



Changing lives through learning.
Changing lives at JCCC!

[How-To Strategies](#) ▾ [Subscriptions](#) ▾ [Events](#) ▾ [Radio](#) [Resources](#) ▾ [Store](#) ▾ [About Us](#) ▾ [Contact](#)

You are here: [Home](#) > [Current Issue](#) > [2012](#) > [October 2012](#) > Next BIG Step: Amber Arnett-Bequeaith, Full Moon Productions

🕒 Wednesday, 10 October 2012 17:42

Next BIG Step: Amber Arnett-Bequeaith, Full Moon Productions

👤 Written by [James Hart](#)

font size ▾ ^ | [Print](#) | [Email](#) | [Be the first to comment!](#)

Full Moon Productions' haunted houses are among the most successful in the country, drawing more than 100,000 people every fall to Kansas City's West Bottoms. But the family-owned company faced a challenge that's familiar to many seasonal businesses. The Edge of Hell, The Beast and Full Moon's other attractions are open for only about two months each year.

"Kansas City has incredible entertainment in the fall, and we're just one," said Amber Arnett-Bequeaith, Full Moon's vice president. "So you're really trying to compete for that entertainment dollar."

As a way to generate revenue during the other 10 months, Full Moon launched two other ventures that draw on its



➤ [Current Issue](#)

➤ [2013](#)

➤ [January 2013](#)

➤ [February 2013](#)

expertise in putting on a good, spooky show.

The Ghosts & Gangsters Tour takes passengers on a bus tour past the sites of the Union Station Massacre, the River Quay mob wars and other notorious episodes in local history. The tour runs several months of the year, with allowances made for weather. (During this summer's heat wave, for example, the tours were temporarily postponed.)

Ever seen Ghost Hunters or Ghost Lab, two reality TV shows where paranormal specialists try to document evidence of paranormal activity? Full Moon started its own version, "Ghost Hunts," which invites guests to conduct investigations of their own at one of Full Moon's properties.

About 350 people work for one of Full Moon's attractions during the fall season. The new ventures help keep some of them engaged the rest of the year. And it doesn't hurt that those folks tend to be great storytellers and entertainers, skills that translate well to the hunts and tours.

"It's a way to utilize our love and passion," said Arnett-Bequeaith, who has been in the haunted attraction business since she was 5.

Arnett-Bequeaith, who studied urban redevelopment at Drake University, is a tireless advocate for making the West Bottoms a better place to live and work. She has helped lobby for improvements to lighting, signage and infrastructure. Full Moon and other businesses have put up their own money for weed control and extra security.

As a result, she said, the area continues to show new signs of life.

"It's not been all in a day or all in a weekend," Arnett-Bequeaith said. "It's been years in the making."

Read **353** times

Last modified on Wednesday, 01 May 2013 21:16

 **Tweet** { 0

 **Like**



Sign Up to see what your



 **Share**

Published in [October 2012](#)

[> March 2013](#)

[> April 2013](#)

[> May 2013](#)

[> June 2013](#)

[> July 2013](#)

[> 2012](#)

[> January 2012](#)

[> February 2012](#)

[> March 2012](#)

[> April 2012](#)

[> May 2012](#)

[> June 2012](#)

[> July 2012](#)

[> August 2012](#)

[> September 2012](#)

[> **October 2012**](#)

[> November 2012](#)

[> December 2012](#)

[> 2011](#)

[> January 2011](#)



JAMES HART

Managing editor at Thinking Bigger Business Media, Inc.

Latest from James Hart

- › [New Director Joins SBA's District Office in Kansas City](#)
- › [Silpada Founders Buy Company Back from Avon](#)
- › [White House Delays Employer Insurance Mandate for One Year](#)
- › [Congressman Wants to Amend 'Full-Time' Definition, Help Small Business](#)
- › [Almost Half of Small Businesses Rate Conditions as Good or Excellent](#)

More in this category: [« Building Your Track Record](#) [Constructing Great Surveys »](#)

Leave a comment

Message *

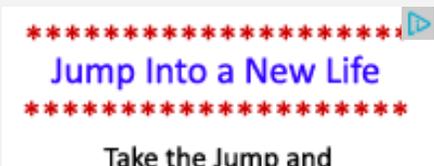
enter your message here...

Name *

enter your name...

Email *

- › February 2011
- › March 2011
- › April 2011
- › May 2011
- › June 2011
- › July 2011
- › August 2011
- › October 2011
- › September 2011
- › November 2011
- › December 2011



Take the Jump and

enter your e-mail address...

Website URL

enter your site URL...

Enter the two words you see below

the amelfil

Type the text

 [Privacy & Terms](#)

Submit comment

Change Your Life
Download FREE Audio
www.QuantumJumping.com

↘ ↓ ↙

Click to Start

[back to top](#)

About Us

Thinking Bigger Business Media

We are a resource organization dedicated to providing the strategic, "how-to" information small business owners need to become more productive and more profitable. [Read](#)

Associations

- [National Association of Women Business Owners](#)
- [StartKC](#)
- [MidAmerica Minority Business Development Council](#)
- [Women's Business Enterprise National Council](#)

Contact Us

-  (913) 432-6690
-  PO Box 754
Shawnee Mission, KS
66201-0754
-  [Email](#)

more.

Top ^

Designed by [BIGSHOT Interactive](#)

© 2013