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## Disney World

Disney had a strong interest in participating in any proposed high-speed rail systems along the I-4 corridor. As a major player in the region, they also wanted to be sure their interests were fully protected. So when a rail system was proposed that would encroach upon their boundaries, they needed to be a very active player in the decision-making process.

I was hired as a member of a team to work with the Florida High-Speed Rail Transportation Commission, as well as Orange County and transit officials, to represent Disney's interests.

– **Dick Batchelor**

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Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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