIFFS:

### *Private Hershey Idol*

**\$75.00++** per person plus expenses.

Allow 3 hours. Available daily by reservation.

### *Karaoke Machine Rental Only*

**\$300.00++** per hour.

Available daily by reservation.



HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER

HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365



# CUSTOM EXTRAS

The Hershey Leadership and Development Center provides a variety of custom services that add just the right touch to your Hershey experience. Whether it's for a group convention, corporate activity, or casual adventure, here are just a few of the ways we can accommodate your unique needs.

## COMPANY GIFTS, AWARDS, & IMPRINTED PRODUCTS



The success of your special event is always enhanced by adding in a few thoughtful details. Here are a few ideas we are glad to help with. Build your guests' excitement with unique invitations and colorful, easy-to-spot luggage tags. Welcome them with in-room gifts, like gourmet chocolates, soothing lotions, or a quality robe to bring the comforts of home. To prepare for adventures to come, a pair of sunglasses, UV protectant, and name badges. At the awards ceremony, a custom engraved trophy or pen to show off. Finally, send them home with a keepsake frame or tote bag to remind them of their wonderful trip.

## CUSTOM LASER ENGRAVING

Honor that special someone or commemorate a memorable occasion with a custom engraved product. Our state-of-the-art digital laser engraver can permanently engrave most any image or font onto a variety of objects...awards, plaques, cups, photo frames, name plates & tags, key chains, clocks, pens, ornaments, and boxes...the sky is the limit.



## ID CARDS



Make it official...give each one in your group a customized, graphic identification card showcasing your company & event information. Control access to private events, create individual ID cards, and even track card use with an encoded chip, magnetic stripe, or bar code on the back of this durable easy-to-use card.

## AIRBRUSH TATTOOS

Temporary airbrushed tattoos provide your group with good, clean fun, as well as a physical reminder of the special event that lasts for days. Airbrush tattoos are fun, unique, and go on in minutes, perfect for large crowds attending themed events. Guests can choose from a huge collection of designs or we can create a custom stencil for your event or company.



**HERSHEY  
LEADERSHIP &  
DEVELOPMENT  
CENTER**

**HERSHEY, PA  
800-609-1408 X 720  
FAX 800-908-9365**

