



## "THE THRILL SEEKER"

### **about your business:**

DFW Adventure Park, Inc. (DFWAP) is an "Extreme Theme Park," with 170 acres of pure heart-pounding, adrenaline-packed fun. Started in 1993 as a paintball field, it has grown to be the largest paintball park in Texas and has added zip lines, a motorcycle/ATV track and trails, airsoft games and laser combat. It has a family friendly environment catering largely to church youth groups, birthday parties and recreational paintball players. DFWAP also serves as the North Texas location for two of the largest "mud runs" in the country: Warrior Dash and Jail Break.

**how you got started:** In 1989, a group of about 100 friends got together to play a private, all day game of paintball on some private land. I loved it and was hooked. A few of my friends decided we should start a paintball field as a "fun" business—that was 1993. It kind of got out of hand and turned into a real business somewhere along the way.

**inspiration:** I love being my own boss. I love being a part of a business that involves the outdoors. I love being part of an entertainment business. People come here to have FUN. Everybody that comes out here to play wants to be here.

**biggest challenges:** We have the same challenges all businesses face. Attracting new customers, keeping current customers happy, dealing

with personnel issues, dealing with governmental regulations, taxes and attempting to contain costs are never-ending tasks.

### **favorite DFWAP activities:**

Paintball and riding ATVs.

**words of wisdom:** Do not forget the Lord Jesus in your busy life. Easy to say, harder to do. No matter how good a ship's captain you think you are, there is a storm out there that you won't be able to navigate on your own. Don't forget your family along the way. In the end they are infinitely more valuable than any amount of wealth you can manage to accumulate.



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