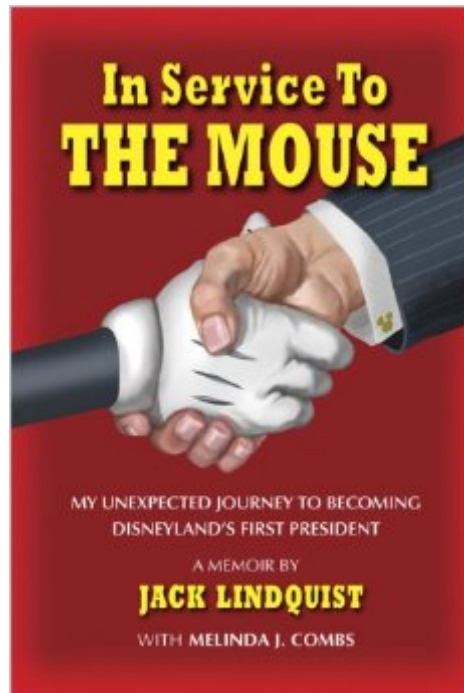


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# In Service To The Mouse: My Unexpected Journey To Becoming Disneyland's First President



## Synopsis

Jack Lindquist enjoyed the ballet with the Shah of Iran, convinced Gene Autry to sell the Anaheim Angels to The Disney Company, and was gently reprimanded by Imelda Marcos. Throughout his thirty-eight year career with The Disney Company, starting out as the first advertising manager of Disneyland just months after its opening to ending his career as the first president of the park, Jack took risks some successful, some not so successful but always with his characteristic humor and joie de vivre. Disneyland and Walt Disney World serve as the backdrop for Jack's experiences, as he established himself as a maverick and helped form a large slice of Americana dominated by Disney. When Jack wasn't rubbing shoulders with the movers and shakers of every decade that he worked for the Disney Company, he was busy creating Disney Dollars and Date Nite. He recounts all of this and more, including his humorous mistakes, in this touching memoir, *In Service to the Mouse*.

## Book Information

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (39 customer reviews)

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## Customer Reviews

I was looking for a quick enjoyable read and I found it with *In Service to the Mouse: My Unexpected Journey to Becoming Disneyland's First President*. Jack Lindquist shares stories from his time working at Disneyland when the park was still under construction. The format of the book is great because it is done in short chapters with each one focusing on one topic. It still follows a chronological order but it is not bogged down with unneeded facts. Lindquist shares stories of Disneyland's early years when celebrities and politicians would flock to the park and Disney would use the photo ops to promote the park to people around the country. He also tells of how Disney World in Florida was developed and his role in creating it and helping to conduct the grand opening.

Some of the interesting topics for me involve his flying around the world to get countries to agree to be part of the Epcot Center's World Showcase Plaza. The other interesting part of this book that carries throughout is that Lindquist is not afraid to speak his mind even if it is not in lock step with Disney. One chapter is his thoughts on how Main Street USA at Disneyland is out of touch with visitors to the park today. He believes that the street needs to be updated from the 1920s and 30s to the 1960s or 70s so that parents coming in today with their kids can say, "I remember this from when I was a kid." He also thinks that California Adventure was a HUGE mistake for a few reasons the biggest one being the park was located in California. His idea for the park was to be a throwback to a classic beach side amusement park. His description of what he thought it should be made it sound like a really great amusement park.

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