

Held in Myrtle Beach, S.C.

Attendance up 25 percent at NAARSO Safety Forum

Mary Wade Burnside
Amusement Today

Attendance at this year's 23rd Annual Safety Forum of the National Association of Amusement Ride Safety Officials exceeded expectations by 25 percent. Held in Myrtle Beach, attendance reached 206, significantly more than the minimum of 150 that organizers had anticipated.

"I would say it was the location and the rate," said Connie Patton, who runs the Brandon, Fla.-based NAARSO. "Our room rate was \$48, which is a pretty good room rate. I think we had a lot of individuals that came in because they knew they needed the training and they saw where it was located. We find that when we're in that area, we have a lot of people who will drive."

The safety forum was held Jan. 24-29 at the Sands Ocean Club Resort in Myrtle Beach, S.C.

The weeklong event allows participants to take a variety of classes in ride repair and maintenance such as inspection techniques, electric hydraulics, components, magnetic braking, emergency evacuation systems, safety



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restraints and pneumatics. Then they take tests, divided into Level I for entry level and Level II for those with more experience. Seventy-five people took the Level I test while 25 took the Level II test, Patton said. She did not have test scores in early February.

In addition to taking classes that would help them with the tests, participants also had the opportunity to get some hands-on experience at an actual amusement park, Family Kingdom.

"There are 25 rides in the park, and they were kind enough to let us go in and use the facility and use the rides as hands-on inspection points to teach the inspectors what to look for and how to do a valid inspection," said Jim Barber, a past president of NAARSO who now serves as the association's communications chair-

man. "It was a full day in the field. We left the hotel at 8:00 in the morning and came back at 5:00 in the afternoon."

Participants had the opportunity to use about 10 or 12 rides in the park where they were split into different groups.

"We have an accident scenario and we have role playing for some of the members," Barber said. "This year, it was a go-kart accident. We give the teams a certain amount of info and a date, time and place, and they have to figure out why it happens and how to prevent it from happening again."

Patton compared the accident scenario to a "CSI" situation, after the crime scene investigation television show that requires forensics and detective work to solve a case.

When choosing groups to investigate the accident scenario, "We separate people that work for the same company," Patton said. "A lot of what people go to conferences for is the networking ability. We want them to be able to share information. Hopefully that will allow the different

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PHOTOS COURTESY NAARSO

Myrtle Beach, S.C. and the Family Kingdom amusement park served as the host site for the 2010 NAARSO Safety Forum.

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A record setting snow

It was a sight that North Texans had never seen before. On February 11 an all-day snow descended upon the Dallas-Fort Worth metroplex and when it did quit snowing, 24 hours later, 12-1/2 inches had fallen, shattering the old record of six inches.

While this record amount of snow is no big news to those industry professionals who live in the north around the Great Lakes or on the eastern seaboard, it was a big deal for North Texas.

If there was one advantage to the massive snow-storm, it was beauty. It was a beautiful sight to see the Arlington landscape draped in so much snow. That includes the views of the sports stadiums as well as Six Flags Over Texas. One look across the park's entry lake with snow piled up on the ground, in the trees, on the park's wooden roller coaster, one almost forgets for just a moment that this is still Texas. (See photo below.)

There is no doubt this has been an unusual winter, and certainly the calendar says that spring is just around the corner. Many in our industry on the east coast can't wait for the spring warmup to begin. Let's hope that winter is getting all this crazy weather out of its system, so that everyone in our industry will have an outstanding summer with perfect weather. As one former park executive told *AT*, we're all overdue. Amen.

—Gary Slade



Andrew Mellor

Discounts: friend or foe?

Hard economic times bring problems for us all in many different ways, none more so that when you are trying to sell something. No matter what the product, selling it at the best of times can be hard work but when finances are tight, it's a good deal worse.

In the publishing game for example, we often see advertising prices slashed in an effort to bolster space sold, particularly when times are tough financially, and it can be the same scenario in other businesses too. But does discounting really achieve the desired end result? Perhaps unit sales will be maintained or even increase, but will bottom line figures hold up or increase? That's a debatable question.

And then there's the position further down the line when times come good again. Once you've lowered your prices can you get them back up? Maybe, but over the longer term.

So what's going to happen in our industry where parks and resorts have been offering discounts to keep visitors coming through the



Mellor

gates during these troubled economic times? By no means has everyone had to do it, of course, but some have and it remains to be seen what the guest reaction will be when they try to get prices back up to pre-recession levels.

Speaking at a conference recently, Disney chief executive Bob Iger noted that the company will be reducing the level of discounting that has been offered at its theme parks over the past year due to the recession. The strength of the Disney brand will no doubt ensure this doesn't cause any problems, as has been the case in the past, but for others in the theme park industry who have discounted heavily of late or who have had some very special offers going on, it may be a different ball game.

The Disney product is one that is in demand, so people will pay for it one way or another, but for those not offering a good, quality value for money product with excellent customer service, it may prove a much steeper hill to climb.



Six Flags Over Texas entry lake as seen on Feb. 12.
AT PHOTO/GARY SLADE

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► **NAARSO**

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people to pull from that day a lot of different experiences that they can take back to their workplaces. That's kind of neat."

Even though states have different inspection requirements, NAARSO is able to train workers generally by following the ASTM International (American Standard for Testing and Materials) guidelines, Barber said.

"We teach in generalities," he said. "Safety is our first concern. We want to keep people safe. We want them to have a good time and enjoy the experience and come back again so people in that business can continue to make a living at it."

The association's annual banquet was held Jan. 28, and awards were presented during the event. Jonathan Brooks, the former bureau chief of the North Carolina Department of Labor's ride and elevator inspections, was Man of the Year. Consultant James Caskey was given the Jimmy Floyd Safety Award.

As for the board of directors, Clyde Wagner, the North Carolina Department of Labor's bureau chief over amusement ride and elevator inspections until 2004 and vice president of NAARSO from 2006-2009, moved into the president spot during event.

Brooks, who held the same position in North Carolina after Wagner – the two now work together – is NAARSO's vice presi-

dent. Richard Smith, who is in charge of amusement ride maintenance and safety at Ocean Amusements in Ocean City, Md., and treasurer from 2006-2009, moved into the position of secretary.

And John Pierce, who started his own company, Comspeq Consulting in May 2007 after working for Universal Studios Orlando, became the new treasurer.

"All of the above individuals have volunteered their services for many years in the NAARSO organization and are committed to supporting our motto, 'Safety Through Communication,'" Patton said.

The 2011 safety forum will be held Jan. 30-Feb. 4 at the International Palms Resort and Conference Center in Orlando, Fla.

IAAPA takes safety education on the road in 2010

On the heels of success in 2008 and 2009, IAAPA expands its Safety Institutes program in 2010, with stops in Asia, the Middle East, Latin America, and the United States. Operators, developers, and government officials are invited to learn from industry experts as they discuss how to achieve safety excellence in the attractions industry.

"IAAPA has always been committed to safety and fostering member education, which is why it's exciting to expand our safety education efforts this year, and address region-specific issues," said Charles Bray, president and CEO of IAAPA. "Participants at the Safety Institutes will truly benefit from the speakers' industry experience and the focus on best practices."

Key dates/locations are: March 11, Las Vegas, Nev.; March 11, Beijing, P.R. China; March 15, Abu Dhabi, UAE; March 17, Mumbai, India; April 19 & 20, Bogota, Colombia; May 21, Buenos Aires, Argentina and July 13, Kuala Lumpur, Malaysia.

Additional details on the IAAPA Safety Institute program can be found at: www.aIAAPA.org/safety/SafetyConferences.asp.



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2 MINUTE DRILL



Compiled by Janice Witherow

Ron Gustafson Quassy Amusement Park

Ron Gustafson wears many different hats at Quassy Amusement Park in Middlebury, Conn., and he clearly loves every minute of every different job. A former editor of daily newspapers, he got his start as a sports writer and did sideline NFL photos for the Buffalo Bills. He is an award-winning journalist/photographer and has authored two books and hundreds of articles on the amusement industry over a 30-year span. Ron has a genuine passion for the industry and is well known for his remarkable efficiency and refreshing "tell it like it is" attitude. He and his wife Nancy have been married for 35 years and have two grown children.



Gustafson

Title
Director of Public Relations/Marketing.

Number of years with Quassy Amusement Park
Eight years, and it seems like eight days.

If I wasn't working in the amusement industry, I would be ...
Writing/photographing travel and human-interest feature stories (again). It's fascinating writing about other people's interests and lives and there's always a great story to be told at virtually every turn along the highway.

Best thing about the industry
The people. Our industry has the greatest folks on Earth. This business is filled with professionals passionate about what they do.

Favorite amusement ride
Used to be the Eyerly "Rock-O-Plane." Now, roller coasters (age thing, I guess). I have enjoyed all rides since a youngster.

Biggest challenge facing our industry
Operational costs.

The thing I like most about amusement/water park season is ...
Being out in the thick of things. We work hard during the "off"-season putting this giant puzzle together, and I don't want to miss a second of seeing everything fall into place.

Favorite appetizer
Clams - raw, steamed or in chowder. Bring 'em on!

The last thing I do before leaving work is ...
Check and answer e-mails, pick up phone messages for the next day. I don't like to let the dust settle on any correspondence, and in our business that can pay real dividends.

If I could guest star on any television show, it would be ...
CBS Sunday Morning with Charles Osgood. Might seem a bit old-fashioned, but Osgood brings out the best in broadcast journalism and rates up there with the late Paul Harvey and Walter Cronkite.

The last thing I "Googled" was ...
Honestly, it was Quassy. That might sound a bit egotistical, but in my position I am constantly monitoring the Internet for anything that might be posted about the park.

It's March ... the thing I am most looking forward to this spring is ...
Opening Day at Quassy. March ushers in what I call "The Mad Dash To Opening."

The scariest thing I have ever done is ...
Witness a tornado touch down almost on top of me. It made a lasting impression on a 14-year-old kid growing up in a small town.

When I look out my front door at home, I see ...
Cardinals and red-headed woodpeckers at the bird feeders and Nancy's (my wife) rose garden. It doesn't get any better than that.

If I was climbing a mountain, the one thing I would make sure to pack would be ... Water.

It is 3 p.m. on a workday. Where would we typically find you?
"Off"-season, in my office. During the season, out in the park probably coordinating an event or making sure the 3 o'clock show is starting on the stage.

My favorite outdoor activity is ...
Being on the beach in the Outer Banks of N.C. with family.

If you could ask the world to think about one thing for one hour what would it be? Setting things right with God.

When I need some peace and quiet, I go to ...
At the park, my office with the door closed. At home, my office with the door closed, or for a walk.

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

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Liseberg is first Swedish park to use Quick Pass

Guests at Sweden's Liseberg Park will be able to start enjoying the rides even sooner in 2010. The launch of the Quick Pass system will make it possible to book spaces on five of Liseberg's biggest attractions in advance.

Quick Pass is big news at Liseberg in 2010. The system, which allows advance booking of rides to avoid queuing, has been in use for some time at Legoland in Denmark.

Quick Pass is linked to the online sales system, so everyone who buys a ride pass on the Liseberg website is given the opportunity to book a Quick Pass at the same time. When you make a booking you have the option to choose what time you want to ride on the five Quick Pass attractions.

"But only a limited number of places can be booked in advance for any given ride time, so it's a case of first come, first served," said Katarina Kolb, advertising manager at Liseberg.

Once in the park, guests who have booked Quick Pass should go to the attraction a few minutes before the chosen time and enter through a special turnstile. There is no additional charge for Quick Pass over the normal cost of the ride pass.

Merlin to add three new global attractions

Andrew Mellor
Amusement Today

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The world's second largest visitor attraction operator, Merlin Entertainments, is planning to open three new visitor attractions on three different continents in 2010.

In a move that follows the group's strategy of rolling out

its Midway brands to visitor hubs around the world, the new venues will include a U.S. \$15 million Madame Tussauds in Bangkok, Thailand; a Legoland Discovery Centre in Manchester, U.K.; and a Sea

Life aquarium in Phoenix, Arizona, U.S.

Bangkok's Siam Discovery will become home to the new Madame Tussauds and will be the group's 61st attraction worldwide, underlining the importance of Asia and the Far East as a key development market for Merlin. The attraction will be the company's

10th Madame Tussauds and the third to open in Asia, joining sister venues in Shanghai and Hong Kong.

Additionally, work is already underway on a U.S. \$15 million Sea Life aquarium in vacant premises in Phoenix's Arizona Mills mall, with opening set for later in

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Chessington promises more 'wild' times

Andrew Mellor
Amusement Today

A new area themed as an ancient and mythical Asian kingdom is due to open at Chessington World of Adventures in the U.K. on March 27.

Wild Asia will feature a variety of rides and attractions and like the rest of the park will be designed with the family market in mind. Visitors will move through a landscape of fallen temples and jungle to discover a lost kingdom where among the rides will be the new snake-themed Kobra, a Zamperla-built Disk'O

coaster incorporating a 90 meter long track and speeds of up to 43 mph (69.2 kph). This will be added to re-themed, existing family favorites such as the Monkey Swinger (a Zierer Waveswinger), the Tuk Tuk Turmoil dodgems (from Barbieri) and the Jungle bus (a Zamperla Crazy Bus). Other elements of the area will be the Lorikeet Lagoon walk-through aviary and the Maharaja's Market, along with a restaurant offering authentic Asian cuisine.

Wild Asia replaces the former Beanoland which had been a feature of the park for the past 10 years and closed

in 2009, and chief explorer at Chessington, David Smith, commented: "The launch of Wild Asia perfectly complements the other worlds within the park and we can't wait to challenge families to 'take on the Kobra!' 2010 is a very big year for Chessington and this new land is just the beginning of Britain's Wildest Adventure."

All the theming and design work in Wild Asia has been carried out by Merlin Studios, part of the Merlin Entertainments Group which owns and operates the park.



The new Wild Asia themed area replaces the former Beanoland at Chessington World of Adventures. RENDERINGS COURTESY CHESSINGTON



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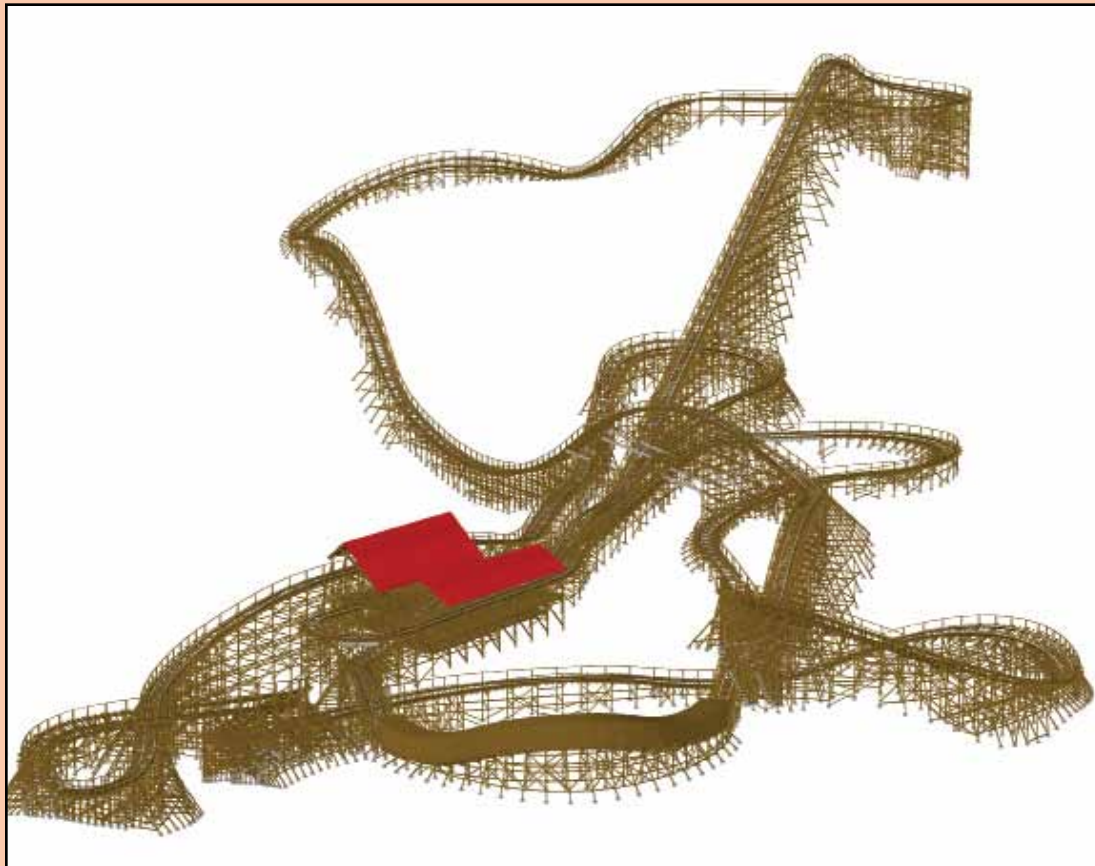


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Great Coasters, China OCT partner for massive wooden coaster project



RENDERING COURTESY GCII

Great Coasters International, Inc. has been chosen to design and build a 4,800-foot-long wooden roller coaster for OCT's Knight Valley park in Shenzhen, China. The project will be GCII's largest single-track coaster yet. It will feature a 138-foot-tall lift, a wild 131-foot triple-down first drop, a station fly-through and will utilize the company's Millennium Flyer rolling stock. The new coaster is expected to make its debut later this year.

Additions bring new thrills to Australia's Adventure World

Adventure World in Bibra Lake, near Perth, Australia, has added two new attractions for the current season in the shape of a FreeFall giant shot and drop tower ride and the Terminator X laser shooting attraction.

Reaching to a height of 56 meters (184 feet), the Huss-built FreeFall catapults riders into the air before dropping them back down to earth at 15 meters (49 feet) per second with an acceleration of 1.2 G, the actions being repeated during the full ride cycle. The ride is the highest and only ride of its kind in Western Australia and took four weeks to ship from Germany where it was previously operated. Featuring a passenger capacity of 24, it represents an investment of AUD \$5.2 million (U.S. \$4.6 million) and has been installed in an elevated position on the western boundary of the park.



PHOTO COURTESY ADVENTURE WORLD

A Huss FreeFall tower ride is providing added thrills at Australia's Adventure World.

Terminator X has also been added to the park for the current season and, as the name suggests, is a Terminator-themed laser tag game created by the Sudden Impact! Entertainment company based in New York, U.S. Visitors "are the targets" as they defend themselves against live char-

acter actors and a T-600 endoskeleton as featured in the blockbuster Hollywood films.

"We are continuing the process of introducing thrilling and exciting attractions in the park, with a good balance of water attractions and dry rides," commented park general manager Grant Laidlaw. "We are currently in the process of working on another exciting project for next season also."

Various events are also taking place throughout the season at Adventure World, one of the more recent being the return of the park's Adults Only Pool Party, which this year was an 80s retro themed party featuring a variety of acts, including Aussie bands Kickstart and Oats Supply and DJ Tony Allen on the decks.

Adventure World's season began on September 26.

—Andrew Mellor

►MERLIN

Continued from page 5

the year. The group already operates 31 other Sea Life attractions in Europe and the U.S.

Finally, Merlin's first new attraction in the U.K. since the Edinburgh Dungeon opened in 2001 will be a £7.5m (U.S. \$12 million) Legoland Discovery Centre (LDC) at the Trafford Centre shopping complex in Manchester, due to open in time for Easter. It will be the first LDC in the U.K. and the fourth worldwide.

These latest developments will increase the number of Midway sites owned by Merlin to more than 50, with more locations already identified around the world,

and Merlin CEO Nick Varney commented: "We are delighted to announce the opening of three exciting new attractions in 2010. The geographic spread of these locations is indicative of Merlin's ambition and the power of its brands. It also evidences an increasing demand for high quality leisure attractions all across the globe. Our Midway brands are some of the most recognizable and popular in the world and we plan to deliver these fantastic family experiences to many new audiences in the years ahead."

The news comes at a time when the company has also recently announced its purchase of Cypress Gardens in Florida, U.S., which is to become a Legoland theme park, Legoland Florida.



PHOTO COURTESY JORA VISION

The Dutch company Jora Vision supplied the theming for Futuroscope's new 4D attraction, Arthur and the revenge of the Maltazard.

Jora Vision plays major role in Futuroscope's new 4D attraction

Futuroscope, one of the most popular theme parks in France, recently chose the Dutch company Jora Vision to supply the theming for its newest attraction – Arthur and the revenge of the Maltazard.

Based on Luc Besson's film of the same name, the storyline of the new 4D attraction transports guests 50 years into the future and immerses them into Arthur's environment.

Jora Vision designers and builders worked at length and with great enthusiasm to create this new world, which is the heart of the 4D attraction. The result is a unique thematic tour de force, unlike virtually any other experience anywhere.

In addition to the main attraction, visitors waiting in the queue can play various interactive games such as learning to write their names in Minimoys, the language

spoken in Arthur's world.

The thematic tour created by Jora Vision has made a great impression on the staff of Futuroscope and was received with great enthusiasm. According to the management the scenery is so complete and detailed that visitors identify completely with the heroes in Arthur's story.

Jan Maarten de Raad, CEO of Jora Vision, is extremely satisfied with the successful completion of this new and innovative project. "Theme parks are increasingly looking for attractions with a built-in experience to let their visitors believe, if only for a few hours, that they have entered quite another world. I am proud that Jora Vision has significantly contributed to this fantasy world. Not only in the Netherlands, but all over the world."

Gerstlauer introduces Sky Fly, suspended Polyp flat ride

Germany's Gerstlauer continues to unveil new and exciting ways to offer park guests a thrill. During spring 2009, the heavily-publicized Sky Roller attraction opened at Belantis in Leipzig, Germany. Then this fall the Suspended Polyp ride debuted at Oktoberfest while at IAAPA buyers saw the company's newest concept, Sky Fly.

"It has been an amazing decade of growth for us," said Siegfried Gerstlauer, the company's managing director. "2009 was a great way to end 10 years of new designs and concepts. We not only debuted several roller coasters, including the Launched Euro-Fighter at Hansa Park, we continued to diversify and show customers the breadth of our portfolio."

The Sky Fly is an outgrowth of the Sky Roller. Both rides allow guests to control the rotation of their vehicle with wings, but the Sky Fly changes the experience slightly. The main boom is now tilted at 45 degrees and every rotation features elevation changes. Gerstlauer

commented, "With its capacity of 16 or 24, the Sky Roller is perfect for larger parks. However, the Sky Fly allows us to offer parks a capacity of 6, 8, 12 or 16, which really opens up the market. With a starting price around \$500,000 Euro, we feel this is an attraction that can find a home at any property."

The first Suspended Polyp is owned by German showman Thomas Aigner. When the ride opened at Oktoberfest it was one of the fair's most popular attractions. Capable of holding 40 guests at once, the Suspended Polyp's unique motion was a definite attention grabber. The ride experience is based upon the Polyp/Octopus rides from the past but with a new twist: open seating that allows riders to be in the middle of the action. Siegfried Gerstlauer added, "The ride looked fantastic on the midway. I think it is a great update of a popular ride and the perfect marriage of new technology and tradition."

The new Sky Fly attraction is an expansion of Gerstlauer's popular Sky Roller.
RENDERING COURTESY GERSTLAUER



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Holiday World launches online shop

Holiday World souvenirs, shirts, caps and fudge are now available year-round, thanks to the new online HoliShop.

"For the past few years, we've received a steady stream of requests to add a shop to our Web site," said Holiday World & Splashin' Safari President Will Koch. "We decided to have fun with it and use our staff and their families as our models."

Koch himself appears on several HoliShop pages, even serving up a 'mug shot' to illustrate the park's 'Ride A Coaster' coffee mug. He and his mom, Pat Koch, also clown around posing in new Wildebeest shirts. The Wildebeest water coaster will open in Splashin' Safari in May.

The HoliShop also offers to ship fudge from Mrs. Klaus's Kitchen year-round. In February, the "fudge of the month" flavor is chocolate peanut butter.

In addition, Pat Koch's pictorial history book, *Holiday World*, is available through the HoliShop, with an offer for her to include a personally hand-written message in each copy.

The direct link to the HoliShop is: <http://Shop.HolidayWorld.com>.

Six Flags America opening largest Thomas Town

Maryland's Six Flags America has announced details of the Thomas the Tank brand. Thomas Town is the park's largest expansion in over a decade and will feature eight rides and attractions and a new retail store and a new character. Opening this summer, Six Flags America's Thomas Town will be the largest Thomas Town in North America.

"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 will 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."

Gary Krakower, senior vice president for consumer products and live events at HIT Entertainment, parent company of Thomas & Friends, said, "We are thrilled to be working 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."

Encompassing more than three and a half acres, the cornerstone of Thomas Town will be a train ride on a Thomas the Tank Engine replica (supplied by Matallbau Emmeln) that will take guests on a journey through Thomas' mythical home on the Island of Sodor.

Other rides and attractions in the all-new Thomas Town include Zamperla-manufactured Harold the Helicopter, Cranky the Crane Tower Ride, Bertie the Bus Ride, Diesel Derby, Sodor Carnival Ferris Wheel, along with a Thomas Town play structure from HAGS Play.

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

The addition of Thomas Town will nearly double the number of family attractions at Six Flags America.

Six Flags closes Kentucky Kingdom, lease blamed

Six Flags announced on Feb. 4 that as it neared the scheduled end of its restructuring process, it has decided to reject its lease with the Kentucky State Fair Board relating to the Kentucky Kingdom park. Six Flags had proposed a new lease arrangement to the fair board that would have enhanced the viability and future of the park. Unfortunately, those proposals were not accepted and the park has ceased operations and the company will move expeditiously to relocate employees and several of the more than 40 rides and attractions to one of its 13 other markets.

"We are deeply disappointed to be leaving such

a great fan base in the greater metropolitan area of Louisville and we are grateful to the thousands of employees at Kentucky Kingdom and the millions of guests for their dedication, support and loyalty over the years," said Mark Shapiro, Six Flags president and CEO.

"This action relates solely to Kentucky Kingdom," Shapiro continued. "The substantial lease payment has been a significant hurdle for this park in recent years. Our other parks, which reside largely on company-owned land, will be completely unaffected and will open as scheduled for the full 2010 season."



FILE PHOTO COURTESY DAN FEICHT

Six Flags announced on Feb. 4 that it has closed its Kentucky Kingdom park, located in Louisville. The theme park company blamed the park closure on an impasse regarding its land lease it has with the Kentucky State Fair.

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Quassy's proposed wooden coaster gets final ok, 2011 opening planned

"Quassy's proposed wooden coaster back on track." That simple statement, issued Feb. 16 by Quassy Amusement Park owners George Frantzis II and Eric Anderson, summed up months of behind-the-scenes negotiations to settle litigation that has stalled the construction of the highly-anticipated new ride at the lakeside park.

"We can now move forward," Anderson commented on the agreement, which allows for the historic property to build a wooden roller coaster geared toward families. "Our intentions were to break ground in 2009 after we announced our multi-year improvement plan last May. The legal action prevented

us from doing that, but now we can honestly say that the coaster will be built for the 2011 season."

"We'll break ground most likely in September," Frantzis said. "This allows us to concentrate on getting the heart of our season in before we put our combined efforts into the coaster's construction."

Even with a late summer or fall start, the coaster will be ready for Quassy's 2011 season. "This is a family ride, not a mega-coaster that would take months on end to build," Frantzis pointed out.

As for the proceedings that held up the construction, the park officials would offer no further comment.

"That is behind us - we

can now focus on the projects outlined in our long-term plans," noted Anderson.

The yet unnamed ride is part of a projected \$5 million multi-year plan to update equipment and infrastructure at the lakeside park.

"The new coaster will be a replacement for our aging steel Mad Mouse," said Anderson. "The steel coaster will come down once the new ride is in place in another area of the park."

Quassy has received countless inquiries from throughout the world about the new roller coaster and the fate of the Mad Mouse, which has been a staple at the park since 1983.

"It's amazing just how close-

► See QUASSY, page 11

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► **QUASSY**

Continued from page 10

ly enthusiasts have followed our news over the past nine months," Frantzis said. "They were not only excited about the new ride, then disappointed to hear about the delays, but also concerned about what will happen to the Mad Mouse."

As for the fate of the classic Allan Herschell Mouse coaster, the park hopes it finds a new home. "It's still in great condition and has been properly maintained throughout the years. In fact, we just painted the entire ride last spring," Anderson said. "It looks and sounds scary, but that is what guests like about these old classic coasters. It has served us well."

The three-phase plan announced last year is the largest in the history of the 102-year-old park, which is owned by the Frantzis family and Anderson. This marks the 72nd year the Frantzis family has been involved at Quassy.

"It's not so much an expan-

sion plan as it is updating," said Frantzis. "We're investing in the future of the property. These projects are necessary for us to remain competitive, and in the amusement park business you have to feature a family roller coaster."

The last wooden roller coaster to operate in the Waterbury, Conn., area was located at the city's Lakewood Park. Built in 1930, the coaster lasted only a few years before being dismantled, moved and redesigned for Canobie Lake Park in Salem, N.H. for the 1936 season. The ride continues to operate in New Hampshire today.

"Our new roller coaster will be a family ride - one parents and grandparents alike can ride with children," Frantzis asserted. "It will not be an extreme or white-knuckle experience - that is not who and what we are."

Designed by The Gravity Group of Ohio, the Quassy coaster will have 1,200 feet of track and be 35-feet-tall. Due to the topography where the coaster will be located, the



RENDERING COURTESY QUASSY

Artist's rendering shows the overall layout of Quassy's new wooden roller coaster. The ride is scheduled to open for the 2011 season.

ride will actually drop around 40 feet obtaining a maximum speed of 35 mph. One three-car train with a capacity of 12 persons will run the course.

The coaster's station will be located near the Big Flush ride with the incline constructed on the old entrance road to the park. The coaster will drop into the lawn area behind the Grand Carousel where it will make its turnaround and head up and over the park's train tracks. Engineers from The Gravity Group were able to present a design which will not disrupt the tree line along

both sides of Quassy's old entrance.

"We didn't want to take away from the natural beauty those trees provide as you enter the park," said Anderson. "Fortunately, we'll be able to preserve that feature and have this beautiful structure fit in."

"It's a family coaster, but will be an exciting ride," Anderson continued. "Adding to the excitement will be two crossovers on the train tracks, plus a series of airtime hops. This will be a great modern replacement for the steel coaster."

The roller coaster will be constructed of treated lumber. The vendor for the coaster train has yet to be named by the park.

At least four other coaster manufacturers from around the world presented proposals to Quassy.

"They (Gravity Group) came in with a couple of designs that immediately caught our eye," said Anderson. "These engineers have a real passion for their trade and The Gravity Group has designed and built some of the best rides of the genre."



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Utah's S&S Worldwide building 4th Dimension coaster in China

S&S Worldwide, Inc. recently announced plans for another 4th Dimension coaster. Known as "X2" at Six Flags Magic Mountain and "Eejanaika" at Fujiyama Highlands in Japan, the next 4th Dimension coaster will thrill guests at Dinosaur Park in Changzhou, China when it opens there in 2011.

Unlike traditional coasters where trains only parallel the track, the 4th Dimension sends riders around its 3,600-foot-long track aboard 24-passenger wing-shaped trains. The seats extend off of the track to the sides of the vehicle, allowing the passengers to be independently rotated forward and backward.

The 4th Dimension experience begins with a 250-foot ascent to the crest of the lift hill. The passengers get an impressive sweeping view of the surrounding area and are not afforded the comfort of seeing what's to come. Before

plunging off the near vertical first drop, the seats flip forward, placing the riders in a totally unique and thrilling position facing the ground. The steep first drop is insane, reaching speeds of nearly 80 mph. Riders are then treated to a variety of elements such as raven turns, dives and half-twists.

"This amazing coaster takes riders on a journey to an uncharted dimension of extreme that only the 4th Dimension can deliver," said Kevin Rohwer, vice president of sales and marketing for S&S. "We appreciate yet another opportunity to build and install this incredible coaster, and we anticipate that the amusement industry will be very excited about its upcoming installation. Dinosaur Park is already counting down the days until this great attraction will open to the people of China."

Lake Winnepesaukah saves two Kiddieland rides

Lake Winnepesaukah, located in Rossville, Ga., is celebrating its 85th anniversary in 2010 with the introduction of two classic rides rescued from now-closed Kiddieland of Melrose Park, Ill. The charming southern traditional amusement park is adding the Sea Warrior (Klaus Polyp) and the Silly Saucers (Chance Mushroom). The Sea Warrior will be located near the park's main entrance while the Silly Saucers will land on Kiddie Hill among the other children's rides.

Amusement Today spoke with Lake Winnie's Talley Green about the park's decision to give new life to these wonderful rides that provided thrills to Chicago area residents for so many years. "Lake Winnepesaukah is delighted to welcome these Kiddieland classics to our array of attractions! As we celebrate our 85th anniversary in 2010, we look forward to the Sea Warrior and the Silly Saucers continuing our tradition of offering a variety of thrills and fun for guests of all ages."

Additional details can be found on Lake Winnie's revamped Web site at www.lakewinnie.com. The park opens for the 2010 season on April 9.

—Scott Rutherford

CAI and Zamperla to create a new Coney Island

New York City Mayor Michael R. Bloomberg and Central Amusement International (CAI) unveiled plans on Feb. 16 for a new amusement park on three city-owned parcels in Coney Island that will open by Memorial Day 2010.

CAI, which currently operates two amusement facilities — Victorian Gardens at Wollman Rink in Central Park and Minitalia Leolandia Amusement Park in Capriate San Gervasio, Italy — will lease the parcels, totaling 6.2-acres, for 10 years and invest nearly \$30 million to build and operate the amusement park. The park will feature both traditional and cutting edge, state-of-the-art rides from Zamperla, Parsippany, N.J., which is partnered with CAI on several of its ventures.

CAI was established in 2002. Principals are Antonio Zamperla, manager, Valerio Ferrari, president, and Peter Pelle, vice president. According to Libby Langsdorf, assistant vice president, public affairs, New York City Economic Development Corp (NYCEDC), CAI is an amusement park developer, planner and operator. Zamperla designs and manufactures the rides found at CAI amusement facilities.

The new amusement park will be built in two stages: This summer, CAI will open "Luna Park at Coney Island,"



An artist's rendering of the new Luna Park entrance.

expected to feature 19 rides, including one — Air Race — that will make its worldwide debut at Coney Island; and by summer 2011, the "Scream Zone at Coney Island" will provide additional attractions, including two custom roller coasters, a human slingshot ride, and go-karts.

In total, 23 new rides will be installed. In its inaugural season, Luna Park is projected to create 247 new jobs in Coney Island, increasing to 330 full and part-time positions in 2011, with an emphasis on local hiring.

"Coney Island remains one of the most known and beloved neighborhoods around the world, but for decades its famed amusement park has dwindled to just a tiny fraction of what it once was," said Mayor Bloomberg. "This summer, we're reversing that trend.

"As part of our administration's revitalization plan for Coney Island — passed by the city council last year — we're making necessary infrastructure investments and joining with Central Amusement International to build new amusements that celebrate Coney Island's historic past while featuring modern rides — some making their worldwide debut — that will attract people from around the city and around the globe," he said.

The expanded amusement park is part of the city's Coney Island Revitalization Plan, which will preserve and grow the historic amusement area; create a vibrant mixed-use neighborhood with new retail options and nearly 5,000 new units of housing, including 900 income-targeted units; and generate more than 25,000 construction jobs and 6,000

permanent jobs.

In November, 2009, the city released a 'Request for Proposals' for a private sector amusement and entertainment operator for the three sites that it purchased earlier that month from Thor Equities.

The proposal submitted by CAI was selected based on criteria that included: the strength of its amusement and entertainment programming; a clear understanding of the redevelopment objectives put forth in the Coney Island Comprehensive Plan; the economic impact of the proposal; the development's financial feasibility; the team's qualifications and safety record; and an innovative approach to site design and planning respecting Coney Island's history and culture.

As part of planned infrastructure improvements, the city will invest \$6.6 million in site preparation and basic infrastructure to support the ongoing redevelopment of the neighborhood. In addition, CAI will invest about \$30 million: \$3 million for additional site preparation, more than \$15 million to open Luna Park and more than \$12 million to open the Scream Zone.

"Central Amusement International is excited to be chosen by New York City to be a part of the revitalization of Coney Island," said CAI Vice President Peter Pelle. "Coney Island has long been known

as a place of innovative thrills and attractions. Our dedicated team will work with the city to revitalize this iconic New York destination to make it a must-see attraction for locals and visitors coming to New York from around the world.

"We are bringing back the fun to Coney Island this May and for many years to come," Pelle said.

Luna Park at Coney Island will reestablish the area as an amusement park destination offering 19 new mechanical rides from Antonio Zamperla S.p.A., games, food and beverage concessions, and live entertainment.

Four new prototype rides will have their debut in 2010 including Air Race, where riders will soar and barrel roll around a control tower; and the Speedy Coaster, a gravity coaster designed especially for families. In addition, the iconic Astrotower will be repurposed and utilized as signage to draw visitors to the area.

By summer 2011, the Scream Zone will expand the park's entertainment offerings by introducing four additional thrill rides, including the debut of two new roller coasters.

The new amusement park will be operational by Memorial Day and remain open daily until Labor Day and weekends through Columbus Day for its inaugural season.

—Pam Sherborne



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BRIEF

CoCo Key selects new ticketing and control provider

CoCo Key Water Resorts has chosen accesso to deliver comprehensive electronic ticketing and access control solutions effective Feb. 1, 2010. CoCo Key waterparks now offer guests a new, themed, online shopping experience designed to streamline the purchase process and enhance resort revenue.

CoCo Key Water Resorts will employ accesso's hosted ticketing and commerce solutions including accesso Shopland, a state-of-the-art print-at-home and eCommerce solution currently used by many of North America's largest visitor attractions; and accesso Affiliate, an innovative third party sales program that eliminates many of the challenges of traditional consignment programs delivering turnkey, customized Web sites to third party resellers. These accesso solutions will offer CoCo Key the ability to dynamically cross-sell and up-sell products and services based on guests' purchase patterns and online selections.

"We are excited about our switch to accesso as a key part of our overall strategic focus on a streamlined guest experience and driving revenue growth," said Ed Baklor, senior vice president of CoCo Key Water Resorts. "The unique features offered by accesso will give our waterparks the power to offer guests additional products to enhance their visit."

Schlitterbahn to build resort in Cedar Park, Texas

Schlitterbahn officials detailed their plans for a new experiential entertainment resort - the Schlitterbahn Boutique Hotel and Conference Center located in Cedar Park, Texas, north of Austin.

Nestled in the heart of the Texas Hill Country, this new resort destination slated to be complete in summer 2012 will include lodging, retail, restaurants, a conference center and a year-round Transportainment-based waterpark featuring the award-winning interconnected river technology along with a variety of innovative water attractions. The first phase of this project is scheduled to open the summer of 2012.



The initial Schlitterbahn Cedar Park Waterpark build out is a \$75 million, 67-acre, year-round entertainment destination that will appeal to vacationing families and business travelers alike. Once complete, the entire project will span more than 95 acres and cost more than \$360 million.

"We are pleased to have the opportunity to develop our new upscale waterpark retreat concept right here in Cedar Park," said Jeff Henry, principal for the Schlitterbahn Development Group. "Our team has been working on the creation and design of this world-class destination for more than two years. Without the support of the local government, the realization of this dream could not have become a reality."

The Schlitterbahn Boutique Hotel and Conference Center is expected to entertain hundreds of thousands of guests per year and will create several thousand jobs, providing an economic boost to the region.

As part of Schlitterbahn's ongoing commitment to the environment, this new park

Schlitterbahn's newest waterpark resort will open for the 2012 season in Cedar Park, Texas, near Austin. When complete the project will span more than 95-acres and cost more than \$360 million.



RENDERINGS COURTESY SCHLITTERBAHN



will include the latest in energy and water saving technologies including compact fluorescent lights, LED technologies, low-flow fixtures and the constant capturing, filtering, sanitizing and recirculation of water through the waterpark's

rides and attractions.

The Cedar Park project is the fifth expansion for the popular Schlitterbahn group of waterparks. This new partnership is a collaboration of Schlitterbahn Waterparks and Resorts, along with entre-

preneur Rick Redmond, current owner of Volente Beach Waterpark, the Principals of Suntext Ventures, LLC and Garrett-Ihnen Civil Engineers. Located in Austin, Volente Beach will close after their 2011 season.



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WhiteWater West's expertise in close-molded LRTM (Light Resin Transfer Molding) manufacturing allows the company to produce its attractive SilkTek translucent fiberglass waterslides. PHOTO COURTESY WHITEWATER WEST

Whitewater West pioneers translucent waterslide technology

WhiteWater West Industries Ltd., has announced the expansion of its line of patent-pending SilkTek translucent fiberglass components found on its AquaTube and Poolsider waterslides. WhiteWater is the only global manufacturer to offer its customers this exclusive tech-

nology, which combines the unique benefits of enhanced visual impact and a more entertaining spectator experience.

Available in an array of colors, the translucent components elevate the visual appeal of waterslides, while maintaining the highest level of safety or durability. "Before translucent technology, enclosed waterslides were dark, almost industrial looking" says WhiteWater West CEO Geoff Chutter. "See-through fiberglass lets in more light and creates beautiful prismatic effects, while also putting on a great show for both people waiting in line and spectators. Watching someone sliding through the AquaLoop – the world's first looping water slide – builds tremendous anticipation and excitement."

The see-through fiberglass technology is the result of more than 10 years of in-house research and development. WhiteWater's expertise in close-molded LRTM (Light Resin Transfer Molding) manufacturing is unsurpassed in the industry, and is the key differentiator in the SilkTek technology. Unlike traditional fiberglass molding, LRTM is a precision engineered process. It allows for greater control over laying the fiberglass and injecting the resin, offering a better strength-to-thickness ratio, a smooth finish on both sides, and greater transparency in the finished product. "This process is extremely complicated, with a significant learning curve. We've invested hundreds of thousands of dollars with the goal of developing a truly unique product for our customers, one that adds a whole new level of value and entertainment creating the ultimate waterslide," added Chutter.

WhiteWater's translucent fiberglass is now available in blue, red, green, dark green, orange and yellow.

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BRIEF

RWS and Associates Entertainment Inc. relocates to N.Y.'s Times Square

RWS and Associates Entertainment Inc. recently announced that they have moved into new offices located in New York City's historic Actors Equity Building in Times Square.

The space was renovated and specifically rebuilt for RWS and Associates. Jeremy Doucette, the RWS in-house production designer, artfully wove the company's trademark colors, red, black and white, throughout the space. The new office features space for an expanding staff, on-site auditions, rehearsals, production meetings and storage.

"We are thrilled to have a new space that perfectly suits our needs and our ever growing staff, as well as a space that truly visually embodies RWS through its innovative design," said Executive Producer of RWS and Associates Entertainment Inc., Ryan Stana.

The new address is: RWS and Associates, 1560 Broadway, Suite 712, New York, N.Y. 10036. For more information about RWS, call (212) 391-1795 or visit: www.rwsandassociates.com.

NEAAPA announces 2010 Hall of Fame class

At its recent board of directors meeting, the 2010 inductees into the New England Association of Amusement Parks & Attractions (NEAAPA) Hall of Fame was formally announced.

The late Conrad Ferla, Rocky Point Park, Warwick, R.I. and Suzanne McHugh Piscitello, proprietor, Canobie Gifts, LLC are to be formally inducted during the association's 84th annual meeting at the Crowne Plaza North Shore Hotel, in Danvers, Mass. April 6, 2010.

Since 1998, NEAAPA has inducted 21 individuals into its Hall of Fame. This recognition is the highest honor the 97-year-old association can bestow upon a member. The Hall of Fame recognizes those individuals whose commitment, innovation, professionalism, and dedication to preserving, developing and promoting the amusement industry in New England and beyond.



Conrad Ferla

The late Conrad Ferla served as president and general manager of Rocky Point Park, for 37 years before retiring in 1986. Rocky Point amusement park operated 1847-1995.

Born in Siracusa, Italy, Conrad came to the United States in 1949 to work with his brother, Vincent, who had invested in and later purchased Rocky Point park.

Known as "Mr. Rocky Point" Conrad was constantly seen all over the park on his scooters that helped him effectively manage the various operations including his favorite, the Shore Dinner Hall. Conrad served in the



Suzanne McHugh Piscitello

Italian Army in World War II and was a prisoner of war for three years. He was a member of a dozen civic organizations, board of directors and also received numerous awards and honors in addition to being named a Cavaliere Knight by the Republic of Italy. Conrad also served in many capacities in NEAAPA including the board of directors, various committees and committee chairs. Conrad had been a member of NEAAPA for over 40 years.

Suzanne McHugh Piscitello began working in the gift shop at Canobie Lake Park in 1950. Her father, Frank McHugh began work-

ing at Canobie Lake Park in 1933. In 1942, in lieu of a pay raise, the park offered Frank the souvenir concession for a percentage. While working at Canobie Lake Park every summer since 1950 in their family business, Suzanne is also a former educator having worked for the Lawrence, Mass. Public schools for 27 years as a teacher and administrator, retiring as the assistant superintendent in 1988.

Born in Lawrence, Mass., Suzanne is a graduate of the University of Michigan and has resided in Lawrence her entire life. Suzanne was married to the late Ignatius Piscitello and in addition to a brother and sister, Suzanne has one daughter.

Suzanne continues to own and operate six souvenir stands at Canobie Lake Park and will begin her 60th season in the park in April, 2010. Canobie Gifts, LLC has been a member of NEAAPA for more than 20 years.

Transworld's 2010 tradeshow returns to St. Louis

Transworld's 2010 Halloween and Haunted Attraction Tradeshow returns to St. Louis on March 25-28, 2010. During the show, The Darkness haunted house will open again to the haunt industry on three different nights.

Officials report that the 2009 Darkness tour was a bigger success than they ever anticipated. This year they have limited the amount of guests per night to ensure a better experience for those who attend. The Darkness is undergoing a massive overhaul at a cost in excess of \$200,000 prior to the 2010 Transworld Haunt Show.

The Darkness is three attractions in one 30,000-square-foot building, which includes The Darkness, Terror Visions in 3D and a Monster Museum. All three attractions have been improved, renovated and or totally overhauled for

the tour during the Transworld Haunt Show.

Over 80 percent of the entire second floor of The Darkness was removed and rebuilt from scratch. It will now feature several major animated effects that will scare entire groups of guests at the same time including a falling barrel effect, a major water scare animation and a dropping ceiling. The Darkness will also feature plenty of unseen props, animations, and sets that will leave haunt owners amazed.

Terror Visions will unveil an amazing array of 3D effects never before seen or attempted while the monster museum will include all new full-sized monsters.

For more information and show information, visit: www.TheDarkness.com.

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PEOPLE WATCH

Elitch Gardens games manager named to committee

Elitch Gardens Games Manager, **Derek Lovato** was named to IAAPA's games advisory committee. Lovato, who has worked at Elitch Gardens since he was fourteen years old, will serve on the committee for one year and present best practices to his peers at the 2010 IAAPA Attractions Expo in Orlando, Fla.

"Derek is an extremely talented and creative games manager and both IAAPA and he will benefit from his membership on the committee," said Elitch Gardens General Manager John Riggleman.

Lovato began his career as a seasonal games employee at Elitch Gardens in 1998 when he was fourteen years old, and ran the mini-hoops game so well that he won the Service Superstar award. Since becoming the full-time games and attractions manager in 2005, he has won multiple awards for his hard work and creativity, including Rookie of the Year in 2005, and PARC Management Games Manager of the Year in 2008.

Great Wolf Lodge announces staff changes

Great Wolf Resorts, Inc., based in Madison, Wis., recently announced a number of key management changes and staff promotions.

Matt Lawrence has been named general manager of Great Wolf Lodge in Traverse City, Michigan where he is responsible for the successful daily operation and management of the 280, all-suite Great Wolf Lodge and its more than 300 team members. He has been with the company for 13 years. Prior to transferring to Great Wolf Lodge in Traverse City, Lawrence was general manager of the company's Sandusky, Ohio and Wisconsin Dells, Wisconsin, resorts.

Mike Lusky has been named general manager of Great Wolf Lodge in Grand Mound, Washington where he is responsible for the successful daily operation and management of the 398, all-suite Great Wolf Lodge and its more than 500 team members. He brings more than 20 years of experience in the hospitality industry to his new position. Prior to transferring to Great Wolf Lodge in Grand Mound, Lusky was general manager of Great Wolf Lodge in Traverse City, Michigan. Before joining Great Wolf Resorts, Lusky was the vice president and general manager of Frontier City and White Water Bay in Oklahoma City, Oklahoma. He was responsible for the operations of a 109-acre theme park and 22-acre waterpark.

Derrek Kinzel has been promoted to regional vice president of operations for Great Wolf Lodge. In his new role, Kinzel oversees the Great Wolf Lodge resorts in Wisconsin Dells, Wisconsin; Sandusky, Ohio; Traverse City, Michigan; Kansas City, Kansas; Mason, Ohio and Grand Mound, Washington. Prior to his promotion, he was general manager of the company's Grand Mound, Washington and Sandusky, Ohio resorts. He has been a part of the Great Wolf Resorts team since the 2001 grand opening of Great Wolf Lodge in Sandusky.

Angela Brown has been promoted to general manager of Great Wolf Lodge in Wisconsin Dells, Wisconsin where she is responsible for the successful daily operation and management of the 436, all-suite Great Wolf Lodge and its nearly 300 team members. She has been a part of the Great Wolf Resorts team for 10 years. Prior to her promotion, Brown was assistant general manager at Great Wolf Lodge in Grapevine, Texas. Before that, she was the director of guest services for the company's Traverse City, Michigan resort.

Chris Ballou has been promoted to general manager of Great Wolf Lodge in Sandusky, Ohio where he is responsible for the successful daily operation and management of the 271, all-suite Great Wolf Lodge and its more than 200 team members. Prior to transferring to Great Wolf Lodge in Sandusky, Ballou was the director of finance for the company's Grand Mound, Washington and Sandusky resorts. Prior to joining Great Wolf Lodge, Ballou was the controller at Sheraton Hotel in Philadelphia. Before that he was the financial operations manager at Six Flags in Aurora, Ohio.

Kim Reese has been named corporate vice president of human resources and will be responsible for leading and coordinating the company's human resource functions to provide an employee-focused, high performance culture. She is also responsible for organizational planning and development, regulatory compliance, performance management and improvement, employee orientation and training, employee relations, and employee compensation and benefits. Prior to joining Great Wolf Resorts, she was the director of human resources, interiors for the Kohler Company in Kohler, Wisconsin. Before that she held director and manager level operations and human resources positions at Harrah's Entertainment. She brings nearly 20 years of human resource experience to her new position.

Nikki Donofrio has been named vice president of business development and is now responsible for licensing and management opportunities for the Great Wolf Lodge brand. Her focus also includes the expansion and growth of the company's proprietary brands and amenities. Prior to joining Great Wolf Resorts, Donofrio spent 11 years in marketing for Six Flags based in New York City, most recently as vice president of marketing. While at Six Flags she was the recipient of multiple awards, including Corporate Leadership, Marketing Director of the Year and Sales Manager of the Year. Donofrio brings 18 years of sales and marketing experience in the entertainment industry to her new position.

EMAIL NEWS BRIEFS TO: GSLADE@AMUSEMENTTODAY.COM

Riding the Market

presented by **Bryan T. Pope, The Pope Firm**

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

Company	Stock Name	Prices 02/17/10	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$11.42	\$13.56	\$5.75
MGM Mirage	MGM	\$11.63	\$14.25	\$1.81
Six Flags, Inc.	SIXFQ**	\$0.09	\$0.59	\$0.58
CBS Corp.	CBS	\$13.52	\$14.56	\$3.06
Walt Disney Co.	DIS	\$30.86	\$32.75	\$15.14
Great Wolf Resorts, Inc.	WOLF**	\$2.37	\$3.95	\$1.26
Landry's Restaurants	LNY	\$20.30	\$22.21	\$3.60
Blackstone Group	BX	\$13.36	\$17.22	\$3.55
Village Roadshow	VLRDY***	\$8.85	\$10.022	\$2.67
NBC Universal	GE	\$16.15	\$17.52	\$5.727

Region (U.S.)	As of 2/15/10	Change from year ago
East Coast	2.809	-0.559
Midwest	2.705	-0.568
Gulf Coast	2.718	-0.585
Rocky Mountain	2.777	-0.594
West Coast	2.846	-0.562
California	2.902	-0.640

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

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On 02/17/10 \$1 USD =

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1.07165 CHF (Swiss Franc)
1.11460 AUD (Australian Dollar)
1.04522 CAD (Canadian Dollar)

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OBITUARY**Stan Minker, carnival concessions manager**

Stan Minker, veteran carnival concessions manager, died early Tuesday morning, Feb. 16 after a long-time illness. He and his wife, Shirley, reside in San Antonio, Texas.

Minker worked with many midway companies over the years such as Goodings Million Dollar Midways, Murphy Brothers Exposition, Modern Midways, Cumberland Valley Shows and many others.

He most recently was a sales representative for Toy Network.

He was also a long-time active member of the Showmen's League of America.

"When I think of Stan, I think of his amazing energy level he kept up his whole life," said Joe Burum, SLA executive secretary. "He was a classic carnival peddler and a real gentleman."

Sue Nichols honored by SLA

AT PHOTO / PAM SHERBORNE

Mike Featherston, Gold Star Amusements, Minneapolis, and 2010 president of the Showmen's League of America (SLA), presented Sue Nichols, Amusement Today advertising sales representative and IISA exhibitor, with a SLA Presidential Award of Merit for her carnival art donations to the show organization. Along with her ad sales duties, Nichols is known for her carnival art through her company 5centride.com.

An Amusement Today exclusive!

Merlin's John Jakobsen talks about Legoland Florida

Pam Sherborne
Amusement Today

Merlin Entertainments, based in the U.K., announced in January that the company had purchased the historic Cypress Gardens in Winter Haven, Fla.

This will be a multi-million investment for Merlin, as this location becomes the fifth Legoland attraction: one in North America (Carlsbad, Calif.) along with Denmark, U.K. and Germany. This new Legoland, which is scheduled to open near the end of 2011, is expected to be the largest.

Definite plans for the Florida location are anticipated for release this spring. Here, Merlin Entertainments' Managing Director for Legoland Parks John Jakobsen answers questions for *Amusement Today*.



John Jakobsen, Merlin Entertainments' managing director Legoland parks

fied and resolved. All of this means that we have a very clear view of what is required to develop the site into a spectacular Legoland Florida, and are expecting few surprises.

"In short we can hit the ground running."

How will this park be different from the other Legoland parks, other than being the largest?

"It will certainly be the largest we have opened from scratch and it starts with some wonderful assets that we do not have in any of the other parks — the botanical gardens primarily, and some wonderful general landscaping. The waterpark, too, is a great feature and initially we will maintain it as it is now, with a little refurbishment. We are currently developing a new waterpark as part of Legoland California, which will open early next year, our first ever. Once that is open, we will also be able to use that experience to develop later plans here in Florida. We certainly have a wonderful base on which to build for the future.

"There are also a number of other existing attractions in the park that we believe can be fitted into our overall plans and which therefore will be unique to Legoland Florida; and of course a key element of the park will be our iconic Miniland, which is in every park. As with all the other

Legoland parks, Miniland always reflects the area in which the Park is situated — and we already have some very exciting ideas about how to depict the best Florida has to offer! In short we believe that when open, Legoland Florida will be one of the most beautiful theme parks in the world, as well as one of the best Legoland parks we have ever built."

How many employees do you expect to hire once the park is up and running?

"In the season, we would expect to employ more than 1,000 staff at Legoland Florida and probably also as many as that during the various stages of the construction phase."

Will the new park be built and opened in stages? And, if so, what may those stages be?

"We plan to open with a wonderful Legoland theme park, botanical gardens and existing waterpark. Then, over time we plan to look at adding other elements, which will enhance the experience for our target families with two to 12-year-olds including possibly accommodations and other 'second gate' attractions.

Are there plans to build the Sea Life aquarium there?

Our priority at the moment is to get Legoland

Florida open and operational, but, as we said, longer term we plan to develop a real destination resort for our target families with children two to 12 which may include the addition of some of Merlin's other branded attractions like Sea Life, but it is too early to say. Certainly the opening of a Sea Life attraction next to Legoland California is proving very successful."

Will there be separate admissions to the waterpark, botanical gardens and Legoland park? Or, will there just be one admission price?

"Our intention is certainly that the botanical gardens will be an integral part of the main Legoland Florida park and therefore part of an inclusive price. However, we have not yet made a decision regarding the waterpark, or if we may be able to offer botanical gardens only tickets in the future. It is really too soon to say."

What are the plans for the Starliner wooden roller coaster that was brought from Miracle Strip? This coaster has much historical significance. There is also a small junior woodie coaster, Triple

Hurricane. What are your plans for that ride? The same is true for the "World Famous Ski Show." Do you plan to continue this?

"We are still finalizing our plans for the site and will answer all of these questions regarding specific attractions that will be included in Legoland Florida later in the year. This includes, of course, assessing the suitability of existing site attractions as part of the Legoland mix."

Since Legoland Florida will feature your trademark Miniland, do you have the other Legoland park model builders working round the clock to build the models needed?

"We have two new Legoland parks in development — Florida due to open in 2011 and Malaysia in 2012, and ALL the models for them have to be built, not just Miniland. In addition we have investment going into our four existing parks every year, new models and attractions like the waterpark we are opening in Legoland California for example, so suffice it to say our model builders around the world are pretty busy!"



What do you see as some of the challenges that may present themselves as construction of the new Legoland Florida gets underway? Are there any site challenges, constraints?

"There are always challenges with a project of this kind, and we have certainly set ourselves a very fast build and opening timeframe — for the end of 2011. However we are confident in meeting this, because it was not only the overall size and quality of the site and its location that attracted Merlin Entertainments to it from the outset, but also as importantly, the significant investment — over \$100 million — which had already been made, in the site infrastructure, buildings and landscaping. This means that most of the basic preparatory work is already done and we can make use of much of what is already there in developing our plans.

"Since we have taken possession of the site, our confidence in this has grown even more. Additionally, because the site has been a theme park for many years, many of the issues relating to planning, etc., have already been identi-



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Educational Board report

Mark Moore
Uremet Corp.
AIMS president
mark@uremet.com

The AIMS International Educational Advisory Board, EAB, was established as a way for parks and carnivals to examine the educational needs of the industry and to bring their ideas regarding improvement and development of AIMS education to the attention of the board of directors. The board is comprised of owners, and upper management of parks and carnival of all sizes from throughout the amusement industry. The EAB has been an invaluable resource for AIMS and has led to the many new ideas for AIMS Education.

At the November meeting of the EAB during the IAAPA expo, members discussed with the AIMS board members the possibility of AIMS accreditation for in-house operator training programs. As the industry has grown, so has the need for more safety training for operator personnel. The EAB has proposed that AIMS International accredit the in-house training programs provided by many of the parks in the industry. AIMS accreditation would estab-

lish a quality standard for programs that would assure consistency across the industry.

Plans have begun for the structure of this accreditation. Parks will be able to apply for accreditation. They will be required to submit an application containing the details of their training program which will be reviewed and evaluated by an accreditation team. The team would then visit the park to evaluate the training program, facilities and instructors.

AIMS will be developing a plan for instructor training including regular updates for trainers. Instructor evaluations would be required on an ongoing basis. Operators would be required to have a program in place that would include the records of the type and level of training for each person and the dates of their training. Standards for maintaining current levels of training would also be established.

AIMS International is excited to take on this new challenge and is already moving forward with developing the details of this new program. At this time, AIMS is already in negotiations with a park interested in becoming the first to implement this new accreditation.

I wish everyone sunning skies and large crowds as we kick off the 2010 entertainment season.



Moore



Tori Mowery
Holiday World

“AIMS safety seminars helped me to make contacts and gain knowledge in the industry. These contacts are a great resource as I work to stay on top of issues and constantly improve my department at my park. It has also helped me when preparing my training materials.”

2010 AIMS call for presentations

Have you attended an AIMS Safety Seminar and wanted to be an instructor? This is your chance! This is your invitation to be a presenter for the 2010 AIMS Safety Seminar to be held in Orlando, Florida, November 13-18, 2010.

Your audience:

Mid-level and front line management of amusement

parks, theme parks, Family Entertainment Centers, Carnivals, Waterparks, and Zoos.

How do I submit a proposal?

1) Submit the title of your presentation and a detailed outline and synopsis of the class (no longer than 300 words) outlining the major learning objectives.

2) Provide your name, address and organization including a resume of your qualifications and knowledge of the subject matter.

3) Email the above to beazleyp@comcast.net or gclaassen@silverdollar-city.com with “2010 AIMS Presentation” in your subject headline.

4) Submit all entries by May 15, 2010.

Work already underway on 2010 educational curriculum

Patty Beazley

When Pigs Fly
AIMS seminar director
and educational chairperson
Beazley@comcast.net

It has only been a few months since the November 2009 AIMS Safety Seminar that was held in Las Vegas, Nevada. For many of you, it's a distant memory. For the AIMS seminar staff, it has been time for us to recharge our batteries and improve our curriculum for the 2010 Safety Seminar. In the past few months, we have held conference calls to divide and conquer with the planning and education committees. While we are still securing the hotel and tweaking our activity schedule, one item remains consistent – the educational curriculum.

No sooner than one seminar is completed, the education committee jumps aboard to figure out how to enhance and improve our

next seminar. The seminar and class evaluations offer great feedback on what our students think of existing classes and of course, how we can improve.

Many individuals are afraid of change, but as education and seminar director for AIMS, I welcome it. If you were a student, how would you like status quo? I admit that it would be pretty boring and lack the continuing education that our attendees desire, and more importantly, expect from AIMS. As we keep consistent core classes for many of our educational tracks, we strive to enhance our curriculum with new and fresh topics.

Many of our instructors are well established in the amusement industry and have a wealth of knowledge within their field. Yet, we also look for instructors who have the passion for the amusement industry with creative means to provide an educational experience for our attendees. I personally consider it an honor to instruct at AIMS.

In my past eight years of being involved with AIMS, I have considered it to be one of the most rewarding experiences of my professional career. By being an instructor at an AIMS Safety Seminar, you “pay it forward.” By sharing with others what you have learned through other seminars, classes, or the school of hard-knocks, you assist and better others.

Within the next few months, we will be solidifying our schedule for the AIMS Safety Seminar to be held in Orlando, Florida on November 13–18, 2010. We strongly encourage anyone who has a passion for the industry and believe that they have something to offer and can make a difference, to submit their name, class topic and synopsis of the class to the AIMS education committee. If you have an expertise in the areas of aquatics, maintenance, operations, mobile amusements, inflatables, inspections or family entertainment centers - be a part of our honor guard and pay it forward.



Beazley

Gateway Ticketing offering Distance Learning option

Gateway Ticketing Systems, Inc., has announced a major enhancement to the already popular subscription learning plans. In addition to the ability to register for any regularly scheduled in-house or online course for a fixed annual fee, Gateway Ticketing Systems now offers a Distance Learning option to subscribers at no additional cost.

The Distance Learning option gives training subscribers the ability to attend many in-house courses over the Web. This enables the subscriber to forgo the travel and living expenses incurred traveling to the Gateway corporate headquarters for these in-depth, multi-day training sessions.

Customers attending the pilot sessions unanimously reported that they were 'highly likely' to take advantage of the Distance Learning option. Initial feedback from these sessions described the offering as "convenient," and added that it was "easy to participate and ask questions."

"At Gateway, we pride ourselves on outstanding service. The Distance Learning option is a great opportunity to add a new facet to our current service offerings to our customers," said Michael Andre, president and co-founder of Gateway Ticketing Systems.

Previously, the average customer could expect to see a 10 percent return on investment (ROI) through the use of the unlimited training subscription. With the additional savings on travel and living, the ROI is expected to increase significantly.

Eid Antar, director of I.T. for Merlin Entertainments Group, the parent company of many popular attractions worldwide, describes the subscription offering as "a deal you cannot beat!"

"Having an efficient staff, growing course catalog, and reduced T&L [travel and liv-

ing expenses] all add up to a major ROI increase," said Scott Lobaugh, Gateway's lead inside sales representative. Lobaugh, who spearheaded the project to implement Distance Learning, added "this new option takes a great opportunity and makes it even better."

Jim Seay re-elected chairman of ASTM committee

Jim Seay, owner and president of Premier Rides, Inc., has been re-elected chairman of ASTM International Committee F24 on Amusement Rides and Devices. The 500 member committee is responsible for 17 standards that cover design, manufacturing, maintenance, inspection, and operations for traditional amusement rides, water-related rides and devices, and special rides and attractions.

Seay has been an ASTM International member since 1989. He is an active member

of Committee F24 and serves on several subcommittees. Seay says, "I am honored to have the opportunity to continue to lead the F24 committee as we continue the focus of developing a globally accepted set of safety standards. I have been incredibly fortunate to be in an incredibly passionate membership that literally volunteers thousands of hours a year to ensure the amusement industry has the most comprehensive standards available."



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International Bowling Campus, Museum opens in Arlington

On January 25, 2010 Arlington, Texas became home to its newest member of the entertainment district, the International Bowling Campus. The 131,000-square-foot facility, located across from Six Flags Over Texas, is supported by Bowling Proprietors' Association of America and the United States Bowling Congress. It features the 20-lane International Training and Research Center (also home to the U.S. Olympic team training) as well as the 18,000-square-foot International Bowling Museum and Hall of Fame. Shown here clockwise, from top left are: the 20-lane training center, one of two gift shops and two scenes from inside the bowling museum.

AT PHOTOS/GARY SLADE



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BRIEF

Butler adds San Mateo fair to 2010 route

Butler Amusements, Fairfield, Calif., has been awarded a three-year contract, with two one-year options, to supply the carnival midway, starting in 2010, at the San Mateo (Calif.) County Fair, set for June 12-20.

Butler Amusements is one of the West Coast's largest carnivals, serving 35 fairs throughout six western states including, California, Oregon, Washington, Idaho, Nevada and Arizona. The company provides the midway for the California State Fair & Exposition, Sacramento; Alameda County Fair in Pleasanton, Calif.; Kern County Fair, Bakersfield, Calif.; Stanislaus County Fair, Turlock, Calif., and the Merced County Fair, in Merced, Calif., to name a few.

Feature carnival attractions at the 2010 Fair will include the Giant Zillerator Coaster, manufactured by D.P.V. Rides; Nitro, by Zamperla; Wisdom's Viper; Wacky Worm, by Fajume, and a number of other attractions never seen at the San Mateo County Fair.

For the younger crowd a variety of rides will also be provided including the Crown Merry Go Round, Zamperla's Lolly Swings and the Looney Tooter Train, by SBF Visa Group.

Cold and rain causes Gibtown attendance drop

Pam Sherborne
Amusement Today

First-time exhibitor at the 42nd Annual International Independent Showmen's Association (IISA) Trade Show & Extravaganza Triche Collier, Quick Fuel, based in Milwaukee, looked up from her work mid-day Saturday just when the sun started coming out.

"Is that the sun?" she said. "It is like another light coming on in here."

Collier had a booth inside the trade show building on the club grounds in Gibsonton, Fla. She was one of the lucky ones. Outside exhibitors weren't as lucky as some of the coldest and rainiest weather residents had seen in recent years pounded down during the event held Feb. 9-13.

"It's cold," said Jeff Miller, Fabbri Group, Arlington, Texas, as he sat donned in a jacket under his tent under cloudy skies, while the wind whipped at his photo display of the company's new concept ride, Daytona, to come on line this summer.

"I've had some interests on the ride, but haven't signed any contracts, he said. "I guess I will see what happens down the road - if that interest turns to contracts."

The new interactive ride enables the driver to steer the car left and right, which extends the sweep. The ride is highly portable and offers diverse theming.

Teresa Rimes, IISA show secretary as well as other IISA officials, exhibitors and attendees, knew what the bad weather would mean for the show. Attendance this year was 10,800 compared to 11,800 attendees last year.

"But, I guess we really don't need everyone here," she said. "It seems, though, we do have

the right people here."

Meaning those attendees that have buying power.

For example, Len Soled, Rides-4-U, Somerville, N.J., brought several pieces of equipment with him this year, most of which had already been sold. He stayed busy at this outdoor booth, even though rain and wind that moved through on Friday, Feb. 12, knocked down his tent.

He brought a Choco Cup Ride, manufactured by SBF, which had already been sold to A & P Enterprise Shows, Custer, Wis. He brought a new SBF Puppy Love mini pirate ship being picked up by Beauce Carnival, Quebec, Can. He brought two VISA trains - the Chopper train, which had been purchased by Mike Featherston, Gold Star Amusements, Minneapolis, and the Hillbilly train already purchased by Otterbacher Shows, Riverview, Fla.

Soled also had a large display of LED lights he had installed on rides such as the Mulligan Wheel, owned by Corky Powers, Powers Great American Midways, Corfu, N.Y.

The KMG Inversion ride made its U.S. debut on the Gibtown lot this year. Soled, who represents KMG in the U.S., had already sold the ride to Tim Casper, PBJ Happee Day Shows, Marion, Ark. Called the Nemesis 360, this ride has the LED lighting package, and was up and running at the trade show, although catching a slice of time to run it was a challenge.

It did make a splash Friday evening when the lights were turned on.

Also making a splash that evening was Frederiksen Industries, Tampa, Fla. That company exhibited six slides, side by side, including its new

▶ See GIBTOWN, page 27



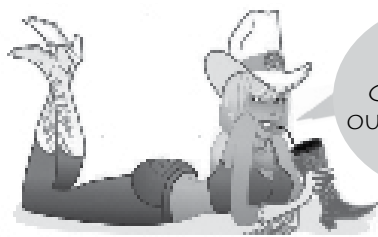
Triche Collier, top, sales representative, Quick Fuel, Milwaukee, was a first-time exhibitor this year at the IISA trade show, Gibsonton, Fla., Feb. 9-13.

Her company brings fuel to companies and events. She feels Quick Fuel could do a lot for the carnival industry. Jim Frederiksen, Frederiksen Industries, isn't a new exhibitor but he introduced his new slide, the Ice Slide. The slide is made to be ridden on sleds. It has less bumps than regular slides. This slide had been outfitted by LED lights from Rides-4-U. Another first at the show this year was KMG's Inversion, right, called Nemesis 360, a first in the U.S. The ride belongs to Tim Casper, PBJ Happee Day Shows, Marion, Ark., who took possession of the ride after the show.

AT PHOTOS / PAM SHERBORNE



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Weather dampens Florida State Fair

Pam Sherborne
Amusement Today

Twenty-five-year veterans commented to fair Executive Director Chuck Pesano in very similar fashion throughout the event that ran Feb. 4-15.

"They told me they couldn't remember when there was consistently such bad weather at the fair," Pesano said. "All we can think about now is that there is no way it will be this bad in 2011."

A fair is weather dependent, he said. There wasn't a thing to be done but hang.

"But, we were very disappointed," he continued. "For all of us who worked so hard on the fair, it is disappointing when attendees are unable to come."

And, compared to 2009, more than 100,000 weren't able to make it. Total unofficial attendance for 2010 was slightly over 353,000. Last year, 467,000 visitors were tallied.

Here is how Pesano ran through the fair weather:

- Opening day, Thurs., Feb. 4, was sunny and in the 70s, "The only pretty day."

- Friday, Feb. 5, the free student day at the fair, ended with tornado warnings and winds over 60 mph. The winds toppled tents including the 40-by-60-foot tent at Concessions by Cox, which sent about six persons to the hospital with minor injuries, according to Teri Cox. That tent had to be totally trashed, she said. But, they had another in the truck and in about 4-6 hours, they were up and running again. "The good news," she said, "is that investigators have determined this to be 'an act of God.' There was no negligence on our part."

- Saturday, Feb. 6, was the aftermath of Friday - cloudy, windy and cold.

- Sunday, Feb. 7, opened with clouds that were succeeded by sun in the afternoon, but temps hovering around 50 degrees. "But, by that time, everyone had gone home to watch the Super Bowl," Pesano said.

- Monday, Feb. 8, was sunny, with a high temp of 60 degrees.

- Tuesday, Feb. 9, it rained almost all day.

- Wednesday, Feb. 10, was cloudy and cold.

- Thursday, Feb. 11, was



AT PHOTOS / PAM SHERBORNE

The Florida State Fair, Tampa, Feb. 4-15, did have some sunny days this year, but cooler than normal temperatures, windy conditions and rainy days dropped attendance by over 100,000. The independent midway was filled with 105 rides brought in by 15 operators. One of those rides was the Wade Shows' Fighter, manufactured by Mondial.



"okay." The sun did come out but temperatures staying in the 50s.

- Friday, Feb. 12, was a total washout, with gusting winds.

- Saturday, Feb. 13, the sun came out about noon, but remained in the 50s.

- Sunday, Feb. Feb. 14, wasn't too bad. The sun did come out with high 50s.

- Monday, Feb. 15, about ditto to Sunday.

"It was a tough 12 days for everyone," Pesano said. "There was even one day we had to close a parking lot because cars kept getting stuck in the mud."

The midway wasn't excluded to the challenges. Yet, the show went on. Fred Brown, operations manager, said there were 105 rides on the midway this year, including about 14 that went into

the new Family Friendly area. This area was added this year and Pesano said it was a success for those that got there. The area included family rides and the agricultural exhibits.

Brown said the 105 rides represented 15 different providers. The top 10 rides in popularity over the run of the fair were: the Giant Slide, which was constructed and owned by the Fair; Sky Glider by Sky Fair; Hit 2000, owned by Wade Shows and manufactured by Reverchon; Floyd & Baxter's Space Roller by; Wade Shows' RC 48 coaster by Pinfari; Reithoffer's Vertical Swing by Zamperla; Wade Shows' Mulligan Giant Wheel; Reithoffer's Crazy Mouse by Zamperla; Michael Wood's Magnum by Mondial; and Dreamland's Himalaya by Wisdom.

►GIBTOWN

Continued from page 25

Ice Slide, all with LED lighting. Jim Frederiksen, president of the company, had said earlier that the Ice Slide is actually a speed slide made for riders to use a sled. The slide is made without the usual bumps of a regular slide to help create the speed and a sense of going further. Riders are stopped at the end of the slide by rubber matting.

Mike Gill, A.R.M., Wintersville, Ohio, was set up on the grounds with two new rides, the Super Shot with a smaller footprint for easier trailer-mounting and a Vertigo with new seating configuration. A.R.M.'s 140-foot (42 meters) Vertigo debuted last summer on Powers Great American Midways. It had been purchased by A.D. Toler and was very successful. The other two configurations for the Vertigo include an 80-foot model

(24 meters), with a 16-passenger capacity, and the 100-foot (30 meters) with a 24-passenger capacity.

All the mobile Vertigo models have a retracting trailer for the mobile industry. They also feature the Dyna-Brake Safety System provided by Velocity Magnetics. The company's new mobile Super Shot model also features the retracting trailer.

Wisdom, Sterling, Co., exhibited its new Monster Truck ride. Victor Wisdom, president of the company, had said earlier that weather had been a challenge for many industry representatives throughout the 2009 season. It also made the 2010 show a challenge. Wisdom's Bob Silvey, along with several other Wisdom representatives sat bundled under their outside tent.

Other exhibitor highlights included:

- Bob's Space Racers Inc., Daytona Beach, Fla., was on hand with several mobile games including their mini duck.

- Hitch-Hiker Manufacturing, New Middletown, Ohio, displayed three trailers including one customized for A.D. Toler. That trailer, being 28-feet long (8.5 meters) with two foldout wings, is the largest trailer the company has made to date.

- Zamperla, Parsippany, N.J., was on hand with three rides, making a debut with one, the Happy Swing ride. The company also brought along a Red Baron and Surf's Up.

- Chestnut Identity Apparel, Brookdale, Calif., exhibited that company's line of industry apparel.

- Sippers By Design, Miami, Fla., was also on hand with its line of beverage cups including the newer Alien Sipper, Cowboy Boats and Longneck Yards.

Other exhibitors included Ital International, Nashville, Tenn., with an inside booth that stayed very busy; Gold Medal Products, Cincinnati, Ohio; Rhode Island Novelty,



RENDERING COURTESY FABBRI GROUP

Jeff Miller, Fabbri Group, was displaying artist renderings of that company's new concept ride called the Daytona. The new interactive ride enables the driver to steer the car left and right, which extends the sweep. The ride is highly portable and offers diverse theming.

Columbus; Eli Bridge Co., Jacksonville, Ill.; Waymatic Inc., So. Fulton, Tenn.; Toy Network, Indianola, Iowa; and Toy Factory LLC, San Antonio, Texas.

Collier, with Quick Fuel, was certainly responsive to attendees at the tradeshow. As a new exhibitor, she felt getting to know what it was about was the first order of business. Quick

Fuel not only delivers fuel to large facilities, it also delivers to events such as concerts, festivals and golf tournaments.

"We feel we can really help this industry," she said. "Not only can we deliver efficiently, we can also provide annual sales information which helps in yearly planning and budgeting."

"I personally think this ride is a winner!"
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Seen at Gibtown:

Industry representatives attending the 2010 IISA Trade Show and Extravaganza, Feb. 9-13



From left, are Manon, her brother, Claude and their mother Freda Robitaille. Claude and Freda both work concessions on Beauce Carnival, Quebec. Manon is a nurse in Tampa and enjoys being able to see her family during the IISA.



Pictured here surveying some of the exhibits are, from left, Emma Jones, Ashley Noerper holding her daughter Alivia Noerper, and Elizabeth Jones. Ashley Noerper is with Sonshine Amusements, Birmingham, Ala., and Archway Amusements, Imperial, Mo. The Jones sisters are the nieces of Tamara and Darrell Jones, Sonshine Amusements.



Dominic Vivona, Jr., right, Amusements of America, Monroe Township, N.J., was honored Thursday evening, Feb. 11, as the 2010 Outdoor Amusement Business Association (OABA) chair during the week of the IISA extravaganza. This was OABA's 45th annual meeting and president's reception. Here, with Vivona, is Tommy Murray, Tommy's Midway, Bronx, N.Y.



Lowery Carnival Co., Gulf Shores, Ala., was well represented at this year's IISA event. Bill and Carolyn Lowery, far left, stand here with their granddaughter, Brittany Bosch, third from left; her mom Jackie Lowery Bosch, fourth from left; Carol Bates, next to Jackie, a friend and sometimes show worker, and Allie Eason. Both Brittany and Allie work in the show office.

Len Soled and Nancy Buckley, partners, Rides-4-U, Somerville, N.J., stayed bundled up and busy Saturday morning at their outside booth. Rides-4-U exhibited several pieces including this new SBF Puppy Love.



AT PHOTOS / PAM SHERBORNE

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(Zampeda/2012)



WATER COASTER SLIDES
(Whitlowstar/2004)



SPINNING RAPIDS
(Whitlowstar/2004)

Fort Worth Stock Show a success

Attendance at this year's Fort Worth (Texas) Stock Show and Rodeo, Jan. 15-Feb. 7, was down slightly from 2009, but event officials were very pleased with the results.

"We had a really good show," said Shanna Weaver, publicity manager.

There were 920,000 visitors at this year's event as compared to the 926,200 in 2009. That 2010 number includes the 156,595 people who attended at least one of the 36 rodeo performances. That was up from 154,646 in 2009.



"There is a separate ticket for the rodeo," Weaver said. "This year we held six specialty rodeos and 30 professional rodeos."

Highlights include the midway provided by Talley Amusements, Fort Worth. Mary Talley had told *AT* the new rides she took to the event this year were: a rebuilt Allan Herschel Pont Carts, Cars and Wet Boat Ride; a Hampton ATV; Hampton Alligators, and a Hampton car ride. She also brought a Majestic Quadzilla to the fair for the first time. She purchased that ride used and completely refurbished it.

Another highlight this year was one of the specialty rodeos featured. Weaver said the Cowboys of Color Rodeo highlighted the rich diversity that ethnic groups of America brought to rodeo and the western way of life.

"This was the first time we had ever held this rodeo and was very successful," Weaver said.

Another new feature this year was the WinStar Rodeo Roadhouse, a club offering musical entertainment prior to and following each rodeo performance.

"The Roadhouse had live musical entertainment whenever the doors were opened," Weaver said. "It provided a social atmosphere that our guests said they wanted. Every few years we do a survey. We ask our guests what they would like to see at the event and what they already like. They love the tradition of our event, but they said they did want something to do after the

rodeo. It was a huge success."

The Sale of Champions broke records this year with the grand champion steer going for \$210,000, surpassing the previous record of \$185,000. The reserve grand champion steer went for \$200,000, breaking the previous record of \$100,000. Overall, it generated \$2.7 million.

—Pam Sherborne

Talley Amusements, Arlington, Texas, provided the midway again this year for the Fort Worth (Texas) Stock Show and Rodeo. Attendance was down this year but officials still were pleased from the results. PHOTO COURTESY FORT WORTH STOCK SHOW & RODEO



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