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Skyrush towers above Hersheypark

Intamin provides third coaster to Pennsylvania themer

STORY: B. Derek Shaw
Special to Amusement Today

HERSHEY, Pa. — An enthusiastic legion of fans welcomed Skyrush into the Hersheypark roller coaster arsenal over Memorial Day weekend, expanding their count to 12. The 3,600-foot-long, 200-foot tall and 75-mph air time machine, resides in a newly reconditioned Comet Hollow section of the 110-acre, 60-plus ride park. Boasting an 85-degree first drop after a zippy eight second ascent, along with five negative “G” hills, the winged seating-like coaster has wowed crowds visiting the 105-year old amusement park in Derry Township, Dauphin County, Pa.

The idea for Skyrush first surfaced in the fall of 2007, relates Gary Chubb, senior director of maintenance. Spain’s PortAventura Park (Salou, Tarragona) had just installed Furius Baco, an Intamin Hydraulic Launch coaster. Chubb and the late Frank O’Connell (Hersheypark general manager), both liked what they saw. Although Chubb’s title does not suggest this, he also participates in new ride development, due to his long-standing participation in the annual IAAPA Trade Show, along with participation in PAPA, ASTM and other industry organizations.

► See SKYRUSH, page 6



Hersheypark’s new Skyrush coaster stands high above the park’s landscape of rides. The 200-foot tall Intamin coaster features 3,600 feet of track and reaches speeds of 75 mph.

AT/B. DEREK SHAW (top) and SCOTT RUTHERFORD (below)



Fire Ball loops into Lake Winnepesaukah

ROSSVILLE, Ga. — Thrill-seekers are flipping this summer at Lake Winnepesaukah Amusement Park over Fire Ball, the park’s newest addition to its impressive ride lineup. Situated at the very front of the park and clearly visible from the highway, Fire Ball presents a striking profile and manages to redefine the park’s skyline. The ride was supplied by Texas-based Larson International, Inc., the manufacturer of the park’s popular Oh-Zone! drop tower.

AT visited Lake Winnie at the peak of the summer season and witnessed firsthand the fervor surrounding the new ride. “Our guests are literally screaming with excitement over our new Larson International Fire Ball,”

said Lake Winnie’s Talley Green. “Just inside the front gate, it’s the first thing they see as they come into the park and they love it. We are very pleased with the performance of our newest ride. Our crews had it set up quickly and it’s been operating consistently since the official opening on Memorial Day weekend.”

Lake Winnie’s ride lineup is composed of an enviable collection of traditional fairground attractions that includes the rare Eyerly Fly-O-Plane, one-of-a-kind Boat Chute and PTC-built Cannon Ball wooden roller coaster. The new Fire Ball fits in perfectly with the park’s arsenal of contemporary and classic rides.

“This is the first ride
► See FIREBALL, page 4



Lake Winnepesaukah’s new Fire Ball, from Larson International, comes alive at night thanks to 4,000 LED bulbs mounted on each side of the ride’s 60-foot diameter ring. AT/DAVID TEMPLETON

NEWSPAPER

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Regional themers can learn from local/state fairs



Slade

The current wave of success that is being enjoyed by the nation's area and state fairs is a product of tradition, weather and now the food hype.

The State Fair of Texas in Dallas led the way eight years ago when the fair put a new emphasis on food as a way to re-energize the fair's attendance and revenues.

During the past eight years, the fair has worked with Kristi Erpillo with the Dock Restaurant located on the fairgrounds property. Together they have introduced countless new food items that has now made the State Fair of Texas the proclaimed Fried Food Capital."

Now they are frying it up again.

The Girl Scouts of America are celebrating their 100th anniversary this year and will have an exhibit at the Texas Fair. Since the Girl Scouts are known for their cookie campaign, it only made sense to see if the famous cookies could be fried. While most attempts by Erpillo failed, one cookie showed signs of working. A coating to protect the cookie had to be added and then a batter, very similar to that of a fortune cookie, was added.

The fair had fried food success yet again.

The Girl Scouts, along with the State Fair of Texas, spread the word and now this fried Girl Scout Cookie is being enjoyed around the nation's fairs this summer.

Many of the nation's theme parks have become more known for their expensive, sub-standard basic food selections while the fairs and traveling carnivals are busy pleasing their guests with countless food selections and one-of-a-kind food innovations that keep the cash registers busy.

With the outdoor business operators now offering landscaping, modern LED lighting and clean grounds, it's no surprise attendance is soaring all across the U.S.

Regional themers should take note.

As for what type of Girl Scout cookie was selected to be fried? That's for you to find out by sampling one.

—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: Scott Rutherford, srutherford@amusementtoday.com

Contrast and balance



Rutherford

My travels this summer have offered me the opportunity to visit a number amusement venues. This included the top echelon Disney properties to regional theme parks chains to traditional parks and traveling shows. During these visits I found myself pondering the many differences between them and how we need these variances to keep life interesting. While a visit to Walt Disney World, Disneyland or one of their other properties can cost one quite a bit, guests are ready and willing to pay up. They know they'll get an experience like no other. The Disney brand is renowned for providing escapism on a level few, if any, can match.

On the other hand, theme parks — as well as traveling carnivals and fairs to a similar degree — are intentionally designed to offer a radically different degree of escapism packaged and priced to appeal to a far wider range of visitors. It's an immediate, fast and furious form of entertainment tailored to pack the maximum degree of thrills and excitement into a single day.

And then we have the traditional parks. These hallowed places are dear to my heart. Often, it's like stepping back in time to an era when our lives were not ruled by smart phones, unrealistic deadlines and impossible schedules ... those things that absolutely rob us of the

innate ability we once had to truly relax. This last point was driven home quite well during a weekend when I visited Lake Winnepesaukee on assignment for AT. The fine folks who run this southern treasure know their audience exceedingly well and do a tremendous job of taking care of their guests and making it look easy. From the free parking, no-charge entrance and easy southern charm, this is the kind of place I'm glad still exists.

Though I confess to being a huge Disney fan (yes, I have a WDW Annual Pass), and I still crave the raw intensity of the latest hypercoaster or next-gen wooden coaster, there is that intangible something about traditional parks that calms my mind and nourishes my soul. If we allow ourselves the time to appreciate it, these places offer us the chance to pause, to slow down and take a deep breath. Just sitting on shaded park bench on a summer day or stopping to admire the ripple of soft light from the carousel on the calm surface of a nearby lake are sometimes enough to restore what has been lost.

Like everything else in life, we crave and require contrast and balance in our choice of entertainment. Sometimes we like it orchestrated and choreographed in an environment where the fantastic is made perfectly real and natural. In others we prefer it rough and tumble, immediate and in-your-face. And then there's a part of us that needs the peaceful and uncomplicated.

Contrast and balance.

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2 MINUTE DRILL



COMPILED: Janice Witherow

Kevin Robinson, SeaWorld San Diego

Kevin Robinson began his SeaWorld career in 1977 in Park Operations and four years later transferred to the Animal Care division; an area he still loves today with special passions for the Rescue Program, rehabilitating an orphaned gray whale and animal transports. He lives on a small farm where he breeds and raises pigs and meat goats for local kids to show at county fairs through 4-H and Future Farmers of America. Kevin enjoys cycling, woodworking, reading and spending time his wife and two college-aged sons. He is a big fan of Ohio State University football and is very active in his church.



SeaWorld San Diego Senior Animal Care Specialist Kevin Robinson spends time feeding these dolphins in the park's Animal Rescue area. Robinson has been with the park for 35 years. AT / GARY SLADE

Title
Senior Animal Care Specialist.

Number of years in the industry
35.

Best thing about the industry
The wonderful opportunities to meet new people and work on new projects.

Favorite amusement ride
The Beast at Kings Island in Ohio.

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

Biggest challenge facing our industry
Safety issues at all levels.

The thing I like most about amusement/water park season is ...
Seeing our guests enjoying their time and watching families connect.

My favorite thing to show friends visiting Sea World is ...
Our Rescue Program ... I can highlight some of the great work we do for the marine life in southern California.

My biggest splurge in the last year was ...
Buying an Apple computer, and iPad and iPhone ... and oh, Apple TV, too.

The last vacation I took was ...
Albuquerque, New Mexico – to Arabian Youth Nationals Horse Show.

My DVR automatically records ...
Ohio State University football and The Big Bang Theory.

The three words that best describe my office are ...
Messy, quiet and a retreat.

I wish I had more time to ...
Spend with my wife and boys.

Favorite sport to play
Bicycle (road) racing.

My motto is ...
Do not think of yourself more highly than you ought, but rather think of yourself with sober judgment (Romans 12:3); and "All you get to keep are the memories; you gotta make the good ones last."

The one food that I would never, ever give up would have to be ...
Spaghetti.

The coolest place I have ever visited is ...
Jan Lake Saskatchewan, Canada (great fishing and good friends).

I usually call it a night at ...
9 p.m.-ish.

When I say San Diego, you say ...
Great weather!

The one place I would rather be right now is ...
Home on my farm with my family.

The last thing I cleaned was ...
Horse stalls.

At lunch time, you can usually find me ...
Sitting on a golf cart reading (in our park).

Football season is coming up. I root for ...
The Ohio State University Buckeyes.

In one word, my house is ...
Home.

All-time favorite author
Donald Miller.



Robinson

THIS MONTH IN HISTORY

Presented by



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•**1912:** Reports out of **Bombay, India** suggest that the country's first roller coaster, the **Scenic Railway**, was doing very well, although there had been several minor accidents. The ride was a smaller version than its American cousin, but just as popular.

•**1924:** The **King Bee** all steel rail coaster was opened August 16, at **Granada Park**, in Detroit, Michigan. It had an all steel track bed, to protect against fire and rot. Reports had the new ride doing wonderful business with the **Big Dipper** nearby. The ride was designed by **John A. Miller**. The park would be known under various names during its existence, but by 1928 all amusements in the area were gone, as part of Detroit's clean up of "honky-tonk" attractions.

•**1925:** Owners of **Electric Park**, in Kansas City, Missouri, announced in early August that the operation would close on September 1. After 27 seasons, the park would become a residential development. The park had become famous for having the first looping coaster in the Midwest.

•**1927:** **Frederick A. Church** met with **Frank Darling** in early August to propose his new **Bobs** coaster design for the future **Playland** in Rye, New York. The west coast designer would also spend time in **Coney** during his visit, and is remembered today for both the **Airplane** at Rye (1928-1957), and the **Tornado** in Coney Island (1926-1977). His wonderful **Dragon Coaster** still thrills riders at Playland.

•**1944:** On August 13th, a major fire destroyed more than half of **Palisades Amusement Park**, Cliffside Park, New Jersey. At the time, there were 30,000 visitors in the park, many of them in the swimming pool as a heat wave descended on the Northeast. It would be the third major park fire in as many days, with **Luna Park** in Coney Island having lost more than half its attractions the day before, including the popular **Mile Sky Chaser** and the park's famous tower. A day earlier, a fire in Wildwood, New Jersey destroyed park buildings there including a section of boardwalk.

•**1960:** Three men stole \$28,836 from the **Freedomland USA** office in the Bronx, New York, on August 27. While they made their getaway in a stolen motor boat, they would be arrested two weeks later. Just one of the strange occurrences that plagued the ill-fated park, which would close in 1964.

•**1990:** The **Belmont Park Giant Dipper**, which had not operated since 1977, was reopened on August 11. It was the result of a local grass roots effort by the "Save the Coaster Committee," made up of local politicians, architects, engineers, artists and other preservationists. In the final year of restoration, the owners of the **Santa Cruz Beach Boardwalk** stepped in to get the ride operational. Today it is a proud centerpiece to the Mission Beach area, and one of just two seaside wooden coasters still operating on the West Coast.

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► FIREBALL

Continued from page 1

we've ever added at Lake Winnepesaukah that completely inverts all the riders," said Green. "A skilled pilot can invert our Fly-O-Plane, but everyone who boards the Fire Ball will get a view of the Chattanooga skyline from an inverted perspective!"

Towering nearly 60 feet above the midway, Fire Ball accommodates 20 riders seated in pairs back-to-back are secured with over-the-shoulder restraints. The ride cycle begins gently, rocking the train back and forth. But within seconds, the velocity builds and riders are treated to several high-speed 360 degree inversions. A highlight of the program is when the train is momentarily halted at the apex of the loop, suspending riders in the upside down position for several protracted seconds before diving back toward the ground.

Fire Ball sports a vibrant color scheme that stands out during the day but it's at night when the ride really shines thanks to a brilliant LED light

package (3,600 in total) applied to both sides of the loop structure.

"Lake Winnepesaukah is a family park," added Green. "Even with a ride as thrilling as this, we still pack our attractions lineup with as much excitement possible for a full day of family fun."

Jeff Novotny, Larson International said it's always a pleasure working with the family-owned parks, telling AT: "It was a sincere pleasure working together with the professionals at Lake Winnie. Thanks to their planning we were able to send progress photos of the Fire Ball under construction on a step by step basis. They were able to see the ride being created from the raw material stage to completion."

John Robinson, William H. Robinson, Inc. in Hamilton, Ohio, handles all the advertising and marketing for the park. He shared the thought process behind the park's television spot.

"With the ride debuting at the park a few weeks into the season, we wanted to focus our marketing efforts to tease its forthcoming arrival and push



The Fire Ball takes riders (20 at a time) on a forward/backward looping ride at Lake Winnepesaukah. The ride, from Larson Intl., is new this season.
AT/DAVID TEMPLETON

the curiosity of guests." Robinson told AT. "We took the park's traditional vibrant and colorful television spot with its catchy jingle and intentionally 'turned it on its ear' for

the ride teaser spot which had a darker and more suspenseful feel along with a simplistic electronic soundtrack. The end result completely took the viewer by surprise and

let them know that this was something new at Lake Winnepesaukah unlike anything they had experienced there before."

—Scott Rutherford

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Fire Ball



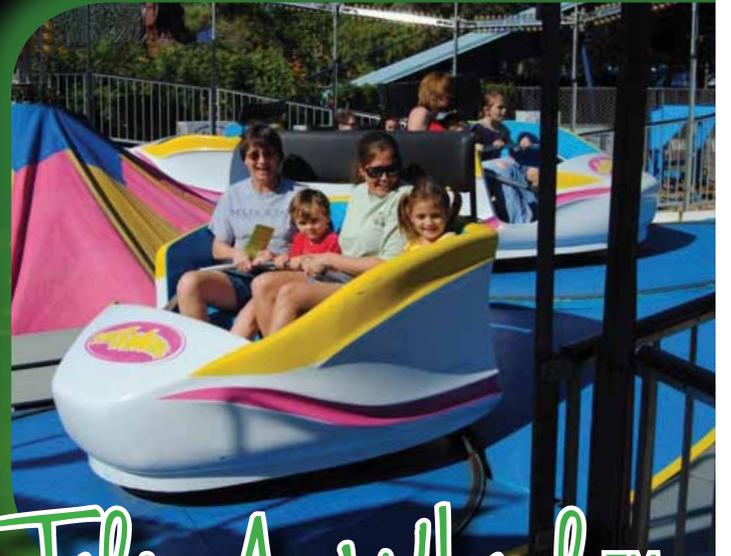
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Hersheypark SDL gets new trains

HERSHEY, Pa. — In 1977 Hersheypark opened a unique full-circuit looping roller coaster, sooperdooperLooper, an Anton Schwarzkopf creation. In 1989, the original trains were replaced with similar-looking Giovanola trains. The twins served the park well the next 22 years; however fatigue set in. This season, in addition to building their 12th coaster in the park, Hersheypark also decided to retrofit coaster #3 with a Gerstlauer-built pair of bright orange trains.

"Overall we are very happy," said Gary Chubb, senior director of maintenance. He continued, "Gerstlauer was good to work with. They arrived a bit later than anticipated, however they had a rep on site, which helped to insure a Memorial Day weekend opening."

The new trains also bring a new controlled braking system, with magnetic trims in the helix. Velocity Magnetics from New Castle, Pa. provided the magnetic braking, with Entertainment Management Group serving as the sales agent. "We've been trying to do magnetic brakes on that ride the past 10 years," said Chubb. The control system arrived from Gerring Engineering in Zurich, Switzerland. There were actually three contracts for this latest upgrade: Gerstlauer, Entertainment Management Group and Gerring Engineering.

Riders will notice a slight variation in where they are positioned. Riders leaned back a little on the previous trains. The new trains offer a slightly more forward position. Chubb succinctly summed things up, "We are pleased with the product."

NOTE: One of the 1989 Giovanola trains has been donated to the National Roller Coaster Museum & Archives. Half of the train is already in storage in their Plainview, Texas facility. The other half will arrive later this summer with other donated items from Hersheypark.

—B. Derek Shaw



Hersheypark's sooperdooperLooper received new trains, and a loading station facelift to include a new ADA elevator for the 2012 season.
AT/B. DEREK SHAW

►SKYRUSH Continued from page 1

The decision to install number 12 in 2012 occurred after Fahrenheit (Intamin vertical lift coaster) was built in 2008. "Fahrenheit was a fast track project," said Chubb. He continued, "Originally we were looking at a spinning mouse." It was in the fall of 2009, that things got more serious, with Chubb assigned to talk with coaster manufacturers at that fall's IAAPA trade show in Las Vegas.

With all the expansion of the park heading into Midway America and the two phases of the Boardwalk waterpark area, something new had to be built either on the hill where the Kissing Tower and antique car ride operate or in Comet Hollow. The Hollow won out as Chubb talked with at least five vendors. The list of criteria included: a May 2012 opening, must fit into existing park space and the coaster needed to come with an "ist" (tallest, fastest, first, etc.), helping the marketing department perform their job.

The winning company was Intamin Amusement Rides/IntaRide. Contrary to speculation, this was not coaster number three in a three coaster package. The firm was able to deliver a bit better than the other candidates. Regarding the decision, "We had a track record with Sandor Kernacs (president of IntaRide). We like the fact that they have a variety of coasters," said Chubb. He was also quick to note Storm Runner (2004 dual station, hydraulic launch coaster) and Fahrenheit were both on time.

The ride was not without its challenges. "Certainly there were some bumps along the way," relates Chubb. Derry Township and the U.S. Army Corp of Engineers both weighed in on the construction project. Permitting was tricky as the loading station is located in a flood plain. Also a couple of turtle logs had to be installed in Spring Creek for bog turtles. Park staff were going to add a few plastic turtles to inform park guests as well as invite the turtles who have yet to make a cameo appearance.

September 7, 2011 marked the visit by the remnants of Tropical Storm Lee to Central Pennsylvania. It left behind 10 feet of water flooding a drained Spring Creek as well as Midway America and the Boardwalk Water Park. Then in late September more rain arrived

almost destroying the crawler crane situated in the middle of the creek. The water that time came within two inches of the operator control area. "We dodged a bullet there," said Chubb. All in all, Mother Nature slowed down the project by three weeks, however a mild winter allowed the park to gain back some of that lost time.

To make room for the 12th coaster, the Sellner Tilt-A-Whirl had to be relocated to Founders Circle and existing restrooms were demolished. The two-story loading platform incorporates restrooms on most of the first floor with train maintenance areas behind them. This maximizes the depth available sandwiching the ride station between the Comet station on one side and a narrowed Comet Hollow walk midway on the other. Again, being in a flood plain greatly restricted the size of the station, which prevented flow-through loading.

The past few roller coasters have had their names suggested by the general public. That was not the case this time, although internal suggestions were accepted. When asked about the name selection formula Chubb likens it to the concept, "Throw spaghetti on the wall and see what sticks!" The name Skyrush suggests that reaching for the sky will be a head rush.

Did Hersheypark get what the ride they had in mind? "We got what we envisioned and then some." Chubb continued, "It's a bigger punch with all the action. It's fast, aggressive, fun with lots of air time." Dentures and cell phones have been victims to Skyrush. "The ride will strip you of personal belongings if you don't remove the items."

As a way to accommodate non flow-through, "spin-bins" were installed allowing guests to leave their belongings. With a two train operation, the bin is "spun" to the appropriate train in the station. "While in theory the concept works," said Chubb, "in reality the guests are having a learning curve."

The rebuilt Spring Creek area underneath Skyrush is now home to two, 35-foot floating water fountains, moored to the bottom of the creek, complete with white lights for night-time viewing. With the building of the coaster it "opened up a whole new area in the park, that hasn't been seen for years," said Chubb. There is a walkway running the length of the creek on one side which allows guests the opportunity to view Skyrush and its maneuvers in its entirety.

Wooden coaster fans will also get to see great vantage points for the venerable Comet, not easily accessible in the past. The passageway also serves as an additional "express lane" ending at Skyrush entrance queues.

Skyrush elevates Hersheypark into a new class with an over the edge roller coaster in what typically has been a family-friendly amusement park. "This is our most aggressive ride. Hersheypark now has the other end of the scale for intensity," stated Chubb. He continued, "Skyrush has elements of some other Hersheypark coasters in it."

Skyrush is still in the tweaking stage of its infancy. The ride is designed to handle 1,250 to 1,350 people per hour, theoretically. "We're doing half of that right now," said Chubb. He continued, "Our operators are working to get that number up."

Intamin is looking into tweaking the restraints, which can be a big job when trying to secure all size passengers. "This could be a season long correction," said Chubb.

In closing Gary Chubb is quick to point out that Skyrush is really two rides – in one – depending on when people ride it. During the day the visual aspects rule the ride. At night, darkness is the key element. Chubb feels, "It's a completely different ride at night."

FAST FACTS

Name/Park

Skyrush/Hersheypark,
Hershey, Pa.

Type

Steel hyper coaster
with winged seating

Features

50-degree ascent;
85-degree descent; four
high speed/high banked
curves; five airtime hills

Height/Length/Speed

200 feet/3,600 feet/
75 mph (26 feet per sec.)

Trains/Capacity

Two, 32 passengers
trains/1,350 pph

Manufacturer/Supplier

Intamin Amusement
Rides/IntaRide, LLC

Cost/Official Debut

\$25 million/May 26, 2012



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Reporter's Notebook

Sansei Yusoki to make investment in S&S Worldwide

JAPAN — Sansei Yusoki Co., Ltd., of Osaka, Japan, listed on the Osaka Stock Exchange, 2nd Section (Code No. 6357), and S&S Worldwide, Inc., of Logan, Utah, recently announced that they have entered into a binding agreement whereby Sansei will invest in S&S.

The parties anticipate that this arrangement will lead to a stronger alliance. The transaction closed in July 2012.

The headquarters and manufacturing facilities of S&S will remain in Logan, Utah, and its current President and CEO, Rich Allen, will remain as President and CEO.

Allen said, "The financial strength of Sansei, coupled with their strong engineering and manufacturing focus, will be a tremendous complement to S&S's patented portfolio and strong sales success all around the world."

Kevin Rohwer, vice president of sales and marketing, will also remain in his role with S&S, continuing to lead the company's sales and marketing efforts.

Both companies have long histories in the development of amusement rides around the world. Current chairman of the board of S&S Worldwide, Jeff Koffman, who also remains said, "It has been a pleasure getting to know the Sansei team, led by Makoto Nakagawa. I am excited about his vision for the future."

Hong Kong Disneyland debuts new Grizzly Gulch themed area

STORY: Andrew Mellor
amellor@amusementtoday.com

HONG KONG — Hong Kong Disneyland Resort (HKD) continues to grow with the opening on July 14 of Grizzly Gulch, the largest themed area in its on-going expansion plan.

Based on an original story created exclusively for HKD, Grizzly Gulch provides guests with an immersive Wild West experience featuring a variety of new entertainment offerings, including as the centerpiece of the area the Big Grizzly Mountain Runaway Mine Cars roller coaster.

Supplied by Vekoma, the unique, multi-directional, terrain-style coaster takes visitors on a holistic adventure as

it crisscrosses the entire area. With a capacity of 24 persons using four cars in each of six trains, each with three rows of two people, the ride takes guests on a runaway adventure. The three major highlights of the coaster are the mine cars dashing forward, racing backwards for one-third of the journey and making rapid turns due to the mischief of the resident grizzly bears; the terrain-style coaster running through the entire themed area, including Big Grizzly Mountain, the town and Geyser Gulch; and multiple mine cars crisscrossing throughout Grizzly Gulch simultaneously, meaning guests are able to see up to three cars speeding across the themed area at the same time.

"Hong Kong Disneyland is con-

tinually evolving and expanding," said Andrew Kam, managing director, Hong Kong Disneyland Resort. "Last year, the opening of Toy Story Land successfully broadened the age range of guests the park appeals to. This summer, the park will achieve yet another milestone with the opening of Grizzly Gulch."

Grizzly Gulch is the second brand new themed area of HKD's current expansion project and the resort's Imagineers and skilled craftsmen have created an authentic and exciting Wild West world. All details reinforce Disney's strength in story-telling to build an Old West ambience and the icon of the land, the over 27 meters (88.5 feet) tall

► See **GRIZZLY**, page 9



The Wild West theming of HKD's Grizzly Gulch has been carefully designed and forms a major part of the park's newest area. COURTESY HONG KONG DISNEYLAND RESORT



Major, Family and Spectacular Rides



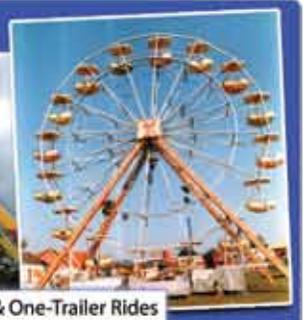
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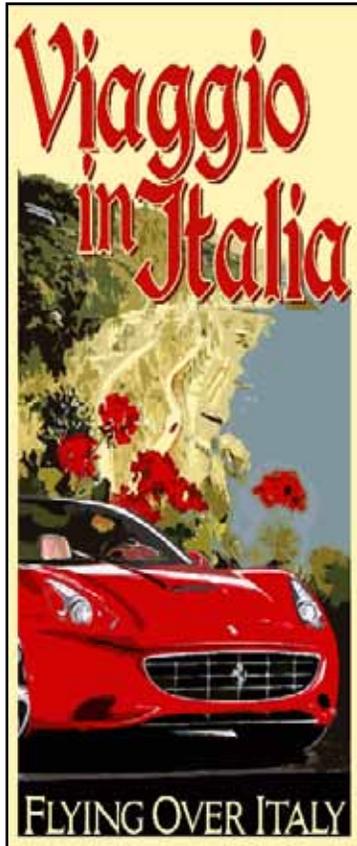
New attractions enhance guests experience at Ferrari World

STORY: Andrew Mellor
amellor@amusementtoday.com

ABU DHABI — Ferrari World has added several new attractions and activities to its line-up for 2012, further enhancing the immersive Ferrari experience on offer to guests.

Inspired by the world famous Mille Miglia road race that has been credited for creating Italy's Grand Turismo sports car culture, the latest major attraction at the world's largest indoor theme park has been built by German manufacturer Huss Park Attractions and takes visitors on an aerial journey over some of Italy's most beautiful landscapes.

Entitled *Viaggio in Italia* — Flying over Italy — the attraction sees up to 90 people per ride being strapped into seats inspired by the design of Ferrari GT seats and lifted up to 14.5 meters (47.5 feet) into the air to be suspended over a giant hemispherical dome screen, with highly advanced pivoting hydraulic technology used to swerve and dip the seats for maximum thrills. They then begin an aerial journey which takes off from the famous Fiorano Circuit in Ma-



ranello, home town of the Ferrari factory, from where they travel through picturesque Venice and the beautiful Tuscan countryside, flying over Isola Bella of Lago Maggiore, and along the Passo della Futa, where the Mille Miglia race still passes today.



Viaggio in Italia — Flying over Italy — adds another unique experience to Ferrari World by taking guests on a ride/film experience through some of Italy's most famous and beautiful sites. COURTESY FERRARI WORLD

From here they move to Florence, Portofino, the city of Rome, the Dolomite Mountains, the Costa Amalfitana and finally to Capri where they finish the journey, having viewed images of mountains, villages, coastlines, cities and forests, the whole experience

being enhanced with special effects including mist, wind and the scents of flowers and plants. The ride duration is approximately five and a half minutes.

"If you close your eyes, breathe in the pine-scented air and feel the cool mist float over

you, you can almost imagine you are driving through the Italian countryside — *Viaggio in Italia* is a ride that really brings the Ferrari sensation to life," said Andy Keeling, park manager of Ferrari World Abu Dhabi. "This is a unique family ride where every member of the family can immerse themselves in the beauty of their surroundings from a truly exciting vantage point."

The park has also debuted a new show production for 2012 which has replaced *La Gara* and provides a lively and spectacular entertainment offering for all the family. In addition, visitors are also able to enjoy a range of new themed events and activities, including the high octane Speed Week, focused around the Etihad Airways Abu Dhabi Formula One Grand Prix, Italian-themed festivals along the lines of the popular *Italia! Italia!* celebrations and F1 screenings from cities all around the world, providing plenty of entertainment to add to the park's impressive selection of Ferrari-inspired rides and attractions.

Innovative Leisure ropes course goes Kidzworld

UNITED KINGDOM — A new high ropes course from Innovative Leisure that opened recently at Cornish Market World (CMW) in St. Austell, Cornwall, is proving a hugely popular addition to the venue.

The seven pole, double-level, Sky Trail Navigator high ropes course, one of several similar attractions installed around the U.K. and Europe by Innovative Leisure, has added a totally different dimension to the Kidzworld indoor play center at CMW.

Chris Webster, associate director at attractions industry consultants Vision XS Ltd., who worked with CMW on the attraction, describes the experience provided. "It's an exciting and challenging physical activity for all members of the family from five and up. The degree of exposure is considerable and varying types of obstacles at height present different levels of difficulty, so there is choice at every stage. The really great thing is that parents can participate and act as coach-come-cheerleader

to their younger family members, while older children can coach their parents to progress in their own time both in terms of the progression of height and difficulty. It's a great development tool and an exciting, memorable experience for all the family to share. It is also great for spectators."

The target audience at CMW is five to six-year olds and upwards through to "adventurous grandparents" and visitors are typically on the course for between 12 and 15 minutes. Up to 30 participants at a time can use the course.

Webster adds: "It has wonderful capacity for the cost and delivers real value both in terms of pre-visit perception and then actual value from the experience itself. It has undoubtedly added to the content of the facility and increased the dwell time. It is also an experience which is highly repeatable."

Visitor reaction has also been good with the attraction being extremely well received by both locals and tourists alike. "They perceive Sky Trail

as a 'big ticket item' in the context of the overall site and are very pleased indeed that it is included in the admission price which was raised well above inflation this year off the back of Sky Trail," said Webster.

Situated in an outdoor area, the attraction is suitable for both children and adults. Access up to and down from the first level of the course is via two inclined stairways, while an additional two stairways also lead from the first to the second level.

The various elements that make up the course provide an exciting, challenging, dangerous yet safe experience carried out in perfect safety with patrons in full harnesses attached to the unique Sky Trail continuous belay system throughout the course. A series of testing elements suitable for all skill levels make up the course and, unlike on some other high ropes courses, participants are able to pass slower users at intermediate platforms using a unique node connection system, thus helping to ensure ex-



Innovative Leisure has opened a new high ropes course at Cornish Market World (CMW) in St. Austell, Cornwall. The seven pole, double-level, Sky Trail Navigator high ropes course has added a totally different dimension to the Kidzworld indoor play center at CMW. COURTESY INNOVATIVE LEISURE

cellent throughput and a more enjoyable experience.

As with other high ropes courses supplied by Innovative Leisure, the first level of the Kidzworld attraction provides a relatively easy experience, while the second level is more challenging. Experi-

ence shows that around 70 per cent of visitors will try the first level the first time round and progress up to the second level, a factor that allows participants to build their confidence, where required, before moving up to the more challenging, higher section.

European parks add more family fun with Water Wars

EUROPE — Parks in the U.K., Germany, Denmark and Finland are offering guests some additional family fun in 2012 with the installation of the popular Water Wars water balloon game from U.K.-based interactive family attractions specialist Innovative Leisure.

Fränkisches Wunderland in Plech, Germany, Jesperhus in Nykøbing Mors, Denmark, and FunPark in Finland have all recently purchased Mini Water Wars games, the first two of which opened for the start of the new season, with the latter having opened in June. And in the U.K., Cornwall's Crealy Great Adventure Park has added the Water Wars game previously operated at sister venue Devon's Crealy.

Representatives from Fränkisches Wunderland first viewed the game at the IAAPA Attractions Expo in Florida last November, making the decision to buy shortly after the event, while those from Jesperhus have viewed the attraction at various European trade shows over the past couple of years and have made the decision to purchase for the 2012 season. In the case of FunPark, park representatives made initial inquiries at the EAS trade show in London last October, with that park's game due ready for a June opening.

Water Wars continues to be a highly successful and popular game for all the family at theme parks and other leisure venues around the world, as well as with mobile operators. The wet play/cool down attraction sees participants launch water balloons at each other from within opposing battle stations using a water balloon catapult, correctly aimed balloons bursting on impact on the roof of the opposing players' station, emptying the contents on those below.

Even more fun can be had on the attraction with the addition of the optional Depth Charge feature. Players fire the water filled balloons at their opponents in the usual way, but if a balloon lands on a target on the roof of the opposite play station, the Depth Charge positioned in front of that station is deto-



Innovative Leisure's popular Water Wars water balloon game is providing plenty of entertainment at parks in the U.K., Germany, Denmark and Finland during the 2012 season.

COURTESY
INNOVATIVE LEISURE

nated, firing a huge spray of water at the participants. A siren and flashing lights are also activated and the feature is available on new installations or as an upgrade kit on existing attractions.

Several different models of the Water Wars game are available, including outdoor and indoor versions along with a junior version which features a reduced length between the player stations and a reduced height compared to the standard models.

Commenting on the attraction at Cornwall's Crealy Great Adventure Park, the park's Simon Townsend said: "We installed Water Wars early this year and are really pleased with the results. Guest feedback is fantastic, the whole family can be seen enjoying this attraction, it really complements our other water attractions and adds a different dimension to the park. It has been performing very well financially too. I would recommend Water Wars for any family theme park or attraction."

"Water Wars is a really fun game that anyone over the age of six can enjoy," said Innovative Leisure Managing Director Phil Pickersgill. "It provides fun and entertainment for players as well as spectators as it is so entertaining to watch, while it has also proved popular with operators as it is quick and easy to install and economical to run. The whole system is also very safe, weather proof and requires virtually no maintenance."

►GRIZZLY

Continued from page 7

Big Grizzly Mountain which looms over the entire town and its outlying areas.

Inspired by the natural gorges and canyons of California's Sierra Nevada Mountains and historic Gold Rush towns, Grizzly Gulch is a tribute to the spirit of the Western frontier. To bring an immersive western Gold Rush town to life, landscaping elements such as a rock mountain and trees play an important role in the story, while the rockwork carving was required to be as realistic as possible.

The setting takes visitors into a bustling, western Gold Rush township featuring a total of seven Wild West attractions. These comprise the "Must play" Geyser Gulch area, where guests of all ages can enjoy numerous water-based activities and the sudden eruptions of the colorful Mother Geyser; the "Must see" Grizzly Gulch Welcome Wagon Show; the "Must take" Wild West photo opportunities which abound throughout the town; the "Must touch" big lucky gold nugget; the "Must greet" Disney friends — Mickey, Minnie, Chip and Dale — dressed in their new outfits, and Koda and Kenai, Disney's grizzly bears; the "Must buy" Grizzly Gulch-inspired gifts from Bear Necessities; and the "Must eat" hearty fare such as crispy battered fish fillets or shrimps and chips at the Lucky Nugget Saloon.

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The trains on the Big Grizzly Mountain Runaway Mine Cars coaster are made up of four, six-seater cars.
COURTESY HONG KONG DISNEYLAND RESORT



The new area incorporates a host of features to enhance the overall theming. COURTESY HONG KONG DISNEYLAND RESORT



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Severn-Lamb completes project in India

INDIA — Severn-Lamb continues to expand its worldwide client base with the completion of a turnkey project in India.

In Qatar, Severn-Lamb recently completed an overseas contract, this time in India, in conjunction with the company's Indian office. This called for the supply of a new train to the Urban Improvement Trust (UIT) in Kota, with delivery taking place in May this year.

The turnkey package included the supply and installation of the track and a 24-inch gauge Lincoln diesel hydraulic locomotive with two coaches, each seating up to 36 adults. "This is one of the latest of several installations we have completed in India in recent years, although



Severn-Lamb has completed a turnkey project in India. The company provided the track and a 24-inch gauge Lincoln diesel hydraulic locomotive with two coaches for the Urban Improvement Trust (UIT) in Kota. COURTESY SEVERN-LAMB

this particular contract was carried out in conjunction with our newly opened office in Amhedabad in the Gurajat state. As a result of this move, we look forward to doing

even more business in India in the future with the help of our representatives there," said Patrick Lamb, Severn-Lamb's managing director.

Zierer provides new ride to Universal Japan



German ride manufacturer Zierer provided The Flying Snoopy attraction for Universal Studios Japan's new Universal Wonderland area. A custom-designed model of Zierer's popular Flying Fish, The Flying Snoopy features 12 beagle-shaped gondolas equipped with joysticks that allow guests to elevate to a maximum height of 25 feet. Each gondola seats two adults or one adult and two children. COURTESY ZIERER



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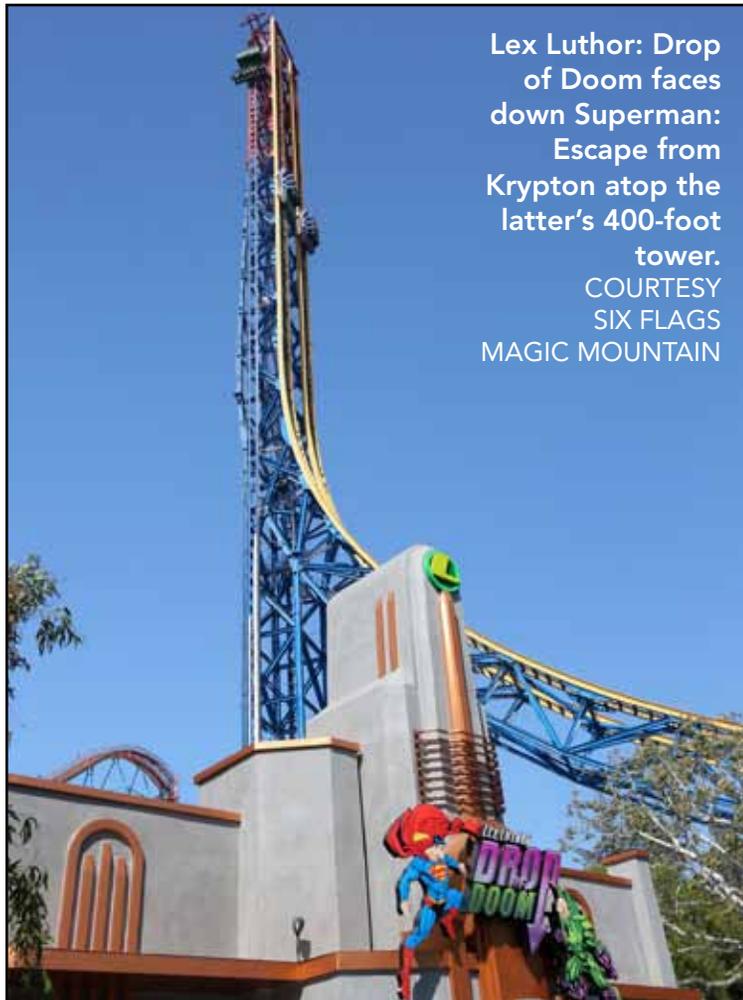
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Six Flags opens 'Super' high-tech rides in California



Lex Luthor: Drop of Doom faces down Superman: Escape from Krypton atop the latter's 400-foot tower. COURTESY SIX FLAGS MAGIC MOUNTAIN

Intamin's Lex Luthor: Drop of Doom takes the plunge at Magic Mountain

STORY: Dean Lamanna
Special to Amusement Today

VALENCIA, Calif. — “Look, up in the sky!” continues to be a rallying cry for Six Flags Magic Mountain (SFMM), thanks to its latest sky-scraping, technologically daring thrill contraption: the Superman villain-themed Lex Luthor: Drop of Doom. The record-setting vertical drop ride officially opened to the public July 7.

Affixed to both sides of the iconic, 1996-built tower supporting the dual-tracked launch coaster Superman: Escape from Krypton, Lex Luthor is a giddy engineering feat — hoisting two floorless, eight-passenger gondolas skyward a record 400 feet and releasing them after a panoramic pause. The gondolas reach



85 mph during the five-second descent, with noticeable braking kicking in smoothly a mere 40 feet or so from the ground.

“We are excited to add another world-record ride to our existing collection of record-breaking attractions,” said Bonnie Rabjohn, SFMM park president. “Six Flags is known as the industry leader in introducing innovative thrills...and Six Flags Magic Mountain, with more one-of-a-kind rides and attractions than any other theme park on the planet, is proud to expand our status as the Thrill Capital

of the World.”

Named after the DC Comics villain and Superman's greatest nemesis, Lex Luthor: Drop of Doom funnels guests through a stylish queue building representing LexCorp, a company Luthor uses as a front to finance his criminal activities. Displayed here is the elaborate suit Luthor uses to fight Superman.

Once secured aboard the gondolas, passengers are pulled to the top of the tower and dropped — all while the 100-mph Superman: Escape from Krypton shuttle cars blast backwards up and down the tower.

Lex Luthor: Drop of Doom and Superman: Escape from Krypton are products of Intamin Amusement Rides International of Liechtenstein.

► See LEX LUTHOR, page 12

Premier Rides' Superman: Ultimate Flight launches at Discovery Kingdom

STORY: Dean Lamanna
Special to Amusement Today

VALLEJO, Calif. — Significantly sharpening the Northern California thrill ride landscape, Six Flags Discovery Kingdom (SFDK), in partnership with Warner Bros. Consumer Products and DC Entertainment, introduced Superman: Ultimate Flight June 30.

Featuring the tallest inversion west of the Mississippi, the 15-story-tall, one-of-a-kind launch coaster propels riders to a maximum speed of 62 mph through two vertical rolls and two upside-down twists.

“Superman: Ultimate Flight definitely pushes the envelope



in the thrill category,” said Dale Kaetzel, SFDK park president. “It's the most unique and intense ride experience I've ever had, and I've ridden my fair share of rides over the years. We're excited to bring an attraction of this caliber to Discovery Kingdom.”

Custom-manufactured by Baltimore, Md.-based Premier Rides, Superman: Ultimate Flight represents the company's newest technological developments, including a highly sophisticated electromagnetic propulsion system. Twelve passengers are seated two abreast in a pair of connected coaches that are propelled through a tunnel — negotiating a heartline roll 150 feet in the air before twisting into a 180-degree

► See SUPERMAN, page 12

Superman: Ultimate Flight launches riders into a swirling layout of acrobatic twists and inversions.
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Lex Luthor "doomsters" enjoy a jetliner Santa Clarita Valley view before the record-setting, 85-mph vertical drop (above) and smooth-braking return to the loading platform. Media day attendees (below) had their on-ride reactions filmed.

COURTESY SIX FLAGS MAGIC MOUNTAIN; AT/DEAN LAMANNA



► LEX LUTHOR

Continued from page 11

Rabjohn praised SFMM's long relationship with the ride manufacturer, noting it was a natural for the company to do the tower retrofitting required by the new drop ride and describing their working experience as "great." (Lex Luthor's capacity falls between 400-500 riders per hour.)

Actor Michael Rosenbaum, who played Lex Luthor on the long-running hit CW television series *Smallville*, and Dustin Penner, ice hockey forward for the NHL 2012 Stanley Cup-winning Los Angeles Kings, attended the ride's media preview July 6.

"When I heard there was a Lex Luthor ride, I was like, 'It's about time they name a ride after me,'" Rosenbaum quipped to the crowd. He then loosed a remark that

raised laughter and made Rabjohn blush: "I'm scared. A 400-foot drop...seriously? I'm gonna have a 400-foot drop in my pants."

Rabjohn, who had logged about dozen trips on the new ride by the time she pulled the official Lex Luthor launch lever along with Rosenbaum and Penner, admitted to *AT* that she had experienced some Lex Luthor trepidation herself.

"I didn't think I had a fear of heights until I was ascending that tower," she said. "You're so taken with the beautiful view of the park and the Santa Clarita Valley, and then...boom. It's even more amazing when Superman blasts out of the station [on the adjacent tracks]. You hear it, you feel it — it's like an earthquake. It's a truly visceral and unique experience.

"We never rest on our laurels," added Rabjohn, "and we think Lex Luthor is a winner."

FAST FACTS

Attraction/Park
Lex Luthor: Drop of Doom/
Six Flags Magic Mountain
Valencia, Calif.

Type
Vertical drop ride

Height/Speed
400 feet/85 mph

Track Feature
Dual tracks affixed to
opposite sides of existing
Superman: Escape from
Krypton tower

Gondolas
Two eight-passenger
gondolas
(operated simultaneously)

Duration/Debut
90 seconds, including
five-second drop/
July 7, 2012

Manufacturer/Supplier
Intamin Amusement Rides
International, Liechtenstein/
IntaRide, Glen Burnie, Md.

► SUPERMAN

Continued from page 11

dive. The train then enters a full non-inverting loop before returning to the station.

Midway through the 863-foot course, the ride brakes twice at unexpected intervals for a touch of cliffhanger drama. The entire coaster experience is completed in about 60 seconds.

Themed to one of the most popular superheroes of all time,

Superman: Ultimate Flight is vibrantly colored in red, blue and yellow. The queue is lined with panels showcasing Superman's powers and attributes, and the character's iconic "S" Shield is incorporated prominently.

The first DC Comics-themed ride at Discovery Kingdom, a property that also features marine life and wildlife, Superman: Ultimate Flight is the latest entry in the park's thrill ride collection — which includes Medusa, a 2000 Bolliger & Mabillard floorless coaster, and V2: Vertical Velocity, a 2001 Intamin impulse coaster.

"Being a combined marine mammal, land animal and rides park, we try to keep all three of those elements in balance, because that's what our guests tell us they really enjoy," said Kaetzel, who has been with SFDK for two years and previously was general manager for Canada's Wonderland, outside Toronto. "This ride is a strong addition to our diverse product mix."

Superman: Ultimate Flight replaces the 2008 Gerstlauer spinning coaster Pandemonium in a prime location on the eastern side of the park, easily visible from two major highways. Installation took about seven months. After testing began June 15, the ride's opening was delayed approximately one week beyond its previously announced June 22 debut.

While describing construction and testing of the reported \$6 million coaster a "pretty smooth process," Kaetzel acknowledged that the ride's cutting-edge nature required some patience. "When you put in something this unique, you have to be flexible — but it's always worth the wait," he said.

Still to be determined is Su-



Superman's 12-passenger train negotiates its course at a top speed of 62 mph, carrying riders through a heartline roll 150 feet above the ground and braking twice for added drama before diving into its most contorted elements.
COURTESY SIX FLAGS DISCOVERY KINGDOM

perman's "ultimate" hourly capacity: initially, at least, only one train will be operating. Necessary fine-tuning aside, the coaster unquestionably delivers an exhilarating trip.

"Superman: Ultimate Flight will, no doubt, be the 'must-experience' attraction in Northern California," said Kaetzel, adding that the San Francisco/Sacramento amusement market has been waiting for a ride to match the intensity of Medusa, SFDK's signature coaster. "We believe it will satisfy even the most fearless thrillseeker, and then some."



FAST FACTS

Attraction/Park
Superman: Ultimate
Flight/
Six Flags
Discovery Kingdom
Vallejo, Calif.

Type
Variably inverting
launch coaster

Height/Length/Speed
150 feet/863 feet/62 mph

Trains
One 12-passenger vehicle
(two connected vehicles
of
six-passenger coaches)

Duration/Debut
Approx. 60 seconds/
June 30, 2012

Manufacturer
Premier Rides,
Baltimore, Md.

New ride trio highlights Palace Playland's 2012 season

STORY: Scott Rutherford
srutherford@amusementtoday.com

OLD ORCHARD BEACH, Maine — New England was once home to a truly amazing number of seaside amusement parks. For decades, residents had their pick of places like Paragon Park, Revere Beach, Salisbury Beach, Savin Rock ... and Old Orchard Beach. As fate would have it, though, changing tastes and simple economics spelled doom for almost all of them.

Fortunately, a portion of one of these New England wonderlands still has quite a bit of life remaining — Palace Playland at Old Orchard Beach. Operating on nearly the same waterfront spot since 1902, the park has had a variety of caretakers. Since 1996, the Golder family has made sure that "New England's only Beachfront Amusement Park" is available for summer crowds that annually flock to one of Maine's most visited beaches.

In an effort to keep the park fresh, the Golders are continually upgrading their

equipment and infrastructure. The 2012 summer is no different as the Golders introduced three new rides to their popular seaside amusement park. "Len Soled at Rides-4-U brokered the deals on two of our three 2012 rides. He sold our older S&S Frog Hopper and replaced it with a newer Frog Hopper that had been in storage since the closing of an FEC where it (one of two rides purchased) had briefly operated," Joel Golder told AT. "Len also brokered the deal to sell our Sellner Manufacturing Bear Affair spinning ride, which he original sold to us several years go. This year we replaced it with a like-new park model Sellner Dizzy Dragons that features six cars shaped and painted like dragons."

For older thrillseekers, the park sold its Moby Dick [a Wisdom Industries Avalanche] in favor of an updated version. Dubbed Riptide, the ride features a horizontal row of 25 seats that rotate laterally to produce doses of weightlessness and



The Sellner Dizzy Dragons, left, and Wisdom Riptide, right, are new this season at Palace Playland. COURTESY PALACE PLAYLAND

positive Gs.

"Wisdom handled this deal themselves. We sold our original Moby Dick ride to a carnival operator in Chicago," said Golder. "And we replaced it with another Moby Dick that is portable and has been completely galvanized; the whole thing including the trailer was dipped. We basically got a new ride that we re-themed and re-named as the Riptide. Instead of painting it, we vinyl wrapped it and covered it in bright LED light

package. We're very happy with the result."

When asked about attendance this summer, Golder responded with: "We only operate about 88 days out of the year, which is one of the shortest seasons in the country. A lot of our customers are French-Canadians out of Quebec. Thanks to lower gas prices, which translates to a better exchange rate on the Canadian dollar, we're having a very good year so far.

"Shore real estate might

seem better used for something other than an amusement park to some," said Golder. "But I don't think so. I grew up in Revere Beach and worked at a lot of the old parks including Lincoln, Paragon and Salisbury Beach. My family ... this is what we do. We're lifers."

Lifers, indeed. Here's to hoping they can continue to keep the true New England seaside amusement park alive and well.



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Idlewild's classic Rollo Coaster reopens after major rehab

STORY: Scott Rutherford
srutherford@amusementtoday.com

LIGONIER, Pa. — In recent issues, *AT* has offered comprehensive coverage of a number of wooden roller coaster rehab projects. This included famous rides like the Coney Island Cyclone and Knobeles' Phoenix. We now turn our attention to a ride of somewhat lesser stature but equal historical importance — Idlewild Park's Rollo Coaster.

Designed by Herbert Schmeck and built by the Philadelphia Toboggan Company (PTC 101), Rollo Coaster made its debut in 1938 and to this day remains the park's only coaster of the wooden variety. Though labeled a junior model, Schmeck cleverly laid the ride out along the slope and rim of a hillside on the park's boundary, which required minimal structure to produce maximum thrills. The ride features a lift hill of only 27 feet but the topography produces a 40-foot change in elevation and allows for a rollicking collection of dips and hops punctuated by a swooping turn-around at the far end of the 1,400-foot-long course.

Adding to the appeal is Rollo Coaster's rolling stock that features two, three-car trains that are among the last surviving examples of PTC's fixed-lapbar vehicles. These beautiful cars offer an abundance of room for riders to slide from side to side during the one minute and 10 second-adventure just as Schmeck intended.

AT caught up with Idlewild's Jeff Croushore to discuss the detail and amount of work recently lavished on the park's resident wooden roller coaster. "Our certified ride inspectors on our maintenance team know when a section of track becomes due for replacement by the condition of the track and also by how the train runs on the track. Work is done on Rollo Coaster every year; some years it is done in small sections, and in other years larger sections undergo a rehab. This year, about 250 feet of track — from the coaster station, around the first curve, and to the top of the lift hill —



Idlewild Park's 1938-built Rollo Coaster is one of the latest wooden coasters to undergo major off-season rehab work. Following the original PTC blueprints, Idlewild's maintenance team completely rebuilt 250 feet of Rollo Coaster's course, which included foundations, track and structure from the coaster station, around the first curve and to the top of the lift hill. COURTESY IDLEWILD PARK

was completely removed and rebuilt following the original PTC blueprints. This involved the complete reconstruction of the ride's foundations, bents, ribbon boards, resurfacing of the bull wheels, and a new lift chain. The project was done by the Idlewild maintenance team.

"We also addressed a drainage problem that had developed in the area at the base of the lift hill and redirected the drainage away from the foundations on the ride," said Croushore. "With the drainage issue in that vicinity needing to be addressed this off-season, it presented an opportune time to work on this section of the track, which had not had any major overhauls in about 15 years. We were able to get two projects taken care of at once."

Croushore is quick to point out that Rollo Coaster remains historically intact. "Rollo Coaster still operates

with manual brakes. This was not affected by the construction work performed on the ride over the off-season," he said. "The trains did not undergo any extensive rehab other than the usual ongoing preventative maintenance that is routinely performed on them.

"Rollo Coaster is one of the oldest rides in Idlewild Park which makes it not only fun, but an important part of Idlewild's long history," added Croushore. "Hundreds of thousands of people from western Pennsylvania can list Rollo Coaster as their first ever coaster ride. It has served as a graduating step for many as they pass from "little kiddie" rides to the "big-kid" rides.

Guests visiting Idlewild during its 135th season in 2012 will find Rollo Coaster operating in perfect form, offering the same thrilling rides today as it did when it took its first passengers 74 summers ago.

B&M tops 300 feet with Leviathan at Canada's Wonderland

STORY: Tim Baldwin

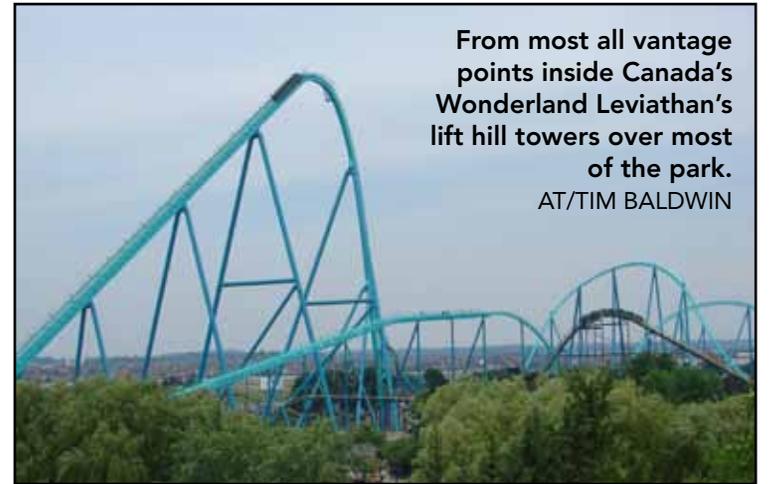
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VAUGHAN, Ontario — There are some that thought it would never be done. It's not like they flashed it in lights at IAAPA or placed it in bold at the top of each contract: "B&M will not build a coaster 300 feet tall!" But it had been spoken as such here and there. People knew. If the price point wasn't prohibitive enough for such a massive machine, the Swiss firm admittedly wasn't too keen on the prospect.

Norm Pirtovshek, vice president and general manager for Canada's Wonderland, reported that he had to be persistent. Following the success of the 200-foot B&M mega-coaster in 2008 (Behemoth), it wasn't long before the park wanted to continue the momentum and looked at a 300-foot coaster. B&M was resistant, but with Pirtovshek's patience and persuasion, B&M finally conceded, alluding to the fact that they owed Canada's Wonderland a favor. You see, the Toronto suburb themer approached B&M to do an inverted coaster in the mid-90s,



Pirtovshek



From most all vantage points inside Canada's Wonderland Leviathan's lift hill towers over most of the park.
AT/TIM BALDWIN



Left to right: Leviathan's 80-degree first drop, low to the ground maneuvers and banked turns make for a speedy signature layout.
AT/TIM BALDWIN



but the exclusivity clause surrounding Cedar Point's Raptor affected that possibility.

"I talked with Walter (Bolliger) and said he would lose the contract if he wouldn't go to 300 feet," said Pirtovshek, "and he said 'okay, I'll do it. I owe you one.' He said he would do the 300-footer for us." Enter Leviathan.

When it was announced in the fall of 2011, some industry watchers wondered why Canada's Wonderland would follow the hugely successful Behemoth with another mega-coaster from B&M just four years later. They seemed noticeably similar. At \$28 million, it is a monumental investment for the park.

Clearly, one thing is for certain. The park enjoyed a smooth installation with Behemoth in 2008, so it was no real surprise that they wished to turn once again to B&M.

"Having worked with them only through putting in Behemoth and not understanding what a great company there were; I certainly learned that through Behemoth," says Heather Hill,

director of operations. "It was equally a great experience this time. Everything was on target, on schedule, with great results from the ride operationally. Everything ran extremely well. A great company to work with."

Christopher Mortensen, manager of ride operations also agrees with the choice. "We actually hit a record a few weeks ago. We hit 53 cycles and were giving 1,600 riders per hour." Mortensen says the park is averaging around 1,400 riders per hour. "It's really successful. The loading is much more streamlined. We're even getting more guests through than we did in Behemoth's first year." Leviathan operates with three trains, each seating 32 passengers in eight rows of four. Quite frankly, Leviathan is gobbling queue lines. Interestingly, the track layout does not incorporate a mid-course block as the length of the lift allows time for the previous train dispatched to reach the brake run.

The placement of Leviathan at the far right of the park now gives Canada's Wonder-

land an equal balance. With Behemoth bordering the far left side of the park, along with the waterpark, Leviathan now brings traffic flow equally to the right, spreading the guests just as a park would wish.

A ride aboard Leviathan is a thing of beauty. With a climb to 306 feet, riders are pulled into an incredibly steep drop at 80 degrees. This works in every seat, but riders in the back of the train enjoy the full effect of such an impressive drop. A quick zip through a tunnel — a "lair," if you will — leads into one of the ride's great features. The top speed of 92 mph sends the trains into a highly overbanked turn. High speed is maintained as the aqua blue track maneuvers along the edge of the park's picnic and catering grounds. Before taking a 115-degree overbanked turn over the park's front entrance, a low-to-the-ground stretch maximizes the sense of speed and a 183-foot drop adds an additional touch of airtime. The run back to the station incorporates more curves, speed bumps and hills. The 5,486 feet of track is taken

in no time. A smooth magnetic brake run brings thrill-seekers right where they started — breathlessly screaming for another ride.

Dineen Beavens, manager of public relations and special events, says, "Behemoth gives you that airtime, but Leviathan is all about speed. Just by riding, guests are telling me how the two rides are different."

Now boasting 15 roller coasters among their arsenal of rides, Canada's Wonderland is a coaster enthusiast's must-do destination like never before.

During *Amusement Today's* visit to the park, it was asked where the name Leviathan came from. Pirtovshek stated the name had actually been bandied about for Behemoth back in 2008. Uncertain at that time, the Cedar Fair corporate figures gave the green light to the name Leviathan this time. Pirtovshek's touch was incorporating a fountain at the ride's entrance to acknowledge the nature of the ride's namesake. A nice touch to what is a spectacular ride.

FAST FACTS

Name/Park

Leviathan /
Canada's Wonderland
Vaughan, Ont., Canada

Type

Mega-coaster

Height/Length

306 feet/5,486 feet

Trains

Three, 32-passenger

Features

80-degree first drop,
115-degree overbanked
turn

Designer & Supplier

Bolliger & Mabillard
Consulting Engineers, Inc.
Monthey, Switzerland

Cost/Opened

\$28 million/May 5, 2012

Darien Lake debuts new family section; new rides

Heege, Larson Intl., Metallbau supply new ride package

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

DARIEN CENTER, N.Y. — Admittedly, it is easy to market high-profile thrill attractions and huge new roller coasters, but savvy parks know that it is essential to broaden their product to reach more than just thrill-seekers. Darien Lake has taken just such a cue and has revamped a part of the park into a new family section called Rowdy's Ridge. The family area is part of a \$5 million improvements package put in place for 2012.

Rowdy's Ridge features three new rides, two repurposed rides and a thematic area that is all new and themed to a camping environment, which naturally complements the campground aspect of the resort facility. "Rowdy's Ridge is themed to emulate the woodsy feel of a State Park," says Nichole Boxler, public relations and special events manager for Darien Lake Theme Park Resort. "To achieve the new look, vast areas of asphalt were removed, replaced by countless trees and landscaping, as well as tan concrete. Surrounding buildings were visually transformed to match the architecture and painted in the Rowdy's Ridge color palette." These buildings include the area restrooms, Campfire Grill food outlet, and games.

To accomplish this transformation, this lower part



Three new family rides highlight Darien Lake's rollout of Rowdy's Ridge, a camping/woody-themed area. The rides include from left, Hornet's Nest, a Larson International Flying Scooter; Heave Ho!, a Heege tower ride and Moose on the Loose, a Metallbau pony track ride.

AT/TIM BALDWIN

of the park had two rides removed — a Scrambler and a children's motorbike ride. New for this season is a trio of custom-designed rides to fit into the theme. A Larson Flying Scooters, called Hornet's Nest; Moose on the Loose, which allows guests to ride a "runaway" moose through funny adventures; and Heave Ho!, a three-story rope tower by Heege join two repurposed rides: a small Zierer coaster formerly known as Brain Teaser — now Hoot 'n' Holler — and a relocated kiddie bumper car ride that has been renamed Raccoon Rally. In addition to the rides, a former pizza stand was removed and the menu consolidated into one new facility called Campfire Grill.

The largest of the three

new rides is Hornet's Nest, an eight carriage Flying Scooters from Larson. Themed up with its buzzy motif, the ride allows passengers to choose how mild or how dramatic they wish their flight to be. Jeff Novotny, president of Larson International says, "George Sells, director of maintenance and construction, was most helpful in getting the Flying Scooters up and running smoothly. Both George and General Manager Bob Montgomery are new to the park, but have been very good to work with." When asked about the hornet thematic, Novotny adds, "The Hornet theme was their design, and then we supplied the custom graphics. It came out really nice."

Heave Ho! is a high par-



icipation attraction that has "campers" seated in pairs and together they pull themselves up via ropes to gently float back earthward. Supplied by Heege, the tower is designed to allow even the smallest youngsters to be able to lift themselves up to the top.

Moose on the Loose puts passengers, riding either single or parent with child, on a railed course through a story-filled journey with humorous scenes along the way. As riders pass these vistas, they see and hear whimsical story details activated by their moose passing by. George Sells states, "Metallbau of Germany supplied the Moose on the Loose ride, which is their Pony Trekking ride. Concept, creative direction and art direction for the moose experience was done primarily in-house with creative collaboration from Jayne McGuire, creative designer, of Charlotte, N.C. and scenic fabrication and art direction by Karen Sells of Whimsy by Design, Clover, S.C."

When asked by *Amusement Today* if there is a particular ride that they have enjoyed watching guests experience, Boxler adds, "All rides have been well received, but the Moose on the Loose, while aimed at kids, has surprised us, as we see unexpected numbers of adults riding it and finding it charming and fun."

When assembling an assortment of rides from various suppliers for a new area, it is

bound to come with some challenges. Sells told *AT*, "Having capable people in the appropriate positions will always minimize the disruptions and mitigate the challenges. We assembled a competent team, utilizing both in-house and external resources, so the design and construction process went very smooth." He also reports, "The ride manufacturers worked with us on the coordination of the shipping dates allowing us to phase our construction efficiently."

Bob Montgomery, general manager for Darien Lake, is happy with the results. "The team has put in a lot of hard work. We're excited to see how well the guests are receiving the improvements."

Other components to the \$5 million in improvements include new and expanded lodging offerings. On-site lodging, including 15 brand-new cabins, are now equipped with free Wi-Fi and flat screen TVs. Seven new pull-through RV campsites accommodating larger vehicles with more power requirements are also new. A larger game room, a new fitness room and an expanded cafe menu at the Lodge on the Lake Hotel are new for 2012. All lodging offerings include free admission to Darien Lake, which includes all the rides, shows and expansive waterpark. Seven new shows also have been making their New York debuts this season, rotating performance throughout the summer.

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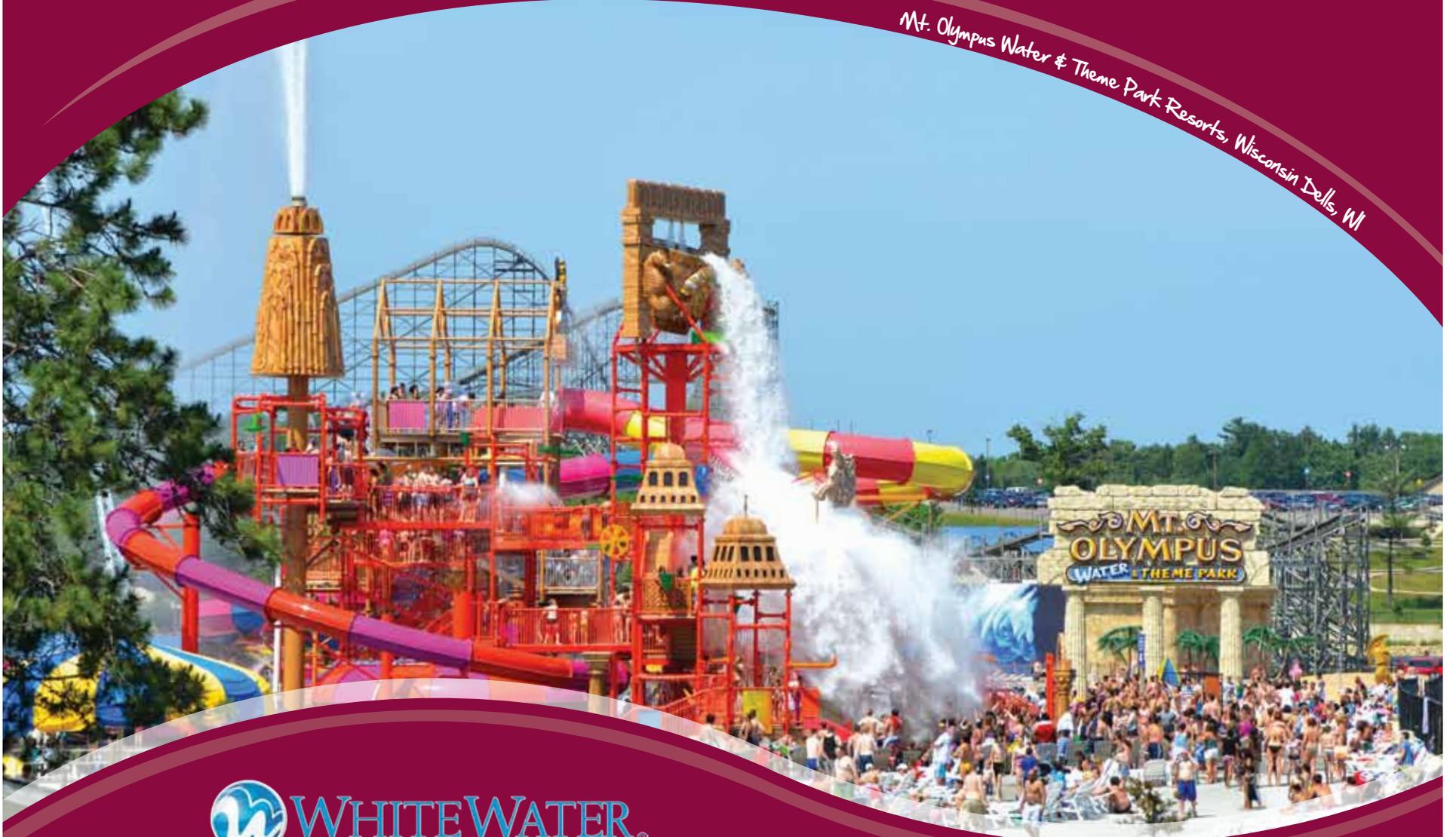


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Reporter's Notebook

Italy waterpark to build adjacent theme park

ITALY — It what may seem like a step in the other direction, the 40-acre Etnaland Waterpark in Italy plans to open a theme park in 2013.

Theme parks have been adding waterparks for years, but having a successful waterpark venture into the theme park business is rather unusual.

Etnaland is already a step above the typical waterpark with heavily themed attractions and rides typically found in an amusement park such as a Hafema river rapids ride, Intamin Shoot the Chute and a mile-long aerial cableway. The new theme park will feature 27 attractions including a Mack Rides coaster similar to Blue Fire.

Quoted

"The addition of the outdoor complex at Sahara Sam's is an important piece that makes us a full-service waterpark."

—Sahara Sam's General Manager Brandon Moore on the park adding a 2-acre, \$4.5 million outdoor expansion

Funtown Splashtown USA expands with Mount Olympus slide tower

SACO, Maine — Funtown Splashtown USA has opened the world's first Flatline Loop from WhiteWater West of Richmond, Canada. The new ride was part of a slide tower complex that debuted on June 23.

The new tower complex, dubbed Mount Olympus, features two additional attractions all provided by WhiteWater: a four-lane Whizzard mat racer and an AquaDrop vertical-drop waterslide. The AquaDrop also features an AquaLaunch trap-door launch capsule.

Thrillseekers begin their journey by stepping into the AquaLaunch launch capsule at the top of the slide. Following a brief countdown, a trap door opens and the riders plummet straight down then enter two sideways loops — one counterclockwise, the other clockwise, achieving speeds of 26 feet per second as they descend 60 feet. The Flatline Loop is made of translucent SilkTek, an IAAPA award-winning innovation used to produce smooth, visually appealing, opaque or translucent fiberglass that is unparalleled in clarity and strength and requires little maintenance.

"The Mount Olympus water slides have been very well received by our guests. We are continuously receiving positive feedback from all of the improvements made in both Funtown USA and Splashtown USA," said Ed Hodgdon of the Maine park. And the improvements didn't stop there telling AT, "Other improvements include renovated and expanded wading pools, wider walkways, new restaurants and food stands and new group picnic areas."

Dating back to 1967, Funtown became Funtown Splashtown USA in 1996 when owner Ken Cormier purchased the adjacent Cascade Waterpark from his brother-in-law. Funtown Splashtown USA is now northern New England's largest family themed amusement and waterpark.

—Jeffrey Seifert



Funtown Splashtown USA in Saco, Maine has opened a new slide tower in its waterpark. Three types of slides, all from WhiteWater West are featured including the world's first Flatline Loop, a 4-lane Whizzard mat racer and an AquaDrop slide.
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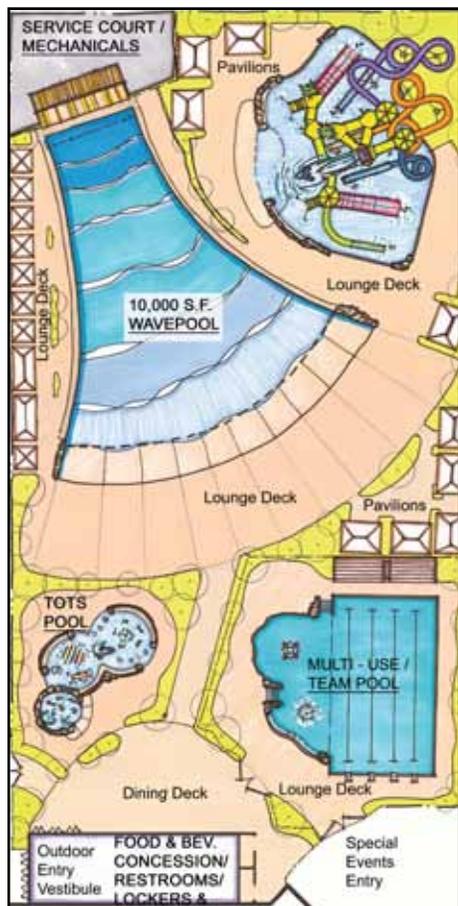
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Sahara Sam's Oasis Indoor Water Park is expanding



This artist's rendering shows the outdoor expansion plans for Sahara Sam's Oasis, including the wave pool from Aquatic Development Group. COURTESY SAHARA SAM'S OASIS

\$4.5 million expansion brings even more fun indoors and outdoors

WEST BERLIN, N.J. — Sahara Sam's Oasis Indoor Water Park has announced it is growing beyond its four walls. The facility will nearly double in size by the end of the year with the expansion of the current indoor facility and addition of an entire outdoor complex — a \$4.5 million investment.

"This is by far, the largest expansion for Sahara Sam's to date," said Ilya Girlya, President and CEO of Sahara Sam's. "It is important for us to continually provide new and exciting experiences for our guests."

The first project in the expansion is a new indoor body slide. The slide will snake along Sahara Sam's exterior façade and reemerge inside the building, like the already existing Snake Eyes tube slides and Mount Kilimanjaro family raft slide. This will further enhance the colorful visual for passing motorists on Route 73. The new slide measures 350 feet from the start to end. Installation will begin in late August and the slide is scheduled to open for Columbus Day weekend.

The current building will also undergo an 8,000-square-foot expansion



over the next few months, which includes an expanded patio, dining room, new state-of-the-art kitchen, as well as additional party rooms and restrooms. Set to open December 2012, this piece of the expansion will help increase the capacity for camps, schools, and the individuals to enjoy their stay at Sahara Sam's.

The largest piece of the expansion is a two-acre outdoor recreation center slated to open May 1, 2013. Ground has already broken on this amazing space. The centerpiece will be a 10,000 square foot wave pool for guests to jump waves or float in on the tide with tubes. Guests will also be able to "take a dip" in the new 25-meter leisure and activity pool. This pool will serve as the perfect space for guests to work on their backstroke or simply swim in calmer waters.

"The addition of the outdoor com-

plex at Sahara Sam's is an important piece that makes us a full-service waterpark," said Brandon Moore, general manager for Sahara Sam's. "Guests can feel like they are at the shore soaking up the sun and enjoying the waves. The expansion truly sets Sahara Sam's apart from any other facility in the region."

To complete the outdoor area, there will be special attractions for Sahara Sam's younger and older guests. A kiddie splash area and water play zone will be the perfect spot for little ones to beat the heat and play the day away. Adults will love the new Tiki Hut bar, recreational cabanas, and sand volley ball courts that complete the feel of a true Oasis getaway.

"The joining of an indoor and outdoor facility provides more flexibility for guests," said Sam Girlya, Chairman of Sahara Sam's. "If it starts to rain, your day is not ruined. You can head inside to weather the storm. If a stormy day clears up, you can extend your stay with our outdoor attractions."

The waterslide is being supplied by ProSlide while aquatic development Group is supplying/overseeing the wave pool and other areas of the expansion.

To accommodate more guests, Sahara Sam's is also adding more free parking, changing areas and restrooms.



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Wet 'n Wild Orlando debuts ProSlide RideHouse unit

ORLANDO, Fla. — Wet 'n Wild Orlando kicked off the summer with the grand opening of their new family water playground, Blastaway Beach on June 2. Covering an acre and featuring a new sandcastle-themed water playground, Blastaway Beach is expected to be the largest of its kind in Florida and Wet 'n Wild's first new attraction in four years.

Built around a sandcastle rising 60-feet high, the new attraction features 15 slides, and expands across two pools with more than 160 soakers, jets, waterfalls and water cannons. Designed especially for families, Blastaway Beach features a single entrance/exit, creating a secluded environment that is family-friendly and family-safe.

ProSlide Technology, Inc. supplied the themed RideHouse waterplay structure.

Local, Orlando-area elementary school students in grades kindergarten through fifth grade were invited to submit their artistic representations of the new Blastaway Beach. Sixty winners were selected to invite their family members to join them as special guests for the grand opening ceremony that was held at 9:30 a.m.



Wet 'n Wild Orlando's new Blastaway Beach, above, a one-acre RideHouse from ProSlide, is comprised of 15 slides and more than 160 water elements, as shown below. COURTESY WET 'N WILD



Splish Splash rethemes attraction, adds H2Go Lo-Q Pass

RIVERHEAD, N.Y. — Splish Splash Waterpark debuted its new adventure, Dinosaur Falls on May 26, 2012. The new attraction is a retheming of an existing Giant Continuous River from ProSlide. Lighting, sound effects and theming were done in-house and the dinosaurs were provided by Asian Replicas of the Republic of the Philippines.

Also new for 2012 is an H2Go Pass. The H2Go Pass is a waterproof RFID wristband provided by Lo-Q of England and the U.S. Similar in operation to the popular Q-bot reservation systems at theme parks, customers reserve their favorite slide at a touchscreen kiosk. Their Q-band then displays the slide name and a wait time. This all new Splish Splash virtual rider reservation system holds a customer's place in line, so they can spend more time having fun and less time waiting for the park's most popular attractions. The



H2Go Pass can be purchased at the H2Go Booth located in the main plaza.

2012 eatery additions include: Bryers hand dipped ice cream, Gevalia's Signature

Collection of Gourmet Coffee, and Johnny Rockets serving the classic all American burger and fries.

Splish Splash features over 96 acres of slides includ-

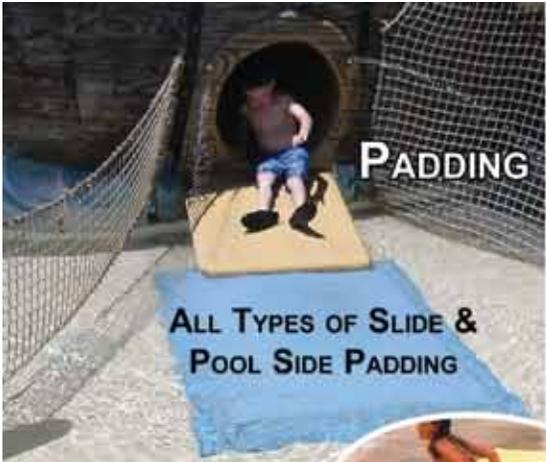
ing a Mammoth River, Hollywood Stuntrider, Dr. Von Darks Tunnel of Terror, and the Dragon's Den. Two wave pools and a 1,300 foot lazy river offer guests of all ages can

Dinosaur Falls, a re-themed attraction, made it debut on May 26 at Splish Splash. Also new this season is the H2Go Pass from Lo-Q.

COURTESY SPLISH SPLASH

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— Jeffrey Seifert



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CNL Lifestyle Properties acquires South Florida's Rapids Water Park

WEST PALM BEACH, Fla. — CNL Lifestyle Properties, Inc., a real estate investment trust (REIT) based in Orlando, Fla., has acquired Rapids Water Park. The 30-acre family waterpark, located in West Palm Beach, Fla., contains one of the largest and most diverse collections of water attractions in the United States.

Rapids Water Park is leased to and operated by Rapids Holdings LLC, which is led by Kieran Burke, the former Chairman and CEO of Six Flags Entertainment Corporation. Burke and his partners, through Premier Attractions Management, LLC, and other affiliates, operate six other parks, of which CNL Lifestyle Properties owns three: Frontier City Theme Park and White Water Bay, both in Oklahoma City, Okla., and Splashtown in Houston, Texas. Burke's group also operates Nashville Shores in Nashville, Tenn., Ocean Breeze Waterpark in Virginia Beach, Va., and Clementon Park and Splashworld in Clementon, N.J.

"This acquisition further diversifies CNL Lifestyle Properties' already significant attractions portfolio, both operationally and geographically," said Stephen H. Mauldin, president and CEO of CNL Lifestyle Properties. "We already enjoy a very constructive relationship with Premier Attractions Management, which has driven terrific performance and guest service levels at the other three CNL Lifestyle Properties attractions it currently manages."

Rapids Water Park first opened in the late-1970s, but underwent significant expansion in the mid-1990s. The park's attractions include 35 slides with children's play areas, a quarter-mile long lazy river and a 25,000-square-foot wave pool.

"Rapids Water Park is an ideal investment for us because no similar park of comparable size and quality exists in South Florida today," said Curt Caffey, senior vice president and managing director of CNL Financial Group. "It is a high quality attraction that has successfully penetrated the South Florida market by offering an excellent guest experience, while engaging in ambitious and significant expansion projects. Given CNL Lifestyle Properties' history of investing in unique regional attractions, Rapids Water Park is an exciting and logical fit for our portfolio."

"We are eager to build our relationship with CNL through our lease of Rapids Water Park, and we look forward to continuing to provide residents and visitors to South Florida with a robust and growing water park where lasting memories can be made together," Burke said.

With this acquisition, CNL Lifestyle Properties' attractions portfolio is comprised of 20 properties across 12 states, totaling more than \$480 million in investment value.



Raging Rapids, a multi-person raft ride is shown here at Rapids Water Park in West Palm Beach, Fla. The park was purchased by CNL Lifestyle Properties. Sum of the acquisition was not disclosed.

COURTESY CNL LIFESTYLE PROPERTIES



NEWS SPLASH

COMPILED: Jeffrey L. Seifert, jseifert@amusementtoday.com

Higher-than-expected attendance and food sales could help the **Sailfish Splash Waterpark** in Stuart, Fla. break even this year. Business at the waterpark has been so brisk the county commissioners voted unanimously to hire a second full-time special facilities manager at an annual salary of \$52,000. The waterpark has generated about \$558,880 in revenue so far — about 57 percent of the projected expenses of \$977,649 for the year.

The \$8.8 million waterpark opened on April 19, 2012, and was built with funds from the county's half-cent sales tax for parks and conservation land. The expectation, shaped by county officials during the planning and approval process, was that the facility would operate in the black and not become a burden to taxpayers.

Guests at the **Houston Zoo** can now cool off at a new waterplay park that opened this year. The park features 37 different waterplay features and is included with admission to the zoo. As children enjoy the variety of fountains, jets and misters, those not wanting to get wet can take advantage of a seating wall that was incorporated into the design, to watch the fun. The waterplay park is also notable for going green. Sensors activate the water features only when guests are in the area. At other times the park remains in sleep mode conserving both water and energy.

Four aging waterslides at the **Shadow Cliffs Regional Recreation Area** in Pleasanton, Calif. were shut down by the park district after inspectors claimed renovations were needed in the slide foundations, electrical and water systems. The privately owned slides had been in operation for 40 years. Regional park officials estimate repairs could exceed \$6.5 million, while the previous operator said repairs could be made for less than \$300,000. In the meantime park officials say they can't afford the repairs, and won't allow the facility to operate. A search is on for a private business to take over the slides and bring them up to code. The waterslides used to attract 25,000 paying customers each season and provided 35 jobs to youth in the community.

In an effort to improve their image, **Splash Kingdom Waterpark**, Redlands, Calif., has put a huge pair of shades on its iconic sphinx. The 14-foot-wide pair of sunglasses is intended to let people know that the Pharaoh has gone on permanent vacation. The old Pharaoh's Adventure Park was the scene of several rave parties in 2009 that resulted in numerous drug-related arrests. "We're trying to let people know when they walk in the door ... that something's different here," said **Simon Biggs** of **Clearwater Waterpark Development**. The park was closed in 2009 when its permit was revoked, but reopened in 2010 with new owners who are operating the property primarily as a waterpark.

Raging Waves Waterpark in Yorkville, Ill., was the site of an unconventional wedding this past June as Kolar and Andy Lee recited their wedding vows in front of the Boomerang slide. Upon completion of the brief ceremony, the bride and groom walked to the top of the slide, removed their formal attire revealing swimsuits underneath, and took the first plunge of their

marriage by boarding a raft and sliding down the ProSlide Tornado (Boomerang). The park frequently handles group outings but the wedding was a first for the park.

On June 23, 2012, New Hampshire's **Liquid Planet Waterpark** celebrated its fifth season with skydivers, rock climbing walls, BMX bike riders and skate boarders. The family-owned outer-space-themed waterpark has much reason to celebrate — the park was named Business of the Year in 2011 by the local Chamber of Commerce and was ranked one of the top 10 waterparks in New England. Having opened their doors in 2008 during an ailing economy, the park was barely able to tread water during the first few years. The owners credit their commitment, creativity and cooperative efforts with keeping the waterpark on the right track to becoming a successful operation.

Guests at **Mustang Waterpark** in Arroya Grande, Calif. were treated to a surprise "Dance Mob" in June to help celebrate the park's 35th year. Nearly 50 dancers from the Dellos Performing Arts Center danced poolside for about five minutes to a variety of pop music from different decades. The dancers had been practicing the routine since March.

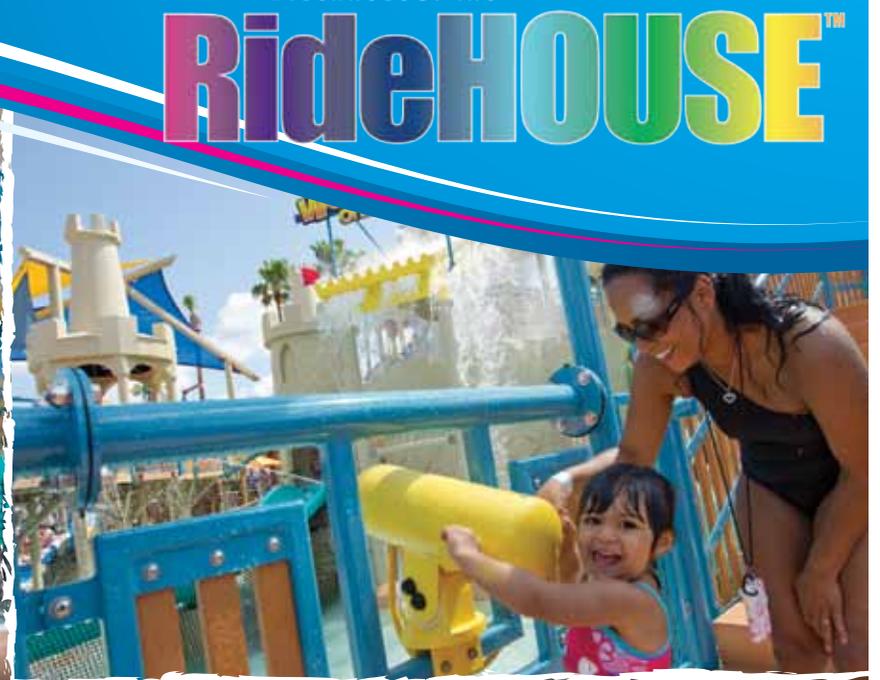
Lawyers for the **New York Jets** and **New York Giants** filed an injunction on June 22 blocking **Triple Five Group** from resuming construction of **American Dream Meadowlands** citing traffic impacts from the waterpark and amusement park portions of the project on game days.

East Rutherford Mayor James Cassella slammed the two teams for being "greedy" and "selfish" and putting their interests ahead of taxpayers. "American Dream Meadowlands will bring union construction jobs and thousands of retail jobs to people every day of the week, not just on Sundays," Cassella said. "The teams were never concerned about traffic congestion when they were building...now they have traffic problems all of a sudden. This shows a lot about these teams, who refuse to acknowledge New Jersey and continue to throw roadblocks. The bottom line is they exploit New Jersey, they have no allegiance to the state."

Triple Five Group is the same company that developed the **West Edmonton Mall** and **The Mall of America**. Attractions at American Dream Meadowlands include a glass-domed, full-scale, climate-controlled indoor water park open year-round.

Just in time for July, **Waylon's Water World** in Yuma, Ariz., opened its gates for the first time. The new, \$8 million waterpark features 15 slides and an 800-foot lazy river. Included in the ride package is a Constrictor slide from White-Water — the third of its type in the country. The park is designed to accommodate 3,500 people per day and already has plans for expansion. Next year the park is expected to add two more slides and open a longer season from May to October possibly extending into November depending on the weather. Phase three plans call for additional waterslides making it the largest in Arizona, which would overtake the popular and long-established **Wet'n'Wild Waterpark** in Phoenix.

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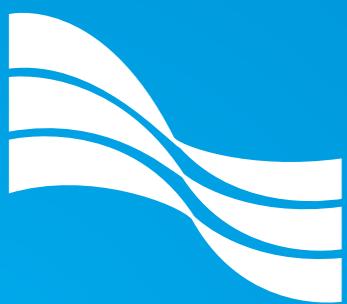


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Reporter's Notebook

Euro Attractions Show 2012 releases program schedule

GERMANY — The Messe Berlin exhibition center in Berlin, Germany, will host Euro Attractions Show (EAS) 2012, the largest European conference and trade show for the attractions industry, Oct. 9-11.

The conference program will include topics such as safety, social media, and human resources and feature prominent theme park professionals who will discuss the latest developments and trends in the industry. EAS is owned and produced by IAAPA.

Following a successful EAS, attendees can join this three-day tour to visit some of Northern Germany's most popular attractions: Heide-Park with its Hotel Port Royal, Hansa-Park right at the shores of the Baltic sea, and Hagenbecks Tierpark in Hamburg, the first zoo ever to use open enclosures surrounded by moats. Separate tour registration is required in addition to EAS registration.

The complete seminar program is available at www.IAAPA.org/EAS.

Asian Attractions Expo sees record breaking show

Association's new intellectual property program a highlight of 2012 IAAPA event

STORY: Andrew Mellor
amellor@amusementtoday.com

HONG KONG — The continued growth of the attractions industry in Asia was reflected in the success of the recent Asian Attractions Expo (AAE) in Hong Kong which witnessed a record-breaking trade show floor and a number of other significant highlights.

Initial estimates from the organizers indicated that more than 5,000 attendees, both exhibitors and visitors, took part in the event which was held at the Hong Kong Convention and Exhibition Center from June 5-8 under the direction of the International Association of Amusement Parks and Attractions (IAAPA).

"IAAPA's presence in Asia is expanding along with the attractions industry and that is evidenced by the record turnout for the 2012 Expo," said IAAPA President and CEO Chip Cleary. "The conference and trade show has grown tremendously since opening the IAAPA Asia-Pacific office less than two years ago and going forward we expect the show will continue to reflect industry growth within the region."

The figures also show that more than 3,200 buyers from attraction venues in 65 countries were in attendance to view products and services exhibited by 274 companies from 32 countries on the most expansive show floor in the event's history at 6,360 net square meters (68,458 square feet) of space.

And exhibitors were very happy with the outcome of the show.

"AAE (2012) Hong Kong has been a good show. The Asian market is growing strongly for our company, so we met a good number of potential clients looking for high-quality products," said Andrea Munari, sales manager at I.E.Park



IAAPA officers, staff and the Commissioner for Tourism for the Hong Kong Government are seen at the IAAPA Central booth at AAE 2012. Pictured left to right are: Mario Mamon, Enchanted Kingdom, Philippines; IAAPA second vice chair Roland Mack, Europa-Park/Mack Rides, Germany; IAAPA chairman Philip Yung, Commissioner for Tourism, Hong Kong Government; Chip Cleary, IAAPA president and CEO; Will Morey, Morey's Piers, U.S., IAAPA first vice chair; and Andrew Lee, vice president, IAAPA Asia Pacific Operations. COURTESY IAAPA

▶SEE RELATED STORY...PAGE 30

Srl-Soli Bumper Cars and president of ANCASVI, the Italian attractions industry trade association.

"The Asia Attractions Expo, this year in Hong Kong, demonstrated once again the ever growing opportunities in the East," noted Patrick Lamb, Managing Director of U.K. transport engineering systems manufacturer Severn-Lamb. "We had clients visit our booth, both existing and new, from many different countries. AAE 2012 provided us with a great platform to develop and strengthen our relationships with the Asian attractions industry. We are looking forward to exhibiting in Singapore in 2013."

At Anglo-French company Interlink, Mike Anderson was also impressed with what AAE 2012 had to offer.

"This year's Asian show in Hong Kong was much bigger than in previous years and also the visitor numbers appeared to be higher and as far as Interlink was concerned were of good quality. It was surprising how many visitors there were still around on the last day; normally this is the day we get a chance to catch up with other manufacturers

that we have known for many years and only seem to meet at exhibitions around the world. There was not time to do this in Hong Kong on the last day.

We had a very positive response to our exhibit and had many serious enquiries from Asia and the Middle East."

A first for the AAE show was the opportunity to take part in the IAAPA Institute for Attractions Managers, which was sold out, while a record attendance of 1,640 took part in the event's education sessions.

Another key aspect of this year's event was the implementation of IAAPA's new Intellectual Property (IP) program. IP counsellors hired by the association to be on site at AAE met with many exhibitors and attendees in person regarding their IP rights in Asia, Europe and the U.S., an activity which educated and helped raise awareness of the IP issues that exist in the attractions industry. The program will also be in effect at the EAS and IAAPA Expo events later in the year.

AAE 2013 will be held at the Sands Expo and Convention Center at Marina Bay Sands Singapore, from June 4-7.

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BRIEFS

OABA issues document for mobile operators

WINTER PARK, Fla. — The Outdoor Amusement Business Association has issued a document, along with industry attorney Wayne Pierce, Pierce Law Firm, concerning “Wage-and-Hour Solutions for Mobile operators, in reference to State Day-of-Rest laws. This is part of his “Adventure Law Compliance & Preventive Series” for business members of the OABA. For more information contact Wayne Pierce at (410) 573-9955 or call OABA at (800) 517-6222.

Britton Gallagher acquires Wisconsin agency

CLEVELAND, Ohio — Britton Gallagher recently announced that the Cleveland-based company has acquired Beckman Insurance Agency of Wisconsin. The acquisition is part of the firm’s strategic growth plan in the amusement industry.

“This purchase clearly demonstrates our ongoing commitment to the industry (amusement),” said Drew Tewksbury, vice president and program manager of Britton Gallagher’s amusement insurance program.

“The Beckman Insurance Agency has been writing amusement facilities for 28 years. We have been well respected and are excited about this new chapter for our insureds. I will continue with the agency for a number of years to come and working closely with Drew Tewksbury (Amusement Industry Resources (A.I.R.) VP/program manager) we will ensure a smooth and effective transition. This new relationship has been in the works for several years, and is working very well. Britton Gallagher and A.I.R. brings size, clout and markets that will benefit all Beckman Insurance Agency clients,” said Mike Beckman, former owner of Beckman Insurance Agency.

Britton Gallagher owns and operates Amusement Insurance Resources (A.I.R.), a specialty insurance program focused on the Amusement Industry. Britton Gallagher is a national insurance broker that has been serving the business community since 1942.

NRCMA exhibit enjoying strong attendance at Dollywood

PIGEON FORGE, Tenn. — Since its opening in June, America’s Roller Coasters & Amusement Parks exhibit, presented by the National Roller Coaster Museum and Archives (NRCMA), has enjoyed healthy attendance by Dollywood park guests. Only open a mere five hours daily, attendance has been nearly 100 guests per hour in the 1,250 square foot exhibit space formerly occupied by the Dolly Parton Museum.

The traveling exhibit has been a long time in the making; however, park historians, hobbyist organizations and the general public are all embracing the roller coaster/ amusement park inaugural exhibit that runs daily, now through September 16. It is located in Heritage Hall — a space directly above the cave, and near Miss Lillian’s BBQ Corner in the lower end of Craftsmen’s Valley at Dollywood, Pigeon Forge, Tennessee.

Contained in this travel-



ing exhibition are twenty displays of various sizes, covering all aspects on the subject of roller coasters, along with a few related areas of interest. The displays and videos represent a good portion of the current industry as well as historical artifacts, photographs, and other items that represent the past. Many of the displays have a connection to the roller coasters at Dollywood with a balance between old and new.

One exhibit highlight includes the display of a Prior and Church designed roller coaster car from the Giant Dipper at Belmont Park,

San Diego, Calif. alongside a Thunderhead car that is the “rolling stock” on that coaster at Dollywood. The 1925 Frank Prior and Frederick Church car is what gave Mike Boodley the inspiration to design “Millennium Flyer” style roller coaster cars for Great Coasters International built roller coasters around the world. In the exhibit Boodley is featured on a video where he explains his design process.

Another highlight is the showcase on Arrow Dynamics, one of the major steel roller coaster manufacturers of the late 20th century, headed by the late amusement industry legend and IAAPA Hall of Fame Ron Toomer, who has a panel citing his industry accomplishments as a celebrated designer.

America’s Roller Coasters & Amusement Parks exhibit is open daily, 11 a.m. to 4 p.m. through September 16.

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IAAPA announces management transition

Chip Cleary to return to the park industry; Paul Noland to take over IAAPA post

ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions (IAAPA) announced on June 26 that IAAPA President and CEO Chip Cleary has decided to return to a leadership position within the theme park industry after the end of the year. Paul Noland, theme park consultant, IAAPA board member, and former Walt Disney Parks and Resorts executive, will take over as IAAPA President and CEO on Jan. 1, 2013. The leadership transition will begin this fall.

Noland is currently Principal and CEO of RPN Associates, a consulting and project management firm in the attractions industry.



Noland

From 1995 to 2011, Noland was an executive with Walt Disney Parks and Resorts serving in various senior management capacities including Senior Vice President, Global Business Development where he led a cross-functional team in the identification, evaluation, and negotiation of future growth opportunities for Walt Disney World, the Disneyland Resort, and the Disney Vacation Club. Noland also led Walt Disney World's financial team as Senior Vice President, Finance, Planning, and Business Development and served as Vice President, Revenue Management and Business Development.

Noland was in leadership positions with Marriott International from 1983 to 1995, including serving as Senior Director, Lodging Revenue Management and Director, Sales and Catering Systems.

Noland has a Master of Business Administration degree from the College of William and Mary in Williamsburg, Virginia, and a Bachelor of Science degree in Journalism and Speech Communication from Radford University in Radford, Virginia.

He has been a member of the IAAPA board of directors

since 2009 and he is chairman of the IAAPA Audit Committee. He has also served on the School Advisory Board for St. John Vianney Catholic School in Orlando, Florida, and has been co-chair of the school's Annual Fund campaign.

"Chip has accomplished a great deal as president and CEO of IAAPA," said Managing Partner of Europa-Park and Mack Rides in Germany and 2012 IAAPA Chairman of the Board, Roland Mack. "He restructured the association's global sales team; upgraded IAAPA's technology and critical operating systems; led the development and introduction of a new intellectual property program; overhauled the organization's budget and expense management processes; and ensured the success of the association's trade shows around the world... an impressive list of accomplishments in a short period of time."

"We are fortunate to have Paul lined up to lead IAAPA after Chip leaves," Mack added. "Chip has made a real difference in our association and we greatly appreciate all he has done. Paul's proven track record, analytical acumen, and leadership skills will allow him to build on Chip's success so we can accomplish the aggressive strategic initiatives the board has established for IAAPA's future."

"I have enjoyed my experience as President and CEO of IAAPA and I am proud of all we have accomplished. We have more work to do and we will continue to move the association forward between now and the end of the year," said Cleary. "I look forward to once again planning and developing attractions and entertaining guests so I am excited about returning to the theme park industry."

"I have gotten to know Paul very well through our work on the IAAPA board and Audit Committee and I am confident the transition will be seamless," Cleary added.

"I am excited about this great opportunity with an organization I respect in an industry I love," said Noland. "I look forward to working with our members and their diverse businesses around the world to move our association forward together."



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Walt Disney World's Dolphin hotel broadcasted the opening ceremonies of the 2012 Olympic Games on several large screens in the Dolphin's lobby on Friday, July 27. Recreational activities were available for kids while guests were able to meet medalists from previous summer games. In attendance were gymnasts **Wendy Bruce-Martin** and **Scott Johnson** and swimmer **Fred Tyler**.

Morey's Piers commissioned local New Jersey artist **David Macomber** to give Adventure Pier's shipping containers a new look with his vivid and distinctive graffiti painting style. The Morey's Piers Adventure Pier Container Art Project finds the containers serving a variety of practical and aesthetic purposes from storage, office space, signage and now branding for Morey's Piers largest collection of extreme rides.

Texas developer **Mike Patterson** has purchased the property rights to **Casino Beach on Lake Worth** and wants a Ferris wheel to be the icon that draws visitors from across North Texas. He envisions a boardwalk atmosphere to replicate the Casino Beach scene from the 1930's. He said investors will put in \$10 million to build restaurants, an amphitheater and a dance hall. The project is expected to be underway within 12-to-18 months.

Weeki Wachee Springs State Park celebrated 65 years of mermaid magic this year with a special mermaid reunion that took place July 14-15, 2012. The weekend included special mermaid performances with current and past mermaids swimming together. The mermaids, representing all six decades, signed autographs and met with guests.

accesso's comprehensive ticketing platform has been deployed at Seattle's iconic **Space Needle** as well as **Chihuly Garden and Glass**, a new art experience featuring the work of renowned artist **Dale Chihuly**. The platform includes front gate point of sale, group sales, access control, e-commerce and mobile ticketing to enhance ticket sales and optimize their guest experience.

My Family Wallet, which is one part of AlertID's mobile app, provides parents with a secure, convenient way to store current information and photos of their children and other family members, including pets, directly on their smart phones. In the event that a parent needs to report a missing child or family member, AlertID gives them the ability to send this critical information to law enforcement or other security officials in seconds with the push of a button.

The Adventuredome at **Circus Circus** in Las Vegas recently introduced a new pricing structure. All-day ride passes are \$16.95 (33 - 48 inches tall) and \$27.95 (48 inches or taller); individual ride tickets also are available and range from \$5.00 - \$8.00.

The Adventuredome is open daily, 10 a.m. - midnight.

Ripley's Believe It or Not! attractions have opened in the Light Street Pavilion on Baltimore's Inner Harbor. The two-story, **Odditorium** features within its collection of exhibits, unusual artwork and artifacts from around the world including nine different themed galleries packed with one-of-a-kind exhibits along with Ripley's Marvelous Mirror Maze and the 4D Ripley's Moving Theater.

Pacific Park on the **Santa Monica Pier** has now hosted more than 5,500 birthday parties at the two-acre amusement park since January 1996. Parents can also join in the fun by riding the family-share rides with the kids or simply watching them have fun while relaxing in the seaside party cabana.

The Restroom Cultural Park which is the world's first toilet theme park, recently opened in Suwon, South Korea. The park exhibits various public toilets, ancient roman toilets, European toilets from the Middle Ages, and even a flushing toilet said to exist in Korea 1,000 years ago.

Following more than nine months of planning to reopen Louisville's shuttered amusement park (formerly Kentucky Kingdom), **Bluegrass Boardwalk, Inc.** has withdrawn from the project. The partners were financially prepared to meet the challenge of reopening the abandoned park, however the many layers of governmental regulations and stipulations ultimately caused them to withdraw.

With the park's **Disaster Transport** (Intamin bobsled coaster) closing for good, **Cedar Point** and **Give Kids The World** partnered for a unique event on July 29 - "Disaster Transport Final Dispatch: A Mission for the Kids" where guests became a part of history while helping children with life-threatening illnesses and their families make memories that last a lifetime. Participation included park admission for non-season passholders, an hour of exclusive ride time on Disaster Transport, VIP access to a private reception, a commemorative event tee-shirt, a special souvenir and eligibility for the last ride with the lights on.

Following a successful July 14 launch of **Hong Kong Disneyland's** new **Grizzly Gulch** (see story page 7) steel roller coaster (another spectacular version of **Big Thunder Mountain Railroad** found at other Disney properties), the new park now turns its attention on its next land, **Mystic Point**. At the heart of the new area, a dense, uncharted rain forest where supernatural events take place, is **Mystic Manor**, a dark ride inspired by the original **Haunted Mansions**. Slated to open in early 2013, the spooky adventure will feature a musical score by **Danny Elfman**, the composer behind the music of **Tim Burton's** "The Nightmare Before Christmas."

Universal Orlando announces new hotel development

ORLANDO, Fla. — Universal Parks & Resorts and Loews Hotels & Resorts will build a new hotel development at Universal Orlando that will add high-quality, high-value options for families wanting an affordable on-site experience.

Universal's Cabana Bay Beach Resort will offer two distinct experiences within the development's multiple buildings: 900 family suites, capable of sleeping six, that include kitchen areas and 900 standard guest rooms — offering both moderate — and value-priced accommodations. It will be operated by Loews Hotels & Resorts and is scheduled to open in 2014.

The hotel will be themed differently than anything else currently available at Universal Orlando. It will evoke the driving vacations so many Americans grew up enjoying with their families — spending time at sweeping motor courts just off the highway, where families relaxed and played after a long day's drive. The new hotel's hip, vintage look will be accented with bold design, dramatic, clean lines, bright, period colors and touches of neon. Inside areas including the lobby, dining areas and large, comfortable rooms will follow suit. The hotel will have two themed pool areas.

"Our new hotel will give guests an affordable, incredibly themed on-site hotel experience unlike anything else at our resort," said Tom Williams, chairman and chief executive officer, Universal Parks & Resorts. "Our new family suites and family-value pricing will give our guests on-site options they've never had before."

The hotel will be built on a 37-acre site within Universal Orlando Resort and adjacent to Universal's Islands of Adventure — just off Hollywood Way and Turkey Lake Road. Site work will begin soon. Pricing information, opening timeframes and room on-sale dates will be released over time.

"The Cabana Bay Beach

Resort furthers our goal of operating special and distinct properties in important markets," said Paul Whetsell, Loews Hotels & Resorts president and CEO. "This is another important step in our plan to expand the Loews system in major markets across the United States."



Universal Parks & Resorts and Loews Hotels & Resorts are building a new 37-acre, 1,800 room/suite hotel development – Cabana Bay Beach Resort – at Universal Orlando, to open in 2014.
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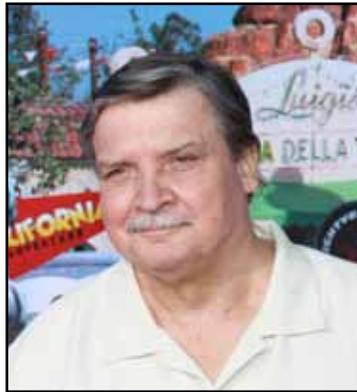
Stars shine at DCA's 'red tarmac' Cars Land rollout

All photos Amusement Today / Gary Slade • June 13, 2012

Cavalcade of Cars voice actors



Larry the Cable Guy
Mater/Sir Tow Mater in
"Cars" and "Cars 2"



Michael Wallis
Sheriff in
"Cars and "Cars 2"



Jenifer Lewis
Flo in
"Cars" and "Cars 2"



Edie McClurg
Minnie in
"Cars" and "Cars 2"



Eddie Izzard
Six Miles Axelrod in
"Cars 2"



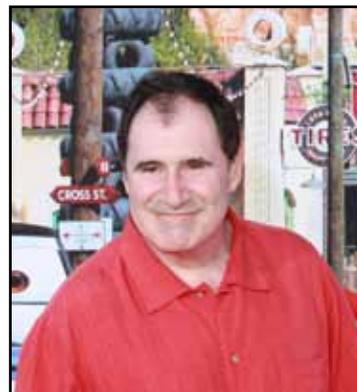
Cheech Marin
Ramone in
"Cars" and "Cars 2"



John Ratzenberger
Mack in
"Cars" and Cars 2"



Katherine Helmond
Lizzie in
"Cars" and "Cars 2"



Richard Kind
Van in
"Cars" and "Cars 2"



Randy Newman
"Cars" soundtrack
Composer, Arranger

Mouse House executive parade



Robert A. Iger
Chairman & CEO
The Walt Disney Co.



Tom Staggs
Chairman
Walt Disney Parks & Resorts



John Lasseter
Chief Creative Officer
Walt Disney & Pixar
Animation Studio



Meg Crofton
President
Walt Disney Parks &
Resort Ops., U.S. & France



George Kalogridis
President
Disneyland Resort

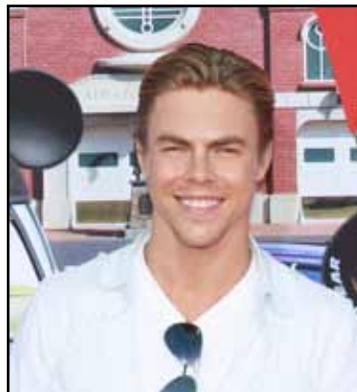
Disney-ABC Television groupies



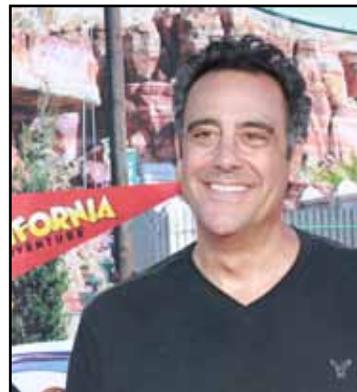
Jon Cryer
"Two and a Half Men"
Upcoming: "Planes"



Ariel Winter
"Modern Family"



Derek Hough
"Dancing with the Stars"



Brad Garrett
"Everybody Loves
Raymond"/"Finding Nemo"



Courtney B. Vance
"Law & Order"
Upcoming: "Let It Shine"

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Company	Prices	Prices	52 Weeks	
	One Month Ago	07/18/12	High	Low
Cedar Fair L.P.	\$27.85	\$32.55	\$32.95	\$16.44
MGM Mirage	\$10.98	\$10.15	\$16.05	\$7.40
Six Flags Ent. Corp.	\$49.95	\$54.57	\$55.07	\$24.72
CBS Corp.	\$31.41	\$31.56	\$35.00	\$17.99
Walt Disney Co.	\$46.23	\$49.35	\$49.92	\$28.19
Apollo Global Mgt. LLC	\$12.70	\$13.16	\$17.94	\$8.85
Blackstone Group	\$12.32	\$12.90	\$17.78	\$10.51
Village Roadshow	\$3.08	\$3.13	\$3.50	\$2.41
NBC Universal	\$19.37	\$19.84	\$21.00	\$14.02

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Region (U.S.)	As of 07/16/12	Change from year ago
East Coast	\$3.741	-\$0.222
Midwest	\$3.659	-\$0.244
Gulf Coast	\$3.617	-\$0.265
Mountain	\$3.672	-\$0.155
West Coast	\$3.705	N/A
California	\$3.886	-\$0.228

TOP 7 MOST TRADED CURRENCIES



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78.8182 JPY (Japanese Yen)
0.9789 CHF (Swiss Franc)
0.9653 AUD (Australian Dollar)
1.0105 CAD (Canadian Dollar)

PEOPLE WATCH

Prime Play adds Seth Foster to team

Prime Play, Richmond, B.C., Canada has announced that it has added **Seth Foster** to its global sales team.

Foster brings more than two decades of industry experience to his new role as vice president, sales — U.S. He comes to Prime Play from Universal Creative where he served as Show Producer for the blockbuster reboot of The Amazing Adventures of Spider-Man at Universal's Islands of Adventure, the new SpongeBob SquarePants themed retail experience at Universal Studios Florida, as well as other creative development projects.

"Seth's excellent communication skills allow him to interface superbly with clients to ensure that Prime Play delivers the best designs and products possible to them each and every time," affirms Prime Play's Nathan Jones, vice president of sales & marketing — Americas. "Seth's experience and proven track record provides real, value-added capabilities to Prime Play's ever-expanding customer base where he will focus on developing opportunities to implement original Family Adventure Park attractions throughout the United States and we are excited to have him join the team".

As V.P. of Sales — U.S., Seth will be based out of Orlando and joins Prime Play's global sales force, with 18 offices worldwide.



Foster

Technomedia appoints Anderson to post

Technomedia Solutions, Boston, Ma., has announced the appointment of industry veteran **Andy Anderson** as the director of operations for the Northeast. Anderson will be responsible for the business developed and managed through both the Boston and New York City offices. The addition of Anderson comes as Technomedia continues on its development path for growth.

Prior to joining the Technomedia team, Anderson developed extensive leadership skills at Coghlin Network Services. In addition, he directed multi-million dollar audio-visual projects for top tier corporations including WGBH Broadcasting, ESPN, and institutions such as the Worcester County Trial Courts and the Worcester Recovery Hospital. Anderson is a Certified Technology Specialist, as well as a Registered Telecommunications Project Manager and Communications Distribution Designer with specialties in Network Transport Systems, Outside Plant and Wireless Design.

"Andy holds a depth of knowledge with his many years of experience in the technologies industry that directly benefit our clients and their projects. We look forward to his contributions and collaborative approach," stated Morgan Scopetto, Technomedia's vice president of business development plays a significant role in Northeast business development working side by side with our entire staff.

Ron Levi joins Redemption Plus

Lenexa, Kansas based Redemption Plus, a provider of toys, tools and training for the amusement industry, announced the addition of **Ron Levi**. Levi will be responsible for increasing new business for Redemption Plus' line of plush, novelties, and hard goods to amusement parks, zoos, aquariums, museums, and amusement retail establishments, as well as strengthening existing relationships with these facilities.

According to Redemption Plus CEO & President, Ron Hill, the addition of Levi corresponds to increasing business from amusement parks, zoos, aquariums, and similar industries. "We see all signs that the amusement industry is alive and well," said Hill. "Redemption prizes as part of the amusement experience continue to be in-demand and growing."

Ron Levi is a 20 year veteran of the amusement industry, previously working for such well-known companies as Six Flags Elitch Gardens and Manley Toy Network.



Levi

Hinton to oversee WhiteWater Europe office

WhiteWater West, Richmond, B.C. Canada, has announced that **Sean Hinton**, vice president of business development for Europe, Russia, Middle East & Africa, has relocated to Barcelona, Spain, to open WhiteWater's 18th global office.

This office, dubbed WhiteWater Europe, will be the hub for WhiteWater's and Prime Play's European, Russian, Middle Eastern, Indian and African activities, and coordinate the satellite offices already in operation.

"Our team will be visiting parks and partners across the region on a consistent basis, strengthening our presence in each of these regions," reinforces Hinton. "The intent is to be as responsive and service-oriented as possible, and to continue to cultivate key partnerships."

Sean Hinton can be contacted at the Richmond home office (604) 273-1068, by mobile (34) 66-375-8420 or via email at Sean.Hinton@whitewaterwest.com.



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National Ticket, Encoded Guardian system collects data, offers guest security

SHAMOKIN, Pa. — National Ticket Company has partnered with Encoded Guardian to offer a system that provides its clients with a product that will enable them to collect valuable marketing data from their guests while providing a security solution that protects their identity and quickens the reunion of a lost child to their rightful parent or guardian.

The marketing benefits allow a venue to capture valuable data from their current patrons and adds a revenue stream for facilities and vendors.

Sponsorship on the wristbands enhances the revenue share for a particular facility vendor; targets marketing to customer base for repeat business; and organizes data to provide specific feedback of guest statistical information.

Security benefits protect the child's identity; assist security officers in reuniting a lost child with a parent or guardian; and provide assistance for employees that discover a lost child.

Guest benefits include parents' peace of mind for the safety of their children and discounts on future purchases by offering coupons on the back of the wristband.

More details can be found at: www.encodedguardian.com.

CORRECTION

In the July issue of AT, Ride Entertainment Group's location was misidentified. The company's correct location is in Stevensville, Md.



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Enthusiasm for safety!

AIMS will be introducing a number of new classes at the upcoming Safety Seminar when it moves back to its January date in 2013.

One of these new classes will be in the field of nondestructive testing, resulting in two total Nondestructive Testing (NDT) classes being offered in 2013. These two classes are NOT related and should be taken in conjunction with each other as needed.

NDT Class 1: NEW

This NEW one-hour class titled "Establishing an NDT Certification Program" is recommended for managers and directors who need to establish an in-house nondestructive testing program but don't know the steps they need to follow.

This new nondestructive testing class will work through the American Society of Nondestructive Testing SNT-TC-1A document which outlines the industry established guidelines for training, testing, and required experience that is needed for different levels of certification. This will help students identify the different steps they need to take in order to establish their own company in-house testing program. Students should expect to acquire a good background and knowledge as to what makes up a certification program and how to meet or exceed the guidelines established by The American Society of Nondestructive Testing.

The instructor for this class is

Steven Laycock, QA and Product Safety Manager for Chance Rides Manufacturing, Inc. Steve is a certified Level III by the American Society of Nondestructive Testing and taught NDT for the Magnaflux Corporation for seven years prior to returning to the amusement industry and to Chance Rides.

Laycock has more than 30 years of experience working in the field of nondestructive testing. He brings his testing background and teaching experience to this new class.

Whereas this class is not intended for the person who may actually be performing nondestructive testing nor will it provide a background of theory or practical experience for test taking, it should be an excellent

addition to the AIMS class schedule in providing information to the management personnel who must deal with, and be responsible for, the in-house nondestructive testing that takes place within their venue.

NDT Class 2: REPEAT

As presented at past AIMS seminars, "Advance Theory of Nondestructive Testing" is a three-hour theory and hands-on class which is recommended for anyone planning on taking an AIMS maintenance certification test or anyone who needs to have a better understand of what nondestructive testing is, what it does, and who may have to deal with the outside personnel performing nondestructive testing.

AIMS member spotlight: Dana Meerschaert

Editor's note: This is a series of articles to run in AIMS News & Notes that spotlight 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

Dana Meerschaert

Elitch Gardens
Operations Manager

What do water ride operations, iron ride operations, and a crime laboratory forensic technician all have in common? The answer is **Dana Meerschaert**. Dana is currently the operations manager for Elitch Gardens in Denver, Colo. In this position she is responsible for the safe and successful operations of both the water attractions and the iron rides. At the last AIMS Safety Seminar Dana was very much into her operational and safety class schedule as well as networking with others from the waterpark industry, but AIMS was able to capture a portion of her time to get her to answer some questions for the AIMS member spotlight.



Meerschaert

How did you get started in the amusement business?

Like so many others in this industry, it started as a summer job. I be-

gan working in 2000 as a seasonal ride operator while attending Michigan State University. My intention was to work seasonally in order to put myself through college!

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

Since the amusement industry job was just a seasonal position to get me through college, once I graduated I pursued a career in a crime laboratory as a Forensic Technician in the DNA/Biology section. However, by 2007 I realized I missed the excitement of the amusement industry and so I changed career paths and took a position as Attractions Manager for the then new Hard Rock Theme Park.

What do you do in your free time?

In my free time I like to visit my family in Michigan. I also like to see other theme parks, so last September, I took 10 days to visit some of the California parks that I had not yet had a chance to visit.

Tell us something about yourself that is not commonly known by your amusement industry peers.

I have held various entertainment industry jobs with a variety of venues in eight different states. These venues have included long existing theme parks, a brand new theme park, and even a zoo.

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

Elitch Gardens is part of Denver's history, going back to 1890. Starting

as a beautiful gardens and then having amusement rides added, the park has tried to keep its heritage of the gardens even when it moved locations. The park relocated between the 1994 and 1995 operating season. Many of the rides from the original park are still a part of the park today including the Carousel, The Big Wheel, Hollywood and Vine, the Spider, Sidewinder, Tilt-A-Whirl, and the Sea Dragon. The current Twister II wooden roller coaster has a modified track layout from the original Mister Twister wooden roller coaster from the original park. Elitch Gardens is America's only downtown theme and waterpark.

How long have you worked at your present facility?

I was afforded the opportunity to become the Operations Manager at Elitch Gardens, directly overseeing Aquatics and Ride Operations in January of 2010.

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

Attending training/safety seminars such as AIMS not only reinforces learning techniques and knowledge, but also introduces updated material and presents case studies or experiences from other facilities. This year I was able to attend the OSHA classes and also the ASTM track. These classes showed how important our standards and guidelines are. I was able to come away from those classes with information that was new to me and which I will be able to use in my current position.

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

The class 'Evacuations – My Worst Nightmare' facilitated by Randy Wilke was one of the most enjoyable classes I took during the 2011 AIMS Safety Seminar. This class presented video footage, discussions of past incidents at various venues and best used practices at various properties. Throughout the class we were able to work in a number of small groups, affording us the opportunity to learn a plethora of best practices and to network with many individuals within the industry who we didn't know before the class started. Each group activity contained one necessary aspect of some type of evacuation scenario which ultimately led up to the final group activity of being a part of a ride and venue evacuation which required each group in the class to come together and work as one, taking on roles of various departments, showing that each department and every individual within that department is necessary to the overall success in such a situation.

Why should someone attend a training seminar and particularly the AIMS Safety Seminar?

Attending training/safety seminars gives industry professionals the opportunity to learn best practices from other professionals who may have experienced similar situations or incidents. It also gives you the ability to network with individuals in the same

▶ See SPOTLIGHT, page 35

►SPOTLIGHT

Continued from page 34

type of role you have which allows you to then use each other in future situations. Attending the AIMS seminar helps to keep everyone in the industry on the same page and current with up-to-date information and opens your mind to different things that could happen at your venue and allows you to be better prepared to handle these unexpected issues.

In general, how was your

overall experience at the AIMS Safety Seminar and how prepared were your instructors?

I attended the AIMS Safety Seminar four years ago and am impressed with how enhanced the program has become. The classes, content, and facilitators are up-to-date and current. The industry is ever changing and AIMS continues to set the tone for bringing industry professionals together to enhance our knowledge base and skill set. The facilitators are great because they are all very pas-

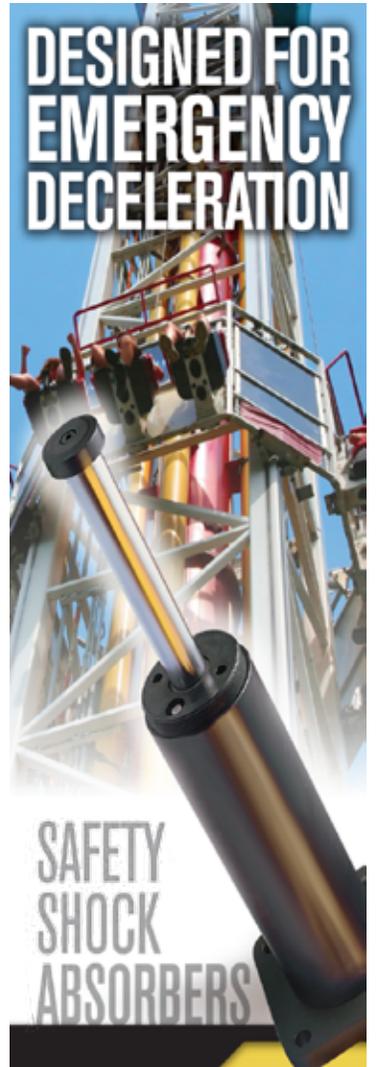
sionate about the industry and it shows in their classes. AIMS brings us all together as a group which enables all of us to succeed.

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

AIMS has given me the opportunity to meet a number of incredible people. One of those is Mike Neace from Six Flags Hurricane Harbor. Mike is a wealth of knowledge, his experiences and the classes

he facilitated have given me real ideas for best practices at my own facility and for my own teams. The exercises he put us through built my knowledge base and skill set and opened my mind to various ways to enhance my own programs. Mike shared his own experiences and best practices while allowing others to share theirs which allowed him to reflect and absorb the practices of others from various facilities. This is what AIMS is all about, sharing and learning from each other.

—Steve Laycock



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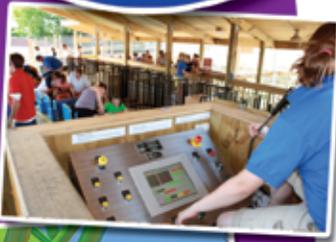
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Reporter's Notebook

Virginia Farm Bureau becomes 50/50 partner in State Fair of Virginia

DOSWELL, Va. — The Virginia Farm Bureau Federation announced last month that it has become a 50-50 partner with a company that purchased the 331 acres in Caroline County that is home to the State Fair of Virginia.

The farm lobby will partner with Universal Fairs LLC of Cordova, Tenn., to operate the agricultural side of the fair. Universal purchased the rolling green acres that were once the home of Triple Crown winner Secretariat at auction in May for \$5.67 million from the debt-ridden former operator of the 150-year-old fair.

Financial terms of the new partnership were not released.

The fair is scheduled to run from Sept. 28-Oct. 7, 2012, under a partnership called Commonwealth Fairs and Events LLC.

Quoted

"We had quite a bit of damage to neon – including at two entrances."

—State Fair of Texas spokesperson Sue Gooding said after a summer hail storm did damage on the fairgrounds and to the fair's iconic neon Midway sign that dates back to 1948.

Alameda County Fair's 100th anniversary sets record attendance with 534,577 guests

STORY: Pam Sherborne
psherborne@amusementtoday.com

PLEASANTON, Calif. — The 2012 Alameda County Fair, held June 20-July 8, set new and impressive attendance records during its run, with 534,577 people attending the fair's historic centennial celebration.

This attendance number represents an approximate 18 percent increase over 2011. And, in its 100-year history, it is the largest recorded attendance.

The previous attendance record was set in 2011 at 452,747.

"We want to thank the more than half-a-million guests who made memories at the record breaking 100th Alameda County Fair," said Rick Pickering, CEO of the Alameda County Agricultural Fair Association. "As a nonprofit organization that receives no tax support, we are pleased to provide our community with local affordable edu-tainment. We are once again honored and humbled that so many people chose to have fun at the Fair this summer."

Record attendance drove record high food sales and Butler Amusements, the midway supplier, also had its best year. Butler Amusements provided almost 50 rides and attractions for the event.

Fair officials were extremely pleased with the attendance increase this year. Special promotions helped drive attendance, including a \$1 admission on opening day and \$1 carnival rides, which set an opening day attendance record; \$2 Tuesdays and the Fair's Feed The Need Food Drive resulted in 39,189 pounds of donated food for the Alameda County Community Food Bank. Additionally, more than 1,200 volunteers helped package 130,000 meals for non-profit Kids Against Hunger, most of which will be stored onsite at the Fairgrounds for future emergency needs in Alameda County.

According to Stephen Chambers,



The Alameda County Fair in Pleasanton, Calif. celebrated its 100th anniversary in 2012 with a record attendance of 534,577 guests. Below, the fair as seen in 1966. COURTESY ALAMEDA COUNTY FAIR



executive director of the Western Fairs Association (WFA), "Back to back record years are a testament to the Alameda County Fair's ability to bring together and showcase the best of their community. Their creative programming, innovation, and extensive community outreach continues to set an

example for all to follow."

Fair visitors enjoyed a variety of new and returning attractions and events. Some of those included the RAY: solar powered remote control car races, Storyville, Sudsy's Barn, Thank A Farmer Magic Show, World of Mu-

► See ALAMEDA, page 40

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More than 1.5 million guests attend 2012 fair

San Diego County Fair sets attendance record, fourth year in a row

STORY: Pam Sherborne
psherborne@amusementtoday.com

DEL MAR, Calif. — Two extra days on the calendar for the 2012 San Diego County Fair helped push total attendance over into the record-setting column for the fourth year in a row as 1,517,508 fairgoers took advantage of the abundance of entertainment and attractions this year.

The fair ran June 8-July 4, 24 days instead of the traditional 22 days.

The previous attendance record of 1,412,113 was set in 2011. Attendance in 2010 was 1,338,500 and 1,274,442 visitors were reported in 2009. The extension of the two days enabled the fair to include July 4 celebrations. That day turned

▶ See SAN DIEGO, page 39



The 2012 edition of the San Diego County Fair in Del Mar, California, set a new attendance record for the fourth year in a row with 1,517,508 guests passing through the turnstiles. The fair ran two additional days this year thanks to the Fourth of July holiday celebrations falling on a Wednesday.
AT/GARY SLADE

Vander Vorste business is really a family affair



Sisters Stacy (above) and Stephanie Vander Vorste (left) had a profitable 2012 San Diego County Fair, Del Mar, June 8-July 4. Both help operate the family run business, which included both pizza and Texas Tater Dog concessions during the fair. AT/GARY SLADE

DEL MAR, Calif. — Stephanie and Stacy Vander Vorste saw business swift and profitable for their family owned food services at the 2012 San Diego County Fair, Del Mar, which ran June 8 – July 4.

Stephanie Vander Vorste had her Texas Tater Twister concession stand there. She is the sole owner of that concession. Stacey was running the family's Pat's Pizza as well as helping with the family's Pat's Ice Cream.

The two young ladies are part of a family owned and operated business. Their father, Steve Vander Vorste, is an independent ride operator. He had his SDC Windstorm and his Reverchon Crazy Mouse coaster at the same event. Both rides were on the Top 10 ride list for 2012 fair.

Steve Vander Vorste's wife, Pat Vander Vorste, is the Vander Vorste that has lent her name to the pizza and ice cream trailers.

Stephanie is the oldest Vander Vorste child. Stacey is second in age and son Brian is the youngest.

"Brian pretty much helps Dad with the rides," Stacy said. "We are all still helping each other. But, I guess the children are sort of taking over more of the operations of the concessions nowadays. Larry Shorman is also involved in running Pat's Ice Cream. Mark Hernandez is also

involved in running the pizza, but Mark seems to be more and more involved with the rides. It seems that maybe his interest might be going that direction, but we'll see."

Stacy said they didn't add any new food items to the pizza this year. Last year, they began offering a sub sandwich which has really done well."

When she spoke with AT, she was with Stephanie's Tater Twister at the California State Fair, Sacramento, which ran July 12-29.

Her dad was to be at the California Mid-State Fair, Paso Robles, and July 18-29, with the Crazy Mouse. The family would have their pizza there.

Stephanie, on the other hand, was on her way to West Allis, Wis., to get ready for the Wisconsin State Fair, set to run Aug. 2-12. This is the first year the Wisconsin event was to go to an independent midway.

At Wisconsin, Stephanie was going to help in the operations of the family's burger stand, which also serves turkey legs. They would also have a smaller ice cream trailer and a cook shack for the midway.

"We will all meet up again in Minnesota," Stacy said, speaking of the Minnesota State Fair, St. Paul, Aug. 23-Sept. 3.

—Pam Sherborne

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► SAN DIEGO

Continued from page 38

out to be the largest single-day attendance for 2012 with 92,407 visitors, which was also the fifth largest crowd in fair history. The largest single-day attendance was 101,867 on Friday, July 3, 1998.

Guests this year spent their time visiting attractions and exhibits pertaining to the 2012 theme, "Out of This World." The fair included exhibits and demonstrations every day pertaining to the theme. Some of those included exploring man's history and fascination with space and space travel starting with the ancient astronomers, to the NASA program and the future of space exploration.

Fair officials were very happy with the 2012 results.

"We are pleased we broke our all-time attendance record once again, making fair history during a still-sluggish economy," said Tim Fennell, chief executive officer and general manager of the Del Mar Fairgrounds, after the event. "Because of these challenging times, we were proud to present a venue that provided a great value for our guests."

Some of the new educational features included "Our Body: The Universe Within." This exhibit was featured at the Surfside Race Place area on the fairgrounds. Actual human bodies, artfully preserved, formed this educational exhibit.

"World Memorial: Keeping the Memories Alive" was another new exhibit this year. It is an exhibit of World Trade Center artifacts that included Missing Persons Flyers: Last Seen At The World Trade Center, 10-foot-tall replicas of the Twin Towers with names of the fallen inscribed on them, Victims and Heroes: Photos and Stories Exhibit, and a variety of flags from the countries that lost citizens in the 9/11 tragedy.

The San Diego County Fair is an independent midway, a feature that has been very successful for the fair. There were about 40 rides on the Fun Zone midway and the same number in the Kiddieland area, which was located in the area called the Infield. Both areas were also supplied with about 40 games of skill.

New this year in the family-oriented Infield was the zip

line provided by the company High Fly 'N Zip Lines. This attraction let visitors take a 400-foot ride from a 40-foot platform.

There were no new rides for the 2012 fair this year. The tried and true came in tops. Ray Cammack Shows' Grand Wheel, made by Carousel Holland, was the top ride this year. The second most popular was Steve Vander Vorste's (S.J.S. Entertainment) Crazy Mouse, manufactured by Reverchon. Vander Vorste's Windstorm Coaster, S.D.C. manufactured, took the third most popular spot.

The Infield was also the spot where visitors could sample some of "the best food on four wheels" at the new Food Truck Festival, which was available on Monday, July 2.

On a daily basis, one of the fair's new food treats this year was lobster. The Lobster Shack was located in the Infield, serving daily steamed lobster tails fresh from Maine.

High-calorie fare continued to be popular among fairgoers at the San Diego event. Fairgoers bought 180,000 massive belly-buster burgers; 60,000 deep-fried Oreo cookies; and 20,000 deep-fried pineapple rings.

This year, Chicken Charlie, the King of Deep-Fry and one of the Fair's longtime food trend-setters, debuted Deep Fried Peanut Butter and Jelly along with Deep Fried Cereal. Chicken Charlie also offered Deep Fried Pork Chops. A new food booth from Chicken Charlie, The Pineapple Express, featured Maui Chicken Sliders, Pineapple House Shrimp over rice, Pineapple Shrimp cocktail bowl and a Pineapple Fruit Bowl — all served in a hollowed-out pineapple.

The Del Mar Diner served up some new treats including Deep Fried Tang.

Live musical entertainment this year gave attendees a huge selection of genres such as Asleep at the Wheel, Dave Mason, John Tesh Big Band, Dickey Betts & Great Southern and Jim Messina.

Fair officials also reported that the 2012 event's website, www.sdfair.com, received nearly 1.1 million hits, up 8.4 percent. And in a sign of the technological times, the 213,000 hits to the fair's mobile website marked an 87 percent increase.

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►ALAMEDA

Continued from page 37

sic, All Alaskan Pig Races and Wool Warriors Only shows played a big part in this year's success. Concert performances by acts including: Lonestar, Tower of Power, Rick Springfield, 38 Special, Salt N Pepa, The Temptations, Morris Day and The Time and Kellie Pickler were filled to capacity.

Other popular attractions were the Fair's AgVenture Park featuring agricultural edu-tainment and Festival Square's themed weekends: "Spice of India," "Made in America," and "Festival Latino." Highlights of the Festival Square included Samosa Rolling Contest, Hot Dog Relay Contest, BBQ Rib & Chicken Cook-Off Contest and Tamale Contest.

"Competitive exhibits,

animals and agricultural elements of our fair continue to be crowd favorites," Pickering said. "We are also happy to report that 143 dogs were given a new life through the dog adoption program, breaking last year's record of 121 dogs. These dogs had previously been scheduled to be euthanized and were featured at the award winning Puppy Party Palooza attraction."

The Live Horse Race Meet generated very strong numbers. Scheduling enhancements offered improvements to the horseracing event. By not racing on Wednesdays, the Fair was able to provide larger fields of horses on Thursdays through Sundays, resulting in only a one percent decrease in on-track wagers - bucking the national trend of double-digit decreases.

2012 Alameda County Fair Fun Facts

17,012	total entries of competitive exhibits
123,596	corn dogs consumed
37,918	funnel cakes consumed
15,852	shaved ices consumed
11,166	turkey legs consumed
7,882	cinnamon rolls consumed
4,598	deep fried Oreos consumed
2,873	deep fried Fruity Pebbles consumed
2,851	deep fried watermelon
455,894	total visits to fair's website
1,633,244	page views of fair's website
98,108	total visits to fair's mobile website
379,322	page views of fair's mobile website
29,511	Facebook fans
1,530	Twitter followers

AT BONUS ISSUE — SEPTEMBER 2012



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MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Officials at the 2012 **Nebraska State Fair**, Grand Island, hope fairgoers will enjoy new attractions at this year's event, particularly the new **Sky Tram** that is currently under construction on the grounds.

Nebraska State Fair Executive Director Joseph McDermott said he knew they were on a tight schedule to get the attraction completed before this year's fair, but officials expect the ride will be ready to go by then. Dates for the 2012 fair are Aug. 24-Sept. 3.

The Sky Tram is owned and will be operated by **Wade Shows**. That carnival will take over the midway contract for the fair in 2013. Belle City Amusements will provide the 2012 midway.

The State of Minnesota's new "Legacy Amendment" was approved and the **Minnesota Legislature** authorized the **Minnesota Department of Agriculture (MDA)** to provide grants to the state's county fairs through the "County Fair Arts Access and Cultural Heritage Grant Program."

This funding was provided to "enhance arts access and education and to preserve and promote Minnesota's history and cultural heritage as embodied in its county fairs."

The Marin County Fair, San Rafael, Calif., ended July 4 with new records set as admission revenue topped \$1.4 million, while parking, food and beverage sales also posted new milestones. The fair began June 30.

The fair gate take of \$1,410,355 was up 12 percent from last year and is the most ever for the event, fair chief Jim Farley reported.

Other records included food and beverage concession revenue, \$1,171,390, and parking revenue, \$110,922.

In addition, attendance topped 122,000, up from last year's 117,000.

Butler Amusements, Fairfield, Calif., provided approximately 30 rides for the midway.

The site of the **Ohio State Fair** is changing lighting in more than 30 buildings to use more efficient bulbs that save energy and money.

The on-going project to replace tens of thousands of bulbs at the **Ohio Expo Center**, Columbus, began more than a year ago. *The Columbus Dispatch* reported the facilities keep fluorescent light, but used newer bulbs to replace a type often found in schools and home basements.

Officials at the Expo Center said it makes for brighter, whiter lighting and could cut bulb energy use in half.

The Ohio State Fair began July 25 and is scheduled to run through Aug. 5.

There will be no 2012 **Aitkin (Minn.) County Fair**, marking the first cancellation of the annual event since 1946.

The county fair was scheduled to run July 11-14, but a vote by the Aitkin County Board canceled the event after flooding put about 40 percent of the fairgrounds under water. The board had originally discussed just postponing the fair, but **Crescent City Amusements**, which provides the midway for the fair, as well as other vendors were already booked at other county fairs across the state.

The Aitkin County Fair, which originated in 1890, draws an average of 10,000 to 11,000

people a year. When the fair was canceled in 1946, it was done so because of a polio epidemic outbreak.

Just weeks before the **Shelby County Fair**, Shelbyville, Ind., was to take place, the fair's 133-year-old grandstand, a state landmark, was engulfed in a ball of fire and subsequently burned to the ground. That was on May 19.

Instead of canceling key horse races and the popular fair, organizers decided to scramble and erect temporary bleachers. After a frantic month and a half — and with the help of a community focused on carrying on with its fair, despite the fire — the Shelby County Fair took place July 2-7. **Mid-America Shows** provided the midway for the event.

Local authorities found signs of arson, but, as of mid-July, no arrests had been made.

Eugene J. Cassidy became the seventh Chief Executive Officer of Eastern States Exposition (ESE) in its 95-year history on June 27.

He joined ESE as Director of Finance in 1993 and was named Executive Vice President and Chief Operating Officer in March, 2011. He succeeded Wayne McCary who retired June 26 after 21 years at the helm of the West Springfield institution.

Cassidy is accredited as a Certified Fair Executive by the International Association of Fairs and Expositions (IAFE) and is actively involved as a member of the Budget and Finance and Program Committees. He is a frequent presenter at IAFE meetings on a local, regional and national level and served as Program Chair of the organization's International Convention in Las Vegas, Nevada, in 2010.

During the week of July 4, 10 sections of the 500-foot-tall **Top of Texas Centennial Tower** arrived on the grounds of the **State Fair of Texas**, Dallas. The sections arrived from the Intamin factory. Intamin is building the ride that will be a feature for **Summer Adventures**, the State Fair's planned year-round amusement park, which is expected to open May 2013, according to fair officials.

Summer Adventures in Fair Park will only be open on weekends until area schools let out sometime in June of next year.

Rusty Fitzgerald, the fair's vp of operations/special projects, was quoted in a local report saying: "There will be tremendous color, a lot of new landscaping, as we're growing thousands of hanging baskets. All of our shade structures are up with fans on the post supports with misters. I was out there the other day when it was 106 degrees, and under the shade structure, even without the fans, it was tremendously comfortable. You'll be able to walk all through the Midway in the shade."

"There will be large indoor air-conditioned seating areas, and you can rent air-conditioned cabanas. And we're putting in tent structures with glass fronts and AC. You want to keep people cool, and we're going above and beyond. And kids will be able to go through a water play area — there will be giant fountains, a dump bucket, boogie boarding, and we're bringing in some rides. And don't forget the shows — some dance-type shows, music revues, Beach Boy-types, a BMX show."

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Vander Vorste to debut Huss Flipper



Steve Vander Vorste stands by his Huss Flipper at his New Braunfels, Texas winter quarters. The ride will debut in Wisconsin.
AT/GARY SLADE

NEW BRAUNFELS, Texas — What began last November during the International Association of Amusement Parks and Attractions convention, will finally come to fruition this month (August) for independent ride operator Steve Vander Vorste.

That is when he will have his Huss Flipper up and running. Vander Vorste made his deal on the ride in November,

but because he purchased from an amusement company in Sweden, he didn't even receive it until March.

The ride, one of three in North America (Reithoffer Shows and Deggeller Attractions each have one), has been undergoing renovations at his New Braunfels, Texas, winter quarters since its arrival.

"I had kind of been looking for one of these," Vander Vorste said. "It has a lot of capacity (48 per ride) and since there is only one other one in North America, I figured it would very bookable."

The 1999 Huss ride is a spinning disk, which rises up on a big hydraulic piston. It will take four trailers to move it.

Vander Vorste will debut it at the Wisconsin State Fair, Aug. 2-12, West Allis. Then, he will have it at the Minnesota State Fair, St. Paul, Aug. 23-Sept. 3, and the State Fair of Texas, Dallas, Sept. 28-Oct. 21.

—Pam Sherborne

Damaged by hail, iconic Texas Midway sign to be repaired

DALLAS, Texas — The iconic Midway sign at the State Fair of Texas, which was damaged by hail in June, is expected to be repaired and ready for guests at this year's fair set for Sept. 28-Oct. 21.

According to the fair's Sue Gooding, "We had quite a bit of damage to neon — including at two entrances," Gooding said, a month after the storm passed through the area. "I spoke with the sign company and they expect all of the neon damaged in the hailstorm to be replaced before the fair opens in September."

The midway sign has been a staple at the fair. It has appeared in countless visitors' pictures over the decades and in the 1962 film "State Fair."

Fair officials reported that the hail stones broke out at least 55 long, custom-made glass tubes in the sign that was originally erected in 1948. That's even four years before Big Tex showed up.

Herb Ward, with Big D Signs, said he helped his father put up the sign in 1948 and he's maintained it over the years. Ward said the 505 round bulbs within the broad letters were not lost, but the tubes broken out must be custom made.



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DATEBOOK

SEPTEMBER 6
Annual AIMS Board of
Directors Meeting,
Pigeon Forge, Tenn.

SEPTEMBER 7 & 8, 2012
Golden Ticket Awards,
Dollywood, Pigeon
Forge, Tenn.

**OCTOBER 1-5 (Trade
Show Oct. 3 & 4)**
32nd Annual WWA Sym-
posium & Trade Show,
Paris Hotel, Las Vegas,
Nev.

OPPORTUNITY

POSTING DATE: July 10, 2012
CLOSING DATE: Until Filled
CLASSIFICATION: Chief Specialty
Inspector
HOURS: 40 Hours per week
MINIMUM REQUIREMENTS: Current
State of Florida Certification for amuse-
ment rides. Supervisory experience is
required. Graduation from high school or
vocational school; preferably supple-
mented by college-level course work
in mechanical engineering; and some
experience as a ride inspector, mechan-
ical and electrical inspector, and elevator
inspector. Applicant must possess
excellent written and oral communication
skills. Must possess a valid Florida Driver
License and maintain insurability under
the District's commercial vehicle cover-
age. In addition, the following certifica-
tions must be obtained within 12 months
of hire date: 1) Certification as a Level 1
Inspector through NARISO; 2) Certifica-
tion as a Qualified Elevator Inspector
(QEI) issued by a nationally recognized
organization; 3) Certified Elevator Inspec-
tor (CEI) with the Department of Business
and Professional Regulations with the
State of Florida.

RESPONSIBILITIES: Work involves
responsibility for supervising and par-
ticipating in the maintenance of legally
established requirements for plans and
specifications, workmanship, equipment,
and material. Employee will be responsi-
ble for ensuring that elevators, escalators,
moving walks, and conveying equipment
are installed or used in compliance with
the adopted codes for public safety. This
will also include vehicle-mounted or fixed-
station type elevating and rotating work
platforms.

Thorough knowledge of the EPOC
Building Code, Florida State statutes, and
related standards related to amusement
rides. Candidate must have ability to
read plans and specifications to deter-
mine their compliance with established
provisions and practices, and to use
resourcefulness and tact in resolving new
problems. Duties involve supervision of
and participation in the examination of
plans and in-field inspections. Ability to
establish and maintain effective working
relationships with subcontractors and other
employees, building owners, craftsmen,
contractors, architects, and the general
public is required.

PHYSICAL REQUIREMENTS: While
performing the duties of this job, the
employee is regularly required to talk
or hear. The employee frequently is
required to stand; walk; use hands to
finger, handle, or feel; reach with hands
and arms; climb or balance; and stoop,
bend, crawl, or crouch. The employee
is occasionally required to sit, taste, or
grasp. The employee must frequently lift
and/or move up to 50 pounds. Specific
vision abilities required by this job include
close vision, distance vision, color vision,
peripheral vision, depth perception, and
ability to adjust focus.

SALARY: Minimum starting salary is
\$1,149 - \$1,828 per week. Travel and
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