

The largest science center in the southern US partners with SSA

The fascinating world of science, industry and technology blend together at the state-of-the-art MOSI facility in Tampa, Florida and is the newest partner for Service Systems Associates (SSA). The Denver-based company will manage the Museum of Science and Industry (MOSI) retail operations.



MOSI's Chief Operating Officer Ralph Bosek said that the museum selected SSA because of the company's experience. "SSA literally blew away the competition during the oral interview with their complete team's enthusiasm and professionalism," he said, "MOSI's selection committee unanimously rated SSA the number one firm to be the museum's partner and to operate our retail operations."

SSA President Kevin McNicholas said, "We look forward to becoming an integral part of the museum community through building a long-term partnership with MOSI. With our expertise in guest services in the cultural attraction industry, we have earned a reputation for excellence by delivering an outstanding retail experience, which we will offer at this first rate science center."

The largest science center in the southern United States features two permanent retail shops within its 75-acre facility, and one special exhibits shop. Bosek said that, "having SSA as a partner will significantly affect the guest experience in a very positive way. MOSI's stores will have much more curb appeal, and a more complete line of merchandise will be available to guests, directly supporting MOSI's mission to advance public interest, knowledge, and understanding of science, industry, and technology. SSA's training programs will enhance the abilities of the retail staff to increase sales and make customers even happier than they are now."

"Our company plans to achieve the maximum retail potential to support our partner's mission," added McNicholas, "We're focused on giving our best effort and exceeding all expectations."

MOSI is a not-for-profit, community-based institution and educational resource dedicated to advancing public interest, knowledge, and understanding of science, industry, and technology. With a total size of over 400,000 square feet, MOSI is the largest science center in the southeastern United States, and home to the only IMAX® *Dome* Theatre in the state of Florida. *Kids In Charge!* The Children's Science Center at MOSI is the *largest* children's science center in the nation. *Disasterville*, featuring *Weather Quest*, combines education and 10,000 square feet of interactive exhibits on the science behind natural disasters. MOSI's newest permanent exhibition, *The Amazing You*, explores the fascinating world of the beginning of life, childhood, and adolescent developmental life stages. For a limited time, guests can unlock the secrets of *Mindbender Mansion* an exhibit full of brain teasers and interactive challenges. For more information, visit www.mosi.org.

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Service Systems Associates manages retail and culinary operations at museums, botanic gardens, zoos and aquariums in the United States, including the San Francisco Zoo, Colorado History Museum, Los Angeles and Denver Zoos, Pittsburgh Zoo and PPG Aquarium and Monterey Bay Aquarium. The company is a national leader in visitor service operations for cultural attractions, serving over 17 million guests annually. Service Systems Associates is celebrating 20 years of service in 2009. For more information, please visit the website at www.KMSSA.com.