

Great Coasters opens racer at Efteling



PHOTO COURTESY GCII

The race is on! Efteling in The Netherlands debuts *Joris en de Draak*, an exciting new racing coaster from Great Coasters International, Inc. See story page 5.

Euro Attractions Expo
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ProSlide delivers slide package

New waterpark a big hit at Iowa's Adventureland Park

Pam Sherborne
Amusement Today

Adventureland Park's Bill Fisher, director of marketing, wasn't sure how guests would take to going from a dry park to a wet park than back to a dry park with all those things that go along with that transformation.

Two years ago, that was one of the questions park officials in the Altoona, Iowa, park had when the facility opened the season with the RainFortress, a water attraction with seven slides and a huge dumping bucket made by WhiteWater West Industries, Vancouver, B.C.

"I did wonder how they would like going from the amusement park into the water area, changing into a swimsuit, getting wet, then changing back out of their swimsuit and going back into the amusement park," Fisher said. "As it turned out, it didn't faze them a bit. They loved it."

At that time, park officials thought they were putting in a water attraction that would only lure the young.
▶ See IOWA, page 3



PHOTO COURTESY ADVENTURELAND

The new \$6 million Adventure Bay Water Park, part of Adventureland Park, Altoona, Iowa, opened mid-July and response was great, according to park officials. Park management decided to invest in the waterpark after water elements installed in 2008 and 2009 were met with great success.



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It's time!

Good people will support a charity or cause that they believe in.

Good people give back in many different ways. Some will volunteer time, services, or donate needed items, or they may donate much needed money.

That was the case when Gary and Linda Hays, owners of Cliff's Amusement Park in Albuquerque, N.M., donated \$25,000 to the National Roller Coaster Museum & Archives (NRCMA) to help expand the recently completed archival and storage facility in Plainview, Texas.

As Gary and Linda said, "The NRCMA has taken the lead in establishing the early beginnings of a museum for our amusement industry and we wanted to support their efforts."

Don't let the words 'Roller Coaster' in the museum's name mislead you. The NRCMA has been acquiring far more than just roller coaster memorabilia. Water rides to waterslides, dark rides to kiddie rides, patients to neon signs are all finding their way to the NRCMA.

The NRCMA has much more work to do, many more collections to go and secure, more equipment to move, and countless archival interviews to conduct of our aging industry leaders who know, lived and worked 'our historic past.' To do this, the NRCMA will need much more than a \$25,000 gift from one good family, one good park.

It's time for the amusement industry to determine if it wants to preserve our historic past. If not, then lets move on to other things. However, if the industry **does** support a museum concept – all the better. Let's move forward by supporting the NRCMA's efforts with a real museum building full of historic artifacts, exhibits and educational features that both the general public and our industry employees and professionals can enjoy.

It's time for the amusement industry to make a financial decision. Good people like Gary and Linda Hays made theirs, to **support** the museum effort.

What's yours?

—Gary Slade

▶ SEE NRCMA \$25,000 DONATION STORY...PAGE 16



Scott Rutherford

Summer's end

With a long, brutally hot summer finally fading, I find myself looking forward to the cooler weather and mentally tallying up the highs and lows of this past season. Though Thanksgiving is not here quite yet, I'm still rather grateful for a number industry occurrences that merit mention.



Rutherford

Two notables both took place at New York's Coney Island: the magnificent Wonder Wheel's 90th birthday, and the debut of nearby Luna Park on the old Astroland site. The former remains a relevant icon thanks to the care it receives from the Vourderis clan while the latter's success is a direct result of Italian ride manufacturer Zamperla's desire to bring the fun back to Coney. Bravo to both!

On the historic front, one of the most important events was the continuing rebirth of Pennsylvania's Conneaut Lake Park highlighted by the reintroduction of the Blue Streak wooden coaster. This happened because a loyal group of supporters believed that this park deserved to survive. The Blue Streak finally opened in September after much hard work and naysayers saying it couldn't or even shouldn't be saved, that this rare example of an American

traditional amusement park and its signature attraction weren't worth saving. Well, shame on them. Any time a piece of history is salvaged, we all win.

For the first time in a long while, I made the trek up north to visit Conneaut. It was a perfect Sunday in late August. A cool breeze off the lake was filled with the raucous sounds of the Penn-Ohio

Polka Festival down by the water. Though parts of the park still need work, it warmed my heart to see so many families strolling along the midway. Despite the Blue Streak's opening still more than a week away, a rather lengthy queue at the ticket booth was a good indication that perhaps the amusement gods have once more smiled on this little park by the lake.

And on the flip-side of historical happenings is the saga of the Geauga Lake Big Dipper. The latest word on this survivor is that since the anonymous owner was unable to sell the ride, his decision (as of mid-September) was to demolish it. Let's hope the gods mentioned above step in to shine some love on the Big Dipper. Like the Blue Streak, it too deserves to roll once again.

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► IOWA

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They found out, yes, the young loved it, but so did the older generation. Fisher said they had guests go to Kokomo Kove, which is what they named that area, ranging in age from five years to 85.

With that experience in mind, Adventureland officials took another leap of faith with water. The park installed Heron Harbor for the 2009 season. It was geared toward the very young with a pool that gently slopes toward the center filled with hoops, sprays and a huge plastic heron that squirts out water.

Again, response was great.

"So, we decided at the end of last season to go ahead and put in a full-blown waterpark," Fisher said. "We got with ProSlide (Technology Inc., headquartered in Ottawa, Ont.) and expanded beyond Kokomo Kove and Heron Harbor."

After about \$6 million and weeks of planning and construction, in mid-July just about all of the water elements were up and running.

And, still, guests didn't seem to mind getting wet and then getting dry again.

The new waterpark, which is called Adventure Bay, includes (all from ProSlide):

- Mach 4 that Adventureland renamed the Bermuda Quadrangle and which includes four innertube slides – the Topsy-Turvy, BulletBowl and two Pipelines;

- Tantrum, a four-person tube slide the park renamed the Typhoon;

- Two high-speed slides, ProSlide's Plummets, called Gang Plank and Pirates Plunge; and

- A six-lane ProRacer mat slide.

The park also includes a 6,000-sq.-ft. pool called the Pirates Port Pool, the Sand Bar that includes a sandy beach equipped with cabanas, and "the longest lazy river I have ever seen," said Fisher.

"It has to be a quarter of a mile long," Fisher said. "It is the longest lazy river in the state of Iowa."

The Pirates Port Pool is three feet deep and has a bar at one end.

"The waterpark is roughly four times the size it was last year," Fisher said.

Adventure Bay just adds



PHOTOS COURTESY ADVENTURELAND

The above overview of Adventureland's new Adventure Bay shows the layout of the waterpark including the quarter-mile long lazy river. Park officials boost that lazy river is the largest lazy river in the State of Iowa. It encircles the sandy beach area and the new 6,000-sq.-ft. pool.



Slides at the new Adventure Bay include (all from Proslide) the Mach 4, which includes four innertube slides; Tantrum, a four-person tube slide; two Plummets, both racing slides; and the ProRacer, shown above. The ProRacer is a six-lane mat ride.

to the fun, Fisher said. Adventureland Park has 34 rides and attractions, including three roller coasters.

Admission price includes both the dry park and the wet park. Prices were increased this year by \$4, making admission for those 10 years of age and older \$35.

"Which we think is a great deal," he said. "People have access to both parks for that. We know the water attractions have increased the stay-time in the park and we think it

will also increase our season pass sales because there will be more here."

Park officials also feel the waterpark will increase attendance. The park markets to the entire state of Iowa and two counties deep into surrounding states.

"We don't expect to increase our marketing area, but we feel there is a whole waterpark market out there that we can market that we didn't have before," Fisher said.



Adventure Bay's Pirate's Port Pool includes a bar at one end. The 6,000-sq.-ft. pool is only three feet deep, great for rest and relaxation. The area called Sandy Bar offers a sandy beach and individual cabanas for guests.

2 MINUTE DRILL



Compiled by Janice Witherow

Mike Prince

Hawaiian Falls, Mansfield, Texas

Mike Prince's interesting career path has led him to Hawaiian Falls in Mansfield, Texas, where he is the general manager for this successful waterpark. His first job in the industry was in 1995 with Six Flags Waterworld in California; Mike spent seven years with Six Flags before being recalled to active duty in the US Navy (he has served a total of 22 years altogether) after the September 11, 2001 terrorist attacks in America. Mike then started his own landscaping business in Florida before winding up at Hawaiian Falls, where he has been for the last five years. His strong work ethic, organizational skills and sense of adventure make Mike an ideal manager in the amusement industry.



Prince

Title
General Manager.

Number of years in the industry
14 (It's been one interesting career ride!).

Biggest challenge facing our industry
No doubt about it, the economy.

Favorite amusement ride
Master Blaster at Schlitterbahn.

Best thing about the industry
The excitement of the people, products and parks ... it's a great business.

If I wasn't working in the amusement industry, I would be ...
Managing my own gym.

The thing I like most about amusement/water park season is ...
The chaos of it all!

My favorite thing about fall is ...
Deer-hunting season starts.

The last time I ate fast food was ...
At Sonic.

My all-time best vacation was ...
To Puerto Vallarta - it was beautiful.

Favorite flavor of ice cream
Mint chocolate chip.

On a typical Sunday morning, you can find me ...
Reading the newspaper with a cup of coffee.

The one thing I always seem to put off is ...
Yard work!

My "must-see" television show is ...
South Park.

I would best describe my office as ...
Neat and organized.

If I was to join the circus, I would hands-down be a ...
Cannon flyer (wouldn't that be cool?).

All-time favorite sports team
The New York Yankees.

The most adventurous thing I have done lately is ...
Skydiving ... now that certainly was an adventure!

Favorite condiment
Mayonnaise.

Ultimate movie soundtrack
Notorious.

Do you: stick to your plans or "wing it"?
Stick to my plans (I am an organizer).

The funniest person I know is ...
George Noviski (former neighbor when I lived in Florida).

The celebrity I would most like to have dinner with is ...
Rihanna.

Something make-believe that you wish was real
Flying.

In one word, Halloween is ...
Awesome!

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

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IAAPA's Asia-Pacific office gains new executive director

The International Association of Amusement Parks and Attractions (IAAPA) announced Andrew Lee has been named executive director for the trade association's new office in the Asia-Pacific region. As the leader of IAAPA Asia Pacific, Lee is responsible for expanding and enhancing the association's programs and services in the region and will oversee government relations, communications, membership development, education, and Asian Attractions Expo, the premier conference and trade show for the industry in Asia. Lee began on Sept. 16, and will be based in Hong Kong.

Lee is a veteran of the travel and hospitality industry. He most recently served as director, business ventures for a joint alliance between AsiaWorld-Expo, Global Sources, and Pico Global Services.

"Asia has the fastest-growing attractions industry in the world so it is only natural for IAAPA to open an office in the region," said IAAPA Chairman Chip Cleary. "IAAPA Asia Pacific extends the trade association's global presence and becomes the association's third regional office, joining those already established in Europe and Latin America."

Lee will report directly to Charles Bray, president and CEO of IAAPA, and will work closely with the IAAPA Asian Advisory Committee. His e-mail is: alee@IAAPA.org.

GCI racing coaster a major success at Efteling

Scott Rutherford
Amusement Today

Pennsylvania-based Great Coasters International, Inc. has made a name for itself by constructing solid, reliable and – above all – incredibly entertaining wooden roller coasters in North America, Europe and, soon Asia, where the company's first China project is nearing completion.

This much-admired firm's most recent endeavor took them to Efteling in The Netherlands, one of Europe's most highly regarded and popular theme parks. There they took on the task of replacing an earlier wooden roller coaster (1991-built Pegasus) with something of the high caliber that Efteling guests have come to expect.

The result is Joris en de Draak (George and the Dragon), one of GCI's most original designs to date. The ride's theming is based on the story of St. George, who saved the life of a King's maiden daughter by slaying an evil dragon. While a definite racing coaster, the ride does not feature mirror-image courses. Each track offers something a little different while still maintaining a healthy air of competition.

Standing 72.5 feet high, Joris en de Draak's two tracks each measure 2,585 feet long. The ride utilizes a quartet of GCI's 12-car (24-seat) Millennium Flyer trains, the company's exclusive and ultra-flexible rolling stock, which are absolutely necessary for the complex, twisted layouts that GCI devises. This particular set of trains sport graphic reliefs on



Joris en de Draak's exciting finale begins with trains skimming the surface of the park's lake on opposing turns (top) and then coming together in competition for a spirited race to the finish line.
PHOTOS COURTESY
EFTELING



the side panels that represent the battle between George and the dreaded dragon.

The Joris en de Draak experience begins with riders boarding either the 'water' track or the 'vuur' (fire) track. The trains depart the station simultaneously but out of sight of each other until nearly half-way up the seven-story lifts. Once over the crest, they veer away, tearing around opposing U-turns and then finally come together, racing side-by-side down the first drop. Having attained their maximum

speed of 46 mph., they remain parallel for a good distance, roaring through a double-up of sorts over the station followed by airy camelbacks. Next, the trains bank down into right-hand swooping turns, and this is where they suddenly diverge, one train diving further toward the ground and the other quickly leaping over its counterpart.

What follows is plenty of the twisted, quirky trackwork for which GCI is renowned and admired. Each train does it own thing, banking this way

and that, dipping and hopping toward the rides' back end where the trains once again head in opposite directions over the surface of the park's lake, only to swoop back together for a close, spirited race through the dense superstructure, ultimately hitting the home brakes – nose to nose – amid laughter and squeals of delight.

Each of Efteling's attractions are crafted with thematic elements that tell a story, effectively engaging the eye as well

▶ See EFTELING, page 6



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► EFTELING

Continued from page 5

as physically entertaining the body. Joris en de Draak carries on that tradition with plenty of medieval attributes sprinkled

FAST FACTS

Ride/Park

Joris en de Draak/
Efteling
Kaatsheuvel,
The Netherlands

Type

Wooden Racing Roller
Coaster

Height/Length/Speed

72.5 feet
2,585 feet (each track)
46 mph

Trains/Capacity

Four Millennium Flyers/
24 passengers per train

Designer/Builder

Great Coasters
International, Inc./
Sunbury, Pa.

Opened

July 1, 2010

about the station and queues as well as the aforementioned embellishments to the trains' side panels. Particularly impressive also are the monstrous animatronic dragon whose tail slaps the water barely missing a speeding train as well as the nighttime illumination that transforms the coaster's structure into a colorful, intricate light show. Such is the magic of Efteling.

Though Joris en de Draak is aimed squarely at families, GCII's Clair Hain, Jr., Jeff Pike and their competent crew delivered a ride that appeals to Efteling's demographic as well as seasoned thrillseekers. The ride is characterized by consistent speed, rapid changes of direction and equal doses of lateral Gs on the turns and the all-important airtime that many riders crave.

GCII's Manager of Procurement and Assembly Director Chris M. Gray spoke to *Amusement Today* about the company's newest thriller and what it was like to work with Efteling. "Joris en de Draak was a great project to be a part of, and Efteling had to be one of the friendliest parks to work with from a vendors point of



PHOTO COURTESY ROBB ALVEY

Two 12-car Millennium Flyer trains crest the lifts on Joris en de Draak, Efteling's new wooden racing roller coaster supplied by Great Coasters International, Inc.

view," said Gray. "Their entire staff understands what it takes to get a job done all the way down to the tiniest detail. If you think about it, details are

what makes Efteling a very special place and Joris en de Draak one of the greatest racing coasters in the world."

Congratulations to Eft-

eling for commissioning a world-class ride, and to GCII for producing yet another amazing work of wooden coaster art.

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Australian Waterslides completes Funfields project

Andrew Mellor
Amusement Today

The latest waterpark project to be completed by Australian Waterslides and Leisure (AWL) was commissioned at the end of August in the company's home country.

The attraction is the second element of a tandem tube raft ride at Funfields Recreation Park in Whittlesea, in Victoria, Australia, 40 kilometers (25 miles) north of Melbourne. AWL originally became involved with the development of the park in 2009 when it was contracted to design two tandem tube raft rides, the first of which was installed and opened in September of the same year. A short time later the company was engaged once again to manufacture and install a second raft ride which runs alongside the first, creating a double slide attraction.

Named Wipe Out at the park, the latest addition provides riders with a 130 meters (426 foot) long experience of twists and turns down a translucent tube, ending with a big splash down. The park is also planning to add a small children's activity pool at some point in the future, another installation AWL is hoping to be involved with.

In addition to the work at Funfields Park, AWL has also recently completed various other projects in Australia, including the delivery of the fiberglass for three waterslides to be installed in the Tea Tree Gully Aquatic Centre in Adelaide, South Australia, where installation was due to begin on September 21. The company has also recently completed the design drawings for another project in Melbourne, at the Glen Eira Aquatic Centre, having submitted the successful tender for this, while it is also working on slide installations in various Indonesian islands through its exclusive agent in Indonesia.

AWL also continues to develop its products and has recently introduced the KIPS range (Kids Interactive Play Structures). This is a range of high quality children's play pool equipment constructed in stainless steel and fiberglass and designed to "look good for a very long time," according to company managing director Annette Matthews.



The second of the tandem tube raft rides at Funfields Recreation Park opened to the public in early September.

PHOTOS COURTESY AUSTRALIAN WATERSLIDES AND LEISURE



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WhiteWater sends 30 meter tall waterslide to Hanwha Resort in South Korea



PHOTO COURTESY WHITEWATER

The Abyss, the newest waterslide from WhiteWater, stands in at an impressive 30 meters tall.

WhiteWater International LLC., based in Richmond, B.C., Canada, recently announced the completion of the first Abyss waterslide, marketed as the largest and most thrilling waterslide attraction in the world. The Abyss opened at Hanwha Resort in South Korea in August 2010.

Standing nearly 30 meters tall and using high capacity four or six person rafts, the Abyss towers over other waterpark attractions. Its innovative design features bigger drops, higher walls and more near-vertical oscillations than

any other ride in its class.

The Hanwha installation site – a small space on the roof of a partially underground building – posed a daunting challenge to WhiteWater engineers. To minimize weight and conform to the limited footprint, WhiteWater developed an advanced lightweight exo-structure that actually improves the visual appeal of traditional funnel rides by reducing the amount of visible steel. Angled concrete footings and pilings bear most of the weight. The result is a massive orange, blue and silver structure that

appears to hover just above the ground.

"Introducing a new multi-person attraction is always extremely exciting," says WhiteWater CEO Geoff Chutter. "This time, the installation conditions were particularly challenging, but thanks to a shared vision of success and a highly collaborative working relationship with the Hanwha Resort management team, we were able to open this new attraction on time and on budget. Guests will love the Abyss for the unique entertainment experience it offers."

Turkey's Aquafantasy Waterpark adds two Polin waterslides

Aquafantasy Waterpark, located in Izmir, Turkey, is part of the Aqua Fantasy Hotel and Spa built on 45-acres of land. The waterpark celebrated its 10th year by adding two unique water rides designed, manufactured and installed by Polin Waterparks and Pool Systems.

The slides, a family rafting slide and a wave slide, are both constructed of Light-Resin Transfer Molding (L-RTM). Polin's L-RTM slides are different than the other slide series in terms of their distinctive design and their ride path.

Polin Waterparks and Pool Systems oversaw all design, engineering, production and installation tasks of the waterslides which opened at Aquafantasy in May. Polin, based in Kocaeli, Turkey, is marketing the park's Family Rafting Slide to be the longest L-RTM manufactured family slide in the world with its 222 meters (728 foot) length.

"The Family Rafting Slide makes it possible to share the entertainment and excitement together with the family and friends. Since waterpark experience is a family type of entertainment, family slides are of crucial importance and a great addition with their being high capacity rides." said Sohret Pakis, marketing manager for Polin. "One can experience the joy of twists, turns and drops as a whole family in 2 to 4 passenger circular inflatable rafts travel the course. The slide path is very exciting. Thanks to different slope angles, it

offers a more flexible design configuration. A conveyor system is adapted at Aquafantasy Waterpark to take the rafts to the top of the slide structure where guests will then board the raft"

The second ride that was added to the park in May was the Wave Slide. Wave Slide is one of Polin's uphill designed rides. Wave Slide has a steep entry point which provides riders with the thrill of free falling. Riders first experience a steep, initial drop before being propelled uphill vertically. Riders then experience another reverse path taking them back and forth several times before the tube stops at the bottom of the waterslide.

"In the continually evolving and renewing waterpark industry, the world's premier parks like Aquafantasy Waterpark are after the most attractive, exciting, appealing rides" Pakis said. "Polin is committed to providing the best quality product and service through investing in research and development and will continue to further expand its L-RTM line while introducing new signature rides and innovations in fiberglass production to parks like Aquafantasy."

Askin Altiparmak, the general coordinator of Aqua Fantasy Hotel and Spa states that "The new slides enhanced the adrenaline and excitement thrill for our guests. We are very satisfied with these additions."

• www.polin.com.tr

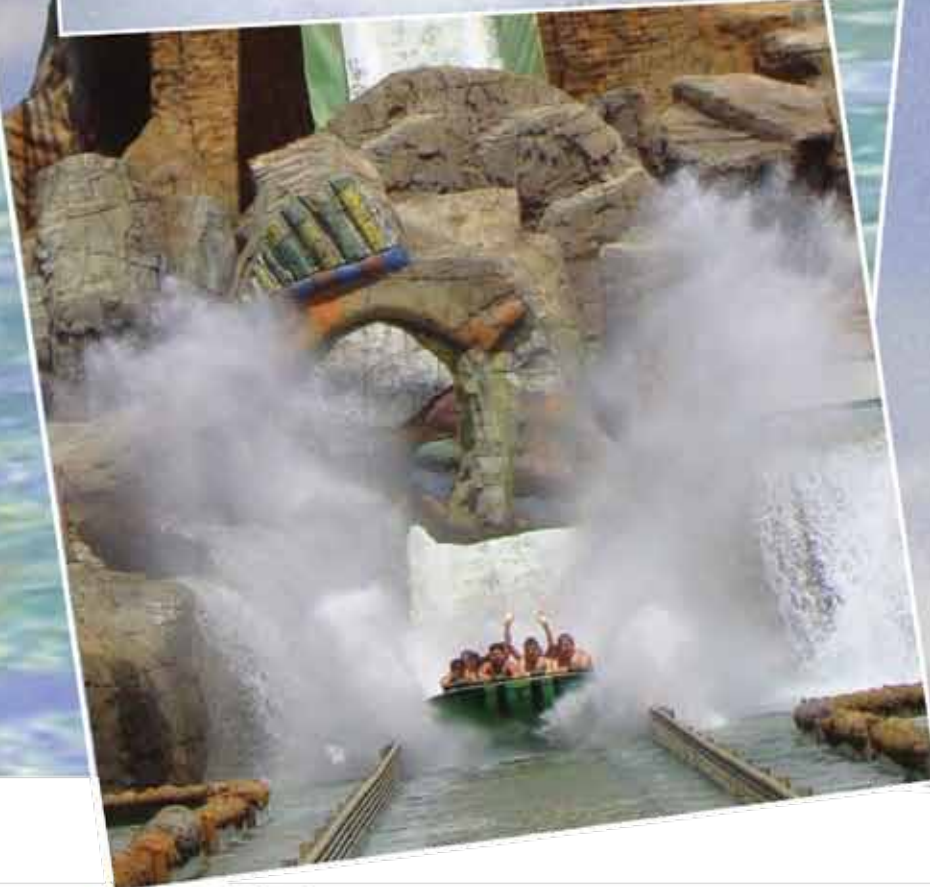
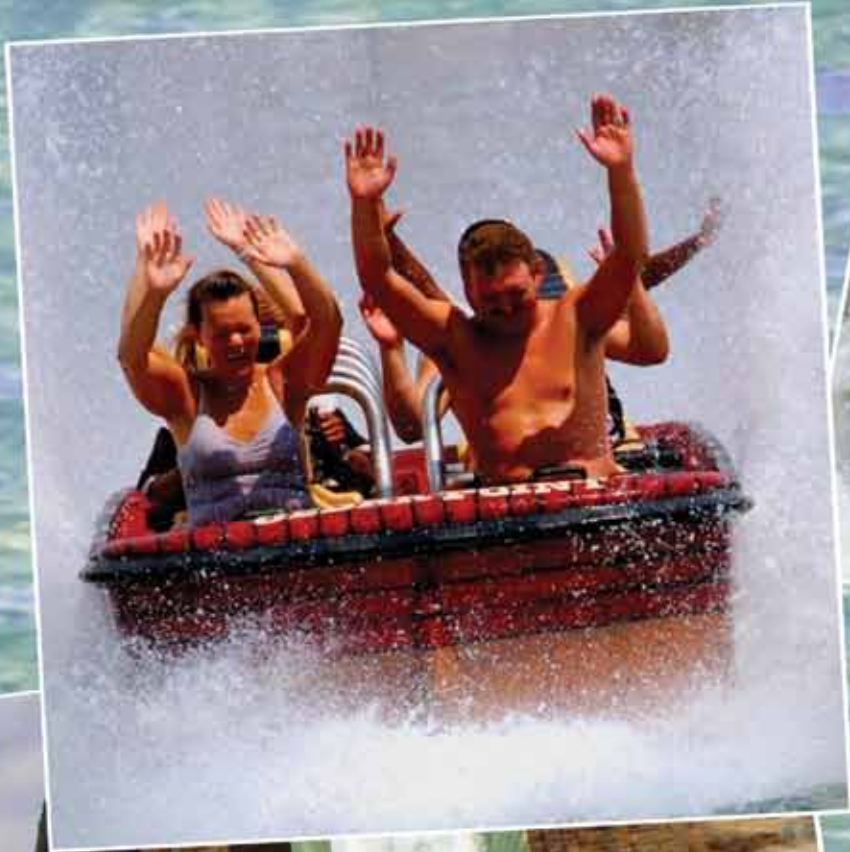


PHOTOS COURTESY POLIN

Polin recently delivered two waterslides to the popular Aquafantasy Waterpark in Izmir, turkey. The slides both feature Polin's Light-Resin Transfer Molding.

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South Carolina's Riverbanks Zoo hosts Spook-tacular

Family-friendly Halloween festivities return to South Carolina's Riverbanks Zoo this month with Boo at the Zoo. The annual spook-tacular opens on Oct. 15, and runs nightly October 15 - 17 and Oct. 22 - 30.

During the 12 wild nights, Riverbanks will hand out more than 200,000 pieces of candy to costumed children as they stop at the 16 stations along Trick-or-Treat Trail.

"Boo at the Zoo offers families a fun and safe alternative to neighborhood trick-or-treating," said Lochlan Baskin, events manager at Riverbanks Zoo and Garden.

In addition to the candy, Boo-goers will rock the night away at the Mummy's Eeky-Freaky DJ Dance Party, frolic in a sea of suds at Frankenstein's Foam Zone and watch in wonder as magician Ray Hardee performs his Moonlight Magic. Other activities include a nightly costume parade, Creepy Creature Encounters, and the Mysterious Maze.

Boo at the Zoo will run from 6 p.m. to 9 p.m. on each of the scheduled evenings. Tickets to the event must be purchased in advance and are \$6 for Riverbanks members and \$8 for the general public. Boo tickets can be purchased online at www.riverbanks.org.

Six Flags St. Louis adding Funtime StarFlyer in 2011

Six Flags St. Louis officials have confirmed plans to give their guests more to scream about in 2011 with the introduction of SkyScreamer. Supplied by Funtime of Dolsach, Austria, the StarFlyer type ride will join the park's lineup of thrill rides as it takes guests 236 feet above the ground with their feet dangling. SkyScreamer will be the tallest ride in the park and reside in the Illinois section near the Screamin' Eagle.

Thirty-two guests will board the ride and sit two-abreast in open-air swings as they climb to the top of the SkyScreamer tower while revolving at speeds of 43 mph. At full swing, guests will soar in a 98-foot circle with the rest of the park far below. By day,

they will have a bird's eye view for miles around. During the evenings, SkyScreamer will be highly visible as its lighted arms whirl above the park.

"We are always searching for new and unique attractions that offer a broad appeal," said Dave Roemer, president of Six Flags St. Louis. "SkyScreamer brings yet another new experience to our lineup of thrills that is unlike any other we have in our theme park right now."

Park fans will remember the SkyScreamer name from the closed Astroworld theme in Houston, where the name was attached to the park's Intamin Freefall ride.

Funtime has installed 14 StarFlyers to date, with the

► **See SIX FLAGS, page 12**



PHOTO COURTESY SIX FLAGS ST. LOUIS

Six Flags St. Louis plans to add SkyScreamer, a 236-foot-tall Funtime StarFlyer swing ride, for the 2011 season. The ride will seat thirty-two guests in open-air swings and revolve high above the park at 43 mph.

Swing Time!

Cedar Fair adding Mondial WindSeekers to four parks

Cedar Fair has announced that it will add new 30-story-tall swing rides to four of its properties for the 2011 season. The four parks getting the new rides include: Cedar Point, Kings Island, Knott's Berry Farm and Canada's Wonderland.

Appropriately dubbed WindSeeker, the new rides will be supplied by Dutch manufacturer Mondial and will cost \$5 million.

At each of the four parks, the towers will stand 301 feet-tall and will feature 32 two-

seat swings located at the end of rigid arms. Riders, who must be at least 48-inches-tall, will be secured with individual over-the-head lap bars with interlocking seat belt. Once the 64 passengers are secured, with their feet dangling, they will slowly begin rotating as the swings ascend the tower. Once at the top, they will revolve at speeds between 25-30 mph, flaring out 45 degrees from the tower.

"I have been fortunate enough to work with Cedar

► **See WINDSEEKER, page 12**



For the 2011 season, Cedar Fair will introduce 30-story-tall Mondial WindSeeker swing rides to four of its properties - Cedar Point, Kings Island, Knott's Berry Farm and Canada's Wonderland. The rides will each seat 64 riders and cost \$5 million.

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►SIX FLAGS

Continued from page 11

first one going to the Prater Amusement Park in Vienna, Austria in 2004. The only StarFlyer located in North America opened in 2006 in Orlando.

The new ride is expected to take flight spring of 2011.



PHOTO COURTESY SIX FLAGS ST. LOUIS

At nearly 24-stories tall, Six Flags St. Louis' new SkyScreamer will be the park's tallest attraction. This installation will be the second StarFlyer that Funtime has installed in North America.

►WINDSEEKER

Continued from page 11

Fair parks many times now over the years, and it is always a real pleasure for me," Bob Dean of Leisure Labs told *Amusement Today*. "Leisure Labs has focused on representing high quality providers, and high quality rides are a trademark of Cedar Fair. They have worked closely with us to make Mondial's WindSeeker modern in terms of safety and operation as well as unique in terms of technology and ride experience."

Officials at the four parks receiving the towering new attractions sound off about their individual upcoming debuts:

Cedar Point

"Spinning almost 300 feet above Lake Erie and the Cedar Point Beach will be a very exciting ride experience for our guests," said John Hildebrandt, vice president and general manager of Cedar Point. "Day or night, WindSeeker will provide riders with dramatic views of the park and the Cedar Point peninsula. It will be an extremely popular addition to Cedar Point."

WindSeeker will be positioned near the present location of the Ocean Motion swinging boat ride and will extend the park's midway onto the Cedar Point beach. At the end of the season, Ocean Motion, built in 1981, will be dismantled and offered for sale.

Kings Island

"The addition of WindSeeker reflects our commitment to providing our guests with world-class thrills, fun

and fantastic family entertainment," said Kings Island Vice President and General Manager Greg Scheid. "Soaring 300 feet above Kings Island will provide an exciting ride experience for our guests."

WindSeeker will be located in the Coney Mall section of the park near the Vortex looping coaster's exit.

Knotts Berry Farm

"Due to the long airtime, riders will experience a spectacular sense of weightlessness. This, combined with the fact that riders legs will be unrestrained, will create a sense of exhilaration that will enhance the feeling of free flight," said Knott's General Manager Marty Keithley.

WindSeeker will be located at the current site of Knott's Sky Cabin.

Canada's Wonderland

"We are continuing to change the landscape at Canada's Wonderland and with the addition of our new thrill machine WindSeeker, we will be 70 feet higher than our previous tallest rides, Drop Tower and Behemoth," said Raffi Kaprelyan, vice president and general manager of Canada's Wonderland. "For riders that are looking for extreme height and intense thrills, this ride will be a must-do for 2011."

WindSeeker will be located next to the park's Vortex suspended coaster, overlooking Wonder Mountain.

Leisure Labs, based in Sarasota, Fla., represents Mondial exclusively in the Americas and on a non-exclusive basis in other areas of the world.

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there's nothing to compare to this. This is just unbelievable."

— Jim Kline, Sky Rocket™ rider



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Six Flags Fiesta Texas announces new show package for 2011

Six Flags Fiesta Texas has announced plans for an array of new shows lighting up the park as well as the Texas nighttime sky for the 2011 season.

Fiesta Texas will present an entirely new Lone Star Spectacular, the park's popular outdoor laser/fireworks show, along with an impressive new production in the Zaragoza Theater. Lone Star Spectacular is an annual challenger for *Amusement Today's* Golden Ticket Award in Best Outdoor Night Show Production category.

The park is completely revamping the nighttime Lone Star Spectacular with an all new storyline and technical enhancements. Since its debut in 1992, the show has wowed millions with its combination of lasers, music and fireworks showcased on 100-foot-tall quarry walls.

"The Lone Star Spectacular is a longtime fan favorite," said Fiesta Texas President Martin Bozer. "The show was cutting-edge when it first opened in 1992 and with today's technological advancements we can create an even bigger, bolder production that will still pay homage to our great state of Texas."

Also on tap for 2011 is a new show in the grand Zaragoza Theater in Los Festivales. Full details will be announced next spring. Finally, rounding out the roster of best-in-class entertainment, 2011 marks the return of the Starburst Summer Concert Series, featuring a full slate of some of the country's hottest new artists.

Six Flags Fiesta Texas will continue to deliver award-winning entertainment in the upcoming season including new shows in the Spassburg, Crackaxle Canyon, Los Festivales and Rockville areas.

The new season at Six Flags Fiesta Texas begins March 5, 2011.

Two-year capital expansion unveiled at Busch Gardens and Water Country USA

Virginia's Busch Gardens and Water Country USA officials ended months of speculation recently with a host of announcements that add up to the largest capital investment in the parks' combined histories. The two-year expansion plan offers something for everyone in the family, including new rides, a re-envisioned village theme and a much-requested expansion to one of Busch Gardens' newest events.

Park President John Reilly unveiled the multi-year plan in front of 1,500 of the park's most loyal fans at a special pass-member appreciation breakfast held in Das Festhaus, the park's iconic dining facility.

"Today is a big day for the Williamsburg theme parks," Reilly said.

Changes begin this year and extend into 2012, starting with an expansion of Christmas Town: A Busch Gardens Celebration. Beginning Nov. 26, guests will experience



RENDERING COURTESY BUSCH GARDENS

For 2011, Busch Gardens in Williamsburg, Va., will revamp its popular Oktoberfest village to include a new 246-foot tall drop tower attraction from Italy's Moser Rides. The park's waterpark, Water Country USA will also receive a new attraction.

the flair of an Italian Christmas, featuring a golden color scheme, traditional Italian holiday fare and graceful angels as far as the eye can see. Busch Gardens' Italy village will leave guests with a feeling of peace on earth as the park completes the transformation

into a Christmas wonderland.

In 2011, Busch Gardens and Water Country USA are taking their attractions to new heights with towering rides that offer riders a spectacular view of the James River. As guests enter Busch Gardens'

► See **BUSCH**, page 15

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► **BUSCH**

Continued from page 14

Oktoberfest next spring, they will see the massive spire known as Mäch Tower. Supplied by Italian ride manufacturer Moser Rides, Mäch Tower will lift up to 30 riders 246 feet above Oktoberfest. After rotating at the top of the tower and getting a few seconds to take in the view, riders drop at breath-taking speed. State-of-the-art special effects including enhanced audio and other surprises will elevate Mäch Tower to new heights in ride design and engineering. This psychological thrill ride opens in spring of 2011.

Mäch Tower is part of a complete rejuvenation of the park's Oktoberfest village. After more than 30 years, the park is updating the look and atmosphere of this iconic area.

Restaurants, games and performance areas that follow a traditional German Oktoberfest celebration await visitors next year. Guests can enjoy fresh-baked pretzels and a new beer garden set amid canopies of colored maypoles and festive banners that depict the rich heritage of Bavaria.

Guests are in for the slide of their lives at Water Country USA's epic new drop slide, Vanish Point. Inspired by the point on a wave where water and gravity form a perfect partnership, this summit supplies two dramatic ways to drop out of sight. The crest of this 75-foot-tall tower challenges guests with two wave paths. They can step into a skybox and take a plunge when the floor drops out beneath their feet, or they can get horizontal on a 300-foot speed slide that drops them

straight down as soon as they enter. The waterslides will be supplied by Canada's ProSlide Technology.

For more than a year, thrill ride fans have been speculating what would fill the space that was once home to The Big Bad Wolf suspended roller coaster. Reilly put the rumors to rest that the park will install a new state-of-the-art launch coaster that will propel riders through a high-speed, thrill-packed course with twists, turns and even more surprises. While details were intentionally sparse, Reilly assured guests that the coaster will feature many 'firsts' when it debuts in the spring of 2012.

Construction is scheduled to begin soon. Fans can visit www.buschgardens.com/bignews for the latest construction updates.



Water Country USA's major 2011 enhancements will include the addition of Vanish Point, two new high-speed waterslide concepts (four slides in total) from Canada's ProSlide Technology.



RENDERINGS COURTESY BUSCH GARDENS



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Cliff's Amusement Park donates \$25,000 to the NRCMA to 'Protect the Past' Landmark donation seeds growth plan for National Roller Coaster Museum

No one knows the importance of preserving history like an American treasure. Cliff's Amusement



Park in Albuquerque is one of those treasures. The park has been entertaining families in the same exciting and wholesome way as they did when the park opened in 1959. That effort to stay true to the industry now includes a \$25,000 donation to the National Roller Coaster Museum and Archives (NRCMA) to preserve and protect the history of theme and family amusement parks like Cliff's.

"We all feel the work the NRCMA is doing is important," Gary and Linda Hays, owners of Cliff's Amusement park said. "We are talking about the history of fun, the history of family togetherness,

▶ SEE RELATED STORY...PAGE 2

the history of our industry. The NRCMA has taken the lead in establishing the early beginnings of a museum for our amusement industry and we wanted to support their efforts."

The NRCMA recently completed construction on its archiving building in the South Plains of Plainview, Texas. Acquisition of artifacts from the Texas Giant and the classic suspended coaster Big Bad Wolf has already stretched the facility. Further acquisitions continue to roll into the museum's facilities awaiting academic research and cataloging. The donation from Cliff's Amusement Park will be used to continue to expand the capability of the museum's archiving process. Still, a cash donation of this magnitude is inspiring.

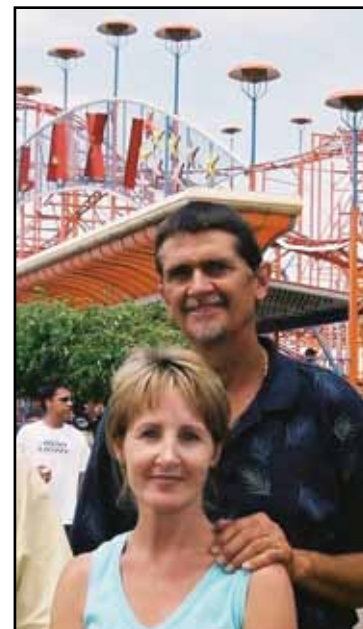
"The donation by Gary and Linda

Hays and the team at Cliff's is an extraordinary and generous gift," Gary Slade, NRCMA Chairman said. "We hope that this donation serves as the catalyst for more park owners and managers, ride manufacturers and brokers to step forward to assist us in the important work preserving the history of the amusement industry. We are on our way, but we need more donations to ensure the future success of our efforts."

An official presentation of the donation will be made at the International Amusement Parks and Attractions convention in Orlando in November.

Tax deductible donations may be made to:

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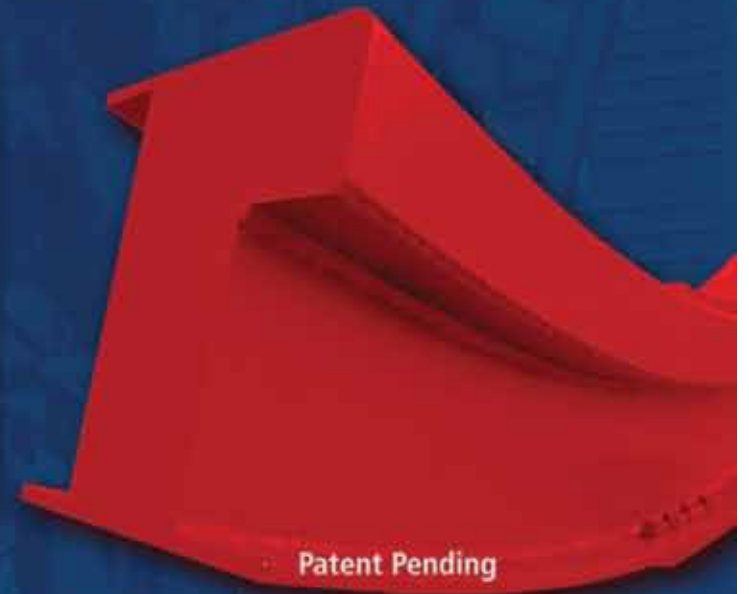
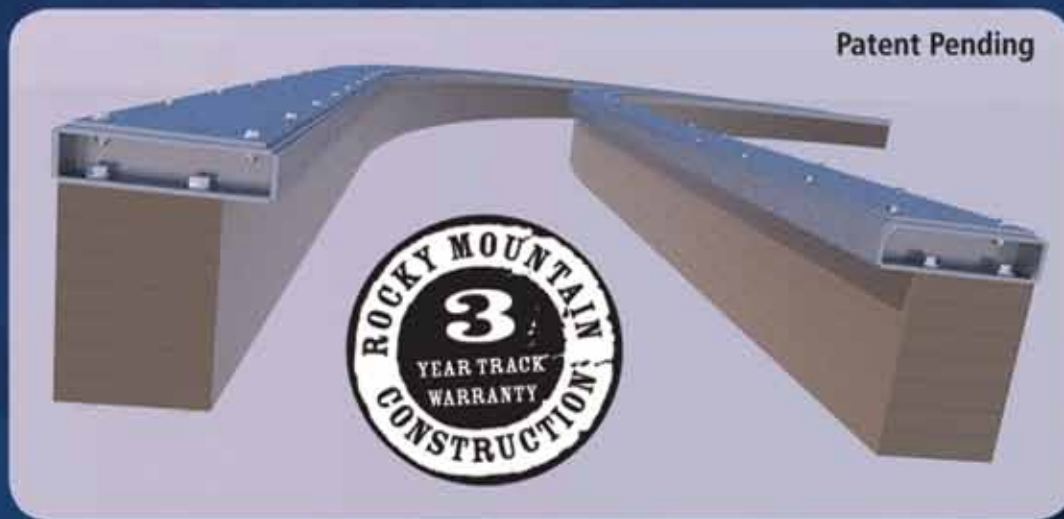
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New cable water sports complex announced for Houston

A new cable water sports complex — complete with board slides, backside spins, bunny hops and bonks — has been announced for Houston, Texas.

Dubbed Wake Nation Houston, the new attraction is a cable wakeboarding park where riders can wakeboard, water ski, kneeboard and wakeskate without a boat. Instead, they are pulled around a 12-acre lake at speeds of 18-20 miles per hour by an innovative, overhead circulating cable system that runs 35 feet above the water.

Plans for the new water-sports complex, which will be located near Pearland, were announced by Peter Kennedy, who is a partner in a similar cable wakeboarding park in Cincinnati, Ohio. Construction on the new Houston water-sports park will begin in the fall with an anticipated opening in spring 2011.

"We are very excited about bringing the area's only full-scale cable wakeboarding



PHOTOS COURTESY WAKE NATION

Wake Nation plans its second water sports complex, opening spring 2011 near Houston, Texas.

park to Houston," said Kennedy, "and we look forward to joining the many great family attractions this area has to offer."

"Wakeboarding is already the country's fastest growing

water sport," said Mike Olson, director of business development for the Wake Nation brand. "The cable system approach to wakeboarding and water skiing is particularly attractive to those without ac-

cess to their own boats."

"Since riders are pulled around the lake by an overhead cable system, there is no need for loud and often polluting motor boats, he added. "Currently, there are only 10 full-scale cable wakeboarding parks in the U.S."

Wake Nation Houston will be located in Rosharon, near Pearland, south of the Sam Houston Parkway, 20 minutes from downtown Houston.

"Wake Nation Houston is being designed to provide the ultimate ride experience to both first timers and experienced boarders," said Kennedy. "Beginners love that wakeboarding is fun, easy to learn, and allows everyone to progress at their own pace. Advanced riders love that they can amp up the adrenaline by doing air tricks they can't behind a boat and by boarding off floating jumps and obstacles that will be in the lake."


Riders can bring their own gear, or rent equipment including boards and wet suits at

the park. They must be at least 10-years-old, and helmets and life vests (available for rental) are required.

Wake Nation Houston will be a pay-as-you-play facility. Parking and admission to the complex will be free, including access to a large outdoor observation deck that offers a panoramic view of the entire lake area. Riders will pay for 'water time,' typically around \$25 for two hours. The Wake Nation complex will also have a pro shop, concession area and numerous other services and amenities. There will be special group rates and season passes available.


Wake Nation Cincinnati opened to rave reviews in May 2009. The venue has already won several 'Best Of' awards and this past June set an officially-sanctioned Guinness World Record for the greatest distance traveled on a wakeboard in a 24-hour period (509 miles.)

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BRIEF

Alabama Adventure receives third perfect evaluation score

Alabama Adventure's waterpark received its final audit on Aug. 2 receiving a perfect score. This is the third perfect score for the park this year awarding the waterpark with 'Platinum Status, an achievement that many parks rarely obtain.

Most major waterparks throughout the country receive three audits each season by an outside consultant group, Jeff Ellis & Associates. These unannounced audits take place to ensure each park is safe and prepared for each possible situation. These undercover audits test each lifeguard's individual skills, group scenarios, and the overall professionalism of the facility. In addition to basic aquatic skills, Alabama Adventure's lifeguards must be AED Certified, CPR Certified, and Spinal Certified.

"Alabama Adventure has exceeded the standards set forth in the E&A Comprehensive Aquatic Risk Management Program. For their hard work and dedication to providing the safest aquatic environment possible, Alabama Adventure, should be commended," said Melissa Timmons of Jeff Ellis & Associates.

Jeff Ellis & Associates is a nationally recognized organization that trains and tests lifeguards through out the world. They are currently involved with aquatic operations in 42 states, and in Mexico, Brazil, China, Spain, Bahamas, Korea, and Dubai. Jeff Ellis & Associates continue to set and implement industry standards to make aquatics safe and fun for all ages.

WhiteWater's mega-popular AquaLoop makes much anticipated U.S. debut Scorpion's Tail delivers a stinging success for Noah's Ark

Tim Baldwin
Amusement Today

Tim Gantz knew what he wanted.

"I've always wanted a trap door," the co-owner of Noah's Ark states. "Ever since I rode Bomb Bay in my twenties,



GANTZ

I knew that's what I wanted," Gantz says, referencing the popular attraction still in operation at Wet'n Wild Orlando. "It was a fabulous ride."

Noah's Ark had a pair of near-vertical drop slides called Point of No Return. While very popular, as the park continued to expand, the line of riders which once stretched all the way down the stairs became shorter with each season. Eventually, they realized they actually didn't need two of this same attraction anymore. Gantz had been seeking the trade shows for a trap door addition for one of the slides, but was always told that such an attraction was covered by patent. In 2008 Joe Heflin of WhiteWater West called up Gantz saying "I've got your trap door for you." Heflin added, "I've got something else that goes with it."

The top brass from Noah's Ark did the dry chute on display at the 2008 IAAPA show. But WhiteWater was also hawking its newest idea — the looping waterslide.

Gantz and company knew this was something they wanted. However, with new technology comes the need for due diligence. Flying to Austria to check it out, Gantz and crew enjoyed the ride immensely. After talking to the operations manager there, he was told that guests love it and people loved watching it. It seemed like all indications were a go. After nailing down the price,

it turned out that Noah's Ark was the only waterpark in America to be putting it in. "That just doesn't happen," says Gantz, delighted with the exclusive nab.

"I can't believe the PR we've gotten," beams Gantz. "It's just incredible." One of the largest moments of exposure was The Travel Channel and Bert the Conqueror. "Out of all the attractions he had done, he rated us No. 1."

Management knew they didn't need both of the Point of No Return slides, but they were able to use the same platform. The challenge according to Gantz was to make sure the slide fit properly and to loop it around the right way. "We got it done with our local engineers here."

Following the close of the 2009 season, Noah's Ark began working immediately. "We had most of it up, about two-thirds before winter came," says Gantz. Following the big snows, the park reports that the attraction was ready to go by mid-April. "We were way ahead of the game," Gantz smiles. He was so excited to ride it immediately that even though the weather was only 45 degrees, he rode right away once testing was complete. "I wasn't going to let the cold stop me. It felt like 80 degrees to me — my adrenaline was pumping."

Using an existing tower helped the park install the attraction to their liking financially. Although they did have to add an additional stairwell, management figures they could have saved up to \$60,000 by using one of the previously built towers. Noah's Ark prices the addition as a \$1 million investment.

On slower days, the queue ranges from 20 - 45 minutes; busier days may have guests waiting an hour to 90 minutes. However, Gantz reports it is

► See LOOP, page 20



AT PHOTOS / TIM BALDWIN

Noah's Ark's new AquaLoop, named Scorpion's Tail, made great use of both an existing tower and land space for the ending runout. Below, the loop portion of the ride is the real thrill. The ride was supplied by WhiteWater West.





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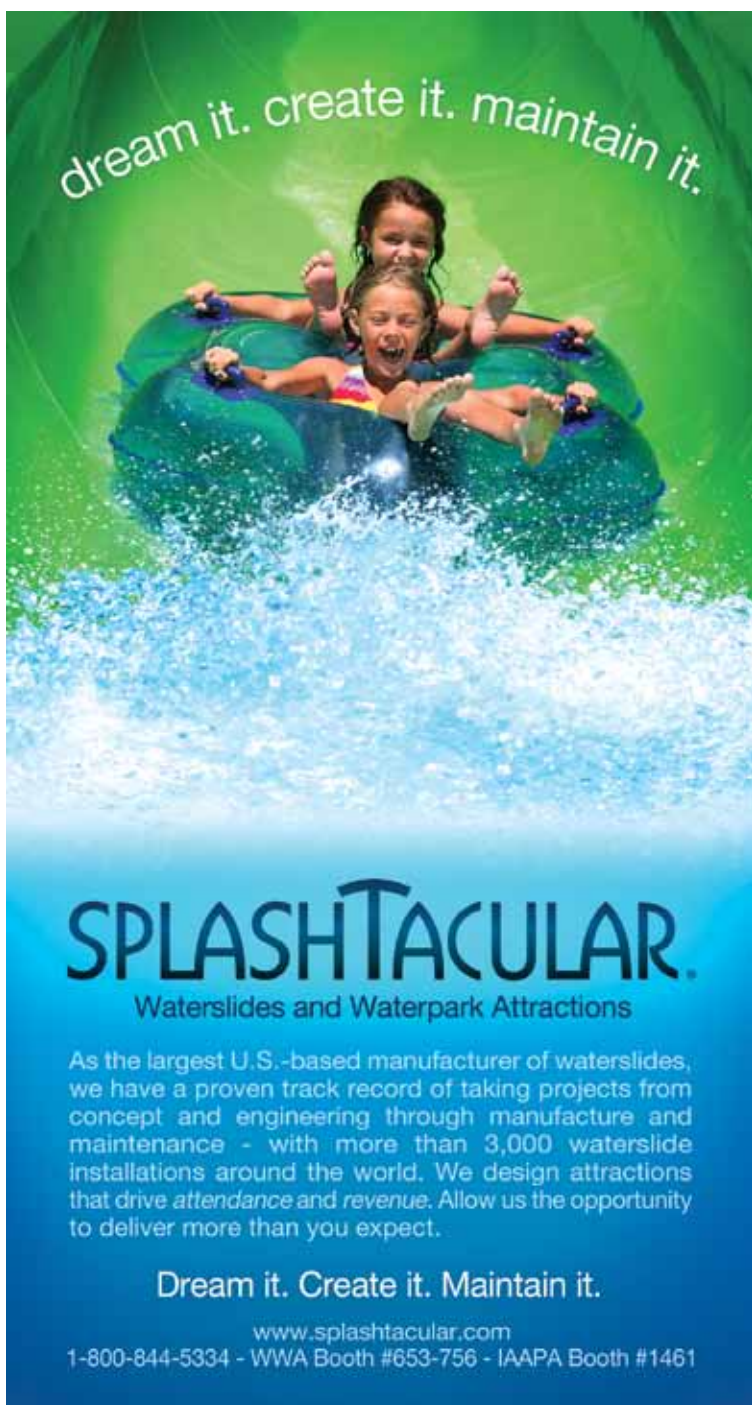
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Above, A rider on the new Scorpion's Tail, awaits for the floor to drop open to begin her ride through the looping waterslide. At top right, a rider travels the uphill portion, while the bottom right photo shows the slide's translucent material that allows non-riders to see riders as they slide their way through the ride.

AT PHOTOS / TIM BALDWIN

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► **LOOP**
Continued from page 19

not a major issue. People seem thrilled with it. What helps make the lengthy queues tolerable is the way guests become involved with the ride. As people ascend the steps, they are in close contact with the sheer vertical dimensions of the slide, even steeper than Point of No Return. As they get nearer to the platform, they realize it involves a trap door that heightens the anticipation. Once close to boarding, the queue wraps around the loading capsule allowing onlookers to witness several people vanish through the trap door before their eyes. It's all orchestrated brilliantly and it creates an unmistakable group adrenaline buzz. The gasps, ooohs, and screams indicate that seeing it all dispatched up close and personal makes it worth the climb. Riders coming off laughing all exclaim that it was "worth the wait."

Scorpion's Tail launches a rider about every 20 seconds. This gives Noah's Ark an hourly capacity of about 180 riders. To reach this, the park has an efficient system. "We're making sure they are properly prepared at the bottom," says Gantz. Riders must weigh at least 90 pounds to insure they make the loop. Also, additional clothing such as t-shirts and

footwear, must be left behind. Anything that would hinder momentum is taken care of before guests work their way to the top. While one rider is dispatched, the next rider is being weighed a second time. It works well, practically like clockwork. Spectators are entertained by watching screaming riders dropped through the translucent tubes one after another.

To say the slide is a near-vertical loop is somewhat of a stretch. But the overbanked turn reaches 45 degrees and riders feel that uphill deceleration and then a pull of heightened momentum just as one would on a looping roller coaster. A countdown of 3-2-1 gives each guest a split second to prepare for the 40 mph journey. From a height of 80 feet, riders are dropped into the looping 400-foot journey ending in a splashing additional drop following the "loop." Feeling the floor drop from under you is an unmistakable thrill, and it is one of several components to this unique attraction.

When asked if any surprises have appeared since opening, Tim Gantz said he was concerned on how many people might get stuck and not make the complete circuit. "I was surprised at how little it really happens." Gantz indicates on a typical day, the

number of people that don't make the entire course usually you could count on one hand. When this does happen, the ride is automatically blocked and a manager immediately assists the rider out of the tube through a prepared "escape hatch." Operation resumes very quickly the park reports. To keep this occurrence to a minimum, technicians climb the slide every day to make sure all spray nozzles are working properly.

The park credits Tracy Michaels from their group sales department in coming up with the name. Gantz smiles, "Usually we throw several names around, but when I heard that, I said 'That's it. We're done discussing it.'"

"Bert the Conqueror said it first, 'That's the best ride I've ever been on.' And I keep hearing it from our guests," says Gantz. "This is the most groundbreaking ride since the launch of Black Anaconda (the park's uphill watercoaster) in 2005."

With public relations segments - in addition to the *Travel Channel* - on the *Today Show*, *CNN News*, the *History Channel* and features in *Popular Mechanics* and *Popular Science*, as well as a lot of local media attention, it would appear this scorpion took its sting out in favor of a very successful season for Noah's Ark.



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The Waterpark Company

City of Baytown, Texas opens Pirates Bay Water Park

Kimley-Horn & Assoc.,
Counsilman-Hunsaker,
WhiteWater West and
Aquatic Dev. Group
key project suppliers

Mary Wade Burnside
Amusement Today

Pirates Bay Water Park in Baytown, Texas, opened its doors June 23 and even before Labor Day arrived, 60,000 customers had taken advantage of attractions at the municipally-owned facility including a Flowrider, a 671-foot long lazy river and a four-lane mat-racer.

"We figured we'd get 40,000 for the first year," said Scott Johnson, the parks and recreation director for the city of Baytown. "We've been overwhelmed by the numbers that are coming, which is a good problem. We need to build more parking. That's a great problem to have."

On sunny weekends, said Sarah Szymanski, the park's aquatic coordinator, "We've had almost 2,000 people who have cycled through here – generally about 1,700."

Pirates Bay was born out of the perfect storm of necessity and funding. The city of Baytown had two aging pools that needed to be replaced, but rather than just upgrade them, officials thought outside the box.

"We got out city manager to allow us to do an aquatics facilities master plan to figure out what we were going to do," Johnson said.

The city already had \$6 million from a half-cent sales tax from the municipal development district. The consulting firm of Kimley-Horn & Associates was hired and Kimley-Horn brought in aquatic design engineers Counsilman-Hunsaker & Associates.

"They came up with some ideas," Johnson said. "Our dreams were bigger than our budget."

Johnson and the consultants thought maybe a water park would have to be built in phases. But when Johnson saw a photo of a Flowrider in a trade magazine, he had an idea. He tracked down a video of a Flowrider for a presentation to city officials.

"The mayor stood up and



said, 'We've got to have one of those,'" Johnson said. "Then he said, 'Let's build it all the first time. We need something for the kids to do. We need to do something to bring people into town. Let's put all this together.'"

So that's how the city of Baytown came to hold a bond election to raise funds for a waterpark.

An additional \$10 million was raised, giving the city \$16 million to be used not only to build the \$10.5 million Pirates Bay Water Park – the name is a nod to the city – but also to finance a second aquatic attraction, at the city's N.C. Foote Family Aquatic Center, a \$2.5-\$3 million budget pool with a body slide, a short tower, four lap lanes and zero-entry beach, a multi-level play piece,



PHOTO COURTESY BAYTOWN PARKS & RECREATION

Pirates Bay Water Park has opened this season to capacity crowds in Baytown, Texas. The 6.3-acre park is owned and operated by the city.

a crossing activity and an obstacle course over the water, according to Mark Hatchell of Kimley-Horn, the principal in charge of the Baytown aquatics projects. Ground was broken on that pool Sept. 2.

At Pirates Bay, ground was broken January 2009, Johnson said, and the project was completed in time for the June 23

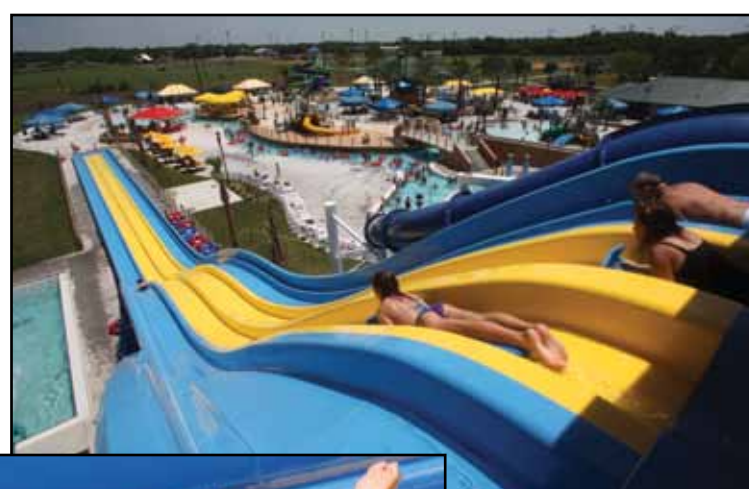
opening. In spite of poor financial reports and figures around the country, "We hit the economy at the right time."

After the bond election, the city had \$10.5 million to spend on Pirates Bay.

"We were in the design phase and we just hit it perfect," Johnson said. "The economy was going bad but it was not

necessarily bad for us, if you have money to spend on a project. We got great bids. We were able to do everything. We were just going to build the slide tower with the mat racer, and we were able — because the bids were so good — we were able to add the bowl slide, a couple of tube slides and other

▶ See BAYTOWN, page 23



Even though the Pirates Bay Water Park was designed with families in mind, far left, it also captured the thrill factor with several slides, including the mat racers shown here.

AT PHOTOS / GARY SLADE

►BAYTOWN

Continued from page 22

improvements to the park that we hadn't intended to do."

The Flowrider that both Johnson and Mayor Stephen H. DonCarlos wanted came from Aquatic Development Group in Cohoes, N.Y., but many of the other pieces came from WhiteWater West in Richmond, British Columbia.

Those attractions include a SpaceBowl, the four-lane mat-racer, Poolsider and AquaTube Body Slides, Inner-Tube Slide and an AquaPlay AP300 with a tipping bucket and AquaPlay AP250, according to Trish Tondowsy, sales coordinator at WhiteWater West.

Hatchell estimated that installed, the Flowrider cost about \$750,000 to \$1 million of the \$10.5 million budget, while the mechanicals for the pools cost \$2-\$3 million.

Located at the city's Wayne Gray Sports Complex, Pirates Bay has 6.3 developed acres and 19,700 square feet of water surface area, said John Fielder, project manager from Kimley-Horn.

While municipalities replacing older pools with water-parks is nothing new, "What's unusual about it is the size of it," Hatchell said.

Baytown is a city with a population in excess of 73,000 in the Houston metropolitan area.

"We've been doing other family aquatic centers and mini-water parks for municipalities in the \$3-\$6 million range, but what was unique about Baytown was that they decided they wanted to do a bigger facility. The last time a project was done like this in Texas was NRH2O at North Richland Hills."

NRH2O, located in a suburb of Fort Worth with a population of 55,635 in 2000, draws more than 250,000 annually in attendance, Hatchell said.

"That's pretty darn good for a municipality," Hatchell said.

Although the idea of the waterpark was to provide recreation for area residents, Johnson does not mind being a bit of a destination.

"We want people to come into town," he said. "We want something for our citizens, something our citizens can have and be proud of. If we bring people from out of town



AT PHOTOS / GARY SLADE

Clockwise from top left: Baytown, Texas is home to Pirate's Bay Water Park; the AquaPlay structure features waterplay; pools, a lazy river and thrilling slides await guests; lazy river guests encounter numerous themed water elements along the way; body slides offer more action as does a ride on the park's ultra-popular Flowrider.

and they stay at a hotel and eat at a restaurant and shop, it's a good thing.

"We're 30 minutes from downtown Houston," he added. "We're kind of the only municipality that has a waterpark in the area, especially on the east side of Houston."

Schlitterbahn Waterpark in New Braunfels, Texas, is 200 miles west of Baytown, while Splash Town in Spring, Texas, is about half an hour north of Houston.

"Those are fun places to go

to," Johnson said. "I've been to them and have a blast. I think we've hit a niche that's perfect for our part of town."

In order to be a destination, Hatchell said, a waterpark needs a lazy river in excess of 300 feet — the one at Pirates Bay is 671 feet long — in addition to a variety of slides that will attract all age groups, from little children to teens and adults.

"One of the neat things we did in Baytown that really helped them was the bowl slide, and they have a Flowrid-

er," Hatchell said.

But more attendance will bring the need for more parking to the existing 380 spaces — in late summer, workers were pouring concrete for an additional 35.

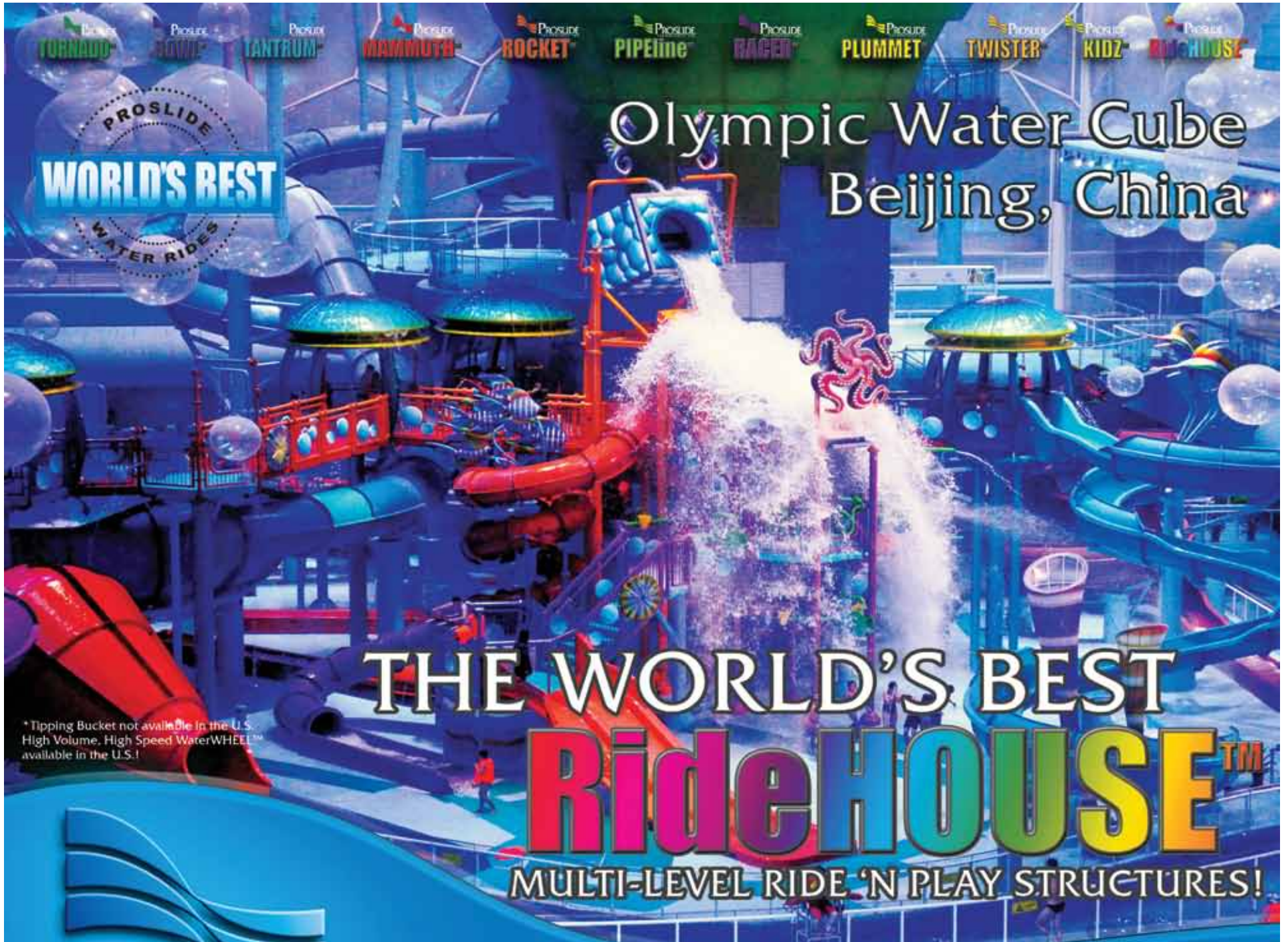
Located in the Wayne Gray Sports Complex in Baytown, people visit the site not only for the waterpark but also to play sports on a variety of fields and courts on 60 acres. But Pirates Bay has room to grow, Johnson said.

Admission is \$15 for visi-

tors taller than 48 inches and \$12 for visitors under, because of a height requirement on some of the attractions, Johnson said.

With the arrival of Labor Day, Pirates Bay has gone to its off-season hours of 11 a.m. to 7 p.m. weekends, which will be sustained through October. Off-season hours will pick up again in March.

"We're open seven days a week from the time school gets out until the time school gets back in," Szymanski said.



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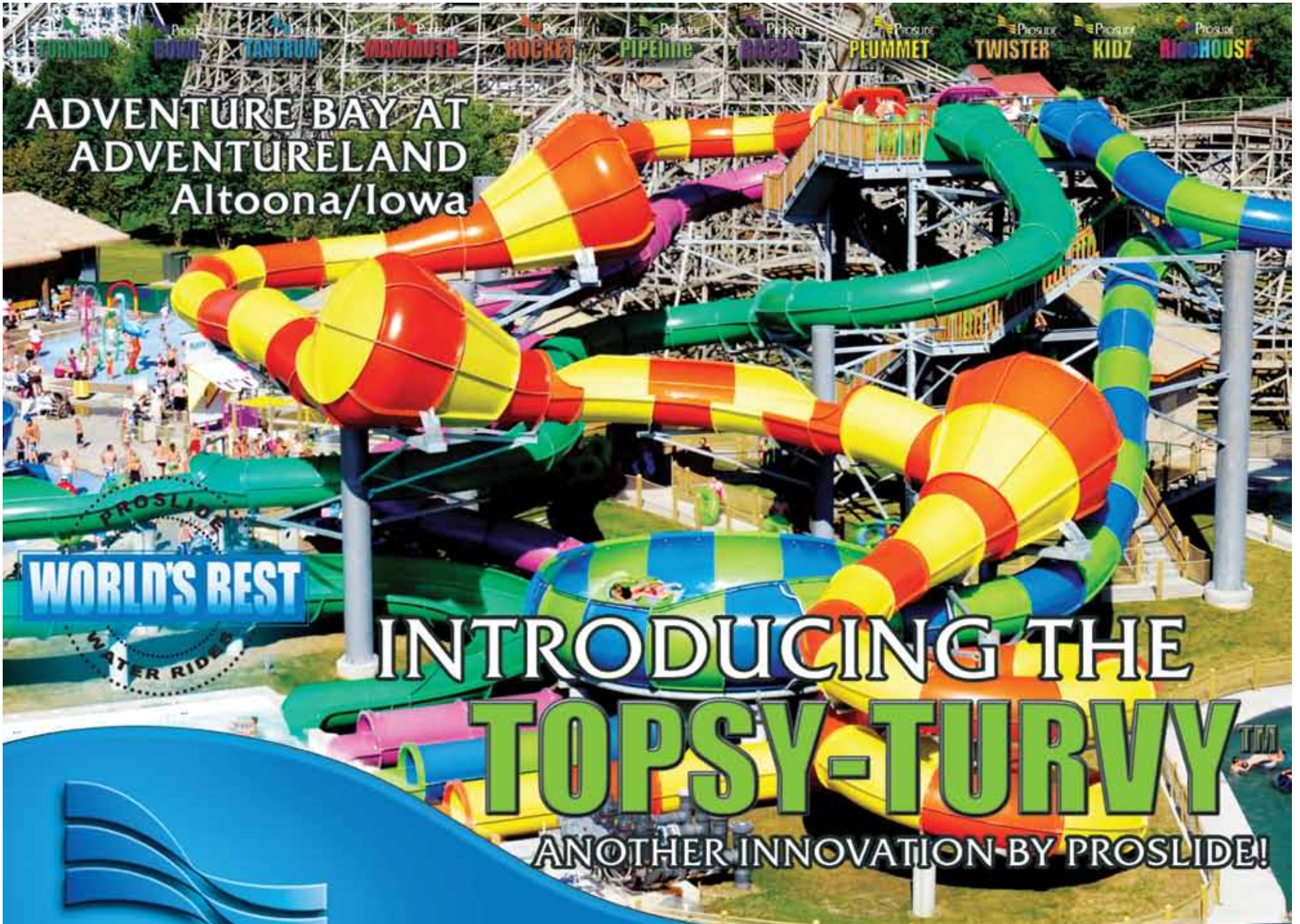
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Iowa's Lost Island marks 10th anniversary season with ProSlide water coaster



PHOTOS COURTESY LOST ISLAND

Lost Island's new Wailua Kapua water coaster features a conveyor that carries two-person rafts 40 feet up to the ride's starting point.

Lost Island Waterpark in Waterloo, Iowa celebrated its 10th anniversary season this summer with the introduction of a new ProSlide HydroMagnetic Rocket water coaster. Dubbed Wailua Kapua, which translates to purple Hawaiian river dragon, the new water coaster is the longest and most expensive ride addition in the tropical paradise-themed waterpark's history.

The HydroMagnetic Rocket has nearly all the attributes of a roller coaster. Utilizing a combination of water lubrication, downhill and uphill gravity and ProSlide's proprietary HydroMagnetic technology, riders experience the magnetic pull of the ascent followed by the exhilarating speeds of the downhill drops as well as airtime going over the hill crests at top speed.

Seated in four-person rafts, Wailua Kapua riders are then raised via conveyor 40 feet up to the top of the first hill before they experience a drop and are then propelled up and down three more hills and around three closed-tunnel turns at speeds reaching up to 35 feet per second. Along with Holiday World's Wilde Beast, the Lost Island's 900-foot-long Wailua Kapua is the only ProSlide water coaster with a ride-up conveyor, which makes the ride more accessible to guests who may have problems with traditional stairs.

"The Wailua Kupua has brought the nor-

mal hiccups that come with trying to bend the laws of physics," said Lost Island General Manager Eric Bertch, "but overall it has been a huge success and great addition to Lost Island Waterpark."

Bertch declined to say how much Wailua Kapua cost but he did confirm that it is the most expensive addition that they've ever installed. Lost Island's ticket prices increased by \$2.00 this season to accommodate the new attraction, but he's already seen a definite increase in attendance. "Having this major, major addition to the park, and the fact that we do try to keep everything new, is important to the guests," said Bertch. "We really hit it this spring with a heavy marketing plan touting the 10-year anniversary to try to reach out further than we have in the past.

The passenger boats used on Wailua Kapua were specially made by Z-Pro Watersports while the unique ride-up conveyor was supplied by California-based Van Stone Conveyor, Inc.

The ProSlide HydroMagnetic Rocket won the 2007 IAAPA Award for Best New Water Ride Product. Lost Island also features the award-winning ProSlide Tornado, Dark Mammoth, OctopusRacer, CannonBowl, Plummet, two Twisters, three Pipelines along with a Kidz ProRacer.

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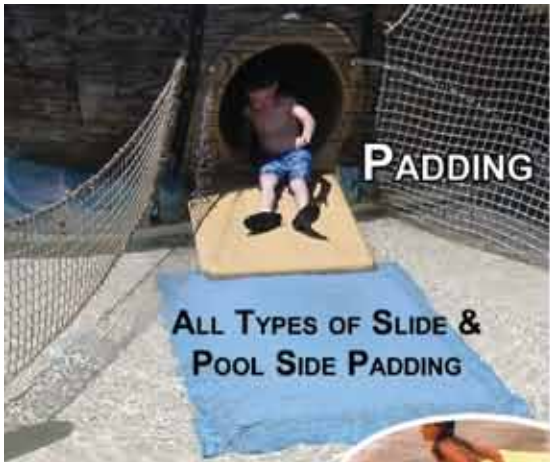
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Iowa's Lost Island Waterpark marked its 10th anniversary season this summer with the introduction of Wailua Kapua, a new ProSlide HydroMagnetic Rocket water coaster. The 900-foot-long ride offers coaster-like thrills at speeds of 35 feet per second.

PHOTOS COURTESY LOST ISLAND





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Polin introduces new King Cobra racing waterslide

Istanbul-based Polin Waterparks and Pool Systems recently announced the launch of its newest patent-pending waterslide, King Cobra. This vibrant, dual-lane attraction promises one of the industry's most unique riding experiences while having immense visual impact and spectator appeal.

"The core feature of the patent-pending King Cobra is

its unique configuration that enables riders in two double tubes racing through a circular path with twists, turns and experiencing a drop as they enter the valley section at the same time," said Eyup Ispiroglu, project manager, Polin Waterparks and Pool Systems.

The King Cobra experience begins 56 feet above the ground with riders boarding

► See POLIN, page 29



Polin Waterparks and Pool Systems' new patent-pending King Cobra waterslide offers a unique racing experience that includes riders ending up sliding together in the same space. IMAGES COURTESY POLIN

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Whale's Tale debuts ProSlide's first RideHouse

The world's first ProSlide RideHouse made its debut at Whale's Tale Waterpark in Lincoln, N.H. this summer. ProSlide's RideHouse is an all-new experience in family waterplay structures.

Shipwreck Island at Whale's Tale is the first multi-level 'Ride 'n Play' structure for kids of all ages. The waterplay structure featuring numerous water cannons, active water sprays, and a high volume water dump that covers everyone in its path.

The Shipwreck Island play structure also offers seven RideHouse slides.

This summer ProSlide opened its first RideHouse waterplay structure at Whale's Tale Waterpark in Lincoln, N.H.
PHOTOS COURTESY PROSLIDE



ProSlide Technology to deliver two Mammoth slides

Wild Adventures marks 15th anniversary with \$4 Million waterpark expansion

Georgia's Wild Adventures Theme Park has announced that it will celebrate its 15th anniversary with one of its biggest expansions to date. In 2011, a \$4 million expansion of its waterpark, Splash Island will include two new family water rides supplied by Canada's ProSlide Technology and other creature comforts.

"Since Wild Adventures first

opened its doors in 1996, it's always been a central gathering spot for South Georgia and North Florida families. Today, we are a large-scale 170-acre theme, water and animal park all rolled into one. Plus, we're committed to featuring top family-friendly acts in the area's largest outdoor amphitheater," said Bob Montgomery, Wild Adventures general manager. "With this Splash Island

expansion, we will have invested more than \$10 million in improvements and upgrades since 2007."

The 2011 waterpark additions will add three acres to Splash Island's footprint. The two new attractions will be ProSlide Mammoth slides, which accommodate up to five guests in family-sized rafts. One slide is a high-speed triple-dip drop while the other has twists and turns

through raging rapids.

The 2011 improvements and upgrades will also include VIP comforts in Splash Island. Guests will be able to relax in exclusive private cabanas for an additional fee.

Wild Adventures officials will announce the names and additional details on the slides and expansion plans at a later date.

►POLIN

Continued from page 28

specially designed double tubes on two parallel slides. After launch, the competition commences as the rafts gain speed, slicing through tight turns while passing through enclosed and open parts of the course. Just before reaching the finale, riders are enveloped in darkness and then suddenly enter a 25-foot, 50-degree drop where they plunge down, accelerating to the top speed of 32 mph.

Ugur Degirmenci, project engineer for Polin adds: "It does not end there. The two double tubes then head into the mouth of Cobra. Unique fog, a high-pitched hiss, water sprays and other visual effects make it more exciting than ever while the spectators below think the riders have been 'swallowed' by the Cobra. Then, powerful G-forces take over as riders emerge and then oscillate up and down until the tubes stop."

"The King Cobra will surely be the thrill of the riders' lives. Two double tubes with two riders on each are in the same slide, dropping down at the same time. The excitement of an unexpected drop and the fear of crashing is just breathtaking," said Sohret Pakis, Polin marketing manager. "Expertly designed configuration and uniquely planned color formulation creates an illusion that makes this attraction absolutely unique in the industry."

For more details on the King Cobra and other Polin products, visit: www.polin.com.tr/eng.

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New Legoland Water Park is open and a big hit for guests

Whitewater West supplier for waterpark elements; oversees installation

Pam Sherborne
Amusement Today

Response to the new and only Legoland Water Park, part of Legoland California, Carlsbad, has been fantastic, according to park officials, who said "guests are absolutely loving it."

The new 5.5-acre, \$12 million investment marked the single biggest addition to Legoland California since the park opened in 1999.

"After so many months of planning, it has been great to finally see families enjoying the attractions," said Beth Chee Downing, spokesperson for Legoland. "Legoland Water Park has been very popular since opening May 28. We have actually been breaking our attendance budgets on a daily basis."

The waterpark came about as the result of Legoland guest surveys. It is located at the north end of the dry park.

The centerpiece is a 45-foot (13.716 meters) high tower designed to immerse children in the world of Lego. The waterfall at the top of the tower dumps 500 gallons of water per minute onto the guests below.

Those slides include the Orange Rush, a family tube slide where up to four people can ride together down a 312-foot (95 meters) long curving track on an 11-foot (3.35 meters) in diameter half pipe; Splash Out, an open body slide that invites guests to slide 240 (73 meters) feet and "splash out" into the water below; and Twin Chasers, two side-by-side enclosed red tube slides that stretch nearly 130 feet (39.6 meters) and pour into a wading area below.

There is no mistaking this waterpark is a Lego park. For example, one of the unique features is the Build-A-Raft River, a traditional lazy river except for the fact guests are able to customize their own rafts made of soft Lego bricks before they float down the river.

"The soft Lego bricks are stored in bins at the start of the



Build-A-Raft River," Downing said. "Kids grab a raft and as much brick as they want and build, build, build before floating down the lazy river. Some kids continue to build as they float around. It is a ton of fun."

Other attractions include:

- Duplo Splash Safari: A waterplay area designed especially for toddlers with three small slides and interactive Duplo characters modeled after the actual pieces found in Lego sets, an alligator, polar bear and an elephant;

- Kid Creek: A lazy river within Duplo Splash Safari built with younger kids in mind;

- Joker Soaker: A fun interactive platform in the wade pool where kids can aim water cannons at each as a Lego jester model "tells" jokes while 350 gallons of water pour down on them;

- Imagination Station: An interactive area that includes two tables. On one table, children can build bridges, dams

and cities out of Duplo bricks and test them against the flow of water. On the other, they control the flow of water by creating patterns out of Lego elements. In another area, a musical water stand with a series of holes on top that squirt water allows kids to become conductors of their own water symphony as they cover holes creating new musical notes.

WhiteWater West Industries, Richmond, B.C., designed and manufactured all of the waterpark elements and attractions and supplied the installation supervision at the park, said Doug Heke, director, WhiteWater. He said WhiteWater was involved in the initial design and in creating the concept plan which was then handed off to the Legoland design team.

"It involved into what you see today — a tower that appears to be built by a child out of Legos," Heke said.

In designing the water components, WhiteWater

► See LEGOLAND, page 31



TOP ROW COURTESY IRG; OTHERS COURTESY LEGOLAND

The response to the new and only Legoland Water Park, part of Legoland California, Carlsbad, has been fantastic this past season. The centerpiece is a 45-foot (13.716 meters) high tower, which dumps 500 gallons of water per minute onto guests below.



► LEGOLAND

Continued from page 30

modified some of its products to specifically address the age group being targeted at the new park, families with children ages two to 12 years. For example, WhiteWater designers lowered the elevation of the Family Raft Ride which provided greater accessibility to younger children. The theming of the castle was unique and challenging for WhiteWater because of its scale. It was developed to specifically meet Legoland's standards.

The Build-A-Raft also was designed by WhiteWater. The architecture department came up with the concept and handed it over to the engineering department to design.

"We took our technical design, sourced the different suppliers and passed it along to Legoland," Heke said.

Other companies involved in the creation of other areas included Funtraptions, Selkirk, N.Y., which created Imagination Station. Storyland Studios, Lake Elsinore, Calif., also created some of the park's theming.

There are a total of 22 Lego models throughout Legoland Water Park. Five of them are jumbo Lego friends that stand six feet (1.8 meters) tall and weigh about 250 pounds. The jumbo friends include a surfer, a lifeguard and a fisherman. These models are piped to



The new Legoland water-park is packed full of a variety of slides and play structures. The four main slides originate from the tower centerpiece, seen left in the background. Those slides are a family tube slide, an open body slide, and two side-by-side enclosed racing tubes.

PHOTOS COURTESY LEGOLAND

splash and spray water onto guests exploring the lazy river.

Aside from the rides, slides and attractions, Legoland officials included an abundance of amenities for guests. There is a beach-themed quick service restaurant called the Beach Front Grill. This restaurant specializes in gourmet burritos and wraps. Other menu items

include sandwiches, salads, fresh fruit and quesadillas.

There are 600 lockers available for rentals. There is also one Family Dryer available at the front of the park. It holds up to four people at one time and costs \$5 per use. This Family Dryer allows fast drying for guests, especially those that are park hopping. There are also

changing rooms and showers.

Complimentary lifejackets of all sizes are offered free for guests while visiting Legoland Water Park. Guests are also permitted to bring their own special lifejackets if they want. Rafts and inner tubes are provided to guests. No outside flotation devices are permitted, however.

There are 11 cabanas located throughout the park. They are available for guest rental. The cabanas come stocked with 10 complimentary Coca-Cola projects and two complimentary towels.

Admission into the water-park is a \$10 upgrade to the Legoland ticket.



TOP PHOTOS COURTESY LEGOLAND; RIGHT COURTESY IRG

The new 5.5-acre, \$12 million Legoland investment marked the single biggest addition to Legoland California since the park opened in 1999. WhiteWater West Industries, Richmond, B.C., supplied the elements for the park.



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BRIEF

Ed Hart leading effort to get Kentucky Kingdom reopened for 2011

Some time this month Ed Hart, who has put his hat in the ring to operate Kentucky Kingdom, Louisville, will present his development plans to state and county officials.

And, Kentucky State Fair officials are looking forward to having the park back. The park property is located on the fair grounds and has traditionally been part of the fair midway. Edward Browne, director of public relations and marketing, Kentucky State Fair, said they look forward to having the park open again next year.

North American Midway Entertainment, which provided the midway for the fair this year, brought in extra rides for the Aug. 19-29 run. Browne said the midway received very positive responses.

The Kentucky State Fair Board gave Harold Workman, CEO and president of the fair, the authority to begin negotiations with Hart, who has formed KK Redevelopment Co. with other investors to reopen the shuttered former Six Flags park.

Hart and a group of investors purchased Kentucky Kingdom in 1990. The group turned the park around and sold it a decade
► See KENTUCKY, page 36

Rome to host Euro Attractions Show

Andrew Mellor
Amusement Today

Having been held in a number of different locations over the years, the 2010 Euro Attractions Show (EAS) is set for a visit to the Italian city of Rome from October 6 to 8.

To be held at the Fiera Roma on the outskirts of the city, EAS is once again poised to play host to around 8,000 participants, with representatives from theme and water parks, resorts and museums mixing with others from zoos, sa-

fari parks, aquariums, science centers and more throughout the week.

The trade show itself will host over 250 exhibiting companies, with manufacturers and suppliers providing a spectacular showcase of the latest products and services aimed at attraction operators. Major suppliers from throughout Europe and further afield will be in attendance, ensuring a comprehensive shop window for visiting operators, who will be able to view anything from major roller coasters to spares and repair services, and ev-

► See EAS, page 34



PHOTO COURTESY EAS

The Fiera Roma will host this year's Euro Attractions Show from October 6-8.

Exhibitors bringing new innovations to WWA

Pam Sherborne
Amusement Today

World Waterpark Association (WWA) members will celebrate the association's 30th anniversary convention this year in San Antonio, Texas, Oct. 6-10.

The Symposium and Trade Show is being held at the Hyatt Regency River Walk and the Henry B. Gonzalez Convention Center. The Symposium will run the entire length of the event and the trade show is set for Oct. 8 & 9.

WWA President Rick Root hoped the event would be a good one. He had heard from association members that business was holding its own for 2010. Many waterparks found 2009 to be quite challenging with unusually cold and rainy weather.

But, the 2010 season seems to have been hot and humid, a good recipe for waterpark success.

Social events this year include the WWA Golf Tourna-



► EXHIBITOR LISTING - PAGE 35

ment, the Welcome Reception, the 30th annual party at SeaWorld San Antonio, and a picnic and tour at Schlitterbahn Waterpark Resort.

There will be approximately 50 educational sessions and workshops. The separate tracks will focus on marketing, risk management, maintenance, food and beverage, aquatics and development.

More than 200 exhibitors are expected to be on hand debuting new products, and bringing along the tried and true.

For the WWA convention, WhiteWater West Industries,

Richmond, B.C., will divide up into four different sections – AquaPlay interactive play structures; wave generating equipment, Prime Play fiberglass, and the water-based rides.

Julie Zakus, WhiteWater West spokesperson, said the biggest thing on the water side is the new MegaTube. Management at WhiteWater West Industries, announced earlier this year the installation of this new product into the new Happy Magic Water Cube, Beijing Water Cube Waterpark, with design work by Forrec Ltd., Toronto, and opened Aug. 8. It is located in the Water Cube facility originally built for the 2008 Summer Olympics.

The core feature of this new series is a 20-foot (6.096 meters) diameter fully enclosed cylinder set at a transverse angle to the slide path.

Riders enter the cylinder by way of a steep downward ramp, and then oscillate up and down the inner walls, climbing up to 10 feet (3 meters) as

the raft works its way through the cylinder and on down the waterslide. Cylinder length can vary with each slide path, which can easily incorporate multiple cylinders and can also be combined with other attractions from WhiteWater West, such as the SuperBowl or the Family Boomerango.

In addition, the MegaTube is large enough that another flume can actually pass through it.

"We announced this new ride when we announced our installment of it in the new Beijing Water Cube Water Park," said Julie Zakus, WhiteWater West spokesperson. "You can put six people in each raft. We have sold several so far."

Empex Water Toys, Uxbridge, Ont., will roll out their new Aqua Circus, a new large play structure that includes a lot of gizmos, said spokesperson Wyeth Tracy.

"We have been very busy and our business is up," Tracy said, in late August.

► See WWA, page 34

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► **WWA**

Continued from page 33

The company was also involved in the Water Cube Water Park, as well as Beach Park in Brazil. In addition, Tracy said they have been involved in projects in Cairo, Australia, Malaysia, Korea, and Japan.

"A lot of Asian jobs," he said, "not many in the U.S."

Polin Waterparks and Pool Systems, a Turkey-based company, will showcase its new ride, the King Cobra, as well as the company's Resin Transfer Molding (RTM).

Sohret Pakis, marketing manager, said the new King Cobra offers "one of the most intense riding experiences

while proving itself as the number one attraction in terms of visual impact and spectator appeal."

"The ride's unique design configuration features fiberglass theming, coloring and an unusual ride path," Pak said.

The core feature of the ride is that it enables riders in two double tubes to race through a circular path with twists, turns and exciting drops.

"We believe our new ride will attract interest," Pakis said. "We will also demonstrate three slide components in our booth, all tunnel slides, all RTM manufactured. Polin has been a pioneer in the advancement and application of the Light RTM process in waterslide manufacturing. Since



2006, Polin has converted to Light RTM on over 90 percent of its annual fiberglass production."

The three RTM manufactured slide components on display will consist of Polin's Natural Light Effects System applied; the Special Pattern Effects applied; and the Translucent RTM slide.

"(This year) proved it-

self to be a successful year for Polin," Pakis said. "We observed significant growth. We launched new products; we expanded our RTM line."

ProSlide Technology, Ottawa, Ont., will showcase one of its most exciting new rides, the Topsy-Turvys, the latest in high capacity tubing innovations. The ride was installed in five U.S. waterparks in 2010, something that has been quite positive for the company.

The company will also feature its Wildebeest ride.

"We are very excited about this one as well," said Tara Casey, director of marketing. "We won the Golden Ticket Award for this ride for the best new waterpark ride and

► See WWA, page 35



► **EAS**

Continued from page 33

everything in between, over the three day exhibition.

While the show is the "main event," of course, much will also be happening alongside it, with a comprehensive educational program, special events, tours and networking opportunities providing yet more reasons to visit. The education program in fact begins on October 3, with the start of the two and a half day Institute for Attractions Managers, a crash course in attractions management aimed at up and coming industry managers and others entering the industry at management level.

The course will cover five key elements of attraction operation, including attraction finance, marketing and leadership, facility operations and safety and attraction revenue operations.

On October 5 and 6, further seminar sessions will also take place, with a variety of subjects being covered in various formats. A marketing seminar will look at how attraction venues across Europe are utilizing social media to build attendance and maximize profit, while a "Legends" session will hear from senior Europe-based industry figures who will tell their story and outline their visions for the industry in the future. A waterpark forum and a safety forum will also form part of the conference program.

Special events during the week will include a welcome reception, an EAS party and tours of the Vatican and the new Rainbow Magic Land park, currently under construction, providing attendees with a full week of activity and opportunity.

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AIMS 2010 Safety Seminar sponsorships still available



AIMS has announced that it still has several sponsorship opportunities available for the upcoming 38th annual AIMS International Safety Seminar.

AIMS International has been the leader in amusement safety training for almost 40 years. While the primary thrust of the seminar is educating operators and inspectors to the latest safety techniques and trends, sponsor's enjoy the opportunity to do some educating as well.

Sponsors help provide valuable training to their customers, support the industry, and

build brand awareness. Without the support of sponsorships, the safety seminar would be difficult to produce.

This year's seminar will be held in Orlando concurrently with IAAPA. Seminar dates are Nov. 13-18, 2010. Some AIMS International Safety Seminar sponsorships remain and range in price from \$500 to \$5000.

To inquire about, or to sign up for a sponsorship, contact AIMS board member Roger Berry at (727) 319-9803 or log onto www.aimsintl.org for additional information.

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►WWA

Continued from page 34

the best waterpark ride. We have never done that before.

"We also plan to exhibit our new Ride House multi-level kids play structure at the convention," she said. "We debuted this new product this summer at the new Water Cube Water Park, Beijing, and at the Whales Tale Waterpark, Lincoln, N.H. This should be a very good product for us."

The Wildebeest is the company's new Hydromagnetic Rocket ride. Riders are carried up to the top of the ride by a ride-up conveyor, which replaces the stairs. Then, with the hydromagnetic technology, they are propelled up and down hills, and around twists and turns.

The company plans to feature its new SuperLoop as well. That ride, which includes a freefall drop, debuted this past summer in Dreamworld, Australia.

Aquatic Development Group, Cohoes, N.Y., plans to exhibit the company's WaveTek wave generating equipment and the FlowRider product line, as well as their general product services, planning and design. They will also display the Whitten Commercial Pool project line.

"Business has been very good," said Chris O'Douoghue, marketing. "We have had a good year."

At Van Stone Conveyor, San Dimas, Calif., David Bockock said his company, which deals with waterpark conveyors, will display what they do best.

"Our biggest project this past year was at Holiday World, Ind.," said Bockock. "We have been a bit slower this year so far."

Core Cashless Systems, Lenexa, Kan., will focus on two specific areas in displaying at the trade show — the barcoded wristbands and the online sales system that allows the waterparks to sell all year long. According to Kristi Noyes, senior project manager, the company will highlight several new features with the cashless payment system.

Noyes said Core has had a fantastic year.

"We've been fortunate to work with new clients in 2010 that are top-notch industry professionals from the waterpark, amusement park and family entertainment arenas," she said.

2010 World Waterpark Association Exhibitor Listing**A-B**

Adventure Golf Services	309
Alamo Grid Aquatics.....	120
AllChem Performance Products	242
Alliance Abroad Group L.P.....	740
Allied Specialty Insurance Inc.....	506
Aloe Gator Suncare	824-A
American Locker Security Systems Inc.	411-512
<i>Amusement Today</i>	722-724
Anchor Industries Inc.	734
Aqua Leisure Int'l. Ltd.....	701
Aquakita.....	859-964
AquaPlay by Whitewater.....	535-640
AQUASALT LLC.....	447
Aquastar Pool Products Inc.	465
Aquatic Development Group Inc.....	323-428
Aquatics Int'l./HanleyWood	725
Arch Chemicals Inc.	601-603
Architectural Design Consultants Inc.	817
Arihant Industrial Corporation Ltd.	127
A.S.A. Mfg. Inc.	100
Bedford Plastics	617-619
Benson's Tropical Sea Imports.....	134-136
Berk Enterprises, d/b/a Berk Concession Supply	555
Best Lockers LLC.....	543
Big Squirt!.....	347
BoMar Soft Playgrounds Int'l.	138

C-D

Caribbean Breeze.....	449
The Cawley Company	452
CENTAMAN Inc.	747-848
Center for Cultural Interchange - Greenheart	140
Chemtrol, Div. of Santa Barbara Control Sys- tems	231
Clear Marketing Concepts	834
Cloward H2O.....	440-442
Colortime Crafts & Markers	658
Com-Pac Filtration Inc.....	143
Contract Furnishings Int'l.	210-212
Convergence.net.....	144
CORE Cashless Inc.....	855
Councilman/Hunsaker & Associates	240
CPD Group Inc.	837
CPI Amusement	616
Creative Kingdoms LLC	841
C-Ya in California.....	802-A
D&J Sports Inc.	905
Deacero	716
Dectron Inc.	531
Diaper On Board	258
Dippin' Dots.....	444
Dreampark Int'l.	741-743
Drug Check Inc.....	353

E-F

EBA Design	542
Ellis & Associates Inc.	843
Empex Watertoys	110-112
Endureed Premium Thatch	305-404
Engineered Treatment Systems LLC	605
Express Construction.....	104
Extremetix	224
Family Fun Corporation.....	705-707
F.A.S.T. Corporation.....	736
Fibrart S.A. de C.V.....	645-746
The Finals Swimwear	816
FOAM PROS.....	802-B
Forrec Ltd.	704
Forsch Polymer Corp.....	700
Fun Works	628-630
Funtraptions Inc.	256

G-H

Gateway Ticketing Systems.....	357
Grate Ideas of America Inc.	805-807
Grundfos CBS Featuring PACO Pumps	456

San Antonio, Texas**October 8-9, 2010****Listing as of Sept. 15, 2010**

Haas & Wilkerson Insurance.....	419-522
Hanna Instruments	345
Hause of SHAG	408
Hays Companies	819
Hayward Commercial	117-119
Hayward Flow Control Systems.....	557
Hindustan Amusement Machines	454

I-J

Iceberg Drive Inn	823
Image Sunwear.....	801-803
InCord	546-548
Industrial Test Systems.....	737
Int'l. Aquatic Design & Supply	106
Int'l. Assn. of Amusement Parks & Attractions (IAAPA)	455-457
Jackson Digital Imaging Corporation.....	727

K-L

Kast-A-Way Swimwear Inc.....	554
Kraftsman Commercial Playgrounds & Splash Parks	611
KRC	831
Kwik Tek Inc.	711-812
Lake Country Corporation	125
Launch Logic	519
Lawson Aquatics Inc.....	425-524
The Lifeguard Store	642
Lincoln Equipment Inc.	330
Lo-Q plc	625

M-N

Magic Carpet Lifts Inc.	446
Mask US Inc.	818
Mason Corporation.....	147
Mazur North America/Emerald FX LLC ..	830
MedTech Wristbands	800
Mid-America Sales Inc.	842
Midway Stainless Fabricators.....	641-643
Mini Melts Inc.....	742
Munters.....	461
Murphys Waves Ltd.	847-849
NAMCO CYBERTAINMENT INC.....	827
NanaWall Systems	254
National Aquatic Safety Company (NASCO). 853	
National Ticket Company	341
Natural Structures.....	236
Neckz	246
Nemato Corp.	459
Neptune-Benson Inc.	322-324
Nets Unlimited Inc.....	260
Neuman Group/Neuman Pools Inc.	505-606
North American Safety Solutions	417
NSF Int'l.....	116

O-P

OpenAire Inc.....	223-225
Orenda Technologies Inc.	123
Paddock Pool Equipment Co. Inc.	804
Pageantry World, Div. of CPI Amusement....	517
Paragon Aquatics, Div. of Pentair Water Pool & Spa Inc.	652-656
Parkash Vikem Amusement Pvt. Ltd.	900
Party Center Software	252
Pebble-Flex LLC	609
Perma Coatings Distributed by Marketing World	113
PLAYTIME LLC	703
Polin Waterparks & Pool Systems.....	317-418
Poly Solutions/ Ultra PolyOne Coat	735
PoolPak Int'l.....	648
PPG Industries.....	623

Precious International.....	840
Precision Dynamics Corporation	627-728
Professional Pool Operators of America (PPOA)	559
Profitable Food Facilities	556
ProFlo Inc./IPCI.....	111
Progressive Commercial Aquatics Inc.....	825
ProSlide Technology Inc.	201-306
PurePlay Waterpark Restoration Services.....	618-620
Pyramid Technologies Inc.	137

R-S

Rain Drop Products LLC.....	355
Ramaker & Associates	835
Ramuc Pool Paint	141
RAVE Sports, A Revel Match, LLC Company	525-624
Raypak Inc.....	806
Recreation Management	702
Recreonics Inc.	529
RenoSys Corporation.....	222
Rola-Chem Corp.....	443
RTP LLC	549
Rust-Oleum.....	718
SCS Interactive.....	101-206
SGM Inc.	226
Shade Creations by Waterloo	326
Show No.....	311
Siemens Water Technologies Corp.	500
SKYShades USA	901
Smarte Carte/Smarte Locke	723
Speck Pumps Inc.	216
SplashTacular Entertainment Inc.	653-756
Starfish Aquatics Institute/Human Kinetics...	135
Strongwell	218
Superior Int'l. Industries	335-436

T-U

Taylor & Associates Inc.	343
Telescope Casual Furniture.....	717-719
The Fish Net Company LLC.....	902
Tiburon Lockers.....	227
TRC Recreation LP	731
Tropical Palm Trees	553
True Vision Marketing.....	547
Tube Pro Inc.	453
TUFF Coat Mfg. Inc.	504
Ultra Cool Ultra Violet	410
USA Shade & Fabric Structures Inc.	463
USAquatics Inc.	552

V-Z

Van Stone Conveyor	521
Vortex Aquatic Structures Int'l.	217-318
Wapotec GmbH & Wapotec Int'l.....	248
Water Odyssey/Fountain People	511-612
Water Park Toys	822
Water Safety Products Inc.....	401-407
Water Technology Inc.	501-602
Water Wars	646
Waterco USA Inc.....	211-312
Waterworks Int'l.	708-710
Wave Loch Inc.....	429-530
Weber Group.....	516
Weller Pools LLC.....	635-637
West Coast Netting	826
WET Engineering Inc.....	234
Whitewater West Industries Ltd.	435-540
Whitten	836
WMS Aquatics	122
World Waterpark Association (WWA)	146-148
World Waterpark Assn. - Cyber Cafe	142
Worldwide Ticketcraft	118
Wristband Resources	502
Zebec Inc.....	235-348
Zeotech Corporation.....	660
ZPro Watersports	301-402

PEOPLE WATCH

Six Flags announces top management changes

Six Flags Entertainment Corp., based in Grand Prairie, Texas, recently announced a number of key management changes and staff promotions.

John M. Duffey has been named chief financial officer of Six Flags and **Lance C. Balk** has been named general counsel of Six Flags. Both appointments are effective immediately.

Duffey previously served as executive vice president and chief integration officer of Siemens Healthcare Diagnostics, and was responsible for leading the integration of Siemens Medical Solutions Diagnostics and Dade Behring.

Balk previously served as senior vice president and general counsel of Siemens Healthcare Diagnostics. Prior to Dade Behring's acquisition by Siemens AG, he served in the same capacity at Dade Behring.

"I have previously worked with both John and Lance and I know that they will be outstanding additions to the Six Flags team," said Jim Reid-Anderson, chairman, president and chief executive officer of Six Flags. "Both John and Lance have proven expertise in helping companies achieve their full potential following a successful financial restructuring. I am very much looking forward to collaborating with them to enhance the theme park experience for our guests and to continue improving the company's financial and operational performance."

Jeffrey Speed, former chief financial officer of Six Flags, is leaving the company to pursue other opportunities. Also, as previously announced, **James Coughlin**, the company's former general counsel, entered into a consulting agreement with the company effective July 28, 2010.

Six Flags also announced that **John Fitzgerald** has been named president of the Six Flags entertainment complex in Jackson, New Jersey, encompassing Six Flags Great Adventure theme park, Wild Safari animal park and Hurricane Harbor waterpark. A 28-year veteran of the theme park business, Fitzgerald began his career with Six Flags Great Adventure and went on to serve in numerous leadership roles within the industry.

A skilled analyst with a strong background in operations, general management and strategic development, Fitzgerald's experience includes park management roles both internationally and domestically including Director of Operations at Warner Bros. Movie World in Germany, Director General (CEO) and General Manager of Paramount's Terra Mitica in Spain and most recently Managing Partner of Catchment Attraction Management and Consulting Services.

General Manager announced for Legoland Florida

Legoland Florida continues to build its team at a rapid pace in order to open in fall 2011 and recently announced that **Adrian Jones** has been appointed as general manager with his duties beginning immediately.

Jones has enjoyed a long career within Merlin Entertainments. Most recently, he served as Divisional Director of Midway Attractions in the western United States, responsible for Legoland Discovery Center in Schaumburg, Ill., Madame Tussauds Las Vegas and Madame Tussauds Hollywood, which was the first Madame Tussauds attraction ever to be built from the ground up in 200 years. Jones has worked in leisure attractions for more than 20 years and has done everything from selling ice cream to being a general manager that has driven attendance and visitor satisfaction in his attractions.

During the construction phase of Legoland Florida, Jones will work closely with John Ussher, Merlin Entertainments' general manager of development for Legoland. "Adrian is a talented manager and we are thrilled that he has accepted the opportunity to run Florida's newest full-day theme park," said Ussher.

Cedar Fair announces promotion of Lee Ann Alexakos

Cedar Fair, based in Sandusky, Ohio, announced that **Lee Ann Alexakos**, Cedar Fair's corporate vice president of marketing and advertising will report to Dick Kinzel, chairman, president and chief executive officer, effective immediately.

Alexakos is an industry veteran with more than 30 years of experience. Her duties include direct oversight of all aspects of marketing, including advertising and marketing strategy, pricing, marketing research, sales and promotions for all of Cedar Fair's properties. Alexakos has served as the company's corporate vice president of marketing and advertising since 2006. Prior to that she served as the director of marketing for Cedar Point since 2004 and has served in various other positions at the amusement park.

"I am very pleased to announce the promotion of Lee Ann Alexakos," Kinzel said. "Over the last four years, Lee Ann has played a key role in creating a clear strategic direction for the successful integration of the marketing functions of our five acquired parks. During this integration process she was responsible for creating numerous cost saving efficiencies in advertising production and overhead. More recently, Lee Ann has focused on expanding our marketing and advertising strategy into digital marketing and social media outlets."

Riding the Market



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

Company	Stock Name	Prices 09/17/10	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$12.34	\$15.79	\$6.03
MGM Mirage	MGM	\$10.08	\$16.66	\$8.54
Six Flags Ent. Corp.	SIX	\$44.50	\$45.50	\$31.85
CBS Corp.	CBS	\$15.55	\$16.98	\$11.29
Walt Disney Co.	DIS	\$34.56	\$37.98	\$26.84
Great Wolf Resorts, Inc.	WOLF**	\$1.81	\$3.95	\$1.80
Landry's Restaurants	LNRY	\$24.35	\$25.56	\$9.80
Blackstone Group	BX	\$10.85	\$17.22	\$8.93
Village Roadshow	AU:VRL***	\$2.50	\$2.58	\$1.45
NBC Universal	GE	\$16.29	\$19.70	\$13.75

Region (U.S.)	As of 09/20/10	Change from year ago
East Coast	2.949	0.318
Midwest	2.944	0.346
Gulf Coast	2.890	0.348
Rocky Mountain	3.037	0.359
West Coast	3.120	0.337
California	3.150	0.323

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

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1.01035 CHF (Swiss Franc)
1.06849 AUD (Australian Dollar)
1.03372 CAD (Canadian Dollar)

► KENTUCKY

Continued from page 33

later for \$79 million to Premier Parks (which later became Six Flags).

In the summer of 2009, Six Flags filed Chapter 11 Bankruptcy and gave up the lease of the property.

"Right now, Mr. Hart is looking at the opportunity for a public/private partnership," said Susan McNeese Lynch, SML Communications, under contract for Hart to handle communications on the property. "We are awaiting the results from an economic impact study to show how significant Kentucky Kingdom has been and will be. Then, in October, we will present the findings."

Lynch said Hart is planning a refurbishment of the park.

"Reinvesting back into the park will be very important to him," she said. "It is also a great marketing tool. It keeps the park on the cutting edge."

In a report back in May, 2010, Hart had reported he planned to put \$3 million in the park and wanted to find, either from the state or county, another approximate \$17 million to open the park next year.

A Memorial Day 2011 date is anticipated as a reopening date for the park.

—Pam Sherborne

NEAAPA opens hall of fame nominations

The New England Association of Amusement Parks & Attractions (NEAAPA) is now accepting nominations for inductees into its hall of fame for 2011.

Since 1998, NEAAPA has inducted 23 individuals into its hall of fame. This recognition is the highest honor the 98-year-old association can bestow upon a member. The hall of fame recognizes those individuals whose commitment, innovation, professionalism, and dedication to preserving, developing and promoting the amusement industry in New England and beyond.

Committee Chairman Ed Connor, who is a NEAAPA past president and also a member of the hall of fame, noted that one minor change was made to the application process for 2011.

"We have moved the application deadline to Dec. 1. This new deadline will allow the committee more time to do its research on the nominees before a report needs to be given to the board of directors. In addition, I highly encourage anyone who has nominated someone before that was not selected to certainly submit a nomination again," said Connor.

The past inductees into the NEAAPA Hall of Fame are:

- 1998 **Roger Shaheen**, Shaheen Enterprises
- 1999 **Anthony Pero**, Ocean Beach Park
- 2000 **Edward J. Carroll, Jr.** – Riverside Park
- 2001 **Henry Bowen** – Whalom Park
- Edward J. Carroll, Sr.** – Riverside Park
- Lawrence Stone**, Paragon Park
- 2002 **Alton Lipkin**, NANCO / Nancy Sales Co
- 2003 **George Frantzis**, Quassy Amusement Park
- 2004 **Anthony "Nino" Berni, Claude "Lou" Captell, Kasmir "Kas" Ulaky**, Canobie Lake Park
- 2005 **Kenneth Cormier**, Funtown Splashtown USA
- 2006 **Tom Morrow**, Canobie Lake Park
- Edward Connor**, Riverside Park
- John Frantzis**, Quassy Amusement Park
- 2007 **Robert & Ruth Morrell**, Story Land
- 2008 **James P. & Eleanor R. Brady**, Six Gun City
- 2009 **John F. Naughton**, Naughton Insurance
- Wayne McCary**, Eastern States Exposition
- 2010 **Conrad Ferla**, Rocky Point Park
- Suzanne McHugh Piscitello**, Canobie Gifts

The 2011 Inductees will be announced in December and the awards presented at the 2011 NEAAPA Annual Meeting in late March.



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IAAPA Attractions Expo 2010 ORLANDO, FLORIDA USA

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10th annual AIMS Silent Auction needs your donations

AIMS is proud to announce the continuation of the silent auction at the 2010 Safety Seminar on November 13-18, 2010. Those participants who have been to the annual safety seminar have experienced the excitement this annual silent auction creates. This auction is not only thrilling for all attendees, but aids AIMS in its ongoing process of improving the quality of the safety seminar experience by providing state of the art AV equipment to the classrooms.

We are grateful to those of you who have donated in the past and we hope that once again we can count on your generous support for items that can be included in this year's silent auction. Commonly donated items included lapel pins, tee shirts, ball caps, pictures, tickets, weekend stays at resorts as well as numerous other amusement industry memorabilia. However we'd love to see you "think out of the box" and donate other items related to the amusement industry.

Before you pack up this year's merchandise and all the other logo items, think about the AIMS November 2010 Safety Seminar and the benefits that new and additional audio/visual equipment can make toward those presentations given at the seminar. You can make a differ-

ence by simply donating a few items.

We will be doing something different this year which will make you want to get your donations in early! As items arrive, they will be cataloged and published on the AIMS Web site, the AIMS Facebook page, *Amusement Today* and other publications for preview prior to attendees arriving in Orlando.

Items donated thus far include:

- **OABA**, a nice OABA jacket, 2 sets of 2 training DVDs, 2 OABA ballcaps;
- **Morey's Piers**, 2 large beach towels, 2 Morey's Pier books (these are really nice), 2 Women's t-shirts;
- **Branson Hilton**, a two night stay;
- **The Track Family Fun Parks**, passes to park;
- **5centride.com/Sue Nichols**, coffee cups, tissue box cover featuring her carnival artwork;
- **Amusement Today**, 2 bags each including: complimentary 1 year subscription to *AT*, two Golden Ticket note pads and two *AT* luggage tag wraps;
- **Universal Orlando**, 1 black & grey striped golf shirt, size 2X, with following logo: The Wizarding World of Harry Potter, Universal Orlando, Magic revealed 2010.
- **National Roller Coaster Museum & Archives**, 2

16-oz. clear glass drinking glasses with the NRCMA and 2010 etched into the glass.

• **American Coaster Enthusiasts**, 2 Herbert P. Schreck books, 2 2011 calendars and 2 trial memberships.

All items donated will be beautifully displayed during the seminar from Saturday, November 13-19, 2010 at 1:45 p.m. Each item will be displayed listing the person or organization donating the item(s).

To donate items, simply send them to the following address:

AIMS Silent Auction
1829 N. Richmond
Wichita, Kansas 67203

All donated items must arrive at the address shown above by November 5, 2010. Please mark the outside of each package "Attn: AIMS Silent Auction" and include a business card in your package.

If you have any questions, don't hesitate to contact Holly Coston at the AIMS office at (714) 425-5747.

—AIMS Silent Auction team

Preparations finished for the 2010 AIMS Safety Seminar

Gina Claassen

Attractions Manager, Silver Dollar City
AIMS Safety Seminar Manager
gclaassen@silverdollarcity.com

It's hard for me to believe that another year for seasonal amusement venues has past. It seems like just yesterday we were all hustling and bustling to get our venues open for the season. I hope everyone had a fun, memorable, and successful year. Of course we still have a few carnivals and indoor parks which have a longer season or are open all year. I hope you are continuing to have a successful year. No matter how long your season runs for your venue, we all have one thing in common...keeping our guests and employees' safe is our top priority.

It is unfortunate when an accident happens in our industry. It effects all of us, no matter what, when, where or how it happens. We will never be able to prevent all accidents, but ongoing training and education will help us reduce the number and teach us how to react when necessary. The AIMS Safety Seminar is a great way to gain knowledge through continuing education and networking with peers.

The 2010 AIMS Safety Seminar will be held November 13-18 at the Orange County Convention Center in Orlando, FL. Classes are being held in conjunction with the IAAPA Attractions Expo. All AIMS attendees will receive complimentary admission to the trade show and will have the opportunity to attend IAAPA social functions.

The Education Committee has worked very hard to provide a well-rounded educational program for the week. The program encompasses classes in the basics of safety, maintenance, operations and leadership; as well as advanced classes in those same disciplines. There will also be classes offered focusing strictly on the mobile and waterpark sectors. New this year is the inspector certification. The certified inspector program is a comprehensive program designed to provide individuals more intense and focused study in the areas of what an inspector needs to consider and the different variables to understand while inspecting rides and devices.

In addition to all the AIMS classes, Skycoaster University will be conducted during the AIMS seminar. All Skycoaster attendees who complete the AIMS curriculum will receive CEUs for Skycoaster University and will receive admission to the IAAPA Attractions Expo.

AIMS realizes that good education not only comes from the classroom, but also from networking events that allow you the opportunity to learn from your peers in a social environment. AIMS has planned two social functions during the seminar. On Saturday, November 13th there will be a reception at the host hotel, The Doubletree Resort located next to SeaWorld on International Drive. The other event will be an evening at SeaWorld on Wednesday, November 17. The event will include dinner and all attendees will be offered exclusive behind-the-scenes tours and rides on Manta.

The 2010 AIMS Safety Seminar is primed to be one of the best ever. Classes are filling up fast. For more information and to register visit the aims website at www.aimsintl.org or contact the AIMS office at (714) 425-5747. See you in Orlando!



Claassen

2010 AIMS Safety Seminar schedule of events

Saturday, November 13

- 8:30-11:30 a.m. Registration – Located at the Doubletree Resort
- 12:30-5:15 p.m. Classes – Located at the Orange County Convention Center (North Side)
- Classes will be 1 hr. in length with a 15 min. break between each class.
- 6:00-8:00 p.m. AIMS Reception – Located at the Doubletree Resort

Sunday, November 14

- 8:00-11:30 p.m. Classes – Located at the Orange County Convention Center (North Side)
- 11:30 a.m.-12:30 p.m. Lunch – Provided by AIMS
- 12:30-5:15 p.m. Classes – Located at the Orange County Convention Center (North Side)

Monday, November 15

- 8:00-11:30 a.m. Classes – Located at the Orange County Convention Center (North Side)
- 11:30 a.m.-12:30 p.m. Lunch – Provided by AIMS
- 12:30-5:15 p.m. Classes – Located at the Orange County Convention Center (North Side)

Tuesday, November 16

- 8:00-12:45 p.m. Classes – Located at the Orange County Convention Center (North Side)
- 12:45-6:00 p.m. IAAPA Attractions Expo

Wednesday, November 17

- 8:00-12:45 p.m. Classes – Located at the Orange County Convention Center (North Side)
- 12:45-6:00 p.m. IAAPA Attractions Expo
- 6:30-8:30 p.m. Evening at SeaWorld Orlando

Thursday, November 18

- 8:00-11:30 a.m. Classes – Located at the Orange County Convention Center (North Side)
- 1:30-3:30 p.m. Certification Testing – Located at the OCCC (North Side)



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Georgia National Fairgrounds recognized by state for tourism efforts

The Georgia National Fairgrounds & Agricenter, Perry, home of the Georgia National Fair, was recognized last month as the 2010 Tourism Champion Partner Agency by Georgia Governor Sonny Perdue.

The fairgrounds has attracted more than 15 million visitors since it opened in 1990. This represents an economic impact of more than \$1 billion.

The first Georgia National Fair was held Oct. 5, 1990. It drew over 270,000 visitors. In 2009, there were 416,709 visitors, which set an attendance record for the event. The fair is set to run this year Oct. 7-17.

"We are extremely proud of this award," said James E. Sutherland, chairman of the Georgia Agricultural Exposition Authority. "For 20 years, the Georgia National Fairgrounds & Agricenter has attracted Georgia's young agricultural exhibitors, horse and livestock show people, fairgoers and year-round building renters."

The Fairgrounds worked with the Georgia Department of Economic Development's Tourism Division to encourage and enhance the tourism experience in Georgia.

"As part of our mission," said Sutherland, "we are pleased to see Georgia recognized for its tourism efforts."

2010 fair season going well accross the nation

Pam Sherborne
Amusement Today

Most state and county fairs seem to be holding their own for the 2010 season.

And, in fact, many are reporting increases.

Of the 10 contacted for this fair round-up, half of them reported increases. Of the five that reported decreases, the decreases were under five percent.

Of the fairs reporting increases, the Erie County Fair, Hamburg, N.Y., had the highest with a 16 percent in attendance over 2009. That also set an attendance record.

The Orange County Fair, Costa Mesa, Calif., also set an attendance record this year.

For the most part, those dipping under last year's mark attributed that decrease to the hot and humid weather experienced in August.

And, of course, the sluggish economy is taking a bite out of attendances. To fight that new and expanded discounts and promotions have been seen.

Here are results from 10 of the country's fairs:

Kentucky State Fair, Louisville, Aug. 17-29

Attendance at the 2010 Kentucky State Fair dipped from 621,795 in 2009 to 602,897 this year. Fair officials have attributed the drop directly to the economy.

"We had fabulous weather," said Edward Browne, director of public relations and marketing. "The weekends were very good. We had strong free concerts. Our paid



PHOTOS COURTESY KENTUCKY STATE FAIR

The Kentucky State Fair, Louisville, had fabulous weather and great entertainment, but attendance still dipped, said fair officials. They have attributed that slight decrease to the economy. Yet, the iconic Freddie Farm Bureau statute in front of Freedom Hall and the midway supplied by North American Midway Entertainment were big hits.

concerts didn't sell out, but were very good. It was just the economy."

North America Midway Entertainment fielded the midway and brought in more rides than normal due to Kentucky Kingdom being closed. Six Flags formerly ran Kentucky Kingdom.

"People loved the midway," Browne said. "We had a lot of very positive responses. Hopefully, Kentucky Kingdom will be back up next year. Ed Hart, the original owner of the park, plans to operate it again. I understand it should open next Memorial Day."

Kentucky State Fair had success with the advanced gate admission this year as well as wristband days. Wristbands went for \$12 for children and \$24 for adults on several days throughout the fair. The fair was also able to get more public relations exposure through added on-site promotions.

"We also set a record with the musical performance by Billy Currington," Browne said. "We heard from Dave Snowden, Triangle Talent,

who books our shows. We had the largest crowd in 20 years in the Cardinal Stadium. We overcame a record that was set 20 years ago by Charlie Daniels."

In a news release, the fair board estimated that despite the lower attendance, the 11-day event, which ended Aug. 29, generated about \$16.5 million in economic impact in Kentucky.

Ohio State Fair, Columbus, July 28-Aug. 8

The Ohio State Fair, Columbus, posted an attendance of 812,237, a slight decrease from 2009. Still, fair officials were pleased with the results.

"We were down slightly," said Christina Leeds, fair spokesperson. "Our attendance last year was 826,037."

That 2009 attendance was the highest the fair had posted since 2004.

Three rain days slowed crowds this year. A concert cancellation also led to a loss in attendance. Selena Gomez, a rising teen star, was expected to draw a crowd on the second

day of the fair, but postponed her concert until Nov. 6 because of vocal chord problems.

Paid concerts are held at the Crew Stadium, just north of the fairgrounds. The concerts traditionally draw visitors to the grounds since concert ticket holders gain free admission to the fair.

The midway gross this year was \$1,917,825. Amusements of America, Monroe Township, N.J. provided the midway and brought in 74 total rides. The top 10 rides among those rides were the Giant Slide (owned by Mike Joyce); Giant Wheel by Chance; Crazy Mouse, Reverchon; Avalanche, Pinfari; Space Roller (owned by Jane Baxter Vivona), Mondial; Fireball, KMG; Extreme, Tivoli; Rock N Roll, Bertazzon; Wave Swinger, Zierer; and Rock N Roll (owned by Belle City Amusements).

Concessions grossed \$4,061,742 this year. New foods included chocolate covered bacon, deep fried Pop Tarts, deep fried cheeseburg-

► See FAIRS, page 42

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► FAIRS

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ers, and Sloppy Pockets.

There were a variety of discounts and promotions offered including the continuation of the online discount coupon program.

New this year was a mobile Web site where fairgoers could receive coupons and discounts sent directly to their mobile device, along with a daily schedule and text updates.

Williamson County Fair, Franklin, Tenn., Aug. 6-14

Williamson County Fair Publicity Chairman Richard Marsh said this fair doesn't really look at attendance figures when figuring growth.

"Instead, we use our growth in revenues, which increased this year by 10 percent," Marsh said. "We had a really great event."

It was hot, though, with temperatures hovering at the 100-degree mark for several days.

"But, we have a huge air conditioned indoor arena and for those hot days, that was very good," Marsh said.

Fair officials also brought in misting stations and placed them throughout the grounds.

There were new highlights this year.

"We had new rides, including the Enterprise (manufactured by Huss), and several new exhibits such as the Sand Sculpturing," Marsh said.

Drew Expositions, Augusta, Ga., fielded the midway.

Orange County Fair, Costa Mesa, Calif., July 16-Aug. 15

The 2010 Orange County Fair boasted record-breaking attendance for its 120th anniversary. The event drew 1,154,969 visitors, breaking more than a million in attendance for the fifth time in six years.

The 2010 OC Fair, themed The Beat Goes On, included 23 days of food, rides, exhib-

its, animals, music and fun, as well as the popular Super Pass, Pacific Amphitheatre Summer Concert Series, Action Sports Arena and the new-for-2010 The Hangar. The fair was open Wednesday-Sunday.

"The 2010 OC Fair's success is based squarely on the community's participation in and love of their 120-year-old tradition," said Steve Beazley, CEO and president of the fair. "In this pivotal year, we could not be more pleased to have experienced the best fair imaginable."

More than 170,800 fairgoers took advantage of the values offered with a variety of gate promotions featuring discounts or free admission. More than 11,100 people purchased the popular Super Pass, a season pass that grants 23 days of admission plus other discounts, coupons and front-of-line access.

Ray Cammack Shows, Laveen, Ariz., provided the midway. Among the top rides on the midway this year were the La Grande Wheel, manufactured by Carousel Holland; the Sky Ride by Seatrek, and the Hi Miler, by Miler Coaster Company.

The Pacific Amphitheatre also had a record-breaking year with nine sold-out concerts. The top-attended concerts were Sublime with Rome/The Dirty Heads, Train, Joan Jett & The Blackhearts with The Runaways' Cherie Currie, Adam Lambert/Ori-anthi and John Legend.

The fair's unofficial Fry King, Chicken Charlie, ended up using more than 4,000 gallons of soybean oil to deep-fry more than 12,000 pounds of flour that coated everything from Twinkies and Oreos to frogs' legs and new-for-2010 Klondike Bars.

At the Burger Joint, a few hundred 11-inch Belly Buster Burgers and more than 4,500 Colossal Curly Fry Cones expanded fairgoers' waistlines.

Wisconsin State Fair, West Allis, Aug. 5-15

The 2010 Wisconsin State Fair drew 876,000 fairgoers this year, which represents an increase of five percent over 2009, said Patrice Harris, director of public relations and communications.

One new highlight this year was the Days of the Dinosaur, an attraction that took kids and adults back to the Jurassic era. The expanded Champions Challenge 4-H Horse Events also were extremely popular, Harris said.

"Our Dog Diving contest was also very popular this year," she said.

"Prior to the fair, the addition of our new street team helped spread the word about the Wisconsin State Fair to potential visitors in our 'out-of-state' markets that we are trying to grow and also contributed to the significant increase in people who like our Facebook," Harris said.

Spectacular Attractions (Murphy Bros.), Tulsa, Okla., provided the midway with 55 rides including the Jack's Pizza Comet II roller coaster, a 60-foot (18.288 meters) high ride with four drops.

Harris said the midway layout was reconfigured to create a better traffic flow and the implemented changes worked well.

"The Wisconsin Exposition Center also underwent a major lighting project over the summer, prior to the fair," she said. "We replaced 462 HID metal-halide light fixtures used for show lighting inside the exhibit halls with 231 energy-efficient T5 fluorescent fixtures."

The new electronic-ballast fixtures use 45 percent less energy while increasing light output by 30 percent.

Indiana State Fair, Indianapolis, Aug. 6-22

Seven straight days of 95-degree heat kept some fairgoers at home this year, but not many. The Indiana State Fair drew 952,020 fairgoers, representing a two percent drop from the 973,000 attend-



PHOTO COURTESY ERIE COUNTY FAIR

Erie County Fair officials feel this new Showplex encouraged more fair fans to come out this year. The new center, which seats up to 3,500, was used for horse shows and special events during the run. The fair set an all-time attendance record for 2010.



PHOTO COURTESY ERIE COUNTY FAIR

James E. Strates Show, Orlando, Fla., helped the Erie County Fair, Hamburg, N.Y., to set an all-time attendance this year.

ees in 2009.

"The high humidity was a factor, too," said Andy Klotz, publicity and media relations manager. "The day would start out warm and humid, and just get hotter from there. Still, this was our second largest attendance, so we were very pleased."

Klotz did say the grandstand entertainment this year was "off the clock."

"It was the most successful grandstand ever," he said.

The fair presented a large number of deals and promotions, as did North American Midway Entertainment, the carnival that provided the midway with about 44 rides. Klotz said for the first time this year, they offered an advanced combination ticket for

fair admission and a midway wristband for \$25. That was a savings of \$8.

There were several days for \$25 wristbands on the midway. And, there was one day for \$15 wristbands. That was offered on Kid's day for the kiddie rides.

"Because the first full week was so horrendously hot, the midway also saw a dip," Klotz said. "The first week, the wristbands were only good from 12 noon to 6 p.m. But, because so many people were waiting to come out to the fair, we worked with the midway and the second week we were able to extend that time to 10 p.m. That gave fairgoers another four hours to use the wristbands."

► See FAIRS, page 43

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Although the Indiana State Fair, Indianapolis, experienced a drop in attendance this year, fair officials still felt it was a successful run. North American Midway Entertainment fielded the midway.

PHOTOS COURTESY INDIANA STATE FAIR



► GEORGIA
Continued from page 41

sion, the fairgrounds attracts diverse events and activities which are entertaining cultural and educational in nature and also generate economic revenue for our state," Sutherland said.

Award recipients were nominated by the Georgia tourism industry. The Tourism Champion Award acknowledges the support and guidance given to the state's

tourism industry by individuals and organizations who develop tourism opportunities across the state. Georgia's tourism industry ranks eighth in the nation and second in the Southeast.

Reithoffer Shows will provide the midway to this year's event. The Gibsonton, Fla., based carnival is the only carnival that has played the Georgia National Fair, being there since its inception.

—Pam Sherborne

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"We did a lot of things to get people out to the fair," he said.

One of the most successful promotions the fair offered was \$2 Tuesdays. Patrons could go onto a sponsor's Web site and download a voucher for free fair admission. Then, vendors offered \$2 samples. The midway also participated in this promotion by offering \$2 samples from their concessions as well as some \$2 rides.

New exhibits included the "Bridges to Japan." The fair created this exhibit in conjunction with the Japan America Society of Indianapolis. It was very well received. Next year, the fair will select a different country to feature.

Another new highlight was the 25-foot high "American Gothic" sculpture that stood outside the 4-H buildings.

Two popular traveling attractions included the Dock Dogs and Weldy's Big Bear Show.

New York State Fair, Syracuse, Aug. 26-Sept. 6

The New York State Fair ended its run this year with an increase in attendance over 2009 and just shy of the one million customer mark, a feat that has happened only twice in the fair's 164-year history.

According to a report on Syracuse.com, there were 999,845 in attendance for the 2010 event. That was a 28,572 increase over last year.

Fair Spokesperson Frederic Pierce reported that the weather cooperated throughout the run. Positive responses were given to the musical lineup.

James E. Strates Shows, Orlando, Fla., provided the midway.

► See FAIRS, page 44

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FAIRS

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Illinois State Fair, Springfield, Aug. 13-22

The Illinois State Fair drew approximately 701,000 people this year compared to the 665,000 in 2009.

The weather was hot and humid, but fair officials said the Stanley Cup, which was on display at the fair, drew about 5,000 people alone. The Chicago Blackhawks won the National Hockey League title this past season and put the trophy on tour.

There were two musical performances canceled due to heavy rain during the fair's run. Both Lady Antebellum, which was sold out, and Blondie and Cheap Trick were canceled.

North American Midway Entertainment provided the carnival for the event.

Iowa State Fair, Des Moines, Aug. 13-22

Hot, humid and rainy weather along with the sluggish economy were all factors to attendance at the Iowa State Fair slipping below the one million mark for the first time in nine years.

Fair officials posted an unaudited attendance this year as 967,381 for the 11-day event. That compares to 1,006,501 in 2009 and the record of 1,109,150 set in 2008.

There was one day where a single day attendance topped 100,000. That was on the first Sunday, Aug. 15, of the fair when 103,085 people attended.

Highlights at the fair this year included the new exhibits such as Grape Giveaway, an educational showcase on



PHOTO COURTESY WISCONSIN STATE FAIR

The Wisconsin State Fair, West Allis, experienced a five percent increase in attendance this year over 2009. The fair attributed the increase, in part, to some of the new exhibits. Days of the Dinosaur, shown here, was extremely popular. The attraction took participants back to the Jurassic era.

the growing grape industry in Iowa, and the Angora Wool Spinning demonstrations.

The Richard O. Jacobson Exhibition Center debuted at the fair this year. The multi-use facility seats 3,500 and was used for horse shows and special events during the fair.

Belle City Amusements, Deltona, Fla., fielded the midway.

Erie County Fair, Hamburg, N.Y., Aug. 11-22

The Erie County Fair reported the best attendance in a decade as 1,022,164 fairgoers visited the 2010 event. That represents a 16 percent increase over 2009 when the attendance was 864,721.

"I believe there were several factors," said Lou Ann Delaney, director of public relations and marketing. "Number one, our weather was perfect with high 70s and mid-80s, and no rain during the day throughout the fair with the exception of the last day when it drizzled."

Other factors that attributed to the increase were the new casino opening on the grounds. The 66,000-sq.-ft. center features 939 slot machines, buffet, sports bar and several other dining options.

The new 75,000-sq.-ft. Showplex Equine and Livestock arena also debuted during the fair.

"We saw an increase in livestock entries in what we believe was the result of the new arena," Delaney said. "We also continued with our kids 12 and under are free policy, and added another free concert making it four free concerts."

Also added this year was Tony Petersen's Hell Drive stunt show that was free with gate admission.

Also this year, over seven acres were repaved making it easier for strollers and wheelchairs.

James E. Strates Shows, Orlando, Fla., brought in roughly 70 rides.

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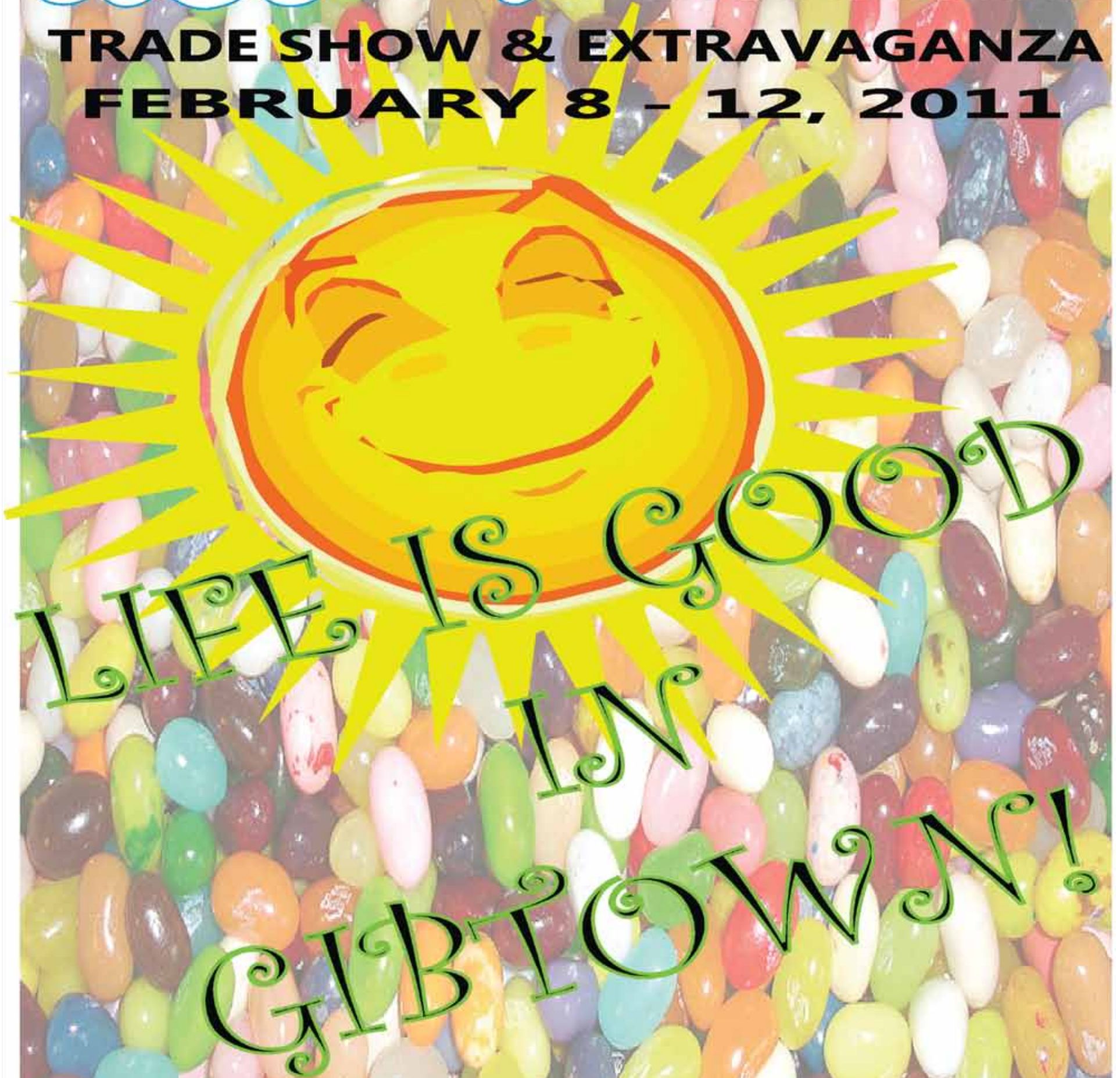


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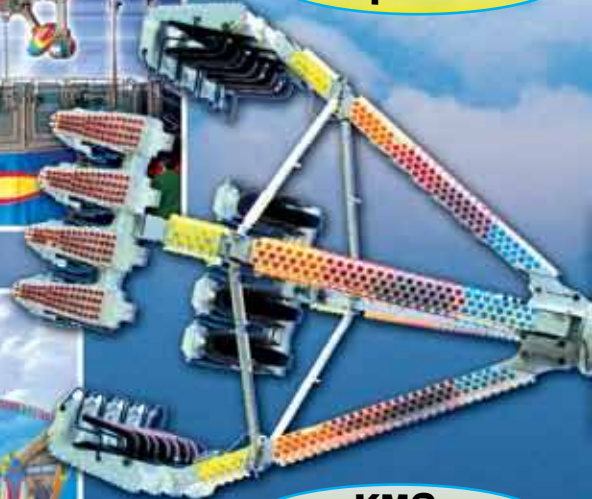
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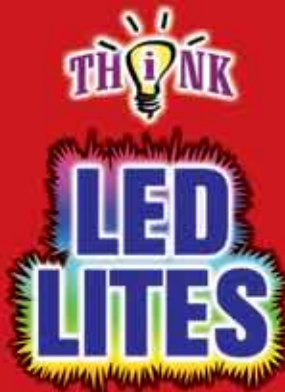
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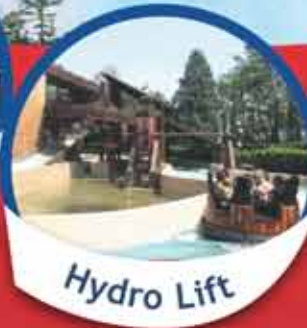
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