

AMUSEMENT TODAY™

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Rev-O-Lution spins into Lake Compounce

Zamperla Mega Disk'O highlights summer at America's oldest amusement park

STORY: Scott Rutherford
srutherford@amusementtoday.com

BRISTOL, Conn. — Connecticut's Lake Compounce, the nation's oldest amusement park, is marking its 166th anniversary this season with a new ride, attractions and various other improvements.

Topping the list is Rev-O-Lution, a flashy new European addition to the park's ride lineup. Replacing the classic Rotor attraction, this modern, high capacity flat ride is a Mega Disk'O supplied by Italy's Zamperla.

Located just in front of the area once occupied by the Rotor, Rev-O-Lution seats 24 riders on outward-facing pedestal seats similar to those found on Zamperla's popular Moto-Coasters. The disk and its U-shaped half-pipe track sport a blue-and-orange color scheme. During operation, Rev-O-Lution reaches a height of nearly five stories above the ground on either end of its track. Both the disk and the running rails are outlined in brilliant white lights, which add another dynamic dimension to the guest experience when Lake Compounce is open after sunset.

If the size of the queue spilling out onto the midway is any indication, the park has another winner in its newest ride. "Guests of all ages have really



Lake Compounce celebrates its 166th anniversary with the Rev-O-Lution, a 24-seat Mega Disk'O supplied by Italy's Zamperla. The new ride replaces the park's classic Rotor.
AT/SCOTT RUTHERFORD

been responding positively to Rev-O-Lution," said Sara Frias, Lake Compounce's director of marketing. "The gigantic smiles on their faces as they are riding say it all!"

In addition to the Rev-O-

Lution, Lake Compounce also opened Dippin' Dot Sundae Shop featuring Dot Sundaes and Dot Floats along with Zeb's Paintball. The latter is an in-house designed and built paint-

▶ See **COMPOUNCE**, page 4



Morey's Piers' new-for-2011 attraction – It – is a KMG Fireball swinging pendulum ride. Representing KMG on the ride sale was New Jersey-based Rides-4-U.
AT/SCOTT RUTHERFORD

Morey's Piers' new KMG Fireball lights up shore

STORY: Scott Rutherford
srutherford@amusementtoday.com

WILDWOOD, N.J. — Over the last few years, the Morey family has been discussing ways to breath new life into their Surfside Pier property, which is located at 26th Street and the boardwalk in Wildwood, N.J.

"Inspiration for an attraction can come from just about anywhere," explains Jack Morey, executive vice president of Morey's Piers, who travels to carnivals and amusement parks all over the world to keep abreast of industry trends. "We want-

ed a new ride that was tall and loud with bright lights. And we wanted it to have a relatively small footprint to preserve space for an \$11 million wooden roller coaster coming to the park next summer."

The family found just what they were looking for thanks to Dutch ride manufacturer KMG and New Jersey-based Rides-4-U, the firm that brokered the deal for Morey's Piers' newest addition to its already impressive line-up. The new attraction – It – is a KMG
▶ See **MOREY'S**, page 4

NEWSPAPER

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Six Flags and innovation



Slade

Six Flags Over Texas was developed by Angus G. Wynne, Jr. as a way to help fund his startup Great Southwest Industrial District. It did just that and much more. Thanks to the many industry legends involved, the Texas history theme park was an instant success. In its early years it shared the same mindset that proved to be Disneyland's successful formula.

That success led to both Wynne and Walt Disney visiting each other's parks on an annual basis, after all, the two themers were the only parks of their kind at the time.

That loosely-based friendship would help lead to several 'industry' firsts that would be enjoyed by the Texas park.

Arrow Development got its ride start thanks to Walt giving the California firm several ride projects during the original building of the Anaheim park. The Arrow name was brought to Wynne as the source for new industry 'themed' experiences. Wynne would only consider rides that could be themed or rides that were very unique in design. The end result from Arrow was the very first log flume ride and the first mine train type steel coaster.

The Six Flags' need for innovation didn't stop with just Arrow. A Switzerland-based company called Intamin would soon have several former Von Roll skyride employees, with whom the park had trusted following the opening of the Von Roll skyride in 1961. Although Intamin brokered a small ride to the park called Jet Set, it was the massive undertaking of building a replica oil derrick observation tower a few years later, that would thrust the company into the ride building business.

Opening in 1969, the 300 foot tall Oil Derrick became Intamin's first ride. The new tower let park visitors view the skylines of both Dallas and Fort Worth from heights of 251 and 267 feet. Disneyland's much publicized icon was the Matterhorn Mountain. Six Flags Over Texas now had the Oil Derrick as its icon.

As Six Flags Over Texas celebrates this 50th anniversary, one can only wonder what industry innovation, or icon, is in store during the next 50 years.

—Gary Slade

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

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, srutherford@amusementtoday.com

Making the most of what you've got



Mellor

The off-season has passed and that special time of year those of us in the amusement industry live for is finally upon us. Though I dearly love the crisp nights of autumn and look forward to colorful foliage and the promise of holidays to come at year's end, it is *this* time I most enjoy. Long days of endless blue skies over crowded midways and fairgrounds is our reward for the cold and snow many of us endured during the downtime.

Whether you're "Goin' down the shore" or headed to "The beach," those and other similar phrases evoke the same emotional response: a feeling of anticipation and simple joy at the prospect of finding something amusement-related for entertainment at the ocean. The true seaside amusement park is a destination that exemplifies all that is summer. While inland parks and traveling shows are wonderful in their own right, there's something special about parks that hug the coastlines. I'm fortunate to be employed in a capacity that requires me to experience many such locations. And now my job has brought me to one

of those very special places.

A warm ocean breeze and the excited cry of a wheeling gull fills the morning air as I write this on the fifth-floor balcony of a classic 1950s hotel overlooking the broad expanse of white sand and blue-green water that make up the Wildwood, New Jersey landscape. In the distance, the silhouette of a wooden roller coaster and a Ferris Wheel on Morey's Piers both rise up through a light fog that will soon burn off. At rest in the rising sun, those rides and all the others patiently wait for the stroke of noon when they will awaken and accept their first eager passengers of the day.

Next stop on this working vacation is Seaside Heights and its two piers followed by visits to other amusement centers on the Jersey shore and points north. And then we hit that hallowed strip of ocean-side real estate in Brooklyn where it all began – Coney Island. That legend by the sea is making a comeback thanks to the efforts of those stalwarts who've stuck it out over the dark years, and the newcomers eager to make their own mark. This summer is starting off just the way I like it.

So here's to wishing everyone fair skies and good luck.

Have a great season!

AMUSEMENT TODAY STAFF

Gary Slade, Founder
Publisher and Editor-in-Chief
(817) 460-7220
gslade@amusementtoday.com

Stacey Childress
Web & Graphic Design
(817) 889-4441
schildress@affinitymm.com

John Robinson / W.H.R. Inc.
Daily E-mail Newsletter
johnwrobinson@cinci.rr.com

Tim Baldwin
Editorial
tbaldwin@amusementtoday.com

Pam Sherborne
Editorial
psherborne@amusementtoday.com

Scott Rutherford
Editorial
srutherford@amusementtoday.com

Bubba Flint
Cartoonist
bflint@amusementtoday.com

Sammy Piccola
Accounting / Circulation
(817) 460-7220
spiccola@amusementtoday.com

Sue Nichols
Advertising
(615) 662-0252
snichols@amusementtoday.com

Beth Jenkins
Advertising
(615) 794-7288
bjenkins@amusementtoday.com

Contributors: Dean Lamanna, Andrew Mellor, Richard Munch, Jeffrey L. Seifert, Janice Witherow, WHR Inc., Eric Youkin

AMUSEMENT TODAY

Deliveries
2012 E. Randol Mill Rd, Suite 203
Arlington, Texas 76011

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2 MINUTE DRILL



COMPILED: Janice Witherow

Deborah Eicher, Picsolve Inc. USA

Deborah Eicher has been with Picsolve, one of the world's leading ride photography companies, for only two years, but already she is making a name for herself. No stranger to the industry, prior to Picsolve, Deborah was president of Flight Avionics of North America, which specializes in partnerships with attractions throughout the U.S. Originally from Iowa, she has resided in sunny Florida for the last 12 years where she relishes time on the beach and days with her daughter.



Deborah Eicher, left, and Charlie Bray, IAAPA, present during the 2010 Golden Ticket Awards at Busch Gardens Williamsburg.

Title

President, Chief Operations Officer, North America.



Eicher

Number of years with Picsolve Inc. USA

Two years, 12 years in the industry.

Best thing about the industry

The collective passion in the industry to deliver an exceptional experience and the lasting friendships made along the way.

Favorite amusement ride

Goliath at Six Flags in Atlanta.

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

An accountant, attorney or in some form of retail.

Biggest challenge facing our industry

Keeping the guests at the attractions in a prolonged difficult economy.

The thing I like most about amusement/water park season is ...

Knowing the kids are out of school and looking for fun in the sun!

My favorite summer movie was ...

Jaws! And that didn't keep me away from the beach!

The last vacation I took was to ...

Antigua for a week of SCUBA diving with sharks, stingrays and barracudas.

Would you fit in better in a big city or small town?

I grew up in a small farm town in Iowa, so I always prefer small towns, but I love to visit any big city.

I have always wanted to ...

Fly an airplane, keeping an eye out for my idol Amelia Earhart.

Favorite cocktail

Anything with a small umbrella in it!

You are in the airport. What do you usually do while waiting for your flight?

Catch up on e-mails and make calls.

If I could choose a cartoon character to bring to life, it would be ...

Superman.

Favorite summertime sport to play

Frisbee or surfing, anything on the beach.

The last time I wore high-heeled shoes was ...

At dinner at the Grand Floridian.

Pick one to watch: ESPN or HGTV?

ESPN all the way.

In one word, describe your car

Comfortable.

My dream house is ...

On the beach with a deck facing the sunset.

After a long day, I relax by doing this

A work out at the gym.

On a typical Friday night, I am ...

With friends and family or shuttling my daughter around.

My commute to work is ...

A time to reflect and plan.

You have just won the lotto. The very first thing you do is ...

Make a plan to take care of my family and then go to work!

Favorite breakfast food

Yogurt and granola with a banana.

The celebrity who is really getting on my nerves lately is ...

Charlie Sheen.

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1905:** A lion escaped its enclosure on the evening of August 22, at **Electric Park**, in Vailsburg (Newark), N.J. where an estimated 5,000 guests were enjoying the park. Many were hurt as the crowd tried to leave the park. The lion was captured safely, and harmed no one during its two hours of freedom.

•**1917:** Cedar Point's newest roller coaster, the **Leap Frog Railway**, opened August 25, in Sandusky, Ohio. The delay wasn't weather related, but attributed to a limited labor force available during the war raging overseas. It opened almost three months late, but proved to be a wonderful attraction, with what many believe is the only coaster ever built with a first drop incorporating a triple dip.

•**1928:** In early August, John A. Miller and Norman Bartlett announced for the first time that they were joining forces to design and build a new ride device, based on the popular bobsled runs, with a train of cars careening down a wooden trough. Called the **Flying Turns**, they would build their first prototype at Lakeside Park, in Dayton, Ohio for the 1929 season.

•**1939:** Roller Coaster builder **Harry C. Baker** passed away on August 23, during the first year of the N.Y. World's Fair, where he operated a dozen different amusement devices. Born in Kewanee, Illinois, his career is probably best known as the builder of the famous Coney Island Cyclone and the monstrous Blue Streak at Woodcliffe Pleasure Park, in Poughkeepsie, New York. Involved with the Amusement Park Association, he was also the treasurer of the Recreational Equipment Association. He was also the holder of ride patents with John A. Miller, with whom he enjoyed a short partnership in the early 1920s. He died at his home in Larchmont, New York, at the age of 52.

•**1944:** With a crowd of thrill seekers seeking relief from the hot weather, the end of Brooklyn's **Luna Park** came on August 12, when a fire destroyed more than half the park, including the park's signature attraction, the Mile Sky Chaser coaster. The fire began in the park's ancient Dragon's Gorge scenic railway and quickly spread through the park's flimsy structures, leveling over a dozen buildings and concessions. Now reduced in size by over half, the park would limp along for parts of two seasons, but closed after the property was sold for housing in 1946. It was a sad ending to the great landmark that helped put Coney Island on the map in 1903, along with Steeplechase, which would last until 1965.

•**1951:** On August 12, Paul and Alethea Roads would open **Kiddieland** on a small site in Amarillo, Texas' Thompson Park. Now known as Wonderland Park, the family-owned park features more than 28 rides and attractions.

—Compiled by Jeffrey L. Seifert/AT and Richard Munch/NRCMA

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LETTERS to the EDITOR

NEAAPA fills open position; new Alan Ramsay Safety Award created

Dear Gary,

On Tuesday June 28th, a special meeting of the New England Association of Amusement Parks & Attractions Board of Directors took place at the Hilton Garden Inn in Worcester. The purpose of this meeting was to assess the current status of NEAAPA with the recent passing of our secretary/treasurer Alan Ramsay, and to take appropriate actions to continue the work of the association as seamlessly as possible. I am happy to report that we are in fine shape thanks to the efforts of a dedicated board of directors and the assistance of Alan's associates at CLM Entertainment.

We have obtained access and signatory authority on all financial accounts. Per the association's by-laws, which were updated in recent years, the Finance Committee Chair Dave Sugrue will take over handling the accounts receivables and payables and the financial reporting. His committee, especially Charlene Conway, have stepped up to offer assistance as needed. Special thanks to Paul Cavanaugh and David Daly from Daly Cavanaugh for their legal assistance that allowed us to navigate some of the paperwork needed to make this transition possible.

Regarding the secretary position, the board of directors unanimously selected Ed Hodgdon from Funtown Splashtown USA (Saco, Maine) as the new secretary of NEAAPA. Ed had immediately stepped in when I asked him to be acting secretary and expressed interest in holding the position permanently. Thanks to Kenneth Cormier and Cory Hutchinson from Funtown Splashtown USA for allowing Ed to take some time from his duties to assist NEAAPA. Ed traveled to Providence and is in possession of all of the association's archives and documents. Again, thanks to the fine folks at CLM Entertainment for their assistance by providing access to Alan's office and NEAAPA's documents and files.

The board of directors also supported a motion to create a new award in memory of Alan Ramsay. Starting at this year's Summer Meeting, we will present the Alan E. Ramsay Safety Award. More information will be sent to the membership in short order as soon as the criteria and application have been established.

In closing, I wish to thank all of our NEAAPA family for the support given, in a multitude of ways, as a result of Alan's passing. I am very proud to serve as the president of an association made up of compassionate, professional and dedicated individuals. Past President Stephen Lipkin e-mailed me shortly after Alan's passing stating, "Alan was the straw that stirred the NEAAPA drink." Each of you make up the drink that Alan was so proud of. Thanks again for all your support during this difficult time. NEAAPA continues to move forward in a positive direction because of its members. I'm certain Alan would be proud. I look forward to seeing you at the 2011 NEAAPA Summer Meeting at The Big E and at the annual Tom Morrow dinner in Orlando.

Best,

Greg Chiecko

President, NEAAPA, West Springfield, Mass.

LETTERS POLICY

Letters must include printed name, company if any, city, state or country and valid email address. Letters must be the author's original words. Suggested length is 200 words or less. Longer letters may be edited to fit available space.

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►MOREY'S

Continued from page 1

Fireball (aka Afterburner) swinging pendulum ride that has had guests queuing up all summer for a spin above the boards.

Located on the northern edge of Morey's Surfside Pier, the new ride presents a striking profile thanks to its brilliant red-green-yellow light package. Accommodating 24 riders per cycle, It stands 78-foot-tall and reaches a maximum swing of 120 degrees – six-stories high – in either direction.

A first for this style of ride is the new and improved restraint system, which was developed jointly by KMG and engineers from Morey's Piers. This new system replaces the former over-the-shoulder re-



Located on Morey's Surfside Pier, It features a new lap bar-only restraint system, which was developed jointly by KMG and Morey's Piers engineers to offer improved rider comfort as well as safety.

AT/SCOTT RUTHERFORD

straint with individual lap bars that provide increased rider freedom yet still offer the same degree of security.

Referencing this new attraction looking to the future, Jack Morey adds, "We are proud to add It to our ride

roster and know our guests will surely love It. It is just the beginning of our plans for the continued re-development of Surfside Pier. Try It, you'll like It."

Indeed.

►COMPOUNCE

Continued from page 1

ball shooting gallery located between the exit and entrance to the award-winning Boulder Dash wooden roller coaster.

Housed within a rustic shed structure, Zeb's Paintball challenges guests to test their skill by firing at various targets with paintball rifles. Zeb's Paintball is considered another of the park's 'green' attractions since it was built using reclaimed wood and other components from various park projects.

During a visit to the park in late June, *Amusement Today* spoke with Lake Compounce's Sara Frias about the success of the new concession. "Zeb's Paintball has been a hit! Guests have been enjoying aiming and taking their shot at all of the country-themed memorabilia," said Frias. "This is a fairly unique attraction for an amusement park and guests are loving it."

Other new features for the park's 2011 season include an unlimited parking pass available for purchase to all season pass holders, and online meal deals where guests can pre-purchase their meals for the Potato Patch, Harborside Pizza and the Parkside Diner.

"After the extremely snowy and cold winter we had, the staff at Lake Compounce is ready to serve up summer fun, and we know our newest ride, Rev-O-Lution, and other improvements will be well received," added Lake Compounce General Manager Jerry Brick.



Also new this season at Lake Compounce is Zeb's Paintball. A 'green' attraction, the new in-house designed shooting gallery concession was built using reclaimed wood and other components from various park projects.

AT/SCOTT RUTHERFORD



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BRIEF

Euro Disney, Hertz extend Europe deal

FRANCE — Euro Disney SCA and Hertz have signed a new, five-year official partnership agreement for Europe, Middle East and Africa. The two companies are also celebrating the 15th anniversary of their partnership.

This partnership will continue to offer an array of services for guests and Disney Cast Members (company employees) alike at Disneyland Paris, Europe's largest tourist destination, with over 15 million guests annually. Guests staying in any of the resort's hotel rooms may use a direct line to the Hertz rental agency in Chessy Marne-la-Vallée to rent a vehicle. Cast Members may also benefit from special rates when renting a vehicle or buying a used vehicle from Hertz.

Hertz will continue to enjoy strong visibility throughout the amusement theme park, with the ongoing sponsorship of Main Street Vehicles, as well as the stroller rental service in the Resort's Disneyland Park and the Walt Disney Studios Park. The Hertz brand will also be present in various emblematic spots including in the sets at Disney Studio 1 and on the car license plates of taxis parked in front of Restaurant des Stars and Disney's Hotel New York.

At Trans Studio Indoor Theme Park

Premier Rides' LIM shuttle coaster opens in Indonesia

INDONESIA — Premier Rides' newest high tech thrill ride, the Yamaha Racing Coaster, has opened in Bandung, Indonesia at the Trans Studio Indoor Theme Park's grand opening. The new themer is the largest indoor facility of its type in the world. Premier Rides designed, built, and supervised installation of the signature attraction.

The Yamaha Racing Coaster is a 164-foot-tall shuttle loop launch coaster that uses magnetic drive technology to slingshot riders from zero to over 62 mph in just over two seconds. The ride features a top hat inversion and a vertical zero-G spike that gives riders the sensation they will be shot off the end of the track.

"The Yamaha Racing Coaster is one of the most
 ▶ See PREMIER, page 6



The Yamaha Racing Coaster, an LIM shuttle loop launch coaster supplied by Premier Rides, is the high-profile calling card attraction at Indonesia's new Trans Studio Indoor Theme Park. COURTESY PREMIER RIDES



Polin supplies equipment for Australian Aquatic Center

AUSTRALIA — Polin Waterparks and Pool Systems of Turkey was chosen to supply the equipment for South Australian Aquatic and Leisure Center, Adelaide, Australia. South Australian Aquatic and Leisure Center (SAALC) is South Australia's premier aquatic and recreational facility and is the region's main competition

and training venue for swimming, diving and water polo. The facility features multiple swimming pools, waterslides, a water play structure, a community gym and café. The \$100 million SAALC, which opened in April 2011, will host major both national and international aquatic events.

This slide tower complex, from Turkey-based Polin, recently opened at the South Australian Aquatic and Leisure Center. COURTESY POLIN

The SAALC's aquatic facilities were designed and constructed by AVP Commercial Pools of Australia while Polin provided three of its installations. This trio includes a bowl slide, a tunnel slide and a multi-level interac-

▶ See POLIN, page 6



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Gerstlauer completes European and U.S. projects



Shuttle family coaster a new addition to product range

STORY: Andrew Mellor
amellor@amusementtoday.com

GERMANY — The German roller coaster specialist Gerstlauer Amusement Rides has completed a number of projects for the 2011 season, including several in Europe and two in the U.S.

Among the most recent openings in Europe is the new Gipfel-Stürmer (German for 'summiteer') Shuttle Family Coaster at Freizeitpark Ruhpolding in Bavaria, southern Germany. The 'pink knuckle' ride is a brand new addition to the Gerstlauer range of coasters and is the first of its type to be opened.

Once the individual seat restraints are secured, riders in the 14-seat train are taken backwards out of the station and up the first lift hill, from where they can enjoy a view of the whole park and the surrounding landscape. After a few seconds, the train is released to travel at top speed back down the hill, through the station and into a 'wild' course featuring banked curves, sudden changes of direction and airtime, after which it climbs a second lift hill, featuring an active lift, and stops at the top. At this point riders see nothing but the end of the track and the sky.

The next part of the experience is unique in the history



The Midgard Serpent family coaster, new for 2011 at Hansa-Park in northern Germany.
COURTESY GERSTLAUER

of Gerstlauer as the train is released once again to travel along the track backwards to return to the station.

The Shuttle Family Coaster is suitable for anyone of one meter in height and above. It has a maximum structural height of 12 meters (40 feet) and a track length of 170 meters (558 feet). Maximum speed is 50 kph (32 mph) and one train is used, made up of seven two-seater cars. The cost of the standard ride is under €1 million (U.S. \$1.4 million).

In addition to the Freizeitpark Ruhpolding project, Gerstlauer has also completed

several other new coaster projects for the 2011 season. These include Van Helsing's Factory at Movie Park Germany, a bobsled coaster and dark ride combination; the Midgard Serpent family coaster at Hansa-Park, also in Germany, which features a new train concept; Wickie The Ride, a spinning coaster at Plopsa Coos in Belgium; Dare Devil Dive, a Euro-Fighter at Six Flags Over Georgia in the U.S.; Untamed, also a Euro-Fighter, at Canobie Lake and coaster trains for the New Texas Giant at Six Flags Over Texas.



Freizeitpark Ruhpolding's newest ride is one of several installed by Gerstlauer at parks in Europe and the U.S. for the 2011 season.

►PREMIER

Continued from page 5

advanced technology attractions we have built and we are certainly honored to have had the opportunity to export such an amazing piece of equipment to Trans Studio, the entertainment leader in Indonesia," said Jim Seay, president of Premier. "It is amazing to watch the ride in action especially where the five ton train loaded with riders is lifted vertically to a height of 164 feet with only a powerful magnetic wave touching the train."

Chairul Tanjung, the CEO of Para Group, the parent organization of Trans Studio,

"The ride is the calling card to the elaborate park standing in front of the facility with a giant sign adorning the imposing structure."

—Jim Seay, president Premier Rides

commented: "We wanted to make a strong statement to our guests that we were bringing the best and most innovative attractions to Trans Studio Bandung and with Premier's Yamaha Racing Coaster, we now have one of the fastest and most thrilling coasters in the world."

"The ride is the calling card to the elaborate park standing in front of the facility

with a giant sign adorning the imposing structure," added Seay. "At night, spotlights bathe the structure which can be seen for miles around. Guests who ride the attraction actually board indoors in a highly themed environment that highlights the accomplishments of Yamaha motorcycle racing and the racing theme is integrated into the ride experience."

►POLIN

Continued from page 5

tive waterplay structure.

The Space Hole bowl slide begins with a launch from the top of 49-foot-tall tower into an enclosed flume that exits into a huge open bowl. After several whirls around the sides of the bowl, the 249-foot-long ride concludes with a speedy exit from the bowl section into a splash pool. The Space Hole was produced using Polin's RTM (Resin Transfer Molding) manufacturing process, which contributes to the overall aesthetics of the facility.

The SAALC's second major attraction is a 336-foot-long enclosed tube slide com-

prised of numerous twists and turns. Produced using Polin's RTM process with 'Natural Light Effects' applied, the slide is perfectly smooth and has a shiny finish on both sides. The color combination enhances the visual impact.

The final piece of Polin equipment is the interactive multilevel waterplay structure, an Aquatower Type 160, that includes waterslides, valves, water cannons and a dumping bucket.

"We are happy to supply our waterslides for this project," said Baris Pakis, Polin Waterparks and Pool Systems. "This facility proves itself as the premier leisure center in Australia."

Zamperla Mega Disk'O leads new attractions at Aussie World

STORY: Andrew Mellor
amellor@amusementtoday.com

AUSTRALIA — Aussie World, situated on the Sunshine Coast in Queensland, Australia, has added several new attractions for 2011.

The first was the new Giant Redback thrill ride, a Mega Disk'O 24 from Italian manufacturer Zamperla, themed on the Redback spiders considered to be one of the most dangerous spiders in the country. Launched in April, the attraction has a footprint of 123 feet by 36 feet (37.5 meters by 11.1 meters) and a track length of 156 feet (47 meters). Featuring 24 seats positioned in a circle facing outwards, it takes passengers up and down the track at speeds of up to 43 mph (70 kph), while at the same time revolving at 14 rpm. The track goes up to 43 feet (13 meters) in height and hourly capacity is approximately 600 people per hour.

Also, in May, the park purchased the Giant Slide which was a popular attraction at the Sydney Royal Eas-



Riders face outwards and spin round as they travel up and down the track on Aussie World's new Giant Redback. This Zamperla-built Mega Disk'O is just one of three new attractions at Australia's Aussie World for 2011.
COURTESY AUSSIE WORLD

ter Show. Aptly named, it is 150 feet (46 meters) long, 50 feet (15 meters) high and 30 feet (9 meters) wide. A third ride, details of which are yet to be announced (at the time of writing), will open in time for the September school holidays and will be the first of its kind on the Sunshine Coast.

The three new attractions take Aussie World's investment in 2011 past the AUS \$2 million (US \$2.1) mark and will entice more visitors to come to the Sunshine Coast and to stay for longer, according to park general manager David Thompson.

"Due to our management

principles and the unique diversity of the complex, such as being the largest off site function venue on the coast, we are successfully forging ahead and are able to make this significant investment," he said. "We will also remain an affordable and fun day out by not increasing our gate en-

trance prices."

The three new rides will enhance the current six function areas and 30 rides and attractions on site, which include the Town Hall, The Shed, Wild Mouse roller coaster, Ferris Wheel, Rock 'n Roll Rebel dark ride, dodgems and Side Show Alley.

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That's entertainment! Parks roll out new shows

New entertainment lands in San Antonio at Fiesta Texas and SeaWorld

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

SAN ANTONIO, Texas — Summer is often the time theme parks offer big shows to their peak season audiences. San Antonio is a prime example as the city's two theme parks have made significant changes to their largest shows.

Six Flags Fiesta Texas, known for superior theme park shows for almost 20 years, launched "Lone Star Nights" on May 28. Since the park was built under the Opryland umbrella in 1992, a laser and fireworks show has delighted audiences on the park's quar-

ry walls during the summer nights. While still popular, the show was completely overhauled with an entirely new laser system, sound system and effects for 2011. Audiences spread out on a grassy lawn, sprawling before the quarry wall where the show — which is the size of a football field — takes place.

The storyline of the show celebrates all things Texas with an emphasis on the Lone Star State's largest cities from the tip of the Gulf Coast and up to the Panhandle. San Antonio tops off the great locations around Texas. Tributes to mili-

► See **SHOWS**, page 10

Carowinds lights up the night

CHARLOTTE, N.C. — Guests who extend their Carowinds visit into the evening hours this summer will find a large section of the Southern themed drenched in color, light and sound thanks to Snoopy's Starlight Spectacular, a million dollar nighttime walk-through experience featuring the Peanuts gang. To showcase the new show, Carowinds will extend its operating hours until 10 p.m. every day from June 27 through Aug. 7, 2011.

Utilizing a diverse mixture of low energy and high efficiency LED lighting, this immersive light and sound spectacular stretches from the

► See **CAROWINDS**, page 11



Carowinds has given guests something new to enjoy at night with this "walk-through" experience themed to Snoopy and the Peanuts comic strip gang. The experience is titled "Snoopy's Starlight Spectacular".

AT/SCOTT RUTHERFORD

Canada's Wonderland mountain erupts

TORONTO — As part of the 30th anniversary celebrations for Canada's Wonderland, artists at Tantrum Design created 'Starlight Spectacular,' a vibrant display of stunning visuals that bring the park's Wonder Mountain to life.

"Starlight Spectacular is wowing our guests and is being called one of our best shows in our 30-year history," said Dave Phillips, vice president, marketing & sales at Canada's Wonderland. "It's the perfect way to finish off a great day of thrilling rides and waterpark fun."

The innovative show, unveiled on June 25 and running throughout the summer, dazzles the senses as Wonder Mountain is transformed

► See **CANADA**, page 12



Canada's Wonderland iconic mountain has been brought to life this year in "Starlight Spectacular" and its storyline of projected images shown onto the mountain.

COURTESY TANTRUM



Six Flags Fiesta Texas has put the pressure on voters to bring the coveted Golden Ticket back to their park. New in 2011 are two major productions, "Lone Star Nights" laser light show and the outstanding production "Ovation" featuring 20 singers and a nine-piece live band performing in the always spectacular Zaragoza Theater.

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SHOWS

Continued from page 9

tary personnel, sports fandom and a grand finale to Texas pride are also featured in the all-new presentation that features video, colorful still images and lasers all working in conjunction with each other. The park reports that the advanced new laser system takes up a mere fraction of the space that the earlier system developed 20 years ago required. The new lasers are clearly brighter and more colorful. Surround sound provides advanced audio throughout the production.

Having launched the show Memorial Day weekend, Six Flags Fiesta Texas received an alarming shock on June 23. San Antonio issued a city-wide fireworks ban that affected even the theme parks, catching Fiesta Texas off-guard. The ban came due to the extreme drought situation facing many parts of Texas. Efforts were made to still deliver the laser and fireworks show as promised, but part of the summer saw just the laser and multi-sensory production components ending the evenings at the park, certainly frustrating to Six Flags.

"We (including SeaWorld and the San Antonio Tourism Council) have had conversations with city officials regarding our history and safety record producing professional fireworks displays," says Sydne Purvis, public relations manager for Six Flags Fiesta Texas, in July. "But the ban has not yet been lifted." As this issue went to press, San Antonio lifted the ban for professional firework displays — with heavy restrictions — at the end of July.

Perhaps more impressive is the park's newest live performance show held in the Zaragoza Theater which contains the largest stage in all of San Antonio. "Ovation" brings together 20 singers and a nine-piece live band in a Broadway extravaganza. This production is theme park entertainment at its finest allowing each amazing vocalist moments to shine in the spotlight with segments spotlighting Mamma Mia, American Idiot, Rent, The Wedding Singer and Wicked. A duel between The Jersey Boys and Dreamgirls is another lively segment. Dramatic lighting, projections, and elaborate costumes accent the 35-minute



All three SeaWorld parks, including SeaWorld San Antonio, recently revealed its latest version of its Shamu shows, this one titled "One Ocean." Following last year's tragic death at Orlando park, trainers are still not allowed in the water with the killer whales. Now guests see the trainers interacting through the side glass panels. An original musical score, LED screens and storyline are but a few must sees from this wonderfully produced show.
AT/GARY SLADE

show. Following a grand finale featuring the entire cast, Fiesta Texas audiences have been leaping to their feet in standing ovation. The show is aptly titled. During the summer season, performances were scheduled for Wednesday through Sunday.

A mere 15 miles away, SeaWorld San Antonio revealed its latest killer whale show with "One Ocean." With SeaWorld Orlando opening the show in April, San Diego over Memorial Day weekend, "One Ocean" reached San Antonio in mid-June. Replacing the popular "Believe" show that ran for five years, this new production aims to connect audiences not only with the remarkable killer whales, but to all the color and life of the underwater world.

Since an incident in Orlando in February of 2010, the trainers no longer swim in the water with the killer whales, but several familiar moments

are still in place, such as the impressive acrobatic maneuvers by the mammals, as well as the hilarious spectacle of dousing many audience members seated in the soak zone. New to "One Ocean" is the addition of fountains that interact with the whale's playful antics.

The show incorporates a three-story set utilizing panoramic LED screens and surround-sound speakers. An original musical score featuring contemporary global rhythms combine with the narration and video images to convey the show's message: we are all part of one world and have the power to make a difference. It isn't often that theme park shows try to inspire their guests with positive goals, so in this aspect, the SeaWorld production has carved its own niche.

San Antonio is a major tourist city, and the two parks seem poised to entertain future visitors in the years ahead.

► CAROWINDS

Continued from page 9

County Fair section of the park through the entrance of Planet Snoopy and features more than one and a half million LED lights adorning trees and buildings. The various midways are accentuated by vibrant animated and stationary light displays, theatrical lighting and other cutting-edge special effects, all orchestrated to a custom-designed audio soundtrack.

Snoopy's Starlight Spectacular is brought to life by world-renowned lighting designer Andrew Strain, who has created award-winning light displays in California, New York and London. He said the experience he designed for Carowinds is unparalleled to any other light show in the region. "I was able to go crazy," explained Strain. "It was a show for families, so I had a lot of freedom to use as much color and movement as I could, and I had a blast doing it. I created a light show the whole family can walk through and enjoy – something that adds to the overall park experience."

rience."

A written description of Carowinds' new Snoopy's Starlight Spectacular fails to adequately convey the manner in which it affects guests. As the LED lighting explodes in the soft Carolina evening and a rousing soundtrack of recognizable pop favorites fills the air, a unique energy ripples through the crowd inducing giggles of delight and spontaneous dancing. In addition to Snoopy's Starlight Spectacular, Carowinds is also enhancing its nighttime entertainment with the addition of 'Nights of Fire,' an all new fireworks show, running July 1 through August 7 at park closing.

"The culmination of Snoopy's Starlight Spectacular, Nights of Fire, as well as our extended hours once again demonstrates Carowinds commitment to providing entertainment the whole family can enjoy," said Bart Kinzel, Carowinds' vice president and general manager. "Carowinds is already regarded as the thrill capital of the Southeast, and this incredible nighttime lineup solidifies the park's position as a true family destination."



Carowinds spared no expense in the execution of Snoopy's Starlight Spectacular, a million dollar nighttime walk-through experience featuring the Peanuts gang. The new production works its magic with vibrant LED lighting and theatrical special effects orchestrated to a custom-designed audio soundtrack.

AT/SCOTT RUTHERFORD

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To mark Canada's Wonderland's 30th anniversary, Toronto-based Tantrum Design & VFX created 'Starlight Spectacular', a vibrant display of stunning visuals that bring the park's Wonder Mountain to life. A colorful combination of 2-D motion designs and 3-D animations are precisely mapped and projected onto the mountain providing the illusion that events are unfolding on the mountain. COURTESY TANTRUM



▶ CANADA

Continued from page 9

by a colorful combination of 2-D motion designs and 3-D animations that are precisely mapped and projected onto the mountain providing the illusion that events are unfolding on the mountain. The experience is further

heightened by special effects and an original soundtrack created in association with Apollo Studios.

As the primary goal of this project is to entertain, the team at Tantrum was able to showcase their broad skill set and have fun at the same time. The segments that make up the 10 and a half-minute show

range in approach and complexity.

"Our team worked closely together to develop techniques that would deliver the biggest wow factor," said Dominik Bochenski, creative director, Tantrum. "Wonder Mountain became our canvas and we worked closely with its form to ensure that each

effect felt as if it was happening in real-time in front of the viewer's eyes."

This project has also been a rewarding one for Tantrum. "As we typically work on television commercials, people watch those at home so there's no immediate gratification," added Bochenski. "But to be there at the park in the crowd

while they are cheering, whistling and applauding is truly special."

Tantrum Design & VFX is a design-based production studio located in the heart of downtown Toronto. This eclectic team of creative individuals consists of motion graphic designers, 3-D animators and visual effects artists.



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for show details!



Universal celebrates Potter anniversary

ORLANDO, Fla. — On Saturday, June 18, Universal Orlando Resort celebrated the one-year anniversary of the most spectacularly themed entertainment environment – The Wizarding World of Harry Potter, where the wonder, excitement and adventures of the Harry Potter books and films come to life.

Universal Orlando commemorated the anniversary at 9:23 a.m. – the exact time The Wizarding World of Harry Potter opened on June 18, 2010. After taking part in a countdown led by the Hogwarts Express conductor, guests and team members celebrated in the streets of Hogsmeade while “snow” confetti and gold streamers fell from the sky. Guests also enjoyed complimentary Butterbeer, cauldron cakes and Chocolate Frogs.

“We’re so excited to celebrate this milestone with our guests,” said Bill Davis, president of Universal Orlando Resort. “It’s been an incredible year for us and our guests, and we look forward to creating more exciting memories with them in the years to come.”

Knoebels Amusement Resort and Wonderland Park celebrate park anniversaries on July 4 holiday!



Above left, Knoebels Amusement Resort in Elysburg, Pa. celebrated its 85th birthday on July 4 with this birthday cake. Cutting the cake from the Knoebel family are l to r: Leanna, Buddy and Dick. At left, park mascot Kosmo has a little fun. Above right, Wonderland Amusement Park in Amarillo, Texas celebrated its 60th anniversary on July 4 with this massive 10 foot long by 6 foot wide cake promoting WOW!, the World of Wonderland. Family members l to r are: Kristen Hodges, Rebecca Parker, Alethea Roads, Paul and Paula Borchardt, Keira West and Paige Rumph. At right, Alethea Roads and Cinderella pose for the camera.



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Holiday World set to host 2011 Golden Tickets, Sept. 16 & 17

Information on host hotel now available



Holiday World & Splashin' Safari in Santa Claus, Indiana will be the host park for the 2011 Golden Ticket Awards presented annually by *Amusement Today*. The park is home to the Wildebeest, 2010's Golden Ticket winner for Best Waterpark Ride and Best New Waterpark Ride.
AT/TIM BALDWIN

STORY: Janice Witherow
jwitherow@amusementtoday.com

Preparations for *Amusement Today's* 2011 Golden Ticket Awards hosted by Holiday World & Splashin' Safari in Santa Claus, Ind., on Friday and Saturday, Sept. 16-17 are well under way, and the two-day event promises to be a fun-filled "don't miss" industry occasion.

Information on the host hotel was recently finalized, and attendees can begin making reservations. Santa's Lodge, the closest hotel to Holiday World, will serve as the host hotel for the event. Rates are \$79.99 per night; plus tax. Reservations can be made by calling (812) 937-1902. Please use the code "Golden Tickets" when making reservations.

Special behind-the-scenes tours, a luau-style party and cocktail reception are being planned to kick-off the event on September 16. Other activities such as guided park tours, a day of experiencing Holiday World & Splashin'

Safari in operation and the anticipated awards' show followed by a special dinner will entertain attendees on September 17.

To check out the general itinerary for the Golden Ticket Awards, please log on to www.GoldenTicketAwards.com. A more specific agenda for the event, which will outline all of the details (including hotel information and registration), will be released at a later date. This event is reserved for working professionals in the amusement industry; representatives from parks and attractions, manufacturers, suppliers and consultants are invited to join Holiday World and *Amusement Today* at this fun-filled celebration.

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

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Scream Zone: Coney Island renaissance continues with new park rides

STORY: Scott Rutherford
srutherford@amusementtoday.com

By this point, there's no denying the fact that New York's Coney Island is in the midst of a long-anticipated and welcomed rebirth. Last year's debut of Luna Park on the former Astroland site exceeded virtually everyone's expectations thanks to Zamperla's spectacular ride package and the Italian ride manufacturer's subsidiary Central Amusement International, which operates the venue.

As it turns out, Luna Park was but the first act in a renaissance that has been a long time coming. Just two blocks down the boardwalk opposite the world-famous Wonder Wheel is Scream Zone, a new \$12 million dollar thrill park from Zamperla USA and CAI.

Apropos to its name, Coney's new-for-2011 Scream Zone, which came online this April, is home to a quartet of high-profile thrill rides all designed to elicit the maximum number of shrieks from visitors. The four new attractions featured during Scream Zone's inaugural season include:

Steeplechase – a Zamperla MotoCoaster named in honor of George C. Tilyou's famed mechanical horse racing attraction that once encircled Coney's beloved Steeplechase Park. Instead of individual horses, this new version of Steeplechase features two six-car trains that each seat two riders atop equine-themed pedestal seats. Steeplechase grabs its riders attention right out of the gate thanks to a fly-wheel cable launch that uses a powerful burst of energy to propel the trains to their maximum speed of 40 mph and into a 65-foot climbing right turn to the top of the ride. The remainder of the 1,194-foot-long course is comprised of several swooping turns, hops and dips. Despite the compact layout, the ride itself is phenomenally smooth and fast.

Soarin' Eagle – a Zamperla Volare Flying coaster that operated at Denver's Elitch Gardens from 2002 through 2007. After several modifications, including new passenger vehicles, to make the loading process easier and the ride



Clockwise from top: Soarin' Eagle, a Zamperla Volare Flying coaster that once operated at Denver's Elitch Gardens, provides Scream Zone guests with a rollicking flight above the midway; a Zamperla Turbo Force, Zenobio accommodates four passengers seated back-to-back in pairs and sends them looping head-over-heels at over 60 mph; SlingShot, supplied by Funtime, launches two riders 150 feet above the ground at 90 mph; and Steeplechase is a Zamperla MotoCoaster that offers guests a thrilling 40 mph launch and plenty of swooping turns, hops and dips.

AT/SCOTT RUTHERFORD & GARY SLADE



more comfortable, the coaster was erected at Scream Zone. Utilizing seven four-passenger roller coaches and a unique spiral lift, Soarin' Eagle stands 50-foot tall and features 1,282 feet of track. The compact course is peppered with abrupt dips, quick turns and several heart-line roll inversions.

SlingShot – supplied by Funtime, which is represented by Maryland-based Ride Entertainment Group, this ultra-intense thrill ride launches two riders 150 feet above the ground at reported 90 mph.

Zenobio – a Zamperla Turbo Force that accommodates four passengers seated back-to-back in pairs on either end of a 100-foot-tall boom.

Once secured, the boom rotates, sending riders looping head-over-heels at over 60 mph.

During a visit to Scream Zone this summer, *Amusement Today* spoke with Beau Berni, Luna Park and Scream Zone general manager, about the new park. "ScreamZone has become a perfect complement to the family environment created in Luna Park last season. Our four major thrill rides have been performing exceptionally well. Our staff has been working hard since opening and are excited to be part of another new attraction for Coney Island," said Berni. "Our guests at ScreamZone are asking for more already.

The fan favorite is the Soarin' Eagle coaster. It is such a unique ride experience and the new cars have improved the ride experience. Of course, the reinvention of the famous Steeplechase is a close second. Coney Island's first launch coaster is really upping the ante.

"We believe in Coney Island and will continue to add new thrill rides for ScreamZone in the coming seasons as we look to expand," added Berni. "There are certainly more screams to come."

Amusement Today also spoke with Valerio Ferrari, president Zamperla USA and Central Amusement International, about this newest en-

deavor on Coney Island "Last year in its inaugural season, Luna Park attracted more than 450,000 visitors and helped Coney Island experience its most successful summer in decades. This year, Luna Park and the brand new Scream Zone are on pace to replicate that success, proving the fun is back in Coney Island. We are truly proud of this accomplishment and thrilled that so many have come from New York and around the world to rediscover America's Playground. This summer is going to be bigger and better than the last, and we look forward to making hundreds of thousands more scream in the coming months."

Six Flags Magic Mountain launches Green Lantern: First Flight

Third coaster debut at park this year sets record

STORY: Dean Lamanna
Special to Amusement Today

VALENCIA, Calif. — A clear, pale-blue Southern California morning provided a crisp backdrop for the media takeoff of Green Lantern: First Flight, the only vertical-track spinning coaster in the U.S., at Six Flags Magic Mountain (SFMM) on June 30.

Several hundred invitees crowded around a temporary event stage in front of the ride — anticipating the fun promised by the coaster's buzz saw-shaped trains, freely inverting cars and 117-foot-high zigzagging ribbon of electric-green track.

"Green Lantern: First Flight is the perfect complement to our coaster dynasty," said Bonnie Rabjohn, SFMM park president, after taking the stage. "With this addition, we now have the most comprehensive collection of thrilling roller coasters anywhere in the world. There's no better way to celebrate the park's 40th anniversary as an industry innovator and a world leader when

it comes to thrilling rides."

"Green Lantern: First Flight is truly a unique thrill," added Geoff Johns, writer of the popular Green Lantern superhero comics and chief creative officer of DC Entertainment, a subsidiary of Warner Bros. "It brings the excitement of Green Lantern to life in new ways for everyone to enjoy. For me personally, it's the ultimate calling card to say there is a ride of this magnitude representing a character I've worked on and am so passionate about."

Following opening remarks, Rabjohn was joined by the Green Lantern himself — and both pointed their flashing green Power Rings toward the ride. In a massive burst of green and silver Mylar confetti, Green Lantern: First Flight was launched.

The coaster is the centerpiece for the park's former Gotham City Backlot, newly rechristened DC Universe and incorporating the images of various DC Comics superheroes. A compact, high-profile ride with a relatively small footprint, it rapidly hoists eight-passenger vehicles — comprised of two freely spinning cars carrying four riders



Green Lantern: First Flight at Six Flags Magic Mountain became the third coaster introduction this season at the California themer. The Intamin coaster is the first of its kind to debut in North America.
COURTESY SFMM

each on either side of the track — up a vertical chainlift. Once released, each vehicle rolls and dives with increasing speed (up to 35 mph) through hairpins and rabbit hops, causing the cars to rock and then rotate 360 degrees before gyrating dramatically into a short, smooth brake run. An efficient soft-harness system keeps passengers comfortably secured while allowing free arm/leg movement.

Media preview attendees exited the fleetingly intense 90-second trip breathless and pleasantly disoriented. Overheard comments ranged from "It's like X2 Jr.!" to "Can someone tell me what just happened?"

Green Lantern: First Flight marks the third new coaster experience and the 18th roller coaster — a park world record — to debut at SFMM this season. It follows the March reintroduction and re-outfitting of Superman: Escape from Krypton, a 1997 Intamin LSM-launch shuttle coaster, with lighter, backward-facing cars, consistent 100 mph-plus speed and refreshed theming; and the May unveiling of Road Runner Express, a Vekoma Roller Skater family coaster.

Tim Burkhart, SFMM general manager, told *AT* that reclaiming the title of Coaster Capital of the World and providing a new ride experience



were the motivating factors behind Green Lantern: First Flight.

"When you look at our coaster inventory, there's not a lot we don't have," Burkhart said. "The Intamin-manufactured ZacSpin ride that we call Green Lantern [several of which have been operating in Europe] looked like a good fit for us."

The debut of Green Lantern: First Flight was delayed several weeks due to non-mechanical modifications required to the station building, which houses a pre-show that follows the story of Hal Jordan from his role as a test pilot at Ferris Aircraft to being chosen as Green Lantern of sector 2814 and his training on the planet Oa. (DC Comics first introduced the character in 1941.)

As for working with Intamin on the design and construction of the coaster itself, Burkhart, a 35-year veteran of SFMM, said it was smooth sailing. "They're good designers and engineers, and we're good operators. And when you put the two of us together, we come up with some pretty neat stuff," he enthused, noting the company's long history of collaboration with the park.

Burkhart is counting on

Green Lantern: First Flight to help SFMM maintain its edge in the extremely competitive Los Angeles theme park market.

"We want to continue to give our target audience what they want: hardcore rides," he said. "And that's what we want to deliver."

FAST FACTS

Attraction/Park

Green Lantern: First Flight/
Six Flags Magic Mountain
Valencia, Calif.

Type

ZacSpin vertical-track
spinning roller coaster

Height/Length/Speed

117 feet overall (107 lift)/
825 feet/35 mph

Trains

5 eight-passenger vehicles

Duration

90 seconds

Manufacturer

Intamin Amusement Rides
Schaan, Liechtenstein

Opening

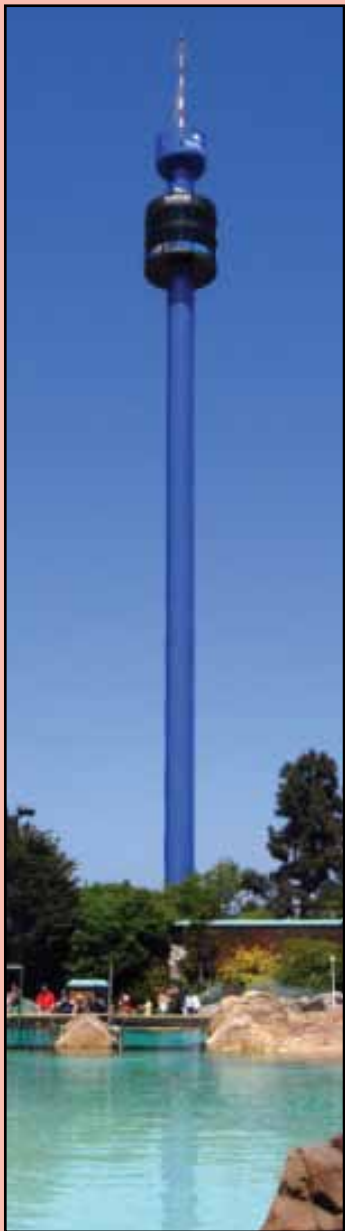
July 1, 2011



This season, Six Flags Magic Mountain reintroduced its Superman LSM launched coaster with new vehicles, new paint and faster speeds, while Road Runner Express was added to thrill younger riders.

SUPERMAN COURTESY SFMM; ROAD RUNNER/ DEAN LAMANNA

Two rides now included with SeaWorld San Diego admission



Skytower

In order to provide an even more valuable and enhanced guest experience, SeaWorld San Diego is now offering free admission on the park's historic Skytower and Bayside Skyride. The free rides are part of park admission, which also includes shows, attractions, exhibits as well as all of the park's other rides.

Rising 320 feet over SeaWorld San Diego, the park's landmark Skytower gives riders a panoramic view of the 189-acre aquatic attraction, Mission Bay, downtown San Diego, Coronado and other communities. Provided by Intamin in 1969, more than 13 million passengers have taken a trip on the Skytower, which is located in the center of the park.

A product of Switzerland's Von Roll, SeaWorld's Bayside Skyride was built in 1967 and has provided millions of guests a relaxing ride with a scenic view on gondolas that glide across cables 90 feet above Mission Bay.



Bayside Skyride

Atlantic City's historic Steel Pier hits the auction block

ATLANTIC CITY, N.J. — Atlantic City's historic Steel Pier at Trump Taj Mahal will be offered at auction on Aug. 25, 2011, providing a singular opportunity for future development of hotel, residential, retail or mixed-use projects.

The open-cry auction, conducted by CBRE Auction Services, will be held at 12:00 p.m. at the Trump Taj Mahal Casino Resort in Atlantic City, N.J. and will require a minimum bid of \$2.5 million by participants.

In its heyday, the iconic Jersey Shore landmark was known for its famous Diving Horse, a high-wire motorcycle act and four theatres that could accommodate 12,000 patrons at a time. The Pier became an unparalleled entertainment venue that hosted Big Bands led by such legendary musicians as Guy Lombardo, Benny Goodman and Jimmy Dorsey.

The Steel Pier at Trump Taj Mahal is currently income-producing through 2016 via a lease with an amusement park that features 24 rides, games, prizewheels and a food court.

"This offering is a truly rare opportunity to acquire a one-of-a-kind national

showplace," said Douglas Johnson, managing director, CBRE Auction Services. "As New Jersey's counterpart to New York's Coney Island and Chicago's Navy Pier, the Steel Pier at Trump Taj Mahal is most certainly the centerpiece of Atlantic City's celebrated boardwalk. With permits in place for the Pier to accommodate a wide diversity of new development uses, possible projects could include a 228-room hotel, a 33,672-square-foot casino and bar with restaurant and spa areas, or luxury condominiums."

A venerable piece of Americana directly across the boardwalk from the Trump Taj Mahal, Atlantic City's pre-eminent casino, acquiring the Steel Pier at Trump Taj Mahal represents an opportunity for an investor to own a piece of real estate history, collect income immediately, and transform this amazing engineering feat extending 965 feet into the Atlantic Ocean into a profitable concept befitting of the 21st century.

Registration for the auction begins at 11:00 a.m. and the auction will get underway precisely at 12:00 p.m. Certified or cashier's check in the amount of \$150,000 is required in order to participate.

Bidder's seminars will be held at the Taj Mahal on July 21 and Aug. 15 at 10:00 a.m. Auction representatives will be available to answer questions about the auction and the property. Auction representatives will be available to answer questions about the auction and the property. Detailed information about the Steel Pier at Trump Taj Mahal will also be available for review.

More information on CBRE Auction Services can be found at www.cbre.com/auctionservices.

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Zoo Miami considers relocation of Hurricane wooden coaster

MIAMI, Fla. — *Miami Today* recently reported that the Hurricane wooden roller coaster currently sitting dormant in Dania Beach, Florida could find a new home just a few miles due south if negotiations pan out. Dade County commissioners are discussing plans that may have the coaster, which has been silent since April, disassembled and relocated as a part of the entertainment district at Zoo Miami.

At the last meeting of the commission's Recreation & Cultural Affairs Committee, Commissioner Dennis C. Moss' resolution directing the mayor's office to explore the feasibility of relocating the coaster within the Zoo Miami property unanimously passed. The zoo is owned and operated by Miami-Dade's Park and Recreation Department.

Though some may question the logic of operating a roller coaster at such

a facility, today's zoos are a far cry from those of yesterday. Many modern zoos have evolved in order to offer guests a more diversified and exciting entertainment line-up. Zoo Miami Director Eric Stevens feels the Hurricane would mesh quite well with the county's plan to use the property as an entertainment district, not just a zoo. "We're looking at property outside the zoo itself for the theme park," said Moss.

The 100-foot-tall Hurricane, originally opened in 2001, features a 3,200-foot-long course and reaches speeds of 50 mph. The ride operated for 11 years adjacent to the Boomers FEC under a separate owner.

Zoo Miami is considered the oldest and largest zoological garden in Florida and attracts about 800,000 visitors a year.

San Antonio ride icon to enter NRCMA permanent collection

SAN ANTONIO, Texas — Thousands of smiles and laughter are the legacy of Texas Splashdown, the first thrill ride added to SeaWorld San Antonio and the latest addition to the National Roller Coaster Museum and Archive.

"The National Roller Coaster Museum is about more than just roller coasters, it's about memories and the significance a ride or type of ride has had on the amusement industry as a whole," Gary Slade, NRCMA president said. "A donation of this caliber provides another storyline to our ongoing archive of the industry and showcases the development and diversification of all thrill rides."

Texas Splashdown became SeaWorld San Antonio's first 'thrill' ride when it was added at the park in 1991 and was one of the nation's largest



log flume rides. "Since Texas Splashdown debuted more than 20 years ago, it has been enjoyed by hundreds of thousands of SeaWorld guests," said Dan Decker, SeaWorld San Antonio's park president. "The ride has had a great run of service."

The flume was originally built by Arrow manufacturing and operated at Boardwalk and Baseball in central Florida as Grand Rapids. It was sold after the park closed in 1990.

"The board continues to monitor the ongoing developments in the amusement industry. The word is out that

we are accepting anything of historical significance that the parks do not want, and we will protect and store those items in our present archives. We were thrilled and surprised that we acquired artifacts from the Texas Splashdown," Richard Munch, NRCMA historian said.

The key elements of the ride have been transported to the NRCMA complex in Plainview, Texas for cataloging for future display.

"This opportunity sets the precedent for future donations as we fulfill our mission saving and preserving as much of what the industry will offer as we continue to expand our facilities. In addition to the artifacts, we also need financial support from the entire industry to continue this mission of archiving the history of the amusement industry," Munch said.



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BRIEF

Great Wolf Resorts second annual waterslide-athon raises \$250,000

MADISON, Wis., — With more than 25,000 participants sliding a total of 2,090 miles, Great Wolf Resorts started summer in a big way for Big Brothers Big Sisters by raising more than \$250,000 resulting in what will be one of the largest fundraisers of the year for the organization.

For 12 hours on June 11, Great Wolf Lodge hosted its Second Annual World's Largest Waterslide-athon at all 11 of its resorts throughout North America. For every guest who took a trip down the designated waterslide at each resort during the event, \$1 was donated by the company to Big Brothers Big Sisters. This contribution, along with numerous other fundraising activities held throughout the weekend, combined for a grand total that doubled the amount raised during last year's inaugural event.

"The Great Wolf Lodge family – which includes our wonderful guests – never ceases to amaze me: We challenged our employees, guests and the communities where we have resorts to double the amount of money contributed last year, and the response has been overwhelming," said Kim Schaefer, CEO of Great Wolf Resorts.

**2011
Golden Ticket
Awards
Sept. 16 & 17
Holiday World &
Splashin' Safari**



By day, bright colors and a massive tube dominate NRH2O's sightlines, while by night, LED lights help the Viper take on a whole new beauty not seen on a waterslide before. AT/GARY SLADE; NIGHT PHOTOS COURTESY ERIC YOUNKIN

NRH2O new Viper met with vim and vigor

WhiteWater West's first MegaTube makes North American debut

STORY: Pam Sherborne
psherborne@amusementtoday.com

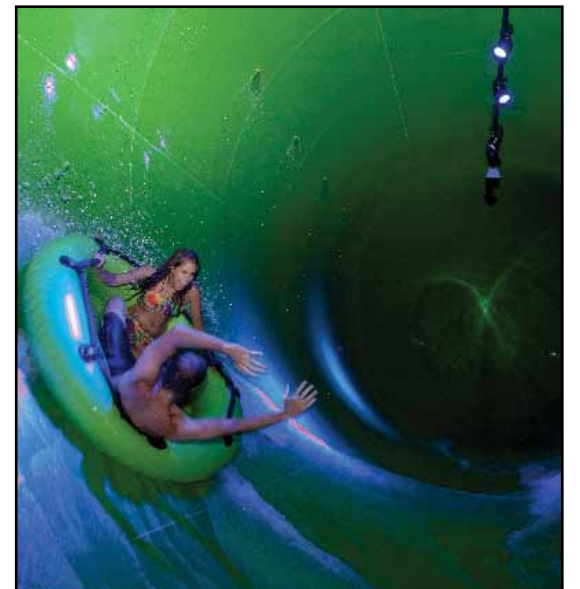
NORTH RICHLAND HILLS, Texas — The Viper need not strike twice at the NRH2O Family Water Park here, but it seems once bitten, there is no turning back for park visitors whom have responded to the new \$1.7 million attraction with much vim and vigor.

"Everyone loves it," said Stephanie Hee, NRH2O media specialist. "We get the same response from everyone and that is it."

The new attraction officially opened to the public Sat., June 25. That evening there was a special party for season pass holders who were able to stay in the park after closing for two hours to ride it.

The Viper is a brand new attraction by WhiteWater West Industries, Richmond, B.C. It is a part of the company's MegaTube series. The slide stands 44 feet high and is 430 feet in length. Riders experience the ride on two to three person rafts. Fifteen 67 inch diameter rafts were purchased from Airhead Watersports in Denver, Colo.

"We are allowing up to



During the day riders entering the MegaTube portion of the slide are thrust into a sea of green, while at night the tube portion takes on a display of multi colors, thanks to overhead LED lighting.

three people in each raft," Hee said. "Riders are facing each other. We found in one of our surveys that this was something people wanted. They wanted to share their experience. They also were looking for high thrill."

The Viper has given them both, she added.

There are 4,000 gallons of water pumped each minute to power guests down the Viper's rapid river. This force easily propels large multiple-rider rafts designed for the attraction's wide banks.

Riders begin the ride in an open flume that twists and

turns, as the raft is pushed up the slide walls. The curves then abruptly pour into a steep tube chute drop. From that drop, riders are carried into an oversized MegaTube, which is 20 feet in diameter and 75 feet in length. Riders then spend time cruising the walls before dropping into the catch pool.

At night, NRH2O presents yet another Viper feature. The attraction was outfitted with color-changing LED lights along the walkway to the ride and the MegaTube features a custom light and music show.

"The LED lights and music were added through con-

struction but were not part of the original slide from WhiteWater," Hee said. "Currently they (the lights) are left on all night, so the attraction can be seen even when we are closed."

The LED light and sound package was purchased through Gemini, a light, sound and video production company in Dallas, Texas. It runs through a standard iPod and has 90 minutes of music before it repeats. The light and sound rigging inside the MegaTube was designed like that found on theater stages, to be raised

▶ See VIPER, page 22

►VIPER

Continued from page 21

and lowered for ease of maintenance.

NRH2O Park Manager Chris Swartz has also seen a great response from park guests. The facts that guests wanted to share their experiences and wanted a thrill made the Viper a perfect choice.

"Not only is it a family-sized experience but its high capacity shortens wait times, which also makes our guests very happy," Swartz said. "Another unique feature is that when the waterpark is open in the evenings, the Viper is not to be missed, with its exciting lighting and sound effects".

Hee said they are currently up to one raft every 40 seconds. That turns into 90 per hour, and, with up to three riders per raft, current ride capacity is 270 guests.

For WhiteWater, the most unique feature of the Viper is its 20-foot diameter MegaTube section as well as its flume in flume capability, according to Julie Zakus, WhiteWater spokesperson.

"We also offer a 30 foot diameter MegaTube," Zakus said. "This series can be customized to include multiple MegaTube sections as well as any desired tower height and slide length."

The MegaTube attraction joins NRH2O's popular list of attractions including other WhiteWater products such as an AquaPlay RainFortress, called "The Splashtory," the Master Blaster, body slides and a children's play area.

FAST FACTS

Ride/Park

Viper (MegaTube)/NRH2O North Richland Hills, Texas

Height/Length

44 feet (13.4112 meters)/
430 feet (131.064 meters)

MegaTube diameter

20 feet (6.096 meters)

MegaTube length

75 feet (22.86 meters)

Tubes

Airhead Watersports
(Kwik Tek, Inc.) Denver, Colo.

Light & Sound

Gemini, Dallas, Texas

MegaTube Supplier

WhiteWater West Industries
Richmond, B.C., Canada

SeaWorld San Antonio announces Aquatica Texas

STORY: Pam Sherborne
psherborne@amusementtoday.com

SAN ANTONIO, Texas — SeaWorld San Antonio has announced plans to construct a new waterpark with completion anticipated for May 2012.

Aquatica Texas, an 18-acre waterpark with up-close animal experiences, high-speed thrill rides and sandy beaches, will replace SeaWorld's Lost Lagoon. That area of SeaWorld San Antonio opened in 1993 and will end its last season Labor Day of this year. This is the second Aquatica SeaWorld has built. The first, Aquatica Orlando, opened March 2008.

Aquatica Texas has a South Seas oasis theme with all the luxuries and amenities of a beachside resort. Several unique areas will offer different attractions.

ProSlide Technologies, Ottawa, is working with SeaWorld to supply many of the water rides. WhiteWater West Industries, LLC, Vancouver, B.C., is also involved in the project by supplying some of the slides.

The following is a list of the attractions expected at the new facility:

- **Stingray Falls** is expected to be the park's signature experience. This attraction is ProSlide's Mammoth. Ride length: 592.79 feet; Total drop: 56 feet; Theoretical capacity: 960-1,200 per hour. This ride will use a family raft from ZPro. It will twist and turn through an underwater grotto-putting guests face-to-face with several species of stingrays.

- **Walhalla Wave**, a ProSlide TornadoWave, will be slightly more than 453 feet long, with a drop of 52 feet. It will use the CloverLeaf tube also from ZPro. It will send guests soaring through watery waves to the top of a zero gravity wall, giving riders the sense of weightlessness.

- **HooRoo Run**, ProSlide, will offer guests a choice between a single or double tube for their descent down a 48-foot tall ride, featuring open and closed slides, water curtains, and lots of twists, turns and drops. The theoretical capacity is 620 per hour each.

- **Tassie's Twisters**, ProSlide, will offer guests a

ride using double or single tubes and select one of two different slides, both of which will send riders spinning inside of a large bowl before their twisting, turning descent. Theoretical capacity is 360 per hour each.

- **Kiwi Curl**, by WhiteWater West, includes two thrill body slides where guests will experience high speeds and high walls. The slides are 496 feet and 470 feet in length. Kiwi and Whanau Way have a combined tower with theoretical capacity of 1,000 per hour.

- **Whanau Way**, WhiteWater West, gives guests a choice between two single tubes that have characteristics all their own. One of the tubes is completely enclosed. Lengths are 511 feet and 452 feet. Kiwi and Whanau Way have a combined tower with a theoretical capacity of 1,000.

- **Loggerhead Lane** is a 1,200-foot-long water route enhanced by tunnel jets, foam shooters and misters. Guests will use a tube (by Zebec), swim, walk or float.

- **Big Surf Shores**, a 400,000-gallon wave pool capable of swells up to five feet.

According to Tim Morrow, spokesperson for SeaWorld San Antonio, the design group for the project is PGAV and the construction contractor is Guido Brothers Construction.

Morrow also said that the water safety uniforms would come from Water Safety Products and Alamo Tees. Employee uniforms will come from Fann Emblem that will make Aquatica Print resort style shirts from fabric purchased from Kaufman, the print designer.

The park will include over 42,000 square-feet of sandy beaches.

Guests also will have the opportunity to wade with stingrays and feed them in an in-water connection program.

Macaws, roseate spoonbills and a multitude of colorful fish will add to the park's atmosphere.

Guests will be able to purchase admission tickets to SeaWorld only, but an Aquatica ticket can only be purchased as an upgrade. SeaWorld admission will be required in order to purchase a ticket to Aquatica.



Among other attractions and rides, SeaWorld Aquatica will offer cabanas on sandy beaches and a wave pool that can hold 400,000 gallons of water and is capable of waves up to five feet high.

COURTESY SEAWORLD SAN ANTONIO



On Stingray Falls, Aquatica Texas will offer high-speed thrills. There will also be relaxing sandy beaches. Guests will also be able to float, swim or walk through a 1,200-square-foot water route enhanced by tunnels and water jets.



Stingray Reef will offer guests a chance to wade through water with several different species of stingrays. Guests also will have an opportunity to feel them and feed them.

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BRIEF

Morgan's Wonderland wins national honor

SAN ANTONIO — Morgan's Wonderland has won the coveted Public Relations Society of America (PRSA) Silver Anvil Award, which recognizes outstanding achievement in strategic public relations planning and implementation.

Gordon Hartman, founder of The Gordon Hartman Family Foundation, accepted the honor June 9 at the Silver Anvil Awards Ceremony in New York City on behalf of the world's first ultra-accessible family fun park designed with special-needs individuals of all ages in mind.

Morgan's Wonderland earned the Silver Anvil for the communications campaign that introduced the unique and colorful park.

Hartman said winning the Silver Anvil resulted from a total team effort. "To offer free admission to Morgan's Wonderland to anyone with a special need, we have to operate on a very tight budget," he said.

Non-profit Morgan's Wonderland opened March 3, 2010, and celebrated its grand opening April 10, 2010. Completely wheelchair-accessible, it features more than 25 elements and attractions including rides, playgrounds, gardens, an eight-acre fishing lake, 18,000-square-foot special-event center, 575-seat amphitheater, picnic area and rest areas throughout the park.

Singapore Asia Attractions Expo a success

STORY: Andrew Mellor
amellor@amusementtoday.com

SINGAPORE — A sold-out trade show and record participation figures are the hallmarks of any successful expo and this year's IAAPA Asian Attractions Expo (AAE) had both — and a lot more besides.

Held this year at the spectacular Resorts World Sentosa (RWS) in Singapore, from June 21-24, the four-day conference and exhibition boasted more participating companies in the trade show itself than ever before, clearly reflecting the high levels of activity within the Asian marketplace at present, while other elements also raised the bar on previous events.

Packed education sessions, sold-out special events and a strong attendance by serious buyers marked the continued development and success of AAE. Initial estimates from the organisers show that



From left to right at the AAE 2011 opening ceremony are Tan Hee Teck, CEO, Resorts World Sentosa; IAAPA Chairman Bob Rippy; Melissa Ow, assistant chief Executive of the Singapore Tourism Board; IAAPA President and CEO Chip Cleary; and Andrew Lee, executive director, IAAPA Asia Pacific. COURTESY IAAPA/AAE

4,900 people, including 3,500 buyers, participated in this year's AAE, taking advantage of education sessions, networking events, behind-the-scenes tours of area attractions and, of course, the trade show, housed in the Resorts World Convention Center.

In total, 236 companies took part, the highest number ever, participants coming from 30 countries and taking up 4,461 square meters (48,000 square feet) of space.

"The growth of IAAPA's Asian Attraction Expo mirrors the growth of the attractions

industry in Asia," commented IAAPA President and CEO Chip Cleary. "We look forward to continuing the trend as we take the Expo to Hong Kong in 2012."

And Andrew Lee, executive director of IAAPA's Asia Pacific office in Hong Kong, shared that optimism. "We've had a good show here in Singapore. We were very honoured by the tremendous participation from exhibitors and buyers from throughout the Asia Pacific region. As we continue to expand IAAPA's operations in Asia Pacific, we look forward to additional growth for AAE."

The education program running in conjunction with the trade show also showed record attendance levels, with 1,280 in attendance. Seminars and round table discussions covered subjects including employee engagement, family entertainment centres, reinventing attractions, marketing strategies and risk management. Keynote presentations during the event included those from Mario Mamon, president and chairman of Enchanted Kingdom in the Philippines, and Mike Barclay, CEO of Sentosa Leisure Group.

Additional opportunities to network and visit local attractions included an opening night event at Universal Studios Singapore, a Night Safari at Singapore Zoo and tours at RWS, the Singapore Zoo, Singapore Flyer and the ArtScience Museum at Marina Bay Sands.

AAE 2012 will be held at the Hong Kong Convention and Exhibition Center from June 5-8.



Above, Italian manufacturer Moser Rides provided some ride thrills for visitors to the show. At right, the 2011 AAE exhibit floor hosted 236 exhibiting companies. COURTESY IAAPA/AAE



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MGM Mirage	\$12.50	\$15.42	\$16.94	\$8.92
Six Flags Ent. Corp.*	\$71.87	\$35.47	\$40.25	\$15.925
CBS Corp.	\$25.82	\$28.74	\$29.36	\$13.01
Walt Disney Co.	\$38.37	\$39.36	\$44.34	\$31.55
Great Wolf Resorts, Inc.	\$2.90	\$3.48	\$3.65	\$1.78
Blackstone Group	\$16.60	\$16.26	\$19.63	\$9.89
Village Roadshow	\$4.11	\$3.25	\$4.45	\$2.04
NBC Universal	\$18.39	\$18.79	\$21.65	\$14.25

*Current stock price reflects stock split on June 27, 2011

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Region (U.S.)	As of 07/18/11	Change from year ago
East Coast	\$3.963	\$1.050
Midwest	\$3.903	\$1.037
Gulf Coast	\$3.882	\$1.023
Mountain	\$3.827	\$0.925
West Coast	\$4.005	\$0.963
California	\$4.114	\$0.998

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0.70713 EURO
0.62109 GBP (British Pound)
79.04188 JPY (Japanese Yen)
0.81947 CHF (Swiss Franc)
0.93785 AUD (Australian Dollar)
0.95532 CAD (Canadian Dollar)

PEOPLE WATCH

KeyLime Cove names three directors

KeyLime Cove, the indoor waterpark resort located in Gurnee, Ill., has named **Susan Zeitz**, as the director of human resources.

Zeitz is responsible for the human resource department, including employee relations, hiring, training, compensation and recruiting. Prior to joining KeyLime Cove, Zeitz held human resource positions at Brunswick Corporation, Hyatt Hotels Corporation and Treasure Island Hotel and Casino.

Zeitz is a graduate of Michigan State University in East Lansing with a Bachelor of Arts degree in business administration with a human resources emphasis. She earned a Professional in Human Resources Certificate from DePaul University in Chicago. She also received the Senior Professional in Human Resources and John E. Reid Interview and Interrogation Certification. She is on the marketing committee of Busy Brains Children's Museum and is a member of the Society for Human Resource Management.

The park also announced it had named **Anthony Pollack** to director of aquatics and **Mitch Behm** to assistant director of aquatics.

In his new role, Pollack is responsible for overseeing the successful daily operation and safety of the 65,000 square-foot, tropical-themed Lost Paradise Waterpark and its more than 180 Ellis & Associates-certified lifeguards. Prior to his promotion, Pollack was the assistant director of aquatics since KeyLime Cove opened its doors in 2008. He also held the position of director of aquatics at Mayan Adventure Indoor Waterpark of the Waverton Hotel in Elmhurst, Illinois.

Previously the aquatics supervisor, Behm, is now responsible for assisting Pollack in the successful operation and safety of the indoor waterpark. Behm was the recipient of KeyLime Cove's Shining Star Fish of the Quarter Award in December 2010.

Former Cedar Fair exec named to board

Ohio Gov. John Kasich recently announced the appointment of **Daniel Keller** of Huron, Ohio, a former Cedar Fair executive, to a term on the Bowling Green State University board of trustees.

Keller has been on the BGSU Foundation Board since 2009 and is on the BGSU Firelands Development Board.

He is a former vice president and general manager of Cedar Point and a former vice president of its corporate parent, Cedar Fair LP, from which he retired in 2005. He is chairman of Keller Capital Ltd., a venture firm, and president of Kellco Investment Ltd., which specializes in venture capital and private equity investments.

He has bachelor's and master's degrees in business administration from BGSU.

Keller's term on the board expires May 17, 2020. He succeeds J. Robert Sebo, whose term expired last month.

Cedar Fair names new company president

Cedar Fair Entertainment Company, based in Sandusky, Ohio, announced on June 20 that **Matthew A. Ouimet** has been named president of the company, effective immediately. Ouimet, 53, will succeed **Dick Kinzel**, 70, as chief executive officer, who will retire upon the expiration of his contract on Jan. 3, 2012. This action is in line with Cedar Fair's previously announced CEO succession planning process.

Ouimet is a 20-year veteran of the amusement park and hospitality industry, of which 17 years were spent with the Walt Disney Company. During his tenure with the global entertainment conglomerate, he had the opportunity to work in a wide range of business lines with increasing levels of responsibility.

"Without question, Matt is the right leader to join Cedar Fair now as it builds momentum on its renewed path of sustained, profitable growth in 2011 and beyond," said C. Thomas ("Tom") Harvie, independent chairman. "Throughout his career, Matt has proven to be a critical thinker and effective business strategist with an enviable track record for identifying growth opportunities within existing businesses in the amusement park and resort industry. His broad and diverse background in resort development, finance, marketing and operations will allow him to integrate quickly into Cedar Fair."

•Email People Watch items to: gslade@amusementtoday.com.

BIRTHS

Anya Josephine Sandy Adam Sandy (Ride Entertainment Group) and Tomoko Sano are proud to announce the birth of their daughter, **Anya Josephine Sandy**. She was born (5 lbs., 9 oz.) a month early on July 2, 2011 to two very surprised and happy parents.



Sandy

Aiden Kyle Edmonds Susie Storey (Give Kids The World) and Kyle Edmonds are proud to announce the birth of their son **Aiden Kyle Edmonds**. He was born on June 9 (7 lbs., 13 oz., 20 inches long) at 11:12 p.m.



Edmonds

OBITUARY

Raging Rivers owner Larry Smith dies
GRAFTON, Ill. — **Larry Smith**, co-owner and general manager of Raging Rivers waterpark, died July 16 at his residence surrounded by his family.

"Larry struggled for a good year with lung cancer," his daughter Heather Wilshire said. "His body just couldn't go on any longer."

Smith, 61, opened Raging Rivers 22 years ago this summer in Grafton, Ill. He co-owned the park with Scott and Lori Adams.

He is survived by his wife, Donna, their children - Eric Smith, Shannon Kaufman, Shanda Gregory and Wilshire - all who have worked alongside Larry at Raging Rivers.

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BALPPA members meet for summer conference

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — The British Association of Leisure Parks, Piers and Attractions (BALPPA) held its annual summer conference in June, this year's event being based in the coastal town of Falmouth, Cornwall.

A total of 80 operator and trade associate members were in attendance during the three day conference which saw delegates enjoying a variety of activities and visits to a number of Cornish attractions, all of which were very different and showed the diversity of venues in this part of the U.K. and in the BALPPA membership as a whole.

The event began with a golf tournament at Falmouth Golf Club which was followed in the evening by a boat trip up the River Fal from Falmouth to Truro, sponsored by Innovative Leisure. The following day saw members visit Geevor Tin Mine for a tour of the facility, which finally stopped mining activities in 1990, followed by a visit to Land's End, lunch and a tour of the attraction, including a visit to the 4D effects theatre supplied by Simworx.

The day also saw a visit to The Flambards Experience theme park, sponsored by DP Associates, where the excellent hospitality continued and delegates enjoyed sampling several attractions and facilities, not least the go-karts (boys will be boys!) Additionally, the opportunity was taken to view the new One2Eleven children's play centre, which was opened just a few days after the conference and which DP Associates had helped to design. Following Flambards, it was on to dinner at the spectacular, sub-tropical Trebah Gardens.

The third day saw members visiting Cornwall's Crealy Great Adventure Park, where a members' meeting took place followed by a tour of the park and lunch. The meeting saw presentations from the main sponsor of the conference, the Noisy Drinks Company, and from IAAPA Europe on this year's Euro Attractions Show (EAS), which is due to take place in London in September. Other subjects discussed included health and safety, political lobbying, business rates and events for the coming year.



During the visit to Geevor Tin Mine, BALPPA members had the opportunity of a guided tour in one of the mines. Among those who ventured underground were (left to right) Tony Peters, Shades of Comfort; Nigel Knight and Rick Matthews, RMA Ltd.; Terry Monkton, Simworx; Justin Burke, Sega; Paul Sharp, Kids Play; and Michael Taylor, Carr Royd Parks.

AT/ANDREW MELLOR



BALPPA Chairman Adrian Mahon presents a BALPPA bowl to Geevor Tin Mine general manager Mike Simpson in recognition of the association's visit to the venue.

FAST TRACK

COMPILED: Scott Rutherford, srutherford@amusementtoday.com

Kennywood's Holiday Lights, a new holiday event, will take place at the Pennsylvania park on Friday, Saturday and Sundays, December 2-18. The event will offer a light show set to favorite holiday songs; rides on Carousel, Kangaroo, Paratrooper, a holiday themed Olde Kennywood Railroad and several rides in Kiddieland along with kettle corn, s'mores, a variety of hot drinks. Parking will be free and there will be a small admission fee yet to be determined.

The Wizarding World of Harry Potter (www.universalorlando.com/harrypotter) has received two of the highest honors for excellence on the Internet – The Webby Award and the People's Voice Award for "Best Tourism Web site."

Skull Mountain, an Intamin-designed flume/roller coaster attraction, ended its run at Six Flags America on July 10. Originally known as Typhoon Sea Coaster, the ride was the first of its kind when it debuted back in 1997. It is being retired for a new attraction slated to open in 2012.

Cedar Point recently hosted Coasting for Kids, a roller coaster endurance riding event that helps raise money for **Give Kids The World**, a Florida-based nonprofit organization that provides week-long vacations to children who have life-threatening diseases and their families. Cedar Point has participated in the event since 2009 and has raised more than \$27,000 for the organization.

Dave & Buster's Orlando opened July 18 on International Drive. The new dining and entertainment venue offers more than 170 interactive simulators and redemption games inside its signature D&B Million Dollar Midway. Guests will also enjoy full-service bar and dining options; high-tech accents, like flat-screen HD TVs; complimentary parking; and more.

Universal Orlando Resort guests can now enjoy even more dining options at CityWalk with the addition of churrascari amenu offerings at a new Brazilian steakhouse experience now open within Latin Quarter. The new savory main courses are served "rodizio" style, which means a continuous service of South-American rotisserie skewers full of exquisite meats brought directly from the grill and sliced tableside throughout the entire experience.

The Force was strong at **Legoland California** during the park's popular Lego Star Wars Days. Guests of all ages dressed as their favorite Star Wars characters and spent their visit interacting with members of the 501st Legion of Stormtroopers and Rebel Legion.

Dinosaurs Alive! recently opened at Ohio's **Kings Island** and includes 56 animatronic models, in a spectacular outdoor Jurassic forest setting. The multi-sensory and interactive dinosaur park brings inspiration, science and technology together where guests also hear the sounds and see the movements of the full-sized animatronic creations made to replicate nearly every feature of the dinosaurs.

The Travel Channel's reality show "Bert the Conqueror" taped an episode at Holiday World & Splashin' Safari where comedian Bert Kreischer attempted to 'conquer' The Voyage roller coaster and Wildebeest water coaster,

each voted the world's top rides of their kind.

SeaWorld Parks & Entertainment is attempting to acquire a young female killer whale rescued off the coast of the Netherlands last year. The killer whale, nicknamed 'Morgan,' was captured in June 2010 after a ship spotted her swimming alone and starving in the Wadden Sea. She has been living since in a Dutch marine park known as Dolfinarium, where, with SeaWorld's assistance, she has been nursed back to health.

Pennsylvania's **Sesame Place** has announced 'A Very Furry Christmas,' a 19-day Christmas event that will feature lights, shows, music, and rides. It is the first holiday event in the park's 31-year history.

The **Natural Science Center** in Greensboro, N.C. plans to add a new 23,000-square-foot aquarium, which will cost approximately \$10 million. The attraction will house water-dwelling endangered species such as penguins, otters, and sharks.

Disneyland's Matterhorn Bobsleds attraction is closed through September 1, 2011 for refurbishment. Sources report that this is but one of a series of brief closures the popular 52-year-old steel roller coaster will endure before a major overhaul in the near future.

The **World Waterpark Association's** 31st Annual Symposium & Trade Show will take place Oct. 3-7, 2011 at the Hilton New Orleans Riverside & Ernest M. Morial Convention.

GameFly, Inc., a leading online video game rental subscription service, has announced a national summer-long promotion with Six Flags through Sept. 5, 2011, offering guests extended free GameFly trials. The promotion includes 11 domestic Six Flags parks and will be communicated via online ticket receipts, banner ads on sixflags.com, an E-mail blast to Six Flags season passholders.

Shows are in full swing this summer at **Canobie Lake Park** in Salem, N.H. Canobie's "Summer of SuperStars" live tribute shows will continue through Labor Day. The park's historic and recently renovated Dancehall Theater will host the return of two enormously popular live shows, a "Tribute to Michael" as well as "The King Lives" tribute. New for this season is the "Tribute to Janet" show featuring signature songs and dance moves on the park's Midway Stage, while country fans can enjoy a "Tribute to Tim" appearing on Canobie's Village Stage.

The Wisconsin State Fair (Aug. 4-14) announced a new partnership between Kohl's Department Stores through Kohl's Cares Program and the Wisconsin State Fair Park Foundation. The new partnership creates a new discount day at the fair. On Aug. 9, adult admission will be discounted \$4 to \$5, which is the regular cost of youth admission. Youth will be admitted free. On Kohl's Family Value Day, Kohl's and the fair will donate \$1 (up to \$15,000) for every youth admitted free to the Children's Hospital of Wisconsin. This money will go towards the creating of a "Fair Day" at the hospital for those children and their families that are there.

The 2011 fair will be the 160th annual fair.



NEWS & NOTES

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AIMS introduces three new board members

AIMS is proud to announce three new board of director members. These individuals will serve a three year term which started on April 1, 2011 and runs until March 31, 2014.

Franceen Gonzales Great Wolf Resorts

Franceen Gonzales is the vice president of risk management for Great Wolf Resorts, which operates 11 indoor waterpark re-



Gonzales

sorts in North America. She has been in the industry for 24 years and has worked in the waterpark, FEC, and theme park segments of the industry.

She currently oversees resort maintenance, safety/risk, and waterpark operations for Great Wolf. Franceen is actively involved in the industry as the secretary general for ASTM F24, former chairman of the board of WWA, and current board member of IAAPA and the National Swimming Pool Foundation.

Her volunteer effort helps to connect AIMS with other organizations and brings the perspective of an employer in need of specialized training for their team.

Tim Viox Leisure Labs, LLC

Tim Viox works for Leisure Labs LLC representing Mack Rides, Great Coasters International, Mondial Rides, I.E. Park / Soli.



Viox

Prior to joining Leisure Labs Tim served as the senior VP of design/engineering/maintenance for PARC Management, LLC. In this role Tim

led design and development for PARC, encompassing new business ventures in addition to improvements and expansions of existing properties. He was also responsible for overseeing engineering and maintenance.

Tim's background includes 13 years with Busch Entertainment Corporation in various roles directing design, engineering, maintenance, and project management activities. He also oversees the ASTM subcommittee that is responsible for developing standards related to maintenance & inspection of amusement rides & devices.

Timo Klaus KumbaK Coasters Services B.V.

Timo Klaus is the executive VP for KumbaK-The Amusement Engineers and is located in the south of The Netherlands.



Klaus

In his position he is responsible for the technical and commercial side of the business and brings a very diverse background to the industry that he has been a part of since January 2000.

His background includes working on and developing pumps for highly viscous and difficult fluids such as the famous Belgian chocolate. Timo also spent six years in the wind energy generator business which was considered somewhat of a novelty in The Netherlands in the 1990s.

He likes to see the smiles and hear the laughter generated by different amusement ride but as a parent of two children he also understands the need for safety in the amusement industry and regards the time he has spent teaching and sharing at AIMS Safety Seminars important.

AIMS member spotlight: Mark Doman

Editor's note: This is a series of articles to appear in AIMS News & Notes that spotlights an AIMS member who has been active in the annual AIMS Safety Seminar. To suggest a future spotlight on an AIMS member contact Steve Laycock at:

steve.laycock@rides.com

Mark Doman State of Michigan Manager Ski and Amusement Ride Safety

Mark Doman has an engineering degree and a background in manufacturing but now works for a state jurisdiction and has an interest in a variety of other subjects including wind and solar generation. Mark attended the 2010 AIMS Safety Seminar in Orlando and while there took a few minutes to answer some questions concerning his experiences in the amusement industry and at AIMS Safety Seminar.



Doman

How did you get started in the amusement business?

"It was through the direction of different individuals who were involved in both the ski industry and amusement industry who led me to Arrow Dynamics. I worked for eight years at Arrow as an engineer."

What did you do before you were in the amusement business?

"Prior to working at Arrow Dynamics I was involved with the ski industry in Salt Lake City. I found many overlaps between the two industries and many companies that service both. In my present job I am very fortunate to be able to use this dual background."

What do you do in your free time?

"There are a number of things I enjoy doing in my free time but I find working in renewable energy very rewarding. I serve on the board of a non-profit organization providing energy efficiency and renewable energy to Michigan schools."

What is so special about the facility for which you work?

"Amusement ride and ski safety is teamwork. I enjoy that and it takes me to very interesting places where I get to meet and work with a variety of interesting people on a number of different types of ma-

chinery all of which I find very interesting."

Which amusement rides that you work on gives you the least amount of trouble?

"In my position I am dealing with a number of different amusement rides in a variety of different venues. I find the rides with the least trouble are those operated by the best, most conscientious people like those who send their people to the AIMS Safety Seminar."

How long have you worked for the state of Michigan as the Manager of Ski and Amusement Safety?

"Seven years."

Tell us one thing you have learned from the AIMS Safety Seminar.

"I am a very mechanical person so I value the non-mechanical things I can pick up from the different electrical classes especially those dealing with grounding and NEC requirements. I also have enjoyed the metallurgy class done by Cindy Emerick."

What was your favorite class at the AIMS Safety Seminar and why?

"My favorite class was Steve Laycock's NDT class, especially the hands-on aspect of it. There was just enough theory to understand why the various methods work and where to use them. But to do the hand-on testing was fascinating."

Why should someone attend the AIMS Safety Seminar?

"There are lots of reasons to attend the AIMS Safety Seminar, like seeing old friends and meeting new ones, networking, and improving ones skills and knowledge."

In general, how was your overall experience at the AIMS Safety Seminar and how prepared were your instructors?

"My experience at the AIMS Safety Seminar was great! Overall the instructors were well prepared with some being exceptionally well prepared."

Tell us one person you have met here during a networking opportunity time that has made an impact on you and why.

"There were many but the one that made the most impact was Ann VanVolkinburg in quality assurance with Disney. Ann has a great, broad knowledge and keen interest in the support of the industry."

—Steve Laycock, AIMS

Firestone Financial unveils new Web site

NEWTON, MASS. — Firestone Financial Corp. a provider of equipment financing for the amusement industry, announced the redesign and launch of its Website: www.firestonefinancial.com.

"For over 45 years, Firestone Financial has been committed to building personal relationships and making it easy for our customers to do business with us," says company President and CEO David Cohen. "Now, our new Web site helps us do that 24/7."

Cohen pointed to several features of Firestone's new Web site:

- Easy loan applications: Current customers can apply online. New applicants can begin the process with a simple online application.

- Latest promotions: Improved faster access to low interest loans

- Online customer service: Answers to questions and the ability to submit requests online

- Video library: Industry veterans talk about Firestone Financial

"One of the driving forces for this initiative was to give our distributor, manufacturer and borrowers an improved customer experience, making it easier and faster to get the answers they need," added Cohen.

In addition to revamping firestonefinancial.com, Firestone has reenergized its social media as well with a new Facebook page — Facebook.com/firestonefinancial -- and Twitter presence - twitter.com/Firestone_Corp.

"We see Facebook and Twitter as a great way to connect with our customers. This summer we have some fun contests planned that our followers will enjoy," said Director of Marketing Carol Francis.

Since 1965, Firestone Financial has provided equipment financing nationwide. As a direct lender, Firestone has helped customers acquire billions of dollars worth of assets. Today the company provides competitive financing solutions for the carnival, vending, fitness, coin-op, and amusement industries.

•www.firestonefinancial.com

Boulevard Bank purchases assets of Prairie Financial

LEE'S SUMMIT, Mo. — Boulevard Bank and Prairie Financial, Inc. are pleased to announce that Boulevard Bank purchased the assets of Prairie Financial. Boulevard Bank is a community bank with services primarily in Neosho and St. Louis, Missouri.

Prairie Financial's employees (now employees of Boulevard Bank), processes, and guiding principles will remain intact, but will now have the backing of Boulevard Bank's added support and resources. The newly combined operations

will allow Prairie Financial to continue to meet the outdoor amusement industry's needs with greater timeliness, sophistication, and stability, while not sacrificing the service or personal touch for which Prairie Financial is known.

"We have worked with Boulevard Bank over the past six years to meet our customers' specialized capital needs," said Paul Muller, founder of Prairie Financial.

Boulevard Bank has earned BauerFinancial's (www.bauerfinancial.com) high-

est 5-star superior rating for financial strength and stability, indicating it as one of the strongest financial institutions in the nation. This financial strength will allow Prairie Financial to expand both the size and scope of its lending capabilities across its customer base, namely in the outdoor amusement, beverage distribution, and short line railroad industries.

Prairie Financial will continue to be based in Lee's Summit, Missouri, and can be reached at (816) 554-3863.

•www.prairiefinancialinc.com

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ITPS inks Cyprus project

CINCINNATI, Ohio — Dennis Speigel, president of International Theme Park Services, Inc. (ITPS), a leisure consulting company based in Cincinnati, announced it had signed multiple agreements with the company CJSC Kind Angel. CJSC Kind Angel of Moscow, Russia and Limassol, Cyprus is planning the development of the first Kind Angel of the World monument near Limassol. The project, opening in 2014, is planned to be 135 meters (443 feet) in height, and will be designed to replicate a silhouette of an angel and will function as an observation attraction containing restaurants, concert halls, meeting space, gift shops, and more. ITPS has been contracted to perform the feasibility analysis, as well to provide pre-opening operations planning services, and

on-site management.

At its planned height, the Kind Angel of the World would be the tallest structure in Cyprus and in the Mediterranean region. This year-round entertainment complex will offer excellent views of the area and of the Mediterranean Sea, and will draw from both the resident and tourist markets.

"ITPS is excited to be involved with the CJSC Kind Angel group in planning this one-of-a-kind entertainment venue." said Dennis Speigel, ITPS president.

Oleg Oleinik, president of the CJSC Kind Angel group, said the goal of the first Kind Angel of the World is to "become a global sensation of the 21st century realizing progressive philosophy of the third millennium and innovative architectural approach."

James Atchison, SeaWorld Parks CEO to address industry leaders

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) announced James Atchison, SeaWorld Parks & Entertainment (SEA) president and CEO, will be the keynote speaker at the GM and Owners' Breakfast at IAAPA Attractions Expo 2011 in Orlando, Fla. Atchison will address the transition and evolution SeaWorld has undergone over the past few years and its current strategic direction. Also during the event, the IAAPA Service Awards will be presented, honoring members for their service to the association and the industry. The event will take place Wednesday, Nov. 16, 8:30 a.m. – 9:45 a.m., in the Windermere Ballroom at the Peabody Orlando.

The GM and Owners' Breakfast, sponsored by CNL Lifestyle Company LLC, provides a forum for attractions industry professionals to learn from the successes of top-level industry leaders. This year, participants will benefit from Atchison's more than 25 years' experience in the attractions industry. Atchison has served as SEA's president and CEO since 2003. Previously, he served

as the executive vice president and general manager of the company's three flagship parks based in Orlando: SeaWorld Orlando, Discovery Cove, and Aquatica.

"We have long valued IAAPA's role in advancing the interests of this great industry and I'm delighted to share our vision for the future of SeaWorld Parks & Entertainment," said Atchison. "While this is a time of growth and expansion for our company, we remain firmly rooted in the principles and values that have defined us since the opening of Busch Gardens in Tampa more than five decades ago: guest service, quality attractions and shows, environmental stewardship and animal care, safety, and respect for the 21,000 men and women who make up our team."

While the event is geared toward executive and management-level professionals, it is open to all IAAPA Attractions Expo 2011 registered participants. Tickets for the GM and Owners' Breakfast are US\$85 for members and US\$105 for nonmembers, in addition to Expo registration.

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San Diego fair posts record gains three years in a row

STORY: Pam Sherborne
psherborne@amusementtoday.com

DEL MAR, Calif. — It could have been the 80-plus rides on the independent midway. It could have been the variety of live entertainment on the grounds. It could have been the value for the buck or the food or the theme.

But for whatever reason or reasons, the San Diego County Fair has done it again. This is the third straight year the annual event held here June 10-July 4 has set a new attendance record, beating out the year before.

Total attendance for 2011 was 1,412,113 beating out 2010's 1,338,500. The largest one-day attendance during the 2011 fair was 88,767 on July 3. The largest single-day attendance ever was July 3, 1998, when 101,867 visitors attended the fair.

"The economy, overall, has acted in our favor," said Linda Zweig, information officer for

the fair. "The economy is better this year than the last two years, but people are still looking for a good value. We offered many discounts this year that people continue to take advantage of. We had our \$2 Tuesdays back this year and we had many online discounts."

The fair also introduced a new Passport to Savings, a new coupon booklet with more than 100 offers for discounts at the fair and at local businesses.

In announcing the attendance for this year, Tim Fennell, CEO and general manager of the Del Mar Fairgrounds, said: "Because of these challenging times, we were proud to present a venue that provided a great value for our guests. The fair is really about the people and teamwork that run this event year after year."

Zweig said she felt this year's theme, Race to the Fair, also did a lot to not only get people

▶ See SAN DIEGO, page 36

2011 San Diego County Fair

Top 5 rides

1. **Crazy Mouse**, manufactured by Reverchon, owned by S.J.S. Enterprises
2. **Grand Wheel**, Carousel Holland, Ray Cammack Shows (RCS)
3. **Windstorm**, S.D.C., S.J.S. Enterprises
4. **Skyride**, Seatrek, RCS
5. **Fast Trax Slide**, Fabbri, Talley Amusements

Top 5 food stands

1. **Chicken Charlie II** (owner, Chicken Charlie)
2. **Chicken Charlie I** (Chicken Charlie)
3. **Golden West BBQ** (Golden West Concessions)
4. **Juicy's LLC Sausage** (Juicy's LLC)
5. **Chuckwagon** (FWY bbq) (Chuckwagon Concessions)

San Mateo 2011 fair attendance up almost 30 percent



Fair officials reported 121,537 in attendance at this year's edition of the San Mateo (Calif.) County Fair, representing almost a 30 percent increase over last year. Butler Amusements, Fairfield, Calif., supplied the midway for the fair.

COURTESY SAN MATEO COUNTY FAIR

STORY: Pam Sherborne
psherborne@amusementtoday.com

SAN MATEO, Calif. — Fair officials reported 121,537 in attendance, almost a 30 percent increase from last year and slightly over 2009. Revenues on ticket sales were almost 30 percent above 2010 and significantly over 2009 and 2008 as well.

Chris Carpenter, San Mateo Event Center's general manager attributed several key aspects to the fair's success.

"We made it a mandate to bring in more technology and education based exhibits and vendors," Carpenter said. "This, along with our new season passes, main stage concerts and grounds entertainment program seemed to resonate exceptionally well with the community."

Butler Amusements, a locally owned family business, which provided the carnival and midway games had an ex-

ceptional fair.

After the carnival's second year, Carpenter said, "We are excited to report that their carnival numbers are the highest in the fair's history."

The San Mateo County Event Center, which operates the San Mateo County Fair, is a 501c(3) non-profit corporation and will be completely self-supporting after this year's fair. Over 300 full and part time staff as well as numerous volunteers work to produce the fair each year. Officials said the fair is a key economic driver in San Mateo County, generating \$42 million in economic impact for the entire area.

The San Mateo County Fair where "Innovation Meets Tradition" boasted a huge variety of world-class musical entertainment, performances, festival foods, and local and traditional contests. The fair lasts nine days and is attended by many guests throughout

▶ See SAN MATEO, page 35

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Two California fairs looking for leaders

The board of directors of the Sacramento (Calif.) County Fair is undertaking a search for a new CEO/fair manager. The successful candidate will accept the reins of management September 1, 2011.

T.J. Plew, the former CEO since 2008, worked her last day June 30. When contacted, she said she decided to resign to spend more time with her family, which includes two children ages 10 years and three years. She is very excited about the change.

"I will be moving about three and half hours away," Plew said. "I want to spend fulltime raising my family."

"Straight out of college, I worked with the (California) State Fair," she said. "Then, the year before coming to this fair, I worked with the executive development program for the Western Fairs Association. Then, in 2008, I came over here."

The Sacramento County Fair started in the south county city of Galt in 1937 and became a tenant on the State Fairgrounds in 1954. The Fair is held on Memorial Day Weekend.

Attendance for the 2011 fair, which was held May 26-30, was 60,833. Brass Ring Amusements Midway of Fun, Oroville, Calif., provided the midway.

The Kern County Fair, Bakersfield, Calif., is also accepting applications for a chief executive officer. Deadline for that application submission is Oct. 14, 2011.

The Kern County Fair's current CEO, Bill Blair, announced his retirement to be effective in 2012. The new CEO will begin on or about Feb. 1, 2012.

The Kern County Fair hosts approximately 400,000 guests annually. Officials boast that the event is the largest single event in the Southern San Joaquin Valley.

Dates for the 2011 edition are Sept. 21-Oct. 2.

MIDWAY TALK

Compiled by Pam Sherborne

In the end, fair officials at the **North Dakota State Fair** in Minot, N.D. tried but just couldn't pull it off. Because of flood waters from a swollen Souris River that wouldn't recede quickly enough, fair officials finally had to make the call to cancel the fair during the second week of July. The fair was set for July 22-30.

Fair manager Renae Korslien announced that the nine-day event would be canceled. It was the first time since its designation as a State Fair in 1965 that the event won't go on.

Korslien said it was an unanimous decision to cancel the event, according to a story in the *Minot Daily News*.

The fair, which has no flood insurance, suffered damages to its barns, commercial buildings and other facilities that were not on high ground. Korslien said during the first of July that water remained in many of the buildings and mold was noticed growing above the water line in at least one structure, the Jaycee building. The north end of the fairgrounds is beginning to dry off, but drainage goes south, where the two feet of water remains. Korslien noted there's still a current on the grounds.

Korslien said moving the fair to a different location never was an option. Finding another suitable location would have been difficult, she said.

The State Fair has been experiencing increased attendance in recent years. Last year brought a record attendance of 308,641 people.

The Florida Federation of Fairs recently named the **Miami-Dade County Fair** in Miami, Fla. a Blue Ribbon Fair for 2010-11. The Florida Federation of Fairs recognizes and awards the top fairs in the state that excel after a rigorous judging process. This Blue Ribbon Fair Improvement Program is designed to highlight improvements that fairs have made, award excellence in different programs and promote the exchange of information and knowledge between fairs.

The mission of the Florida Federation of Fairs is to increase the overall quality of Florida's Agricultural Fairs, provide members with the support and guidance needed to enlighten our youth and educate the fairgoers on agriculture, trade, entertainment and the heritage of Florida.

The Miami-Dade County Fair celebrated its 60th anniversary this year, and is ranked as the largest fair in Florida, attracting well over half a million visitors annually. The 2011 edition of the fair saw a five percent increase in attendance.

The **State Fair at the Meadowlands**, in East Rutherford, N.J., wrapped up its 25th annual run from June 24-July 10 on grounds next to the Meadowlands Stadium drawing more than 400,000 visitors during the 17-day run.

There was a new, more spacious, and more stroller-friendly layout, in keeping with management's decision some years ago to make the fair more appealing to

families.

The completion of construction at the New Meadowlands Stadium, which had squeezed the fairgrounds and made parking difficult in recent years, gave fair management 25 percent more space to work with, resulting in wider aisles and more space around booths and rides.

Reports stated that the fair featured 150 plus rides and attractions and 50 plus number of food vendors. Amusements of America, Monroe Township, N.J., provided the midway for the event.

State Fair Meadowlands took over management of the fair in 2003. The company's goal was to make it more family-friendly and offer more discounts, which have been very successful.

The Tennessee State Fair Association, based in Nashville, was selected by the Metro Nashville Board of Fair Commissioners to produce the **2011 Tennessee State Fair** at the current fairgrounds here despite wishes for the current Metropolitan Nashville government to redevelop the grounds at some point.

The TSFA is a non-profit association formed in 2010 to continue a state fair with the purpose of promoting agriculture, create arts, horticulture, commerce and related areas.

To make it more of a statewide event, the TSFA invited volunteers from different organizations across the state to its inaugural meeting. The meeting was scheduled July 30 in Nashville.

The fair has been scheduled for Sept. 9-18, 2011. North American Midway Entertainment is the carnival provider.

The Florida State Fair Authority in Tampa announced last month that the state fairgrounds had been selected as the host site for the September 12, 2011 Republican Presidential Debate hosted by CNN and the Tea Party Express.

The Tea Party Express Debate is expected to feature over 100 Tea Party groups from all over the country. CNN plans to air several of their weekend shows live from the fairgrounds prior to the September event.

Hundreds of members of the news media are expected to be on hand to cover this event.

Law enforcement officers last fall promised to increase security at the **2011 Iowa State Fair** located in Des Moines, in response to events that took place outside the gates during last year's fair. With new equipment set up and a beefed-up security force are ready to take the field, police are working on increasing visibility, too, according to a story that ran in the *Des Moines Register*.

"Their goal: Improved safety at the fair Aug. 11-21 after a rough 2010 run that included two stabbings and two assaults on police officers outside the gates," stated the story.

Police plan to put a Mobile Command Center right outside the gate

where visibility is high. Mounted patrol officers also will be on duty, as well as a special security.

The story stated that inside the fairgrounds, 107 arrests were reported last year, down from 112 in 2009. Outside, 27 adults and juveniles were arrested on charges of assault, intoxication or disorderly conduct. That compared with 15 arrests in 2009.

Officials said the unit includes school resource and tactical officers. Officers will be assigned to parking and traffic control.

Fair officials plan to be on hand to help the city officers in anything that is needed. Some things the fair has already added include additional cameras with better surveillance capabilities and improved lighting.

The money worries that hampered efforts to organize this year's **DuQuoin State Fair** in DuQuoin, Ill., have subsided.

Fair manager John Rednour Jr. told the (Carbondale) *Southern Illinoisan* that there were no cuts in state spending for the fair in southern Illinois after all.

The report stated that Rednour said he believes that the roughly \$1.5 million state line item with another \$750,000 earmarked for non-fair operations will remain intact for another year.

He said "everything looks good" now for the fair, which is scheduled to run from Aug. 27 through Sept. 5, 2011.

Funding for state fairs was among the items Illinois lawmakers were looking at to cut costs.

After drawing thinner crowds in two previous years, the **Marin County Fair** in San Rafael, Calif. reported a more than five percent increase in paid attendance for the five-day event that ran June 30-July 4.

The *Marin Independent Journal* reported the fair sold 88,720 tickets, up from 84,233 in 2010 and enough to bring in record admissions revenue of \$1.3 million. The fair also generated record revenues of \$1.1 million in food and drinks sales, \$108,174 in parking fees and more than \$36,000 in fine art sales. Art revenue was expected to rise by several thousand dollars on post-fair sales.

Total attendance was 117,000, which included employees and people admitted with free passes.

This year's paid attendance was the second-highest of the past seven fairs and the highest since 2008. That year's total was 90,691, but lower ticket prices kept revenue below this year's. Attendance in 2009 was 85,487, and in 2010 it was 84,233.

This year's success came despite temperatures as high as 93 degrees on Sunday, the hottest day, compared with a seasonal norm of 80 degrees.

This year's fair highlights included an exhibit for the 75th anniversary of the Golden Gate Bridge.

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Tinsley Amusements, High Hill, Mo., is seen here setting up for a July 4 festival in Centralia, Ill. The sun was shining this day as they put up the Zumur, (right) manufactured by Chance, and Wisdom's Dragon Wagon (far right).

AT/SUE NICHOLS



Tinsley Amusements wants the sun to keep on shining

CENTRALIA, Ill. — Even though the sun was shining on Tinsley Amusements, High Hill, Mo., as the carnival set up for a July 4 festival in Centralia, Ill., Richard Tinsley said this year has been his worst on record, and he has an almost 50-year history.

"I can sum up this season so far in two words," he said, mid-July, "broke city."

He had had 13 weekends of rain so far in the 2011 season. His route primarily is in Missouri and Illinois.

"We have really had about three years of bad weather, but this one is the worst," he said. "It has rained and rained and rained."

No dates had been canceled on him so far, although he wondered if maybe some should have been.

Yet, on this day in Illinois in the first of July, the sun was out as the crews worked setting up the Tinsley Amusements midway which includes these two rides – the Zumur manufactured by Chance, and Wisdom's Dragon Wagon.

—Pam Sherborne

▶SAN MATEO
Continued from page 33

the Bay Area.

Some of the new features for 2011 included the development of Sustainable Living and Technology Department, which are dedicated to running a more sustainable event through greening initiatives.



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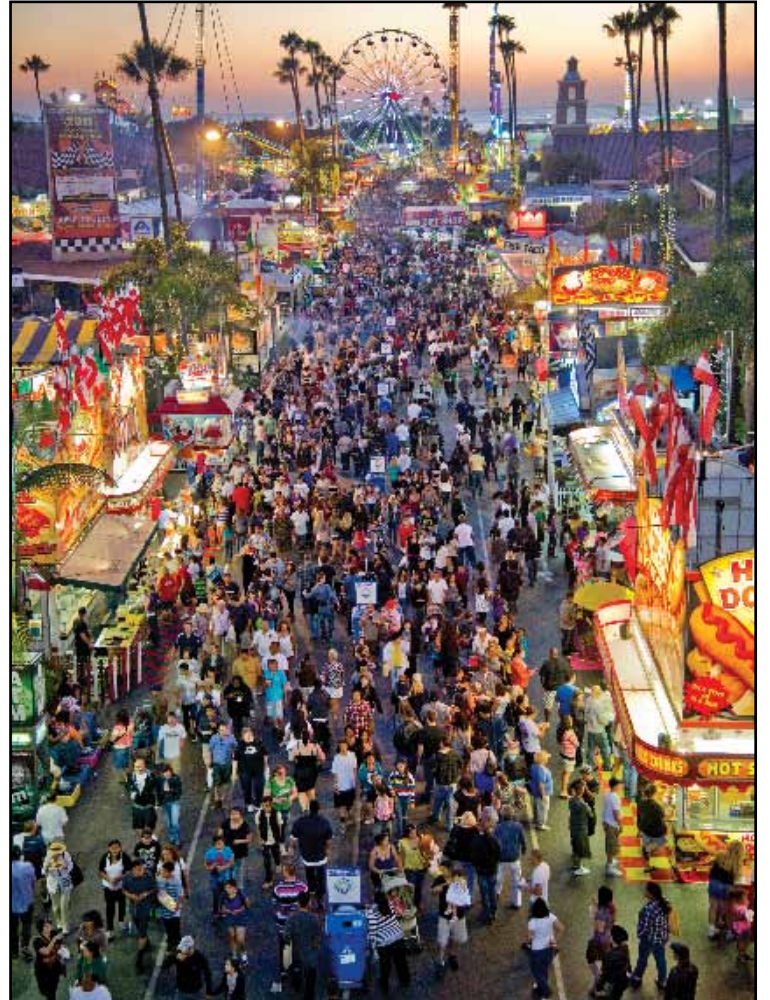
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The San Diego County Fair, Del Mar, topped its own attendance record this year when more than 1.4 million people visited. The 2011 fair ran June 10-July 4. COURTESY SAN DIEGO COUNTY FAIR

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► **SAN DIEGO**

Continued from page 33

to the fair but to get them to return.

"Our theme was huge," she said. "Across the board, cars appeal to everyone. We changed the types of cars that

were being featured every week so people came back.

"Our grandstand stage entertainment was great as was the rest of our entertainment that we have all across the grounds," Zweig said. "This was our greatest fair to date. We have a great team."

The fair continued with the ever-popular salute to Michael Jackson, which includes the flash mob dance to Jackson's Thriller. There were 402 people participating in that this year.

There were competitions, contests and, of course, the livestock events. The livestock auction raised \$464,365, up three percent over 2010.

New rides added to the line-up this year included the Windstorm, an S.D.C. coaster, owned by Steve Vander Vorste, S.J.S. Enterprises, and the Rock-It, a KMG ride owned by Mike Demas, Demas Enterprises. Both rides ranked in the Top 10 rides. The Windstorm came in at number three and the Rock-It as number 10.

New food booths included Hollywood's legendary food stand, Pink's, which ended up selling over 20,000 hot dogs, with the Bacon Chili Cheese Dog and the Martha Stewart Dog as the runaway

► See SAN DIEGO, page 38

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► SAN DIEGO

Continued from page 36

best sellers. Another new stand was Everything Cheese, a kid-friendly booth in the infield near Kiddieland that served up kid-sized portions.

Chicken Charlie's new Deep-Fried Kool-Aid was a hit among patrons. The snack consists of Kool-Aid mixed with Charlie's sweet batter, then fried like donut holes and decorated with a cherry-flavored powdered sugar.

2011 San Diego County Fair by the numbers

- There were **1,012,948** visits to the fair Website at www.sdfair.com this year. That is compared to 792,361 visits during the same time in 2010, up 27.8 percent.
- There were 113,657 visits to the fair's mobile phone Website this year compared to the 38,509 visits in 2010.
- There were **1,300** hours of entertainment booked for the 2011 event.
- There were 100,000 pieces of Chicken Charlie's new food item purchased – **Deep Fried Kool Aid.**
- **The Burger Joint** used 5,000 pounds of ground beef, 17,500 pounds of potatoes for curly fries, 400 gallons of gourmet sauce, one full pallet of ketchup or 400 gallons, 1,600 heads of lettuce and 2,500 tomatoes.
- There were **21,347** entertainers that performed on the eight stages at the fair.

2011 Alameda County Fair sets new attendance record



99 WAYS to COME OUT to PLAY

STORY: Pam Sherborne
psherborne@amusementtoday.com

PLEASANTON, Calif. — The 2011 Alameda County Fair, held here June 22-July 10, set an all-time attendance record drawing 452,746, the

largest recorded attendance in the last 20 years.

This year's number of visitors represents an eight percent increase over 2010. The previous attendance record was set in 2009 with 434,919 in attendance.

Record attendance drove food sales high and Butler Amusements, the fair's carnival ride operator from Fairfield, Calif., also had its best year.

And, not to be forgotten, the 2011 Alameda County Fair Live Horse Race Meet also was met with success.

"By not racing on Wednesdays, the fair was able to provide larger fields of horses on

Thursdays through Sundays, resulting in a nine percent increase in Average Daily wagers, bucking the national trend of double digit decreases," said Ricky Pickering, fair CEO.

Due to a shortage of thoroughbred horses in California, the fair had reduced the number of mid-week race days this summer in an effort to have more horses available for the weekend crowds. This strategy worked, as the average daily amount wagered increased by nine percent as the fair reduced its racing days by 13 percent compared to 2010.

As most fair officials are finding, visitors are taking advantage of discounts and promotions. Some offers this year included 99-cent Wacky Wednesdays, 99-cent Carnival Ride Day, and 99-cent Bites of the World's Largest Hamburger. The hamburger was to be written up in record books as the "world's largest commercially available hamburger." With all the trimmings, it reached a final weight of 777 pounds. The burger is still awaiting final verification by the Guinness World Records.

"We want to thank the almost half-a-million guests who came out to play at the record breaking Alameda County Fair these past three weeks," Pickering said. "Recognizing this difficult economy, we are honored that so many people chose to invest their time with family and friends at the fair this summer."

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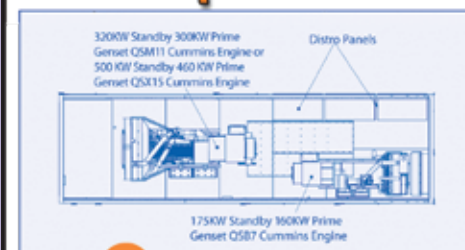
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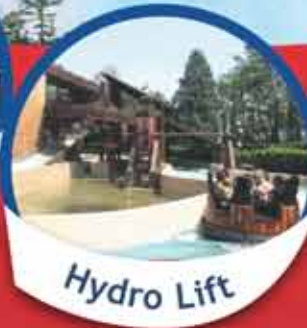
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