

FL Price is a consulting and training firm for the family entertainment and leisure industries. With over 25 years' experience, Frank Price personally challenges new starts; modernizations and current owners to deliver high level, quality guest experience. He specializes in providing the tools to build engaging teams, including Ferret personality online application which places individuals in the right role for their personality and training systems that make your people the attraction. Frank designs and customizes key revenue center processes, including birthday parties and group events, as well as the development of guest experience cultures. He develops the systems and processes that mold your business beyond the design and build phase, by redefining the way you do business. Frank founded Birthday University in 2000 to answer the need to produce high quality, profitable commercial birthday parties. Birthday University continues to tour in its 20th successful year.