

AMUSEMENT TODAY TM

Celebrating Our 15th Year

Vol. 15 • Issue 8.2

NOVEMBER 2011

Santa Cruz Beach Boardwalk's carousel turns 100

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

SANTA CRUZ, Calif. — The oldest ride at the Santa Cruz Beach Boardwalk passed the century mark earlier this summer.

Charles I.D. Looff, one of the earliest and most successful builders of carousels delivered the "Merry Go Round" to the Boardwalk in August of 1911.

Looff, who immigrated from Denmark as a young man, began building carousels in 1875, installing his first at Mrs. Lucy Vanderveer's Bathing Pavilion at Coney Island, New York City, in 1876. Being one of the first, many of the subsequent Coney Island carousel carvers learned their skills from Charles Looff. In 1910 he moved his carousel and ride building factory to Long Beach, California.

A bathing beach

Like many amusement parks at the turn of the 20th century, the Boardwalk began as a bathing beach. Americans were becoming more prosperous and less dependent on constant work. They realized that recreation was a good thing, and swimming had be-



come a popular pastime.

John Leibrandt opened the first public bathhouse on the beach in 1865. The Santa Cruz beach, with its southern shore on the north side of Monterey Bay was protected from the harsh waves typical of the west coast and offered a beautiful and serene area with safe, open-water swimming. Other bathhouses soon followed along with restaurants, curio shops, photo stands and hotels.

In 1904, Fred W. Swanton, whose first Santa Cruz hotel was destroyed in a fire, opened the Neptune casino and boardwalk that he promoted as the "Atlantic City of the West." That too was destroyed in a fire just two years later, but that didn't stop Swanton. He formed the Santa Cruz Beach Company in 1906 and opened an even grander casino in 1907, along with a

gigantic natatorium that offered one of the largest heated saltwater pools ever created. Other attractions soon followed including a miniature steam train that same year, a Thompson Scenic Railway in 1908 and the Looff Carousel in 1911.

Americans fall in love with the 'Carousel'

Though dating back to France in the mid 16th century, it wasn't until the late 1800s and the adaptation of a steam engine that carousels became popular.

Americans had become enchanted with these new rides in the late 1800s and early 1900s and the golden age of carousels is generally considered to be from 1905 to 1925. Visitors flocked to the many amusement parks scattered throughout the country to take a spin on the "painted ponies." Riders and spectators alike loved the beautiful carved horses, the calliope music and the glow of the relatively new incandescent lights.

It is estimated that as many as 3,000 carousels were produced in this short time period but less than 175 of those remain in operation today.

▶ See **CAROUSEL**, page 5



The historic Santa Cruz Beach Boardwalk Looff Carousel celebrated 100 years of operation this summer. At left, park owner Charles Canfield touches up one of the horses with a little paint. Below, a unique view of the carousel building interior. COURTESY SANTA CRUZ BEACH BOARDWALK / BOTTOM PHOTO JEFF DAL PORTO





NEWTALK

OPINIONS

CARTOON

LETTERS

AT CONTACTS

EDITORIAL: Gary Slade, gslade@amusementtoday.com

100 years of ring grabbing



Slade

As this issue of *Amusement Today* spotlights 100 years of the historic Loeff carousel at the beautiful Santa Cruz Beach Boardwalk in Santa Cruz, Calif., it gives us time to reflect on the how one of the most simple designs in life is still a serious joy maker.

100 years ago, that magnificent machine with its hand-carved horses and attention to detail, was one heck of a 'thrill' ride to go on. Back then, there were no steel roller coasters, no freefalls, no flipping every direction you can imagine on a ride.

There was the carousel.

Combine that with the music rolls that the band organ would play, and you not only had something that everyone wanted to take a ride on, you had entertainment in the most purest of forms.

Amusement parks all across the country built some of the most beautiful structures ever found in parks, just to house these wonderful machines. Add in some white lights for the night appeal, and behold, this amusement ride had transformed into Cinderella, ready to enjoy the night's worth of fun.

What was even more fun is a tradition that has been kept alive at both Santa Cruz and Knoebels, the grabbing of the brass ring while riding the carousel.

Some corporate types may say the ring grab is not worth the insurance risk. While that may be, all one has to do is sit near any of these fine machines that still operate their ring grab and one will see joy, laughter and even competition, at all ages, to grab that brass ring as your horse circles by.

This is perhaps the simplest thrill ever found on an amusement ride, yet it is as rare as finding a good Old Mill ride.

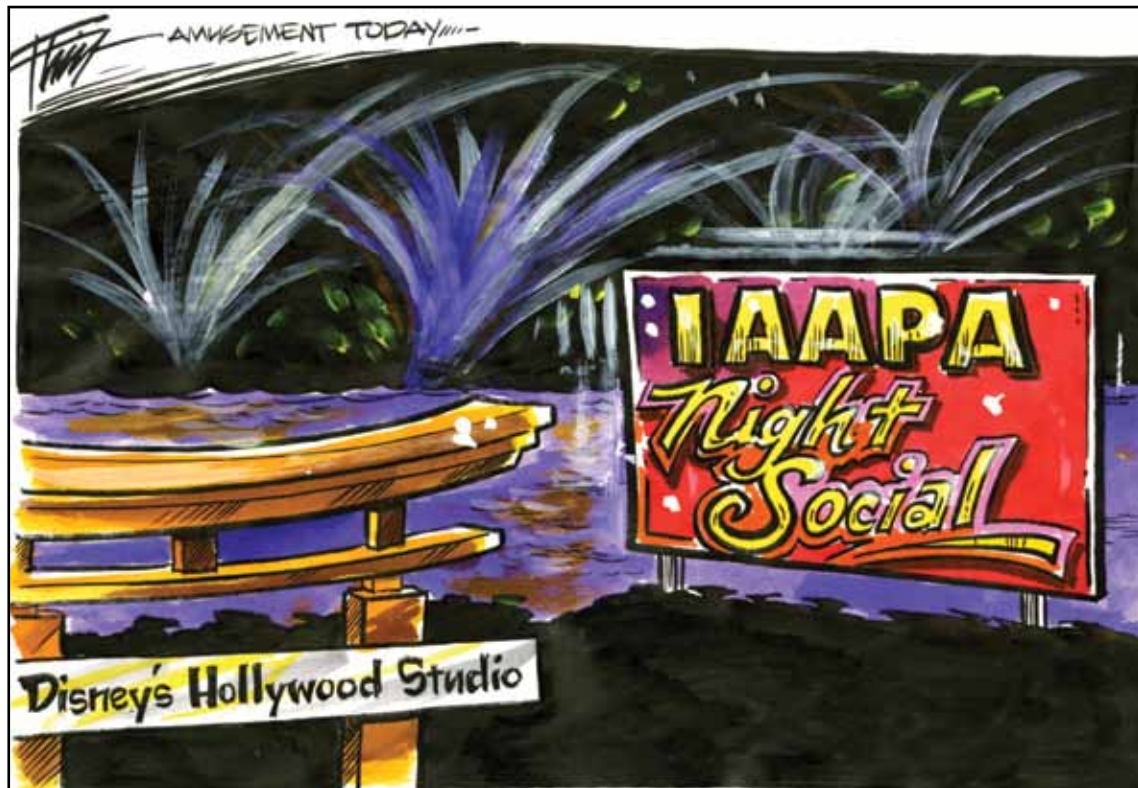
Kudos to Santa Cruz, Knoebels, Gillians and others for keeping the thrill Brass Ring alive. Your keeping this industry tradition alive for future generations to enjoy is a welcome sight.

Now, go grab yourself a Brass Ring!

—Gary Slade

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

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

A record-breaking EAS



Mellor

It's always good to get out from behind the office desk to visit parks and suppliers or attend industry conferences and trade shows and one of the more recent opportunities I had to do this was for the Euro Attractions Show (EAS) in London at the end of September.

With much of the country in the grip of something of an 'Indian summer' at the time of the show, attendees from overseas could hardly believe they were in the U.K. in such wonderful conditions, at a time of year when the weather is usually much colder (mind you, we Brits could hardly believe it either!), but so it was. And the very warm, sunny conditions reflected perfectly on a successful three day event at what has become the premier conference and trade show for the theme park and attractions industry in Europe.

London's Olympia Exhibition Centre, an impressive Victorian building that offered ideal exhibit areas in two halls, played host to a record number of exhibiting companies and when I say 'record' I don't just mean it hosted a couple of

dozen more suppliers and manufacturers to beat the previous year's EAS total. The show hosted over 75 more companies, an impressive percentage increase by anyone's standards and proof that EAS has truly matured into a key annual event for the industry — and not just for Europeans.

Exhibiting companies came from far and wide, while attendees also hailed from numerous different countries in Europe and further afield. And while the show floor was buzzing, complementing this was a significant educational and seminar program, various special events and tours and a variety of networking opportunities, all the various elements coming together to provide an excellent week of interest and opportunity.

The fact that the show moves to a different city each year no doubt also helps to maintain interest and provide, to some extent, new visitor markets to tap into. Perhaps at some point the show will settle on a few of the most popular cities/venues, rather than going somewhere new each year. But for now at least, the formula works just fine.

AMUSEMENT TODAY STAFF

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

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

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

Tim Baldwin
Editorial
tbaldwin@amusementtoday.com

Pam Sherborne
Editorial
psherborne@amusementtoday.com

Scott Rutherford
Editorial
srutherford@amusementtoday.com

Bubba Flint
Cartoonist
bflint@amusementtoday.com

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

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

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

Contributors: Ron Gustafson, Andrew Mellor, Richard Munch, Jeffrey L. Seifert, Janice Witherow, Bob Johnson, Brooke Evans, Shmuel Thaler, Rendell Bird, Steve Gzesh, Dan Feicht

On the cover



The beautiful and historic Loeff Carousel at the Santa Cruz Beach Boardwalk celebrated 100 years of operation this past summer season, making it AT's choice for our November cover.
COURTESY SANTA CRUZ BEACH BOARDWALK/
SHMUEL THALER

NEWSTALK

EDITORIAL: Bob Johnson, OABA President

Much has changed since Chicago Expo



Johnson

well written by Bob and worth reprinting.

Editor's note: The following guest editorial is a reprint from Outdoor Amusement Business Association President Bob Johnson. The editorial column originally ran in the association's ShowTime September 2011 magazine. Amusement Today thought the column was

George Washington Gayle Ferris, age 32, was working his men long hours. This man with "wheels in his head" had approached the Exposition's management with the "crazy idea" of building a gigantic amusement wheel, over 264 feet high, with 1,368 seats for passengers on his riding device. His wheel, which paid for itself in the four and half months of operation, helped make the Exposition a financial success.

This history is important to all of us, as we know how important our portable industry's manufacturers and suppliers have been over the years to our fairs, expositions and festivals throughout North America. Can you imagine a fair today, on opening day, with its midway rides not set up, not inspected, not staffed properly, or even some still on their way!

Today we have fabulous engineering talent and creative minds building portable amusement rides and, more importantly, manufacturers willing to take huge financial risks to build a new prototype ride that meets ASTM standards, will pass DOT and amusement ride regulatory inspections, and be moved frequently and operated efficiently. We have come a long way since 1893, in only 118 years, to today's spectacular portable amusement rides, controlled by computers, with redundant safety mechanisms to provide the highest level of guest safety.

Once again, we owe our gratitude to this industry's manufacturers and suppliers who help make us look great and help provide the revenue needed to run your business, and promote America's fairs, festivals and expositions.

Many people say that America's carnivals originated after the Chicago World's Columbian Exposition of 1893, when many independent showmen had built their shows on wagons which were hauled on railway flatcars to fairs and festivals in this country.

A year before, in 1892, independent showmen came by the scores into Chicago. Thousands of well-paid construction workers employed on the Exposition's grounds were good customers for the showmen who set up on vacant lots around the downtown area.

When the Exposition opened on May 1, 1893, many of them moved out to be closer to Buffalo Bill's Wild West Show tents outside the gates on Sixty-Third Street. That same day, some 500,000 people came through the gates, with buildings unfinished, most exhibitions not in place, entertainment poorly organized, and poor food and drink service at outrageous prices. The only high structures on the grounds were the towers of the unfinished "Ferris Wheel."

EDITORIAL: Jeffrey Seifert, jseifert@amusementtoday.com

Safety verses capacity



Seifert

This past summer I had the opportunity to tour multiple amusement and theme parks in Germany. It was interesting to see how different the parks there are operated when compared to their American counterparts. Of course, in America's litigious society, no one can expect rides to be run as they are overseas, but perhaps it's time to take another look at how things are being done in America and ask ourselves is it really necessary? Everyone wants to make certain that rides are operated in a safe and efficient manner, but it seems that over the last decade or so, we've gone seriously overboard on the appearance of safety, and are less concerned with efficiency, resulting in rides with extremely poor capacity performance.

In Germany it was not uncommon for one or two operators to peruse a train full of riders to make certain their lapbars were in place, knowing full well that a lapbar in proper position is securely locked. On a recent visit to a popular American theme park I witnessed one lone operator individually check each and every harness and seat belt on a fully loaded 32-passenger train. The dismal throughput resulted in unnecessarily long lines on what was a light-crowd day for that park.

For several decades now, rides have been

designed with restraining systems with multiple redundancies to keep the passenger safe and secure. Newer machines even have indicator lights to communicate to an operator that a restraint is securely locked. Multiple button dispatches insure that every operator is in their proper place and clear of the ride. Is the constant babble on the microphone, physically touching each lap bar and tugging on each belt, and the idiosyncratic "visual scan" and five finger count really making the rides being operated any safer?

One could argue that such extreme measures help to put the riding public at ease, and demonstrate that a particular park is really concerned about their safety. One could also argue that these measures do nothing more than reduce efficiency and throughput and agitate boarding passengers who are already irritated with long and slow moving lines. For those parks that insist on tugging on every lapbar, at the very least make certain there are enough employees on the ride platform to get the job done in a timely manner.

Surely there has to be a compromise. Let's hope the American parks exercise some common sense and realize that a customer who waits in long, slow moving lines only to be barked at, pulled, pushed and tugged at when boarding, is less likely to enjoy their day, and less likely to return to an amusement or theme park in the future.

THIS MONTH IN HISTORY



My how times change, as evident from this photo taken of the Chance Mfg. booth during the IAAPA trade show and convention in 1970.

COURTESY CHANCE ARCHIVES

•**1877:** Famous ride engineer and coaster designer **Harry G. Traver** was born on November 25 in Gardner, Illinois. He founded the **Traver Engineering Company** in 1919 in Beaver Falls, Pa., and is credited with inventing a number of famous rides including the Tumble Bug, Circle Swing, Caterpillar, Laff in the Dark and Auto ride. From 1925 to 1931 he built some of the most avant-garde roller coaster structures ever created. Some were so intense that riders often refused to ever get back on, and one closed just six years after it was built as it had become a maintenance nightmare.

•**1985:** **Six Flags Over Texas** extended its operating season with the first **Holiday in the Park** Christmas celebration beginning November 29, the day after Thanksgiving. Eventually Holiday in the Park was introduced to other parks in the Six Flags family, and today, parks all over the world hold different events at Christmastime. The Texas Holiday in the Park remains the longest running Christmas celebration in North America at a seasonal park.

•**1991:** **Tom Rebbie** and **Bill Dauphinee** purchase the **Philadelphia Toboggan Company** from its former owner **Sam High** on November 27. The 87-year old company is renamed Philadelphia Toboggan Coasters and Tom Rebbie is appointed President. Rebbie who started at PTC in 1977 would eventually buy out Dauphinee to become the sole owner in 2007.

•**2000:** **Ronald V. Toomer** who had just recently retired from Arrow Dynamics was inducted into the **IAAPA Hall of Fame** on November 15. He was honored for his creativity and innovation, which led to a renaissance in coaster development, unprecedented since the early part of the 20th century. His dedication to the field contributed to the growth of the entire amusement industry.

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

Presented by



www.RollerCoasterMuseum.org

AMUSEMENT TODAY™

P.O. Box 5427
Arlington, Texas 76005-5427
(817) 460-7220
Fax (817) 265-NEWS (6397)

IAAPA

5-time Award Winner

facebook

Find us on Facebook
facebook.com/amusementtoday

twitter

Follow us on Twitter
twitter.com/amusementtoday

YouTube

Subscribe to our YouTube channel
youtube.com/amusementtoday



Get the free mobile app for your phone
<http://gettag.mobi>



Bar Coding
Enhance Security
Increase Profits

- Bar Coded Wristbands
- Bar Coded Tickets
- Plastic Cards with Bar Code or Magnetic Stripe



QR Codes and all bar code types are available








Visit our website for more products including:
thermal point of sale ticket stock, wristbands of all types RFID tickets & wristbands, rolls, sheets & strips, coupon books and much more!

National
TICKET CO.

www.nationalticket.com
ticket@nationalticket.com
TOLL FREE (800)829-0829
FAX (570)672-2999

amusementtoday.com

Kay Park Recreation Corp.
1-800-553-2476



www.kaypark.com
Making people-places people-friendly since 1954

2 MINUTE DRILL



COMPILED: Janice Witherow

Harold Hudson, AAPRA Associates, LLC

The name Harold Hudson is almost synonymous with the amusement industry. He started out his career in the business with Six Flags in St. Louis and spent 21 years with the company before forming his own consulting firm, AAPRA (acronym for All About Parks, Rides and Attractions) Associates, LLC, in 1999. Harold's professional experience includes safety, ride engineering, operations, maintenance and capital management. He is highly involved with the industry serving on many boards, committees and task forces mostly with IAAPA and AIMS. Harold has been the recipient of numerous industry awards, authored several industry papers and instructed at his share of presentations and workshops. All this, and he is a great Texan guy with a simple charm and good-natured attitude.



Harold Hudson with the Texas Giant model, Six Flags Over Texas.



Hudson

Title
President & CEO, AAPRA Associates, LLC
Owner Voirrad, LLC
Sr. VP Technology, Dynamic Attractions, Inc.

Number of years in the industry
33 years. I started November of 1978 as manager of corporate engineering for Six Flags in St. Louis.

Best thing about the industry
Unique technology, camaraderie and making people happy!

Favorite amusement ride
Batman the Ride at any Six Flags park.

If I wasn't working in the amusement industry, I would be ...
Head of an electronic widget company or retired if Betty Lynn (my wife) has any say in the matter!

Biggest challenge facing our industry
Quality workers who have "good service" in their hearts.

The thing I like most about amusement/water park season is ...
The parks are "alive."

A book that everyone should read is ...
The Seven Habits of Highly Effective People by Stephen Covey.

All-time favorite TV character
Johnny Carson.

The celebrity duo I would most like to see get back together is ...
Batman and Robin.

You live in Texas; three things people should see when visiting the Lone Star State are ...
Me, the Texas State Fair, Bluebonnets and San Antonio (I guess that's four things!).

It's November. My typical Thanksgiving meal is ...
Turkey and dressing made by Betty Lynn.

The last time I danced was ...
June 2011, on a cruise.

Pick one: front row tickets to the Super Bowl or the World Series
World Series because the Texas Rangers will be there ... again, but winning this time.

On a free evening, you can probably find me doing this ...
Dinner with friends in a fine Dallas-Fort Worth restaurant.

My neighbors probably think I am ...
Crazy for not actually retiring!

Hidden talent
I can fix anything.

If I could go back in time, I would visit this time period ...
Continental Congress ... July 4, 1776.

Favorite place to ever vacation ...
All of Europe or cruise anywhere.

My Mom always told me ...
Two things: 1.) Everything comes out in the wash (meaning in the end everyone knows who wears white hats and who wears black hats). 2.) The chickens come home to roost (meaning the deeds you do will come back to you one way or the other).

Cooliest buzz word
Mine is "real quick," I use it daily.

I wish I was good at ...
Being patient.

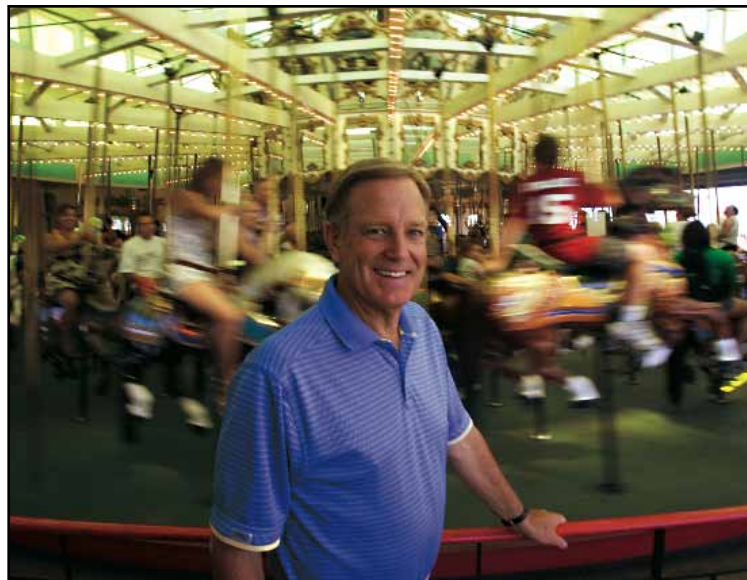
Favorite dinner meal
Wow, a tough one. I like food ... lobster, filet mignon, pasta, pizza.

On my last birthday I ...
Almost forgot it was my birthday!

In one word, I would describe my day yesterday as ...
Productive.



A tradition that is still alive today at Santa Cruz Beach Boardwalk's carousel is the ring grab, shown above. Above right, a view of the many beautiful horses found on the carousel. At right, Charles Canfield makes sure the tradition, beauty and charm of the 100-year-old Loeff carousel stays intact. COURTESY SANTA CRUZ BEACH BOARDWALK



► CAROUSEL

Continued from page 1

The Santa Cruz Beach Merry Go Round

The Santa Cruz Beach Merry Go Round is a magnificent example of those golden age carousels.

It features 73 hand-carved horses, each one unique. Most of the horses display their teeth in an open mouth, but six of the steeds are closed-mouth — an uncommon style.

All of them feature elaborate and colorful details: real horse tails, muscular bodies and decorative jewels. Some of the horses sport swords at their sides and most have decorative garlands around their neck. Many of the horses have items strapped behind their saddles such as a fish, lamb, pheasant, horn, jug, blanket, or a cluster of fruit. Two Roman chariots, decorated with cherubs and rams, are provided for the faint of heart, small children, or women who, because of their long dresses, did not wish to straddle a horse. Most of the jumping horses are mounted in columns of four with all four horses having the same color: white, black, brown, bay, tan or gray. The

two standing horses are on the outside row next to each of the chariots.

This particular carousel is one of only a few known to be a “pure” carousel. All of the horses on the ride were provided by the same company that built the carousel. Some horses have had to be replaced over the years, but the park was able to acquire Loeff horses from other carousels that have been dismantled or have replaced their wood horses.

Grab a ring

It is also one of the few that still features a working ring dispenser. Although extremely popular during the golden age, there are, today, perhaps less than a dozen carousels in the U.S. where riders can reach for the brass ring, and even fewer have jumping horses on the outside row, making this particular carousel even more unique.

Originally iron rings were dispensed with one or two brass rings included per ride. Those lucky few who grabbed a brass ring were able to exchange it for a prize, often a free ride ticket.

Today, the rings are steel, with brass-plated rings used on special occasions. Riders

are asked to toss the rings into a large clown's gaping mouth, where they are rewarded with flashing lights and bells if they hit the target, but many of the rings are taken home as souvenirs. For every six to seven people who reach for the rings, one is taken home, meaning that over 85,000 rings have to be purchased each year.

But pilfering rings is nothing new — a 1911 photograph shows a sign pleading “Please do not take the rings!” The ring dispenser is automatically loaded with rings recovered from the clown's mouth via an elaborate mechanism underneath the carousel. Prior to 1950, a park worker called a “ring boy” manually recovered the rings and fed them into the metal arm. For a brief time during the 1970s, dispensing of rings was discontinued and ridership plummeted by about 75 percent.

Listen to the music

The carousel was installed with a Ruth and Sohn band organ and it has been providing music for most of the 100 years the ride has been in operation. Records show the band organ was built in 1894 under the watchful eye of Adolph Ruth at the Ruth & Sohn factory in

Part of the charm of the Santa Cruz carousel are the three fully operational band organs. Shown here is the carousel's original band organ, the 1894-built Ruth and Sohn (top) and this rare Wurlitzer 165 band organ (above). The park also started this carousel memory wall inside the carousel building. AT PHOTOS



the Black Forest town of Waldkirch, Germany. The rare 96-key organ includes 342 pipes, a glockenspiel and percussion instruments. No one has been able to determine where the organ spent its first 17 years or how it was acquired by Loeff.

A rare Wurlitzer 165 band organ was purchased in 2007 from a private collector. That organ, built in 1918 by the Rudolph Wurlitzer Company of North Tonawanda, New York,

operated at the Loeff carousel at San Francisco's Playland-at-the-Beach amusement park for 54 years. The Wurlitzer 165 was installed in March 2007, and provided music during the Ruth organ's refurbishment.

The Ruth was shipped to the Stinson Band Organ Company in Bellefontaine, Ohio where it was given a major restoration to bring back its ex-
► See CAROUSEL, page 6

► CAROUSEL

Continued from page 5

ceptional playing capabilities. The Ruth also received a new façade with carved figures and colorful scrollwork, and was then carefully shipped back to Santa Cruz.

The Boardwalk is also in possession of Wurlitzer 146 band organ that was added to the carousel building earlier this year. Each of the three offers a unique sound and all three band organs can be heard as each takes a turn to play music throughout the day. Thanks to a new Musical Instrument Digital Interface (MIDI) system, the organs can play contemporary music as well as the old classics.

As it was back at the turn of the century, not everyone comes to the carousel building to ride a horse. The organs themselves are attractions as fans gather to watch the historic music machines mechanically bellow the distinctive calliope music.

Maintenance is ongoing

As one would expect, a century-old carousel requires



This year, artist Lidia Hasenauer painted this view of Santa Cruz Beach Boardwalk's Loeff carousel in honor of its 100 years of operation.

COURTESY SANTA CRUZ BEACH BOARDWALK

constant maintenance. The Boardwalk has restored many of the beautiful carved steeds, and those that could not be restored were replaced with Loeff horses from parks in Myrtle Beach, South Carolina and Belmont Park in San Diego. Ongoing maintenance includes touching up chipped paint, frequent polishing of the brass poles and mirrors, as well as mechanical adjustments and repairs. Antique

hand-carved horses are becoming increasingly rare and difficult to acquire. In 1911, the carousel cost \$18,000; now a single horse at auction can fetch close to that amount.

Supporting cast

Complementing the Loeff Carousel is the Giant Dipper roller coaster, built in 1924 by Charles' son Arthur Loeff. On February 24, 1987, the U.S. Secretary of the Interior des-

ignated both the Loeff Carousel and the Giant Dipper as National Historic Landmarks. Fewer than 2,500 places bear this national distinction, which recognizes historic places that possess exceptional value or quality illustrating or interpreting the heritage of the United States.

Celebrating 100 years

Santa Cruz Beach Boardwalk has been celebrating all

year long with 100 years of carousel magic. Celebrations have included brass ring days, a carousel memory wall where friends or loved ones can be honored or commemorated with a bronze plaque inside the carousel building, a carousel-themed art exhibit and unique carousel centennial merchandise.

Along with 100th anniversary fine art posters and books are a special-edition 2007 Boardwalk Carousel bottle of syrah wine from Hallcrest Vineyards, and a collector's edition Horse Tale Ale from Santa Cruz Mountain Brewing. The ale harkens back to 1911 when 25 brewers in the San Francisco area, including one in Santa Cruz, brewed a California Common or Steam Ale.

Amusement Today salutes the Santa Cruz Beach Boardwalk for preserving its historic 1911 Loeff Carousel. It is one of the few in the world that has been galloping in its original location for more than 100 years. May it spin guests who come to ride the painted ponies and reach for the brass ring for many more years to come.

WILLIAM H. ROBINSON, INC.

The
B!g idea
People!

CREATIVE MARKETING
TV COMMERCIALS
JINGLES
BROCHURES & ARTWORK
PHOTOGRAPHY
INTERNET SOLUTIONS
PROMOTIONS
GROUP SALES TRAINING
& MORE!

A Creative Services Company Serving the Amusement, Water Park & Support Industry for over 50 Years!

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • www.TheBigIdeaPeople.com



INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS

BRIEF

Severn-Lamb delivers new train to major tourist destination

OMAN—Leisure and light urban transport specialist Severn-Lamb, based in the U.K., has delivered a new electric train to one of Oman's premier tourist attractions.

The Al Hoota Cave, at the foot of the Hajar Mountains, began operating the new train for visitors in September following the attraction's annual closure during the months of July and August for an environmental rest.

The brilliant white, custom-designed train, built in its entirety at Severn-Lamb's U.K. manufacturing plant in Warwickshire, carries up to 48 passengers in air conditioned comfort and provides a world-class transportation system for visitors to the Al Hoota Cave, in addition to design, operational and environmental advantages over the existing train.

The new train uses electricity on demand, which eliminates the need for batteries and the down time for recharging, improvements which will increase the potential number of daily visitors from 760 to 2,000. Passengers board and disembark through sliding doors on either side of the two carriages. Wheelchair access is also incorporated into the cabin design.

EAS enjoys record-breaking numbers in London

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — With a record number of exhibiting companies on the trade show floor and more than 7,000 visitors, this year's Euro Attractions Show (EAS), held in London, U.K., proved to be a big success.

Organized by the European office of the International Association of Amusement Parks and Attractions — IAAPA Europe — EAS 2011 took place at the Olympia Exhibition Center, with 336 exhibiting companies providing the familiar plethora of products and services. The event is now established as Europe's premier trade show for the theme park and attractions industry and the spectacular Victorian architecture of the Olympia venue provided an excellent home for this year's show.

Exhibiting companies came from throughout the world and included 82 U.K.-based organizations along with others from numerous



Bob Rippy, chairman of the IAAPA board, opens the 2011 Euro Attractions Show in London, together with (from left to right) Mats Wedin, Roland Mack, Bob Rippy, Will Morey, Mario Mamon and Chip Cleary, CEO IAAPA.
COURTESY IAAPA

European countries, Russia, the U.S., Canada, China, Thailand and India. Initial figures showed that 7,053 visitors attended the show from more than 100 countries, with around 30 percent coming from the host country.

"We are extremely pleased

with this show and the support of the associations in the U.K.," said Mats Wedin, chairman of the IAAPA European Advisory Committee. "Not only did we have a record number of exhibitors, we noticed that the European industry is as vibrant as ever."



According to the organizers, several new exhibitors noted that they only expected to generate new contacts, but many said that they also signed contracts and gained business, while other, more established participants, also reported a successful three days.

"The show was excellent for Premier Rides and the interest in our Sky Rocket generation of rides was very significant," commented Premier Rides' Jim Seay. "It would appear the amusement industry has proven recession resistant in Europe and that has encouraged some significant projects to move forward."

► See EAS, page 8



Janine and Tom Rebbie at the booth of Philadelphia Toboggan Coasters, Inc.
AT / ANDREW MELLOR



Pictured at the Premier Rides booth are (left to right) Dennis Spiegel, International Theme Park Services, and Premier's Jim Seay and Peter Schnabel.



Ital International LLC

Major, Family and Spectacular Rides





Bertazzon: Park Model & One-Trailer Rides





Technical Park: Park Model & One-Trailer Rides

Check out the hundreds of new and used rides at www.italintl.com

Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: sales@italintl.com

Italy's newest themed debuts

STORY: Andrew Mellor
amellor@amusementtoday.com

ITALY — Situated in Valmontone near Rome, Rainbow Magicland opened in May this year on a 600,000 square meter site to provide Italy — and Europe — with its latest brand new theme park venue.

Bringing a major park to the Rome area for the first time ever, Rainbow Magicland was designed and built by the Alfa Park Group, headquartered in Brescia and the founder of "Miragica - Terra dei Giganti" (Giants Land), an amusement park in Molfetta which opened in April 2009. The group's latest venture was created at a cost of €300 million (U.S. \$400 million) and as the name implies, the main theme running throughout the venue is 'magic' with the overall effect being something of an 'enchanted' world.

It is aimed at the family market primarily and incorporates a number of licensed brands from the Rainbow Group, such as Winx, Monster Allergy, Huntik and PopPixie, along with features that, in addition to a host of rides, include enchanted castles, brave Vikings, magical fairies, powerful wizards and adventurers all set in a multi-dimensional environment.

The park incorporates 35



Rainbow Magicland provides a fully themed experience with an extensive variety of rides and attractions.
COURTESY RAINBOW MAGICLAND



themed attractions as well as three theatres and 28 F&B facilities, of which five are restaurants. A 50,000 square meter covered area is another feature, as is a main street directly inside the main entrance, a central lake and an

ultra modern planetarium, Il Casello di Alfea which is also used as a 4D cinema. Parking for 5,500 vehicles is also available.

Reflecting the main visitor profile, the attractions include a variety of family rides from well-known manufacturers and suppliers. Among these, and a central feature to the park, is Shock - The Steam Machine, an X-Car launch coaster from Maurer Söhne, who has also supplied the Cagliostro, a spinning coaster. No fewer than four rides were supplied by Vekoma, namely the Olandese Volante (double mine train), Bomboun (junior coaster), L'Isol Volante (Flying Island) and Maison Houdini (Mad House).

Two further attractions have come from Intamin, these being the Yucatan, a spillwater, and the Drakkar, a rapids ride, while the Mystica, a 70 meter tower ride from SBF, and a Bertazzon carousel add further to the ride offering. A total of 15 attractions for children are also available.

The park has proved a popular destination since opening, with the best attendance to date being over 30,000 visitors during one weekend.



The 2011 EAS show boasted the largest number of exhibiting companies ever at the event.

AT/ANDREW MELLOR

►EAS Continued from page 7

As always, the trade show was accompanied by a host of additional activities including a significant education program which covered a number of key topics. A major part of this was the two and a half day Institute for Attraction Managers as well as sessions covering the use of social media platforms by attractions,

the integration of intellectual property into attractions and human resources, while a European Legends session and waterpark and safety forums added to the program.

Various networking events and a post show tour of some of the U.K.'s major park attractions completed a memorable week.

Next year's EAS show takes place in Berlin, Germany, from October 9-11.

JOIN US NEXT YEAR!

DollyWood

www.GOLDENTICKETAWARDS.com

Spectacular Rides - Park and Trailer Models

See us at IAAPA booth# 4836

Giant wheels 20 to 80 meters

Pendulum and loop rides, 12 models

Check out our roller coasters!

TECHNICAL PARK

Technical Park
Via dell'Artigianato, 47 45037 Melara (RO) Italy
Tel. +39 (0425) 89276 Fax +39 (0425) 803091
e-mail: technical@technicalpark.com

North America sales: ITAL INTERNATIONAL LLC
4117 Hillsboro Pike, Ste. 103-358
Nashville, TN 37215 - USA
Telephone: (615) 383 3986 Fax: (615) 383 9244
Carlo Guglielmi: carlo@italintl.com

Fuji-Q breaks another record with Gerstlauer coaster

STORY: Andrew Mellor
amellor@amusementtoday.com

JAPAN — The tallest, fastest and longest coaster ever built by German manufacturer Gerstlauer Amusement Rides has proved a big success since its opening at Fuji-Q Highland near Tokyo, Japan, in July.

Named Takabisha, Japanese for 'domineering' or 'high handed,' the ride is Gerstlauer's latest example of its popular Euro-Fighter coaster. This launched model provides riders with a thrill packed experience both in the dark and out in the open, as well as featuring a vertical lift hill around the mid-point of the ride. The attraction represents an investment for the park of Yen 3 billion (approximately

U.S. \$37 million).

The experience begins with the rider vehicle being launched out of the station area in one of six, 8-person vehicles, straight into a heartline roll which puts riders upside down in the dark and takes them to a speed of 62 mph (100 kph). Once out in the open the coaster sends guests through an inverted top hat at 118 feet high before going into the world's first 'banana roll.' This one of a kind inversion resembles a giant banana and is followed by a flatspin, an

► See FUJI-Q, page 10

Fuji-Q HighLand's latest major attraction, the world record breaking Takabisha coaster, takes riders through seven inversions.

COURTESY GERSTLAUER



Visit us at the
IAAPA in
Orlando,
Nov. 14 - 18
Booth 4028



Gerstlauer Amusement Rides GmbH
Industriestraße 17
D-86505 Münsterhausen
Tel. (49) 8281 - 99 68 0
Fax (49) 8281 - 99 68 33
www.gerstlauer-rides.com
info@gerstlauer-rides.de



Sky Fly

Coming to
Nigloland
in 2012 as
a world first!



Photos: Coastersandmore.de (left)

►FUJI-Q

Continued from page 9

airtime hill and breaks.

Riders are then faced with the 141 feet (43 meter) high vertical lift, at the top of which awaits a brand new highlight. The car climbs to the highest point on the ride, slides down a slope and comes to a halt just a few meters away from the main drop. The vehicle then begins to slide forward again to plunge back down to earth. But on Takabisha, riders experience the first 121 degree drop on any roller coaster anywhere — a world record!

The final section of the coaster continues to put riders through their paces with a variety of inversions such as a dive loop, an inline loop and an Immelmann loop, which together form the big Cow Hitch. After 3,280 feet (1,000 meters) of track featuring a total of seven inversions, Takabisha finally slows down and takes riders back in to the darkness of the station building to complete the ride.



Riders on the Gerstlauer-built Takabisha coaster are seated in one of six, 8-person vehicles in two rows. COURTESY GERSTLAUER



Pleasurewood Hills owner plans major investment in 2012

UNITED KINGDOM—Pleasurewood Hills theme park, on the border of Norfolk and Suffolk, has secured an investment of €1,350,000 (U.S. \$1.9 million) that will be used to purchase new rides and make further cosmetic enhancements over the winter.

The investment comes from new park owners, The Looping Holding, who took over the park in Jan. 2011.

The money will be spent on a number of enhancements including updating rides, landscaping and theming areas of the park, painting, equipping the restaurants with outdoor terraces, installing CCTV, adding new queue lanes and adding a state-of-the-art lighting system to the stage in the Castle Theater.

Improving green credentials is also on the agenda, with water-saving projects and tree planting among the changes that visitors will notice when the gates re-open for the 2012 season on March 31, 2012.

Attracting new rides is also a large focus of the investment. As well as the Laser Labyrinth (this year's new attraction which opened to the public in time for Halloween) one mega thrill ride is set to join the park (although details remain secret) along with other smaller attractions. Altogether, Pleasurewood Hills will open in 2012 with a total of five new attractions.

Alexis Camelin, general manager of Pleasurewood Hills comments: "At Pleasurewood Hills we recognize that there are areas of the park that require improvement and need attention, so this investment will allow us to develop these areas. Plus, as ever, our focus will remain on customer safety and enjoyment."

Visitor numbers were stable throughout this year with a view to increasing this in 2012.

Park improvements began when the themer closes for winter on Oct. 31.

ETF Ride Systems

P.O. Box 2703
6030 AA Nederweert, Holland
Phone +31 (0)495 677000
E-mail sales@etf.nl

ETF-USA Corporation

P.O. Box 2445
Dalton, GA 30722, USA
Phone +1 (706) 278-1511
E-mail info@harrellmachinerysales.com

ETF's rides and people movers help... in creating the unforgettable experience



ETF Panorama Pedal Plus



ETF Mystic Mover



ETF Flying Birds



ETF Multi Mover

ETF

*Innovative specialist for interactive (dark) rides.
The choice for customized design, reliability,
high quality and flexibility.*

www.etf.nl

NEW ATTRACTIONS

See you at
IAAPA Attractions Expo
Booth no.: 3224

SPILLWATER 20

SUPER GYRO TOWER

ZAC SPIN

RING DROP
(Retrofit)

SUPERMAN
(Retrofit)



INTAMIN
AMUSEMENT RIDES

INTAMIN AMUSEMENT RIDES INT. CORP. EST., Landstrasse 126, FL-9494 Schaan, Principality of Liechtenstein
Phone: +423 237 03 43, Fax: +423 237 03 40, E-mail: information@intaminworldwide.com
www.intaminworldwide.com

Amusement Today visits top parks of Germany

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

Editor's note: Amusement Today's Tim Baldwin joined the European Coaster Club on a tour of Germany's most notable amusement parks this past summer, as well as some out-of-the-way places tucked here and there. He shares highlights of his travels in Germany, starting with the major theme parks.

Belantis Leipzig, Saxony

The newest of all of Germany's theme parks has yet to even celebrate its 10th birthday. Opening in 2003, the park sits in wide open space with areas themed to certain countries of the world. Two Gerstlauer coasters offer thrills on rails, with the park's original bobsled coaster zipping around a castle being the better of the two, both thematically and in smoothness. The largest coaster is Hurrigan, a Gerstlauer Euro-fighter that is painted vivid red giving it a true high-profile presence, which was added last season. A heavily themed flume/splashwater ride is striking as boats plunge from atop a large pyramid. This water ride by Hafema is truly a one-of-a-kind experience that includes a vertical lift inside.

Many of the attractions struggle with high capacity, but they are themed wonderfully and the park offers some unique rides, one of which is the only such installation in all of Ger-

many — a high flying Gerstlauer Sky Roller that lets the rider control how scenic or how wild his or her flight will be.

Europa-Park Rust, Germany

Having celebrated their 35th anniversary in 2010, Europa-Park saw considerable growth in large attractions with Whale Adventures Splash Battle last season and the magnificent Blue Fire looping roller coaster the year prior. Already underway is a new wooden coaster — Mythos — by Great Coasters International for 2012 that will intertwine with Atlantica Super-splash and the Blue Fire coaster. That debut is expected next spring. But that doesn't mean that 2011 didn't have its own set of new additions. Geared toward the whole family, a new suspended monorail called Vola da Vinci gracefully took groups sailing above a portion of the park all themed to da Vinci's inventions. Heavy theming will also be a featured component of the station house and queue of the new wooden coaster.

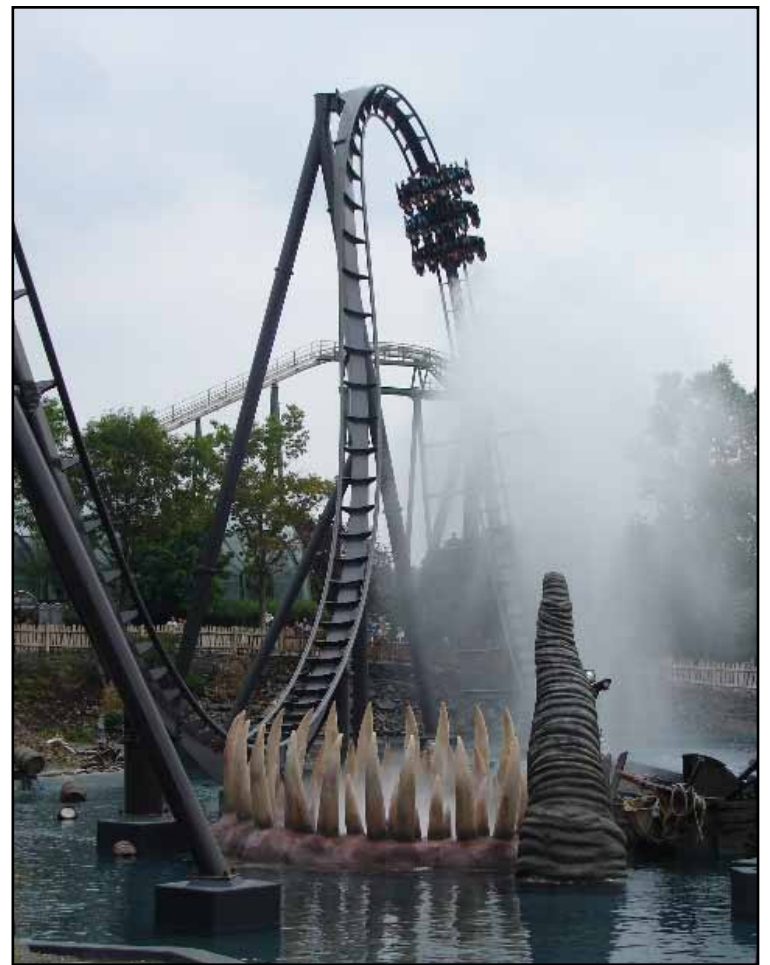
Among the other new experiences this past season was a unique restaurant called FoodLoop. This eatery allowed guests to order their dishes via a computer screen and watch them be delivered on tracks swirling and twisting throughout the restaurant. Of course, watching the food zip through the vertical loops was always a

hit with patrons.

Dominik Seitz, Europa Park, public relations, states, "At Europa-Park we saw significant growth in visitor numbers. The trend from the last years continues and we will have welcomed far more than four million visitors at the end of the season. The new products received very positive feedback. Our new restaurant FoodLoop, the world's first loop-restaurant, was a big success and is probably our guests' favorite restaurant already. In the new Enchanted Forest, the little visitors can follow the steps of their favorite tales while their parents are taken back to their childhood memories. Family attractions have and will be the heart of Europa-Park."

A visit to Europa-Park is nothing short of spectacular each time. The Mack family has set the bar high with its standards of quality attractions, entertaining shows, superb theming, lush grounds and sheer beauty. Many park enthusiasts have commented in the past that the park is virtually perfect with the exception of the absence of a wooden coaster.

With 2012, perfection may actually be obtained. The park is also opening its fifth resort hotel — the New England themed Bell Rock. 2012 looks to be a successful year for this world-class park. Seitz also reports that the park has decided upon their largest dark ride with a new



Water fills the air as Krake, the new B&M dive coaster at Heide Park skims across the surface of the lake on the first drop.
ALL PHOTOS AT/TIM BALDWIN UNLESS NOTED

ride system for Mack Rides in 2013.

Hansa Park Sierksdorf, Schleswig-Holstein

As Germany's northern most theme park, Hansa Park has numerous attributes of which they can boast. In addition to the view of the Baltic Sea, Hansa Park has some of the finest landscaping in any park not only around Germany, but the world. Color and beauty grace the park throughout. Wonderfully themed areas engage the imagination as one roams the park.

New for 2011 was a family coaster called Die Schlange von Midgard. Manufactured by Gerstlauer, this attraction spins a tale about children who stow away on a ship belonging to a Norse storyteller in a Viking settlement. Once aboard, the journey takes riders through some dark ride like scenes indoors before emerging in a cloud of smoke to twist and zip over a small pond.

Gerstlauer was also the manufacturer of the park's recent Fluch von Novgorod roller coaster which opened in 2009. This particular thriller is a brilliant mix of theming, indoor sections which include a high

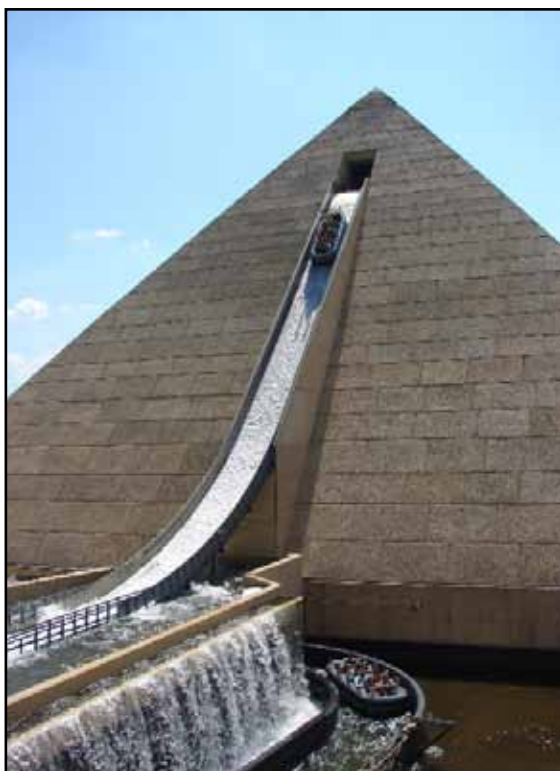
speed launch and a vertical lift, and outdoor portions that navigate a heartline inversion and an airtime camelback hill. It's an extremely well done attraction any park would be proud to call its own.

Among its five roller coasters is Nessie, a smooth Schwarzkopf looper that has long been a photographic icon for Hansa Park. A wide array of water rides, observation and people mover rides, and traditional flat rides offer something for every visitor. When encompassed within the gorgeous grounds, all these ingredients make Hansa Park a must see when in Germany.

Heide-Park Soltau, Lower Saxony

Of all of the new roller coasters that opened in Germany this year, Heide-Park can claim the most high-profile among the lot. Krake, a new dive coaster from B&M, joins an elite group of only seven such coasters that exist in the world. Positioned over the park's central lake, Krake momentarily suspends riders 18 at a time, poised just above the vertical drop. With dramatic theming within the water, riders see twisted tentacles and gaping teeth around the wreckage of its

► See GERMANY, page 13



Above left, Belantis Park's unique Pharaoh's Curse flume from Hafema utilizes an elevator lift inside the pyramid, followed by a dramatic drop. Above right, cleverly sponsored by the Gazprom energy company, Europa's Blue Fire Megacoaster, from Mack Rides, features a launch themed to a gas explosion.

►GERMANY

Continued from page 12

most recent victims. Once the plunge is complete, the vehicle skims across the water with scoops alongside to create a billowing wave of water that captivates spectators and can even spray the back row of riders after navigating an Immelman looping maneuver.

Among the seven coasters at the park, Schweizer Bobbahn is the longest of the six Mack bobsleds that exist in the world and coaster enthusiasts often credit it for being the best of the breed. Colossos is one of the few Intamin pre-fab wooden roller coasters and it was this 2001 woodie that really put Heide-Park on the worldwide destination map for coaster fans.

This large property boasts a resort hotel — Hotel Port Royal — as well as a Holiday Camp. The theme park offers many ride experiences that range

from wild rides such as Scream, an Intamin drop tower, to gentle observation rides that include two monorails which vary in passenger size to a sky tower. Two flumes and a rapids ride offer fun on the wet side and children can find activities just their size.

Movie Park Germany Bottrop, N. Rhine-Westphalia

With origins dating back to the 1960s, Movie Park has had a very storied history. It's leap into the big leagues happened in the 1990s as it emerged as Warner Bros. Movie World Germany in 1996. Since 2005 it has operated as Movie Park Germany and its Six Flags and Warner Bros. influence have since been put aside.

In 2011, the park opened Van Helsing's Factory, an attraction that places a twisting and startling roller coaster layout from Gerstlauer into a highly themed storyline within an in-

door environment. Thematic movie scenes, props and other effects make the twisting bobsled course more of an experience rather than just a ride.

Wouter Dekkers, general manager for Movie Park, says, "Since 2005, the former Grem-lins building has been an 'elephant in the park.' We're more than happy and proud that we now finally were able to open a great, new indoor coaster." Dekkers adds, "After concentrating more on kids rides during the last years with Nickland, we now wanted something more 'spicy' which refers to our very successful Halloween Horror Fest. That's how the idea for a vampire themed attraction was born. It was very important to us to open a ride which is themed properly and consistently. I think we definitely made it happen."

Another heavily themed movie attraction is geared toward the *Ice Age* films. An in-

door boat ride follows along with a storyline from one of the sequels and is a great experience for guests of any age.

Phantasialand Brühl, Rhine-Westphalia

Phantasialand is a photographer's dream. Draped in thematic perfection and colorful beauty, the park takes imagination to amazing levels. Areas range from the exotic to the whimsical.

Among its assortment of roller coasters, the lineup includes what is regarded as one of the very best mine train coasters in the world. Colorado Adventure is a three lift, 4,200 foot long Vekoma mine train that travels through a thematic environment with great banking and fun drops, with a capacity that exceeds 2,000 riders an hour. Black Mamba is a marvelously themed B&M inverted roller coaster that loops around stylized architecture and through



Trapper Slider, one of the longest Alpine-Coasters in Germany winds its way down the mountain at Fort Fun. COURTESY RENDELL BIRD

rocky caverns. Winjas is quite possibly one of the most unique coasters in the world with a dual track that features many rare elements — vertical lifts, tipping track, and a section of track that

► See GERMANY, page 14



Above, Phantasialand added a unique touch to its Zierer Wave Swinger. The water columns, just inches from the riders, undulate along with the ride. At right, the spectacularly-themed Vekoma-built Mine Train was said to be a favorite of Michael Jackson and is even subtitled the "Michael Jackson Thrill Ride."



The Lost World Spinning Rafting ride from ABC Rides at Erse Park, seems out of control as the rafts traverse the winding channel.

COURTESY STEVE GZESH

abc rides specialities



US office: www.intermarkridegroup.com



meet us at
IAAPA Orlando
Booth # 3045
Nov. 15 - 18



abc rides switzerland
info@abc-rides.com www.abc-rides.com

►GERMANY

Continued from page 13

risers and falls before re-entering the station. The coaster was built by Maurer-Söhne.

New for 2011 was a world class installation rivaling and surpassing Disney's achievements. Maus au Chocolat utilizes clustered vehicles that whisk riders through scenes in which they shoot 3D cannons at screens to eradicate presumptuous and taunting mice that have infiltrated a bakery. Riders can compare scores at the end of the vigorous competition. It's all extraordinary, even down to the queue line. Another unique attraction for 2011 is a Zierer Wave Swinger placed in a central courtyard where the fountains below ingeniously rise and undulate just below the riders' feet as the whirling flat ride spins in operation.

A spectator's favorite is Talocan, a Huss Top Spin that is unquestionably the most themed version in the world suspended between two Aztec stone calendars while riders experience flames and water effects during their excursion. River Quest, a Hafema river rapids ride, has a unique vertical lift and some of the most dramatic drops found on rides of this genre. In 2010, the park added an assortment of rides at-

tractions for children and their families, many of which were supplied by Zamperla.

Hotel Matamba themed to an African village boasts authentic masks, exotic decor and tropical plants, while Hotel Ling Bao creates an Asian oasis. Chinese artifacts, enticing fountains and glowing lanterns offer a more tranquil resort feel. Both accommodations round out the superb dedication to thematic entertainment.

Mid-sized parks branch out from family rides to newer thrills

Bayern Park

Reisbach, Bavaria

Many parks in Germany have established themselves as great fun getaways for families, but they also are striving for more of the teen demographic with a higher caliber thrill ride. This is no more particularly true than with Bayern Park, who opened a new multi-inversion launched coaster late this past summer. Freischütz, by Maurer Söhne, adopts a storyline taken from an opera (there's a rarity!) centered around a magical bullet. The 12-passenger train catapults riders into a top hat inversion followed by a loop, a heartline roll, an inclined loop and a final heartline roll.

This is a dramatic departure from the park's other attractions, which offer fun thrills but



One of the top-rated coasters in Europe, Holiday Park's Expedition GeForce, supplied by Intamin, is noted for its air-time-producing hills.

on a more family scale. Smaller coasters, alpine slides, family flat rides and children's rides such as the adorable Piggy Ride are spread among the grounds, which when amassed together create a surprisingly larger park than one might expect upon arrival.

One of the park's greatest qualities is its beautiful floral landscaping. Lushly placed throughout the park, many rides interact with the beautiful arrangements, be they children's rides or the elegant floating gondolas through a recreation of one of Germany's palaces. Having celebrated 20 years in the industry, Bayern Park has much of which to be proud.

Erse-Park

Uetze, Lower Saxony

Situated among many trees, Erse-Park is the simplest among this list. It has many self-operated rides that families can go and enjoy without ride attendants. It is highly unlikely an American park could ever fathom such a possibility, but it works beautifully here. One of the most well-received of these attractions was the electric Wiegand bobsled attraction that combines the fun of go-karts and alpine slides.

The largest attraction at Erse-Park is the Lost World spinning rapids ride. Built by ABC Rides, this very unique water attraction offers lots of action and an extremely unique inclined lift that keeps ride vehicles horizontally level. The hardest of enthusiasts were finding it outrageously exciting.

Fort Fun

Wasserfall,

N. Rhine-Westphalia

Another facility that has a larger plot of real estate than one might assume is Fort Fun. Entertaining guests since 1972,

new show for 2011 that combined breathtaking stunts, acrobatics and close enough to touch storyline about the famous actress.

Freizeit-Land Geiselwind Geiselwind, Bavaria

Having operated since 1969, this park has more than four decades of family fun behind it. It's new-for-2011 attraction has a storied history. Wilde Maus is a Mack mouse that previously had operated at three different parks for a single season. One can hope its new location will be a perfect fit and become a permanent home.

Among the collection of fun rides, Freizeit-Land Geiselwind also boasts some amazing animal encounters. Vogel Safariland is an engaging journey among an amazing collection of birds. Whether strolling among peacocks, or gazing at the collection of owls, the variety of birds on display is impressive. A monkey enclosure offers guests various viewpoints to see the numerous monkeys. A notable moment is feeding time on the MS Banana. A petting zoo and other animal educational opportunities await.

Freizeitpark Plohn Legenfeld, Saxony

Nothing helps widen a park's marketing demographic than a wooden coaster and Freizeitpark Plohn contracted Great Coaster International to bring El Toro to the park in 2009. This marvelous twister thrills the entire family no matter what the age. It's interaction with the park's large flume was also a great development. Ingenious walkways make for fantastic photographic opportunities for families and spectators.

The deeply forested setting of this park offers many
► See GERMANY, page 15



El Toro was a perfect fit for Freizeitpark Plohn. This moderately-sized woodie, from U.S. supplier Great Coasters, offers just the right amount of thrills to appeal to a wide variety of guests.



New vehicles offer a fast and comfortable ride on the new Zierer Force One coaster at Schwaben Park.

►GERMANY

Continued from page 14

tucked away areas of discovery, ranging from fairytale stories to caveman environments. It is easy to see how the park has grown over the years and spread throughout the property.

New for 2011 was a Zierer family coaster, cleverly called Plohseidon. With a thematic backdrop and a circling spiral skimming over a pool of water, this is a fun addition that parents will also enjoy riding with their children.

Holiday Park Hasloch, Rhineland-Palatinate

Roller coaster enthusiasts know this park for Expedition GeForce, the highest rated roller coaster in all of Europe on *Amusement Today's* Golden Ticket Awards charts. That Intamin installation truly put this park on the experts' radar. Today, while not as heavy on coasters as some of the other parks in the country, Holiday Park still offers a variety of attractions for the guests that visit. A long, themed flume that includes a backward section is a park highlight, as well as a vintage dark ride that features some hair raising scenes one wouldn't find in the U.S. An Intamin drop tower, a Star Flyer swing ride, a corkscrew roller coaster and a rapids ride are all part of the ride package.

Now part of the Plopsa family of theme parks, the beloved cartoon characters are now prominent in the park, and Rudi Mallasch, the park's general manager, says the direction of future growth will capitalize on these characters that market to families with young children. New rides for 2011 centered on

the Plopsa characters and were aimed at the very youngest of riders. A new dancing fountain entices visitors to run and dash through its checkerboard layout and jumping patterns of bursting water jets. More sedate guests may opt to sit around the fountain and just enjoy the laughter from the sidelines.

Schwaben Kaisersbach, Baden Wuerttemberg

This park is marketing its second year with Force One, which ironically is by Zierer, but not one of the company's Force One models. That particular model is less than 15 feet tall, but this bigger coaster reaches a much wider audience standing at 72 feet tall and delivering a smooth, curvaceous course. Situated at the highest part of the park, guests immediately see it upon arrival.

Perhaps the smallest park of our overview here, it still offers fun and thrills for families to find an enjoyable diversion for several hours. A highlight to guests of all ages is the park's miniature train collection and display. These toys have escalated far beyond than being just child's play. No matter how old one gets, there is always a fascination with toy trains.

Tripsdrill Cleebron,

Baden Wuerttemberg

If there was a single park that exemplifies the word "charm" in all of Germany, it could quite simply be Tripsdrill. Located at the foot of a hillside vineyard, the park centers much of its theming around winemaking. In fact, guests (of age) can partake in wine tastings and purchase wines right inside the park. This family friendly park has just the right amount of

thrill to entertain school groups and has just recently dabbled in the teen market with the 2008 addition of Mammut. This smooth wooden coaster can make the claim that it is fully German, as it was produced by an assortment of German companies: Ing.-Büro Stengel GmbH (design), Ingenieur-Holzbau Cordes (builder), and trains by Gerstlauer.

One of the park's many signature attractions is actually a pairing of a Gerstlauer bobsled coaster that wildly traverses in and around a castle like structure, while the park's flume — themed to bathing, including

bathtub vehicles — navigates around the structure and drops from the upper level. Each and every attraction finds whimsy, enchantment or imagination to transport families into a captivating escape from the everyday.

In closing

Germany has numerous smaller parks, also with their own character. The park fans on the tour enjoyed many Heege attractions, which were prevalent among the German parks. Self operated, but still giggle-inducing, were the company's Nautic Jets and Butterfly attrac-

tions.

One observation is that in all of Germany, there are only four wooden coasters. Thankfully three of the four are good, quality rides. But where a wooden coaster seems a staple in the American landscape, it is a much rarer breed throughout Europe.

On the flip side, the U.S. could certainly gain some insight from many parks in Germany when it comes to landscaping, offering a greater variety of things to do other than rides, and often the sheer throughput a well-skilled operations team can accomplish.



Whimsical theming is a hallmark of Tripsdrill as exhibited on even the largest of their rides: the bathing-themed flume from Mack Rides (left) and sawmill-themed roller coaster (right) from German companies Stengel, Cordes and Gerstlauer.

pleasure and fun

meet us at IAAPA Orlando
Booth # 3045, Nov. 15 - 18



US office: www.intermarkridegroup.com



abc rides switzerland
info@abc-rides.com www.abc-rides.com

Interlink completes installations at worldwide venues

UNITED KINGDOM — Interlink, the France/U.K.-based water ride specialist, has completed the installation of three new water rides at venues in Indonesia, Sweden and France, while also announcing the signing of a contract for a new flume ride in the U.S. The name of the U.S. facility will be announced at a later date.

In Indonesia, the company supplied a two-lift Super Flume to an indoor leisure project in Bandung. The custom-built attraction features double-seat, Zodiac-style boats specially designed at the client's request and which are now available to other customers where required. The two-lift Super Flume has two chutes, one 9.8-foot-high and the other 29.5-foot-high. The length of the ride is approximately 908-feet-long. A total of seven, six-seater boats are utilized. The ride has been fully themed in an Aztec style, incorporating a large volcano feature, rock work and other related décor and surroundings.

At the Daftö Resort in



Pictured is one of the three installations Interlink completed for the 2011 season: a two-lift standard flume ride for Sweden's Daftö Resort in Strömstad.

COURTESY INTERLINK

Strömstad, Sweden, Interlink completed the installation of a two-lift standard flume ride, 705 feet in length and featuring a 29-foot-long station section and two lifts of 13 and 22.9 feet in height. Five boats

are in use, each seating five passengers. Hourly capacity is approximately 500 riders.

At Euro Park in Vias Plage, southern France, where Interlink has previously installed a rapid river and a

major log flume, the company opened a mini flume ride, a new addition to its range of water-based attractions. The ride has been developed to cater to the youngest range of the market, the three to eight-

year-old age group. Each version can be custom-designed to suit both the layout and thematic requirements of the client. The attraction covers an area of just 49 feet by 30 feet and incorporates a single lift and drop of 6.5 feet. Six boats are used, each seating three passengers. Capacity is 650 riders per hour and the attraction is designed to operate either inside or outside with no limitations to layout or length. The Euro Park version features a theme based on American Indians, with cartoon style decoration and boats based on an Indian canoe design.

"We are delighted with these three recently completed projects," said Interlink Managing Director John Hudd. "Each one provided us with different challenges — from the innovative new elements incorporated into the Super Flume in Indonesia, through the very short lead time from order to delivery for the Daftö Resort log flume, to the development of a totally new mini flume."

TURNING YOUR WORLD AROUND
FAMILY BOOMERANG AT DRAYTON MANOR

VEKOMATM
RIDES MANUFACTURING BV

SCHAAPWEG 18 6063 BA VLODROP THE NETHERLANDS
TEL +31 (0)475 409222 FAX +31 (0)475 402115 WWW.VEKOMA.COM

IAAPA ATTRACTIONS
EXPO 2011 ORLANDO
PLEASE VISIT US AT
BOOTH NO. 5131



World of Rides

301 ft.



i A A P A
Orlando
Booth 5144

UNIQUE FEATURES:
Instant capacity: 64
Hourly capacity: Approximately 1000
Amazing LED-package

Creative
Innovative

Aengwilderweg 57, 8449 BA Terband. Holland
Tel.: +31 (0)513 61 01 70 • Fax: +31 (0)513 62 24 12
E-mail: info@mondialrides.com

www.mondialrides.com





Dreamworld Australia adds Maurer Söhne Sky Loop

Dreamworld in Australia has added a Maurer Söhne Sky Loop coaster, one of three major new attractions for 2011.
COURTESY DREAMWORLD

STORY: Andrew Mellor
amellor@amusementtoday.com

AUSTRALIA — A new coaster attraction has opened at Dreamworld in Coomera, Queensland, on Australia's Gold Coast, one of several new attractions at the venue

which are helping the park to mark its 30th birthday in style.

Supplied by Maurer Söhne of Germany, the new BuzzSaw coaster (one of the company's Sky Loop rides) is an Australian first and seats riders in an open carriage held in by a single waist harness, leaving the upper body fully exposed to the elements with little to hang on to.

The ride measures 59.7 meters (196 feet) by 15 meters (49 feet) and begins with a suspense-laden, 46 meter (151 feet) ascent, at the top of which riders, seated in Maurer's now familiar X-car vehicles, are flipped upside down 15 stories up in the air before the car freefalls through a 360 degree heart roll and plummets down a final vertical drop at speeds of up to 105 kph (65 mph).

According to the park, BuzzSaw is the highest inversion ride experience in the Southern Hemisphere. Situated in the park's Gold Rush precinct, the story behind the new ride is that its construction has unearthed some unusual stories about the make-believe mining township, which has been part of Dreamworld since the mid 1980s. Inexplicable occurrences recounted by staff working in the area and historic research dating back to the late 1800s have inspired the ride's theme and will have guests wondering where fact ends and fiction begins.

Figures for the Sky Loop ride show an hourly capacity of approximately 600 per hour and a ride time of around 50 seconds. A single train with two cars is used, with riders seated two across in three rows in each car, for a total of 12 passengers.

BuzzSaw joins two other attractions added by Dreamworld in 2011, namely Shock-Wave, a Zamperla Disc'O coaster, and The Lair, a new exotic animal exhibit.

RACING COASTER

Take a ride to a new dimension.



IAAPA Attraction EXPO 2011/Orange County Convention Center/Orlando, Florida, USA/Booth No. 4827

Maurer Rides GmbH
Frankfurter Ring 193
80807 Munich/Germany
Phone +49 (0)89 3 23 94-211
Fax +49 (0)89 3 23 94-355
Email ar@maurer-soehne.de
Internet www.maurer-soehne.de

Maurer Rides USA, Inc.
Mr. Steve Boney
President North America
9402 Palm Tree Drive
Windermere, FL 34786, USA
Phone +1 407 923 9027
Email boney@maurer-soehne.de

MAURER SÖHNE
forces in motion



Since 1876



IAAPA
Booth# 4215



PARKS & ATTRACTIONS

RIDES

ENTERTAINMENT

REVENUE

SUPPLIERS

Mach Tower opens at Busch Gardens Williamsburg

240-foot tall ride supplied by Moser's Rides

WILLIAMSBURG, Va. — After months of construction and tweaking, Busch Gardens Williamsburg's Mach Tower officially on Aug. 19, ending months of anticipation from guests hoping to ride the park's newest and tallest thriller.

"We know our guests have been eagerly awaiting the debut of Mach Tower," said Park President Carl Lum. "During the manufacturer's initial testing, some mechanical issues were discovered that caused the delay. Now that the ride is open, we are excited to share this amazing experience with our guests."

Supplied by Moser's Rides, Mach Tower offers an stunning view as its 30-seat rotating carriage climbs nearly 240 feet above the park's Oktoberfest village. Thrill elements experienced during the ride keep riders from becoming complacent on their journey to the top. Once riders get a few seconds to take in the view, the carriage plummets straight down its maypole-themed tower. A fail-safe magnetic braking system brings the carriage to a smooth stop at the bottom.

"We're pleased our guests will be able to ride Mach Tower before the summer comes to a close," said Lum. "We allowed our guests a sneak peek earlier this week and the overwhelming comments have been, 'it's been worth the wait.'"

Amusement Today spoke with Gina Guglielmi, sales representative U.S., Moser's Rides, about the inspiration behind Busch Gardens' newest attraction. "Busch Gardens

wanted a unique tower ride experience for their visitors and Moser's Rides delivered this and more with the Mach Tower," said Guglielmi. "The tower differentiates itself from typical drop towers by offering two completely different ride experiences in one tower: a freefall thrill ride and/or a panoramic observation tower that is more family friendly."

Guglielmi went on to explain in detail Mach Tower's two very different modes of operation: "In Free fall mode, riders are treated to a slow climb to the top of the tower followed by a thrilling 60 mph plunge. Ride time is approximately three minutes.

"The panoramic operation mode, a desired feature for the park's Christmas Town holiday event, involves programming the tower to ascend and descend in the revolving mode exclusively, with no freefall," said Guglielmi. "The observation program enables guests to view the light displays throughout the park and allows those who are not necessarily thrillseekers to experience the tower."

Moser Rides continued the Mach tower innovations with two unique features on the gondola system, vibrating seats and on-board audio, adding another element of surprise and excitement to the experience. Rider reviews have been very positive with regard to these enhancements.

Ride safety was the number one priority and the tower includes several redundant safety systems including an additional brake system at the winch housing, hydraulic



Busch Gardens Williamsburg's new Mach Tower opened near the end of the summer season in the park's Oktoberfest village. Supplied by Italian manufacturer Moser's Rides, Mach Tower's 30-seat rotating carriage climbs nearly 240 feet and offers stunning views of the region.

COURTESY BUSCH GARDENS WILLIAMSBURG

▶SEE RELATED STORY...21

shock absorbers at the loading station and a special rope (cable) housing to contain cables in the event of a break.



Mach Tower anchors a newly rejuvenated Oktoberfest village featuring new game areas, performance spaces and

a pretzel bakery serving some of the best pretzel-themed cuisine in the region.

—Scott Rutherford

Intermark Ride Group

- abc rides switzerland
- Cogan Kiddie Rides
- Moser Rides
- Used Rides & Games
- Wattman Trains

www.intermarkridegroup.com
TEL 615.370.9625 FAX 615.370.8852

Creating Memories & Profitability



Voodoo Interactive Raft, abc rides



Hoopla, Moser Rides



Wattman Mini Express

Sally interactive dark rides featured at Legoland parks

JACKSONVILLE, Fla. — Following several years of successful operation at the Legoland parks in Carlsbad, California and Windsor, England, Sally Corporation's popular dark ride, Lost Kingdom Adventure (known as Laser Raiders at Windsor), opened at the new Legoland park in Florida in mid-October, and at Legoland Malaysia in early 2012. The interactive, black light rides feature Lego's Indiana Jones-type character, Johnny Thunder, in an exciting adventure set in an ancient Egyptian temple. The temple walls not only hide a trove of treasure... in a surprise element they also hide a secret, high-scoring bonus target that almost guarantees a win for the rider who zaps it with his or her laser blaster.

The approximately 7,000-square-foot black light, 10-scene rides pit guests against the wiles of evil Sir Sam Sinister as they help Johnny Thunder rescue the intrepid reporter Miss Pippin Reed from his grasp, and strive to stop him from stealing the treasure of the ancient temple. Only by hitting the targets scattered throughout the ride can you win this battle.

Based on the client's experience at the California and Windsor parks, the two new rides have an increased capacity of over 1,000 people per hour; each operating with 17 four-seater custom Lego-style Jeep ride

cars from Bertazzon. Equipped with laser blasters and scoring consoles, the Jeeps carry riders through a monster spider's lair (where Pippin Reed is trapped in a web), past a performing skeleton band, into Professor Kilroy's archeology lab, and into the midst of exploding dynamite and the path of a moving, spiked wall—among other hair-raising events. The final scene has a storyline twist and a big, dramatic ending. The new rides also have a few new surprise elements

"The rides feature some of Lego's most popular characters, and are fun and not too scary for young children," says Legoland Senior Project Director Ian Sarjeant. "They have proven to be very popular at both the California and Windsor parks: Incorporating the ride into our new parks was an easy decision."

Ray Dominey, Sally Corporation's vice-president of technical services, installed the secret bonus target as an exciting added surprise for guests. "When a guest hits the special bonus target, an additional 7,007 points will show up on their score," Dominey says. "When you see the final number, seven, on the console, you know you hit it: every other target score ends in zero. There are ninety targets in the ride, and there's no way to tell which is the special one—until you hit it."



Sally Corporation's popular interactive dark ride, Lost Kingdom Adventure, opened at Legoland Florida in mid-October, and will debut at Legoland Malaysia in early 2012. COURTESY SALLY CORP.



Zierer launched coaster going to Busch Gardens Williamsburg in 2012

WILLIAMSBURG, Va. — Busch Gardens officials unveiled the name of the theme park's new-for-2012 roller coaster during an exclusive pass-member appreciation event recently held at the park. The new ride will sport the ominous-sounding moniker of Verbolten.

merly occupied by the Big Bad Wolf, a beloved Arrow Development suspended coaster that thrilled Busch Gardens guests for 25 seasons before being retired in 2009.

Construction is already well underway with Verbolten expected to make its debut next spring.

Busch Gardens Williamsburg Verbolten is the park's new-for-2012 steel roller coaster that will serve as a replacement for the former Big Bad Wolf suspended coaster. Supplied by Zierer, Verbolten will feature 2,835 feet of track and two LSM launches. COURTESY BUSCH GARDENS WILLIAMSBURG



"Verbolten offers the latest in roller coaster technology," said Park President Carl Lum while addressing an enthusiastic crowd inside Busch Gardens' 2,000-seat dining facility. "When Verbolten opens in spring 2012, coaster fans will feel the exhilaration of multiple launches and a few surprises that can't be found anywhere else in the United States."

The announcement naming Verbolten as the park's new coaster ended months of speculation among coaster fans who have been eagerly awaiting official news about the new thrill ride.

According to the park's press material, Verbolten will be located in the Oktoberfest section and will be heavily themed. From the moment guests approach the new coaster, they'll experience a sense of mystery and fun. A German tourist center serves as the ride entrance and the launching point for an autobahn touring experience that plans to keep them on the edge of their seats. As they climb into their car for a scenic drive through the countryside, they're quickly detoured into a harrowing adventure through the forbidden Black Forest. The course will have them rushing through the woods and into an 'event building' that houses a number of surprises and special effects. The ride will conclude with a dramatic 88-foot plunge to the river's edge.

Supplied by German ride manufacturer Zierer, Verbolten will feature 2,835 feet of track and two LSM launches that will propel the five 16-seat trains up to 53 mph. Verbolten will follow parts of the terrain for-

We Are Family

THREE BRAND NEW FAMILY RIDES
in Plopsaland, Belgium



Flying Flowers, Kontiki
& Family Freefall Tower



Jet Skis in
Port Aventura
Spain



See us at:
IAAPA Orlando
November 15-18
Booth 2206

www.zierer.com
+49 991 91060

ZIERER

info@zierer.com

WE MAKE PEOPLE SMILE



230 years of experience have influenced our family business to become one of the leading companies in the amusement industry. Have a look at some of our newest projects that opened in 2011.



WATER COASTER

SKATTEØEN | DJURS SOMMERLAND



TWIST 'N' SPLASH

BLACKPOOL PLEASURE BEACH



8-SEATER DARK RIDE

FERRARI WORLD ABU DHABI



SPINNING COASTER

LE TWIST | PARC LE PAL

➤ EXPLORE THE WORLD OF MACK RIDES

INNOVATIONS BUILT ON MORE THAN 230 YEARS OF TRADITION & EXPERIENCE

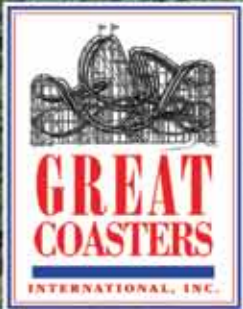
Start your journey through our wide range of innovative products and visit us at IAAPA Orlando at **booth 2240**.



➤ VISIT US ONLINE
WWW.MACK-RIDES.COM

Promises are for Politicians We Deliver Results

- 100% Track Record of Success
- Vastly Superior, Proven Trains
- Single Source Design/Build Packages
- Lower Maintenance Costs than our Competitors



Great Coasters International, Inc. • 2627 State Rt. 890 • Sunbury, PA 17801
570.286.9330 • www.greatcoasters.com



AMUSEMENT MARKET PLACE



SERVING THE
 AMUSEMENT INDUSTRY
 WITH SPECIALITY STEEL
 FABRICATION

Intermountain Lift, Inc.
 P.O. Box 686 | (801) 489-3652
 SPRINGVILLE, UTAH 84663 | FAX (801) 489-5852
 WWW.INTERMOUNTAINLIFT.COM

We offer a magnetic brake for any application. Whether it is a Tea Cup that needs to hold a little tighter, a Roller Coaster that needs to stop a lot smoother, or a Shoot-the-Chute that needs speed reduction, a magnetic retrofit offers motion control in custom applications.

We know that the maintenance budget is always under pressure from above, that is why we have made financing available for our magnetic brake projects. We can help spread payments out over a season so you pay for the brakes when your cash flow is the best.



Entertainment Management Group
 1-410-643-9300, ext. 303
 www.RideEntertainment.com

Interactive activity structure opens at Florida's Old Town

Maryland-based Ride Entertainment Group recently completed the installation of an activity structure at Kissimmee's Old Town. The tower structure includes a ropes course, zip line and rock climbing wall. All of the equipment was supplied by Ropes Courses, Inc., and the project was financed by Entertainment Finance Group, a division of the Ride Entertainment Group. COURTESY OLD TOWN and RIDE ENTERTAINMENT

Structural Technologies Inc



New Construction
 Renovations
 Daily Maintenance
 Relocations
 Track Replacement
 Demolition
 Inspections
 Emergency Work

380 Bad Man Hill Rd. • Paxinos, Pa 17860
 (570) 590-3255 or (570) 590-9880
 STICoasters@yahoo.com

Building Materials for Amusement Park Maintenance & Wooden Roller Coasters

(All wooden coaster components as well as doors, windows, siding, etc.)

- National Buying Power
- Worldwide Shipping Capabilities
- Personal Attention & Involvement
- Time Line Management
- Accountability



PO Box 858 Athol, ID 83801 www.treedogtimber.com
 ph: 208-818-8566 fax: 208-683-1657

Avatar movie brand coming to Disney parks

ORLANDO, Fla. — Walt Disney Parks & Resorts recently announced that it has entered into a long-term creative partnership with James Cameron's Lightstorm Entertainment and Fox Filmed entertainment to bring the fantasy world of *Avatar* to life at Disney parks beginning with Disney's Animal Kingdom near Orlando.

Cameron and his producing partner Jon Landau along with their team at Lightstorm Entertainment will serve as the creative consultants on the project and work side-by-side with the Walt Disney Imagineers to create new attractions for the parks.

Ground breaking for the first *Avatar*-themed attractions for Disney's Animal Kingdom is expected to take place in 2013. No opening time frame has been given.

GOLD LEAF GALLERIES

860-261-5923 • FAX 860-845-8339
 P.O. Box 174 • Bristol, CT 06011-0174
 www.wurlitzerrolls.com • E-mail: sales@wurlitzerrolls.com

\$70.00 PER ROLL
 PLUS \$5.00 FOR SHIPPING

CHRISTMAS CAROUSEL ROLL
No. 14523 Style 150

Please check our Web page for upcoming new rolls!



... at the CROSSROADS of imagination and innovation

Buddy A. Stefanoff

Vice President — Chief Design Engineer

buddy@crossroadsled.com

10710 E. 119th Ct. N • Collinsville, OK • 74021
 Cell: (918) 504-6595 • Fax: (918) 553-6444
 www.corsroadsled.com

Keep our amusement park industry strong!
 Buy products and services from these suppliers.

WHAT THE WHO IS A MINI-HU? (AND WHERE DO YOU GO TO SEE WHAT'S NEW?)

It's all at S&S Worldwide!

See us at IAAPA

Booth #5100 Indoors, #7000 Outdoors



S&S WORLDWIDE, INC.

350 West 2500 North

Logan, UT 84341 USA

(+) 1-435-752-1987

www.engineeringexcitement.com

UNIQUE COASTERS

QUALITY AND INNOVATION

EXCITING NEW EL LOCO DESIGN

CREATIVE THEME PACKAGES

NEW KIDDIE RIDES



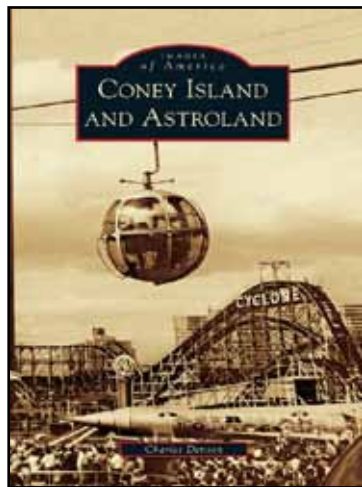
Arcadia Book showcases history of Coney Island, Astroland

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

This past June, Arcadia Publishing released another book from their well-known Images of America series that commemorates a town, region, or attraction with vintage photographs. The subject of the June release is perhaps the most celebrated historic amusement area in the United States: *Coney Island and Astroland*.

With more than 150 years of history to write about, multiple volumes on Coney Island can be filled. This *Images of America* book concentrates on the three-acre parcel of land that was, until recently, known as Astroland. The book is divided into four photo-essay chapters with introductory paragraphs providing a back-story, and setting the stage for the captioned photographs that follow. The photo story begins with Coney Island's first structure in 1823 and ends with the front gate of the new Luna Park that took the place of Astroland in 2010.

Although the name "Coney Island" is familiar to almost everyone, it is likely that few understand that Coney Island



was not a single entity or single amusement park. It was, until just recently, a district or neighborhood of small enterprises, with as many as 500 different businesses in simultaneous operation during the 1930s. The first chapter features photos of the menagerie of businesses that populated Surf Avenue. Photos include ornate railroad terminals, roller-skating rinks, casinos, restaurants, seaside hotels, and the 300 foot-tall Iron Tower with its steam-powered elevators. Also shown are some of the businesses that specialized in entertainment venues including panoramas of a trip to the



The Skyride, manufactured by Von Roll of Switzerland, opened in 1963 and was dismantled in 1975. At right, Astroland's Surf Avenue entrance was adorned with two spinning, illuminated stars. COURTESY ARCADIA



North Pole. Disaster panoramas were also popular such as the Johnstown Flood, San Francisco Earthquake, and Galveston Flood. Actual rides including a loop-the-loop roller coaster, Thompson's famous Scenic Railway, a Shoot-The-Chutes, Tunnels of Love ride, Skooters, dark rides, and the famous Wonder Wheel are also featured in this chapter.

Chapter two focuses on the three-acre property originally developed by German immigrant Charles Feltman. Starting out with just a small food stand, Feltman did not want to provide plates and silverware to his customers and came up with the idea of offering a German sausage on a roll, and thus the hot dog was born. By 1910 his German restaurant was billed

as the world's largest, serving more than 5 million people a year. In 1916 an employee of his, Nathan Handwerker, left to start his own hot dog business a few blocks away. Today, Nathan's Famous Frankfurters is an international corporation with 40,000 locations worldwide selling 425 million of its famous all-beef hot dogs. At its
▶ See ARCADIA, page 27



CPI Amusement Bumper Collars

Air-Retention Bladder System



8 Person Boat



12 Person Boat



Air Valve/D Rings

CPI AMUSMENT BUMPER COLLARS



AP - 8T



AP - 12T



OD # 3

AIR-RETENTION BLADDER SYSTEM



PO Box 2040 Kyle, Texas 78640

Phone: 512-295-2683 • Fax: 512-295-2245

e-mail: info@cpiamusement.com

web site: www.cpiamusement.com

► **ARCADIA**

Continued from page 26

zenith the three-acre Feltman property featured nine restaurants, a ballroom, roller coaster, carousel, arcade, bathhouse, numerous bars and beer gardens, and an outdoor movie theater. The Great Depression and prejudice against German business owners during World War II took its toll and in 1954 Feltman declared bankruptcy and sold his property to Dewey Albert and Nathan Handwerker. The two reinvested in the property and transformed it into Wonderland, removing some of the old dilapidated buildings and leasing space to various independent operators. After a few years Handwerker left the partnership, and Dewey Albert suddenly found himself engulfed in the amusement business.

By the 1960s much of Coney Island was in a slump and

had not seen any new attractions since World War II. When President John F. Kennedy announced the Apollo program Dewey Albert and his son Jerry decided to transform the aging Wonderland into a new space-age theme park called Astroland. Chapter three, though less than 10 pages, focuses on the construction of the new theme park with its partial opening in 1963 and completion in 1964.

The final chapter follows Astroland into the 21st Century featuring photos of many of the rides and attractions that graced the park during its 43-year history. Dewey Albert died in 1992 and his son, Jerry, took over operation of the park. Shortly thereafter Jerry was diagnosed with Parkinson's disease and he turned operation of the park over to his wife, Carol. During Carol Albert's tenure Astroland and the adjacent family-owned Wonder Wheel Park thrived as they engaged in a friendly



The Astroland Moon Rocket sat surrounded by construction debris as the park took shape.

COURTESY ARCADIA

competition. In 2003, during the Bloomberg administration, an ill-defined urban planning initiative eventually led to the closure of the park. In November 2006, the city sold, to Thor equities for \$30 million, the land that Astroland leased with the stipulation that Thor renew the lease for the 2007 season. However, Thor did not renew the lease the

following year and Astroland closed for good on September 7, 2008. The city eventually reacquired the land from Thor equities at an inflated price of \$100 million. With Astroland gone, the city leased the site to Central Amusements International, a division of the Italian ride manufacturer, Zamperla. A new park, named after Coney's Luna

Park, opened in May 2010.

Images of America Coney Island and Astroland was written by Charles Denson, director of the Coney Island History Project and author of *Coney Island: Lost and Found*. He tells the story of the famed amusement land through never before seen images from the Astroland Archive, the Coney Island History Project Archive, and his own personal collection. The book offers a fascinating look at what undoubtedly was the most notable amusement zone in North America. It is a must-have for anyone who ever visited or has a remote interest in the little sandbar at the southern tip of the Brooklyn Borough that was known as the "Playground of the World."

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

**60 Historic Amusement Park Titles.
Over 200 Vintage Images in Each.**

ARCADIA PUBLISHING
Your place in history.

Cascade Park | Cedar Point | Chippewa Lake Park | Coney Island and Astroland | Conneaut Lake Park | Cypress Gardens | Dorney Park | Early Amusement Parks of Orange County | Early Los Angeles County Attractions | Forest Park Highlands | Freedomland | Gravesend: The Home of Coney Island | Greetings from Bertrand Island Amusement Park | Hersheypark | Holiday World | Hunt's Pier | Idlewild | Indian Trail and Edgemont Amusement Parks | Jungleland | Kennywood | Knott's Berry Farm: The Early Years | Lake Compounce | Lake Quinsigamond and White City Amusement Park | Lakewood Park | LeSourdsville Lake Amusement Park | Lost Attractions of Sevier County | Marineland | Maryland's Amusement Parks | Mountain Park | Myrtle Beach Pavilion | Ohio's Amusement Parks In Vintage Postcards | Palisades Amusement Park | Playland | Rhode Island Amusement Parks | Riverside Park | Riverview Amusement Park | Rochester's Lakeside Resorts and Amusement Parks | Rock Springs Park | Rocky Point Park | Rotor Point | San Francisco's Ocean Beach | Santa's Village | Savin Rock Amusement Park | Seattle's Luna Park | Six Flags Great Adventure | Six Flags Over Georgia | Springlake Amusement Park | Story Land | The Golden Age of Roller Coasters | Western New York Amusement Parks | Willow Grove Park

ROLLER COASTERS & CAROUSELS. EXOTIC ANIMALS & BOARDWALKS.
Relive the memories of iconic American attractions.
Shop the books listed above, along with our complete collection at
www.arcadiapublishing.com

SAVE 20%
Enter AT3 at
arcadiapublishing.com.
Offer ends 12/31/11.

Chance Rides celebrates 50 years of fun and thrills

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

WICHITA, Kan. — For 50 years, Chance Rides of Wichita, Kansas, has supplied the amusement industry with a variety of attractions ranging from the gentle train ride to the topsy-turvy spinning action of a Unicoaster to modern-day steel coasters and everything in between. Although officially incorporated in 1961, the history of Chance actually begins 15 years prior.

Making train tracks

Richard H. "Harold" Chance got involved in the amusement business in 1946 when he took over the train manufacturing operations for the Ottaway Amusement Company, building 10 to 15 units each year. Sales started to dwindle as gasoline powered trains became available and the last Ottaway steam train was assembled in 1958.

Harold started to produce the B-14 gasoline-powered train in 1955 and the B-20 Aerotrains in 1958 to compete with other manufacturers. He continued to build trains out of the small 2,400 square foot Ottaway Amusement factory for the next few years with the assistance of Harold Phillips, his lone employee.

In 1959 he also developed the Pump-It Handcar ride. Inexpensive, popular with children and easy to sell, Harold Chance credits the Pump-It with keeping the company solvent when train sales were lean. In the summer of 1960 he purchased an 8,000 square foot building on one acre of land, turning down an offer to acquire an additional two acres, as he felt, at the time, that he would never have the desire to expand beyond that.



In 1963, Harold Chance, left, discusses the C.P. Huntington train ride with E.K. Fernandez, founder of Fernandez Shows of Hawaii. COURTESY CHANCE ARCHIVES

After moving to the new building in 1961 he incorporated the Chance Manufacturing Company.

Taking what he had learned from building trains for Ottaway, he developed a 24-inch gauge replica of the 1864 Collis P. Huntington Steam Locomotive. That train, known as the C.P. Huntington, is the company's most successful product. To date 369 units have been delivered to theme parks, zoos, entertainment centers and city parks all over the world.

The Trabant

The first major amusement ride built by Chance was a product called a Trabant (German for satellite). Developed by a young man in Germany, Carl Sedlmayr of Royal American Shows acquired the manufacturing rights to the product.

The ride was not at all portable and not very flashy, but Mack Duce of Dallas, Texas,



The Chance ride product through the years has included a wide assortment of thrills including clockwise from top left: the traditional Trabant and Zipper rides; a C.P. Huntington train, the new Unicoaster; a family roller coaster and the Giant Wheel. AT FILE PHOTOS

felt the ride concept had potential if it was produced by an American company and Harold Chance immediately saw ways to improve the ride and make it portable by mounting it on a truck trailer. An agreement was reached whereby Chance would produce the ride, Mack Duce would have exclusive sales rights, and Carl Sedlmayr would receive a royalty for each unit sold. The deal was sealed with a simple handshake and Chance went on to produce 254 units over the next 28 years. The Trabant was eventually replaced in 1991 with a similar but more thrilling ride still sold today as the Wipeout.

Mack Duce turned out to be a good salesman and Duce was given exclusive sales rights to all the rides that Chance produced. There was never a contract drawn and never a dispute. Harold Chance considered Mack Duce to be a good friend, and

a good operator and they were good for each other. The association lasted for over 30 years.

Ride product line expands

Chance continued to introduce new rides over the next decade, many conceived by Joe Brown, an employee of Chance, who was always coming up with new ideas. Having established a reputation as a dependable and reputable ride manufacturer, Jerry Barber and other independent ride designers brought their ideas to Chance to build and market. Other rides, like the Rotor, were discovered by show operators who made deals with Chance to build the rides while they received a royalty. That first decade saw the introduction of the Skydiver, Rotor, Zipper, Olympic Bobs and Toboggan as their more successful rides.

Chance acquires the Allan Herschell Company

In 1970, Chance acquired the assets and manufacturing rights of the Allan Herschell Company which had grown to be the largest ride manufacturer in the world.

Taking the Herschell carrousel which had been modernized and lacking in character, Chance changed the scenery back to an ornate style and replaced the fluorescent lights with traditional incandescent bulbs. With the new changes, Chance sold more carrouseles in 1971 than Herschell had sold in the previous five years; to date 240 units have been sold. The Chance carrousel (deliberately spelled with two "R"s) continues to be a strong seller and is available in a variety of sizes. A 20-foot model easily fits indoors, a double-decker carrousel offers increased visibility and capacity and the massive 50-foot diameter carrousel has 60 horses on

▶ See CHANCE, page 30



The Kemah Boardwalk on the Texas Gulf coast is a showplace for Chance equipment, including this Double Decker Carrousel and Giant Wheel, shown in background. AT FILE PHOTO

Celebrating 50 years of fun and attractions!



See us at IAAPA Booth #5124

As our tradition continues with the best in family fun, we are proud to be a recipient of the 2011 Golden Ticket Award.



CHANCE
 50 years **RIDES**®

sales@chancerides.com

316.945.6555 • chancerides.com

►CHANCE

Continued from page 28

its platform.

Another popular Herschell ride was the Sky Wheel. Although Chance only sold about nine more of these double wheels, it did put them in the observation wheel building business, another product for which they have since become famous.

Watch the tram car please!

In addition to rides, Chance builds trackless tram trains introducing the Starliner Tram in 1967 and the Sunliner Tram in 1976. The current Tramstar is available in two models and is ideal for parking lot operations, sightseeing tours in places like zoos, or anywhere large amounts of people need to be easily and quickly transported.

More rides added

Until his retirement in 1985, Harold Chance continued to seek out new rides to produce and sell. Some would be successful but very few sold over 100 units. Some of the ideas that seemed promising never made it into double-digit sales and some ended up selling only one unit. The more popular rides introduced in the 1970s and 1980s include the Turbo, Falling Star, swinging ship type rides such as the Sea Dragon and Space Shuttle, and the swinging circular chair rides like the Zumur and Yo-Yo.

In 1987 Chance purchased, from Bradley & Kaye, the molds and manufacturing rights to their collection of 62 carousel horses and menagerie figures. Dave Bradley had carefully reproduced prize carousel animals over the last 20 years. Under the direction of David Bradley, new originals were recast and the new detailed horses were made available on Chance carousels. David Bradley died in 1988, and these famous reproductions might have been lost forever, were they not acquired by Chance.

All in the family

Upon his retirement, Harold's oldest son, Richard G. "Dick" Chance assumed control of the company and formed, in 1985, Chance Industries, Inc. to serve as a holding company for Chance Rides, Chance Coach and Chance Operations. By this time the company employed nearly 400 workers in a 425,000 square foot facility in Wichita, Kansas.

Tough times

After seeing sales growth of between five to 10 percent a

year in the 1990s, sales orders began slowing when the economy took a nosedive in 2000. Park attendance was dropping and manufacturers everywhere found themselves in trouble. By the following year sales of Chance rides had fallen by 60 percent. Chance had served as a guarantor to some of the rides it sold and when their customers couldn't pay, Chance became responsible for payment of the loans. In April 2001, the company was forced to file for bankruptcy protection.

D.H. Morgan line added

During the reorganization, Michael Chance (Harold's grandson) acquired the assets of roller coaster builders D.H. Morgan Manufacturing and formed Chance-Morgan Coasters Inc. At the time neither Chance Rides nor Chance Industries had any equity in the new venture; Michael Chance was the main investor along with a few silent partners.

Chance emerged from bankruptcy on May 16, 2002 as Chance Rides Manufacturing Inc. The company was forced to cut its staff in half from 280 to 130 employees. Chance would no longer build rides without a firm order and instead concentrate its efforts on quickly filling an order once a buyer was confirmed and stopped serving as a guarantor for companies buying their products.

Over the last decade, Chance has fully consolidated the Morgan Manufacturing operation from La Selva Beach, California to its Wichita, Kansas headquarters. Chance continues to offer rides from the Morgan product line and provides parts and technical services for existing Morgan rides.

Still family owned

Today Chance Rides, encompasses Chance Morgan Inc. (CMI) and Chance Rides Manufacturing (CRM), and is still 100 percent family owned.

For 50 years the Chance companies have provided rides that have been enjoyed by hundreds of millions of people all over the world. As they continue to expand and develop exciting new product lines, they haven't lost site of their past. Chance continues to support all of their products and has the tooling to make just about any part needed.

With half a decade of experience providing their customers with safe, reliable products and top-notch customer service, the Chance companies have become virtuosos in the 'Art of Movement.'

• www.chancerides.com

Chance SkyWheel lights up Myrtle Beach tourism business

STORY: Scott Rutherford
srutherford@amusementtoday.com

MYRTLE BEACH, S.C. — The heart of the Myrtle Beach Grand Strand — specifically the area around 9th Avenue and Ocean Boulevard — has been a relatively quiet place since the closing of the Pavilion. This beloved amusement park that drew thousands each summer night for more than half a century was shut down and eradicated by its owners — Burroughs & Chapin — at the end of the 2006 season. Since then, numerous businesses that depended on the Pavilion's crowds died when the upscale entertainment venue B&C promised never materialized.

Fortunately for the area, SkyWheel at Myrtle Beach Landing [Chance Rides, Inc. R60 Giant Wheel] opened this season has helped bring tourists back to the downtown area.

Opened in May at Myrtle Beach Landing, the new SkyWheel stands 187-feet-tall and spans two oceanfront lots along Ocean Boulevard, on the north side of Plyler Park. The new attraction features 42 glass-enclosed, temperature-controlled gondolas that hold up to six passengers. Each ride lasts approximately eight to 12 minutes and offers panoramic views of downtown Myrtle Beach and beyond. A state-of-the-art LED lighting system gives riders and spectators a brilliant light show each night after the sun sets.

Due to the ride's coastal location and the inherent threat of tropical storms, the SkyWheel was placed on a deck 20 feet above sea level to protect it from storm surge and required a much larger concrete foundation and beefier structure in order to withstand the winds that sometimes sweep in off the Atlantic.

Amusement Today spoke with Mike Chance of Chance Rides, Inc. about this strengthening and the challenges in building the SkyWheel. "This project required some major re-engineering for the owners to put the SkyWheel in that location. The ride had



The SkyWheel at Myrtle Beach Landing — a new Chance Morgan R60 Giant Wheel — debuted this spring. The 187-foot-tall ride features 42 glass-enclosed, temperature-controlled gondolas that hold up to six passengers each.
AT/SCOTT RUTHERFORD



to be able to withstand winds up to 135 mph and a liquefaction zone. A larger concrete foundation, much of which is underground, was designed to support the heavier structure and withstand those hurricane wind loads," explained Chance. "This also meant a substantial increase in the amount of steel that had to be used in the structure. This translates to approximately 100,000 pounds of extra steel in the supports and spokes."

Creating the SkyWheel was a true international undertaking: Chance Rides, Inc., is the exclusive distributor for the R60 Wheel in North America. Chance sells and builds the structure in the U.S. while the attraction was

designed by Ronald Busink and licensed by Dutch Wheels B.V. The passenger cabins were manufactured by CWA in Switzerland with the control system being supplied by Siemens of Germany.

The SkyWheel at Myrtle Beach Landing is owned by Myrtle Beach SkyWheel, LLC, a joint venture between Koch Development Co. and Pacific Development, both of St. Louis, Mo.

The SkyWheel at Myrtle Beach Landing is the second North American installation of Chance's R60 Wheel. While the first opened at Niagara Falls in 2006, a third R60 is on the works for 2012 in an as-yet-undisclosed location.

OBITUARIES

Hersheypark mourns loss of GM Frank O'Connell, 48

HERSHEY, Pa. — **Frank O'Connell**, general manager of the Hersheypark Entertainment Complex, passed away following a heart attack on Oct. 18, 2011. He was 48.



O'Connell

to the Hersheypark Entertainment Complex. He often said how blessed he felt to work with such outstanding individuals, day in and day out.

Carl Crider, general manager of DelGrossos

A longtime member of the HE&R family, Frank first joined the company in 1978. Having worked in a number of positions throughout his tenure, including his long-held leadership position as general manager of the Hersheypark Entertainment Complex – Frank was most recently promoted to General Manager of Attractions and Entertainment in 2010. As an inspirational leader to those he worked with, Frank will certainly be remembered for his love of and dedication

Amusement Park, and current president of Pennsylvania Amusement Parks Association said, "The amusement industry has suffered a tremendous loss with the passing of Frank O'Connell. Frank's dedication, leadership and vision as general manager of Hershey Entertainment & Resorts was instrumental in helping Hersheypark grow into one of the top amusement facilities in the country."

Frank is survived by his wife, Lisa; and children, Ashley and Aleisha.

Sea World Gold Coast developer Keith Williams dies at 82

AUSTRALIA — **Vale Keith Williams** CMG, Queensland, Australia, was a developer remembered as a 'pioneer and a legend' who helped put the Gold Coast on the international tourism map. He died Oct. 18 following a series of strokes. He was 82.



Williams

the Nerang River and the following year built the Surfers Paradise International Raceway. He was also responsible for the development of Adelaide International Raceway in 1970. He established Sea World on the Gold Coast the following year.

"The Sea World team would like to send their deepest condolences to the family and friends of Keith Williams," said Chairman John Menzies. "We are very saddened by Mr. Williams' passing. He was a remarkable man who will be greatly missed."

He was inaugural chief executive of Gold Coast Tourism and was awarded Honorary Life Membership of the organization in 2008 for his extensive services to the industry. He announced his retirement in the same year, saying the effects of a stroke a few years earlier meant it was time to hang up his developer's hat.

Speaking on behalf of his family – his mother, Thea, and his sister, Becky – son Ben Williams said they were overwhelmed by the many hundreds of condolence messages they had received.

Dynamic Structures forms sister company to focus on attractions

VANCOUVER, B.C., Canada — Dynamic Structures has announced the formation of Dynamic Attractions, a new company that will focus on providing turnkey attractions for the entertainment industry.

The new venture will be led by founder of Premier Rides, Peter R. Schnabel. Working in tandem with Schnabel as Senior V.P. of Technology will be former Senior V.P. of Engineering for Six Flags, Harold Hudson.

"It's a formidable management team", stated Guy Nelson, CEO of Dynamic Structures, "With Peter and Harold's industry experience and Dynamic Structures' technical sophistication, we intend to bring the same meticulous standards to the attractions industry that Dynamic Structures has brought to bear in the design and construction of com-

plex bridges, telescopes and amusement ride systems."

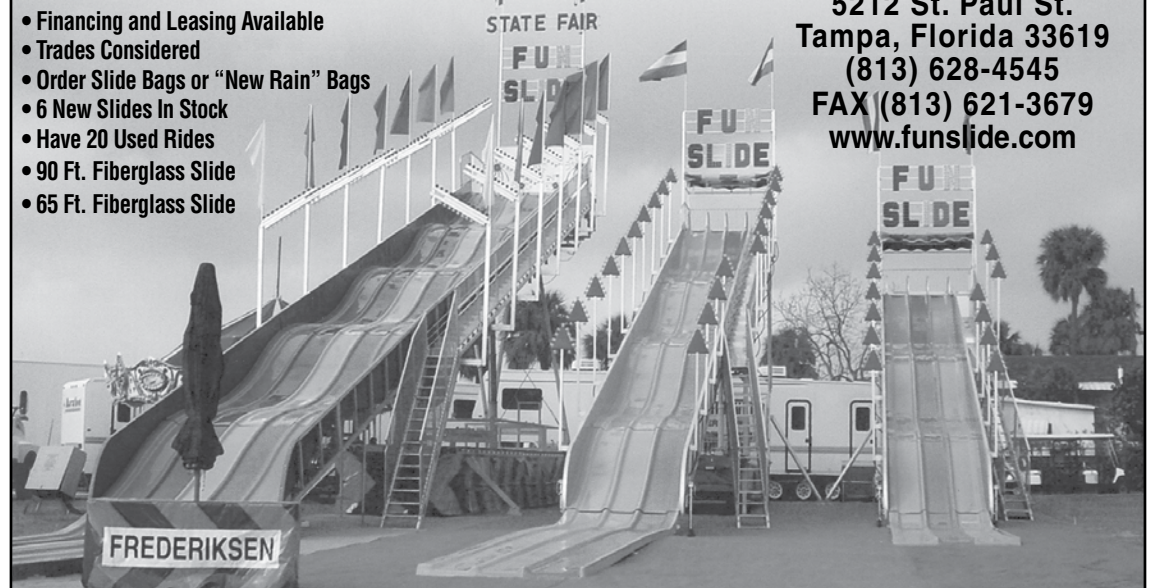
Dynamic Structures has already delivered over 50 successful projects for companies like Walt Disney World Resorts and Universal Studios Orlando. Dynamic Attractions will focus primarily on turnkey solutions for flying theaters, dark rides, roller coasters, automatic guided vehicle systems, robotics, and other unique attractions.

When asked about his decision to join Dynamic Attractions, Schnabel observed that there is a gap in the marketplace and it needs to be filled "With proven platforms already in place, we'll be in position to offer unique and affordable ride experiences that balance one-of-a-kind entertainment requirements with the highest levels of safety and reliability."

•www.empireds.com

"The #1 Leading Slide Manufacturer in America"
"World's Largest 5 Lane, One Trailer Slide - 108 Ft."

- Financing and Leasing Available
- Trades Considered
- Order Slide Bags or "New Rain" Bags
- 6 New Slides In Stock
- Have 20 Used Rides
- 90 Ft. Fiberglass Slide
- 65 Ft. Fiberglass Slide



FREDERIKSEN INDUSTRIES, INC.
5212 St. Paul St.
Tampa, Florida 33619
(813) 628-4545
FAX (813) 621-3679
www.funslide.com

The Scrambler

- Seats remain on ride for transport
- Fast Set-up and Tear-down
- 36-Passenger Capacity
- Simultaneous Loading
- Fan Light Package
- Mast Covers
- Sweep Panels
- 28-Foot Trailer



ELI BRIDGE COMPANY
Building the people have enjoyed for many years

1-800-274-0211 fax 217-479-0103
elibridge@aol.com elibridge.com



PHILADELPHIA TOBOGGAN COASTERS, Inc.

**Thanks to our loyal customers for keeping
us busy this year and well into 2012**

Cedar Point

Mean Streak - 21 cars
Blue Streak - 8 cars
(winter overhaul)

Clementon Park

Hellcat - 4 cars
(winter overhaul)

Kemah Boardwalk

Boardwalk Bullet - 6 new cars
6 cars (winter overhaul)

Morey's Piers

Great White - 12 cars
(winter overhaul)

Six Flags America

Wild One - 8 cars
Roar - 12 cars
(winter overhaul)

Holiday World

Voyage - 7 new cars
Raven - 12 cars
(winter overhaul)

WuHan China OCT

24 new cars (2012)

Mystery Project

12 new cars (2012)

**7 of the TOP 10
WOODEN COASTERS STILL USE THE
WORLD'S MOST POPULAR COASTER TRAINS**



3195 PENN AVENUE • HATFIELD, PA 19440 • TEL (215) 799-2155 • FAX (215) 799-2158

www.philadelphiatoboggancoastersinc.com

Pacific Park introduces wind-powered amusement space

SANTA MONICA, Calif. — Pacific Park on the Santa Monica Pier is now home to the world's first wind-powered amusement park game. The 25-foot-tall High Striker features a silver-plated bell that sounds each time a guest is strong enough to strike the pallet with a mallet that sends the puck racing to the top.

The win is signified by the wind that's generated from the 600-watt wind turbine that's affixed to the top of the adjacent building and rises 45 feet in the air. The three fiberglass wind turbine blades have a cut-in speed of approximately 4.5 miles per hour, which matches the minimum average wind velocity year-round on the Santa Monica Pier.

The power generated from the wind turbine is captured, converted into usable power and stored in a specially designed, self-contained power storage unit adjacent to the High Striker.

All the High Striker's components are now completely wind-powered including the chaser lights with more than 100 bulbs, multiple spotlights and sound system. Xantrex Technology Inc. manufactured the PowerHub while Sunforce Products Inc. manufactured the wind turbine.



The 25-foot-tall High Striker at Pacific Park on the Santa Monica Pier is world's first wind-powered amusement park game. High Striker's components are now completely wind-powered including the chaser lights with more than 100 bulbs, multiple spotlights and sound system.

COURTESY PACIFIC PARK

"The adaptation of the High Striker to wind power is another step forward in meeting our goal to lead the industry and the City of Santa Monica in green initiatives," said Jeff Klocke, director of marketing and sales at Pacific Park on the Santa Monica Pier. "We have long showcased the world's only solar-powered Ferris wheel as an innovative environmental effort. The

High Striker is a further testament to the Park's commitment to sustainability."

In 2010 Pacific Park was awarded Excellence in Stewardship of the Natural Environment at the 15th annual Sustainable Quality Awards presented by the City of Santa Monica, the Santa Monica Chamber of Commerce and the nonprofit Sustainable Works.

The Pacific Wheel is the world's only solar-powered Ferris wheel featuring 160,000 energy-efficient LED lights that present dynamic, custom, computer-generated lighting entertainment each evening. The eco-friendly, enhanced LED lighting provides 75 percent greater energy savings than most Ferris wheel's traditional incandescent bulbs.

In addition to the world's

only solar-powered Ferris wheel and energy-efficient LED lights, Pacific Park continues to identify additional greening initiatives including the replacement of all light fixtures in the park, discontinued use of bottled water and providing employees with reusable bottles and mugs, and upgrading cleaning supplies to environmentally friendly products.

DYNAMIC STRUCTURES PROUDLY INTRODUCES

DYNAMIC
ATTRactions

**YOUR THEATER IS
NOW READY FOR TAKEOFF!**

VISIT US AT IAAPA **BOOTH 4840** AND DISCOVER
THE POSSIBILITIES OF THE "FLYING THEATER".

Renowned for inspirational design and construction of complex Ride Platforms, Dynamic Structures applies its pedigree to a brand new division focused on the development and delivery of Unique Amusement Rides and Media Based Attractions like our exciting new Flying Theater. Introducing Dynamic Attractions — Imagination and Innovation working side by side to deliver your dreams.

ANYTHING YOU CAN DREAM. WE CAN BUILD.



Come and meet with us at
Booth 4240



we build waterparks

RMC

we build rollercoasters

WE BUILD DREAMS



PATENT PENDING

208.772.8181

rockymtnconstruction.com

rmcgroup@live.com



WATERPARKS & RESORTS

INDOOR FACILITIES AQUATIC CENTERS RECREATION SUPPLIERS

Texas Two Step: Two new waterparks on tap for 2012

CORPUS CHRISTI: Hurricane Alley going next to Whataburger Field

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

CORPUS CHRISTI, Texas — Construction began in August 2011 on Hurricane Alley, the first waterpark in the city of Corpus Christi. The new 2.5-acre waterpark sits next to Whataburger Field, home to the Hooks minor league baseball team. The entrance to the waterpark will be near the ballpark's covered picnic area known as Kieschnick's Korner, named in honor of Texas baseball legend Brooks Kieschnick.

Corpus Christi native Bill Durrill of Durrill Properties is the driving force behind the project. The new park is hoping to attract some of the 7 million visitors that come to Corpus Christi each year, and will offer cross promotions with the Hooks and the stadium, which draws almost half a mil-

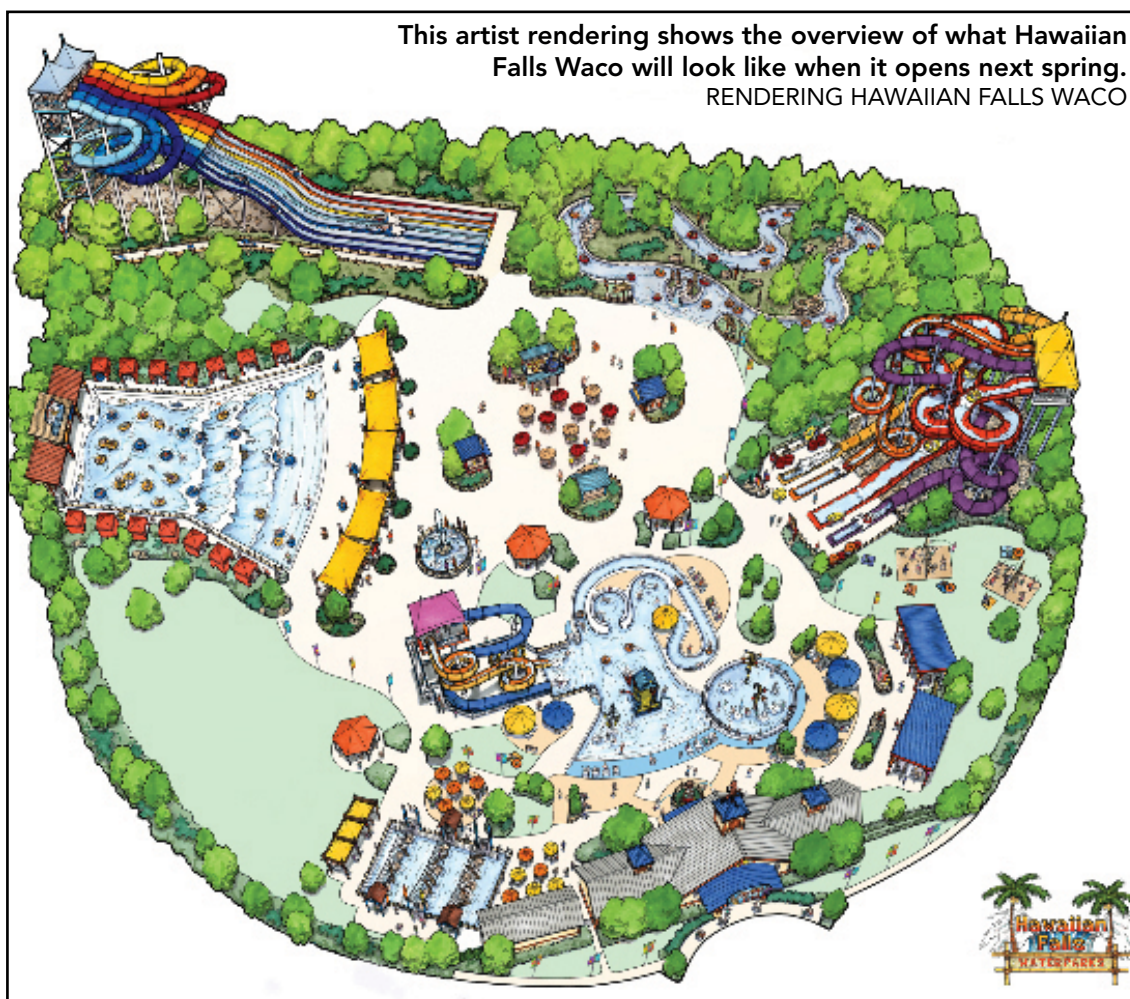
lion guests from April to September. The park also hopes to cross promote with other local attractions such as the U.S.S. Lexington aircraft carrier, The Museum of Science & Industry and the Texas State Aquarium. "We wouldn't be doing this if we didn't believe there was a demand for it," said Durrill.

The waterpark was in the planning stages for almost 2 years before groundbreaking began. Innovative Leisure Partners of Houston headed by CEO Chuck Hendrix (formerly of Six Flags Corporate and AstroWorld) was hired as the site planner and project manager.

"We asked the city to be involved from the very beginning, inviting representatives to planning meetings," Hendrix told AT. "It has made for a very smooth working environ-
▶ See HURRICANE, page 37



WACO: City-owned aquatic center to become \$10 million Hawaiian Falls



WACO, Texas — Heraldizing a new era of economic revitalization and a new approach to tourism and family entertainment, business and community leaders joined Hawaiian Falls president David Busch, Waco Mayor Jim Bush and city officials October 12 to celebrate the ground breaking for the new Hawaiian Falls waterpark.

Located at 900 Lake Shore Drive, on the site of the former Waco City Water Park, Hawaiian Falls Waco will employ more than 150 seasonal workers and is expected to draw more than 70,000 tourists to the area each year. The park is projected to have a total annual attendance of 150,000 guests. Hawaiian Falls Waco will be three times larger than the existing aquatic facility. The new park is scheduled to open Memorial Day weekend 2012.

"We're honored to bring Hawaiian Falls' brand of family entertainment to Waco and

▶ SEE RELATED STORY...36

Central Texas," said David Busch, president of Hawaiian Falls. "Because of its central location and the receptive nature of city officials, we selected Waco to be home to our fifth Hawaiian Falls Waterpark. We look forward to being a part of the growth and prosperity in Waco and the Central Texas area."

In a public/private partnership between Hawaiian Falls and the City of Waco, the two entities will immediately invest \$6.2 million in converting the former aquatic center into a family waterpark. The city will retain ownership of the park with Hawaiian Falls operating it under a renewable 40-year lease.

"We welcome this project to our community and appreciate the contributions and expertise of our new partner," stated Waco Mayor Jim Bush.

▶ See HAWAIIAN, page 37

Hawaiian Falls Roanoke's first year a success

Whitewater West supplies slides, R&R Creative adds thematic touch

STORY: Pam Sherborne
psherborne@amusementtoday.com

ROANOKE, Texas — The fourth Hawaiian Falls Waterpark, which opened May 2011 in this city just on the north side of Fort Worth, was so successful this year, park officials are already planning a substantial expansion that will increase the park size by about 25 percent.

David Busch, president, Hawaiian Falls Waterparks, said in early September, that while the \$10 million new park got off to a slower start than expected due to some manufacturing and weather delays, it was a great first season. He didn't disclose what the new attractions would be at this time.

"Our per cap at Roanoke was higher than expected, which is a tribute to our managers and veteran staff we had leading the operations," Busch said. "In fact, Roanoke had the highest per cap of all our parks this year. This year has been a record-breaking year for all four North Texas parks."

The North Texas parks are all located within the Dallas/Fort Worth Metroplex area. The other three are located in Garland, the Colony and Mansfield. Total attendance to all four parks was over 700,000, according to Evan Barnett, regional manager.

The highlight this year for Busch was the way the community embraced the new park and "made it their own."

"We've had great support from the City of Roanoke," Busch said. "And all sorts of groups, churches, and businesses joined with us to help us achieve our mission of bringing families closer together."

The Hawaiian Falls Waterparks partners with cities to build and operate the parks.

The new Roanoke park features Whitewater West Industries' Mega Waterworld. Touted by the park as being the "world's largest aqua play structure," the attraction includes a three-lane racer (the Pineapple Express); a family



Hawaiian Falls Waterpark features Whitewater West Industries' Mega Waterworld, a six-story structure equipped with 20 slides including a three-lane racer, a family raft ride and several body slides. It has a capacity of 1,800 at one time.

COURTESY HAWAIIAN FALLS

raft ride (Hawaiian Halfpipe); thrill body slides (Hightide Whirlpool, Monsoon and Typhoon), thrill tube ride (Rip Curl) and numerous interactive pulleys, wheels and other water features all from one tower.

There is also a wave pool and lazy river, along with an area for the younger guests with slides just the right size.

"Our most successful attraction was the Hawaiian Halfpipe, the family raft ride that holds up to six people (600 pounds)," Barnett said. "Since a good-sized group can ride together, it was a real crowd pleaser."

While Whitewater West Industries, located in Vancouver, B.C., built Mega Waterworld with all the slides and attractions in the one structure, R&R Creative Amusement Design, Anaheim, Calif., was responsible for the theming.

The Hawaiian Halfpipe is equipped to handle from two to six people, with a minimum of 300 pounds and a maximum of 600 pounds. The ride sends guests through dark twists before dropping to the Halfpipe.

The Pineapple Express allows up to three guests to race against each other. Each of the three raceways is a one-person slide (300 pounds each).

Monsoon and Typhoon both consist of two body slides each. Both also send riders on a twisting experience with clear views of where they are going. All four slides are one-person

body slides with a maximum weight of 300 pounds each.

The Hightide Whirlpool is a one-person (300 pounds) body slide that sends riders down a dark, twisting tunnel, then dumps them into a spiral bowl.

The Rip Curl ride begins in the dark with twists and turns, and then riders shoot out into the light before hitting the splash pool. Up to two riders, 400 pounds maximum, may ride at one time.

The park officially opened this season on June 6 with the wave pool and the lazy river. The Grand Opening was the first day of summer, June 21.

Another highlight of the new park was Tiki Man, created by Hawaiian Falls staff. Busch said the response to Tiki Man, who greets visitors near the entrance of the park, was great.

"Kids and adults are intrigued as Tiki Man coaxes them to come say hello and then gives them a refreshing spray when he blows his top," Busch said. "We will be putting Tiki Man in all our parks next season."

The waterpark runs its own food program. The main food and beverage restaurant is Pineapple Pete's Café.

"We serve a variety of family foods ranging from Big Kahuna Pizza (\$5.50 a slice) to delicious southern style chicken tenders (\$5)," Barnett said.

The concessions also serve hamburger combo meals for \$8.25; pizza combo meals for

\$6; hot dog combo meals for \$6.25; kids meal combos from \$4.75 with a hot dog to \$5.25 for chicken tenders; nachos from \$3.75 to \$7; barbecue brisket sandwich for \$5.50; and chicken wraps for \$6.

"Don't forget our crowd pleasers, Authentic Hawaiian Shave Ice and fresh spun cotton candy," Barnett said. "Several carts sell pretzels, Lemon Chills and frozen treats."

The food staff provided a special July 4 buffet that included ribs, chicken, salad, dessert and watermelon for \$10.99 for adults while kids ate free.

Barnett said the evening events at all four waterparks were very successful, especially the first dive-in movie night that featured Justin Bieber's movie "Never Say Never."

"It created Bieber Fever at all four parks," he said.

All four parks participated in successful promotions as well this summer. Particularly successful was "Splash out Hunger," a promotion that entailed partnering with two local food banks. Guests were given admission discounts when they brought in a can of food.

"It provided a way to help our community by giving our guests a chance to engage in a great cause," Barnett said. "It also drove traffic to our parks during an oppressive heat wave. And, we received a lot of publicity for it."

The primary season for all the North Texas Hawaiian

Falls Waterparks is Memorial Day through Labor Day. The parks host some pre-season group events in early May and a few post-season events through mid-September. For the last five years, the Garland park hosts an event called Wags & Waves, which benefits a group of local animal shelters. The event is held in mid-September just before the water is drained from the pools. This year it was scheduled for Sept. 17.

"People get to swim with their dogs in the wave pool and lazy river," Barnett said. "It's a great event that started about five years ago with 200 people. Last year, it attracted 2,000 people and more than 50 vendors of everything from pet accessories to low-cost microchipping for dogs."

Other special events are in the planning stages.

Along with the new Roanoke waterpark attractions scheduled for 2012, Busch said there would be something new at all the North Texas parks. He even is in the planning stage of adding another Texas park, this one to be located in Waco, Texas.

"We're also building a park outside of Texas, which will break ground soon. We plan to open both Memorial Day weekend 2012," Busch said.



Tiki Man is the creation of Hawaiian Falls Waterpark. Located at the entrance, he greets the guests and then gives them a refreshing spray of water when he blows his tops. Tiki Man will be placed in all Hawaiian Falls Waterparks for the 2012 season.

► HURRICANE

Continued from page 35

ment, with the city being very diligent in helping to expedite the various building permits." Even though the city has been involved with the plans, funding is provided by local investors — no public monies were used to build the park.

The highlight of the park will be the Hurricane slide complex, featuring multiple slides coming off a 65-foot high platform that will overlook the stadium field. Other features include river slides, a four-lane racing slide, children's pool and 750-foot long lazy river. A 12,000-square-

foot wave pool will include a swim-up bar and is set up to host dive-in movies in the evening.

A 200-person VIP deck overlooking the stadium and the field, will be available for group sales. Hendrix said plans are in the works to make the park available for corporate buyouts by running two sessions at the park: The waterpark will be open to the public from 10 a.m. to 6 p.m. and then open for buyouts from 6:30 p.m. to 10:30 p.m. on select evenings. The park's location in the sports, entertainment and arts (SEA) district and being adjacent to the ballpark offers a unique venue for

local corporations to entertain their employees and guests. The park feels no other waterpark can offer the synergy that will be created with its connection to a baseball stadium.

California-based Aquatic Design Group and Alamo Grid Aquatics, with offices in Seguin, Texas, are designing and supplying the water features. The park is utilizing local architects and contractors whenever possible for the remaining structures and features.

Hurricane Alley is scheduled to operate from March to September and will employ approximately 200 people during the peak season.

► HAWAIIAN

Continued from page 35

"They've shown in other markets that they give back a great deal to the community in which they operate. Hawaiian Falls will provide family fun and recreation for all of the residents in our community."

Hawaiian Falls Waco will be one of the largest and most elaborately themed and landscaped of the Hawaiian Falls waterparks, featuring two, six-story slide complexes with a six-lane racer slide, several

tube slides, speed slides and a raft ride; plus a football field-sized wavepool; an 800-foot lazy river winding through tall trees; a floating obstacle course and an enhanced children's area.

Although no supplier contracts have been signed, Hawaiian Falls is expected to work with its usual list of key suppliers again, including Whitewater West and R&R Creative Design.

"Hawaiian Falls Waco will have the longest lead time for construction of any of the two-

dozen parks we have built or refurbished," added Busch. "We're looking forward to the extra time to enhance the landscaping and theming."

Daily admission prices are expected to be \$23.99 for adults; \$16.99 seniors (60 years and older) and children under 48 inches tall. Children two and under will be admitted free with a parent or guardian. Hawaiian Falls Waco will be open daily 10:30 a.m. – 6 p.m. and Sunday noon – 7 p.m. from Memorial Day weekend through Labor Day.

NEWS SPLASH

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

The Kinston, North Carolina chapter of the **Woodmen of the World** civic organization received a \$500,000 state grant in addition to private donations for the development of a new waterpark which they hope to have open in May 2012. The new park is expected to have an eight-lane competition swimming pool, lazy river, two water slides and a kids' area. In addition to the waterpark the group also plans to build an enhanced gym and meeting spaces for civic groups. It is hoped that the addition of the water park and community center will help improve the quality of life for the citizens of Lenoir County.

The 37-acre **Yas Island Waterpark** is coming together for a late 2012 launch. The Abu Dhabi waterpark's theme is based on a specially-created story, "The Lost Pearl," which follows the adventures of a young Emirati girl in search of an exquisite pearl which will bring prosperity to the people of her village. The waterpark is expected to include 40 rides, slides and attractions including a roller coaster and a pearl diving show.

Theme Parks aren't the only the amuse-

ment centers taking advantage of the Halloween season to boost revenues. **Sahara Sam's Indoor Waterpark** in West Berlin, New Jersey, featured Monster Splash: Halloween Bash on October 28, 2011 from 5-9 p.m. The waterpark was filled with purple and green haze to set the stage for an evening of family fun. Kids had an opportunity to frolic in fantastic foam, dance in the Monster Mash Dance Contest and trick-or-treat within the waterpark. Tickets of \$22.95 were sold in advance and included admission, one trip through the pizza and breadsticks buffet, and a small soft drink.

With waterparks across the country enjoying successful seasons, it is unfortunate to report that one is closing. After 25 years of operation, **Wild Rivers** waterpark in Irvine, California was forced to close in September at the end of the season. The owner of the land refused to renew the waterpark's lease, and is going ahead with plans to build 1,750 apartments on the site. The owners of Wild Rivers are negotiating with the county to lease land with the hopes that they can reopen the waterpark in its new location by 2013.

WATERPARKS MARKET PLACE

WAPELLO is the One!
Built in the USA to Your Needs!



Let Wapello high-performance products go to work for you. Give us a call or write today. Custom sizes, shapes and colors.

Wapello Fabrications Company
201 North Second Street • Wapello, IA 52653
(319) 523-8371 • wafabco@louisiacomm.net



Whatever your Industry...



INDIANA TICKET COMPANY
Design / Quality / Security

Manufacturers of Quality Tickets For over 70 years

1-800-428-8640

Redemption Tickets • Reserved Seating
Admission Tickets • Wristbands
Direct Thermal Tickets • Credentials



www.muncienovelty.com
info@muncienovelty.com

A MUNCIE NOVELTY INC. COMPANY

We've got your Ticket.

AUDIO INNOVATORS INC.



YOUR ONE SOURCE FOR ALL DIGITAL MESSAGE REPEATERS & COMMUNICATING EQUIPMENT NEEDS.

WATER PARK SAFETY - GO-KART PIT SAFETY - KIDDY RIDES
FRONT GATE - COASTERS - GROUP GAMES
SAFETY MESSAGE SYSTEMS OF ALL KINDS.
ALL ARE WITCH TURN-KEY.

WE SERVE AMUSEMENT PARKS OF ALL KINDS.
AIRPORTS, WATER PARKS, TRANSPORTATION COMPANIES.

VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS
WWW.AUDIOINNOVATORS.COM

OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM

R&R CREATIVE AMUSEMENT DESIGNS, INC.

DESIGNERS OF THEMED ADVENTURES



DESIGN & PLANNING - SHOW DESIGN - THEMATIC DEVELOPMENT
(714) 776-5234 www.randrdesign.com

Keep our amusement park industry strong!
Buy products and services from these suppliers.

SplashTacular debuts new aquatic play unit in Colorado



SplashTacular debuted its first aquatic play unit this summer in Colorado at the Brighton Oasis family aquatic center. The unit offers 23 different features and is ADA-compliant. The structure also features a guard rail system made up of transparent acrylic panels.

COURTESY SPLASHTACULAR

BRIGHTON, Colo. — The first example of SplashTacular's aquatic play unit with new, patent-pending technology is making a splash this summer at Brighton Oasis family aquatic park in Brighton, Colorado. This is the first aquatic play unit designed and installed

by SplashTacular.

The new play unit at Brighton Oasis offers 23 different features and is ADA-compliant. The three-level structure includes two waterslides and a new, patent pending feature from SplashTacular called the SplashDome. The 25-foot-wide dome at the top fills with water every five minutes to deliver a 30-second 'dome of water' to the children below.

"All of the water features are totally interchangeable and customizable, and can even be changed from year to year to provide a fresh experience for customers," said Robb Strall, director of new ride development and special projects for SplashTacular. He added that the company now offers 185 colors to choose from, as well as specific themes—such as "safari" or "day at the beach."

In addition, SplashTacular added a unique safety feature to the Brighton aquatic play unit: the guard rail system uses completely transparent acrylic panels. This provides a 100 percent view of the kids for both parents and lifeguards.

"No matter where your child is standing in the play unit, you can see them," said Strall.

SplashTacular founded its Aquatic Play Unit division in August 2010. It is headed by Strall, who is in charge of developing new rides, from idea to installation — including concept engineering, special effects design, intellectual property innovation, and product fabrication. He said that installing Play Units like the one at Brighton Oasis helps to attract families with younger children to a facility.

For Brighton Oasis, the play unit helps attract a younger audience to the new park, which opened its doors for the first time in June 2011. The new \$5.9 million municipal park also features two large waterslides and a lazy river. This is their first new outdoor water facility since the town pool was originally built in 1958.



Double BowlsEye

SPLASHTACULAR

Waterslides and Waterpark Attractions

It started with a Rush and now SplashTacular's doubling the fun. 4 riders... 2 rafts... 1 bowl... the Double BowlsEye™ brings a contemporary twist to the traditional raft bowl. From start to finish this patent-pending one-of-a-kind attraction keeps families entertained and coming back for more.

Extraordinary service has been our passion since 1994. Isn't it time you experience SplashTacular?

www.splashtacular.com - info@Splashtacular.com - 800.844.5334

IAAPA Booth 4054





PADDING

ALL TYPES OF SLIDE & POOL SIDE PADDING



PADDING FOR ANY LOCATION



WATER TRAMPOLINES



TUBES



FLOATATION COLLARS

+1(513) 829-5533
 FAX +1(513) 892-7466
 ZEBEC@ZEBEC.COM
 WWW.ZEBEC.COM



INLINE RAFTS



UPHILL RAFTS



ROUND RAFTS



RAFTS



SIDEWINDER BUMPER



SIDEWINDER TUBES



Heavy-Duty Single, Double, Tear-Drop, 3 and 4 Person Clover Tubes made in USA with extra heavy material and overlapped, heat-welded seams

HEAVY DUTY TUBES



Diamond Raft



BUMPER BOAT TUBES



INFLATABLE BARRIERS



HT Heavy Triple Tube



RAPID RIVER RAFT



FOAM MATS



SNOW TUBES & RAFTS



LILY PAD WALK

COMPLETE LILY PAD WALK SETUP

- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding



PLAY NETTING



ROPE & NETTING




HOLIDAY WORLD SPLASHIN' SAFARI, IN



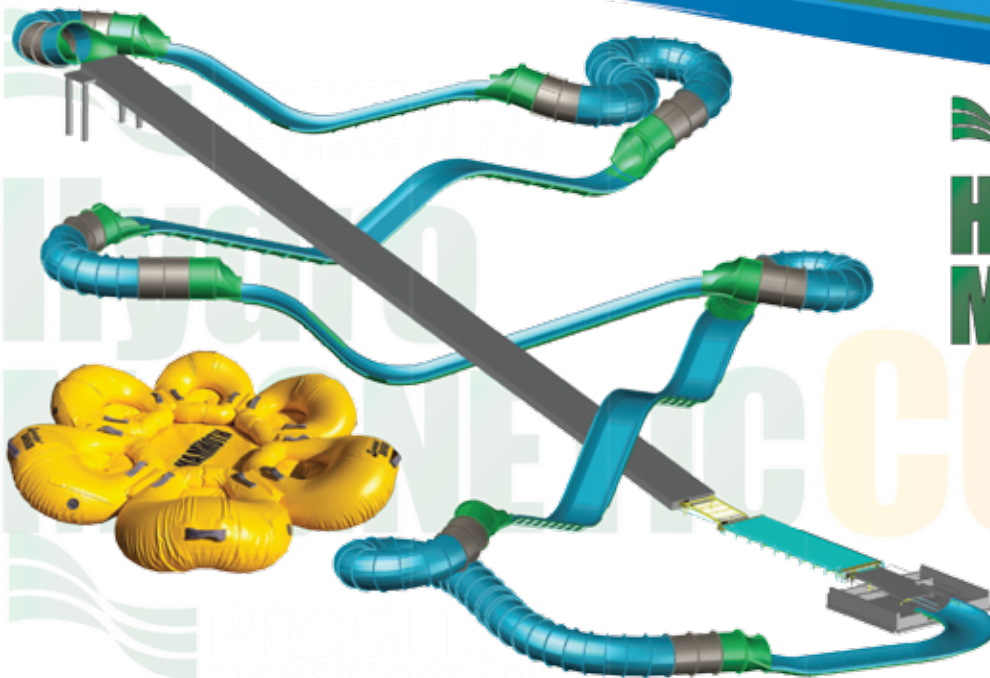
Hydro MAGNETIC ROCKET™



- 2007 IAAPA First Place Winner for Best New Waterpark Ride
- The HydroMAGNETIC ROCKET™ Water Coaster, 'Wildebeest' at Holiday World Splashin' Safari is the Golden Ticket recipient World's Best Water park Ride for two years running by Amusement Today! 
- ProSlide HydroMAGNETIC COASTERS™ are driven by Patented HydroMAGNETIC Technology™ that produces the fastest, most powerful and highest capacity Water Coasters in the World! Covered by US Patent # 7918741 with further patents pending in the US and Worldwide



Hydro MAGNETIC COASTERS™



**NEW FOR
2012**



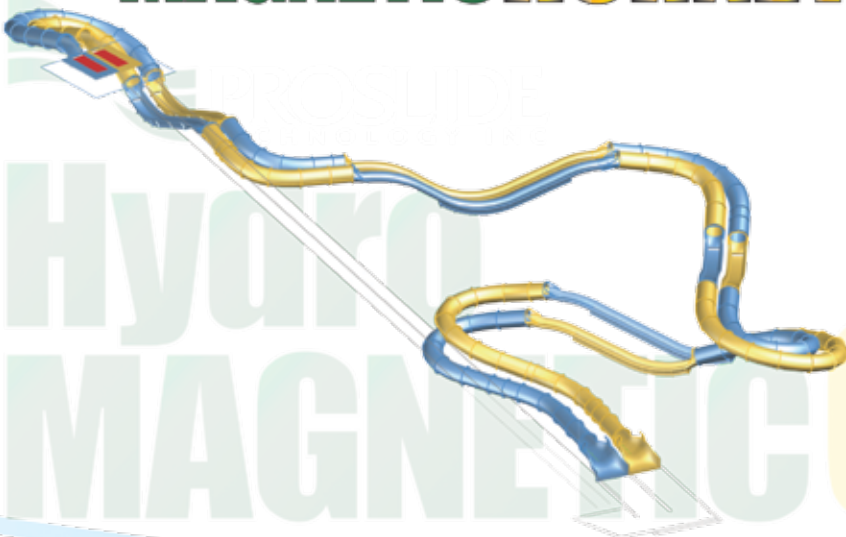
Hydro MAGNETIC MAMMOTH™

- 2012 Brand New Water Coaster Innovation with Installations already underway for 2012 and 2013
- Highest Capacity Water Coaster on the market, featuring ProSlide's newest rafting vehicle, the Patented 6-Man CLOVERWheel™
- The 2012 HydroMAGNETIC MAMMOTH™ installation at Holiday World Splashin' Safari, the 'MAMMOTH' will be the new longest Water Coaster in the World

**NEW FOR
2012**



Hydro MAGNETIC HORNET™



- 2012 Brand New Water Coaster Innovation with 5 Installations already underway for 2012 and 2013
- The 2-Man Rafting Vehicle means the HydroMAGNETIC HORNET™ has the quickest turns, fastest drops and smallest ride footprint of the HydroMAGNETIC COASTER™ family
- Available in Duelling layouts which allow rafts to race each other side-by-side to the finish
- Its small footprint and attractive pricing structure makes it ideal for all Waterparks, including indoor

The Falls opens at Schlitterbahn, sets new records

3,600-foot-long river takes tubers on 24 minute float

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

NEW BRAUNFELS, Texas — Anyone who has worked in the amusement industry for even a relatively short amount of time is well aware that the opening of new attractions doesn't always go as planned. The 2011 season has had numerous examples of delayed openings. Schlitterbahn is just one location caught up in that bundled sum of parks, but in the case of the New Braunfels waterpark, the wait was certainly worth it.

In the case of Schlitterbahn, they weren't just erecting a new off-the-shelf product on supports. No. The addition to the resort was — in a word — massive. Not only was the expansion not just a single attraction, the multiple areas also included an entirely new concept in resort accommodations along with it. But sometimes ultra-cool can have delays, and Schlitterbahn had to find the right procedures to work around it.

The 14-time Golden Ticket winner for Best Waterpark is far from ordinary, and with that comes ingenious creativity and the ability to be one-of-a-kind. Any other waterpark would never conceive of the resort being in three distinct locations in which guests had to ride buses between them back and forth. Schlitterbahn made it work. Surfenburg opened a couple of blocks away from the original park in 1992, and four years later, Blastenhoff became a third location on the other side of Surfenburg's parking lot. It seemed crazy, yet Schlitterbahn guests "got it" and made it work. For 2011, the resort ties the two expansions together with a whole new area called Tubenbach that encompasses new attractions and new accommodations. And how.

Amusement Today asked Terri Adams, COO for Schlitterbahn Waterparks what the biggest advantage was to connecting all the areas on the Eastern property. "Giving the guests a wet way to move around," Adams replies. "Actually, we are introducing more guests to the lower rapids area, and the beautiful Comal River is an unexpected bonus. The majestic trees and beautiful corner of the Comal River has been my favorite area since I was a young teen."

Darren Hill, general manager for Schlitterbahn, was questioned as to whether the concept for The Falls came first or the new Treehaus accommodations. "From the time I became involved with the project, which was well over a year ago, it was a package." Hill gives park owner Jeff Henry and John Schooley high marks for their vision. "They were the masterminds behind the Falls and have been a part of the construction since Day One." Hill admits that trying to grasp the scope of the connection concept was difficult to imagine in the beginning. "It takes a true visionary like Jeff Henry to see how that can be done."

The new TreeHaus lodging units stand perched at one end of the expansion, towering above guests tubing the churning rapids below them on one of the new attractions. The trick, however, was that all the new expansion required a new park entrance and the season began this past spring well before all the con-

struction was complete.

"The very beginning of the season was the most challenging," said Hill. "That was because it was new. It was new to us to try to mix a great guest experience with an ongoing construction project. We had to first look at ticketing placement and how we had to route people into the park. The main entrance to the park was also the main construction entrance. We had to make some quick adjustments and look at alternative ways of getting the construction process into the areas that were kind of in the middle of the guest areas." Hill adds, "Once we had accomplished those modifications early on, the rest of it became an operational daily routine."

With new ticketing areas in place and entrance walkways made available, the final hurdles to the early summer were the completion of both the accommodations above the entranceway and the new attractions themselves. A new small children's play area called Butterfly Bayou and Boogie Bay Heated Pool (including a swim-up bar) came online early in late spring. Early summer guests were not only able to see all the expansion reach fruition, they did so up close and personal as all that was new was right in the middle of things. But it worked.

As the season went into daily operations, the park wanted to make sure guests were consistently updated on the construction process and had the most current information as soon as it became available posted on their Web site.

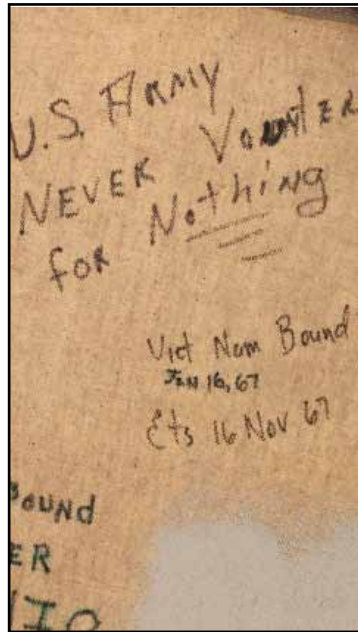
As July was winding down, the park could finally reveal all the attractions. Among them was The Falls, the world's longest waterpark ride. With multiple no-wait entrances, riders simply snag a tube and join the current of this whitewater river. Along the 3,600 foot-long course, a variety of experiences are encountered. The park's first AquaVeyer could be considered a starting point if one wanted, and guests enjoy not ever having to leave the river to keep the fun continuous. After riding to the top, the river incorporates several sections of rapids that the original park's tube chutes made popular for decades prior. In one of the lower turnaround sections, the river becomes a bit more serene which is akin to a traditional lazy river. This area is termed the Deluge Whirlpool River. Families have the option to float along with less action if desired in an endless circuit, or choose to connect back to the rapids portion of The Falls via the AquaVeyer. According to the park, just completing one complete circuit of the journey takes just over 24 minutes. Keep

▶ See THE FALLS, page 43



Riders on Schlitterbahn's new The Falls tubing river will travel over a 3,600-foot-long course, enjoy a 24-minute float and enjoy re-rides all day long through the use of the AquaVeyer, which carries tubers from the bottom of the river, back to the top all while sitting in their tubes.

AT/GARY SLADE



► THE FALLS

Continued from page 42

in mind, guests never have to exit until they wish, making it a stay-in-as-long-as-you-want interactive experience. Park figures estimate 1,000 people an hour in the new attraction.

Encircled by the Deluge Whirlpool River is a second kid's area — Sea Creature Cove, a heated pool and a refreshing play pool. Tubenbach also adds lawn areas, lounging areas, and a riverwalk along the spring-fed Comal River.

Jeffrey Siebert, corporate director of communications and sales, boasts, "The Falls accomplishes several strategic objectives. Not only is it an enormously fun ride, but it is physically gigantic stretching more than 3,600 feet in length making it the longest waterpark ride in the world. The attraction has huge capacity, great re-rideability, and it takes 24 minutes to make one full circuit. This attraction also features Schlitterbahn's award-winning Transportation technology which allows our guests to enter and exit at six different beaches eliminating the need to walk from park area to park area."

The park admits they have learned a lot over the past three decades in moving water and creating rapids via various methods. The Schlitterbahn team feels The Falls culminates all the knowledge they have obtained into a new dynamic attraction better than they've done before.

All this alone is huge. But at the west turnaround, The Treehaus lodging units are the creative crowning achievement. Seven new units



The Treehaus cabins wrap around one turn-around of The Falls, giving resort guests a unique view of the ride.

AT/GARY SLADE

built upon "tree trunks" jut skyward above the rapids below. Guests staying in those accommodations enjoy balconies overlooking all the fun and action splashing underneath them. Each of the Treehaus rooms features a different kind of wood on the walls, doors and cabinetry, much of which was carved by skilled craftsman to give each accommodation its own touch of charm and character. The lodging units also vary in size and configuration.

"The natural wood finishes, custom shapes, and unending glass to see the amazing views makes the Treehouses so unique, much like the Schlitterbahn park itself," says Adams.

The largest unit can sleep up to 10 with five queen size beds in three separate bedrooms (and the living room features pull out couches for additional sleeping availability). Each unit also comes with two bathrooms and a full kitchen.

Siebert remarks, "The Schlitterbahn Treehouses are THE way to spend a vacation. Not only do guests get to stay in a fun upscale overnight lodging accommodation, but resort guests also have unlimited use of the waterpark and can start enjoying Blastenhoff one hour before it opens for the day."

The creative team at Schlitterbahn also had one more striking accent on the new expansion. Call it a recycling project of a tribute kind, if you will. According to the park, Schlitterbahn routinely purchases items from the shipyards as vessels are being dismantled. With expanded new walkways, the resort has cleverly added shade arches by utilizing cots from the USS Pope and lifeboats from the USS Patrick. Siebert adds, "The Schlitterbahn Development Group thought that the shade structures would be good use for these historic elements and be interesting for our park guests. We are in the process of adding signage to point out these historic features." Throughout the day, many guests pause to read the messages that military personnel had written on their cots.

For more than 30 years, Schlitterbahn has created unique tubing experiences, cutting edge attractions and lengthy rides. The Falls and the Tubenbach area compile all these attributes into one big success story. "Oh my gosh it is a homerun," smiles Siebert. "Our guests are riding four times around, six times, even 12 times without getting off. That means some of our guests are whitewater tubing for almost five hours on the same ride!"

Top photos: Thanks to some creative thinking, these retired Navy ship cots and life rafts now create shade for Schlitterbahn guests. Below: Resort visitors now may book one of several Treehaus cabins.

AT/GARY SLADE



Polin equipment highlights Aqua Toy City waterpark

TURKEY — Polin Waterpark & Pool Systems was called on to supply the majority of the equipment for the new Aqua Toy City waterpark, which debuted in June at Ilica Spa and Wellness Resort in Cesme, Izmir, Turkey.

Located on a 13-acre site overlooking the Aegean Sea, Aqua Toy City waterpark offers a wide selection of attractions featuring waterslides, children's water playground, swimming pools, a leisure pool and a lazy river.

The waterslides include Polin's Black Hole slide with Natural Light Effects; Multislide, a multi-lane racer slide; Polin's Compact Slide with its flexible design configuration and a Giraffe Shower. The design configuration and the appealing color combination attracted interest and this medium sized waterpark proved itself to be one of the most popular in the region this season. All the Polin-supplied waterslides are manufactured with closed-molded Resin Transfer Molding technology offering a superior shiny finish



Polin Waterpark & Pool Systems supplied the equipment for Aqua Toy City waterpark, which debuted in June at Ilica Spa and Wellness Resort in Cesme. The waterslides include Polin's Black Hole slide with Natural Light Effects; Multislide, a multi-lane racer slide; Polin's Compact Slide with its flexible design configuration and a Giraffe Shower.

COURTESY POLIN

on both sides.

Commenting on the installation of the waterpark, Yakup Demir, general manager of Ilica Hotel Spa Wellness Resort and vice president of Cesme Hotel Association, said: "In the last

five years, Cesme has grown into an exceptional place with its beautiful beaches, clubs and gum [tree]-scented blue sea. In spite of this tremendous growth and popularity, a qualified, complete waterpark offering

family entertainment did not emerge. We observed the need and invested \$5 million USD to build the Aqua Toy City. We have worked with world's best suppliers like Polin, Turkey and Empex, Canada. Aqua Toy

City not only highlight our own facility and enhanced our revenues but added value both economically and socially to the Cesme region in general. This surely ended up in increasing occupancy rates."



We'll give your guests' taste buds a thrill.

Your hungry guests will flip over pulled-pork sandwiches featuring our world-famous Montgomery Inn Barbecue Sauce.



WWW.MONTGOMERYINN.COM



**Global Market Leader in Design,
Manufacturing and Installation
of Waterparks & Water Play
Attractions**
*1750 Waterpark Projects
in 80 Countries*



Polin[®]
WATERPARKS & POOL SYSTEMS
www.polin.com.tr





In order to develop the most comprehensive waterpark insurance program available, we started with in-depth research.

Lots of it.



WWA
INSURANCE
by HAAS&WILKERSON

Our insurance specialists are passionate about what they do. So they took on your perspective when developing our waterpark insurance program. A package that includes an in-house claims staff available 24/7. That means you get vigorous defense and consistent communication. Translation? Cost savings for you. It's insurance that fits. Learn more by calling 800.821.7703 or visiting hwins.com/waterparks.

Independent agent representing ACE Group Programs Division. Most insurance products are underwritten by insurers within the ACE Group of Insurance Companies.





BUSINESS

REVENUE

PEOPLE

SAFETY

SUPPLIERS

BRIEF

Garner Holt launches new products division

SAN BERNARDINO, Calif. — Garner Holt Productions, Inc. has recently unveiled a new division, GHP Products LLC.

Formed to provide products to consumers and entertainment professionals, the new division brings to market unique creations developed by the parent company's talented team of artists and craftspeople.

"For over three decades we've created quality animatronics, special effects and show action systems for theme park giants like Disney and Universal Studios, and we've made tremendous technological advances through our own research and development efforts," explained company founder, Garner Holt. "GHP Products was established to share the significant innovations that came out of our experience with other markets."

The new division will produce a unique line of products for entertainment professionals looking for new technical solutions. GHP Products offers the Flexjet Pneumatic MFB Servo-Actuator, an advanced product designed for precision motion in animatronics, puppets, special effects, movie equipment, and other motion control applications.

Larry Cochran steps down as Adrenaline CEO



Larry Cochran

OKLAHOMA CITY, Okla. — Adrenaline Family Entertainment, Inc. recently announced that Larry Cochran has stepped down as Chief Executive Officer effective. Cochran will remain a member of the Adrenaline Family Entertainment board of directors.

Furthermore, the board has named fellow board member Russell Kuteman, previously Adrenaline Family Entertainment's chief financial officer, as the company's president and chief financial officer.

"We sincerely thank Larry

for his countless contributions as CEO and look forward to his continued involvement with the company," said Arthur Peponis, fellow board member. "Larry's wealth of industry experience and knowledge is a tremendous asset to the team's strategy."

Cochran began his career with Six Flags in the early 1960s and over the next 35 years, worked his way up to president and CEO, serving as chairman of the board for the last seven of those years. In 2008, Cochran was inducted into the International Association of Amusement

Parks and Attractions (IAAPA) Hall of Fame and was honored for his work to promote the amusement and tourism industries throughout his career. After joining the IAAPA board of directors in 1984, Cochran served as the organization's chairman in 1998, using his position to strengthen IAAPA's communication with members and volunteers. In late 2009, he joined the Adrenaline Family Entertainment board of directors, and in February 2010 took on the role of chief executive officer.

Steve Richards named COO for Morgan's Wonderland

SAN ANTONIO, Texas — Steve Richards, who until recently was the president of a global consulting company specializing in strategic planning for non-profit and sports organizations, has been named chief operating officer for Morgan's Wonderland, the South Texas Area Regional (STAR) Soccer Complex and Monarch Academy school for special-needs students.

"In less than two years of existence, Morgan's Wonderland and STAR Soccer have exceeded expectations and have spawned other ventures such as Monarch Academy and the San Antonio Scorpions pro soccer team to help those with special needs," said Gordon Hartman, founder of The Gordon Hartman Family Foundation and CEO of the four ventures. "Steve Richards' experience and his expertise in planning can help take our efforts to higher and higher levels of success."

Richards completed a 27-year career as an Air Force of-



Steve Richards has been appointed the new COO for Morgan's Wonderland.

ficer that included an assignment as Air Force director of Morale, Welfare, Recreation and Services at the Pentagon in Washington, D. C. In that post, he was responsible for Air Force-wide sports and recreation, health and fitness, food services, lodging and

child-care programs. Other posts included commander of the Air Force Officer Training School at Lackland AFB in San Antonio and director and team captain of the All-Air Force Shooting Team.

Upon retirement in 1995, Richards became general manager of The Dominion Country Club in San Antonio, where he served until 2006 before establishing the Strategic Edge 360 consultancy.

Richards, a native of Washington, D. C., holds a bachelor's degree in international relations from Ohio State University and a master's degree in international relations from St. Mary's University in San Antonio. He has been active in Olympic sports for more than 40 years and currently serves on the board of directors of the United States Olympic Foundation. He also has been involved in the San Antonio community as a member of the San Antonio Convention and Visitors Bureau Commission and as president of Any

Baby Can from 1996 to 2003.

Richards' wife, Susann, is a teaching professional with more than 25 years of experience, and they have a daughter and son.

Morgan's Wonderland is the world's first ultra-accessible family fun park that's designed with special-needs individuals of all ages in mind. Completely wheelchair-accessible, the park features more than 25 elements and attractions including rides, playgrounds, gardens, an eight-acre fishing lake, 18,000-square-foot special-event center, 575-seat amphitheater, picnic area and rest areas. Profits from tournaments and other activities at nearby STAR Soccer are earmarked for Morgan's Wonderland so the park can continue to offer free admission to anyone with special needs. The same will be true when the San Antonio Scorpions begin North American Soccer League competition — one step removed from

► See MORGANS, page 48

Looking for a part? E-mail us!

Email: parts@nap-inc.com

NORTH AMERICAN PARTS, INC.
(716) 839-4791 x101

NAPi

The turnstile never lies.

We make the turnstile spin.



FOR MORE INFORMATION CALL JOHN SEEKER AT (214) 210-5981

►MORGANS

Continued from page 47

Major League Soccer — next spring. Monarch Academy, a school for special-needs stu-

dents from the 6th-grade level through high school, recently opened next to Morgan's Wonderland.

• www.MorgansWonderland.com

Michael R. Withers receives ASTM Award of Merit

W. CONSHOHOCKEN, Pa. — Michael R. Withers, vice president of ride engineering at Walt Disney Imagineering (WDI) in Glendale, Calif., has received the ASTM International Award of Merit and title of fellow from ASTM Committee F24 on Amusement Rides and Devices. The Award of Merit is the highest organizational recognition for individual contributions to ASTM standards activities.

A member of ASTM International since 2000, Withers was honored for his outstanding leadership in the development of ASTM safety standards for the global amusement industry, and his efforts in promoting the worldwide use and adoption

of Committee F24 standards. Withers is vice chairman of Subcommittee F24.24 on Design and Manufacture and works on several F24 subcommittees. He is currently serving a term on the ASTM board of directors.

In his current role with Walt Disney Imagineering, which he assumed in 2000, he has responsibility for amusement ride mechanical and electronic engineering and he manages the engineering technical development programs. He also serves as project manager for the Disney Global Ride Safety Enhancement Program.

Outside ASTM International, Withers is a member of SAE International and IAAPA.

FAST TRACK

COMPILED: Scott Rutherford, srutherford@amusementtoday.com

Knott's Berry Farm is offering Fire and Police Recognition Days as a thank you to all men and women who assist in protecting life and property. Starting Thanksgiving Day through Dec. 18, Knott's will once again extend free admission to all active fire and police personnel and one guest.

Themed Entertainment Association (TEA) International Board President Rick Rothschild announced that the association's year-long 20th anniversary celebration will formally commence Nov. 15 at the IAAPA Attractions Expo in Orlando, with a special presentation during the IAAPA Kickoff Event. "TEA and IAAPA have had a close and mutually beneficial working relationship for two decades and our industry is stronger for it," said Rothschild. "With so many members of both organizations attending the show opening, it is a great opportunity for us to say thank you to IAAPA, as we look forward to continued cooperation and support."

Hayward Turnstiles, Inc. has introduced the LC100 - ADA Gate and the MR100 - ADA Gate, two new additions to its line of ADA-compliant access-control equipment. The MR 100 ADA is available in a motorized unit as well. These units are reliable, secure solutions for amusement parks, casinos, universities, arenas and any facility where patron and employee security is of concern. They can easily integrate with a wide variety of access control, time and attendance and ticketing systems.

Brunswick Zone XL, Blaine, Minn., added a Balladium Ball Blaster System to their business in July this year. This multi-attraction facility includes 38 lanes of bowling, billiards, darts, event rooms, a top end arcade, laser tag, a bar and grill and now Balladium. Although the Balladium has only been open for a couple of months, early player numbers have been strong with business times forecasted ahead.

Florida's **Sun Splash Family Waterpark** was recently honored with a professional excellence award by the World Waterpark Association for the Best Radio Commercial among parks with 100,000-250,000 annual attendance. The WWA's Wave Review Awards honor excellence in marketing, advertising and the development of engaging and memorable promotional materials.

Benchmark Games recently conducted a webinar called "Ticket to Prizes Under the Hood." This was an in-depth training on all facets of the prize dispensing utility. The Benchmark team pre-recorded a host of detailed troubleshooting videos which they embedded into the webinar. The entire webinar replay can be found on their Web site at: www.benchmarkgames.com/support_service.htm.

MEI has launched a new Web site specifically designed for the vending industry: www.MEIVending.com. The MEI SmartOps Center is designed to be a vending technology hub for operators to find information and share experiences with the latest technology, including cashless, cash recycling, item-level tracking, pre-kitting, remote monitoring and telemetry.

Universal Orlando has decided to permanently end the practice of simultaneously launching two trains on its Dragon Challenge B&M inverted coasters. That decision follows an internal investigation into two summer acci-

dents in which riders were apparently struck by loose objects during a close fly-by moment on the course. The resort now bills the attraction as a "high-speed chase between two coasters."

The Georgia Aquarium won an award for its marketing from the Association of Zoos and Aquariums. The award recognized the aquarium's "Where Imaginations Go to Play" campaign, which sought to re-brand the aquarium as a place that inspires imagination and fun in children and everyone who is a 'child at heart.'

The most-feared animal in **Disneyland's** jungle has reclaimed her throne inside the **Jungle Cruise**. The female African bull elephant, affectionately called "Mother-in-Law" by employees, has re-emerged on the banks of the ride's Nile River after a four-month absence for refurbishment and cleaning.

Magic Memories, the New Zealand tourism photography experience company, allows customers to visit their favorite tourism attraction and take home a detailed account of their experience in a booklet that they can share with friends and family without even having to bring a camera. Indulge in your trip by reliving the memories via the online photobook on their Web site (www.magicmemories.com), or share the experience with friends and family through social media outlets.

Ripley Entertainment Inc. has announced details of **Ripley's Aquarium of Canada** — a \$130-million facility now under construction and set to open during the summer of 2013. The 135,000-square-foot Aquarium will be one of the largest in North America with a capacity of 1.5-million gallons and will feature 450 species.

Cedar Point has announced plans to introduce **Dinosaurs Alive!** on Adventure Island, a prehistoric themed attraction, for next summer. The \$1 million attraction will be multi-sensory and interactive. Guests will be able to see approximately 50 life-size animatronic dinosaurs that will roar and move.

Art Attack has opened **Amazonia Singapore**, a new FEC in Singapore. Located at Great World City (a shopping center) with approx. 10000 square feet of space, guests can experience several attractions by Art Attack including Shankz Black Light Miniature Golf, a Balladium Ball Blaster, a large play system with a double wave slide and bistro with additional theming by Art Attack.

Legoland Florida has taken possession of a new Ford Explorer created from more than 380,000 Lego bricks. Created by 22 designers, the bright red Legoland Florida edition Explorer marks the beginning of a long-term alliance between Ford and Legoland Florida. The vehicle is featured in front of one of the park's attractions, the Ford Driving School for children.

accesso recently announced the release of Shopland 4.0, the latest version of its award-winning online ticketing and eCommerce platform for the attractions industry. The updated solution includes a range of functional enhancements that make it easier for attractions to meet the growing demands and expectations of guests who opt to purchase tickets and other products online.

JOIN US NEXT YEAR!



Dollywood

www.GOLDENTICKETAWARDS.com

Services to the Amusement Park Industry

Management and Marketing Consulting

Customer Service Training • Concert Production

CORE Cashless Ticketing • Special Events

LED Lighting • Park Mobile Websites for Cell Phones

SEE US IN ORLANDO AT
BOOTH 2837

High Mountain Enterprises
www.highmountainent.com

www.larcinc.com

Celebrating 42 years in the industry

Because...

www.FeasibilityStudy/BusinessPlan/MarketAnalysis/EventPlanning/
TourismAndAttractionDevelopment/MarketingPlan/
MasterPlan/ConceptDesign/SchematicDesign/ArchitecturalDrawings/
PhasingPlan/BubblePlan/ArtistsRenderings/SiteSelection/RideProcurement/
ConstructionSupervision/Management/Themeing/SignAndLogoDesign.com

...is a little too long.



Leisure and Recreation Concepts, Inc.

2151 Fort Worth Avenue · Dallas, Texas 75211-1899 · 214/942-4474 Fax: 214/941-5157
E-Mail: larc@larcinc.com · Web: www.larcinc.com

MARKETWATCH

RIDING THE MARKET



Company	Prices One Month Ago	Prices 10/25/11	High	52 weeks Low
Cedar Fair L.P.	\$19.56	\$19.73	\$22.69	\$13.72
MGM Mirage	\$11.03	\$10.72	\$16.94	\$7.40
Six Flags Ent. Corp.	\$31.28	\$32.74	\$40.25	\$24.375
CBS Corp.	\$23.76	\$24.63	\$29.68	\$15.99
Walt Disney Co.	\$32.31	\$34.51	\$44.34	\$28.19
Great Wolf Resorts, Inc.	\$2.80	\$2.27	\$3.65	\$2.02
Blackstone Group	\$13.15	\$14.00	\$19.63	\$10.51
Village Roadshow	\$2.80	\$2.77	\$4.45	\$2.24
NBC Universal	\$16.04	\$16.22	\$21.65	\$14.02

FUEL PRICES



Region (U.S.)	As of 10/24/11	Change from year ago
East Coast	\$3.832	\$0.768
Midwest	\$3.782	\$0.734
Gulf Coast	\$3.745	\$0.760
Mountain	\$3.909	\$0.781
West Coast	\$4.049	\$0.806
California	\$4.096	\$0.867

TOP 7 MOST TRADED CURRENCIES



On 10/25/2011 \$1 USD =
0.7202 EURO
0.6266 GBP (British Pound)
76.1778 JPY (Japanese Yen)
0.8834 CHF (Swiss Franc)
0.9614 AUD (Australian Dollar)
1.006 CAD (Canadian Dollar)

PEOPLE WATCH

Cedar Fair appoints two corporate VP's

Cedar Fair Entertainment Company, Sandusky, Ohio, announced that it has appointed **Bob Wagner** to the role of corporate vice president, strategic alliances and **Scott Tanner** to the role of corporate vice president, sales.

"I am particularly pleased to add Bob and Scott to the Cedar Fair leadership team," said Matt Ouimet, Cedar Fair's president. "The expansion of strategic alliances that will benefit both our guests and our unitholders is an important part of what will continue to make Cedar Fair parks the industry leaders that they are today."

Bob Wagner, corporate vice president, strategic alliances, will be responsible for strengthening and expanding the company's strategic partnerships, identifying industry-leading companies that share similar customers, values and goals. He brings 26 years of extensive experience in all phases of the entertainment industry, including marketing, sponsorship sales, ticket sales, merchandise, communications, social media and website development. Wagner most recently served as senior vice president and chief marketing officer for the Anaheim Ducks of the National Hockey League and Honda Center in Anaheim, California.

Scott Tanner, corporate vice president, sales, will drive the development and execution of Cedar Fair's sales strategies and talent management to expand the services the company provides to corporate and group customers. He has more than 30 years of experience in the travel and tourism industry and his extensive background includes working with Fortune 500 firms on breakthrough partnerships and marketing events. Prior to joining Cedar Fair, Tanner served as director of sport development for USA Water Polo in Huntington Beach, California. He also spent 27 years with the Walt Disney Company, including the Disneyland Resort in Anaheim, where he was directly involved in all aspects of the company's sales and marketing initiatives.

KeyLime Cove announces two promotions

KeyLime Cove, the popular Chicagoland indoor waterpark resort located in Gurnee, Ill., has announced the promotions of two employees into key roles.

As the new Director of Rooms, **Sam Zada** will oversee

the housekeeping and entertainment departments. Previously, Zada was the director of guest services. Prior to joining KeyLime Cove, he held manager level positions at Chicago area hotels, including the Holiday Inn O'Hare, Wyndam Glenview Suites and Radisson Hotel Northbrook.

Zada earned a Bachelor's degree in business administration from the Institute of Business Administration (IBA) in Karachi, Pakistan. He brings more than 26 years of experience in the hospitality industry to KeyLime Cove.

Sabrina Roddy has been named spa director for its Paradise Mist Spa and The Enchanted Lagoon Kids Spa.

Roddy is eager to take the reins as spa director. Her focus will be on health and well-being for the clients of Paradise Mist Spa and The Enchanted Lagoon Kids Spa, which has become a popular tween destination due to its vast array of services and affordable prices since opening earlier this year. Both spas are open to the public. Prior to her promotion, Roddy was the spa manager. Before joining KeyLime Cove, she was the retreat director at Massage Heights in Henderson, Nevada.

Roddy attended the University of Wisconsin - Milwaukee and received her licensing from the Euphoria Institute for Esthetics in Las Vegas. She brings more than 10 years of experience in the spa industry to her new role.

Wild Adventures names new GM

Wild Adventures Theme Park in Valdosta, Ga., recently named **Greg Charbeneau** as the park's new vice president and general manager. Charbeneau has been employed by Herschend Family Entertainment (HFE), the parent company of Wild Adventures, since 2008 and brings 24 years of experience in the theme park and attractions industry.

"I am grateful to join a team that creates memories worth repeating for its guests and team members," said Charbeneau. "The enthusiasm that the community has for Wild Adventures is rewarding to experience, and in the short time I have been here, I have already grown to love Valdosta. I look forward to playing a role in the park's continual growth and being able to share that growth with the community and region."

Prior to coming to Valdosta, Charbeneau worked at Adventure Aquarium, also an HFE property, as vice president and executive director.



Caroline Maessen & Pieter Cornelis

Theme Park Toverland expands management

NETHERLANDS — In order to facilitate further growth and expansion of Toverland, a new managing board member has been added. **Pieter Cornelis PhD**, has been named director of strategy and development, and began his duties on October 12. He will focus on the development and execution of plans for the park in the coming years. Caroline Maessen, CEO, will still be responsible for the current park and organization.

Cornelis, 45, is a known face in the theme park world. In May 2011, he received a PhD from the universities of Tilburg and Tarragona, for his research into the effects of investments in European theme parks. Earlier, Cornelis was Head of Research at Efteling, and university lecturer in Leisure Studies. Within Toverland, he will also be responsible for marketing, communication, sales, entertainment, and Imagineering.

Theme Park Toverland is situated in Sevenum, in the north of the province of Limburg. The park, part of the Gelissen Group, celebrated its 10th anniversary this summer.

IAAPA
Attractions
Expo

VISIT US AT THE
IAAPA ATTRACTIONS EXPO
NOV. 14th-18th | BOOTH 3824

NEW
SMD
LEDs

UNIFORM APPAREL • WICKING SHIRTS • LED LIGHTING • FLAGS&POLES

CHESTNUT
Chestnut Identity Apparel, Inc.

AMUSEMENT LINE

www.amusementline.com
800-336-8977

HEADWEAR • BALLS • PRIZES • APRONS

2011 GOLDEN TICKET AWARDS — HOLIDAY WORLD

2011 Golden Ticket Awards, Holiday World a success

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

SANTA CLAUS, Ind. — A decade ago, Holiday World, or more specifically, Will Koch of Holiday World and Splashin' Safari suggested to *Amusement Today* the possibility of distributing the annual awards in a live ceremony. It sounded interesting. Why not?

That first year in 2001, it was a small gathering of a few nearby industry folk. During the years that followed, it grew little by little. After a few years, most of the award recipients were travelling to accept their accolades in a live ceremony that kept getting more and more elaborate.

Holiday World entered the picture again in 2006. Wishing to host again, the park took the awards ceremony in a whole new direction. With multiple presenters from throughout the industry, the event came into its own. It was now a full-fledged industry event with attendees from parks and suppliers alike.

The Golden Ticket Awards had transformed into what was now unquestionably a must-attend industry event. And with each year the weekend continues to evolve, with close to 140 attendees within the industry joining in this year on what is a fantastic networking opportunity. With the Golden Ticket Awards recognizing the Best of the Best, what better opportunity to share with one's peers is there?

This past September, Holiday World and Splashin' Safari once again stepped forward — the only park to host the ceremony three times. Over the course of two days, hospitality was in abundance from the kind folks of Holiday World. Located in Santa Claus, Indiana, the hosts welcomed industry visitors from all sides of the United States, as well as Canada and from across the



globe.

Santa's Lodge, located near the park, was the official accommodation facility for the event. As visitors arrived and checked in, they found a goodie bag provided from the park and various sponsors. Friday, September 16 kicked off the weekend a day before the actual ceremony.

Once in the park, the afternoon provided a superb variety of opportunities. First up was the chance to take a couple of spins on The Voyage, voted the Best Wooden Coaster for a fifth year in a row. After a few breathless rides to awaken the senses, attendees had multiple tours to experience. They included Merchandise, Waterpark Operations, Information Technologies and Food Operations. All were well received and everyone left with a little more knowledge than before.

All tours converged mid-afternoon at a fantastic luau inside Splashin' Safari. Sponsored by ProSlide and Dippin' Dots, the luau couldn't have had more pristine weather. With an abundance of delicious food offerings and a welcome by Dan Koch, general manager of Holiday World and Splashin' Safari, the atmosphere was festive. Music, decor, the food and beverage — it all set the ambience, all positioned at the foot of the park's wave pool, with cascading waves adding their own audible touch. But more fun was on deck as numerous attendees headed for Wildebeest, which for the second year in a row was rated Best Waterpark Ride. The ProSlide LIM uphill water coaster entertained industry folk in a big way,



Above, winners in 28 categories take home the coveted 2011 Golden Tickets after results were announced live from Holiday World & Splashin' Safari on Sept. 17. The Santa Claus, Ind. themer was host to the two-day event that saw more than 120 industry professionals attend. Below, Amusement Today graciously thanks the many presenters, including our first timers, who gave their time to make the ceremony a huge success.

AT/DAN FEICHT



whether they were dressed for it or not. Some came prepared and donned swimsuits. Others threw caution to the wind and self dignity to the sidelines and joined in on the wet fun in whatever clothes they happened to be wearing. Everyone agreed it was a tremendous ride. It was outrageous fun and a weekend highlight.

Freshening up a bit, attendees gathered just outside the hotel early that evening to catch a ride on a collection of buses provided to transport visitors to the night's main

event. Often called the matriarch of Holiday World, Pat Koch opened her home for everyone in attendance. Located in a country setting alongside a small pond, the occasion and evening proved delightful. With more food and drink on hand, both inside and in an outdoor party event tent, industry insiders found a great night to socialize, mingle and share their experiences, both personal and business-related. Her official title is Director of Values (and how many parks just wish they could have such

a position), and she has also been called the Queen of Clean, but Pat Koch quite simply was a perfect hostess — full of charm, class and hospitality. If anyone who was on board was asked, they will also tell you that the bus rides to and from the outing were evening highlights. *Amusement Today* could see coaster enthusiasts in the making.

With the Gravity Group sponsoring a mixer back at Santa's Lodge, many agreed that the night was still young

► See GTA, page 52



Thank You

PAT, DAN AND NATALIE KOCH FOR A
WONDERFUL AND MEMORABLE
2011 GOLDEN TICKET AWARDS EVENT!



2011 GOLDEN TICKET AWARDS — HOLIDAY WORLD

Golden Ticket Awards honor future industry leaders

STORY: Janice Witherow
jwitherow@amusementtoday.com

For the seventh year, *Amusement Today* recognized a group of students at the Golden Ticket Awards who are employed by this year's host park of Holiday World & Splashin' Safari in Santa Claus, Ind., as Ms. and Mr. Golden Tickets.

This year, Lauren, Leah and Will Koch, whose family operates Holiday World, were honored. They are the future of this family park and the children of Lori and the late Will Koch.

These three individuals exemplify the spirit and integrity of the amusement

park industry by promoting the cornerstones of safety, service, courtesy and cleanliness at the highest level, while consistently exceeding job expectations. This is an annual designation by *Amusement Today* to promote education in the field of hospitality and amusement, as well as to recognize future leaders in the amusement industry.

The 2011 class of Ms. and Mr. Golden Tickets assisted with the ceremony by presenting awards to the winning parks; plus each received a complimentary one-year subscription to *Amusement Today*, and an Office Depot gift card for school and career



The 2011 Ms./Mr. Golden Tickets, representing Holiday World, l to r: Leah Koch, Lauren Koch and Will Koch.
AT/DAN FEICHT

supplies. *Amusement Today* applauds the following students:

•**Lauren Koch**, of Holiday World & Splashin' Safari, who has worked at the park for nine years in Entertainment

and Cash Control. Lauren is attending Florida State University in Tallahassee, and is majoring in Retail Merchandising and Product Development.

•**Leah Koch** of Holiday

World & Splashin' Safari. Leah has worked for seven years at the park and is currently in the Rides and Public Relations departments. She is attending Indiana University in Bloomington, Ind., where she is studying Journalism.

•**Will Koch** of Holiday World & Splashin' Safari. Will has worked for four years in the Entertainment and Cash Control departments of the park. He is currently finishing high school and searching for the best college to study Theater Lighting Design and Electrical Engineering.

►GTA

Continued from page 51

enough to continue enjoying the company of one another.

Saturday, September 17, once again saw ideal weather. Attendees had the opportunity to take in all the strengths that these family-owned parks had to offer. Having established a reputation for friendly employees, an emphasis on cleanliness, great wooden coasters and an impressive waterpark, Holiday World and Splashin' Safari opened their arms with a great welcome, including a provided lunch scanned right into the event badge.

That afternoon, the Holiday Theater began to fill. Not only were industry professionals in attendance, but also a small group of coaster enthusiasts, some of which were Golden Ticket voters, and a handful of general public curious enough to see what it was all about. This additional group of

people made for a somewhat rare and more authentic feel to the awards presentations.

Holiday World kicked it off in true fashion with humor and song. In fact, humor found its place through several category presentations. Most people feel it is good to see the industry let its hair down.

Touching moments also found their way into the show. Peter Osbeck and Annika Troselius from Gröna Lund had flown in from Sweden and were honored to be acknowledged as the Publisher's Pick, Park of the Year. Chance Rides, celebrating its 50th anniversary, accepted for Supplier of the Year. Richard Kinzel accepted the award as first living recipient in the Legends series. Kinzel's long career with Cedar Fair was spotlighted in a video as he approaches his upcoming retirement. Lori Koch provided a musical interlude, and her rendition of "Defying Gravity" took on a certain

depth with the passing of her husband Will Koch just last year. And tributes to both Pat Koch for her 80th birthday and her late husband Bill Koch on the creation of Holiday World (originally Santa Claus Land) were enthusiastically received.

While longer than predicted, the ceremony was a grand success. Kat Soderquist, a world travelling enthusiast from Cincinnati, commented, "As an enthusiast, I thought it would be a great opportunity to see the industry honor its own. I love awards shows and couldn't wait to see how it rolled out. I was not disappointed," said Soderquist. "It packed all the glamour and excitement of the typical American awards with the intimacy that only a family park like Holiday World can provide."

Soderquist continues, "I was especially surprised by the presentation of the industry and Legend awards as I wasn't aware of a category off the bal-

lot. I loved that Gröna Lund was recognized and personally honored to agree whole heartily with the choice. To see that they had traveled to little Santa Claus, Indiana from Stockholm to accept — impressive. It was around that moment I realized I was truly in the presence of greatness, the people who devote their lives to the industry I so dearly love... and I was humbled and honored."

David Cornell, an enthusiast also from Cincinnati, was also in attendance. "The best part of the award ceremony were the presentations by the Koch family. It was nice to learn about their family and celebrate Pat's 80th birthday. I really appreciate how much they share of their lives with the park guest and amusement park enthusiasts. At most parks the guests never get to meet the owners." Cornell observes, "Holiday World is a great park because the people who own it love the work they

do, which is rare in the amusement industry. Running that park is not just a job, it is their life."

Following the ceremony, a banquet dinner allowed for some last social interaction, numerous thank yous and some sad farewells. The park announced that attendees were welcome to join some after-hours coaster rides with the group of enthusiasts visiting the park.

While walking the pathway for one last ride on The Voyage, Kennywood's Jeff Filicko quietly said, "I love this event." Looking up, he smiled, "It's great spending time with friends in the industry and celebrating all our hard work and success."

Next year's annual Golden Ticket Awards event will be hosted by Dollywood in Pigeon Forge, Tenn., on September 7 and 8, 2012.

HUGE THRILLS ON SMALL HILLS!

wooden warrior
quassy amusement park, middlebury, ct

THE GRAVITY GROUP

what is your impossibility?

timberliner
TRAINS FOR THE MODERN WOODEN ROLLER COASTER

THE MOST TWISTED TWISTER IN THE WORLD!

twister
gröna lund, stockholm, sweden

telephone: +1 513.948.8400 • www.thegravitygroup.com

2011 GOLDEN TICKET AWARDS — HOLIDAY WORLD

Holiday World entertains GTA attendees like family



Top photo: Santa welcomes 2011 Golden Ticket award attendees; the Holiday World staff sings the ceremony's opening number and Lori Koch performs *Defying Gravity*. Second row: Presenters Ramon Rosario and Patty Beazley have a little fun on stage; Golden Ticket recipients Dick Knoebel & Leanna Muscato talk about their efforts to reopen the park following a flood weeks earlier; Peter Osbeck and Annika Troselius of Gröna Lund bring an international flare to the event, and an 80th birthday tribute to Pat Koch was a hit with attendees.



Top row l to r: attendees enjoyed tours of the park, including this IT tour; a waterpark luau with slide time on Wildebeest was a must see and do. Bottom row l to r: a reception at Pat Koch's house, including some quite time on the front porch, made everyone feel like family, while four Jeff's (Seifert, *Amusement Today*; Croushore, Idlewild & Soak Zone; Filicko, Kennywood Park and Siebert, Schlitterbahn) pose with Santa Claus.
AT PHOTOS





redefining the wooden coaster



TRAINS FOR THE MODERN WOODEN ROLLER COASTER

tighter curves
more extreme twists
smoother ride
superior capacity
bigger smiles

check out a Timberliner car at booth #4404



unsurpassed comfort

**PROVEN:
NOW RUNNING
AROUND THE
WORLD!**

GRAVITY KRAFT

telephone: 513.948.8400 • www.gravitykraft.com • a sister company of THE GRAVITY GROUP, LLC

2011 GOLDEN TICKET AWARDS — HOLIDAY WORLD

MAILBAG

Golden Ticket attendees share thoughts on event, host park

Dear Gary,

My crew and I just returned from this year's Golden Ticket Awards and weekend at Holiday World. What a great event you guys put on!

Ten employees from Fun Spot Attractions attended and we learned a great deal about "best practices," "customer service" and new ways to make our parks excel. We also had the opportunity to meet with a number of key vendors as we look to purchase a new roller coaster.

The comfortable and family atmosphere of your event made these "sales calls" more comfortable and family friendly. For our team to learn, do business and have fun made your event one of the best we have ever attended!

I would recommend the Golden Ticket event to every amusement park or amusement vendor as you see first hand the depth and commitment of the people within our amusement industry.

We will see you next year at Dollywood, ready to have fun, to learn all while creating lifelong relationships and doing business. Who knows, one year we might even win a Golden Ticket with our new coaster!

Life is Great!!!

John Arie
Fun Spot Attractions
Orlando, Fla.
jarie@fun-spot.com

Hi Gary:

Congratulations on another fantastic Golden Ticket ceremony. This was a fantastic event and Mark and I enjoyed being a part of it. It has been great to really watch this show grow from humble beginnings to a must-attend event. We hope to see you at IAAPA and

will see you next year at Dollywood!

See you at IAAPA,
Adam Sandy
Ride Entertainment
Group of Companies
Stevensville, Md.
asandy@ride
entertainment.com

Hi Gary,

Great job, it was a fantastic show and hosted graciously by Holiday World. Another success story.

Thanks,
Gina Guglielmi
Intermark Ride Group
Nashville, Tenn.
gina@intermark
ridegroup.com

Dear Gary,

First of all, a big, big thank you for arranging such a fantastic event.

As you know, it was the first time that Gröna Lund attended, and I will assure you that it won't be the last.

Everyone at Gröna Lund is extremely proud and honored to have been chosen for "Publishers Pick – Park of the Year," as well as having been nominated for "Best Seaside Park," "Best Walk-through attraction" and "Best New Ride 2011." The event was very well arranged and Peter Osbeck wanted to let you know that the Golden Ticket Awards, with its gatherings before and after the award ceremony, was the best social event for the amusement park industry he has ever attended during his 32 years in the business.

Just to let you know, we will also put together a few things from our archives for you to put in the National Roller Coaster Museum. We love that you have taken such a great initiative.

Once again, thank you and I hope we stay in touch.

All the best,
Annika Troselius
Information Manager
and
Peter Osbeck
Rides Manager
AB Gröna Lunds Tivoli
Stockholm, Sweden
Annika.Troselius@
gronalund.com



Hi Gary,

I appreciate the recognition you and *Amusement Today* have given our company with the award of Supplier of the Year at the Golden Ticket Awards. I am very proud of Michael accepting the award on behalf of the company that his grandfather founded 50 years ago. I know my dad would be very proud, thank you for the recognition. Attached is our company newsletter about the award.

Thanks,
Dick Chance
Chance Rides
Wichita, Kan.
dick.chance@
chancerides.com

Hi Gary,

First, I would like to congratulate you on the very successful 2011 Golden Ticket Awards held at Holiday World in September. This was both my first Golden Ticket Awards event and my first visit to Holi-

day World. In fact it was my first visit to Santa Claus, Ind. It was truly amazing how well organized and well managed the event was considering the last minute change of venue. Your staff, as well as the Holiday World staff, must be commended for the extraordinary effort required to pull off this event.

Being this was my first visit to Holiday World I was absolutely amazed at the condition of the theme park, the attitude of the park staff and the total commitment of park management to host such a high profile event.

Although it was the end of the 2011 season, the theme park looked and felt like it was opening day of the 2011 season. I've been in the amusement business for almost 40 years and I can't remember the last time a visited a theme park in this spectacular condition. The park was absolutely spotless, the landscaping was perfect, the paint looked great, the rides and attractions looked new and the staff was the friendliest staff I've seen in quite awhile. They smiled so much you couldn't help but smile back. Parking is free, soft drinks are free and sunscreen is even free. How do they do it?

I just can't say enough good things about Holiday World. Kudos to the Koch family for a job well done and kudos to *Amusement Today* for putting on such a great event for the amusement park industry.

Regards,
Ken Vondriska,
Sterling & Sterling,
Inc. Insurance
kvondriska@
essentialsip.com

Dollywood to host Golden Ticket Awards in 2012

PIGEON FORGE, Tenn. — *Amusement Today* recently announced that the honor of hosting the 2012 Golden Ticket Awards has been given to Dollywood in Pigeon Forge, Tenn.

The Golden Tickets are the only amusement industry awards that are voted on by the experts and enthusiasts in the industry who visit and use the world's theme park attractions during their annual summer travels.

Scheduled for September 7 and 8, 2012, the Golden Ticket event will bring representatives from theme parks, suppliers and enthusiasts from around the world to Dollywood's theme park in the Great Smoky Mountains. A multiple Golden Ticket winner annually, Dollywood will host the event for the second time. The park will showcase its award winning entertainment and America's first wing coaster Wild Eagle which opens in 2012.

The Golden Tickets honor the best in the industry from new rides and existing ride attractions, entertainment, food, friendliness and landscaping, all of which contribute to an overall theme and amusement park experience. Each year, the trade publication gives out awards based on a survey given to park enthusiasts in the U.S. and overseas. The awards were started by *Amusement Today* in 1998. They have been featured on the *Discovery Channel* and the *Travel Channel*.

Complete details of the 2012 GTA event will be announced in future editions of *Amusement Today*.

THANK YOU TO OUR 2011 EVENT SPONSORS:



WILLIAM H. ROBINSON, INC.
The Big Idea People!

JOIN US AT THE 2012 EVENT AT DOLLYWOOD



Creating Active Family Attractions

Facility Design • Theming • Manufacturing • Installation



GLOBAL OFFICES
NORTH AMERICA EUROPE MIDDLE EAST ASIA

CORPORATE OFFICE

T. +1.604.232.4505
www.primeplay.com
info@primeplay.com

Caesars planning massive Wheel for Las Vegas strip

Caesars Entertainment's 550-foot-tall High Roller is the centerpiece of a \$500 million financed project that will include more affordable retail and entertainment venues all scheduled to open by the end of 2013. The Wheel will feature 32 supersized cabins that can hold up to 40 passengers each during the 30-minute ride.

COURTESY CAESARS



Ride and Park Solutions International formed

Peter Zwickau and Jim Palmer return to amusement industry

BOCA RATON, Fla. — The team of Peter Zwickau of Boca Raton, Fla. and Jim Palmer of Pleasanton, Calif., founders of International Rides Management, have announced that they are coming out of a 10-year

retirement with the intention of revitalizing the amusement industry. Together, they have 80 years of experience in designing and manufacturing rides, building turnkey parks worldwide, operating profitable parks, and selling amusement equipment.

According to a press release issued by the pair, their return is brought about by the current state of the amusement industry, which has become beaten down by the financial problems of Wall Street and bankruptcies.

Zwickau and Palmer have realized that this is the time to put the amusement industry back on the path to being a vibrant part of the entertainment industry. When they first entered this industry, IAAPA had over 977 parks in the United States and Canada (1975 IAAPA manual & guide). Today it has shrunk to 490 (2010 IAAPA Directory). "We feel this decline is disturbing because many of the facilities that went away could have been reinvigorated and made profitable, even in these trying times. This has left a number of under-served markets throughout North America and around the globe," the pair said in a statement.

Zwickau and Palmer will be in Orlando this November at the IAAPA Attractions Expo with their new company, Ride and Park Solutions International. They invite visitors to their booth and look forward to moving the industry in a positive direction. In the meantime, they can be reached via e-mail at:

- bpzw@comcast.net
- coasterjcp@aol.com



Affiliated with Allied for over 25 years.

www.alliedspecialty.com

track

With **Allied Specialty Insurance** we keep you safely on track.

Visit our booth at IAAPA #3221

At **Allied Specialty Insurance** we understand your business and its risks better than any of our competitors. Our clients have been guided down the right **track** for over 25 years. Our coverage is innovative and affordable. Our **24/7 claims service** lets you know that we are as **timeless** as the business itself.



SPECIALTY INSURANCE

Call us today and find out more:

727.367.6900 | 800.237.3355 | Fax 727.367.1407 | tellmemore@alliedspecialty.com

facebook

Find us on Facebook
facebook.com/amusementtoday



MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

BRIEF

Del Mar fair announces theme and extended dates for 2012

SAN DIEGO, Calif. — The summer of 2012 will take San Diego County Fair fans "Out Of This World" to the stars, planets and beyond. Every day at the fair will be filled with discovery and mystery of the outer limits. The fair will explore man's history and fascination with space and space travel starting with the Ancient Astronomers, to the NASA program and the future of space exploration.

The 2012 San Diego County Fair will be open Friday, June 8, to Wednesday, July 4. The Fair will be closed the first three Mondays, June 11, 18 and 25.

"Next year July 4th falls on a Wednesday, and that gives us the opportunity to extend the fair to 24 days for the first time in the Fair's history," stated General Manager and CEO, Timothy Fennell.

The 2011 fair broke an all time attendance record for the third year in a row with a grand total of 1,412,113 guests. "Extending the fair by two days in 2012 will help alleviate traffic and parking congestion, and will give more folks the opportunity to visit, in my opinion, one of the finest fairs in the United States," Fennell added.

Everything clicks for Ray Cammack Shows in 2011

STORY: Pam Sherborne
psherborne@amusementtoday.com

PHOENIX, Ariz. — Ray Cammack Shows was going into this year's Arizona State Fair, the last fair on the carnival's 2011 route, with much confidence.

The carnival, based in Laveen, Ariz., was providing the midway in Phoenix with about 70 rides. And, although the opening days were warm, the high 90s, Tony Fiori, RCS marketing director, said the opening day went great.

"This has been an outstanding year for us," Fiori said. "I don't know if it was just one thing, I think it was a collection of a lot of things. I think we made a great team with the fairs."

One such great team this year was with the Orange County Fair, Costa Mesa, Calif., which ran July 15-Aug. 14. Ray Cammack Shows, which has played this fair for over 15 years, provided about 60 rides to the 2011 midway.

That fair drew 1,400,280 fairgoers this year beating out

the 2010 record attendance of 1,154,996.

"My belief is the 2011 edition of the fair establishes that the OC Fair has perfected the formula for staging a successful fair," said Dr. Steven Beazley, OC Fair & Event Center President & CEO, after the event. "That formula will now be applied to educate and entertain our community for years to come."

The theme for the OC fair this year was "Let's Eat!" Fairgoers consumed 10,000 Mexican Funnel Cakes, 3,000 chocolate-covered corn dogs, 125,000 balls of Deep-Fried Kool-Aid, 10,000 slices of deep-fried avocado, 2,000 deep-fried frog's legs and 75,000 colossal turkey legs.

Ray Cammack Shows brought in about the same number of rides to the L.A. County Fair, Pomona, Calif., Sept. 3-Oct. 2, a fair RCS has played for 26 years.

That fair's attendance surpassed projections and hit 1,491,123, making it the sec-

▶ See RCS, page 59



The 2011 attendance at the L.A. County Fair, Pomona, Calif., was the second largest in the fair's 89-year-history. Ray Cammack Shows, Laveen, Ariz., provided the midway with about 60 rides for the fair. Here is Ray Cammack Shows' Grand Wheel manufacturer by Carousel Holland.
COURTESY L.A. COUNTY FAIR



Ray Cammack Shows, Laveen, Ariz., has been playing the Arizona State Fair, Phoenix for over 30 years. Here are two photos from that fair, showing above left, the Grand Wheel by Carousel Holland, Zamperla's Sky Flyer, and above right, Tango by KMG.
COURTESY ARIZONA STATE FAIR



FACTORY WHOLESALE PRICING! • OVER 100 DESIGNS AVAILABLE! • VISIT US AT IAAPA BOOTH#3311

MADE IN THE USA!



NEW
GARGOYLE CUP -
NOW
AVAILABLE!



TOLL FREE: (800) 395-9980 • EMAIL: SALES@SIPPERSBYDESIGN.COM • WWW.SIPPERSBYDESIGN.COM

New NICA member says 2011 is good

PICKNEYVILLE, Ill. — Paulette Keene, Paulette's Food Service, said she has been in the industry her entire life. Her grandfather started with pony rides and it went from there.

Keene is still in the outdoor business, owning Paulette's Food Service with her husband Norman Keene.

She said she doesn't travel as much as used to, but still goes into Florida, Georgia, as well as, of course, Illinois.

"We do a lot of local dates and specialty events," Keene said. "This year hasn't been as bad as I thought it might be because of the economy."

She and her husband own 10 trailers now. She specializes in funnel cakes and corn dogs.

Because she has been in the industry for so long, Keene will share her expertise as a newly elected member of the National Independent



This is Paulette Keene's newest trailer is from Shantz & Sons, Highland, Ill. She purchased it two or three years ago. AT/SUE NICHOLS

Concessionaires Association.

"I just found out I was elected to the board," Keene said, mid-October. "By the time we get to our meeting in Vegas, I will be more active."

The independent concessionaires association meets during the International Ex-

position of Fairs and Expos convention set to run Nov. 28-Dec. 1 at the Paris Hotel, Las Vegas.

Keene was elected to a three-year term. There are nine members of the NICA board.



This Dartron Rave, purchased by Playworld Unlimited through Rides 4U, made its debut at the Minnesota State Fair. COURTESY DARTRON

Rides 4U sells first Dartron Rave ride

SOMERVILLE, N.J. — Len Soled, Rides 4U, Somerville, N.J., says he is having a good 2011.

And, the best part of his business is finding out that a product he has sold to others has turned into good business

for them.

Soled sold a Dartron Rave to Kyle Brady of Playworld Unlimited, Alma, Mich., for the 2011 season.

"He debuted it at the Minnesota State Fair (St. Paul, Aug. 25-Sept. 5)," Soled said, adding the ride did great there.

Soled said Brady took it to the Texas State Fair, Dallas, Sept. 30-Oct. 23. But, since that fair wasn't over when he spoke with AT, he didn't know what the final results would be.

Soled said he has also been very busy with LED lights this year, selling seven packages to North American Midway Entertainment, Farmland, Ind.

Amber Swedgan, spokesperson for NAME, said the carnival outfitted four Century Wheels and three Giant Ferris Wheels with the LEDs.

"Danny Huston (NAME co-CEO) said they have instantly seen an increase in ticket sales," Swedgan said.

In addition, Soled has sold a KMG X-Factory to Jimmy Drew, Drew Exposition, Augusta, Ga.

"He should take delivery in about two weeks," Soled said, mid-October. "It will be the first one in this country."

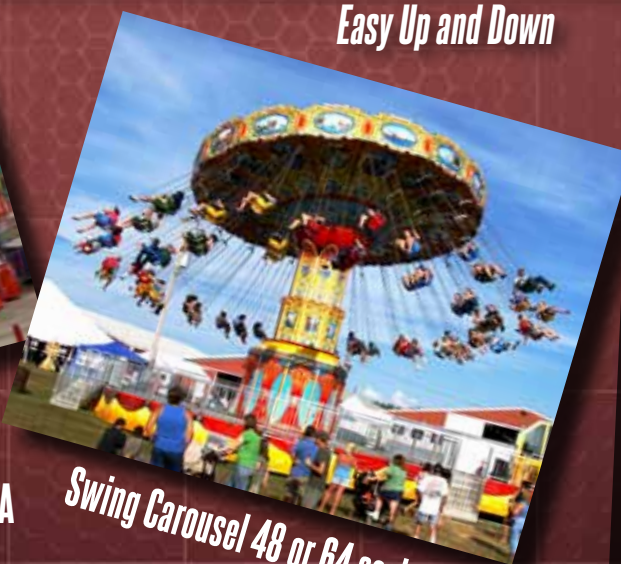
Two One-Trailer Bertazzon Rides

Easy Up and Down



Matterhorn 16 cars

See us at IAAPA
booth# 4836



Swing Carousel 48 or 64 seats

Check out
our options!



B

BERTAZZON

Bertazzon 3B srl Via Trevigiana 178
Sernaglia, TV 31020- Italy
tel : +39 0438 966 291
e-mail: sales@bertazzon.com

North America sales:
Bertazzon America LLC- Carlo Guglielmi
cell: (615) 347 5295
e-mail: carlo@bertazzon-america.com

FIRESTONE FINANCIAL

Tel. 800.851.1001 ext 42
www.firestonefinancial.com



Financing Fun
Since 1965.

Belmont magic growing as he looks for joint venture

STORY: Pam Sherborne
psherborne@amusementtoday.com

LAUREL SPRINGS, N.J. — Al Belmont, CEO, Wizard's of Festival of Fun Inc., Laurel Springs, N.J., has more to offer than just his magic shows, although since beginning his company in 1989, it has been his magic that has lured audiences at fairs, festivals and amusement parks.

But, over the years, he began to add amusement rides to the mix. He now owns eight rides and will include them into his dates depending on the venue.

He was performing at the Greater Gulf State Fair, Mobile, Ala. Oct. 21-30, when he spoke with AT. At that date he had included his rides and he said things were going very well.

North American Midway Entertainment, Farmland, In., provides the midway for this fair.

His fall tour actually began at the Brunswick (Ga.) Exchange

Club Fair, Oct. 4-8. He will also play at the North Florida Fair, Tallahassee, which was to run Nov. 3-13.

"We have had a very good year," Belmont said. "We have been combining our own rides and magic show at some of our spots. We now have our own portable stage, which was built by Century. It rivals anything out there right now."

Belmont travels primarily along the east coast and the

mid-west. He plays fairs, festivals, corporate events, amusement parks, and everything in between. He uses illusion, audience participation and domestic animals. And, his shows run anywhere from 25 minutes to two hours.

One of his goals for 2012 is to find a theme park or successful owner/promoter with a high visibility location in a family-oriented, seasonal resort where he can bring his amusement

rides and attractions, and his magic show to spend a portion of the year co-producing a high-quality show.

Al Belmont's magic show is catching on with several eastern fairs and festivals.
COURTESY AL BELMONT



►RCS

Continued from page 57

and highest attended fair in its 89-year history.

L.A. County Fair officials felt that everything came together for them.

"It was the perfect storm of great new experiences, popular returning exhibits, exciting Grandstand shows and fantastic weather," said Dale Coleman, vice president of Sales, Marketing & Creative Programming. "The overwhelming response from the people of Southern California shows we're doing things right. We've heard them loud and clear and will deliver even bigger and better in 2012."

The theme for the 2011 L.A. fair was "Pure. Fun." It featured new attractions such as the Live Shark Encounter and Our Body: Live Healthy with returning favorites like Fairview Farms and thoroughbred horse racing.

But, Fiori said Ray Cammack Shows hit a stride early in the 2011 with the Houston Livestock Show and Rodeo.

"We started out with the Houston Livestock Show and Rodeo last February," he said. "It was the best we ever had there and the best attendance at the fair."

The 2011 Houston Livestock Show and Rodeo broke an all-time attendance record when it drew 2,262,834 patrons. Ray Cammack Shows has played this fair for 17 years.

"Everything this year just seemed to click for us."

ARM RIDES
www.ARMrides.com

Your guests -and your profits- will soar!

VERTIGO

VERTIGO MODELS & STATISTICS

▶ 100-ft. Portable Model with 53-ft Retractable Trailer	▶ 80-ft. Portable Model with 53-ft Retractable Trailer	All Models Feature: ▶ Dyna-Brake® Safety System Provided by Velocity Magnetics ▶ LED Lighting (Optional)
▶ 140-ft. Park Model	▶ 80-ft. Park Model	
▶ 24 Passenger Capacity	▶ 16 Passenger Capacity	
Space Requirements (All Models): 50-ft. Ground Space Footprint / 80-ft. Operational Diameter		

A.R.M. INC. • 1506 FERNWOOD ROAD • WINTERSVILLE, OHIO 43953
ERIC BATES Cell: 412.916.9210 • **MIKE GILL** Cell: 740.632.6815 • **Office:** 740.264.6599
 email: ericjbates@prodigy.net email: mike@ARMrides.com

Rainy weather softens attendance at 2011 The Big E

STORY: Pam Sherborne
psherborne@amusementtoday.com

WEST SPRINGFIELD, Mass. — The Big E (Eastern States Exposition) started out with a bang on Sept. 16, the first day of the fair that ran through Oct. 2. On that day, the fair drew 60,744 visitors setting an all-time attendance record for that single day.

Eight days of rain later, attendance wasn't what fair officials hoped it would be.

Yet, even with the rain and the range of hot humid days and cooler temperatures near the end of the fair, two other single-day records were set other than the first day. The third Friday drew 90,549, and the final Sunday drew 136,412.

Total attendance was 1,201,428. Attendance for 2010 was 1,228,418.

"Our expectation for 2011 was to rival last year's attendance, but we have had more than our share of rain," said Wayne McCary, president and CEO. "When the weather has been good, attendance has



Fairgoers to The Big E, Springfield, Mass., were greeted with 47 rides this year provided by North American Midway Entertainment. The fair ran Sept. 16-Oct. 2.

COURTESY RON GUSTAFSON

been great, but the rain will impact reaching last year's goal."

And, the event has produced highlights aplenty. During the 17-day run, five New England Governors will have attended The Big E.

"We had incredible reception to our outdoor entertain-

ment line-up," McCary said. "The U.S. Freestyle Motocross National Championship Series was a big draw, bringing back motor sports to the equation. Our major concerts, Blake Shelton and Reba, round out the end of the fair and Bello Nock headlining our Super Circus, Bixby's Rainforest Res-

cue and Extreme Vegas were all well received.

"Even with the tough economy," he added, "it is not the economy driving down sales — it's the excessive amount of rain we've had during our run."

New at the fairgrounds this year is the Equine Arena

that was built for the year's fair. After a \$2 million dollar construction project, a new covered warm-up arena was added to the main horse barn utilized by horse shows held during the fair as well as throughout the year. The new arena was used for practice for

► See **BIG E**, page 61

Ringling Bros. and Barnum & Bailey model circus has home

STORY: Ron Gustafson
Special to Amusement Today

WEST SPRINGFIELD, Mass. — Step right up and see the greatest miniature show on earth!

Decades in the making, this manmade marvel is truly a labor of love by creator Westbrook (Brooke) Evans.

"I started it in 1976 in my condo in Lakeworth Florida," Brooke said from his current home in Ridgeland, S.C.

The project he is referring to is his Ringling Bros. and Barnum & Bailey* model circus, which is on permanent display at the Eastern States Exposition (The Big E) here.

The 16 by 40-foot exhibit contains more than 10,000 figures, all meticulously fashioned to a scale of 1/4-inch to the foot.

Brooke, 69, reminisced about his interest in the circus that eventually led to his building The Greatest Show On Earth* in miniature.

"This goes way back," he said. "My father was the first person in the U.S. to ever broadcast Ringling from start to finish — from the time the

train arrived in the wee hours of the morning until it was loaded up again late at night."

The daylong radio broadcast in 1942 was in five-minute segments and also included the live big top performance.

"Dad was a former ringmaster for the Orrin Davenport Circus before going back into radio," Brooke added. "I went to my first circus — so I was told — when I was 6 months old. So I kind of inherited that (interest)."

With a memory deeply engrained about his hundreds of circus visits over the years, he even recalls the last tent performance by the mighty Ringling Bros. and Barnum & Bailey.

"July 5, 1956 was the last tent show by the circus," he asserted. The gigantic big top, measuring 210 feet wide by 410 feet long, was retired and the circus made a transition into arena performances — a tradition that continues today.

Building in miniature

A self-taught modeler and artist, Brooke started building his miniature spectacle



Thanks to The Big E, a massive circus model created by Brooke Evans has a permanent home. The model, which measures 16 by 40 feet in overall size contains more than 10,000 figures. The model is themed after Ringling Bros. and Barnum & Bailey circus.

COURTESY RON GUSTAFSON

during the off-season when he worked in the carnival industry with Reithoffer Shows, which winters in Florida.

"I started with the carnival when I was a sophomore
► See **CIRCUS**, page 61





Members of the New England Association of Amusement Parks and Attractions (NEAAPA) let their hair down a bit during the association's annual summer meeting at The Big E in West Springfield, Mass., on Sept. 21. During a tour of North American Midway Entertainment's huge midway, the NEAAPA contingent climbed aboard the spinning mouse roller coaster, which included an enthusiastic George Frantzis II (left), an owner of Quassy Amusement Park in Middlebury, Conn. Around 80 NEAAPA members were in attendance at the day-long event.

COURTESY RON GUSTAFSON

►BIG E

Continued from page 60

the three horse shows, which took place during the run.

Also new at the fair this year was New England Navy Week. This was the first time the special show was held outside of the Boston area. Fairgoers were given the opportunity to meet Navy personnel and learn about their mission and day-to-day tasks through activities and demonstrations. The Navy Parachute Team (Leap Frogs) was on hand as was a Mobile Flight Simulator.

Other new exhibits included the Circus Around the Clock; Bixby's Rainforest Rescue; Avenue of the States, Get Your Engines Ready!; Band Organ Rally; and The Mechanical Man.

North American Midway Entertainment provided the midway with 47 rides this year.

Officials at The Big E challenged food vendors this year

to create a delicious concoction using corn. Those that took on the challenge included Red's Red Apples with Red's Tutti Frutti Popcorn; Osborne Mushroom Farm with Corn Poppers; EB's with Country Fried Shepherd's Pie; and Scirrotto's Cinnamon City with Corn Cake Pulled Pork Muffin.

Some other new foods include: the Red Velvet Funnel Cake by Apple Fritter Concession; Deep Fried Whoopie Pies at Sugar Shakers; Deep Fried Twinkies at Fried Cheesecake Concession; Fried Kool Aid at Fried Dough Concession; and Fried Brownie Bits at The Coffee Break.

Two new hot dogs were on store for fairgoers. They were: The New England Dog, with a hot dog wrapped in bacon with baked beans and cheddar cheese, and the Hot Diggid-E Dog, a Captain Nemo's Galleys newest creation with a gourmet hot dog roll from Bernardino's Bakery.



When the weather was good, fairgoers turned out for The Big E – the rides, the entertainment, and, of course, the food with some concessions seen here. North American Midway Entertainment brought with them their Chance wheel that filled the night sky.

COURTESY RON GUSTAFSON



►CIRCUS

Continued from page 60

in high school in 1957 and was on the road until 1993," he recalled.

When he eventually moved to Kingston, Pa., his circus model made the trek with him.

"Of course, it was growing all of the time as I continued to work on it," Brooke added.

Today, Brooke Evans' miniature circus world has a cast of thousands. In fact there are around 10,000 hand-painted people in the display — half of which are seated inside the main tent in folding miniature chairs that actually work.

As for the circus performers and patrons, they are all from a plastic castings firm in San Diego, Calif.

"I repositioned the heads, arms and legs and repainted all of them one by one," Brooke said of the painstaking work.

A stickler for detail, Brooke's circus layout is precisely what you would have seen on the Ringling Bros. and Barnum & Bailey circus lot during its heyday of tent performances.

From a sideshow, ticket booth, cookhouse and the big top, the display is nothing short of spectacular.

"It's all been done through research and photos I have dating back to 1946 of the actual Ringling Bros. and Barnum & Bailey circus," the modeler attested.

The 88-car railroad train, 26 trucks and 147 wagons in the display are on scale and each exquisitely appointed.

Lions and tigers and bears, oh my!

And no circus would be complete without a menagerie of animals.

"Everything that Ringling had in the menagerie that year (1946), I have in my menagerie tent there," Brooke said.

That includes Gargantua, the famous gorilla that reportedly saved the circus from bankruptcy after the Great Depression.

In addition there are lots of elephants, camels, zebras, giraffes, bears — every animal that the circus featured during the 1940s.

"Elephants are my favorite thing about circus," he admitted. "I just think they are amazing creatures — huge, gentle and smart."

The animals on display are white metal castings from a company in Atlanta, Ga. They are a bit more challenging for the modeler to fashion into his circus display.

"I cut them apart, rebuild



Brooke Evans is shown here working on a circus wagon at his home.

COURTESY BROOKE EVANS

and paint them to work in different poses that I need," Brooke said of the process.

Favorite piece

With dozens of circus wagons, trucks, railroad cars and even the circus big top to choose from, Brooke Evans has singled out the sideshow banner as his favorite piece in his collection.

"I had more fun building that than anything else. I got pictures of the original banner and reproduced it to the exact size (scale) and the wagons on

the show actually fold up the way the originals did," he said of the attraction.

Finding a home

How his miniature circus landed in Massachusetts is another story.

In the late 1980s Brooke's creation was featured in *O-Gauge Railroad* magazine. The article drew the attention of showman Bob Commerford of Commerford & Sons of Goshen, Conn., a company that brings petting zoos and animal rides to The Big E annually.

"Bob showed the article to Wayne McCary (president of The Big E), and Wayne contacted me and asked if I would be interested in having it on display there," Brooke said of the conversation.

In 1998 the miniature circus went on permanent exhibit at the exposition grounds.

"The Big E considers it a privilege to have Brooke's display here," noted McCary.

And Evans is thrilled about his creation being offered a permanent home at such a prestigious venue.

"More people saw it in the first two days of The Big E than ever saw it in my home," he recollected. "Now I see some of the same people year after year coming into the building to see the display."

The building housing Brooke's work is now called The Big E's Circus Museum. Other modelers have added miniature carnivals and other circus displays in recent years, but nothing in comparison to the immense exhibit by Brooke Evans.

Though retired, his hobby keeps him busy throughout much of the year. He can generally be seen during The Big E working on some new circus wagons at one end of the exhibit hall.

"I sell some of my pieces and donate circus wagons to the OABA (Outdoor Amusement Business Association) and the New York State Association of County Fairs auctions," he said.

In addition, he attends several circus model builders' shows throughout the nation each year.

As for the time he has spent creating his miniature wonder, it's "more than I want to admit to anybody."

But most gratifying for Brooke are the remarks he receives from fairgoers.

"A lot of older people tell me they remember it (the actual circus) just as they see it there," he said. "This has been a pure work of love."

**Ringling Bros. and Barnum & Bailey and The Greatest Show On Earth are registered trademarks of Feld Entertainment, Inc.*

Services to the Amusement Park Industry

Management and Marketing Consulting
 Customer Service Training • Concert Production
 CORE Cashless Ticketing • Special Events
 LED Lighting • Park Mobile Websites for Cell Phones

SEE US IN ORLANDO AT
BOOTH 2837

High Mountain Enterprises
www.highmountaintent.com

South Florida Fair gears up marketing

WEST PALM BEACH, Fla. — The South Florida Fair, West Palm Beach, has already kicked off celebrations for the event's centennial birthday. Officials began offering 100 days of giveaways leading up to the opening day of the fair Jan. 13. The fair will run through Jan. 29.

The giveaway is an interactive media extravaganza in which guests log onto the fair's Web site at southfloridafair.com, Facebook page at facebook/southfloridafair or follow on Twitter to receive a variety of discounts and coupons.

"Guests will get everyday deals and giveaways from South Florida Fair vendors and sponsors," said John Picano, the fair's public relations manager, when announcing the promotion. "They, then, also become eligible for the big weekly giveaways and prizes."

Fair staff and the Centennial Committee

have been planning well over a year for this year's fair, said Bill Sneed, chairman of the Centennial Event Committee. The fair will highlight the growth of the community from the fair's beginning to 2012.

New features will include the fair coupon book, which offers discounts for the fair itself. Other activities include the Jeans and Jewels "Party of The Century." Proceeds from the event will go to the fair's scholarship program and Ag Camps.

Wade Shows, Livonia, Mich., will return to the 100th anniversary event in 2012 providing the midway with about 200 rides, attractions and games.

South Florida Fair President and CEO Rick Vymlatil was elected president of the Midwest Fairs Association in March 2011.

—Pam Sherborne

Tulsa State Fair attendance up

TULSA, Okla. — Attendance at this year's Tulsa State Fair was up slightly from 2010, marking the second year in a row that attendance has increased. An estimated 1,123,000 people visited the 11-day event.

According to an article in *Tulsa World*, last year's estimated attendance was 1,097,000. In 2009, the estimated attendance was 835,000.

Mark Andrus, Expo Square president and CEO, cited good weather, compre-

hensive media coverage and the quality of the fair itself as the reasons attendance continued to grow this year.

"The planets lined up for us again," Andrus was quoted as saying in that article.

Fair attendance has always been an estimate because of the many types of tickets sold — including multiday passes — and the large number of exhibitors and workers coming and going throughout the event.

Andrus said he determines the estimated attendance by comparing current year sales of fair tickets, midway ride tickets and food to the previous year's sales.

Murphy Brothers Exposition, Tulsa, Okla., provided the midway.

—Pam Sherborne



Supplying Amusements New to Used

Rides-4-U

221 Evans Way, Suite E
Somerville, NJ 08876

Phone: (908) 526-8009
 Fax: (908) 526-4535
www.Rides4U.com



VIRGINIA BEACH AMUSEMENT PARK RIDE LIQUIDATION

HIGH QUALITY RIDES

IN SEARCH OF NEW HOMES



FLIPPING ACTION ARM
MOSER



HURRICANE
DARTRON



FLUME
REVERCHON

QUALITY USED RIDES AT EXCELLENT PRICES

ALSO AVAILABLE:

MUSIC EXPRESS
MACK

TILT-A-WHIRL
SELNER

TOWER-SPRING RIDE
MOSER

TRAMPOLINE
EUROBUNGY

FOR MORE INFORMATION AND PRICES PLEASE CONTACT YOUR SALES REPRESENTATIVE



VISIT US AT
 IAAPA
 Booth# 4215



WE FINANCE EVERYTHING

but the SMILES ON THE MIDWAY

Prairie Financial

Helping show folks grow their businesses since 2000

Paul Muller
paul@prairiefinancialinc.com

Wade Muller
wade@prairiefinancialinc.com

816-554-3863 (Office)
 816-554-3875 (Fax)

prairiefinancialinc.com

A division of

 Member
FDIC



NEW RELEASE:
SKY TOP 16 SEATS
SURF 22 SEATS!
TRAILER
OR PARK MODEL

**STANDARD RIDES
 AND SPECIAL PROJECTS
 MANUFACTURER
 FOR FEC CENTERS
 AND THEME PARKS**



RIDES & FUN
 representative
 office will open
 soon in Arizona
sales.usa@ridesandfun.com

RIDES AND FUN SRL
 Brescia - ITALY
 Ph. +39 030 94 08 126
 Fax +39 030 94 08 564
info@ridesandfun.com



IAAPA



MIDWAY MARKET PLACE

GROSSES INCREDIBLE NUMBERS

COCA-COLA DRINK STATION

MIDWAY STAINLESS FABRICATORS
HILLSIDE, NJ 07205
www.midwaystainless.com

SIX FLAGS
AGAWAM, MASS.

Twin-Pup 28 Genset Package

3200W Standby 3000W Prime Genset QSM11 Cummins Engine or 500 KW Standby 460 KW Prime Genset QSA15 Cummins Engine

Distro Panels

175KW Standby 160KW Prime Genset QSB7 Cummins Engine

• Both gensets controlled with a Woodward Easygen 3200 controller which will start and stop the units automatically on an as-needed basis.

Saves Fuel!

Gull Wing®
Portable Power Equipment
Fax: 712-200-1936 www.gull-wing.com

Phone: 712-200-2747 or 800-838-1482

WATERLOO
www.waterlootent.com
1.800.537.1193

Custom Amusement Canvas

Ride Padding Specialists

Developers of Ride Hyde Composite Foam Systems

We Mold Our Services To Fit Your Needs!

www.rsalberts.com
ALBERTS CO.

Ralph S. Alberts Company
Tel: 570-368-6653
E-mail: info@rsalberts.com

Visit us at IAAPA booth #3024

Keep our carnival and fair industry strong!
Buy products and services from these suppliers.

MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Rain on the first two days of the fair and then again on Saturday night negatively impacted attendance at the **2011 Oklahoma State Fair**, Oklahoma City, which ran Sept. 15-25, but attendance still reached about 900,000, according to fair spokesman Scott Munz. That is an 18 percent decrease overall from 2010 when 1.1 million visitors attended the fair.

Even so, **Wade Shows**, the midway operator based in Livonia, Mich., grossed over the \$3 million mark due to a strong ride line-up and POP armbands offered throughout the run of the fair. Wade Shows provided 75 rides, games and shows.

The food gross also remained consistent with last year. The available commercial exhibitor space sold out prior to the start of the fair and exhibitor's confidence continues to be strong.

Highlights included the Disney on Ice show. The show this year was Disney On Ice presents Disney/Pixar's Toy Story 3, (10 performances running September 15 – 20). There were a total of 10 performances and overall the show was up 7.36 percent.

The Xtreme Bulls show didn't fare as well. Originally scheduled for two performances, Easton Corbin cancelled on the Friday night of the fair, which necessitated the fair refunding 100 percent of the ticket sales. Munz said, due to that, the resulting gross from one performance was down 56.89 percent.

Even with the rain on opening day of the fair, Eli Young Band drew the largest crowd ever for the fair's free national talent stage. Leon Russell, who performed Sept. 16, drew a nice crowd even though there was rain off and on all day that day. Munz said the skies did clear that evening in time for the show.

New grounds entertainment for 2011 included The Butterfly House, the Science Museum Oklahoma, the Great American Duck Races, and the Mutton Bustin' in the Centennial Frontier Experience.

Officials at the **2011 Kern County Fair**, Bakersfield, Calif., were extremely pleased with results, saying this was one of the most successful fairs in recent history. Total attendance was 385,167 during its Sept. 21-Oct. 2 run.

In information written by Bill Blair, who had announced his impending retirement a few months back, the annual event has continued to be successful. There was an economic impact of more than \$30 million to Kern County, sales tax to the city and county of more than \$500,000, and 400 jobs created.

And, he said, that doesn't even count the significant social impact.

There were also less crime-related incidences in 2011 compared to 2010.

Butler Amusements, Fairfield, Calif., provided the midway.

The Kern County Fair board of directors is now seeking a qualified professional to become chief executive officer of the Kern County Fairgrounds beginning on or about February 1, 2012.

Application materials were accepted through mid-month last month (October).

Construction has started on an outdoor learning area at the **Nebraska State Fair**, Grand Island, that's designed to teach children about groundwater use.

According to local reports, the nonprofit

Groundwater Guardians raised almost \$50,000 for the half-acre learning area. It will include a prairie maze, tree fort, rain garden and other features to teach children about how and why groundwater is used.

The learning area is expected to be open for next year's fair. Groundwater Guardians says it will also be accessible year-round for education activities.

The 2012 dates for the Nebraska State Fair are Aug. 24-Sept. 3.

Heralded as the largest single event in the state, drawing 1,059,182 people, the **Puyallup (Wash.) Fair** closed its gates for 2011 after a successful 17-day run, Sept. 9-25.

With a theme of "Make Your Escape," guests did just that, enjoying a variety of free entertainment, delicious Fair food, fascinating exhibits, and breathtaking rides. Total attendance was down 6,026 from the previous year.

The fair covered the gamut on the weather charts, starting off with the highest temperature of the year. While the middle weekend saw rain, the rest of the fair boasted warm, pleasant weather – until the last day. Driving rain, high winds and sunshine rotated during the day, finishing the fair in a dramatic way.

Selena was the highlight of the Puyallup Fair Concert Series sponsored by Columbia Bank with a sold-out concert. Popular artists included Larry the Cable Guy, Miranda Lambert, Amy Grant and Michael W. Smith, Trace Adkins, and Chicago with the Tacoma Symphony.

The Puyallup Rodeo Justin Boots Playoffs featured the top athletes in the business Sept. 9-11. With a purse of \$560,000, rodeo fans saw the thrills and spills of great rodeo action.

The MBS Mountainboard Show and Big Aerial Show brought drama high in the air with free entertainment all ages enjoyed. Traditional favorites included animals, agriculture, flowers, art, photograph rides, food, youth shows, and exhibits.

Funtastic Shows, Portland, Ore., provided the midway for the fair.

The 87th annual **Cleveland County Fair**, Shelby, N.C., fair drew 175,797 this year representing an increase over 2010 of about 8,000 fairgoers. Fair Manager Calvin Hastings said the busiest single day this year was recorded on Oct. 1 when 31,154 people packed the grounds. The fair ran Sept. 29-Oct. 8.

"Everybody was happy, it sounded like," Hastings said, in a local report at the close of the fair. "We heard people say it was the best fair ever. All in all, it was really a great fair."

According to reports, fair organizers have been and will continue their push to top 200,000 visitors, hoping perhaps the 2012 fair will be the time. The current all-time attendance record is around 185,000.

Popular attractions included car and truck demolition derbies presented by Ellenboro-based Ultimate Destruction, a monster truck rally and performances by the trained Syrian brown bears of Hall's Bear Mountain, Elvis impersonator Ryan Pelton, the Hansen's Spectacular acrobats and illusionist Josh Knotts.

Hastings said the success of one new attraction — helicopter rides that took fairgoers soaring over the midway for \$15 per person — exceeded expectations.

Reithoffer Shows, Gibsonton, Fla., provided the midway.

Western Fairs Assn. to address "hard times" at January's convention

ANAHEIM, Calif. — It is not surprising that the topic to be addressed by the 2012 Western Fairs Association Convention and Trade Show keynote speaker is "Making the Most of Difficult Situations."

Garrison Wynn will speak during the event, set for Jan. 8-12, Anaheim, Calif. He will be speaking to many fair officials feeling the current money crunch in the State of California where government leaders last May slashed all \$32 million in funding for California fairs.

In some instances, the smaller county fairs may not survive this latest turn of events.

This, most likely, will be the hottest topic at the upcoming convention.

The Western Fairs Association, which serves more than 800 members, representing fair-related businesses, fair management, fair board directors, festivals, and industry associations in the western U.S. and Canada, has made several changes for this 89th convention. One of those changes is registration fees for attendees. Culminating the end of the 200th anniversary year of fairs, the association lowered that price to \$200, the lowest registration fee in 20 years.

In addition, the convention and trade show is being held two weeks earlier than last year creating earlier deadlines. The association's Web site, www.fairsnet.org, states that registration and hotel reservations must be made by Dec. 15 to guarantee the lowest rates.

And, after three years, the WFA annual event will be located in southern California.

"We are excited to be back in Southern California after a three-year hiatus," said Carrie Wright, WFA marketing director, when announcing the location change. "The new location brings new markets and new opportunities for attendees and exhibitors, and the new registration fee and low hotel rate makes it more affordable than ever."

Association officials are anticipating that more than 1,200 fair CEOs, directors, staff and fair-related profes-



WESTERN FAIRS ASSOCIATION

sionals representing more than 150 fairs, festivals and social events to be on hand.

As of mid-September, the official exhibitor list showed

over 50 companies had already committed to show their products.

The WFA also has an extensive entertainment showcase annually.

Disneyland, Anaheim, is offering discounted tickets to WFA members and their families.

—Pam Sherborne

www.5CENTRIDE.com

Watercolor Art of Parks, Carnivals & Fairs
Ceramic Tiles
And Custom Gifts

Sue Nichols • 615 662-0252
Email: fivecentride@yahoo.com • P. O. Box 238 • Pegram, TN 37143

Join The Fun and Excitement! Industry Favorites • Proven Popularity

BATTECH ENTERPRISES, LLC
DBA **Dartron**
Distributed By **RIDES 4U**
Supplying Amusements New to Used

Zero Gravity

Cliff Hanger

Distributor Of Parts For All Rides Produced By Hrubetz, Kilinski, Manco And Dartron Rides Including The Hurricane, Round-Up, Paratrooper, Tip-Top, Startrooper, Zendar And Downdraft

All New THE RAVE Rotor Style Action Ride
MADE IN USA

- 28-ft Trailer • LED Light Package
- Easy Set-up & Take Down

Dartron
2725 19th Street SE
Salem, Oregon 97302
Phone: (503) 362-2341
Fax: (503) 362-2536
Email: dartronadm@earthlink.net
www.dartronrides.com

BATTECH ENTERPRISES, LLC
1933 Dartron

CHANK RIDES

Rides-4-U
221 Evans Way, Suite E
Somerville, NJ 08876
Phone: (908) 526-8009
Fax: (908) 526-4535
Email: info@rides4u.com
www.rides4u.com

Supplying Amusements New to Used



The games the world plays!

NEW ATTENDANT FREE! FEC Group Games



Sinky Feet



Whac-A-Mole



Trailer



Arcade Models

See these and other new games at

427 15th ST. DAYTONA BEACH - FLORIDA - 32117

Phone 386-677-0761 Fax 386-677-0794

WWW.BOBSPACERACERS.COM

ADMITTED AT 10/2/11 TM AND © BOB SPACE RACERS, INC. 2011

IAAPA Orlando BOOTH 2615



MARKETPLACE

AmusementToday.com

AUCTIONS

EQUIPMENT

OPPORTUNITIES

SERVICES

AUCTION

Another NORTON

AUCTION

As we have retired and are scaling down our collection, the following sells at public auction. Located at the Dearth Center at the Branch County Fairgrounds in

**COLDWATER, MICHIGAN
Wednesday ★ Dec. 7 ★ 11:00 AM**

**ANTIQUÉ AMUSEMENT PARK,
CARNIVAL, ARCADE &
CIRCUS MEMORABILIA
COLLECTIBLES**

Antique-Reproduction Cretors 2-Wheel Popcorn Cart; (1) Antique Child's Metal Pedal Boat; Restored Lusse Bumper Car; 4' Diameter Evans Roulette Wheel Made Into A Coffee Table; Original Fun House Mirror (Idora Park); Rare Shell Design Mutoscope; 100 +/- Original Carnival Chalkware Figures; Amusement Park & Circus Photos & Postcards; **MGR Ring Machine**; Clown Garbage Can Lid; 5'x20' Lighted Leaded Glass PENNY ARCADE Sign; Large Selection Of Amusement Park Collectibles; Neon Candy Apple Sign; (2) Electric Miniature Carnival Rides; Wood, Tin & Metal Amusement Park Signs Including: Silver Beach (St. Joseph, MI), Redbrush Park, Magic Waters, Long Point Park, Funni-Frite, Santaland, Storytown, Idora, Paragon, Fair Park, 1984 World's Fair, Rocky Springs, Playland Park, Branson USA & More; Wood Ring Toss Hoops; Skee Balls & Cat Rack Cats; 4'x24"x43" Rubber-Tired Circus Wagon (Carson Brothers Combined Shows); (2) Miniature Motorized Carnival Rides; Upright Roulette Wheel From Idora Park; Wood P.T.C. Pony & Cart (Idora Park); Exhibits; Pedestal "Punch Me" Arcade Games; Antique Elephant Stand; Antique Oak "Fairest Wheel" Countertop Gaming Machine; Fabulous Oak, Faux Marble & Chrome Antique Physical Test Grip Or Blow Arcade Machine; Restored Pinto Kiddy MGR Horse; 4' Clown From Circus World; Exquisite Custom Contemporary Giraffe Carving By Joe Leonard; Antique Hand Carved Wood Carousel Rounding Board Panels & Mirrors; Numerous Bisque, Wood, Glass Carousel Animal Figures, Some Musical; 5¢ Slot Machine; Restored Wood Allen Herschell MGR Horse With Brass Pole & Stand; Many Showmen's League Of America Yearbooks; Antique Oak Ticket Shredder; 3 Seater Wood Ostrich MGR Animal; Old Metal Wind Up Miniature Amusement Ride Toys By Chen: Bumper Cars, Jet Roller, Coaster, Ferris Wheel, Tubs Cars, Sky Rocket; LOTS Of Related Items!! To View Photos Log Onto www.nortonauctioneers.com.

INSPECTION: Friday, December 6th, 1:00 to 5:00 P.M. & Morning Of Auction At 9:00 A.M.

TERMS: 10% Buyers Premium, Cash Or Check With Bank Letter Of Credit - No Credit Cards Accepted!

**DAVID & CHRISTINE
NORTON, OWNERS**



**NORTON AUCTIONEERS
PROFESSIONAL AUCTIONEERS**

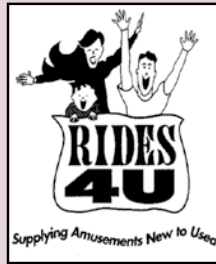
P.O. BOX 279 • COLDWATER, MICHIGAN USA 49036
(517) 279-9063

E-mail: nortonsold@cbpu.com Website: www.nortonauctioneers.com

NATIONALLY RECOGNIZED AWARD-WINNING AUCTIONEERS
NATIONWIDE AMUSEMENT AUCTIONEERS



FOR SALE



Bumper Cars (24 cars) 40x80 (SBF) ...	\$125,000
Twister/Maverick (Moser)	\$599,000
Drop Tower T/M (ARM)	\$249,000
Super Truck (SBF)	\$19,900
Ali Baba T/M (ARM)	\$249,000
Scooter 1800 T/M (Majestic)	\$224,000
Crazy Bus T/M (Zamperla)	\$99,000
Tomado T/M (Wisdom)	\$99,000
Drop Tower (Moser)	\$89,000
Americana Carousel 28' (Chance)	\$119,000
Traffic Jam T/M (SBF)	\$219,000
1989 Orbiter T/M	\$205,000
Sea Ray T/M (Mulligan)	\$249,000
Bear Affair	\$44,000
Baja Buggy T/M (Zamperla)	\$59,000
High Flyer (ARM)	\$189,000
Deluxe Sizzler T/M (Wisdom)	\$99,000
Crazy Surf P/M 60ft. tall 18 people (Sarton)	\$99,000

Call Len or John
(908) 526-8009
FAX: (908) 526-4535



LOOPING COASTER

Launch Loop Shuttle Coaster
Arrow Dynamics all steel with
G-Force 4, 56' high x 635' long
Built in 1977, excellent condition in
Indiana. \$160,000
For photos and details:
ralph@vestil.com
22 Other Rides

NEW Dark Ride - Portable, available for immediate delivery. 70' sculpted front, superior graphics, very easy setup. Quality pneumatic tricks throughout w/ digital sound.

Call Fun Tech Industries
(866) 420-4155

2001 Simex Platform Simulator
Currently in operation.
Has been well maintained.

Contact: Peter Collins
(905) 358-3293 x4784
pcollins@cliftonhill.com

FOR SALE

KIDDIE RIDES FOR SALE
Turtles: \$7,500
Pony Carts: \$5,000
Tubs of Fun: \$6,000
Hampton Cars: \$8,000
Space Train: \$4,000
Little Dipper Coaster: \$7,000

ADULT
Round Up: \$23,000
Paratrooper: \$24,000
Troika: \$65,000
Calypso: \$22,000

ralph@vestil.com
Angola, Indiana



Check out the latest premium new and used rides at: facebook.com/internationalridesmanagement or call (609) 425-1220 to receive a current list.



16-LED Turbos!
\$1.80 each
110 Volt E14 Base
Best Quality Available
Water Resistant Coating

Contact
(412) 855-0488 or
swankrides@aol.com



FOR SALE

2008 10 Player Roll A Ball
This game is in "Like New" condition. Lightly used as a promotional piece it is ready for your park or show.

For more photos & details
Please Call Bill at 516.769.0466
Email at: sales@bronxtoys.com

FOR SALE



WACKY WORM
Family Roller Coaster

Now taking orders for the
2012 season
Price: \$238,000

Dave Griffith - (361) 548-5902
IAAPA Booth# 4564
cmdenterprises@aol.com
www.cmdenterprises.net

OPPORTUNITY

Due to growth at the four North Texas Hawaiian Falls waterparks and the addition of a new park in Waco, Hawaiian Falls Waterparks is seeking senior managers. The following positions are currently open:

- General Manager
- Director of Finance
- Director of Marketing

Email cover letter and resumé to jobs@hfalls.com. More info and job descriptions are online at <http://www.hfalls.com/waterpark/employment.html>

SMOKEY MOUNTAIN AMUSEMENTS INC. Needs Ride Help In All

Departments:
Ride Superintendent - For Green Unit.
Electrician - For Green Unit.

Contact:

Brian (Beaver) Bitner

(919) 272-5627

Billy Clark

(863) 738-1689

Winter Quarters Now Open!

(843) 362-0022

2012 JOINT VENTURE OPPORTUNITY - You own a high visibility location in a family oriented, seasonal resort and you have successful marketing / promotion experience in your market.

We own factory new condition, family oriented amusement rides and attractions valued at more than \$1 million. In addition, we have outstanding credentials producing magic shows throughout the U.S. and own a custom century show mobile along with magic, props and effects valued at an additional \$500,000.

We seek to join with you in creating a high quality, family oriented, seasonal attraction for your community.

INTERESTED PARTIES CONTACT:

Merlin's Magical Adventure

22 Monroe Drive

Laurel Springs, NJ 08021

(609) 206-5244



44th Annual

TRADE SHOW & EXTRAVAGANZA FEBRUARY 7 - 11, 2012



The word "Tampa" may mean "sticks of fire" in the language of the Calusa, a Native American tribe that once lived south of today's Tampa Bay. This might be a reference to the many lightning strikes that the area receives during the summer months.



Gasparilla was first held in May 1904 in Tampa Bay, but the invasion originated on horseback instead of by boat. In years past, a US Navy ship would be attacked by small boats throwing Cuban bread and black bean soup. The Navy would respond with fire hoses but would succumb to the Ybor City Navy, and then surrender to the Alcalde of Ybor City. The sailors would be treated to an evening on the town.



P.O. Box 189 * Gibsonton * Florida 33534
(813) 677-9377 * Fax (813) 677-1041
www.gibtownshowmensclub.com