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Friday, September 28, 2007

Segway-tours operator combines team building with history lessons

Minneapolis / St. Paul Business Journal - by [Jenny Woods](#) Staff Writer

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Nancy Kuehn | Minneapolis/St. Paul Business Journal
Bill Neuenschwander, owner of one of the world's largest Segway rental companies, led a group tour of historic Minneapolis.

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To add zip (and zoom) to their corporate events, several of the Twin Cities' largest corporations are turning to one of the world's largest **Segway** rental companies: **Mobile Entertainment**.

The Minneapolis firm launched in 2003 at the Minnesota State Fair with the tag line "Human on a stick," which aptly describes what a user looks like when operating the two-wheeled electric transportation device. Since then, its clients have included Target Corp., Polaris Industries Inc., Best Buy Co. Inc., Carlson Cos. Inc. and Piper Jaffray Cos.

With a fleet of 60 vehicles, Mobile Entertainment can accommodate large teams. For corporate groups with 75 or 80 people, the company will take half the tour out in the morning while the other half takes a tour of the Mill City Museum. (Admission is paid for by Mobile Entertainment.) The groups meet for lunch and then switch activities. Mobile Entertainment also works with smaller businesses, but private tours require at least 12 people.

Most clients take the company's three-hour, guided Magical History Tour, which leaves from its store near the Minneapolis riverfront in St. Anthony Main and begins

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with a short training session. The \$75-a-person, five- to six-mile tour provides historical information on various eras of the Minneapolis riverfront and stops frequently at historical sites such as Mill Ruins Park, St. Anthony Falls, the Mill City Museum, the Saw Mill District, Boom Island and Nicollet Island.

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