

## Ghost Ship attraction docks at Morey's Piers

New themed attraction cost \$1 million and is 14,000-sq.-ft. in size

**Scott Rutherford**  
Amusement Today

Shrouded in mystery and code named Project 5292010 during its construction, Morey's Piers' newest major thrill is a haunted walk-through known as Ghost Ship. The heart of the attraction is the 14,000-square-foot cargo ship *Ignis Fatuus* – another victim of the U.S. Navy's mysterious Philadelphia Experiment.

Having materialized at the site of the former miniature golf course, Ghost Ship is a completely immersive experience featuring costumed actors, animatronics and other surprises.

"The Ghost Ship was reincarnated from the original Seaport miniature golf course that our father, Will Morey Sr. and architect Fred Langford, dreamed up in the early 80s. Numerous ideas came forth, but in the end we decided to get back into the custom-built, classic boardwalk attractions

▶ See MOREYS, page 4

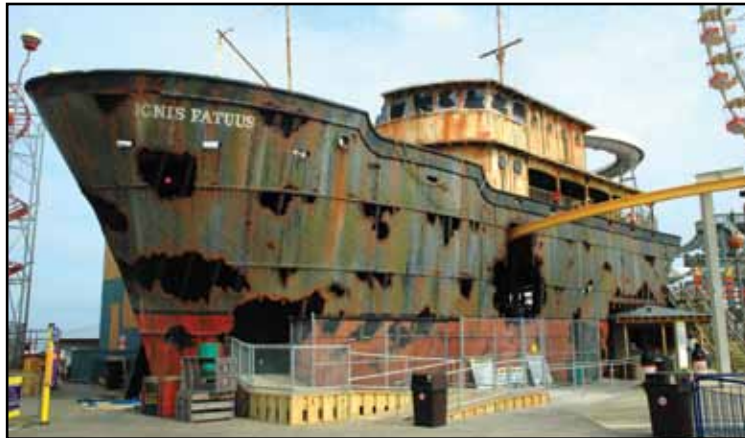


PHOTO COURTESY MOREY'S PIERS

Morey's Piers' newest thrill is a haunted walk-through known as the Ghost Ship. Shown here, the ship also incorporates a waterslide, Sky Ships and Sky Cycles rides.



### Diabetes claims Holiday World's owner, Will Koch, 48

Holiday World & Splashin' Safari owner and president, Will Koch, passed away June 12 at his Indiana home from what the family believes to be complications from diabetes. He was 48.

Born and raised in the town of Santa Claus, Koch attended Heritage Hills High School in Lincoln City, and was Valedictorian of his graduating class in 1979. He graduated with honors from the University of Notre Dame in 1984 with a B.S. in Electrical Engineering. In 1986, he received a Master's degree in Computer Science from the University of Southern California.

Koch was Chief Executive Officer of Koch  
▶ See KOCH, page 4

## Disney California Adventure unfurls World of color

New show heralds major multi-year expansion at DCA

**Dean Lamanna**  
Amusement Today

With a typically impressive burst of fanfare, fireworks and famous faces, Disney California Adventure (DCA) at the Disneyland Resort in Anaheim, Calif., premiered its newest attraction, "World of Color," to hundreds of media, VIPs and invited guests on the evening

▶ See DCA, page 5



PHOTO COURTESY DISNEYLAND RESORT

Disney California Adventure's new "World of Color" debuted on June 10.

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**Gary Slade**

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## Will Koch remembered

The sudden and untimely death of Holiday World owner Will Koch not only shocked the town of Santa Claus, Indiana and its park staff, but sent out a flurry of emails in the amusement industry, asking if the news was true? At only 48 years of age, how could this be.

It appears that complications from diabetes is to blame. "Will did such a good job of controlling his diabetes through the latest in pump technology, many in the industry probably didn't even know he had diabetes," one industry person told *Amusement Today*.

How true. One look at Will Koch, and one would never suspect he had diabetes or even wore a pump. Will was not one to let his medical condition slow him down.

He served as Chief Executive Officer of Koch Development Corporation, the parent company of Holiday World Theme Park and Splashin' Safari Water Park. Under his direction, the theme park followed an aggressive growth program including the addition of Splashin' Safari Water Park in 1993, The Raven and The Legend wooden roller coasters in 1995 and 2000, plus The Voyage wooden coaster in 2006, for which he was a designer. In 2004, Koch received the international Applause Award from the amusement industry; the criteria for the coveted award include foresight, originality and creativity, plus sound business development and profitability. Each year since 2006, annual seasonal attendance at Holiday World & Splashin' Safari has topped one million visitors. This year, the park premiered Wildebeest, the world's longest water coaster.

Will also helped *Amusement Today* launch the Golden Ticket Awards into an annual ceremony, when Holiday World hosted the first ever official event in 2001. Since then, the awards ceremony has grown into what has now become a two-day summer meeting for amusement professionals. For this and all of his many other contributions to our amusement industry we say "Thank You."

Will Koch may be missed by all of us, but certainly will not be forgotten.

—Gary Slade



**Andrew Mellor**

## Entertainment at its best

A couple of months ago I wrote a news item for *AT* on a report by the leading market intelligence company Mintel on how well theme parks in the U.K. were performing, despite the economic downturn of the past couple of years.

The report noted that even with lower consumer spending overall, the park sector has traded strongly during the recession with the outlook for the next few years also looking positive, a real boost for the industry in these tough times and proof, if it were needed, that theme parks are offering a very popular form of entertainment and good value for money.

The fact that more people are choosing to holiday at home rather than go abroad was another contributory factor to this success and if it is happening in the U.K. it is surely happening elsewhere in the world too. And not only does it bode well for the future of the theme park industry but perhaps for other sectors of the visitor attractions market as well.

Theme parks, however, are clearly lead-



Mellor

ing the way and to the credit of the owners and operators of such venues and their continued investment in the product. But parks also offer great value for money, despite what some critics might say.

I've paid vastly more than the average adult price at a theme park to go to a Premiership football game here

in the U.K., for example, or a good concert, while when you compare prices and what is actually on offer at some other day out venues - and stop to think about the huge investment needed at parks year in year out - our theme parks remain superb value for money with all that they provide. And where else can the whole family go and be genuinely and properly entertained for a whole day?

But there's another angle to all this too and that's the fact that people still want, and indeed need, to have fun even during a time of recession and a tightening of the proverbial belts. It's human nature. And where better to forget about the stresses and strains of life than in the fantasy filled, fun drenched environment of a theme park.

### AMUSEMENT TODAY STAFF

**Gary Slade**

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



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**ADVERTISING**

**Sue Nichols**

(615) 662-0252  
P.O. Box 238  
Pegram, Tenn. 37143  
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**Beth Jenkins**

(615) 794-7288  
2040 Belmont Circle  
Franklin, Tenn. 37069  
bjenkins@amusementtoday.com

**NEWSPAPER PRODUCTION**

**Stacey Childress / Affinity Communications**

Graphic Design  
schildress@affinitymm.com

**Terry Lind / TLCreative Design**

Website Design & Maintenance  
terrance@tlcreativdesign.com

**John Robinson / W.H.R. Inc.**

Daily E-mail Newsletter  
johnwrobinson@cinci.rr.com

**Sammy Piccola**

Accounting / Circulation  
spiccola@amusementtoday.com

**EDITORIAL**

**Tim Baldwin**

tbaldwin@amusementtoday.com

**Scott Rutherford**

srutherford@amusementtoday.com

**Pam Sherborne**

(615) 221-5149  
psherborne@amusementtoday.com

**Bubba Flint**

Cartoonist  
bflint@amusementtoday.com

### ADDRESS, SUBSCRIPTION, POSTMASTER INFORMATION

**Mailing Address**

P.O. Box 5427  
Arlington, Texas 76005-5427

(817) 460-7220

Fax (817) 265-NEWS (6397)

**Deliveries**

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

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**Contributors:** Dean Lamanna, Andrew Mellor, Janice Witherow, WHR Inc.

# 2 MINUTE DRILL



Compiled by Janice Witherow

## Monty Jasper

### Cedar Fair Entertainment Company

When you first meet Monty Jasper, you notice his Texas accent, nice laugh and dedication to his profession ... this easy-going Southern disposition and strong work ethic have served him well during his tenure in the amusement industry. Monty got his start in the business at Six Flags Over Texas and stayed with the chain of parks until 1995 when he landed a position as director of maintenance and construction at Cedar Point. He is now on the corporate side of things with Cedar Fair Entertainment Company and relishes in the challenges and rewards of his job as corporate vice president of safety and engineering.



**Jasper**

**Title**  
Corporate Vice President of Safety and Engineering.

**Number of years in the industry**  
37 years.

**Best thing about the industry**  
It is fun, and it keeps you young at heart.

**The thing I like most about amusement/water park season is ...**  
The warmth. I am originally from Texas, and I really can't stand the cold in the winter.

**Favorite amusement ride**  
Millennium Force at Cedar Point ... incredible!

**If I wasn't working in the amusement industry, I would be**  
A history teacher (I am somewhat of a history buff).

**Biggest challenge facing our industry**  
The high cost of new attractions.

**I could eat this every day and never tire from it**  
Blue Bell ice cream.

**The funniest person I know is ...**  
I have always liked Bill Cosby and Steve Martin.

**My favorite thing about July is ...**  
The celebration of the Fourth of July holiday.

**I am in the best mood when ...**  
It is quiet.

**I think I would be a good contestant on this game show ...**  
Jeopardy.

**If I could do anything when coming home from work, it would be ...**  
Relax by reading a good history book.

**It would be so cool to co-star in a movie with ...**  
Zoe Saldana.

**The celebrity I am most tired hearing about would have to be ...**  
Tiger Woods ... enough already.

**If I could meet anyone in history it would be ...**  
Teddy Roosevelt.

**My idea of a good surprise is ...**  
Projects that turn out good when you did not expect them to.

**If you could have a home with the most beautiful view in the world, where would it be?**  
There are a lot of places with stunning views. I have always liked California, Nevada and Colorado for the mountains. If it comes down to a choice, I would probably settle for someplace in central Texas (my home state).

**I know I need a vacation, when ...**  
Even I begin to notice my Texas drawl!

**What is your definition of fun?**  
Traveling to historical places.

**To me, the biggest news story of the summer of 2010 is ...**  
The comeback of the amusement industry (wouldn't that be great?!)

**What would you rather give up: voice-mail or e-mail?**  
Hands-down ... voice-mail.

**Best place to hang out on a rainy day**  
My home.

**The coldest place I have ever visited is ...**  
Italy ... it was beautiful, but chilly!

**The ultimate fried food is ...**  
Fried chicken.

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

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## ►MOREYS

Continued from page 1

business,” said Morey’s Piers President Will Morey.

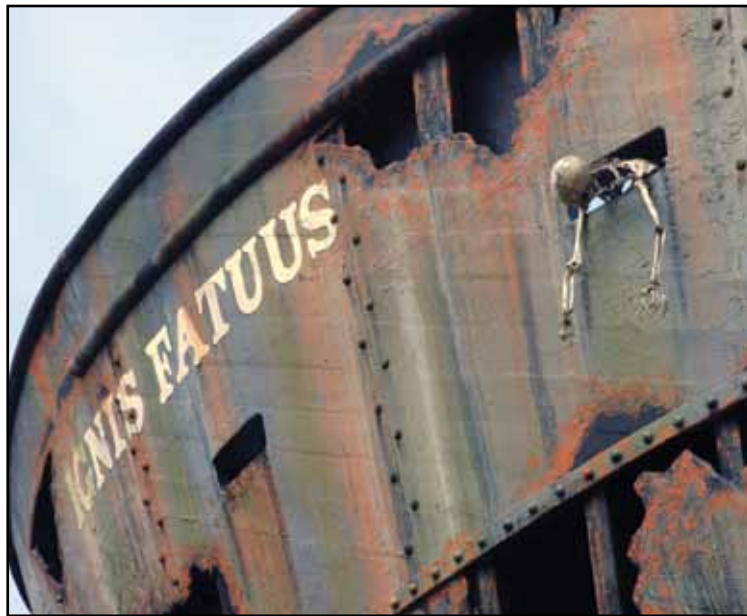
Construction began in January 2010 under the direction of Jack Morey. Over 100 designers, technicians, and builders took part in the formation of Ghost Ship, costing well over \$1 million to build. The result is one of the most impressive and original walk-through dark attractions seen in a long time. This is especially true on the Jersey Shore, which was at one time home to a number of such experiences.

It is not the intention of this report to reveal all the surprises in store for those brave enough to board the new Ghost Ship, but it is clear that the Morey family pulled out all the stops on this one. The attention to detail is impressive. A video pre-show sets up the action at the start, instructing guests on what has happened to the ship during an experiment gone wrong. Guests are then ushered to a 1,120-foot-

### The Philadelphia Experiment explained

Though denied by the U.S. Navy, the Philadelphia Experiment refers to an Oct. 28, 1943 military endeavor at the Philadelphia Naval Shipyard in which the U.S. Navy destroyer escort *USS Eldridge* was rendered invisible to enemy radar. Also known as Project Rainbow, the experiment was based on an aspect of Albert Einstein’s unified field theory and used extremely powerful EM generators to stimulate a ‘degaussing’ effect. Observers claim that the experiment did indeed work, but it also had an unexpected side effect: the ship was for a brief time “relocated” to Norfolk, Va. where it was in full view of the *SS Furuseth’s* crew. When it reappeared in Philadelphia, numerous crew members were either dead, missing or fused into the ship’s bulkheads.

The Philadelphia Experiment inspired a motion picture of the same name in 1984 as well numerous TV shows and books. The alleged event remains one of the most intriguing and controversial mysteries of the 20th century.



PHOTOS COURTESY MOREY’S PIERS

**Morey’s Piers Ghost Ship set the scary tone on the outside of the ship, then continues it inside with the use of themed props and live actors and actresses.**



long evacuation route that leads not to safety but deeper into the nightmare. Guests travel in small groups as they explore 30 different scenes and rooms – some quite graphic and frightening – and rooms located on various levels of the doomed cargo vessel. Utilizing dim (or pitch black) lighting, claustrophobic hallways, actors, special effects and classic dark ride scares, Ghost Ship reminds one of the old haunted houses once staples of the amusement industry.

“To the dreamers and dream builders, we cannot thank them enough. From concept artists, architects, engineers, graphic designers, writers, scenic painters, special effects experts, actors, and artisans to carpenters, electricians, steel workers, laborers, and numerous other trades that all came together for one specific purpose: to build the world’s best haunted walk-through attraction right here in Wildwood, U.S.A.,” said Jack Morey, executive vice president.

Ghost Ship’s core team of creators include: Lead designer, Russell Betheau (Orlando,

Fla.); Animations, Bo Sherman of Works Unlimited (Orlando, Fla.); Architect, Rich Stokes (Philadelphia, Pa.); and Scenic painting, Pete Bieling & Son, (Burlington, N.J.)

*Amusement Today* spoke with Jack Morey after Ghost Ship had been operational for several weeks. When asked about guest reactions to Morey’s resurrection of this cherished but rare type of attraction, Morey said, “The Ghost Ship represents the type of attractions that make seaside parks so unique. It has been 33 years since a walk-through of this magnitude has been built at the Jersey Shore and our guests are responding as if they are reconnecting with a long lost friend – complete with all the emotions of screaming, laughing, and an occasional crying,” said Morey. “The attraction is not recommended for those under 12 (or with heart conditions) as the 12 actors on the inside tend to not like the faint of heart.”

For Ghost Ships hours of operation and additional information, visit: [www.moreyspiers.com](http://www.moreyspiers.com).

## ►KOCH

Continued from page 1

Development Corporation, the parent company of Holiday World Theme Park and Splashin’ Safari waterpark. Under his direction, the theme park followed an aggressive growth program including the addition of Splashin’ Safari waterpark in 1993, The Raven and The Legend wooden roller coasters in 1995 and 2000, plus The Voyage wooden coaster in 2006, for which he was a designer. In 2004, Koch received the international Applause Award from the amusement industry; the criteria for the coveted award include foresight, originality and creativity, plus sound business development and profitability. Each year since 2006, annual seasonal attendance at Holiday World & Splashin’ Safari has topped one million visitors. This year, the park premiered Wildebeest, the world’s longest water coaster.

Koch served as president of the Lincoln Boyhood Drama Association, which worked with the State of Indiana to reopen the Lincoln Amphitheatre in 2009 with a new drama honoring the bicentennial of Abraham Lincoln’s birth. He was also a past member of the board of directors of the International Association of Amusement Parks & Attractions; and he served on the administrative council of the Santa Claus United Methodist Church.

“Will was not only our leader, he was our dear friend,” said park spokesperson Paula Werne. “Our park family is in mourning for this sweet man who worked tirelessly to bring fun and happiness to so many families in the 20 years he ran the park.

Just as *AT* was going to press, Holiday World & Splashin’ Safari announced that the park will continue to be owned and operated by the Koch Family, naming Will’s younger brother Dan Koch as the company’s new CEO.

The Gravity Group’s Larry Bill, who has been involved in the design of all three wooden coasters at Holiday World said, “I’m not sure what words describe this great loss. Vision, intelligence, an innovative spirit, and pursuit of excellence were qualities Will Koch possessed that propelled Holiday World to its growth and success.



**Will Koch helped convince Amusement Today publisher Gary Slade to make the Golden Ticket Awards an annual ceremony. His park hosted the first such event.**

“He was a gentleman, fair, reasonable, approachable, and supportive of the entrepreneurial spirit. It is a privilege to have known Will and to have seen the realization of his vision for the park,” Bill said.

Quassy’s John Frantzis II said, “All of our small parks group are saddened and shocked by this news. We have lost a great friend, a great mind, and a good person. Will’s innovative ideas and his ability to think outside the box brought creativity and stability to his park and to our park group. He will be missed by all of us.”

Jerry Pendleton, who delivered two water rides to the park said, “I have had the good fortune of knowing the Koch family since 1982 and have watched Will, with the help of his mother, pick up the vision of his father and create a truly great amusement park. He was still in college when I first met him. It was clear to me from that meeting that he would someday follow in his father’s footsteps.

“My company had numerous dealings with Will and he was always a pleasure to do business with. There was never any drama about him and he always made me feel like he was talking to his elder. You always knew where he stood on any issue. He had a way of making you feel good even when he had given the ride sale to a competitor,” Pendleton said.

Koch is survived by his wife, Lori, and three children: Lauren, Leah, and William. He is also survived by his mother, Pat, and siblings Dan, Kristi, Philip and Natalie.

Donations may be made to the Lincoln Boyhood Drama Association (P.O. Box 721, Lincoln City, Ind. 47552) or the Juvenile Diabetes Research Foundation ([www.jdrf.org](http://www.jdrf.org)).

## ►DCA

Continued from page 1

of June 10.

A nighttime multimedia spectacular presented on the park's manmade Paradise Bay, "World of Color" uses powerful water fountains, kaleidoscopic colors, compelling music, fire, lasers, special effects and outdoor digital projection to bring Disney and Disney-Pixar animation to life in an exciting and enchanting new way.

It's a grand Las Vegas Strip-style outdoor extravaganza done in Disney's best family-friendly tradition. Picture the Bellagio's fountains and the Mirage's fire-

breathing volcano combined, amped-up visually and aurally fivefold, and then graced with a rich lighting palette, bubble-making machines, lasers and animated characters projected onto a dreamlike, 19,000-square-foot curtain of mist, and you'll have a good idea of what to expect.

With its theme taken from the Emmy-winning 1960s television series "Walt Disney's Wonderful World of Color," the 25-minute show draws on Disney's classic stories and characters as well as the newer Disney-Pixar films. Animated sequences projected onto the giant water screen take audiences on a condensed journey into the colorful worlds of Finding Nemo, Toy Story, The Little Mermaid, The Lion King, WALL-E and more. Special effects help drive the narrative—creating not only graceful movement and gorgeous hues, but drama and dynamic action that delivers emotional highs and sensory thrills.

"'World of Color' is a testament to the creativity, passion, innovation and talent of people throughout our organization," said Robert A. Iger, president and chief executive officer of The Walt Disney Company, during introductory remarks at the premiere. "The combination of water, light, fire and music makes it a truly magical event that showcases beloved Disney characters in an entirely new way."

A "living Fantasia" is how Steve Davison, creative director of "World of Color" and vice president of the Parades and Spectaculars division of Walt Disney Imagineering, aptly describes the new show. "We want our guests...to be immersed in the show so that they experience the laughter, drama and beauty. The secret to 'World of Color' is to create a kind of 'ice skating' effect: It has to tell a good story and seem effortless while it's doing it."

Although Disney publicly politely declined to discuss the attraction's price tag, it is obvious that no expense was spared to create just such an experience.

Walt Disney Imagineering and Creative Entertainment spent five years designing, developing and building the show's various elements. These include a one-of-a-kind submersible "stage"—nearly an acre of superstructure and



PHOTOS COURTESY DISNEYLAND RESORT

**"World of Color" combines animated wizardry, high-tech show technology, lush surround-sound orchestrations, and the timeless elements of water and fire to create a 25-minute nighttime spectacular at Disney California Adventure.**

innovative technology—with in the 3.5-acre Paradise Bay lagoon to support the intricately choreographed production. The huge underwater system features three electrical rooms, each the size of a semi trailer and weighing 30,000 lbs. In performance, these rooms can travel up and down with the platform like submarines as they control the power and infrastructure that runs the fountains and lifts.

More than 75 miles of cable supply the nervous system for one of the biggest show-control systems ever assembled—with more than 18,000 active points of control ranging from elaborate fountain movement to extensive LED lighting.

Just as crucial to the immersive quality of the experi-

ence is the soundtrack.

From tender melodies to menacing crescendos, every sequence in "World of Color" is supported by familiar music associated with the films and such popular characters as Buzz Lightyear, the Little Mermaid, Simba and the jovial Genie from "Aladdin." The lush score, which carries the show through a series of story arcs, was composed and arranged by Mark Hammond—a veteran musician and producer who has worked with artists ranging from Whitney Houston to Michael Bolton. Orchestrations for the 100-piece orchestra were created by fellow industry veteran David Hamilton, who has directed music for Shania Twain and many others.

The "World of Color" score was recorded at the fabled Abbey Road Studios in London. In addition to the orchestra, the soundtrack features more than 100 voices (soloists and choir) and parts for guitar, drums and synthesizer. It opens and closes with the original theme from "Walt Disney's Wonderful World of Color" TV show, composed by Oscar-winning Disney legends Richard M. and Robert B. Sherman (Mary Poppins, "It's a Small World").

"World of Color" has entailed additional upgrades at DCA. A terraced park was constructed on the lagoon's bank opposite Paradise Pier's California Screamin' roller coaster and the 150-foot Mickey's Fun

► See DCA, page 6

### FAST FACTS

#### Attraction/Park

"World of Color"

Disney California Adventure  
Disneyland Resort  
Anaheim, Ca.

#### Type

Outdoor nighttime water/  
multimedia show

#### Duration

25 minutes (twice nightly  
during the resort's "Summer  
Nightastic! 2010" season)

#### Water Features

1,200 programmable  
fountains (various  
configurations reaching  
30 to 200 feet high);  
380-foot wide water screen

#### Projection Features

High-definition digital,  
with 28 projectors (14  
submersible); more than  
100,000 animated images  
rendered in formats includ-  
ing computer-generated,  
2D and 3D projected onto a  
screen of mist 380 feet wide  
by 50 feet high

#### Sound Features

World-class surround sound  
with more than 100  
speakers and 48 tracks of  
show audio

#### Special Effects

Integrated, synchronized  
bubbles, fire, fog and  
state-of-the-art lasers

#### Design and Production

Walt Disney Imagineering  
and Creative Entertainment

#### Public Debut

June 11, 2010



The 1,200 acrobatic fountains of "World of Color" assume their multihued "at rest" pose on Disney California Adventure's man-made Paradise Bay.

AT PHOTO/  
DEAN LAMANNA

► **DCA**  
Continued from page 5

Wheel, which form a backdrop for the show. This area offers prime waterside viewing (and a few wet surprises) and also will serve as a venue for live entertainment, music festivals and outdoor film premieres. Special "World of Color" dining options include sit-down dinners and boxed picnic meals that come with reserved

viewing positions.

The June debut of the signature production doubled as an opportunity for the Disneyland Resort to preview its ambitious multi-year DCA expansion slate—designed to boost the profile and strengthen the identity of a park that, on the eve of its 10th anniversary, must operate in the shadow of its venerable older sister, Disneyland. New DCA entertainment and family-oriented attractions which are expected to help increase both attendance and the length of visitor stays at the Disneyland Resort complex include The Little Mermaid–Ariel's Undersea Adventure in 2011 and a 12-acre attraction subdivision called Cars Land, based on the hit Disney-Pixar film Cars, in 2012.

For the moment, however, it's all about celebrating "World of Color."

"This show transforms the landscape of the Disneyland Resort and marks a major milestone in the expansion of Disney California Adventure," said Thomas O. Staggs, chairman of Walt Disney Parks and Resorts. "It is a spectacular show...unlike any attraction we've created before. It will captivate our guests with an end-of-day experience that is exhilarating, emotional and highly memorable. We are excited to debut this great new experience and extremely proud of the talented team that drove its creation."

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AT PHOTOS / DEAN LAMANNA  
"Desperate Housewives" TV star Teri Hatcher (above) and Oscar-winning actress Geena Davis delight fans at the Genie-blue "magic carpet" premiere of Disney California Adventure's "World of Color."

The Golden Ticket Awards event is open to all amusement industry professionals to attend.

Visit [www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com) for complete itinerary, lodging information, event schedules and more.

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## BRIEF

### KHS&S brings attractions to life at Singapore resort

The innovative themed construction of KHS&S International took center stage when Resorts World Sentosa Singapore unveiled its signature attractions, Lake of Dreams and Chamber of Treasures.

Visitors experience KHS&S's unique construction technology, which plays a major role in these multi-sensory attractions. In its design-assist role, KHS&S took the attractions from concept to implementation. The attractions are the concept of Emmy award-winner Jeremy Railton.

Lake of Dreams, a musical extravaganza, features synchronized high-speed water jets and flaming fire pits. KHS&S played a key role in nearly every aspect of this centerpiece display, including supplying and installing "vines" of glass fiber reinforced polymer (GFRP) that transform into fire-breathing dragons.

Chamber of Treasures, a multi-sensory escalator, transports visitors to the resort casino via a kaleidoscope of sights and sounds showcasing works of world-renowned glass sculptor Dale Chihuly.

"These projects truly showcase the talent of our attraction and show control experts, and the comprehensive services we bring to the entertainment and theme park industry," said Philip Cherne, KHS&S COO.

## Largest ever Asian Attractions Expo set for Malaysia



PHOTO COURTESY IAAPA

This year's Asian Amusement Expo will take place at the Kuala Lumpur Convention Centre.

Andrew Mellor  
*Amusement Today*

The IAAPA organized Asian Attractions Expo (AAE) 2010 is set to host the biggest trade show area in the event's history when it opens its doors on July 14.



Due to take place in the Kuala Lumpur Convention Centre (KLCC) in Malaysia, the Expo begins on July 13 with the IAA-

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Attractions  
Expo

PA Safety Institute, while the annual exhibition commences the following day, July 14, and continues until July 16.

"Asian Attractions Expo

► See EXPO, page 8

### Supplied by Intamin

## Alton Towers unveils world's first with new roller coaster

Andrew Mellor  
*Amusement Today*

Touted as the world's first free fall drop coaster, Th13teen was opened to the public at the start of the 2010 season at the Alton Towers Resort in Staffordshire, U.K.

Built by Intamin, the new thriller takes riders on a twisting, turning journey through the Dark Forest area of the park where they "battle the overwhelming force of the woods, before plummeting into the unknown." With high speeds, rapid reversing, numerous left to right combinations, drops and a pitch black indoor section, not to mention a fun storyline to complete the experience, Th13teen has proved an instant hit with visitors following all the hype and secrecy surrounding its

development.

Best described as an excellent family attraction, Alton Towers' latest addition features a track length of 740 meters (2,428 feet) and has a maximum track height of 19 meters (62 feet). Maximum speed is 67 kph (41 mph), ride time 120 seconds and three trains each with five, four-seater cars are utilized, providing an impressive hourly capacity of approximately 1,300.

► See ALTON, page 10

**Th13teen, the newest roller coaster at Alton Towers was supplied by Intamin and features a freefall vertical drop on the ride. The coaster was two years in development.**

RENDERING COURTESY  
ALTON TOWERS



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## ►EXPO

Continued from page 7

2010 will be IAAPA's largest show ever held in Asia," commented Charlie Bray, IAAPA president and CEO. "In fact, the exhibit floor is sold out with more than 200 exhibitors filling more than 4,000 square feet of exhibit space. In addition to the trade show floor, AAE 2010 will provide educational and networking opportunities to 3,000 industry professionals. Specifically, AAE 2010 will host an IAAPA Safety Institute (one of nine IAAPA is hosting around the world in 2010) as well as several sessions related to leadership, marketing, and operations.

"This year's location, Kuala Lumpur, provides unique settings for networking events, such as Aquaria, Sunway Lagoon and Genting Highlands Resort. These events allow a less formal environment for key players – new and old – in the industry to build or renew business partnerships. All of us at IAAPA look forward to July and a great show.

And he continued: "The growth we see taking place in the region currently is tremendous for the industry. IAAPA is helping to facilitate that growth by creating environments for buyer connections to form and through valued member service, such as continued education and training in the areas of safety, leadership, operations and marketing. You may also be interested to know that as the industry grows globally so does IAAPA. Later this year, IAAPA will open an office to support the attractions industry in the Asia-Pacific region through government relations, education and professional development, and member service."

The exhibition will again feature a wide variety of industry manufacturers and suppliers with everything from rides, games, merchandise, F&B, ticketing, water-slides, theming, design and more being on offer from suppliers from across the globe. Additionally, running alongside the show will be an accompanying education program which also commences on July 14 for a three day duration.

# Asian Attractions Expo 2010 • July 14-16 • Malaysia

Exhibitor list as of 06/14/2010. Check expo program for last-minute additions and cancellations.

3-D Branded Attractions.....	600	Leisure Activities Co., LTD.....	801
3DME Photo Novelties.....	908	Leisure Entertainment Company.....	807
ABC RIDES SWITZERLAND.....	55	LifeFormations.....	4
Aerophile SA.....	511	Lo-Q plc.....	808
Afortune International Pte Ltd.....	2406	Mack Rides GmbH & Co. KG.....	711
AIMS International.....	1919	Malaysian Assoc. of Amusement Themepark & Family Attractions.....	2408
Airglow Co., Ltd.....	1910	Martin & Vlemincx Rides LLC.....	1210
American Locker Security Systems, Inc.....	1705	Maurer Soehne GmbH & Co. KG.....	1008
American Ramp Company.....	2004	Mediak, LLC.....	1911
Amusement Corp.....	210	Megma Print-O-Pack Pvt.Ltd.....	54
<b>Amusement Today</b> .....	Publication Bin	Mirage Amusement, Inc.....	805
Antonio Zamperla SPA.....	1401	Modern Masters, Inc.....	1105
Aoqi Inflatables Co., Ltd.....	7	Mondial World of Rides.....	710
Arihant Industrial Corp. Ltd.....	1005	Moser's Rides S.r.l.....	1301
Attractions Audio Visual Ltd.....	411	MP GROUP srl.....	1609
Beijing Jiuhua Amusement Rides Manufacturing Co.....	507	Neptune-Benson, Inc.....	1703
Beijing Shibaolai Amusement Equipment Co. Ltd.....	1508	Nicco Parks and Resorts Ltd.....	309
Bertazzon 3B Srl.....	1805	NTK Entertainment Sdn Bhd.....	2604
Bimbit.com Sdn Bhd.....	2509	nWave Pictures S.A.....	601
Blooloop Limited.....	1808	OASE Asia Pacific Pte Ltd.....	301
Bob's Space Racers, Inc.....	910	Ocean Amusement Machine Co.,Ltd.....	408
Bolliger & Mabillard Consulting Engineers, Inc.....	1107	Okamoto Mfg. Co., Ltd.....	1804
Bombay Amusement Rides Private Limited.....	1108	OmniTicket Network.....	1110
BRC Imagination Arts.....	211	OY C.E. Lindgren AB.....	50
C2 Turnkey Solutions.....	1309	P&P Projects BV.....	311
Centaman Systems.....	26	Park Games Equipment (M) Sdn Bhd.....	2600
Cheah Chyuan Yong (M) Sdn Bhd.....	2606	Park World Magazine.....	1814
Cheer Amusement Equipment Corporation.....	401	Pax Company Ltd.....	706
China Association of Amusement Parks and Attractions.....	2106	Polin.....	1101
CIAE Guangzhou.....	1812	Premier Rides, Inc.....	904
Circus-Circus Amusement (M) Sdn Bhd.....	2404	Premierworld Technology Limited.....	1505
CLM Entertainment, Inc.....	1206	Preston & Barbieri S.r.l.....	607
Clostermann Design GmbH & Co. KG.....	909	Prime Play by Whitewater.....	24
CNC Laser Co.,LTD.....	15	ProSlide Technology, Inc.....	811
Cobay Sdn Bhd.....	2501	PT Image Qreator Indonesia.....	32
Cogan S.R.L.....	1908	PT. Pembangunan Jaya Ancol.....	2006
Comet M-One Sdn Bhd.....	2511	Qubica AMF.....	2704
Comfy Edutainment Centers.....	209	Rave Sports.....	1810
Cosmic Animation Entertainment Sdn Bhd.....	2401	RCG Holdings Limited.....	2410
Creek - Surfing Ltd.....	33	Reka Setia Playground Sdn Bhd.....	1601
Dominic Fun Rides PVT LTD.....	1604	Resort Photo Services, Ltd.....	2002
Dotto S.r.l.....	510	S&S Worldwide, Inc.....	701
Dreampark International.....	2113	Sally Corporation.....	905
ECA2.....	1710	Sanderson Group Pty Ltd.....	1501
eibe Produktion + Vertrieb GmbH & Co.....	110	Sanford Tools Co., Ltd.....	1407
Embed.....	1903	Sartori.....	1803
Emotion Media Factory Laserland GmbH.....	2612	SCS Interactive.....	705
Empex Watertoys.....	10	Semnox Solutions Private Limited.....	1702
Engineered Arts.....	306	Severn-Lamb.....	1011
Evans & Sutherland.....	409	Shenyang Chuangqi Amusement Equipment Co., Ltd.....	1510
Fabbri Group.....	1111	Shenzhen Hongmen Machinery & Electrical Equipment.....	2201
Facto Edizioni S.r.l.....	2204	Shenzhen Playfun Culture & Technology Co. Ltd.....	1801
Falcon's Treehouse, LLC.....	1307	Showtime Entertainment Productions.....	25
Family Fun Corp.....	2111	Sim Leisure Consultants Sdn Bhd.....	1209
Forrec Ltd.....	205	SimEx- Iwerks.....	1606
FotoSmile Pegaso Control System SRL.....	1920	Skafo International Limited.....	1507
Galloway International Ltd.....	1009	Space Dome Technologies Ltd.....	2108
Game Art (Hong Kong) Limited.....	1511	Steelman Partners.....	1711
Game Plus Ltd.....	201	Subway International B.V.....	508
Game Time International (GTI).....	1713	Sunway Manufacturing Limited.....	1204
Garner Holt Productions, Inc.....	504	Suzhou Fwu-Long Amusement Equipment Co; Ltd.....	312
Gateway Ticketing Systems, Inc.....	810	Tan Kok Aun (M) Sdn Bhd.....	2400
General Group (Inflatable) Co., Limited.....	1104	Tank Mobile Kiosks Limited.....	2200
Golden Horse Amusement Equipment Co. Ltd.....	1504	Technical Park S.R.L.....	1809
Gosetto S.r.l.....	1813	Tecway Development Co. Ltd.....	2100
Great Coasters International, Inc.....	708	The Korea Amusement Industry Association.....	2701 & 2306
Guangzhou Channal Inflatable Carnie Facility Co.....	2206	Theme Builders Philippines, Inc.....	1411
HAFEMA Water Rides GmbH.....	1605	Theming and Animatronics Industries S.A.....	107
Hankook Leisure(Zhongshan) co.,Ltd.....	108	Tianjin Brother Tourist Train Co. Ltd.....	1509
Heege Freizeittechnik.....	1607	Total Immersion.....	1900
Heimo animated attractions Mordelt GmbH & Co. KG.....	707	Triotech Amusement Inc.....	1201
Hengtaihua Amusement Equipment Co; Ltd.....	406	Unique Green Recreation Sdn Bhd.....	2110
Herborner Pumps.....	43	Unite Art Co; Ltd.....	404
Hindustan Amusement Machines Ltd.....	405	Universal Space Amusement (H.K) Ltd.....	1001
Hopkins Rides, LLC.....	1208	Van Egdom B.V.....	911
Hot Games.....	1802	Vekoma Rides Manufacturing B.V.....	901
HUSS Park Attractions GmbH.....	1610	Vortex Aquatic Structures International Inc.....	1704
Hytechnology, Inc.....	804	Waterco (Far East) Sdn. Bhd.....	200
I.E. Park S.r.l./Amusement Rides & SOLI Bumper Cars.....	410	Waterplay Manufacturing.....	1611
IAAPA Central.....	1215 and 1706	Wave Loch, Inc.....	11
IdeAttack, Inc.....	2101	Weike Creative (S) PTE. LTD.....	2107
Indiabungy.....	505	Westech Ltd.....	611
Indian Association of Amusement Parks and Industries.....	2	Whitewater West Industries Ltd.....	22
Industrial Frigo ICE.....	101	World Equipment SDN BHD.....	2301
Intamin Transportation Ltd./ Ride Trade Intl.....	1010	Yellow Sea Free Economic Zone Authority.....	2610
Interlink LG Ltd.....	2010	Yuehua Token Company.....	1405
International Play Company, Inc.....	1902	Zebec, Inc.....	1701
InterPark Magazine.....	3	Zhengzhou Wolong Amusement Equipment Co. Ltd.....	100
IREC Beijing Co. Ltd.....	35	ZhongShan G-Look Amusement Machine Co., Ltd.....	19
ITEC Entertainment.....	2208	Zhongshan Golden Dragon Amusement.....	305
IvanXTeam S.r.l.....	104	Zhongshan Guang Yang Amusement Equipment Co., Ltd.....	37
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Jackson Digital Imaging Corp.....	2000	Zhongshan Junye Amusement Facility Supply Co.,Ltd.....	1800
KCC Entertainment Design.....	46	Zhongshan Luck Amusement Co. Ltd.....	51
Kodak (Thailand) Limited.....	501	Zhongshan Redsun Amusement Equipment Co., Ltd.....	308
Korea Tourism Organization.....	2309	Zhongshan Rodeoride Amusement Equipment Ltd.....	310
Kuka Roboter GmbH.....	1	Zhongshan Supergame Amusement Machine Co. Ltd.....	1921
Lagotronics BV.....	1409	Zierer Karussell- und Spezialmaschinenbau GmbH.....	13
LCI Ltd.....	208	Zodd Design Sdn Bhd.....	206





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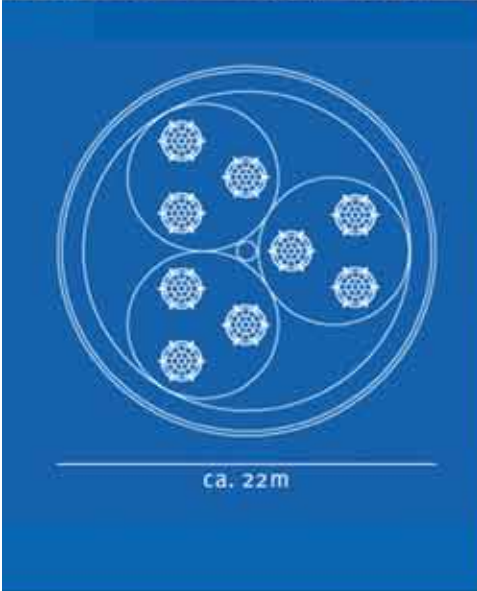


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## ▶ALTON

Continued from page 7

The coaster was two years in development and features a host of theme park ride technologies. The freefall element occurs in the dark - the track drops freely under gravity and is brought to a smooth halt at its lower position by magnetic brakes on the fixed structure. Riders are taken backwards at high speed, brought to a sudden halt, the track is raised to its initial position by hydraulic rams and riders are then "fired" back into the station to complete the experience.

"Th13teen is a hugely exciting addition to the Alton Towers Resort and demonstrates our commitment to developing the very best thrill attractions in the world," commented Morwenna Angove,



PHOTOS COURTESY ALTON TOWERS

Various new coaster technologies have been used in Th13teen, including one segment in which the coaster train experiences a freefall vertical drop. The Alton Towers ride also takes riders right through the heart of the Dark Forest area of the park.

sales and marketing director at the Alton Towers Resort. "Alton Towers Resort contin-

uously raises the bar in terms of devising ground-breaking names for its attractions, and

Th13teen is certainly testament to this. Capturing the essence of the ride experience

perfectly, it is also the first roller coaster in the world to be named after a number."

# Parques Reunidos buys Movie Park Germany

Andrew Mellor  
Amusement Today

Spanish based Parques Reunidos, the second largest leisure park operator in Europe, has acquired the largest movie-related theme park in Europe, Movie Park Germany, for an undisclosed figure.

The group now owns or operates 69 different parks from all sectors within the industry, including theme parks, animal parks and waterparks, situated in 10 different countries mainly throughout Europe and the U.S. The group is the third largest leisure park operator worldwide with many well-known names within it, including Parque Warner Madrid, Bobbejaanland, Mirabilandia, Palace Entertainment, Idlewild, Kennywood and TusenFryd, to name but a few.

Movie Park Germany is a leading venue in the country, located 60 km (37 miles) north of Dusseldorf at Bottrop-Kirchhellen, and opened in June 1996 as Warner Bros. Movie World. It was subsequently sold to Six Flags, Inc., in 2000, and a few years later changed hands again when Six Flags sold almost all its European parks to the U.K. private equity partnership Palamon Capital Partners, in April 2004. The park became part of the Star Parks Group as a result and the licence agreements with

*"This acquisition is an additional step within the growth strategy of the Parques Reunidos Group of acquiring and successfully integrating leading parks. Taking into consideration the current situation of financial markets, this acquisition underlines the ability of the Parques Reunidos Group to deliver its growth strategy. //*

**—Richard T. Golding,  
Parques Reunidos Group CEO**

Warner Bros. expired at the end of the 2004 season.

The venue opened the following year under the new name of Movie Park Germany and today features five main themed areas - The Old West, Streets of New York, Hollywood Street Set, Santa Monica Pier and Nickland. A wide range of rides and attractions is on offer, including those based on world famous IP such as Shrek, Ice Age and SpongeBob Squarepants and various other characters from the Nickelodeon stable, while live entertainment also plays a big part in the guest experi-

ence.

"We are extremely proud of the integration of a leading park like Movie Park Germany within the Parques Reunidos Group," said group CEO Richard T. Golding. "This acquisition is an additional step within the growth strategy of the Parques Reunidos Group of acquiring and successfully integrating leading parks. Taking into consideration the current situation of financial markets, this acquisition underlines the ability of the Parques Reunidos Group to deliver its growth strategy."



PHOTOS COURTESY MOVIE PARK GERMANY

Movie Park Germany has much to offer the whole family in five different theme areas, including this one, the Santa Monica Pier.



Live entertainment is always a major part of the show offerings at Movie Park Germany, as seen with this stunt show scene.



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- Prime Cine Touring, Berlin (GER)
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- Bakken Park, Klampenborg (DEN)
- Bellewaerde Park, Ieper (BEL)
- Faarup Sommerland, Blokhus (DEN)
- Shipra World, Agra (IND)
- Gold Reef City, Johannesburg (RSA)
- Zoomarine, Albufeira (POR)
- Jawa Timur Park, Jawa Timur (INA)
- Bobbejaanland, Kasterlee (BEL)
- Gardaland, Castelnuovo del Garda (ITA)
- Slagharen, Slagharen (NED)
- Jesperhus, Nykøbing Mors (DEN)
- Kamori Rusutsu, Hokkaido (JPN)
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- City of Dreams – Virtual Aquarium, Macau (CHN)
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## BRIEF

### Lakemont park acquires rides from Bell's

Two popular flat rides that once thrilled guests at Oklahoma's Bell's Amusement Park have found their way to a new home at Pennsylvania's Lakemont Park. The Reverchon Himalaya and a Venture 4X4 Truck Kiddie Ride are under construction. The 4X4 should be operational by July 4 with the Himalaya coming online sometime later this month.

Amusement Today spoke with Lakemont Manager Barry Kumpf about the decision to purchase these particular rides. "We were looking for another kiddie ride and felt that the 4X4 was attractive and a good fit for us," said Kumpf. "The decision to have the Himalaya replace our Eyerly Monster was a direct result of the older ride's inspection and maintenance requirements being cost prohibitive."

While the terms of the deal were not disclosed, the transaction was brokered by Sam Shurgott, sales manager for International Rides Management. Shurgott, a champion and major supporter of traditional amusement parks, is constantly working with IRM to supply smaller venues with top-quality rides and attractions.

•www.irmpri.com.

### At Maryland's Six Flags America

## North America's largest Thomas Town rolls into action

Guests visiting Maryland's Six Flags America this season are finding a familiar face in his very own section – Thomas the Tank Engine. As its most ambitious expansion in over a decade, Six Flags America's newest area is the largest Thomas Town in North America. It features new rides and attractions, a new retail store and a new character meet-and-greet.

"Thomas & Friends have entertained and educated more than three generations with messages of teamwork and friendship," said John Winkler, Six Flags America park president. "Now families who visit the park have a new, permanent, place – the largest in North America – to enjoy and interact with these wonderful characters. We are delighted to welcome Thomas Town to Six Flags America and offer our guests more ways to experience family-friendly fun together."

Encompassing more than three and a half acres, the star of Thomas Town is a train ride on a Thomas the Tank Engine replica (supplied by Matallbau Emmeln) that takes guests on a journey through Thomas' mythical home on the Island of Sodor. Other rides and attractions in the all-new Thomas Town include: Sodor Carnival (Zamperla Ferris Wheel 12); Harold the Helicopter (Zamperla Mini Jet 6); Diesel Derby (Zamperla Themed Convoy); Cranky the Crane (Zamperla Sky Tower); Bertie the Bus (Zamperla Crazy Bus) along with a Thomas Town play structure



**North America's largest Thomas town recently made its debut at Six Flags America. Shown above is Cranky the Crane, a Zamperla Sky Tower. At right, top to bottom is: Sodor Carnival Wheel and Diesel Derby, both from Zamperla and Thomas the Tank Engine from Matallbau Emmeln.**

PHOTOS COURTESY SIX FLAGS AMERICA



from HAGS Play.

In addition to these rides and attractions, Sir Topham Hatt, Controller of the Railway – a new character at Six Flags America – greets visitors and poses for photos throughout the day. The Knapford Station Shop, the park's first retail location since 2005, features themed merchandise, including the popular Thomas & Friends die cast trains, apparel and storybooks.

► See THOMAS, page 16



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## Knoebel's famed Phoenix turns 25, Morgan's Wonderland helps mark event

A Texas flag flown over Morgan's Wonderland played a role on June 15 as Knoebel's Amusement Resort in Elysburg, Penn., marked the 25th anniversary of The Phoenix, a classic wooden roller coaster that previously was known as The Rocket at Playland Park in San Antonio.

Gary Slade, publisher of *Amusement Today*, delivered a Texas flag during The Phoenix's silver anniversary celebration on behalf of Morgan's Wonderland, the world's first ultra-accessible family fun park designed with special-needs individuals of all ages in mind. It flew at The Phoenix for the remainder of the day and then was presented back to Slade, who also serves as chairman for the National Roller Coaster Museum. The flag, dated and signed by Morgan's Wonderland General Manager Dave Force, was also signed by Knoebel's officials and ultimately will go on display at the museum's archival/display facility in Plainview, Texas.

"The Rocket wowed Playland Park guests

for more than 30 years," said Slade. "After Playland closed in 1980, The Rocket was re-born as The Phoenix and has gone on to delight countless other thrill-seekers over the past quarter-century. Presentation of the Texas flag to Knoebel's helped recall The Rocket's colorful San Antonio heritage."

The Rocket made it debut in 1947 at Playland Park north of downtown San Antonio. After Playland closed in 1980, Knoebel's undertook the huge project of dismantling the ride and moving it to the Elysburg, Pa. resort. The newly christened Phoenix, reopened to the public on June 15, 1985.

Morgan's Wonderland has three rides – carousel, off-road adventure and train – that have been specially configured to accommodate wheelchair-bound guests. They're part of more than 25 attractions that include playgrounds, gardens, an eight-acre fishing lake, 18,000-square-foot special-events center, 575-seat amphitheater, picnic area and rest areas throughout the 25-acre park.



Showing off the signed Texas flag that flew at the Phoenix are l to r: Dick Knoebel, Gary Slade and Buddy Knoebel. At left, Dick Knoebel gives a thumbs up to a back seat ride on the Phoenix's 25th birthday party. PHOTOS COURTESY KNOEBEL'S RESORT

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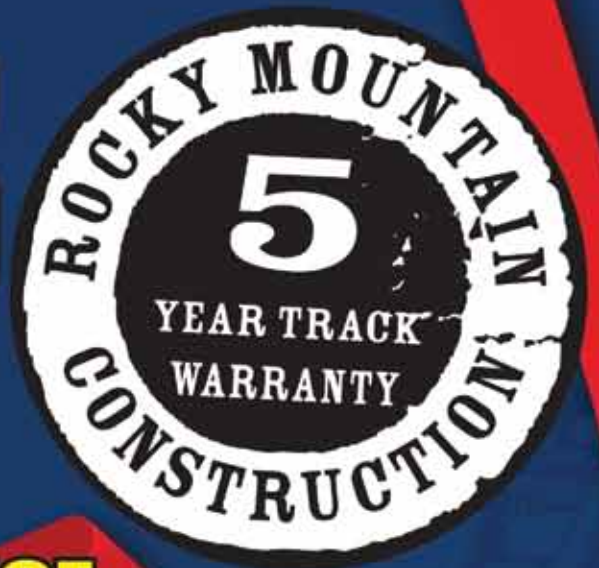
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## THOMAS Continued from page 13

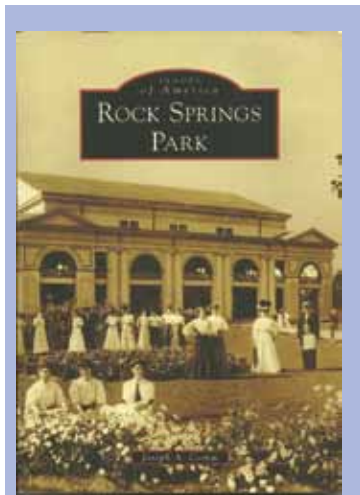
The addition of Thomas Town nearly doubles the number of family attractions at Six Flags America, and manages to create a far more realized 'park within a park' than the previous versions at four other North American Six Flags properties.

*Amusement Today* spoke about the new section just after its opening with Julia L. Filz, communications director for Six Flags America. "I'm happy to say the introduction of Thomas Town offers an incredibly unique experience for Six Flags America guests of every age. Children and their parents can step onto the Island of Sodor and interact with Thomas the Tank Engine and all of his friends," said Filz. "With eight rides and attractions, Thomas Town showcases unique elements not found at any other Thomas Town in North America- including exclusive-to-Six-Flags-Amer-

ica rides, such as the Diesel Derby and the Sodor Carnival Ferris Wheel, as well as, the Cranky the Crane Tower- one of only two attractions of its type on the planet."

Gary Krakower, senior vice president for consumer products and live events at HIT Entertainment, parent company of Thomas & Friends, said, "We are thrilled to have worked with Six Flags theme parks, as they have an outstanding reputation for providing quality family amusements. The wholesome appeal of Thomas & Friends comes to life at Thomas Town and allows children to experience the themes of discovery, perseverance and friendship that are synonymous with the Thomas & Friends brand."

Ride Entertainment Systems ([www.rideentertainment.com](http://www.rideentertainment.com)) is the exclusive licensed ride distributors and brand manager for Hit Entertainment's theme park projects in the U.S. and Canada.



## Arcadia publishes new book on Rock Springs Park

New from Arcadia Publishing's *Images of America* series is *Rock Springs Park*. The book features more than 200 rarely seen images and portrays the lifespan of the park from its history as Native American hunting grounds to its development as a local trolley park and full-fledged amusement park.

Once described as "a place where God and man went fifty-fifty to produce perfection," Rock Springs Park remained a landmark along the Lincoln highway in Chester, W.V., until 1970. In its heyday, this panhandle playground captivated 20,000 visitors daily with attractions including the world's greatest scenic railway, the Cyclone roller coaster and a hand carved 1927 Dentzel carousel.

The park hosted business and community picnic excursions and countless celebrity entertainers. Performer Bobby Vinton remembers the era of dances at the park as "a very romantic time... almost like something in the movies. There was the carousel, the guys in white shoes and girls that were all dressed up with their crinoline skirts."

*Rock Springs Park* is written by Joseph A. Comm. It features 128 pages, is priced at \$21.99 and is available through local bookstores or through Arcadia web store at: [www.arcadiapublishing.com](http://www.arcadiapublishing.com).

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# Steel Pier brings first SBF Twist Tower to United States

Anthony Catanoso, president, Steel Pier Amusements, Atlantic City, N.J., now has the first SBF Twist Tower in the U.S.

And, even though by June 10 he had had only one weekend operating with the new addition, he feels good about things to come.

"The response has been really good," Catanoso said. "I feel really good about the year. We had a really strong Memorial Day weekend."

Catanoso also bought a new kiddie SBF Chopper Train as well, bringing the number of total rides up to 23 for the 2010 season.

Len Soled, Rides 4-U, Somerville, N.J., who represents SBF, said the new Twist Tower is a combination observation tower and drop tower. It is 60 feet (18 meters) in height.

"The ride goes up, rotates 360-degrees, then free falls," Soled said. "It is really quite impressive. There are four programs to the ride, where younger kids can program it to bounce down instead of free fall. It is pretty exciting and different."

Soled said the Chopper Train doesn't just take the kiddies around a track.

"They can pull a throttle and do a wheelie," he said.

Catanoso was to hold a grand opening for the Twist Tower on June 25. He planned a VIP party where he was to unveil the name of the ride. A contest was held to name the ride. It was open to anyone wanting to participate.

—Pam Sherborne



PHOTO COURTESY RIDES-4-U

Steel Pier Amusements, Atlantic City, N.J., is opening its 2010 season with a new SBF 60-foot high Twist Tower, the first one of its kind in the United States, as well as a new SBF kiddie ride, the Chopper Train. The park now has 23 rides.

# Theming changes, night show create new fun at Kings Island

Tim Baldwin  
Amusement Today

As Kings Island opened its 39th season, there wasn't a new high-profile attraction towering over the park such as 2009's massive B&M coaster. However, there were still new changes and additions that have added up to an enhanced guest experience.

Headlining the changes is the makeover of Kings Island's award-winning kids' area into Planet Snoopy. Formerly, under the Paramount regime, what was originally built as The Happy Land of Hanna Barbera in the 70s was transformed into attractions based on the Nickelodeon franchise of cable TV. With the acquisition of the parks previously operated under the Paramount umbrella, current owners Cedar Fair have opted to not renew the licensing agreement for the Nickelodeon properties.

Expanding their relationship with the Peanuts franchise, Cedar Fair has done a makeover of each of the kids areas into Planet Snoopy. All the attractions within the kids section now sport a Peanuts theme. Highlights include The Great Pumpkin Coaster which features well-loved scenes from the animated holiday special painted on a mural backdrop to the ride, as well as Race for Your Life Charlie Brown, a log flume themed to the Peanuts movie of the same title. All the attractions and surroundings now sport Peanuts characters, as well as op-

portunities for families to meet Peanuts characters in real life walking about the kids' area. A Snoopy Boutique has been added, and all snack shops, eateries and restrooms all tie into a Peanuts thematic in one way or another. The makeover has allowed the entire area to receive a fresh new, colorful look.

When the change was announced, several local guests were asking Kings Island officials if kids today even knew who Snoopy was. The answer seems to be a resounding yes.

"Kids today are aware and know who Snoopy is," says Don Helbig, public relations manager for Kings Island. "Many of them, though, had never had a chance to meet Snoopy in person before this year."

Helbig reports that ridership is up in the re-worked area. "Planet Snoopy has been a busy place this season. We've given more rides than we had at the same time last year." The park regards the change as a success. "Guest feedback has been very positive for Planet Snoopy," Helbig tells *Amusement Today*. "They've been very receptive to the change. Many guests have commented about how colorful and vibrant Planet Snoopy is. They've noticed the attention to detail."

As reported in the May 2010 issue of *AT*, Sally Corp. has worked with Cedar Fair to re-work the existing Scooby-Doo dark rides into a re-imagined new theme. Boo Blasters on Boo Hill is the theme for all the parks. Kings Island's dark



The Peanuts-theming is seen at Kings Island this year in their kid's area, Planet Snoopy. Also new at the park this season, is a nightly LED light show, Starlight Spectacular from RWS and Associates. It features more than 2 million LED lights.

ride is the largest in the chain and the makeover is very elaborate. Now, guests go against Boocifer with their Boo Blaster guns. Newest among the scenes is a room of animated skeletons which borders just on the edge of being scary. It's all spooky fun with a competitive twist.

Each of the parks that was formerly under the Paramount brand saw the above makeovers. In addition to these, Kings Island has also added Snoopy's Starlight Spectacular. Started Memorial Day weekend and running through Labor Day, visitors who stay until nightfall can enjoy a larger-than-life light display.

Custom made for Kings Island, the Starlight Spectacular utilizes more than two million LED lights along a pathway below the park's famed Eiffel Tower. Many parks have made



AT PHOTOS / TIM BALDWIN

the change to LED lights due to their greater brightness and energy-saving attributes, and the result is beautifully displayed at Kings Island. Emmy award-winning RWS and Associates in New York designed the Spectacular specifically for Kings Island.

Snoopy's Starlight Spectacular begins at nightfall and encompasses various planes of visibility – low to the ground lighting in the landscaping, lights stretching skyward in numerous trees, and even a Charlie Brown zig-zag stretched along the Eiffel Tower. Also included are illuminated figures of Peanuts characters engaged in summer time activities. Three times nightly, a light show synchronized to music adds even more flare with dancing lights along the tower. At park closing, the park's traditional fireworks

close out the night.

New this year is a behind-the-scenes tour of the park's steam locomotives. On select Saturdays that started in mid-May and run through the end of July, guests can purchase tickets for this special tour (\$25.00 for adults, \$12.50 for children under 48 inches tall).

Train enthusiasts get an up close and personal tour that begins before the park opens to the public. Tour attendees receive early admission and also have a complimentary photo taken alongside the train in the station area of the ride.

While the crew prepares the trains for daily operation, guests can watch, learn and ask questions in this rare opportunity. The Kings Island & Miami Valley Railroad dates back to the 1972 opening of the park. Ironically, when the owners were developing the theme park, they thought they were ordering two new locomotives assuming they were getting small models. As it turns out, through a miscommunication, the locomotives were full scale and have served the park well ever since.

Kings Island's two trains are scale replicas of the famous 1800s locomotive known as The General, which was the subject of the Great Locomotive Chase of the American Civil War. Of note, KI uses propane gas rather than coal, but they remain authentic steam-spitting locomotives.

With the various changes the park has initiated this season, guests are bound to find new fun to discover.



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## BRIEF

### Parc Management rolls as new rewards program launches

Parc Rewards, an innovative new rewards program will be making its way across the country to six Parc Management theme and waterparks. Parc Rewards is designed to acknowledge guests as well as Parc team members for their support and dedication to the park and to the community.

The program was launched this spring at Wild Waves, Federal Way, Wash. "We are making history here at Wild Waves as well as five other Parc Management parks," said Parc Management CEO and President, Randy Drew. "This program has many more levels in the works and will continue to please our guests and team members as additional functionality is rolled out."

"Overall, our goal is for increased guest and team member satisfaction," said Wild Waves General Manager, John Riggleman. "This program allows us the opportunity to provide that plus an enhanced engagement experience for both our team members and guests"

Along with Wild Waves, the parks participating in Parc Rewards this year include Darien Lake Resort (N.Y.), Elitch Gardens (Colo.), Frontier City (Okla.), SplashTown Houston (Texas), and White Water Bay (Okla.).

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## Holiday World's Wildebeest proves to be a huge hit

**Tim Baldwin**  
*Amusement Today*

Lori Gogel, director of Splashin' Safari was the first to ride the waterpark's newest attraction — Wildebeest. "I was scared," confided Gogel. "I rode with a guy from ProSlide. It was just the unknown." After completing the journey, she felt as she does today. "I decided it was definitely a winning ride."

Holiday World and Splashin' Safari guests would agree. Even with its high throughput of more than 700 guests an hour, people are still lining up close to 90 minutes to experience what is being marketed as the world's longest water coaster. Even after healthy queues, riders are coming off exclaiming it was worth the wait.

The hourly capacity of Wildebeest is quite impressive for a waterpark attraction. With a moving conveyor loading system, guests have ample time to board the boats. Even better, the conveyor system automatically dispatches boats within 15 seconds. Compared to some roller coasters with four-person cars, this water coaster has a greater ridership. Maximum capacity for the water coaster is 720 riders per hour, and Holiday World is most likely meeting that. Part of this is due to a single rider line incorporated into the queuing.

"Based on our experience with single rider lines in Holiday World, it only made sense for us to look into utilizing one in Splashin' Safari for Wildebeest," says Mike Kamp, general manager of guest experience. "The Wildebeest boats each have four seats. We want to fill them efficiently." And efficiently they do. Prior to loading, guests are arranged in groups of four. Groups of three, as well as couples that can't be paired leave open



**Clockwise from top, Wildebeest's curvaceous layout sprawls on more than two acres of Splashin' Safari, a conveyor system begins the rider's experience instead of stairs, and one of many drops gives a true roller coaster feel to the attraction.**

AT PHOTOS/TIM BALDWIN

spaces. At that point, slide attendants pull from the single rider line to fill each boat and keep the queue moving. "The single rider line is working very well and we're sending out full boats. The lines at Wildebeest are still the longest in Splashin' Safari, but they move much faster than they would if we didn't have

the single rider line in place," comments Kamp. "Knowing how popular a ride marketed as 'the world's longest water coaster' would be this summer, we wanted to plan for maximum capacity."

The Wildebeest project opened right on time for guests this spring. "We started the ride so early and we fin-

ished early," says Gober. This feat is not credited to good winter weather, which wasn't the case, but having several people involved in addition to the early start. "I think it was because we had so much planning beforehand."

ProSlide has had a long relationship with Splashin' Safari. **See WILDEBEEST, page 22**



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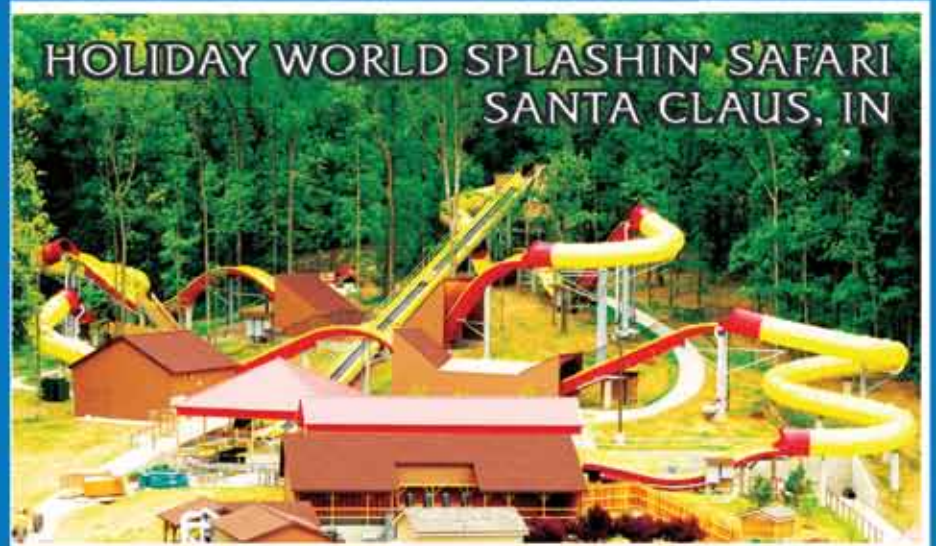
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## ► WILDEBEEST

Continued from page 19

ri. Among the park's installations are seven large attractions by ProSlide, and Wildebeest stands as the most remarkable. "Wildebeest is the most thrilling," says Gobel of all the waterpark's additions. "It's easily accessible," she says of the water coaster. On this attraction, there are no stairs or towers for guests to climb. "It's guest friendly."

While Splashin' Safari

does have some attractions that guests in wheelchairs can enter at zero depth —Bahari River, Bahari wave pool and treehouse play areas— Wildebeest marks the first big thrill ride for such guests. *Amusement Today* asked Gobel if this was something guests were asking for or if it was a direction Holiday World and Splashin' Safari wanted to take for them. "It's something we wanted to do for them. Our guests in wheelchairs love it and usually get right around

to ride it again."

At 1,710 feet Wildebeest claims a record for longest water coaster. Admittedly, this includes the conveyor ride up where typically just rafts take that belted journey alone. However, guests seem to enjoy the anticipation involved with the climb, not to mention the lack of having to climb stairs to reach the top.

The total ride takes close to two and a half minutes to complete. Once positioned in groups of four, riders board inline boats that take a slow climb to the top of the water-slide. In all, 10 boats (out of 14) supplied by ZPro Watersports are used while the ride is in operation. Once dropped into the layout at the apex of the conveyor system, riders are rollicking along between splashing curves, misty tunnels and dramatic drops. One of the most unique aspects to the ride is that the forces that rocket passengers uphill are delivered through hydromagnetics. Eight sections of LIMs propel boats uphill in ghostly fashion gaining speed as they climb. This can deliver moments of weightlessness, which coaster enthusiasts lovingly term "airtime." Referencing the park's massive wooden coaster, some enthusiasts were heard to say that Wildebeest is The Voyage of waterslides.

Indeed. The tangled layout is brilliantly balanced with diving curves, dramatic drops, sudden tunnels and splashy banking. Joe Radomile, a coaster enthusiast from Philadelphia, says, "I like it in the



AT PHOTOS / TIM BALDWIN

Above, riders are propelled up one of Wildebeest's eight uphill launched sections. Below, boats are transferred easily from the exit platform to the loading dock via an automated system.



back. The ride just keeps coming at you with all these great drops." Two of the ride's drops plunge into tunnels.

The Voyage wooden roller coaster was the most expensive attraction put into the park. The new Wildebeest comes in second at \$5.5 million. That seems like a significant sum for a waterpark attraction, but just by observing the crowds, Splashin' Safari is integral to most people's visit to Holiday World. Throngs of sun wor-

shippers spread out among the massive complex of attractions. Having a high capacity attraction such as Wildebeest seems like a solid move for the park.

Public relations director Paula Werne can recall writing a press release in 1992 when Holiday World was introducing Splashin' Safari. "It was intended to be a five year project with a final cost of \$3 million." Exceeding expectations far beyond what was ever imagined, Splashin' Safari has grown to enormous proportions. "The joke was on us."

Park President Will Koch also chuckles, "Paula has been suggesting the name Wildebeest for new rides for eight years." Remarking on her lack of support for the name, Koch adds, "Paula just got picked on. We just laughed."

"I got the last laugh," Werne chimes in. And park management agrees, the name has caught on.

*Editor's note: As fate would have it, the above quote from Will Koch became his final contribution to Amusement Today. The beloved father, friend and park owner passed away less than a week after this interview. He will be greatly missed. Like anyone else fortunate enough to have known him, we at AT will miss Will's wit, trademark smile and laugh.*



Splashin' Safari has hired on live musical talent for guests in the waterpark. The Beachcombers offer four performances of surf music six days a week throughout the summer.

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## WhiteWater West expands MegaTube series with new Anaconda

Canada's WhiteWater West Industries Ltd., recently announced the expansion of its MegaTube waterslide line with the introduction of the Anaconda, the largest family raft ride ever designed. The Anaconda is the latest in this series of high-capacity waterslides, joining the Viper and Python which were introduced at IAAPA 2009. Three MegaTube waterslides have already been sold since last month's launch.

The defining feature of the Anaconda is its massive 30-foot diameter fully enclosed MegaTube flume, 50 percent larger than the Viper and Python flumes. Like its sister rides, the Anaconda MegaTube is set at a 90-degree angle to the slide path. The thrills begin with a sudden drop down a steep ramp and into the MegaTube. Once inside, the raft – carrying up to six

riders – spins around and oscillates side to side, climbing as high as 15 feet up the inner walls as it winds down the waterslide. The length of the MegaTube can vary with each unique slide path, which can comprise multiple MegaTube sections and can also be combined with other attractions from WhiteWater West, such as the Family Raft Ride or the Family Boomerango.

The MegaTube technology allows for flume-in-flume capabilities meaning another waterslide can actually pass through it, creating a one-of-a-kind experience for riders and spectators alike. One example would be to imagine a Master Blaster passing right through the MegaTube, with riders hurtling by above as a raft serpentine through below.



RENDERING COURTESY WHITEWATER  
WhiteWater West Industries' new MegaTube waterslide line launches with Anaconda, the largest family raft ride ever designed.

## Disneyland Hotel to renovate pool area, add themed waterslides

Disneyland Resort officials have announced plans for substantial upgrades to the pool and courtyard areas of the Disneyland Hotel, continuing the landmark property's current renovation project. Changes will include building a new pool and waterplay area, renovating an existing pool, opening a new restaurant and bar, and re-theming of the hotel's three guest room towers.

"These exciting enhancements, along with our current Disneyland Hotel renovation and the expansion of Disney's California Adventure, underscore our ongoing investment in the Disneyland Resort and the Anaheim Resort District," said George A. Kalogridis, president of Disneyland Resort. "We are proud to collaborate with city and business leaders as we continue to evolve the area into a world-class, multiday tourist destination."

Changes will restore and highlight the original mid-century style of the classic hotel. The hotel's original two-story bungalows were built in 1955, just months after Walt Disney's first theme park opened its gates; the first tower was erected in 1962.

"Disney is all about storytelling, and these changes will weave a cohesive thread throughout the property and infuse the historic hotel with Disneyland nostalgia," said Tom Fitzgerald, executive vice president and senior creative executive, Walt Disney Imagineering.

The most noticeable changes will be to the swimming pool, where guests of all ages will enjoy a new, immer-

sive waterplay area. With a nod to the iconic original park signage, 'Disneyland' will be spelled out in familiar blocks atop a platform supporting two thrilling Monorail-themed waterslides. Reminiscent of the original Monorail station at the Disneyland Hotel, at each slide's entrance will sit a replica Monorail train that guests will glide through as they twist and turn their way to the water below. The larger of the two main slides stands 26-feet-high and stretches 187 feet until it plunges into a splash pool. The second Monorail-themed slide is 13-feet-high and 112-feet-long. For younger guests, the area will include a third two-lane mini slide as well as a series of small bubble jets in which to play. The tower and all three slides are being supplied to Disneyland resort by WhiteWater West Industries, Ltd.

The existing Never Land pool will receive a complete cosmetic makeover but retain its unique footprint. A new 4-foot-deep pool will be built between the existing Never Land pool and the new waterplay area. The space also will include two spas at opposite ends of the pool area. The site of the current Cove pool will become a manicured lawn area, perfect for outdoor events. In addition, six new cabanas will be added; each features a flat screen TV, refrigerator, safe, phone, and ceiling fan.

New dining and lounge experiences will be introduced in the current location of Hook's Pointe, Croc's Bits 'n' Bites, the Wine Cellar and Lost Bar. A new 'smart casual'



RENDERING COURTESY DISNEYLAND RESORT  
A new waterslide tower under construction at the Disneyland Hotel will include iconic original park signage and two replica Monorail trains.

dining area will take its architectural cue from the original Tahitian Terrace restaurant in Disneyland Park and the Polynesian architecture that was popularized during the early era of the hotel. A new enclosed bar will feature specialty drinks and surprises for guests.

Construction for the new waterplay area, pool, and food and beverage locations is scheduled to begin in August 2010 and be completed by summer 2011. The remodeled existing pool is slated for completion by summer 2012.

Changes also include re-naming of the hotel's three guest room towers for Disneyland's distinctive lands. The Dreams Tower, currently under renovation and scheduled

to be completed in June 2010, will become the Adventure Tower. The Wonder Tower, next to undergo transformation and slated for completion in 2011, will be the Frontier Tower. Finally, the Magic Tower, which will be finished in 2012, will transform to the Fantasy Tower. Large marquees featuring classic artwork will identify each tower.

The Disneyland Hotel renovation began in Aug. 2009. The remodeled guest rooms feature exquisite Disney touches woven into the decor. A stunning new headboard with an artistically carved representation of Disneyland Park's famous Sleeping Beauty Castle serves as the focal point in each guest room. The background on the headboard uses

fiber optics to create a magical skyline with fireworks - bringing the immersive park experience into the room.

The work at the Disneyland Hotel is a part of a larger expansion project underway throughout the Resort. Disney's California Adventure Park is undergoing a multi-year expansion project that includes new experiences, attractions and nighttime spectacles, culminating in 2012 with the opening of Cars Land. The four-diamond Disney's Grand Californian Hotel & Spa also underwent an expansion last year that added 203 hotel rooms and 50 two-bedroom villas that are part of the Disney Vacation Club, marking the club's West Coast debut.



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## BRIEF

### Amusement Expo 2011 gains IAAPA educational support

On June 11, leaders from the American Amusement Machine Association (AAMA), the Amusement & Music Operators Association (AMOA), and the International Association of Amusement Parks and Attractions (IAAPA) jointly announced future plans for Amusement Expo 2011, which will be held at the Las Vegas Convention Center March 1-3, 2011. The conference and trade show for the coin-operated amusement and family entertainment center industries is owned by AAMA and AMOA and managed by William T. Glasgow Inc. IAAPA will develop and produce an educational program for family entertainment center operators that will be scheduled in conjunction with Amusement Expo 2011. The association will also have a booth on the exhibit floor and host a social event at the show.

AAMA, AMOA, and IAAPA have jointly decided not to extend their 10-year joint venture agreement to produce Fun Expo International beyond the 2010 event which took place in March in Las Vegas.

Amusement Expo was produced for the first time in 2010. It was collocated with Fun Expo in Las Vegas. Approximately 2,500 people, including more than 1,000 buyers, participated in the comingled events. More than 150 companies exhibited their goods and services on the trade show floor.

### Ride supplier completes restoration of historic Baron Cigar building

## Premier Rides completes relocation to Baltimore

Premier Rides, Inc., manufacturer and supplier of rides and attractions to the theme/amusement park industry, has relocated their headquarters to Baltimore as part of their plans for expansion.

Premier recently purchased the former Baron & Company Cigars building originally built back in the 1800's. After acquiring the 35,000-square-foot building in the heart of Baltimore's Little Italy, Premier began an extensive 2 year historic restoration and technical upgrade of the building from the ground up working closely with federal/state and city officials to make sure the building met all current safety codes.

Jim Seay, president of Premier Rides, comments, "Baltimore is a dynamic technology focused waterfront city with a highly educated workforce. I am both excited to see Premier become part of the fabric of the city and honored to have had the opportunity to oversee the restoration of such a historic building." Although the building is historic, the office utiliz-



es many state-of-the-art technologies to keep at the cutting edge of the themed entertainment industry and to provide the most effective solutions for their clients. Seay notes, "As an example, Premier deployed a fixed-wireless Internet connection based on WiMAX technology which allows quick scaling of our Internet bandwidth. Additionally, we have a satellite connection displaying high-definition format

**Jim Seay, above left, president of Premier Rides shows off the firm's new offices, now located in the Little Italy area of Baltimore, Md. Premier Rides purchased and restored the 35,000-square-foot building which dates back to the 1800s. PHOTOS COURTESY PREMIER RIDES**

on seven flat-panels around the office that allow video conference sessions to take place with our clients and the rest of the Premier Rides staff located around the world."

Premier's 25 employees moved into the newly renovated building on June 11.

Built in the 1800's, the historic building was purchased by Bernard Baron and Henry Kraus back in 1883 when they decided to move their cigar

business, Baron and Company Cigars to Baltimore. In 1904, the building was then taken over by the American Coat Pad Company. Founded by Louis Bouchat and George Schleunes, the American Coat Pad Company was established to produce padding for men's and women's clothes. By 1910, American Coat Pad had become the largest manufacturer of coat pads in the country.

► See PREMIER, page 28

## Joe's Fish Co. opens at Morey's Surfside Pier

Morey's Piers has opened a new contemporary boardwalk family restaurant known as Joe's Fish Co. at Morey's Surfside Pier, located at 25th Street in North Wildwood, N.J.

Joe's Fish Co. is named after the late eatery entrepreneur, Joe Marchiano – the founder of Curley's Fries. The new boardwalk eatery, under the direction of Executive Chef Wally Jurusz, expands upon the

Curley's Fries location in front of Morey's Surfside Pier in North Wildwood and offers a wide selection of menu options for hungry boardwalk patrons.

"Joe's will serve locally-caught fish, locally-grown produce, by our local Executive Chef Wally Jurusz," said Executive Vice President, Jack Morey, "but the beer, wine, and tequila for our specialty margaritas will all be international."

Jurusz intends to emphasize local and regional finfish and shellfish, and will also offer a variety of non-seafood items. Entrées will include brick oven pizzas, hearty salads, sharable appetizers and Morey's famous Curley Fries. In addition, sandwiches like panini, burgers and wraps will be served. Joe's Fish Co. will also offer a variety of drink options.

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**►PREMIER**

Continued from page 27

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# Sea Life Arizona opens in Tempe, Arizona



Sea Life Arizona, a new aquarium designed to provide a fun, interactive and educational experience for kids, opens its doors to the public on May 14 in Tempe, Arizona. Local families and 80 children from Children First Academy of Phoenix, the nation's largest school for the homeless, are the first to tour the completed aquarium.

Sea Life Arizona aquarium takes guests on a voyage from an Arizona park lake to the shoreline of the Pacific and into the depths of the ocean. Features include a bay of rays, shoaling ring, indoor play area

and a 360 degree viewing tunnel surrounded on all sides by water. The aquarium also has interactive elements such as the Sea Life quiz trail, feeding demonstrations and touch pool exhibit, where guests get up close and personal with select creatures. Sea Life Arizona contains more than 30 display tanks in 12 different habitat zones.

Sea Life Arizona is home to more than 5,000 thrilling creatures, highlights include:

- Three different species of sea horses;
- giant pacific octopus;
- black-tip, white-tip and zebra sharks;
- cownose rays and
- freshwater fish native to Arizona.

Sea Life Arizona features 26,000 square feet and a 360 degree transparent Ocean Tunnel. The Ocean Tunnel is surrounded by 161,000 gallons of water while the aquarium contains 200,000 gallons of water.

It is owned by Merlin Entertainments Group.

• www.sealifeus.com.

**The recently opened Sea Life Arizona in Tempe, is a \$15 million, 26,000 square foot aquarium by U.K.-based Merlin Entertainment. It features 30 display tanks including this Ocean Tunnel and a 360-degree viewing experience.**

PHOTOS COURTESY  
 SEA LIFE ARIZONA

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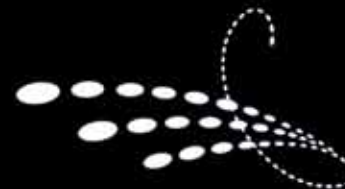


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## NEWS IN BRIEF

**IAAPA to open Asia office**

The International Association of Amusement Parks and Attractions (IAAPA), based in Alexandria, Va., will expand and enhance the services it provides its members by opening an office in Asia. Led by a new executive director, the office will support the attractions industry in the Asia-Pacific region through government relations, education and professional development, information dissemination, member service, and membership marketing.

The executive director of IAAPA's Asia-Pacific operations will report to IAAPA President and CEO Charlie Bray and will work closely with IAAPA's Asian Advisory Committee. The office will be located in Hong Kong or Singapore and will open by October 1.

"The attractions industry is growing and evolving at a rapid rate in the Asia-Pacific region," said IAAPA Chairman Chip Cleary. "We expect that growth will continue, and we want to further develop the services we provide to our members where they conduct their business."

**Six Flags Entertainment Corp. trims corporate staff**

Six Flags Entertainment Corp. announced that three park executives are leaving the company as part of recent layoffs that the company estimates will save it \$16 million a year.

The company did not disclose how many jobs were affected in the June 16 reductions, but said the move mainly targeted its New York City and Grand Prairie, Texas corporate offices. Six Flags is also moving its CEO to the company's Texas corporate headquarters. The estimated savings excludes severance and other costs, Six Flags said in a filing with the Securities and Exchange Commission.

Leaving the company are Michael Antinoro, executive vice president of entertainment and marketing, Andrew Schleimer, executive vice president of strategic development and in-park services, and Mark Quenzel, executive vice president of park strategy and management.

**Six Flags back on NYSE under stock symbol SIX**

Six Flags Entertainment Corporation, formerly Six Flags, Inc., announced that its shares of common stock commenced trading on the New York Stock Exchange under the symbol "SIX" at the market opening on Monday, June 21, 2010.

Al Weber, president and interim chief executive officer of Six Flags, said, "We are excited to be once again listed on the New York Stock Exchange under the familiar SIX ticker symbol. With the financial restructuring behind us and a much improved balance sheet, Six Flags is well positioned for future growth."

**Six Flags enters into partnership with Post Foods**

Six Flags Entertainment, based in New York City, has entered into a strategic cross-promotion agreement with Post Foods, LLC, and its suite of family-targeted cereal brands.

The national promotion will be featured on 12 million boxes of Post's cereal brands - including Fruity Pebbles, Cocoa Pebbles, Honey Combs, Waffle Crisp and Alpha-Bits - and provide consumers with one free kids admission coupon (valid with a paid adult admission) to any Six Flags theme park. In addition to on-box creative, the free admission coupon giveaway will be supported with in-store merchandising and a national

FSI drop with a circulation of 46 million.

Post Cereals also will present a national Six Flags "Rise-n-Scream" event. On July 13th, Six Flags theme parks across the country will open their gates one hour early for Post consumers who registered online to be part of the special promotion ([www.sixflags.com/riseandscream](http://www.sixflags.com/riseandscream)).

**Star Trek Live comes to San Diego County Fair**

One of the most popular science-fiction franchises of all time was featured at the 2010 San Diego County Fair, located in Del Mar, Calif.

Mad Science Productions presented *Star Trek Live*, an action-packed, interactive spectacle that is out of this world! Fairgoers joined the newly formed Starfleet Academy and were whisked into an exciting adventure steeped in the grand tradition of the Star Trek franchise and the thrilling new Paramount Pictures movie, *Star Trek: Final Stand*.

Participants had to quickly master the intricacies of modern communications, space travel and NASA technology as they draw on 21st century achievements to try to defeat alien adversaries. With cutting-edge special effects, unmatched audience interaction, and on-screen appearances from Captain Kirk and Spock, *Star Trek Live* is an exhilarating and unforgettable journey through the Star Trek universe for audiences of all ages.

The theme for the 2010 San Diego County Fair was "Taste the Fun," which highlights local agriculture, producers, culinary arts and all things related to food! The Fair operated for 22 days opening Friday, June 11 and closing on Monday, July 5. (The Fair closed the first three Mondays, June 14, 21 and 28.)

**Chance Morgan launches Unicoaster Web site**

ChanceMorgan Inc., based in Whcita, Kansas, recently launched a new Web site for its Unicoaster, now in operation at Minnesota's Mall of America, Nickelodeon Universe.

The Web site features downloadable ride specs, has a video and photo gallery of the ride in operation, contact information and more.

•[www.chancemorgan.com/unicoaster](http://www.chancemorgan.com/unicoaster)

**Iconix Brand group closes acquisition of Peanuts**

Iconix Brand Group, Inc. announced on June 3 that it has completed the acquisition of the Peanuts brand and related assets of United Media Licensing, a division of United Feature Syndicate, Inc. through a newly formed joint venture company, Peanuts Worldwide LLC, owned 80 percent by Iconix and 20 percent by Charles M. Schulz Creative Associates, managed by the Schulz family.

This transformative deal changes the landscape of Iconix and moves the company well beyond fashion into a true global brand management entity. Iconix now has a diversified portfolio of brands with consumer products outside of fashion representing approximately one-third of the company's overall revenue.

The cast of Peanuts, includes, among others, iconic and well known characters such as Charlie Brown, Snoopy, Lucy, Linus, Sally, Schroeder, Peppermint Patty and Woodstock. In addition, Iconix has acquired the licensing and character representation for a number of character brands, including Dilbert and Fancy Nancy. Peanuts has a strong diversified global licensing platform with over 1,200 licensing agreements includ-

ing relationships with MetLife, Hallmark, Universal Studios, Warner Bros., Cedar Fair, H&M, Benetton, Old Navy, CVS and Walgreens. The Peanuts brand is licensed in over 40 countries and generates annual retail sales of over \$2 billion.

The purchase price for this acquisition was \$175 million. Iconix funded its portion of the purchase price with cash on its balance sheet.

**Bigpoint to develop "The Mummy" franchise into a Massively Multiplayer Online Videogame**

Bigpoint, a leader in browser-based Massively Multiplayer Online Games (MMOG) announced on June 3 that it is developing a browser-based MMOG based upon Universal Pictures' "The Mummy" film franchise. Developed in partnership with Universal Partnerships & Licensing, The Mummy Online will only be available online at <http://www.bigpoint.com> and will be delivered to gamers worldwide in winter 2010.

The Mummy Online is developed with Unity technology for MMOG audiences. This platform independent engine makes it possible to produce real-time 3D applications such as MMO games in any internet browser with exceptionally high quality graphics without having to download a client. The game is being developed in multiple languages by Schell Games, a Pittsburgh-based development studio.

**Former AstroWorld property sold**

The land, that was the former home to the AstroWorld theme park in Houston, has been sold to the Mallick Group of Fort Worth, Texas.

The transaction closed on May 21, according to David Angel of Angel/McIver Interests, the Conroe-based real estate firm that had owned the 104-acre tract since 2006.

Angel said the company always planned to sell the vacant property and had gotten "quite a few" offers over the years.

"He made the best offer," said Angel of the Mallick Group's Michael Mallick, who could not be reached for comment.

Six Flags sold the property to Angel/McIver for \$77 million. The site is located along the South Loop between Fannin and Kirby.

**CLM Entertainment renews contract with IAAPA**

Rhode Island-based CLM Entertainment has been chosen by the International Association of Amusement Parks and Attractions (IAAPA) as the amusement ride and device safety inspection and supervision company for the Asian Attractions Expo in Kuala Lumpur and IAAPA Attractions Expo in Orlando, Florida.

"Our team of inspectors will be assessing the rides and attractions on the trade show floor during set-up and while the trade show is open daily to attendees, as well as in the months leading up to the show by assisting exhibitors in various ways," notes Alan E. Ramsay, President of CLM Entertainment. "For example, if an amusement ride or device vendor wants to offer attendees rides on one of their attractions, we will review their set up and operational plan so they can adequately prepare prior to shipping their products to Kuala Lumpur or Orlando."

"The overall safety of everyone on the show floor is our primary concern and our team will be reviewing every square foot of the trade show floor daily" Ramsay adds.

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





# NEWS & NOTES

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## How I spent my vacation

**C.W. Craven**

*Puyallup Skyride*

*AIMS instructor*

*cwcraven@earthlink.net*

When you think about vacations you usually think about going to an exotic place, getting away from work, and doing something out of the ordinary that will be relaxing or make you feel good. So why then would I spend my vacation time going to the AIMS Safety Seminar? I was asked that very question the other day and although I was in sixth grade the last time I wrote an essay on what I did on my last vacation, I thought I would give it a try.

In reality, many of the same reasons that people give for going to a particular place on vacation are the same reasons that compel me to use my vacation time going to the AIMS Safety Seminar. First of all AIMS goes to the exotic places like Las Vegas and Orlando. Now I realize this is no Caribbean cruise, but I have no plans on going on one of those anyway. The great thing really is not the location, but it is the people.

The last job I had, working for an aerial passenger ropeways company, I was constantly on the road, going here and going there. There was very little time at home so I cultivated a support community of friends all across North America. I always figured when you go on vacation you want to be with people you like. Since I had friends all over North America it was difficult seeing a lot of them at one time. I could only count on this happening at gathering points such as the AIMS



**Craven**

Safety Seminar. So for me being at the seminar is kind of like being on vacation. I'm away from home and I am surrounded by a lot of my friends. But what about the part of doing something that you find interesting and/or relaxing and fulfilling.

I am a person who always believes you should be learning something new every day of your life and when the opportunity arises, you should be sharing some of that information with others so they can also be learning. Because of this philosophy I have always been a person who asked questions and who would dig through different materials looking for answers to my questions. Finding answers and learning new things is very satisfying and rewarding. Being able to spread some of that knowledge to others is even more rewarding.

Being in front of a group teaching may stretch your comfort level and may not be considered a vacation. The first time I had to make a presentation I was nervous too. But I found out that you get better and more relaxed with practice. So the more I taught the easier it became, and the easier it became the better I felt. Yes, interacting with others and relating information with others is very rewarding. I have found that teaching is a great way to learn about something new. It doesn't matter what the topic is, I like steam locomotives and being a volunteer firefighter with my local fire department, but those activities have allowed me to stretch my mind and keep learning new things that I have been able to relate to others. So why do I spend my vacation at the AIMS Safety Seminar? The answer is really very simple, I enjoy it.

## AIMS announces next BOD meeting dates

In an effort to serve our members better, AIMS International has picked two key industry dates for the organization's annual meetings.

The Board of Director's meeting will now be held in conjunction with *Amusement Today's* annual Golden Ticket Awards held each year in September and the general membership meeting will be held in conjunction with the annual AIMS Safety Seminar and the IAAPA Attractions Expo held in November each year.

By choosing these key industry dates we

feel this will make better use of the little volunteer time that is available to members.

The AIMS International Board of Directors meeting will be held the two days after the Golden Ticket Awards September 12 and 13 at the Kingsmill Resort in Williamsburg, Va. The Golden Ticket Awards will be hosted by Busch Gardens Williamsburg this year.

The general membership meeting will be held the afternoon of November 14th (Sunday) at the Doubletree Resort Orlando. Exact times and places will be announced at a later date.

### New classes to be offered at 2010 AIMS Safety Seminar

#### Area/Title

#### Instructor

#### General Classes:

- Navigating the IAAPA Trade Show Floor
- OSHA Top 6 Training Topics

Gina Claassen  
Tom Edgar

#### H2O Park Classes:

- Recruiting & Retaining Lifeguards in Today's Job Market
- Basic Safe Waterpark Operations
- Inspection of an Aquatics Facility
- Water Quality Today
- Lifeguard Placement Considerations
- Emergency Action Planning for Aquatic Facilities
- Writing SOP Manuals for Aquatics
- Hot Topics and Industry Trends in Aquatics

TBA  
Mike Neace/Kristin Muehleisen  
TBA  
TBA  
Richard Carroll  
Richard Carroll  
Mike Neace/Kristin Muehleisen  
Franceen Gonzales/Lori Kaupp

#### Leadership Classes:

- Operational Risk Management for Supervisors
- Cash In With Buy In

Dennis Clark  
Mike Neace/Matt Bosslet

#### Maintenance Classes:

- Sling Inspections and Recording Keeping
- Electric Motor Maintenance for Mechanics
- Inspection Considerations for Aging Rides
- Electrical Safety for carnival Operators
- Visual Inspection
- Blueprint-Pneumatic & Hydraulics
- Blueprint-Electrical

C.W. Craven  
C.W. Craven  
Leon Verwijlen/Casper Oosterwaal  
Bucky Elkins  
Jeff Abendshien  
Greg Stevens/Steve McAllaster  
Greg Stevens/Steve McAllaster

#### Operational Classes:

- Making Training Fun
- Auditing-putting What I know to Work
- Safe sense of Urgency

Lori Kaupp  
Patty Beazley  
Pet Carmichael/Jen Jutte

#### Safety Classes:

- OSHA Top 10 Violations
- Ergonomics in the Work Place
- OSHA-Personal Protective Equipment

Tom Edgar  
Tom Smith  
Tom Smith



## NEWS & NOTES

PDF copies available at  
amusementtoday.com

## PEOPLE WATCH

**Longtime assistant GM Herb Brooks retires from Dutch Wonderland after long career with Hershey**

Herb Brooks, assistant general manager at Pennsylvania's Dutch Wonderland, is retiring from Hershey Entertainment & Resorts after a long and successful tenure with the company.

Brooks began his career with Hershey Entertainment & Resorts in 1966 as a member of the clean-up crew at Hersheypark. He has held several different positions with the company since then, including electrician at Hersheypark; director of ride operations, maintenance, safety & security and front gate admissions at Lake Compounce; director of operations at Hersheypark; and most recently, assistant general manager at Dutch Wonderland.

Brooks also has been an advocate for the tourism and amusement park industries. He served as the Hersheypark representative with the Pennsylvania Amusement Park Association (PAPA) in 1998 and later became a member of the organization's board. Brooks was elected first vice president of PAPA in 2005, a role he held until becoming president in 2007.

Brooks lives in Hershey with his wife of more than 25 years, Deb Brooks, and plans to spend much of his retirement playing golf.



Herb Brooks

**Ron Toomer celebrates 80th birthday!**

AT PHOTO

**Former Arrow Dynamics roller coaster designer and amusement industry legend Ron Toomer recently celebrated his 80th birthday with his wife Betty, family and friends. Enjoying a night out to celebrate Toomer's birthday at the Olenjack's Grille in Arlington (Texas) were board members of the National Roller Coaster Museum and employees of Six Flags and Dollywood. Shown l to r: Carole Sanderson (NRCMA), Walt Bowser (NRCMA & Six Flags), Ron Toomer, Gary Slade (NRCMA and Amusement Today), Pete Owens (NRCMA & Dollywood), B. Derek Shaw (NRCMA), Pat Hoffman (Six Flags) and Richard Munch (NRCMA). Ron spends much of his time now working on notes for a future book on the history of Arrow as well as spending time on his favorite hobby, woodcarving. The Toomers make their home in the DFW area to be near family and of course their grandchildren.**

**Tim Timco accepts position with Core Cashless**

Tim Timco has been announced as new Director of Sales and Marketing for Core Cashless, based in Lenexa, Kan. Tim has more than 30 years experience in the admission and ticketing segment of the mass amusement and entertainment industries with 11 of those years in an executive management position. He comes to Core after serving two years with Worldwide Ticket as their V.P. of Sales and Marketing and 30 years with National Ticket as their V.P. of Sales. "We are very pleased and excited to have Tim join our team here at Core and look forward to his expertise in helping grow our organization," said Brooks Lilly, Core's director of development.

## Riding the Market



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

Company	Stock Name	Prices 06/14/10	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$12.67	\$15.79	\$6.03
MGM Mirage	MGM	\$11.95	\$16.66	\$5.34
Six Flags Ent. Corp.	SIX	\$36.49		New stock listing as of 6/21/2010
CBS Corp.	CBS	\$14.63	\$16.98	\$5.65
Walt Disney Co.	DIS	\$33.93	\$37.98	\$22.05
Great Wolf Resorts, Inc.	WOLF**	\$2.32	\$3.95	\$1.93
Landry's Restaurants	LNRY	\$24.22	\$25.56	\$7.75
Blackstone Group	BX	\$30.39	\$17.22	\$8.54
Village Roadshow	AU:VRL***	\$1.90	\$2.54	\$0.91
NBC Universal	GE	\$15.495	\$19.70	\$10.50

Region (U.S.)	As of 06/14/10	Change from year ago
East Coast	2.949	0.348
Midwest	2.892	0.346
Gulf Coast	2.874	0.331
Rocky Mountain	2.989	0.469
West Coast	3.054	0.399
California	3.068	0.334

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1.15004 CHF (Swiss Franc)
1.17630 AUD (Australian Dollar)
1.03287 CAD (Canadian Dollar)

AIMS remembers amusement  
ride safety expert Carl Dills

AIMS celebrates the life of amusement ride safety expert Walter Carl Dills, who passed away in the early hours of May 26, 2010. He was buried in Arlington National Cemetery.

Carl Dills grew up in Northern Kentucky and started his career in the amusement industry at Ohio's Coney Island. His knowledge of the industry and ride safety continued to grow and he was always willing to share with those around him. For over three decades he was a mainstay at the annual AREA and later AIMS Safety Seminars.

Many in AIMS and around the industry will remember Carl as that feisty inspector who always had an opinion and was not bashful about giving it. He made some ride owners add safety precaution modifications to their rides that the ride manufacturers had not considered. This sometimes strained the relationship between the inspector and the ride owner, but the owner would soon learn that Carl had the last word. As he was heard to say: "you can wrestle with a pig in the mud but after a while you realize the pig enjoys it."

Regardless of how people might have felt about Carl's field rulings regarding ride safety, he was well respected by those who knew him. He was also known to help ride owners get a piece of equipment back into service after it went down on a busy night. There is no



Carl Dills

doubt that Carl was concerned about safety but he knew that keeping a ride running was the livelihood of the owner, just as he understood that selling a ride was the manufacturer's reason for being. Carl was one of those who understood all aspects of the ride business and worked with all the different entities to try to keep the industry safe.

After spending 20 years in the U.S. Air Force, Carl retired as master sergeant. Once back home, he worked for the State of Kentucky as director of the Division of Weights and Measures, the entity responsible for amusement ride inspections and safety. It was during these years that Carl began teaching at the AIMS annual Safety Seminars. During his years with the State he was also known for investigating ride accidents and testifying regarding the causes of those mishaps, which eventually lead to the certification testing of ride inspectors.

Though Carl retired from state inspection work he continued as a ride safety consultant, inspecting rides in a number of different states for a variety of clients. He also continued to travel to the AIMS Safety Seminars until recent years when his failing health kept him closer to home.

Carl may be gone but his legacy is carried on by everyone who knew him, who sat in a class with him, or spoke with him in the hallway or on the midway. Carl's mission to keep people safe on amusement rides lives on thanks to those who follow in his footsteps. The members of AIMS salute him and thank him for all he has given to the association and to the amusement industry.

—AIMS International





# MIDWAY

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## BRIEF

### Iowa State Fair to pick up residents state-wide

The Iowa State Fair, Des Moines, has announced a new bus service that will transport fairgoers to this year's event from 75 different locations throughout the state.

The fair will run Aug. 12-22.

Called the State Fair Express, the service is offered through a partnership between the Iowa State Fair and Windstar Lines.

Each State Fair Express ticket, which is ranging from \$20 to \$40 depending on location, includes:

- Round trip transportation on a deluxe Windstar Lines motor coach;
- Fair admission;
- A complimentary bottle of water;
- Fair coupon book offering food and drink discounts with more than \$30 in savings;
- Daily Program with map of the Fairgrounds; and
- Easy pickup and drop off in the Fair's North Lot at Gate 15.

The State Fair Express will arrive at the Fair at approximately 10 a.m. and will depart at 5 p.m.

Lori Chappell, State Fair spokesperson, said in announcing the State Fair Express that the new service would provide state residents better access to

► See IOWA, page 34

## Allegan County Fair officials create the Spring Flair as fundraiser for main fair

Pam Sherborne  
*Amusement Today*

Officials at the Allegan (Mich.) County Fair didn't wait around to see where they might be able to pick up extra funds that could be put toward premiums paid during fair time.

The new fair manager, Saree Miller, and her staff created a new event, the Spring Flair, as a fundraiser for the main event set this year for Sept. 10-18.

"And, we did quite well," Miller said. "Even with some weather challenges."

The Spring Flair, which ran May 21-23, was held in conjunction with a lawn show. It also included three days of agricultural events, exhibits, and seminars presented by sponsor Home Depot.

Skerbeck Brothers Shows, Michigan City, Ind., brought in 22 rides.

"I was amazed at how many rides they brought," Miller said. "We had contracted with them for 18, but they kept calling and saying they were bringing in another ride, then another. I said that was fine with me."

Skerbeck Brothers also provides the midway for the Allegan County Fair. The carnival brings in about 30 rides for that event.

The Spring Flair drew an estimated attendance of 6,000 paid. Admission for those over 10 years of age was \$3. Those 10 years and younger



PHOTO COURTESY ALLEGAN COUNTY FAIR

**Allegan (Mich.) County Fair officials held the Spring Flair this May as a fundraiser for the Allegan County Fair, set for Sept. 10-18. The funds raised at the spring event, which ran May 21-23, will go toward premiums paid out in September. Skerbeck Brothers Shows, Michigan City, Ind., played the Spring Flair. That show also plays the county fair.**

get in free. There was one day of grandstand entertainment consisting of a dual demolition derby (both off-road and regular demolition derby). That event had a separate ticket price of \$5.

Miller feels attendance would have been even higher, but bad weather dampened the turnout. She called the rainy weather the first day "a monsoon."

"Our attendance was very low that day," she said. "On Saturday, the weather was pretty nice and we had a good crowd. But, then on Sunday, it was hot so it was another light day. But, overall, we still made

money."

And, it will be held again next year, without the lawn show. Miller said response from the lawn show was not that favorable.

"I think by late May, people around here are sort of out of the lawn show frame of mind," she said.

Next year, it will just be called the Spring Fair. Grandstand entertainment will be added for an event each day.

"We don't know what type of entertainment as of now," she said. "I am sure we will have the demolition derby again. But, as far as musical entertainment, we have been

talking with a local radio station about something. So, we will see."

Fair officials began looking at supplemental events for the county fair premiums when the State of Michigan pulled funding for premiums. In addition, the premiums for harness racing have dipped over the years.

The fair used to hold as many as nine days of horse racing, but that number has decreased over the years to four. Then, last year, the state cut the number of days to two.

"The fair is now paying for two days so we can still have a total of four days of racing," she said. "We started that last year. We do very well with our horse racing. We draw great crowds during the day. It is our lunch crowd. Our rides don't open until the afternoon, because schools are in during our fair."

The Allegan County Fair was very successful last year. The event averages slightly over 200,000 guests. Skerbeck Brothers reported a record gross on the midway of \$311,018 during the 2009 run.

Major musical entertainment for the 2010 fair includes Shinedown with Rev Theory and Sore Eyes; Montgomery Gentry with Colt Ford; and Terry Fator, from America's Got Talent.

Other entertainment includes demolition derbies, tractor pulls, rodeo, duck races and petting zoo.

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# Nebraska debuting new \$40 million fairgrounds next month

After 104 years in Lincoln, Neb., the Nebraska State Fair will debut its new \$42 million grounds in Grand Island when it opens for business Aug. 27-Sept. 6.

And, while the fairgrounds have the same acreage as Lincoln, 225, fair officials said the new grounds are more functional, providing more space for exhibitors, livestock, and the midway.

"Once people enter the fairgrounds and walk just a few feet inside, they are in the hub of the grounds," said Jana Hafer, public relations and marketing director. "This should allow patrons to navigate the grounds much better than in Lincoln. We are very excited. It has been a lot of work but we have a great end product."

The Nebraska State Fair held its last fair in Lincoln last year. The move from Lincoln was precipitated by the University of Nebraska, which wanted to use the Lincoln fairgrounds to create a corridor between the main campus and the east campus. The fairgrounds were on that space.

The 2009 fair drew a larger than average attendance, approximately 360,000. Fair officials feel that attendance was partially driven by the fact it was the last fair in Lin-

coln. And, even though the fair has grown in attendance every year since 2002, fair officials are hesitant to predict whether that trend will continue.

"We think we will probably lose some of the urban attendance, but we also feel we will pick up from the central and western parts of the state," Hafer said. "Just what that gap will be, we'll just have to see."

Yet the Grand Island location is just 90 miles west from Lincoln. With a 75 mph state speed limit, those from Lincoln are not really far from the fair. Fairgoers can take an exit off of Interstate 80 that is actually the road on which the fairgrounds sit. The grounds are five miles from that exit.

And, fair officials are certainly attempting to lure those patrons as well as new ones. This year's entertainment budget is \$1.1, an increase of \$200,000. The advertising budget rose by \$90,000 to \$330,000, said Joseph McDermott, the fair's executive director, in an earlier report.

The event will feature more rides on the midway. Belle City Amusements, Deltona, Fla., will return for its second year. Hafer said the midway is about the same size as in Lincoln, but the layout is certainly different. The grounds are more rectangular



RENDERING COURTESY NEBRASKA STATE FAIR

**Here is an artist rendering of the new Nebraska State Fairgrounds in Grand Island. This year will be the new grounds debut after having been located in Lincoln for 104 years. Fair officials say the new grounds are not any bigger than in Lincoln, but are laid out to offer easier navigation, more functionality, larger and more exhibits, and more attractions, just to name a few of the benefits.**

in size now instead of being "long and stretched out."

Activity areas have quadrupled. The grounds in Lincoln had 70 buildings, but many were small. The new grounds have five; the fifth won't be built until after the 2010 event. There is an 80,000-sq.-ft. swine barn; 110,000-sq.-ft. cattle

barn; a 90,000-sq.-ft. sheep and goat barn; the ag-arena with 57,000-sq.-ft.; and two exhibition halls of 100,000-sq.-ft. and 70,000-sq.-ft. A welcome center will greet guests with concierge services and restrooms.

The administration building will be built upon completion of this year's event.

Offices will be on one end of the building and there will be 20,000-sq.-ft. of exhibition space at the other.

"These spaces have opened the door to a multitude of opportunities for us," Hafer said. "We will be able to provide better education, better exhibits, better guest interactions. We can provide more exhibits and more expensive agricultural exhibits."

The fair is booking seven concert acts, five of which will be free, and a variety of live grounds entertainment. The five concert acts, as of mid-June, include Casting Crowns, Phil Vassar, Martina McBride, Lifehouse, and Josh Turner.

The new grounds are located adjacent to Fonner Park, a horse show and racing facility. The fair has contracted with Fonner Park to use its practice track for grandstand musical entertainment and for motorized sports entertainment.

"We won't use the main track since it is really quite nice and is used solely for the horse events," Hafer said.

No live horse racing is scheduled during the dates of the fair, but there is simulcast racing there.

"The fair and the simulcast racing are quite separate events," she said. "They

► See NEBRASKA, page 36



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## ► IOWA

Continued from page 33

the fair.

There will be four separate routes covering northeast, northwest, southeast and southwest Iowa. The fair Web site offers a complete listing of the locations where the buses will run, along with prices and how to reserve a spot.

There must be 30 people booked on a trip for the trip to run, and it runs rain or shine.

The Iowa State Fair offers a wide variety of entertainment including musical, grounds, agricultural and midway rides and games. The midway is provided by Belle City Amusements, Deltona, Fla.

Musical headliners this year include acts such as Sheryl Crow, Boys Like Girls, Darius Rucker, Keith Urban, Pat Benatar & REO Speedwagon, and Sugarland. The National Tractor and Truck Pull as well as the Demolition Derby are scheduled.

**Carnival profile:**

# Kissel Entertainment boosts 70 plus years of carnival experience

**Pam Sherborne**  
*Amusement Today*

Russ Kissel was raised in the carnival industry.

Yet, even after all the years he has been on a midway, the magic still exists for him on Kissel Entertainment.

"When it is all clicking just right...when all the lights are on, when the parking lot is full, when there is a roar of tractor pulls coming from the grandstands, when the money machines are spinning, there is definitely a high," Kissel said. "It's just hard to explain unless you have been there."

Kissel and his wife, Tammy Kissel, are both third generations in the carnival industry. The carnival boosts having combined experience of over 70 years. Kissel's mother, Mary Kissel, actually owned Kissel Entertainment until her son bought the show during the 2005-2006 year.

"She works for me now," he said, with a laugh.

Tammy Kissel's parents, Darwin "Lucky" and Alieta Klinger were both involved in the industry and both served as presidents of the International Independent Showmen

▶ See **KISSEL**, page 37

**Kissel Entertainment had two free sunscreen stations added to the midway this year. From left are the show's Victor Joseph; Savannah Kissel; her father Russ Kissel; and Richard Warren, fair manager of the Boyle County Fair, Danville, Ky.**

AT PHOTO/  
SUE NICHOLS



# Discounts and promotions help keep Sacramento Co. Fair on track

**Pam Sherborne**  
*Amusement Today*

Sacramento (Calif.) County Fair officials were very pleased with the 2010 event, which drew 68,877 during five-day run May 27-31.

That figure represents a drop of just one percentage point from the 2009 event.

"We did a lot of discounting at this year's event," said Manager T.J. Plew. "It worked for us."

This year the Sacramento County Fair and Brass Ring Amusements Midway of Fun, Oroville, Calif., the carnival that fielded the midway with 31 rides, joined together to provide a number of discount opportunities for fairgoers, especially families, to get more bang for their buck by purchasing special ticket packages in advance.

Some of those discounts included:

- Available at 30 Sacramento area Walgreen's stores, the Fair ValuePass included general admission and unlimited ride wristbands for visitors 13-61 years old for only \$15.
- Costco sold an event



**PHOTOS COURTESY SACRAMENTO COUNTY FAIR**  
**Discounts and promotions were the recipe to success for the 2010 Sacramento (Calif.) County Fair, which ran May 27-31. Brass Ring Amusements Midway of Fun, Oroville, Calif. provided 31 rides on the midway including the Chance Century Wheel and the Huss Ranger, seen at right.**



package that provided two general admissions, two coupons valid for unlimited ride wristbands and \$10 worth of food vouchers for just \$26.99. Sales numbers for Costco have not yet been released.

• Plus, special offers were available to local Farm Bureau members and fair sponsor Vi-

sion Service Provider (VSP) employees.

The community sought out the deals with both the carnival and fair redeeming more advance discount coupons at both the admission gates and on the midway this year than over the past several years.

Plew feels the discounts

helped keep the attendance numbers on par with last year despite the challenging economic times.

The agricultural component of the fair had good participation with nearly 800 4-H and FFA youth exhibiting home-grown livestock helping to raise \$454,000 for the livestock auc-

tion. Over 1,000 people showed-off school projects, art, crafts, baked goods or floral design.

Highlights this year included the "Wild About Monkeys" show, Oasis Camel Dairy and Safari Adventure Live, hypnotist Tyzen and Chef Tyler Stone's daily cooking demonstrations.

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## NEBRASKA

Continued from page 34

are two separate entrances. Whether or not we are able to incorporate these two things together is very hard to say at this moment. That is an issue for another time."

The \$42 million project was funded by a variety of sources. Hafer said the University of Nebraska gave the biggest percentage due to the fact it was the University that wanted to develop the Lincoln land. The University gave \$21.5 million in three installments. The State of Nebraska gave \$5 million and the State Fair \$7 million through specific appropriations.

The City of Grand Island gave \$8.5 million that went towards constructing the 70,000-sq.-ft exhibit area. The city will use that area for indoor athletics from Oct. 1-July 31. The fair will have usage August and September.

## J&J Magic Midway reports normal season thus far

Scotty Jeter, who with Jim Jackson, owns J & J Magic Midway, based in Haines City, Fla., has been out on the road since March and so far, things have been about what they have expected.

"We did have a wind storm while we were up in Missouri," Jeter said. "It destroyed our duck pond, but that was it. So, we were lucky. We have had more cold weather than rain, so I guess everything is about normal."

The show's Everly Loop-O-Plane and Chance's Pharaoh's Fury were two of the featured rides at the Milan, Tenn. fair.

The carnival starts its season in southern Georgia. Jeter said unusually cold weather started with them there. The carnival travels with 15 rides primarily in Georgia, Tennessee, Missouri, Alabama, Illinois and Arkansas.

Jeter stays with the carnival for the first four months of the season, until July. Then, from July until the end of the season, he travels an independent route with another company he owns, Malone's Taffy.

Jackson continues with the carnival route.

-Pam Sherborne

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## ►KISSEL

Continued from page 35

Association during the late 1980s and early 1990s.

And, now Russ and Tammy Kissel have their children on the midway when they aren't in school. They have three daughters, Savannah, 17; Paris, 15; and Madison, 13.

"We used to have a school on the road and they traveled with us everywhere," he said. "But, as they got older, they wanted to do the other things their friends did. So, they stay at home (in Clanton, Ala.) during the school year, but they are on the road with us every summer."

Kissel admits the carnival industry isn't an easy life, so "you have to love it to do it."

In mid-June, Kissel said his 2010 season was going great. He has run into some weather-

related problems, but has been able to turn those around. He feels as long as the weather holds, so will the business.

He has 30 rides, 25 games and an array of food concessions. He does about 42 events annually. The week of June 7, he found a little down time and decided to do three church events before hitting the road again.

For the 2010 season, Kissel purchased a Zamperla safari kiddie ride, but didn't make any major purchases. He spent the winter completely refurbishing an Allan Herschell carousel.

"When I bought that ride, it was two abreast and had the old style theming," he said. "We put the twisted brass on the holdings, built a new ceiling, had new scenery painted on the ceiling and on the outside, sandblasted and painted

the entire ride and added an outside row of horses."

Kissel had to purchase 10 original Herschel horses to create the outside row.

"We also added LED lights to it through Showman Supply," he said. "It ended up costing quite a bit, but it looks great."

Kissel also refurbished his Venture Scat. For the 2009 season, he refurbished his Chance Astro Wheel.

"We bought the Astro Wheel a number of years ago from Amusements of Buffalo," he said. "It is an older ride, but it is quite a piece now. As far as I know, there are only about three of these operating in the country."

Kissel said he has never considered leaving the carnival industry. There were times, however, he thought about pursuing something other



AT PHOTOS/SUE NICHOLS

Russ Kissel, Kissel Entertainment, and his crew have refurbished three rides during the past two years. For this season, he refurbished his Allan Herschell carousel and his Venture Scat. For the 2009 season, he refurbished his Chance Astro Wheel.

than being a carnival owner.

"But, it always had something to do with the carnival industry," he said. "At one time I thought I wanted to design rides."

He likes where he is now, though, and he and his wife are bringing along their fourth generation in Kissel Entertainment.

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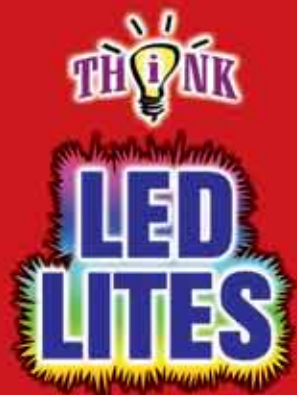
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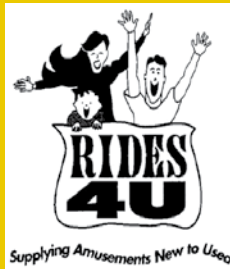
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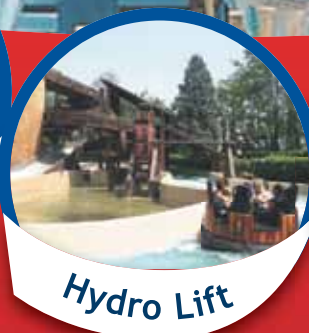
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Antonio Zamperla Spa Vicenza - Italy Phone: +39 0444 998400 e-mail: [zamperla@zamperla.it](mailto:zamperla@zamperla.it)