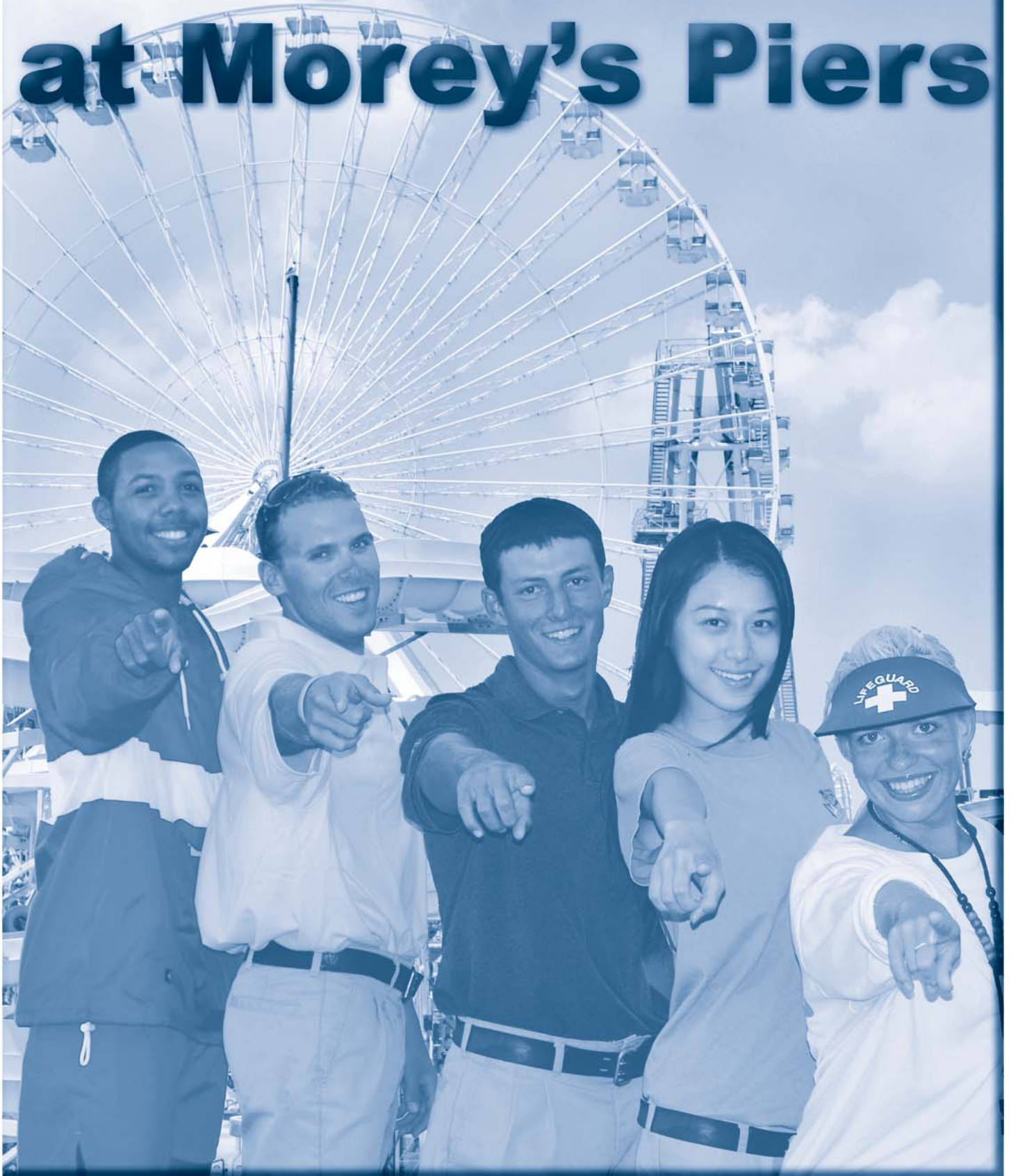


# Image Counts! at Morey's Piers





# IMAGE COUNTS.....AT MOREY'S PIERS



Dear Fellow Team Members:

Morey's Piers is a family friendly amusement company with over 40 years of tradition. Rides and attractions are a big part of what we offer to our Guests... but not the most important part. The most important part of the guest experience is **YOU**, our Associate. You make Morey's Piers what it is today: A safe, clean, and fun place for people to bring their families!

The image our Associates portray is the image of Morey's Piers. "Image Counts" is provided to help you understand our appearance standards, and how easy it is for you to meet them. Please use "Image Counts" as a guide to help you meet these standards as we continue our tradition of providing a spectacular family recreation experience in an exceptionally safe, clean, friendly and unique environment.

Sincerely,

Geoff Rogers

Vice President, Operations/Risk Management

## "What am I required to have before my first day of work?"

All Associates must have TAN IN COLOR, "Dockers" style, **cotton** shorts/pants (sized properly) with belt loops. Shorts/pants must be of solid color (see picture on page 4). We suggest that you purchase *at least* two pair of shorts or pants. If you do not currently own these items, you can find acceptable attire at your local K-Mart or Wal-Mart. You will also be able to find these articles at Kona Sports on Rio Grande Avenue, Family Dollar on 26<sup>th</sup> Avenue, and at various stores on the boardwalk. (Morey's Piers also stocks a limited quantity of shorts for purchase at \$15 a pair.) You are required to wear these uniform items while on the job, beginning with your first day of work. Morey's Piers is not responsible for the care of these items or for damage or loss of these items while performing job duties.

## Guidelines For All Team Members

### Personal Hygiene

In our industry, close contact with others is the norm. As such, the use of an antiperspirant or deodorant is required.

### Sunglasses

You should wear sunglasses during the day to protect your eyes and to lessen fatigue. However, it is considered proper etiquette to remove your sunglasses when speaking directly with a Guest. Sunglasses are **not** permitted to be worn after dark or in areas that are not subject to bright sunlight. If you wear prescription sunglasses, you must switch to a non-tinted pair after dusk.

### Tattoos

We realize that the popularity of tattoos has increased in recent years. Consequently, visible tattoos are permitted provided that they are approved by management. If you wish to get a tattoo while you are employed by Morey's Piers, we request that you wait until your seasonal employment with us has ended to avoid the problems associated with the appearance and care of a new tattoo.

### Undergarments

Undergarments should be **white in color** and free of decals if any portion is visible while in uniform (such as around the collar). Clothing worn under your uniform must not extend beyond the length of uniform sleeves and shorts. Undergarments traditionally worn by adult men and women must be worn at all times while in uniform.

### Sweatshirts / Sweaters

In the event of inclement weather, you may wear a sweatshirt or sweater over your company-issued shirt. You may layer clothing as much as you like, provided that our jacket, or a Morey's Piers logo sweatshirt, is worn as the outermost article of clothing.

# IMAGE COUNTS.....AT MOREY'S PIERS



## Backpacks/Cell Phones/Personal Items

Backpacks, cell phones and other personal items are **NOT** permitted in your work area. If you must bring these items to work, they will need to be kept in a locker during your shift. Lockers are available on a first come-first served basis. You provide your own lock. All items must be removed on a daily basis. Any locks that remain on a locker at the end of the day will be cut off. Morey's Piers is not responsible for personal items that are lost or stolen at work, including those items stored in a locker.

## Jewelry

- For your safety, any and all jewelry may be restricted. **All necklaces must be kept inside shirts at all times.** Large necklaces, or those that have large items hanging from them, are not permitted.
- For your safety, only "Post" earrings are permitted with a maximum of 2 in each ear. No hoops, plugs, or anything that dangles.
- **Visible facial and body piercing is not permitted.** You will **not** be permitted to cover facial peircing with anything. If you have any type of facial peircing, it must be removed at all times while you are in uniform and on our property. Please do not get any facial or body peircing while employed with us. Tongue peircing is discouraged, but acceptable, provided the ornament remains inside your mouth at all times and does not interfere with your speach. If you have any questions, please see a member of management.

## Hair Coloring

Extremes in dying, bleaching, or coloring are not permitted. Hair coloring is acceptable, provided that it is well maintained and looks **natural**.

## Hairstyling

- Hair should be attractively styled and balanced in appearance.
- *For Women*, to maintain safety, long hair may need to be confined so it will not fall forward over the face
- *For Men*, hair longer than shoulder length must be confined under a hat. Sideburns should be neatly trimmed and not extend beyond the ear lobe.
- Extreme hairstyles, including (but not limited to) sculptured hair, tails, long spikes, etc., are not permitted.
- Selectively shaving any portion of the head (mohawks, etc.), and sculpting of the eyebrows, is not permitted.
- Appropriate hair confinement should be used in food service areas where required by law.
- Artificial hair is acceptable provided it meets all of the above requirements.
- Please use hair accessories that match your uniform.



## Makeup

If makeup is worn, please be conservative. Colors must be natural looking and complementary to your skin tone. Contrasting lip liner and eyeliner are not permitted. Light use of eye shadow, eyeliner, and mascara are acceptable as long as the effect is natural in appearance. Facial stickers and glitter are unacceptable.

## Fingernails

Fingernail length should not be a hindrance to your job duties. Feel free to wear complementary shades of polish. *For men*, nails must be clean and not extend beyond the tip of the finger.

## Mustaches and Beards

Mustaches and beards are permitted, provided yours is neatly trimmed, proportioned to your face, and of a classic style. Other than established beards and mustaches, **you are expected to be clean-shaven on a daily basis**.

**You are responsible for loss or damage to the uniform you are issued. Your final check will not be distributed until your uniform, ID card, and nametag are returned. Uniform items vary in cost. You will be charged \$5.00 for each lost or stolen ID card or nametag.**

**You will be held accountable for the image you portray in our uniform even when you are not "on the clock." Our Guests don't know if you are working or not, therefore, when in view of Guests, on the clock or not, you must adhere to all standards in this handbook.**



# IMAGE COUNTS.....AT MOREY'S PIERS

## Guidelines for all Uniformed Team Members

Ride, Game, and Food Outlet Operators, Guest Services, Cashiers, Park Services, EMT's, Restroom Attendants, etc.

### Uniforms

- Uniforms must be **clean** and properly worn at all times.
- Shirt sleeves and shorts are not to be rolled up; collars must be worn in the down position.
- **Shirts must be tucked in at all times, including break periods, while in view of the public.**
- Only hats purchased from Morey's Piers may be worn. Hats must be worn straight and facing forward. Light molding of the hat is permitted.
- You will provide your own, tan in color, cotton shorts/pants with belt loops. Denim, nylon, and corduroy are not permitted. Shorts/pants must be solid TAN in color.
- Capri pants are **not** permitted.
- Shorts/pants must be worn up around the waist, using a belt to hold them securely.
- Baggy, tight, excessively long, or excessively short pants/shorts are not permitted.
- Shorts must be longer than mid thigh, but no longer than the top of your knees. A length which falls no more than three inches above the knee is acceptable.
- A belt will be provided and must be worn.



### Nametags and Pins

**Nametags must be worn at all times while in uniform.** Please wear your nametag on the left side of your shirt, above the logo in a straight fashion. If your shirt does not have a logo, place the nametag on the upper left part of the chest. **When wearing a jacket, or other company provided clothing over your shirt, please transfer your nametag to the outermost article of clothing.** If you forget or lose your nametag, you must purchase a replacement before you will be permitted to work.

- "NO SMOKING" pins must be worn at all times on the right side of your shirt or jacket.
- You may attach up to two recognition pins to your nametag. Other recognition pins may be attached to your shirt collar or hat.
- **You will be charged \$5.00 for each lost or stolen nametag.**



### Shoes and Socks

Please adhere to the following safety guidelines:

- Athletic sneakers must be worn while on duty.
- No open-toed or open-back shoes.
- No high heels or platform shoes.
- Laces must be tied.
- No construction boots unless you are exclusively working the Go Karts or Scooters
- Socks should match your uniform.

### Food, Beverage and Games (FB&G)

Associates assigned to Specialty Foods, such as Jumbo's and Curly's Fries, will be provided with a Morey's Piers issued shirt specific to that outlet. All other FB&G Associates will be provided with a Morey's Piers issued T-shirt. You will provide your own **tan** shorts/pants as stated previously. Even though you may occasionally be working outside of public view, your shirt must be tucked in at all times.

### Cashiers

Morey's Piers will provide you with a polo style shirt, or if you prefer, you may provide your own plain white, button down oxford style shirt. If you wear our polo style shirt, you must provide your own tan shorts or pants. If you provide your own shirt, you may wear your own blue or tan shorts/pants. Cashiers wearing an oxford shirt will be issued a vest and sweater. You must wear either the vest **or** the sweater over your shirt.

# IMAGE COUNTS.....AT MOREY'S PIERS



## Guest Services

Your attire will consist of a Morey's Piers issued polo style shirt. You will provide your own tan shorts/pants.

## Ride Operations/Wardrobe

Your attire will consist of a Morey's Piers issued polo style shirt. You will provide your own tan pants.

## Restroom Attendants/Park Services

Your attire will consist of a Morey's Piers issued polo style shirt and company provided blue shorts.

## E.M.T.

Your attire will consist of a Morey's Piers issued, E.M.T. specific, polo style shirt. You will provide your own tan shorts/pants.

## Go-Karts

Your attire will consist of a Morey's Piers issued polo style shirt and blue shorts. You will provide your own tan pants.



## Remember...

**You are either in uniform or you are not. Failure to arrive in full uniform, meeting all guidelines, will result in you being sent home and a notation on your performance record.**

**Shirts must be tucked in at all times.**



***Please Note Proper Length of Shorts***



# IMAGE COUNTS.....AT MOREY'S PIERS

## Guidelines for Supervisors and Trainers - Operations

As a member of Morey's Piers Supervisory / Training Team, you must present a professional image at all times. The following guidelines have been created to ensure that you have the professional look that goes with your professional attitude.

### Professional Attire

- Clothing must be clean and properly worn at all times.
- Only the **top button** on shirts may be left unfastened.
- Shirt sleeves and shorts may not be rolled up; collars must be worn in the down position.
- Shirts must be tucked in at all times, including break periods, when in view of the public.
- Shorts / pants must be worn up around the waist, using the provided **belt** to hold them securely.
- You will provide your own **tan in color**, "Dockers style," cotton shorts and pants. Denim, nylon, and corduroy are **not** permitted Shorts/pants must be solid TAN and free of other colors, stripes, designs, tassels, or decoration.
- Baggy, tight, excessively long, and "Capri" style shorts or pants are not permitted.
- The length of shorts must be no longer than the top of the knee and no more than 3" above the knee.

### Supervisors:

- Day Attire:
  - Short sleeve, button-down shirt with logo.
  - Tan shorts or pants.
  - Company provided brown belt.
  - Mostly-white sneakers when wearing shorts / brown, oxford style shoes when wearing pants.
- Night Attire (after 7:30 PM):
  - Short sleeve, button-down shirt with logo.
  - Tan pants.
  - Company provided brown belt
  - Brown, oxford style shoes.

### Trainers:

Your attire will consist of a Morey's Piers polo style shirt and tan shorts/pants. You must purchase your own shorts/pants that meet all above guidelines.



# IMAGE COUNTS.....AT MOREY'S PIERS



## Guidelines for all Operations Managers, Area Managers, Senior Supervisors, and Level 1 Supervisors- Operations

As a member of our management team, you are expected to uphold a professional appearance at all times. All clothing must be of proper size and in good repair. You shall be in full and proper attire (including shoes) immediately upon arriving for duty (including before the pier opens) and remain that way until you leave the facility at the end of your shift. Hats are not permitted. Please follow the guidelines presented for “All Supervisory Team Members,” with the following exceptions:

### Operations:

- MALE - Day Attire:
  - Short or long sleeve button-down shirt. No polo shirts.
  - Cotton shorts or pants. No cargo or capri shorts/pants. No shorts longer than the top of the knee or more than 3” above the knee. No exceptions. Pants should be worn whenever temperature permits.
  - Leather-look, solid brown or black (to match shoes, shirt and pants/shorts) belt.
  - Mostly white sneakers or other matching closed-toe shoe when wearing shorts / matching shoes that convey a professional image when wearing pants.
- MALE – Night Attire (after 7:30 PM):
  - Long sleeve dress shirt to match pants. If temperature or heat index is forecasted to exceed 90 degrees after 8 PM, a short sleeve button down shirt may be worn. No polo shirts. A tie is not permitted with a short sleeve shirt.
  - Cotton business casual or dress pants. No cargo pants.
  - Leather-look, solid brown or black (to match shoes, shirt and pants) belt.
  - Brown or black, oxford style shoes.
  - Matching tie unless temperature or heat index is forecasted to exceed 90 degrees after 8 PM.
- FEMALE - Day Attire:
  - Short sleeve, 3/4 sleeve, or long sleeve business casual or dress shirt that conveys a professional image. T-shirts, polo shirts, and sleeveless shirts are not permitted. Shirts should be neither excessively tight nor excessively loose. Shirts must be modest in style and fit with no visible cleavage.
  - Cotton shorts or pants. No cargo or capri shorts/pants. No shorts longer than the top of the knee or more than 3” above the knee. No exceptions. Pants should be worn whenever temperature permits.
  - Professional solid color belt (to match shoes, shirt and pants/shorts).
  - Mostly white sneakers or other matching closed-toe shoe when wearing shorts / matching shoes that convey a professional image when wearing pants.
- FEMALE – Night Attire (after 7:30 PM):
  - Short sleeve, 3/4 sleeve, or long sleeve business casual or dress shirt that conveys a professional image. T-shirts, polo shirts, and sleeveless shirts are not permitted. Shirts should be neither excessively tight nor excessively loose. Shirts must be modest in style and fit with no visible cleavage.
  - Cotton business casual or dress pants. No cargo or capri pants.
  - Leather-look, solid brown or black (to match shoes, shirt and pants) belt.
  - Shoes that match the look and provide for necessary mobility.

## Guidelines for all FB&G Supervisors and Managers

### FB&G:

Your attire will consist of a Morey’s Piers polo style shirt and tan shorts/pants. You must purchase your own shorts/pants that meet all above guidelines.

