

AMUSEMENT TODAY™

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APRIL 2011

S&S Screamin' Swing takes flight at Dollywood



STORY: Scott Rutherford
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Adventurous guests visiting Dollywood this season will find an exciting way to see the Great Smoky Mountains thanks to the park's newest thriller – Barnstormer. Located in the Tennessee themer's Owens Farm section, adjacent to the Mountain Slidewinder flume ride, Barnstormer is a \$5.5 million dual Screamin' Swing supplied by S&S Worldwide.

Inspired by the jovial antics of 1920s stunt pilots as they flew their fixed-wing airplanes, Barnstormer features two pendulum arms with seating for 32 riders. Seated back to back, riders travel progressively higher on each swing of the Barnstormer's arms, reaching a maximum speed of 45 mph and 230 degrees of rotation. At its peak, the Barnstormer crests 81 feet above the barn's rooftop.

Dolly Parton recalls with fondness her memories that inspired the production and theming for her park's new-

est attraction. "When we were kids, we were absolutely amazed when we saw an airplane do stunts in the sky," said Parton. "Their tricks would entertain us for hours on end, and I just know that my new Barnstormer ride is going to be every bit as exciting to folks today. I can't wait to see the looks on folks' faces as they dip and soar!"

While thrillseekers enjoy spins aboard Barnstormer, Dollywood's younger guests will find plenty to keep them occupied at a new children's section created around the new barn. The activity-filled play area includes Lil' Pilots Playground, which is home to a wooden bi-plane replica. Additionally, Granny's Garden & Pig Pen offers play

► See **DOLLYWOOD**, page 4

Dollywood's new Barnstormer seats 32 riders and achieves a maximum speed of 45 mph and 230 degrees of rotation. At its peak, the Barnstormer soars 81 feet above the barn's rooftop.

COURTESY DOLLYWOOD



NEWSPAPER

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FASTFACTS



This month's issue of Amusement Today marks the beginning of 15 years as we begin our 15th Volume. Below are three interesting facts on AT's 15 years:

- 7,072 pages published.
- 93 tons of newsprints used.
- 283 Golden Tickets awarded.



NEWTALK

OPINIONS

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LETTERS

AT CONTACTS

EDITORIAL: Gary Slade, gslade@amusementtoday.com

Amusement Today's 15th year



Slade

Where did the time go? With this April issue, *Amusement Today* begins its 15th year of publishing. When the company was started back in 1997, there was no way of knowing the roller coaster ride that would be ahead.

Six Flags would be bought and sold multiple times. Paramount Parks would be sold. And who would have ever thought the Busch Gardens and SeaWorld properties would be under new ownership?

And then there are the park closures. Opryland and AstroWorld were two that locals wish they had back, as were Miracle Strip, Bell's and Geauga Lake to name a few.

Just as fast as the parks changed hands, so did the supplier side.

While Arrow may be the biggest name to be gone, others — from Chance to Vekoma — escaped through reorganization.

During these past 15 years, *Amusement Today* has grown, all in an effort to keep the news on our amusement industry flowing to you our reader. We have expanded out international news coverage and added the Midway section on carnivals and state fairs, following the closing of *Amusement Business*.

AT has jumped into the electronic media side as well, through the launch of two Web Sites and a daily emailed news edition, with more on the way.

And we would have never imaged that our annual Golden Ticket Awards event would turn into the fun filled two-day event and ceremony that it is today.

As *AT* begins Volume 15, issue No. 1, we will continue to send news your way, through all the various outlets that are available to us.

We also welcome your comments through your written or emailed letters, so let us know what's on your mind!

Thanks for letting us be part of the fun, and thank you to all who have supported us through these past 14 years.

—Gary Slade

Gary Slade is the founder and publisher of Amusement Today. His love for amusement parks began at age six when he first visited Pontchartrain Beach Amusement Park and Six Flags Over Texas. His long newspaper career helped lead to the launch of AT in 1997.

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

Accommodating extended visits



Mellor

While many parks around the world have successfully extended their seasons into the winter months by opening around Halloween and Christmas, for example, operators have also come to extend visitor length of stay on individual days by increasing opening hours at various times of the season, be it for just an hour or two, or going right into the evening by putting on special events such as concerts and other forms of live entertainment.

Whatever route is chosen maximizing the use of the attractions and facilities on offer in a park in this way is something that has become increasingly noticeable over the years and not surprisingly — it makes complete sense to make the most of what you have to offer and to maximise revenues by opening as much as possible during the main season period and/or extending things further into the winter months.

Of course, one of the best ways to encourage guests to stay longer is to provide on-site accommodation and the trend to do so seems to be continuing apace. Increasingly parks are adding accommodation of one form or another, be it a

major hotel development or the addition of campgrounds, chalets, holiday cottages or similar. This year, for example, in the U.K.'s Drayton Manor Theme Park will open a new 152-bedroom hotel while it was also recently announced that Legoland Windsor, again in the U.K., is to open a 150-room hotel in 2012. One of that park's sister attractions, Legoland Deutschland, will extend its holiday village this year too, with the addition of a further 24 holiday homes, and no doubt many others, large and small, will be developing accommodation offerings this year and next or if not, planning something for the future in whatever form it may take.

Naturally, larger developments such as major hotels add yet further to a park's offering and as well as helping to hold guests for longer periods during the season also provide opportunities to maintain activities, and therefore revenues, 12 months of the year. Thus some will move into the conference and events business, with facilities available to cater to what potentially could be a lucrative market.

But whatever form it might take, accommodation in its various guises is and will continue to be an important part of our industry's future.

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2 MINUTE DRILL



COMPILED: Janice Witherow

Patty Sullivan - Eli Bridge Company

Patty Sullivan is one busy lady ... and she loves every minute of it. In addition to being the president and CEO of Eli Bridge Company in Jacksonville, Ill., Patty is an accomplished educator on amusement ride safety, maintenance and inspection, sits on numerous boards, is deeply involved with her community and has been the recipient of many industry awards. Patty enjoys spending time with family and friends, gardening, cooking, singing, knitting and traveling. And anyone who knows Patty knows that she is a real joy to be around!



Sullivan



Patty Sullivan (Eli Bridge), presenting with Dennis Speigel (ITPS) to Schlitterbahn's Jeffrey Siebert, during the 2010 Golden Ticket Awards at Busch Gardens Williamsburg. Patty stays involved with many areas of the industry, volunteering her time, to help the industry, as needed.

Title
President/CEO.

Number of years in the industry
26 years.

Best thing about the industry
The wonderful friends you make, and the opportunity to bring joy to people you never even see.

Favorite amusement ride
The Scrambler.

If I wasn't working in the amusement industry, I would be ...
In some manufacturing business, but I can't imagine not being in our industry.

Biggest challenge facing our industry
The government ... taxes, fees, regulations, etc.

The thing I like most about amusement/waterpark season is ...
When the weather is fine and my customers are making money!

Ultimate part of a cake ... frosting, filling or the cake itself
The cake itself ... unless the filling is raspberry.

When I say shopping, you say ...
Please don't make me.

The last thing I watched on YouTube was ...
This great harmonica player who played classical music including the William Tell Overture (the Theme from the old TV show, "The Lone Ranger" - Hi Ho Silver - Away!).

The hobby I have that would probably surprise most people is ...
That I knit and crochet when I actually have time to sit down.

The celebrity with the best fashion sense is ...
I don't know off-hand ... do any of them have good fashion sense?

It's April! My favorite thing about Spring is...
Gardening, I love to plant perennial gardens.

I love the sound of ...
Birds singing in the morning.

My next vacation will be to ...
I don't know ... I'm taking my two oldest nieces and we haven't decided, yet.

All-time best ballgame food
A hot dog, what else?

To me, the funniest actor in movies is ...
Robin Williams.

When I look out my backdoor at home, I see ...
A huge yard just waiting to be loved and planted with perennials. I just moved to a new (old) house with lots of potential, but no real landscaping.

My ultimate cure for hiccups is ...
Take a deep breath, hold and think hard on calming your body down.

Kindle or good old-fashioned book?
Right now at least, an old fashioned book or audio books ... love 'em!

Favorite outdoor activity
Gosh that's a hard one. Either gardening, boating or entertaining friends on the deck.

I always wanted to learn how to ...
Weld.

The one thing that really gets on my nerves is ...
Loud music or loud noise.

The drink I typically order when in a restaurant is ...
Rusty Nail or a good red wine.

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1905:** On April 24, a disastrous fire swept through **Ocean View Park**, in Norfolk, Va. The fire, started by a boy's cigarette, began in the tunnel of the scenic railway and burned fiercely for an hour, doing an estimated \$25,000 damage. Beside the Scenic Railway, an assortment of buildings were destroyed. Even though the bucket brigade fought the fire valiantly, only the razing of a large building stopped the fire from spreading further.

•**1907:** On April 24, **Milton Hershey** officially dedicated Hershey Park in Hershey, Penn. as a leisure park for the employees of the Hershey Chocolate Company to enjoy. A carousel was installed the following year thus setting the stage for its growth into a world class amusement park.

•**1936:** On April 19, a 22-year-old seaman was killed after he toppled from his seat on the **Cyclone Racer**, Long Beach, Calif., and fell into the adjacent surf. Spectators said that the young seaman clung to the side of the car before being hurtled in the ocean just before midnight.

•**1942:** Neville Bayley, owner of **Roton Point Park**, in Norwalk, Ct., announced on April 26 that the park would not open for the 1942 season. The old resort on the Long Island Sound, which has been an excursion resort and amusement park for New Yorkers for nearly three-quarters of a century, had a full compliment of rides, a beach front roller coaster and bathing beach, comprising over 30-acres.

•**1967:** Opening ceremonies for **Expo 67** in Montreal were held on April 27. The Expo ran through October 29, 1967 and was considered to be the most successful World's Fair of the 20th century. The Expo logged more than 50 million visitors in one season. Of note, Canada's entire population at the time was only 20.5 million. The amusement section of the Expo, La Ronde, still operates as popular amusement park today with 40 rides and attractions and draws 2.5 million guests per year.

•**1968:** **Pacific Ocean Park**, Santa Monica, Calif., once one of Southern California's bright tourist attractions, was placed on the auction block on April 24, by federally appointed trustees. This would be the last west coast park on a pier, with a wooden roller coaster, to close.

•**1984:** A day coaster enthusiasts would rather forget, April 26. That was the day a fire occurred on the famed Wildcat wooden coaster at **Idora Park** in Youngstown, Ohio. The park never recovered from the fire and from having its star attraction closed. The historic park would close forever just one year later.

•**1996:** On April 11, the first test launch of **Outer Limits: Flight of Fear** took place at Kings Dominion, near Richmond, Va. It was the first LIM catapult coaster, and the test proved it was possible to accelerate a coaster fast enough to complete an entire circuit using only a magnetic wave.

•**1998:** Oklahoma City-based **Premier Parks** aquired Six Flags Theme Parks on April 1 for \$1.98 billion, and that was no April Fool's joke!

—Compiled by NRCMA and AT staff

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Six Flags Magic Mountain re-launches Superman ride

VALENCIA, Calif. — Six Flags Magic Mountain, in partnership with Warner Bros. Consumer Products and DC Entertainment, has launched their next generation of thrills with the debut of the new ride experience, Superman: Escape from Krypton.

Taking the record-breaking 100-mph-in-seven-seconds feature and elevating it to the next level of extreme by reversing the direction of the vehicles and sending riders shooting backwards up 41-stories into the sky, Superman: Escape from Krypton leaves riders hanging for several seconds of weightlessness before they plummet back to earth face first.

Unlike traditional coasters, the Intamin-designed Superman: Escape from Krypton uses linear synchronous motors to blast riders at 100 mph backwards in newly-designed sleeker cars, also from Intamin, on a dual track that spans 900 feet and looms 415 feet in the air, forming a gigantic L-shaped superstructure. The ride has been repainted a vibrant blue and red with a yellow track, and branded with a giant Superman 'S' shield at the top that can be seen miles away.

"Six Flags is known internationally as the industry leader in next generation thrills. Since it opened in 1995, Superman The Escape, has been one of the most popular thrill rides in the world," said Bonnie Rabjohn, Six Flags Magic Mountain park president. "By redesigning the cars and turning them backwards, Superman: Escape from Krypton provides even the most daring thrill seekers a new and unique ride experience that only Six Flags Magic Mountain can deliver."



Six Flags Magic Mountain introduces Superman: Escape from Krypton, a re-imagining of the 1997-built, Intamin-designed Superman The Escape Reverse Freefall Coaster. The revamped attraction features sleek passenger vehicles that blast riders backwards from the station at 100 mph via LSM propulsion to a height nearing 415 feet. COURTESY SIX FLAGS

► DOLLYWOOD

Continued from page 1

structures and water fountains. To add authenticity to the Owens Farm area and the Barnstormer attraction, Dollywood partnered in the project with Tennessee Farmers Cooperative.

"The Barnstormer is going to be a great family thrill ride for the park," said Craig Ross, Dollywood vice-president and general manager. "The ride itself naturally integrates into the barn at the Owens Farm area of the park. The experience creates that thrilling feeling small communities must have felt when they took their first ride with those daring pilots."

Dollywood opens for the 2011 season on Saturday, March 26.



Barnstormer, a 32-seat Screamin' Swing supplied by S&S Worldwide, highlights Dollywood's 2011 season. The new ride, located adjacent to the Mountain Slidewinder, recalls the thrills experienced by early 20th century aviators. COURTESY DOLLYWOOD

Wow!Works makes a splash with new show at Georgia Aquarium

ATLANTA, Ga. — AT&T Dolphin Tales, an inspiring theatrical production starring several Atlantic bottlenose dolphins, is poised to thrill and amaze visitors at Georgia Aquarium. A musical tribute to the beauty and grace of dolphins, this visually lush indoor show combines live action, dramatic storytelling, state-of-the-art technology and thrilling animal behaviors in a way that has never been seen before.

In a collaborative effort between Georgia Aquarium, architectural firm PGAV, owner representative Heery and entertainment design and production company Wow!Works, the group developed the theatrical technical designs for the theater, as well as, created and produced every element of the ground-breaking show. Working closely with the animal training staff and a talented team of creative experts including writers, directors, graphic artists, digital animators and musicians, Wow!Works conjured a magical journey that will transport audiences into a legendary story of the sea.

With a duration of 25 minutes, the show features dazzling special effects, digitally projected animation, a sweeping orchestral score, theatrical lighting, exhilarating dolphin behaviors, and the Broadway-quality talents of a live performer.

The Wow!Works mission is to transform creative visions into tangible moments an audience will never forget—and the company clearly succeeded with AT&T Dolphin Tales.

"We wanted to create a unique dolphin show that has a real emotional impact. We knew the best way would be to create a story that takes you on an adventure," said Bettina Buckley, the show's producer and company principal at Wow!Works. "There's something for everyone — from the agility of the dolphins and the trainers to the exciting action sequences and the unforgettable beauty of the music."

The \$110 million Dolphin addition is the Aquarium's largest expansion to date. The ex-



pansive new dolphin gallery will be revealed to the public for the first time this spring. The brand new 1,800-plus seat theater has a show space the size of the Radio City Music Hall stage, encompassing 84,000 square feet and housing 1.8 million gallons of water in four pools. The show's backdrop rises high above the large, glistening performance pool and consists of five organic tail shapes that serve as the projection surfaces for captivating digital media. There is also an interconnected network of elevated platforms and bridges for the human performers.

As the show begins, a falling star conjures a mysterious storyteller, the StarSpinner. Singing with power and intensity, this enchanting character holds the audience spellbound as stories of mythical dolphins and adventure on the high seas come to life right before your eyes.

"This is unlike any dolphin show anywhere on earth," said Gary Paben, co-director. "It takes you on a voyage with the StarSpinner, and dolphin behaviors actually advance the plot. The audience is so captivated by the whole experience that they forget they're sitting in a theater."

Roy Luthringer, co-director, added, "It's all about the relationship between humans and dolphins ... and the best part is, the dolphins help the StarSpinner to triumph over evil in the end. You have to see it to believe it!"

“Give Kids The World gave us a chance to forget our day to day troubles and LAUGH!”

–Taylor’s Mom

Inspiring Hope



Give Kids The World Village is a 70-acre, nonprofit “storybook” resort in Central Florida. Children with life-threatening illnesses and their families are treated to weeklong, cost-free vacations, complete with accommodations, donated attraction tickets, meals and more. Since 1986, Give Kids The World has welcomed more than 105,000 families.

For more information on how you can help support our mission, please visit www.givekidstheworld.org.



Italy's Ermes Technologies to represent Sally Corp.

JACKSONVILLE, Fla. — Sally Corporation has signed Ermes Technologies Themed Entertainment Division to represent the Jacksonville, Florida-based dark rides and animatronics manufacturer in Italy.

"This is the first time Sally Corporation has had a representative dedicated specifically to the Italian market," says Sally CEO John Wood. He notes that Ermes Technologies Themed Entertainment Division, with its strong background in high tech products and projects, has an established client base and excellent reputation both within the Italian themed entertainment industry and other markets.

Headquartered in Rome, Ermes Technologies, a subsidiary of the Eurolink Systems Group, was founded in 2005. The company provides custom engineering services for the defense,



Enrico Petrucci

transportation and aerospace industries. Its Themed Entertainment Division was established to bring some of that engineering expertise to the entertainment and attractions field, according to the company's CEO, Enrico Petrucci, who adds, "We have long admired the animatronics and interactive dark rides produced by Sally Corporation, and we feel that together Ermes and Sally will have great success in this exciting industry."

Herschend Family Entertainment, Jerry Henry launch research company

BRANSON, Mo. — Herschend Family Entertainment (HFE) and Jerry Henry & Associates, a research consulting firm, have developed a strategic partnership to launch a new company called H2R Market Research. The new corporation provides full-service research services in the travel and tourism, leisure, healthcare, and retail service sectors among others.

Led by Jerry Henry, a research industry veteran with more than 25 years of experience and a frequent guest speaker at regional and national travel industry conferences, H2R offers a full range of analytical services using customized methodologies including online surveys, telephone interviews, mail surveys, intercept/personal surveys, in-depth interviews and focus

groups.

"Now with our expanded expertise and capabilities, including an in-house, U.S.-based call center, we can provide clients with even more dynamic high-touch, high-tech research solutions," said Henry, president of the new company. "Our current and new clients will benefit as we provide a comprehensive approach to research insight, continuously striving to find better ways for them to learn more about their customers and grow their business."

"Jerry has always maintained a hands-on and practical approach to research. His team is skilled at analyzing and interpreting data so it is easily understood and helps move business forward," said Rick Baker, senior vice president of marketing, HFE. "This new partnership strengthens his group's capabilities and provides customers with economies of scale. You get world-class research

insight at real-world costs while maintaining a personal touch."

H2R offers a diversity of services including quantitative analysis, questionnaire development, data collection, focus group moderation, research training/education and general marketing research counsel.

H2R Market Research specializes in innovative business insight for a variety of clients. Based in Missouri, the company offers a broad portfolio of services using varying methodologies including online surveys, telephone interviews, mail surveys, intercept/personal surveys, in-depth interviews and focus groups. Led by hands-on professionals who share more than 50 years of collective experience, the company offers smart, strategic and affordable research solutions.

•www.h2rmarketresearch.com



Henry

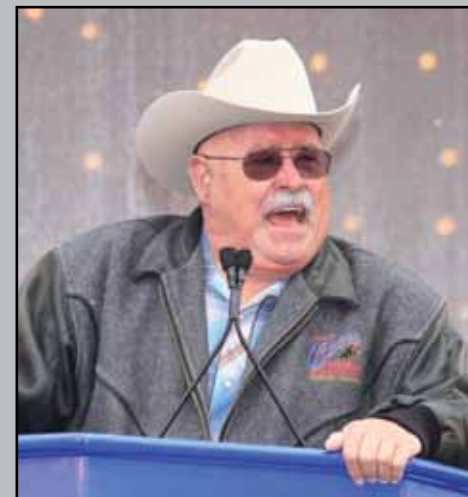
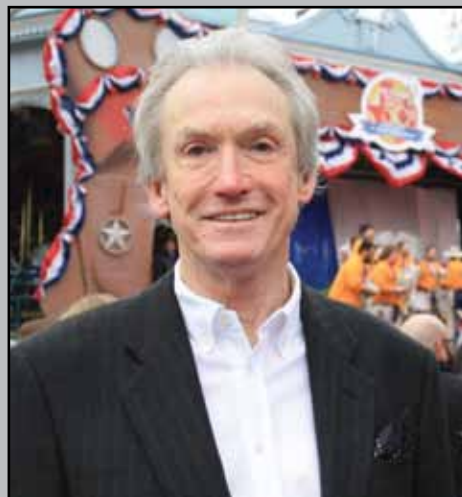
Six Flags Over Texas opens for 50th anniversary



Six Flags Over Texas opened on March 5 in grand style as the Arlington, Texas theme celebrates its 50th anniversary. With many VIP's on hand, a special ceremony was held to officially kick off this historic season.

Top row, left photo, l to r, were Errol McKoy, former park president and current president of the State Fair of Texas and Steve Martindale, current park president. Right photo, l to r, are park founder Angus G. Wynne Jr.'s children: Shannon Wynne, Mary Temple Wynne and Angus Wynne III. Bottom row, l to r: Jim Reid-Anderson, chairman, president and CEO of Six Flags Entertainment; Jack Knox, Six Flags Limited Partnership and Barry Corbin, actor.

AT / GARY SLADE





INTERNATIONAL

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BRIEF

WhiteWater opens China office

RICHMOND, British Columbia — WhiteWater West Industries Ltd. has announced the opening of new office in Shanghai, China. This new office will allow WhiteWater to meet the growing demand in China as well as improve service to existing clients.

David Bogdonov, vice president business development—Asia, said of the opening: "It's a great step for us, particularly because this is a result of client demand. This office will greatly increase the level of support for clients in the Chinese market, and marks a considerable milestone in our company's development, signifying our growing presence in the marketplace."

Along with the opening of its 15th office worldwide, WhiteWater has additional personnel assigned devoted to this area including Phil Zhong and Dawn Tong who will be responsible for business development in China. With the opening of this office, WhiteWater will focus on increasing its presence in China, therefore demonstrating a commitment to this market, as well as building awareness.

Register today for the IAAPA Asian Attractions Expo
▶ See Page 12

Legoland Windsor to unveil Mack submarine ride

STORY: Andrew Mellor
 amellor@amusementtoday.com

UNITED KINGDOM — The U.K. theme park Legoland Windsor, located just outside London, will open a new, multi-million dollar, underwater attraction for the 2011 season.

Atlantis Submarine Voyage, built by the Germany company Mack Rides, will be unveiled during the summer and is part of a wider, £30 million (U.S. \$49 million) investment at the park by parent company Merlin Entertainment Group, which will also include the future addition of a new hotel. The ride itself is an £8 million (U.S. \$13 million) addition to the park and will be the first Lego-themed underwater ride in the world.

The new attraction will take families on a marine voyage inside one of eight custom-built Lego themed submarines, each of which holds up to 14 people. During the experience, guests will explore a one million litre ocean tank featuring over 50 species of rare sharks, rays and tropical fish. Additionally, almost 100 striking, bespoke Lego brick models and features are being hand built by the Lego model building team to "bring Atlantis to life," with an estimated 2,683 hours of work being completed ahead of the launch to create the models. The new attraction is also expected to create over 50 jobs for the park, with three specialist positions for the aquarium — one displays curator and two aquarists.

Commenting on the new ride, Legoland Windsor divisional director Sue Kemp said: "This is Legoland Windsor's biggest attraction investment



An artist's impression of the boarding area, above, and ride journey, right, of the new Legoland Windsor Atlantis Submarine Voyage.

COURTESY LEGOLAND WINDSOR

ever by the Merlin Entertainment Group and is testament to the continued success of the park. Atlantis Submarine Voyage represents a unique partnering of a Legoland park with Sea Life, Merlin's global aquarium brand, and will offer families something they've never seen before."

Marine experts based at Legoland Windsor will be working with Sea Life colleagues at the forefront of global marine conservation. Regular research projects will be carried out at the new aquarium and education programmes will also be offered which will encourage families and school groups to consider the issues that impact on aquatic life by getting involved in campaigning to



preserve marine habitats and protect endangered species.

Legoland Windsor celebrates its 15th anniversary in 2011 and as part of the celebrations will be holding a Lego Star Wars themed After Dark laser show for the Eas-

ter holidays. In March 2012 the park is due to open a new 150 bedroom Legoland Hotel, transforming it into a destination resort in order to meet the growing demand from visitors wishing to extend their stay at the park.

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Gardaland's B&M Raptor coaster nears completion

STORY: Andrew Mellor
amellor@amusementtoday.com

ITALY — The much anticipated new coaster being built at Gardaland in northern Italy is currently nearing completion and promises to offer park visitors a thrilling, heavily themed experience.

"Raptor: a chilling flight" as it is being tagged, has been built by Swiss company Bolliger and Mabillard (B&M) and is a "winged" coaster set to be the most extreme and unique in Italy. Representing an investment of €20 million (U.S. \$28 million), the story behind the ride tells of an implacable predator, an unknown winged creature, woken from its ancient sleep beneath the ground at Gardaland during the construction of the ride. As it seeks vengeance for the slight perpetrated upon it, it kidnaps anyone trying to tame it by dragging them into an extreme flight through enormous arid forests and devastated lands, avoiding a series of obstacles at the last minute as it goes.

The starting point for the attraction will be underground where guests will board the

"winged" trains to sit either side of the track, legs dangling below them. Four riders will be seated in each row, two on either side of the train, and there will be seven cars per train. The almost 800 meters (2,625 feet) long track will cover an area of over 16,000 square meters (172,200 square feet) and will take riders to a top speed of 90 kph (56 mph) at two points, assisted by a 65 degree inclination in the ground level in one section. The lift system will reach a height of 30 meters (98 feet) from the start with an inclination of 40 degrees.

All the theming on the ride has been designed and built by the creative team at Merlin Studios in London, which serves all the parks in the Merlin group and has worked closely with Gardaland's managers since the inception of the attraction.

"The track will be almost 800 meters long overall," said Chris McCormack, project manager of Merlin Entertainment and supervisor of the project. "This imposing and extreme roller coaster, effectively much faster than the adrenaline-filled Blue Torna-



Gardaland's new Raptor coaster from B&M will offer a chilling "flight" through a heavily themed landscape. COURTESY GARDALAND

do, will make you reach a peak height of 30 meters with an inclination of 40 degrees from the ground; the journey will feature two 'head over heels'

moments, 90 degree turns and a series of exciting and particularly technical 'tricks' which will literally leave you breathless."

At the time of writing, Raptor was due to open when the new season began at the beginning of April.

Belgium's Bobbejaanland to add Maurer Spinning Coaster

STORY: Andrew Mellor
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BELGIUM — A new spinning coaster from German manufacturer Maurer Sohne will be an additional experience for visitors to Bobbejaanland in Belgium for the 2011 season.

To be called Dizz, the coaster is one of Maurer's SC3000 models and will be situated near the park's lake, close to the water on the side which also features the Revolution, Typhoon, Sledge Hammer and Banana Battle attractions. It will utilize six vehicles which will travel along a track length of 430 meters (1,411 feet) and reach a maximum height of 17 meters (56 feet). The top speed on the ride will be 55 kph (34 mph) and hourly capacity will be 800.

Dizz is a family ride aimed at guests aged six years old and above (minimum height 1.10 meters/3.5 feet) and commenting on its installation, Bobbejaanland's marketing and commercial manager Peg-



The new Dizz spinning coaster will entertain guests of all ages at Bobbejaanland in 2011.

COURTESY BOBBEJAANLAND

gy Verelst said: "It was time for Bobbejaanland to build a new coaster. In the choice a lot of parameters matter—the cost to build the coaster, maintenance and the available space.

Is it a novelty in our market or can the visitors already experience this type of coaster in a competitor's park? Is it an added value to the rest of our attractions? And last but not

least, does this type of coaster fit our target group?

"Bobbejaanland is a family park and this new coaster is perfect for families. You are allowed to do the ride when

you measure 1.10 meters. But the attraction fans should not underestimate the adrenaline kick you feel in a spinning coaster. We are sure that all age groups will be very excited when they feel the Dizz."

The theme of the new coaster will be "street life, city feel, urban jungle, skating, BMX, music," according to Verelst, and it is therefore expected to help attract more youth to the park, i.e. 12 to 16 year olds.

Other developments for the 2011 season at Bobbejaanland include the redesign and rebuilding of the park's shops by Dunes, a specialist merchandising company, along with new product lines, a "facelift" for the park mascot Bobbie the Cowboy coupled to new retail products, three new characters for Kinderland, a children's indoor play area, and a King Kong related shop close to that ride.

A new website (www.bobbejaanland.be) was also due to be launched during mid-March.

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Successful installation for Wood Design — with more to come

STORY: Andrew Mellor
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THE NETHERLANDS — Carousel specialist Wood Design, based in The Netherlands, is following on from a successful year in 2010 with a number of deliveries planned for venues in Europe and the U.S. for 2011.

Among the company's most recent installations have been three carousels and two family rides, in Europe, the U.S. and Asia. Of the carousels, one was a custom designed, four-abreast, sealife themed ride for Ocean Park in Hong Kong, this being 16 meters (52 feet) in diameter and featuring 61 fibreglass animals with a capacity for 80 riders, while another, for Toronto Zoo, was also a custom designed attraction. This 12 meter (39 foot) diameter, Rain Forest/conservation themed carousel was delivered to the zoo in conjunction with Ride

Entertainment in the U.S. and features hand carved, wooden animals.

A third carousel was a 13 meter (43 foot) diameter, double-deck ride supplied to Plopsa Indoor in Coevorden, The Netherlands, also featuring hand carved wooden animals, while the same venue was also the recipient of a 10 meter (33 foot) Wave Swinger from Wood Design, custom designed to a K3 theme, a successful girl singing group.

Yet another project has been a flying, tilting and spinning boat ride installed at Drouwenerzand, again in The Netherlands, this being a newly developed ride and one that has been well received in its new home. It features a lot of movement and parents are able to ride with their children in the revolving, "flying" boats.

Among installations for the 2011 season, ▶ See WOOD DESIGN, page 11



The Wave Boat ride at Drouwenerzand was one of Wood Design's 2010 projects. COURTESY WOOD DESIGN

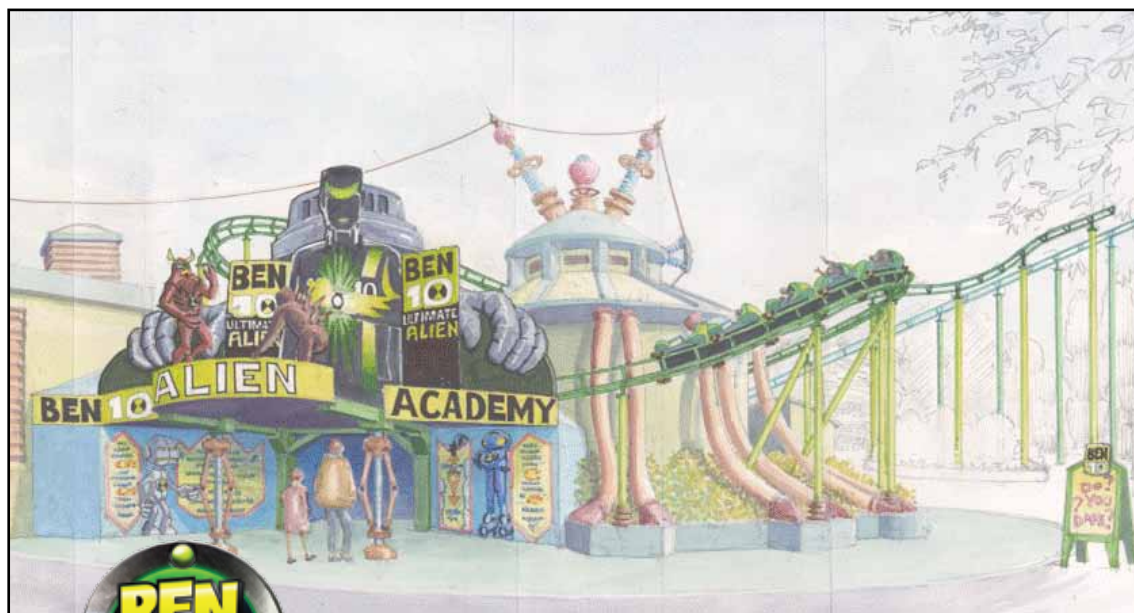
Drayton Manor announces themed junior Vekoma coaster

ENGLAND — Drayton Manor Theme Park in the U.K. has revealed it will open another major branded attraction for the 2011 season based on the hugely popular children's character Ben 10.

Taken from the animated TV series produced by Cartoon Network, Ben 10 is based around the adventures of 10-year-old Ben Tennyson, who finds a watch-like device known as an Omnitrix that gives him the ability to transform into various alien forms, each with its own powers.

At Drayton Manor, the character and his adventures will form the storyline behind a new family launch coaster from Vekoma Rides Manufacturing, Ben 10 – Ultimate Mission, the first of its type in the world. Based on Vekoma's junior coaster system, the attraction features a shuttle track layout, similar to the classic Vekoma Boomerang, which launches riders forwards on their first tour of the track before they return travelling backwards along the same route to the station. The track will be 590.5 feet in length and will have a highest point of 65 feet. Maximum speed will be 34 mph and riders will experience up to 3G. An hourly capacity approximately 850 riders is expected.

The new attraction will be heavily themed to Ben 10 and will also incorporate special elements within the queue area. Set in a truly immersive environment, riders will enter Asmath's laboratory (who built the Omnitrix) where



Drayton Manor's major new-for-2011 attraction will be a heavily themed family launch coaster from Vekoma Rides Manufacturing. The new prototype ride will incorporate the same principles and a similar layout to the hugely successful Vekoma Boomerang coaster but without inversions.

COURTESY DRAYTON MANOR

they learn that Earth is under attack from the evil Vilgax. They move through the Alien DNA workshops where various interactive devices will allow them to explore the Alien DNA-based breeding and experimentation program before boarding the laser cannon power generator, which needs to be fired into outer space to destroy Vilgax and save the world! Ben 10 fans will get to help Ben and his friends in a mission to save the planet from invading aliens – and make a video of their experience too.

As well as in the queue area and on the ride, the Ben 10/Cartoon Network theming will be maximized in the surrounding area of the new coaster and be emblazoned

with suitable signage and artwork. Additionally, a stage above the entrance will accommodate a live show as part of the pre-show element before the ride.

"The show will act as a prelude to the ride and will set the scene," explained show producer Paul Hammond of Paul Hammond Productions. "It will feature Ben 10 and his cousin Gwen and one of the monsters (from Ben's adventures) in a live setting. It will run for approximately seven minutes before guests enter the ride, on a custom-built stage above the entrance, and will feature state-of-the-art effects."

The diner and retail outlet directly opposite the ride entrance, which were redeveloped

just two years ago, will also be completely re-themed and re-branded as Cartoon Network outlets, with Cartoon Network cartoons being played on flat screens around the diner and a variety of other related decor also being added to the related merchandise on offer.

"The new coaster will fill a gap we feel there is at Drayton in our arsenal of coasters," said Edward Pawley, park general manager park operations, "and will slot in between the Gerstlauer Troublesome Trucks ride in Thomas Land and the Maurer Sohne G-Force coaster. Ben 10 – Ultimate Mission will be the first coaster of its kind in the world, so another

'first' for Drayton Manor, and will incorporate the same principles and a similar layout to the hugely successful Boomerang coaster, but without the inversions. It will be a fun, exciting attraction for all the family themed on one of the most popular children's brands around."

The coaster, however, is not the only new element being introduced to the park for 2011. Aside from the previously-announced new 150-room hotel, a new Junior Regatta style ride from Zamperla will replace the Terence the Tractor attraction in Thomas Land, which will be moved to a new home in the expanded Farmer McColl's Farm, situated at the far end of the railway track on which guests travel from Thomas Land.

The new addition will have a capacity of 32 riders and will feature four locomotives and four coal cars, at the same time introducing four new Thomas and Friends characters to this section of the park. Two live shows, again produced by Paul Hammond Productions, will also be a feature of Thomas Land for 2011.

A new 4-D film (details to be announced at a later date) will be shown in the park's 4-D effects theatre and the Cafeteria food outlet will be transformed into the California Grill, a new sit-down, waitress service restaurant available to all park visitors, hotel guests and the general public, and open all day from breakfast right through to dinner.

Innovative Leisure installs two major high ropes courses

UNITED KINGDOM — Innovative Leisure has completed the installation of two new major high ropes adventure courses at venues quite literally at either end of the U.K.

Clarence Pier, in Southsea, Portsmouth, on the south coast of England, and Codona's Amusement Park in Aberdeen in Scotland, have both added a major high ropes course for the 2011 season as they seek to bring yet more family fun and entertainment to their facilities.

At Clarence Pier, the attraction's structure is visible across the Solent from the Isle of Wight and has been built on the corner of the pier to allow access from the nearby street area and directly from the pier itself. The double level, eight-pole-high ropes course incorporates a unique walk the plank feature and pirate theming, making it an ideal fit with the coastal location.

The new course has been named Pier Pressure — Rise to the Challenge and is large enough to cater for up to 150 guests per hour, with 35 participants able to enjoy the experience at any one time. Offering 28 different elements, it is themed with natural colors, specially stained hand carved wood effects, hessian ropes and pirate theming on the second level, which offers a more challenging experience than the level below.

"It is totally and utterly unique," said Clarence Pier's Jill Norman. "We are a relatively small operator compared to some of the larger parks so we were looking for something different and decided to add a high ropes course. It's aimed at anyone over five years old and we hope it will bring in a different market that possibly wouldn't go on the more traditional amusement rides. We are also aiming it at the corporate market and will be offering corporate packages featuring the high ropes course, with team building days combined with our conference facilities.

"A unique feature is the walk the plank element that takes visitors over the edge of the pier and fits perfectly with the pirate theme. One thing that particularly appealed to us was that other high ropes courses don't provide the facility for participants to overtake each other, which is unique to



Innovative Leisure has completed installation of two new major high ropes adventure courses in the U.K. Guests visiting both Clarence Pier, (shown in left photos) in Southsea, Portsmouth, on the south coast of England, and Codona's Amusement Park (shown in right photos) in Aberdeen in Scotland will be able to challenge and entertain themselves on these ADIPS certified attractions.

COURTESY INNOVATIVE LEISURE



the Innovative Leisure courses. The service we received from Innovative Leisure was first class too, with everything completed on time as promised, despite the snow in December."

In Scotland, at Codona's Amusement Park, a six-pole, triple level high ropes course has been installed alongside the Log Flume ride. With a capacity of 35 people at any one time, the attraction is believed to be the only three level high ropes course in the U.K. and is particularly aimed at providing additional thrills for the teen market, although the lower levels cater perfectly for younger or less confident guests.

"We liked the concept of adding something totally different to our park that can still be enjoyed by almost any age group," said Alfred Codona. "Having decided to go for three levels on the attraction we are pitching the marketing more towards the teenage/extreme market. However, we will be making it very clear to the public that they do not

have to complete all three levels and that they only need to climb as high as they are comfortable with.

"We have sited the high ropes course in the center of the park, taking advantage of the open floor space below it to house our photo shop and side stalls. It will open with our outdoor amusement park on April 1, 2011. And Innovative Leisure were great to deal with and comfortably made all the deadlines set at the start of the contract, as well as organizing the design review and ADIPS certification which were completed just a few days after the inspection on site."

"Our major high ropes courses are creating a lot of interest among operators of a wide range of attraction venues and we are very happy with these two latest installations," said Innovative Leisure Managing Director Phil Pickersgill. "They are both very impressive structures offering an exciting and challenging experience for all ages and I'm sure will be popular additions at both venues."

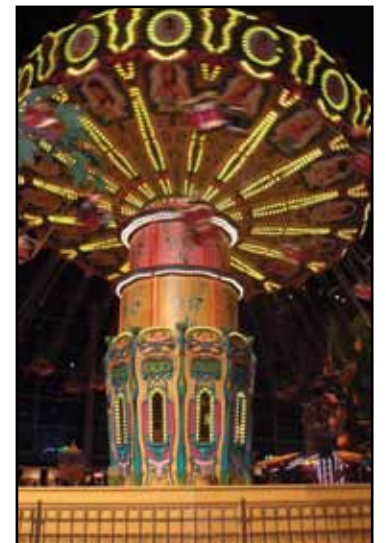


Ocean Park is now operating a sealife themed carousel from Wood Design. COURTESY WOOD DESIGN

►WOOD DESIGN Continued from page 10

Wood Design is building two custom carousels for venues in Europe and the U.S., with further details to be revealed by the clients at a later date, while according to the company's Johan Vermolen, many inquiries for its products are also being received from the Asia region.

One of the Wood Design rides at Plopsa Indoor, Coevorden, is a 10 meter Wave Swinger.



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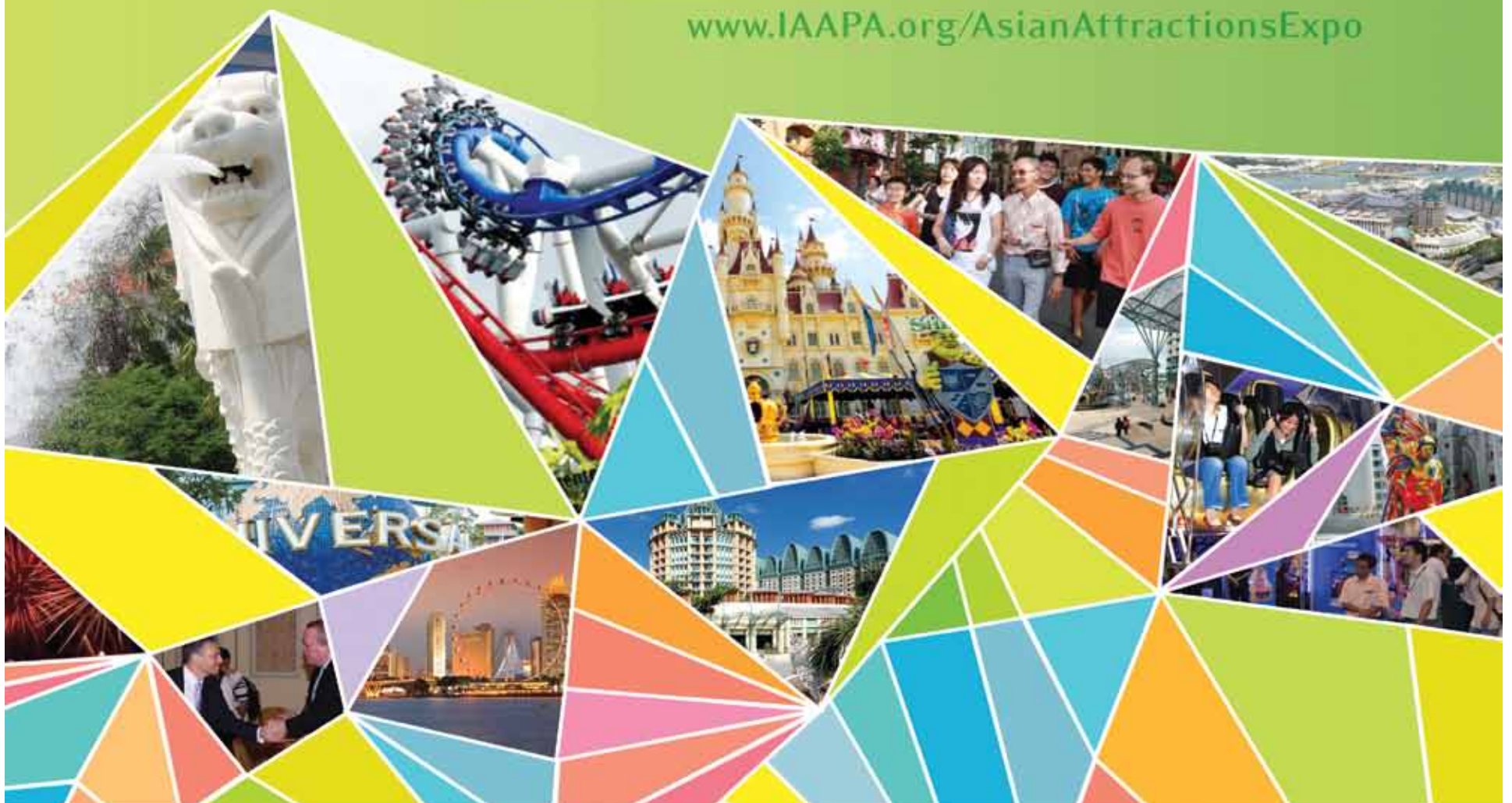
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Bob the Builder, new show lineup ready to debut at Alabama Adventure

BIRMINGHAM, Ala. — Alabama Adventure has announced the summer 2011 show line-up for the park's Star Theater. The season will kick off June 11 with a family presentation, *Swingin' Safari* featuring *Curious George*. Next, join *Bob the Builder* starting July 2 with the show, *A Whole Lot of Buildin' Goin' On*. Finally, *Clifford the Big Red Dog* will perform starting July 23, 2011 in *Superstar Funfest*. All shows will run three times per day, six days a week. Shows are closed on Tuesdays.

Swingin' Safari featuring *Curious George* will run June 11 to July 1, 2011. Guests join *Safari Sam* and *Jungle Jenny* as they use the power of imagination to take the audience on a fun-filled adventure through the African Jungle. This non-stop song and dance spectacular features favorites such as "Can't Wait to be King" and "Ease on Down the Road," and incorporates plenty of audience participation that's guaranteed to entertain young and old alike.

Bob the Builder joins guests in the fun-filled show, *A Whole Lot of Buildin' Goin' On*. *Bob the Builder* and two members of his *Can-Do* crew need some help from all the builders in the audience for this special project.

At SeaWorld San Antonio

3.5-acre Sesame Street Bay of Play opens

STORY: Pam Sherborne
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SAN ANTONIO, Texas — Dan Decker, general manager, SeaWorld San Antonio, Texas, said he has been asked why his facility would put in a Sesame Street attraction?

"They say, 'Why this brand? How does it fit?'" Decker said, on the day of the grand opening of the new Sesame Street Bay of Play. "I tell them that the two brands have the same goals — educating and connecting families."

And, officials felt it would be a great fit. It has been. In fact, said Decker, it has already been a huge success.

Decker said they opened the 3.5-acre attraction the first of March just for weekends. That was more of a soft opening. The grand opening was March 12, when the park had already started its normal spring schedule, which is Thursday-Saturday. But, the park would be open for the entire week of March 13-19 for spring break.

Sesame Street Bay of Play is located in the area that was formerly occupied by *Shamu's Happy Harbor*. The area was totally rethemed and two new rides were added to the existing *Zamperla Ferris wheel*, renamed "*Big Bird's Spinning Reef*," and *Zamperla's* vertical drop now called "*Elmo's Dolphin Dive*."

The two new rides are a *Rockin' Tug* by *Zamperla* called "*Abby Cadabby's Rocking Wave*," and a *Chance* carousel with Sesame Street characters called *Grover's Round-up*.

Water is critical to stay



SeaWorld San Antonio debuted its new attraction, Sesame Street Bay of Play, March 11, which included two new rides, and retheming of existing rides. New was this Sesame Street-themed Chance carousel named "Grover's Round-Up." At right, this Zamperla drop ride was rethemed to Elmo's Dolphin Dive. Zamperla did provide a new Rockin' Tug called Abby Cadabby's Rocking Wave.

COURTESY SEAWORLD SAN ANTONIO

cool in a San Antonio summer, so new water play areas with zero depths were added. That includes "*Little Bird's Splash*," which features 22 water elements such as bubbles, geysers, jets and dumping buckets.

There is a dry play structure that is three stories high and the only way up is to climb.

The play area called *Tot's Ahoy* is specifically designed for children up to three years old.

Children can climb, crawl and explore in a webbed world of challenges and make their way down into a fun-filled sandbox.

At the "*Big Bird's 1-2-3 Smile with Me*" area there are



Sesame Street characters available for greeting, taking photos and making memories.

At the *Happenings Stage Area*, there are musicals that run daily and bring tales of adventure to life featuring *Elmo*, *Abby Cadabby*, *Zoe* and *Cookie Monster*. Afterwards, the characters are available for a meet and greet.

The restaurant in the new area also has been rethemed and renamed *Rosita's Café*. *Rosita* is a Hispanic Sesame Street character. Decker feels that is also a good fit since San Antonio has such a large Hispanic community.

On select days visitors can enjoy breakfast with *Elmo* and his friends in *Rosita's Café*.

The park also has a new

movie showing at the 4-D Star Theater. Called "*Sesame Street presents Lights, Camera, and Imagination!*" the new movie features *Elmo*, *Big Bird* and the rest of the Sesame Street gang as they try to save the Sesame Street Film Festival. Their adventures are brought to life with zany 4-D gags and special effects like wind, bubbles, water and other surprises.

SeaWorld has had the 4-D movie theater since 2002.

The park also has three merchandise locations in the new area — *World Azul*, *Sea Star Gifts* and *Main Mast* gift shops.

The grand opening festivities were offered to season

► See SEAWORLD, page 14

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SEAWORLD

Continued from page 13

pass holders and the media.

Decker said the Sesame Street Bay of Play attraction as well as other attractions are created and designed through the efforts of a team put together by park staff and corporate staff.

The Sesame Street Bay of Play is a significant addition to the San Antonio park, but not the only one for 2011.

The new killer whale show, debuting in all SeaWorld parks in 2011, will open in San Antonio June 11. Called "One Ocean," Decker described it as being more educational than the former show, which was more inspirational. This show focuses on how "one person can make a difference in the world and how they can take care of killer whales."

"The show opens in (SeaWorld) Orlando in April and in (SeaWorld) San Diego in May," Decker said. "All of the shows in each park are somewhat different. It is a very immersive show, with the lighting, sound, and video. Our Shamu Theater is in the round so it makes it a little different to work with than at the other parks."

Decker said they were also upgrading the park's Halloween and Christmas events this year.

"These investments are going on in all our parks since the new ownership," Decker said. "San Antonio is becoming a bigger player."

In fact, SeaWorld Parks & Entertainment, the parent company of 10 parks including SeaWorld and Busch Gardens, will unveil 10 new attractions across the country this year, the largest single-year capital investment in the company's history.

All attractions in SeaWorld San Antonio are included in the one price admission.

"And, right now, for all those that pay for a full price admission, they will get a pass



SeaWorld San Antonio's new Sesame Street Bay of Play has proved popular with the younger set during the park's March schedule. Shown here, top row, are two views of the massive play area and its interactive crawl and climbing areas. Middle row l to r shows Zamperla's new Abby Cadabby's Rocking Wave and Chance's new carousel Grover's Round Up. Bottom row shows just some of the waterplay area for kid's to cool off during the hot Texas summer days. AT / GARY SLADE

to come back for free for the rest of the year," Decker said. "So, for \$59.99, a visitor can come back as much as they

want throughout the year." Although not new, this program is very successful for the San Antonio SeaWorld, as

is the military program the park offers. Any servicemen as well as three friends can gain free admission into park.

"We usually have about 150,000 military personnel taking part in this program," he said.

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Survivor Live to debut this summer at two Six Flags parks

Beginning this spring, guests visiting Six Flags America and Six Flags New England can experience stories from exotic locales around the world in *Survivor Live*, a new, interactive stage show adventure based on one of the world's most popular reality shows *Survivor*.

A joint effort between the Six Flags Entertainment Corporation, CBS Consumer Products and New York-based entertainment company RWS and Associates, *Survivor Live* puts guests' minds and bodies to the ultimate test as audience members compete in contests designed to challenge their endurance, memory and strength.

Survivor Live is an exhilarating half-hour show for guests of all ages, igniting the stage with cutting-edge music and choreography, state-of-the-art sets, and lavish costumes. Guests interact with both live stage performers and clips from the Emmy Award-winning television series as four audience members compete against each other in a series of challenges. At the end of the show, only one contestant will remain standing, with the person who has outwitted, outplayed and outlasted

the others named "the ultimate Survivor."

"We are thrilled to bring the excitement of *Survivor Live* to Six Flags America," said John Winkler, park president. "We expect the show to be a big hit with our park guests this summer as they have fun participating in this unique and challenging production."

"In the comfort of our living rooms, we all wonder if we could confront the elements, win the challenges, find the idols and survive *Survivor*," said Liz Kalodner, executive vice president and general manager of CBS Consumer Products. "Now, *Survivor Live* at Six Flags gives fans the chance to compete and experience *Survivor* in person as fellow audience members battle it out on stage."

"We are also quite pleased to bring the thrills and excitement of *Survivor Live* to our guests," said Jason Freeman, Six Flags New England park president. "We predict this show will become an instant crowd favorite."

All performances of *Survivor Live* are free with park admission. For more details and show times, visit: www.sixflags.com.



Both Six Flags America and Six Flags New England will debut *Survivor Live*, a new, interactive stage show adventure based on the popular reality show *Survivor*. The productions will feature cutting-edge music and choreography, state-of-the-art sets, and lavish costumes. COURTESY SIX FLAGS

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San Diego's Belmont Park scored a major hit with Octotron, the second unit of Chance Morgan's UniCoaster. COURTESY CHANCE MORGAN

Chance Morgan UniCoaster joins Belmont line-up

SAN DIEGO, Calif. — Guests visiting San Diego's Belmont Park this winter found a new attraction that sent them spinning head-over-heels with the introduction of the new Chance Morgan UniCoaster.

Dubbed Octotron by its owners, the ride is the only one of its kind in California. The Octotron is a rider-controlled experience designed to offer thrills for all ages. While the more daring rider can thrust their seat into forward and backward spins from start to finish, those looking for a more mild experience will be equally excited to speed around the undulated track and feel the wind in their hair.

According to San Diego Coaster Company's General Manager Wendy Crain, the new attraction has been an instant hit. "It was immediately evident once we opened the ride that it would be a success. All ages, all smiles; the public response was amazing!"

Belmont Park is a seven-acre beachfront amusement park and entertainment center located at the corner of Mission Blvd. and West Mission Bay Drive in Mission Beach. The amusement rides at Belmont Park are operated by San Diego Coaster Company.

For more information about Belmont Park, visit: www.belmontpark.com.

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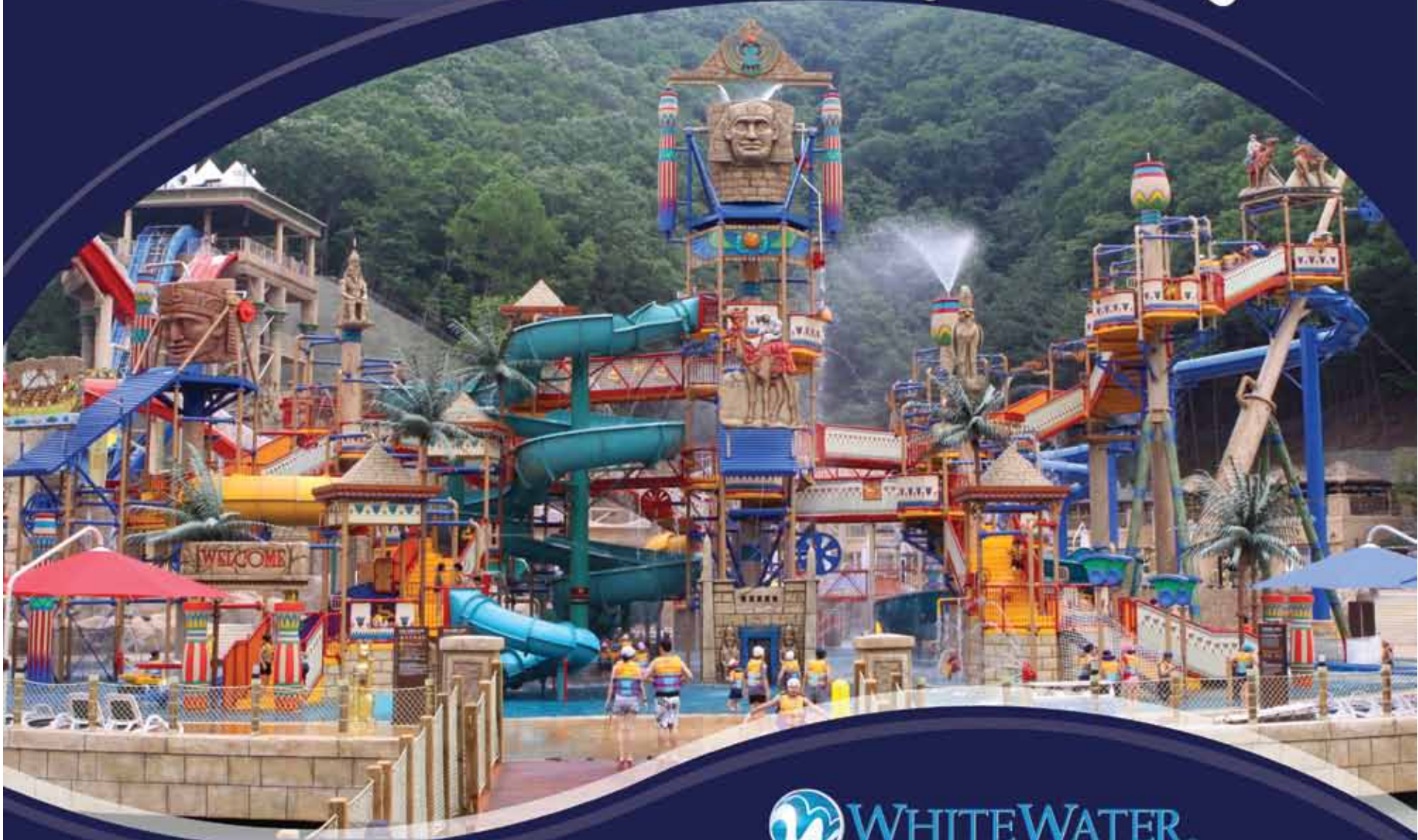
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Six Flags adds Topper Track to Rattler and Cyclone coasters

STORY: Scott Rutherford
srutherford@amusementtoday.com

While workers from Rocky Mountain Construction (RMC) are putting the final touches on the New Texas Giant at Six Flags Over Texas, other crews from the bustling company are working on three other notable wooden roller coasters in preparation for their respective 2011 season openings. The rides receiving the RMC Topper Track treatment include: Rattler, Six Flags Fiesta Texas; Cyclone, Six Flags New England; and Tremors at Idaho's Silverwood Theme Park.

Rattler

This 1992-built John Pierce behemoth has endured more than its fair share of nips and tucks over the years, including the neutering of its spectacular, record-breaking first drop as well as various other temporary fixes in an effort to wrangle the intense forces speeding trains inflict on the track and structure.

This powerful coaster's latest area to receive attention is a 345 foot section swooping second drop. Previously, portions of the structure would sway dramatically and then snap back

into place as the train negotiated this sweeping turn. Though this movement was not unexpected, it was a constant source of contention for the park's maintenance crews. Thanks to RMC's work, this movement is no longer a factor.

Unlike the Giant's makeover, which required replacing the wooden track and ledgers with all-steel setup, RMC's Topper Track more closely resembles traditional laminated track stacks with a few curious differences: RMC measures, hand-cuts and then glues six layers of Yellow Pine (supplied by Idaho based Tree Dog Lumber) in 48-53 feet lengths. These sections are next crowned with hollow, flat steel rails that replace the next top two layers of wood. These steel rails are then filled with a special concrete/grout that is mixed on site once the track is in place. This process helps to dampen the ringing sound trains produce as they negotiate the new track.

The result of RMC's Topper Track treatment on the Rattler is a significantly smoother ride experience and, so far, reduced maintenance expenses compared to before its installation. "The Rattler's new Topper Track section performs excellent. It has made the structure stronger and has made the curved section smoother," said Fred Grubb, owner of Rocky Mountain Construction. "I am beyond pleased with the outcome. The cost to add the Topper Track is not much more than replacing traditional wood stack. In the long run, this will result in very low maintenance for the park."

Amusement Today spoke with Six Flags Chief Corporate Engineer Larry Chickola about the decision to go with Rocky Mountain Construction and their new Topper Track on two of the chain's most high-profile and popular wooden coasters. "The section in which we utilized the Topper Track on the Rattler — the second drop to the quarry floor and partial climb out — wasn't terribly rough in that particular area but it was one that required a lot of attention maintenance-wise," said Chickola. "As you know, wooden coasters inherently bend and flex as the trains make their way around the course. In the case of the Rattler, the track itself — the Topper Track running rails — have become a structural member themselves. It really helps bind the ride together in the section in which it was used, making it even stronger."

▶ See RATTLER, page 21



The Rattler wooden roller coaster at Six Flags Fiesta Texas is sporting 345 feet of new Topper Track this season, supplied by Rocky Mountain Construction. The Topper Track features six layers of glued wood with a steel box rail mounted on top of the wood base. The revamped section of track was on the ride's big curving drop into the quarry's bottom. AT / GARY SLADE

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►RATTLER

Continued from page 18

"It also allows the trains to behave somewhat differently, a bit smoother since the gauge is consistently maintained to a greater degree in the area with the Topper Track.

"We want to see how it performs over the season, and at the end of the year we'll take a look. And if it stands up the way we expect it to, we will certainly consider using it on other areas of the Rattler where excessive maintenance is a constant issue."

Cyclone

William Cobb's enigmatic 1983-built Cyclone at Six Flags New England was once a top-rated thriller that pushed the envelope like few others before it. But as with many other late-20th century wooden coasters, it has undergone a number of severe modifications to tame its aggressive nature. For the 2011 season it also received the RMC Topper Track.

"Just as with the Rattler, we're installing the Topper Track on a section of the Cyclone that takes a lot of effort to keep in proper operating condition," said Chickola. "It's not really about using this technology on an entire layout but instead uti-

lizing it in high-stress areas. It not only offers a very strong track but it also holds the structure together in a more coherent fashion."

A full 550 feet of the Cyclone's course is being fitted with Topper Track that was shipped in 12 sections to the park. Six Flags New England's signature wooden coaster and its newest addition is slated to be ready to roll when the park opens for the 2011 season.

When asked what other wooden roller coasters in the Six Flags chain might have Topper Track or RMC's full-blown I-Box (ala the New Texas Giant) overhauls in their future, Chickola responded with: "It all depends on what we find at the end of the year when we go around and evaluate the Topper Track's performance on the Rattler and Cyclone. We were talking with the Rocky Mountain guys about this technology even before they installed it last year on Tremors at Silverwood. Once that was done, we went up there and liked what we saw. Based on the success they had with it on Tremors convinced us to give it a try on two of our large wooden coasters. I think overall it will be a great help to us in the maintaining these rides."

• www.rockymountainconstruction.com

Merlin to build Big Wheel in Orlando

ORLANDO, Fla. — Global visitor attraction operator Merlin Entertainments has confirmed that it is working with entertainment company Circle Entertainment, Inc. and developer Unicorp, to bring at least three of its best known global attraction brands to Orlando including Madame Tussauds and the Orlando 'Eye' — a sensational 425-foot-tall Ferris wheel. Talks are well advanced, and if agreed, the attractions will form a key part of Circle and Unicorp's exciting plans for I-Walk Orlando — a new high quality development of retail, restaurant and bars and entertainment facilities scheduled to open in 2013 in the center of International Drive at the old Mercado location.

"I-Walk Orlando will be a very exciting addition to International Drive, providing a unique mix of leisure and retail activities. When we were looking for a partner, Merlin was the obvious place to start and we welcome them to I-Walk," said Paul Kanavos, president of Circle Entertainment. "Merlin has a unique portfolio of indoor visitor attractions all with global reputations; but most importantly they are the owners and operators of the world famous London Eye observation wheel in the U.K. They are also the second largest attraction operator in the world and are expanding very rapidly here in the U.S. Circle Entertainment is committed to building and owning the Orlando Eye at I-Walk Orlando and is seeking other

preeminent domestic and international locations for its Observation Wheels under its exclusive worldwide license agreement with US Thrill Rides and Bill Kitchen, its founder."

Unicorp president Chuck Whittall is excited about the project and his development joint venture with Circle Entertainment. "We are so pleased to undertake this extraordinary new development opportunity that will re-shape the landscape of International Drive," said Whittall. "We waited patiently for four years to create the ideal retail and entertainment destination. This is it and will be a world wide destination. I-Walk Orlando has secured all necessary zoning and entitlements."

Commenting, Merlin Entertainments' CEO Nick Varney added: "I-Walk Orlando is destined to be a 'must visit' destination for Orlando's millions of visitors. With this project we believe Merlin, Unicorp and Circle Entertainment will be bringing an exceptional group of new attractions to what is undoubtedly the best and most exciting location for family entertainment any where in the world. More than that, in October we are opening Legoland Florida in Winter Haven, our second Legoland theme park in the USA and fifth in the world underlining the importance of North America, and Florida in particular, as key development areas for Merlin."



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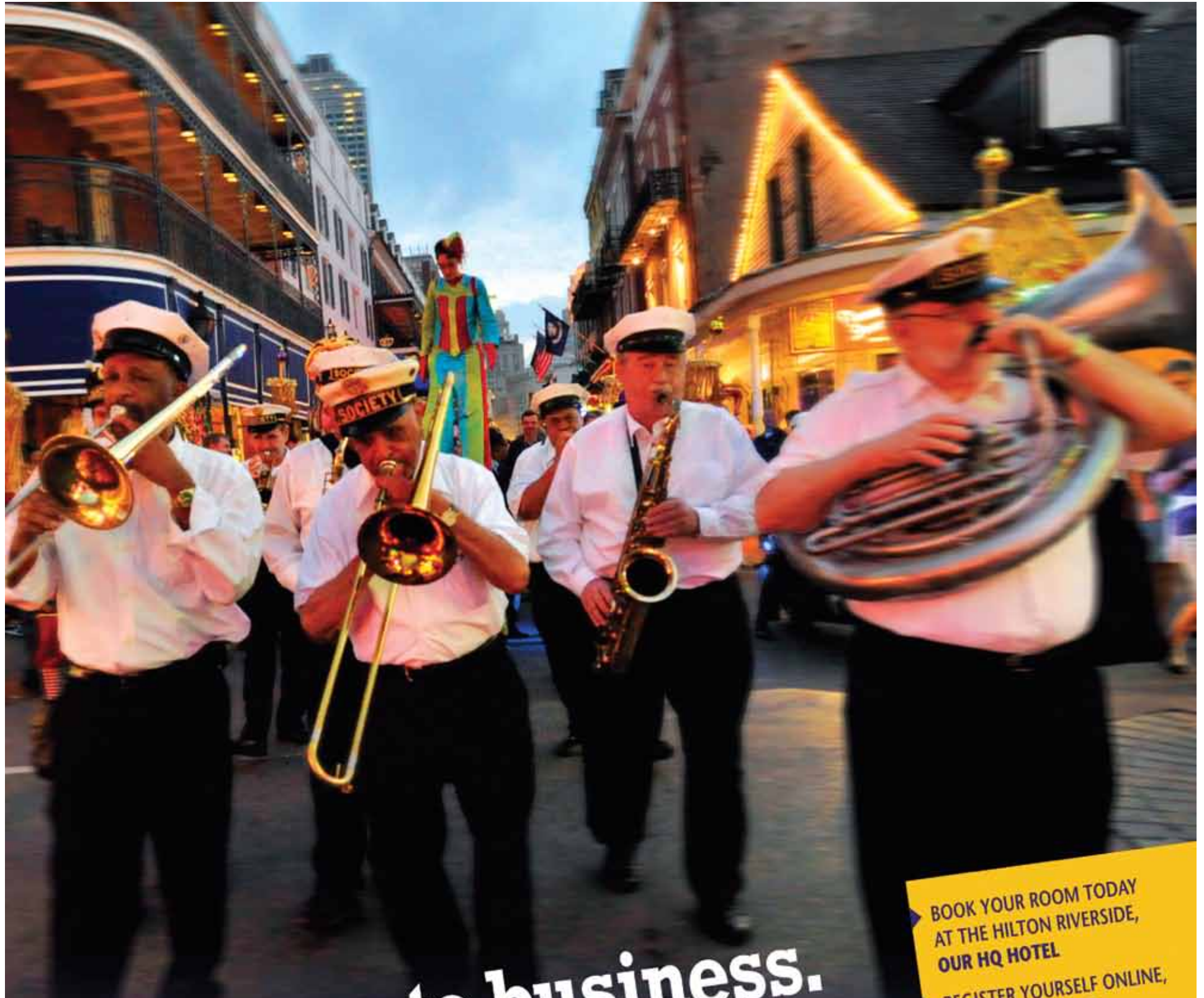
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BRIEF

Raging Waters San Jose opening West Coast's first ProSlide SuperLoop

SAN JOSE, Calif. — Debuting in May 2011, Raging Waters San Jose will debut Bombs Away, the first West Coast installation of a SuperLoop waterslide supplied by Canada's ProSlide Technology.

The Bombs Away experience begins when a rider steps into the enclosed launch capsule in the standing position, five stories above the park's Lake Cunningham. Once the capsule door is sealed, the trap floor opens, allowing the single rider to plummet downward at speeds up to 38 feet per second. After several moments of free-falling, they then zip through an enclosed, inverted looping flume and into a ground-level splash landing.

Bombs Away should prove to be an awe-inspiring experience for riders and onlookers alike. Translucent sections of flume allow guests to watch as their friends and family drop and careen through the waterslide's enclosed course.

"As Northern California's largest waterpark, situated in the heart of Silicon Valley, we are excited about entertaining families with the latest water park technology," said park General Manager Valerie Contreras. "This incredible ride uses powerful G-forces that glue riders to the wall of a 360 degree looping body slide. There is literally nothing like it."

Raging Waters San Jose opens for the 2011 season on May 15.

Waterparks continue to build new attractions

STORY: Pam Sherborne
psherborne@amusementtoday.com

2011 WATERPARK REPORT

Even as the waterpark season is getting closer and closer to beginning, waterpark officials are still busy completing new attractions.

Here, *AT* looks at some of those plans.

Beech Bend Park, Bowling Green, Ky.

After trials and tribulations in 2010 at Beech Bend Park, the new water attraction that was scheduled for completion last year, will definitely be up and operating when this season begins.

"We had to replace six of the slides on Tiki Island," said Charlotte Gonzales, whose father, Dallas Jones, owns the park. "They just weren't right. But, they are already back on and installed. We will be ready this year."

The new water attraction is a four-story, interactive tower with seven slides and a large tipping bucket. It was to be open last year, but problems began for the park owners early in 2010. An unusually cold and wet winter caused construction delays. Then, the first of May floods in the area washed away parts of the attraction. After that, there were problems with the way the re-ordered slides fit together.

"We are billing it like a new attraction because that is what it is," she said.

Tiki Island was built by Fun Works, New Braunsfels, Texas.

The name of the Beech Bend's waterpark is Splash Lagoon and includes a lazy river and a wave pool, as well as a leisure pool, Raging Rivers water slides and another child's play area.

A new stage also will be completed this year. That was another park component that was scheduled to be finished in 2010, but when the floodwaters came, attention was turned elsewhere.

"That is finished now," Gonzales said. "We have just finished installing our 408

stadium seats. We have hired a production company that used to do work for Opryland (the theme park that was located in Nashville, Tenn.) and Dollywood (Pigeon Forge, Tenn.). We have a new show called 'Kentucky Calling.' It will be centered around musicians and song writers from Kentucky."

Idlewild Park and SoakZone, Ligonier, Pa.

A new wave pool will greet visitors here when the 2011 season at SoakZone opens May 26, said Jeff Croushore, sales and public relations manager.

The new attraction will have a water capacity of 280,600 gallons, with a water surface area of 14,728 square feet. There is a zero entry and it goes to a depth of six feet.

"This pool is replacing our aging swimming pool that was built in 1931," Croushore said. "It is the single largest investment in the history of the park."

The wave pool is called the Wowabunga Family Wave Pool. It will generate waves at timed intervals, going from calm periods to wave generation. The park plans to keep the velocity of the waves at a level that will offer a thrill to older guests but still allow the younger ones to enjoy the fun.

The beach area surrounding the wave pool is featuring chaise lounges, which will be



Idlewild & SoakZone, Ligonier, Pa., amusement and waterpark is adding a new wave pool for the 2011 season. The wave pool will replace the facility's aging swimming. The pool can be seen in this aerial view of the park.

COURTESY IDLEWILD & SOAKZONE

offered on a first-come, first-serve basis. There are new cabanas that guests may rent as a shady spot.

The architect for the wave pool is International Aquatic Design, with WaveTek by Aquatic Development Group providing the wave engineering equipment. The filtration system is by Neptune Benson Inc.

The design features a stage that may be used for entertainment purposes, located at the pool's deep end covering the wave generating equipment.

Even though Idlewild has had swimming facilities since 1931, it wasn't until the mid-1980s that slides were added. The waterpark area of the park

was first named H2O Zone. It was changed in 2000 to SoakZone.

Croushore said it is a multi-million dollar project.

Schlitterbahn Galveston Island (Texas) Waterpark

Schlitterbahn Galveston Island Waterpark announced last month the addition of a new attraction for 2011 — Shipwreck Harbor wave lagoon, a 100,000-gallon wave lagoon that will offer three-foot waves along with a new beached ship kids' slide, a clam shell slide, enormous lifeboat shade structures, additional lounging and more picnic tables.

► See WATERPARKS, page 24



This is an artist rendering of the new wave lagoon being installed at Schlitterbahn Galveston Island (Texas) Waterpark. The new attraction is scheduled to open this summer.

COURTESY SCHLITTERBAHN

Have waterpark news of interest? E-mail it to gslade@amusementtoday.com.

Bob the Builder sets up shop at New York's SplashDown Beach

FISHKILL, N.Y. – Mega Funworks Inc., SplashDown Beach Waterpark and HIT Entertainment have entered into an agreement to develop the first permanent Bob the Builder amusement attraction in North America. Splash Works, Bob's new attraction at SplashDown Beach in Fishkill, N.Y., will be open for the 2011 Season with a grand opening on May 28 during Memorial Day weekend.

Splash Works, a 1,600-square-foot Bob the Builder themed spray and play area, is geared towards children ages 1-5, and contains more than 50 interactive features. Splash Works will include Bob's tool shed play structure, two slides, tipping buckets, tot bounces, dancing water, geysers and many other surprises. In addition, Bob the Builder meet and greets will be

available daily at the park.

"Over the past five years we have focused our attractions on the teen and adult market. This year, we want to ensure that something fresh and exciting is provided for our younger visitors," said Steve Turk, owner of SplashDown Beach. "It has been a great experience working with HIT Entertainment; they are professional and passionate about their brand."

Rain Drop Products, based in Ashland, Ohio, will be the primary water feature equipment vendor for Splash Works. They will provide Splash Works' main structure pieces and in-ground spray equipment. Included in the site is Rain Drop's 'Rain Brain' computer system that allows features to respond to movements and step activators throughout the area. Christina

Schneider, Mega Funworks' in-house designer and Steve Turk will be working with Raindrop and HIT on all of the themed elements of the attraction.

"Although we have a lot of heavy lifting in front of us, we are dedicated to opening this attraction for Memorial Day weekend," said Andrew Chafatelli, general manager of SplashDown Beach.

"We are thrilled to work with SplashDown Beach to open Bob the Builder's first permanent attraction in North America," said Julie Freeland, director, live events & attractions, The Americas, HIT Entertainment. "SplashDown Beach has taken all of the colorful and fun elements from Bob the Builder and created a great splash park that we hope that kids and families will enjoy for many years to come."

►WATERPARKS

Continued from page 23

And, this is all in a shipwreck theme.

The new attraction is scheduled to open this summer, although no specific date has been set yet, said Jeffrey Siebert, corporate director of communications and sales, Schlitterbahn Waterparks & Resorts.

Siebert said the new wave pool was designed by Schlitterbahn Development Group and the equipment has been constructed in-house as well.

The Beach Waterpark, Mason, Ohio

This year The Beach Waterpark is transforming one of its most popular rides into a new and exotic water adventure experience called Rainforest Rapids. Once known as Snake River, this million-dollar attraction area will now feature heated tropical waters, lush rainforest themes, and expanded waterplay elements after the total retheming.

Along with Rainforest Rapids, Toucan Lagoon has been created for the younger set.

According to Kate Storch, executive marketing manager, Rainforest Rapids and Toucan Lagoon will debut May 21 the opening day of the 2011 season. These projects are being created in-house.

"We do most of our attractions in-house anyway," Storch said.

On the new ride experience, guests must travel through misty tropical forest vegetation and past exotic bird aviaries to reach the cascading waterfall entryway into Rainforest Rapids. Once aboard their inner tubes, guests will shoot the 650-foot whitewater rapids, descending through



The Beach Waterpark, Mason, Ohio, will open 2011 with new attractions this year — the Rainforest Rapids and Toucan Lagoon. These new attractions will fit nicely with the park's wave pool shown here. COURTESY THE BEACH WATERPARK

lushly wooded terrain, a tunnel and the sheer splash of tumbling waterfall to reach their final splash down.

The new Toucan Lagoon will feature a zero-depth children's pool bubbling with warm blue water, whimsical marine animals spouting overhead, and a rope ladder entry to the miniature body slide.

This new "green" adventure experience also will allow guests to learn more about the rainforests, view some authentic rainforest birds, play in a white sandy beach and relax in colorful new seating area.

Water Country USA, Williamsburg, Va.

According to Alicia Braxton, senior publicist for Busch Gardens/Water Country USA, guests at Water Country USA this spring will be met with a new drop slide, Vanish Point. Inspired by the point on a wave where water and gravity form a perfect partnership, the crest of this 75-foot tower offers guests two wave paths.

They can step into a skybox and take a plunge when the floor drops out beneath their feet. Or, they can get horizontal on a 300-foot speed slide that drops them straight down as soon as they enter.

Contractors broke ground on the new attraction last fall. Work is on schedule and should be completed this spring.

The manufacturer of Vanish Point is ProSlide Technology, Ottawa, Canada.

The slide tower will have two free fall slides and two super loops. The length of the free fall slides are 285 feet and the length of the super loops are 390 feet. The speeds of the slides will reach almost 40 mph.

Busch Gardens' officials, when announcing new attractions for the 2011 season, said the reason this attraction was built over another comes down to consumer demand and what fits appropriately into the park.

"When we develop a new

future," said Larry Giles, vice president of design and engineering at Busch Gardens and Water Country USA when announcing the construction of Vanish Point.

Yogi Bear Jellystone Campground, Fremont, Ind.

Lance Yule, president, StarFlight Amusement Rides, Portland, Maine, has announced that the first Aqua-Zoom bumper car system installation is going into the Yogi Bear Jellystone Campground.

Yule said the new attraction, consisting of hydroplaning bumper cars, will go into the campground's waterpark area. Completion is scheduled for the first of June.

Empex, Uxbridge, Ont., is supplying two perimeter water cannons and Pebble-Flex, Eatontown, N.J., is the selected surface treatment, with a Yogi graphic designed into the surface.



Construction began last fall on Water Country USA's new attraction, Vanish Point. Here is a view of the new feature under construction. COURTESY WATER COUNTRY USA



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Schlitterbahn New Braunfels announces major 2011 expansion

NEW BRAUNFELS, Texas — Schlitterbahn New Braunfels Waterpark recently announced the largest development in almost 15 years with the addition of a new park area called Tubenbach.

The new Tubenbach area features several new no-wait attractions and beaches allowing park guests to enjoy the new rides quickly without standing in a line. Also, several of the Tubenbach attractions

are interconnected through an innovative Transportation river allowing tubers to stay in the water and float through the Schlitterbahn East area.

Attractions include:
 •The Falls — the world's longest waterpark ride is packed with raging rapids, careening waterfalls and giant waves. Enter the 3,600 foot-long whitewater river at a variety of no-wait locations including Blastenhoff, Surfen-

burg and new beach areas surrounding the Rapids hot tub situated at the far end of Schlitterbahn East. The Falls is a continuous rushing river that also features a ride up the park's first AquaVeyer (conveyor belt lift hill) back to the beginning of the ride allowing for an endless float.

•Deluge Whirlpool River — tubers twist through a swift moving canyon wild with waves. This serpentine river also connects to The Falls offering a 'choose your own adventure' never-ending water ride.

•Boogie Bay Hot Tub — a secluded hot spring offers the perfect setting for a beverage of your choice while relaxing under a legacy oak tree.

•Boogie Bay Kids' Area — younger guests will love a new collection of pint-sized waterslides including a Dragon slide and several body slides.

New guest amenities include the addition of multiple Treehaus lodging units, several beaches, new lounging locations, the Grand Lawn event area, large family-size cabanas and the Wasserstrasse river walk along the banks of the Comal River.

"We are excited to announce the largest expansion in nearly 15 years," said Darren Hill, Schlitterbahn New Braunfels' general manager. "Not only do we feel that this is the most exciting new collection of attractions to open this year in Texas, but we are also honored to introduce an-

other world record-breaking ride for our guests." Schlitterbahn New

Braunfels Waterpark opens weekends beginning Saturday, April 30.



Schlitterbahn New Braunfels Waterpark's 2011 expansion is highlighted by the introduction of the new Tubenbach area. The section will be home to The Falls, a 3,600 foot-long whitewater river (shown in top rendering); Deluge Whirlpool River; Boogie Bay Hot Tubs (below); Boogie Bay Kids' Area; and multiple Treehaus lodging units (above) along with various other guest amenities. COURTESY SCHLITTERBAHN

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Gateway Ticketing, Prologic First ink international deal

BOYERTOWN, Pa. — Gateway Ticketing Systems, Inc., a leader in high-speed admission control and ticketing software for the attraction, amusement, and intercity bus transportation industries, expands its presence in Egypt by welcoming the Susan Mubarak Family Park to its international family of clients.

The park takes its name from Egypt's First Lady and is located in an area of the city designated as "new Cairo" where it will be surrounded by a massive new residential and business community. Located 20 minutes north of Cairo International Airport, it is the first attraction of its kind to fully combine museum-quality educational experiences with family entertainment in a 69-acre theme park garden setting. As well as rides and live shows, other attractions at the Suzanne Mubarak Family Park will include Egypt's largest open air aviary and a spacious state-of-the-art 3-D theater, plus a variety of casual, themed and fine dining experiences.

The park was looking for a ticketing, revenue management and access control solution for the facility using barcoded technology. To meet this need, Gateway presented its so-

► See GATEWAY, page 30

Chip Cleary, IAAPA CEO, shares thoughts on new role

STORY: Pam Sherborne
psherborne@amusementtoday.com

ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions announced the first of March that Chip Cleary, senior vice president, Palace Entertainment, will take over as the association's new president and CEO.

He plans to take over this position April 4. He takes over from Charles Bray.

Here, Cleary spends a few moments with *Amusement Today*.

When did you throw your resume into the ring to be considered for this position at IAAPA? What was the interview process like and why did you decide to apply for

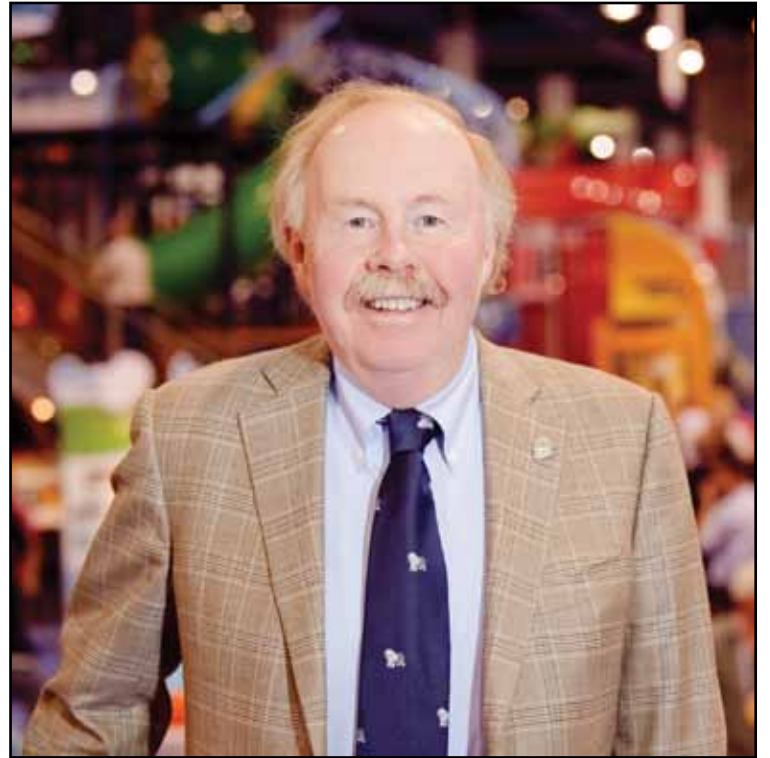
this position?

"Since I was an individual going through the process, the first few questions are challenging for me to answer. What I can tell you is what was expressed to our members, the IAAPA President and CEO search committee completed its work with a recommendation that the IAAPA board of directors approved. If you would like additional information related to the process it is best you contact IAAPA directly.

"I can also say I am confident in the 30 years of industry experience and more than 20 years of IAAPA volunteer service that I bring with me."

Will being the IAAPA-president and CEO entail that you relocate?

► See CLEARY, page 30



Chip Cleary, IAAPA president, CEO

PAPA enjoys good turnout for spring meeting

STORY: B. Derek Shaw
bdshaw@amusementtoday.com

HERSHEY, Pa. — Ninety-nine members of the Pennsylvania Amusement Parks Association (PAPA) took the last day in February and the first one in March to attend to their business at their annual meeting at Hershey Lodge.

The first day consisted of a board of directors meeting followed by a reception and banquet that evening. The next day was reserved for the membership meeting held over breakfast. Presiding over the event was Ron "Buddy" Knoebel, of Knoebels Amusement Resort until the second day when the presidential gavel was handed to Carl Crider, Jr. from DelGrosso's Amusement Park, who will guide the organization for the next two years.

Association business included reports in various aspects of the industry: legislative, Amusement Ride Safety Advisory Board, Ride Safety Seminar, scholarships, waterpark and human resource issues.



Pennsylvania House Bill 137 deals with dates and times of school terms and sessions. PAPA is urging the state legislature not to consider starting school prior to Labor Day each year. It is hoped it may be able to get passed during this legislative session. Currently some school districts go back prior to Labor Day, making it difficult on the customer and labor base of all Pennsylvania amusement parks. "The state spends a lot of dollars enticing people to come to Pennsylvania and half the stuff is closed," related Andy Quinn, from Kennywood who also heads up the government relations activities for PAPA. He continued, "The longer the state stays

open for tourism, the more revenue comes back."

The Pennsylvania Fall 2011 Ride Safety Seminar is scheduled for October 31st — November 3rd with hands on training at Knoebels Amusement Resort and class training in the Bloomsburg area (actual site TBD). Last year's seminar attracted 83 people.

The association also awarded four, \$1,000 scholarships this year to deserving students throughout the Commonwealth.

The final day session also featured two presentations. Alicia Caridi an attorney with Marshall, Dennehey, Warner, Coleman & Goggin's Scranton office gave a presentation on 2012 ADA Deadlines for Accessibility. The firm operates in six states with nine offices in Pennsylvania.

The other presentation was by B. Derek Shaw, board member of the National Roller Coaster Museum & Archives. He gave an overview on the NRCMA, history, background, who serves on the board,

► See PAPA, page 31

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►GATEWAY

Continued from page 29

lutions for Point of Sale, Order Entry for consignment ticketing, Resource Management for timed ticketing, and its eGalaxy Server solution for interfacing with the park's online shopping cart and access control system.

In a statement Gateway Ticketing Systems said, "The ability to integrate with wing-style gates offered by a company in China was crucial to the project. Since Gateway has interfaced with multiple turnstile manufacturers in the past, it was easy for us to confirm compliance. Strong local support was offered by Prologic First. Gateway's past experience in working with Profun on the uShaka project and the fact that Prologic already had an implementation in Egypt, Cleopark Egypt, were a few of the factors responsible for their decision in selecting Gateway."

Gateway Ticketing Co. is based in Boyertown, Pa. while Prologic First is based in India.

►CLEARY

Continued from page 29

"Yes, for now I will keep my home on Long Island but I am in the process of getting a place to live in the Washington, D.C. area."

What do you think will be your first endeavor? What will be the most pressing matter?

"Simple answer: IAAPA has a strategic plan. I will take that vision and spend some time listening to our members from around the world, learning more about their needs. Then (I will) work with the IAAPA Team around the world to consistently beat our members' expectations."

Based on your past experience with the association, are there areas of concern you would like to address sooner or later?

"This question is challenging for me to answer since I am not starting until April 4th. Having said that in a broad context, our march towards serving our members globally is an important priority."

I have heard that some

owners of smaller, family-owned and operated facilities feel IAAPA is not addressing their needs. **Have you heard this and do you think you might address this and how?**

"My first job in high school was working at Adventureland on Long Island, which was and is a family-owned business. I later took on a leadership role there, so my roots are based in the small- to mid-sized park community. I am very aware of the challenges and opportunities facing these important constituents. They really have always been the "roots" of this industry. I personally know a great many of these owners and look forward to visiting and listening to them. IAAPA belongs to its members. That is an important fact that my team and I will always remember."

And, finally, what do you think you bring to the table in this position for IAAPA?

"Thirty years of working with operators, manufactures, and suppliers have given me a set of "eyes and ears" that are very connected to the industry we all love!"

Chip Cleary will bring many years of experience to IAAPA

ALEXANDRIA, Va. — Chip Cleary started his career in the industry in 1978 at Adventureland Amusement Park, Farmingdale, N.Y. He worked his way up through the number of positions to serve as vice president where he oversaw the rebuilding and operation of the park.

In 1991, Chip supervised the design and construction of Splish Splash waterpark on Long Island, N.Y. He served as the park's president until 1999. He and his partners sold Splish Splash to Palace Entertainment in 1999 and Cleary joined Palace's executive team as vice president of the waterpark division.

Spain-based Parques Reunidos purchased Palace Entertainment in 2007 and Cleary was named senior vice president to oversee the company's portfolio of waterparks in the United States. In 2008, Lake Compounce was added to his group.

In addition to his vast industry experience, Chip has been an active member volunteer in IAAPA for nearly 15 years. He served on the association's exhibit awards, government relations, safety and maintenance, and conference and trade show advisory committees. And, he has chaired membership, strategic planning, compensation, and executive committees.

He also led the team that produced the Kickoff Event at IAAPA Attractions Expo for the last four years. Chip served two terms on the board of directors and was elected third vice chairman in 2007. He served as second and first vice chairman in 2008 and 2009, respectively. He was chairman of the board in 2010.

Cleary graduated magna cum laude in 1973 from the New York Institute of Technology with a Bachelor of Fine Arts degree.

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Set for September 16 and 17

Holiday World to rollout red carpet for AT's 2011 Golden Ticket Awards

STORY: Janice Witherow
jwitherow@amusementtoday.com

SANTA CLAUS, Ind.—It's a "don't miss" industry occasion, and *Amusement Today* invites you to "save the date" on your fall calendar for its annual Golden Ticket Awards. The two-day event will be hosted this year by the innovative, hospitable and charming Holiday World & Splashin' Safari in Santa Claus, Ind., where the staff is already hard at work preparing to roll out the red carpet for industry attendees on Friday and Saturday, Sept. 16-17.

Special behind-the-scenes tours, a luau-style party and cocktail reception are being planned to kick-off the event on September 16. Other activities such as guided park tours, a day of experiencing Holiday World & Splashin' Safari in operation and the anticipated awards' show followed by a special dinner will entertain attendees on September 17.

To check out the general itinerary for the Golden Ticket Awards, please log on to www.goldenticketawards.com. A more specific



agenda for the event, which will outline all of the details (including hotel information and registration), will be released at a later date. This event is reserved for working professionals in the amusement industry; representatives from parks and attractions, manufacturers, suppliers and consultants are invited to join Holiday World and Amusement Today at this fun-filled celebration.

This is the 14th annual year for the Golden Ticket Awards; they are presented to the "Best of the Best" in the amusement industry and are calculated from an international poll conducted by *Amusement Today*.

dent Carl Crider, Jr. from DelGrosso's Amusement Park said, "I'm just the bridge," (between the different parks.) "I want to let the organization do what it does best – meet and share ideas – interact with each other. He concluded, "I want to keep things moving in the right direction."

►PAPA

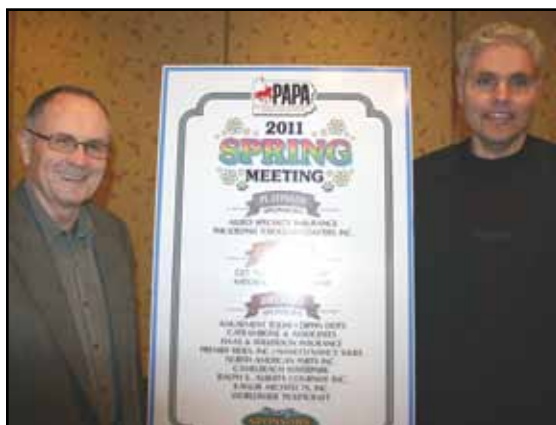
Continued from page 29

what has been acquired from Pennsylvania parks and how PAPA members can get further involved moving forward.

When asked what his plans are for the PAPA under his leadership, incoming Presi-

Scenes from PAPA meeting in Hershey

AT / B. DEREK SHAW



Buddy Knoebel, left, Knoebel's Amusement Resort and Carl Crider, Jr., DelGrosso's Amusement Park.



Left to right, Robin Snyder, Jim Seay (Premier Rides) and Alicia Caridi. Snyder and Caridi are with Marshall, Dennehey, Warner, Coleman.



Left to right, Chris Gray, Great Coasters Intl. Inc.; two Knoebels Amusement Resort family members, Rick Knoebel and Dick Knoebel.



Mike Boodley, left, Great Coasters Intl. Inc. and Tom Rebbie, Philadelphia Toboggan Coasters.

FAST TRACK

COMPILED: Scott Rutherford, srutherford@amusementtoday.com

Universal Orlando Resort and wedding expert Susan Southerland have teamed up to create extraordinary nuptials. Southerland and her crew of planners will work alongside Universal Orlando's weddings event team, helping couples arrange all aspects of their wedding ceremony and accoutrements.

Ferrari World Abu Dhabi, the world's largest indoor theme park, marked 100 days of operation Feb. 23. Since opening its doors to the public last November, the park has since welcomed hundreds of thousands of guests.

Universal Studios Hollywood's acclaimed theme attraction, King Kong 360 3-D, created by triple Oscar-winner Peter Jackson, was awarded 'Outstanding Visual Effects in a Special Venue Project' at the 9th Annual Visual Effects Society (VES) Awards. This prestigious award is the first-ever presented to a theme park ride.

J&J Snack Foods has added Minute Maid Soft Frozen Orangeade to the Minute Maid Soft Frozen Novelties 12 fluid ounce Cup line. Perfect for stadium, theme and leisure audiences, Minute Maid is a world-famous name that customers know and trust. Rated #1 in brand awareness in Foodservice, Minute Maid Soft Frozen Orangeade offers great tasting natural refreshment anywhere – anytime.

Morey's Piers' Ghost Ship theatrical horror walk-through attraction beat four major theme parks and their newest rides for the title of About.com's Reader's Choice Award for Best New Theme Park Attraction of 2010.

Six Flags Discovery Kingdom kicks off its 25th anniversary season on May 19 with five new dining options. The eateries include: Macho Nachos Burritos, Primo's Pizzeria, Primo's Italy, JB's Smokehouse BBQ and an Icee Mix-It-Up kiosk.

The **Sahara** hotel-casino on the Las Vegas Strip plans to close the property on May 16. Opened in 1952, the Sahara has 1,720 rooms and 1,050 employees. No word yet on what will become of Speed The Ride, the 2000-built Premier Rides LIM steel shuttle roller coaster.

A six-year-old boy was killed and 28 others were injured March 20 when a 1942-built 7.5-gauge miniature train at Spartanburg, South Carolina's **Cleveland Park** derailed and overturned while crossing a wooden trestle.

A 46-year-old man visiting the **Houston Livestock Show and Rodeo** on March 20 died after falling from the Hi-Miler coaster. Initial investigations of the coaster, which is owned by Ray Cammack Shows, revealed no malfunctions.

Six Flags Over Texas has announced that the New Texas Giant will open for the 2011 season on Friday, April 22. The reworked ride boasts a unique steel track designed and supplied by Rocky Mountain Construction.

The New York City Department of Parks & Recreation has issued a solicitation for the renovation, operation & maintenance of the Coney Island Cyclone roller coaster Ride, with an option to develop, operate and maintain food service, in Coney Island, Brooklyn, N.Y.

Holiday World officials have confirmed that park's award-winning Voyage wooden roller coaster will utilize two seven-car PTC trains for the 2011 season. They say the GravityKraft-designed Timberliner trains tested on the ride in 2010 will be upgraded and placed into operation on the Voyage for the 2012 season.

Construction on the **WonderWorks** attraction at Myrtle Beach's Broadway at the Beach, is 95 percent complete. Interior exhibits are beginning to take shape and the 'Amusement Park For The Mind' is on target for an early April opening.

Ohio's **Kings Island** will unveil Dinosaurs Alive!, the world's largest animatronic dinosaur park on May 26, 2011. Supplied by the Canada-based company Dinosaurs Unearthed, the 12.5 acre attractions will feature more than 60 life-sized dinosaurs along a 4000-foot-long wooded path within an outdoor Jurassic forest setting.

Arcadia's new book on Aquarena Springs now available

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

Images of America Aquarena Springs is another book from the immensely popular "Images of America" series from Arcadia Publishing. As with all of the books of this series, the focus is, of course, on images. Arcadia has managed to put together an amazing collection of photographs, postcards, tickets and park brochures. The images and captions tell the story of this unique Texas attraction that was one of the most popular tourist destinations in the Southwest.

BOOKS

Aquarena Springs is located at the headwaters of the San Marcos river where cold, clear water immerses from an underground aquifer through three large and numerous smaller fissures in the rock. The deep crystal-clear waters make it possible to see everything beneath the surface to a depth of over 30 feet. Arthur Birch Rogers and his son Paul J. Rogers acquired this land in 1926 and created the "Waterful Wonderland" that was Aquarena Springs. Through photos and narration, the book tells the story of how the men first started with the Spring Lake Park Hotel, then eventually offered tours in the now-famous glass bottom boats, allowing guests to view the spectacular aquatic life of Spring Lake. As the area became more popular they looked at other ways to entertain the many visitors that came to enjoy the cool, clear water.

After visiting Weeki Wachee Springs in Florida, the

While Aquarena Springs was best known for its glass bottom boat tours (shown in bottom corner of far right photo) over the spring-fed Texas lake, the adjacent hotel and nearby golf course, many guests will also remember the Von Roll skyride with its massive gap between support towers as gondolas crossed directly over the lake. Once on the other side of the lake a trip on the Intamin revolving tower offered another great view of the park and town of San Marcos.



All images reprinted with permission from Aquarena Springs, by Doni Weber. Available from the publisher online at www.arcadiapublishing.com or by calling (888) 313-2665.



Clockwise from top left: The book cover for Arcadia's newest book, Aquarena Springs; park guests got to see underwater mermaids drink soda pop while in the comfort of this underwater theater, built exclusively for the park. Above water, guests were treated to a longtime favorite: Ralph the swimming pig.

Rogers brought a similar underwater ballet show to Texas. Taking the concept a step further, they built the world's first Submarine Theater that submerged during the show to give guests a view of the underwater action. Trained mermaids and swimmers, breathing through air hoses, would perform underwater ballets and stunts and tricks such as having a submerged picnic and drinking from a soda bottle. As the show evolved over the years, Ralph, the famous

swimming pig would entertain on the surface, while the theater slowly lowered into the water.

During the years other attractions were added including a Von Roll skyride, Intamin revolving observation tower, Hanging Gardens and the Texana Village. At its peak, Aquarena Springs was open every day of the year except Christmas and was attracting more than half a million guests each year.

After operating the attrac-



tion for almost 60 years, the Rogers family sold the park to a private investor who eventually sold it to Texas State University. The focus has shifted from theme park to an educational environment. The University has been taking steps to return the area to its natural state, but visitors are still welcome. Five of the glass bottom boats have been refurbished and today guests are welcomed aboard to learn about the freshwater ecosystem and are educated about conserva-

tion and preservation.

Written by Doni Weber, granddaughter of Paul Rogers, this 128-page book will be a fascinating read for those who have fond memories of visiting the park, or to anyone interested in the rich history of this famous attraction. The book retails for \$21.99 and is available at large book stores, any of the popular online booksellers, or it can be ordered directly from arcadiapublishing.com.



PEOPLE WATCH

Norton Auctioneers announces return of two key employees

COLDWATER, Mich. — David A. Norton, President and CEO of Norton Auctioneers of Michigan, is pleased to announce the return of Daniel Satow and Darin Spieth to his crew. Norton Auctioneers is known nationwide for the auction and appraisal of amusement properties — parks, carnivals, museums, haunts, antiques, trains, amusement manufacturers, and all unique and unusual.

Dan Satow is an auctioneer, professional appraiser, realtor, and real estate broker. Darin Spieth is a professional auctioneer as well as a realtor. Dan, started with Norton Auctioneers at the young age of 12, and Darin was a head auctioneer with Norton's for 12 years. Dan and Darin are taking over the day to day operations of Norton Auctioneers, while David Norton is still acting President and CEO. Dan and Darin will be handling most of the listings, set-up and on-site work. They are excited to be rejoining Norton Auctioneers and look forward to being on the road again. Says Satow, "I look forward to getting re-acquainted with all of my colleagues from the past and meeting the new faces in today's business that are making things happen."

Dan and Darin's experience, expertise, and enthusiasm is a great asset to Norton Auctioneers. Combined with David's over 40 years experience as a professional auctioneer and appraiser making over 85 years of combined experience! "This is an exciting time," says CEO Norton. "The addition of Dan and Darin will ensure the professionalism of Norton Auctioneers, Inc. as we continue to play an important part of the amusement industry."

The transition will not be noticed to anyone, as you will still have Denise Kinsey's cheery voice on the phone, and the ever present Terry Hyland will still be the point man.

David, Dan, and Darin can be reached at Norton's corporate offices in Coldwater, Michigan (800) 279-9063, email: nortonsold@cbpu.com, Web site: www.nortonauctioneers.com, or call Dan directly at (517) 617-1104.

Tara Casey joins Lo-Q staff

ATLANTA, Ga. — Tara Casey is the new director of marketing for Lo-Q plc, a leader in Virtual Queuing Systems for amusement parks around the world. She will manage all of the company's internal & external marketing along with implementing & managing all client in-park marketing efforts. The company has queuing products at amusement parks across the USA, Canada, Australia and all over Europe. Lo-Q's head office is in the U.K. with their U.S. head office in Atlanta, Ga.



Casey

Alpha-Omega hires Tracy Sarris

EAST BRUNSWICK, N.J. — Tracy Sarris, former executive director/president of the International Association for Leisure and Entertainment (IALEI) recently accepted the position of director of marketing and communications with Alpha-Omega Amusements & Sales, part of the Alpha-Omega Group of companies. She will



Sarris

be working directly with Alpha-Omega's President, Frank Seninsky, focusing on marketing and distribution, advertising, sales communications, and education. As a 'dynamic duo' team, together they will continue to look for new and innovative ways to provide products and services that benefit the Family and Leisure Entertainment Industry; something Sarris is very familiar with from her time with IALEI.

"It has been an exciting year and one full of opportunities," says Sarris. With the merger of IALEI and IAAPA in 2009, I decided to start my own business and have been fortunate to have obtained clients who service the family entertainment industry, which allows me to continue to work with a great number of people who I have come to appreciate and enjoy. Working with Frank Seninsky has been like going to school all over again. I have learned more about the 'for profit' amusement entertainment industry in just a few months of working with Frank, than in the five years of running IALEI. He is a wealth of knowledge and a fantastic mentor. I find it hard to keep up with him!"

Sarris can be reached via e-mail at tracy.sarris@verizon.net and by phone at (717) 533-1945.

Karen Rifenburg joins Sea Life

GRAPEVINE, Texas — Merlin Entertainments Group, the world's second largest visitor attraction operator, recently hired Karen Rifenburg as the display curator for its new attraction, Sea Life Grapevine Aquarium, that will open in July 2011 at Grapevine Mills mall in Grapevine, Texas. In her new role, Rifenburg will manage the care of the animals that will live at the attraction and their systems. She will also oversee the staff that will work with the animals in a variety of ways.

Prior to joining Merlin, Rifenburg was the senior keeper at the Oregon Zoo where she worked for the past 11 years. During her time there, she managed the care of a variety of animals, including; tigers, leopards, sun bears, polar bears, Steller sea lions, and Pacific Northwest fish and invertebrates. Rifenburg became the spokesperson and lead trainer for the southern sea otters and has been highly involved in their health, husbandry and conservation efforts.

She previously worked at SeaWorld of Texas in San Antonio, and volunteered and interned at Marineland of the Pacific in Palos Verdes, California, while getting her degree.

Sally names customer service manager

JACKSONVILLE, Fla. — Sally Corporation has promoted David Jones to the position of customer service manager.

Jones, who joined the Jacksonville, Florida-based dark ride and animatronics company in 1980 as an electro-mechanical technician, has worked as chief animatronics programmer and audio technician until recently, participating in numerous installation projects worldwide. As customer service manager, Jones is responsible for providing customized manuals for all Sally products. To reach David Jones call Sally Corporation at (904) 355-7100.



Rifenburg



Jones

Fresh Look - Memory Pix

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

Fresh Look is a seasonal feature that spotlights a first-time exhibitor at the recent IAAPA trade show. *Amusement Today* sought out new and engaging vendors that may not have caught the eye of everyone at the show. As *AT* continues this feature this spring, be sure to take note of some new ideas that just might be a good fit for your park.

Memory Pix Technologies www.memorypix.net

What is it?

Memory Pix is a photo system that allows park guests to have their photo taken for free, and then using self-serve kiosks have the image placed on numerous views from throughout the park. From there, they choose to email it to whichever friends they choose. The brilliance is that not only is the park's image and logo then sent around the world (a la free advertising), but the park also builds a database for future marketing opportunities.

What made *Amusement Today* take notice?

It was a free service! In an age when guests are opening wallets around every corner, what a refreshing change for visitors. The beauty lies in that the real benefit to the park is the nationwide (or worldwide) advertising. And yes, hard prints are also available so that visitors have an immediate satisfying keepsake. Guests go from a typical negative experience to a modernized positive one.

Amusement Today talks to Mike Whitaker, Memory Pix executive director, about their first time at the show:

How was your first IAAPA experience?

"It was BIG! Everything was larger and more intense than we expected. We had a great location and found the attendees knew exactly what they were looking for as they roamed the show. I've never seen time fly so fast. We opened each day and we would look up and it was 3pm before we knew it."

Did the show meet your expectations?

"Yes, in terms of interest in our product and serious connections we made with many people. We couldn't



Mike Whitaker

have been busier for the majority of the show."

What does your product bring to the industry?

"The industry has had photo operations within it since the camera was portable. Not much had changed in 100 years beyond instant printing from digital media and pushing the photo in front of people as they exit. The end-use of the photo has been the same and we intend to change that as we assist attractions with 21st century photo marketing. Social media (i.e. Facebook, Twitter, text messaging, email) is modern marketing that is positive because it is based upon a good experience. Push advertising has worn so thin — especially with the under 40 crowd. It's less real by comparison and they ignore it. They are more interested in recommendations from their friends. Thus, we use the photo memory as the centerpiece for helping attractions reward attendance and communicate with the world the very positive aspects of their brand. As far as guest experience improvement, our interactive kiosk allows users to view their photo, select custom features and backgrounds, and instantly broadcast to their social network. It's very entertaining and an excellent marketing tool for the attraction."

What is your biggest success story from the show?

"Wow. There were many positives for us. Our best moments were a series of compliments by well-known experts who understood our strategy and smiled their approval. Since we were a first-time exhibitor, that kind of validation is priceless."

See more of how it works on YouTube. Just search Memory Pix.



NEWS & NOTES

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Think you've seen it all?

Mike Gutknecht

Ride Entertainment
Group of Companies
and AIMS president
mike@rideentertainment.com

On April 1, Mark Moore will officially step down as president of AIMS International after a two year term. Like many before him, Mark's tireless work ethic and commitment to the advancement of the AIMS organization has left a lasting impression on this organization, and he has certainly left very large shoes to fill. As first vice president, I will be making the transition into the presidency and will do my best to continue on the path that Mark and his predecessors have set for AIMS.



Gutknecht

I currently work with some of the most talented people in the amusement industry at the Ride Entertainment Group of Companies. I

have been involved in the industry since the mid 1990's when I was part of the original Top Eliminator Dragster design team. Prior to that, I was president of a wooden shutter manufacturing company and prior to that, a blackjack dealer at Caesars Palace in Las Vegas. Certainly a varied past, but one in which every position I've held has prepared me for where I am today.

My time as a blackjack dealer presented me the most intriguing experiences I've had. I was fortunate enough to deal to many high profile celebrities such as Frank Sinatra, Diana Ross, Tom Cruise and Dustin Hoffman as well as many sports figures including Howard Cosell, Jimmy Connors, Sugar Ray Leonard and Jimmy Johnson (the coach, not the car driver). I've dealt on games with extremely high limits, in some cases the table limits were \$5,000 minimum and \$40,000 maximum. In one instance, I busted three hands in a row and gave away just over \$1.2 million in the process.

I calculated once that in my 12 years of casino experience, I dealt somewhere around 2.7 million hands of blackjack. Near the end of my dealing career, I felt that with that many hands behind me, that there was nothing that could surprise me because quite frankly, I'd seen it all.

I can't help but think that my blackjack dealing mind-set of "having seen it all" is prevalent in other industries. As a member of the amusement industry, nothing frightens me more than the thought of the people maintaining and operating amusement rides not giving their full attention to the job because, like me as a dealer, they've seen it all. This is where AIMS International can step in and make a difference in the mind-set of the amusement industry employee. If there is a common thread in the hundreds of classes offered at each seminar, it's that no matter what you think you know or have seen, there is always something new to learn.

AIMS Safety Seminars are taught by the members of the amusement industry's leading manufacturers and suppliers. In many cases, the same people that developed and built the rides are the ones teaching the AIMS classes on how to operate and maintain these rides. Getting this information directly from the source is not only the most effective method of obtaining the information, but it's truly a rare opportunity to learn from the icons of the industry. This is why I got involved with AIMS International. This organization has worked diligently to promote the safety of the industry and, in the process, has developed an opportunity that is truly unique in this day of electronic information solitude. If there is one bit of advice I can offer, it would be for everyone in our industry to take advantage of the seminars offered by AIMS and to learn from the best in our industry.

Now, did I ever tell you the story about the time I was dealing to...?

2011 Safety Seminar set for Nov. 10-15

Patty Beazley

When Pigs Fly
AIMS seminar director
and educational chairperson
Beazley@comcast.net

I just returned from New Orleans, La., and before you come to any conclusions, it wasn't for a bender on Bourbon Street. I met with the volunteers and staff of AIMS for the education and planning committee for the annual Safety Seminar. We are excited to announce that the 2011 AIMS Safety Seminar will be held November 10-15, 2011 in Orlando, Florida at the Doubletree by Hilton Orlando at SeaWorld. We have backed up our dates a bit so those who are attending IAAPA events and AIMS can do both with ease.



Beazley

On site registration at the seminar will be on Wednesday, November 9, 2011 from 4-8 p.m. This year, classes will be held at the hotel as requested by our attendees. On line registration for classes will be available in May, but if you want to be an "early bird"



and take advantage of a limited discount, please call the AIMS office at (714) 425-5747. The first 50 folks who call will receive \$100 off the tuition price of \$595.

I will keep everyone posted with our new classes, curriculums and other events in the next few months. Until then, save the date: November 10-15, 2011! We can't wait to see you there!

2011 AIMS Safety Seminar schedule of events

| | | |
|-----------------------------|-------------------|--|
| Wednesday, November 9, 2011 | 4:00PM - 8:00PM | Registration for Safety Seminar |
| Thursday, November 10, 2011 | 8:00AM - 11:30AM | Classes |
| | 11:30AM - 12:30PM | Lunch |
| | 12:30PM - 5:15PM | Classes |
| | 6:00PM - 8:00PM | AIMS Reception |
| Friday, November 11, 2011 | 8:00AM - 11:30AM | Classes |
| | 11:30AM - 12:30PM | Lunch |
| | 12:30PM - 5:15PM | Classes |
| | 6:00PM - 8:30PM | NAARSO Testing |
| Saturday, November 12, 2011 | 8:00AM - 11:30AM | Classes |
| | 11:30AM - 12:30PM | Lunch |
| | 12:30PM - 5:15PM | Classes |
| Sunday, November 13, 2011 | 8:00AM - 11:30AM | Classes |
| | 11:30AM - 12:30PM | Lunch |
| | 12:30PM - 5:15PM | Classes |
| | 6:00PM - 8:30PM | AIMS Certification Testing, Maintenance, Operations, Aquatics and all AIMS Inspector Testing |
| Monday, November 14, 2011 | 8:00AM - 11:30AM | Classes |
| | 11:30AM - 12:30PM | Lunch |
| | 12:30PM - 5:15PM | Classes |
| Tuesday, November 15, 2011 | 8:00AM - 11:30AM | Classes |
| | 1:00PM - 6:00PM | Pick up Completion Packets and Certifications at AIMS Booth at IAAPA Expo |

ASTM F-24 February meeting updates released

Len Morrissey
 Director of Technical
 Committee Operations,
 ASTM International
 lmorris@astm.org

ASTM F24, the committee on amusement rides and attractions, which produces global safety standards for the amusement industry, held its scheduled meeting February 16-19, 2011 in New Orleans, La. The following is a brief recap of the meeting:

Canadian Harmonization

Our ground breaking co-ordination efforts with the Canadian Standards Association (CSA) made a great deal of progress at this meeting. The committee will soon be issuing ballot items and, if successful, hope to publish this new standard this year. This pointer document has been touted as a model for other jurisdictions and regions around the globe who would like to incorporate the technical guidance within our committee F24 standards but need to address regionally specific exclusions or additional requirements that are unique to their locale.

Controls

Steve King and his F2291 Controls group had several sessions to further develop the work that they have been doing during their weekly virtual meetings. Expect to see several proposals in the upcoming ballot from Steve's group intended to further bolster this critical section of F2291.

Ziplines, Ropes Courses and Challenge Courses

Mike Teske's group on Ziplines hammered out a shell of a document to standardize this new area of the industry. In the near future an initial ballot will be sent to the F24.60 subcommittee for its first review.

Gravity or Patron Controlled Non-mechanical Spherical Devices

This task group met to discuss the different types of equipment that could fall under this broad topic and have begun working on an outline for a first draft.

There is a new group under **Monty Jasper's** leadership working to develop guidance to address safety for maintenance personnel accessing catwalks and other high fall risk areas. Also, we had a kick off meeting of **Marina Frey's** taskgroup to address Standing Wave Machines and other similar types of attractions.

Fall Protection and Standing Wave Machines

New Version of F2291

There have been several revisions to F2291 that have been approved by the Committee but are on hold status. We will soon be moving this new version out to publication so look for an update of F2291-11 in early summer.

Award of Merit

At our meeting, we were very proud to present ASTM's highest award, The ASTM

Award of Merit, to **Mike Withers** from Walt Disney Imagineering. Mike is only the second member of committee F24 to receive this honor.

Next Meeting

The next Committee F24 meeting is scheduled for Thursday, October 13 through Saturday, October 15, 2011 at the Valley Ho Hotel in Scottsdale, Arizona. Please join us there.



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NOVEMBER 9-15, 2011

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OBITUARIES

William T. Pope of Pope's Concessions dies

William T. Pope, 55, Pope's Concessions, Greenfield, Tenn., died March 8 at Vanderbilt Medical Center, Nashville, Tenn., from complications of pneumonia. William is survived by his wife Donna Emert Pope of Dyersburg, Tenn., his mother Mrs. Jane Pope of Greenfield, Tenn., two sons, Terry Pope of Dyersburg, Tenn., Chris(Lauren) Kiser of Fort Hood, Texas., two daughters, Tasha Pope of Dyersburg, Tenn., Tandi Conway of Paris, Tenn., one sister SaDonna (Chad)Cardwellof Medan, Tenn., one brother, James Roy Pope of Greenfield, Tenn., four grandchildren and a host of friends. He was preceded in death by his father Mr. Jimmy Pope.

Services for Pope were held March 11 at Williams Funeral Home in Greenfield, Tenn., and was buried in Highland Cemetery.

Kevin Lee Nolan, of former Nolan Amusements, dies

Kevin Lee Nolan, 55, of Zanesville, Ohio, of the Nolan family that formerly owned and operated Nolan's Amusements (now out of business), died March 6, 2011, at Genesis-Good Samaritan Hospital, Zanesville, Ohio.

He is survived by his fiancé, Ruth Durant; one daughter, Nicole Ann Dilley; his mother, Sallie (Nolan) Kirkbride; two brothers, Tim Nolan and Scott (Amy) Nolan; grandchildren, Dakota Lee Nolan-Dilley, Mackenzie Edith Nolan-Dilley; also surviving are Ruth's family, Lisa and Dave Curby and Cole Bryan; his Lima Ohio family, Becky Mitchell, Jan Thompson, Kim Huffer, and Jill Voglesang; also survived by 18 nieces and nephews.

He was preceded in death by his wife, Cheryl (Eversole) Nolan; his father, Fred Nolan; one brother, Rick Nolan; his father and mother-in-law, Charles and Dorothy Eversole; special friend, Austin Evans.

Services were March 11 in Lima, Ohio.

Lake Compunce's Bruce Gisiger dies

It is with regret that NEAAPA inform the membership of the passing of Bruce Gisiger on March 15, director of foodservice at Lake Compounce, Bristol, Conn. He was 59.

In addition to his father, Lester, of Bristol, Conn. he is survived by his wife of 27 years, Carole (Swezey) Gisiger of Bristol; his children and their spouses, Megan (Gisiger) and Prof. Mitchell M. Harris of Sioux Falls, S.D., John and Cindy (Chomic) Dudac of Southington Conn. and Kristyne (Dudac) and Michael LaBrie of Litchfield Conn.; his grandchildren, Chandler Harris, Carley Dudac, Samuel and Madison LaBrie and many devoted family members and friends.

Burial information was not available at presstime. Memorial donations in Bruce's name may be made to: Smilow Cancer Hospital, P.O. Box 1849, New Haven, Conn. 06508, for the continued research of Anaplastic Thyroid Cancer.

BRIEFS

Luna Park, Chance using repeaters from A.C. Sound

SEYMOUR, Tenn. — Anthony Cordina, owner and operator of AC Sound Repeaters, recently announced that ride manufacturer Zamperla will be using AC Sound Repeaters for several of their rides in Luna Park at Coney Island. The company, based in Seymour, Tenn., has been in business manufacturing safety spiel repeaters since 2007 and is still going strong.

"Having a company like Zamperla as a customer is an honor," says Cordina. "We have been trying to get into Coney Island for years."

The company met up with Luna Park's Beau Berni at IAAPA. It was there they came to an agreement on several looping and 4 channel spiel repeaters for some of the rides at Luna Park.

"Last year, we sold a custom sound track to Chance Rides Manufacturing that will be used on Chance's new outdoor train," said Cordina. "That custom repeater will have four distinctive steam locomotive sounds to give their train ride realism."

AC Sound also manufactures sound repeaters for ticket, food, and game booths. The company has a list of cliental from various parks, carnivals, and other ride manufacturers

across the United States and Canada.

•www.acsound.net.

Morey's Piers' executive chef impresses judges

WILDWOOD, N.J. — At the 10th Annual Men R' Cookin' event to benefit the Boys & Girls Club of Atlantic City, 75 cooks and chefs from various backgrounds and skill levels arrived armed with secret family recipes or creative concoctions, hoping to impress the judges. Morey's Piers' Executive Chef, Wally Jurusz, was prepared to impress the judges with his own blend of spices from his spice company, HA Spice Company.

There were two divisions in the event — Professional and Non-Professional. Jurusz competed in the Professional division. The judging panel was comprised of instructors from Atlantic Cape Community College and other college chefs.

Jurusz prepared grilled Cape May sea scallops with Cuban spices and chimichurri — a meal that took home the 'Best Entrée' title in the Professional Division, beating out exotic dishes including smoked bison and coral snake chili.

•www.moreyspiers.com.

MARKET WATCH

STOCKS



| | As of 03/17/11 | Price one year ago |
|--------------------|----------------|--------------------|
| Cedar Fair L.P. | \$18.62 | \$12.02 |
| MGM Mirage | \$12.64 | \$11.91 |
| Six Flags Ent. | \$67.80 | \$0.11 |
| CBS Corp. | \$23.25 | \$14.37 |
| Walt Disney | \$40.76 | \$33.78 |
| Great Wolf Resorts | \$2.42 | \$2.87 |
| Blackstone Group | \$16.35 | \$14.50 |
| Village Roadshow | \$3.39 | \$10.37 |
| NBC Universal | \$19.22 | \$18.19 |

FUEL PRICES



| Region (U.S.) | As of 03/14/11 | Change from year ago |
|---------------|----------------|----------------------|
| East Coast | \$3.946 | \$0.998 |
| Midwest | \$3.859 | \$0.964 |
| Gulf Coast | \$3.842 | \$0.945 |
| Mountain | \$3.888 | \$0.965 |
| West Coast | \$4.091 | \$1.086 |
| California | \$4.170 | \$1.105 |

CURRENCY



TOP 7 MOST TRADED CURRENCIES

On 03/18/2011 \$1 USD =

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- 0.62211 GBP (British Pound)
- 78.91419 JPY (Japanese Yen)
- 0.90147 CHF (Swiss Franc)
- 1.01884 AUD (Australian Dollar)
- 0.98949s CAD (Canadian Dollar)

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BRIEF

Butler Amusements back on the Big Fresno midway

FRESNO, Calif. — Butler Amusements, Fairfield, Calif., will once again be providing the midway for the Big Fresno (Calif.) Fair, set this year for Oct. 5-16.

"We are very excited to have Butler Amusements back as our carnival provider," said John C. Alkire, CEO, Big Fresno Fair. "Butler Amusements was our carnival provider before for 24 years and they always bring quality rides and games that our fair patrons love. We are looking forward to a great year with Butler Amusements with some amazing carnival promotions, so stay tuned."

Shamrock Shows, Fontana, Calif., was the carnival provider last year, which was the last year of that carnival's five-year contract.

Butler Amusements has a three-year contract with two, one-year options. Butler proposed to provide 19 spectacular rides, nine majors and 20 kiddie rides.

Danielle LeBouef, communications director, said the decision to change carnival operators was decided through a bidding process.

"Butler Amusements ended up with the highest point score; thus winning the bid," LeBouef said.

Aside from a new midway provider, LeBouef said other plans for the 2011 event include con-

▶ See BUTLER, page 38

Clear skies help Florida State Fair set a new gross revenue record in 2011

106 rides make up midway

STORY: Pam Sherborne
psherborne@amusementtoday.com

TAMPA, Fla. — Weather was kind to the Florida State Fair this year, Feb. 10-21, and officials were very pleased with the results.

"We had a great 2011 fair as the weather was our friend this year," said Charles Pesano, executive director. "Our entire fair team worked extremely hard to provide wonderful entertainment and programming to please just about everyone and all at an outstanding value."

Preliminary and unaudited attendance this year was just under 487,000, approximately 132,000 more than 2010 when the fair suffered from unusual cold temperatures and rain.

"We had a little rain on the first day of the fair, but then after that, the weather was great," said Fred Brown, director of operations. "We had a very good year."

Pesano said total combined gross admission revenue and gross midway revenue was approximately \$7,775,000, which set a new all-time record beating the previous record by \$780,000. Gross midway revenue alone was just under \$4.5 million, setting a new record.

Brown said there were 106 rides on the midway this year. Two of the more significant changes to the midway were the expansion of the family area and the reduction of games and foods.



The Florida State Fair, Tampa, set an all-time gross revenue record this year and officials were very pleased. Attendance this year during the run, Feb. 10-21, drew 487,000 this year. The independent midway provided 106 rides to fairgoers. COURTESY FLORIDA STATE FAIR

"We expanded our family area with more rides and a stage," Brown said. "It was new last year and really successful so we made it bigger."

The number of games was reduced from between 68 to 70 in 2010 to 60 this year. There were 21 food stands on the midway this year. That is down about six. There were a total of 200 food stands on the fairgrounds.

"Having fewer games and food on the midway allowed us to really open it more," Brown said. "It looked very nice and I think people could

▶ See FLORIDA, page 38

Top food at 2011 Florida State Fair

The Florida State Fair awards three food vendors annually, ranking them by appearance. Fair officials look for the impression the stand makes, such as creativity, friendliness of staff, cleanliness, etc.

This year the top three vendors are:

1. Wonderland Amusements, Riverview, Fla., (had five iced teas that looked like Tiki Huts, with nice little areas around them)

2. Gabby's Kitchen, Crystal River, Fla., first year at the Florida State Fair

3. Tom Hodson Co., Kissimmee, Fla., serves barbecue (Hodson is also a director of NICA, National Independent Concessionaires Association Inc.)

The two vendors with the most locations at the Florida State Fair were:

Netterfield, Land O Lakes, Fla.

Best Around, Fort Myers, Fla.

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► BUTLER

Continued from page 37

tinuing the \$1 Wednesday carnival ride promotion that was started in 2010. It was a huge success.

"Additionally, we will continue the discounted Unlimited Carnival Ride Wristbands if purchased pre-fair," she said. "We are focused on providing great discounts

for our patrons – the \$2 Tuesday and the Community Food Drive. We will continue to expand upon our Greenhouse exhibit building that mixed our floriculture exhibit with Home & Garden type vendors, are building a bridge to connect the Water Tree with Catfish Falls in our Table Mountain Rancheria Park, plus so much more."

—Pam Sherborne

► FLORIDA

Continued from page 37

tell. I think we will do the same thing next year and put in a few more rest areas."

Brown also said the 106 rides this year is down one from last year's 107.

"But, I think we are finding the magic number," he said. "It looked really nice out there."

The fair wasn't without new attractions this year. For the first time there was Nock Helicopter Trapeze Thrill Show performing a show daily 300 feet above the fairgrounds.

"Also new was the Corn Dogs & Country concert," Pesano said.

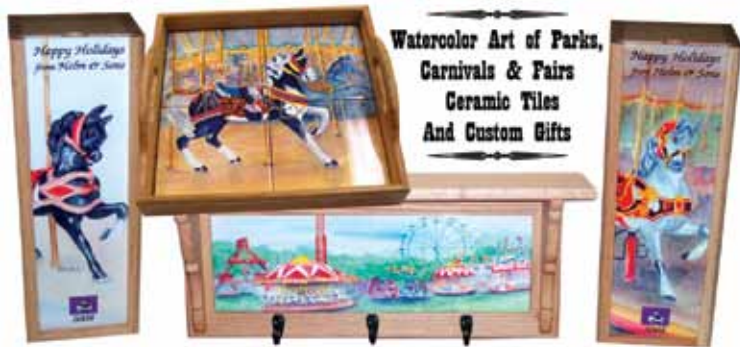
"We really needed this one this year," Brown said.

**Have Midway News?
E-mail it to Pam!
psherborne
@amusementtoday.com**

Top rides during 2011 Florida State Fair

1. **Super Slide**, built by Dave Barham for the fair, owned by Florida State Fair
2. **Sky Glider**, built and owned by Sky Fair Inc.
3. **Hit in 2000 Himalaya**, built by Mack, owned by Wade Shows
4. **Giant Gondola Wheel**, Chance, Wade Shows
5. **Super Himalaya**, Bertazzon, Reithoffer Shows
6. **Vertical Swing**, Zamperla, Reithoffer Shows
7. **RC48 roller coaster**, Pinfari, Wade Shows
8. **Himalaya**, Wisdom, Dreamland Amusements
9. **Fighter**, Mondial, Wade Shows
10. **Magnum**, Mondial, Wood Entertainment

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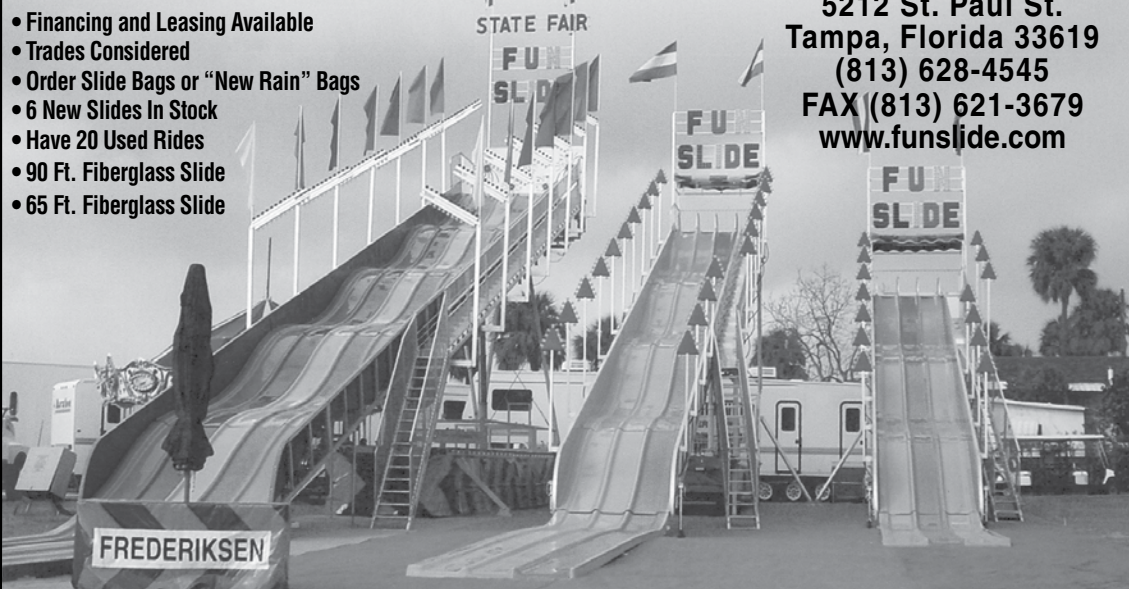
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Blue skies and great temperatures drew the crowds at the Florida Fair this year. COURTESY FLORIDA STATE FAIR

Eugene J. Cassidy named executive vice president of Eastern States Exposition

SPRINGFIELD, MASS. — Eugene J. Cassidy, of Longmeadow, Mass., has been named executive vice president and chief operating officer of Eastern States Exposition (ESE), West Springfield, Mass. The announcement was made by ESE Chairman of the Board Donald R. Chase, following a meeting of the Exposition's board of directors, who voted to promote Cassidy to the newly established position.



Cassidy

"It is important for an organization to identify and reward key individuals, consistent with our long term succession plan," said Chase who indicated that Wayne McCary

will continue as president and chief executive officer.

"The growth of Eastern States Exposition has necessitated the creation of this new position. It is also a key component in our management strategy to position the exposition for the future," said McCary.

Cassidy joined the staff of ESE as director of finance, a position he has held since 1993. He will report to McCary and will be responsible for the financial management of the company, strategic planning, developing a plan for year-round growth at ESE and furthering the Agricultural/Educational mission of the exposition. He will represent the exposition regionally and nationally in the fair and outdoor amusement industry and act as a liaison with community and local government.

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OABA announces 2011 officers, board members

STORY: Pam Sherborne
 psherborne@amusementtoday.com

TAMPA, Fla. — The Outdoor Amusement Business Association (OABA) elected its 2011 board of directors at their 46th Annual Meeting of members Feb. 11, in Tampa, in conjunction with the International Independent Showmen's Association trade show in Gibsonton, Fla., which ran Feb. 8-12.

Bill Johnson, A Fantasy Amusement Company, Arlington Heights, Ill., was named the 2011 chairman of the OABA board.

Jeanne McDonagh, McDonagh Amusements, Inc., Chesaning, Mich., is the 1st vice chair. Mike Featherston, Gold Star Amusements, Minneapolis, Minn., became the 2nd vice chair and Chris Lopez, Ray Cammack Shows, Laveen, Ariz., was named as the new, 3rd vice chair.

Director Tony Cassata, Bob's Space Racers, Daytona Beach, Fla., who served on the board for 10 years, had to step down in accordance with OABA By-Laws, and was recognized for his service to the association.

Eight directors were re-elected by the membership to serve additional, two-year board terms from February 2011 to February 2013. They were Joe Burum, director of Showmen's League of America; Andy Deggeller, Deggeller Attractions, Stuart, Fla.; Michael Doolan, Big Fun, Inc., Jensen, Fla.; Kristin Parra, Carson & Barnes Circus, Hugo, Okla.; Brad Piche, Jack's Fries, Treasure Island, Fla.; Patty Sullivan, Eli Bridge Co., Jacksonville, Ill.; Amber Swedgan, North American Midway Entertainment, Ridgeland, Miss., and Michael Wood, Wood Entertainment, San Antonio, Texas.

In addition, three new directors were elected by the membership and now take their place on the board. They are Blake Huston, N.A.M.E.; Ben Pickett, Ray Cammack Shows; and Joe Skerbeck, Skerbeck Bros. Shows, Escanaba, Mich.

Outgoing chairman Dominic Vivona, Jr., Amusements of America, Monroe Town-

ship, N.J., welcomed over 400 members who attended the annual meeting. In addressing the crowd, he said: "I am pleased that the OABA has such talented board members willing to serve and provide leadership, advocacy and educational programs for our membership and industry."



Bill Johnson



Jeanne McDonagh



Mike Featherston

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Photos: Dan Feicht / dan@danfeicht.com

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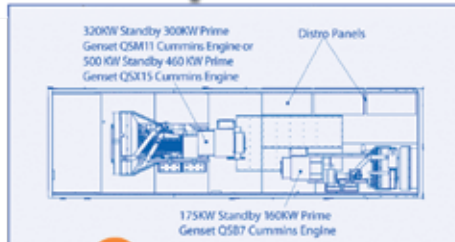


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2011 Fort Worth Stock Show bears cold temps and snow in final week

STORY: Pam Sherborne
 psherborne@amusementtoday.com

FORT WORTH, Texas — Even with ice, snow and frigid temperatures the final week of the 2011 Fort Worth (Texas) Stock Show and Rodeo, which ran Jan. 15-Feb. 5, final attendance showed an increase from the 2010 total number of visitors.

The event attracted 930,300 visitors this year, up from 920,000 in 2010. There was a new single day attendance record set during this year's run. On Saturday, Jan. 29, the event attracted 154,400 visitors blowing away the previous single-day record of 126,000 set in 1986.

► See TALLEY, page 41



Talley's Amusements provided the midway for the 2011 Fort Worth Stock Show and Rodeo, including this Chance Wheel and Fabbri slide.

AT / GARY SLADE

Keep our carnival and fair industry strong!
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It looked like the Fort Worth (Texas) Stock Show was on the road to setting a multitude of records this year, after Jan. 29 set an all-time single day attendance record of 154,400. But, during the final week, cold weather put a stop to that. The fair did draw 930,300, an increase from 2010.

AT / GARY SLADE

▶TALLEY

Continued from page 40

Officials had hoped to hit and surpass the one million mark, but that was not to be.

"We had three really crummy weather days," said Shanna Weaver, publicity manager.

The crummy weather hit the last week of the fair. Ice early in that week was followed by six inches of snow in some areas and very cold temperatures.

"It was frigid," said Mary Talley, Talley Amusements, based in Fort Worth, Texas, the carnival that provided the midway. "I didn't open for four days. I was closed from Monday through Friday of that final week. I didn't open again until Saturday."

Talley said the bad weather closed schools in the area for five days, four in a row – the same days she had to close down her 48 rides.

Indoor activities and exhibits, as well as rodeo and live music, continued throughout the inclement weather.

The Stock Show did shut down one day earlier than 2010 but that wasn't due to weather. "We closed early because of the Super Bowl," Weaver said.

Super Bowl XLV was held at the Cowboys Stadium, Arlington, Feb. 5. Because of that the Fort Worth event ended the 2011 run on Saturday, Feb. 4, instead of Sunday, Feb. 5.

But, all in all, Weaver said they felt the 2011 run was incredible.

New this year was "Opening up the Borders," Weaver said.

"For those that came to the Stock Show, they also received passes to the Cowgirls Museum and Hall of Fame, the Fort Worth Museum of Science and History, and the Cattle Raisers Museum," Weaver said. "It gave our patrons an added value. It was very well received."

The event drew 22,000 head of livestock to take part in the agricultural exhibits and sales. Other entertainment included attractions from horse shows and rodeos to ballet and concerts. B.J. Thomas and the Bellamy Brothers were just part of this year's musical talent.



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Eastern States Exposition to construct \$2.2 million equine facility

STORY: Pam Sherborne
psherborne@amusementtoday.com

SPRINGFIELD, Mass. — Wayne McCary, president and CEO of Eastern States Exposition (ESE), Springfield, Mass., announced that the organization will embark on a \$2.2 million construction project.

The project, announced at the first of January, includes the construction of a new, covered warm-up arena attached to the main horse barn utilized by the ESE Horse Show held during The Big E as well as a number of year-round equine events.

By committing to this project, exposition officials also vowed to continue their commitment to agriculture and the Horse Show by further developing infrastructure to maintain ESE's position as New England's most sought-after equine destination.

"I am confident that this project will further solidify the Exposition's position as the premier horse show facility in the northeast," McCary said. "Our commitment to agriculture and our Horse Show, which began here in 1916, is ongoing."

The Exposition is also home to 12 year-round horse shows as well as a major equine-related trade show, Equine Affaire, held each November.

"The Exposition's Board of Directors voted unanimously to approve this project and move forward as

quickly as possible," said Donald Chase, ESE chairman of the board. "We are fortunate to have the ability to make this investment in our physical plant in response to the needs of our horse show community."

The new arena will match the height of the existing building and the 66-foot-by-170-foot clear span outdoor roof will be bordered by a four-foot brick perimeter wall with pre-cast concrete upright posts. The exterior of the structure will mirror the north wall of the existing barn and its walls will consist of a permeable vinyl designed to protect riders and horses from the elements while providing air circulation and ventilation.

Each end of the covered arena will feature 20-foot ornamental iron sliding gates.

Riders will be cooled by 16-foot, low speed, high volume fans. New lighting will be installed and the riding arena will have spray irrigation and underground drainage.

An existing angled doorway will be enlarged so riders may enter and exit the ring on horseback and the immediate exterior area will also be covered. A canopy connector from the east entrance of the main horse barn to the west entrance of the Coliseum will also be erected.

"For the first time ever, competitors will be able to practice as well as enter and exit the Coliseum entirely

under cover," McCary said.

The project is the result of an extensive study of ESE facilities, conducted in 2010 to assess the needs of existing tenants and look toward future year-round growth. The research included a major engineering study of the Coliseum by Populous, Knoxville, Tenn., and a marketing analysis by AECOM of Washington, D.C.

The Exposition will assume financial responsibility of the project and will receive no funding from the state of Massachusetts. In addition, its 2011 capital budget of more than \$1.1 million will include the installation of a new roof and other major improvements to the Coliseum.

"We are investing in our future to maintain our roots and stay viable in an ever-changing marketplace," McCary said.

The design architects for the project are Charlie Smith and David Forkner of Populous, Knoxville. Neffinger Architects, West Springfield, will serve as the on-site architect.

This winter, contractors will be selected and construction will begin at the end of March. The project will be completed in time for the 2011 Big E in September.

The Big E takes place Sept. 16 – Oct. 2, 2011.

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Carnival museum is well on its way for opening to public

STORY: Pam Sherborne
 psherborne@amusementtoday.com

GIBSONTON, Fla. — The carnival museum on the grounds of the International Independent Showmen's Association (IISA) may not be up and ready for the general public, but the glimpse industry members received during the association's tradeshow was eye opening.

Jim Frederiksen, Frederiksen Industries, Tampa, Fla., said everyone seemed to really like what they saw. Now, all they need is for the contractor to finish the building and for more donations to come.

"Hopefully, the museum will be open to the public later this year or, at the very latest, the first of 2012," Frederiksen said. "We want to fill the building up with exhibits."

The 18,000 square-foot building will house two full size carnival rides along a menagerie of other memorabilia representing the carnival and circus industry. The two rides will be a Ferris wheel, which is already on exhibit, and a carousel.

The wheel is a 1900 Condermen wheel, donated by Avery Wheelock.

"Avery told me that these wheels were made between 1895 and 1906," Frederiksen said. "The company only produced about a dozen of them. Avery Wheelock Sr. bought it in 1945 for \$300."

The wheel nearly reaches the full height of the approximately 55-foot high building.

Frederiksen said they don't have a carousel as yet. If someone doesn't step up with one, he will donate his own, which is an Allen Herschel American Beauty with 20 horses, two abreast, and two chariots.

"But, we are really hoping to find one a little nicer than mine," he said. "I mean mine's not bad, but we hope to get something that looks better."

When it's all said and done, Frederiksen said the total cost of the museum would be about \$2 million. He made a donation of \$1.1 million to bring the museum dream to fruition.



The carnival museum on the grounds of the International Independent Showmen's Association was open for industry members attending the association's trade show, which ran Feb. 8-12, Gibsonton, Fla. It should be at the end of the year before it is open to the general public, but already there are fine exhibits inside the 18,000 square-foot building, such as a carnival game wheel and kiddie bumper car shown above. AT / GARY SLADE



Exhibits that will come in the future will just add to those such as the historic Reithoffer Shows, Gibsonton, Fla., truck above and the 1900 Condermen wheel at far right. Cost of the museum, when all is said and done, should be about \$2 million.



Food vendors show products during Gibtown Show



This was the second year for Chipstix USA, East Brunswick, N.J., to exhibit at the Gibtown show. Sam Saleh, a partner in the company, said they were awarded the Rookie of the Year award at the 2010 show. The interest in the product, a spiral potato on a skewer, was exceeding expectations and the 2011 Gibtown show was proving to be very busy.

AT / GARY SLADE



Dustin Elder, left, and Mark Jones represented Blend Pak, based in Bloomfield, Ky., a first time exhibitor at Gibtown. Blend Pak manufactures batters, breaders, marinades, seasoning blends and specialty mixes. The two were also displaying the gluten-free products from a Blend Pak subsidiary, Bloomfield Farms.

AT / PAM SHERBORNE



This was the first year for Tom and Tomi Newberry to exhibit their company, TNT Confectionery, Panama City, Fla., at the Gibtown show. Their products are Funnel Sticks. Tomi Newberry said the Funnel Sticks can go from the bag to the fryer, then topped with one of a variety of glazes, sprinkled with powder sugar and in a customer's hand in three minutes. She said the show was going well for them. "We have spoken to a lot of people," she said, adding it was great because, being new, they wanted to learn whatever they could about the industry.

AT / GARY SLADE



43rd Annual Trade Show
Feb. 8-12, 2011



Patti Jones, Belshaw Brothers, based in Auburn, Wash., was busy serving donuts to attendees and exhibitors alike at the Gibtown trade-show. Belshaw manufactures and distributes donut frying equipment.

AT / PAM SHERBORNE

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**Seen at 2011 International Independent Showmen's Association annual show
Feb. 8-12 • Gibsonton, Fla. • AT / Pam Sherborne**



The Dartron Zero Gravity at the Gibtown show was purchased by Playworld Unlimited, Alma, Mich., from Rides-4-U.



This SBF/Visa Frog Hopper, seen in the Rides-4-U booth at Gibtown was sold to Classic Amusements, Dalkeith, Ont. Rides-4-U, Somerville, N.J., had a very busy show also selling a chopper train to Jake Inners, Majestic Midways, York, Pa. and a SBF/Visa Puppy Love to Wagner's Carnival, Aransas Pass, Texas.



Jeff Kudler, Majestic Rides, New Waterford, Ohio, shows a photo of the company's new Cloud Buster ride. The company had already sold one to Bartlebaugh Amusements, Petersburg, Pa.



Dave Starke, Glowworks, Fraser, Mich., was very busy during the Gibtown show showing the company's new professional grade lasers and the variety of light up novelty.



Michael Curci, Midway Stainless Fabricators, Hillside, N.J., reported having a great Gibtown show. Here are a sampling of carts he brought to the show.



Roni Levi, vice president, Kellytoy Company, with offices in New York, Los Angeles and Hong Kong, stands beside one of the company's newer products. The shiny balls can range in size for the giant one shown here to as small as six inches. The company was exhibiting at Gibtown and having a good show.



Zamperla Inc., Boonton, N.J., had a great response to the new ride Happy Swing, shown here at Gibtown. The company was also exhibiting a mini tea cup.



Representatives from the Volusia County Fair, DeLand, Fla., were on hand during the Gibtown show. Having just visited the AT booth are, from left, George Shierling, fair treasurer; Thom Giordano, marketing director, CFE; David Viers, executive director, CFE, and Sharon Tighe, director. This year's Volusia County Fair is set for Nov. 3-13.



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 •www.waterparks.org/education

4-6
 Dubai Entertainment Amusement & Leisure Show
 The Arena, Dubai World Trade Centre, Dubai, U.A.E.
 •www.themeparksdubai.com

JUNE
21-24
 Asian Attractions Expo, Resorts World Sentosa, Singapore
 •www.iaapa.org

SEPTEMBER
16 & 17
 2011 Golden Ticket Awards, Holiday World, Santa Claus, Ind.
 •www.GoldenTicketAwards.com

27-29
 Euro Attractions Show, The Olympia, London, England
 •www.euroattractionsshow.com

OCTOBER
3-7
 World Waterpark Association's 31st Annual Symposium (3-7) & Trade Show (5 & 6), New Orleans, La.
 •www.waterparks.org

NOVEMBER
9-15
 2011 AIMS Safety Seminar, Orlando, Fla.
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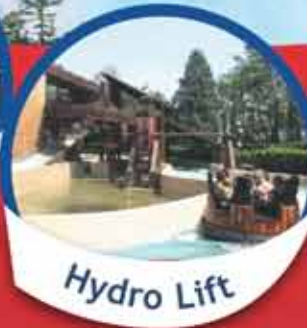
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