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Two traditional family-owned parks to expand

PAUL NELSON: Waldameer Park announces 2013 plans; 10-year expansion

STORY: Scott Rutherford
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ERIE, Pa. — With autumn in full swing and winter on the way, Waldameer Park & Water World have closed for the 2012 season. But there is no slowing down at the nation's 10th oldest amusement park as workers are already preparing for the 2013 season and beyond.

First up for next season is the addition of a Bertazzon Musik Express that will be placed in front of the park's Merry-Go-Round picnic shelter and be surrounded by flower gardens, a large water fountain, and plenty of new benches. The park's 21 year-old Eli Bridge Scrambler will be moved slightly to fit the new ride, giving more room for guests to enjoy the new

area.

In addition to the new ride, Waldameer and The Gravity Group are partnering to make repairs and modifications to the park's signature ride, The Ravine Flyer II. After five seasons of great drops, thrills, and airtime, parts of the wood track and steel structure will be replaced and tightened it to make sure it is in top form for 2013. The engineers from The Gravity Group along with a large carpenter crew will make tweaks and minor adjustments to the ride that will make the coaster — ranked as number

▶ See WALDAMEER, page 6



Nelson



Aerial view of Waldameer Park illustrates the current property (red) and the recent land acquisition (yellow) as well as the lakefront parcel (blue), which will be developed as an extension of the main park over the next 10 years at a cost of more than \$20 million. The purchase included seven acres that houses the 58-room Inn at Presque Isle as well as a group of rental homes known as the Cottages at Presque Isle. COURTESY WALDAMEER PARK

ADRIENNE RHODES: Lake Winnepesaukah unveils plans for new waterpark



This artistic rendering illustrates the major multi-million waterpark expansion coming to Lake Winnepesaukah in summer 2013. To be constructed on the west side of the property near the park's signature Cannon Ball wooden roller coaster, the waterpark will feature a lazy river, wave lagoon, flume body slides, enclosed tube slides and side-by-side racer slides, and a splash park for toddlers along with other amenities. COURTESY LAKE WINNEPESAUKAH / AQUATIC DEV. GROUP

STORY: Scott Rutherford
srutherford@amusementtoday.com

CHATTANOOGA, Tenn. — Lake Winnepesaukah Amusement Park officials have announced they will add a water entertainment addition to the park's attraction lineup for summer 2013. The five-acre waterpark expansion will be situated on the west side of the property near the park's signature Cannon Ball wooden roller coaster. Construction is slated to begin this January and be complete by next summer.

"We have looked for the right opportunity to expand Lake Winnie and give our guests even more reasons to come back and more ways to have fun," said Talley Green, public relations director. "Within a 250 mile radius our customer base continues to increase, enhancing tourism in the Chattanooga area. After

researching various waterparks for a number of years, we are thrilled by the plans that have been developed by our award-winning team of designers."

The multi-million dollar waterpark will feature a lazy river, wave lagoon, flume body slides, enclosed tube slides and side-by-side racer slides, and a splash park for toddlers. It will also offer covered and uncovered lounge seating, retail shops, concessions and a changing facility. The facility is being designed by architect Christopher M. Jones of North Palm Beach, Florida and Aquatic Development Group of Cahoes, N.Y., both of which have extensive waterpark



Rhodes

▶ See WINNIE, page 6



NEWTALK

OPINIONS

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Tidbits



Slade

As most already know, the State Fair of Texas icon, Big Tex, burned on the last Friday of this year's fair. Fire investigators have now ruled the fire was started by an electrical short in one of Big Tex's boots, which caused the fire trail to shoot up the electrical wiring that goes to his animated mouth.

State Fair officials have already announced that a new version of Big Tex will be ready for next year's fair, and he will be bigger and better than ever before!

Kudos go out to Six Flags Over Texas for taking advantage of the beautiful fall weather and hiring Baynum Painting to repaint both the legendary Shock Wave roller coaster and the La Vibora bobsled ride. The colors are stunning and we're sure the guests will take notice! Thanks to Jim Reid-Anderson for making this happen — keep the paint rollers rolling!

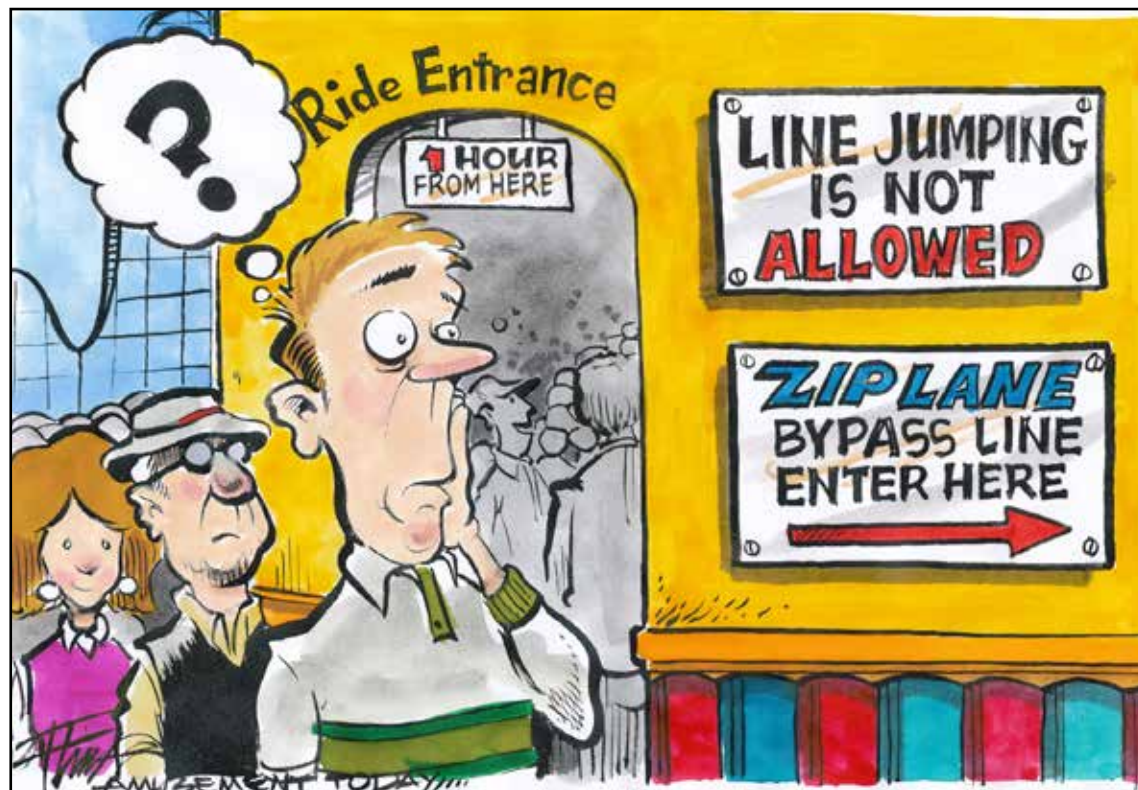
It was sad to see two great tower rides come down recently by controlled explosions in an effort to make room for new attractions. Cedar Point removed their Von Roll observation tower, laying it down perfectly in a trench built in the adjacent beach. Same goes for the Six Flags Over Texas parachute drop which came crashing down on the site of the recently removed Boomerang coaster, landing 11.5 inches from the planned center mark. This was the second ride demolition I've witnessed first hand, and I'm still not used to the sound of that big "bang," nor are all the car alarms!

Congratulations to John Arie for breaking ground on his park expansion at his I-Drive location in Orlando. In a tourist market where high-tech and very expensive themed rides rule, it will be a breath of fresh air to be able to go ride our amusement industry classics like the Tilt-A-Whirl (Larson's first to build since the purchase of Sellner) or a GCII wooden coaster. We wish John and his team all the best on their new adventure.

—Gary Slade

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

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Hello Dolly!



Rutherford

As the lingering effects of another wickedly hot summer finally began to wane, I found myself eagerly looking forward to Amusement Today's 15th Golden Ticket Awards ceremony, which was slated for early September in Pigeon Forge, Tennessee.

While the GTA event is designed to acknowledge and honor "The Best of the Best" in the amusement industry, it has also become an end-of-season, pre-IAAPA soiree for colleagues in "the business." These fine folks are dedicated people who work very hard at what they do. Over the years, many of these business contacts turned into friendships. And it is these wonderful people I always look forward to seeing in a casual setting, which is something we all need after a busy summer season.

Our host park for the GTAs this year was, of course, Dollywood. This incomparable gem nestled in the picturesque Great Smoky Mountains is truly one-of-a-kind. I've been frequenting Dollywood for years, and with each visit, I find yet something else that impresses me. The manner in which the park's many employees

approach their positions and guests is inspiring. This interaction doesn't feel forced or artificial, and that's a credit to the their leadership and training.

In addition to the obvious grandeur of the venue, an absolute highlight of the 2012 GTAs was the willing participation of the park's esteemed co-owner and ambassador, the legendary Ms. Dolly Parton. This unconventional and beloved entertainer accentuated our show to the point that it may never be equaled. It really was that incredible. Not only did she join in the performance of one of her songs, she continually appeared on stage when Dollywood was awarded each of its five wholly-deserved Golden Tickets, and she bantered easily with presenters, winners and AT Publisher Gary Slade.

Another pinnacle of the ceremony was Ms. Parton's appearance at a lavish post-show reception where, with a park photographer and studio lighting, she tirelessly accommodated each and every attendee by posing with them for a personal photo.

Like Dollywood itself, Ms. Parton is a genuine, 100 percent first class act. She's the real deal. I count myself fortunate to have, for a brief instant, basked in her glittering starlight.

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NEWSTALK

EDITORIAL: Tim Baldwin, tbaldwin@amusementtoday.com

Line jumping IS permitted



Baldwin

Something struck me as truly ironic in one of my park visits this year. While visiting a park that I thought looked great and was running well, the happenstance of two signs being juxtaposed right next to each other brought forth a laugh. One had an admonishing tone saying that "Line jumping is not allowed," while the next sign was for the park's new Fast Lane program that showed you how to do just that. Comical.

In late 1999, Disney introduced the Fast Pass. So innovative and guest friendly was this concept, it was no surprise the amusement industry took notice. As with just about any creative idea, those that attempted to follow the ride reservation system concept analyzed, minimalized and distorted the original idea. And what was that? To allow guests to spend more time enjoying the park and less time in line.

Today, a variety of systems are in place — wristbands, handstamps, robots, tickets...you name it. What went wrong (and that's a matter of my opinion and not the parks) is that we've now evolved the idea into breaking the park guests into a caste system. Those that are more affluent get to cut in line over those that earn a more modest, traditional family income. Years ago when one park trying to introduce such a program and was being berated by the public, the park spokesman tried to put a PR spin on it saying "this is a service our guests have been asking for." Well, not exactly. Many guests had travelled to Disney parks and enjoyed the convenience of the Fast Pass system in place there. It is unfathomable that any customers would ask a park to come up with a convenience that they would have to pay more for. A lot more, as a matter of fact.

I have no problem with parks looking to find profits. If there are people willing to spend, there are various ways

to get it from them. Witness the success of cabana rentals. There's also the (indirectly insulting) preferred parking as well. Neither of these impact my visit if I choose not to invest in these particular perks.

And I should clearly say I've enjoyed this perk on an occasion or two. Sadly, I tried not to make eye contact with those I was cutting by like they were some kind of street panhandler not worthy of my gaze, and subsequently hated myself for it.

I spoke with a friend in the industry who said his park people at the time were investigating new revenue streams. When this "pay to jump the lines" idea was presented, it was decided that as long as it had minimal impact on the regular guests, then it was agreeable. After leaving this friend, I queued up for one of the park's roller coasters only to find every other train was reserved for this "elite" brand of guests. Not only was this not a minimal impact, it was a huge impact instantly doubling my wait time. As I've travelled more and more, I find all these systems flawed in one way or another. Usually capacity is affected, efficiency is diminished and logic might just be thrown out the window. In most cases, rides just don't run as well. Loading is slowed, seats go out empty and moods are frustrated. If any park thinks this is just a minor — and acceptable — inconvenience, just look at the faces in the long lines queued up as they watch the privileged waltz past them. It now seems to appear to the guest that efficiency has taken a back seat to profits and that the parks have adopted the attitude that "if you don't want to wait in long lines then shell out more money."

There is one theme park chain where the system works. Visit a Disney park. The reason is Fast Pass wasn't introduced as a revenue stream, but as a guest service. It can't be both. My hat's off to the Disney Company for resisting the urge to divide their guests into classes. When they say "Have a magical day!" it includes everybody.

MAILBAG

On the 2012 GTA's...

Dear Gary,

I wanted to comment on the recent Golden Ticket Awards. Dollywood did such a wonderful job of hosting all of us that they certainly deserve a huge thank you from everyone who attended. They certainly met the mark of every park who has hosted the GTA since I started attending all of whom have done an absolutely outstanding job of hosting and catering to our every need. All with smiles and impressive congeniality.

But I'd like to especially thank Dollywood and the wonderful Miss Dolly Parton who made this year's event an unprecedented success. She was as lovely inside as out and so gracious to join us on-stage for your special Golden Heart Award, not to mention to stand for all of those pictures with the attendees. That was really above and beyond the call of duty and a terrific surprise for all of us. Her friendliness, grace, smiles and humor spoke volumes about her personality which is most likely unparalleled in the music and acting industry.

A big thank you to you, your staff, *Amusement Today* and to Dollywood and Dolly, herself, for an unforgettable experience at the Golden Ticket Awards 2012! With best regards,
Patty A. Sullivan
President/CEO
Eli Bridge Company

Sir Gary,

Congratulations on another amazing Golden Tickets event. I have heard glowing reports on all that your team did to continue your legacy of a reputable and respected awards process and ceremony. Well done!!!

Sincerely,

Brad Thomas
General Manager
Silver Dollar City

Hi Gary,

What a great weekend! Your team and Dollywood did a wonderful job of welcoming everyone here for the Golden Tickets. I enjoyed experiencing Dollywood for

the first time. It is a wonderful park with great storytelling.

Once again, thank you so much for your recognition of Disney California Adventure. We are truly honored. Thanks for the extra Golden Tickets. We are sharing the duplicates with each of the partner groups that worked on the DCA transformation to have one for their teams.

Thanks again!

Mary M. Niven
Vice President, Disney's
California Adventure &
Guest Services

Gary,

Congratulations on another great Golden Ticket event. Every year it seems to get better-attended and even more publicity, which is great for the publication. We appreciate you bringing people together each fall, I am really glad this has turned into a new September tradition.

Adam Sandy
Ride Entertainment Group
of Companies

Gary,

I wanted to say thank you. It was my first Golden Ticket event, so I wasn't sure what was expected — thanks for your help. Also thank you for the awards — especially the "Turnstile Award!" What an honor it was for me to accept for SeaWorld San Diego. After working at the park for 27 years, it sure meant a lot to be a part of a winning moment!

I look forward to working with you in the future and I hope to see you soon.

Safe travels!

Rick Schuiteman
VP, Entertainment
SeaWorld San Diego

Hi Gary,

Congratulations for a great event. Thank you for the award — it really means a lot to us! I've been telling everyone at Walt Disney Imagineering about it!

Kathy A. Mangum
VP, Executive Producer
Creative Development
Walt Disney Imagineering

Gary,

I wanted to reach out and say that I thought the Golden Tickets was a wonderful event.

I appreciate everything you all did. It was great getting to meet you. Don't be a stranger at Dollywood!

Michelle Dillon
Executive Assistant
Office of the President
& VP/GM
Dollywood

Hi Gary,

Thank you so much for organizing such a wonderful event! It was just perfect!

Brian and Jan King
Recreation Engineering, Inc.

Gary,

Thanks again for an outstanding Golden Ticket event. I thought you would like to see this thank you ad that we run in several San Antonio area newspapers.

Have a great day,
Jeffrey A. Siebert
Schitterbahn
Waterpark Resorts

On the NRCMA Exhibit...

Hi Gary,

It's amazing what reflections the power of a photo can elicit. When I saw the Matterhorn Bobsled cars that you're receiving from Disneyland for your roller coaster museum, I immediately recalled the years I spent as a ride operator on that attraction. I recalled the duties of ensuring guests were properly seated, running the control panel and even "running the track" before and after park operation. It was my first amusement park experience, and it was there that I learned the importance of teamwork, cooperation and loyalty. Congratulations on this great acquisition and the future of the museum!"

Sydne (Huwaidi) Purvis
Communications Manager
Six Flags Fiesta Texas

THIS MONTH IN HISTORY

Amusement Today takes a break from our usual "This Month in History column" to take a look instead at some of the significant acquisitions made by the NRCMA over the past year.

Presented by



www.RollerCoasterMuseum.org

•The NRCMA has continued to digitize historic photos, videos, postcards and other images. Highlights include photos of **Arrow Development's** early history from the **Ron Toomer** collection; conversion of early Arrow promotional films to digital format; photos of rides from the **Sellner** collection including the very first **Tilt-A-Whirl**; and historic photographs and postcards of **Frontier City** courtesy of Steven Ball. To date, NRCMA has scanned over 8,000 items.

•Three rare, German-built mouse cars from one of the earliest all-steel **Mack Wild Mouse** coasters that operated for almost 30 years at **Playland** at the **PNE** in Vancouver, Canada.

•**Vekoma Suspended Looping Coaster** cars from **Morey's Piers** — one of the earliest rides of that type.



•Above, a **Giovanola**-built train from **Hersheypark's Superdooperlooper** custom **Anton Schwarzkopf** coaster.

•A **Von Roll** aerial ropeway car from **Six Flags Great Adventure**.

•Four **Schwarzkopf Wildcat** cars and sections of track from **Cedar Point's Wildcat** coaster.

• An entire 1954 **Schiff** kiddie coaster from **Fun Spot USA**.

•Two sleds and a section of trough from **Cedar Point's Avalanche Run/Disaster Transport**, an **Intamin** bobsled-type ride. These were the only 10-passenger bobsled vehicles and the largest trough track ever constructed by Intamin.

•From **Wonderland Park** in Texas: an original **O.D. Hopkins** log flume boat from the first log flume constructed by O.D. Hopkins. Also, two restored vehicles — a **Carl Miler Mouse** car and **Pinfari Zyklon** car.

•A two-car train from **Disneyland's Matterhorn**, the first coaster to utilize tubular steel tracks, which revolutionized steel coasters and the amusement industry.



—Compiled for NRCMA by Jeffrey Seifert

2 MINUTE DRILL



COMPILED: Janice Witherow

Erick Elliott, Busch Gardens Williamsburg

Erick Elliott loves his job. And it shows. Anyone who has met Erick has felt his passion and pride for what he does, while his cool-as-a-cucumber demeanor and broad smile are obvious giveaways that he is one of the good guys. Erick began his Busch Gardens Williamsburg career in the general services department, where he worked for 17 years before joining the park's operations department. He now serves as director of operations for this beautiful Virginia amusement park, and in his role, Erick is responsible for overseeing the zoological, landscape and grounds operations.



Erick has been with Busch Gardens Williamsburg for 20 years.

Title
Director, Operations.

Number of years in the industry
20 at Busch Gardens Williamsburg and Water Country USA.

Best thing about the industry
Engaging with a variety of people (guests and employees).

Favorite amusement ride
Apollo's Chariot at Busch Gardens Williamsburg.

If I wasn't working in the amusement industry, I would be ...
College or professional football coach.

Biggest challenge facing our industry
Economic volatility.

The thing I like most about amusement/water park season is ...
Being outdoors.

All-time favorite meal
My mom's baked macaroni and cheese.

The first thing I do in the morning is ...
Check the weather.

The coolest view I have ever seen from an airplane would have to be ...
Glacier Park Mountains in Montana.

If you could have only three movies in your collection, what would they be?
"Saving Private Ryan," "Gladiator" and "Glory."

What do you notice first when meeting someone?
Eyes (facial expression).



Elliott

I always need help with ...
Getting good gifts for my wife.

If you could invite one famous person to dinner, who would it be?
Jesus ... who better to ask about the mysteries of life!?

The best new television show this fall seems to be ...
Last Resort ... previews look promising.

You are at the mall. Where do we find you?
I would be with my wife and daughter if I were at the mall ... so the answer is EVERYWHERE.

If you could have a conversation with any animal, which one would it be?
All of our animals at Busch Gardens ... I would like to know if they are truly happy.

My favorite time of day is ...
Mornings ... each day brings something new and exciting in our industry!

The last thing I lost was ...
I am constantly losing my hair! Fortunately it's genetics and not park stress!

On a Saturday evening, you can usually find me ...
Spending time with the family ... if not working.

If I didn't live in Virginia, I would live ...
Good question ... I'm still thinking.

What season best describes your personality?
Fall ... cool and consistent.

The household chore I really don't mind doing is ...
Laundry ... my wife doesn't do well ironing. Of course, that could be on purpose.

Are you more of planner or a spontaneous kind of guy?
Planner. I actually added completing this interview on my outlook calendar.

We are well into football season. What team do you root for the most?
America's Team ... the Dallas Cowboys!



YEAR 51

GRATEFUL &
BETTER THAN EVER



►WALDAMEER

Continued from page 1

six in *AT*'s 2012 Golden Ticket Awards — even smoother, faster and more thrilling than ever before.

Additionally, modifications are planned for the park's 100-foot Giant Gondola Wheel, which was supplied by Chance Rides. The iconic attraction will be dismantled and shipped back to Wichita, Kan. where Chance will refurbish the wheel's outer rim, rebuild the center hub and paint the wheel to provide next year's riders with safe and relaxing views of Lake Erie and nearby Presque Isle State Park.

Future expansion

Waldameer's owner, Paul Nelson, 78, who started working at the park at age 11, is well aware that his park must continually add new attractions and expand if it's going to remain relevant and profitable. With the 2013 improvements well underway, Nelson is steering Waldameer toward an even brighter future with the announcement of an ambitious \$20 million expansion plan.

Kicking this off was



Park owner Paul Nelson explains that the next part of Waldameer's expansion, beginning in 2014, will concentrate on the waterpark with the addition of an enormous wave pool with a center divider island; a large zero-depth entry children's play area; a new tower complex that will feature a four-person head-first mat ride and a four-person inner tube/bowl slide; and numerous upgrades such as new locker areas, showers and changing stations. AT FILE

Waldameer's purchase earlier this fall of more than seven-acres of land and structures that included the 58-room Inn at Presque Isle as well as surrounding acreage that currently houses a mobile home park near the motel and a group of rental homes known as the Cottages at Presque Isle. The plan also includes a large wave pool slated to open at Water World in 2014 and the eventual development of a five-acre wooded area at

the base of a slope overlooking Lake Erie owned by the Nelson family.

Here, Nelson shares with *AT* readers his vision of what's in store for Waldameer Park in the coming years. "This year we have obtained new zoning from our township. The new zoning covers all the land we own and we are now zoned 'Commercial Recreation.' This permits Waldameer Park to do all the major expansion needed in a good amusement

park. We have purchased five pieces of property in the last few years totaling ten acres.

"The rezoning and a special Waldameer bill that was passed by the Pennsylvania Senate, House of Representatives and signed by the state governor will allow us to use our five plus acres we have on Lake Erie giving us a total of 52 acres.

"For the 2013 season, we will be spending about six million dollars with purchase of land and an expansion of a new ride section at Waldameer. Then it will be on to the next part of our expansion, which has a budget of about 20 million dollars. The wave pool will be very large with a divider island in the middle so that on weekdays we will be able to open up only one side but on busy days and weekends both sides will be open. We saw this while visiting Holiday World in Indiana and really liked it.

"Next up is a large zero entry children's play area probably to be purchased from ProSlide the following year. Our older three children's pools will be eliminated and in this section a new tower will be built. Off of this tower at one level will be a four-person

head-first mat ride. Another level will have a four-person inner tube slide that will enter into a bowl and then splash down. Besides this there will be many upgrades such as new locker areas, showers, changing stations, etc.

"Then we will be visiting our waterfront property. You will ride down a trolley car that descends 70 feet from the top to the lower level on the lake. To return to the top there will be another trolley to take you up. At the bottom you will find a boat ride that will make use of the 70 foot slope. You will be ramped up to the top and come racing down into a large pool at the bottom, creating a wave and most likely soaking everyone. At the bottom we are also planning a family ride for both kids and parents to ride together. Plus one other new thrill ride yet to be chosen. There will be an eating area overlooking Lake Erie where guests can sit and eat and enjoy the beautiful sunsets on the lake. Last but not least, a restroom will be found in the area.

"With all the above expansions, Waldameer Park will turn into a two-day visit with plenty to do," concluded Nelson.



A key component of Lake Winnepesaukah's new waterpark is the lengthy Adventure River, from Aquatic Development Group.

COURTESY
LAKE WINNEPESAUKAH /
AQUATIC DEV. GROUP

►WINNIE

Continued from page 1

development experience. Construction will be overseen by Aquatic Builders, Ltd. Chattanooga-based CapitalMark Bank & Trust will finance the expansion.

"The waterpark addition to Lake Winnie represents a continued commitment to the guest experience that only a select few amusement parks have undertaken. We are pleased to assist them in their efforts to provide first-rate attractions," said Jim Dunn, vice president of Aquatic Development Group.

Kenneth Dyer, CapitalMark's Southeast Tennessee president states, "We are proud to be involved in this exciting addition to Lake Winnepesaukah, which has forever been the mark of family fun for Chattanooga and surrounding areas. We are impressed with Lake Winnie's prudent management spanning multiple generations. CapitalMark excels as a partner to help our clients grow their businesses; thus, it gives us great satisfaction to see Lake Winnie embark on this significant and perfectly complimentary expansion."

Lake Winnepesaukah attracts hundreds of thousands of visitors each year and is one of the largest employers in Catoosa County, Georgia. The park expansion is expected to create more than 100 temporary construction jobs and approximately 50-60 seasonal park jobs upon completion.

Waterpark admission will be included in Lake Winnepesaukah's admission price, and the waterpark will be accessible through the main park entrance.

FAST FACTS

Park/Expansion

Lake Winnepesaukah, Chattanooga, Tenn./ New multi-million dollar 5-acre waterpark to open summer 2013 on the west side of the park property near the Cannon Ball roller coaster; entry to waterpark is included with amusement park admission

Features

Adventure River; beach lagoon; flume body slides; enclosed tube slides; splash park for toddlers; covered and uncovered lounge seating; retail and concessions and changing area with lockers

Projected number of additional employees

50-60 seasonal/100 temporary construction jobs

Investment

Financed by CapitalMark Bank & Trust

Architect

Christopher M. Jones Architects + Planners • Christopher Jones has been the principal and owner of his own Architectural Design and Consulting Firm since 1998. His projects include the Rapids Waterpark in West Palm Beach, Fla.; Cool Runnings Waterpark in Negril, Jamaica; Okeeheelee Park and Recreational Complex and numerous other projects.

Master Planning, Design And Engineering

Aquatic Development Group (ADG)

•With more than 50 years of industry experience, ADG has designed, engineered and built more than 100 waterparks in North America.

Builder

Aquatic Builders, Ltd. with local contractors



INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS

Attendance records broken at largest EAS event ever



STORY: Andrew Mellor
amellor@amusementtoday.com

BERLIN, Germany — The 2012 Euro Attractions Show (EAS) took place in Berlin, Germany, from October 9 – 11, with the event recording the largest number of exhibitors in its history in addition to welcoming more visitors than at any previous such event.

Held in the Messe Berlin, the leading trade show for the theme park and attractions industry in Europe brought together almost all the major ride manufacturers from around Europe in addition to many others from across the world, while a wide range of other equipment and services was on offer from an equally impressive selection of manufacturers and suppliers. More than 100 product and service categories were represented by companies from over 100 different countries, providing everything from roller coasters and water rides, through 4D cinemas and ticketing systems to plush toys and slush ice.

Indeed, such was the demand for space on the show floor that IAAPA organizers added a fifth hall to EAS in the weeks leading up to the event, with the total number of exhibiting companies



Above, Roland Mack and Ernst Burgbacher mark the official opening of the Euro Attractions Show 2012 in Berlin, accompanied by the IAAPA board of directors. From left are Chip Cleary, Will Morey, Paul Noland (who takes over from Chip Cleary as IAAPA President and CEO on January 1, 2013), Rob Norris, Ernst Burgbacher, Roland Mack, Mario Mamon and Gerardo Arteaga Cerda. At right, IAAPA Chairman Roland Mack welcomes attendees to EAS 2012. Far right, Moser's Rides from Italy provided one of the fully operational rides at the show. Bottom right, EAS 2012 was spread throughout a total of five halls within the Messe Berlin.
AT/ANDREW MELLOR



eventually topping out at 367. This compares to 336 in 2011 and 260 in 2010, showing a continued — and impressive — growth rate for what has become a key event in the industry calendar, despite its proximity to the annual IAAPA Expo held in the U.S.

The total preliminary number of attendees registered for the show was also significantly up on last year's event, with 8,131 registrants in 2012 compared to 7,053 in 2011

(as before, this figure includes all exhibiting staff, show visitors and special guests). The total number of qualified buyers rose to 5,770 (from 4,779 in 2012).

And the continued growth and success of the show was reflected on the show floor.

"We've been pleasantly surprised," said Scott Snyder of Zebec Water Sports in Ohio. "We've had a lot of activity and seen some serious buyers."

► See EAS, page 8

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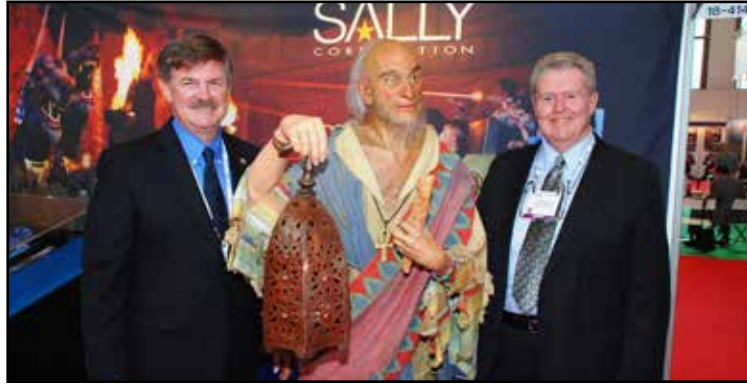
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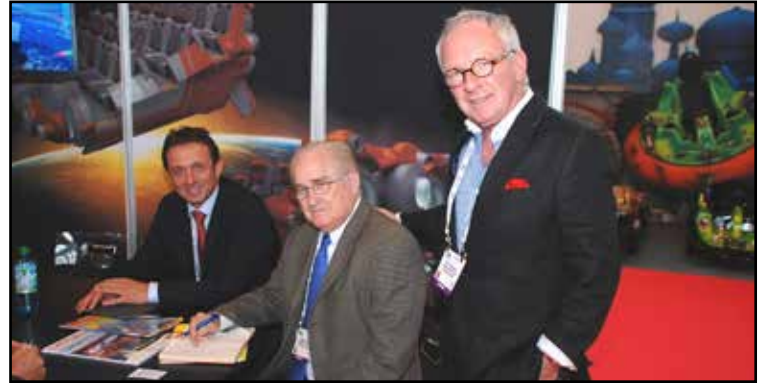
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Exhibiting their collection of tubes and rafts from U.S. company Zebec were Scott and Noy Snyder.
AT/ANDREW MELLOR
(all photos)



John Wood and Fitz Otis at the booth of Sally Corporation showcase one of the company's popular animated dark ride figures.



Pictured on the Dynamic Attractions booth are (from left) Manfred Meier of Kraftwerk and Dynamic Attractions' Harold Hudson and Peter Schnabel.

►EAS

Continued from page 7

We've seen some existing customers and some new ones, with visitors from Poland, the U.K., Germany, Sweden, Austria, France, Saudi Arabia, Ghana and elsewhere. The show here in Berlin is much better than London."

At Garmendale Engineering in the U.K., David Shelmerdine commented: "We've been run off our feet. On the first day we didn't stop all day and have been really pleased with the response we've had."

And it was a similar story for U.S. company S&S, where Kevin Rohwer noted: "We've seen some quality visitors on the booth, such as a major global group, an English group and others. I really enjoy the shows in Europe."

As always, running along-

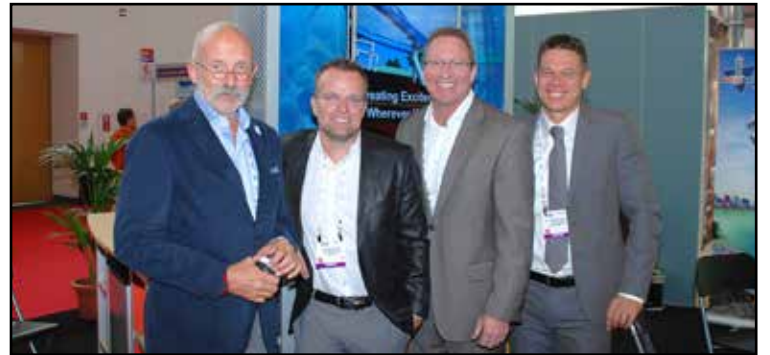


Always in the mood to show off for the camera, Jeff Pike of Great Coasters International shows off his Big Fun compact coaster model.

side the trade show was a significant conference program in addition to a host of special events. A two and a half day Institute for Attractions Managers provided a "crash course" in attractions management while some of the other, regular sessions covered topics such as social media, pricing and yield management, emerging markets, managing guest complaints, Halloween holiday events and trends in F&B management.

EAS also witnessed the holding of the fifth annual IAAPA Europe safety forum, along with an indoor play/FEC conference day, while tours of local attractions, including the Tropical Islands indoor waterpark and the Filmpark Babelsberg added further to the educational opportunities on offer.

Special events were also a key part of the overall program at this year's EAS, and for the first time at the show,



The S&S Worldwide team at EAS included (from left) Eckart Schulz, Gerald Ryan, Kevin Rohwer and Cristiano Marchetti.

a much more elaborate official opening ceremony being held. Previously taking the form of a short speech by the IAAPA Chairman followed by a ribbon cutting ceremony, this year saw the occasion take on a more theatrical note, with entertainment on stage and speeches from IAAPA Chairman Roland Mack and special guest Ernst Burgbacher, Parliamentary State Secretary to the German Federal Minister of Economics and Technol-

ogy and Federal Government Commissioner for SMEs and Tourism. The ribbon cutting followed, with Mack and Burgbacher being joined by other IAAPA officials for the task.

The first day closed with an opening reception, akin to that held at the IAAPA Expo in the U.S., which was again highlighted by live entertainment and concluded with an impressive fireworks display. A young professionals reception was also held on the same evening.

The second day of EAS began with a leadership breakfast at which the leaders of two of Europe's largest theme parks discussed the past, present and future of their operations, along with their "green" strategies. IAAPA Chairman Roland Mack, managing partner of Germany's Europa-Park, and Francesco Aldecoa, managing director of Port Aventura in Spain, provided attendees with fascinating insights into each of these major attractions.

Completing activities at the 2012 event was a three day post EAS tour which provided attendees with the opportunity to visit some of northern Germany's most popular attractions. These included Heide Park Resort, Hansa-Park and Hagenbecks Tierpark.

The 2013 EAS will be held in Paris, France, from September 18 - 20.

Spectacular Rides - Park and Trailer Models




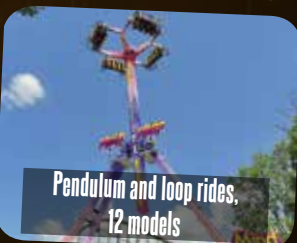

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New themed ride at BPB promises A Grand Day Out

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — Blackpool Pleasure Beach (BPB) in the U.K. will become home to two British icons in 2013 when a new Wallace and Gromit family ride opens in place of one of the park's most well-known attractions.

The popular pair will be the central characters in the new Thrill-O-Matic ride which is currently under construction and will replace the Gold Mine dark ride which closed at the end of the 2011 season. The new attraction, which represents an investment of £5.25 million, is set to open next year and will feature all the best loved characters from the Wallace and Gromit films.

The park's design and engineering teams are working with creators Aardman on the ride which, utilizing several of the daring pair's adventure stories, will take visitors on a trip through A Grand Day Out, a visit to the Wrong Trousers, on A Close Shave and A Matter of Loaf or Death. The experience will be almost four minutes in duration and will take in dozens of well-loved scenes from the Wallace and Gromit films.

The riveting ride will provide a fun packed experience for all the family, while an accompanying shop will enable guests to take home suitably themed merchandise.

Commenting on the new attraction, Blackpool Pleasure Beach Managing Director



The new Wallace and Gromit themed ride will take riders into the heart of some of the duo's adventures. COURTESY BLACKPOOL PLEASURE BEACH

Amanda Thompson said: "We are delighted to be welcoming Wallace and Gromit to Pleasure Beach. Thrill-O-Matic

represents a significant investment in the park and we know the characters will be a huge hit with the families who come and visit Pleasure Beach."

The Gold Mine ride had been one of BPB's most popular family rides for 40 years. Built by Arrow Dynamics, it opened in 1972 and featured a host of scenes based on the Old West and prospecting for gold, such as a mine shaft and miners carrying out a variety of tasks. The coaster-like track on which the mine train vehicles ran intermingled with other attractions including the River Caves and the Magnolia Café and the four minute long adventure was an ideal family dark ride which will be missed by many BPB patrons.

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Legoland opens in Malaysia

STORY: Andrew Mellor
amellor@amusementtoday.com

MALAYSIA — The first Legoland park in Asia, and the sixth in the world, made its debut on September 15 when Legoland Malaysia was officially opened in the heart of the Iskandar region.

The family theme park is owned by Themed Attractions and Resorts Sdn Bhd (RAR), Iskandar Investment Berhad (IIB) and Merlin Entertainments Group and is operated by Merlin. Designed, as are all the Legoland parks, for families with children aged two to 12 years old, it covers an area of 76-acres (31-hectares) and features more than 40 interactive rides, shows and attractions.

The park's strategic location at the centre of Malaysia's rapidly developing Iskandar region not only makes it accessible but also an attractive proposition to both local and international



visitors. An excellent infrastructure network will enable visitors from Singapore to arrive within 15 minutes from the Tuas Second Link by road and 45 minutes from Changi Airport. Similarly, the north-south highway provides easy access for local visitors.

As is the case at its sister parks, Legoland Malaysia is divided into a number of themed areas. On arrival, guests first enter The Beginning, the entrance area, after which they can choose from Lego City, the renowned Miniland featuring miniature reproductions of Malaysia's landmarks and other Asian icons, Land of Adventure, Imagination, Lego Kingdom and Lego Technic.

Familiar rides and attractions, similar to those in

other Legoland parks, are to be found at this latest incarnation. Among these are the Big Shop, Driving School, Boating School, Lego City Rescue Academy, Dino Island water ride, Kid Power Towers, Duplo Express, Observation Tower, The Dragon and the Dragon's Apprentice coasters, the Royal Joust, the Aquazone Wave Racers and the Project X coaster, to name but a few.

Siegfried Boerst, general manager of Legoland Malaysia, said: "Legoland Malaysia has been designed to include the most popular rides and attractions from Legoland parks around the world. It is a truly world class experience. But it is also tailored to the local environment. Everything from food to landscaping caters to the local tastes and climate. September 15 is a landmark day for everyone who's worked to make Legoland possible here in Malaysia."



Above, Legoland Malaysia is the sixth Legoland park to be opened around the world. Below, Siegfried Boerst, general manager of Legoland Malaysia, is shown here with the Legoland Express.

COURTESY LEGOLAND MALAYSIA



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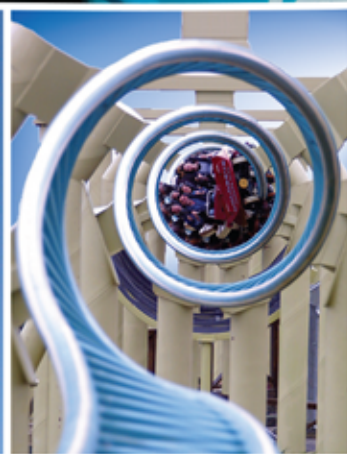
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Mondial introduces new Turbine ride

A completely new ride concept named Turbine is now available from Mondial. The ride is somewhat comparable to the earlier Capriolo 10, but will have two arms instead of one. Like a Booster-type of ride, each arm will have a gondola that seats 10 passengers. The arms will rotate, and the gondola can swing freely. In addition to those moves, both gondola's will also rotate around the arm. Three travelling models made their debut this summer season.

COURTESY MONDIAL



Mack coaster a major part of Etnaland transformation

STORY: Andrew Mellor
amellor@amusementtoday.com

ITALY — As work continues on the installation of a host of new rides and attractions at Etnaland in Sicily, as the venue transforms itself into a major theme park venue, one of the first to be completed is a new coaster from Mack Rides.

Due to open to the public in 2013, The Storm is one of the company's Compact Mega Coasters and is the first gravity coaster in Mack's mid-size range to utilize its newest train designs. With a track length of 757 meters (2,484 feet), the coaster features two trains consisting of four passenger vehicles, each with two rows of two seats. Individual lap bars are fitted to the vehicles, as opposed to shoulder restraints, and a minimum height for riders of 1.3 meters (4.2 feet) will be in place.

On leaving the station, riders are taken up a 45-degree lift hill at 3.5 meters (11.4 feet) per second to a height of 30 meters (98 feet), from where they will be able to view the surrounding scenery, including Mount Etna. They will then descend the first drop at a speed of more than 80 kmh (49.7 mph) and go into a series of exciting elements including hump backs, a double helix, banked curves and turns, ending with a heartline roll before returning to the loading/unloading station. Magnetic brakes



The new Mack coaster at Etnaland is just one of the many new rides added to the venue's new theme park area which opens fully in 2013. COURTESY MACK RIDES

are employed to slow the trains, while hourly capacity on the two minute ride is 850 riders.

The Mack coaster is just one of many major rides that will be part of the new "dry" theme park element at Etnaland. These will include a Mine Train coaster and Shot 'n' Drop tower from S&S Worldwide, an interactive dark ride from Gosetto and a Mega Disk 'O from Zamperla. The Dragon River flume ride from Hafema was added for 2012.

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Romanian indoor roller coaster is an IE Park first

ROMANIA — Italian ride manufacturer IE Park srl has completed one of its most challenging roller coaster projects to date, which is also the first of its kind in the Balkan area.

The ride has been designed and built for Bucharest-based Britta, a leading operator of indoor FECs in Romania with two such venues, one at AFI Cotroceni Mall in downtown Bucharest and another at Baneasa Mallo close to the Otopeni Airport. And it is the former location that is home to the new coaster.

Following an excellent start to the operation of the FEC at AFI Cotroceni Mall, company director Lucia Prajisteanu took the decision to expand the ride mix within the venue's Zorky's Planet FEC, despite being limited by the physical size of the area available within the mall. The challenge facing both IE Park and Britta, therefore, was how to incorporate a family roller coaster into Zorky's Planet which has a ceiling height of just 16.4 feet. The end result is what can be considered the first indoor, custom-built roller coaster to be installed in the Balkans.

The only practical solution that allowed for a coaster of a particular track length to be incorporated into the mall was to build it off the mezzanine



IE Park srl has completed one of its most challenging projects to date with the installation of a new steel family roller coaster at the AFI Cotroceni Mall in downtown Bucharest. COURTESY IE PARK

floor on which Zorky's Planet is situated. Having taken this decision, the route of the coaster and the positions of its support columns necessitated the repositioning of five existing amusement rides/attractions — bumper cars, trampolines, a convoy, mini jets and tea cup — along with a selection of video games and

skill games.

A detailed engineering design concept was created by the IE Park technical team in conjunction with structural analysts and civil engineers from the AFI Cotroceni Mall and Britta, resulting in the design of a family roller coaster for the designated area. With a special track design

and carefully designed 39-foot columns, the coaster track is suspended from branch-like support sections that come off the main vertical support columns. The total weight of the structure is 71,980 pounds and all elements have been designed to meet the European Standard EN13814.

The overall footprint of the coaster is 82 feet by 55 feet and it features a track length of 410 feet. With such unique steel structures, the ride train also had to be carefully designed, and again careful collaboration took place to achieve this

between IE Park's designers, sculptors and painters and the client's Romanian designer. The result is a custom-made, space themed train — Zorky's Space Train, paintwork and LED lighting effects. The 16-seater train also has multi-position lap bars for each row of passengers.

Commenting on the installation, Britta's Lucia Prajisteanu said: "Our company is just four years old but we have worked with IE Park since day one. The roller coaster at Zorky's was a very difficult project for a number of reasons, but we are delighted with the end result. IE Park's technicians and production department did an excellent job for us, while we have also been extremely happy with the sales and after sales service provided. The mix of product they can offer and the quality is second to none and as we plan further expansions, we certainly intend to continue working with IE Park."

"This was a particularly difficult project for us to work on," said IE Park sales director Andrea Munari, "but I am delighted to say that our designers, in conjunction with those of our client, have succeeded in creating an excellent ride despite the very challenging nature of the building and venue we had to work in. We pride ourselves on being able to provide solutions for our clients needs and this is a great example of what we are able to achieve."

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Shown at right, Sundown Adventureland general manager Paul Tomlinson (left) is pictured with Chris Jones, managing director of Lappset (U.K.). At far right, is the new Angry Birds themed area.
COURTESY LAPPSET



Angry Birds land at U.K., Finnish parks

UNITED KINGDOM — The first Angry Birds themed areas based on the popular digital game opened at theme parks in the U.K. and Finland during the 2012 season.

The most recent opening took place at Sundown Adventureland in Nottinghamshire, England, a venue for children under the age of 10 and their families, where an Angry Birds Activity Park based on the popular mobile game from Finnish company Rovio, has been designed and manufactured by Lappset U.K. Featuring a host of outdoor play activities, the various elements include several large play units, slides, a mixture of themed swings and roundabouts and a giant dummy catapult to replicate the Angry Birds world.

According to Lappset, Angry Birds Activity Parks are designed to create active meeting places for the whole family, including activity areas for children and adults. In the parks, visitors are encouraged to participate in an active way while experiencing the exciting Angry Birds world.

Earlier in the year, in June, the Finnish park Särkänniemi Adventure Park in Tampere opened Angry Birds Land, offering activities and play for the whole family, in particular the younger members. The area has several children's rides, including new attractions in the shape of the Angry Birds Ride and the Majakka (Lighthouse), both from Zamperla, along with the new game Pig Popper, the Angry Birds shop and food points. The Angry Birds Adventure Course and other equipment was designed by Lappset Group Oy from Rovaniemi in Finland.

Angry Birds Activity Parks, which bring together the digital and the physical world, can include animal spring riders, swings, sandpits and a range of climbing towers with slides, as well as an Angry Birds arcade game that can be played outdoors in the park.

—Andrew Mellor

New Installations 2012

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Reporter's Notebook

Chance, Vekoma decide to discontinue North America cooperation

Since 2006 Chance Rides (Wichita, Kan.) and Vekoma Rides Mfg. (Vlodrop, Netherlands) have worked together in North America and successfully delivered three new Vekoma family coasters, and one expanded family coaster under license in the U.S. market. Another Suspended Family Coaster is currently under construction for Fun Spot Action Park in Orlando, Fla. that will open spring 2013.

All of these joint U.S. projects were successfully delivered for the clients.

Despite the good cooperation during the past years, effective October 2012, Chance and Vekoma have decided to separately approach the U.S.-market. A statement said the two companies have valued their relationship and will work together to ensure a smooth transition on the existing projects.

Chance Rides will continue to provide spare parts and technical service for all the rides built under the license agreement.

Both companies are very positive about the future and look forward to meeting customers at the upcoming IAAPA Attractions Expo in Orlando, Fla.

www.chancerides.com
www.vekoma.com

Steel Pier leads restoration of seaside resort's family appeal

New rides, games, improvements precede expansion

STORY: Dean Lamanna
Special to Amusement Today

ATLANTIC CITY, N.J. — As Las Vegas has shown, the amusement and gaming industries can make odd, if sometimes incompatible, bedfellows. But the difference between Sin City and Atlantic City is that in the latter, amusements are not an afterthought but a founding institution — characterizing the Jersey Shore for nearly a century before the first casino opened here in 1978.

The historic Steel Pier is leading a recession-sparked push to bring family-style fun back to the fore in Atlantic City. And it has drawn the attention of the public and VIPs alike with a fresh look and numerous added attractions.

Among the raft of new rides introduced this past summer, most of which have been renamed by the seaside park, are Air Show, Freedom Flyer (Dance Party 360), Seamour the Friendly Octopus (Airborne Shot) and Sugar Sugar (Tea Cups), all from SBF Visa and Len Soled, Rides 4U; Beach Buggies (Jump Around) and Silly Steamer (Mini Rocking Tug), both from Zamperla; and The Mix (Booster) from Fabbri.

New games include Balloon Bust, Bazooka Blast, Roll A Derby (renamed Rasta Roll), Stinky Feet and Whac A Mole, all from Bob's Space Racers.

Although two of the new rides were delayed due to manufacturer and state regulatory issues, Steel Pier's improved infrastructure, landscaping, retail and food-and-beverage offerings helped the operation achieve an average 30 percent increase in day-to-day ride revenues, according to Anthony Catanoso, president of Steel Pier Association. See STEEL PIER, page 18

► **DECEMBER ISSUE:**
Post hurricane reports on Steel Pier and parks across Northeast



The storied Steel Pier keeps spinning forward with the latest thrill contraptions. Among the new rides at the park are a patriotic-themed Dance Party 360 by SBF and a Booster by Fabbri (above), and an Airborne Shot by SBF (right). Average day-to-day ride revenues increased 30 percent last summer. COURTESY STEEL PIER



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Venice Beach firm brings vision to Atlantic City

ATLANTIC CITY, N.J. — Expanding Atlantic City's appeal beyond the barrier island's dozen casino hotels means reemphasizing its essential elements: the beach, boardwalk and seaside environment.

While Steel Pier is doing its part, a new 3D digital sound-and-light spectacular called "Duality" (projected onto the façade of the city's historic Boardwalk Hall), plus a Jazz on the Beach concert series and plans for an \$8 million expansion of the Atlantic City Aquarium, are helping to revive the city's reputation as a major regional playground for all ages.

But a more visionary assist is coming from Atlantic City's West Coast counterpart: Venice, Calif. — specifically, the Ocean Front Walk offices of The Jerde Partnership (www.jerde.com), the award-winning international architecture and urban planning firm behind successful entertainment-focused projects such as Universal CityWalk in Los Angeles and The Fremont Street Experience in Las Vegas.

Working together with New York City-based consultant Jones Lang LaSalle and several New Jersey entities, Jerde has supplied dynamic outdoor concepts encompassing venues, plazas and public art installations for the 1,700 acres that comprise the Atlantic City Tourism District (see concept illustrated at right, courtesy Jerde). The overall plan calls for "creating a clean, green, safe city that pays homage to its storied history and takes advantage of its unique setting..."

Safe bet or not, it's a non-gaming gamble the city is ready to take.

—Dean Lamanna



► STEEL PIER Continued from page 17

ciates.

A few of the pier's long-ago star performers, plus a couple members of the First Family, even stopped by to check out the action.

"Celebrities have been using our helipad like crazy," said Catanoso, noting that the chopper landing area at the end of the pier handles private charters as well as the pier's own helicopter tours. Catanoso personally greeted and escorted singers Diana Ross and Marie Osmond, both Steel Pier headliners in decades past, to their host casinos. "We took the opportunity to show them what we're doing and invited them back," he said. "They loved it."

On Memorial Day weekend, President Obama's daughters, Malia and Sasha, were among 75,000 visitors — a record for the operation. "The girls had a great time, from what I understand," said Catanoso, adding that about 20 Secret Service agents accompanied them.

Also driving traffic to the pier this year were two new attractions: a free circus-style show and the Diving Bell Biergarten, an adult beverage oasis. But it's all just a warm-up to Steel Pier's three-year, \$102 million expansion, the first phase of which is scheduled for completion next summer (AT, April 2012).

This winter, Steel Pier will be moving aggressively to

► See STEEL PIER, page 19



A colorful selection of family rides balances the new amusements offered by Steel Pier. Guests can now enjoy being whirled on a Tea Cups ride (above) and rocked hither and yon by an Air Show mini swinging ship (below). Both models were supplied by SBF Visa and Len Soled, Rides 4U, and are part of the pier's overall 2012 improvement program.

COURTESY STEEL PIER



Joining this past season's warm-up to Steel Pier's three-year, \$102 million expansion, the first phase of which is scheduled for completion next summer, are two new kiddie rides from Zamperla: a Jump Around (above) and a Mini Rocking Tug (below). Permitting is now underway for a 150-foot extension of the 1,000-foot pier to accommodate two major new rides, including a roller coaster, and all usable space inside the pier's gateway pavilion and sky bridge linking it to the Trump Taj Mahal Casino Resort will be renovated.

COURTESY STEEL PIER



Firestone Financial assists Steel Pier in renovation

ATLANTIC CITY, N.J. — Steel Pier has been the heart of family entertainment in the seaside resort since 1898. The amusement park is in the midst of a \$102 million expansion, completing many upgrades during the 2012 operating season in preparation for the project's first phase. Firestone Financial (www.firestonefinancial.com), a leader in equipment financing for the outdoor amusement industry based in Newton, Mass., provided a seasonal installment loan of \$1.29 million for several of the park's new rides — including the popular Freedom Flyer (SBF Dance Party 360 by SBF Visa, see page 17).

"Firestone Financial helped us to bring one of the hottest rides in the country to the pier," said Anthony Catanoso, president of Steel Pier Associates. "This is the beginning of the Atlantic City renaissance."

Firestone Financial placed the components critical to realizing Catanoso's vision of Steel Pier as a spectacular family fun spot within reach. "We've worked with the company for years, so they were a natural choice for us in lining up financing on this project," Catanoso said. "Firestone joined early on, which helped us tremendously in making our ride selection, laying out the park and getting to the next level."

"We are so proud to be able to contribute to the revitalization efforts of Steel Pier," said David Cohen, president and CEO of Firestone Financial. "It is so rewarding to be part of such an amazing project."

Added Tony Costanza, assistant vice president: "All of us here at Firestone are thrilled to help our friends at Steel Pier bring new attractions to the park. We started financing various projects here years ago and the transformation of the pier in that time is incredible."

Beyond next season, when the first phase is set for completion, the second phase of the expansion encompasses a 200-foot Ferris wheel equipped for year-round use for 2014.



Steel Pier proprietors Anthony and Billy Catanoso greeted singer Diana Ross (above) during an Atlantic City visit in June. Bob's Space Racers supplied several of the park's new games, including Stinky Feet (below). COURTESY STEEL PIER



► STEEL PIER Continued from page 18

renovate all the usable space inside its ornate gateway pavilion and the large, enclosed sky bridge that connects it with the Trump Taj Mahal Casino Resort across the boardwalk. A nightclub and café are expected to occupy the structures.

In addition, permitting is now underway for a 150-foot extension of the 1,000-foot pier that will accommodate two major new rides, including a roller coaster.

While acknowledging that pier expansion financing is still being finalized, Catanoso is excited about the future — and the support the project and the city has received from New Jersey Gov. Chris Christie, the Atlantic City Alliance, the Casino Reinvestment Development Authority and the Atlantic City Convention and Visitor Authority.

"We're all concentrating on making Atlantic City a destination again," he said. "The results of our efforts are already evident at Steel Pier: You can see it, feel it, taste it and ride it. And that's rewarding."



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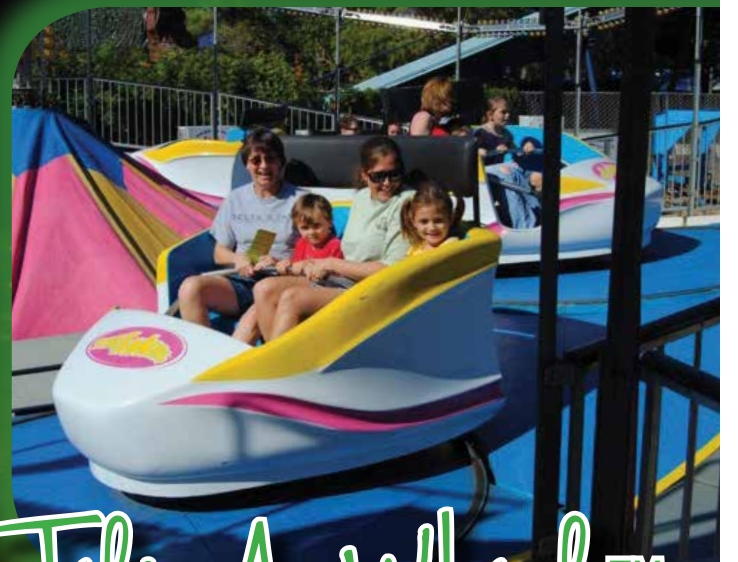
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New shows, fireworks, extended hours highlight Dollywood's 2013 season

PIGEON FORGE, Tenn. — Fresh off a fourth consecutive Golden Ticket Award for Best Shows, Dollywood recently announced new shows, festival headliners, a fireworks finale and summer-long celebration that spans the 2013 season.

"Of course I'm really proud of our four Golden Tick-

et Awards for Best Shows," Dolly Parton said. "Who wouldn't be? But I truly want to celebrate and share this great honor with our guests all season long in 2013 with all kinds of new entertainment and incredible shows from the stage all the way into the sky!"

New for 2013:

Festival of Nations

From the coast of China, Dollywood welcomes for the first time Cirque Shanghai, the festival's headliner. Cirque Shanghai boasts a cast of world-class acrobats who delight audiences with dramatic tumbling, juggling, balancing acts, hoop diving along with a variety of amazing feats. Cirque Shanghai celebrates the ancient traditions of the Far East amid the month-long Festival of Nations (March 23-April 22) in which 20 countries are represented.

The Great American Country Show

Country music takes the spotlight as Dollywood presents an all-new Great American Country Show in DP's Celebrity Theatre May 10-Oct. 26. GACTV and Dollywood join forces to present today's most popular country music live on stage. Each 40-minute show, performed by six singers and backed by a six-piece band, also features a special appearance by one of country music's legendary performers.

The Great American Summer

Beginning June 22, Dollywood celebrates The Great American Summer with six weeks of extended park operating hours from 10 a.m. to 10 p.m. Each day begins with a live performance of the national anthem sung during a flag raising ceremony. At night, a daily fireworks extravaganza entitled Dolly's Nights of Many Colors paints the evening sky with an explosive, colorful display synchronized to music. The Great American Summer continues through Aug. 4.

Smoky Mountain Christmas

Dollywood's Smoky Mountain Christmas festival opens Nov. 9 with the new headliner show Dollywood's Christmas Carol. Based on Charles Dickens' A Christmas Carol, the three spirits of Christmas visit stodgy Ebenezer Scrooge in this inspiring story of redemption told through song and story. The original musical adaptation entertains audiences with a 15-member cast, fully orchestrated musical tracks, Victorian scenery and period costuming.

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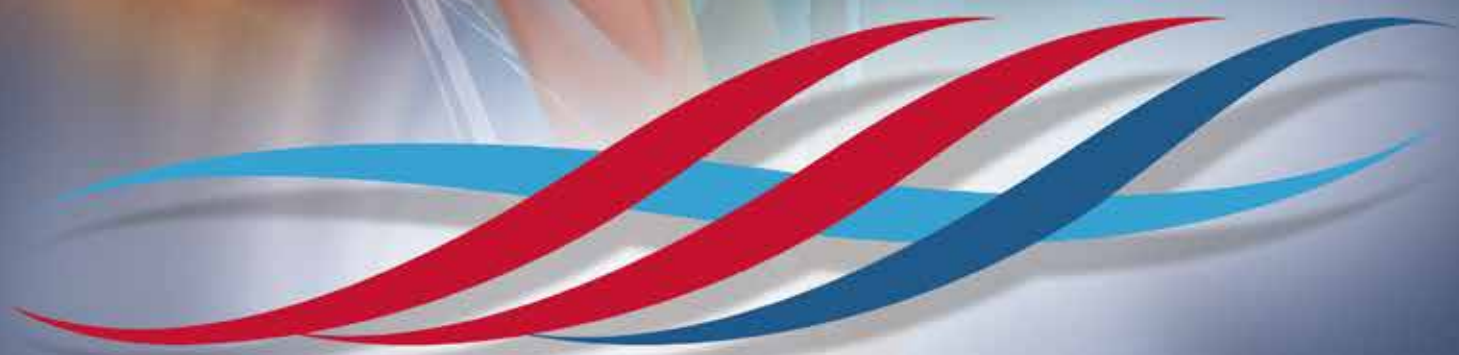
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Kings Dominion has announced a multi-million dollar expansion for 2013 to its children's area, Planet Snoopy. COURTESY KINGS DOMINION

Kings Dominion plans multi-million dollar expansion of Planet Snoopy in 2013

DOSWELL, Va. — Kings Dominion has announced plans for a multi-million dollar addition to its children's area, Planet Snoopy. This seven-acre expansion will transform Planet Snoopy into what the park is promoting as "the world's largest Peanuts themed children's area" when it debuts in the spring of 2013.

Planet Snoopy will feature at least 12 new and re-themed attractions based on one of the most beloved comic strip characters. The attractions were each selected so that families could experience them together.

Kings Dominion's parent company, Cedar Fair, has long enjoyed a good working

relationship with Zamperla. So it's no surprise that the majority of Planet Snoopy's attractions will be supplied by the prolific Italian ride manufacturer. From his home in Italy, Zamperla's Valerio Ferrari confirmed to *AT* that his company is providing eight rides to Planet Snoopy. These include a Kite Flyer,

Rockin' Tug, Midi Tea Cups, Aerial Tramway, Kiddie Train, Samba Balloon Tower, Jump Around and a Loli Swing.

In addition to the new family rides, Planet Snoopy will also feature:

- A new iconic entrance fountain.

- Two live shows featuring family-friendly entertain-

ment.

- Additional daily meet-and-greet opportunities with the Peanuts characters including Charlie Brown, Linus, Lucy and Snoopy.

- A newly expanded 1,100-square-foot family care facility equipped with changing stations, feeding rooms

▶ See SNOOPY, page 25

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►SNOOPY

Continued from page 24

and nap areas.

•An open air marketplace featuring fresh fruit and food.

When the expansion is complete, Planet Snoopy will encompass nearly 14-acres.

“Snoopy and the Peanuts gang are instantly recognizable and nostalgic characters that both parents and children can experience together,” said Kings Dominion’s vice president and general manager Pat Jones. “This sizeable expansion to Planet Snoopy is unparalleled in scope to anything in this region and re-affirms our commitment to delivering world-class family thrills and entertainment.”

Construction began after the park’s popular Halloween Haunt event. The newly expanded Planet Snoopy is expected to open to the public in the spring of 2013. Those who cannot wait until next year can access exclusive updates, features, virtual renderings and more, including a webcam of the construction, at kingsdominion.com.



Encompassing nearly 14-acres when complete in 2013, Kings Dominion’s Planet Snoopy will feature a dozen attractions that families can experience together. These will include eight rides supplied by Italian ride manufacturer Zamperla including Kite Flyer (top) and Rockin’ Tug (above). COURTESY KINGS DOMINION

2013 AIMS Safety Seminar: many reasons to attend

The next AIMS Safety Seminar is coming soon! If you have not already registered for the 2013 seminar, do it right away. The seminar will take place on January 13-18, 2013 at the beautiful DoubleTree by Hilton Orlando at Sea World.

As our industry continues to grow and evolve, it is important that we maintain a consistent, high level of safety within our facilities. The annual AIMS Safety Seminar provides the amusement industry an opportunity to refocus on safety. When complacency is such an easy way out, the AIMS seminar can provide that renewed energy to see that we are all being as safe as possible.

The seminar also gives individuals in the industry the opportunity to meet



with vendors and learn about anything new coming down the pipeline. Rubbing shoulders with industry peers is another benefit, giving seminar attendees that chance to see how others are operating or dealing with a given situation.

Check out the AIMS website, www.aimsintl.org for seminar and hotel registration information. We hope to see you there.

—Tony Claassen

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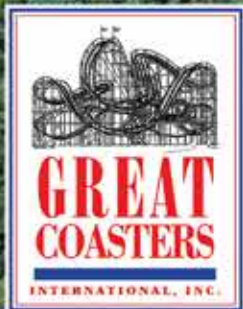
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The National Roller Coaster Museum obtains the 'holy grail' of artifacts

Disneyland donates Matterhorn Bobsled cars to museum

ARLINGTON, Texas — More than 53 years after opening the world's first tubular steel roller coaster, Disneyland has donated two vehicles from the iconic Matterhorn Bobsled ride at Disneyland Park (Anaheim, Calif.) to the National Roller Coaster Museum and Archives. Opened in 1959, the 1/100th replica of the real Matterhorn in Zermatt, Switzerland, was a dream of Disneyland founder Walt Disney.

"This is the 'holy grail' of artifacts for the National Roller Coaster Museum and Archive (NRCMA)," NRCMA Chairman Gary Slade said. "The Matterhorn started the modern era of roller coaster design and launched the themed ride industry."

Tame by today's standards, the Arrow Develop-



ment / Disney Imagineering designed Matterhorn remains a thrilling ride for young riders and a memory-maker for families. Described as a roller coaster ride to an icy encounter with the Abominable Snowman, the Matterhorn speeds two-car sleds 18 miles-per-hour along its nearly 2,100 foot track.

"We're delighted to provide these pieces of Disneyland Resort history to the National Roller Coaster Museum and Archives, an organization that celebrates our industry," said Jill Bolton, director of community relations at the Disneyland Resort. "The Matterhorn Bobsled and California Screamin' sign represent two of

our most beloved attractions, from the first tubular steel-tracked roller coaster in the world to one of the longest and most thrilling."

The Matterhorn Bobsleds was a marvel of engineering when it opened at Disneyland. The 14-story "mountain" was built like a skyscraper with multiple floors and cooling units.

In addition to the bobsled cars, Disney graciously donated signage from the California Screamin' roller coaster from Disney California Adventure. California Screamin', built by Disney Imagineering and Intamin, is the second longest steel roller coaster in North America. It features a musical soundtrack and the only outdoor inversions at any Disney park in the U.S.

The official presentation of the donation was made at the Golden Ticket Awards at Dollywood in Pigeon Forge, Tenn. on Sept. 8, 2012.



Disneyland in Anaheim, Calif. has donated a vehicle set from its historic Matterhorn Bobsled ride (above) to the NRCMA, as shown below. COURTESY DISNEYLAND RESORT AND NRCMA



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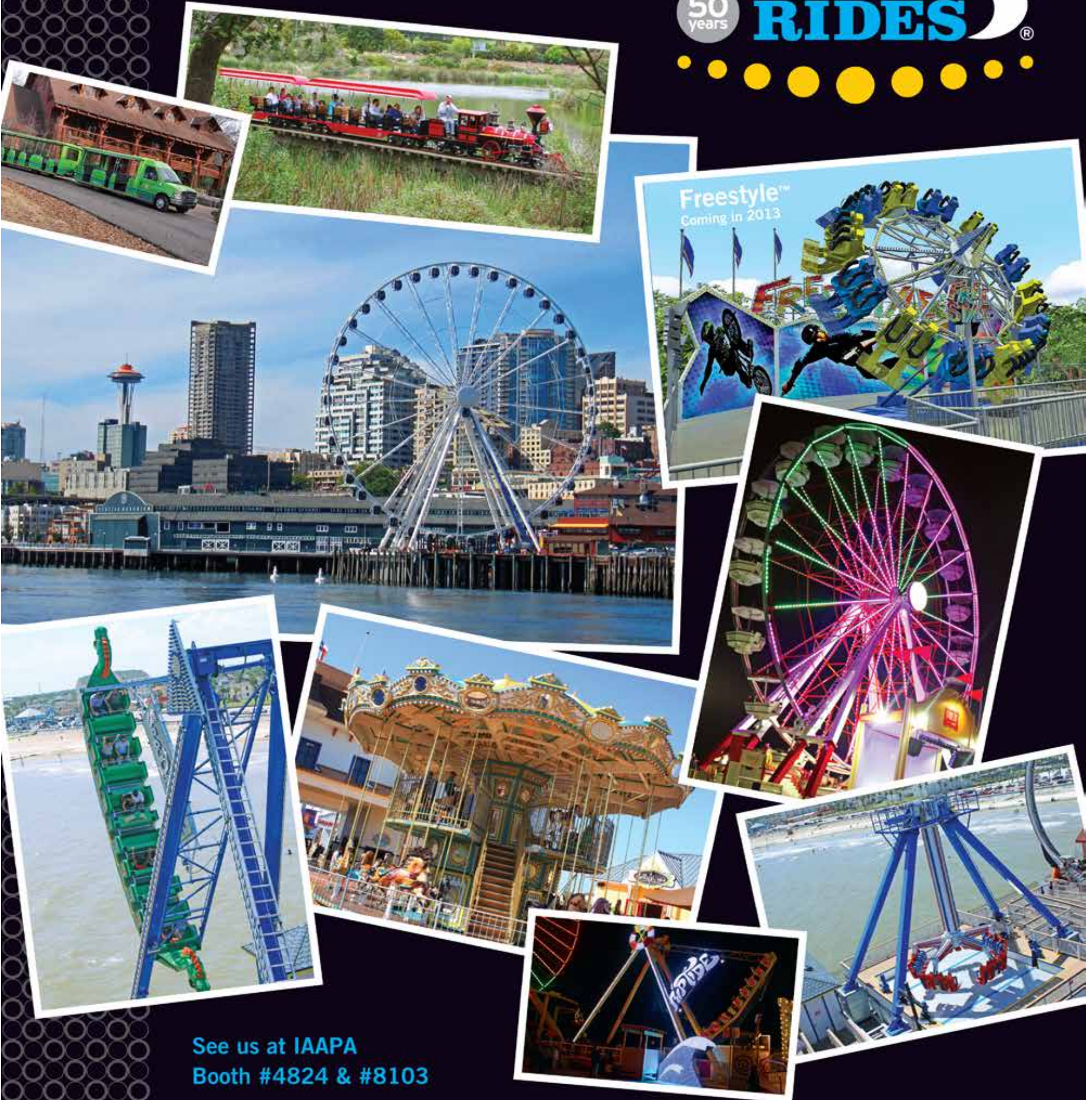
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World's tallest observation wheel proposed for NYC

NEW YORK CITY — In response to the New York City Economic Development Corp.'s request for bids for projects that would increase economic growth and boost tourism, New York Wheel LLC has proposed a project of mammoth proportions: the world's tallest observation wheel.

To be designed and manufactured by Starneth, B.V. (builders of the London Eye), construction would begin in early 2014 with a target opening date of New Years Eve, Dec. 31, 2015.

According to promoters, "The New York Wheel promises to become one of the City's — and the world's — great landmark attractions, alongside the Statue of Liberty and the Empire State Building. Located on the northeastern side of Staten Island (St. George), the 630-foot, or roughly 60-story, attraction will be the tallest observation wheel in the world and the only one in New York City."

The wheel will feature 36 gondolas, each carrying up to 40 passengers and will rotate 10 inches per second to offer incomparable views of Lower and Midtown Manhattan, the Statue of Liberty, and New York Harbor, all the way up beyond the George Washington Bridge, for the duration of the 38-minute ride.

The New York Wheel will accommodate up to 1,440 people per ride, welcoming as many as 30,000 visitors per day and an anticipated 4.5 million visitors per year. It will be open seven days a week, 365 days per year (except on severe weather days and required maintenance days) from 10 a.m. to 10 p.m. in the fall, winter and spring, and staying open as late as 2 a.m. or even all night in the summer and on special occasions.

—**Scott Rutherford**



New York Wheel LLC has issued a proposal to create the world's tallest observation wheel. If approved the 630-foot-tall New York Wheel would be designed and manufactured by Starneth, B.V. (builders of the London Eye) and located on the northeastern side of Staten Island with a target opening date of New Years Eve 2015.

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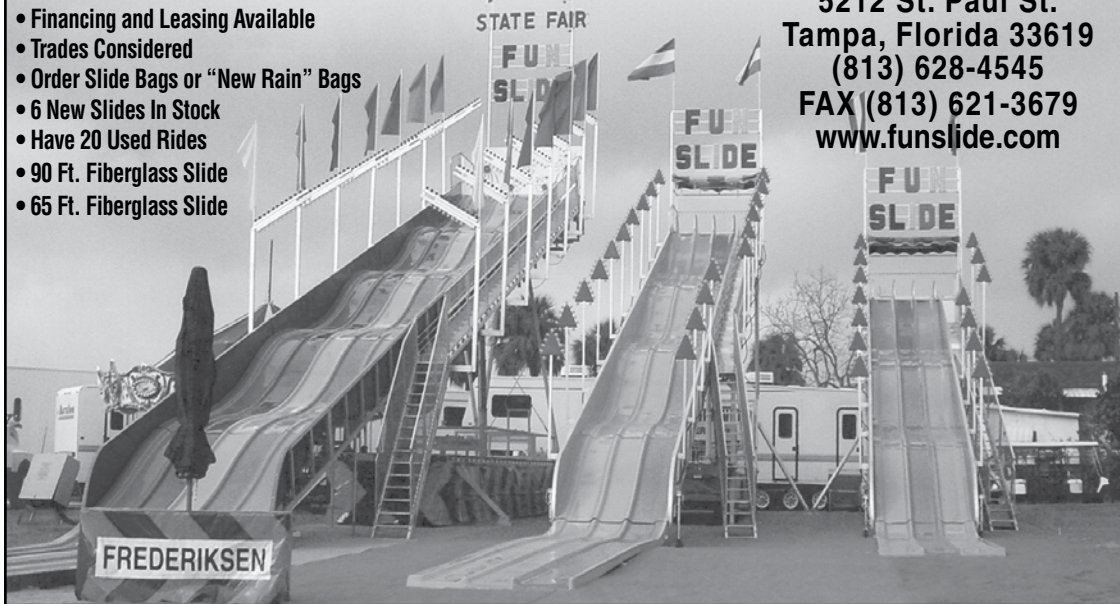
Shown at right: on October 10, 2012 a controlled explosion toppled Texas Chute Out in less than 25 seconds. The first modern-day parachute drop stood as a Six Flags Over Texas landmark for 37 seasons. The ride was closed permanently on September 3, 2012, after giving 28,943,258 rides during its time at the park. The 200-foot tower was built in Belgium and brokered by Intamin A.G. of Switzerland. When the ride opened in 1976 it featured 12 chutes that dropped riders at a speed of 8 mph during their 28-second ride. Demolition of the ride was conducted by Dallas Demolition using a little less than 12 pounds of explosives. The tower landed within 12 inches of its designated spot. The explosive charge could be heard throughout the area setting off numerous car alarms. AT/GARY SLADE



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Knott's 40th Halloween Haunt Museum raises nostalgic howls

STORY: Dean Lamanna
Special to Amusement Today

BUENA PARK, Calif. — As staffers at Knott's Berry Farm convened earlier this year to plot the giddy terrors of its 40th annual Halloween Haunt, one offered a boo!-tiful suggestion: How about a museum dedicated to the history of the mother of all Halloween theme park events?

And so, with a burst of creative wails and a dusty, scavenger hunt-like search for relics of "Scary Farm" events past, the Halloween Haunt Museum was born.

"Our designers got a little backlogged with all the new things we were doing with the Haunt, so I was given the task of making it happen," said Jeff Shadic, manager of park décor and visual display, who credits design team member Kathryn White with the idea. "I just took it and ran with it."

Housed in the former Sticks and Stones storefront in the park's Ghost Town section, the attraction showcases more than 150 fearsomely fun artifacts — encompassing photographs, masks, costumes, prosthetics, hand-carved marionettes and small maquettes of past haunted maze creatures. The largest item is the couch Gothic television temptress Elvira used in her bawdy and popular Haunt shows.

"It's a well-rounded collection," said Shadic, adding that the museum includes a wall-length timeline of the Haunt, which has spooked more than eight million guests since 1973. "With the event's 40-year history, it was a little tough trying to choose what would be most interesting to our guests."

For Shadic, who has worked on the Haunt since 1980, the best original prop is one of the ghosts that appeared inside the park's iconic Calico Mine Ride and Timber Mountain Log Ride in the early 1970s. He had seen the ghosts in a photo and had no hope of finding one until another employee led him to a secret alcove inside the log ride — where one of the fabric-draped Styrofoam-and-wire-mesh phantasms was stored high up on a hook, neglected for decades.

"I was so excited, I was jumping around like a little kid," Shadic said.

Former Knott's employee John Waite, who worked in ride operations from 1969 to 1986 under legendary designer-builder Wendell "Bud" Hurlbut, had a similar reaction to the new museum. Recalled Waite of the event's flying-by-the-seat-of-their-scared-off-pants debut in 1973: "Three hours into the Haunt that night, Bud called a meeting of all the operational managers... [and said], 'We definitely need to have more live people. That's what's really doing it.'"

Today, Halloween Haunt has 1,000 actors roaming the park and its 13 mazes.


"Knott's Berry Farm has really cornered the market on Halloween events," said Jeff Shadic — adding that the park's decision to make the Haunt Museum a year-round attraction has given him a frightful new challenge: "I've got to figure out how to add some Christmas decorations to it!"




Top, The Halloween Haunt Museum at Knott's Berry Farm houses more than 150 Halloween Haunt artifacts dating to 1973. Above, Former Knott's Halloween Haunt specialist John Waite tends to a ghoul friend in 1977. Above right, one of the original ghosts that greeted guests aboard the Haunted Mine Ride. Right, Jeff Shadic, Knott's manager of park décor and visual display, created the museum. COURTESY KNOTTS




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Chance Rides is celebrating the Trabant's 50th anniversary with the introduction of a new spinning ride, the Freestyle. Ray Cammack Shows will take delivery of the first Freestyle in 2013. COURTESY CHANCE RIDES

Chance Rides celebrates Trabant's 50th anniversary, introduces new ride

WICHITA, Kan. — The first trailer mounted ride built by Harold Chance, the Trabant, was introduced in 1962 at the Florida State Fair in Tampa. Since then Chance Rides has produced more than 254 Trabant style rides.

To commemorate the 50th anniversary of the Trabant, Chance Rides is introducing its newest attraction, the Freestyle, which will be available in 2013.

The Freestyle is a spinning ride that features 24 outward facing seats and was designed to appeal to thrill seekers of all ages. The Freestyle is fully contained on one 48-foot trailer for easy transport and set up. The new ride is available with a colorful backdrop and spectacular programmed LED light package.

Ray Cammack Shows has purchased the first Freestyle from Chance Rides and will accept delivery in early 2013. As a preview, Chance Rides displayed the Freestyle seats along with a video at the IAAPA Attractions Expo in Orlando, Fla.

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Reporter's Notebook

Disney's Grand Floridian opens water playground

LAKE BUENA VISTA, Fla. — The Grand Floridian Resort & Spa at Walt Disney World has opened an Alice in Wonderland-themed water playground. The area includes a shallow pool, two slides and a play area with a tipping Mad Hatters' hat and a teapot and teacups that spill water on the guests within the sprayground.

Malaysia waterpark nearing completion

MALAYSIA — Construction of the new WaterWorld in Shah Alam, Malaysia is nearing completion with the 10-acre park on track to open in November. Attractions at the park include a wave pool with a stage and an LCD screen for concerts and special events, a river adventure through a rocky cave illuminated by LED lights and a ProSlide Tornado — a first for South-East Asia.

Ireland leisure center opens water features

IRELAND — On September 24, the Greenvale Leisure Centre opened in Magherafelt, Ireland featuring Northern Ireland's first 50m swimming pool. Other attractions include a waterslide, play pool and dedicated learner pool. The swimming area is part of a larger recreation complex that includes a 100-station fitness suite, sauna, steam room, squash court, four sport courts and a circuit gym.

Village Roadshow expanding Wet 'n' Wild brand

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

Village Roadshow, an Australian-based multi-media conglomerate, is expanding its Wet 'n' Wild brand with three new waterparks. The company is an international cinema and theme park operator, major movie producer, and music and DVD distributor. The company currently operates Sea World, Australian Outback Spectacular, Village Roadshow Studios and Warner Bros. Movie World in Australia, as well as Wet 'n' Wild waterparks in Hawaii, Phoenix and Oxenford, Australia, on the Gold Coast.

Currently under construction in Prospect, New South Wales, Australia, is Wet 'n' Wild Sydney. The A\$115 (U.S. \$119.3) million 62-acre waterpark is on track for a December 2013 opening. Included in the expected 42 rides and slides are two wave pools, two lazy rivers, an AquaPlay area and a variety of attractions from WhiteWater including a Boomerango, Master Blaster, Bowl Slide, Abyss, racing slides and multiple tube slides.

On October 4, Village Roadshow announced the return of Wet 'n' Wild to Las Vegas. Scheduled to open in May 2013, the \$50 million, 41-acre waterpark will occupy land leased from the Howard Hughes Corporation at 7055 S. Fort Apache Rd. Village Roadshow will hold a 51-percent stake in the company; other investors include tennis stars Steffi Graf and Las Vegas native Andre Agassi, the Thomas and Mack Development Group, and SPB Capital Partners. Wet 'n' Wild Las Vegas is expected to have more than 25 slides and attractions including a number of high-profile slides from WhiteWater. Among the proposed slides are North America's first Rattler, a Constrictor, Bowl Slide, Boomerango, and speed slides with an AquaLaunch trapdoor release. Other attractions expected are a wave pool, lazy river and AquaPlay structure.

On October 17, Village Roadshow signed an agreement with Hong Kong-



Above, this overview of Wet 'n' Wild Las Vegas shows the layout of what the new park will look like when it opens next May. Below, the interactive play structure will provide added wet thrills. The slides and attractions for the park are being supplied by WhiteWater West.

COURTESY VILLAGE ROADSHOW

Wet 'n' Wild
Las Vegas



based Guangzhou R&F Properties of China to create a 3.5 billion yuan (U.S. \$568 million) resort on the tourist island of Hainan, China. The resort will encompass Hainan R&F Ocean Paradise, a marine-life park, and a Hainan Wet 'n' Wild waterpark. The initial terms have Village Roadshow designing, developing and constructing both parks. The company will not have any

ownership in the park but the agreement gives it exclusive rights to operate the parks for a minimum of 20 years collecting management fees as well as performance-based incentive fees. Both parks are scheduled to open in 2015. Details of the attractions and suppliers for the Hainan project have yet to be released.

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Hawaiian Falls Waco a success in its first season

*WhiteWater West,
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leading suppliers*

WACO, Texas — Less than nine months after breaking ground, the new Hawaiian Falls waterpark opened Memorial Day weekend, right on schedule. Located at 900 Lake Shore Drive, four miles west of I-35, the new Hawaiian Falls is triple the size of the former Waco City Water Park.



“The city of Waco and the people of Waco have been very hospitable,” said David Busch, CEO of Hawaiian Falls. “Our goal was to build more than a waterpark. We wanted to create an environment where families play together, create lasting memories and grow closer together.”

Hawaiian Falls renovated the previous city aquatic facility and turned it into Keiki Kove, a zero-depth entry children’s area for parents to be able to interact with their infants and toddlers. The former lap pool has been transformed into Splashwater Reef with a floating obstacle course and cargo netting. The shallow end of the pool now sports several basketball goals.

The new Hawaiian Falls



Two slide towers, provided by WhiteWater West, provide the first-year thrills at Hawaiian Falls Waco. At left, the park six-lane mat racer; at right, two drop slides and two enclosed tube slides including the Constrictor were selected. At right, an aerial view of the park.

AT/GARY SLADE;
AERIAL COURTESY

HAWAIIAN FALLS WACO

Waco features Central Texas’ first wavepool and an 800-foot-long lazy river that winds through tall trees on the backside of the park. The Tempest Tower is a six-story slide complex with two, side-by-side, 60-foot speed slides. It also has a two-person tube slide that curls around like a coiled snake, picking up speed as it propels the riders into near total darkness before launching them into a splash run-out. Another tube slide accommodates single or double riders.

Pineapple Express is a six-story racer slide where riders are launched from curving, enclosed tubes onto one of six divided lanes and then race downhill to the finish.

Overall design for the waterpark was provided by R&R Creative Amusement Designs (Anaheim, Calif.) and the Hawaiian Falls team. R&R also procided all of the them-



ing concepts for both new and original buildings and structures and all park signage. WhiteWater West of Richmond, B.C., Canada provided all of the park’s new slide towers, pools and wave pool.

“R&R did a fantastic job of theming the park by adding their magical touch that makes the park really come alive,” said Stephen Foster, park general manager.



Foster

From a thrill standpoint, Foster told *AT*: “The Constrictor slide from WhiteWater is definitely our most popular as is the downhill mat racers. Our guests are just in love with all the slide choices.”

Hawaiian Falls Waco hired more than 250 seasonal workers and exceeded its goal of attracting more than 145,000 guests in its first season under the Hawaiian Falls brand.

In a public/private partnership between Hawaiian Falls and the City of Waco, the two entities invested more than \$6.2 million to convert

the former aquatic center into a family waterpark. The city retains ownership of the park with Hawaiian Falls operating it under a renewable 40-year lease.

Daily admission prices were \$24.99 for anyone taller than 48 inches; \$19.99 seniors (60 years and older) and children under 48 inches tall. Children two and under were admitted free with a parent or guardian. Season passes were also available for purchase. The park was open from Memorial Day weekend through Labor Day.



R&R Creative Design provided the design and layout (in association with the Hawaiian Falls team) for the new Waco waterpark. The Anaheim, Calif.-based company also provided the graphic signage, and retheme of all existing facilities and new buildings. AT/GARY SLADE

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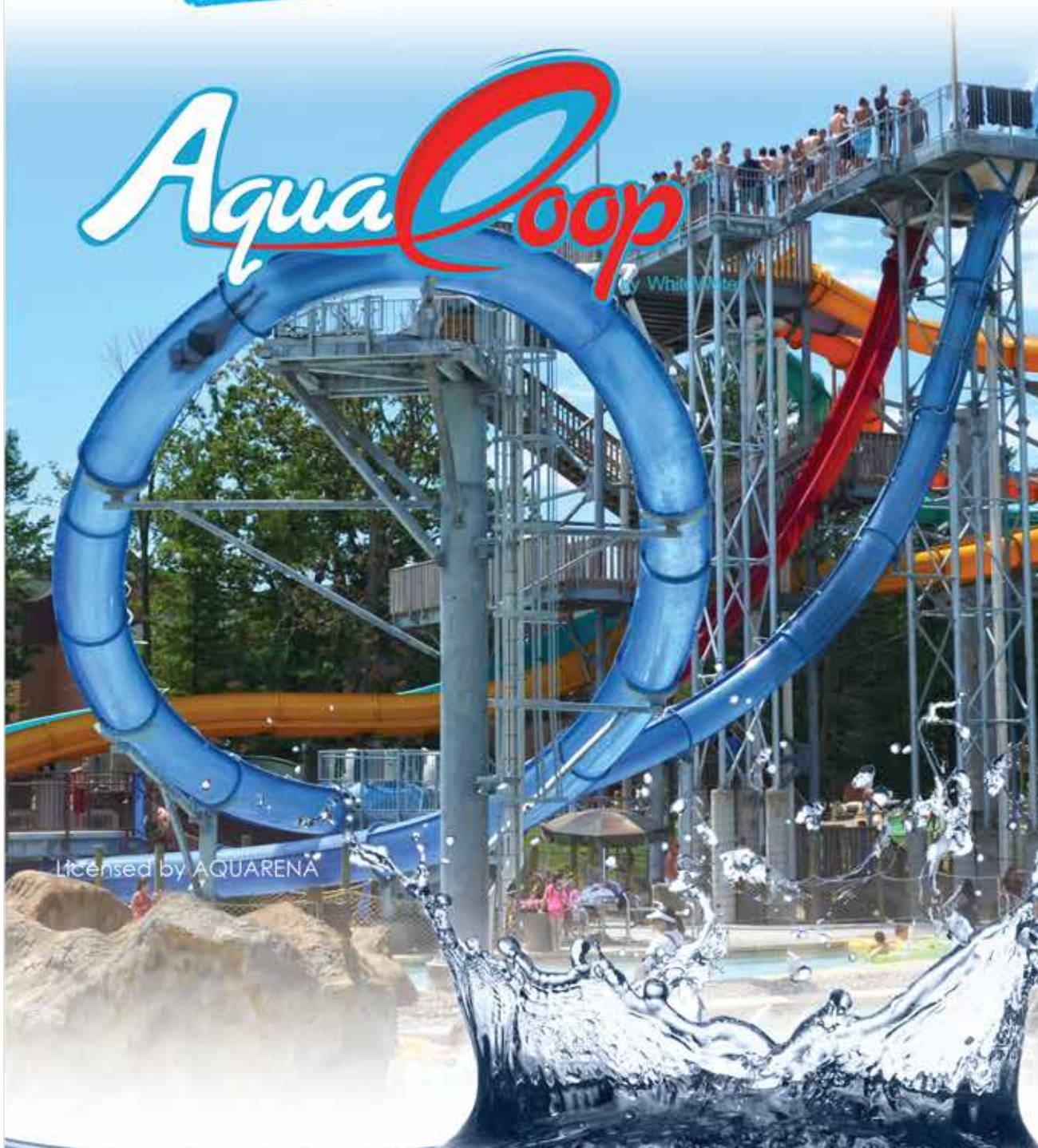
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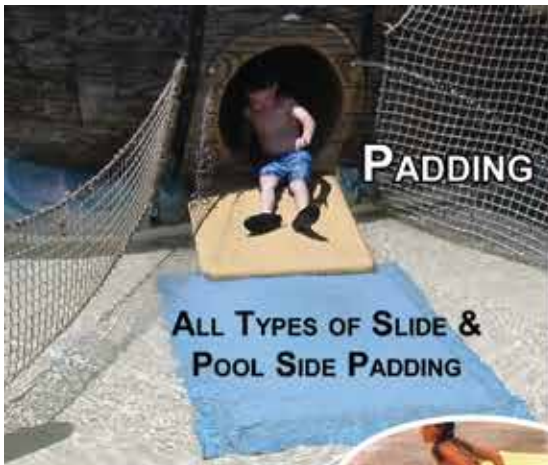
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NEWS SPLASH

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

When **Legoland Florida** opened its new waterpark this past summer it did so with a record-breaking event: launching 1,355 beach balls into the air simultaneously. With the help of thousands of guests, the first 400 of which got in free, the previous record of 401 was shattered.

In a reversal of roles, a 15-year-old guest at Dubai's **Wild Wadi Waterpark** rescued a lifeguard who had passed out while on duty. Ned Lunnonwood from the United Kingdom was waiting for his turn on the park's Flowrider when he witnessed the lifeguard pass out and fall down the chute into the ride's pool. Realizing she was lying face down in the water he immediately put his arms around her and pulled her from the pool as other lifeguards in the area scrambled to the scene. Once out of the water another lifeguard began to administer CPR. The lifeguard who fainted had not eaten all day due to recent dental work. She was not injured in the fall and is expected to make a full recovery. Experts say that even though other lifeguards were in the area, the woman might have drowned if Lunnonwood had not attended to her so quickly.

In August, owners of the shuttered **Beach Waterpark** in Mason, Ohio, formally filed for chapter 11 reorganization bankruptcy. In addition to owing refunds to approximately 8,800 guests who purchased season passes, the waterpark also owes money to a number of vendors, utilities and government agencies. The bankruptcy filing lists almost 300 pages worth of names of potential creditors, the largest of which, the Queensgate Food Group of Cincinnati, is owed \$135,136. Taxes owed to the State of Ohio amount to \$116,965 and to Warren County, \$47,757. In July, Adventure Holdings, LLC signed a lease with an option to purchase the waterpark. However, with this latest filing, the bankruptcy court will have to approve anything that happens with the property and all of its assets. In 2011 Warren County valued the park at \$3.8 million.

City leaders of Greenville, Texas, held a public meeting in September to discuss plans to bring a **Hawaiian Falls** waterpark to their town. Greenville, about an hour northeast of the Dallas/Fort Worth metropolitan area, hopes to utilize 14-acres of a 60-acre multi-use development area called Towne Center. The City of Greenville would be responsible for issuing approximately \$11 million in bonds to pay for the construction of the park. In addition to the recreational benefits, the city would receive a percentage of the park's revenue under a long-term lease. Hawaiian Falls would also provide up to 200 part-time jobs during the summer months. **Harvest Family Entertainment, LLC** currently operates five Hawaiian Falls waterparks in the Dallas/Fort Worth Metroplex and one in Waco, Texas.

Following those announcements and after weeks of negotiations, the Greenville city council announced in October it had negotiated an agreement with **Splash Kingdom**, a Canton, Texas-based company that operates two waterparks, one in Canton, and a second in Shreveport, La. A third Splash Kingdom is under construction in Hudson Oaks, Texas. According to the Mayor, Splash Kingdom was willing to contribute more to the establishment of the park.

Hawaiian Falls Waco, Texas, has exceeded its first year expectations drawing 145,000 visitors between Memorial Day and Labor Day. "That's terrific for the first year," said Hawaiian Falls CEO Dave Busch, who has built water parks across the country. Hawaiian Falls was brought in last year by the city to renovate and expand the existing **Waco City Water Park**. The

previous park drew 40,000 to 60,000 guests per year. Busch will meet with city officials to discuss plans for additional attractions for the upcoming seasons.

South Padre's Schlitterbahn Waterpark teamed up with **Clayton's Beach Resort** to host South Padre's first Isla Del Sol Fest on Labor Day weekend. Armin van Buuren, an award-winning Dutch trance producer and DJ, headlined at Schlitterbahn.; Kaskade and Dada Life performed at Clayton's Resort. Organizers of what is expected to become an annual event considered the event a success as thousands turned out to partake in the dance music festival.

Wilderness at the Smokies Resort in Sevierville, Tenn., in conjunction with Food City Kid's Club sponsored a Splash-Tacular: Water Safety Day in September. The free event was designed to teach kids about water safety while providing them with a fun day in the park. Drowning ranks fifth among the leading causes of unintentional injury death in the United States. "These numbers are staggering and we are hopeful that through the Splash-Tacular event, kids and adults alike will be more aware and recognize the dangers associated with water, even in a fun and relaxed setting," said **Steve Cruz**, general manager of Wilderness at the Smokies. "Not only are we committed to the safety of our guests while they are enjoying our water attractions, but through events like this, we are able to provide them with water safety tips and information that will keep them and their families safe for years to come."

The **Hamilton-Lowe Aquatics Center** in Moscow, Idaho has gone to the dogs. Nearly 350 dogs took advantage of the "Howling at the Hamilton" swim party that takes place at the end of the season after the pools are closed to people. The event, which takes place before the pools are drained, is a local fundraiser that benefits the Humane Society of Palouse. This year it raised \$3,000.

A similar "dog day" event was held at **Cape Splash Water Park** in Cape Girardeau, Mo. Held on the Sunday of Labor Day weekend, proceeds from that event benefited the **Cape Girardeau Parks and Recreation Foundation**.

The first season of **Sailfish Splash Waterpark** in Palm Beach, Fla., proved to be a financial success. The county-funded park hosted more than 128,000 visitors and generated nearly \$1.4 million in revenue, \$500,000 more than what was projected. Expenses came in at just over \$900,000. In addition to the waterpark, the property also features a 50-meter pool and hosts all the home swim meets for three high schools in the county.

Due to popular demand the waterpark kept their water playground open for Family Fun Fridays from 10 a.m. to 2 p.m. on Fridays in September. The waterpark typically operates weekends only once school resumes, but families with preschoolers asked to use the park during the week. The park determined that there was enough interest and by charging a small fee it would be feasible to operate the aqua playground.

Sahara Sam's Indoor Water Park, Berlin Township, N.J., completed the first part of a \$4.5 million expansion project with the opening of a 350-foot body slide. Expected to open in December is an 8,000 square-foot expansion that includes a new kitchen, additional party rooms and restrooms — nearly doubling the size of the existing indoor waterpark. Open-

ing in spring will be a two-acre outdoor complex that features a 10,000 square-foot wave pool. "The addition of the outdoor complex at Sahara Sam's is an important piece that makes us a full-service waterpark," said **Brandon Moore**, general manager for Sahara Sam's. "Guests can feel like they are at the shore soaking up the sun and enjoying the waves. The expansion truly sets Sahara Sam's apart from any other facility in the region."

Buffaloe Road Aquatics Center in Raleigh, N.C., opened to the public in September following months of delays and construction issues. The city-owned indoor facility includes a three-story waterslide, lap/recreation pool, channel pool (small lazy river), water vortex; and a shallow pool with a water curtain, small slide and water tumblers for the kids. The park also features lockers on the pool deck that are free to use as long as the patron provides their own lock. The recreation pool is scheduled for different activities throughout the week: Water volleyball, water basketball and lap swimming.

For a limited time Florida residents can get a discount at two of Orlando's waterparks, **Aquatica** and **Wet 'n Wild**. Both are offering a reduced admission with proof of residency. Tickets for Wet 'n Wild are \$25. per person for a day pass and the offer is good through December 31, 2012. A day pass to Aquatica is \$24.99 and that offer is good through February 28, 2013.

Ground was broken in Texarkana, Texas on September 18 for a new **Holiday Springs Waterpark**. Plans for the new park include 10 slides, a wave pool, outdoor water theater, lazy river, adult lagoon and a kids' pool. Designed by the **Neuman Group and Water Technology, Inc.** the waterpark is part of a 1,000-acre, multi-use venture called Crossroads Business Park that will include a convention center and hotels. The waterpark, convention center and the first hotel — a Holiday Inn, are expected to be completed by summer of 2013.

Just in time for the cool weather, the **Water-Zoo**, an indoor water park in Clinton, Okla., opened to the public September 25, 2012. Attractions at the Water-Zoo include a tipping bucket and play structure, wave pool, lazy river, crazy river and bowl slide all contained in a 28,000 square foot glass building. The new facility also features a retractable roof that can be opened on warm summer days. The waterpark is offering packages with two nearby hotels — a Holiday Inn Express and Hampton Inn.

Andy Alligator's Water Park, a family-owned operation that opened this summer in Moore, Okla., won five national marketing awards at the 2012 WWA national conference in Las Vegas. Andy Alligator's was recognized with the association's Wave Review Awards for Best Brochure, Best Poster, Best Press Kit/Media Kit, Best Social Media Campaign, and Best TV Commercial. The \$4.1 million water park celebrated its grand opening in May alongside Andy Alligator's Fun Park, which has been in operation for several years. It is the first commercial waterpark to open in the Oklahoma City metro area in nearly three decades.

"As a new family-owned, single operation, we are honored to have received awards at the Wave Review Competition. It was a great feeling for our team to win one award, much less five. It's especially humbling when you consider winners of this award in recent years," said Andy Alligator's Water Park General Manager **Kyle Allison**.

Great Wolf Resorts names Tim Black executive VP and COO

MADISON, Wis.

— Great Wolf Resorts, North America's largest family of indoor waterpark resorts, has announced the promotion of **Timothy D. Black** to executive vice president and chief operating officer.

Black has an unparalleled career in theme park and waterpark operations. Most recently, he has served as executive vice president, overseeing the operations of all



Black

Great Wolf Resorts properties. He joined the company in 2004 as general manager for the Great Wolf Lodge in Wisconsin Dells, Wisconsin, after more than 18 years of senior leadership operations experience with Six Flags, Inc.

"This is an exciting time for Great Wolf Resorts, and Tim's promotion is the next step as we continue to grow and expand," said Kim Schaefer, Great Wolf Resorts, chief

executive officer. "His knowledge of our industry and operations leadership, coupled with his hands-on approach to the guest experience and pack member satisfaction, truly exhibit the highest qualities we look for in a leader. Tim is going to take our brand and our company to a new level for both our guests and our pack members. I could not be more excited."

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc., Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio;

Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Concord, N.C. Great Wolf's consolidated subsidiary, Creative Kingdoms, LLC, is a developer and operator of technology-based, interactive quest adventure experiences such as MagiQuest.

•www.greatwolf.com

Mike Jaroszewski joins WTI and Neuman Group

BEAVER DAM, Wis.

— Water Technology, Inc. (WTI) recently announced that **Mike Jaroszewski**



has been named to the WTI and Neuman Group (NG) project development team.

Jaroszewski will provide a sales and support role for the WTI design and NG design/build team and work with the team in a leadership capacity to manage client projects and relationships. He has worked with many top theme park companies including Six Flags, Universal Studios, and NBGS International and has been involved in numerous waterpark projects including Wild Wadi-Dubai, Loret Waterworld-Spain, and Gaylord Palms Resort-Florida USA.

Chuck Neuman, CEO, said, "I am pleased to bring Mike, an industry veteran, onboard and feel his experience in the design, construction, and operation of large commercial waterparks will further strengthen the company."

Water Technology, Inc. (WTI) was established in 1983 to meet the individual needs of waterpark clients and translate their visions into successful designs. Neuman Group is the design/build team of Water Technology and Neuman Pools.

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SeaWorld Parks & Entertainment recently introduced a new line of allergy-friendly dining initiatives for guests at its 10 parks including SeaWorld, Busch Gardens and Sesame Place. These initiatives range from personalized service to new menu options.

COURTESY SEAWORLD PARKS & ENTERTAINMENT

ORLANDO, Fla. — SeaWorld Parks & Entertainment recently introduced a new line of allergy-friendly dining initiatives for guests at its 10 parks including SeaWorld, Busch Gardens and Sesame Place. These initiatives range from personalized service to new menu options.

"We serve millions of guests each year and are committed to provide each a great experience. For families with allergen concerns, we understand how challenging it can be to safely dine out, especially while on vacation," said Jim Atchison, president and chief executive officer of SeaWorld Parks & Entertainment. "Our new initiatives 'serve up' a family experience that everyone can enjoy."

The company partnered with the Food Allergy & Anaphylaxis Network (FAAN) to educate and train more than 6,000 culinary employees to assist guests with allergen needs. With more than 22,000 members worldwide, FAAN is a trusted source of information, programs, and resources related to food allergy and anaphylaxis.

The new initiatives include:

- Increased personal attention to ensure the

SEAWORLD PARKS
& ENTERTAINMENT

safety of each meal. Park restaurant managers and supervisors will work one-on-one with guests and oversee the preparation of each allergen-friendly meal from start to finish. "Chef Cards," filled out in advance by guests to outline the foods to avoid, are handed to a chef before the preparation of the meal.

- All park restaurants are equipped and trained to take care of guests with allergen needs.

- More menu options, ranging from gluten-free pizza to an allergen-friendly Shamu-shaped chocolate bar, enhance the experience for dining guests. For those on the go, the parks also provide prepackaged snacks such as cookies from companies that specialize in allergen-friendly foods including Divvies and

▶ See SEAWORLD, page 50

Gardaland's food service recognized with ISO 22000 classification

ITALY — Dining at Gardaland means safety, and that commitment is being recognized in a major way. For the first time, DNV — Business Assurance, one of the leading classification societies at worldwide level, has bestowed the prestigious classification of conformity with the international standard ISO 22000:2005 to an amusement park in Italy, and Gardaland can proudly announce that its renowned resort is among the very first amusement parks in the world to achieve such a goal.

"We are an amusement park, a dream location where one can spend unforgettable moments. We host mainly families and children and food safety is an essential aspect for us," said Aldo Maria Vigevani — CEO of Gardaland. "For this reason we have decided to undertake a path of classification following the most rigorous international standards, involving an important independent classification society such as DNV Business Assurance. Yet another demonstration of our commitment

towards always offering the very best".

Managing food safety through the enforcement of standard ISO 22000 in a complex entity such as an amusement park has represented so far a decisively innovative and ambitious challenge. Gardaland includes more than 15 dining spots, from the kiosk to the luxury restaurant, each one with its own characteristics and a carefully planned offer. This is why a food safety team has been set up, a team which, alongside the Lambda Laboratory of Verona, has put together concrete procedures to ensure that, in all the various dining spots, management of the very delicate and very important chapter named "Catering for Guests" is oriented towards maximum safety with the sole and ultimate objective of always preserving the health of people.

"The ISO 22000 classification is a particularly challenging path, especially for a complex entity featuring different dining spots. An

▶ See GARDALAND, page 50



Italy's Gardaland has been recognized for its commitment to food safety. For the first time, "DNV — Business Assurance", one of the leading classification societies at worldwide level, has bestowed the prestigious classification of conformity with the international standard ISO 22000:2005 to an amusement park.

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►SEAWORLD

Continued from page 49

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To help guests plan, detailed information on allergen-friendly services and helpful safety tips can be found online at each park's website. Guests can also download the Chef Cards and fill it out prior to their visit. At the parks, in-park educational handouts are available.

"We commend SeaWorld Parks & Entertainment for implementing a comprehensive food allergy training program, which we were pleased

to help carry out," said John Lehr, FAAN's chief executive officer. "Families often exhaustively research vacation options that will keep their loved ones with food allergies safe. SeaWorld has taken extra steps to educate its employees about the risks that families managing food allergies face on a daily basis."

For more information on the parks' allergen-free efforts visit www.seaworld.com, www.buschgardens.com and www.sesameplace.com. For additional resources about food allergies from FAAN, visit www.foodallergy.org.

►GARDALAND

Continued from page 49

out and out distinctive element at worldwide level for an amusement park such as Gardaland," added Massimo Berlin, general manager of DNV Business Assurance. "Involving an independent

verification third party and deciding to pursue a demanding classification such as this one are an integral part of Gardaland's virtuous and responsible approach, looking after its own guests from every point of view. Not underestimating a key aspect such as food safety."

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FAST TRACK

COMPILED: Scott Rutherford,
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The Walt Disney Company recently announced that social media will be a major component of a new program — Limited Time Magic — in the works for the California and Florida parks that will feature weekly surprise themes and events. These will include impromptu concerts, dance parties, colored lighting, character meet-and-greets, new menu and merchandise items. Disney will utilize Twitter, blogs, websites and other online activity to keep park guests informed.

Knott's Berry Farm continues its tradition of honoring the brave individuals who have served in the U.S. military, both past and present, with free admission during its 23rd annual Military Tribute. Knott's is the only theme park that has continuously offered free admission to veterans and active military personnel in honor of our nation's Veteran's Day holiday.

Cedar Fair has announced an extended multi-year partnership with The Isee Company. A leader in the frozen beverage category, The Isee Company offers well-known, guest-approved, frozen beverages including Isee, Slush Puppie and Parrot-Ice treats. The popular array of products will continue to be a favorite for Cedar Fair's park guests.

Legoland Florida celebrated its first birthday on October 15 with guests being treated to 50 percent off single day admission to enjoy the park. Additionally, a strolling prize patrol sporadically surprised guests throughout the day with gifts.

Six Flags Over Georgia retired its Wheelie, a classic Schwarzkopf Enterprise, at the close of the 2012 season. Wheelie was introduced at Six Flags Over Georgia in 1977 in the park's U.S.A. area — close to where the Goliath steel coaster now stands. In 1985, the ride was moved to its final location in the park's Lickskillet section. The Wheelie is being removed to make room for the new-for-2013 SkyScreamer tower swing ride.

Falcon's Treehouse has announced its successful agreement with Ilyas & Mustafa Galadari Group (IMG Group) to offer themed entertainment design solutions at their upcoming indoor destination, situated at the City of Arabia, Dubai. To be realized under the creative guidance of Falcon's Treehouse, the facility will feature a selection of stories and characters from Marvel Entertainment, along with other famous intellectual properties and a dinosaur IP created exclusively for IMG.

Farming from the past is the theme of a newly renovated main entrance to the Milwaukee County Zoo's Northwestern Mutual Family Farm. A grant from Northwestern Mutual Foundation to the Zoological Society of Milwaukee helped fund major enhancements to the area. Improvements included the creation of a more engaging and educational space that celebrates Wisconsin's early farmers.

While Gateway Ticketing Systems has been named one of the Best Places to Work in Pennsylvania for 2012, the Gateway Ticketing Systems European user community recently gathered at Disneyland Paris for two days of information exchange on leveraging the Galaxy product suite for maximum revenue growth and operational efficiency. Customers, prospects and Gateway representatives from ten countries were energized sharing tips and tricks and learning about new and upcoming enhancements to Gateway's products.

TripAdvisor, one of the world's largest travel websites, has awarded Hong Kong's Ocean Park with a Certificate of Excellence in recognition for earning exceptional travel ratings over the past year. This prestigious award is only given to the most exceptional performers in TripAdvisor's global business community, and whose businesses consistently earn top ratings from travelers. Approximately 10 percent of destinations, which includes accommodations, restaurants, and attractions, listed on TripAdvisor receive this award.

SeaWorld Orlando and the Miami Dolphins have announced a multi-year marketing agreement. "SeaWorld, Where the Dolphins Play!" is the tagline for the integrated campaign involving a season-long sweepstakes and special deals for Florida residents. The face of the campaign is former linebacker Jason Taylor, who was inducted into the Miami Dolphins Honor Roll on Oct. 14. Vignettes will feature him and his family enjoying SeaWorld.

MediaCom has been appointed to the media accounts across Merlin Entertainment Groups Aussie attractions. The agency won the media business for Merlin's Sydney-based attractions including Sealife Sydney Aquarium, Madame Tussauds Sydney, Manly Sea Life Sanctuary, Wild Life Sydney Zoo and the Sydney Tower Eye & Skywalk. The entertainment group has now consolidated its Australian attractions with MediaCom, meaning the agency will also handle media for Melbourne Aquarium and Underwater World in Mooloolaba on the Sunshine Coast.

Closed since April for refurbishment, Test Track in Epcot's Future World will be reintroduced to Walt Disney World guests Dec. 6, 2012. Test Track's re-imagining will feature an emphasis on automotive design plus new pre- and post-shows. Disney World should be quite busy that day as Dec. 6 is also the grand-opening date for the latest phase of the Fantasyland expansion at Magic Kingdom.

Belgian theme park Plopsaland De Panne, located along the North Sea near the French border has unveiled its plans for the 2013 season. Property of the Plopsa Group, it will invest \$15.7 million in the construction of a new themed area and a theater hall, two projects that will be followed in 2014 by the opening of a hotel and an indoor waterpark.

Gerstlauer expands production facilities

GERMANY—For a few years it was the exception. But now, producing roller coasters at capacity each year has become the norm at Gerstlauer Amusement Rides. The Munsterhausen-based company's reputation has grown to the point that each year the company finds itself selling as many coasters as it can produce. Gerstlauer has responded to the growth by expanding. In 2008 the company opened a new production space dedicated to track manufacturing. At that time they felt it would never be completely utilized. But four years later it is extremely busy with roller coaster track being bent for every corner of the globe.

This year the company recently unveiled its newest

addition, a new sandblasting and painting facility. Huge pieces of track and structure can now be sandblasted on-site and their painting ability is greatly expanded, which allows the company to do more work on site. Managing Director Siegfried Gerstlauer said, "We have tried to balance the desire to stay small with the need to produce everything in a timely manner for our customers. We are always cognizant of the problems that come with getting too big too fast and have worked to ensure that we have stable, manageable growth."

While 2011 saw a lot of Gerstlauer coasters opening, 2012 was the year of many different projects. "We had a lot of different products open around

the globe," said Gerstlauer. "We had three SkyFly rides debut. In addition, our Japanese representatives Hanwa sold and installed turn-key the "Veil of Dark" Spinning Coaster to Sega Joypolis in Tokyo, which was the world's first spinning coaster to incorporate an inversion. We also opened our second Family Shuttle Coaster at the OK Corral in France and a Polyp at Liseberg in Sweden. All of these very different, unique rides have broadened the portfolio. Next year we are busy doing more classics like hybrid coaster trains and Bobsled Coasters, but also some more firsts, such as our newly-designed eight-passenger launch vehicles."

This year in the North American market Gerstlauer



To keep up with the growing production schedule Gerstlauer expanded its plant again this year, adding this new sandblasting facility. COURTESY GERSTLAUER

was busy opening one of the SkyFly's at Nickelodeon Universe in the Mall of America. In addition, they debuted the first eight-seater Euro-Fighter vehicles with lap bars at the new Galveston Island Historic Pleasure Pier and replacement trains for the classic sooperdooperLooper roller coaster at Hersheypark. "We enjoyed

opening three very different projects at three great properties across the country. All were great additions to each park and each showcased a unique production capability by Gerstlauer," said Adam Sandy, sales director for the Ride Entertainment Group, Gerstlauer's North American sales representatives.

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New chief amps marketing, sees company stock soar

For Cedar Fair's Matt Ouimet, creating fun is all in a day's work

STORY: Dean Lamanna
Special to Amusement Today

SANDUSKY, Ohio — When named president of Cedar Fair Entertainment Company last year, and then fully titled as CEO with the retirement of chief Richard Kinzel in January, Matthew Ouimet knew he wasn't just filling venerable amusement industry shoes.

He was embarking on an adventure.

A two-decade amusement and hospitality professional who spent 17 years with the Walt Disney Company, where his string of executive positions included president of The Disneyland Resort, the affable, 54-year-old Ouimet is making his mark quickly at Cedar Fair. Strategic marketing initiatives, revamped websites and a new e-commerce platform have been launched, while food quality upgrades, a front-of-the-line Fast Lane premium admission, new live entertainment and the removal of underperforming rides are among the in-park improvements. On the horizon: more corporate partnerships that will capitalize on the company's 23 million-plus annual visitors.

Ouimet's efforts to enhance the successful business model established by 40-year Cedar Fair veteran Kinzel and his team are paying off. Through Labor Day, net revenues for the company were up approximately \$40 million, or five percent, year-over-year — placing it on track for its third consecutive year of record performance. Driving this growth was a four percent increase in average in-park guest per capita spending coupled with a one percent increase in attendance and a one percent jump in out-of-park revenues, with record season pass sales playing a role in all areas.

As investor applause mingles with the mirthful screams rising up from the midways of Cedar Fair's 11 amusement parks and seven waterparks in North America — and company operations continue to gather accolades, including Cedar Point's 15th consecutive Golden Ticket honor from *Amusement Today* for Best Amusement Park — Ouimet, together with his 1,700 full-



Named president of Cedar Fair Entertainment Company in 2011 and succeeding retiring CEO Richard Kinzel last January, Matthew Ouimet is banking on fresh e-commerce and new-media marketing approaches to keep the regional park operator riding high.

COURTESY CEDAR FAIR

time and 35,000 seasonal/part-time employees, is enjoying the ride. The busy CEO took a break to share with *AT* his vision for the company and its continued health and growth.

What's your read on the industry as the economy struggles to emerge from the recession?

With consumers having had to budget more strictly, I have been pleased at how well we've done. We're seeing record attendance at amusement parks, which speaks to the prioritization the consumer is making. We tend to pop to the top of the list because we provide a great value relative to other entertainment options. And in the too-complicated world we live in, having fun should be fun.

What kind of potential did you see in Cedar Fair when you joined the company last year?

I am fortunate to have inherited a very strong mix of great parks and a strong management team. Having worked for Disney, I can say that Dick Kinzel ran the cleanest parks in the industry, and he gave me a great platform to work with.

I'm spending a lot of time thinking about how you market, sell and promote these parks in a more aggressive and modern way. We're going to make sure people remember to come back by continuing to do things like Luminos-

ity [nighttime music-and-light show] at Cedar Point and providing a nice mix of what they loved as they grew up and will enjoy into the future. If you don't continue to innovate, you won't be here. I hope a few bells and whistles will make a difference.

Last January, you laid out some specific plans for the company in a presentation to investors called FUNforward. Which are bearing the most fruit?

Delivering an experience that meets or exceeds guest expectations is imperative, and behind that, our e-commerce platform clearly has had an impact. A lot more people are buying the product that works for them — in this case, ticket product — before they ever arrive at the park. That advance purchase commitment allows the consumer to get the best value in what we offer and has worked really well for us.

Our marketing has resonated also, and that's important, because unfortunately these overcommitted consumers need a reason to make a decision now. I like to talk about the mix of emotion along with promotion — the "emotion" being the branded spots reminding you how you felt the last time you visited the parks and the "promotion" reminding you why to do it today. If you don't provide some urgency leverage, the consumer tends to keep putting it off.

At the parks, we've added some new characters under the Peanuts umbrella, including Woodstock, who's been well-received by younger fam-

ily members particularly. And Fast Lane has been an extraordinary success for us. We're finding that the benefit-oriented consumer would not have come if they couldn't get a Fast Lane pass. So we're playing both ends of the barbell, if you will, by offering benefits to consumers who want them while offering value to consumers who are trying to budget on a more disciplined basis. And it's working for us.

Cedar Fair's revenues are up and its shares hit a seven-year high in late September. What other factors are driving this?

You've got to credit the management team that was here before I got here. As with a lot of companies, there was a hiccup when the great recession hit, but they had a very solid business model. And then, I've spent a lot of time on the road with my CFO, Brian Witherow, and others telling the company's story to investors. Cedar Fair wants to be the investment of choice. We were never particularly engaged with the investor community before because we didn't need to be, so that may be the biggest difference.

You came to Cedar Fair after a long run at Disney. What was your most important takeaway, and how do the two park operators differ?

What Disney taught me from a management standpoint, aside from the importance of having great talent around you, was attention to detail. Details matter. I continue to walk the parks — paying attention to who our guests

are and identifying stress points. And then deciding what we can do to enhance the guest experience. We're not a 365-day operation; we run hard for 130 days, and that's the biggest delta between the two business models.

Disney and Universal will always be substantially better themed than we will be — their ticket prices and 365-day operation support that. But people confuse theming and place-making. Place-making is important, and it means, "I feel comfortable here." It means there's a fair amount of shade in the park, it's not too crowded and there are places to sit down. We pull that off pretty damn well.

Is Cedar Fair a more nimble company than others in terms of decision-making and reacting quickly to the market?

Absolutely. My steering committee is 10 people. If we want to make a change, we can do it in one day, not a year. That doesn't happen nearly as easily in the Disney environment because the company is bigger and plays a lot of defense in terms of protecting the brand. And they should, because it's so extraordinarily valuable.

Cedar Fair has announced \$90 million in capital expenditures for 2013. Which developments excite you the most?

The biggest are certainly our [\$26 million] GateKeeper winged roller coaster here at Cedar Point and our consolidation of Worlds of Fun and Oceans of Fun — where we're doing a dramatic waterpark expansion — on one ticket. What we've learned is that consumers really like the two-for-one value proposition. And waterpark capacity is generally cheaper to add than amusement park capacity. Waterparks also play a big role as it relates to satisfaction for season pass holders.

What is your overarching goal for Cedar Fair?

That consumers, given one choice, recognize us as the place they want to spend that special day of summer. And that anybody who enjoys working in this business, given one choice, wants to work for us. When I leave here, I hope people are saying that.



Cedar Fair President and CEO Matthew Ouimet (second from right) prizes, and praises, the teamwork he shares with his top executives, who include (from left) Executive Vice President of Operations Phil Bender, COO Richard Zimmerman and CFO Brian Witherow — here enjoying a day at the company's Southern California "legacy park," Knott's Berry Farm. COURTESY CEDAR FAIR

Statue Cruises selects Gateway mobile point of sale system

BOYERTOWN, Pa. — Until June of 2012, ticket sales for Statue Cruises' 60-minute narrated Harbor Tours took place in a small wooden booth in Battery Park, New York City, with a ticket seller who accepted only cash payment.

"People expect to be able to pay with a credit card," said Jerry Burchard, IT systems administrator at Statue Cruises. "We needed a wireless solution that would enable us to

accept card payments in order to keep pace with our competition. Gateway Ticketing Systems' Galaxy Roam exceeded our requirements."

The Galaxy Roam handheld devices provide users maximum flexibility and reliability in selling general admission, timed-event and general-event tickets: A swipe of a credit card along the side of the device processes payment over a Wi-Fi or a 3G data connection. Rather than waiting for cus-

tomers to come to them, Statue Cruises implemented a "street team" of two employees with the Roam handhelds to traverse the Battery Park area.

The solution paid for itself over the summer season and credit card sales soared: "A full quarter of our sales from June to Labor Day weekend were processed with Galaxy Roam," said Burchard. "And we only used one handheld over Labor Day weekend!"

"We couldn't have hoped for

more exciting results from one of our pilot Roam customers," added Mike Furman, director of sales at Gateway Ticketing Systems. "Galaxy Roam is designed to provide our customers greater flexibility with a commercial-grade mobile POS. It is fantastic to see the rapid ROI that Statue Cruises experienced in terms of incremental sales of unsold capacity on their tours and how easy it was for them to adopt this solution."

Registration open for IAAPA's FEC Phoenix set for Feb. 26-28

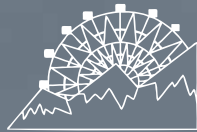
ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions (IAAPA) has announced an event for family entertainment center operators: FEC Phoenix, a two-day conference for FEC operators by FEC operators. This new business-building event is for the industry's leading family entertainment center (FEC) operators, suppliers, manufacturers, and professionals. FEC Phoenix will take place Feb. 26-28, 2013 at Millennium Scottsdale Resort & Villas just outside Phoenix, Arizona.

FEC owners, operators and professionals will meet face-to-face to discuss the latest trends, build a network of business colleagues, gain insight from others, and share best practices all with a keen focus on improving sales and the bottom line. Attendees will participate in fast-paced meetings, information-filled presentations, and conversations with successful FEC operators. Topics to include discussions on: trends and what's next, attraction and revenue performance, food and beverage, group sales, parties, management and human resources, the future of the industry, and more.

"IAAPA's FEC Phoenix will give FEC owners, operators, senior managers, manufacturers, and suppliers practical ways to grow their businesses during two days of network building, idea generation, and learning," said Gregg Borman, senior vice president of operations, FEC Division at Palace Entertainment and chair of the IAAPA Family Entertainment Center Committee.

Registration and additional event information is available at www.IAAPA.org/expos/fecphoenix.

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AIMS board elects Timo Klaus as second vice president



Klaus

The Amusement Industry Manufacturers and Suppliers Association (AIMS), announced the election of **Timo Klaus**, executive VP with KumbaK The Amusement Engineers located in the south of the Netherlands, as the new incoming AIMS second vice president.

Following the normal progression of elected officers, Klaus will assume his position among the AIMS officers on April 1, 2013. He was elected to the AIMS board of directors in 2011 and has been active within the association and the annual safety seminar. Klaus is a 12-year veteran of the amusement industry and brings to AIMS a keen insight of the European market.

Klaus's election to second vice president came at a recently held AIMS board of directors meeting. Following the by-

laws of the association and the normal officer rotation, Klaus is in line to become president by 2017.

On April 1, 2013, Mike Gutknecht will continue to serve out his term on the board of directors but now as past president. Moving up to president's spot will be Roger Berry with Ken Vondriska moving to first vice president.

AIMS is grateful for all of the work that Mike has done during his term as president. The members of AIMS can look forward to the continued efforts of the board of directors and know that AIMS will continue to move forward serving them and the entire amusement industry.

—Steve Laycock

A lot to be thankful for!

Patty Beazley

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

As you read this column, it's November. Wow! What a year and where did it go? When it is spring, we in the amusement business are looking forward to a new season, a fresh start.

By Memorial Day, we find ourselves pumped and ready to greet each day of the summer. By Labor Day, we have been counting down the days until daily operation ends. By Thanksgiving, those of you who had Halloween activities are doing the Snoopy dance now that it's all over. But, if you have Christmas activities on your agenda — oh my! Regardless of the season,



Beazley

we always have the tendency to look ahead to the future for something more promising.

My year has been a roller coaster filled with the momentum of ups and downs with a personal loss, a booming business, and great international travels. I look at the calendar and ask myself, "Where did the time go?" It feels as if it was just last month that the AIMS Education Committee met to discuss and plan the 2013 AIMS Safety Seminar that will be held January 13-18, 2013 in sunny Orlando, Florida. But in reality, it was eight months ago.

I know that we get so involved with the daily issues in our lives and work because, believe me, life does happen — time slips through our hands. It's now November, a time to be thankful. And I'm truly thankful that I am surrounded by passionate people in the amusement industry, from instructors to the staff of AIMS, who are dedicated to making this one of the

best AIMS Safety Seminar yet.

The upcoming seminar has a new curriculum for our Maintenance track with an abundance of new classes. New classes have also been added to the tracks of Operations, Aquatics, Safety, and Carnivals. In fact, we have added more than 50 classes for the upcoming seminar. New classes such as Fluid Troubleshooting, Business Basics and Budgeting, Business Ethics, Dealing with ADA, Selling Safety to your Team, Aquatics Legal Roundtable, Establishing an NDT Certification Program, Amusement Ride Fires, and Catch the GreenWave to name just a few. I'm thankful that we have some of the best instructors from the amusement business industry who volunteer their time to teach the 300-plus hours of classes.

As you wind down your season, don't let time slip by and miss out on the 2013 seminar. I urge you to jump start the new season by attending the 2013 AIMS Safety Seminar. It's a won-

derful week of education, networking, and sharing ideas with others in our industry.

AIMS will hold registration Sunday, January 13, 2013 at the DoubleTree by Hilton Orlando at SeaWorld from 2-6 p.m. where classes will be held throughout the week. Following registration, a festive kick-off reception will be held from 6-8 p.m. Classes will be held January 14-18, 2013 from 8 a.m. to 5:15 p.m. daily. Certification testing will be Thursday, January 17 from 3 p.m. to 5:15 p.m. It will be an action packed week with returning favorites such as the Silent Auction and great raffles.

Don't miss the educational fun at the AIMS Safety Seminar! Visit www.aimsintl.org to register today and preview all of the new classes. If you are looking ahead for something promising in your career, be at the 2013 AIMS Safety Seminar and remember we do have a lot to be thankful for!

2013 AIMS Safety Seminar: cost and expense



The 2013 AIMS Safety Seminar is just around the corner. On-site registration takes place on January 13 and it will be here before you know it. With 40 new classes for 2013 and 320 instructional hours available, the AIMS Safety Seminar continues to lead the amusement industry in education and certification.

The cost to attend the seminar is \$595, but the first

50 registrants get a \$100 discount, so act quickly to save! There are a limited number of scholarships available, check out the link on the AIMS website to get more information, www.aimsintl.org/SS-Scholarship.asp.

The seminar will take place at the DoubleTree by Hilton Orlando at SeaWorld on January 13-18, 2013, with classes beginning at 8:00 a.m.

on Monday January 14. The AIMS planning committee has worked diligently to obtain a great nightly room rate of \$94 at this beautiful resort. This room rate is only available until January 3 or until the block has been filled. Hotel registration can be made online following the link on the AIMS International web page, www.aimsintl.org/ss-hotelinfo.asp.

—Tony Classen



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Scream doctor of Connecticut keeps the wheels turning

Editor's note: Ron Gustafson is public relations manager for Quassy Amusement Park and serves as the chairman for IAAPA's Hall of Fame committee. He is a long-time friend of Amusement Today Publisher Gary Slade and is a regular contributor.

STORY: Ron Gustafson
Special to Amusement Today

MIDDLEBURY, Conn. — The doctor is in.

That's what the sign might read early each morning during the operating season at family-owned Quassy Amusement Park in Middlebury, Conn.

Heading up a team of early-risers affectionately known as the Quassy "Scream Doctors" is Rui DaSilva, who has spent half of his life working at the lakeside facility.



As the 32-year-old starts making his way through the rigorous daily inspection of the rides hours before Quassy opens to the public, it's frankly a scene mirrored at hundreds of amusement parks throughout the nation.

"I've been here 16 years," Rui said during an interview at the height of 2012 season. He started as a games attendant his first year at the park and moved to grounds maintenance the following season.

In 2005 he got his first taste of working on the rides as a daily inspector and lending a hand with mechanical work.

"Rui has come a long way in nurturing his skills since joining the ride maintenance staff," said park President Eric Anderson. "Now he knows these rides inside and out and keeps them running and running safely."

As Rui worked his way up through the maintenance/safety department at the 104-year-old park, his abilities continually developed, leading to more responsibilities.

Today he finds himself taking care of classic rides he rode as a youngster as well as



Rui DaSilva heads up the maintenance team at Quassy Amusement Park in Middlebury, Conn. Affectionately called the Scream Doctors, the crew has to make the rounds each morning to thoroughly check all of the park's rides before opening and make any needed repairs during the day. Rui is seen on the stairway near the top of the lift hill on Quassy's Wooden Warrior roller coaster. COURTESY QUASSY/RON GUSTAFSON

some of the newest gear on the planet.

"I came to the park as a kid and rode the Little Dipper (roller coaster) and carousel," he said of his childhood experiences at Quassy. "I have fond memories of those days with my older sister and parents."

The Little Dipper made its debut at the park in 1952, nearly 30 years before Rui was born and raised in nearby Waterbury, Conn. It was part of a now classic four-ride Allan Herschell kiddyland Quassy purchased for that season.



In recent years he has completely repainted the coaster's train and refurbished all of the other Herschell rides in the park.

Rui works with a staff of four other maintenance personnel and early in the 2012 season the owners presented the team with "Scream Doctors" T-shirts, a phrase coined in-house that has certainly stuck.

"It was a fun play on words," noted George Frantzis II, a Quassy owner. "Our guests also recognize Rui and

Above, checking seat belts and latches on every ride is part of early-morning inspections. Here, Rui goes through all 32 seats on the Yo-Yo swing ride before conducting a test ride cycle, right. At left, Rui performs a safety inspection on the sweeps of the Music Fest.

COURTESY QUASSY / RON GUSTAFSON

the other guys by their T-shirts and like the 'scream doctors' theme."

Long days during the season

As anyone in the amusement park industry can tell you, the operating season brings with it long, demanding days on the job.

The morning maintenance team clocks in at 7 a.m. to begin hours of prep work on the rides before the first guest steps foot on the property.

"We have to check every safety latch and belt and thoroughly check other components for wear and tear," Rui asserted.

Anything that needs immediate attention is repaired and all of the necessary daily paperwork is signed, assuring that the rides are ready for anxious guests.

Once the park is open the maintenance crew stands ready at a moment's notice to troubleshoot any issue that pops up during the day.

"Sometimes we put in 12-

hour days during the busiest part of the year," he added.

Over the past decade Quassy Amusement Park has been implementing a long-range plan to expand and update, meeting the growing demands for new attractions and rides.

The family-owned property put it all on the line with the introduction of Saturation Station, an SCS Interactive WaterColors family waterplay area, in 2003.

"It saved the park," the owners have said time and again about taking the plunge into waterpark attractions.

Adding more to the arsenal

The overnight success of Saturation Station led to the addition of two ProSlide Technology Tunnel Twister slides in 2006. Rui and the rest of the maintenance staff were hands on as they helped to construct the giant troughs under the direction of an onsite engineer from ProSlide.

► See QUASSY, page 57



►QUASSY

Continued from page 56

The same year Quassy invested in a Chance Yo-Yo swing ride and it has been completely refurbished in the park's maintenance shop.

Other recent additions include a Zamperla Galleon pirate ship (2008), Childress three-lane slide (2008), SBF Free Fall 'N drop tower (2010) and a Zamperla tea cup (2012).

But the ride that has put Quassy Amusement Park on the international map is the Wooden Warrior roller coaster, which made its debut at the opening of the 2011 season.

The much-delayed marquee attraction had been originally targeted for opening in 2008, the park's centennial season. Ground was finally broken in August of 2010 for The Gravity Group-designed (Cincinnati, Ohio) junior coaster, the first of its size in the firm's portfolio.

Since then, the Wooden Warrior has drawn rave reviews from coaster and theme park enthusiasts that have visited from around the globe.

For Rui and the maintenance crew, it has also brought with it the challenges of maintaining an all wood coaster.

"Between checking the structure and cars, we average one-and-a-half hours on the coaster each morning," he said of the tasks associated with inspecting the ride prior to opening.

As with any new piece of equipment, the "Scream Doctors" had to become acclimated with all of the mechanical components on the ride, including a computerized brain that runs the coaster's lift hill and braking mechanisms.

Cheering section

Occasionally the Wooden Warrior isn't quite ready for operation when the park opens at 11 a.m.

"People will be waiting in line at the coaster and when we get it running they actually cheer," he said of the anxious crowd.

Maintenance on the massive structure is ongoing as bolts have to be tightened along the 1,250 feet of track as well as the uprights (bents). The entire track is walked each morning before the empty train makes its first revolution.

Quassy's new coaster is also the first ride in the United States to feature the state-of-the-art Timberliner train from Gravitykraft Corp., a sister firm to the ride's designers.

"It's a new design, so we've had to learn about all of the maintenance on it," Rui explained.

With the park shutting down for the season in early October, Rui has no qualms about the end of another operating year.

"I'm glad to see it," he noted. "By then all of us are getting pretty burnt out."

While the off-season offers reprieve from the daily chores of inspecting, repairing and operating, it brings with it an aggressive agenda before the park opens the next spring.

Complete overhauls

Like most other amusement park operations, Quassy has a rotating schedule for rides to be refurbished in its maintenance shop. Key components are checked annually for wear and tear and during most winters a number of rides receive new paint.

"Everything gets gone through," Rui said of the fall and winter. "The biggest job this past winter was redoing the Music Fest (Chance Rides). We replaced all of the bearings and painted the sweeps."

As for painting, Rui is self-taught, yet very accomplished in the spray booth. He is particularly satisfied with the metallic finishes he applied to the helicopter ride in Kiddyland and the total repainting of the popular Trabant (Chance Rides) and Paratrooper (Hrubetz) family rides.

Waterpark to be expanded

"I'm looking forward to the waterpark expansion," Rui said of his career. "I'll likely help with the construction of the new slides there."

That project is projected to be completed for the opening of the 2013 season, virtually doubling the size of Quassy's Saturation Station.

As for the gratifying part of the demanding work, Rui summed it up this way:

"A lot of people (guests) know me because I've been here so many years. It's nice to see everyone having a good time."

Just what this Scream Doctor prescribed.

Kumbak

The Amusement Engineers

Bakken (DK) Rutschebanen (2010)

A major upgrade to a wooden rollercoaster from the early 1930's which had used an on-board brake man to control the speed and separation of the trains.

This upgrade includes new trains featuring trailing axle articulation for a smoother ride experience and individual passenger restraints providing infinite adjustability and compliance with the requirements of the current European amusement ride safety standards. In addition, an innovative speed control and block system was developed and implemented which eliminated the need for the on-board brake man.



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NAARSO introduces new Operations certification

BRANDON, Fla. — The board of directors for the National Association of Amusement Ride Safety Officials (NAARSO) is pleased to announce their newest certification, Operations Level I.

The development of this certification was driven by the industry as it continues to strive to be safe not only for the patrons, but also for the employees within the amusement organizations themselves. The Operations Certification targets the complete

operations side of permanent parks, traveling shows, and rental facilities. It will test the knowledge of qualified individuals on the safe operating procedures of amusement rides, devices, and attractions.

This new certification exam will be introduced at the 26th Annual Safety Forum held in Pigeon Forge, Tennessee.

Within this year's program are classes with specific operational instruction that will be required for any-

one wishing to sit for this test. Along with these new classes, NAARSO will offer other industry oriented classes with up-to-date information and an exciting hands-on activity at our host, Dollywood.

For more information on this certification or on the safety forum call (813) 661-2779 or visit NAARSO at the IAAPA Attractions Expo, booth 3819 in Orlando. Information is also available at: www.naarso.com.



26th ANNUAL SAFETY FORUM January 27 – February 1, 2013

It's that time of year to begin planning on attending the 26th Annual Safety Forum for the most up-to-date training and Hands-on activity experience. This year we will be traveling to Pigeon Forge, TN with a visit to the Dollywood.

NEW THIS YEAR – OPERATIONS LEVEL I CERTIFICATION

We are pleased to announce our new certification, Operations Level I. In addition to the new certification our curriculum this year will include Operational classes to support the requirements for taking the exam.

Registration will begin on Sunday, January 27, 2013, with a class that evening before the Welcome Reception. Classes will end after noon on Friday, February 1 and the Level I & Level II certification exams will take place later that afternoon. Tuition cost is \$445 for current 2013 members of NAARSO, non-member's tuition cost is \$495.

The event will be held at the Music Road Hotel located at 303 Henderson Chapel Rd, Pigeon Forge, TN 37863.

Room rates are \$82 single/double – breakfast included in pricing. Transportation from Knoxville Airport can be arranged in advance through Rocky Top Tours, 877-315-8687.

Membership Meeting will be held at the Music Road Hotel on January 27, 2013, at 1:30 p.m.

More information can be found on the website, www.naarso.com beginning November, 2012

Creative Operational Concepts announces ROTC 2013 details

LAS VEGAS, Nev. — Officials at Creative Operational Concepts (When Pigs Fly) have opened registration for the 2013 ROTC School, which will be held in Las Vegas, Nev. Feb 5-7, 2013.

The ROTC (Ride Operator Trainer Certification) program has proven to be a great way to standardize and improve front line teams' performance in ride and attraction operation.

Used by 25 parks worldwide, the ROTC School offers many benefits including:

- Achieve a Trainer Certification.
- Receive a ready to implement program.
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Creative Operational Concepts is a hospitality and safety consulting company that has existed for 10 plus years.

For more information visit: www.creativeoperationalconcepts.com.

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Ride innovator Dynamic Structures extends industry reach

Dynamic Attractions spin-off promotes park sales, service

STORY: Dean Lamanna
Special to Amusement Today

PORT COQUITLAM, B.C., Canada — Few companies associated with the amusement industry can boast the longevity and ingenuity of Dynamic Structures Ltd. (DSL), a diversified engineering and manufacturing concern specializing in steel-fabrication products.

Founded in 1926, DSL has designed and built some of the world's most sophisticated bridges and enclosures for observatory-based telescopes — and for the past 15 years, it has applied its pioneering technologies to more than 50 ride-based attractions for blue-chip clients around the world.

Last year, to grow its brand within the industry and draw additional theme park clients, DSL introduced a marketing offshoot company, Dynamic Attractions, which includes a ride maintenance division based in Arlington, Texas. Both DSL and Dynamic Attractions are subsidiaries of Empire Industries Ltd. of Toronto.

"We were engineers developing our own solutions and doing a lot of work across the board...but we weren't out in the [amusement] marketplace looking for opportunities," said David Halliday, DSL's president and director of special projects. "Through Dynamic Attractions, we're exploring the market's needs and building new opportunities for Dynamic Structures, which handles engineering and execution. It helps round out our operations."

In North America, DSL has been a quiet but proud supplier to the Walt Disney World Resort and the Universal Orlando Resort in Central Florida, and to The Disneyland Resort in Anaheim, Calif. Among the major attractions and ride overhauls to which it has contributed are (in Fla.) Test Track, E.T. Adventure and Harry Potter and the Forbidden Journey; and (in Calif.) Soarin' Over California, Space Mountain and Radiator Springs Racers.

Spanning industries
DSL's beginnings, and its solid reputation today, are founded on the design and building of steel bridges in re-
▶ See **DYNAMIC**, page 61



Among its projects for The Disneyland Resort, Dynamic Structures completed an extensive refurbishment of the property's monorail trains (top) and a full track replacement and systems upgrade inside Disneyland's Space Mountain (right). The company's specialized, high-precision box girder method of coaster track construction (above) allows for maximum geometric flexibility and durability.
COURTESY DYNAMIC STRUCTURES



Dynamic Structures revived the technology it created for Test Track at Walt Disney World's Epcot park for Radiator Springs Racers, the centerpiece of Disney California Adventure's new Cars Land section (above and left). The company installed its innovative Soarin' Motion Theatre (right) at Disney parks in Anaheim and Orlando.
COURTESY DYNAMIC STRUCTURES

Of imagination and mechanical inclinations

The career track of David Halliday, president of Dynamic Structures Ltd. (DSL), winds back to his youth in Inverness, Scotland, where there were no amusement parks.

"I developed a love of cars and motorcycles — and of pulling engines apart and building them," said Halliday, 70. "When you can't afford to take your car to a garage, you learn very quickly how to repair it yourself. My background has always been mechanical stuff."

Prior to moving to Canada in 1968 and joining DSL, Halliday spent eight years with Rolls-Royce/Feranti, splitting that period between a full technical apprenticeship and then a key position on the venerable British auto and aero-engine manufacturer's research team. Concurrently, he earned a Bachelor of Science degree in mechanical and production engineering from the University of Strathclyde in Glasgow, Scotland.

Since then, Halliday — aside from collecting a host of honors in his field — has established relation-



David Halliday, president of Dynamic Structures Ltd., at home in the company workshop. COURTESY DYNAMIC STRUCTURES

ships within the academic and aerospace engineering communities that have allowed him to leverage sound theoretical design and visionary concept de-

velopment with DSL's proven manufacturing capabilities. The company has enjoyed affiliations with institutions including the California Institute of Technology, Jet Propulsion Laboratory, Lockheed Martin, NASA, Rockwell, the University of Arizona, the University of British Columbia, the University of Texas and the U.S. Air Force.

"We've got a group of people working with scientists and physicists who are pushing the frontiers of science, because we are truly curious," Halliday said. "It's not just a question of getting a contract. It is, 'How can we make the best? How do we come up with the very best solution?' That's the thrust."

What makes it all worthwhile for Halliday?

"When you're on a plane from Southern California to Vancouver, and you overhear someone say, 'Remember that ride we went on? That was an incredible' — and you know you were involved in the design and building of it. That is rewarding."

—Dean Lamanna

► DYNAMIC

Continued from page 60

mote and geographically challenging areas throughout British Columbia. Over several decades, this work allowed the company to assemble a highly disciplined team of engineers.

"In delivering total turn-key projects, we learned how to deal with and manage risk and safety and everything that's important to survival," said Halliday, noting that DSL harnessed about 70 percent of all steel bridge construction projects in British Columbia in the 1970s. "That's how we won contracts."

It is also how DSL has won numerous awards, including the top U.S. engineering award from the National Council of Structural Engineers Associations in 2004 for its work on the Amgen Helix Bridge, a strikingly sculptural pedestrian walkway in Seattle.

DSL's experience with complex structures and tough environmental conditions led it to several contracts at the nearly 14,000-foot summit of Mauna Kea in Hawaii. Among other projects, it designed and built highly specialized enclosures for the Canada-France-Hawaii Telescope, which became operational in 1979, and the renowned W.M. Keck Observatory, where the world's largest optical and infrared telescopes began looking skyward in the mid-1990s.

One of Halliday's collaborators in the super-precision Keck work, a former employee of the Walt Disney Company, moved back to Disney and became a fortuitous amusement



industry link — one that paved the way for DSL's involvement with a high-tech new ride attraction at Walt Disney World's Epcot park: Test Track.

Although DSL's theme park clients restrict discussion of specifics, Halliday allowed that the design/build of Test Track tasked the company with finding cost-effective solutions to a range of technical issues, some arising from Florida's soil and weather conditions. The ride's ultimate success gave DSL its industry "cred."

As it wrapped work on Test Track, DSL contracted with the Universal Orlando Resort to work on the Sylvester McMonkey McBean's Very Unusual Driving Machines ride at Islands of Adventure. And another business relationship was forged.

DSL's major ride contributions to Universal's Florida property in succeeding years culminated with the 2010 opening of Harry Potter and the Forbidden Journey, the latter utilizing "robocoaster" technology in the service of one of the most complex dark rides ever created.

"All of the components that make up the Harry Potter ride are unique," said Halliday of the award-winning attraction. "It was extremely challenging and we worked very hard with Universal on it."

On the opposite coast, at The Disneyland Resort, DSL completed a full coaster track replacement and systems upgrade inside Disneyland's Space Mountain in 2005, and re-engineered and refurbished the resort's three monorail trains for return to operation in 2008 and 2009. Most impressively, DSL revived and refined the technology it created for Test Track for its contributions to Radiator Springs Racers — the star attraction of this year's newly opened Cars Land section at Disney California Adventure.

Halliday asserted that DSL's emphasis on delivering "life of asset" value is what sets his company apart.

"Value to me is not only that the ride operates on Day 1 and Day 2, but that it operates reliably for ten years," he said. "That's important, because a lot of rides being built today have longevity problems or fatigue issues. I've asked clients to look carefully at the rides they buy...from the perspective of maintenance and what that will cost year after year."

"We maintain quality and reliability through the design, manufacture and onsite construction of a project — developing quite a number of novel ideas that pay attention to the end result. The maintenance costs of the rides we provide are next to nothing."

Success by design

Key to DSL's superior ride engineering is the company's development of the triangular box girder section for use in track construction, allowing for

► See DYNAMIC, page 62

Bridges and beyond...



Before adding rides to its repertoire, Dynamic Structures made its name in the design and building of bridges and observatory-based telescopes — and it continues to push the envelope in those areas. Seattle's Amgen Helix Bridge (above), which won a top U.S. engineering award in 2004, and the the eight-meter Gemini telescope atop Hawaii's Mauna Kea (below) reflect the company's state-of-the-art engineering.

COURTESY DYNAMIC STRUCTURES



►DYNAMIC

Continued from page 61

maximum geometric flexibility and greater ease in assembling rides within existing enclosed spaces.

"It creates a more accurate, fatigue-reducing alternative to conventional track, which uses pipe for a backbone," Halliday noted. "And it's a cost-effective solution that provides for extreme smoothness, which is what our clients want for the guest experience."

Such proprietary solutions are the result of DSL's studious recruiting and nurturing of design and engineering talent. The company, through its telescope-related business, has formed strong relationships with 17 universities in the U.S. and Canada that allow it to tap the very best students and mentor them.

"It's a resource that ultimately creates value for our clients," said Halliday, pointing out the importance of maintaining a fresh in-house talent stream as DSL takes on increas-

ingly daunting projects.

"A challenge we have with all of the theme parks is that a lot of creative people have a dream — and it usually goes beyond what they can afford. Much of our effort is trying to dismantle things down to a point where the creative magic is preserved but still affordable."

To get a jump on rapidly evolving ride technology and create what Halliday called a "total solution," DSL developed a high-capacity, turnkey motion base system — the Soa-

rin' Motion Theatre — that it installed at Disney California Adventure in 2001 and Epcot in 2005. From there, the company has worked to make a simulator that provides an even more seamless start-to-finish guest experience.

Whereas the Soarin' Motion Theatre lifts riders via suspended seating into an immersive parabolic screen, DSL's improved, second-generation Diving Theatre loads passengers on a platform holding a conventional-appearing theater seating arrangement be-

fore what is actually just the upper section of a spheroidal screen. The audience is led to believe that it is inside a regular theater until a spectacular "reveal moment" that sends the entire platform diving toward the screen in sync with the projected image.

Halliday said DSL's motion base explorations are ongoing.

"We've formed a research group at Ryerson University in Toronto that is working with us to understand what we need to do physically to the guest in order to enhance the experience. We're also working with several research groups to understand how to tie the media side to the motion side to make the experience exhilarating from beginning to end."

This is especially crucial as demand grows for interactive attractions combining ride technology and motion picture properties.

"People come to a ride based on a movie with the experience of the movie already in their head," Halliday said. "The ride has to express that experience very, very well. And the difficulty that presents is an exciting challenge for us."



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at a glance

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1201 N. Watson Rd.,
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Arlington, TX 76006
www.dynamicattractions.com

Number of employees

100

Company slogan

Anything You Can
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We Can Build

Year founded

1926

BPAA teams with Vavalon to introduce marketing solution for operators

ARLINGTON, Texas — The Bowling Proprietors' Association of America (BPAA), the bowling industry's leading trade association, announced recently the creation of a new marketing tool that will be made available to BPAA member bowling centers across the country in 2013. The new marketing product, DesignPro 300, will be featured as a "Game Changer" session during the 2013 Bowling Summit in San Antonio, Texas. The new software will enable every member bowling center, regardless of size and resources, to produce professional marketing materials at an affordable price. The session at 2013 Bowling Summit will be led by Design Pro 300 creator Christine Martin, founding partner and software developer at Vavalon.

"With the introduction of DesignPro, we're now taking a marketing suite of services that

was once available to only those centers with marketing staffs or substantial budgets and making them accessible to our entire membership. All this service requires is a computer and an Internet connection," said Steve Johnson, executive director of BPAA. "As the competition for consumer time and dollars continues to increase, effective marketing is absolutely vital. This service gives proprietors a major edge in building top of mind awareness and

driving consumer traffic to their centers."

The session will include a joint presentation by Martin, along with Bart Burger from BPAA, as they unveil the first-of-its-kind industry marketing software. "Giving proprietors the ability to develop best-in-class point-of-sale that is comparable to what other large entertainment companies like Dave and Buster's or Chuck E. Cheese can produce is truly a 'game changer' for the

bowling industry," said Martin. As an added incentive, every proprietor in attendance will also receive a free template for use with DesignPro 300 to build their very first campaign. The workshop is scheduled for Monday, January 28, 2013 at 11:00 a.m. Central time.

The BPAA's Bowling Summit is the premier annual strategic midwinter conference for bowling center proprietors, managers and industry leaders, offering education, networking and industry insights on new and upcoming products. The 2013 Bowling Summit will be held January 27-30, 2013, at the Hyatt Regency Hotel on the San Antonio Riverwalk in Texas. This "Game Changer" session is part of the innovative education series taking place at the Summit this year. Additional guest speakers and presentations will be announced leading up to the 2013 Bowling Summit. To reg-

ister or receive additional information, please visit <http://www.bpaa.com/Meetings.asp>

About the BPAA

The Bowling Proprietors' Association of America (BPAA), founded in 1932, serves as the voice of the bowling industry. Headquartered in Arlington, Texas at the International Bowling Campus, the BPAA provides it's more than 4,000 member centers with group purchasing programs, business and educational seminars, legislative representation and proactively promotes the association and bowling industry. The BPAA's mission is to enhance the profitability of its member centers and raise the profile of bowling, America's top-ranked participatory sport. For additional information please visit www.bpaa.com or call (800) 343-1329.



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	One Month Ago	10/24/12	High	Low
Cedar Fair L.P.	\$33.93	\$35.52	\$36.48	\$19.43
MGM Mirage	\$10.80	\$10.64	\$14.94	\$8.83
Six Flags Ent. Corp.	\$59.30	\$56.16	\$64.95	\$34.24
CBS Corp.	\$37.24	\$33.07	\$38.32	\$23.35
Walt Disney Co.	\$52.92	\$50.65	\$53.40	\$33.28
Apollo Global Mgt. LLC	\$14.84	\$14.92	\$15.48	\$10.42
Blackstone Group	\$14.88	\$14.97	\$17.25	\$11.12
Village Roadshow	\$3.46	\$3.65	\$3.69	\$2.74
NBC Universal	\$22.36	\$21.26	\$23.18	\$14.68

CURRENCY DIESEL PRICES



Region (U.S.)	As of 10/22/12	Change from year ago
East Coast	\$4.108	\$0.276
Midwest	\$4.101	\$0.319
Gulf Coast	\$3.999	\$0.254
Mountain	\$4.243	\$0.334
West Coast	\$4.195	N/A
California	\$4.385	\$0.289

TOP 7 MOST TRADED CURRENCIES



On 10/25/12 \$1 USD =

0.7722 EURO
0.6203 GBP (British Pound)
80.2177 JPY (Japanese Yen)
0.9344 CHF (Swiss Franc)
0.9652 AUD (Australian Dollar)
0.9941 CAD (Canadian Dollar)

PEOPLE WATCH

Dan Decker receives Tall in Texas award

In honor of his outstanding contributions to the travel and tourism industry in Texas, **Daniel J. Decker**, park president of SeaWorld San Antonio, was presented with the Tall in Texas Award by the Texas Travel Industry Association (TTIA). Decker received the award on September 24, 2012 during the association's annual conference, the Texas Travel Summit, held this year at the Hyatt Regency Lost Pines Resort outside Bastrop.



Decker

To showcase his true love for Texas' travel industry and commitment to the industry, Decker was honored for the work he has done in innovative water conservation as well as his management and oversight of capital developments at SeaWorld San Antonio. The award was presented by his friend and former SeaWorld San Antonio Director of Communication, Fran Stephenson, principal of Step In Communications.

Decker serves as a member and past chair of the TTIA board of directors and currently sits on the executive committee of that board. TTIA President and CEO, David Teel, commented, "Dan Decker is a strong supporter and advocate for the work we do at the Texas Travel Industry Association and has contributed his innovative spirit and leadership to the association for many years. While Dan was chair of TTIA's board of directors (2009-2010), he was the driving force behind the implementation of organizational changes and a new strategic direction for the association which are guiding us into the future."

Upon receiving his award, Decker said "I was completely surprised to be recognized by my peers in this way," said Decker. "There is such a spirit of collaboration in this industry, it's a pleasure to serve with TTIA."

The Tall in Texas Award is given to an individual nominated from the TTIA membership for outstanding contributions, leadership and innovations that have a lasting effect on tourism and TTIA. Members of the Texas travel industry submit nominations for the award and industry peers vote on the finalists.

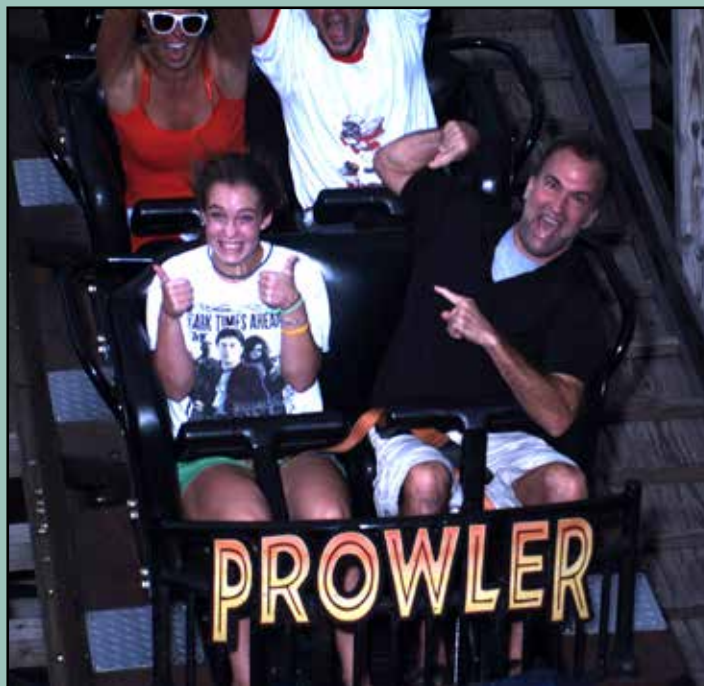
Al Weber retires from Six Flags

Alexander Weber, Jr., COO of Six Flags Entertainment retired from the theme park company on September 30, 2012 after more than 40 years in the amusement industry. He assumed the role of COO for Six Flags in Aug. 2010 after four months as interim CEO. During his tenure, he led Six Flags back (following a bankruptcy filing by previous ownership) as a strong stock on the NYSE. Six Flags stock closed on Oct. 12 at \$62.09. The news was made public via a Form 8-K filing with the SEC on Sept. 19, 2012.



Weber, Jr.

Cassidy Viox celebrates 100th coaster ride with dad, Tim, on Prowler



Cassidy Viox recently celebrated her 100th different roller coaster when she rode the Prowler at Worlds of Fun in Kansas City. Cassidy, who will turn 13 on Nov. 11, wanted to celebrate the milestone by sharing the ride with her dad, Tim Viox. Prowler was supplied by Pa.-based Great Coasters International. Her first coaster was at Six Flags St. Louis — an Allan Herschell Little Dipper at age 3. Her first coaster inversion was on Scorpion at Busch Gardens Tampa at age 5. Her favorite coaster was Ozark Wildcat at Celebration City in Branson, Mo. (her first GCII experience). The ride that scared her the most was The Boss at Six Flags St. Louis — she rode it at night at age 6. Tim is with Leisure Labs LLC, who represents Great Coasters International and also serves as an AIMS Intl. board member. Congratulations to Cassidy on her milestone ride! COURTESY TIM VIOX

Fair magician honored recently

LAUREL SPRINGS, N.J. — Al Belmont, well-known fair magician, has been featured as the cover subject of the October 2012 edition of *The Linking Ring* — The official publication of the International Brotherhood of Magicians and one of the largest circulation magic magazines in the world.

The magazine described Belmont's show as "In the tradition of Thurston and Blackstone, Belmont's show for family audiences introduces a new generation to the thrill of Grand Illusion." Big TV style magic performed on Belmont's deluxe portable stage, lots of audience participation and live domestic animals add up to a fast-moving show that draws and holds SRO audiences of adults, teens and children.

Belmont expressed thanks and said that the recognition was largely due to the fairs who have booked his show and all of those who have worked in his shows or contributed their efforts and ideas.

Belmont and his partner, his wife Suzanne, returned to Greater Gulf State Fair and Broward County Fair this October and November. They will appear at Manatee County Fair in January, 2013.

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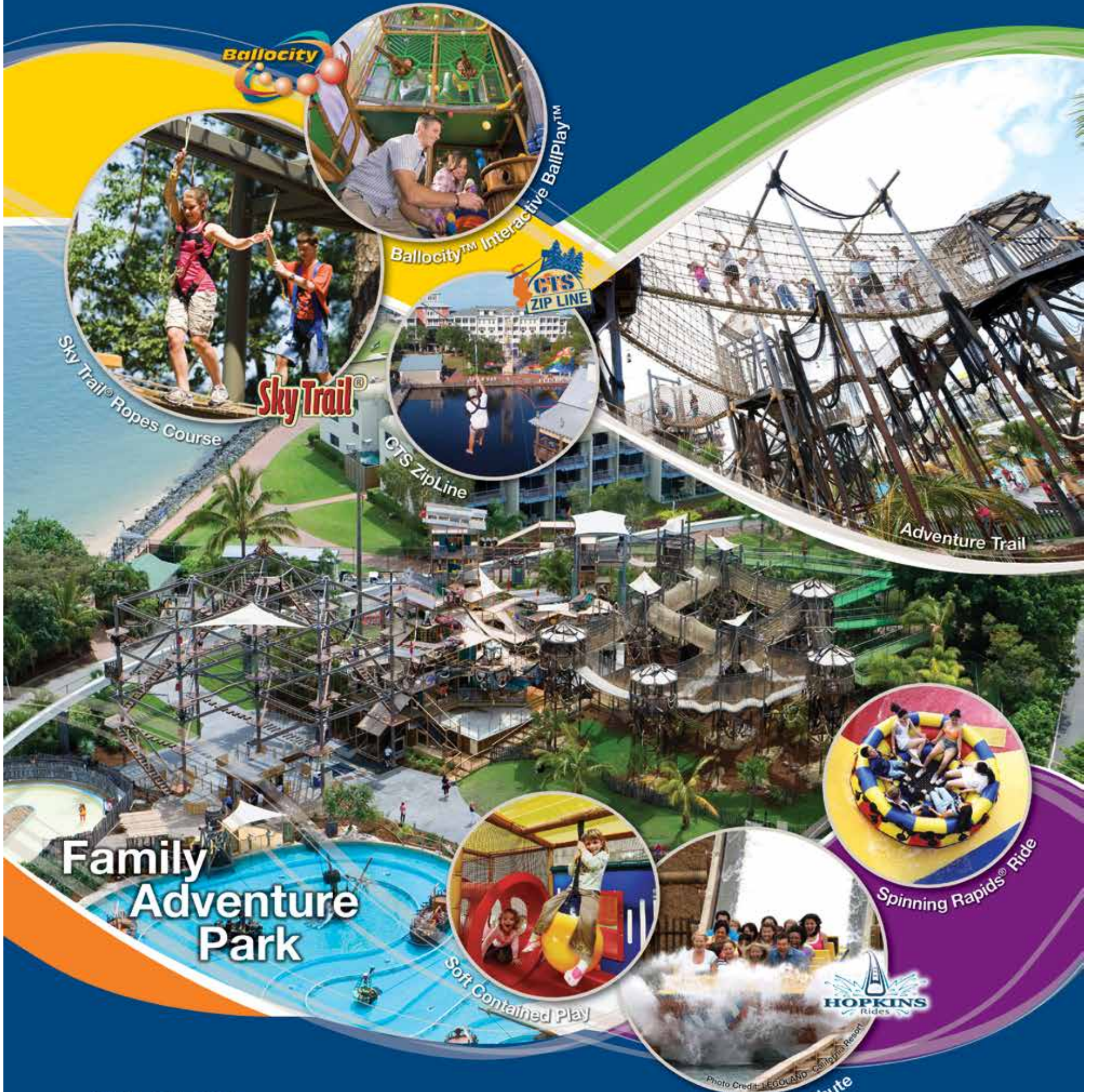
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2012 GOLDEN TICKET AWARDS — DOLLYWOOD

Golden Ticket Awards come alive at Dollywood



Dolly Parton was all smiles after the 2012 Golden Ticket Awards ceremony as the Dollywood theme park won a record five Golden Tickets. COURTESY DOLLYWOOD



Above, winners in 29 categories took home the coveted 2012 Golden Tickets after results were announced live from Dollywood on Sept. 8. The Pigeon Forge, Tenn. theme park was host to the two-day event that saw more than 100 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 and the best event yet. AT/DAN FEICHT

Dolly Parton makes personal appearance, entertains crowd

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

PIGEON FORGE, Tenn. — With the close of daily operation, many parks look forward to finishing out their season with fall weekends and a more relaxed schedule. This break from the daily grind also lets the industry take a breather in the form of a great networking opportunity — the **Golden Ticket Awards**. Typically held in September, the 15th annual Golden Ticket Awards were announced live at **Dollywood** on September 8. Over the past decade, the event has matured into an industry event like no other. Cultivated by the support of industry officials, manufacturers and suppliers, park management and



interested members of the media and enthusiast communities, the eagerly sought-after awards are a focal point of what has developed into a full two-day event.

Opening act

Arriving to the RiverStone Resort, 177 registered attendees not only basked in the amenities of the close-by resort, but also received admission to Dollywood for a day of

great fun, landscaped beauty and light crowds. Muggy conditions kept things on the humid side, but no worries there as a quick spin on one of the park's impressive lineup of rides, an invigorating show or

a relaxing bite to eat could allow attendees to cool off.

As the park closed, industry folk made their way to the back of the park for some exclusive riding on the park's

► See GTA's, page 67



Thank You

DOLLYWOOD FOR A WONDERFUL
AND MEMORABLE
2012 GOLDEN TICKET AWARDS EVENT!



2012 GOLDEN TICKET AWARDS — DOLLYWOOD

Future industry leaders recognized at Golden Ticket Awards

STORY: Janice Witherow
jwitherow@amusementtoday.com

PIGEON FORGE, Tenn. — The spotlight was shining bright on a group of college students at the Golden Ticket Awards who plan to pursue a career in the amusement industry. For the eighth year, *Amusement Today* honored several outstanding students who are employed by this year's host park of Dollywood and neighboring parks and attractions Lake Winnepesaukah in Chattanooga and Ripley Entertainment in Pigeon Forge, Tenn., as Ms. and Mr. Golden Tickets.

These four 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 2012 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 supplies. *Amusement Today* applauds the following students:

•**Ted Hope of Lake Winnepesaukah**, who has worked at the park for four years most recently in the games department. Ted is attending Dalton

State University in Georgia, and is majoring in Physics and Pre-Engineering.

•**Kenzi McCarter of Ripley Entertainment**. Kenzi has worked with the company for nearly five years and currently holds the position of operations supervisor. She is a recent graduate of Maryville College in Tennessee, where she earned her degree in History.

•**Dara Vick of Dollywood's Splash Country**. Dara has worked for four years at the waterpark and currently serves as the labor pool team lead. She is a graduate of Maryville College in Tennessee, where she earned her degree in International Studies and Political Science. Dara plans to attend Law School at the University of Tennessee next fall.

•**Zac Sims of Dollywood**.



During its annual awards ceremony *Amusement Today* presented the 2012 class of Ms. and Mr. Golden Tickets. They are from left to right: Ted Hope of Lake Winnepesaukah; Kenzi McCarter of Ripley Entertainment; Zac Sims of Dollywood and Dara Vick of Dollywood's Splash Country. AT/DAN FEICHT

Zac has worked at the park for seven years and is currently the guest services team lead. He is a graduate of Southern Illinois Univer-

sity Carbondale, where he earned his degree in Hospitality and Tourism Administration.



Above, this Golden Ticket Awards ice carving greeted Golden Ticket attendees at the Chasing Rainbows reception inside the Dolly Parton museum. Below, Dollywood's newest ride, Wild Eagle, gave riders an opportunity to try out the latest in technology and thrills from B&M. AT/DAN FEICHT



►GTA's

Continued from page 66

award-winning **Wild Eagle**. The new wing coaster from **Bolliger and Mabillard** was the first of its kind to appear in the United States, making its debut in March. Currently the largest ride of this genre, and the tallest ride at Dollywood, Wild Eagle offered riders a brief but beautiful view of the Smoky Mountains from its 190-foot lift. For most in attendance, it was their first experience with such an innovative type of coaster.

After some exhilarating riding, attendees moved back to the RiverStone for an outdoor cocktail hour before moving indoors for a wonderful catered dinner. As people finished their dining, *Amusement Today* Publisher and Editor-in-chief **Gary Slade** welcomed everyone to the event. The evening also saw two presentations which spotlighted **AIMS** and its upcoming safety seminar and an update on the progress of the **National Roller Coaster Museum and Archives**. Once seeing the gains that had been made, many were eager to see the NRCMA's premier exhibit housed at Dollywood. With a night of networking and let-your-hair-down industry fun, the evening was a great open-



ing act for what would be an outstanding weekend.

Look at this

While a whole day at Dollywood awaited everyone, the day was full of activities, which made it challenging to get to everything one might want to do. Thankfully, the day before made it easier. Golden Ticket Award visitors could get in early to enjoy some private tours of the park. Some opted for a behind-the-scenes tour of the park's magnificent train, considered to be one of the very best within the industry. Others chose to enjoy more of a historical tour with multiple guides to spotlight lesser-known details and interesting facts about Dollywood and its many faces throughout its history.

Before long, all attendees convened at the foot of the NRCMA exhibit for a reception with various refreshments. Some industry professionals were seeing this premier exhibit for their first time and could easily see why the public, enthusiast community and IAAPA itself had taken a shine to this marvelous labor of love.

Since its opening in June, the exhibit has received rave reviews. With weeks and months of research in hand, the display itself was put together by hard-working park enthusiasts who had travelled to assemble the multi-faceted exhibit alongside the invaluable help provided by Dollywood. For a first step, the NRCMA and enthusiasts should feel infinitely proud of such an auspicious beginning. Work continues and it is hopeful that this will be just a stepping stone to many more exhibits and an eventual museum.

Early afternoon saw the beginnings of a light rain. However, with the remainder of activities indoors, this was the mildest of inconveniences. VIPs were given priority seating to the park's Dreamland Drive-In which allowed Dollywood to showcase its talent which has taken the Golden Ticket for Best Shows four years in a row now.

Hello Dolly!

By late afternoon, the moment had arrived and the assemblage of industry professionals took place in the park's Celebrity Theater. While not always the case with the Golden Ticket Awards, this theater was large enough to accommodate not only the industry,

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2012 GOLDEN TICKET AWARDS — DOLLYWOOD



►GTA's

Continued from page 67

but all interested parties. A heavy crowd poured into the theater. A lot of that, of course, was due to the fact that the word was out. **Dolly Parton** would be in attendance.

After a stirring rendition of "America the Beautiful" by the Kingdom Heirs, Dolly Parton was introduced and the cheers from the audience bore witness to the adoration of this beloved American treasure. Many people would argue that being a celebrity can change a person, but all in the audience felt a true sense of authenticity from Ms. Parton, both from her sense of humor to her down-to-earth demeanor with the crowd. Here was the real deal.

"Dolly really added an extra 'wow' factor to the awards show, and the crowd was so excited — and surprised — to have her as part of the event," says **Janice Witherow**, Amusement Today's Golden Ticket Awards events coordinator. "She provided lots of fun and impromptu commentary from presenters and quite simply made the show a total ball. Dolly was a genuine hoot on stage and attendees will never forget her involvement in the Golden Ticket Awards."

Numerous industry professionals presented the awards, a category at a time. Of the 25 categories presented, Dollywood snagged five. At each of those wins, Parton appeared on stage, beaming. With pride and gratitude, Parton gave credit to her park staff, eventually turning over the mic to the person she had just showered with praise. Her comments brought about laughs, smiles and applause. As the ceremony progressed, presenters soon would glance off stage to see if they might be announcing a Dollywood win, hoping for their moment on the stage with the country legend. **Zamperla's Ramon Rosario** comically took it a step further by just inserting Dollywood to his category's finalists. While Rosario didn't get his moment, **IAAPA** President and CEO **Chip Cleary**



Amusement Today Publisher Gary Slade on stage with Dolly Parton (above) was honored during the GTA ceremony with both the Golden Heart Award, presented by Patty Sullivan (above right) and with a retirement fund gift from friends of the amusement industry (right). Shown from left are: Jeff Novotny, Richard Munch and Patty Sullivan, Gary Slade and Dolly Parton.

COURTESY JAN KING

did, snagging a hug as she came out to receive her award. It was a hilarious moment.

Looking back, Cleary says, "Dollywood is a unique American theme park and a magnificent setting for the Golden Ticket Awards. Dolly is an American classic and a wonderful host."

Of course, the ceremony contained more than just laughs. Quiet moments of reflection took place as AT recognized those that the industry had lost this past year. As Gary Slade read off the personally chosen Publisher's Picks, recipients offered heartfelt gratitude to the acknowledgement of their hard work. Another particularly touching moment occurred when Ken Bell, president of the Dollywood Company accepted the Golden Ticket for Friendliest Park, giving praise to long-running winner Holiday World for showing the way and setting the bar high.

Everyone was treated to a bit of entertainment as the many casts of Dollywood's shows all culminated into a snazzy medley of their respective performances and then joined together for a verse of "My Mountains, My Home," a song by Ms. Parton that she joined in with the cast to cap off the musical interlude midway through the program.

Once all was said and done and each Golden Ticket accepted, **Marq Lipton** of **Santa Cruz Beach Boardwalk** took the stage inviting



attendees to visit California next September for the 2013 Golden Ticket Awards. A preview video showed the color and character of the award winning park, and astonishingly featured **Arnold Schwarzenegger** championing the park's virtues. An interesting welcome indeed. "Our team from the Santa Cruz Beach Boardwalk attended the Golden Ticket Awards not only to enjoy the annual gathering of the best in the amusement industry, but also to prepare for hosting the 2013 Golden Ticket Awards," says Lipton.

Yet one surprise remained. Unbeknownst to Amusement Today Publisher Gary Slade, industry friends had secretly created a special gift. Parton invited Gary back to the stage. **Richard Munch**, co-founder of **American Coaster Enthusiasts** and **NRCMA** board member, **Eli Bridge** President and CEO **Patty Sullivan**, and **Larson International** President **Jeff Novotny** presented Slade with a special recognition they termed the Golden Heart Award. Recognizing the impact of the Golden Ticket Awards to the industry, as well as the continued support of both parks and manufacturers throughout the year, this trio of friends had gathered donations to put toward a retirement gift for Slade, along with a beautiful Golden Heart Award to go along with the occasion.

"The highlight of the Golden Ticket Awards, for

me, was planning the Golden Heart Award for Gary and it finally coming to fruition," says Sullivan. "Okay, meeting and being with Dolly on stage was pretty phenomenal, too! For several years, a couple of us had discussed that something should be done for Gary at the GTA's because he has done so much for so many of us in the industry. Miss Dolly couldn't have been more gracious and supportive during the presentation."

Say "cheese"

With the close of the ceremony, attendees one and all found the event to be invigorating and inspiring. It's not often the industry gets to really shine among its peers. While pictures of presenters and winners is standard, a special photo still remained.

Industry friends made their way to the Chasing Rainbows Dolly Parton Museum within the park for a casual dinner. Parton and Dollywood arranged for each attendee to have a personal photo with the music superstar and receive individual welcomes.

Contrary to the typical sit-down affair, this munch and mingle setting found people admiring the many exhibits within the museum while dining on various courses, making their way to visit with each other throughout the facility. Culinary delights included several main course dishes — Hawaiian ka-bobs, fried ravioli, spiced beef, roasted veggies

— and fanciful desserts such as individual funnel cakes and chocolate peanut butter pies.

"Once again Dollywood did an outstanding job hosting this sought out annual event. Not only is it a great time to formally recognize the best of the industry, but it is also so good to catch up with our extended park family, one big family reunion," says **Schliterbahn's Jeffrey Siebert**. "We're all so thankful to Gary and the AT team for creating a reason to celebrate and to bring us all together."

"We were so proud to host the Golden Ticket Awards," says **Pete Owens**, senior public relations manager for **The Dollywood Company**. "The event has really grown, and it is exciting to see it become such a large gathering of industry professionals, park representatives and suppliers."

Longtime followers of the Golden Tickets might recall that when Dollywood hosted the event in 2007, they were shut out in winning any of the voted categories. The park's wooden coaster Thunderhead lost its hold on the Golden Ticket that year. The 2012 awards were a clear time of redemption. Owens adds, "Certainly we were also grateful for the recognition by the voters and the five Golden Tickets we achieved."

With goodies in hand, each attendee left with something special, most of which were heartfelt memories. Cleary comments, "It was great to see the AT team, and Dollywood was a blast! I love the train. It was a great weekend all the way around."

"The Golden Ticket Awards are a great industry event. We really enjoyed visiting Dollywood for the 2012 event and certainly understand why the park continues to earn industry recognition in so many areas," adds Lipton. "We're very excited the Golden Tickets are coming to Santa Cruz, California, next year and look forward to giving the industry a behind-the-scenes look at our operation and the history behind our traditional, admission-free, seaside amusement park. Dollywood will be a tough act to follow, but we are putting together an event that highlights our special location on Monterey Bay. We are certain everyone will enjoy a truly unique California experience!"

2012 GOLDEN TICKET AWARDS — DOLLYWOOD

Scenes from the 2012 Golden Ticket Awards ceremony



Cindee Huddy



Brandon Leonatti



Dolly Parton



Marq Lipton



Rick Schuiteman



Dan Koch



Rich Costales



Don Helbig



Erick Elliott



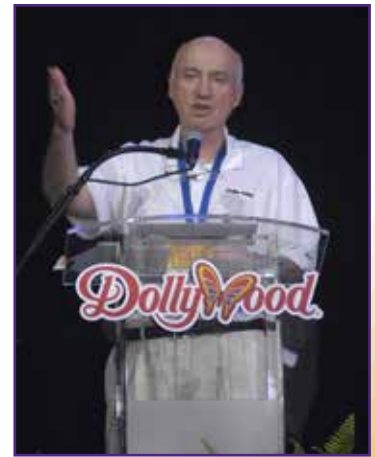
Darren Hill



Paul Gould



Craig Ross



John Hildebrandt



Ryan Stana



L to R: Jerry Aldrich, Jack Mendes, Dick Knoebel, Rick Knoebel



Mary Niven, left, and Kathy Mangum

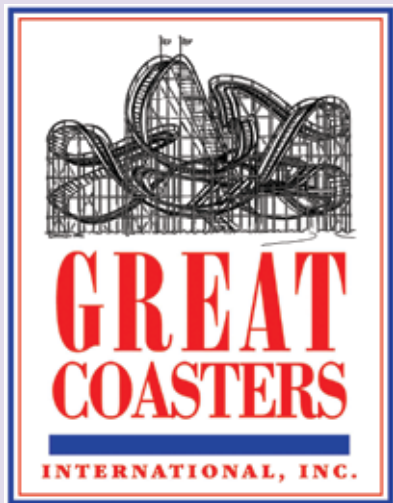
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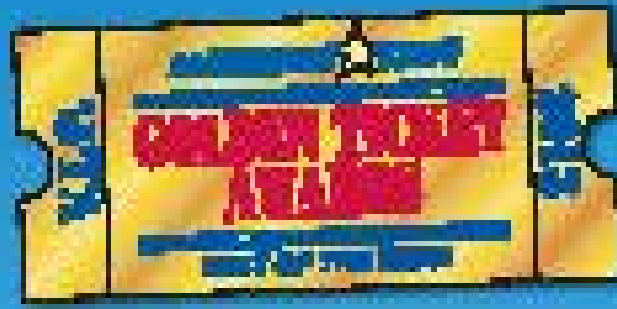
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Chance Rides recently unveiled its new Sunliner II tram car for parks and facilities. As shown above, the lead car features passenger seats that flip into vertical positions to allow ADA access when needed. COURTESY CHANCE RIDES

Chance Rides introduces new Sunliner II tram

WICHITA, Kan. — Chance Rides recently rolled out its newest people mover, the Sunliner II. Utilizing a 20-passenger power unit and three 32-seat trailing units, the Sunliner II can handle 116 passengers per trip.

Guests will appreciate the comfort of the smooth air-ride suspension while loading and unloading is safe and easy with the low 13-inch floor height. The Sunliner II is available with gasoline, propane or CNG fuel systems and an optional Ford E-450 Heavy Duty Power Train.

Additional details can be found at: www.chancerides.com.

Dave & Buster's announces decision to withdraw its initial public offering

DALLAS, Texas — Dave & Buster's Entertainment, Inc., (Dave & Buster's) announced that it has chosen not to proceed with its planned initial public offering. Dave & Buster's has withdrawn its registration statement on Form S-1 as filed with the Securities and Exchange Commission.

"While we received significant interest from potential investors, current market conditions are not optimal for an IPO at this time," said CEO Steve King.

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Reporter's Notebook

Plan to network at the showmen's reception during 2012 IAAPA Expo

ORLANDO, Fla. — The date and time for the Carnival and Showmen's Reception during the 2012 International Association of Amusement Parks and Attractions convention are 6 – 7:30 p.m., Wed., Nov. 14.

The reception will be held in the Orange County Convention Center and is being sponsored by Allied Insurance.

For the last two years, the reception was held off-grounds but has returned to the convention center this year.

The reception, geared towards showmen, carnival industry owners, and outdoor amusement business operators, is a great networking opportunity. It will offer hot and cold hors d'oeuvres, beer, wine and soda.

Tickets for IAAPA members are \$10 and \$20 for nonmembers.

More information may be obtained at the Outdoor Amusement Business Association's booth 3302.

The 2012 IAAPA Expo will run Nov. 13-16.

Quoted

"We just didn't get anything out of that hardly."

—Andre Lacy, Indiana State Fair Commission on moving headline entertainment to downtown

The 2012 Big E breaks all-time attendance record

STORY: Pam Sherborne
psherborne@amusementtoday.com

WEST SPRINGFIELD, Mass. — A record number of visitors attended The Big E, which ran Sept. 14–30, breaking the fair's all-time high attendance figure, with a final tally of 1,365,896.

The previous record, set in 2009 of 1,260,487, was actually surpassed by 5 p.m. Saturday, Sept. 29. The Fair ended its 17-day run Sunday, Sept. 30.

"This was the biggest fair in our history and its success is attributable to a wonderful staff of volunteers, employees and a supportive community," said Eugene J. Cassidy, president and chief executive officer of the exposition.

This was Cassidy's first Big E since taking over as president and chief executive officer at the end of June 2012, following former President and CEO Wayne McCary's retirement.

Six single-day attendance records were noted: Opening day, Sept. 14, 68,533; the first Monday, (17) 79,398; the second Friday (21) with 86,260; the second Saturday (22), 164,281; the second Tuesday (25), 79,678; and the second Thursday (27), 80,422.

Great sunny, cloud-free skies prevailed throughout much of the 2012 Big E. There were several days of rains and high winds, but crowds continued to weather the storms. Cooler fall-like weather closed the event.

North American Midway Entertainment posted a record ride revenue during the 17-day run and also posted a 12 percent increase, which mirrored the attendance, said NAME's Greg Korek.

"NAME presented 49 rides at the Big E including signature attractions: The Polar Express (manufactured by Mack), Wave Swinger (Zierer), Crazy Mouse Roller Coaster (Zamperla), Mega Drop (Fabbri) and Niagara Falls Flume (Reverchon)," Korek said. "North American Midway was thrilled to be a part of The Eastern States Exposition and this memorable season."

Sold out shows by Jeff Dunham
▶ See BIG E, page 74



The 2012 Big E, Springfield, Mass., which ran Sept. 14–30, experienced record crowds this year with a total attendance reaching 1,365,896. This broke the previous attendance record of 1,260,487, which was set in 2009. Below, North American Midway Entertainment provided The Big E with 47 rides and attractions this year including this Fabbri Bonzai.
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2013 Indiana State cancels headline acts

INDIANAPOLIS, Ind. — The Indiana State Fair has canceled paid concerts at next year's fair because shows moved to downtown Indianapolis following a deadly 2011 stage rigging collapse failed to attract big crowds during August's fair, officials said Thursday.

According to an AP story, a financial report on this year's fair showed that revenue from fair events that included those concerts was just 40 percent of what officials had expected, totaling only about \$1.1 million. The report showed the fair made an overall profit of more than \$505,000.

The 2012 fair ran Aug. 3-19.

State Fair Commission Chairman Andre Lacy said the downtown concerts at Banker's Life Fieldhouse that included shows by Barry Manilow, Jour-



ney and Pat Benatar "didn't work" and won't be repeated next year.

"We just didn't get anything out of that hardly," he said.

Paid concerts were moved from the fairgrounds to the downtown arena after high winds toppled stage rigging on Aug. 13, 2011, killing seven people and injuring dozens before an outdoor concert by country duo Sugarland.

State Fair Director Cindy Hoyer said the 2013 fair will

still have some "b-level named entertainment" on the fairgrounds' free stage. But she said the lesson from this year's low ticket sales at Banker's Life Fieldhouse is that fair visitors want their concerts at the fairgrounds.

The Fairgrounds' Coliseum complex is undergoing a \$63 million renovation and expansion and is scheduled to reopen in time to begin hosting paid concerts at the 2014 state fair. Until last year's stage collapse, the fairgrounds' outdoor Grandstands had hosted most paid concerts.

A fair income statement released Thursday showed August's 17-day fair had total earned revenue of \$10.4 million and a profit of \$505,526.

Hoyer said she still considered the fair a financial success even though the actual profit

came in \$95,556 below the fair's projected \$601,081 profit.

This year's fair had an attendance of 853,941, below the anticipated attendance of 875,000 fair officials attributed in part to weather that included 95-degree days and rain.

North American Midway Entertainment provided 47 rides to the 2012 event and reported a four percent overall increase in business.

Fair spokesperson Andy Klotz said 2013 dates will be Aug. 2-18.

"(The 2013 fair) will be a normal, fun fair...just without 'A-List' headline entertainment," he said. "That returns in 2014 when the Pepsi Coliseum comes back on line following a \$63 million renovation. We'll still have many national acts on our free stage."

—Pam Sherborne



Rippetoe

Rippetoe to head up Kentucky State Fair board on Jan. 1, 2013

LOUISVILLE, Ky. — Clifford "Rip" Rippetoe, president of Rippetoe Solutions Group, was named last month to replace Harold Workman as president and CEO of the Kentucky State Fair board.

Rippetoe will assume the post Jan. 1.

Rippetoe Solutions Group is a Las Vegas trade show and convention company. The firm works with public facilities and corporations to increase productivity and improve the profitability.

Under the terms of his fair board contract, Rippetoe will not be able to continue operating his consultancy business.

Tom Schifano, who led the search committee for the fair board, added that there were about 300 inquiries about the job. Ten candidates were considered, and four were interviewed by the search committee.

Rippetoe's contract, according to a local story, will be similar to that of Workman, who is paid about \$250,000 per year.

Workman is retiring Dec. 31 after coming under heavy criticism earlier this year. He announced his retirement in March, following several controversial moves that drew fire from Kentucky Gov. Steve Beshear.

►BIG E

Continued from page 73

and Alan Jackson took place on the Comcast Arena Stage as did a well-attended performance by Billy Currington.

2012 Big E Food Fast Facts

147 food vendors
10,000 hamburgers served
2,500 hot dogs served
1,000 new waffle burgers served
4,800 gallons of ice cream
3,744 pancakes served
8,234 lobster rolls served
50,000 slices of hot Vermont apple pie topped with **400** pounds of cheddar cheese and **1,000** gallons of ice cream. Also served were **20,000** plates of apple crisp, **2,500** gallons of apple cider and **67,000** apple cider donuts

Other popular live entertainment this year included the talents of The Stars of the Peking Acrobats, The Righteous Brothers' Bill Medley, Eddie Holman, Joey Moland, formerly of Badfinger and Shannon, all on the stage sponsored by Comcast.

The Sea Lion Splash was also popular this year, as was the 2012 Big E Super Circus.

The Big E featured a number of new, deep fried foods in 2012. Tasty offerings included deep fried lasagna, chocolate dipped bacon, deep fried samosas and fresh baked cookies.

La Petite France Bakery joined The Big E this year and offered sweet and savory crepes in the Young Building.

The fair also celebrated the 250th birthday of the sandwich by listing 250 sandwich combinations found on the grounds and challenging fairgoers to find them all.

Other food favorites included deep fried Kool Aid, Whoopie Pies, Twinkies and brownie bits. The return of the

NAME's International Unit having record-breaking 2012

CANADA — The Big E dates, Sept. 14-30, were on the heels of NAME's International Unit's Canada swing tour, which included eight dates that set new ride revenue records at every date — an unmatched achievement, said NAME's Greg Korek.

These dates included: The Provincial Exhibition, Brandon, Man., June 6-10; Red River Exhibition, Winnipeg, Man., June 15-25; The Calgary Stampede, Calgary, Alta., July 6-15; Westerner Days, Red Deer, Alta., July 18-22; The Capital Ex, Edmonton, Alta., July 20-29; The Queen City Ex, Regina Sask. July 31-Aug. 4; the Prairieland Exhibition, Saskatoon, Sas. Aug. 7-12; and finally the Canadian National Exhibition, Toronto, Ont., Aug. 17-Sept. 3.

The Calgary Stampede celebrated their 100th anniversary during this past summer and smashed every record imaginable.

Hot Diggid-E Dog, deep-fried Shepherd's Pie and for the fourth year, The Big E Craze Burger, a bacon cheeseburger served between two halves of a grilled, glazed donut. There were 17,400 of the latter sold.

The Big E Cream Puff Bakery was hopping as fairgoers lined up to eat 45,000 Cream Puffs, the Fair's signature delight, and 35,000 Big Eclairs. Getting these delectable treats

ready to satisfy took two tons of chocolate, 38,000 eggs, 1,686 gallons of heavy cream and 792 pounds of butter.

The Big E presented a myriad of farm animals and displays of advancements in agricultural technology and animal care. Exhibitors showed dairy and beef cattle, sheep, dogs, llamas and alpacas. Thousands of 4-H and FFA youth participated.

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The **Kansas State Fair**, Hutchinson, which ran Sept. 7–16, collected 14 percent more in ticket sales this year than last year as attendance increased.

Fair officials attribute good weather and great entertainment as reasons why.

Fair officials reported a \$200,000 boost in gate receipts and an attendance of 343,007. This is an increase of 3,631 over 2011. This year also saw the price of adult tickets bought at the gate increase by \$2 to \$10. Advance tickets increased by \$1.

The sales category includes the percentage of sales for food, carnival and other revenues that vendors pay the fair, along with carnival space fees.

North American Midway Entertainment provided the midway for this fair.

Sonoma-Marin Fair CEO **Pat Conklin** has stepped down after accepting a position with the **Dixon May Fair** in her hometown of Dixon, Calif. She is leaving Petaluma, Calif., home of the fair, after almost five years.

"Even though I'm very happy, I have mixed feelings because Petaluma is one of the nicest towns I've ever lived in," said Conklin. "It's become home for me."

Conklin began with the **Sonoma-Marin Fair** in January of 2008. She replaced **Tawny Tesconi**, who had accepted the manager position at the **Sonoma Fair** in Santa Rosa, Calif.

Conklin said that she would work part time in Petaluma until the Sonoma-Marin Fair has found someone to replace her.

The fair had posted the job announcement online after her announcement. The posting was removed in mid-October.

Attendance at this year's **Tulsa (Okla.) State Fair**, which ran Sept. 27–Oct. 7, was down about nine percent, but more than a million people are still estimated to have visited the annual event.

An estimated 1,022,000 people attended the 11-day fair, according to Expo Square President and CEO **Mark Andrus**.

That's a nine percent decrease from last year's estimated 1,123,000 attendance.

The weather forecast, and not the actual weather, may have stalled this year's attendance, Andrus said.

"It rained for 65 minutes during the entirety of the fair," he said, "but rain was forecasted for several days of the fair's run this year."

Fair attendance is always an estimate because of the different types of tickets sold, including multi-day passes, and the large number of exhibitors and workers coming and going during the event.

Figures used to determine the estimate include comparing gate ticket sales, midway ride ticket sales and food sales to the previous year's numbers.

Tulsa State Fair's attendance in 2010 was 1,097,000.

Murphy Brothers Exposition provided the midway for the 2012 event.

Big changes, aimed at keeping visitors safe and healthy, were to be implemented at the 2012 **North Carolina State Fair**, Raleigh, which ran Oct. 11–21. Some fairgoers got sick from e-coli at last year's fair, and the illnesses were traced back to a livestock barn.

State Agriculture Commissioner **Steve Troxler** said a multi-agency study commission was set up to

implement changes before this year's fair opened.

The measures, which include different animal and pedestrian patterns in and around the livestock buildings, were expected to reduce contact between people and animals. The new patterns were to move pedestrian traffic away from the barns, and relocate some food vendors.

Powers Great American Midways was to provide the midway this year. Total 2012 results will be available in AT's December issue.

An E. coli outbreak related to the **Cleveland County Fair**, Shelby, N.C., was growing last month after public health officials announced that, at that time, 16 people had become sick. That number included 10 adults and eight children in four counties.

According to the N.C. Department of Health and Human Services, investigators are working with local health departments in Gaston, Cleveland and Lincoln counties to investigate the outbreak. There is also one reported case in York County, SC.

The people sickened all attended the Cleveland County Fair between September 26 and October 7.

If people touch contaminated material, food or animals, they can transfer the bacteria from their hands to their mouths, or to others.

Attendance at the **State Fair of Virginia**, Dowsell, Sept. 28–Oct. 7, was nowhere near the record numbers it hit last year, but fair officials say they are pleased with the turnout.

Early estimates, according to a local news report, showed there were between 160,000 and 200,000 fairgoers this year, said **Greg Hicks**, spokesman for the **Virginia Farm Bureau**, which co-owns the fair.

In 2011, fair attendance peaked at nearly 270,000.

"We really didn't know what to expect, being that people didn't know there was going to be a fair at all," Hicks said. "Being that we only had 70 days to plan the fair and advertising went out two weeks before the event, we were pleased with the turnout."

He said there were at least 10,000 people each day on the weekdays and the weekend attendance was excellent, considering the weather, with the second Saturday approaching a record high. The last day of the fair was a "washout" due to rain and cold temperatures.

The 10-day fair was the first event held at the Meadow Event Park in Caroline County since it went up for auction in May. The previous owners declared bankruptcy. **Mark Lovell**, president of **Universal Fairs** and fair co-owner, said despite the numbers, it was a successful fair.

Universal Fairs and the Virginia Farm Bureau Federation together own and operate the fair, as well as other events at the Meadow Event Park through a new entity called **Commonwealth Fairs and Events LLC**.

Next year's state fair has been scheduled for Sept. 27 to Oct. 6.

Attendance at the 2012 **New Mexico State Fair**, Albuquerque, Sept. 12–23, was up slightly despite a condensed 11 1/2-day consecutive run, state fair officials announced in a news release.

Revenue figures for this year's fair were not yet available because of some outstanding accounts receivable, but will be released once a final, accurate

accounting has been made, officials said.

With one and a half fewer open days this year, a rain day and a couple of unseasonably cold days, and a schedule that ran over two weekends instead of three, total attendance this year was 407,265, compared to last year's 399,529, according to the release.

Total paid attendance this year was 377,123, up from last year's 370,000, and unpaid attendance dropped from 29,529 in 2011 to 28,677 in 2012.

The **Topsfield (Mass.) Fair** fought with Mother Nature this year, but unfortunately lost. The fair, which ran Sept. 28–Oct. 8, was wet seven of its 11 days.

Officials reported this most probably will shrink attendance by an estimated 30 percent from last year's approximately 486,000 attendance. Income could likely be off by 40 percent.

Even so, general manager **James O'Brien** stayed upbeat at the last day of the event. The final day of the fair drew huge crowds that hadn't been able to attend due to the weather.

Fiesta Shows provided the midway this year. A new ride for the event was the **Vertigo**, manufactured by **A.R.M.**

The 88th annual **State Fair of West Virginia**, themed "Memories that Grow...Year After Year," proved to be a success this year.

The fair, held in Fairlea, W.Va., ran Aug. 10–18.

Final audited gate attendance wasn't available, however, attendance is projected between 185,000 and 190,000. Ticketed grandstand events drew over 25,000 with one sellout and one "near" sellout. Fairgoers boosted food sales by three percent setting another food gross record and the Reithoffer Shows saw a one percent increase in carnival revenue despite rain on opening day.

"I think people needed to exhale and have fun!" said Chief Executive Officer, **Marlene Jolliffe**. "It was a long challenging summer and we are grateful that people decided to celebrate the end of summer by visiting the fair. Good weather combined with a strong free entertainment program, and a popular grandstand concert series proved to be a winning combination."

The 2012 **Northeast Arkansas District Fair** recently kicked off its grand opening at its new home just north of Jonesboro, Ark.

The fair, held Sept. 17–22, set a new attendance record of 68,537. That attendance represents a jump of about 14,000 from the last record of 54,055 set in 2010.

The new fairgrounds is almost double from the prior grounds, 80 acres compared to about 39 acres.

Some of the new expansions at the grounds include an 80,000-square-foot heated and air-conditioned exposition hall, two livestock arenas, a public restroom house, and a much larger midway.

Archway Amusements provided the midway for the fair.

Have a news item of interest to share in the monthly Midway Lights column? Email your news items to **Pam Sherborne** at:

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At the Hancock County Fair, Burton Brothers featured their Round Up, Carousel and Yo-Yo as part of their ride mix.
AT/DAN FEICHT



Burton Brothers Amusements hold their own in 2012

Carnival reports good business at Hancock County Fair

SHIRLEY, Ind. — Roger Burton, Burton Brothers Amusements, feels he was pretty much on par with expectations for the 2012 season.

“I think we pretty much held our own this year — for the most part anyway,” Burton said.

The show, which travels Ohio and Indiana, had just gotten off the road for the season in mid-October. The carnival’s arsenal of rides totals 38 rides.

Burton Brothers Amusements is aptly named for the four sons of Roger and Janice Jessop Burton; Brad, Benjamin, Bryce, and Brent, who are all in business as owners with their parents.

Each member of the Burton family is also an owner of independent ride and food services. The entire family has been raised in the carnival industry and is fifth generation.

One stop on their route this year was the Hancock County Fair, Findlay, Ohio, Aug. 29–Oct. 3, which Burton said did very well, drawing about 150,000 this year.

On the midway this year was the company’s Chance Yo-Yo and their Aces High Round Up, manufactured by Hrubetz.

The show also had their Allan Herschell carousel on the midway. Burton said about three years ago, they redid the artwork on the carousel creating Americana scenery.

—Pam Sherborne



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Kissel Entertainment:

Hot roasted corn concession, Astro Wheel and baby changing station on board at Hohenwald, Tenn.



Kissel Entertainment was at the South Central Area Fair, Hohenwald, Tenn., Aug. 20–25, when AT visited with them. Kissel showed his roasted corn concession (above) that his daughter and niece designed and his Chance Astro Wheel (below) that was completely renovated a few years ago. Kissel also offers mothers and dads a baby changing station (bottom) for those who need that opportunity on the midway.

AT/SUE NICHOLS



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Reithoffer likes the drier weather in 2012 but still would like to see more business

STORY: Pam Sherborne
psherborne@amusementtoday.com

BLOOMSBURG, Pa. — The 2012 season's weather has been better for Rick Reithoffer, Reithoffer Shows, yet the good weather alone hasn't increased business as much as Reithoffer would have liked it to.

"It's been alright, but people still just don't have the money they once had to spend at the fairs," he said. "It has been drier."

Last year, Reithoffer not only lost guests at some of his spots that were exceedingly wet, but also lost the entire Bloomsburg (Pa.) Fair, due to flooding.

The fair came back this year, running Sept. 22–29, and reported the second largest attendance since going to computerized ticketing in 2006. Attendance this year was about 417,000. This year also included a new preview night, which extended the fair



Bloomsburg (Pa.) Fair went off this year without a hitch and with great weather. Last year, the fair was canceled due to flooding. Reithoffer Shows was glad to be back at the fairgrounds, especially being able to show off his LED lighting. Rick Reithoffer says about 85 percent of his attractions are now outfitted with LED lighting packages.

AT/SUE NICHOLS

days and drew 23,000.

Reithoffer debuted his sky ride at the Bloomsburg fair.

"We were supposed to

debut it last year but since the fair didn't run, it got its debut this year," Reithoffer said.

A Bertazzon manufac-

tured attraction, Reithoffer said it is the longest aerial tramway in North America.

The attraction is a permanent

structure on the grounds, but Reithoffer moves the cars to his next location after Bloomsburg, which was the Georgia National Fair, Perry, Ga., where there is also a permanent installation for the cars.

In the off-season, Reithoffer has added LED lighting to many of his rides. He said he now has LED lighting on about 85 percent of his attractions including those he installed this past off-season like his KMG Wild Claw, KMG Freak Out, Bertazzon Super Himalaya, Dartron Cliff Hanger, Chance Pharaoh's Fury, Chance Grand Carousel, and the Wisdom Little Tornado.

Reithoffer has purchased LED lighting packages from Len Soled at Rides-4-U, Denny's Electronics, and the North Carolina company CMD.

Reithoffer's new Technical Park ride, which he has

► See REITHOFFER, page 84

Bates Amusements enjoys a strong 2012



STORY: Pam Sherborne
psherborne@amusementtoday.com

WINTERSVILLE, Ohio — Bates Amusements finished up this season strong, said Kim Bates, having just gotten off the road in early October.

Geary and Mary Kay Bates own the show. Their two children, Kim Bates Bozich and Drew Bates largely keep the show on the road now. There are two units with Drew Bates and his wife, Karen, taking one out and Kim Bates Bozich and her husband Al Bozich taking out the other.

"We just play Ohio now," Kim Bates said. "We have modified our route to where we play only county fairs. We play smaller ones earlier in the season, then meet back up to play our larger dates."

Bates said all the show's fairs ranked somewhere in the top five for attendance for the

Bates Amusements has had a Super Shot for several years and it is one of their more popular rides. The Super Shot, manufactured by A.R.M., where Eric Bates is a partner. Eric Bates and Geary Bates, owner of Bates Amusements, are brothers.

AT/DAN FEICHT

2012 season, which she felt was very good.

The two units go out onto the road in early May. They join up in late July and finish the season together. The last date was the Fairfield County Fair, Lancaster, Ohio, Oct. 7–13.

New this year for Bates Amusements was the Majestic Manufacturing Charlie Chopper.

"It was very well received this season," she said. "It did very well. We feel we really have enough rides right now, with 40 total. So, we have been doing a lot of upgrading."

The Bates family has a long history in the amusement industry, beginning as far back as the 1950s. Kim and Drew Bates' father, Geary Bates and his brother, Eric Bates, worked on a farm for the Gambill family in the same area of Wintersville, Ohio, where the family has lived. The two boys helped with the pony rings that were set up at local events.

Eventually, a portion of that farm was sold and turned into a subdivision which led to the purchase of the first mechanical rides, thus, Gambill Amusement Co. was formed by Quinn and Ken Gambill.

Later in 1965 Geary and Eric Bates, with the help of their parents, James and Dorothy Bates, purchased their first ride, the Eyerly Rock-O-Plane. This purchase was the beginning of many more to come.

By 1975 Mr. Gambill retired and the name was changed to Gambill and Bates Brothers Amusement Co. and eventually Bates Brothers Amusement Co. This was a period of growth that seemed endless.

By 1980 nearly 10-acres of land were purchased on Bantam Ridge Road in Wintersville, Ohio, and became the new site of the winter maintenance facility, which was large enough to allow for storage of all the equipment as well as a shop to properly maintain and accommodate the larger equipment.

By 1981, a second unit was formed and Geary and Eric Bates were each heading out on independent routes. This allowed for yet another period of growth and expansion.

By 1993, with growing needs, ideas and families, the company was restructured and divided into two companies, Bates Amusement Inc. (Geary Bates) and Bates

► See BATES, page 85

Houghton Enterprises plays Malvern, Pa. Fire Company Fair



Houston Enterprises provided the midway for the 2012 Malvern (Pa.) Fire Company Fair, July 12-16, this year, which included the company's Wadkins Expo Wheel seen here in the background with a number of food trailers adjacent to it.
AT/SUE NICHOLS



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►REITHOFFER

Continued from page 82

named The Stinger, has been great in its first season.

"It has been fabulous," he said. "We are still the only ones in North America that have this ride. I think we ended up getting the third one that the company made."

Reithoffer was hoping for a good end to his season and if the results of the 2012 Georgia National Fair, which ran

Oct. 4-14, are any indication, he thinks that will happen.

"We had our best year ever there," he said.

The fair reported a 1.2 percent increase this year over 2011, with 455,395 turning out.

The fair hit a record year in 2010, when 465,053 made it to the fair.

From Perry, Reithoffer was to move on to the Pensacola (Fla.) Interstate Fair, Oct. 18-28, then to the National

Peanut Festival, Dothan, Ala., Nov. 2-11.

Reithoffer has the company's Blue Unit and he fielded as many as 66 rides at the Perry event.

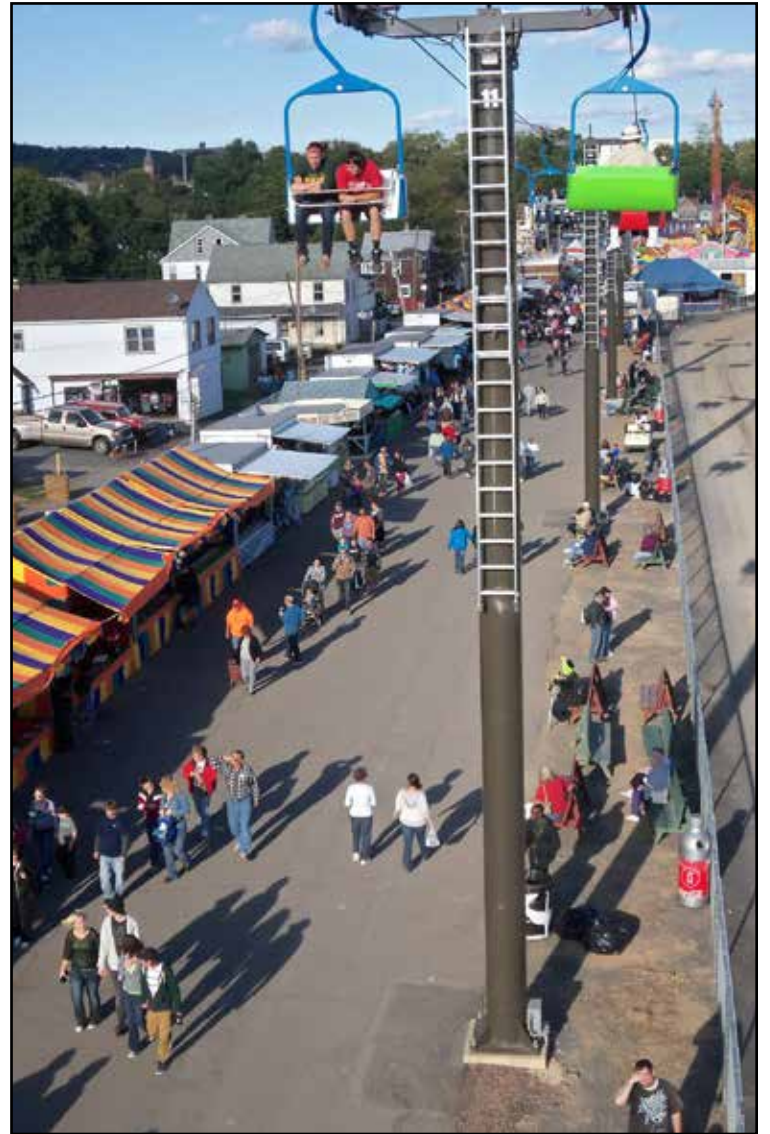
The company's Orange Unit travels with about 50 rides.

"We never play an event together," Reithoffer said. "There just isn't a fair that could support that many rides."



Here is Reithoffer Shows new Technical Park ride named The Stinger. This first season for the ride has been fabulous, said Rick Reithoffer.

AT/SUE NICHOLS



Reithoffer Shows was able to debut its new sky ride at the 2012 Bloomsburg (Pa.) Fair, which ran Sept. 22-29. Plans were to do that last year, but the fair was canceled due to flooding. The sky ride, made by Bertazzon, is a permanent structure, but Rick Reithoffer said they dismantle the cars and take them to their next stop on their route, which is the Georgia National Fair, Perry, Ga., which ran Oct. 4-14.

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Left, Bates Amusements' new ride for the 2012 was this Zamperla's Charlie Chopper, which was very well received. Right, seen here, along with a myriad of other attractions is Zamperla's Crazy Bus in the foreground, and an Eli Bride Double Eagle wheel. The company owns two Double Eagles.
AT/DAN FEICHT



► **BATES**

Continued from page 82

Brothers Amusement Co. (Eric Bates).

While both companies are completely separate, they come together once per year, in September for the Canfield (Ohio) Fair over Labor Day Weekend.



Bates Amusements has had a Super Shot for several years and it is one of their more popular rides. The Super Shot, manufactured by A.R.M., where Eric Bates is a partner. Eric Bates and Geary Bates, owner of Bates Amusements, are brothers.
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Ben Pfeffer, Tons of Fun takes Funnel Cake concession to Ephrata Street Fair

Ben Pfeffer of Tons of Fun Shows had this Funnel Cake booked at the Ephrata (Pa.) Street Fair this year. The fair ran Sept. 25-29, 2012.

AT/SUE NICHOLS

2012 Big Fresno Fair enjoys crowds, sets opening day record

FRESNO, Calif. — The 129th edition of the The Big Fresno Fair drew large crowds, including more than 60,000 people on the first day, the highest opening-day attendance in recent history, fair officials said last month.

The fair ran from Oct. 3-14. The unofficial attendance total for the 12-day run was 577,480, — a 5.15 percent increase from 2011, reported John Alkire, the fair's CEO.



"A lot of things clicked just right," Alkire said, citing good weather, diverse entertainment, new exhibits and several new promotions.

Attendance got a kick-start on opening day when fair officials for the first time offered \$1 admission and \$1 carnival rides.

Butler Amusements provided the midway for the event.

Another big crowd arrived Oct. 11 for the "Feed the Need" Community Food Drive held in partnership with The Salvation Army, Community Food Bank and media partners.

The effort raised 153,082 pounds, or 76.5 tons, of food for the community — breaking a national record for the largest single-day, single-location food drive, Alkire said.

More than 300 volunteers donated their time to the food drive. Among the donations were 20,000 pounds of food from Wawona Frozen Foods, Alkire said.

On the final Saturday of the fair, about 85,500 people showed up, marking a record for a single day, Alkire said.

—Pam Sherborne

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