

## Santa Cruz Beach Boardwalk opens \$9 million Haunted Castle

R & R Creative, Sally Corp., I.E. Park all contribute to success of new dark ride

**Pam Sherborne**  
Amusement Today

Santa Cruz Beach Boardwalk has some very loyal fans. So, when it came time to design and construct the 100-year-old park's new Haunted Castle dark ride, those fans' wishes were taken into consideration.

For example, many fans were concerned about the giant black spider that donned the former haunted castle ride since 1972. Others were con-

cerned about the big whimsical clock and the gravediggers.

"So, we brought some of these elements in, refurbished them to make them look fresh, and then incorporated them into the new Haunted Castle," said Brigid Fuller, communications director, Santa Cruz Beach Boardwalk. "These things were important so we didn't want to neglect some of our most loyal fans."

But, then the park, R & R Creative Amusement Designs, Inc., Anaheim, Calif., and Sally Corp., Jacksonville, Fla., along

▶ See CASTLE, page 4



PHOTO COURTESY R & R CREATIVE

Santa Cruz Beach Boardwalk's new Haunted Castle represents \$9 million in frightening thrills for its guests.

## Rebirth of Luna Park: Coney Island's 100-day miracle

Zamperla provides 18 rides for new park

**Scott Rutherford**  
Amusement Today

Luna Park. The very mention of the name conjures whimsical visions of Coney Island during its heyday. Opened on the site of the former Sea Lion Park in 1903, the original Luna was built during a time when electric lighting was an absolute novelty and people were eager to try just about anything for a thrill. The popular park lasted until 1944 when a devastating fire wiped it out.

Over the years, much of the magic slowly seeped out of Coney Island until all that remained was the Cyclone wooden roller coaster, Deno's Wonder Wheel, a handful of private concessions and, of course, Astroland Park. When the latter suffered an indignant death in 2008, there seemed very little left to draw summertime visitors to Coney Island. But that all changed when the new Luna Park opened this past Memorial Day weekend.

**Turning of the tide**

The story of how Luna  
▶ See LUNA, page 5



AT PHOTO/GARY SLADE

After a 66-year absence, the rides and thrills are back at Luna Park, thanks to 18 rides from Zamperla.

**Amusement industry mourns loss of two legends**



**Harold Chance**  
1921-2010  
Chance Rides Manufacturing Co.  
Wichita, Kan.



**Stan Nelson**  
1923-2010  
Joyland Park  
Wichita, Kan.

▶ SEE STORIES  
PAGE 34

INTERNATIONAL

SEE PAGES 7-10

AMUSEMENTPARKS

SEE PAGES 11-22

WATERPARKS

SEE PAGES 23-30

BUSINESS

SEE PAGES 31-40

MIDWAY/CLASSIFIEDS

SEE PAGES 41-47

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**Gary Slade**

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## A leap of faith

Sometimes you have to have a little faith.

Faith is what Valerio Ferrari, president of Zamperla Inc. and the team at Central Amusement International LLC (CAI), had to have when bidding on the contract with the city of New York for the redevelopment of amusements on a three-plus acre site at Coney Island.

The idea that the city first wanted to bring the Coney Island area back to its glory was introduced to the amusement industry by the city during the November 2008 IAAPA show in Orlando. From there the city met with interested parties before selecting their final choice, in this case CAI.

It was during this time that Ferrari would test his faith. The city wanted the new park open by Memorial Day weekend 2010. Yet the final contract would not be awarded until January 2010. Calculate another 30 days to get the t's crossed and it's dotted on a contract and the winner is now looking at a 100-day window to open a new park.

Ferrari, Zamperla and CAI had the faith they would be given the winning bid to redevelop a site directly across the street from the famed Cyclone and next door to the historic Wonder Wheel. Their faith was so strong that in Oct. 2009 the ride orders were placed with Zamperla to begin construction on what they hoped would be a delivery of 18 rides, right out of the Zamperla catalog.

That faith, or some may say gut feeling, turned out to be the right choice as the city of New York awarded the development contract to CAI on Jan. 10, 2010. Now the real work would begin. In just 100 days, CAI was able to open a new \$15 million park. It would be called Luna Park in honor of the historic park that once graced Coney Island. The massive pinwheel entry would be rebuilt. CAI would build a park that is colorful and clean, and one that now sees families out for an afternoon or night of fun and thrills. Throw in the fact that 230 seasonal jobs were created and its clear, that with a little faith, good things will happen.

The city has built a new subway station at Coney Island. They have built a new beach boardwalk complete with new public bathrooms. A new minor league baseball stadium has been built. Demolition is scheduled for old and outdated buildings. More new development, including more rides, are on the way.

All because the city of New York and CAI were willing to take a leap of faith, together, for the benefit of Coney Island.

—Gary Slade



## Scott Rutherford

### Traditional wooden roller coasters: an endangered species?

The debut of the wooden roller coaster Colossus, which opened in 2001 at Germany's Heide Park, caused an unexpected ripple in the amusement industry. Designed by Ing.-Büro Stengel for Intamin AG, and built by Ingenieur-Holzbau Cordes, this towering ride looked like a normal wooden coaster, but what set it apart from its brethren was its prefabricated wooden track. Unlike traditional wooden laminated track that has been an industry staple for more than a century, this new development produced rails so precise (thanks to laser cutting, machining and gluing) that they felt like a steel coaster.

Three more of these hybrids followed: Balder, Liseberg; El Toro, Six Flags Great Adventure; and T-Express, Everland. These rides are some of the most intense pseudo-wooden coasters out there. With a powerful ride experience including sustained negative-Gs, they're the adrenaline junkie's dream machines.

And now we have the next step in wooden coaster evolution: the transfiguring of the Texas Giant at Six Flags Over Texas. To combat this super twister's outrageous maintenance requirements, the ride will re-open in 2011 with its wooden track



Rutherford

replaced by preformed sections of Rocky Mountain Construction's steel I-Box track. Like the four hybrids mentioned earlier, the result will undoubtedly be a wildly popular and entertaining ride.

But at what cost to tradition? Like the early German carousel carvers who lovingly fashioned magnificent steeds from solid blocks of wood, today's coaster trackers are true artisans. They carefully hand-cut their wooden track, incrementally building up the layers, shaping it to conform to the designer's detailed instructions. The result is that magnificent, rough-and-tumble experience we call a *wooden roller coaster*.

Despite all the perceived advantages in these new forms of tracking technology, many purists (myself included) are pondering the future of the true wooden coaster. Those machines built with laminated wooden track and steel running wheels suddenly seem rare and all the more precious.

Thankfully, a few entities remain – Great Coasters International, The Gravity Group and Martin & Vleminckx and Leonard Adams – who each in their own unique manner carry on the tradition established by their predecessors. May they continue to practice their art.

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# 2 MINUTE DRILL



Compiled by Janice Witherow

## Rebecca Parker

### Wonderland Park, Amarillo, Texas

For Rebecca Parker, working at Wonderland Park is all in the family. The daughter of Paul and Paula Borchardt, owners of the Amarillo, Texas amusement park, Rebecca grew up on the midway and fell in love with the business at an early age. Now the controller of Wonderland Park, she puts her degree as a certified public accountant to good use. Rebecca is an avid football fan, active member of her church and her Texas charm allows her to carry on a conversation with just about anyone!



**Parker**

#### Title

Controller

#### Number of years with Wonderland Park

Forever! I grew up at the park ... my first paycheck was actually when I was 11 years old! I have been full-time for 15 years.

#### Best thing about the industry

It's fun. Everywhere you look, people are enjoying themselves. Hopefully, we are giving them one of their best days of the summer.

#### Biggest challenge facing our industry

The paperwork and all of the pending legislation.

#### Favorite amusement park ride

My favorite of all-time is The Hammer, which is no longer at Wonderland. Currently, I'd have to say, my favorite ride is our Texas Tornado.

#### If I wasn't working in the amusement industry, I would be ...

Bored! Seriously, I'd be a CPA or a Spanish teacher.

#### The thing I like most about amusement park season is ...

The constant activity and excitement that the park brings.

#### Favorite kind of sandwich

Reuben ... my parents got me hooked on this!

#### My ideal day off is spent ...

Reading, swimming and hanging out with my family.

#### Least favorite holiday

Oh gosh, I guess I'd have to say Presidents' Day!

#### If I was lost in the woods with nothing but an army knife, I could make a ...

Carving in the trees to show that I've been in that location ... maybe it would help guide me in some way!

#### The last time I went swimming was ...

About three months ago at an indoor pool.

#### Do you eat out or cook at home most often?

It's about even. My husband, Randy, is a great cook, so when we eat at home, he usually is our chef.

#### I feel most comfortable when ...

I am at the park or at my church.

#### My mother always told me ...

"One attracts more flies with honey than with vinegar."

#### Favorite drink in the morning

A Tasse Latte Macchiato ... a yummy vanilla/caramel coffee.

#### If I could watch only one TV show, it would be ...

Bones.

#### Favorite family activity

Swimming and riding rides with my two children.

#### What part of the day do you feel most creative?

Definitely mid-to-late afternoon. I am not a morning person!

#### Are you: a spontaneous soul or do you have to have everything mapped out?

Actually, a little bit of both.

#### My childhood ambition was to ...

Be in international business.

#### French fries or Tater tots?

Tater tots.

#### If I could have any celebrity as a neighbor, it would be ...

Bill O'Reilly of FOX News ... that would be interesting!

#### Favorite childhood movie

Sleeping Beauty and then later on, Gone with the Wind.

#### When it comes to college football, I cheer for ...

University of Oklahoma Sooners, and as a graduate of Texas A & M, the Aggies!

*To suggest a candidate for the Two-Minute Drill feature, contact columnist Janice Witherow at [jwitherow@amusementtoday.com](mailto:jwitherow@amusementtoday.com) or (419) 357-3520.*

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## ►CASTLE

Continued from page 1

with several other amusement industry corporations, began creating a whole new ride.

The end product opened June 4, 2010, to the tune of \$9 million.

"We have had some very good feedback so far," Fuller said. "It has been going great."

Santa Cruz and R & R Creative Design began working together on the project in the spring of 2006. Santa Cruz officials wanted to retain the historical aspects of the park while providing the latest in technology and ride systems.

"The park wanted to hold on to some of the flavor of the old Haunted Castle, like the pop-up characters," said Rick Bastrup, one of the owners of R & R Creative Design. "So, we did incorporate those things into the ride, but also gave them a brand new ride."

The actual construction of the building that would house the new attraction created a unique challenge. Santa Cruz Beach Boardwalk is long and narrow, located between the beach and railroad tracks. So, space is limited. In addition, the city of Santa Cruz imposes height restrictions.

Once the attraction's concept and design was finalized,

the park completely removed the existing haunted dark ride. Then, contractors dug into the ground to create a basement. That 10,000-sq.-ft. basement now houses the new Haunted Castle. The street level floor and the second floor houses administrative offices. The addition of more office space will eventually open up other spaces on the property to enable future additions.

The new Haunted Castle loads on the Boardwalk level, and then descends to enter the castle. The ride also ascends on a ramp to the loading station.

"That was probably the most challenging part of the design for us," Bastrup said. "You have to have something going on when the riders are going down and when they are going back up again."

When the ride starts, riders descend backwards down a spiral where they are met by floating phantoms and black light affects.

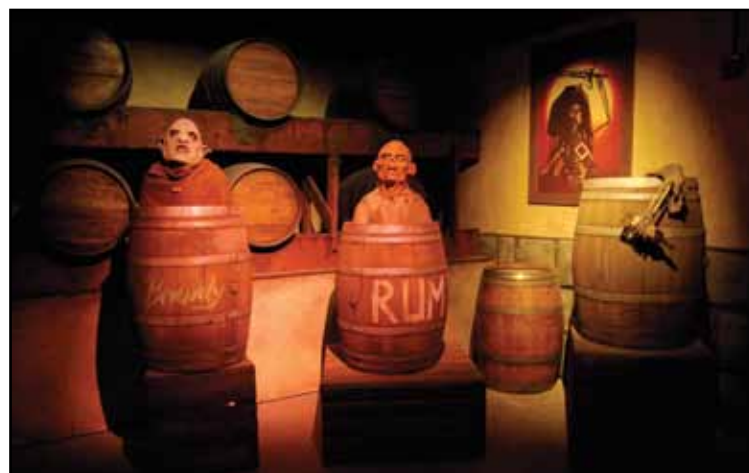
As riders begin their ascent to the loading station, a hooded guillotine master meets them. This is one of the favorite characters of Rich Hill, a designer with Sally Corporation.

"That character is a great animatronic," Hill said. "We were able to give him 15 movements with about five cylinders. That is pretty good use of the client's money."

The guillotine master pulls on a rope and hoists a large metal guillotine overhead and laughs at the riders. Just as the car passes under the guillotine, he drops the huge blade. There is a loud crash and the lights go out. Riders are then hit with a large blast of air simulating being hit by the blade.

Another important design feature was creating a spooky ride and a family ride at the same. The park wanted a spooky atmosphere spiced with humor.

That was a fun part for Sally Corporation's design team. Sally was responsible for all the animatronics.



PHOTOS COURTESY R & R CREATIVE

Scenes from inside Haunted Castle, the new, \$9 million dark ride at Santa Cruz Beach Boardwalk, include top to bottom: No dinner party is complete without a winekeeper and the many barrels of liquid refreshment. To keep the uninvited guests out, this banquet knight stands watch. R & R Creative Design brainstormed the ride, with assistance from Sally Corp. I.E. Park supplied the vehicles.

"There is no blood, but some good scares," Hill said.

"When I rode it, I was behind a car with four girls about 12 or 13 years old," Bastrup said. "They laughed the whole time. They would get a little scared, but it was a fun scary. That was exactly what we were trying to create."

Once riders enter the

castle, they pass through an entry hall and are greeted by the ghostly floating king. The projected king characters were produced by Fox Productions, Gold River, Calif.

The cars pass through dungeons, a wine cellar, the kitchen, through the dining room where the Royal Ban-

► See CASTLE, page 5

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**When Santa Cruz Beach Boardwalk decided to create a new Haunted Castle dark ride, they did so with a new building and all new scenes inside. What didn't change was some of the history that the old ride was famous for on its exterior. A giant black spider and whimsical clock were just a few of the props saved from the old structure and rebuilt with the new building.**

### **Sally's biggest fan treated to surprise during opening**

Two young fans of Santa Cruz Beach Boardwalk were special guests during the official opening ceremonies for the new Haunted Castle on June 4. Nine-year-old Taylor Andre and 15-year-old ACE member Nicholas Laschewatsch — both big-time dark ride enthusiasts — were introduced to the crowd, presented with design concept renderings of the Haunted Castle, and got to take the first ride with Santa Cruz President Charles Canfield. Although both youngsters and their families had been invited to the opening, neither one was expecting to be treated as a VIP, so they were blown away by the event.

Taylor Andre, who says he's Sally Corporation's No. 1 fan, has loved dark rides since he was old enough to ride them; and since he and his family live only 30 minutes from Santa Cruz Beach Boardwalk, he gets to indulge his passion frequently. His two favorite rides at Santa Cruz are Sally's interactive Ghost Blasters and the Haunted Castle. At home, he draws dark ride designs and builds models in a basement workshop. In June 2008, he and his dad, Dr. Anthony Andre, flew to Jacksonville, Florida, to visit the Sally facility and spend time with members of the design team. The following year, they traveled to Denver to experience the new Ghost Blasters II at Elitch Gardens.

### ► **CASTLE**

Continued from page 4

quet awaits, into a fireplace, and through back doors of the fireplace into the murky swamp behind the castle. Riders then go over a bridge, through a graveyard, and then back in the castle through the Royal Kennel.

In the wine cellar, riders view a skeleton bartender pouring wine into a skull while a skeleton cat hits the skull with its paw. In the kitchen, a chef is cooking a scary rabbit. A head pops up out of a salad bowl on the dining table and a bust of the king comes alive and taunts the riders. A seven-foot swamp monster lurks under the bridge. A storm of thunder and lightning occurs while riders go through the graveyard equipped with gravediggers.

Another character in the graveyard is dressed as a Santa Cruz Beach Boardwalk employee. He sits up when riders pass and says, "I'm not dead yet!"

Riders then enter the boarding station where they exit the attraction.

The track and ride conveyances were built by I.E. Park in Italy.

The sets for the castle, swamp and graveyard were built and installed by Duncan Design Inc., Santa Rosa, Calif.

Fuller said actual construction of the project began last fall, so "we sort of fast tracked that part."

"It has been giving some good scares, but no one is running away from it, just so terrified," Fuller said. "That was exactly what we wanted."

### ► **LUNA**

Continued from page 1

Park came into being is as impressive as the facility itself. Once Central Amusement International, LLC was informed by the City of New York that it had won the bid to provide the attractions for Luna Park (beating American would-be operators such as Ripley Entertainment, Great Wolf Resorts, Six Flags, the Rockwell Group, Palace Entertainment and Premier Rides), the company had but 100 days to make it all happen. In a nutshell, this Herculean undertaking amounted to clearing/prepping the site, building/installing/testing rides, hiring staff, booking entertainment and finally opening the gates to visitors. And this all had to be accomplished in less than 15 weeks.

With a dogged determination, CAI pulled off something that many said could not be done, and the result is nothing short of impressive.

"Even though I've always been completely confident in both CAI's and Zamperla's capabilities and expertise I was still impressed and completely satisfied with the entire team's commitment and what we were able to accomplish as a result," said Luna Park General Manager Fernando Velasquez. "I feel proud and honored to have been in a position that enabled me to participate in the design and construction of Luna Park."

#### **Grand Opening**

On the former three-acre Asroland site, sandwiched between the Cyclone and Wonder Wheel, Luna Park is a vibrant explosion of color, sight and sound. The main gate on Surf Avenue is dominated by a whirling pinwheel and crescent moon design, which pays

### **Core Cashless announces installation of cashless system at Luna Park**

Core Cashless, based in Lenexa, Kan., announced the installation of their comprehensive cashless system at Luna Park, a new facility in Coney Island, N.Y., which opened Memorial Day weekend. The Core system installation was completed just prior to opening and has already greatly impacted the efficiency and expediency of admissions and the total guest experience along with enhanced management of park operations.

All aspects of Luna Park's operations, including ride admissions, concessions, merchandise sales, group sales, season passes & employee time management, are administered by the use of Core Cashless' technology.

• [www.corecashless.com](http://www.corecashless.com).

### **Founded in 2001, Central Amusement wins bid to develop new Luna Park**

CAI was established in 2001 by Alberto Zamperla, Valerio Ferrari, and Peter Pelle (a group of amusement park industry veterans) who had a vision of establishing a seasonal amusement park in New York City's Central Park. That vision came to fruition in the summer of 2003, with rides provided by Antonio Zamperla S.p.A. CAI's first amusement park opened its gates for business: Victorian Gardens at Wollman Rink in Central Park. Seven successful years later, this amusement park has become a staple of the New York City summer scene, operating daily from Memorial Day weekend to mid-September. With a full-time staff of six people and a seasonal staff of 80, CAI is proud to have provided more than 1.8 million rides for the 140,000-plus Victorian Gardens' guests during the 2009 season.

On Memorial Day weekend of 2010 CAI opened Luna Park at Coney Island, its second amusement park in New York City at the legendary and iconic amusement area known as Coney Island. Luna Park features 19 rides, 6 interactive games, 5 food points, retail, and live entertainment.



AT PHOTO/GARY SLADE

**Helping make Luna Park a success in its first season is the CAI management team of, l to r: Fernando Velasquez, general manager; Beau Berni, operations manager; Johanna Orozco-Zaki, sales and marketing manager and David Galst, operations manager.**

homage to the entrance of the original Luna. Though gated, there is no entrance fee. The facility offers a clean and ordered environment with plenty of courteous, uniformed employees that appear to genuinely enjoy their positions.

Luna Park features 19 rides, all from Zamperla (except the Reverchon log flume relocated from Seattle's Fun Forest). Topping the list in the thrills department is a new

Zamperla prototype, Air Race; the Electro Spin, a Mega Disk 'O'; Eclipse, Discovery pendulum ride; Brooklyn Flyer, Vertical Swing; and the Tickler, a spinning Wild Mouse coaster named for Coney's old Virginia Reel-style ride.

The park provides even more rides for families with children. Along with the 40-foot-tall Reverchon Wild River Flume, these include some of Zamperla's most popular equipment such as Big Top Express train ride; Tea Party tea cup ride; Balloon Expedition, Samba Balloon; Circus Coaster, family coaster; and the Coney Island Hang Glider, Kite Flyer.

*Amusement Today* spoke with Velasquez about guests as well as the community's reaction to the park's opening. "We are very pleased and humbled by all the positive responses and the warm welcome we have received from our guests," he said. "In part, thanks to this project's high

► See LUNA, page 6



LUNA PARK PHOTO COURTESY CHARLES DENSON ARCHIVE; AT PHOTOS/GARY SLADE  
**In its heyday, Luna Park was known as much for its outrageous rides and thrills as it was for its massive front entrance, shown here. Today, Luna Park brings a piece of that history alive with a recreation of that entry sign, but this time complete with a modern day LED light computer program.**

## ►LUNA

Continued from page 5

profile has generated a tremendous amount of public curiosity and anticipation which has a whole led to a very positive response from our customers as well as the local community.

“Our main focus on a daily basis is to run an operation that guarantees our customers safety, and not only meets but also surpasses their expectations. We want to set the bar for quality of service and continue to offer our customers state of the art attractions within a friendly, safe and clean environment, all the while maintaining Coney Island’s unique identity and lively spirit for which it is known.”

### Food and entertainment

Dining options at Luna Park are varied and streetwise. These appetizing offerings include:

- Swirls – Soft serve ice cream accompanied by a variety of sauces, dry and wet toppings and freshly made waffle cones;
- Poparazzi – Buttered Popcorn, Beach Corn, Cajun Corn, Lemonade;
- Incredible Edibles – Candy apples, cotton candy, lemonade and ICEE;
- The Dog Hut – Nathans Hot Dogs and Luna Lager (Luna Park’s local Brew); and
- Luna BBQ – Luna Smokey BBQ, Slow Smoked BBQ, Pulled Puerco, New York Brisket served on a Brioche Roll with Melting Pot, Sauces, Frizzled Onion and City Slaw Fried Dill Pickles with Smoked Garlic Remoulade

On the live entertainment front, Luna Park is featuring a long list of regular acts: Sammie & Tудie (Clown/Comedy Show); Jenny and Her Hoola Hoops (Hula Hoop Show); King Henry (Magic/Comedy Show); Louie the Loser/Muggsy McGuirk (Clown Magic Show); Chris Capehart (Magic/Illusion Show); R.J. Lewis (Magic/Illusion Show); Cowboy Chris McDaniel (Wild West Show); Will Shaw (Juggling Show); Ravi the Scorpion Mystic (Contortionist); Marcus Monroe (Juggler Extraordinaire); Michael

Dubois (Juggling Unicyclist); Eric Sprague (Lizardman); RJ Lewis (Juggling Stiltwalker/Fire Eater); and Harley Newman (Bladewalker)

Future plans for the park include additional food venues on the boardwalk end of the property as well as a possible dark ride for the 2011 season. “For this year we are already working on building a restaurant which will be located at the corner of Surf Ave and West 10th Street. We have also begun working on the design and projections for the development of Scream Zone which will bring four new extreme thrill attractions,” said Velasquez.

### Coney Island’s rebound

Surrounding businesses are reaping the benefits of the newly opened Luna Park. Carol Hill Albert, who operates the historical Cyclone wooden roller coaster next door, said that Memorial Day weekend profits were up 40 percent over the same time last year. Other concessionaires are reporting similar increases in patronage this summer, which makes the Luna Park project a win-win situation for everyone involved.

It appears that CAI’s opening of Luna Park along with the other projects in the works (including two new roller coasters for an upcoming development on the opposite side of the Brooklyn Cyclones baseball field – a customized Zamperla Moto Coaster with ponies and next-gen version of the Volare flying coaster) are the jump-start that Coney Island has been needing for its long-awaited rebirth.

“I see a very promising future which really is what motivates us to continue working hard and investing. We want Luna Park, as well as our future attractions to become icons of success within the amusement industry,” concluded Velasquez. “I think as we move forward into the future, the continued commitment and effort of all those involved is what will bring Coney Island back the acclaimed grandeur and splendor that it had in its heyday.”



**Luna Park, clockwise from top left: Park overview from Samba Tower; the Tickler spinning mouse coaster; first-of-its-kind Air Race; gift shop; winning at a game; Electro Spin, Mega Disk’O’; Circus Coaster and Luna Park comes alive at night with the use of 1000s of LEDs on the rides and buildings.**

AT PHOTOS/GARY SLADE





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## BRIEF

### Holiday Park's new water stunt show wows audiences

Since its debut in 1983, the Aqua Stadium at Holiday Park, Hassloch, Germany, has been the site of a number of inventive and immensely popular water ski shows. Among the accolades, the park was honored in 2004 with IAAPA's Big E Award. The 2010 season continues that tradition with the introduction of the park's newest production, Jim Pond H2.0.

Written by American producer/director Greg Dolph, Holiday Park's spectacular new water stunt show - touted by Holiday Park as the only such show in Europe - finds 'Her Majesty's top spy, Jim Pond' involved in a high energy, interactive presentation featuring actors, Formula 1 speed boats, airboats, stuntmen and water ski athletes from the U.S., Canada and Germany.

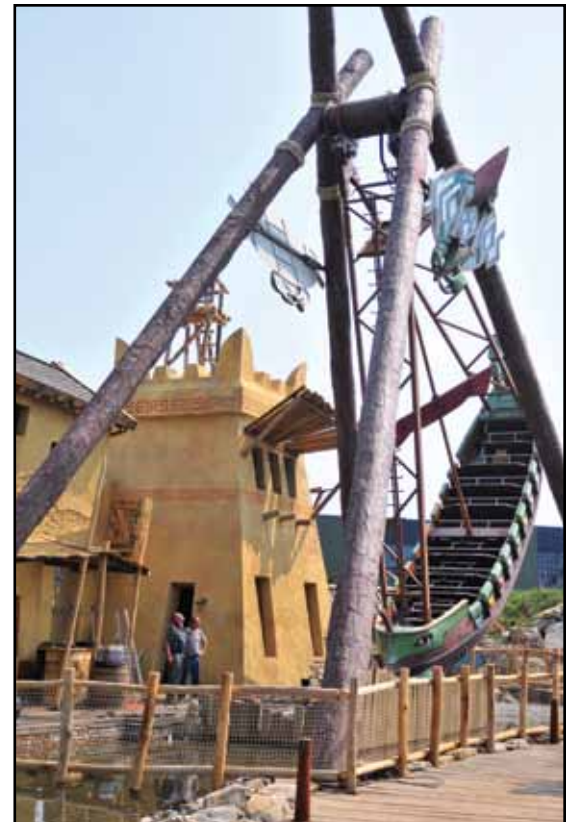
Not only is Holiday Park's new show winning over audiences this season, it also caught the attention of Germany's Freizeitpark Tester Team (www.freizeitpark-tester.de). Founded in 1994, FTT is an independent association that evaluates amusement park rides and shows, particularly from the point of view of families and children. Shortly after the start of the 2010, FTT presented Holiday Park with its prestigious Top-Show Award for Jim Pond H2.0

## Toverland adds Metallbau Emmeln swing ride

Andrew Mellor  
Amusement Today

The Dutch park Toverland has added two new attractions for the 2010 season as part of its plans to significantly expand the Troy area of the venue next year - and as a prelude to the introduction of a major new ride in 2011 in the same area.

One of the new rides, Scorpions!, has been installed in a new, authentic harbour setting and is a Pirate Ship attraction from German company Metallbau Emmeln. Swinging to a height of 15 meters (49 feet) and opened on July 8, the name derives from the scorpion theming of the ride which reaches a speed of 42 kph (26 mph), making it one of the highest and fastest moving Pirate Ships in the Benelux region. Moreover, the angle reached by Scorpions is 75 degrees, whereas most such attractions go to 60 degrees, thus providing more "air time" than other similar rides. Seating capacity is 42, giving an hourly capacity of approximately 800.



PHOTOS COURTESY TOVERLAND

**The Scorpions! ride is set in a new harbour themed section of the Troy area of Toverland. The swinging boat ride features a 75-degree swing radius, more than other similar rides. Germany's Metallbau Emmeln supplied the ride.**

A second new ride has also debuted in the same area for 2010 in the shape of a horse track, Paarden van Ithaka

(Horses of Ithaka), also from Metallbau Emmeln. With the aim of adding more variety for the whole family, this chil-

dren's attraction offers a ride on a Greek horse alongside dunes and old bridges.

► See **TOVERLAND**, page 10

## Martin & Vleminckx announce new element for China racing coaster

Martin & Vleminckx have begun to release details on a new racing wooden roller coaster project the company is handling for OCT Park in Wuhan, China. Slated to make its debut in late summer 2011, the new ride will be double the length of the 3,819-foot-long Fireball, China's first wooden coaster that MVR opened at OCT's Hap-

py Valley, Shanghai, in 2009.

The as-yet-unnamed ride will feature duel 105-foot-tall lift hills with track lengths of 3,720 and 3,914 feet respectively.

Working closely with its design and engineering partners, Ohio-based The Gravity Group, MVR is developing a number of innovative elements. One of these unique



maneuvers - the High Five - should prove a highlight of the OCT racing coaster. The element finds the trains (TGG's new Timberliners) on vertically banked track sec-

tions that place riders' heads and arms pointed toward each other, - hence the 'High Five' reference.

According to MVR officials, the High Five is but one of the wooden coaster innovations they are working on. Others will be announced at the upcoming IAAPA trade show in Orlando this November.



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# Liseberg Tower set for thrilling revamp from Intamin/Ride Trade

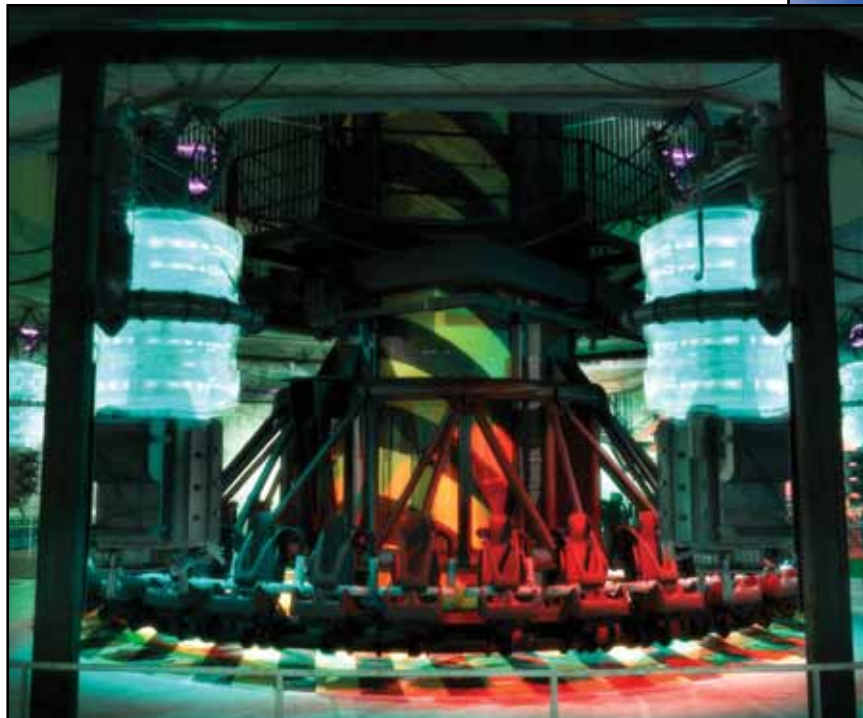
**Andrew Mellor**  
Amusement Today

Sweden's Liseberg Park is to transform one of its existing attractions into a major thrill ride for the 2011 season.

The 116 meter (380 feet) high Liseberg Tower, which has served as an observation tower for the past 20 years, is to be rebuilt into Europe's tallest freefall tower ride and renamed AtmosFear in time for the beginning of next season. To be converted by Intamin/Ride Trade from Liechtenstein, the new attraction will begin underground in the basement of the tower from where the gondola will take approximately 90 seconds to reach the top of the structure. The return journey will, of course, be rather quicker with riders experiencing the sensation of free falling for just over three seconds as they reach speeds of over 110 kph (68 mph). During braking, passengers will be subjected to a maximum G-force of 4G.

As opposed to the previous gondola in which passengers were completely enclosed, the new gondola will seat up to 36 riders out in the open air with their legs dangling freely below them. Ride time will be approximately two minutes and should provide an hourly capacity of 600 riders.

The tower itself is 3.1



PHOTOS COURTESY LISEBERG

**AtmosFear will take riders up to a mind boggling 116 meters before dropping them back down to earth. Above, guests will begin their experience on the new tower ride below ground level.**

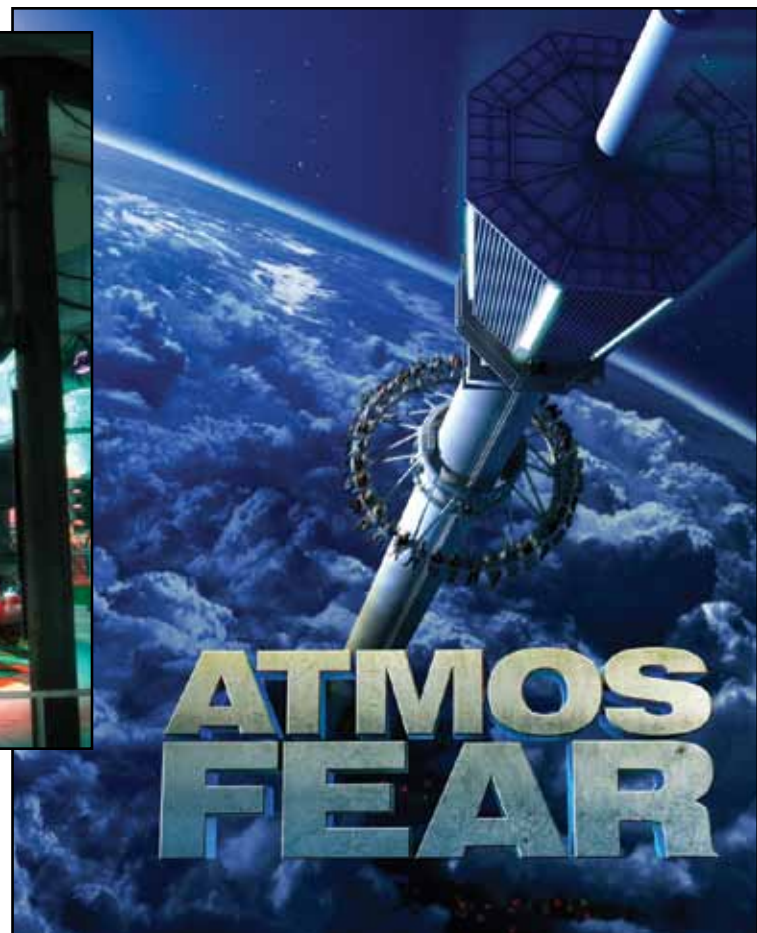
meters (10 feet) in diameter and the seats will project 3 meters from the outside of the structure. Riders will be able to see the whole of Gothenberg from the top and the ride has now been closed to the public, with work on the transformation already under way.

When complete, AtmosFear will be the third free fall tower ride on the park, with the Uppskjutet

and Höjdskräcken from S&S already in operation.

"AtmosFear is not for those who are of a cautious nature," commented Mats Wedin, president of Liseberg. "It will definitely be the most thrilling attraction at Liseberg."

"This ride will be a real challenge," added Liseberg marketing director Pelle Johannisson. "The time frame for rebuilding the tower to a



free fall ride is very narrow, but our goal is to be able to present this to the public by mid-April 2011. The ride itself is a challenge for everyone who decides to go 146 meters (479 feet) above sea level, with your legs dangling free before you fall down into the basement of the building. This will be the ultimate height attraction at Liseberg which means that rides like Space Shot

(Uppskjutet) and Turbo Drop (Höjdskräcken) will be considered a walk in the park compared to AtmosFear."

As well as carrying out the work on AtmosFear, Intamin/Ride Trade has also been responsible for several other attractions at Liseberg in the past, including the Balder wooden coaster, the Källorado rapids ride and the Kanonen steel coaster.

## Pirates land at Germany's Heide-Park

A new-look Pirate Bay area was introduced to guests this year at Heide-Park in Soltau, Germany, one of the venues within the Merlin Entertainments Group.

Opened at the start of the season, the area, which is situated in the centre of the park and close to the Port Royal hotel, incorporates a variety of pirate themed features, the centerpiece of which is the newly introduced ToPiLauLa – battle, a River Battle style ride built by Mack Rides. With a 'track' length of 170 meters (558 feet) and a duration of five minutes, the ride has eight suitably themed boats which accommodate up to eight riders, all of whom have a water cannon to fire as they travel through the attraction. Spectators – or 'lousy landlubbers' – can also join in the fun,

with 12 additional water cannons being situated around the outside of the ride for firing back at the passing boats.

The newly developed area, targeting the family market in particular, represents an investment of €3m (US \$3.8 million) and also features a brand new pirate show as another element. And for 2011, further developments for Pirate Bay are also in hand, with a major new attraction due to be added, although in typical Merlin style details of exactly what this will be – 'another big ride' – are a closely guarded secret.

Heide-Park first opened in 1978 and has since become one of the leading theme/amusement parks in Germany. Indeed, an independent organization recently rated the resort as North Germany's

best theme park and placed it within the top three of all German attractions, based on the high quality of its facilities, infrastructure, environment and family friendliness. The park was purchased in 2002 by the Tussauds Group, becoming part of Merlin following the organization's takeover of Tussauds.

**Above right, the centerpiece of Heide-Park's Pirate Bay is the new ToPiLauLa water ride from Mack Rides. At right, Heide-Park's general manager Hannes W. Mairinger and German actress Mirja du Mont sample the new ToPiLauLa on the ride's opening day.**

PHOTOS COURTESY HEIDE-PARK





# Polin equipment shines at Vietnam's largest waterpark

When Vietnam's Vinpearl Amusement Park, Nha Trang City, decided to expand the facility with the addition of a waterpark, officials selected Turkey-based Polin Waterparks and Pool Systems to design, supply and construct the many waterslides and related equipment. The result is Vinpearl, an impressive attraction of the kind never before seen in Vietnam.

Located on Hon Tre Island, Vinpearl is Vietnam's largest and only beach-side waterpark. "Looking from the aspects of both landscape and the design of waterslides, Vinpearl is like Heaven," said Polin architect Mine Pakis. "There is an unbelievable integration with nature. You can hear the screams of the riders that come from Tsunami Slide but you cannot see the whole slide, just the exit since trees and flowers conceal much of the ride."

Vinpearl offers a total of 20 Polin waterslides including rafting rides, inner tube rides, bowl rides, family raft ride, six-lane head-first mat racing ride, plus a lazy river, a wave-pool, an interactive waterplay area, splash pools, and several activity pools.

The park is a showcase of Polin's popular Kids Play Products. The attractions include Octopus slide, Snake slide, Turtle slide, Rabbit slide, Mini Rainbow slide, Clown shower, Penguin shower, Mushroom, Whale fountain and an Aquatower.

One of the unique aspects of the Vinpearl waterslides is Polin's application of Natural Light Effects (NLE). The NLE system allows Polin to create



**Vinpearl, Vietnam's largest and only beach-side waterpark, is a showcase for Turkish-based Polin Waterparks and Pool Systems as shown in this park view at right, and the five images below. PHOTOS COURTESY POLIN**



beautiful effects and an unforgettable riding experience as the natural daylight permeates the slide and produces a harmonious colorful effect inside the tunnel when combined with the flow of water. These effects take on different forms depending on the strength and direction of the daylight.

The park also utilizes a unique admission system to help streamline visitors' experience. "Vinpearl Amusement Park now uses package cards, which are the first to be used in Vietnam," said Doan Nhu Anh Tuan, general manager of Vinpearl Waterpark. "With this card, guests can use a

cable car or ferry to go to Vinpearl and back, play all kinds of indoor and outdoor games in the amusement park, do the waterpark unlimited times, and enjoy their time visiting our wonderful Underwater World."

So impressed with Polin's work, Vinpearl operators have

decided to expand the park with several more family water attractions in 2011. Next season Polin will provide the facility with both a Family Turbulance Waterslide and a Surf Stream.

For more details on these and all Polin products, visit: [www.polin.com.tr](http://www.polin.com.tr).



## ▶ TOVERLAND

Continued from page 7

As mentioned the two new rides for the current season represent a preview of more to come in 2011, the year the park marks its 10th anniversary, and commenting on the on-going developments in the Troy area.

Managing Director Caroline Maessen said, "With the wooden roller coaster Troy we started a new area in Toverland within the Greek mythology and we want to develop it more and more."

This will involve a new and much larger, more spectacular attraction being introduced next year and although no official details of what this will be have been announced, apart from the fact that it will be called Odysseus, speculation is that it will be another coaster.

## Simworx plays role in success of Futuroscope attraction

France's popular Futuroscope theme park has turned to motion simulation platforms from Simworx to provide key elements in one of its latest attractions.

Arthur, the 4-D Adventure, was introduced at the park for 2010 and takes guests into the fairytale world of the Minimoy, tiny beings living a hidden life beneath the soil, riding on the back of flying lady buggies. Created by film director by Luc Besson and based on the Arthur and the Minimoy's trilogy, the new attraction boasts a combination of technologies. These include the 3-D animated film viewed on a 9,700-squarefoot IMAX dome screen, synchronised motion simulator platforms, from Simworx, and multi-

sensory physical effects in the theater. All these attributes combine to absorb visitors in what is an original digital work from Besson and his first theme park attraction.

After an interactive and instructive walk through the world of the Minimoy, visitors join Arthur on a hair-raising race against time back to the human world. As soon as guests enter the theater building they immediately step into the world of the Minimoy, recreated in four different zones and a world where life is lived underground and among the plants. The effect is to immerse visitors in a whole new dimension, making them feel they have shrunk and become Minimoy.

Visitors travel through

the attraction in a 25-seat carriage that mimics the flight of the lady buggies, the insect-shaped vehicles in the Minimoy world. There are four carriages on two levels in the theater, facing the gigantic hemispherical IMAX Dome screen. A pre-recorded, synchronised program moves each carriage along three axis to rise, descend, tilt left and right and forward and backward in time with the on-screen action. The feeling of flying through the air is reinforced by a breeze against the face, while a number of new and original effects add to the experience.

The theater was previously home to *Race for Atlantis* and the Simworx motion simulator platforms have played

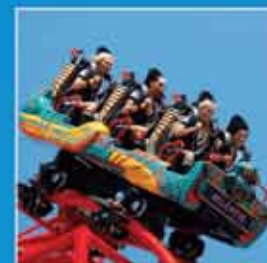
a key role in the huge success of the new attraction.

"Our motion simulator platforms are wowing guests at Futuroscope on the new Arthur, the 4-D Adventure attraction," said Simworx Managing Director Terry Monkton. "We have carried out a major overhaul of the existing ride with a new control system, motion programming and, of course, the platforms themselves, which have played a key role in the success of the attraction. Hand on heart, I believe it's the best motion simulator attraction after Universal's Spiderman and we are delighted to have contributed to that achievement."



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## BRIEF

### Pacific Park adds two Zamperla family rides

The expansion continues at California's Pacific Park on the Santa Monica Pier with the addition of two new Zamperla rides and various guest amenities for the 2010 season.

Inkie's Pirate Ship is a swashbuckling-themed ride that swirls riders in a clockwise and counterclockwise motion. Inkie's Pirate Ship seats up to 24 children with a maximum of eight adults per ride and has a revolving speed of 11 rpm.

Inkie's Wave Jumper is a pier-top surf ride that rotates in a clockwise motion while riders bounce around as if riding a wave. Inkie's Wave Jumper can seat up to 24 children or a combination of 12 children and six adults per ride and has a maximum revolving speed of six rpm.

Joining the retail mix at Pacific Park this season is Pier Gear Jr. and Pacific Park Gifts and Goodies. Each location offers a unique blend of merchandise with Pier Gear Jr. located in the Kids Area of the park featuring kids' beach apparel and accessories along with sundries. Pacific Park Gifts and Goodies features a vast array of souvenirs, candies and refreshments for visitors to enjoy.

Inkie's VIP Pass packages can be purchased at any Pacific Park ticket booth or on Pacific Park's Web site: [www.pacpark.com](http://www.pacpark.com).

Launch coaster supplied by Premier Rides

## Kennywood's Sky Rocket shoots for fun

Tim Baldwin  
Amusement Today

After much anticipation, Kennywood opened its latest coaster – Sky Rocket – on June 29. Local residents had been following its progress for weeks and park visitors were eagerly awaiting the arrival of Kennywood's seventh coaster.

Located on the site formerly occupied by the Turnpike cars, the new coaster, supplied by Premier Rides of Baltimore, Md., straddles the entrance tunnel into the park making it the first attraction that visitors come across.

Amusement Today asked

Andy Quinn, director of community relations for Kennywood, why the park chose to remove the

Turnpike attraction to make way for the new addition.

"I started my career here in 1972.

The Turnpike was a great ride, but it took up a lot of space," Quinn says. "We changed it in the 80s from gasoline to electricity. We had several whiplash cases against the park due to guests bumping into each other." Quinn la-

ments, "It wasn't as much fun after the change."

Currently the park is storing the Turnpike cars with a potential for their return in the years ahead.

"The future of the Turnpike...I don't know what it may be," says Quinn. It is possible for the park to investigate new possibilities to relocate the ride. For now, Quinn says, "The Turnpike had finished its race." A simi-

lar, and more thrilling ride, the vintage Traver Auto Race still delights drivers young and old further up in the park.

Upon the announcement of Sky Rocket, some questioned if it was the right ride for Kennywood. Members of American Coaster Enthusiasts were able to get an advance test ride while attending their annual convention – Coaster Con – at the park in late June. Their answer was an emphatic 'yes.' ACE's approval of the ride was virtually unanimous. Remarking on the ride's smoothness, May Coryell, assistant regional representative

► See SKY ROCKET, page 14



PHOTOS COURTESY KENNYWOOD/TURNSTILE ADVERTISING, INC.

Kennywood's new Sky Rocket coaster launches riders from 0 to 50 mph in just three seconds. The coaster, supplied by Premier Rides, then sends riders through a series of vertical drops, high banked curves and barrel rolls.

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## York's Wild Kingdom adds Wacky Mouse family coaster



PHOTOS COURTESY MIKE THOMPSON

York's Wild Kingdom, York Beach, Maine, recently added this new Wacky Mouse family roller coaster to its lineup. Supplied by Fajume S.A. de C.V., the colorful gravity ride (a version of Fajume's popular Wacky Worm series) features a six-car/24-passenger train and a series of gentle dips along its figure-8 layout. Maine-based CMD Enterprises is the factory representative for Fajume.

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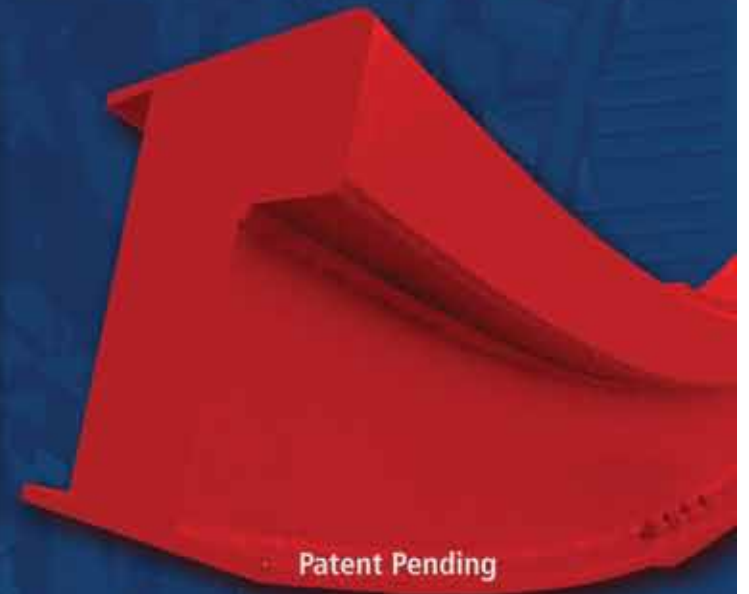
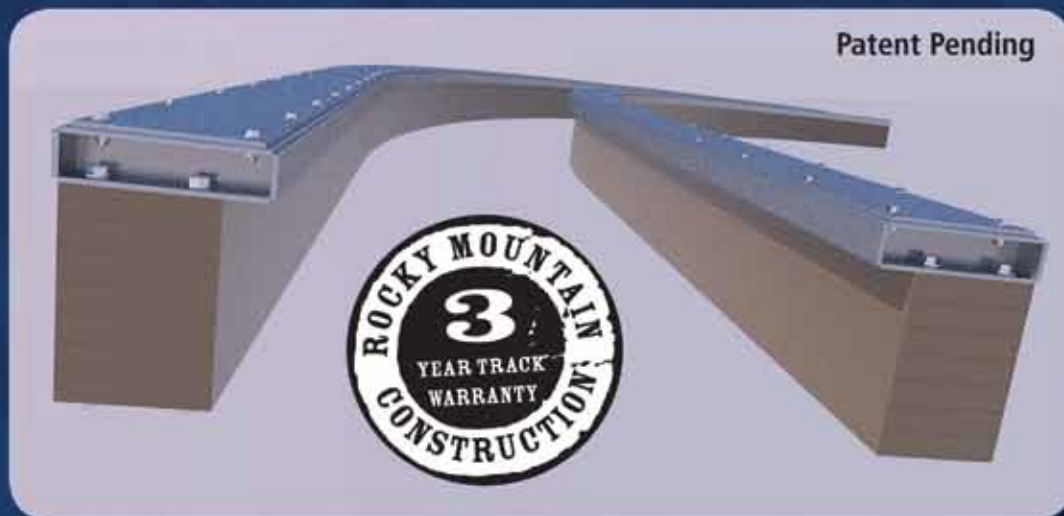
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## SKY ROCKET

Continued from page 11

for New England, reports, "It's butter." Veteran enthusiast Joe Riznar from Ohio says, "It's fun and it's kooky." Public relations director Jon Gerard observes, "I like how you actually roll into the launch instead of starting from a dead stop. That's pretty rare." ACE President Mark Cole says, "Sky Rocket is an extremely smooth ride that has some fun pops of airtime and some cool 'trick track.' I look forward to riding it more in the future." Coaster experts seem to be giving it a thumbs up.

The ride uses two trains that seat 12 passengers each. Lap restraints keep riders securely in place while creating a great sense of comfort and freedom. "The way these inversions play out you don't really need all the hardware around you," says Quinn. "This is very smooth."

Once dispatched, riders negotiate a left hand turn at simple speed only to engage linear synchronous motors (LSMs) into a launch reaching 50 mph in three seconds. Trains then shoot skyward over a top hat element. The first of two "cliffhanger moments" take

place 95 feet in the air as magnetic trims cause the train to pause over the 90-degree drop momentarily. Following this vertical dive, riders experience a pullout of heavy g-forces and soar into an overbanked diving turn. A smooth barrel roll is placed next and trains then take a curving climb to pause once again on the second precipice which leads into yet another vertical dive. Several maneuvers follow that include whimsical zig-zag "wave turns," a second barrel roll, and speed bumps. Once brought onto the brake run, riders have experienced a wide range of roller coaster elements, all in one smooth ride experience.

Kennywood originally had hoped to open the ride around Memorial Day, but the delay came in the inspection process. Premier Rides insists that each train take 1,000 circuits before any riders are allowed in it. Apparently the coaster is worth the wait.

Not since the park removed all the inversions on its Steel Phantom coaster at the close of the 2000 season has Kennywood owned a coaster with upside down maneuvers. Steel Phantom morphed into the Phantom's Revenge with-



**Kennywood's new Sky Rocket features a 90-degree drop, shown here.**



**PHOTOS COURTESY KENNYWOOD/TURNSTILE ADVERTISING, INC. Kennywood's Sky Rocket features two vertical drops, three inversions, including this barrelroll element, shown here. The coaster was supplied by Premier Rides, Baltimore, Md.**

out any loops. Ten years later, the park brings back a coaster with inversions.

Andy Quinn was never a fan of tight loops. He reports that as the years passed, ridership continued to drop on the record-breaking looping coaster. "Loops can be very physical on the rider," says Quinn. "The one thing Sky Rocket has is barrel roll inversions instead of tight loops. There is a hardness of a loop that a barrel roll doesn't have."

Sky Rocket now serves as Kennywood's only roller coaster with inversions. While very thrilling, this new coaster installation doesn't have a threatening presence like some looping coasters. "It can go both ways," says Quinn. "It's a family ride, but also has unique properties." Indeed.

The Turnpike may be park history, but now in its place is a new signature attraction that looks to serve Kennywood and its guests well for a long time. "Sky Rocket makes a great impact visually along the highway," adds Quinn. Hopefully, passing motorists will be drawn in by the ride. They'll be in for a total blast.

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Opened June 18 at Universal Orlando Resort

# Can the Wizarding World of Harry Potter maintain the hype?

Tim Baldwin

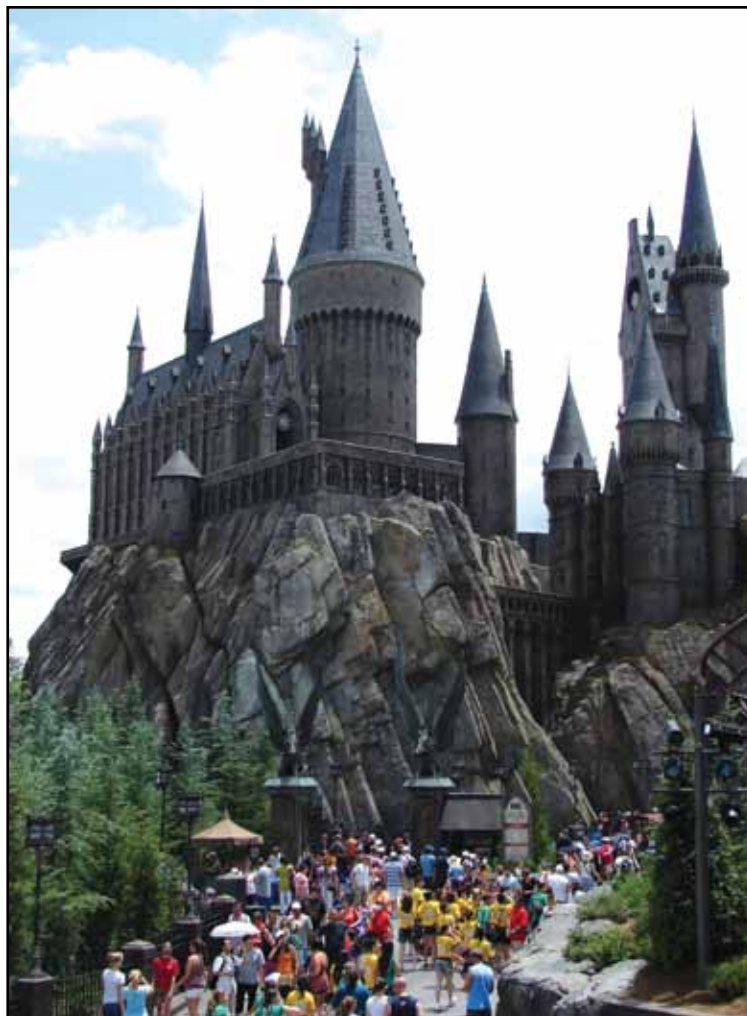
Amusement Today

It has been advertised for months. Since the coldest days of winter, television commercials have been proclaiming the new Wizarding World of Harry Potter at Universal Orlando. "Coming this Spring" actually came down to the wire. Officially opened on June 18, 2010, the new section to the resort's Islands of Adventure theme park opened officially in spring with only a couple of days to spare. "Summer" would have been a little more appropriate. NBC, which is owned by Universal, managed to finagle the new attraction into more than a couple of television shows, including "Celebrity Apprentice." The arrival of The Wizarding World of Harry Potter had been successfully conveyed. It was news and it was big.

The news was so known in fact, that the mayor of London was quoted to say "I deeply and bitterly resent that Orlando is about to become the official place of pilgrimage for every Harry Potter fan on earth." Mayor Boris Johnson went on to explain that he didn't have anything against America, but that the place for a Harry Potter theme park was in England. Much to the embarrassment of many London citizens, the mayor's comments might have held a little more weight if he had coughed up a little over \$200 million to make it happen.

Actually, the final price tag has been estimated to be more than \$250 million. Industry insiders have questioned how Universal can ever hope to eventually recoup that investment.

Apparently in butterbeer. Potter fans and Universal guests are beyond obsessed in snagging a pint of the tasty concoction. At \$7.50 a glass, Universal is pretty proud of the stuff it would seem. But who can blame them? Crowds are lining up to experience the frothy soft drink. The beer carts can't keep up, so barmaids are coming from the restaurants to help appease the awaiting public. For those wanting a switch to a different beverage, pumpkin juice is also on



the market. "I like them both," Cindy Turner of Warminster, Pennsylvania, told *Amusement Today*. "I think I like the pumpkin juice more." Turner is a Harry Potter fan, and was overwhelmed with the new section. "I had no idea what to expect. When I saw all the details, each rang a bell."

The look of the land is striking. Guests enter Hogsmeade, the only all-wizard village in Britain, near the train station. Here a parade of guests pose with the scenery and occasionally the conductor. Steep angled roofs perch with heavy snow give way to occasional icicles forming at the edges. Chimneys and smokestacks jut skyward and the expressions of wonderment on guests faces clearly indicate Universal did a great job in creating the area. The street is lined with shops and restaurants that fans of the books and films will easily identify. The "biggie" is Ollivander's where wizards go to purchase their wands. However, it is not the wizard who chooses the wand, the wand chooses the wizard. Here, small groups are let into the shop after queuing sometimes more than an hour. Only one young wizard

**The Wizarding World of Harry Potter opened to great fanfare on June 18 at Universal Orlando. Shown above is a dramatic vista of Hogwarts Castle at it impresses visitors to the Wizarding World of Harry Potter. At right, top to bottom, crowds have descended upon the park's new section and its exquisite theming; Butterbeer is all the rage and Ollivanders is the shop where wands choose their wizard.**

AT PHOTOS/TIM BALDWIN

is chosen from the group, but of course, everyone is able to purchase their own wand. (It is a gift shop after all, themed or not.) Zonko's Joke Shop, Dervish and Banges, The Three Broomsticks Restaurant and Honeydukes Sweetshop are among the various establishments, all of which have Potterophiles lining up to see what lies inside. Universal outdid themselves as visitors truly feel like they just stepped into a movie.

Islands of Adventure opened in 1999. The Wizarding World of Harry Potter is the



first significant addition to the park since that time. Of consequence was the downsizing of one of the original lands. The Lost Continent was one of the original "islands," but some of it was sacrificed to make way for the new area. And some of it was absorbed, such as the Dueling Dragons roller coasters, now re-themed to Dragon Challenge. If the new Wizarding World ever expands (and it needs to!) it would be sad to see more of the Lost Continent go as the architecture, theming and atmosphere of the area are expertly crafted. Still on hand

in the section are Poseidon's Fury, an indoor multi-sensory show; The Eighth Voyage of Sinbad, a stunt show; and The Mystic Fountain, an interactive fountain that engages street walkers. Mythos, a marvelously themed full-service restaurant also remains in The Lost Continent.

In addition to the attraction of the themed shops, three rides complete the Harry Potter experience. Two roller coasters underwent a re-theme. As mentioned, the pair of inverted roller coasters (B&M) are

► See POTTER, page 17



## ► POTTER

Continued from page 16

now known as Dragon Challenge, and the elaborate queue now features a Goblet of Fire and a room of floating candles. The boarding station has dragons snarling and breaking out of confinement overhead. The family roller coaster formerly known as the Flying Unicorn (Vekoma) is now Flight of the Hippogriff. Hagrid's Hut can be seen from the queue lines of both coasters. However, the new Harry Potter and the Forbidden Journey is Universal's crowning jewel. Orlando has had good dark rides for decades, but Forbidden Journey raises the bar to a whole new level.

The dark ride takes place in Hogwarts, the imposing castle-like school perched on a mountainous cliff. Universal has incorporated forced perspective to create the impression that the gargantuan structure is even bigger than it actually is. Once inside, guests travel from room to room where they encounter Harry, Ron and Hermione in a storyline about ditching a boring school activity and taking the muggles (that's non-wizards for non-Potter fans) along for the elaborate day of playing hooky. Looking to maintain maximum capacity, Universal often utilizes single rider lines.

Here, guests should make sure they do the complete queue at least once as it is debatably the greatest queue line created for an attraction. Period. Going from room to room, guests will see the trio of kids using the cloak of invisibility, the talking Sorting Hat, and an assortment of furniture and art all engaging those passing by. The most mesmerizing of all these are the paintings on the wall. The four founders of the school converse between paintings. Other wizards in a different room explain how muggles will be boarding "enchanted benches" and how to ride properly. What makes the paintings so pointedly spectacular is that they look like actual paintings, not like projections so often utilized. The effect of the living paintings are totally realistic.

So how does the ride work? It is an immersive collaboration of movie projection and theatrical scenery. Most guests will never be aware that the enchanted benches are attached to robotic arms, known in the industry as being designed by Kuka. The mechanics are hidden behind a mirrored wall while boarding, which keeps the guests guessing how the ride is actually performed. Quite honestly, it's brilliant. Once the storyline has your bench flying off through the corridors of Hog-



AT PHOTOS/TIM BALDWIN

**Universal went to great lengths to hide the mechanical side of the Forbidden Journey ride as shown in top photo where guests board an enchanted bench before being swept away into a forbidden journey. Above, the park has rethemed their dueling inverted coasters to Dragon Challenge.**

warts and out into the open sky, sets change from outdoor quiddich matches to darkened corridors involving ghostly apparitions, giant spiders and angry dragons, all of which are up close and personal with the rider, sometimes breathing on them or dripping venom. It's all delightfully unnerving as the enchanted benches soar in all positions in the darkened caverns. It's certainly Universal's darkest attraction, but that makes it true to the source, and enthusiastic riders are finding it awesome. With 46 enchanted benches in play at once, with each dispatching every few seconds, the throughput on the Forbidden Journey is quite high.

Guest reaction to the new attraction is very high. David Fake, an Orlando resident and experienced theme park expert agrees. "It's totally immersive," says Fake. "I expected the theming to be incredible, but I didn't think the ride could actually deliver on the build-up, but it did. The payoff is quite fantastic."

So what about the guests who aren't Harry Potter fans? Families are often apt to have children who are big fans, but parents aren't or a variation there of. It's easy for anyone to

enjoy the new area in its thematic splendor, and for those who don't know a dementor from a mandrake, it's really no problem - the experience is fascinating. For the fans, however, they are the ones more apt to queue up for over an hour to see the "Easter eggs" and references in each shop. The Monster Book of Monsters in Dervish and Banges, Portable Swamp in Zonko's Joke Shop, Extendable Ears in Honeydukes Sweet Shop and numerous other details will delight avid fans. Even newspapers have photos that move. Non-Potter fans may have just as much fun watching the enthusiast go wild explaining each detail engrained into the Wizarding World.

Still, with great success comes some challenges. Crowd control for one. Security and event staff confided that overcrowding was an issue. By early July measures were already in place to maneuver guests around, often causing queuing in other areas of the park, just to enter the new land. Long lines are never enjoyable to a guest, and Universal struggles to move people through the area of Hogsmeade as efficiently as possible, but the streets are filled to capacity quickly.

David Fake observes, "In the attempt to make Hogsmeade authentic, it closely resembles the movies, but of course, that brings space constraints into a busy theme park." Universal admits they've learned a lot since the opening of The Wizarding World of Harry Potter and are sure to continue to refine the best way to navigate the eager throngs wanting to see the amazing new land.

The visible success at Universal Orlando also brings more people into the area. During its first week of operation, hotel occupancy was up seven percent over the week before and 13 percent over the same week in 2009. More people coming into Orlando has to be good for all the tourist attractions. "We came a little later because of Harry Potter," says Angel Campbell of Maumee, Ohio. Her family was planning a trip but held off to make sure the new attraction would be ready. When *Amusement Today* asked if it lived up to her expectation, Campbell exclaimed, "Oh my goodness, it's amazing. It has definitely lived up to our expectations."

Jenny Angelmann of England said her family was planning a Florida trip. When asked about The Wizarding World of Harry Potter, she commented, "It might have influenced us. It was an extra lure." Her daughter Katie, who had begun reading the Harry Potter books when she was 10, now 20, gave the new area high marks as well. "The train was good. The snow was quite realistic to the films."

Sylvia White from Toronto said her family had not been able to even get in yet, but they were sacrificing some other rides for the opportunity to enter Hogsmeade. "We've known about it for a year. The opening happened to coincide with our trip, so here we are."

It's clear Universal has done their job in advertising the The Wizarding World of Harry Potter. So much, in fact, some could speculate they could significantly cut back on their advertising expenses just to aid in controlling the flow of awaiting muggles clamoring to get in. With guests flinging money from their wallets at every turn, Universal is hoping the large investment risk was worth the effort. It would seem they can maintain the hype for some time.



**Harry Potter fans will recognize the train that brings wizards to Hogsmeade and the detail to building theming Universal created.**

# Hersheypark entertainment rocks this summer with 15 shows

A total of 15 shows will keep the Hersheypark theaters and midways busy this summer. From high-energy performances in the air-conditioned Chevrolet Music Box Theater to an array of strolling musicians, Hersheypark entertainment provides a sweet addition to the park's collection of more than 65 rides and attractions. This summer, the park boasts a new show starting every 15 minutes between the hours of noon and 8 p.m. every day through August 28.

Also new this year, the talented performers from the Hersheypark resident productions will take their shows on the road and entertain guests throughout Hershey, including stops at The Hotel Hershey, Hershey Lodge, Hershey Highmeadow Campground, and Hershey Country Club.

In addition, the Hersheypark Summer Concert Series,

sponsored by Arby's, offers a line-up of stellar acts in the Amphitheatre every Sunday and on other select dates. These shows are seated first-come, first served and are included in the park's one-price admission.

Some of the Park's most popular performers are the Hershey's Product Characters. The Hershey's Bar, Reese's Peanut Butter Cup and Hershey's Kiss and many of their pals are always at the park posing for photos.

Hersheypark's 2010 summer entertainment offerings include:

### Showdown at Cocoa Canyon

The story begins with a trail cook creating a new recipe when a band of bumbling bandits stumbles upon him and realizes he has a secret ingredient. The bandits decide to steal the secret and sell it to the highest bidder. Acrobats

and sea lions go in hot pursuit to save the recipe.

### TAP - The Show

An explosive celebration of tap artistry, featuring versatile singers and wildly talented tappers that will take the audience from Broadway all the way around the world and then back down Main Street.

### Rock The Jukebox!

A powerhouse cast takes a musical roller coaster ride in celebration of iconic music that includes tunes that range from disco to The Beatles and from pop to rock.

### Crystal Sneakers

A modern-day rags-to-riches musical about high school friends, a dance and a soda shop, with lots of singing and dancing.

### Our Friends From the Sea - An Educational

### Sea Lion Experience

Meet Geneva and Diego, the sea lion stars at Hershey-

park. This fun and informative presentation covers everything humans have ever wanted to know about these amazing animals.

### The Ed-ZOO-cation Team

This strolling show teaches guests how to reuse, renew and recycle. The colorful team interacts with children of all ages with quick wit, comedic timing, magical sideshows and juggling.

### The Soda Pops

The award-winning Soda Pops rock the Amphitheatre with the fabulous "horn band" tunes of the '70s and '80s, including songs from Chicago and Earth, Wind & Fire.

### Frontier Frenzy

Musicians and showmanship blend for a dazzling display that's an exciting fusion of modern country rock and bluegrass classics.

### The Boardwalkers

Cruising in their customized dune buggy and accessorized with surfing gear, these four dynamic performers keep it cool all summer

long by playing great Atlantic Coast beach music.

### Wild Country

A talented cast rocks the rafters with modern country hits and country jukebox classics.

### The Milkmen

"Rosie" the milk truck pulls up to deliver Hershey's four favorite milkmen, who keep seats shaking as the rhythm flows with tunes from yesterday and today.

### N'Disguize

Guests never know where these crazy crooners will 'pop up' to sing a memorable hit in a spontaneous a capella performance that could span any generation.

### The Chocolate-Covered Band

This lively strolling band whips up a fresh batch of familiar, candy-themed tunes every morning.

### Cocoa Rhythm Factory

These strolling 'factory workers' mass-produce good vibrations with their groove-oriented drumming and melodic percussion.

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**Quassy's SBF tower popular with guests**



Quassy's new Free Fall 'N' family drop tower, from Italy's SBF Visa Group, has been a real hit with guests this summer at the Middlebury, Conn. park according to park owners John Frantzis, left, and Eric E. Anderson.



AT PHOTOS/  
GARY SLADE

# New look of Disney California Adventure continues to take shape

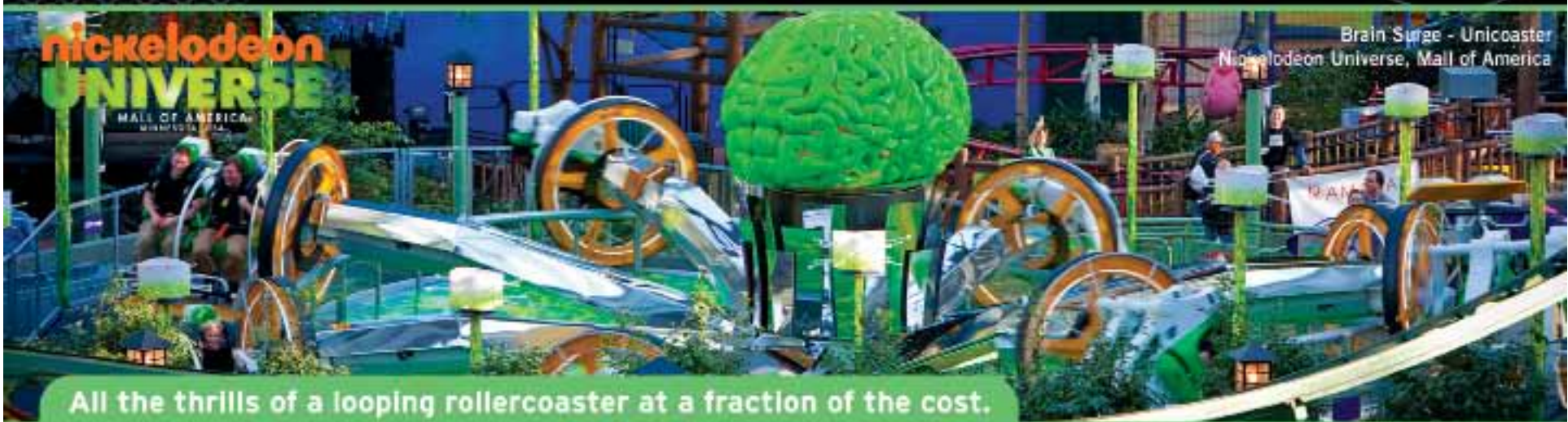


Along with its flashy new "World of Color" multimedia fountain show and the discreet dropping of the apostrophe "s" from its name, Disney California Adventure in Anaheim, continues to remake itself with Silly Symphony Swings, a rethemed Zierer WaveSwinger. The 32-seat ride's theme was inspired by "The Band Concert," a 1935 Disney cartoon in which Mickey Mouse leads a madcap orchestra performance threatened by a twister. Bottom left, under rapid construction nearby, and expected to create a tidal wave of attendance at the Disneyland Resort complex in 2011: The Little Mermaid—Ariel's Undersea Adventure.

TOP ROW PHOTOS COURTESY DISNEYLAND RESORT; BOTTOM ROW AT PHOTOS / DEAN LAMANNA

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# Kiddieland wooden coaster reborn at Six Flags Great America

**Scott Rutherford**  
Amusement Today

In a move that warmed the hearts of longtime Chicagoan's as well as amusement industry historians, the Little Dipper wooden roller coaster that operated at Kiddieland in Melrose Park from 1950 until 2009 has been given a new lease on life. After being lovingly overhauled and rebuilt at Six Flags Great America, the ride reopened to the public on May 27, 2010.

As Six Flags Great America's 13th operating roller coaster, the Little Dipper now resides in the park's Yukon Territory.

"We wanted to preserve this important piece of Chicago history for families to experience for many more years to come," said Hank Salemi, Six Flags Great America park president.

Designed by Herb Schmeck and built by Frank Hoover for Philadelphia Toboggan Company (Philadelphia Toboggan Coasters, Inc.), the 28-foot-tall Dipper features 700 feet of track and utilizes a four-car junior train comprised of two-bench coaches with single-position lapbars. Aside from a fresh coat of sparkling white paint with appropriate red and blue accents along with a bit of new wood, the only noticeable modification to the Dipper is the addition of seatbelts.

Though Chicago's beloved Kiddieland itself has been rel-



SIGN PHOTO COURTESY PAUL KARLS/  
OTHERS COURTESY SIX FLAGS GREAT AMERICA

**Above left, The Little Dipper is remembered through historical signage. Above two photos, attention to detail was second to none in the relocation and reconstruction of the Kiddieland Little Dipper wooden coaster at Six Flags Great America, as the coaster was rebuilt to its original glory right down to the bull horn speaker located on the handrail above the coaster's loading station.**

egated to history, Six Flags has guaranteed that it's star attraction will continue to live on. Kudos to the dedicated staff at Six Flags Great America for the meticulous restoration and careful attention to detail in the restoration of the Little Dipper. Now returned to its deserved former glory, the Dipper will introduce future generations of fledgling daredevils to the special thrill that only a classic wooden roller coaster can provide.

"To see it rise again is heart-warming" said Ron Rynes, fourth generation Kiddieland owner. "We are thrilled to know the Little Dipper, a coaster that has

meant so much to our family, will stay in the Chicago area and live on at Six Flags Great America."

Although no longer with Six Flags, former CEO Mark Shapiro gave the green light to purchase the ride at the Kiddieland auction and move it to the Gurnee theme. At the time of the auction, Shapiro told *AT*, he remembered riding the coaster as a kid and wanted to make sure future generations had the same opportunity to ride the coaster.

The saving of the Little Dipper may have just been Shapiro's finest moment as CEO.

## Six Flags Great America opens Sky Fest



Guests at Six Flags Great America are climbing to new heights this season on the new SkyTrail ropes course, which was provided by Maryland-based Ride Entertainment Systems. Visitors can walk a beam or balance on a rope while maneuvering through the course 40 feet in the air.

"Six Flags Great America is always looking for new and exciting ways to expand," said park president Hank Salemi. "SkyTrail is a great addition to the 2010 season, providing a unique interactive experience for guests of all ages."

Guests are secured into a custom-fitted harness with a patented safety system. Once locked into the overhead track, guests are free to venture onto

any of the 48 elements. The challenges are strung across three levels of the 45-foot-tall course.

"The course is designed so that each guest chooses their own adventure and tackles the course at their own pace," said Jennifer Savage, park spokesperson.

"We were happy we could offer Six Flags Great America a unique attraction like SkyTrail," added RES Senior Sales Associate Adam Sandy. "It has a fantastic location in the park and allows guests to be a part of an interactive experience."

Ride Entertainment represents Ropes Courses, Inc., the SkyTrail's manufacturer.

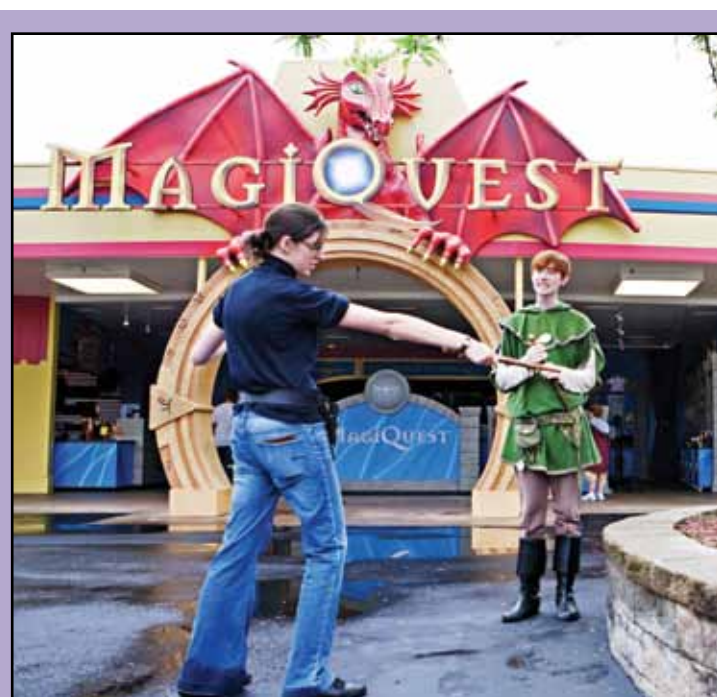


PHOTO COURTESY MAGIQUEST

**A player tries out the wand as part of the new MagiQuest game at Six Flags Great America.**

## MagiQuest debuts at Six Flags

Six Flags Great America, Gurnee, Ill. is one of the latest venues to introduce MagiQuest, the live-action interactive game developed to bring families together and move children from the couch to physical play. Players are immersed into an 8,000-square-foot fantasyland powered by a "magical" wand. The wireless remote technology unlocks more than 80 special effects allowing the player to navigate the levels of the game. Players, called a Magi, gather coins, powers and befriend pixies in their quest to defeat the Dragon and save the Princess.

Co-inventor Denise Weston, a mother and trained psychologist, sought to create a game that would stimulate the mind of children and promote teamwork, strategic thinking and family bonding in a fun yet educational platform.

"MagiQuest is a perfect way to combine physical play and computer play while kids or the entire family work together to solve problems and make great memories," said Denise Weston, co-founder and Director of Imagination at MagiQuest. "The beauty of MagiQuest is that kids are engaged, challenged, learning and, most importantly, having fun."

MagiQuest opened this spring in the park's County Fair area. "We are thrilled to add MagiQuest to our lineup of new additions to the park for the 2010 season," said Six Flags Great America Park President Hank Salemi. "We are the first theme park to launch an interactive educational family attraction of this type and are confident our guests will enjoy this new attraction the whole family can experience together."

Supplied by Martin & Vleminckx Rides

# Zippin Pippin: A legend to be reborn in Green Bay

Scott Rutherford  
Amusement Today



Though the summer has been a busy one at Wisconsin's Bay Beach Amusement Park, plans are already underway for the 2011 season, which will be perhaps the park's biggest year ever thanks to the installation of a major new wooden roller coaster.

As previously reported, Bay Beach officials finalized a deal earlier this year to purchase the rights and design of the former Zippin Pippin roller coaster from the Mid-South Fairgrounds aka Libertyland in Memphis, Tenn. While that historic attraction has been razed, officials contracted with Martin & Vleminckx Rides in Haines City, Fla. to oversee the construction of a completely new and updated version of the famed Zippin Pippin.

To be built using local labor, the construction will be overseen by MVR. In order to keep the costs for the new Pippin manageable, MVR will be utilizing various components from another little-known wooden coaster, the Thunder Eagle, a medium-sized ride which operated for a very short time in 2000 at Race World in Pigeon Forge, Tenn. After sitting dormant for two years, the ride was dismantled and relocated to Canada's Cascades d'eau de Piedmont. While plans to resurrect the ride in Quebec never materialized, it turns out that the Eagle will fly again in the form of the Zippin Pippin.

Amusement Today spoke with MVR's Chuck Bingham about the company's involvement in this endeavor.

**Amusement Today: What is MVR's role in the Zippin Pippin project?**

Chuck Bingham: "MVR developed this sale, put together the whole project

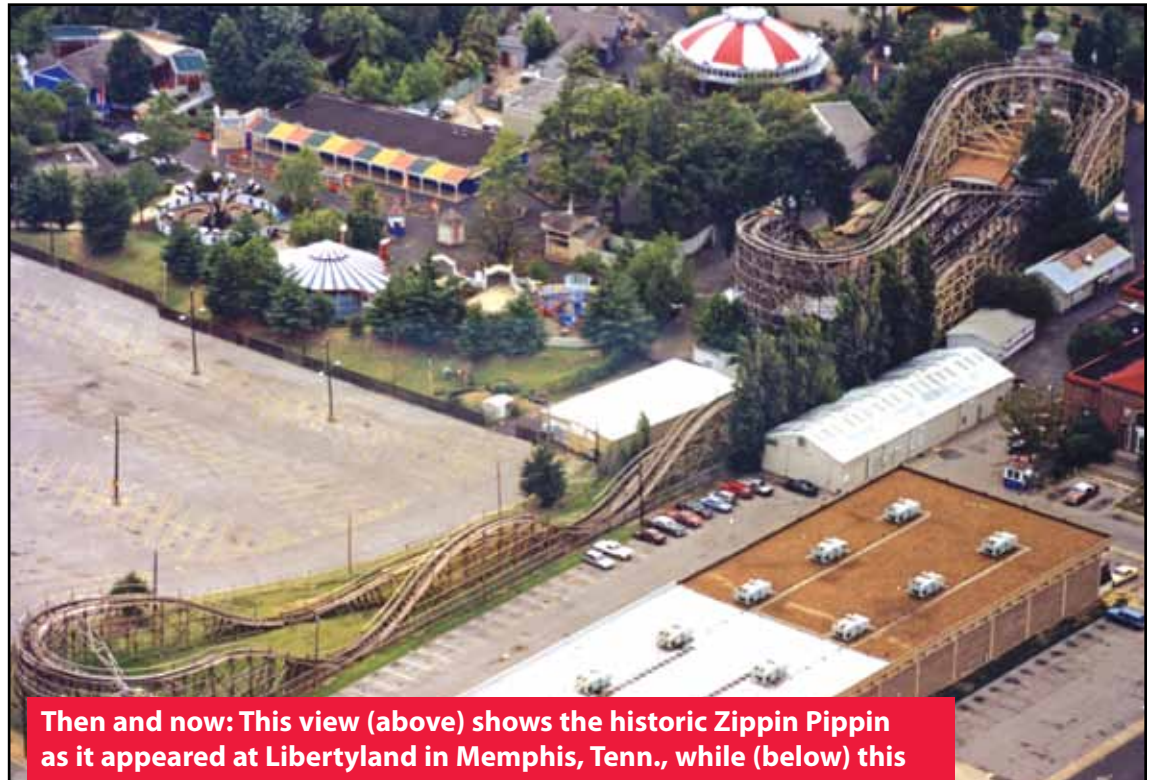
as it is now progressing. The engineering design is almost a non-issue as it is intended for the structure to be as close as possible to the original Pippin with the exception of minor changes for today's ASTM standards, which is sub-contracted to The Gravity Group. MVR is sourcing all materials, integrating the complete project and supervising the ride's installation, testing and commissioning. In this case, we are not providing the install labor and equipment as the City of Green Bay wanted to give as much of the work as possible to local contractors. MVR is the contract holder with the city."

**AT: How far along is the project at this point (early summer)?**

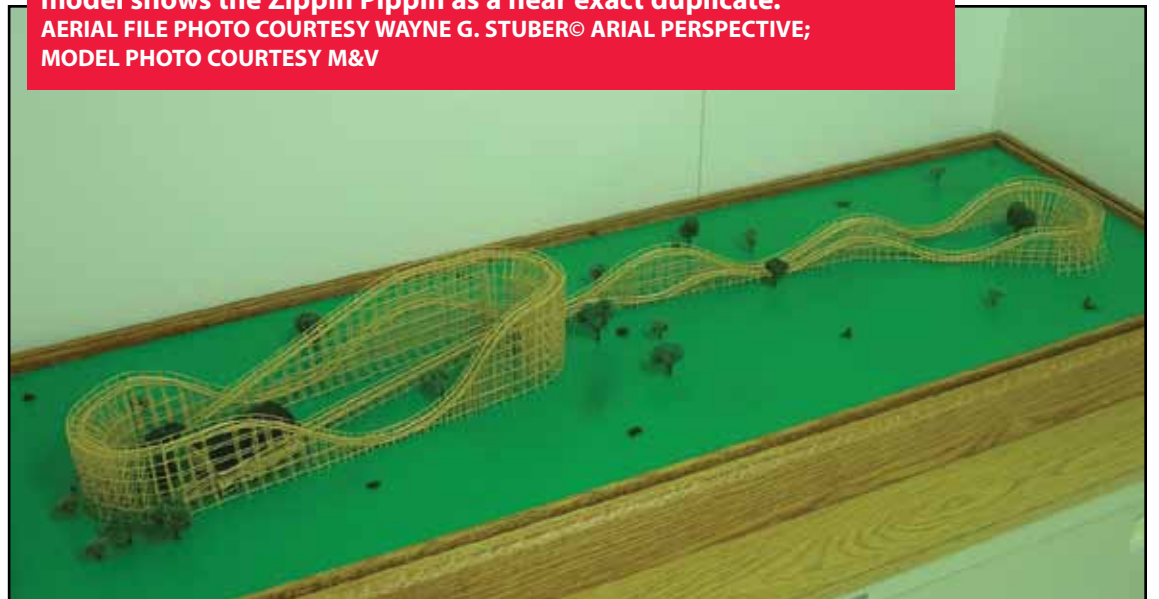
Bingham: "It is moving on schedule; the anchor straps have been sourced and ordered; the lumber supplier has been sourced and the purchase order is being issued. We expect to start fabrication on the lumber in early July. The foundation loads have been delivered to Green Bay and they are out for bid. The Thunder Eagle trains and all parts that will become part of the new Zippin Pippin are at our facility in Haines City, Fla. or at the original supplier for rehab. We have gone through the trains, had NDT testing and they look like new and are now ready for delivery."

**AT: How much of the Thunder Eagle's structure and equipment will be used in the Pippin?**

Bingham: "In principle, the trains, controls, lift system and brakes. Terry Hoffman,



Then and now: This view (above) shows the historic Zippin Pippin as it appeared at Libertyland in Memphis, Tenn., while (below) this model shows the Zippin Pippin as a near exact duplicate. AERIAL FILE PHOTO COURTESY WAYNE G. STUBER© ARIAL PERSPECTIVE; MODEL PHOTO COURTESY M&V



who handles all our controls, is bringing the ride controls up to today's standards, which means almost a completely new system."

**AT: Will the Pippin be painted?**

Bingham: "It will remain natural treated wood."

**AT: What train configuration will be used?**

Bingham: "It will use the Thunder Eagle's trains from Philadelphia Toboggan

Coasters. The setup will be two trains, each using five three-bench cars (30 riders per train)."

**AT: When do you expect vertical construction to commence, and what is the projected completion date?**

Bingham: "We expect to start the installation in August and finish late this year. The testing, commissioning and final details will take place in the early spring 2011 as

weather permits."

Inspired by the John Miller-designed/Harry Baker-built Pippin that operated at the Mid-South Fairgrounds aka Libertyland in Memphis, Tenn. from 1923 until Oct. 2005, the new Zippin Pippin will stand 70-feet-tall and feature a modified out-and-back design offering numerous camelback hills incorporated into its 2,865-foot-long course.

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## BRIEF

### Wisconsin Governor commends Kalahari for innovation

Last month, Kalahari Resort in Wisconsin Dells, Wis. celebrated its tenth Fourth of July holiday weekend since opening in May 2000. As Wisconsin's largest indoor waterpark, Kalahari is providing vacation adventures for kids and families who are taking drive-to getaways this summer.

"There's no question that Kalahari Resort has been a major asset to Wisconsin tourism since opening 10 years ago," said Wisconsin Governor Jim Doyle. "We commend the resort for drawing hundreds of thousands of tourists to Wisconsin, providing more than 1,200 jobs for Wisconsin residents, and for stimulating our economy now more than ever."

Kalahari, which first opened as a 100-room hotel with a 60,000-square-foot indoor waterpark, is now aiming at being one of Wisconsin's premier resorts, offering 756 guest rooms, indoor and outdoor waterparks, spa, golf, entertainment, and an indoor theme park. Dubbed the 'Las Vegas of Waterparks,' the industry visionary has invested more than \$129 million into resort expansion projects.

"It's hard to believe this was our tenth Fourth of July celebration," said Todd Nelson, president and owner of the family-run business. "What an amazing opportunity we've had to grow in this industry and to provide a memorable experience for both our leisure and convention guests. We can't wait to see what the next 10 years brings."

*Aquatic Development Group supplies wave pool and lazy river*

## Nashville Shores enjoying largest expansion in its history

**Pam Sherborne**  
*Amusement Today*

Nashville Shores opened May 22 for the 2010 season with the largest expansion in the waterpark's history, essentially doubling the park's size.

And, everything is running smoothly.

"Attendance has been better than we had expected it would be at the beginning of the season," said Daniel Strobel, public relations. "It has been fantastic."

Nashville Shores opened for that May weekend, then opened fulltime May 29.

It was a race to get everything ready for 2010. But, that wasn't due to the expansion. It was due, instead, to damage from flood waters that devastated parts of the Nashville at the first of the month.

"We had thousands of dollars worth of damage to the existing part of the park, which is lower than the new expansion," Strobel said. "Fortunately, we didn't have any flood waters into the new areas. It wasn't touched."

In Nashville Shore's 13th season, the multi-million ex-

pansion includes:

- Breaker Bay, a 25,000-sq.-ft. wave pool featuring the patented WaveTek system capable of producing five different wave patterns creating rolling waves up to four feet high. The pool holds more than 400,000 gallons of water.

- Castaway Creek, a 1,000-foot lazy river that is the first ever constructed in Middle Tennessee and touted as being the widest in the state of Tennessee, with a 17-foot width.

- Bayside Gallery, specially designed for the waterpark environment to provide user-friendly services.

- The Salty Bird Bar, a new bar area for 21 years old and

► **See SHORES, page 27**

**Nashville (Tenn.) Shores' new expansion includes a wave pool that holds more than 400,000 gallons of water and a lazy river, which is 1,000 feet in length and 17 feet wide. Both attractions were designed and constructed by Aquatic Development Group, Cohoes, N.Y.**

PHOTOS COURTESY  
NASHVILLE SHORES



## Hawaiian Falls opens Torpedoes in three Texas parks

*Innovative drop ride supplied by Whitewater West*

Hawaiian Falls waterparks, located in Garland, The Colony and Mansfield, Texas, all received Torpedo rides for the 2010 season.

The ride, from WhiteWater West in Vancouver, Canada, was created for Hawaiian Falls to fit its family demographics. It utilizes technology found on the supplier's popular AquaLoop.

The Torpedo is the same in all three parks. It features two slides (red and translucent yellow) on a 40 foot tall tower. Each slide, 160 total feet in length, is equipped with a chamber that the rider will stand in. Once the capsule is locked the rider hears the countdown begin: 3, 2, 1 launch. A door under the riders feet then opens and the rider freefalls down

the enclosed tube at approximately 40 mph and into a horizontal runout below.

The Torpedo slide complex represents an investment of \$800,000 at each park. Dallas, Texas-based Minick Associates, Inc. was hired to provide the theming and signage for the Torpedo rides.

Dave Busch, Hawaiian Falls president told *Amusement Today*, "We exist

► **See TORPEDOES, page 27**

**Geared up for a great Torpedo-driven season at Hawaiian Falls Mansfield, Texas are Mike Prince, GM, left, and Dave Busch, president.**  
AT PHOTO/GARY SLADE





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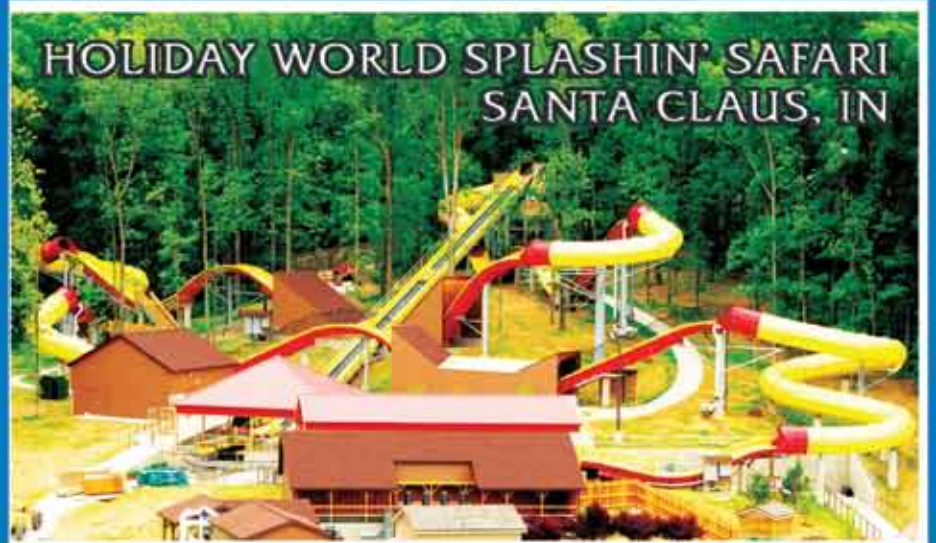
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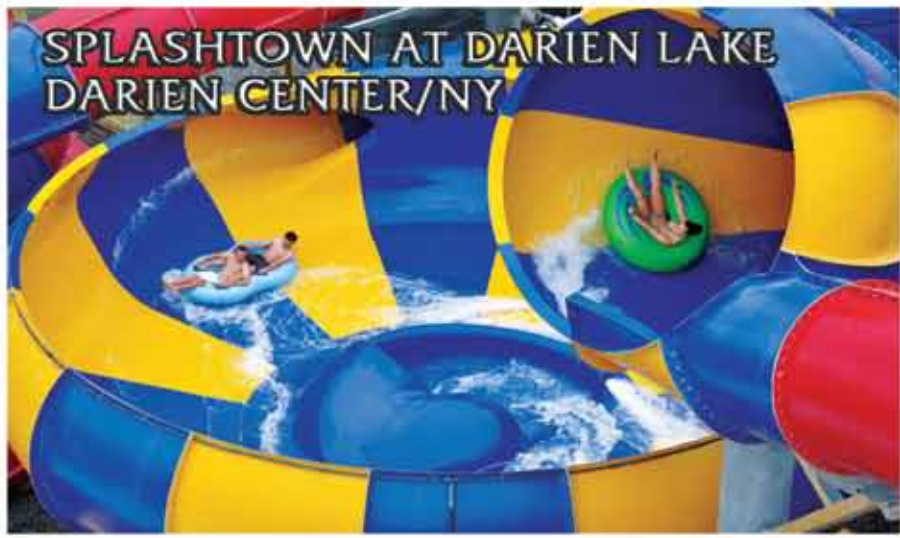
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SPLASHTOWN AT DARIEN LAKE  
DARIEN CENTER/NY



# Darien Lake has hit with new SplashTown waterpark addition

*ProSlide, Aquatic Development Group supply new thrills to N.Y. themer*

SplashTown at Darien Lake, the major new waterpark added to the resort for the 2010 season, turned to be a huge success for the upstate New York themer. The new waterpark addition opened to the public on Memorial Day weekend.

SplashTown's highlight's include Swirl City, a new quad-slide complex from Canada's ProSlide along with a 1,000-foot-long Flotation Station lazy river and a 44,500-gallon wave pool (Lazy Days Lagoon), both supplied by Aquatic Development Group.

*Amusement Today* caught up with Resort General Manager Christopher Thorpe just after SplashTown's debut and asked him how visitors are responding to the park's new addition. "Guest comments have been overwhelmingly positive. There's really been a great response to SplashTown. We've received great rider feedback on the new attractions and many guests simply enjoy the new personal space they gain with our increased decks and lounging areas," said Thorpe. "All that combined with new shopping, dining options and our private cabanas creates a world class water park experience of its own. By adding the new SplashTown water park to the already amazing theme park, we are creating an affordable and fun way for families to share memories that will last a lifetime."

—**Scott Rutherford**



PHOTOS COURTESY DARIEN LAKE

**SplashTown at Darien Lake features plenty of new ways park's guests to keep cool this summer including Swirl City, a quad-slide complex from Canada's ProSlide (top) and Aquatic Development Group's Lazy Days Lagoon wave pool (above). The Flotation Station lazy river (bottom two photos) provide the perfect way for guests to relax and cool off at the same time.**



## ▶SHORES

Continued from page 23

older guests, featuring nearby seating overlooking the new attractions and a view of Percy Priest Lake.

•Funnel Cakes, Schooner's Soft Serve, the Tiki Hut and the Lakeview Grill, newly renovated food concessions serving updated and original fare to park guests.

•Treasure Chest, a new retail outlet that is twice the size of the previous outlet.

The wave pool and lazy river are located next to the existing ShadyPoint group picnic areas in a previously undeveloped area of the waterpark.

"We also have some new ticket booths and new turnstiles," Strobel said. "We have added cabanas."

Aquatic Development Group, Cohoes, N.Y., designed and constructed the wave pool and the lazy river. Chris O'Donoghue, Aquatic Devel-

opment Group marketing director, said installation of the wave pool and lazy river was very smooth.

"We pretty much came in on time and on budget," O'Donoghue said. "We used our existing product line as well as our line of filtration systems to go along with that."

Even though Nashville Shores has doubled in size, season passes for the 2010 season are remaining the same as 2009, \$59.99 plus tax per pass. In announcing this, Nashville Shores General Manager Rick McCurley said: "Nashville Shores recognized the challenge many have faced with a difficult economy and now with the recent flooding...the season pass was kept at the 2009 rate to help families during these challenging times."

The season pass includes unlimited visits all summer, two free tickets for friends on select days, more than \$200 in park discounts and other special perks.

Nashville Shores actually includes 385 acres with the waterpark taking up 25 to 30 acres of that total. The facility has a 310-slip marina on Percy Priest Lake, boat and jet ski rentals, events sites and a beach area in the waterpark.

"We also do cruises on Percy Priest Lake every hour on the hour," Strobel said.

In addition to the attractions in the new expansion, the waterpark currently includes eight waterslides, three pools, Kayak Cove, and a "Giant Bucket of Fun" that pours hundreds of gallons of water on participants.

Special events this summer include the Dive-In Movies held every Friday in July.

Nashville Shores, which employs about 300 persons, was purchased in November, 2009, by an investor group led by Kieran Burke and Gary Story, the former CEO and COO, respectively, of Six Flags.



PHOTO COURTESY NASHVILLE SHORES

Guests at Nashville Shores enjoy a float on the park's new lazy river, supplied by Aquatic Development Group.

## ▶TORPEDOES

Continued from page 23

to serve families, that is our whole purpose at Hawaiian Falls. With that in mind, we asked WhiteWater to design us a thrill ride, but one that appealed to families. We liked the concept and the thrills found on the drop of their popular AquaLoop, but didn't want the loop. WhiteWater came back to us with the concept for the Torpedoes and we said, yeah, this will work!"

After seeing the slides in operation at the parks, Busch know he has a winner, but he also knows WhiteWater has an even bigger winner on their hands.

"When you stay in this industry as long as I have, you see certain types of slides that have the potential to be a big seller as it appeals to a broad range of parks due to both thrill factor and price," Busch told AT. "I truly believe these Torpedos are in that type of category. The Torpedo is the greatest value for a waterpark ride to hit our industry in the last 10 years. It has enough thrill that creates re-ridership and comes with a fair price. I am thrilled we were able to have it first!"

All three rides opened to the public on May 29, and thanks to the new Torpedoes, Hawaiian Falls is reporting



AT PHOTOS/GARY SLADE

**City of Mansfield, Texas Mayor David Cook was among the first to be dropped on the new Torpedo slides at Hawaiian Falls waterpark in Mansfield. The 40-ft. tall slides are from WhiteWater West.**

that their pre-season pass sales were up compared to last season.

In other news Hawaiian Falls also announced that it will open another waterpark in 2011 in Roanoke, Texas.

The park will be 11-15-acres in size, market to a 15-plus mile radius and will be approximately the same size

as its Mansfield property. The park, like its others, will benefit from a partnership with the city of Roanoke, which will provide the land, parking and some financial support. Rides and attractions have not yet been determined. Scheduled opening date for the park is Memorial weekend 2011.

—Gary Slade

# Nashville Shores

## 2010 Expansion

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- and -  
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## Great Wolf Lodge announces license, management agreement for Calif. property



Great Wolf Resorts announced that it has signed license and management agreements related to the development of a new 600-suite Great Wolf Lodge resort in Garden Grove, California's world famous International West Resort. The resort will be located less than two miles from Disneyland, near Anaheim and Los Angeles, and will be developed by McWhinney.

Great Wolf Resorts will

receive license fees for use of the Great Wolf Lodge brand name and other intellectual property at the resort, and will receive management fees to operate the resort on behalf of the owner. It will also advise on certain development-related matters. The resort will be owned by a joint-venture, with Great Wolf Resorts receiving a minority equity interest for its development-related services. Additionally, the city of

Garden Grove will contribute cash and bond proceeds to the resort, as well as establish a financing district to develop an adjacent parking structure.

Once complete, Great Wolf Lodge in Garden Grove's International West Resort, will be a full-service, family destination resort with 600 suites, 30,000 square feet of meeting space, a 100,000-square-foot indoor waterpark and additional indoor entertainment

areas and amenities. Development is expected to begin in 2011. The Great Wolf Lodge project is contingent on obtaining construction financing, typical due diligence, and permit and license approvals.

"I am very excited about this license and management agreement. With a sizable population within a three-hour drive along with the close proximity to Disneyland, we have an attractive location for Great Wolf's first California resort," said Kim Schaefer, chief executive officer of Great Wolf Resorts. "The area is already established as a vacation destination with domestic and international travelers so it allows us to continue to monetize the value of the Great Wolf Lodge brand, business model and infrastructure. Utilizing joint ventures to grow our brand footprint with minimal capital requirements will help us to maximize the value of the company for shareholders."

Chad McWhinney, co-founder and chief executive officer of McWhinney commented, "We are pleased to be partnering with Great Wolf Resorts in developing a first-class destination. Our expertise as a comprehensive developer on the West Coast, combined with Great Wolf's leading brand in indoor water park resorts, is sure to result in a successful family destination."

"The Great Wolf Lodge will be the biggest attraction to be included in the International West Resort. This will be the most significant revenue generator in the City," said Matt Fertal, Garden Grove city manager.



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## BRIEF

### Merlin Ent. plans Sea Life aquarium at Grapevine Mills

Merlin Entertainments, has announced that it has reached agreement with The Mills, a Simon Company, and the City of Grapevine, Texas to develop plans for a \$15 million Sea Life aquarium attraction to open at Grapevine Mills during summer 2011. This new attraction will be located directly opposite Merlin's Legoland Discovery Center, which was announced last year and is due to open at Grapevine Mills in March 2011.

Merlin's fourth Sea Life attraction to open in the U.S., Sea Life at Grapevine Mills will highlight all of the qualities which have gained the brand the support and endorsement of marine experts worldwide. Initial plans call for a two-story, 45,000-square-foot aquarium housing more than 30 displays of diverse marine life for visitors to enjoy - everything from shrimp and starfish to seahorses, sharks and rays.

In addition, a centerpiece will be a large tropical ocean tank with a walk-through underwater tunnel. In keeping with other Sea Life attractions there will also be a unique element reflecting its location with several displays featuring creatures native to both freshwater and coastal habitats of Texas.

## Canobie's Dancehall Theater restored to original splendor

*Mini museum at back of theater pays tribute to past performers*

**Pam Sherborne**  
*Amusement Today*

The splendor of the Dancehall Theater at Canobie Lake Park, Salem, N.H., has been restored, and, according to Chris Nicoli, marketing/entertainment manager, the response to the renovation has been fantastic.

Canobie's Dancehall Theater was originally built in 1939. It was the venue for such greats as Duke Ellington, Ray Charles, Diana Ross and the Supremes, Guy Lombardi, the

Beach Boys and Aerosmith. It has been in operation season-long since it opened.

"This was one of our major projects this year," Nicoli said. "We started the renovations right after the first of this year. It has cost us hundreds of thousands of dollars, but to actually build something this grand would have cost a lot more."

The theater opened for a preview June 6 during a Big Band Day. It officially opened with the beginning of Canobie's regular season operations June 26. There are live performances held there six days a week, three times a day.

"One of the things that was done was to completely strip the floor back to its original. See **CANOBIE**, page 32



Canobie Lake Park restored its historic Dancehall Theater to include a mini-museum that pays tribute to the great performers and bands who once played there, including Jerry Lee Lewis, shown below. AT PHOTOS/GARY SLADE



New for the 2010 season at Canobie Lake Park was the retheming of two gift shops, including the Lucky Miner, shown here.



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## ►CANOBIE

Continued from page 31

nal wood," Nicoli said. "That, in itself, was an amazing transformation. The people that did that work for us said it was a privilege for them – they rarely got to work on floors of that quality."

The backstage area was redone. The stage size was expanded. The marquee was updated. The gift shop was made into an art deco style.

And, while these renovations were happening, Nicoli said there were so many people with so many memories and there was so much memorabilia, there was nothing else to do but create a museum inside the theater. That, also, has been received very enthusiastically. It includes old photos, old videos and the original piano that was used in the theater.

"We had a statue of Jerry Lee Lewis made and he sits at the piano now," Nicoli said. "Beside him are old photographs of when he actually played that piano. When we brought that piano out of storage, there was an inch of dust on it. It has been refurbished and tuned, and is 100 percent playable now."

The park contracted with N.J.-based Custom Creations for the Jerry Lee Lewis statue.

Canobie staff now has employees dressed in 1930s and 1940s clothing that roam the Dancehall and give history to



AT PHOTOS/GARY SLADE

**Using some of the park's own internal creativity, Canobie Lake Park installed Paintball Hollow, a paintball game created in-house that has been very popular with all age groups.**

visitors that are just roaming the venue. Nicoli said during the first week of that the employees were getting as many fun facts about the facility that than were giving.

Aside from the overall refurbishment of the Dancehall Theater, Canobie park officials made some other new additions for 2010. Those included two new games. One is called the Paintball Hollow, where participants shoot paintballs and try to hit old cottages and houses. The game was devel-

oped in-house and has been very successful.

The second game is called Three-Point Challenge, a one-half basketball court set-up. Participants can win an IPAD, if they are really good. The floor and backboard for the game was purchased from Sport Court. The rest of the game was created in-house.

The park also rethemed two of its gift shops turning them into the Lucky Miner, a trading post, and the Reckless Woman, a jewelry shop.

## Gateway expands commitment to customer focus through first Middle East user group

Gateway Ticketing Systems, Inc. has held what it expects will be the first of many Middle East and North Africa (MENA) user group meetings. The 33 user group attendants were able to see the Galaxy product in action, including Gateway's award-winning IAAPA Best New Product of 2009, eGalaxy Reseller Web Store. The attendees were able to see some of the latest product enhancements and Gateway's plans for 2010 and beyond.

"The meeting expands Galaxy's outreach to an international audience, and reinforces Gateway's commitment to bring its customers' needs to the forefront of Galaxy's already powerful feature set," said Michael Turner, director of international business development for Gateway Ticketing Systems. "The MENA market represents an exciting segment for Gateway because of the different use case requirements, all of our customers and prospects demand high-tech solutions. Our cashless Galaxy Point of Sale solution has been very successful."

Gateway already participates in annual North American user groups, including the customer-sponsored Gateway user group in southern Cali-



fornia, the Gateway-sponsored user group, and the Transportation Automation Standards Association (TASA) conference.

The MENA event was organized by Gateway's reseller affiliate, Prologic First. "Prologic First worked tirelessly in organizing the Gateway MENA User Group Meeting and it shows," said Turner. "We had a full event with customers and prospects. The response from the attendees was very positive and demonstrates the results of our continued commitment to the MENA region. We have already begun to plan for next year's meeting."

"The first ever Gateway Ticketing Systems User Group Meeting in Dubai has been a valuable forum for us to assess customer satisfaction and their emerging needs," said Amilan Ghose, managing director of Prologic First. "It has also provided us the opportunity to share future plans with our customers and prospects."

The meeting was very well received by the attendees. "It was great for us to have a supplier arrange a seminar with all of their regional clients to be able to listen to concerns and suggestions," said Chris Perry, general manager of Wild Wadi Waterpark. "It was an opportunity to learn from others using the same system as well as their own in-house expert. I wish all of our partners offered opportunities like this!"

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## OBITUARIES

## Richard "Harold" Chance, Chance Manufacturing Co. founder dies at 88

Richard "Harold" Chance, founder of Chance Manufacturing Company, passed away July 10, 2010 while surrounded by family. He was 88 years old.

The youngest of three children, Harold was born on Sept. 25, 1921 in Wichita, Kansas. Harold worked in manufacturing as a welder and tool and die maker until he was drafted into the U.S. Army in 1944. He served in the South Pacific during WWII, and was honorably discharged in May 1946. Harold married Marjorie Westwood in 1946 and together they raised five children while simultaneously making



Chance

their mark on the amusement ride industry.

Harold began Chance Manufacturing Company building miniature trains, and by the time he retired in 1985, he had turned the company into America's largest manufacturer of amusement rides. For his contributions to the amusement industry, Harold was inducted into the Halls of Fame for the International Association of Amusement Parks and Attractions, Outdoor Amusement Business Association, and the Showmen's League of America. He also originated the AREA Amusement Ride Safety Seminar in 1971 which has been continued by the Amusement Industry Manufacturers and Suppliers Association. He was a member of the Rotary Club

of Wichita for 20 years, and he belonged to Rolling Hills Country Club since 1963.

Duane Wiechman, who has been with Chance since 1965 knew Harold as well as anyone at the factory.

"The thing I remember most about Harold is it took four interviews before he would hire me." Wiechman told AT. "Harold was the most congenial man I ever knew. He thought very highly of his employees in that he would tour the shop each day, would ask about their families and how they were doing. He became close to all of his employees. I'll never forget that."

Harold is lovingly remembered by his wife of 63 years, Marjorie Chance; son Richard Chance; daughters Susan Chew, Judy Nielsen, and Nancy Stadnyck; sister Mary Van Scyoc; thirteen grandchildren; eleven great-grandchildren;



Harold Chance loved to take the family-owned train out for a spin at the Chance farm in Wichita.

as well as nieces, nephews, and other relatives and many friends.

Contributions in Harold's honor can be made to The Lords Diner, Attn: Wendy

Glick, 520 N. Broadway, Wichita, Kan. 67214; or the Guadalupe Clinic, 940 S. St. Francis St., Wichita, Kan. 67211 (www.guadalupeclinic.com).

## CARNIVALS

## Barbie McDaniel, 34, passes after battle with cancer

Barbie McDaniel, 34, wife of Guy McDaniel and member of the VanderVorst family, passed away June 20 in her hometown of Fargo, N.D., after a two and one-half-year battle with cancer. She is survived by her husband survives her and three children, Summer, 11, Autumn, 8 and Rourk, 5 and other extended family members.

According to her uncle, Steve VanderVorst of New Braunfels, Texas, Barbie was very active in the industry and remained that way for much of her two and one-half-year battle.

"She remained positive and in good spirits," VanderVorst said. "She was a really great person. Guy is my sister's (Susan McDaniel) son. He works with me and still plans to help me take our new coaster, the Windstorm, to the Minnesota State Fair (Aug. 26-Sept. 6)."

Susan McDaniel said a fund has been set up in Barbie McDaniel's name for the three children in a local bank in New Braunfels. Anyone wishing to make a donation may send it to: Texstar Bank, 555 Interstate 35 South, Ste. 100, New Braunfels, Texas, 78130. The phone number there is (830) 606-3058.

## Concessionaire Howard Hoss dies at 80

Howard Hoss, 80, a long-time show concessionaire and former Outdoor Amusement Business Association director, passed away at his home June 20.

His wife, Christine, sons Jerry, Fulton and Mitchell, daughters Michelle and Traci as well as many grandchildren and great grandchildren, survives him.

Hoss traveled with Rainier Shows, which went out of business in the winter of 1997-98, for 35 years. For the last 13 years, he was with West Coast Amusements of Langley, B.C., Canada.

Following the end of the summer carnival season, burial and memorial services will be held at the Northwestern Showmen's Rest at 2 p.m., Sept. 28.

In lieu of flowers, the family requests that donations to the Northwestern Showmen's Club Scholarship Fund be made in Howard's name.

Donations may be sent to: N.W. Showmen's Club, Scholarship Fund, Howard Hoss, c/o Cheri Girolami, 15702 NE 26th St., Vancouver, Wa. 98684.

## Stan Nelson, longtime owner / operator of Joyland Amusement Park in Wichita, dies at 87

Stanley Roger Nelson, owner and operator of Wichita's Joyland Amusement Park, passed away July 13, 2010. He was 87.

Stanley and Margaret Nelson purchased Joyland from the Ottaway brothers in 1960 and ran the successful traditional amusement park until 2004. It was also Stan who purchased from Chance Manufacturing Co. C. P. Huntington train engine #1. It operated at the park up until the park's closing in 2004.

Wonderland Park's Rebecca Parker remembers Stan saying, "Our thoughts and prayers are with Margaret and her family at this time. Stan was a very special man. He was an instrumental part of the AIMS group. And, Stan and Margaret have always been like family. They, the Deans [Joyland Park, Lubbock, Texas] and my grandparents were a trio always together. It was always very special when the Nelsons were in town."

Wonderland's Alethea Roads was as close to the Nelson family as anyone. "The first time we met, we just hit it off and became close friends, and took many trips together through the years. Stan was very active in the small parks group, was all about safety and was always doing his part to help make the industry safer. Stan was a good guy with a sense of humor in a quiet kind of way. He and Margaret made the perfect couple."

"Stan was a friend of all of us at Skycoaster." Mike Gutknecht of F3 Amusements/Skycoaster told AT. "I knew him to be a kind and



Nelson



Stan and Margaret Nelson listen to the music as played by Joyland's Louie the Clown on this Wurlitzer Pipe Organ.

genuine man. Although the last few years we only saw each other at IAAPA, Stan and Margaret always took the time to come by, say hi and ask what was new. We are all very sorry to hear of his passing and our sincere condolences to his family."

Survivors include his wife, Margaret; sons, S. Roger Nelson and Stephen P. Nelson; daughters, Valorie Hagerman and Barbara Ann Bachman; 17 grandchildren and eight great-grandchildren.

# Amusement Today launches GoldenTicketAwards.com

In order to keep involved parties up to speed on all the details surrounding the annual Golden Ticket Awards, *Amusement Today* has launched a Web site specifically for the two day event, including the awards ceremony.

Hosted by Busch Gardens Williamsburg on September 10 and 11, 2010, all interested parties in the amusement park industry are welcome to attend. Park owners, management and staff are welcome to attend all activities during the two-day event. Members of the media are welcome to attend the ceremony on September 11, but all other tours, meals and activities are reserved for persons employed directly by parks in the industry or manufacturers in the industry.

Logos needed for park signage, printed material and advertising can be obtained through the site. In addition, other information such as past winners and even Golden Ticket sections from previous years are available. *Amusement Today* looks forward to growing this site more and more over the months and years ahead, making it a one-stop resource for parks and media to access all information regarding the industry's most sought after awards.

"We look forward to growing this Web site in the coming months," said *AT* Publisher Gary Slade. "In the near future we will have past event photos available to view and we will post a chart that shows every Golden Ticket Award winner in every category since the very beginning."

Registration for this exciting industry event can all be done via the new Web site ([www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com)) and all lodging and recreation information is provided also. The Golden Ticket Awards ceremony provides numerous opportunities for networking among industry professionals as well as many social activities for relaxing conversation. Behind-the-scenes tours, receptions and exclusive time on key attractions will make for an entertaining weekend. ALL attendees MUST register in advance.

The big awards ceremony will take place the evening of September 11 once the park has officially closed. The venue for 2010 will be a new and

exciting approach for *AT*'s annual celebration. Make plans to attend this engaging industry event.

"I look forward to attending the Golden Ticket Awards because it's a great celebration of our industry and a chance to network in a very relaxed and supportive atmosphere," said Brian Knoebel, Knoebels Amusement Resort.

Bob Dean's Leisure Labs, LLC also agrees that the Golden Ticket event is the place to be. "If you want to gather, exchange information and get better acquainted with many of the great people (buyers and suppliers) in this industry in a uniquely intimate and informal atmosphere, the Golden Tickets is a must! It has become what the IAAPA Sum-

mer Meeting used to be."

Wonderland Park's Paul Borchardt now makes it his annual end of the year trip, "At the end of the season, I find that this activity is the break that I need. One gets to meet with many park friends and network with people who are in the amusement park business. The real bonus is you find out how serious the

Golden Ticket is. Plus, it's just great to see the parks and our many close friends."

Amusement industry professionals interested in attending the 2010 event should visit the Web site to learn more, and remember to keep checking back to the Web site as information changes.

• [www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com)

## And the Winner is... **YOU!**

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Registration deadline: August 30, 2010.

**2010  
 GOLDEN TICKET  
 AWARDS**

1 pm Friday, September 10th  
 through Saturday evening,  
 September 11th.

The 2010 Golden Ticket Awards ceremony starts at 8 p.m. Saturday, September 11th. Please plan your travel schedule accordingly.

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**WWW.GOLDENTICKETAWARDS.COM**

## NEWS IN BRIEF

**Broadway at the Beach hosts entertainment**

Broadway at the Beach located in Myrtle Beach, S.C., announced the details of the venue's exciting "Summer of Live Entertainment" which began June 1 and runs through Labor Day weekend. The event features a series of concerts, contests, fireworks, mascot meet-and-greets and more for the entire family.

The 2Thousand10 Concert Series, runs throughout the summer on the Celebrity Square Stage on Thursday nights. It showcases 15 popular performers and world-renowned bands including Everclear, Pat Benatar, Cowboy Mouth, Little River Band and Blues Travelers.

Each Tuesday at 7 p.m. through August 31, the festival entertainment complex will also host the free "Sprite Under The Stars" concert series. A "Fireworks Spectacular" will follow each concert at 10 p.m.

Other activities will include appearances by the eight-foot Margaritaville Stilt Walkers, the Dixie Strolling performers and live performances by Gabbie Rae and the Wow Factory. Visitors will have a chance to meet their favorite mascots in the mascot meet-and-greets on Wednesday nights at 6 p.m.

Broadway at the Beach is the largest festival entertainment complex in South Carolina.

**Alabama Adventure offers indoor show**

Alabama Adventure, located in Bessemer, Ala., debuted the all new Beat Street, a musical review in the air conditioned comfort of the new Star Theatre on May 29. The cast of 5 performers sing and dance to hit songs from the 60's, 70's and beyond. The show runs three shows daily and four shows on Saturdays.

"Alabama Adventure is excited to offer an indoor entertainment facility, the Star Theatre with a great cast performing in the all new show, Beat Street. We look forward to entertaining our guests in air conditioned comfort," says E.J. Randolph, general manager of Alabama Adventure.

**Crystal Springs Resort announces purchase of Mountain Creek Resort and Waterpark**

Crystal Springs Resort in Hardyston, N.J. recently announced the purchase of Mountain Creek, located in Vernon, N.J. This acquisition creates the region's largest and most comprehensive four-season resort destination. Spanning five miles through four townships (Vernon, Hardyston, Hamburg, Franklin), the combined resorts fill the historic Vernon Valley region with 15,000 acres of world-class, year-round amenities including award-winning golf courses, spas, hotels, a globally-renowned 80,000 bottle wine cellar, ski and snowboard venues, a waterpark, and mountain bike park.

Mountain Creek has been under the ownership of Canadian-based, Intrawest ULC for the past 12 years, during which time the resort invested significant capital installing five new lifts and ongoing snowmaking upgrades including at the time, the largest single installation in North America. In the non-winter seasons, the resort is home to the Mountain Creek Waterpark and the world-renowned Diablo Freeride Mountain Bike Park. The principal owners of Crystal Springs were the original builders of the existing waterpark.

Crystal Springs President Andrew Mulvihill enthused, "This newly formed mega-resort is unparalleled given the breadth, uniqueness and quality of its combined offerings to residents, day visitors and overnight guests. From this platform, we have major expansion plans to create a first-class tourist destination on par with New England and the Carolinas,

but with convenient proximity to the New York Metro area."

**Six Flags partners with Foursquare**

Six Flags Entertainment recently announced a partnership with location-based innovator Foursquare with the launch of a "Six Flags Funatic Badge" available to fans throughout all 11 Six Flags domestic parks nationwide. The program began on June 10 and continues through Sept. 7, 2010. Six Flags will offer Foursquare players "badges" and special prizes including a chance to win a 2011 50th anniversary "Exit Pass" allowing immediate ride access onto Six Flags signature coasters all season long.

"Foursquare presents another unique way for Six Flags to engage our fans while creating a virtual loyalty program," said Jackie Gagne, Six Flags director of direct and digital marketing. "What really separates Foursquare from other social sites are the game's incentives and the ability to share experiences with others."

Six Flags continues to expand its presence in the social media realm with active participation on several sites including Twitter, YouTube and MySpace; boasts more than one million fans through its national and local Facebook pages and hosts a national blog. The theme park company recently launched the Six Flags Fun Finder iPhone App, a free interactive, thrill guide designed to help guests maximize their fun at the parks; and will soon tap into the world of social gaming with the all-new Six Flags Mascot Park.

**International Theme Park Services provides safety audit for the Cincinnati Zoo's rides**

Shawn Haas, vice president of International Theme Park Services, Inc. in Cincinnati, Ohio announced the firm has signed a contract to provide a ride operations and safety audit for the Cincinnati Zoo.

ITPS has been contracted to audit the operations of the train, carousel and tram rides at the Cincinnati Zoo. The operational safety audit includes site visits to visually observe the operation and provide the zoo with a detailed report with recommendations and guidance on enhancing the safety of the operation. The audit also includes a full review of current training, maintenance and record-keeping procedures. Operating manuals will be evaluated and revised to provide standardized policies and procedures.

"The ride operations and safety audit is an important review that will allow the zoo to gain a better understanding of their operations and the audit will provide enhancements to further ensure the safety of the zoo's visitors and employees," remarked Haas.

In 2005, the zoo hired ITPS to develop the initial training program and operating manuals for the train ride. As part of this audit, ITPS will develop new manuals for the tram and carousel rides. Haas said, "these new manuals will provide the zoo with continuity in their rides training program and give their staff the proper tools to maintain the safest operation."

**Universal Studios Hollywood opens new International Cafe, offering healthy food**

Universal Studios Hollywood has opened the new International Cafe to provide theme park guests with healthy food choices in a casual, unhurried

European bistro-style atmosphere. The new cafe is part of NBC Universal's "Healthy At NBCU" initiative, which aims to connect consumers, marketers and employees with the company's health and wellness content.

The menu of food choices includes creative salads, cheese plates, and healthy artisanal sandwiches, along with juices, mineral waters and many other food options suitable for a relaxed, sit-down meal or an on-the-go meal for hungry theme park guests.

Located just adjacent to the theme park's "Streets of the World" film locations, which re-create European streets and plazas, the International Cafe offers indoor and outdoor seating.

Sample menu choices at the International Cafe include a shrimp cobb and Greek salads, a grilled vegetable sandwich with gorgonzola cheese, a turkey with muenster cheese and arugula sandwich and a "caprese-style" plate featuring heirloom tomatoes with mozzarella and basil.

Consistent with Universal Studios Hollywood policies for all of the theme park's restaurants, all foods at the International Cafe are trans-fat free.

Universal Studios Hollywood is a unit of Universal Parks & Resorts, a division of NBC Universal.

**Disneyland Resort provides sign language interpretation for guests with disabilities**

The Disneyland Resort in Anaheim, Calif., began in late June offering regularly-scheduled sign language interpretation at numerous shows and attractions at Disneyland and Disney California Adventure parks. As part of the resort's ongoing commitment to guests with disabilities, individuals have access to a schedule of offerings where interpretation is provided without having to make prior arrangements.

The new service is available every Monday and Saturday at Disneyland park and every Sunday and Friday at Disney California Adventure park. While no advance arrangements are necessary, it is recommended that guests request schedule confirmation at least one week in advance by calling Disneyland Resort Guest Relations at (714) 781-6176 [voice] or (714) 781-7292 [TTY]. Guests who request confirmation are contacted prior to their visit and are provided a current schedule complete with a list of attractions, dates and times of interpreted offerings.

**Parc Mgmt. announces new app for two parks**

Parc Management recently launched brand new smartphone applications for two of its top parks: Darien Lake Resort in Darien, N.Y. and Elitch Gardens in Denver, Colo. The free application, created by Macroview Labs, gives users instant access to hundreds of pages of interactive maps, ride information, phone directories, dining and shopping information, weather updates, concert information, and more.

The native iPhone application is available now for download in the Apple iTunes Store at:

- <http://itunes.apple.com/us/app/id376515464?mt=8>

- <http://itunes.apple.com/us/app/elitch-gardens/id376515739?mt=8>

The mobile web app can be accessed from Android phones, recent Blackberry phones and many other modern Internet-capable smartphones at:

- <http://app.GoDarienLake.com>
- <http://app.ElitchGardens.com>

## PEOPLE WATCH

**Drayton Manor appoints new park operations manager**

Drayton Manor Theme Park in Staffordshire, U.K., has appointed **David Bromilow** to the position of park operations manager.

A park industry veteran of more than 30 years, Bromilow brings a broad knowledge of the business to his new role having worked in both large and small parks around the globe in various capacities, in addition to other sectors of the leisure industry. A qualified mechanical engineer, his specific areas of expertise are considerable and include ride and attraction operations, maintenance, inspection, health and safety and risk management.

Bromilow's career in the parks industry began in 1977 when he became a senior maintenance engineer at the U.K.'s Blackpool Pleasure Beach. Five years later he moved to the U.S. as director of operations and engineering at Magic Harbour theme park in Myrtle Beach, South Carolina, followed by a position as director at consultants Coulter Hoffman & Associates, also in the U.S.

There followed 10 years as an independent consultant providing a range of services to clients in the theme park and other leisure sectors. More recently, Bromilow was with London based insurance provider SLE Worldwide as risk control manager, providing specialist risk management services.

"I'm absolutely thrilled to be working with the Bryan and Pawley families at Drayton Manor," he said. "It's a major U.K. park and I feel I have much to offer. It's a great environment at Drayton, both for the staff and of course for visitors, and I'm delighted to be part of that. And it's great to be back in the 'front line' of the business."

**Jim Seay joins National Aquarium board of directors**

**Jim Seay**, president and owner of Premier Rides, Inc. was elected to the National Aquarium's board of directors. Jim also holds several volunteer positions in the attractions industry where Premier Rides conducts business.

"Jim brings a wealth of knowledge to the National Aquarium from the attraction industry and we look forward to his contributions as a member of our board of directors," commented Executive Director David Pittenger. "Jim shares in our passion to provide superior visitor experiences, and we are particularly looking forward to his ideas in helping the Aquarium maintain an innovative edge as we grow as a conservation education organization."

The National Aquarium is an aquatic education and conservation organization with two locations, Baltimore, Md. and Washington, D.C.

**Freeman named new park president of S.F. New England**

Six Flags Entertainment Corp. recently announced that it has promoted **Jason Freeman** to the role of park president at Six Flags New England in Agawam, Mass.

Freeman has been with Six Flags for more than 25 years. He most recently served as the Corporate Director of Safety & Risk Management and Green Sustainability for the entire family of Six Flags Parks.

He began his career at Riverside Park in 1984 and grew through the ranks of both Riverside and Six Flags before accepting this newest position. Freeman also serves as the current president of the New England Association of Parks and Attractions.

**Stefanie Nation joins BPAA**

The Bowling Proprietors' Association of America (BPAA), based in Arlington, Texas, announced **Stefanie Nation** has been hired as BPAA tournament coordinator. Nation will be responsible for leading the efforts for BPAA tournaments such as the North Pointe Insurance Group High School Singles Tournament, the QubicaAMF International Family Tournament sponsored by Georgia Coffee and future tournaments. As a member of BPAA's Meetings and Events Department, Nation will also assist in coordinating tournaments for the United States Bowling Congress (USBC).

Steve Johnson, BPAA executive director, says Nation is a natural fit for the position. "As a current member of Team USA and a long-time competitive bowler, Stefanie knows what successfully run tournaments are all about." Johnson added, "Hiring someone with Stefanie's bowling talent and expertise shows BPAA's continuing commitment behind tournaments with bowling proprietors across the country."

Nation, a Team USA member since 2005 and Singles World Champion in 2009, is also a 2-time PBA Women's Series champion. While achieving her undergraduate and graduate degrees from the University of Central Florida, Stefanie was a 2006 Collegiate All-American for the "Striking Knights." She most recently was project coordinator for the USBC and a USBC ambassador since 2006.

**Bromilow****Seay****Freeman**

## Riding the Market



This information is believed to be accurate, but is not guaranteed. Returns provided do not include reinvestment or dividends.

Company	Stock Name	Prices 07/19/10	52 weeks	
			High	Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$13.24	\$15.79	\$6.03
MGM Mirage	MGM	\$9.55	\$16.66	\$6.41
Six Flags Ent. Corp.	SIX	\$33.08	\$42.00	\$31.95
CBS Corp.	CBS	\$13.86	\$16.98	\$7.02
Walt Disney Co.	DIS	\$33.31	\$37.98	\$24.77
Great Wolf Resorts, Inc.	WOLF**	\$2.00	\$3.95	\$1.80
Landry's Restaurants	LNRY	\$24.41	\$25.56	\$8.48
Blackstone Group	BX	\$10.10	\$17.22	\$8.93
Village Roadshow	AU:VRL***	\$2.07	\$2.54	\$0.94
NBC Universal	GE	\$14.62	\$19.70	\$11.25

Region (U.S.)	As of 07/19/10	Change from year ago
East Coast	2.913	0.399
Midwest	2.866	0.396
Gulf Coast	2.859	0.416
Rocky Mountain	2.902	0.343
West Coast	3.042	0.447
California	3.116	0.413

**ON-HIGHWAY DIESEL PRICES**

Prices per gallon; Information provided by U.S. Department of Energy

**TOP 7 MOST TRADED CURRENCIES**

\$\$\$	TOP 7 MOST TRADED CURRENCIES
	On 07/19/10 \$1 USD =
0.77380	EURO
0.65385	GBP (British Pound)
86.63042	JPY (Japanese Yen)
1.05100	CHF (Swiss Franc)
1.15170	AUD (Australian Dollar)
1.05813	CAD (Canadian Dollar)

**Bobbejaan Schoepen, Belgium's Bobbejaanland founder dies at 85**

Bobbejaan Schoepen, the founder of Belgium's Bobbejaanland, died on May 17, 2010. He was 85.

The son of a blacksmith, he was born as Modest Schoepen in 1925 and felt destined to develop a career in music. Inspired by an encounter with Elvis Presley and numerous trips to Nashville, he represented his home country of Belgium at the 1957 Eurovision singing competition.

After gaining notoriety, the singer grew weary of touring and decided to build his own

theater in 1960 near the village Lichtaart. The property eventually evolved into Bobbejaanland.

Schoepen regularly performed at the theme park and encouraged three of his children to work there. His son Jacky eventually became the general manager but departed when his parents sold their stake in the venue to Parques Reunidos in 2004.

Bobbejaanland decided to keep its founder's name and remains one of Europe's most popular theme parks.

**Picsolve appoints Kishor as chairman**

Picsolve International Ltd, based in Derby, U.K., announced the appointment of **Roy Kishor** as chairman of the board of directors and a non-executive director.

Kishor has a long and successful track record of growing companies. His experience spans strategy, building and developing management teams and creating and developing deep relationships across large customer bases.

He originally served on a number of boards in the automotive industry, including Evans Halshaw, a publicly quoted motor dealer group and now works as chairman with companies across a number of sectors, including marketing services, technology, exhibitions and automotive products and services.

**Cedar Fair appoints two new board members**

Cedar Fair recently announced that it has expanded its board to nine members per its previously announced agreement with Q Funding III, L.P. and Q4 Funding L.P. **Eric Affeldt** and **John M. Scott III** have been appointed as Class I Directors of its general partner that began June 7, 2010, with a term ending 2013.

Affeldt is president and chief executive officer of ClubCorp Inc., a position he has held since 2006. Prior to joining ClubCorp, he was a principal of KSL Capital Partners, the private equity firm that purchased ClubCorp in 2006. He also previously served as president and CEO of KSL's former golf division, KSL Fairways; vice president and general manager of Doral Golf Resort and Spa in Miami.

Scott is president and chief executive officer of Rosewood Hotels & Resorts, a position he has held since 2003. Prior to joining Rosewood Hotels & Resorts, he was the managing director of acquisitions and asset management for Maritz, Wolff & Co., a private equity real estate fund. He began his career with the Interpacific Group where he held senior hotel management positions and in 1994 joined the Walt Disney Company as manager of business development and strategic planning for both the Disney Development Company and Walt Disney Attractions groups.

In other news, the company re-elected **Richard S. Ferreira**, **Richard L. Kinzel** and **C. Thomas Harvie** to the board of directors of its general partner, Cedar Fair Management, Inc., to terms expiring in 2013.

The limited partners also confirmed the appointment of DeLoitte & Touche LLP as the company's independent registered public accounting firm.



# NEWS & NOTES

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## AIMS by-law changes allows associate members to serve on board

In 1971 when there was little or no regulations governing the design, operation, or maintenance of amusement rides, Harold Chance convinced the board of directors of the American Recreation Equipment Association (A.R.E.A.) to sponsor an educational ride safety seminar. This seminar was very successful and during the years, AIMS has continued the tradition of offering top

quality educational training to operators, maintenance personnel, designers, and inspectors.

With the growth and changes in the industry, ASTM has become the accepted standard for design, operations, maintenance, and inspection of amusement rides. With these changes more and more owner/operators have wanted to take a direct role in the safety educational train-

ing system of AIMS. In order to accommodate these requests, AIMS has changed its by-laws to allow an associate member to serve on the board of directors. The first election of a board of directors in which this may take place will occur at the next general membership meeting. This meeting will be in Orlando during the safety seminar week of November 2010.

AIMS believes this new by-law change, found in article iii section 1b of the by-laws, will provide an excellent opportunity for owner/operators to have a direct impact on AIMS and the training we supply.

For questions or concerns on this subject contact Mark Moore, AIMS president at (714) 343-4577 or via email at mark@uremet.com.

“*There is no better resource to find out what is happening in our industry worldwide. Also, by sharing industry-related education and experiences at AIMS helps all to handle problems and situations the right way.*”



—Hector Maria, Operations Manager,  
The Track, Branson Mo.

## AIMS improves audio visuals through silent auction

Each year AIMS conducts its annual safety seminar. This requires large quantities of audio visual equipment. Each year there is a certain amount of equipment that has to be replaced adding to the overall costs. In order to help defray the costs of this equipment while at the same time highlighting some of the companies that send people as students and instructors, AIMS conducts a silent auction of donated logo items. All proceeds from the silent auction go to the AIMS audio visual fund to help purchase and repair needed equipment to help make the classroom presentations as professional as possible.

The next AIMS Safety Seminar will be November 13-18 in Orlando, Florida dur-

ing the IAAPA Expo. During this week AIMS will also conduct their silent auction. If you would like to highlight your company send logo or amusement items to the following address:

**AIMS Silent Auction**  
1829 N. Richmond  
Wichita, Kan. 67203

AIMS will inventory the items and artfully display them during the safety seminar so that your company and/or the person donating the items receive recognition. All items donated should be boxed and labeled “silent auction” and should be shipped to arrive prior to November 5, 2010. If you have any questions regarding the silent auction please contact the AIMS office at (714) 425-5747.

## Amusement industry supports efforts by ASTM International

**Patty Sullivan**  
Eli Bridge Co.  
AIMS Treasurer  
bigeliceo@aol.com

Dad’s 85th birthday was yesterday, so I had invited him over for dinner last night. As we were visiting in between bites, I told him about the fellow from Carnegie Mellon who intended to start a new standard with ASME for the Amusement Engineers.

He asked, “Why would anyone want to start from scratch when ASTM, International already has a committee doing just that? Is he envisioning creating standards for something other than amusement rides and devices in the entertainment industry?”

I told him that, as I understood it, Dr. Wesner is an adjunct faculty member at the Carnegie Mellon Engineering Department and the Entertainment Technology Center and is a member of a small group trying to start a similar committee under



Sullivan

ASME. I was surprised because ASTM International is where all the amusement industry engineers, manufacturers, operators, and general public — approximately 500 members — are now spending their energy, time and money on developing standards. Although it is an ongoing process, the standards that have been created are the best and most comprehensive standards developed internationally and certainly the most overwhelmingly used in the U.S.

Dad had been instrumental in getting the F-24 Amusement Rides and Devices Standards committee started under ASTM in 1978 and served on F-24 until around 1990. I joined before he resigned, am now very involved in the whole process and was, for six years, the chairperson of the Design and Manufacturing subcommittee. So we are both very familiar with the painfully slow process of developing new standards and then “growing them up” as the committee and technology evolve.

ASTM International F-24 committee is the place

to make your voice heard with regards to amusement ride safety and AIMS encourages all its members to join and to be active in this committee. It is a great opportunity to network and to be around some of the best and brightest minds in the industry from around the world. In fact, at least 23 countries were represented by those involved in creating the new “World Standards” for the Design standard F-2291.

The F-24 committee is made up of a diverse group of individuals, many of whom have become life-long friends, all working to improve the safety of the amusement ride industry. Improving safety is also the most cohesive factor of the process when there are differences of opinion and consensus among members needs to be reached. All ASTM International Standards are reached by consensus of its members. Everyone has a voice.

F-24 is always looking for more members and AIMS would certainly invite Dr. Wesner from Carnegie Mellon to become a contributing member.



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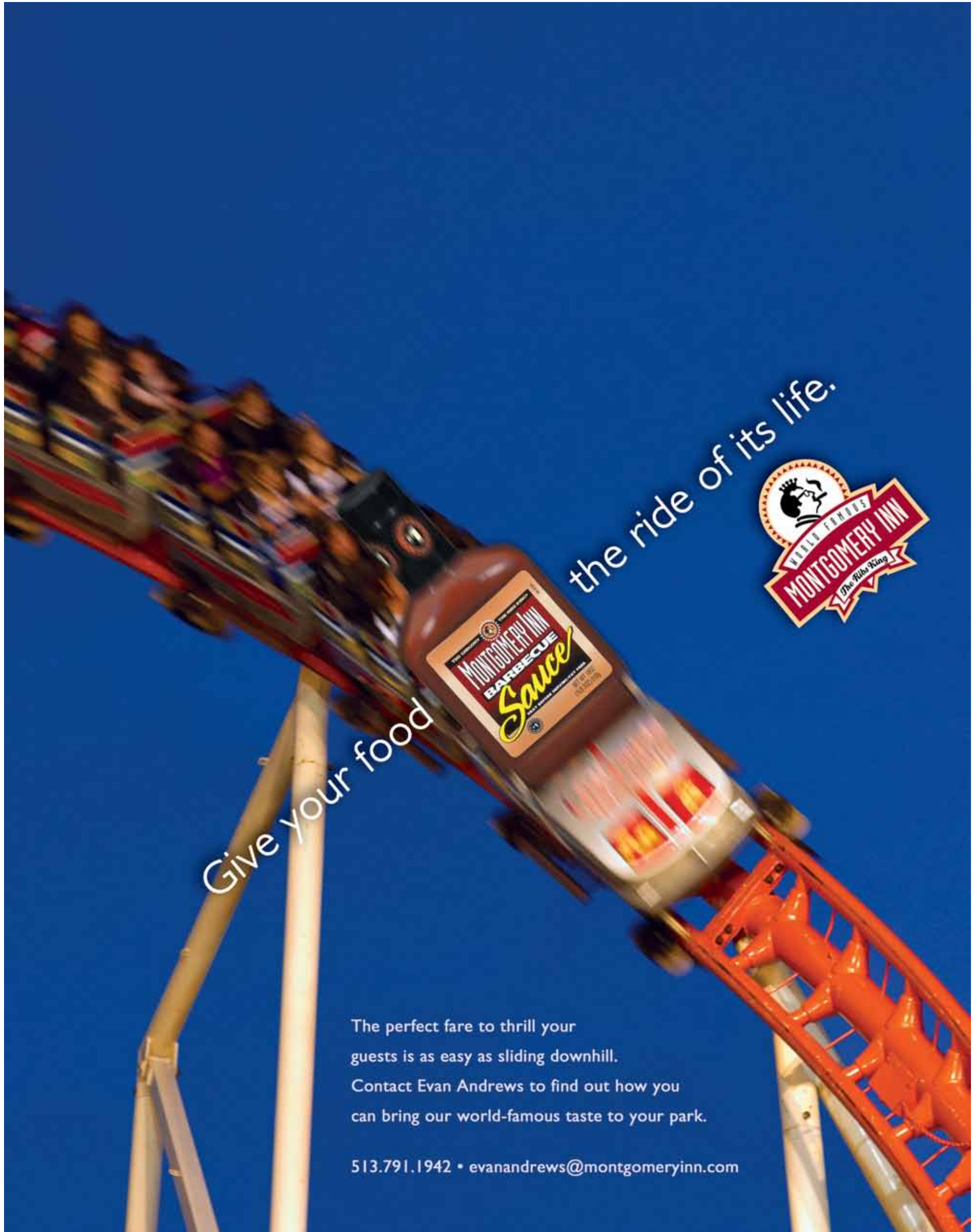
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## BRIEF

### Cal State Fair slashes food prices by 25 percent

Officials at the California State Fair, Sacramento, July 14-Aug. 1, announced on the first day of the event they had decided to slash food prices by 25 percent. Foods that once cost \$4 will now cost \$3.

According to a report on *The Sacramento Bee* Web site, to make the new pricing easier on the fair's 105 food vendors, officials also lowered rents to 18 percent of their gross food revenue. That is down from 22 percent in 2009.

The California State Fair saw a 15 percent dip in attendance last year from 2008. Attendance was 676,000 in 2009. Officials hope more fair guests will come to this year's event to take advantage of the lower food prices.

Some new foods fairgoers were expected to find this year include chocolate-covered scorpions, grilled frog kabobs, chocolate-covered garlic on a stick, and chocolate-covered bacon.

Butler Amusements was to provide the midway for the California State Fair, bringing in 64 rides and 45 games.

Other attractions were to include the Jungle and Reptile Experience, new this year; the California Forest Center; equine events, and fireworks.

## San Diego County Fair breaks attendance record

Pam Sherborne  
*Amusement Today*

There were 110 food booths, 600 commercial booths, 79 amusement rides, 2,000 hours of entertainment (not including the grandstand stage), 270 zombies in the Michael Jackson Day Thriller dance and 113 participants in the Bubble Gum Blowing Contest at the 2010 San Diego County Fair, Del Mar, Calif.

These highlights and more attributed to the event setting an attendance record for the second consecutive year, with 1,138,500 guests hitting the grounds for this year's event. The fair ran for 22 days between June 11 and July 5, closing on three Mondays, June 14, 21, and 28. In 2009, there were 1,274,442 guests.

"One of the things we felt we had going for us was the economy," said Linda Zweig, information and media relations manager. "People aren't traveling as much and they are looking for more bang for their bucks. That is what we tried to give them. We did a lot to help them save with discounts and promotions."

Attendance tally wasn't the only record-breaking number. The fair set a record for highest average daily attendance at 60,841. The previous record was 58,843, set in 2008 when the fair was 21 days. The largest one-day attendance during the 2010 fair was Sunday, July 4, with 82,984 fairgoers, coming very close to the largest single-day attendance ever that was set on July 3, 1998, with 101,867 guests.

In the second week of July,



**The San Diego County Fair set an attendance record this year for the second consecutive year drawing 1,138,500 fairgoers. The independent midway featured 39 rides on the Fun Zone midway and another 40 on the Kiddieland midway.**  
PHOTOS COURTESY  
SAN DIEGO COUNTY FAIR



revenue figures hadn't been released, but Tim Fennell, CEO and general manager, had said he expected those figures to also be a record.

In a story posted on [signonsandiego.com](http://signonsandiego.com), Fennell said: "During these challenging times, we were particularly proud to present a fair

that provided great entertainment and value for our guests. The fair is really about people, people having fun, people being entertained, people being educated and people making memories that will be remembered for years to come."

The San Diego County Fair is an independent mid-

way. There were 39 rides on the Fun Zone midway and another 40 on the Kiddieland midway. There were 40 different types of games of skill in both locations.

The Wisdom Viper, brought in by Showtime Rides, Dallas, Texas, was new this

► See SAN DIEGO, page 42

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Chestnut Identity Apparel, Inc.

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## ▶ SAN DIEGO

Continued from page 41

year as was the Steve VanderVorst's German Fun House. Majestic's Quadzilla, brought in by Talley Amusements, Ft. Worth, Texas, was new to Kidland.

VanderVorst said the fair was very special this year.

"The German Fun House has been in our family for many, many years," he said.

This was VanderVorst's 26th year at the San Diego County Fair.

New fair attractions included Star Trek Live, an interactive attraction presented by Mad Science Productions, Montreal, Que. In Star Trek Live, participants had to defeat alien adversaries using modern communications, space travel and NASA technology.

Rock Out Karaoke brought its new unique form of entertainment to the fair for the first time this year. This live performance group, from San Diego, combines the action of a live rock band with audience participation where individual singers take the stage with the live band.

Another new feature added this year was Comedy Nights at the Fair held every Friday night of the fair.

Entertainment abounded on the Grandstand Stage as well as nine other stages and entertainment venues. Some

### San Diego County Fair Top 10 Rides

*(Name of ride, ride manufacturer, ride owner)*

1. **Crazy Mouse**, Reverchon, S.J. Entertainment
2. **Fast Trax**, Fabbri, State Fair Attractions
3. **La Grand Wheel**, Carousel Holland, Ray Cammack Shows
4. **Sky Ride**, Seatrek, RCS
5. **Hi Miler**, Miler Coaster Co., RCS
6. **Magnum**, Mondial, Wood Entertainment
7. **Xtreme**, KMG, Demas Enterprise
8. **Sky Flyer**, Zamperla, Bishop Amusement
9. **Techno Power**, Tivoli, Wood Entertainment
10. **Speed**, KMG, RCS

entertainers this year included Luis Fonsi, Blue Oyster Cult, Mondays Alibi, and Peachy Keene. There was the Demolition Derby, a hypnotist, the Camel Dairy, the butter sculptor Jim Victor, and Swifty Swine Racing Pigs.

New competitions were added this year including Next Food TV Star Competition to go along with the fair's 2010 theme "Taste the Fun." Eight finalists that had already been selected before the fair did simulated live cooking shows on different days throughout the fair with a winner asked back to do a live taping on July 5.

The "Taste the Fun" theme also drew new foods including Deep Fried Klondike Bar, Deep Fried Pop Tart and Beef Kabob, all brought to the fair by Chicken Charlie's, which was also the top food vendor for 2010. Other new foods included Funnel Cake on a

Stick, Deep Fried Butter, Buffalo Chicken Fry Break, Sweet Potato Fry Dog, Chocolate Dipped Pickles, Pickle Corn Dog and the Four-Pound Belly Buster Burger, a giant burger 11 inches wide and 10 slices of cheese.

Zweig said that on Tuesdays at the fair, guests could go to any food concessionaire, pay \$2 and get a taste from the vendor.

"And, it wasn't just a little taste, but quite a bit of food," Zweig said. "You could go to, say, five food vendors, spend \$10 and get a lot of food."

The San Diego County Fair also uses all the new technology. There were 808,285 hits on the fair's Web site, which reflects a 20 percent increase from 2009. There were 6,114 official friends on Facebook, 1,443 followers on Twitter, and 12,976 views for fair videos on YouTube.

## Lawn mower races added to lineup at California State Fair

The California State Fair, Sacramento, Calif., July 14-Aug. 1, was expected to hold its first ever Lawn Mower Races, "Grasscar," the first weekend of the event. They were to take place throughout the day on July 17 and 18.

Being presented by the Pacific Lawn Mower Racing Association, the lawn mowers in these races can go up to speeds of 60 mph or more.

"It is a great opportunity to bring the thrilling excitement of lawn mower racing to fairgoers," said Paul Gillingham, program director/ event services.

The event was to be held in the Rodeo Arena.



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# 2010 Placer County Fair success just the beginning of a comeback

**Pam Sherborne**  
*Amusement Today*

Her mission is to bring back the fun and energy. It seems new Placer County Fair CEO Joan Bartosik is on the right road. Her fair, which ran June 24-27 in Roseville, Calif., jumped in attendance from 10,000 in 2009 to 25,000 this year.

"It was really a shot in the arm for us," Bartosik said.

Bartosik took over as interim CEO in November 2009. She was named permanent CEO in April. Attendance had been declining for a number of years.

"I was facing a very low level of enthusiasm," she said. "You know, everyone likes to be part of something successful. When there are people around having a good time and you are getting positive feedback, it really means a lot."

Bartosik is no stranger to the fair industry. She has been part of it since 1983, starting at the San Diego County Fair, Del Mar, Calif. She has been involved with special projects and consultations with the fair industry and was deputy director at the El Dorado Fair, Placerville, Calif.

For nine years she ran the Mountain Mandarin Festival, held annually in November at the Gold County Fairgrounds, Auburn, Calif., taking it from a small street festival with an

attendance of about 1,500 to a two-day event with an attendance of 18,000 in just two years. Today, the festival runs three days and draws as many as 30,000 guests.

And, Bartosik has a constant influx of fair industry information since she is married to Norb Bartosik, CEO and general manager, California State Fair, Sacramento.

"We met through our involvement in the fair industry," she said. "This past year, it has been a challenge just to see each other. I wanted him at my VIP reception and he was doing orientations."

But, Bartosik took the reins of the fair and quickly made some changes. First, since the carnival contract with Shamrock Shows, Fontana, Calif., was up, she put that out to bid. Shamrock and Wold Amusements, Hanford, Calif., both bid on the fair. Wold Amusements was selected.

Wold Amusements brought in between 26 and 28 rides and a variety of games. The fair ran without games in 2009.

"I think this fair has a lot of potential to grow," Wold said. "In looking back over the history that was included in the Request-for-Proposal, it seemed attendance really started to drop over the last three years.

"I think we pretty much doubled the ride gross," he said.

▶ See PLACER, page 45



AT PHOTO/SUE NICHOLS

**Wold Amusements, Hanford, Calif., provided 25 rides and a variety of games for the Placer County Fair, Roseville, for 2010. This is the first year Wold Amusements has played this fair.**

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# Napa County Fair successful despite slight drop in attendance

When all numbers are in, Carlene Moore, CEO, Napa County Fair, Calistoga, Calif., expects total attendance to reflect a five percent drop in attendance, but the first-year CEO feels the fair was a success.

Moore came on board as the head of the fair last January. She made some changes and has had some positive feedback as a result. By the time all numbers are tallied, Moore said attendance would be close to 20,000. Paid attendance was 12,419. With promotional comps, attendance rose to 15,165.

"We still have to count our pre-sales," she said. "But, even though attendance was down some, we were up in everything else – food sales, the carnival and parking."

Helm & Sons, Colton, Calif., provided 22 rides for the midway this year. This was the seventh year the carnival played the fair.

Some changes to the fair this year included a different layout to exhibits. An interactive kids area was added this year as a free attraction. It offered a variety of activities such as hands-on learning,



AT PHOTO/SUE NICHOLS

Helm & Sons Amusements, Colton, Calif., provided 22 rides for the Napa County Fair, Calistoga, Calif. This is the seventh year the carnival has been at this fair. Shown here is the show's Chance Century Wheel.

arts and crafts and an interactive circus.

"We added an antique tractor show and a new science exhibit," Moore said.

For next year, she plans to expand the interactive activities such as wine and olive oil

exhibits. "We want to focus on local products and do more interactive activities," she said. "We don't want to do things that will cost the fairgoer more money."

—Pam Sherborne

## PLACER

Continued from page 43

"They did a great job," said Bartosik about the carnival. "We were very happy with the carnival. I hope we will be able to grow together."

Even though Wold has been in the carnival business for 26 years, this is his third year being a carnival owner.

Then, with the board's approval, the fair dropped admission fees. Admission into the 2009 fair was \$7 for adults.

"The timing was really great for that because of the economy," Bartosik said.

She used a formula to determine 2010's attendance. She looked at per caps from the 2009 fair, then took the 2010 gross food sales and parking fees to come up with this year's attendance.

Then, Bartosik decided to go dark with car racing during the fair. There are regular Saturday night car NASCAR races on the grounds through-



AT PHOTO/SUE NICHOLS

Joan Bartosik, new CEO of the Placer County Fair, Roseville, Calif., made some changes to this year's event resulting in an attendance increase from 10,000 in 2009 to 25,000 during its run June 24-June 27. Here with Joan is Jason Wold, Wold Amusements, Hanford, Calif., who provided the midway this year, his first time as well. Bartosik said she hopes the fair and carnival will have a productive future of growth.

out the season. Instead of racing during the fair, Bartosik booked in three paid grand-

stand events – a mixed martial arts show, monster trucks, and

► See PLACER, page 45



**Heart of America going strong**  
Heart of America Shows, Pasadena, Texas recently played a parking lot date in Plainview, Texas. Owner Butch Cory was on hand. He provided rides, food and games. Among the rides were an A.R.M./Larson Super Shot Tower, a Fabbri Kami-kaze and a Tivoli Orbiter. AT PHOTOS/GARY SLADE

**► PLACER**

Continued from page 44

demolition derby.

"Tickets were \$15 for adults and \$10 for children," she said. "We didn't sell out, but we had a very good attendance."

Even though NASCAR races weren't held, there was another type of racing this year – lawn mower racing presented by the local affiliate of the U.S. Lawn Mower Racing Association.

"We built a track and called it the Sunset Raceway," she said. "We had sanctioned lawn mower races and had a very strong response. We got a lot of mileage out of this with the media. In fact, one day we had local media personalities out here racing. It was really great. Those lawn mowers can go up to 60 mph. I think we will have a lot of community response next year because this is definitely one thing we will bring back."

Bartosik also plans to bring back grandstand entertainment next year instead of the NASCAR racing.

But, last month she wasn't sure what she would do about free admission.

"We will just have to see where we are once the final numbers come in," she said. "This year, I planned this fair just as if I would take on a gate admission. We did increase parking \$1 to \$7. We doubled our carnival pre-sale tickets. The carnival grossed \$100,000, a 30 percent increase."

"I would like to think that maybe we broke even because of the increase in attendance, but that probably didn't happen," Bartosik said. "We will just have to look at it."

She knows she does want to build upon community involvement. She wants to increase the number of competitions and contests, looking at low-cost but high involvement events.

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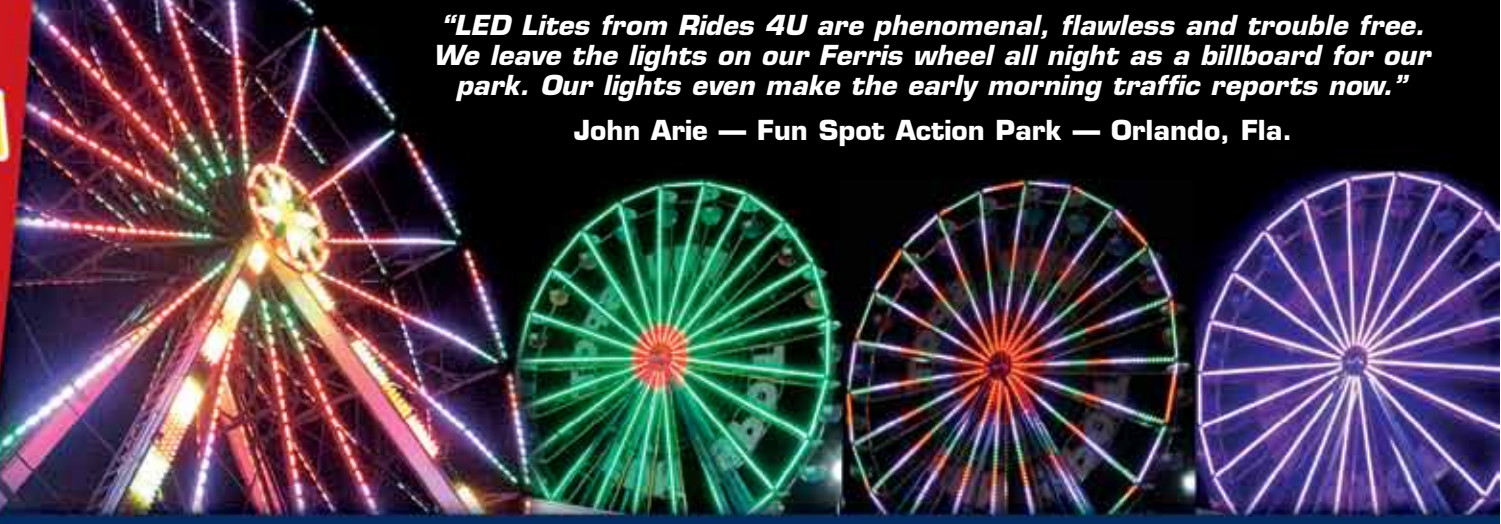
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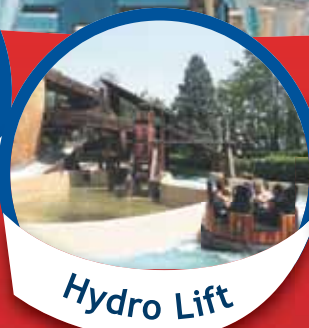
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