

AMUSEMENT TODAY™

Celebrating Our 15th Year

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Spotlight on Safety

NAARSO forum participants to go through Sky Wheel controls during 25th seminar

STORY: Pam Sherborne
psherborne@amusementtoday.com

MYRTLE BEACH, S.C. — Since the National Association of Amusement Ride Safety Officials (NAARSO) began holding its annual safety inspection forum 25 years ago, the non-profit organization has provided ride safety education and training to hundreds across the U.S.

Created to provide resources to amusement industry professionals who are dedicated to ride safety and to provide a consistent level of proficiency to industry inspectors, NAARSO has greatly improved industry safety through communication and



education.

At its first conference 25 years ago, 50 industry professionals, primarily representing state inspection agencies, attended.

Now, the annual safety fo-

rum routinely has 250 students and teachers attending. The outreach programs held several times a year draws about 50. And, since beginning its certification program in 1994, NAARSO has certified 744 Level I inspectors, 275 Level II inspectors, and 74 Level III inspectors. The varying levels of certification are specific upon the amount of education. All those receiving certification have to participate in continuing education as well.

"We are always looking for new avenues for training individuals in ride safety," said Leonard Cavalier, NAARSO's executive director. "We are even contemplating creating a school on the west coast to reach more people. Currently, the Northwest Showmen's Association holds a safety school annually in March. We sanction them. We accept the training hours of those attending their school."

But, the industry continues to change so quickly, according to current NAARSO President Clyde Wagner, that they continue to look for new ways to reach more professionals.

"One of the newer trends we are seeing that we are addressing now is the growth in zip lines," Wager said.

Additional avenues of

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AIMS Intl. grows their international presence

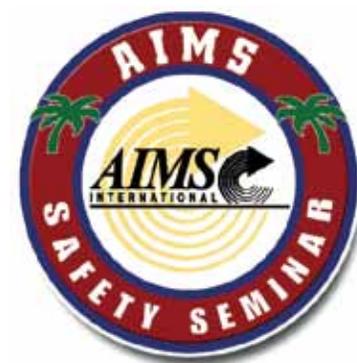
STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — More international participants than ever before were drawn to the 2011 AIMS International Safety Seminar, Nov. 9-15, Orlando, Fla., held in conjunction with the IAAPA Attractions Expo.

According to AIMS President Mike Gutknecht, the overall seminar went very well. The seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guest.

This year AIMS held all classes in the Doubletree Hotel just minutes away from the Orange County Convention Center where IAAPA ran from Nov. 14-18. Last year, classes were held in the convention center, but the logistics were somewhat challenging for participants.

"There was some trouble getting our participants over to the classes at the convention center on the buses on



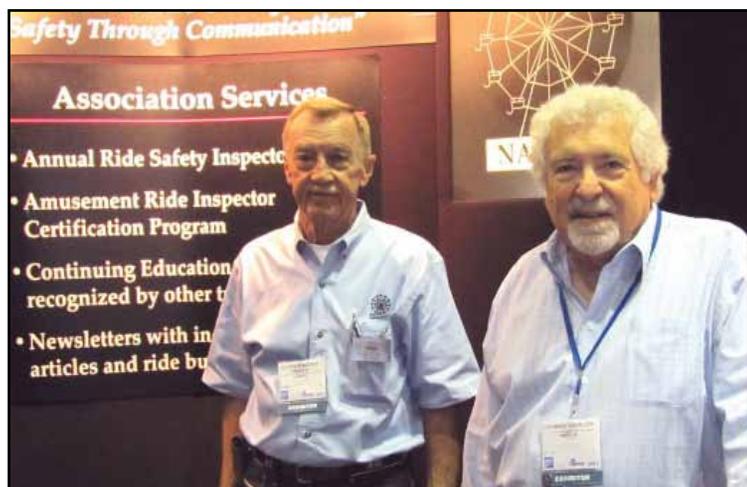
time," Gutknecht said. "Also, when we had short down times between sessions, it was not feasible for participants to go over to their rooms. There wasn't enough time for that, so they just pretty much had to sit around and wait."

With participants staying in the Doubletree, it just made sense to have the meetings there.

"We had our testing on Sunday evening (13th), finished up on Monday (14th) and then many of our participants went to the first day of the trade show on Tuesday (15th)," he said.

The increased internation-

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Clyde Wagner, left, current president of NAARSO, and Leonard Cavalier, NAARSO executive director, prepare for the upcoming 25th Annual Ride Safety Inspection Forum set for Jan. 29-Feb. 3, 2012 in Myrtle Beach.

AT/PAM SHERBORNE

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Tidbits...G.L.S.



Slade

In honor of H.V. O'Brien, longtime and still current publisher of Eastland County [Texas] Newspapers (of which this publisher learned so much from him) I've named this month's editorial column in honor of his long standing "Tidbits... by H.V.O." column that appears in each of his printed newspapers. Thank you my friend!

Randon tidbits of industry news:

Hats off to Merlin Entertainments for a successful opening and rebranding of the former Cypress Gardens theme park in Legoland Florida. While AT would liked to have seen the historic Starliner roller coaster saved, your company is still to be congratulated for the efforts made in saving the park's beautiful gardens and that lovely Banyan Tree that have made the gardens so famous. And thanks for returning the famed water ski show to the lake. Two long standing traditions are now back and better than ever!

While we are dishing out compliments, a big Thank You goes to two of our industry association leaders:

- Thanks to IAAPA's Chip Cleary for stepping in during the early morning hours during the Expo to make sure the exhibit hall was back to 100 percent following an early morning fire that caused some minor damage to the exhibit floor. I'm sure most attendees never knew that there was a fire incident on the floor. Great job Chip! We hope you have now caught up on your missed sleep.

- Thanks to WWA's Rick Root for listening to my concerns at the 2011 Golden Ticket Awards about our industry not doing enough to record our own history, especially from those that are still alive that can tell the stories the way it really was. Rick has promised to make this a new priority for the association in 2012.

As we turn the calendars to 2012, AT takes this time to say Thank You to all who have helped make our first 15 years a success. We can't wait to see what the next 15 years have in store. We wish everyone much success in the new year ahead!

—Gary Slade

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

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

Another great week at IAAPA



Mellor

If there's one thing that's a 'dead cert' to happen during any year it's my annual trip to the U.S. for the IAAPA Attractions Expo.

My visit in November was again extremely enjoyable and like us all gave me the opportunity to meet up with industry colleagues both during the four days of the trade show and at a variety of other events held throughout the week.

Things got off to a superb (and very early) start on the Sunday with my first ever participation in the IAAPA International Charity Golf Tournament. It was one of the most enjoyable rounds of golf I've ever played, on a wonderful course and among great company. The sponsored Vodka shot at 8:45 a.m. after our first hole, followed on the next by a huge Bloody Mary probably didn't help my score if I am brutally honest, but hey, it doesn't really matter when you are helping a great cause, playing in 80 degree heat and laughing so much with your playing partners that your jaw aches!

What a way to start the week!

Another highlight was a visit the following day to the new Legoland Florida park. The site of the old Cypress Gardens (and there are still the botanical gardens to explore) has been transformed and now provides families with younger children with a great day out in the true Legoland tradition. An excellent array of attractions, magnificent Lego models throughout the park and a beautiful setting combine to make this an excellent addition to the Florida theme park arsenal and when the waterpark opens in time for summer this year, it will be even better!

And then, of course, it was on to the trade show which again proved to be the amazing shop window for the industry that it has been for so many years. Anything and everything a park or attraction operator could want was to be found under the roof of the North and South Concourse of the Orange County Convention Center and a really positive vibe emanated from exhibitors.

So a very busy but most enjoyable week. And this year's dates are already in the diary!

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2 MINUTE DRILL



COMPILED: Janice Witherow

Matt Ouimet, Cedar Fair Entertainment Company

As president and CEO of Cedar Fair, Matt Ouimet is right at home. No stranger to the industry, Matt spent 17 years at The Walt Disney Company, where he last held the position of president of the Disneyland Resort. He also served in a variety of business development and financial positions during his time with Disney, including president of Disney Cruise Line and Executive General Manager of Disney Vacation Club. Matt's logical but passionate approach to business is one of his greatest assets, along with his strong belief in teamwork. A motivator and leader, Matt also brings a sense of humor to the job. He enjoys spending time on the golf course and hanging out with his family.



Following 17 years in the business with The Walt Disney Company, Matt Ouimet starts off 2012 as the new CEO at Cedar Fair.

Title
President and Chief Executive Officer.

Number of years in the industry
20 years.

Best thing about the industry
The people we get to work with.

Favorite amusement ride
Top Thrill Dragster at Cedar Point.

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

Biggest challenge facing our industry
Continuing to surprise our guests.

The thing I like most about amusement/water park season is ...
The sounds of a busy day.

The last thing I bought for under \$1 is ...
Kool-Aid from a neighborhood stand.

The three words that best describe my office are ...
Fantastic park view!

The song I would sing if auditioning for American Idol is ...
"Spirit in the Sky."

It's the New Year! One of my resolutions is to ...
Exercise more.

I usually call it a night at ...
Earlier than most.



Ouimet

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

When I say politics, you say ...
Where have all the statesmen gone?

Coollest place I have visited in the last year...
Costa Rica.

Is the best part of the Super Bowl the football game or the commercials?
The football game!

If I could live next door to any sitcom family, it would be ...
The guys from Big Bang Theory.

The one place I would rather be right now is ...
Any place with my family.

My friends all call me ...
Just Matt; I've never really had a nickname.

At lunch time, you can usually find me ...
Around the table with our team.

The one person/group I would love to see in concert is ...
The Band Perry.

Favorite fast food chain...
Chick-fil-A.

Ten years from now I hope to be ...
Amazed by the recovery of our economy.

Are you a little bit country or a little bit rock'n'roll?
Much to my wife's disappointment, country.

The person I would most like to be stuck in an elevator with is ...
David McCullough, my favorite author.

THIS MONTH IN HISTORY

Presented by

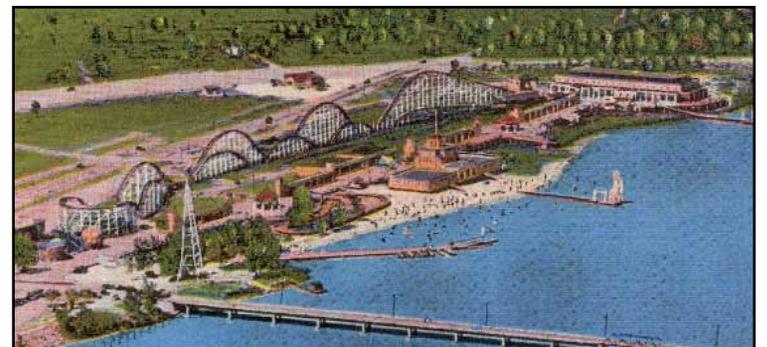


www.RollerCoasterMuseum.org

•**1908:** Fire raced through **Ocean View Park**, in Norfolk, Va. on Chesapeake Bay, on the morning of January 27, destroying the railway pavilion and bathhouses, several beach clubs, and the Scenic Railway. Seventy years later, the entire park would be unceremoniously demolished for a television movie.

•**1915: The Panama-Pacific International Exposition**, in San Francisco, Calif. was nearing completion in January, in preparation for a February opening. Just nine years after the 1906 Earthquake, the exposition would end up being an important economic and spiritual lift for a devastated city and its people. Early publicity tours would provide the necessary marketing to insure the event's success. The immense and popular exposition grounds, built where the Marina district is today, would include an L.A. Thompson Scenic Railway and a racing coaster, in the area known as the Zone. It was a 3,000 foot long midway of amusements, containing the most elaborate amusement features of the time.

•**1927:** Construction of **Casino Park** (also known as **Lake Worth Park**), in Lake Worth, Texas (outside Fort Worth) began on January 31. Planning for the park was completed by John A. Miller, the prominent roller coaster designer. The park would open with one of his signature rides, the 72-foot high Thriller roller coaster. The out and back layout had 10 drops and was considered one of the finest coasters in Texas during its operation.



COURTESY B. DEREK SHAW ARCHIVES

•**1938:** It was the beginning of the end for **Columbia Amusement Park** in North Bergen, N.J. An informal agreement was reached by the Port of New York Authority and park owners on January 10, to sell about five acres of park land to be used as the access road to the new Lincoln Tunnel under the Hudson River. Going price was \$350,000 for the lot! Today the approach road passes through what was once a grand park overlooking Manhattan. Today, a shopping center and 12-screen multiplex cinema still carries the name Columbia Park, which at one time was considered the main competition to **Palisades Amusement Park**, located just five miles north of the former park.

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► NAARSO

Continued from page 1

training will likely be just one of the topics of discussion during NAARSO's 25th Annual Ride Safety Inspection Forum set for Jan. 29-Feb. 3, 2012, at the Family Kingdom Park,

NAARSO attendees will get a behind the scenes look at the 187-foot-tall (Chance) SkyWheel in Myrtle Beach, including the entire control system. AT FILE PHOTO

Myrtle Beach, S.C., with some classes and sessions as well as the annual meeting being at the Sands Ocean Resort, Myrtle Beach.

One thing planned for this 25th forum is a hands-on activity at the SkyWheel, the 187-foot wheel by Chance Rides that opened at the Oceanfront Boardwalk and Promenade. The wheel, which opened in 2011, is owned by Koch Development and Pacific Development.

According to Cavalier,

NAARSO's forum participants will be allowed to go through the controls and study the operating mechanics.

"We won't be there to inspect the ride, but to look at the controls," he said. "This does, however, take a great leap of faith for them to have all these industry professionals go through their ride."

The forum participants will also be on the grounds of the King Family park.

Curriculum offered includes Inspections Techniques, Electric Hydraulics, Components, ASTM, Magnetic Braking, Emergency Evacuation Systems, Safety Restraints, Pneumatics, and AIMS Certification Exams. Participants will gain knowledge of coasters, welding inspections, aerial tramways, miniature trains, climbing walls, bearings and a whole array of other mechanics.

The classes on Jan. 30 and 31 will be broken up into two groups: Primary and Secondary. The participant's path is determined by previous training and/or years in the industry. Primary covers basic inspection points and techniques as well as basic electric, hydraulics and other related subjects. Secondary consists of elective one-hour classes covering different topics that

► See NAARSO, page 5



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Registration begins:
Sunday, January 29, 2012

Classes run from:
Sunday, January 29 through Friday, February 3, 2012

Certification Exams will be offered:
Friday, February 3, 2012

Costs:
2012 NAARSO Member - \$425.00 Non-Member - \$475.00
Certification Level I & Level II Exam Fees: \$55 with 2012 Membership

Location:
Sands Ocean Resort
9550 Shore Drive
Myrtle Beach, SC 29572
(800)599-9872, Mention NAARSO
Room rates: \$48 Single-Double
Breakfast coupons are \$8 per person/per day and available at time of reservation

ANNUAL MEMBER MEETING – Sands Ocean Resort, Sunday, January 29, 2012 at 1:30 p.m.

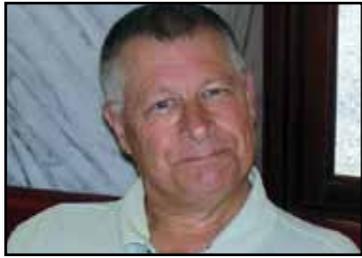


One of the newer trends in the amusement industry is the growth and popularity of zip lines, according to NAARSO representatives who said the organization already has a committee looking at the standards and safety. Here, exhibiting at the International Association of Amusement Parks and Attractions, is the Soaring Eagle Zipline from Stan Checketts. AT/TIM BALDWIN

Safety and training manager for Santa Cruz Beach Boardwalk retires

SANTA CRUZ, Calif. — Amusement industry veteran **Allen F. Weitzel** retired from his job as safety and training manager at the Santa Cruz Beach Boardwalk in Santa Cruz, California at the end of 2011. Weitzel developed and managed the park's safety and training program for nearly 25 years.

He started his career at Frontier Village theme park in San Jose where in addition to his role as director of merchandise, arcades, games,



Allen F. Weitzel

and entertainment, he also suited up in western gear to act in the park's mock shoot-outs.

When Frontier Village closed in 1980, Weitzel

worked for the historic Winchester Mystery House in San Jose as director of food, merchandise, and arcades before being hired by the Santa Cruz Boardwalk.

Weitzel is proud of every job either held or managed in the amusement industry during his 45-year career. He will continue to serve as the historian for a website dedicated to preserving memories of Frontier Village, and pursue his interests in painting and writing.

►NAARSO

Continued from page 4

include inspection of specific types of devices, codes and standards, employee safety and other topics not related to basic ride inspections.

In conjunction with the 25th Annual Safety Forum, NAARSO is extending additional training and certification. For those individuals involved in the rental side

of the amusement industry NAARSO is offering the Limited Specialty class. This training will cover inflatable devices, rock walls, Euro bungees/bungee jumps and trackless trains. Classes take place on Jan. 28 and 29 at the Sands Ocean Resort in Myrtle Beach. It will include instruction in the areas of inspection procedures, safe operation procedures, ASTM standards, fasteners, wire rope, electrical codes and recommended doc-

umentation practices.

Another special is the eight-hour course that offers tips and information on how to create training programs. This class will be held on Jan. 28.

Four ride inspector officials from four different states formed NAARSO in 1986: Carl Dills from Kentucky; Allen Chester, Michigan; Carl Kimble, Illinois; and Cavalier from Ohio.

ASTM International's official magazine launches new online presence

WEST CONSHOHOCKEN, Pa., — ASTM International has launched a revamped online version of its flagship magazine, *Standardization News* (SN). The magazine's new Website (www.astm.org/standardization-news) offers more frequently updated ASTM news that is organized into new industry sector gateways. These gateways serve as Web portals to comprehensive news and information about ASTM standards development activities, meeting and training course dates and publications.

The centerpiece of the new SN online homepage is instant access to 10 gateways, which allow visitors to quickly see the variety of industry areas in which ASTM International's standards provide guidance, and to quickly find news and information according to their interest area. The SN online homepage also features access to a digital edition of the current issue of the bimonthly magazine as well.

The 10 industry gateways cover: Building Construction; Transportation and Infrastructure; End Use Products and Recreation; Chemicals; Metals and Materials Analysis; Energy; Personal and Occupational Safety; Medical; Environment and Sustainability; and Quality Assurance.

"ASTM International standards cover diverse industries and the readers of *Standardization News* represent a wide and varied cross-section of industry sectors," said SN Editor-in-Chief Maryann Gorman. "This new online format is an exciting opportunity to give those readers quick access to the news and information they have the greatest interest in. The industry gateways also give readers an easy way to see what's new in standards development across their sector, offering a user-friendly, subject-based resource."

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Ride Operator Trainer Certification School set for Las Vegas

When Pigs Fly: Creative Operational Concepts to conduct safety training course Jan. 31-Feb. 2, 2012

LAS VEGAS, Nev. — The team of When Pigs Fly: Creative Operational Concepts will be offering the company's Ride Operator Trainer Certification (ROTC) School in Las Vegas, Nevada, January 31-February 2, 2012.

ROTC is a three day train the trainer course that focuses on how to properly train and instruct ride operators while

adhering to ASTM training practices and standards while showcasing industry best practices.

Nashville, Tenn.-based When Pigs Fly has developed the top critical components/duties that a ride operator must conduct during each ride cycle to ensure standards are consistently performed. The ROTC curriculum empha-

sizes creativity and "making it stick" training techniques so that ride operators are prepared for handling challenging situations in the field while keeping safety as the forefront task when working.

ROTC instructs in a comprehensive format that allows trainers to be able to convey the history and/or background of why certain proce-

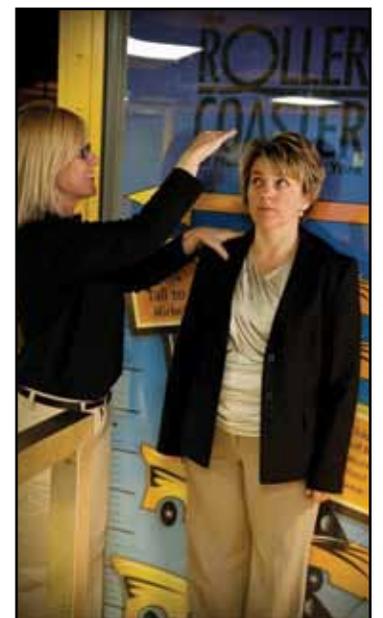
dures are performed, provide unique methods on how to train ride procedures so that an operator can link the concept to better understand the process and lastly focuses on how to ensure the operator will be successful daily in their role. This instructional method is When Pigs Fly: Creative Operational Concepts original "Learn It! Link It! Live It!"

style of instruction.

"ROTC Investigates... Training at it's Best!" is the theme of the 2012 ROTC School. The school will consist of classroom and hands on training to be conducted on the world-class rides and attractions on the Las Vegas Strip. Not only will hands on training be a part of ROTC, but attendees will also be videotaped during a "teach back" so that they can review their training style. Upon completion of the ROTC School, attendees will be certified as trainers and will also receive access to all course training materials including an instructional manual that allows them to easily implement this unique ride safety training program at their property.

The ROTC program has been recognized by Amusement Industry Manufacturers Suppliers (AIMS) as means of continuing education for 24 credit hours that can be applied toward continuing education units (CEU's) for candidates who are maintaining or desiring to obtain the industry certification. In addition, the AIMS Operations Level I test will be offered during ROTC for \$100.

Visit creativeoperationalconcepts.com to register for the 2012 ROTC School. For additional information contact Cindee Huddy at (615) 545-8109, Patty Beazley at (615) 885-4960 or Darlene Reese-Sittig at (413) 519-7794.



Instructor Cindee Huddy of When Pigs Fly demonstrates operational safety training during the 2011 ROTC School. COURTESY WHEN PIGS FLY



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Special thanks to the IAAPA Attractions Expo



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Tony Claassen is elected to AIMS Board of Directors

Tony Claassen with Silver Dollar City, Branson Missouri has been voted to the AIMS Board of Directors replacing Maud Hendriks of Vekoma Rides.

Claassen has 15 years of experience in the amusement industry and is currently the Rides Maintenance Compliance Officer and Supervisor of the maintenance warehouse and dispatch for Silver Dollar City. As compliance officer his duties center around documentation including maintaining and updating the ride maintenance manuals, generating inspection checklists for each ride, tracking ride manufacturers' bulletins, ride maintenance log books, and supervising the OSHA compliance requirements for the department. His role as a warehouse and dispatch supervisor includes managing the purchasing, receiving, and inventory of the maintenance department, overseeing



Tony Claassen

the tracking of ride downtime, and ensuring proper communications for the park.

He has always had a passion for

continual education of amusement industry personnel and has served as an AIMS Safety Seminar volunteering since 2004. He currently serves AIMS as a member of the education and seminar planning committee.

Claassen holds a Level II Ride Safety Inspector certification from NAARSO as well as certifications from AIMS for both maintenance and operations Level II technician and is active in ASTM serving as Sub Secretary for F24.40. Claassen holds a Bachelor's Degree in Business Administration from Evangel University in Springfield, Missouri and is currently pursuing his CSP certification.

AIMS welcomes Claassen to his new position within the association and looks forward to his input into company training and how AIMS can have a positive impact on that training.

AIMS honors Wally James as first recipient of new George Millay Award

The AIMS Board of Directors has introduced a new award to be presented on a rotating basis along with the other board of director awards. This new award named after the person who is considered



Wally James

to be the father of the waterpark, George Millay, is awarded to an individual who has given "Significant Contributions to Water Ride and Waterpark Safety". This year "The George Millay Waterpark Award" is presented to **Wally James** in recognition of his years of exemplary service in the field of waterpark safety.

Wally James by anyone's definition is the perfect example of a "waterpark safety professional."

He has been a steward in waterpark safety for 30 years. He wrote a book about the development of safety standards for the waterpark industry as well as numerous papers and articles regarding waterpark safety and operations.

James has presented numerous seminars for AIMS, WWA and IAAPA to name a few and has spent countless hours on ASTM, the Association of Pool and Spa Professionals (APSP), chairing the APSP-9 standard, and now serves on a technical committee for the International Code Council (ICC). He is known as a no-nonsense expert and operates his own safety consulting business. His influence toward safety within the waterpark industry has helped to create a safer environment for all those involved or who participate in a waterpark.

AIMS member spotlight: George Childs

Editors note: This is a series of articles to run in AIMS News & Notes that spotlights an AIMS member who has been active in the annual AIMS Safety Seminar. To suggest a future spotlight on an AIMS member contact Steve Laycock at: steve.laycock@rides.com

George Childs
Six Flags America
Operations Manager

George Childs has been working in the entertainment industry for just under 20 years and can't imagine being anywhere else. He is an amateur historian and attended the 2011 AIMS Safety Seminar in Orlando this past November. Between seminar classes George took time out to answer a few questions for AIMS News & Notes.



Childs

How did you get started in the amusement business?

"I started in 1993 as a sea-

sonal employee working at Six Flags Over Georgia. I worked on the Raging Rivers which was a [wet/dry] tube slide ride that was located at the park's front gate entrance."

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

"Working at Six Flags Over Georgia was my introduction into the amusement park industry and was my first real job. It turned out to be a great opportunity and so I never left the industry."

What do you do in your free time?

"I enjoy spending all my spare time with my family. We love visiting historic sites around the Mid-Atlantic region."

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

"I'm a major Sci-Fi fan. I love the original Star Trek series and consider myself a die-hard Trekkie!"

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

"The rides, attractions and entertainment packages are

well balanced and geared for an entire family's enjoyment. In addition, Six Flags America is centrally located in the Mid-Atlantic region giving it easy access to a large number of people, it's right in their backyard!"

How long have you worked at your present facility?

"I have worked at Six Flags America for three years."

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

"Attending AIMS is the best way to stay current on industry standards. I learned that an operation must continuously challenge its self as it strives to improve. AIMS provides a platform that enables you to look at your park's practices objectively."

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

"Practical Teaching was my favorite class mainly because it takes you out of your 'comfort zone' and provides a 'set of tools' that help with public speaking and training. It's a great class for those at all levels of public speaking."

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

"Everyone should attend an AIMS seminar, mainly because it increases your overall knowledge base and allows you the opportunity to share your ideas and gain from the perspective of others."

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

"My overall experience has been really great and the instructors are sincerely dedicated to the classes they teach."

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

"That would be Craig Koenig, Safety Director at Holiday World. Others would agree that Craig's energy for his field, knowledge base, and his passion really could be seen in his enthusiasm in every class that he attended."

—Complied by
Steve Laycock



Left to right: The 2011 AIMS Safety Seminar was held at the DoubleTree by Hilton Orlando at SeaWorld. Once again the AIMS Silent Auction had many items for attendees to choose from and make a winning bid. The silent auction raised money to support the purchase of new A/V seminar equipment. Attendees had 150 different class titles to choose from. At right, AIMS board member Timo Klaus with KumbaK Coaster Services B.V. in the Netherlands was just one of the more than 90 instructors who took time to teach a class on safety. COURTESY JOHN P. HINDE

►AIMS

Continued from page 1

al presence was exciting, but, obviously, “we would like to bump up our U.S. participation,” Gutknecht said. The organization’s push, however, into the international markets has paid off.

The international attendees were largely from China, Indonesia, Sweden and the UAE. AIMS is getting a lot of requests from South America as well. Gutknecht said programs in these international countries are still in its infancy.

“But, this is great,” he said. “We can come in and help develop their programs. We would like to put programs together that would benefit them. They are attending our classes and taking our certification tests and getting certified, although I don’t know what that actually means in some of these countries. But, it just shows that these people are really trying to do the right thing and get ahead of the curve.”

The Inspector Certification Program is designed to test the knowledge of individuals working in the inspection field

within the amusement industry. Certification is an outward demonstration of one’s knowledge of general activities and technologies that are an integral part of a daily amusement ride program and his or her participation in such activities and programs. Certification is useful for securing additional business opportunities and jurisdictional accreditation as well as for personal development.

There are three levels of inspector certification:

- Level I, Associate Ride Inspector (ARI),
- Level II, Certified Ride

Inspector (CRI) and

- Level III, Professional Ride Inspector (PRI).

Attendees at the AIMS Safety Seminar build tailored course curricula that best suit their needs and the needs of their employers. Safety information is carried home and shared with colleagues and co-workers back on the job. Attendees also build long-lasting relationships with instructors and their counterparts across the globe.

The AIMS Safety Seminar has both sit-down and hands-on classes that will surely round any individual’s experience.

This valued participation is a requisite for all professionals in the amusement industry.

Gutknecht began serving as president of AIMS April 1, 2011. AIMS’ presidents are elected to a one-year term with an additional one-year option. During AIMS’ annual board of directors meeting in September, they voted to extend his term to a second year.

“They asked me if I would serve another year and I said yes,” he said.

Gutknecht is the managing director of Ride Entertainment Group.



INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS

Ice Age, two themed hotels coming to Alton Towers

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — A new partnership announced between Alton Towers Resort in the U.K. and Twentieth Century Fox Consumer Products is set to bring an *Ice Age* 4D cinema and two themed hotel rooms to the Staffordshire based venue for 2012.

The news marks a collaborative effort for Alton Towers and Fox Consumer Products to provide *Ice Age* fans with an up-close and engaging experience in what will be a fully immersive *Ice Age* offering. The new theme park and hotel attractions will open on the first day of the park's 2012 season, March 24, several months before the fourth installment

of the film franchise, *Ice Age 4: Continental Drift*, arrives in cinemas, in July.

To be located in the Cloud Cuckoo Land Theatre of the park, the *Ice Age Dawn of the Dinosaurs* – the 4D Experience cinema will combine 3D footage, based on the third movie in the series, with an array of special effects. The attraction is part of a larger partnership with Merlin Entertainments and SimEx! Iwerks. Fans will also have the opportunity to meet *Ice Age* characters Sid and Scrat around the Alton Towers Resort site during their visit.

Along with the new attraction, two new *Ice Age* themed bedrooms will debut at the resort's Splash Landings Hotel. Inspired by the films



Visitors to Alton Towers Resort in 2012 will be able to enjoy an up close and immersive 4D experience based on the popular *Ice Age* films.

COURTESY ALTON TOWERS

and featuring popular characters Scrat, Manny and Sid, the rooms will provide the ultimate sleepover experience for *Ice Age* fans.

"*Ice Age* is a global phenomenon and we are delighted to bring the 4D attraction and themed hotel offering to the Alton Towers Resort," said

Ian Crabbe, divisional director at the Alton Towers Resort. "We are continually developing our products to ensure the best possible experience for our guests and bringing *Ice Age Dawn of the Dinosaurs* – the 4-D Experience to the resort in 2012 allows us to add another first to our existing portfolio of fantastic rides and attractions."

"Alton Towers Resort is a fantastic destination for the *Ice Age* fan," said Robert Marick, executive vice president of Fox Consumer Products. "*Ice Age* is a phenomenal property with global appeal and the Alton Towers venue will be the first immersive *Ice Age* attraction that can be experienced across multiple platforms throughout the park."

Family Adventure Park concept debuts from Prime Play



Prime Play's new Family Adventure Park concept has become a reality this past July with the opening of six interactive attractions at Sea World Gold Coast in Australia.

COURTESY PRIME PLAY

RICHMOND, B.C. — Prime Play gives 'Creating Active Family Attractions' a whole new meaning with its Family Adventure Park (FAP) concept. By combining Prime Play's newest line of products including Adventure Trail, Sky Trail Ropes Course, Grind Climbing Walls, CTS Zip Lines and The Dig, a one-of-a-kind Family Adventure Park is created where kids of all ages and skill levels can choose their own adventure.

Recently awarded the Best Family Resort this past July, Sea World Gold Coast debuted Prime Play's premier Family Adventure Park in Castaway Bay, in late 2010. Castaway Bay's FAP integrates various play systems together creating a unique and memorable family adventure. The fun escalates with the Adventure Trail, where guests can climb and explore the rest of

the park high above the ground with Sky Fortress.

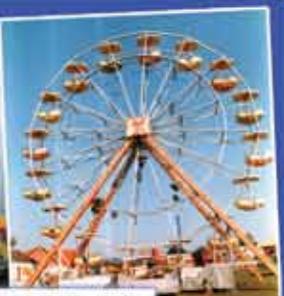
Guests may decide to take the adventure to the next level with Sky Climb, Prime Play's Sky Trail Ropes Course. Sky Climb allows guests to challenge themselves by traversing through a gripping ropes course 39 feet above the ground. Prime Play's in-house team of experts took great attention to detail, integrating this new elevated attraction into a pre-existing rest area with trees and picnic tables as well as custom theming the various components to intricately mimic a 1940s schooner shipwreck.

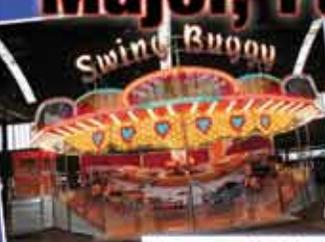
Featuring large capacity and throughput, the Family Adventure Park concept engages a wide demographic and encourages safe, active family attractions that bring out the kid in everyone.



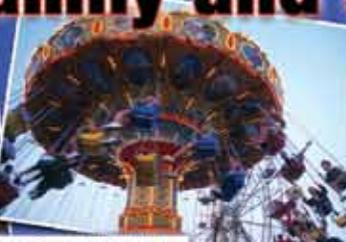
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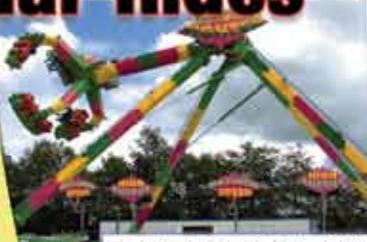
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Merlin reveals strong progress in first half of 2011

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — In a recently published half-yearly update on the performance of Merlin Entertainments for the six months to June 2011, Chief Executive Nick Varney has revealed strong progress and continued growth for the world's second largest visitor attraction operator.

In relation to organic growth, Varney stated that like for like performance of the group's established businesses in the first half of the year were 'pleasing,' with growth in visitor volumes, revenue and profit. Planned capital expenditure cycles have enabled Merlin to launch a range of innovative new rides and attractions across the estate, while at the same time maintaining capital efficiency.

The period under review has also seen much activity

in the group's Midway roll-out strategy, with four new Midway attractions, twice as many as were opened in the same period of the previous year, featuring three different brands, in four different countries, paving the way for two new 'cluster' locations.

In March, Sea Life Jesolo opened, the second Sea Life in Italy and the first in the country outside the group's Gardaland Resort. In the same month, the fifth Legoland Discovery Centre was opened, in Grapevine, Texas, which the group has identified as one of its cluster locations. Launches of two Madame Tussauds locations took place in April, while the Midway roll-out plans have continued in the second half of 2011 too.

Hotel and holiday village delivery was the focus of the group's resort positioning during the period, notably at Legoland Windsor in the U.K.,



Merlin Entertainments' Chief Executive Nick Varney is seen here beside the Coastersaurus, Legoland Florida's wooden coaster.

COURTESY MERLIN ENTERTAINMENTS GROUP

►PAGE 11: Merlin opens second U.S. theme park

where a new hotel will open this year, and at Legoland Germany with the expansion

of the holiday village at that venue. The plan to open more Legoland parks is also coming

to fruition, with the opening of Legoland Florida in October and the planned opening of Legoland Malaysia later this year, with more to follow elsewhere.

The group's acquisition activity has also brought further growth, with the purchase early in the period of the Sydney Attractions Group in Australia and New Zealand.

"I am delighted with the pace and progress that Merlin has made in the first half of 2011," said Varney, "in delivering against all six growth drivers that we outlined in our recent annual review. As the world's second largest visitor attraction operator, we have focused relentlessly on our strategy over this period and have enjoyed much success as a result, in spite of the continuing economic uncertainty affecting consumer confidence in many of our markets."

Legoland Billund to introduce Polar Land for 2012

Germany's Zierer to provide coaster with 16-foot drop into penguin habitat

STORY: Andrew Mellor
amellor@amusementtoday.com

DENMARK — Legoland Billund in Denmark, the original Legoland park, is to add a completely new area for the 2012 season representing the park's largest ever single investment at DKK75 million (U.S. \$14 million).

Polar Land will be a new, 12,500 square meters (134,500 square feet) area featuring several brand new attractions and facilities, the centerpiece of which will be the Polar X-plorer roller coaster, supplied by the German manufacturer Zierer. This will be the first coaster in the world to combine a five meter (16.4 foot) drop with a live penguin experience.

The area has been created by the park's own designer, Tom Christiansen, and will also incorporate a restaurant and the existing Power Builder (Robocoaster) attraction, which will be transformed into a flight simulator named the Polar Pilot School.

The Zierer coaster will take riders up to a maximum height of 20 meters (65.6 feet) and to a

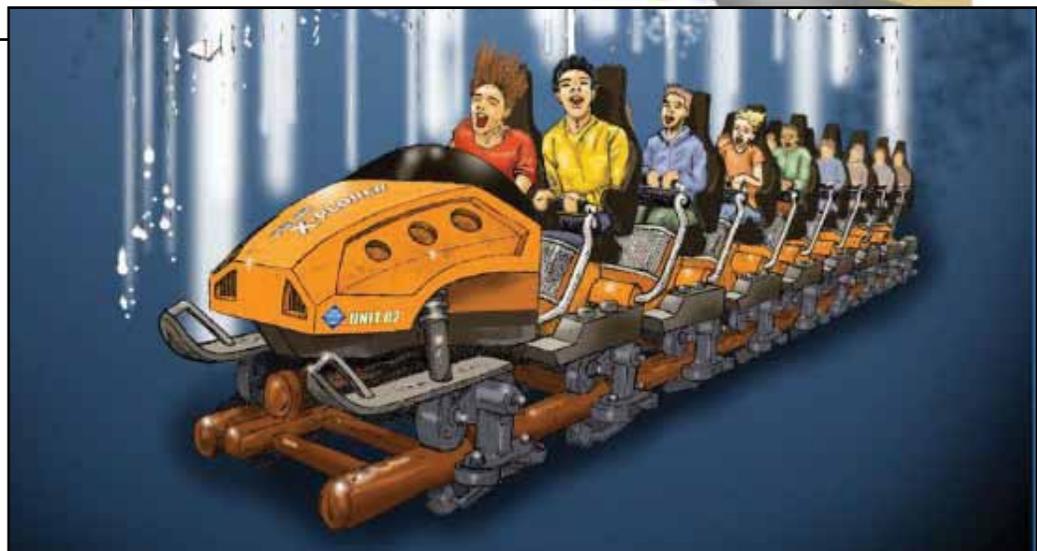
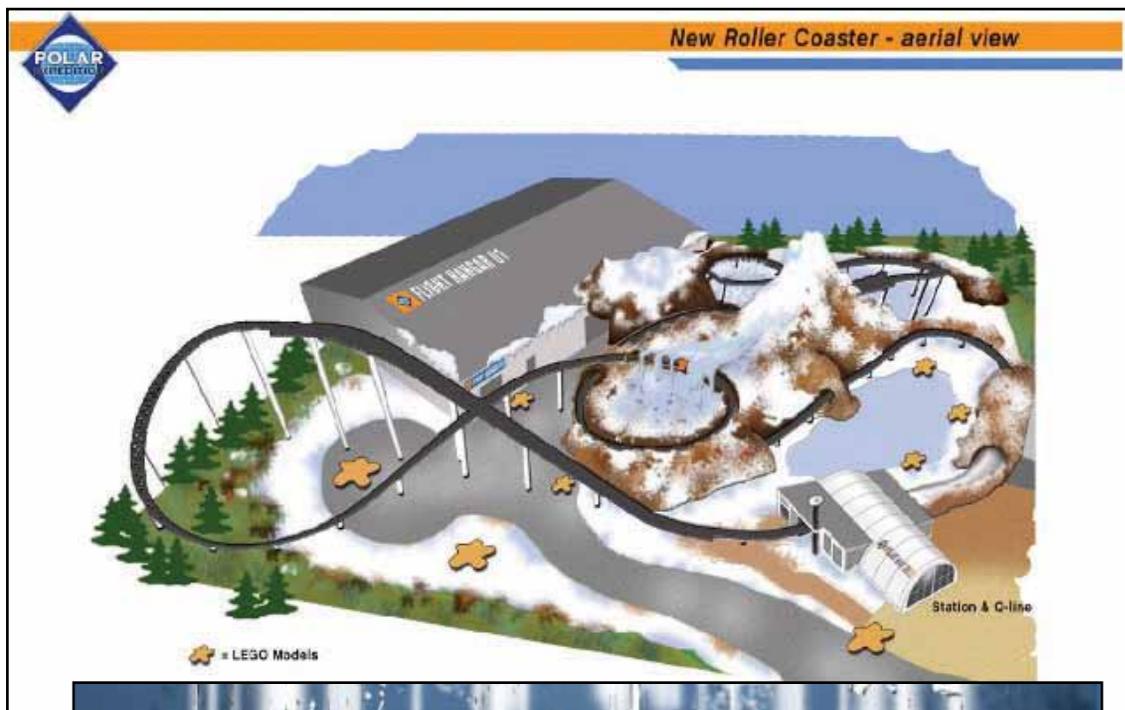
top speed of 65 kph (40 mph) as they travel through an ice waterfall, past polar animals built from Lego bricks, into a giant mountain before "crashing through the ice" in a five meter (16.4 foot) vertical drop. The speed then decreases, allowing guests to enjoy views of the live penguins.

The penguin display will be a key part of the area and will feature 15 Gentoo penguins. A new polar themed restaurant next to the penguin area will seat up to 350 dining guests who will be able to view the penguin display as they eat. The new area will be situated in the far corner of the park, replacing the existing event area.

The opening is scheduled to be in May, a month after the park officially opens for the 2012 season.

Legoland Billund's new Polar Land area will feature a unique coaster experience from Germany's Zierer. The Polar X-plorer coaster will feature a 16-foot drop into a penguin experience.

COURTESY
LEGO LAND BILLUND





PARKS & ATTRACTIONS

RIDES

ENTERTAINMENT

REVENUE

SUPPLIERS

BRIEF

Beech Bend to add new ARM/Larson tower ride

BOWLING GREEN, Ky. — Officials at Beech Bend Amusement Park have confirmed they are replacing their Shock Drop tower ride with a larger, more thrilling version (Shot Drop) from the same manufacturer, ARM/Larson. The deal for the new ride was brokered by ARM owner Eric Bates during the IAAPA trade show last Nov.

The yet-to-be-named ride will stand 140 feet above the midway and seat 12 riders in a circular gondola. After being hoisted to the top of tower, the gondola will be released and plummet toward the ground at speeds approaching 50 mph. Permanent magnetic modules supplied by DynaBrake will bring the gondola to a smooth stop at the base of the tower. The new ride is slated to be ready for the park's opening day on May 5, 2012.

Beech Bend's portable Shock Drop has been sold to Arnold Amusements of Michigan and Florida.

Additional improvements for the 2012 season include a new live show "Wild Bill Hiccup's Wild West Show" and a new Tiki Grill eatery and Hydration Station adjacent to Tiki Island. This new area will feature a food court, a self-serve drink station and restrooms.

50,000,000 bricks and counting

Legoland Florida debuts; historic gardens, skiers return

STORY: Susie Storey
Special to Amusement Today

Editor's note: Susie Storey has been part of the amusement industry for more than 10 years. Her career began at IAAPA and led to positions in public relations and marketing at Six Flags, Paramount Parks and Universal Orlando. Most recently, she was communications director at Give Kids The World, the nonprofit organization that provides week-long vacations to children with life-threatening illnesses. Susie's first roller coaster was the Jack-rabbit at Seabreeze — the ride that began her passion for parks and attractions. Susie has been a strong supporter of Amusement Today and the annual Golden Ticket Awards. Now, as a full time mom, she sampled the offerings at the recently opened Legoland Florida on behalf of AT.

Last fall, visitors to Central Florida learned a new phrase in theme park travel: "Leg Godt"

— the Danish expression for "Play Well." On October 15 Legoland Florida officially opened in Winter Haven, Florida. With that, children and families could "play well" at the new park dedicated to the product *Fortune* magazine dubbed, "Toy of the Century," the Lego brick. The latest venture from Merlin Entertainments, Legoland Florida marked a new beginning for the land which for many years had been home to Florida's first theme park, Cypress Gardens.

With the help of 50 million Lego bricks and 150 acres



Nick Varney



On Oct. 15, 2011 Legoland Florida officially opened in Winter Haven. The park was built on the site of the closed and historic Cypress Gardens.
AT/SUSIE STOREY

of beautiful Florida landscape and horticulture, Legoland Florida is the latest must-see park for visitors to Central Florida. The park is the second Legoland-branded park in the

United States and the largest Legoland destination in the world. Complete with more than 50 colorful, interactive, "pink-knuckle" rides, Legoland-
▶ See FLORIDA, page 12

Universal Hollywood announces Harry Potter area

HOLLYWOOD, Calif.—Warner Bros. Entertainment and Universal Parks and Resorts have announced a partnership to bring The Wizarding World of Harry Potter — the enormously popular themed entertainment environment which debuted in Orlando in June 2010 — to Universal Studios Hollywood.

The two companies also announced their plans to significantly expand The Wizarding World of Harry Potter at Universal Orlando Resort.

The Wizarding World of Harry Potter at Universal Studios Hollywood will be as impressive as what has been created in Orlando — and is expected to transform tourism in Los Angeles for decades to come. It will be a fully immersive environment for the entire family that brings the stories of Harry Potter to life

and is faithful to the visual landscape of the films, including a majestic Hogwarts castle to serve as the centerpiece of the themed environment.

The Wizarding World of Harry Potter at Universal Studios Hollywood will be created with the same commitment to authenticity and the same level of talent and resources as its Orlando counterpart.

The Wizarding World of Harry Potter at Universal Orlando Resort opened in June 2010 and immediately captured global attention. It is a spectacularly themed land that includes Hogwarts castle, Hogsmeade and multiple themed attractions. Specific details of its expansion will be announced over time.

"This is an incredible moment for Universal Studios and the millions of

guests who visit our theme parks," said Ron Meyer, president & COO, Universal Studios. "The Harry Potter stories are some of the most powerful of our time and we are honored to expand our Orlando experience and bring The Wizarding World of Harry Potter to Hollywood, forever changing family tourism in Los Angeles."

"The Wizarding World of Harry Potter is an entirely new level of themed entertainment that brings the stories of Harry Potter to life in incredible ways," said Tom Williams, chairman and CEO, Universal Parks and Resorts. "We are thrilled to be able to share this experience with our guests in Hollywood. And we are thrilled to take what has been created in Orlando to even greater levels."

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►FLORIDA

Continued from page 11

land Florida seeks to meet the needs of families with younger children 2-12 years of age and provide an experience that is different from Florida theme parks like Walt Disney World, Universal Orlando, SeaWorld Orlando and Busch Gardens. Located about 45 minutes from Tampa and Orlando, Florida, Legoland Florida offers opportunities for children and adults to play together in every area of the park.

"We inherited the beauty, personality and essence of Cypress Gardens, and we knew that those elements were only the beginning — the catalyst for broader changes moving forward," Adrian Jones, general manager, Legoland Florida, told special guests the day before the park opened. "We knew we could bring rides, attractions, shows, and events that are fresh and current to the park as well as focus on creating a multiple day resort destination."

Nick Varney, Merlin Entertainment CEO, echoed Jones' statements. He discussed that even with all Central Florida already had to offer to tourists, Merlin Entertainments wanted to have a presence in the state for quite some time.

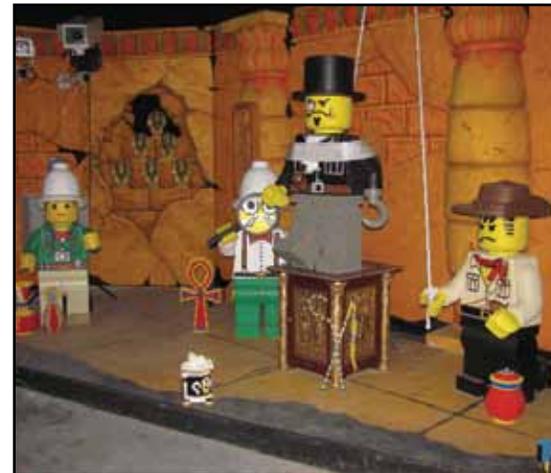
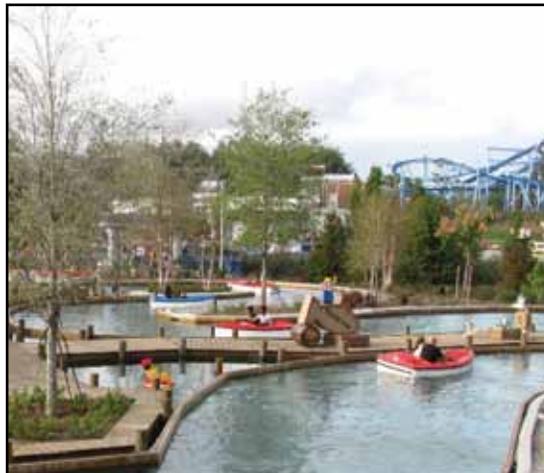
"Central Florida is home to the world's best theme parks. When we set out to bring Legoland Florida to life, we knew we were doing something

that had never been done before," he shared on October 14. "After successfully building the brand in California, and watching it grow consistently, we knew we wanted to build again and continue to provide the best entertainment we could for children. We took a failed park, one that everyone knew, one that had been rebranded before, and transformed it."

And what a transformation it is. While Legoland fans will recognize parts of the park that are core to all Legoland properties — including Miniland USA, which features landmarks from Washington D.C., New York City, Las Vegas, and major points of interest across Florida all built at 1:20 scale — it also offers many firsts for the brand.

Coastersaurus is the only wooden roller coaster at a Legoland property. The coaster has quickly become a park favorite as it twists and turns in and around a prehistoric jungle of animated and life-sized Lego brick dinosaurs. The Pirate's Cove Live Water Ski Show, pays homage to the classic Cypress Gardens ski shows, featuring water skiers and live action with a Lego twist. The stars are Lego "mini figs" that, as Varney says, "Are really quite phenomenal," as they perform on Lake Eloise.

The park's historic gardens have also been reborn. The collection of cypress trees, azaleas, camellias are once



Clockwise from top left: Legoland Florida visitors have a boat ride, roller coasters, dark ride and more to choose from for rides. Miniland pays tribute to Florida landmarks including America's Space Shuttle program, while much thought was put into the section and building theming as seen here with the Ford Driving School.

AT/GARY SLADE

again lush and pristine, and while live southern belles no longer wander through the gardens, the life-sized Lego belles, complete with wide brick gowns, perfectly blend the park's past with its future. The historic Banyan tree, which was planted as a seedling in 1939, stands proudly and still gives wonder to all who stand under it.

Taking on a park that sat empty for two years was quite an undertaking for Merlin and Varney noted that the opening of Legoland Florida was just the beginning. The transformation of the historic park property is the largest development project Merlin has taken part in since the company began in 1999. And while Varney acknowledged the park will largely be a Florida resident-driven brand, Merlin has plans to make the new park a multi-day destination. Future plans include a themed hotel, and a waterpark. (Note: On November 29, 2011 Legoland Florida officially announced a waterpark expansion was underway and would be open in time for peak 2012 summer-time travel.)

Amidst all the excitement of the new rides and attractions, Varney also shared the significant impact Legoland Florida has already had on

the Central Florida economy. The park hired 1,059 "Model Citizen" employees for its opening and with each new expansion, Legoland Florida will continue to add new jobs at the property.

"The amusement and tourism industry has the extraordinary ability to create jobs and quickly put people to work," Varney continued, "Theme parks create immediate jobs and we are proud to have the opportunity to bring new jobs and new growth to Polk County and Central Florida."

To declare the park of-

ficially ready for guests, the Legoland Florida team welcomed Kjel Kirk Kristiansen, the grandson of the Ole Kirk Christiansen, inventor of the Lego brick. Kristiansen placed the final brick in the park, and with that, 49,999,999 colorful bricks were joined with one last golden Lego brick.

Varney smiled as he talked about that ceremonial moment that declared the park complete. It was now time to welcome everyone to the "most fabulous toy box in the world." And what a toy box it is.



With the opening of Legoland Florida on the site of the beautiful Cypress Gardens, park guests can once again view the historic and unique Banyan Tree, for which the gardens were famous.

AT/SUSIE STOREY

Games specialist HB Leisure opens for business in the U.S. at two Legolands

UNITED KINGDOM — HB Leisure Ltd. (HBL), the U.K.-based specialist in the skill games and coin-operated amusements business, has announced its first moves into the U.S. market, extending its existing relationship with the world's no. 2 visitor attractions operator Merlin Entertainments (Merlin) to run the games operations at two of its most iconic U.S. attractions — Legoland California and Legoland Florida.

HBL's relationship with Merlin dates back to 2007 and already includes contracts across the group's U.K. and European attractions.

At both U.S. Legoland parks, HBL has invested in the operation, recruited a dedicated operational and support team and carefully themed and tailored the games for the unique Legoland target audience — Legoland families with younger children aged two-12.

"We are pleased to announce our entry into the exciting U.S. market," said HBL's Managing Director Alex Sparks, "and are delighted to begin operations in this market with such prestigious and iconic venues as the Legoland Parks in California and Florida. HBL has enjoyed a successful partnership over the years with Merlin Entertainments and we very much look forward to extending our operations for them. It also provides a great platform from which to start to develop broader opportunities."



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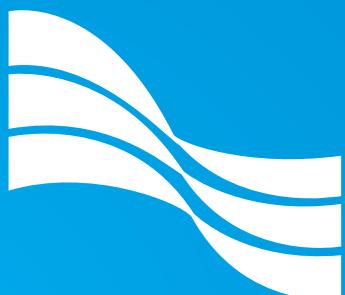


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Quassy to add Zamperla tea cup ride

MIDDLEBURY, Conn. — Quassy Amusement Park will be putting a fresh spin on its family-friendly tradition with the installation of a new tea cup ride from Italian ride manufacturer Zamperla for the 2012 season. The colorful new attraction makes its debut at the lakeside park when it opens for its 104th season of operation this spring.

"We're extremely excited about the addition of the new attraction," said Quassy President Eric Anderson. "We came off an exceptional 2011 season thanks greatly in part to our new [wooden] roller coaster. That afforded us the opportunity to bring in the new tea cup ride."

"This new ride really fits into who and what Quassy is — family," added George Frantzis II, a park owner. "The particular model we purchased will allow families to experience the ride together and control the spinning action."

The tea cup ride, which will be built during

the winter months at Zamperla's manufacturing facilities in Italy, will feature six four-passenger cups on a rotating platform that will spin at eight revolutions per minute. At the center of each cup is a wheel which allows riders to spin each cup.

"Spinning cups are a staple ride recognized for decades by children and parents alike," said Ramon Rosario, director of sales for Zamperla's U.S. operations based in Boonton, N.J. "They are a family favorite."

Each huge cup on Quassy's new ride will feature an individual, bright color scheme with a giant, lighted tea cup in the center of the ride. The attraction will be placed adjacent to the park's Carousel Court where the Carousel Theatre and Grand Carousel are located.

The park will soon announce a 'Name The Ride' contest in an effort to come up with a creative title for the attraction.

Cedar Fair retains park ownership

SANDUSKY, Ohio — Cedar Fair Entertainment Company has announced that JMA Ventures, LLC ("JMA") has elected to not move forward with their purchase of California's Great America amusement park in Santa Clara, Calif. As a result, the definitive purchase agreement governing this transaction, originally agreed on Sept. 16, 2011, has been terminated.

"We respect JMA's deci-

sion and are pleased to return to the long-term ownership of this exceptional property," said Matt Ouimet, Cedar Fair's president. "As we stated at the time the agreement was made, this is a quality park that has terrific employees and serves a strong market. We look forward to continuing to take advantage of the synergies which are uniquely available to us as a result of operating this park as part of

our larger portfolio of properties."

According to Ouimet, the termination of this sale does not alter the company's expectations of achieving record adjusted EBITDA between \$365 million and \$375 million in 2011. "In fact, we expect to be at the higher end of our original distribution guidance of \$1.35 to \$1.65 per limited partner unit in 2012," he said. "With continued growth in our annual distribution rates and additional debt reduction through our improved operating performance, we believe Cedar Fair will maintain its position as one of the most attractive growth and yield stories in the leisure and hospitality industry."

The company also announced that it has reached a long-term agreement with the San Francisco 49ers related to the construction of the stadium and parking for NFL and other stadium-related events for the life of the new stadium. The agreement is still subject to the execution of a definitive agreement and the approval of the Stadium Authority and related approvals from the City of Santa Clara.

"This arrangement leads the way to a mutually beneficial relationship between Cedar Fair, the 49ers and the City of Santa Clara," added Ouimet. "California's Great America was a strong performer in 2011 and we are confident this will continue into the future as we build the park's customer base through new marketing initiatives and capital investments."

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SeaWorld Orlando announces 2012, 2013 attractions

ORLANDO, Fla. — With three astounding new attractions featuring all-new ways to connect guests to the mysteries of the sea, SeaWorld Orlando and Discovery Cove are hoping to top the 'must-see' list for upcoming Orlando vacations.

SeaWorld designers recently announced new experiences to open in 2012 at SeaWorld Orlando and Discovery Cove, and released a few details of

a massive expansion set to debut at SeaWorld in 2013. The new attractions represent the largest expansion in the history of SeaWorld Parks & Entertainment, the parks' parent company.

Terry Prather, president of the company's Orlando parks, SeaWorld, Discovery Cove and Aquatica, said, "With TurtleTrek at SeaWorld Orlando and Freshwater Oasis

at Discovery Cove, travelers will have all new reasons to visit Orlando. What we're creating will take you places you've never been before, places only SeaWorld can take you."

TurtleTrek

While creating TurtleTrek (opening at SeaWorld Orlando in spring 2012), designers stayed true to SeaWorld's unique blend of nose-to-nose

animal encounters and state-of-the-art entertainment.

Guests first visit two massive naturalistic habitats, one filled with hundreds of freshwater fish and gentle manatees, the other home to more than 1,500 saltwater fish and more than a dozen sea turtles. Many of the manatees and sea turtles were rescued by the park's animal team. Since SeaWorld Orlando's rescue programs

began, the team has cared for and returned to the wild nearly 240 manatees and more than 1,200 sea turtles.

Moving on from the habitat, guests then enter a domed theater for an immersive, first-of-its-kind 3-D/360-degree dome theater film. The dome allows a hyper-realistic 3-D movie to be shown all around guests and even above them. It's this unique and immersive way of showcasing a sea turtle's epic and astounding journey that is the heart of TurtleTrek.

TurtleTrek is as inspirational as it is astounding. There's a call-to-action at the end of the experience: SeaWorld calls on guests to join them in conserving the world we share. "Do a little, do a lot, but join us and do something to help the world and its animals," said Brian Morrow, the attraction's chief designer. "TurtleTrek is about the everyday heroes who can make a difference in nature."

Freshwater Oasis

Opening at Discovery Cove in spring 2012 is Freshwater Oasis, an all-new attraction featuring swimming and wading adventures and face-to-face encounters with playful otters and curious marmosets. Designed with a rain-forest canopy above and clear springs below, guests can relax and explore. They'll wade, wonder, swim and float in the water-filled trails and discover marmosets and playful Asian otters. No matter where they turn, they'll find endless discoveries.

Antarctica - Empire of the Penguin

Also announced was SeaWorld Orlando's biggest-ever attraction expansion, Antarctica — Empire of the Penguin, opening spring 2013.

Guests will be surrounded by the sights, sounds and encounters found in this frozen place, embarking on a one-of-a-kind ride and an incredible family adventure. They'll experience the mystery and wonder of life on the ice through the eyes of a penguin, sensing the beauty and drama of their sometimes-dangerous habitat. Antarctica — Empire of the Penguin combines closer-than-ever animal connections with state-of-the-art interactive ride technologies for adventures that are different each time.

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Orlando's Fun Spot expanding with waterpark in 2013

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

ORLANDO, Florida — Fun Spot Action Park has contracted with SplashTacular to take the family entertainment venue to the next level by adding a waterpark.

Owner and President John Arie and his team were determined to create something unique and truly special unlike any family entertainment venue in Orlando.

SplashTacular, Inc. is the largest waterslide manufacturer in the U.S. and winner of the World Waterpark Association's prestigious Innovation Award. The company has built more than 1,000 waterpark attractions including 3,000 watersides. Water Technology, Inc., the premier design group in the waterpark industry, was selected to create a one-of-a-kind, state-of-the-art, signature waterpark.

"This park will help promote American made products and services by incorporating SplashTacular rides, integrating energy conservation and sustainability measures as much as possible," said Doug Whiteaker, president of Water Technol-
▶ See ORLANDO, page 22



This artist's rendering shows the compact layout of the new waterpark area scheduled for 2013 at Fun Spot Action Park in Orlando. The new area will feature attractions from SplashTacular.
COURTESY SPLASHTACULAR

Las Vegas Splash Canyon to open in 2012



Artist rendering of what Splash Canyon's phase 1 will look like upon opening on Memorial Day weekend 2012.
COURTESY SPLASH CANYON

Harvest Family Entertainment awarded management contract

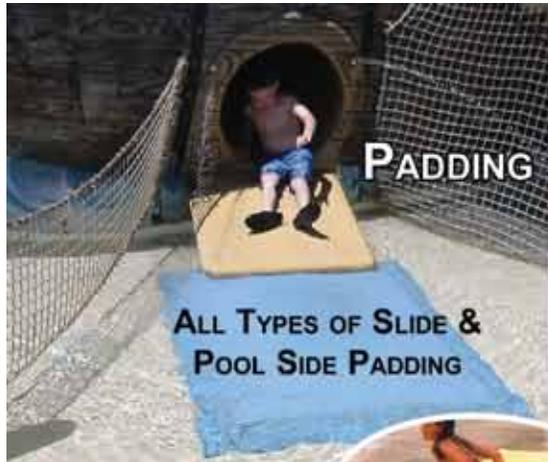
LAS VEGAS, Nev. — Spring will bring a new era in Las Vegas attractions and family fun with the 25-acre, \$18 million Splash Canyon Waterpark. The public/private partnership was announced in November by the private investment team and Clark County and The Howard Hughes Corporation representatives.

The Clark County Commission voted unanimously to approve the project in June, and construction is underway. Splash Canyon Waterpark is expected to open Memorial

Day weekend and will employ more than 500 seasonal employees. Located at 7055 S. Fort Apache Road, it is close to I-215 and easily accessible throughout the Las Vegas Valley.

Phase I includes a large, surfable wave pool; three-slide complex with multi-rider tube slides; big slide complex with speed slides and a six-lane, head-first mat racer; 1,000-foot-long lazy river; children's water playground with toddler features; four-story RainFortress playground; private cabanas; food outlets; group picnic area accommodating up to 2,000 people with catering facilities and staff-led

▶ See VEGAS, page 22



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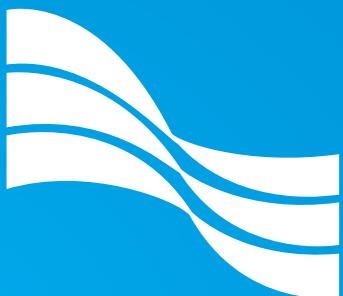
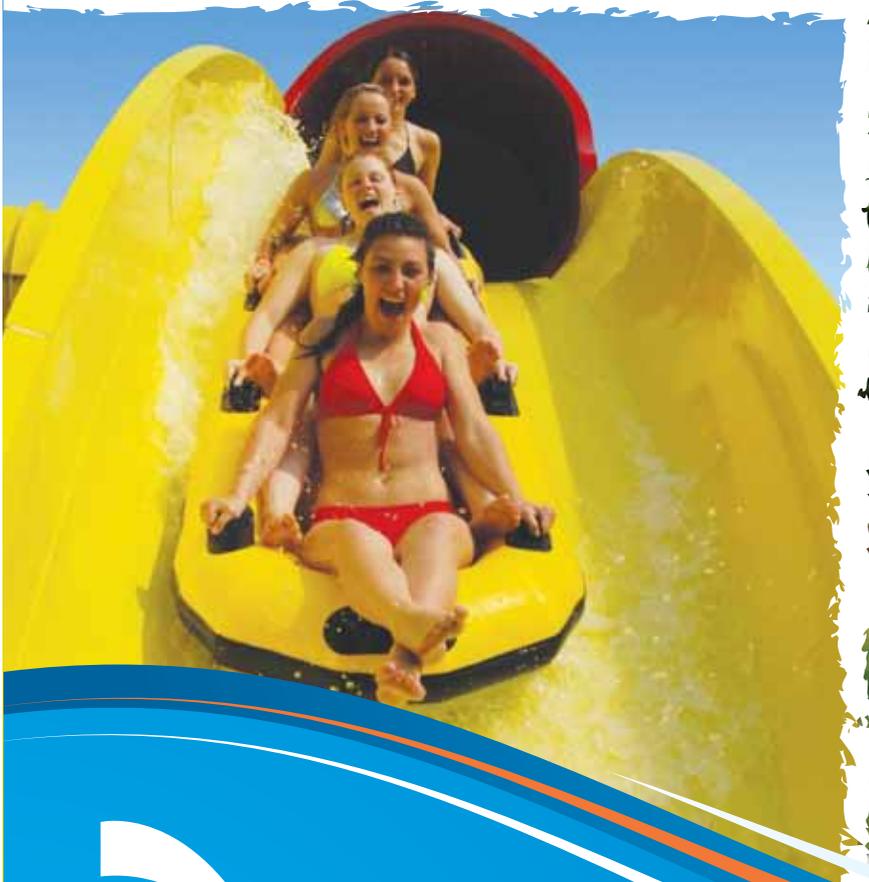


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NEWS SPLASH

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

A spray project in **Canton, Ohio** finally broke ground in October. The spray park, which is expected to open next June, is replacing the nearby city-owned Jackson Pool that closed in 2006. The park will feature a splash zone for children ages 2 to 5 and another section for children 5 to 12. The city of Canton received \$495,000 in water recreation funding from the Ohio Department of Natural Resources. Councilwoman Chris Smith who helped champion the project is hopeful a swimming pool can be constructed near the spray park in the future, but no funding is in place at the present time.

Las Vegas hasn't had a waterpark since **Wet 'n' Wild** closed in 2004, but now two new waterparks could be competing against each other in 2012, although neither one would actually be in the resort corridor. **Harvest Family Entertainment** has already broken ground on the 25-acre **Splash Canyon** (see story page 19) located at Fort Apache and Warm Springs Roads about eight miles west of the Strip and is on track to have that park opened by Memorial Day. Another developer is proposing a 22-acre park in Henderson, near Galleria Drive and Gibson Road, which is about 11 miles east of the Strip. That project, developed by **DreamPark International** has been approved by the city but owner Vegas Residential LLC is still getting its financing in order.

Just in time for the holiday season, the **Kalahari Resort** in Wisconsin Dells opened three new high-profile waterslides provided by ProSlide. The slides stand nearly 65 feet tall and required modification of the resort's roof to accommodate the extra height. All three slides start with a ProSlide Skybox, a launch capsule with a trap door on the bottom. One slide will feature a near vertical drop and the other two SuperLoops drop into a tight 360-degree spiral featuring powerful G-Forces that press riders against the side of the slide.

►ORLANDO

Continued from page 19

ogy. Steve Levine, SplashTacular's CEO adds: "Waterparks have become so commonplace that differentiation between facilities and their respective experiences has become harder for guests to perceive, and that they are becoming acclimated to the norm in that they have simply become a commodity with a different theme."

Unique water attractions planned for Fun Spot include SplashRally a multi-lane slide that utilizes rubber rafts racing down a figure-eight track; 360Rush a dual slide that delivers two riders into a 45-foot diameter bowl at speeds of up



Splashtacular's Steve Levine is seen with with John Arie outside Fun Spot Action Park in Orlando.

COURTESY SPLASHTACULAR

to 40 mph and a Double Bowls-Eye that allows four friends to race each other down 60-foot tall enclosed slides in dueling rafts. All of these attractions are unique to SplashTacular.

Also included will be a lazy river, twisted racing slide, and a rally racing channel that splits off from an adventure

river. These dynamic designs that push the guest experience to new levels will appeal to Fun Spot's current client base of more than 500,000 annual visitors, and give Fun Spot something unique in the theme park capital of the world.

Opening is scheduled for spring 2013.

►VEGAS

Continued from page 19

activities; and other amenities.

Phase II design and engineering is underway expanding Splash Canyon to 40 acres.

"As third generation Las Vegas residents, my brother and business partner Scott and I have long recognized a hunger for wholesome family entertainment in our community," said Roger Bulloch, principal with SPB Partners, developer of Splash Canyon. "After two years of work, millions of dollars in design, engineering

and legal costs, and a win-win partnership with Clark County and The Howard Hughes Corporation, we're delighted to bring the community a world-class family waterpark by Memorial Day weekend."

Believing in strong partnerships, the Bullochs solidified the Splash Canyon team with companies that are the best in their fields. For example, Harvest Family Entertainment LLC [operators of Hawaiian Falls waterparks in Texas], will manage Splash Canyon. For location, SPB partnered with The Howard Hughes Corporation, which

eventually will develop an adjacent community park and future aquatics center as part of the site's overall master plan. Slide and other aquatic-related suppliers had not been announced at press time.

Hours will be 10:30 a.m. to 6 p.m. daily with extended hours for special events, concerts and private parties. Splash Canyon will be open through Labor Day weekend.

For information, group sales, or joining the Splash Club for news and discount opportunities, visit www.splashlv.com.

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BRIEF

Hawaiian Falls Mansfield (Texas) expanding in 2012

MANSFIELD, Texas — For 2012, the Hawaiian Falls Waterpark in Mansfield, Texas is adding a 10,000 square foot Splashwater Harbor water playground that will include activity areas for kids and adults with slides, a swimming area and lots of shade.

In addition to the water playground, the park is adding two major family waterslides: A three-person tube slide featuring a 50-foot drop, and a two-person Boomerango, both attractions are supplied by WhiteWater West.

Hawaiian Falls is also expanding its corporate picnic area.

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BRIEF

Mt. Olympus expands with resort purchase

WISCONSIN DELLS, Wisc. — Mt. Olympus Water and Theme Park owner Nick Laskaris recently announced another expansion, which includes the acquisition of the Copa Cabana Resort Hotel & Suites.

Laskaris has publicly stated that the elevated walkway over the highway is one of the reasons he purchased the resort. In use since the 1960s, Laskaris says the walkway is iconic, being the only bridge across the highway, and he intends to use it to mark the beginning of the various properties he owns along the Strip, which include the former RiverWalk Hotel, American World Resort, Star Motel, Star Motor Inn, Luna Inn and Suites and Raintree Resort. This new property features an additional 130 rooms and an indoor waterpark.

With the acquisition of Copa Cabana, Laskaris now owns approximately 1,000 hotel rooms in the Lake Delton – Wisconsin Dells area. Eventually, all of the properties will be known as Mt. Olympus Village.

The \$4 million remodeling of this latest property will be complete and ready for guests by spring 2012.

Ride Entertainment, Hot Wheels ink park licensing deal



STEVENSVILLE, Md. — Mattel, Inc. and the Ride Entertainment Group have reached an agreement to bring the excitement of Hot Wheels into the amusement park industry in the form of Hot Wheels branded park attractions in North America. Originally introduced by Mattel in 1968, Hot Wheels is the No. 1 vehicle property in the United States, and one of the most popular toy brands globally.

The Ride Entertainment Group's role will involve the coordination of all details; from branded attraction design and development to implementing licensed branding. In addition, they will work with both ride suppliers and the parks to ensure that requirements related to timelines, theming and overall design concept are met and executed.

Park guests will be put directly into the driver's seat as they experience Hot Wheels branded amusement park attractions. From family-friendly experiences to extreme racing coasters that simulate the feeling of racing through an actual Hot Wheels track complete with high-speed banks, loops and other exciting elements.

The Ride Entertainment Group is the largest sales agency for branded attractions in the amusement industry and is thrilled to be working with Mattel in bringing the excitement and popularity of Hot Wheels to life in theme parks around the world.

Mattel and Hot Wheels are represented by Creative Artists Agency (CAA).

Former Six Flags executives purchase Clementon Park and Splash World

Improvements planned for 2012 season

CLEMENTON, N.J. — Clementon Park and Splash World has been acquired by an investor group led by former Six Flags executives Kieran Burke and Gary Story. Terms of the transaction were not disclosed.

"We are excited about the opportunity to enhance the entertainment value of this historic park that has always enjoyed a strong group outing business and local market visitation," said Burke. "Clementon Park and Splash World offers guests quality family entertainment, close to home and at an affordable price."

"While exploring the opportunity to acquire Clementon Park and Splash World, we were impressed by the park's loyal customer base and the densely-populated South Jersey/Philadelphia area that surrounds the

park." commented Burke. "Having operated for 104 years, the park has entertained generations of families and we hope to continue that tradition as well as attract new visitors to the park."

Clementon Park and Splash World has been revitalized in recent years with the addition of four major new attractions. The park enjoys a reputation for service, cleanliness and affordability. Staying on board to lead the park's continued development and progress is David Dorman, vice president and general manager and Marjorie Ford, the park's long-time group sales manager.

Burke and Story, who respectively served as Six Flags' chief executive officer and chief operating officer for more than 10 years, have remained active in the attractions industry carefully selecting projects that can benefit from their experience and a focused investment of both time and resources. In 2009, they acquired Nashville Shores, a waterpark, ma-

rina and RV resort in Nashville, Tenn. and in 2010 purchased Ocean Breeze Water Park in Virginia Beach, Va. In both cases the pair dramatically transformed these properties providing a greatly enhanced guest experience.

The new owners are planning improvements to Clementon Park and Splash World for the 2012 season which will be announced at a later date. Discussions are underway but specific plans are not yet available.

Clementon Park and Splash World, located in Clementon, N.J., is among the oldest operating parks in the country and has been operating since 1907. Founded by N.J. Assemblyman Theodore Gibbs as a simple swimming operation on Clementon Lake, the property steadily grew by offering rides, attractions and a waterpark. Today the park boasts 17 rides, a vibrant midway and seven major waterpark attractions and hosts hundreds of group outings each season.

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Former PTC President Sam High dies at 77

STORY: Scott Rutherford
srutherford@amusementtoday.com

Samuel High III passed away at his Sellersville, Pa. residence on Nov. 8, 2011. He was 77.

Born March 8, 1934 in Jenkintown, Pa., Sam was the son of the late Samuel H. and Betty (Knipe) High, Jr. He graduated from Germantown Academy in 1951 and earned his BS from Temple University in 1956.

For a large part of his life, Sam was owner and president of the world-renowned Philadelphia Toboggan Company and Skee Ball, Inc., both of Lansdale. Sam's inauguration into the world of wooden roller coasters and amusement attractions began in 1958 when he was officially integrated into Philadelphia Toboggan Co. It was probably inevitable since his father, Samuel H. High Jr., was the majority stockowner in PTC while his grandfather, Samuel H. High, was the attorney who helped found the company in 1904.

In 1991, Sam sold PTC to Bill Dauphinee and longtime friend and employee, Thomas D. Rebbie who changed the name to Philadelphia



Above, Sam High as seen from his PTC booth at one of the many IAAPA shows. At right, High shows off this 1972 aerial photo of the Kings Island Racer. FILE PHOTOS



Toboggan Coasters, Inc. and moved the company to larger quarters in Hatfield, Pa. Rebbie later purchased Dauphinee's share to become sole owner of the company.

Tom Rebbie, president/CEO of Philadelphia Toboggan Coasters, Inc., shared with *Amusement Today* remembrances of an individual that affected his life in more ways than he ever expected.

"I came to PTC in 1977 looking for something differ-

ent. I hadn't expected it to last very long but as it turned out, I never left. A deciding factor in that decision was Sam High. I remember my first encounter with Sam. I'd been with the company only a short time when this guy drove up to the shop on a motorcycle. Dressed in jeans, a flannel shirt with suspenders, he walked in and I asked one of guys who this character was. 'That's Sam. He owns the company,' he said.

"After that, I had many encounters with Sam. Each time I was impressed with how he handled himself. He was unpretentious, direct and incredibly funny. He never took himself too seriously. He was able to keep his cool no matter what was happening.

"Gradually, a friendship developed that was based on a mutual respect and a love for what we were doing at PTC and other interests. It amused me that Sam was always tinkering, whether it was something here at the shop or at his home where he kept his 34 antique cars or numerous Indian motorcycles. Some would've called him quietly eccentric. I learned a long time ago when traveling with him that it was a standing rule that he not be allowed to hold the airline tickets. He'd lose them without fail. He would become happily distracted by a car or motorcycle or something else that he was intensely interest-

► See **SAM HIGH**, page 28



Taking the 1989 grand opening day ride on the Timber Wolf at Worlds of Fun in Kansas City, Mo. were Tom Rebbie, left and Sam High, right.

FILE PHOTO

FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Lo-Q confirms that it has signed a global Memorandum of Understanding ("MoU") with MasterCard International Incorporated. Lo-Q and MasterCard will work together to develop a new contactless payment solution that combines MasterCard's Tap & Go PayPass payments technology with Lo-Q's innovative queuing software and systems. Both will work closely together to market and promote this combined solution to the operators of theme parks, waterparks and other entertainment attractions that normally require consumers to queue before use.

Disneyland Resort has announced that Ghirardelli will open a new location inside **Disney California Adventure** park in late spring 2012. The soda fountain and chocolate shop will add yet another layer of traditional San Francisco flair to the Pacific Wharf area of the park. The new location will feature Ghirardelli's world-famous hot fudge sundaes and decadent chocolate products.

The Bowling Proprietors' Association of America (BPAA) announced Captain Mark Kelly (USN, Ret.) and commander of the Space Shuttle Endeavour's final mission will be the featured speaker at International Bowl Expo when it meets June 24-28, 2012 in Reno, Nevada. Capt. Kelly will deliver his remarks Wednesday morning, June 27 during the bowling industry's annual convention and trade show.

Martin & Vlemminckx Rides has signed a contract for a new wooden roller coaster, which will be the centerpiece attraction for Overseas Chinese Town (OCT) new Tianjin park near Beijing in The Peoples Republic of China. With the Ohio-based **Gravity Group** serving as design engineers for the ride, the new-for-2013 Tianjin project will be the third wooden coaster Martin & Vlemminckx has delivered to OCT. The coaster will utilize rolling stock supplied by **Philadelphia Toboggan Coasters, Inc.** Details concerning the new coaster's actual design and specifications will be released at a later date.

MEI partnered for a second time with Intercon Solutions of Chicago Heights, Ill., to disassemble and recycle the equipment using environmentally safe de-manufacturing methods. Intercon supplied MEI with certificates of sustainability that validate and detail the green achievements that resulted from the program. Additional environmental impact of the "Recycle for Recycling" program included 26 metric tons less CO2 emissions, 5 fewer cars on the road each day, and 683 trees planted.

Universal Orlando Resort is set to present its Mardi Gras 2012, an authentic celebration that transforms **Universal Studios Florida** into a family-friendly version of the famed New Orleans street party. On Saturdays and select nights Feb. 11 through April 14, 2012, Universal Orlando's Mardi Gras celebration combines theme park entertainment with an elaborate Mardi Gras parade, dozens of colorfully costumed performers, authentic New Orleans bands, delicious Cajun cuisine and live concerts by some of today's most popular artists.

Lo-Q has signed a new agreement with **Six Flags** to continue to supply its Q-bot solution to the eleven Six Flags theme parks at which it currently operates across North America. The Q-bot system, better known as The Flash Pass in the Six Flags parks, allows guests to reserve a 'virtual' place in line from anywhere in the park using handheld units that inform them when its their turn to ride.

Universal Studios Orlando confirmed on Dec. 2 that **Jaws**, the park's classic ride in which boats full of guests are 'attacked' by a great white shark, is closing forever. Visitors wishing to take one more trip aboard Captain Jake's Amity Boat Tours have until Jan. 2, 2012. After that, the iconic theme park ride will be shut down to make way for a as-yet-unnamed new attraction. **Jaws** is based on the 1975 film of the same name directed by Steven Spielberg.



►SAM HIGH Continued from page 27

ed in. That was Sam.

"When he sold the company in 1991, he said in a published article (which I keep on my office wall) that he wouldn't have trusted PTC to anyone else but me. He said he knew I would carry on the

Tom Rebbie and Sam High, at right, ready to do business during an IAAPA show.
COURTESY JUSTIN GARVANOVIC

company's customs and traditions the way he would have done it himself.

"Even after he left PTC, he was never really far from my life. We kept it in touch via our talks, lunches and his impromptu visits to the shop where I'd drop whatever I was doing to spend time with him, to show him our latest projects. I miss how his visits always lifted my spirits and left me having showed him that this part of his life's work, his legacy was in capable hands.

"Learning he was ill earlier in the fall was devastating. During lunch, he confided in me just how sick he was. His mood never changed as he spoke of his illness. He was calm and accepting of the fact that he was not going to be with us much longer. He told me he had a good life, a wonderful family, and his loving wife Linda. He was happy to have lived to be 77. I told him that '87 would be much better.' He just smiled the way he always did when he found something humorous. He shook his head and said 'I agree, but it's not gonna happen.'

"The last I saw him was in mid-October when myself and a couple of the guys took a load of scrap wood from the shop — a custom we had repeated many times over the years — over to Sam's barn where he used it as fuel in a wood-burning stove he'd built to keep warm as he worked on his various cars, motorcycles and other projects. Though he said he was experiencing some pain, he was in good spirits and thankful that the doctors said he had at least another 12-18 months remaining. As always, it was a wonderful visit. I left there knowing I would see him again at some future lunch or shop visit. As fate would have it, that's the last time I saw him alive.

"I learned a lot from Sam over the years — the amusement business, antique cars, motorcycles, life — but most of all I learned what a wonderful person he was. He was my boss and my mentor but most of all, he was my friend. I'll miss our lunches, our long talks. I will miss Sam."

In addition to his work at PTC, Sam was a member of numerous antique car clubs and past president of the Antique Automobile Club of America (AACA). He was also active with ham radio clubs and theater organ clubs. Prior to his illness, he was an avid cross country motorcycle rider.

Sam is survived by Linda (Vaughn) High, his wife of 53 years; daughter, Laurel High; his son, Samuel H. High IV; two sisters; and six grandchildren.

For those desiring, contributions may be made in Sam's memory to Grand View Hospice, 700 Lawn Avenue, Sellersville, Pa. 18960 or AACA Library and Research Center, 501 W. Governor Road, P.O. Box 417, Hershey, Pa. 17033.

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- Ride erection needs

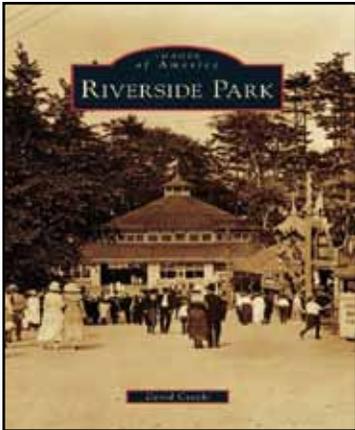
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Historic Riverside Park featured in Arcadia Book

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

Historic Riverside Park is the subject of a new book, released this past summer, from the immense *Images of America* series by Arcadia Publishing. The book tells the story of this New England institution from its inception in 1870 as Gallup's Grove to its rebirth in 2000 as Six Flags New England.

The 128-page book is divided into 10 chapters that chronicle the growth of the park from a small riverside picnic grove to an \$81 million, 235-acre modern theme park. The chapters are not always in chronological order but, rather, focus on a major aspect of



the park at the time: The rides, the steamships, the pool, the dance hall, the roller rink and the motor speedway.

A four-page introduction at the beginning of the book provides background information relating to how and why the transformation into a major theme park occurred. As the park struggled through the decades it passed through a number of different owners, each contributing something unique to the park.



Lake Takadip as it was commonly known, was a 300-foot diameter artificial lake. The park claimed the water was 98 percent pure. COURTESY ARCADIA

Like so many parks of the era, Riverside Grove started as a simple picnic ground. Visitors came to relax in the shade of the tall pine trees and listen to live music performed from a bandstand. The park also became famous for their clam-bakes, often hosting bakes for company outings. For the first decade or two most of the patrons came by way of the river, onboard large steamships from Springfield. Eventually the Springfield Street Railway extended its line to the Grove, and although the park was located at the end of a trolley line, it was not built or operated by the railway so it is not considered a trolley park.

Henry J. Perkins purchased the Grove in 1911 and is responsible for turning it into an amusement park. He built the park's first roller coaster, The Giant Dip in 1912, which proved to be so popular that another coaster was added in 1915. By 1920, the original side-friction Giant Dip was no longer exciting enough so it was replaced by Lightning,

a coaster twice its size. A third coaster, Whirlwind Racer was added in 1928. Other attractions included a carousel, Whip, Funny House and Airplane Swings, along with a 300-foot diameter pool.

A spectacular dance hall with a 220-foot by 100-foot dance floor attracted national recording artists. Two seaplanes were also added to the park for passenger and commercial flights. As the automobile became more popular, train and boat service were no longer needed. The steamboats ended their runs in the mid 1920s and rail service was discontinued in 1936.

The Stock Market Crash of 1929 took its toll on the park, and in a few years the park was unable to operate many of its rides. The three coasters were closed in 1933 and the entire park closed in July of 1935. A flood in 1936 ruined the floor of the dance hall and despite promises of a comeback, Riverside Park sat idle until 1939.

Edward Carroll Sr. pur-

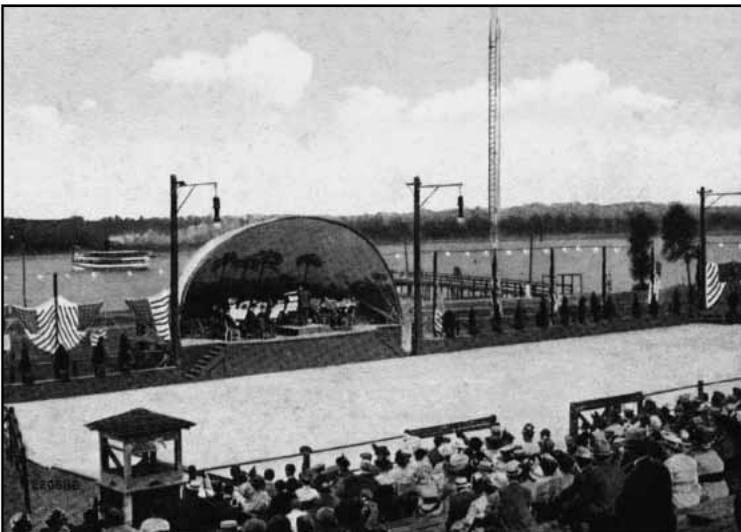
chased the park in 1939 and, beginning with a grand reopening on May 29, 1940, turned it into one of the largest parks in New England. Under his leadership the park added kiddieland, an area of the park featuring rides and attractions specifically designed for children. In 1941 he added a new roller coaster, Thunderbolt that still operates today. As the big band era was winding down, Ed made the decision to demolish the dance hall and build the Riverside Park Speedway in 1948. It remained popular for the next five decades. After the opening of Disneyland in 1955, Carroll added several Disney-like attractions including a monorail, jungle cruise, railroad and a western town.

The park continued to prosper throughout the 1960s and 1970s. Ed Carroll Sr. passed away in 1979 and his son, Ed Carroll Jr., already the general manager, assumed control of the park. The park continued to prosper into the 1980s with the addition of the

Cyclone roller coaster in 1983 giving the park two wooden coasters. With new attractions costing a significant amount of money, Ed Carroll Jr. felt he had taken the park as far as it could go under family ownership. He decided to sell Riverside in 1996 to Premier Parks. With a seemingly inexhaustible supply of funds, Premier invested nearly \$30 million in the park. Two years later Premier Parks acquired the Six Flags chain of theme parks, and two years later, with another \$70 million invested in the park, it was rebranded and opened as Six Flags New England for the 2000 season. It is at this point, the book comes to a close.

Images of America Riverside Park was written by David Cecchi, longtime chairman of the Agawam Historical Society. The photographs used in the book were drawn from his personal collection and the collections of area residents. The photographs provide a wonderful look back at the history of this park, now known for over a decade as Six Flags. Unless a visitor today takes a ride on one of the tall coasters, they might not even realize this park sits on the banks of a river. This book will help everyone remember that the park owes its very existence to that river, and has a long and rich history going back almost three-quarters of a century before the first Six Flags theme park was even conceived.

Images of America Riverside Park retails for \$21.99 and is available at local bookstores, online retailers or through Arcadia Publishing at www.arcadiapublishing.com, (888) 313-2665.



Left: The success of the open-air band shell and platform led to an enclosed dance hall three years later. Right: The Speedway was a popular Saturday night destination for over 50 years.

MARKETWATCH

RIDING THE MARKET



Company	Prices One Month Ago	Prices 12/12/11	High	52 weeks Low
Cedar Fair L.P.	\$21.98	\$22.03	\$23.73	\$14.46
MGM Mirage	\$10.30	\$9.89	\$16.94	\$7.40
Six Flags Ent. Corp.	\$37.00	\$38.11	\$40.25	\$24.72
CBS Corp.	\$26.25	\$26.25	\$29.68	\$17.65
Walt Disney Co.	\$36.70	\$36.65	\$44.34	\$28.19
Great Wolf Resorts, Inc.	\$2.53	\$2.33	\$3.65	\$2.02
Blackstone Group	\$14.39	\$14.01	\$19.63	\$10.51
Village Roadshow	\$2.95	\$3.02	\$4.45	\$2.35
NBC Universal	\$16.30	\$16.46	\$21.65	\$14.02

CURRENCY



Region (U.S.)	As of 12/12/11	Change from year ago
East Coast	\$3.917	\$0.669
Midwest	\$3.848	\$0.643
Gulf Coast	\$3.794	\$0.631
Mountain	\$3.991	\$0.706
West Coast	\$4.061	\$0.700
California	\$4.122	\$0.719

TOP 7 MOST TRADED CURRENCIES



On 12/12/2011 \$1 USD =

0.7468 EURO
0.638 GBP (British Pound)
77.5577 JPY (Japanese Yen)
0.9229 CHF (Swiss Franc)
0.9783 AUD (Australian Dollar)
1.0169 CAD (Canadian Dollar)

PEOPLE WATCH

Prime Play announces staff changes

Prime Play, Richmond, Canada, recently announced the promotions and appointments of key personnel within the organization, strengthening the company's position as a leader in active family attractions for Family Entertainment Centers, amusement parks and other family-friendly markets.

Nathan Jones has recently been promoted to the role of vice president of sales and marketing, Americas. His start in the industry, 13 years ago, was with the Prime Play Systems as a project supervisor. His move to sales management was in 2001 with the Koala Corporation, based out of Denver. His roles as key account manager and sales manager gave him responsibility for corporate accounts such as McDonald's Restaurants, Legoland amusement parks, and experience in the integration of branded entertainment into the amusement industry such as Marvel Comics. Nathan's new role will have him guiding the Prime Play sales team strategy for North and South America, while having global marketing responsibilities for the entire company.

Doug Smith has been appointed as the vice president of sales, Europe, Middle East, Russia and Africa. Doug's knowledge and expertise within the industry stems from his start as vice president of sales with Prime Play in 1995 as a startup company. His expertise in international sales strategy led to his position as vice president of international sales with the KoalaPlay Group of companies until, shortly after the acquisition of Prime Play by Whitewater West Industries in 2001, he was brought back to serve as the vice president and general manager. He led the company through the most year-after-year growth in sales revenue since the company's inception and the introduction of the company's new product line.

The most recent appointment welcomes **Brian Walker** Smith to the role of vice president of sales, Asia Pacific. Brian is based in Thailand and has over 27 years of experience in the entertainment and attractions industry, including senior positions across the Asia Pacific region within Melchers GmbH and Ripley's Entertainment Inc. During his time at Ripley's Entertainment, he held the position of director of development - Asia, and was instrumental in the sales and market growth throughout the Asia region.

Further, **Teri Ruffley** has been appointed managing director of Prime Play's business division. Teri's experience includes 11 successful years with Intamin as head of sales for Europe until 2006. Teri's past success in the theme park industry will help guide Prime Play as they strengthen their position as the premiere provider for fun, family attractions in the theme park, amusement park, hotel, resort,

and family entertainment center industries.

David Ciciora joins Sally Corp.

Dark ride and animatronics producer Sally Corporation, in Jacksonville, Fla., has selected **David Ciciora** as the company's new director of ride systems.

Ciciora began his career in the amusement park industry at Legoland California in 1998, after serving 15 years in the U.S. Navy (primarily aboard nuclear submarines). Following five years as ride supervisor at Legoland, Ciciora became manager of ride maintenance for the Morey organization in Wildwood, New Jersey, before being named director of maintenance for Hard Rock Park in Myrtle Beach. With the economic downturn and closing of Hard Rock Park, Ciciora transitioned to the West Coast to join the team at Universal Studios Hollywood.

"As much as I enjoyed working at Universal, I couldn't pass up the opportunity to come to Sally," says Ciciora. "I've worked with the Sally team on dark rides over the years, and appreciate the quality and dedication they bring to each project. The scope of upcoming projects is wide, and the company is moving forward on several fronts, technically. I'm looking forward to the challenges."



Ciciora

Premier Rides adds Jeff Gliner to staff

Theme park attraction supplier Premier Rides, Baltimore, Md., has announced that **Jeff Gliner** has joined the company in the position of director of engineering.

"I am excited that Jeff has joined Premier Rides," said the company's President, Jim Seay. "His leadership role will be an important part of Premier's continuing growth and success. Jeff's decades of high level engineering experience will be a great asset for Premier and our valued customers will appreciate his dedication to the industry."

Jeff is very dedicated to safety in the industry as being a long term participant and contributor to the ASTM global safety standards and AIMS safety seminars. Additionally, he is well known for his welding expertise and is a Certified Welding Inspector, a registered professional engineer, a NAARSO Ride Inspector, and a commercial pilot.



Gliner

MAILBAG

Time is now to record, document industry history

Hi Gary,
Just got my copy of your December issue. Thanks for providing so much coverage of our New Orleans show. I appreciate you taking time to speak with our exhibitors and providing them so much space in your write up.

I also read your column about industry history (AT/Dec. 2011, page 2) and can't believe it's already been three months since we talked about this effort. But I guess that's really the problem isn't it? Best of intentions get waylaid by all of the day to day stuff and too much time goes by without capturing this information.

Lets schedule a call to discuss how we can get started.

Thanks,
Rick Root
WWA President/CEO
Overland Park, Kan.
rroot@waterparks.org

Looff carousel artist thrilled to be in print

Dear Gary,
Thank you for choosing my painting, "Reaching for the Ring/ Looff Carousel, Santa Cruz" in the story layout (AT/Nov. 2011, page 6). The two days I had to work on it at the carousel were extremely stormy days in February 2011. The Looff Carousel is yards from the beach and I could see the waves crashing on the shore when I turned around for a break. Luckily, the carousel is enclosed! I later completed the painting in my studio. Two of the children in the painting are mine (the boy reaching for the ring and the girl in the pink shirt in riding the white horse), the others are cousins. It was on display at a local bank that was featuring art of the carousel. The painting is now a family heirloom.

I appreciate being considered for publication. I hope you get a chance to "grab the brass ring" at our Boardwalk. It is truly a "blast" from the past!

Best regards,
Lidia C. Hasenauer
LidiaStudio.com
lidia@cruzio.com

LED COLOR CHANGING RIDE PACKAGES

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IAAPA 2011 - ORLANDO, FLA.

Attendance increases at 2011 IAAPA Attractions Expo

STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — As a park person, IAAPA's President and CEO Chip Cleary is used to the planning and challenges of park business.

But, two weeks after IAAPA's 2011 Attractions Expo, Orlando, Cleary said most park executives aren't used to opening their season with the biggest crowd they are going to have for the rest of the season.

"Most of the time the season opening day will be soft and you have time to build up to the larger crowds," he said. "But, with this convention, you open to your biggest day."

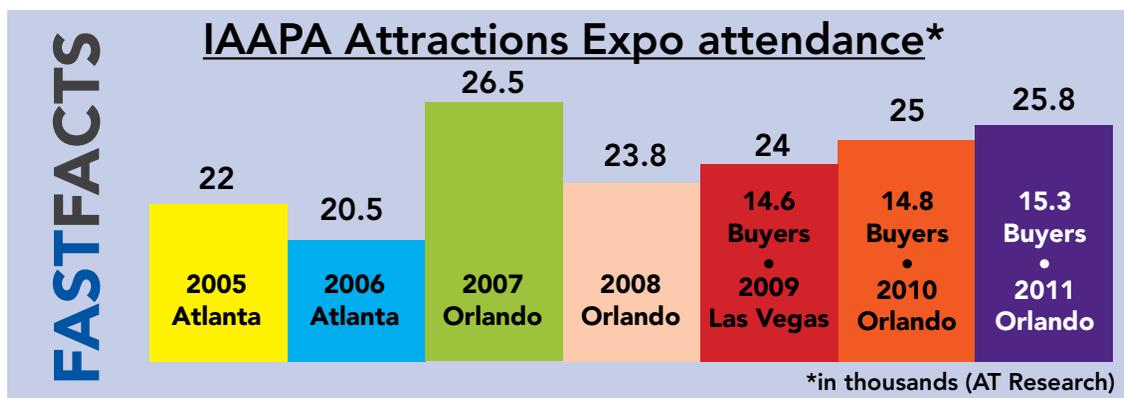
IAAPA EXPO SHOW COVERAGE SEE PAGES 31-44

It was obvious Cleary, who took over the helm of IAAPA last April, was still pumped up two weeks later.

And, why not?

IAAPA by the numbers

- 1,400 people attended the Kickoff Event for an update of IAAPA and to see the exciting new attractions introduced around the world in 2011;
- 1,000 Expo participants met, socialized and shared ideas at the Opening Reception;
- 440 industry leaders enjoyed the keynote address by Jim Atchison, CEO SeaWorld Parks & Entertainment, at the GM and Owners' Breakfast;
- 1,650 people enjoyed the newly reimagined Star Tours attraction and The Osborne Family Spectacle of Dancing Lights during the IAAPA Celebrates Disney's Hollywood Studios;
- 200 young professionals attended a reception at B.B King's Blues Club at Pointe Orlando; and
- Fundraising events held in conjunction with the Expo raised \$81,455 for Give Kids The World, the Kissimmee, Fla., resort for children with life-threatening illnesses.



The 2011 IAAPA Attractions Expo was a hit. Figures as of the first of December 2011 showed there were 25,800 amusement park and attractions industry professionals from 118 nations at the five-day event held Nov. 14-18, at Orlando's Orange County Convention Center.

"The results for IAAPA Attractions Expo 2011 surpassed our expectations on several fronts," Cleary said. "Exhibit sales, buyer attendance, education program participation, and total registration are all up from 2010, which speaks volumes about the strength of the industry and the Expo's role as a global can't miss event. The buying, learning and sharing of ideas that takes place here is simply phenomenal."

Attendance at the Expo's 123 education programs was 8,850. There were presentations from CEOs and other park and industry executives including those from **SeaWorld Parks & Entertainment**, **Six Flags Entertainment Corporation**, **Herschend Family Entertainment**, and **Science Center Singapore**. The education conference, through presentations and panel discussions, examined the current state of the industry, provided peer-to-peer learning and addressed current hot topics such as the U.S. Americans with Disabilities Act recreation rules, travel trends and new industry development and expansion.

The trade show floor showcased exhibits from 1,106 companies from 32 different countries on 477,474 net square feet of space.

"We had the largest outside exhibit space since 2002," Cleary said.

That outside space took up 49,074 net square feet.

Soaring Eagle Inc., a company formed by **Stan Check-**

etts, and **Bruce and Janna Kidman**, showcased the company's zip line in an outdoor space. Janna Kidman said business had been brisk for them, with continual lines to ride the zip line.

"We have already sold several here at the show," she said. "We already have the money on them."

There were 15,300 executives and buyers from 6,975 amusement parks, waterparks, family entertainment centers, zoos, aquariums, museums, science centers, resorts and roadside attractions from around the world. In 2010, that figure was 14,600.

The increase in floor traffic on the trade show floor was obvious to exhibitors.

"We are very busy," said **John Chance**, vice president of engineering at **Chance Rides**, on the opening day of the show. "It was a little slow right when the doors opened, but it has definitely picked up."

By Thursday morning, Nov. 16, **Scott Colwell**, **Fruktsno**, a fruit-based frozen treat company, Cambridge, Ontario, Canada, described his booth business as excellent.

"We have given out more than 3,000 samples," Colwell said.

Fruktsno was a first-time exhibitor in 2010.

Aisle traffic in the First-Time Exhibitor area this year made maneuvering very difficult at times due to crowds. New exhibitor **MuseumPix's Eric Churchill** was kept busy taking photos that create souvenir items sold at special museum exhibits. With props and green screens, the photos immerse patrons in the experience. And, the added fun is that the photo is 3D.

First-time exhibitor **Philly Pretzel's** kept long lines for a

sample of the company's tasty pretzel and sauces.

And, **Jeaneen Muller**, **Shoulder Fun USA**, spent her first IAAPA trade show introducing her Shoulder Buddies, which through a metal coin and magnet enable the small characters to sit on shoulders.

The optimism was obvious. Cleary said the Behind-the-Scene tours were extremely popular this year. The Disney at Dawn and the Cheetah Tour and Cheetah Hunt at Busch Gardens, Tampa, were sold out.

"That is good, but there were some people that wanted to go and were disappointed they sold out," he said. "Our Wednesday night receptions set a record for the number of people. That is good, but some people had to wait in line."

In December, IAAPA staff were readying to sit down and take a look at how to tweak those things for the 2012.

"I would say we were at 95 percent level," Cleary said. "We need to look at that other five percent."

But, as all of those in the

SHOW RECAP

industry know, there are some things that just happen. Like, for example, the small fire in the convention center Wednesday evening. Cleary said he was called in the middle of the night and spent the rest of the wee hours of the morning at the convention center.

"I think we are all used to losing a little sleep from time to time," he added.

There were some changes made this year to scheduling and location — some will most likely stay around while others will be changed again for 2012. One change likely to remain was the set-up on the trade show floor. The back corner of the floor was built up with more tables and chairs for eating, as well as more available meeting space for people to get together. Cleary said he felt it made it more attendee friendly and tightened up the remaining trade show space.

This year the Kickoff Event was held in the Windermere Ballroom inside the Peabody Hotel. Traditionally, this event is held inside the convention center. Due to some ceiling limitations in the convention center, IAAPA meeting planners decided to move the event to the ballroom, which has higher ceilings.

There may also be some changes to the Thursday night event.

The planning cycle will start, however, in January 2012.



The 2011 IAAPA Expo attracted 25,800 industry professionals from 118 nations countries during its annual event held at the Orange County Convention Center, Orlando, Nov. 14-18. There were 1,106 companies from 32 different countries on 477,474 net square feet of space.

AT/TIM BALDWIN

IAAPA 2011 - ORLANDO, FLA.

Ride manufacturers report good business for 2012

STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — Ride manufacturers exhibiting at the 2011 IAAPA Expo seemed optimistic about 2012 as attendees and buyers combed the trade show floor for new and/or tried and true products.

With the increase of attendees and certified buyers on hand, the manufacturers stayed busy showcasing and promoting their products.

RIDES

Here is what some of those were featuring.

Gerstlauer Amusement rides GmbH announced at IAAPA the company will introduce their new Sky Fly at Mall of America, replacing The Mighty Axe. It will appear as if riders are going to scrape the ceiling. It's a fully interactive experience where guests can choose to swoop around and stay upright the whole time or have a wilder ride flipping upside down 20 times.

Gerstlauer is also promoting a suspended polyp ride, bringing new life to an old flat ride classic.

Chance Rides, Wichita, Kan., featured the company's R60 Giant Wheel and their Unicoaster at the 2011 IAAPA trade show. The company brought in an R60 gondola for display in the booth and inside the gondola was a model of the wheel.

"These are our featured products this year," said John Chance, on the opening day of the show.

Chance's first R60 opened last year at the Myrtle Beach (S.C.) Boardwalk and Promenade. The 187-foot (60 meter)

wheel with 42 climate control gondolas takes riders up for a grand view of the Myrtle Beach's Grand Stand.

The gondolas also provide wireless communication and SOS systems, wireless monitoring of the door-locking systems, and automated control systems. There is a 252-passenger capacity.

The company is working on another wheel to open in spring 2012 at an undisclosed North American location.

The Unicoaster gives riders the thrill of a looping rollercoaster. It is a rider-controlled experience with the more daring rider willing to thrust their seat into a forward or backward spin while those looking for a more mild experience will be equally excited to speed around the undulated track.

There are 16 seats, with two passengers sitting side-by-side. The size of the footprint allows the ride to fit in almost any location.

Chance also displayed the new WindWheel windmill. Chance said they have basically taken the technology of their wheels and put it into the new product. The WindWheel with its five blades is unique in that the direct drive design allows the permanent magnet generators to operate without the use of a high maintenance and expensive gearbox used in the three-bladed turbines.

And in the same "wind" vein, **Mondial Rides** is generating much interest in its Wind Seeker. The ride combines the rotating movements of a swing with the extreme height of a tower ride. The arms are connected to a hinge point so each arm is free to swing out. At the end of each there are seats which had set two pas-



Above left, Chance Rides displayed this beautiful C.P. Huntington train, this one pre-sold to Waldameer Park for their 2012 season. Above right, Zamperla was exhibiting a car from its new U Drive - Z Racing Attraction at the 2011 IAAPA trade show. The first one will be installed in China with two separate 450 meters (close to 500 yards) tracks, incorporating a tunnel and bridges.

AT/GARY SLADE & PAM SHERBORNE

sengers. The suspended, free swing riders come as close to actually flying as they can get.

The ride comes in 65 meters (almost 200 feet) and 100 meters (over 300 feet) heights with varying seat numbers of 24, 36, 50, and 64. The company started building the Wind Seeker about a year and a half ago and, so far, has built four. Those locations are: Canada's Wonderland, Ontario; Cedar Point, Sandusky, Ohio; Kings Island, Kings Mill, Ohio, and Knott's Berry Farm, Calif.

Carowinds, Charlotte, N.C., and Kings Dominion, Doswell, Va., will open their models in 2012.

Along with the exciting vertical coaster projects for Germany's **Zierer** (one going into Legoland Billund, Denmark, and Busch Gardens, Williamsburg, Va.) the company was also showing its popular flying fish ride (the generic name of the ride). Jeroen Nijpels, **JN Entertainment & Leisure Consultancy**, said there is a Flying Flowers in Holiday Park, Germany, and a Flying Snoopy, Universal Japan.

Among a cornucopia of other projects, **Zamperla Inc.** was presenting the U Drive -Z Racing Attraction at the IAAPA trade show, according to Valerio Ferrari, CEO, Zamperla's Central Amusement International.

The first one will be installed in China and will feature two individual tracks of over 450 meters (close to 500 yards) each, incorporating a tunnel and bridges.

Len Soled, **Rides 4U**, was very busy during the IAAPA

trade show as he represents in the U.S. **SBF/VISA**, **KMG**, and **Dartron**, as well as selling LED lights, which he said, "Are selling like hot cakes."

At the 2011 show, Soled was exhibiting an SBF/VISA Group World Trip and a new train car for the Groovy Bus, also by SBF/VISA. The X-Factory by KMG continues to generate a lot of interest. The X-Factory is a long gondola ride which holds 18 riders seated next to each other. This gondola is mounted on two arms that revolve. By speeds of approximately 20 rpms, the participants get a feeling as if they are gliding. During the ride, the gondola can be tipped forward approximately 20 degrees to look down at water jet fountains spurting water into the air right under them. The X-Factory is built on one trailer.

The one Soled sold to Jimmy Drew, Drew Expositions, was up and running at Fun Spot Action Park, Orlando, for a Wednesday night, Dec. 16, reception. That also goes for Dartron's The Rave rotor ride, which is owned by Playworld Amusements' Kyle Brady. Soled was also responsible for brokering this sale.

Inside the convention center, Soled was exhibiting a Dartron Wave Ride.

Intamin Ltd. was showing off some of its projects currently underway. Aside from the coaster projects (see "Roller Coasters" page 36), the company is building the 500-foot (152.4 meters) observation tower for the State Fair of Texas, which is expected

to open for the 2012 fair. The cabin of the observation tower will hold 100 passengers and will rotate on the ascent and descent, said Sandor Kernacs, Intamin president.

It will be called the Top of Texas Tower.

Kernacs also said Intamin is installing two drop rides in Six Flags Magic Mountain, Valencia, Calif., for the 2012 season. In September 2011, Six Flags Magic Mountain announced the mammoth ride. Called Lex Luthor: Drop of Doom, riders will soar up to 400 feet (121.9 meters) high. The Drop of Doom consists of the two free fall drop attractions, with each mounted to a lateral flank of the Superman Escape From Krypton structure. Both rides will feature a single floorless gondola seating eight abreast.

Victor Wisdom, **Wisdom Rides**, said business was brisk in his booth during the IAAPA show. He was showcasing the Jungle Twist spinning coaster and the new front for the Starship 3000 called Alien Abduction.

"The Jungle Twist is a smaller version of our family spinning coaster," Wisdom said. "It can fit on one 28-foot (8.53 meters) long trailer. We can do bigger ones, but this one is mobile."

Wisdom also was showing the Looney Lagoon. He said that Corky Powers, Powers Great American Midways, did very well with his in the 2011 season. The company's Monster Truck is also increasing in popularity.

► See RIDES, page 33



The Fabbri Group was showing its new Tea Cup Ride. Highly portable, the new design is themed with a bright colorful look. COURTESY FABBRI

IAAPA 2011 - ORLANDO, FLA.

▶RIDES

Continued from page 32

Ken Bailey, **Amusement Rides by Bailey**, has made his Pipeline Express louder and faster. He has gotten reports that these changes have increased the grosses from the ride. It gives riders the thrill of a coaster but they are riding on a sled. The ride's sled is constructed of polyethylene with high-speed bearings. Bailey said the ride could be constructed on just about any type of terrain.

Bailey was also featuring his HydroGlyder as well as the Aqua Skoot, both toboggan type rides.

The **Fabbri Group** was also on hand at the IAAPA trade show. The company introduced its new Tea Cup Ride. The new design is themed with a bright colorful look. Fabbri also has made the ride more durable and easier to move.

The company also displayed a 2012 product presentation catalog that included its array of spectaculars, majors, family and children rides such as the Sky Swinger, Free Fall Towers, Inversion, Power Mouse Coaster and the Pirate Ship.

It is obvious that Rich Hill, **Sally Corporation** senior designer, doesn't consider his job a job, but fun. He was on hand at the company's IAAPA booth to show the new Viper System, an interactive dark ride scoring system, being debuted at IAAPA in the Power Blast attraction.

"The Viper System is made with military-grade sensors that are really amazing," Hill said.

The shooting device is

equipped with an electro magnetic sensor that allows the rider to track six degrees of motion. The sensors give participants different perspectives of the visuals as they move up and down and side to side.

"This is going to be a really good year," Hill said. "Everything is just coming together."

Olivier Vincent, content and communication manager, **Alterface**, stayed busy at IAAPA showing attendees what the company's interactive dark rides are all about. He said they have had a great year with the 5D attractions.

"They have become very popular in FECs and shopping malls," Vincent said. "And, because you have so much of a local audience in those places, we have 12 different games which can be switched very easily."

Patty Sullivan, **Eli Bridge Company**, had a continual flow of attendees at her booth. She said the show was going very well for her and business, overall, was going well. The company, which has been selling amusement rides for over a century, still offers its tried and true Ferris Wheels and Scramblers.

The company also offers electric rim-drive conversions for wheel models, which improves performance and is environmental friendly. In addition, any existing Scrambler can be converted to the Next Generation Mobile Scrambler allowing the ride to fold on its own 28-foot trailer and can be set up by three people in half the time.

Carlo Guglielmi, **Ital International**, a new and used ride brokerage firm, said the 2011 IAAPA Expo was very good for him and **Bertazzon**,



Above left, Len Soled, **Rides-4U**, was exhibiting a World Trip amusement ride manufactured by SBF/VISA Group. Above right, attendees at a reception hosted by Fun Spot Action Park, Orlando, and Rides-4U, were treated to Dartron's The Rave rotor ride. The ride not only spins riders, it also adds an additional sensation when the floor drops leaving the rider suspended to the wall. AT/PAM SHERBORNE

a ride manufacturer his company represents.

"It was very positive," Guglielmi said. "We noticed more buyers. We made more specific appointments before the show to meet people during the show."

That was great, he said, but it also meant he likely missed some potential customers. He noticed people coming by but "I was always busy."

He said he did close some contracts during the show and some contracts are still pending.

"But we don't disclose our customer's names because they usually want to make their own announcements," he said.

Larson International's booth stayed very busy this year and Jeff Novotny said he was very pleased by the trade show's results.

"Everybody seemed very upbeat," he said. "I wasn't seeing an interest in just one thing. There was good interest all over the board."

Novotny said he has been

busy incorporating the **Sellner Manufacturing** line, which he purchased at the end of 2010. He is currently working with **Majestic Manufacturing** creating a portable Flying Scooters. The ride will be mounted on a 28-foot pup trailer.

Novotny is also working on a new park design of the Mega Whirl.

Mike Gill, **A.R.M.**, said it was very worthwhile being at the IAAPA show this year.

"We had a very successful show," Gill said, adding some sales were made.

A.R.M. was exhibiting the retheming of the Ali-Baba ride – Flying Dutchman – and the Vertigo Swing Tower outside. The company also had a booth inside.

Gill said he really didn't notice any specific trends this year.

"Nothing really stood out," he said. "I guess that was because we didn't have anything brand new. But, we are still riding the success of our Vertigo and the retheming of some of our products."

ETF Ride Systems was also on hand at this year's IAAPA show. The company, an innovator people mover specialist for interactive dark rides, was showing off some of its newer products including the Panorama Pedal Plus, the Mystic Mover and the Flyer Birds.

In July 2011, Germany's Europa Park opened a new attraction, called Volo da Vinci, where pilots fly Leonardo da Vinci's flying machines over a distance of 300 meters (slightly under 1,000 feet) around the park. ETF supplied the flying machines, the speeds of which can be adjusted according to



one's own muscle power. The flying machines take riders on a voyage over other park attractions.

ETF Ride Systems also installed the themed transportation system at the recently opened dark ride "Maus au Chocolat" at Phantasialand, Germany. The transportation system consists of three sections linked together as a train. The train moves from scene to scene where the guests are offered interactive experiences.

Business was brisk for **Intermark Ride Group**, a ride manufacturing sales representation company and an used ride brokerage company. Gina Guglielmi, company president, said: "This year's show was excellent. The pulse on the floor was very optimistic for both the parks and suppliers."

ABC Rides, which Guglielmi represents in the U.S., had a constant stream of meetings for projects in China and Europe and multiple U.S. parks. The water rides, including the flumes, the vertical lift Spinning Splash, and the new Suspended Glider coaster were abc rides' hot products this year.

Moser Rides, which she also represents, exhibited the new four-seat Gyro Loop, which sold to an undisclosed U.S. park at the show. The new Dynamic Theater, being installed in China now, was very well received with numerous inquiries from parks.

"**Cogan Kiddie Rides** sold their entire display of their new licensed WarnerBrothers and Hello Kitty coin-operator rides to a North American buyer," Guglielmi said.



Above left, Olivier Vincent, content and communication manager, **Alterface**, was kept busy through IAAPA showing off that company's interactive 5D dark rides. Above right, **Sally Corporation** debuted its new Viper System for the company's Power Blast interactive dark ride with sensors that pick up six degrees of motion. AT/PAM SHERBORNE



AT/PAM SHERBORNE

IAAPA 2011 - ORLANDO, FLA.

Waterpark suppliers enjoy another great year

STORY: Jeffrey L. Seifert
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ORLANDO, Fla. — Innovation and creativity are essential to the waterpark industry. Long gone are the days when simple body slides could entertain guests. Patrons are demanding more exciting ways in which to be amused when visiting a waterpark and the industry continues to improve their technology offering new, exciting and original products.

WATERPARKS

Buyers have learned that, although still expensive, a new waterpark attraction can often bring the increased attendance and visibility they desire for less than the cost of a dry ride. The market has continued to expand as city parks, hotels, resorts, and of course, the big amusement parks all realize the impact adding a water-based attraction can have.

WhiteWater West Industries celebrated 30 years in the business this past summer. "Because of the international market, we've truly had one of



One of the many models on display at WhiteWater West showcasing their new slide design, including the new Mega-Tube series shown here as the blue/purple slide.

AT/JEFFREY SEIFERT

the best years ever," said Julie Zakus, marketing director.

WhiteWater opened their largest waterpark project to date with the Bali outdoor park in China, and will continue to work on the indoor portion, which is scheduled to debut in the next couple of months. In North America the first-ever installation of the new Python 20-foot diameter Megatube waterslide at NRH20 in Texas

was quickly followed by a longer Python installation at Silverwood theme park in Idaho.

According to Zakus, many of the projects for next year are in the Asian market, but Fun-town Splashtown USA in Saco, Maine, has already announced a waterpark expansion that will include six WhiteWater West products including their new Flatline loop.

In addition to continuing to promote their Python and Anaconda Megatubes, Aqua-Loops, and the many products for which they are known, WhiteWater is introducing an Aqua Course ropes climbing structure with a water element. The attraction is designed to appeal to the teens that are too old for a children's play structure, as well as any adults who are up to a physical challenge.

Whitewater was awarded IAAPA's industry Image Award, being recognized for the most outstanding presence at the IAAPA Attractions Expo 2011.

Another powerhouse player in the waterpark market, **ProSlide Technology Inc.** continues to improve on existing products and add new ones.

As a follow-up to Holiday World/Splashin' Safari's Wildebeest, the largest HydroMagnetic slide to date, ProSlide is installing an even larger model at Splashin' Safari for 2012. Originally designed to hold six persons in a circular raft, ProSlide was showing another option for the same slide: an 8-person



Polin reported a great IAAPA with qualified leads, new ideas and much networking. Shown at the Polin booth l to r: Bilge Pakis, Alper Cetiner, Sohret Pakis, Merve Karadeniz, Eija Tervo, Baris Pakis, Kubilay Alpdogan, Ozkan Ikiz and Baris Altindag. In 2011 Polin celebrated 35 years in the waterpark business.

COURTESY POLIN

raft with passengers seated in-line in four rows of two. According to ProSlide's Brad Goodbody, "We're now getting into capacity numbers exceeding some roller coasters."

Bigger, however, is not always better, and ProSlide is offering a smaller two-person HydroMagnetic slide called the Hornet. The smaller rafts are capable of negotiating tighter turns and steeper drops with less ground space requirements and offer cost savings in both installation and operation over a larger HydroMagnetic. Two side-by-side Hornets racing each other is also an option.

Other projects slated for 2012 include the possibility of an additional nine HydroMagnetic slides all over the world, including two more Mammoth HydroMagnetic slides in Asia. Also in Asia, ProSlide is installing the tallest Tornado Alley at Happy Magic Waterpark in Beijing, China along with 12 other attractions. Goodbody added, "Expect to see more combination slides featuring multiple attractions rolled into one." Similar to a Tantrum Alley, a single course can feature any number of elements in succession. Riders can exit a bowl slide, then drop into a Tantrum, then into

a Tornado Wave for instance.

Polin Waterparks & Pool Systems also celebrated an anniversary this year with 35 years in the business.

Polin continues to dominate the European market completing projects in Egypt, France, Italy, Iraq (the first waterpark in that country), Iran, Serbia, Turkey, and Ukraine as well as countries in Asia.

The recently completed Travco Makadi Water World in Egypt is a 75,000 square meter (18.5-acre) park that features more than 25 waterslides and activity pools in a colorful Caribbean-themed setting. Sohret Pakis indicated Polin completed 161 projects in 2011.

On the horizon they have a 48-slide park going into Iran for 2012. Sohret said, "The Russian market looks very promising, and of course, Asia continues to be big for everyone."

During the show, Polin announced their latest attractions, the Magic Sphere with guests traveling in a four-person raft down a tube at speeds up to 32 mph dropping into the sphere and taking random paths before exiting through another tunnel. Auditory and visual effects can be added to the sphere for additional ex-

► See WATERPARKS, page 35



Brad Goodbody of ProSlide, left, talks to AT's Jeffrey Seifert about the Hydro Magnetic Mammoth slide for 2012 at Holiday World's Splashin' Safari.

AT/TIM BALDWIN

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▶WATERPARKS

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citement. Spheres are smaller versions of the 78-foot Magic Sphere and they can be combined with a single attraction featuring two or three spheres in succession.

Almost all of Polin's slides utilize RTM (Resin Transfer Molding) or Light-RTM for an aesthetically pleasing look and superior color retention. The RTM process allows for virtually any color pattern to be embedded in the fiberglass. The Light-RTM process allows for translucent slides producing colorful light effects as riders slide through the waterslide tube.

SplashTacular Inc. is the largest U.S.-based waterslide manufacturer. The company does 60 - 70 projects a year, mostly in the U.S.

At last year's show they introduced several innovative new products. Among

those was the dual-person body bowl 360Rush, which was installed this past summer at Spring Valley Beach in Alabama.

During the show it was announced that industry veterans Mark Weston and Anthony Imbrogno, creators of FunTraptions products and brand, were asked to become part of Splashtacular's expanding team of professionals. "The FunTraptions brand complements our Aquatic Play Unit Division and company commitment to innovation in design," notes Splashtacular CEO Steven Levine. "Our expanded team knows what inspires play. Our passion to deliver unparalleled family entertainment is what sets our team apart from other companies, making innovation and client service the focus of all Splashtacular projects."

Also announced during the show was a new project for Fun Spot Action Park in Orlando,

which will feature many of Splashtacular's unique and exciting products.

Alamo Grid of Texas and Mississippi is a small company that has been in business for about five years. Alamo Grid did not have a booth, but Cap Kelly, who does engineering and construction visited the show. Many of Alamo Grid's employees got their start at NGBS and Schlitterbahn Waterpark. They specialize in small to medium size waterpark, golf course and go-kart installations primarily in the U.S., but they are looking at projects overseas for 2012.

Alamo Grid can provide concept design, modification, restoration, as well as waterfeature and slide manufacturing and installation. Previous projects include a water attraction at the Gaylord Palms in Orlando, Florida; Lone Star Lagoon in Bandera, Texas; and Barnacle Bills in Waveland, Mississippi. Alamo Grid is currently supplying the slides for Hurricane Alley in Corpus Christi, Texas.

Ken Ellis of **Aquatics Development Group (ADG)** said about 80 percent of their business is in North America and they have seen growth in the area of 10-15 percent. Because of the economy they are seeing less demand for new waterpark projects, but many of their former clients' have approached ADG for designs to expand existing parks.

One of the new projects they did last year was the addition of a resort waterpark to the Gaylord Texan Convention Hotel in Grapevine, Texas. They expect to see an increase in the upscale resort-type waterpark market for hotels.

ADG is also the licensee for the WaveLoch FlowRider surfing attraction with more than 60 installations to date. Shortly after the conclusion of last year's show, ADG acquired Alpine Products adding the Alpine Mountain Coaster to their offerings. The first installation opened at Attitash Ski Resort in New Hampshire this year with another planned for Camelback Ski Resort in Pennsylvania. This is their first showing of the Alpine Mountain Coasters at IAAPA, and Ellis says it has generated a lot of interest at the show.

Empex Watertoys was awarded the Impact Award



Robert Logan, Innovative Leisure Products and Cap Kelly, Alamo Grid, stopped by the AT booth to discuss their new Hurricane Alley waterpark for 2012 in Corpus Christi, Texas.
AT/GARY SLADE

and Best New Waterpark Ride/Attraction for its Aqua Circus product.

The first Aqua Circus was installed at Beach Park in Brazil and a second Aqua Circus at Ilica Resort in Turkey. They are doing very well in Asia, Australia, and Europe and are often included with Polin's projects in Eastern Europe.

Empex features more than one hundred different whimsical toy-like interactive products all designed to squirt, spray, splash or dowse.

They are currently working on a new waterpark in Turkmenistan and have a couple of projects planned for the U.S. Wyeth Tracey, president, said he had several interested U.S. planners stop by and he hopes next year will be a very strong year.

Jim Goldhardt, general manager for **Z-Pro Watersports**, said "the first two days of the show were probably busier than any show in the last five years, followed by a very busy third day." They had redesigned family rafts that were well received last year, and also featured upgraded life jackets that were smaller and lighter. Goldhardt adds, "We had a very, very busy waterpark show followed by a very, very busy park show."

As the supplier to ProSlide they are kept busy supplying the equipment for everything that ProSlide sells that requires a raft.

Scott Snyder of **Zebec Water Sports** has also had a very good show. "One of the best shows so far, traffic-wise." With much of their marketplace being international, this is a good chance for them to see their clients and meet with them face to face. It's also a good chance to meet with the

other vendors with whom they partner. One of their new products is a water bag that can be used to anchor tents and other structures, and according to Snyder, it has generated a lot of interest.

This is the seventh show for Craig Duncan of **Rave Sports** and he termed his week at IAAPA as "fabulous." Duncan adds, "We couldn't ask for a better show." New for 2012 is an improved toboggan racing mat that is reversible with a fast surface on one side and a slow surface on the other. It also features an improved handle that has a failure point on the handle clip making it easy to replace without having to replace the whole mat. Rave Sports offers a variety of single and double tubes in multiple sizes.

If the 2011 IAAPA Attractions Expo is any indication, we can expect to see continued growth in the waterpark and water-based attractions industry.



SplashTacular's multi-lane two-person-raft racing waterslide, SplashRally, will be one of the key components of the new for 2012 waterpark at Fun Spot Action Park in Orlando.
COURTESY SPLASHTACULAR



Craig Duncan of Rave Sports shows off his new and improved toboggan racing mat.
AT/TIM BALDWIN



Wyeth Tracey with Empex Watertoys shows off some of the company's awards, including the IAAPA Impact Award for its new Aqua Circus product.
AT/TIM BALDWIN

IAAPA 2011 - ORLANDO, FLA.

Roller coasters riding high at IAAPA

STORY: Tim Baldwin
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ORLANDO, Fla. — From time to time, one might hear comments how the IAAPA Trade Show isn't like it once was. People recall when announcements were made from the floor and new products were available to see. If so, then the 2011 IAAPA Trade Show was just the perfect throwback to recall the old buzz from yesterday.

ROLLER COASTERS

The manufacturers of roller coasters were hardly taking a roller coaster ride of their own — energy was high. New product was out there, and what started as an unspoken announcement early in the show, became official by week's end. A wooden coaster was coming to Orlando.

Fun Spot Action Park, just slightly off of International Drive in Orlando is looking to expand in a big way. One of the additions will be a new family out & back wooden coaster from **Great Coasters International, Inc.** In addition to this news, GCII nears completion on its massive undertaking at Europa-Park. Wodan Timbur is expected to be unveiled early this spring. "We took everything to the next limit," says Clair Hain of GCII. Hain says it will also be the first Millennium Flyer trains to utilize urethane wheels, making a quieter ride. The ride will feature a fly-through, tunnels, a shed and incorporation of other surrounding rides. The ride will also use three trains, although there is not a mid-course

brake. A model of the Europa-Park project was quite striking, but GCII said their model of Big Fun, a family-sized compact coaster, was garnering lots of attention. Hain says, "You get a huge bang for the buck here." The dimensions for this woodie are placed on a plot of land that measures 275 feet by 90 feet, with a lift height on the coaster being 65 feet. Also, while not quite ready to promote full force just yet, a customer's inquiry has the company investigating utilizing a steel structure for their wooden coasters.

Vekoma Rides Manufacturing B.V., having just completed a big year, has yet another one lined up for 2012. "It has been an extremely good week. We've had quality people and quality buyers," says Charlotte van Etten. With the introduction of two models of the new junior family boomerang coaster in England and France in 2011, the company's product line continues to expand. "It's a very thrilling ride, suitable for children on a very small footprint. The park in France increased their attendance by 27 percent," boasts van Etten, noting that a third such installation is going into Europe. Having provided the most popular production model of all time — the Boomerang — Vekoma has numbers 47 and 48 on the books for China, and No. 50 appears to be in sight. Van Etten also pinpoints that the company has significantly made a name for itself with indoor coasters, with a new installation with five floors going in to EDA Taiwan. She reports, "During the show, we got a lot of in-

quiries about indoor coasters." Vekoma's 2012 projects are numerous and include a custom design in England, a new motorbike coaster in China and a new concept "Splash Party" suspended water coaster ride for Yas Island. Four new I-Rides have also been manufactured or are lined up for future installation. Already in place for 2013 is a custom looping coaster for Beijing.

Chuck Bingham of **Martin & Vlemminckx Rides** commented, "The IAAPA show was good for both MVR and Hopkins Rides. For MVR we have established two new contacts for wood coasters that are very promising, and for Hopkins, Jim Glover is already working on a short term order before 2011 is over as a result of the show, as well as a second order for early in 2012." MVR is awaiting the opening of their new racing wooden coaster in Wuhan, China in just a couple of months. This coaster will feature the very unique "High Five" element that interacts both trains at the same time. Also on the horizon is a recently announced new wooden coaster for OCT Tainjin, also in China. It is slated for a 2013 debut. It will be the firm's third wooden coaster constructed in China.

Bolliger & Mabillard Consulting Engineers just recently introduced their latest genre in their product catalog — the wing coaster. With a successful installation at Gardaland in Italy in 2011, more installations are on the way in the U.S. at Six Flags Great America and Dollywood, as well as Thorpe Park in the U.K. "The motions are amplified," smiles Walter Bolliger, describing the ride experience of nothing below you or above you. "It is like sitting on the edge of a plane."

In addition to their newest concept, B&M's previous genres also continue to be ordered. Parc Asterix is debuting a new inverted coaster in 2012, Port Aventura is premiering a non-looping mega-coaster, and B&M will unleash their tallest coaster to date — Leviathan at Canada's Wonderland, which will surpass 300 feet. A delayed project at Ocean Park unveils a new floorless coaster, as well.



Great Coasters Intl, Inc. displayed a model of the new Wodan Timbur wooden coaster going in to Germany's Europa Park for the 2012 season.

AT/TIM BALDWIN

Gerstlauer Amusement Rides GmbH maintains a steady schedule of coaster projects in the foreseeable future. 2011 saw the company's tallest, fastest and longest coaster to date - Takabisha at Fuji-Q in Japan. It stands more than 141 feet tall and features seven inversions. Following the success of Euro-Fighter coasters debuting at Six Flags Over Georgia and Canobie Lake in the U.S. this past year, as well as one in Italy, Gerstlauer will install a custom model going to the new Pleasure Pier in Galveston.

It will be the first Euro-Fighter to feature four passenger wide vehicles with lapbars instead of over-the-shoulder restraints.

In 2012 the company is delivering a family junior coaster to Duinrell in the Netherlands, a family shuttle coaster to OK Corral in France and new trains for Hersheypark's SooperDooperLooper in Hershey, Pa.

"The show has been very good," said Corey Kiepert of **The Gravity Group** during the Expo. "We've been able to meet a lot of new potential clients and also show off our new Timberliner trains. People are very impressed with the Timberliners and seeing what these trains can do." The new style of trains debuted in 2011 to successful seasons at both Quassy Park in the U.S. and Gröna Lund in Sweden. Kiepert was particularly excited to see the Quassy project completed as it was many years in the making in regards to neighbors, permits and approvals. "When they were finally able

to move forward, it was very exciting." Giving a nod to Peter Osbeck of Gröna Lund, and his expertise of shoehorning rides into the compact real estate of the park, Kiepert was extremely glad to be involved in the park's Twister project, just due to the intricate and intertwined nature of the tangled woodie. The Gravity Group is looking forward to the 2012 opening of the racing coaster in Wuhan, China (built by MVR). "I'm excited to seeing what the High Five element will be like, but that ride is an amazing racing, dueling coaster," says Kiepert, noting that the focus of the project has been on the banked High Five moment, but the ride experience overall will be much more than that. In addition to the racing coaster, The Gravity Group will also be working with MVR on a new wooden coaster in Tianjin, China. "There's an emerging market in China."

Maximilian Röser of **Mack Rides GmbH & Co.** spoke toward the company's coaster projects. "Manta at SeaWorld will have two launch sections — one right out of the station at 65 mph." On display at the booth was one of the stylish cars from SeaWorld San Diego's new Manta, which combined the thematic look of the sea life creature with the wildly popular looping car trains that debuted on Blue Fire at Europa Park in years past. "The track is very low to the ground," says Röser. "We have a lot terrain as well as a 'water touch' visual effect. The ride goes around some

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Walter Bolliger and his daughter Sophie pose in front of the photos for their new wing coaster, Raptor, at Gardaland.

AT/TIM BALDWIN

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► COASTERS

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artificial rock work and will be embedded in a manta exhibit." Röser went on to explain that an equal launch will take place again mid-ride following a brief 'show.' Other significant projects for Mack will include a mega coaster for Etnaland in Sicily. A variation of the popular Blue Fire coaster, this particular project will utilize a traditional lift hill instead of a launch and will feature a single heartline roll. A Super-Splash will be installed in Italy, a spinning coaster is on order for France and a Wild Mouse is headed for Denmark. Under wraps, but teased at the moment is a project for Mack's own Europa-Park for 2013, touted as a completely new ride system.

Maurer Rides GmbH opened their latest LSM launch coaster at Bayern Park in Germany last summer. Uniquely, the launch system recovers the energy on the coaster to use on the next launch. Maurer-Söhne is extremely excited over the future of this attraction. Also in 2011, the company opened Sky Loop coasters in Finland, China and Australia. Also, two coasters debuted at Rainbow MagicLand in Italy, including the high profile Shock: The Steam Machine, an X-Car launch coaster. A spinning coaster also opened at Bobbejaanland. For 2012, installations will include a flying launch coaster at Ningbo, China, similar to the one in Germany. The Wuhan, China project will also feature two coasters from Maurer — a Sky Loop and a launch coaster. After their debut at Bayern Park, the company's fire wheels will also be placed on two of the

towering Sky Loop coasters in 2012 in Helsinki and Australia.

Intamin Amusement Rides thrilled Busch Gardens Tampa visitors with the new Cheetah Hunt launched coaster, and Six Flags Magic Mountain's Green Lantern introduced Intamin's ZacSpin coaster to the U.S. in 2011. Hersheypark is installing Sky Rush, an Intamin mega coaster that will feature their steepest lift — 50 degrees — and newly designed trains that hang outside seats beyond the rails. Also in Europe will be a coaster/water attraction yet to be announced.

Zierer is supremely excited about their 2012 projects. Busch Gardens Williamsburg is unleashing a new ride — Verbolten — which will finally replace the long loved Big Bad Wolf removed a few years back. Utilizing the same terrain, Zeirer's new installation will incorporate effects into an "event building" and still feature the popular dive toward the river. Zeirer's second installation will be at Legoland Billund and features a freefall section of track. "We have developed and tested this drop in our factory," says Wolfgang Brück of Zierer. "The freefall is five meters." Following the drop, the theme is that the train has broken through the ice and then visitors will experience an underwater environment, complete with live penguins. "We are not responsible for the penguins!" laughs Brück.

Philadelphia Toboggan Coasters, Inc., IAAPA's oldest exhibitor, also seemed to enjoy the show. PTCI President Tom Rebbie says 2011 was a good year. "This past year was an amazing year." Rebbie says in his 35 years in the business, this was the first year the



Above left: Tim Jacobs and Kathy Archer of S&S Worldwide Inc. stand in front of the new vehicle designed for Green Lantern at Warner Bros. Movie World Australia. Above right, Wisdom Rides' new portable spinning junior coaster features a vehicle that spins freely as it negotiates the course. The ride was a hit at several of the fairs it played this summer, including the State Fair of Texas.

AT/TIM BALDWIN

company was seeing overtime during the summer months. "Wow! And as far as I know, we are going to be really busy all the way up to next September." Rebbie also still enjoys the long term commitment to the Orlando location of the trade show. "I like Orlando; I like the booth set up here."

S&S Worldwide Inc. featured a sharp Green Lantern themed vehicle at their IAAPA booth. The car was headed to Warner Bros. Movie World in Australia following the show. Kathy Archer of S&S explained, "They are putting in one of our El Loco coasters, but wanted to increase the capacity of our previous El Loco coasters, so this essentially doubles that." Archer also explains that advancements to the vehicles include sound that is triggered by sensors to accentuate the experience. Other future coaster projects were on the books, but could not be discussed at the time of the show.

Premier Rides was also having a good show. Cindy Emerick Whitson says, "It has been a wonderful show. Even better than last year. Quality buyers are on the floor talking about quality projects." In 2011 Premier delivered an LSM coaster to Trans Studio in Indonesia. In 2012, Six Flags Discovery Kingdom will be introducing Superman Ultimate Flight, a new launched style coaster. The restraints will be similar to Kennywood's Sky Rocket, but with advancements. Yet to be announced projects were also on the table. "There is a lot going on in the Asian market."

Fred Miler of E & F Miler



Industries said Wednesday, the second day of the show was the busier day for networking. "We have a couple of things stirring in the pot, so we're hopeful."

Wisdom Rides has introduced a portable spinning junior coaster that has begun travelling the fair circuits. With vehicles that seat at least two adults and even more children, this innovative new children's coaster recently thrilled visitors to the State Fair of Texas. Marketed as Jungle Twist, the compact footprint, mild height and a varying ride experience from ride to ride makes the junior ride a great family fit. President Victor Wisdom says, "We have equipment both indoors and outdoors that has been operating for 20 - 30 years now." Wisdom says the Jungle Twist would be an easy fit into any theme park. "This ride here takes kids, parents, teenagers — and it gives real nice action." Wisdom adds, "Easy operation, long life,

low maintenance...that's our hallmark." With hundreds of coasters to their credit, many of which that travel, Wisdom Rides has more roller coasters manufactured than any other supplier.

Fred Grubb of **Rocky Mountain Construction** says the outstanding performance of New Texas Giant has generated lot of interest. "We've been busier, and we have real customers instead of just lookers and tire kickers." Moving forward, RCM has two signed contracts in North America, but was not able to release the details at the show.

With other components to roller coasters, such as wheels, lift chains, fencing and brake systems, the IAAPA trade show can keep roller coaster owners and interested parties informed and inspired. With the amount of new product for 2012 and beyond, the positive buzz felt surrounding coasters seems suitably appropriate.



With much demand for family-friendly rides, Philadelphia Toboggan Coasters, Inc. gussied up their junior wooden coaster train with a friendly dinosaurs theme. AT/TIM BALDWIN



At the show, Mack Rides unveiled their newest vehicle design for the launch coaster, Manta, going to SeaWorld San Diego. AT/TIM BALDWIN

IAAPA 2011 - ORLANDO, FLA.

LARC to help bring new modeling technology to park industry

STORY: Pam Sherborne
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ORLANDO, Fla. — Leisure and Recreation Concepts, Inc. (LARC) announced at the 2011 IAAPA Expo the formation of a new agreement with Eyelevel Interactive to bring new marketing technology to the park industry.

TECHNOLOGY

Eyelevel Interactive was formed six years ago with the Switch-It shirt, a shirt worn by business employees with easy on, easy-off panels allowing business owners to run multiple advertising campaigns at one time.

But, with new technology, Eyelevel built into the panels iPOPS, EI Tag technology that provides opportunities for marketers to reach consumers at crucial points. The EI Tag is a geometric matrix barcode that holds data, which becomes accessible when scanned by a wireless mobile device such as

an iPhone or Adroid.

The EI Tag captures the data and provides traceable in-store promotions.

Wendy Jenkins, LARC, Inc., said when she and her husband heard about the possibilities and the information that could be obtained with the EI Tag technology, they knew it was important.

Jenkins said she and her husband were dining with Tom Herter, a friend and vice president of sports marketing, Eyelevel. Herter was explaining to them that his company has just placed the technology into the Lucas Oil Stadium, home to the NFL's Indianapolis Colts. The matrix barcode is located on the ticket. When the fans scan the barcode onto their phones, they are invited to download a free app. When they do that, they then will get an invitation to play a game at various times throughout the football game. The fans' games allows them to guess the next play. If they are correct, they get a certain amount

of points, which can be collected for prizes.

And, they pay each time they play, proving to be a great additional source of revenue.

"We didn't quite understand it or all the possibilities when we first heard it," Jenkins said. "But, we just knew instantly it was important and would become more important to the park industry. We told him (Herter) we wanted to market the technology to the park industry."

That is what they are now doing.

For the park industry, the technology will provide park patrons with extras such as maps of the facility, generate fast passes, pick up amber alerts, and create coupons and discounts.

It will also provide park owners and operators a way to track a patron, providing real-time information on where the patron is in the park, what they are buying, and eventually, allow the park to have actual online dialogue with their



LARC Inc. has formed a new agreement with Eyelevel Interactive to promote the company's new marketing technology to the park industry. LARC announced this agreement at the 2011 IAAPA Expo. Here are, from left, Jessica Johnson, account executive, Eyelevel; Tom Herter, vice president of sports marketing, Eyelevel; Wendy Jenkins, LARC Inc., and Craig Cushman, management director, North America, Eyelevel.

AT/PAM SHERBORNE

patrons through social media.

"The park operator will be able to get patron's real-time decisions," said Craig Cushman, Eyelevel managing director for North America. "We can see what the consumer thinks about your brand."

Jenkins said the new technology will be going into the company's newest project, the

Virginia Beach entertainment development project. That project, to include a variety of entertainment attractions, was delayed due to the economy so a completion date hasn't been set.

"And, we will incorporate this into our future projects," she said. "It is just a win-win solution."



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IAAPA 2011 - ORLANDO, FLA.

IAAPA 2011: A good show for industry designers

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

ORLANDO, Fla. — If the crowds at the booths for park and recreation designers were any indication, the IAAPA trade show last November showed signs of great success.

DESIGNERS

Amanda Jopling of **Forrec** stated, "We've had a really good week. This is our 20th year at IAAPA. It seems that there is a trend that when there is a downturn in our economy, there is an upturn in our industry." Jopling adds, "People are buying. We've met with old friends, met a lot of new friends, and met a lot of colleagues along the way, so it has been a very productive week for us." Forrec had just recently completed their work with Legoland Florida, which opened to the public in October of 2011.

"The majority of people will know of Forrec for theme parks, waterparks, and entertainment centers," remarks Jopling. "What they don't necessarily know about For-

rec is that we do resorts and communities, retail and mixed use and hospitality, which are a lot more commercial based. That's kind of a new extension for Forrec." Jopling reports on a number of projects in Vietnam and Malaysia that are retail and mixed use. "We've been in that part of the business for about six years, and we're seeing a lot of new development in those areas. Asia is a hotbed of activity. We have a lot of projects in China. The Happy Magic Water Cube is one of Forrec's projects that is still in the news."

The **Gary Goddard Group** says while the quantity of people may not have been there, the quality definitely was. "The ratio of clients that were real was much higher," says Gary Goddard. For 2011, the \$2 billion Galaxy Macau, a 3,000 room casino hotel was a big hit for the company. "Last month *Macau Business* magazine had a picture of the casino on the cover and called it 'game changer'. It has put that Galaxy Company on an equal footing with Wynn in the space of five months. One month after opening, gaming

revenues in Macau went up 44 percent overall. I'm pretty proud of that; we're really happy." Ironically, another \$2 billion resort in Macau is the company's next project, a deal which was signed just days after the Galaxy opened.

"We're doing another project in northern China, the snow country, which is very challenging and unique. We're doing a little project for Lotte in Korea," adds Goddard. That project looks to be a Tivoli Gardens type model that sits on six acres. Another project under wraps is in New York on 42nd Street, a project that Goddard is creator and owner, and is expected to be announced early this year, with a target opening of spring 2013.

Commenting on the week of IAAPA, Goddard mentions that he hadn't been able to attend any parties or activities. "I've been in meetings the whole time. We really actually come here for those meetings, so that's a good thing."

"Congratulations to Keith James" was on a banner at the **Jack Rouse Associates** booth. Receiving IAAPA's Outstanding Service Award, James said, "I was thrilled. I joined Kings Island in November 1971. I've loved doing the work for 40 years. To have the people in the business recognize you, that was a real honor." Throughout his career, James has volunteered his time and effort serving on many of IAAPA's committees and boards, as well as helping found the Themed Entertainment Association.

"We've been real busy, as has been everybody. We're very pleased. I have no voice left and my hand hurts from shaking hands," laughs James on the last day of the show. "But if we didn't feel that way, then something would be wrong. We were flat out Tuesday, Wednesday, Thursday, and we were heavily involved in 'Museum Day' and that was Monday." James comments it is the last year for him on the board and various committees.

Commenting on what's on the horizon, "We do a lot of work in the museum industry, and that is mostly domestic. But it is expanding overseas. Our entertainment has all



Keith James of Jack Rouse Associates received the 2012 IAAPA service award.

AT/TIM BALDWIN

been overseas and has been for 15 years. Turkey is heating up. Russia is heating up. Malaysia is very busy. We're involved in China, as is everyone. We're all probably pursuing the same work in China."

Mike Jenkins of **Leisure and Recreation Concepts, Inc.** says, "Wednesday and Thursday were better than the entire week last year." Jenkins says 40-50 percent of their business is overseas. Just recently LARC completed their 1,078th project and LARC has done projects in 46 countries during their 42 year history. "We get involved in a lot of things. We're doing some wineries right now. We've done a lot of waterparks and theme parks, but hotel operators are coming to us for their lobbies to create something more iconic," says Jenkins.

LARC has been commissioned by Baylor University to design their Arts District on the Waco, Texas campus. "People who give to the arts, don't want traditional buildings, so they wanted something unusual and iconic." The modern facility will use 300,000 LEDs in a screen that ties all the arts elements together throughout the arts district. Ground has been cleared and a projection of 2014 is a likely target.

Work is also busy with its Theatre Division and it is

becoming more active under the LARC umbrella, Jenkins reports.

The largest family center ever built is being developed for Virginia Beach that includes theater, bowling, ice skating and eight movie screens among its 46 major components. Three dark rides, a large Ferris wheel, a two-story carousel and other rides will be included. Ground has been cleared already on the eight-acre development. "We've been working with new technology to have LED diodes embedded in the glass to do all sorts of things that have never been done," smiles Jenkins. "We're excited about that."

Stacie Dearing of **Robinson Design Group** says their week at IAAPA went really well. "It was a different show than it was last year. This year has been a lot of meetings with existing clients, but it has been good." Working on a project with Särkänniemi in Finland, the amusement park is utilizing Robinson Design to theme the park in phases, which will continue from 2011 to 2012 and 2013.

"We have some long term plans with some of our newer clients." Dearing says their work is spread fairly evenly throughout the world. "It has been a great show."



Gary Goddard of the Goddard Group is coming off another great year in the international marketplace.

AT/TIM BALDWIN

Rounding out facilities through in-park revenue, support

STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — There are always a variety of products from an array of companies that exhibit at the IAAPA Expo every year. Aside from the ride manufacturers and entertainment complex designers, there is an enormous number of game manufacturers, sellers of novelties, ticketing companies, lighting companies, companies that make props and do fabrications, and just about anything else ever needed for an entertainment facility.

REVENUE

At the 2011 IAAPA Expo, there were 1,106 companies from 32 different countries exhibiting.

Here is just a sampling of some of those exhibitors. Across the board, all seemed very pleased with results from this year's event.

Animalive Interactive Animation

This company drew IAAPA attendees at the 2011 show with the cute interactive Panda, which interacted with passers-by. Offering the very latest in live interactive animation, Animalive systems have been installed in FECs, museums, in queue line areas and other locations in amusements and theatrical shows.

The company's Chatter-Box technology, which is totally computerized, combines motion capture systems, real time animation rendering

software, video recording / mixing hardware, which was previously only available to television production studios.

Combined, these systems let on-lookers have a real-time conversation with the animated character.

Bob's Space Racers

Bob's Space Racers rolled out its new 2012 products at the 2011 IAAPA show. The company's Glenda Cook said business at the booth had been brisk and going very well. The company rolled out its new Bazooka Blast, which uses air guns to fire softly weighted objects at stacked targets. This adds a safety element to the game for both customer as well as the game operator.

In that same vein, Bob's Space Racers also introduced the dartless Balloon Blast. Participants toss beanbags at balloons that are affixed to back boards and held steady within frames. If participants hit the balloons correctly, they will hit pointed objects and pop.

The company also exhibited its new Speed Bag, which uses speed and coordination to determine a participant's skill level. The coin-operated game automatically adjusts to a player's skill level and has a height adjustment feature as well.

The company's new FEC attendant-free games were also debuted. They included a version of its very successful Stinky Feet (introducing an additional duck character for this game), Whac A Mole, Striker and Lucky Duck in six-foot and eight-foot sizes.

The Cawley Company

Ric Prucha, account executive, The Cawley Company, said his company was having a great IAAPA. The Cawley Company, which provides employee identification badges in a variety of sizes, materials, and colors, has been in business since 1946. Some of the company's newer products are scratch resistant covers and emblem badges, where a logo can be taken and turned into a three-dimensional piece that can adhere to a more traditional name badge.

Core Cashless Systems

After years of helping their clients give customers the benefits of cashless payment at their facilities, Core has gone to the next level by creating a system that allows customers to be able to manage their cash balance wherever they are, i.e., while standing in a long queue line, eating at the food court, or from home after a park visit without having to scan a wristband at specified kiosk.

The Core system allows the customer to use their smartphone and any of 50 different free scan Apps. All they have to do is scan their barcode on their phone and they can keep track of what they have.

Core's clients already can give their customers the cashless pay benefits for things such as rides, games, and food. They can scan their timed pay-one-price ride wristband, for example, to see how long they have left to ride. They can scan their wristbands at a number

New product from Gold Medal



Gold Medal Products was exhibiting one of its newer products at the 2011 IAAPA show, the Chili and Cheese Nacho machine. Instead of having two separate machines, now it is all contained in one.
AT/PAM
SHERBORNE

of kiosk locations to determine how much money they have left for entertainment and food.

Now, this same customer can scan the barcode from a wristband and/or ticket, download a free App, and be able to manage their accounts over their smartphones.

Travis Haugh, project manager, Core, said they have partnered with Smartecarte, which has created the new wristband cart. Haugh said Smartecarte is the only locker company with the new barcode wristband technology. Smartecarte allows customers to pay for a locker at a kiosk, and then receive a barcoded wristband. All the customer has to do to unlock their locker is to hold their wristband under a scanner at their locker location and it will open. It is all wireless.

According to Arthur Spring, executive vice president of business development, Smartecarte, the company was just rolling out the wireless system during the week of the IAAPA show.

Core won IAAPA's Best New Product award for 2011 in the category of revenue and admission control/wristband/RFID technology.

Crossroads LED LLC

An intensive 18-month research and development program by Crossroads LED led the company to create a new LED control system, which was debuted at the 2011 IAAPA show. Called DMX Free, the new system includes the Light Storm DMX Free

Controller paired with either the Crossroads LED Infinity or the Professional series LED tubes. The controller utilizes state-of-the-art, microprocessor-based technology that, when connected with the Crossroads LED arrays, generates advanced lighting effects that are brighter than ever before.

Crossroads' new system was designed to develop an entirely new approach to intelligent LED control, accord-

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The new Bob's Space Racers Bazooka Blast uses air guns that shoot soft projectiles at stacked targets, creating a very safe game for customer and operator.
AT/PAM SHERBORNE



Core Cashless won IAAPA's Best New Product award in the category of revenue and admission control/wristband/RFID technology. From Core, left to right, Travis Haugh, Chris Rhodes, and Mudit Lawania.



Scott Colwell, vice president, fruktsno, stands beside the newly created container box the company is using now to ship the fruktsno product nationally with a minimal amount of dry ice.
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ing to company executives.

Daniels Woods Land Inc.

Daniels Woods Land featured two booths at this year's IAAPA show. One featured the company's interactive theming and props products, and the other featured its shooting galleries.

The company creates a variety of theming and props that are used in their tree houses, cabins, and more, and can also be fitted into other custom props.

The shooting galleries feature such things as heckling characters, rotating target shows, multi-action targets, quick shot challenges, self redemption, digital surround sound, and customizable programming.

fruktsno

fruktsno's Scott Colwell said the 2011 IAAPA show was going extremely well for him. Midway through the trade show, he had already given out over 3,000 samples of his frozen product.

This company was a first-time exhibitor in 2010. Since then, Colwell said he has had to make some changes to his business.

"We had to change the way we distributed our product nationally," he said. "We found that people didn't want to just receive the ingredients, but wanted to order and receive the product itself."



Joe Montalto, High Mountain Enterprises, spent a lot of time meeting and greeting at his booth at the 2011 IAAPA Trade Show. High Mountain Enterprises is a management consulting firm, which also represents other businesses such as Core Cashless, Mobile Card Cast, and Maxxtron LED lighting.

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For locations close to Buffalo, N.Y., from where they ship the product, it wasn't hard to get the frozen product to its location still frozen.

"But, from Buffalo, N.Y., to Los Angeles, Calif., is another story," Colwell said.

So, they came up with special containers. The containers can hold eight blocks of product and only needs 15 pounds of dry ice to guarantee a frozen product upon arrival.

The company was forced to be creative because business is booming for them since exhibiting at the IAAPA show in 2010.

"We have also come out with a multi-flavor refrigeration station which allows a location to serve more than one flavor at a time and still keep it frozen," Colwell said.

High Mountain Enterprises

Joe Montalto, High Mountain Enterprises, a management-consulting firm, stayed very busy during the IAAPA show answering questions and visiting with other industry experts.

The company provides, among other services, management planning, staffing expertise, training, marketing strategies and promotions. Montalto said he offers these services to such venues as amusement parks, waterparks, and FECs.

The company also works with and represents other industry companies such as Core Cashless, Mobile Card Cast, a cutting edge global multimedia networking company, and Maxxtron LED lighting for amusement parks.

Kay Park Recreation

Kay Park Recreation, a manufacturer of commercial outdoor furniture and other outdoor structures such as bike racks, umbrellas, and drinking fountains, was exhibiting at the IAAPA Expo and the company's Marilee Gray said the show was going very well. The company, which uses metals and plastics, was showing its new glitter fiberglass.

"We use it for our paddleboats," Gray said. "But, during the show, we laid the glitter colors out on our table so people could see the different colors. Now, we have had people wanting the tables with the glitter fiberglass."

Other products Kay Park offers include playground equipment, grills, benches, bollards, umbrellas, planters, bike racks, and trash containers.

Noel Industries Inc.

Cheryl Noel, Noel Industries, introduced some of the company's newer items this year at the IAAPA trade show. Some of those new products are solar-powered bugs, turtles and trucks. She had them under a strong light inside the convention center but, she said, "All you have to do is set them down in the sunlight and they start moving."

No on or off switch is required; nor do the critters need any time to store solar energy.

Noel Industries offers an array of novelty items.

PopNoggins

David Peters, company president, said PopNoggins has come up with brand new entertainment feature, Bobble Noggins.

"This is brand new," Peters said. "This is the first time it is up and running."

PopNoggins is an entertainment service utilizing "green screen" technology to superimpose players' heads onto animated dancing bodies. Up to six people (or more) can play at one time. When the music stops, the video is placed on DVDs and a new group of players can start immediately.

Again using "green screen" technology, the new Bobble Noggins places the players' head on a body type of their choice. With over 70 different body choices, the player has an array of options. Logos, banners, etc., can be placed to show on the monitor. The player receives a print, which comes in a variety of sizes.

Scarefactory

Scarefactory, a full service design and fabrication studio that specializes in haunted attractions, debuted their first-ever game at the 2011 IAAPA show. The game is brand new, said Dustin Weatherly, who added they were still putting components on the game just days before the show.

"This is the first time it has been shown," he said. "This is a good way for us to work out any kinks."



Lisa Dominique, Sippers By Design, shows off some of her newer cup designs during the 2011 IAAPA Expo.
AT/PAM SHERBORNE

The new game is called Craven's Crypt and has an array of interactive play features.

Along with the new game, the company exhibited some of its new fabrication products, which included the attacking German shepherd and haunted coat rack.

Ropes Courses Inc.

New for Ropes Courses Inc. this year was the new design for children ages two to seven and their parents. This area is located on the floor level of the three-story high ropes course used by older participants. The new area for the youngsters consists of an array of play elements, which

young children can enjoy and their parents are able to walk beside them.

Sippers By Design

Lisa Dominique, Sippers By Design, exhibited her new cups at the 2011 IAAPA Expo. Some of those included the Gargoyle, which is black light reactive, a cup cake design and her WindSeeker prototype.

Also, among her booth full of colorful Sippers, Dominique was showing her popular Lemon Wedges, Hurricane cups, the Tie Dye cups, and the Soda Fountain cups with the wrap-around straw.

"We have been very busy," Dominique said. "It has been a very good show."



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IAAPA 2012 officers, board, committee participants confirmed

Roland Mack of Europa-Park and Mack Rides becomes chairman of the board



ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) announced Europa-Park Managing Partner **Roland Mack** will chair the worldwide trade association's board of directors in 2012.

Mack grew up in a family who was highly involved in the amusement industry for many years so he has been in touch with the industry his entire life. From 1969 to 1974, Mack earned a graduate engineering degree from the Technological University of Karlsruhe and started his career in the attractions industry by working in his family's amusement ride manufacturing company, Mack Rides GmbH & Co. KG.

He is one of the founders of Europa-Park, which opened in 1975. Since then, he has been one of the managing partners who oversaw the development and innovative expansion of the largest theme park in Germany. He is also a shareholder in Mack Rides, a leading amusement ride engineering and manufacturing company.

Mack is a founding member of the German Association of Amusement Parks (VDFU) and has been an active volunteer

within IAAPA for many years, including speaking at IAAPA Attractions Expo, serving on numerous committees, and guiding the association as a member of its board of directors since 2008.

2012 IAAPA officers

The IAAPA board of directors elected the following officers for the organization for 2012:

First Vice Chairman – **Will Morey**, president/CEO of Morey's Piers, U.S.; Second Vice Chairman – **Mario Mamon**, chairman/president of Enchanted Kingdom, Philippines; and Third Vice Chairman – **Gerardo Arteaga**, general manager of Fantasilandia, Chile.

IAAPA Treasurer **Rob Norris** of Seabreeze Park in New York and IAAPA President and CEO **Chip Cleary** are also officers of the association.

New board members

The following IAAPA members were elected to the board of directors at the association's annual business meeting on Nov. 15:

Facility and Life Directors **Curt Caffey**, CNL Lifestyle Company, U.S.; **David Escudero**, Parques Reunidos, Spain; **Michelle Kapuscinski**, Fiesta Village Family Fun Park, U.S.; **Rich Langhorst**, The Walt Disney Company, U.S.; and **Rachmat Sutiono**, P.T. Funworld, Indonesia. Manufacturer and Supplier Director **Rajen Shah**, Arihant Industrial Corporation, India; and Advisory Board Member Director **Paul Serff**, Texas Travel Industry Association, U.S.

2012 executive committee

The IAAPA Executive Committee is appointed by the chairman of the board. In addition to the IAAPA officers, 2012 Executive Committee members are: **Pelle Johannisson**, Director, Liseberg, Sweden; **Jack Mendes**, Director, Bob's Space Racers, U.S.; **Bob Rippy**, Immediate Past Chairman, Jungle Rapids/Wrightsville Farms Management, U.S.; and **Alexander Weber Jr.**, Member-at-Large, Six Flags, U.S.

2012 committee chairs

IAAPA is guided by the work of the board of directors and 33 member committees. The chairs of the committees are selected by the chairman of the board. Committee chairs for 2012 include:

Board committees

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IAAPA inducts newest Hall of Fame members

John P.C. Collins, Frederick W. Pearce Sr., and Wally Boag and Betty Taylor honored

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) inducted **John P. C. Collins**, **Frederick W. Pearce, Sr.**, and performance duo **Wally Boag** and **Betty Taylor** into the IAAPA Hall of Fame. The Hall of Fame honors legends and pioneers for their significant and lasting contributions to the worldwide attractions industry. The awards were presented Tuesday, Nov. 15 during the Kickoff Event for IAAPA Attractions Expo 2011 annual conference and trade show in Orlando, Florida.

"IAAPA is both happy and honored to induct John Collins, Frederick Pearce, and Wally Boag

and Betty Taylor into the Hall of Fame for their amazing leadership, vision, and talent. This year's Hall of Fame inductees are innovators, entrepreneurs, and performers whose work has greatly shaped the attractions industry in positive ways," said Tim O'Brien 2011, chairman of the IAAPA Hall of Fame and Archives Committee and vice president of communications at Ripley Entertainment. "They helped build businesses, improved amusement ride safety while forwarding family entertainment, and developed theatrical techniques that still set the standard for entertainers worldwide. This year's Hall of Fame class inspired future industry leaders around the globe while achieving great success in their own rights."

John P.C. Collins,
John Collins Leisure, United Kingdom

John Collins is an interna-

tionally respected icon and attractions industry leader with 30 years of experience. He started in the industry as a young man assisting his father, who was a well-known traveling showman. Following the purchase of a small amusement park in partnership with his brother, Collins used his talents to develop Barry Island Pleasure Park into one of Wales' leading visitor attractions. His expertise was recognized by the Tussauds Group, and following the sale of Barry Island, Collins joined the company in a senior role to assist in the development of a number of visitor attractions, including Port Aventura in Spain and Chessington World of Adventures in the United Kingdom. His reputation as a loyal, honest, and conscientious individual has been recognized throughout the world. His efforts have been at the forefront of visitor attraction

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IAAPA honors dedicated volunteers and industry leaders with 2011 Service Awards

ORLANDO, Fla. — On Nov. 16, during the IAAPA Attractions Expo, the association presented awards for extraordinary service to **Marcelo Periales** of Neverland; **Keith James** of Jack Rouse Associates; and **Alan Ramsay** of CLM Entertainment. The awards were presented during the GM and Owners' Breakfast.

Lifetime Service Award

Marcelo Periales - Neverland; Cordoba, Argentina

The Lifetime Service Award recognizes a member, individual or organization's continual service to the attractions industry. Periales was born in Rio Ceballos, Argentina, in 1955. Cordoba was home to Periales' first Neverland Park, which also served as the country's first family entertainment center when it opened in 1989. Periales has more than 25 years of experience in the attractions industry. He has been a member of IAAPA's Board of Directors, Chairman of the Latin American Advisory Committee, founder and president of the Argentinean Amusement Park Association (AAPA), and a member of the Board of the Association of Latin American Parks (ALAP).

Bobbie Wages, vice president of operations at International Attraction Services and chairman of the IAAPA Service Awards Committee, said: "Marcelo has shown great leadership in the Latin America region, and IAAPA recognizes his passion and dedication to family entertainment."

Periales is now the president of the Neverland Park chain of family entertainment centers.

Outstanding Service Award

Keith James - Jack Rouse Associates; Cincinnati, Ohio

The Outstanding Service Award is presented to the member individual that fosters the spirit of goodwill, professionalism, and high levels of performance within the industry on a local or international basis.

James is CEO and owner of Jack Rouse Associates, which plans and designs visitor experiences for the entertainment industry. He began his career as a seasonal employee at Kings Island near Cincinnati, Ohio, as a stage manager. He also worked as director of operations at Canada's Wonderland near Toronto, vice president of operations for the World's Fair in Vancouver, and vice president of planning and development for Universal Studios in Orlando before joining JRA in 1992. James has also been a dedicated volunteer in the Themed Entertainment Association serving on the organization's board of directors for seven years, and two years as president in 2001 and 2002. James currently serves on the IAAPA board of directors, as well as the Manufacturers and Suppliers, Space Allocation, and Nominating committees.

"Keith has dedicated his professional career to expand and improve the attractions industry," said Wages. "He has long been an advocate for the attractions industry and has helped pioneer opportunities around the world in countries including China, India, and the United Arab Emirates and has worked to globalize the themed entertainment industry."

Meritorious Service Award

Alan E. Ramsay - CLM Entertainment; Cumberland, R.H.

The Meritorious Service Award goes to the member individual or organization that has gone the extra mile to promote safe operations, global development, professional growth, and the commercial success of the industry.

This award was presented posthumously to Ramsay for his devotion to the global attractions industry. His park experience began in 1985 at Rocky Point Amusement Park in Warwick, Rhode Island. He also worked in operations at Ripley's Entertainment. During his career he worked diligently to develop inspection reports based on industry guidelines. Ramsay put his Bachelor of Science degree in Fire Safety to work and started CLM Entertainment, which performs loss control inspections, amusement ride safety audits, and expert witness testimony across the United States. Ramsay served on the IAAPA Space Allocation, Manufacturers and Suppliers, Facility Operations, and Human Resources committees. His company provided safety inspection services to IAAPA for its annual trade shows in the United States (IAAPA Attractions Expo) and Asia (Asian Attractions Expo). Ramsay also served in leadership positions with the New England Association of Amusement Parks and Attractions (NEAAPA) and with the International Association for the Leisure and Entertainment Industry (IALEI).

"Alan worked tirelessly to train, educate, and inspire attractions operators around the world on the key tenants of operations, safety, and guest service," said Wages. "IAAPA recognizes his excellence and enthusiasm with the Meritorious Service Award."

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Audit, **R. Paul Noland**, RPN Associates, U.S.; Compensation, **Roland Mack**, Europa-Park, Germany; Executive, **Roland Mack**, Europa-Park, Germany; Investment, **Tom Wages**, International Attraction Services, U.S.; Nominating, **Darrell Metzger**, Themed Attractions & Resorts, Malaysia; Strategic Planning, **Will Morey**, Morey's Piers, U.S.

Advisory committees

Asian Advisory, **Mario Ma-mon**, Enchanted Kingdom, Philippines; European Advisory, **Bart de Boer**, Efteling B.V., The Netherlands; Latin American Advisory, **Julio Vanegas**, Carruseles Ltda., Colombia; Communications, **Mindy Bianca**, Hershey Entertainment and Resorts, U.S.; Education, **Doug Stagner**, SeaWorld Parks & Entertainment, U.S.; Government Relations, **Barbara Heffernan**, SeaWorld Parks & Entertainment, U.S.; Membership, **Franceen Gonzales**, Great Wolf Resorts Inc., U.S.; Safety and Maintenance, **Steve Blum**, Universal Orlando Resort, U.S.; and Space Allocation, **Jeffrey P. Hudson**, Skee Ball Inc., U.S.

Constituency committees

Amusement Parks and Attractions, **John Chidester**, Holiday World & Splashin' Safari, U.S.; Family Entertainment Centers, **Gregg Borman**, Palace Entertainment, U.S.; Manufacturers and Suppliers, **Tim Timco**, TJ Timco Agency, U.S.; Museums, **Julie Moskalyk**, Science North, Canada; Waterparks, **Andrew Maurek**, Hyland Hills Water World, U.S.; and Zoos and Aquariums, **David Rosenberg**, Monterey Bay Aquarium, U.S.

Program committees

Entertainment, **Robbi Lep-ré**, Busch Gardens Tampa Bay, U.S.; Facility Operations, **Jon Storbeck**, The Disneyland Resort, U.S.; Finance and Information Technology, **Neva Richardson**, Two-Headed Shark, U.S.; Food and Beverage, **Ken Whiting**, Whiting's Foods/WAVES for Success, U.S.; Games, **Greg Morrow**, Lake Winnepesaukah, U.S.; Human Resource, **Matt Heller**, Universal Orlando Resort, U.S.; Marketing, **Ron McKenzie**, Six Flags St. Louis, U.S. and Merchandising, **Gary Popp**, Hersheypark, U.S.

Awards committees

Exhibitor Awards, **Chuck Corley**, Bronx Toys, U.S.; Hall of Fame and Archives **Ron Gustafson**, Quassy Amusement Park, U.S.; and Service Awards, **Bobbie Wages**, International Attraction Services, U.S.

Annual Brass Ring Award winners announced

ORLANDO, Fla. — Hundreds of finalists from amusement parks, waterparks, zoos, aquariums, museums, and family entertainment centers around the world packed the audience to hear the 2011 Brass Ring Award winners announced by IAAPA. The top honors are given to companies and individuals for excellence in: marketing, live entertainment, human resources, retail, family entertainment centers, new product development, and trade show exhibits at IAAPA Attractions Expo. More than 600 entries were submitted for this year's competition.

The 2011 IAAPA Brass Ring Award winners are:

Marketing Excellence

Some marketing awards are divided into the following class distinctions:

Class 1: Family Entertainment Centers (FECs) and attractions with annual attendance less than 250,000; Class 2: Zoos and aquariums; Class 3: Amusement parks and attractions—including waterparks—with annual atten-

dance of 250,001-1 million; and Class 4: Amusement parks and attractions—including waterparks—with annual attendance of more than 1 million.

Television Commercial

Class 1: **Selvatica**, Cancun, Mexico; Class 2: **Detroit Zoological Society**, Royal Oak, Michigan, U.S.; Class 3: **Pacific National Exhibition**, Vancouver, British Columbia, Canada; and Class 4: **Nickelodeon Universe**, Bloomington, Minnesota.

Radio Commercial

Class 1: **Quassy Amusement Park**, Middlebury, Connecticut, U.S.; Class 2: **Minnesota Zoo**, Apple Valley, Minnesota, U.S.; Class 3: **Wet 'n Wild- Emerald Pointe**, Greensboro, N.C., U.S.; and Class 4: **Liseberg**, Gothenburg, Sweden.

Print advertising

Class 1: **White Water**, Branson, Missouri, U.S.; Class 2: **Minnesota Zoo**, Apple Valley, Minnesota, U.S.; Class 3: **Evergreen Wings and Waves**, McMinnville, Oregon, U.S.; and Class 4: **Black-**

pool Pleasure Beach, Blackpool, Lancashire, U.K.

Outdoor advertising

The Florida Aquarium, Tampa, Florida.

Integrated marketing

Kidzania de México SA de CV, México City, México.

Digital Marketing

Luna Park Sydney, Milsons Point, Australia.

Live Entertainment Excellence

Heartbeat Award recognizes the show that demonstrates superior overall ability in reaching the hearts of its audience. Winner: **Tala Takenya & The Legend of the Holy Forest**, **Fort Fun Abenteurland**, Campagne des Alpes;

Spirit Award recognizes IAAPA members committed to excellence in training and professional development in the area of entertainment. Winner: **Kristine Morgan**, **Busch Gardens Tampa**, Tampa, Fla., U.S.;

Atmosphere/Street Show winner: "The Gem Tones," **Dolly-**

wood, Pigeon Forge, Tenn., U.S.;

Edutainment winner: "Mad Marty," **Legoland California**, Carlsbad, Calif., U.S.;

Female Performer winner: **Lindsay Karchawer**, **Hersheypark**, Hershey, Penn., U.S.;

Male Performer winner: **Law Ho Tim**, **Ocean Park**, Hong Kong, China;

Sports Show winner: "African Acrobats of Kenya," **Fantawild**, Orlando, Fla., U.S.

Production Less Than \$25,000 winner: "The Enchanted Treasure," **Legoland California**, Carlsbad, Calif., U.S.;

Production \$25,000-\$50,000 winner: "Dr. Fright's CarnEvil," **Six Flags Over Georgia**, Austell, Ga., U.S.;

Production \$50,000-\$100,000 winner: "Vintervivlar" **Liseberg**, **Gothenburg**, Sweden;

Production \$100,000-\$200,000 winner: "The Majesty of Christmas," **Six Flags Fiesta Texas**, San Antonio, Texas, U.S.;

Production \$200,000-\$400,000 winner: "Cirque" **▶ See RINGS, page 44**

▶HOF

Continued from page 42

development in the U.K., Spain, and Portugal. His expertise and knowledge of the important role public confidence would play in the development of theme and amusement parks led him to be instrumental in the creation of Health & Safety Groups in Britain. These groups continue to play a major role in maintaining a high standard of safety exercised by the industry today. Collins served 22 years as a committee member on the British Association of Leisure Parks, Piers, and Attractions (BALPPA), and has twice held the position of chairman. He also served as chairman of IAAPA in 2003.

Frederick W. Pearce, Sr., F.W. Pearce Company, U.S.A.

Fred Pearce (nicknamed "King of the Roller Coaster") has had an incredible influence on the amusement parks and attractions industry. During his more than 50 years in the business he erected 27 roller coasters. When he built the Excelsior Amusement Park in 1925, he also had an interest in or owned parks throughout the United States in Minnesota, Michigan, Missouri, Connecticut, Colorado, Maryland, Oklahoma, and Texas. Pearce is credited with pioneering the use of pressure-treated creosoted lumber for coasters to protect them from decay over time. This major advancement reduced maintenance costs to a minimum and added

to the structure's stability. Pearce was a founder of IAAPA and served as the association's president in 1928. Fred Pearce passed away Aug. 9, 1958, at the age of 73.

Wally Boag & Betty Taylor, Disneyland, U.S.A.

In 1955, Wally Boag won the role of Pecos Bill in Disneyland's Golden Horseshow Revue, and five days a week for 27 years he blasted audiences with squirt guns, spit out a mouthful of "teeth," and sculpted whimsical animals from balloons. Through his years as a comedic actor, Wally appeared on television shows such as "The Mickey Mouse Club," "Disneyland," and "Walt Disney's Wonderful World of Color." He also was featured in several movies including *The Absent Minded Professor*, *Son of Flubber*, and *The Love Bug*. Betty Taylor began to perform at age 12 when she was in a stage production in Vancouver, British Columbia. Disney hired Taylor in 1956 to play the vivacious Sluefoot Sue, Pecos Bill's sweetheart in the Golden Horseshow Revue. For 31 years she entertained nearly 10 million guests as the spunky leader of a Western dance hall troupe. Together Wally Boag and Betty Taylor appeared in more than 40,000 performances. The pair set the standard for theatrical professionalism that continues to inspire the entertainment industry today. Their talent gave audiences a truly unique experience with every performance. In 1995, Disneyland's Golden Horseshow

Revue was listed in the Guinness Book of World Records as the longest running stage production in show business history. Boag and Taylor passed away within one day of each other on June 3 and June 4 of this year at age 90 and 91, respectively.

The IAAPA Hall of Fame was established in 1990 to celebrate outstanding achievements and contributions to the growth and

development of the amusement parks and attractions industry; an industry that, like few others, depends on the imaginations, talents, and vision of its dream builders.

The IAAPA Hall of Fame inductees are not chosen by virtue of their personal success alone, but rather for significant contributions to the entire industry, their community, and the world.

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IAAPA 2011 - ORLANDO, FLA.

►RINGS

Continued from page 43

Dreams Jungle Fantasy," **Busch Gardens Tampa**, Tampa, Fla., U.S.;

Production \$400,000-\$700,000 winner: "Sha-Kon-O-Hey! Land of Blue Smoke," **Dollywood**, Pigeon Forge, Tenn., U.S.;

Production \$700,000-\$1 Million winner: "Rockstars- The Battle," **Walibi Rhone-Alpes**, Les Avenieres, France;

Production \$1 Million-plus winner: "The Magic, the Memories, and You!" **Walt Disney World / Disneyland**, Orlando, Fla.

Human Resources Excellence
Innovative Training Program (More Than 1 Million in Attendance) winner: **Europa-Park GmbH & Co.**, Rust, Germany;
Innovative Training Program (Less Than 1 Million in Attendance) winner: **Farah Leisure**

Excellence Academy, Abu Dhabi, United Arab Emirates;

Reward and Recognition Program (More Than 1 Million Annual Attendance) winner: **Whiting's Foods, Santa Cruz Beach Boardwalk**, Santa Cruz, California, U.S.;

Reward and Recognition Program (Less Than 1 Million Annual Attendance) winner: **Happy-Ilon**, Saint Petersburg, Russia.

Retail Excellence
Hard Good (Over 1 Million

Annual Attendance), **Xcaret**, Cancún, México;

Hard Good (Under 1 Million Annual Attendance), **Luna Park Sydney**, Milsons Point, Australia;

Soft Good (Over 1 Million Annual Attendance), Millions of Memories, **Santa Cruz Beach Boardwalk**, Santa Cruz, California, U.S.;

Soft Good (Under 1 Million Annual Attendance), **The London Dungeon**, London, U.K.;

Visual Display, Sea Life, Poole Dorset, U.K.;

Judge's Choice, Morey's Piers & Beachfront Waterpark, Wildwood, N.J., U.S.

Top Family Entertainment Center (FEC)

North America: The Funplex Mount Laurel, Mount Laurel, N.J., U.S.;

International: Infunity, Freeze Club & Bowl Room, Hawalli, Kuwait.

Best New Product Impact Award recognizes the company for its product's lasting impact in the industry. Winner: **Empex Watertoys**, Uxbridge, Ontario, Canada;

Major Theme/Amusement Park Ride/Attraction winner: **Rocky Mountain Construction Group**, Hayden, Idaho, U.S.;

Kiddie Ride/Attraction winner: **Spectrum Sports International**, Hyde Park, Utah, U.S.;

Waterpark Ride/Attraction winner: **Empex Watertoys**, Uxbridge, Ontario;

Family Entertainment Center Ride/Attraction winner: **Art Attack**, Edmonton, Alberta, Canada;

Coin-Operated Kiddie Ride winner: **Falgas Industries Castelló d'Empúries** (Girona), Spain;

Technology Applied to Amusement winner: **accesso, LLC**, Lake Mary, Fla., U.S.;

Coin-Operated Arcade and Redemption Equipment winner: **Laser Star Amusements, Inc.**, Davie, Fla., U.S.;

Revenue & Admission Control/Wristbands/RFID Technology winner: **Core Cashless Inc.**, Lenexa, Kan., U.S.;

Services/Equipment and Supplies winner: **Darklight: Precision Lighting System**, Santa Clarita, Calif., U.S.;

Games and Merchandise winner: **Bob's Space Racers, Inc.**, Daytona Beach, Fla., U.S.;

Food Services winner: **State Fair Mini Donuts, Inc.**, Minnetonka, Minn., U.S.;

Show Production & Entertainment/Displays winner: **Jack Rouse Associates**, Cincinnati, Ohio, U.S.

Best Exhibit At IAAPA Attractions Expo 2011

Image Award is given for most attractive trade show booth at IAAPA Attractions Expo. Winner: **Whitewater West Industries Ltd.**, Richmond, British Columbia, Canada;

100 - 200 square feet winner: **Action Innovators**, Heemstede, The Netherlands;

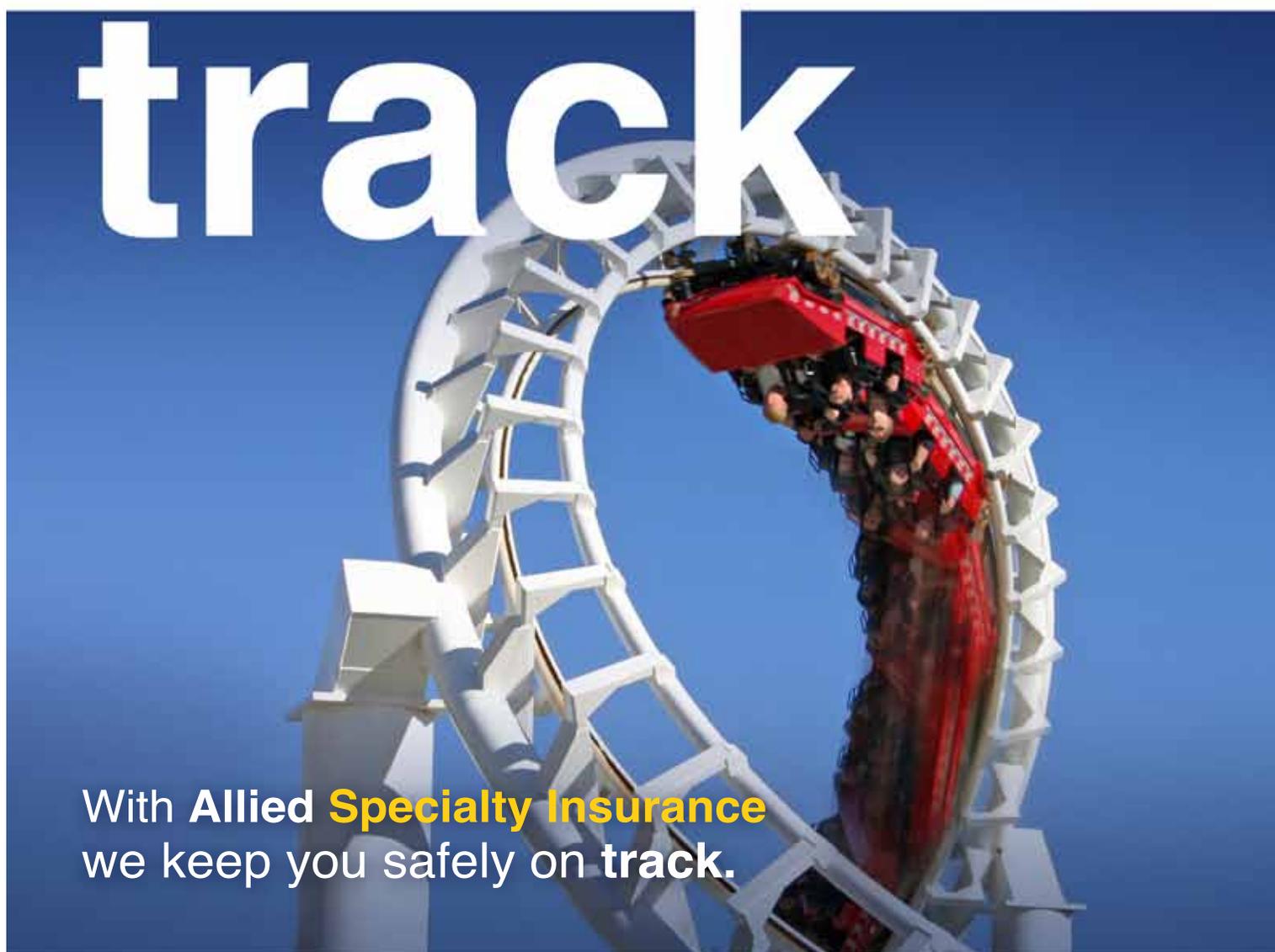
300 - 500 square feet winner: **American Locker Security Systems, Inc.**, Coppell, Texas, U.S.;

600 - 1,000 square feet winner: **Theming and Animatronics Industries S.A.**, Madrid, Spain;

1,001+ square feet winner: **Bob's Space Racers, Inc.**, Daytona Beach, Florida, U.S.

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Wisconsin State Fair picks up 24 awards at the IAFE meeting

WEST ALLIS, Wis. — The efforts and creativity of fair officials at the 2011 Wisconsin State Fair, won 24 first, second and third place awards at the International Association of Fairs and Expositions Convention, which was held Nov. 28-Dec. 1, Las Vegas.

There were three award classifications for which officials at the Wisconsin State Fair submitted entries: the IAFE Agricultural Awards Program; the IAFE Competitive Exhibits Awards Program; and the IAFE Hall of Honor Communications Awards.

"It's hard not be extremely proud of our staff for placing in so many categories among the vast competition we were facing with other fairs in our category," said Rick Frenette, the fair's CEO. "Bringing this many awards home to Wisconsin is invigorating when we are in the midst of planning for the 2012 fair and is something residents and fair partners can be proud of."

The 2012 fair is set for Aug. 2-12.

Wisconsin State Fair won first place for Best Advertising Campaign in the largest and most competitive division, Division Four, which is for fairs with attendance of 500,000 to one million. Unlike the other categories, the announcement for Best Advertising Campaign was made during the IAFE Hall of Honor

► See FAIR, page 47

2011 IAFE Convention and Trade Show sees increase

STORY: Pam Sherborne
psherborne@amusementtoday.com

LAS VEGAS, Nev. — The International Association of Fairs and Expos (IAFE) 121st Annual Convention and Trade Show, held Nov. 28-Dec. 1, at the Paris and Bally Hotels, Las Vegas, was a success this year as more people attended and more booth space was sold at the trade show.

Jim Tucker, IAFE CEO and president, said overall attendance was up 3.2 percent over 2010 and trade show booths sold was up 6.3 percent.

"The convention was very well received by our delegates," Tucker said. "We had the highest rating we have ever gotten from our attendees who filled out the surveys in the hall."

There were over 4,000 in attendance and slightly fewer



Gary Slater,
new IAFE chairman

than 400 booths sold.

Tucker said the IAFE offered substantial material in the workshops and roundtable discussions for attendees to be able to go home and put into practice.

In fact, Marla Calico, IAFE director of education, said

there were a total of 52 workshop sessions and 70 different round table sessions, plus three keynote speakers for the educational program for 2011.

"We are extremely heavy on education and trade show," Calico said. "That is why we exist, to give the industry as much information as we can."

Some of the topics presented in the educational portion of the event included: grant writing; looking at guest hospitality; looking at concessionaire labor issues; discussions on birthing centers at fairs; how to building attendance and company days; discussions on apps for fairs and events; looking at the First Amendment, the rights to protest; crisis communication; low-cost promotions; lighting; the future of livestock show exhibitions; and best practices on partnership with a conces-

sionaire and/or vendor. There was a professional development seminar, discussions on green efforts, and many more.

And, of course, there was no shortage of social activities for attendees to network. Throughout the convention, there were receptions, dinners, and cocktail parties.

At the final IAFE business session during the convention, Gary Slater, CEO/manager of the Iowa State Fair, Des Moines, was elected the 2012 chair of the International Association of Fairs and Expositions. Slater earned his CFE designation in 1998 and was elected IAFE Zone 5 director in 2002, representing Illinois, Iowa, Kansas, Missouri and Nebraska. He served as IAFE treasurer from 2007-2009, as second vice chair in 2010, and most recently as first vice

► See IAFE, page 48

Showman's League has a successful 2011 convention

Sam Johnston installed as 99th president

STORY: Pam Sherborne
psherborne@amusementtoday.com

LAS VEGAS, Nev. — The Showmen's League of America (SLA) annual events held Nov. 28-Dec. 1, 2011, in conjunction with the International Association of Fairs and Expos (IAFE) in Las Vegas, had a very good crowd and, overall, the association was very pleased at the results.

Joe Burum, SLA executive director, said the association had its biggest group of exhibitors for its table top trade show than they have had since moving to the Skyview in Bally's.

"I believe we are starting to see a slow emergence growth in the industry," Burum said. "We are not a real

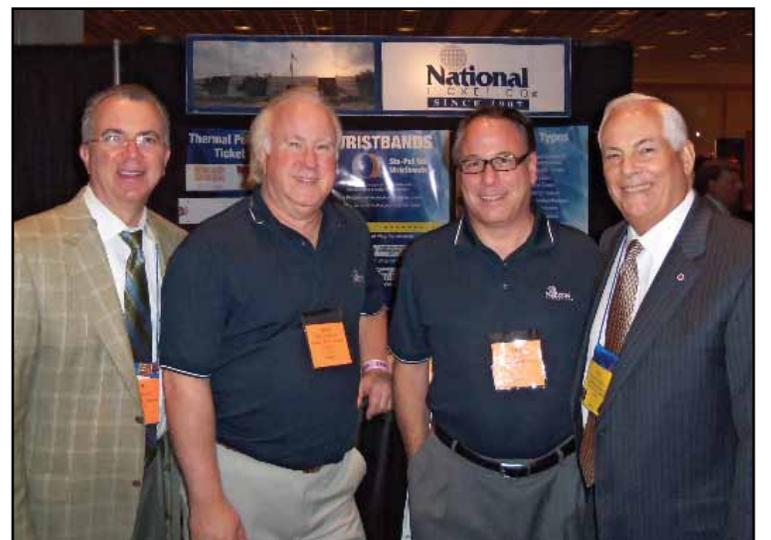
formal show, but I believe we ended up having about 500 attendees total. It was a great turnout."

The SLA events coincide with the IAFE Convention and Tradeshow, held in the Paris and Bally's Hotel, Nov. 28-Dec. 1. Burum said the SLA held its usual schedule of events including its annual meeting, the board of directors meeting and the joint luncheon with the IAFE and the Outdoor Amusement Business Association, which also meets during the days of the IAFE.

The SLA also holds a silent auction, a memorial service and meet and greet.

For the first time this year, the SLA table top exhibitors

► See SLA, page 47



Joe Burum, far left, executive director, Showmen's League of America (SLA) said the annual SLA events in Las Vegas at the end of November, 2011, went very well. Here, Burum poses for AT's camera with, from left to right from Burum, Bob Andersen and Tom Tessitore, National Ticket Company, and Bob Johnson, president, Outdoor Amusement Business Association (OABA).

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Western Fairs Association expecting big turnout for annual event

SACRAMENTO, Calif. — The Western Fairs Association, based in Sacramento, Calif., was expecting about 1,200 attendees at its annual Convention and Tradeshow set for Jan. 8-12, Anaheim Marriott, Anaheim.

In the first week of December, Carrie Wright, WFA marketing director, said registration was going great for the event themed Imagine 2012.

"We are way ahead of schedule," Wright said. "Our top notch training is always a high point for attendees, but we believe many will enjoy our new event – the Imagination Ball."

That event is set for Sunday, Jan. 8.

The Imagination Ball, being sponsored by the OC Fair and Ovations, and produced

by the Service Member Board is the networking event of the year. It is scheduled for Sunday, Jan. 8. One of the fair industry's biggest stars has confirmed a special appearance at the Imagination Ball.

"The agency will not allow us to make any public announcements for crowd control and security reasons," said WFA Executive Director Stephen Chambers. "We were quite surprised and know that our members will love it. This is huge!"



WESTERN FAIRS ASSOCIATION

Other network opportunities include the President's Reception, Industry Awards, Suite Night, and the Blue Ribbon Foundation Auction.

Some of the topics being addressed on the educational side of the program include addressing youth needs, equipment repairs, building a volunteer group, industry best practices, funding, mobile marketing, economic development, road safety issues, and an update on H2B Visa Program versus foreign labor.

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MIDWAYLIGHTS

COMPILED: Pam Sherborne,
 psherborne@amusementtoday.com

Operation of the **Georgia State Fair** will be sold to a Tennessee firm, and that means it may be back on schedule for 2012 instead of being canceled as previously announced.

Members of the Exchange Club of Macon, which has run the fair since 1942, voted almost unanimously to sell the fair for an undisclosed price, according to a local news report. The fair board's President Don Johnston said, during the announcement, that the fair was sold to **Universal Fairs**, Memphis, Tenn.

In addition, there were discussions that the fair might be held in 2012 in Central City Park, Macon. More details will be released at a later date.

The Exchange Club voted narrowly in August not to hold a fair next year, due at least in part to several years of low income.

Universal Fairs website operates the **Delta Fair & Music Festival** in Memphis, **Ostrich Festival** in Chandler, Ariz., **Mid-South Fair** in Bossier City, La., and **King County Fair** in Enumclaw, Wash., according to the website.

A 19th-century farmhouse around which much of the **Iowa State Fairgrounds** rose up will be removed. Removing the house, which sits directly to the west of Grandfather's Barn atop a hill on the east side of the fairgrounds and once housed fair superintendents, presents an opportunity for development around the barn, also a structure original to the fairgrounds, said fair CEO Gary Slater, when making the announcement.

Slater said that with opportunities for expansion on Des Moines' east side limited, creating new space within the fairgrounds is another motive for demolition.

The fair's board of directors voted at the end of 2011 to begin the process of removing the house. The fair will study issues such as asbestos removal before setting a timeline for the demolition.

Those opposed to the removal of the house feel fair officials are not giving the house its historical value.

According to local news reports, Slater said, even with the historical connection, Grandfather's Barn, not the house, remains the iconic structure. The house has gone through a number of renovations and does not resemble the original structure.

The company that operates the **State Fair of Virginia**, Doswell, filed for Chapter 11 bankruptcy after failing to work out a deal with its lenders to restructure the \$83 million it borrowed to develop its new fairgrounds in Caroline County.

Curry Roberts, president and chief executive of the fair, was quoted in Richmond bizsense as saying that the organization intends to continue normal operations during the bankruptcy. The report quoted Roberts as saying: "This is just something we're trying to go through to put ourselves on more stable financial footing."

The fair's financial issues stem from two huge real estate deals.

In 1998, SFVA's predecessor, **Atlantic Rural Exposition**, sold its **Strawberry Hill Fairground** complex to Richmond International Raceway for \$47 million. The proceeds of the sale were put into an investment portfolio.

In 2003, it acquired the 360-acre **Meadow Event Park** in Doswell for \$5.3 million. Using the investment portfolio as leverage, the fair took out loans with a group of 15 lenders for about \$83 million. The plan was for the portfolio's income to more than pay for the principal and interest on the loans.

That plan went awry in 2009, when the financial markets collapsed.

Roberts said the fair's lenders have not pursued foreclosure on the property.

The State Fair has operated in Virginia for 157 years, since 1854. The 11-day event draws hundreds of thousands of spectators.

► **FAIR**

Continued from page 45

Communications Award Ceremony, which took place the evening of Wed., Nov. 30.

In the Communications Awards, the fair was honored with first place in: Best Advertising Campaign, Newspaper Ad – Black & White, Point of Purchase Display, Printed Promotion Material – Multipage Publication, Media Guide/Press Kit, Integrated Publicity Case Study, Promotion Event, and Promotional Advertising – Non-Traditional/Out of Home Advertising.

The fair picked up six other wins under communications; picked up a first, second and third place win under the Agricultural Awards Programs; and one first, four seconds, and two thirds under the Competitive Exhibits Awards Program.

The fair picked up several second and third spots for in other categories under communications.

New multi-purpose building hopeful at Park County Fair

POWELL, Wyo. — Going “green,” adding a commercial kitchen shared with local entrepreneurs, and building in phases are some of the ways Park County may find money for a proposed new multi-purpose building for the grounds at the Park County Fair, Powell, Wyoming, according to local news reports.

Discussions in November 2011 related a rough estimate for the proposed 21,000 to 30,000 square-foot structure envisioned by fair board members and commissioners is \$2 million to \$3 million, who have already hired a grant writer to look at the many possibilities.

The complex of buildings it would replace — including the now-demolished large exhibit hall, the aging small exhibit hall and the needlework hall — total about 17,500 square feet. The new facility would have a large space that could be sectioned off into smaller parts, with conference areas and bathrooms and showers that could be accessed by campers on the grounds.

► **SLA**

Continued from page 45

included labor professionals representing both H2B Visa labor and domestic labor.

“We installed our 99th president, Sam Johnston, who begins planning special events celebrating our 100th anniversary,” Burum said. “Chris Atkins will be our 100th president.”

Burum said it will be great to have Johnston at the helm this critical year as planning

begins for the 100th year. The league is looking at special celebrations as well as sponsoring existing programs as sponsoring events for children with disabilities.

“We already do our annual Christmas party which benefits special needs children,” Burum said. “We are looking to increase that involvement.”

“We are also becoming more comfortable in our new Chicago offices,” he said. “Things are coming together.”



During the 2011 SLA meetings held in Las Vegas, Donnie Massie III, left, SLA president for 2011, presented awards with in-coming SLA president Sam Johnston. Johnston will serve for 2012.

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IAFE

Continued from page 45

chair.

The IAFE also presents numerous awards to its individual members as well as fair members.

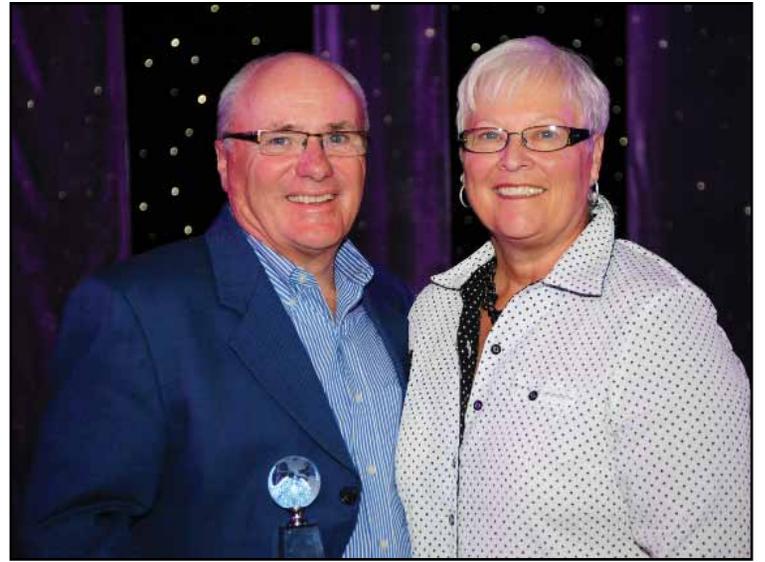
This year, Gary McRae, retired CEO of the Western Fairs Association, London, Ontario, was inducted into the IAFE Hall of Fame this year. That is the highest honor bestowed by the IAFE. It is presented annually in recognition of an individual's distinguished achievement in, or contribution to, the fair industry.

McRae has been very active in the industry. He earned his Certified Fair Executive designation from the IAFE in 1993. He has served on numerous IAFE committees and served as president of the Canadian Association of Fairs and Exhibitions in 2005. He served as IAFE second vice chair in 2004, first vice chair in 2005, and as chair in 2006.

The Royal National Agricultural & Industrial Association's EKKA Show, Brisbane, Australia, received IAFE's Sweepstakes Award. The Award was given to the Royal National for the numerous awards the show won in the John Deere Agricultural Awards Program. The show was a category winner in Division 3 (for fairs with attendance from 250,001 to 500,000) for these categories: Special Agricultural Education Event for the Fairgoing Public; the Non-Fair Agricultural Event/Program; Program Designed to Correct an Issue of Problem in the Agricultural Program; Printed Material to Promote Agricultural Program; and the Best of Division 3.

The Erie County Fair, Hamburg, N.Y., was named Supreme Champion in the NAME Competitive Exhibits Awards Competition. There were a total of nine award categories for Competitive Exhibits, each divided into five divisions by attendance, that a fair or expo could enter. The entries are evaluated and judged by a team of industry leaders.

The Greater Jacksonville (Fla.) Agricultural Fair was named "Best in Show" in the K&K Hall of Honor Communications Award Competition. There are a total of 21 Award categories for the Communications Awards, each divided into five divisions by attendance, that a fair or expo



Seen at the 2011 IAFE Convention and Tradeshow are Gary and Nancy McRae. Gary McRae is the 2011 Hall of Fame Award recipient.
COURTESY IAFE



Seen at the 2011 IAFE Convention, held Nov. 28-Dec. 1, Paris and Bally's Hotel, Las Vegas, are, from left: Jim Tucker, president and CEO, IAFE; Steve Chambers, executive director, Western Fairs Association; Bill Blair, CEO, Kern County Fair, Bakersfield, Calif; and Steve Edwards, retired general manager, Calgary Stampede, Alberta, Can.
AT/SUE NICHOLS



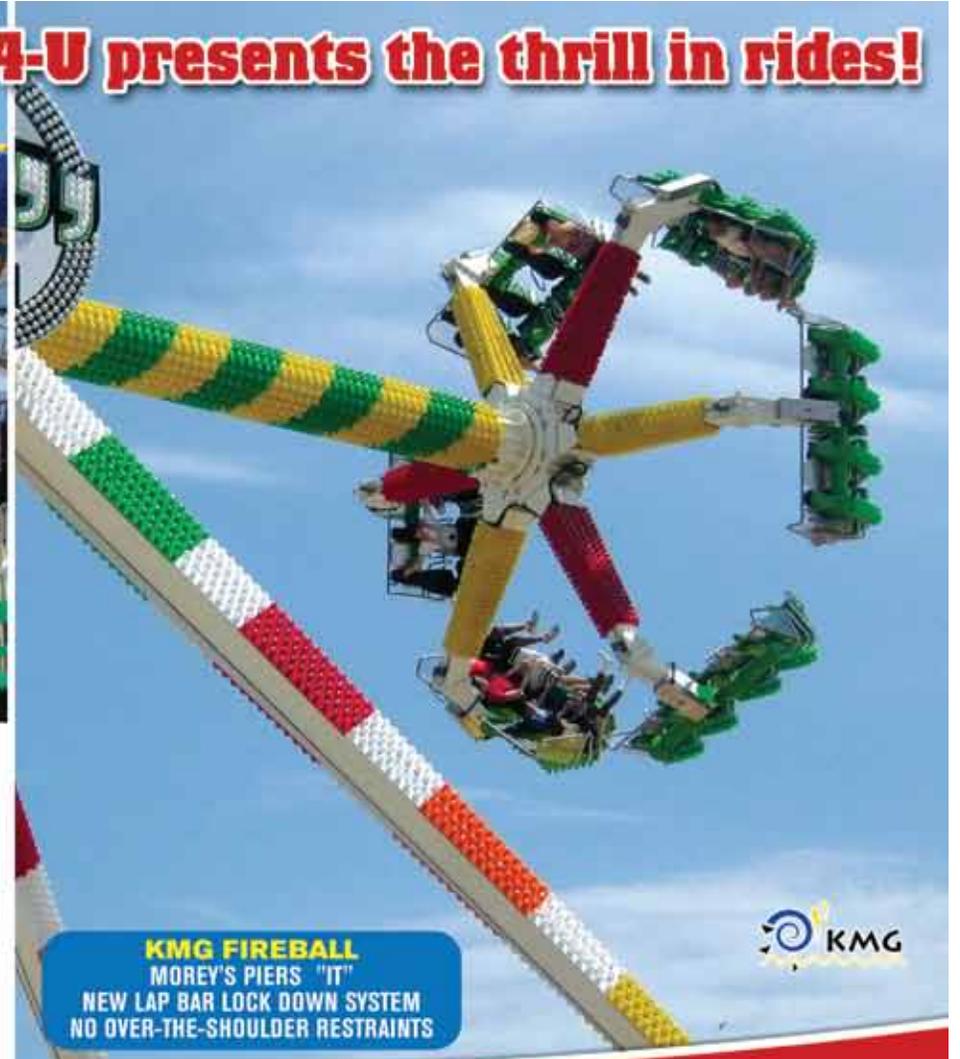
Seen during the IAFE 2011 Convention and Trade Show are members of the National Independent Concessionair's Association (NICA), which meets during the IAFE event. From left are: Paulette Keene, Paulette's Food Service and a new NICA board member; Barbara Hensinger, retired from the State of Michigan in departments of fairs and agriculture and new NICA executive director; and Rose Marie Ash, Bob's Concessions and a new NICA board member.
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could enter. Like the Supreme Champion award, the entries are evaluated and judged by a team of industry leaders.

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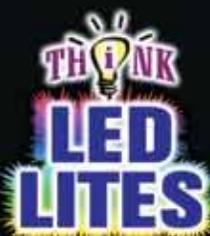
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The word "Tampa" may mean "sticks of fire" in the language of the Calusa, a Native American tribe that once lived south of today's Tampa Bay. This might be a reference to the many lightning strikes that the area receives during the summer months.



Gasparilla was first held in May 1904 in Tampa Bay, but the invasion originated on horseback instead of by boat. In years past, a US Navy ship would be attacked by small boats throwing Cuban bread and black bean soup. The Navy would respond with fire hoses but would succumb to the Ybor City Navy, and then surrender to the Alcalde of Ybor City. The sailors would be treated to an evening on the town.



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NOTICE

Amusement Today announces increase in advertising and circulation rates

ARLINGTON, TEXAS — Amusement Today Inc. Publisher Gary Slade has announced that beginning with this January 2012 issue of *Amusement Today*, advertisers and subscribers will each see a rate increase.

The increase is the first in more than five years. "We have tried to hold our prices for as long as possible, but with numerous increases at both the paper mills and the postal rates, it became necessary to raise our rates," Slade said.

Print advertising customers will see an increase of eight percent across the board. Print ad rates for the popular Economy Ad program and for the Golden Tickets did not change.

Electronic ad rates have seen a slight adjustment as well. Ad rates for amusementtoday.com Web site will not change. Ad rates for the popular email daily newsletter, Extra! Extra! Your Desktop Edition will see a slight increase.

New subscription rates will take effect on Jan. 1, 2012 for all persons renewing current subscriptions or those ordering new subscriptions. Single year subscription for 14 issues will increase from \$50 per year to \$75 per year.

All advertising rates and subscriptions are available for viewing online at: www.amusementtoday.com.

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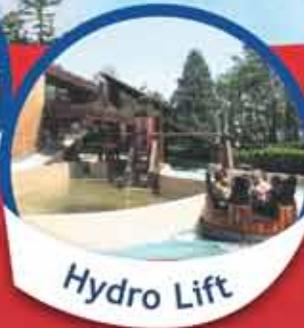
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