

# AMUSEMENT TODAY <sup>TM</sup>

*Celebrating Our 15th Year*

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OCTOBER 2011

## Longtime industry veteran W. Cleveland Smith, Jr. dies

DALLAS, Texas — Warner Cleveland Smith, Jr., 70, died peacefully holding hands with his wife, Sherry Shaw Smith, in the early morning hours of September 4, 2011. Although fading into the grip of dementia the last three years, he lived a full & happy life.



Smith

Smith ran amusement parks for a living and was instrumental in the success of Six Flags Over Texas. He started with Six Flags Over Texas the first day it opened in 1961 as a ride operator, then promoted to ride supervisor.

In 1964, he became the New York World's Fair general manager for rides. During 1966 to 1969 he was the general manager for Six Flags Over Georgia.

After serving as Six Flags Over Georgia general manager in 1968, Smith was promoted in 1969 to executive vice president and member of the board of directors of Six Flags Inc. In 1971, W. Cleveland Smith & Associates was formed which later became Fun Corporation of America. Cleveland also was the vice president and member of the board of directors from 1972 to 1982 with Wynne Enterprises,

Inc., owned by Angus G. Wynne Jr., the founder of Six Flags. Over the decades, one of his best friends and mentors was Luther D. Clark, also at Wynne Enterprises.

Smith also held management roles at Lion Country Safari and Old Chicago.

In 1982, he became the general manager for the Entertainment Area at the World's Fair in Knoxville, Tenn. From 1984 to 1989, he was the president of the State Fair of Texas Midway games, novelties and concessions.

As vice president of Overseas Development for Wet 'n Wild, Smith worked closely with George Millay, the founder of SeaWorld and Wet'n Wild.

He traveled extensively for work and pleasure, visiting Brazil, Japan, Alaska, Peru, Ecuador & Australia.

In his earlier years, he worked on oil rigs, and as an assistant purchasing agent for Neiman-Marcus wherein he was bonded to drive to homes to deliver clothes, jewelry and shoes for the buyer's discretion.

Errol McKoy, president of the State Fair of Texas, first met Smith while work-

▶ See SMITH, page 6

## Preparations are ready for the 31st WWA Symposium and Trade Show

STORY: Pam Sherborne  
psherborne@amusementtoday.com

NEW ORLEANS, La. — The waterpark industry is facing many of the same challenges that all types of businesses are dealing with at this time, including economic pressures for both consumers and operators, continued lack of discretionary income and higher guest expectations.

"Guests want more for less and they're always looking for new and different," said Rick Root, World Waterpark Association president. "As our industry matures, there is a need to revisit and reinvent the guest experience. We also continue to feel the impact of the expanding school year calendar."

So, as members of the waterpark industry descend upon New Orleans for the 31st Annual Symposium and Trade Show, Oct. 3-7, the planners of this year's event have made great strides to address these challenges.

"The environment at the WWA show is very supportive and our education program grid of 50-plus sessions covers every aspect of the industry, including operations, safety, design, development, theming, legal, marketing, sales, and revenue," said Aleatha Ezra, WWA director of park member development. "The



WWA education grid is structured to meet the needs of all the industry's constituency groups including developers, the public sector, outdoor, indoor and resort operators."

This is the first time the WWA Show has been in New Orleans, so whether an attendee is coming for the first time or the 25th time, they will get a fresh experience.

"We're excited about the changes we've made to our show schedule this year," Root said.

This year's schedule allows an attendee to spend more time in sessions with time allotted on Tuesday, Oct. 4; Wednesday, Oct. 5; Thursday, Oct. 6, and Friday, Oct. 7.

Plus, the sessions have been spread out to not conflict with the trade show, allowing attendees the same quality time to shop and network with leading industry innovators and service providers. The trade show runs Oct. 5-6.

"Our most popular show venues are those that bring a certain level of energy and fun

to the table and that's exactly what we are getting by being in New Orleans — the city's motto is 'Let the Good Times Roll' and that sense of vitality and hospitality will help energize our attendees for 2012," Ezra said.

A few new offerings this year include:

• **Inclusion U: A Guide to Welcoming People with Disabilities Workshop:** Presented by the NYS Inclusive Recreation Resource Center (NYS IRRC) at SUNY Cortland, this course will enable recreation and tourism professionals to provide opportunities for people of all abilities to enjoy recreation programs, parks and facilities wherever they live. With the revised ADA Guidelines now in effect, this subject of inclusivity is more important than ever.

• **Supercharge Your Business Life with Gregg Catalano:** This Keynote Session is for any attendee who wants to refuel the tank, live an energized life and create positive energy in everything they do. Recognized as one of the nation's top educational, recreational, and motivational speakers, Gregg Catalano is a unique presenter whose workshops are always "high energy," entertaining and informative. Named as "Teacher-of-the-Year," and "Coach-of-the-Year" twice

▶ See WWA, page 4

NEWSPAPER

POSTMASTER: Dated material. PLEASE RUSH! Mailed Friday, September 30, 2011

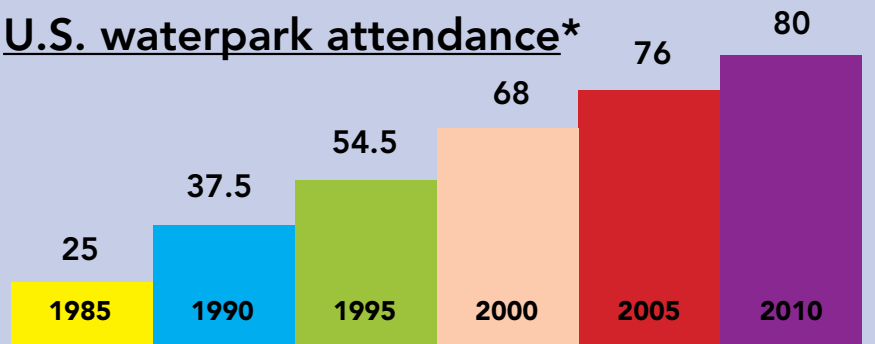
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FASTFACTS

U.S. waterpark attendance\*



\*in millions. Source: WWA

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## SUBSCRIBER NOTICE

Subscribers are reminded that *Amusement Today* publishes two issues in November, due to the annual IAAPA attractions Expo. The first November issue features news, show information and exhibitor listing for the Expo. November issue I will mail the last week of October. The second November issue be more of a normal issue, just expanded with more news. November II will mail the week prior to the IAAPA Expo. Both issues will also be distributed at IAAPA. The December issue will mail the week after the IAAPA Expo. Post-IAAPA coverage will be featured in the January 2012 issue of AT.

## ADVERTISING NOTICE

Advertising space is limited in these two November issues as they typically sell out fast, so suppliers interested in advertising are asked to reserve their ad space early.

In November, *Amusement Today* will once again publish two issues, both of which will be distributed at the International Association of Amusement Parks & Attractions Expo in Orlando, Fla., Nov. 15-18. Both issues (Pre-Convention and Convention) will be distributed from the IAAPA show floor in the publication bin area as well as at AT booth #4215. As an annual tradition and added bonus, both issues are delivered door to door Tuesday morning at the Peabody Hotel to rooms who registered as IAAPA attendees.

**NOV. I (Pre-IAAPA) AD SPACE DEADLINE: Due Now!**

**NOV. II (Main Issue) AD SPACE DEADLINE: Oct. 10**

## COMING IN NOVEMBER

### COMPLETE COVERAGE OF THE 2011 GOLDEN TICKET AWARDS



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## CARTOON: Bubba Flint



## EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

### The wonder of water attractions



Mellor

In view of the fact that Texas, the home of *AT*, is suffering historic drought conditions and what seems like daily wildfire outbreaks, it's perhaps a little insensitive to be talking about how water creates such fascination and fun for us all, but with the WWA Symposium and Trade Show coming up this month, I

hope readers – and Gary and the *AT* team – will forgive the link.

What is it about water and water based attractions? It's a funny thing but we humans, young and old, are constantly fascinated and enthralled by water rides, slides, games, shows, displays and more and the development of such attractions continues apace, be it individual elements or complete parks.

One only has to look at the number of water-park developments taking place around the world, or simply attractions featuring water, to see that its draw in many different formats continues to enthrall and entertain. From the simplest of ideas to the most creative, water rides and attractions have a very special pull for all ages.

With the WWA event in mind, it is prudent for me to touch on waterparks in this particular instance. The attractions and technology used in such venues have come on leaps and bounds since those early days of the industry in the mid to late 1970s. Today we see guests hurtling down impossibly steep speed slides or meandering along heavily themed lazy rivers as they soak up the thrills or chill out for a while on attractions created by dedicated design and development teams in the premises of a variety of specialist suppliers and manufacturers. Indeed, the imagination of these teams seems to have no bounds, particularly of late.

And the materials and systems being used to produce these attractions are also improving all the time, providing companies with the chance to build better, more sophisticated attractions year in, year out, to the benefit of both park operators and their visitors.

Waterparks, indoor and outdoor, have also become something of a natural add-on for many 'dry' parks, adding a completely new aspect to a visit to a theme or amusement park and opening up additional opportunities for their operators. I'm sure we'll see many more examples in the coming years.

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**Contributors:** B. Derek Shaw, Andrew Mellor, Richard Munch, Jeffrey L. Seifert, Janice Witherow, WHR Inc.

# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Aleatha Ezra, World Waterpark Association

Aleatha Ezra began her amusement career as a guest photographer at Worlds of Fun in Kansas City, Mo. From there, she stepped outside the industry by working for a literary magazine and teaching college composition. Aleatha now serves as the Director of Park Member Development for the World Waterpark Association where she works closely with waterpark members, including outdoor, indoor, aquatic facility, hotel resort and public-sector park owners, developers and operators.



Aleatha Ezra at her WWA office.

### Title

Director of Park Member Development.

### Number of years in the industry

Six years.

### Best thing about the industry

I most enjoy the people I've met and the mission of our industry — to provide safe, but fun, water leisure recreation to families.



Ezra

### Favorite amusement ride

I'm an old-fashioned gal when it comes to rides. I like dry rides like "The Octopus" or a standard flume waterslide.

### If I wasn't working in the amusement industry, I would be ...

Teaching. I taught college-level English classes while I was finishing my graduate work and it was lovely. Unfortunately, it didn't pay the bills.

### Biggest challenge facing our industry

Changing climates, shortened summer seasons, stagnant economic growth throughout, lack of discretionary incomes and poorly executed industry regulations are a few that come to mind.

### The thing I like most about amusement/waterpark season is ...

I get to talk to more members during their seasons. I enjoy the chance to visit with them on their challenges or celebrate their successes.

### All-time favorite sitcom

Seinfeld.

### Cooler Superhero

Wonder Woman ... it has always been a brutal disappointment that all the twirling in the world didn't turn me into Wonder Woman.

### The last time I got mad was ...

Anger leads to the dark side, so I never get mad. Is anyone buying this?

### It's October! My favorite Halloween candy is ...

Snickers.

### Favorite "chain" restaurant

Houston's. The potato soup is perfection.

### In one word, my purse is ...

Ever-changing.

### People say I do this a lot

Read.

### When I am in a hurry, I fix this for dinner

Cereal.

### Kindle or tangible book?

I prefer a tangible book.

### In a meeting, I like to ...

Doodle three dimensional objects.

### My "feel-good" song is ...

"Hey Jude." Loved it when I was 10, love it now, will love it when I'm 80.

### The last thing I lost was ...

My favorite Pez dispenser.

### If money were no object, I would buy a second home here

Tough call. Perhaps Savannah, Georgia or Alexandria, Virginia or I might just recreate my granddad's house in Zionsville, Indiana.

### Are you a steak or seafood kind of girl?

I suppose steak only because I am allergic to several fishes, unfortunately.

### Best place I have ever watched a sunset

Arlington Cemetery. It was the first night on a trip with my husband to D.C. and we were walking back to the train. It seemed like the sunset mirrored my thoughts at the moment perfectly.

### I would describe my fashion sense as ...

I've loved fashion since my mom gave me my first Barbie. It's a passion of mine.

### The household chore I enjoy doing the most is ...

Dusting.

### If I could get the answer to any question, I would ask ...

What would the world be like now if World War II had never happened?

## THIS MONTH IN HISTORY

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•**1846:** On October 6, **Samuel Botsford** persuaded **Gad Norton**, the owner of **Compound's Lake** in Connecticut to let him conduct a series of beautiful experiments in electricity. The event drew thousands and although the final experiment failed, the large crowd that had come that day inspired Mr. Norton. He put a path around the lake, set up picnic tables, allowed public swimming and rowing and built a gazebo for lakeside band concerts. **Lake Compounce**, as it was renamed, officially opened to the public as a picnic park and is recognized as the oldest continuously operating amusement park in the United States.

•**1873:** **Fred Thompson** was born on October 31. He was a promoter of carnivals and world's fairs and was involved in the **1893 World's Columbian Exposition** in Chicago and the **1901 Pan-American Exposition** in Buffalo. A few years later in 1903, he opened the famous **Luna Park at Coney Island** on the site of the older **Sea Lion Park**. It was an electrified extravaganza with thousands of electric lights on the outside of the buildings at a time when electricity was still a novelty. Although Thompson passed away in 1919, his park remained open until 1944 when it was destroyed by a pair of fires.

•**1892:** Dedication ceremonies were held on October 21 for the **World's Columbian Exposition** celebrating the 400th anniversary of Christopher Columbus' arrival to the new world. Although dedication ceremonies were in October, the **Chicago World's Fair** as it was informally known, did not open to the public until May. Running from May 1 to October 30, 1983 the fair drew nearly 26 million visitors. Among the attractions was the famous 264-foot **Chicago Wheel** built by **George Ferris**.

•**1971:** Opening Day was held on October 1 for the **Magic Kingdom**, the first theme park at **Walt Disney World**. That first operating day was the start of an almost month-long celebration with an Opening Gala scheduled for October 25. Media estimates of opening day crowds of up to 100,000 scared many people away resulting in only 10,000 people walking through the gates on that first day.

•**1982:** The second theme park to open at **Walt Disney World** also opened on October 1. The first operating day of **EPCOT Center** was considered a soft opening and only Spaceship Earth was dedicated that day. Grand opening celebrations were scheduled from October 15-27. The Opening Celebration TV special was aired on CBS on the evening of October 23 and the Grand Opening Gala and official dedication took place on October 24.

•**2004:** The **World Waterpark Association** officially proclaims **George Millay** as "Father of the Waterpark Industry" and awards him with the Association's first Lifetime Achievement Award.

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

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► **WWA**

Continued from page 1

during his 11-year teaching career.

• **Just for GMs Address & Luncheon:** Featuring special guest, Peter Ricchiuti, this invitation-only luncheon event will provide GMs and owners with special insights on the economy and financial markets. Assistant Dean at the Freeman School of Business at Tulane University, Ricchiuti has been featured in *The Wall Street Journal*, *The New York Times*, and on CNN. Ricchiuti served for five years as the assistant state treasurer and chief investment officer for the State of Louisiana. There he skillfully managed the state's \$3 billion investment portfolio and served on boards overseeing another \$8 billion in retirement funds. His insight and humor have twice made him Tulane's top professor.

"Our education committee represents the leading edge of the industry and they work hard to ensure we meet the ever-evolving needs of our operator," Ezra said.

This year's social events



include the WWA Annual Golf Tournament, Tuesday, Oct. 4; drinks and treats on the trade show floor on Wed., Oct. 5, followed by an event in the La Louisiane Ballroom adjacent to the show floor; and the New Orleans Generations Hall Party set for Thursday, Oct. 7.

Root and Ezra both have been getting positive reports from the industry as the 2011 season was wrapping up. Ezra said weather is the biggest variable for the waterpark industry, as it is for all the outdoor entertainment industry. The hot weather experienced in some areas increased attendances.

"Though, its unfortunate so many regions have had to deal with the damage and impact of weather-related issues such as the flooding, tornados and wild fires," Ezra said.

However growth in the North America and international markets continues. In fact, Ezra said, it "continues to be strong across the Pacific Rim and we're excited to announce WWA will be hosting a new regional symposium in Asia in 2012."

Creativity in the industry has been prevalent in new construction in the U.S., with the Grand Reef and Sea Venture at Discovery Cove, Orlando, Fla.; the new floor drop slides that premiered at Raging Waters, San Jose, Calif., and Water Country USA, Williamsburg, Va., and Evergreen Wings & Waves Waterpark, McMinnville, Ore., opened one of the industry's most unique waterparks with a fantastic inaugural season.

A number of U.S. parks opened their largest expansions ever:

• Hurricane Harbor at Six Flags Great America, Gurnee, Ill., opened Riptide Bay with five new daring slides, a double Surf Rider, massive lagoon and luxury cabanas.

• White Water, Branson, Mo., opened the Aloha River.

• Wild Adventures Water and Theme Park, Valdosta,

Ga., added Hakini Rapids and Kona Cliffs.

• SoakZone, Ligonier, Pa., opened the Wowabunga Family Wavepool.

• Splish Splash Waterpark, Long Island, N.Y., opened Kahuna Bay a new continuous action body-surfing wave pool.

• Schlitterbahn Waterpark Resort, New Braunfels, Texas, added Tubenbach: The Falls, Deluge Whirlpool River, Boogie Bay Heated Pool, and the Boogie Bay Kids' Area. Schlitterbahn Galveston Island, Texas, launched Shipwreck Harbor Wave Lagoon.

• Camel Beach, Tannersville, Pa., added two new mammoth family raft rides taking their total attraction count to more than 35.

In addition, Root said the industry saw hotel resort expansions like Paradise Springs at the Gaylord Texan, Grapevine, Texas, and fun new themed attractions for the younger set.

The first permanent Bob the Builder amusement attraction opened with Splash Works at SplashDown Beach Waterpark, Fishkill, N.Y.; Kowabunga Beach, a massive new water tree house and spray-

ground opened at Nashville (Tenn.) Shores Waterpark, and Splash Zoo, an interactive spray ground featuring giant Duplo play blocks and characters opened at LegoLand Water Park, Carlsbad, Calif..

Royal Caribbean, Carnival, Norwegian and Disney Cruise Lines now all offer a waterpark experience at sea. The new Disney Dream Aqua-Duck water coaster set sail in 2011.

"This is the kind of innovation and creativity that our members get immersed in when they come to the WWA show," said Root. "Whether you're new to the business or a waterpark veteran, the WWA has been the number one resource for information, training and insight on the waterpark industry throughout its 30-year history.

"The WWA has built its brand on providing real world knowledge that provides context, understanding and innovative solutions that tackle challenges and drive our industry forward," he continued. "We're looking forward to doing just that in New Orleans."

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# 2011 World Waterpark Association Exhibitor Listing

**New Orleans, La.**  
**October 5-6, 2011**  
**Listing as of Sept. 19, 2011**

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## Chair Glenn Davidson looks forward to the WWA convention

The upcoming World Waterpark Association convention and trade show, which is set for Oct. 3-7, in New Orleans, will be the first WWA convention for Glenn Davidson as chair of the organization.

Here, Davidson, with ALDAR, spends some time with *Amusement Today*:

**I understand this upcoming convention in New Orleans is your first as chair...are there specific duties at the convention associated with that role? What are the things to which you are looking forward?**

"I've attended WWA Symposiums since 1986. I always find something at the show that more than covers the travel cost. I look forward to seeing friends in the industry and seeing what is new on the trade show floor. It will be a new experience for me to be on stage, welcoming our members to the show this year."

**What is your opinion of the state of the waterpark industry in North America?**

"I see the waterpark industry in North America maturing, but with markets for waterparks still available."

**What about internationally?**

"I have lived in the United Arab Emirates for almost 11 years. There are many areas in emerging markets with potential for waterpark development."

**Where do you see the greatest growth or potential growth for the industry?**

"Developers in the Middle East and throughout Asia are considering building waterparks."

**What do you see as the biggest challenges?**

"I see quality of construction, workmanship and operational safety as areas for attention."

**How long have you been in this industry? How did you get started?**

"I have a degree in Park and Recreation Administration, and I have been in water related operations for 33 years.

In 1982, I was the Assistant Park Manager of Buccaneer State Park in Waveland Mississippi (destroyed by Hurricane Katrina.) We had one of the first five wave pools built in the United States. In 1984, I was hired as the operations director at Rapids on the Reservoir in Brandon, Mississippi, when there were less than 100 waterparks in North America. I just kept going from there."

**Have you set any specific association goals and/or personal goals you would like to meet as chair of the WWA?**

"My goals as chairman of the board of directors of the World Waterpark Association includes championing strategic planning, encouraging learn to swim and water safety programs, and strengthening the WWA that has meant so much to me throughout the years."

**What can you add about your personal life in Abu Dhabi?**

"I am married to my wife of five years Khin Mar Soe, who is originally from Myanmar (Burma). We have a three and a half year old daughter named Amber Jazmyne Davidson and I have a 29-year-old son from a former life/wife named after his father and grandfather.

I live in Dubai and commute to Abu Dhabi where I am the Commercial Director of Theme Parks for ALDAR Development PJSC and Acting General Manager of Ferrari World Abu Dhabi. We are also developing a waterpark on Yas Island scheduled for completion in late 2012.

I met my wife in Dubai and our daughter was born here. When I told family and friends I was moving to Dubai in late 2000, the conversation usually went something like this: "Where are you moving?" Dubai. "Where is that?" It's in the Middle East. "Oh! It's near Cincinnati." No, it's in the Middle East not the Midwest. It's on the Saudi Arabian Peninsula. "Oh! It's Saudi Arabia." Close enough.

Now most people get it, but Abu Dhabi gets a similar reaction now."

—Pam Sherborne



Davidson

## Former Funtown Amusement Park owner dies at 90

June Marie (Brocksmith) Carvell, Chicago's Funtown Amusement Park at 95th and Stony Island, and ran that operation for roughly 10 years.

Chicago's Funtown Amusement Park at 95th and Stony Island, and ran that operation for roughly 10 years.

When she was in her 80s, it wasn't unusual to see her strap on rollerblades and skate around the trails of Evanston. At 84, Carvell became the oldest woman to compete in the NorthShore Inline Marathon in Minnesota.

The night she died in her sleep, she had just said goodbye to her last group of visitors who came to celebrate her 90th birthday.

She did not wish to have a memorial service nor any gifts given in her memory.

Having grown up in St. Louis, she was a longtime resident and leading citizen of Evanston, Ill. In 1957, she and her husband, the late Allan Carvell Jr., opened the Rainbo Ice Skating Arena. The rink became quite popular, drawing hundreds of people during open skate sessions. It also served as a practice arena for figure skaters and hockey players. She also helped manage tennis operations at the Lincoln Park Tennis Club, where her husband, a tennis professional, gave lessons. The two later bought

## SMITH

Continued from page 1

ing as the night foreman on the Astrolift at Six Flags Over Texas in 1961.

"Cleveland was part of the original 1961 class of host and hostesses for Six Flags Over Texas. He had the best job in the park working on the LaSalle's River boat Adventure, the park's star ride back then. He soon was promoted from host to Day Foreman. That was the beginning of a rapid chain of promotions for him within Six Flags," McKoy told AT. "He was the first of our group to succeed and be promoted to even higher positions. Cleveland was the first to make the move to Six Flags Over Georgia where he became the youngest general manager. He was the first to go to New York and run the rides area for Angus Wynne's Texas Pavilion at the New York World's Fair. Cleveland was a great guy, who had a great knowledge of this industry from all aspects. We will all miss him."

"In our lifetime we are occasionally blessed to have the opportunity to work with a person of "Cleve's" stature." said John Seeker with Turnstile Advertising in Dallas. "Cleveland was a great ambassador for Wet 'n Wild both domestically and internationally. He was one of the finest men I have known and a true friend. He will be missed."

Michael A. Jenkins, president of Dallas-based LARC reflected on his friendship with Smith telling AT, "I have known Cleveland since the opening days of



Two waterpark legends, Cleveland Smith and Bill Crandall share time together during the Astroworld closing party for former employees. Below, Smith's employee ID card during his days with George Millay's Wet 'n Wild. AT FILE



Six Flags Over Texas when he began as a ride operator. We worked together on many projects including Six Flags Over Georgia, the 1964 New York World's Fair and the 1982 World's Fair in Knoxville, Tennessee. Not only was he a great friend, but what I remember most was his professionalism, integrity and attention to detail. He was a wonderful friend of the industry and will be greatly missed."

W. Cleveland Smith was born in Jacksboro, Texas, in 1941 because his father, Warner Cleveland Smith, insisted on seeing the birth and no hospital in Dallas at that time would allow that. His mother Emma Jean (Powell) Smith was agreeable to that game plan. Growing up in Dal-

las, Cleveland finished high school in Dallas and studied business administration at the University of Texas Arlington.

He is survived by his wife, Sherry Shaw Smith of Plano, Texas; daughter, Amber Suriani of Manlius, N.Y.; son, Trey Smith of Charlotte, N.C.; seven grandchildren, two of whom have Cleveland as their middle name in his honor; sister, Beverly Hendrickson of Terrell; and several nieces, nephews, aunts, uncles and cousins. Also family to Cleveland were his canine children, Cuervo who died last year, and Tag.

A Celebration of Life Memorial Service honoring Cleveland was held on Sept. 17 at Ted Dickey West Funeral Home in Plano, Texas.



# INTERNATIONAL

PARKS

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## BRIEF

### Hong Kong Disneyland previews Toy Story Land

Hong Kong Disneyland Resort launched a 16-city Asian travel trade roadshow, ahead of the Nov. 2011 premier of the theme's new Toy Story Land.

Begun in Mumbai on Aug. 31, the roadshow provides a sneak peek of this magical destination taking shape in a lushly landscaped corner of the park. The only one of its kind in Asia, Toy Story Land is based on characters and experiences of Disney-Pixar's global blockbuster Toy Story film franchise. In this highly immersive themed playground, guests will shrink to the size of a toy, allowing them to play and experience adventures in the oversized world of Andy's backyard.

"With an attraction this unique we wanted a fresh and compelling way to showcase the magic of Toy Story Land and new business opportunities available to our valued trade partners. We believe our first-of-its-kind 'edutainment' format in a trade event will make learning about Toy Story Land interactive and fun, which is what this exciting new land is all about," said Aliana Ho, vice president, sales and distribution marketing.

## Polin supplies Ukraine and French parks

**STORY:** Andrew Mellor  
amellor@amusementtoday.com

**UKRAINE & FRANCE** — The Ukraine's largest indoor waterpark, located on the third floor of Dream Town Shopping mall in Kiev, opened in July, with Turkish waterpark specialist Polin Waterparks and Pool Systems supplying numerous waterslide attractions for the project.

Dream Island Indoor Waterpark covers approximately 25,000 square meters (270,000 square feet), with a capacity for around 3,500 visitors, and features a Jurassic 'Lost World' theme throughout with prehistoric animals and wild plants setting the scene. It is open year-round, seven days a week.

Visitors can choose from 14 waterslides, five themed pools and nine different saunas. For younger guests the park features an interactive water play area, an aqua tow-

er, a fish aquarium, water-slides and other attractions. The waterslides and all the water play attractions were designed, developed and supplied by Polin.

Among the various attractions are three body slides, a multi slide, the Black Hole with four enclosed slides incorporating a variety of special effects, the Flying Boats (a rafting slide), Space Boat, the first and only RTM (Resin Transfert Molding) manufactured family slide in the industry (according to Polin), Turbolance, Aquatube, Space Hole, Tunnel Freefall and Tube Freefall and a Wide slide.

Polin has also been involved in the supply of new attractions at two Aqualand parks in France, part of the largest waterpark chain in Europe and which have recently undergone expansion projects.

At Aqualand Bassin d'Arcachon on the west coast of France, Polin has designed



Polin provided all the waterslides at the new Dream Island Indoor Waterpark in the Ukraine. The park features a Jurassic 'Lost World' theme throughout.

COURTESY POLIN

and supplied two Racer Hybrid waterslides, the core feature of which is the innovative design of two double tubes configured side by side along a circular path. After a number of twists and turns, the tubes split into two different slides, one a Turbolance and the other a Space Boat bowl ride.

At Aqualand St. Syr Sur

Mer in southern France, a uniquely designed waterslide, Black Hole Turbolance, has been added, combining the Turbo Lance and Black Hole rides for a memorable experience. The new slides at both parks represent the first RTM manufactured waterslides in Aqualand sites.



Aqualand St. Syr Sur Mer now offers guests the unique Black Hole Turbolance.

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At Aqualand Bassin d'Arcachon, Polin has supplied two Racer Hybrid waterslides.

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# U.K.'s Thorpe Park announces new B&M coaster for 2012

**STORY:** Andrew Mellor  
amellor@amusementtoday.com

**UNITED KINGDOM** — The U.K.'s first 'winged' coaster is set to open at Thorpe Park, close to London, England, in 2012.

Representing an investment of £20 million (U.S. \$32.5 million), The Swarm, from Swiss manufacturer Bolliger and Mabillard, will be the thrill park's seventh coaster and will take riders through a post-apocalyptic landscape of war and destruction when it opens in the spring of next year. It will be built on an island in one of the park's man-made lakes.

The ride, known as a Wing Rider, will be the second of its type in Europe, with the



**Thorpe Park's new coaster in 2012 will be the second such ride built in Europe by Bolliger and Mabillard. It will be the park's seventh roller coaster.**

COURTESY THORPE PARK

first example, Raptor, having opened for the 2011 season at Gardaland in Italy. Two 28-seat trains will be used and riders will be seated in pairs on either side of the track in a 'winged'

format with their legs dangling beneath them as they are taken through scenes of carnage and destruction, including features such as a crashed plane, a smashed up helicopter and a



burned out fire engine. Other themed elements will double as facilities such as retail and F&B outlets, while the ride station will be themed as a partly demolished church.

The Swarm will take guests up to a maximum height of 127 feet (38.6 meters) and the track length will be approximately 2,542 feet (775 meters). Four inversions will be incorporated into the ride.

"We're incredibly excited about the new ride," commented Thorpe Park divi-

sional director Mike Vallis. "It is something that cannot be found anywhere else in the country and the exceptional theme elements will enhance the experience. The whole project has been heavily researched and the results showed unequivocal support for the theme of 'urban devastation.' This new roller coaster is the first investment of our Medium Term Development plans... and marks a significant stage in moving Thorpe Park towards a short break destination and ultimately a resort positioning with a hotel proposal also in development."

The Swarm will join other major coasters at the park such as SAW — The Ride (2009), Stealth (2006) and Colossus (2002).

## Danish park adds new major high ropes course from Innovative Leisure

**DENMARK** — Sommerland Sjælland in Denmark recently opened a new major high ropes course from U.K. family attractions specialist Innovative Leisure for the 2011 season.

Situated in Nykøbing, about 55 miles west of the capital of Copenhagen, Sommerland Sjælland has added a two-level, seven-pole Sky Trail Navigator as launched at the IAAPA Attractions Expo in Orlando last November. The park is very much a summer resort-style venue and is focused on open space and active elements for children to take part in, such as canoeing, interactive games, trampolines and a waterpark. The new high ropes course therefore fits in perfectly with the wide range of existing attractions and activities on offer.

The custom-designed course appeals to younger and older children as well as their parents and features a variety of fun, challenging elements for all ages. The second level is more demanding than the first but allows youngsters to build their confidence, where necessary, to move up to a more challenging section, something the park was particularly keen to provide.

The new course, which took just eight days to install, has been set up to cater to 35 participants at any one time,

providing an hourly capacity of 100. And it is also the first installation of a major high ropes course by Innovative Leisure where the client has included the attraction in the entrance price of the park, as opposed to operating it as an up-charge item.

"We first met the owners of Sommerland Sjælland at the IAAPA show last year where we were able to show them a fully operating version of the Sky Trail Navigator," said Innovative Leisure M.D. Phil Pickersgill. "It was just what they wanted and fitted the park's ethos perfectly. It's painted in bright colors so that it looks cheerful and family oriented and goes well with the context of the park and the other attractions and facilities within it."

"There are lots of elements for visitors to try," he added, "and it will be particularly interesting to watch how it performs with it being the first one we have completed that is included in the entrance price to the park."

Commenting on the venue's latest addition, Sommerland Sjælland Owner and Manager Kaare Dyvekær said: "We are very satisfied with the Sky Trail Navigator course, which in our park is named Klatrefidusen. Our guests have given us fantastic feedback on the new attraction, which has confirmed to

us that it was the right decision to choose something that provides a physical activity as opposed to a more passive experience in, for example, a new roller coaster. Families are having fun together and that was our goal in buying the high ropes course for Sommerland Sjælland.

"We have also seen an additional benefit following the installation of the course he added, "with sales in the adjacent food and beverage outlet rising significantly since it opened."

**Sommerland Sjælland recently added a two-level, seven-pole Sky Trail Navigator high ropes course. Supplied by U.K. family attractions specialist Innovative Leisure, this custom-designed course caters to 35 participants at any one time.**

COURTESY INNOVATIVE LEISURE







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# PARKS & ATTRACTIONS

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## BRIEF

### Utopia reworks beloved show at San Diego Zoo

SAN DIEGO, Calif. — The longest-running animal show in U.S. history has received a make-over. The new presentation — “Camp Critters” — at the San Diego Zoo’s Wegeforth Bowl was created and produced by Los Angeles-based Utopia Entertainment and is the first scripted show at this venue since it was opened in 1939. Integrated with the Zoo’s animal training professionals, Utopia staff created an animal show that features 15 species of animals, original music and an all-new stage.

“Camp Critters” is set in a mythical summer camp for both humans and animals. The show follows the adventures of counselors-in-training Shirley Perkins and Harry (a sea lion) who, together with the entire audience as new camp recruits, must complete a series of challenges in order to obtain their “camper’s badge.”

“We designed the new show and set in a way that the trainers will be able to incorporate new animals into the show so the performance is always evolving, which means that there is always something different for returning guests,” said Daniel Burzlaff, president and chief creative officer of Utopia Entertainment.

## Towering WindSeeker soars at Knott’s Berry Farm

*Fourth Cedar Fair swing ride thrills Southern California*

**STORY:** Dean Lamanna  
*Special to Amusement Today*

BUENAPARK, Calif. — In an era of extremes in all forms of entertainment, even modest, familiar amusement ride experiences can be repurposed to deliver unique thrills.

Take, for example, the new WindSeeker at Knott’s Berry Farm. Imagine a Zierer Wave Swinger on steroids. Or a Chance Morgan Aviator jacked 100 meters up.

Topping out at just over 300 feet, WindSeeker first impresses from a distance. Its carousel of 32 two-person hanging seats — attached to a symmetrical web of spindly metal arms — rises gradually yet swiftly up the tower, gathering whirling momentum until it achieves a maximum angle of 45 degrees. After dark, the ride blooms spectacularly with an extensive LED lighting package and is visible for many miles around.

At ground level, WindSeeker is planted between the Jaguar family coaster in the park’s Fiesta Village and the Silver Bullet inverted coaster in Ghost Town. Once passengers are secured with seatbelts and locking lap restraints, with legs swinging freely, the carousel ascends — spinning faster as it clears the surrounding coaster structures. The rotational speed, calculated more for scenic enjoyment than for nausea inducement, peaks at a satisfying 30 mph and permits a dizzying downward view for those who dare to look.

The nearby Supreme

Scream drop tower and Sky Cabin observation tower, at 312 feet and 225 feet respectively, do not diminish the lofty, birdlike isolation WindSeeker provides. The sensation of flight is enhanced by a soaring stereo soundtrack comprised of popular movie music, including themes from *Star Wars*, *Superman – The Movie* and *E.T – The Extraterrestrial*.

Knott’s General Manager Marty Keithley said WindSeeker adds “another exciting attraction” to Fiesta Village, which was first introduced in 1969 and is one of the park’s most historic areas.

“We were looking for a mid-range ride, but WindSeeker may be more than that,” Keithley told *AT*. “It’s got family appeal and thrill appeal. It’s very smooth and has something for everybody.” (The ride also has a 52-inch height requirement.)

From Dutch ride manufacturer Mondial, WindSeeker is the fourth such installation this year among Cedar Fair Entertainment Company’s North American park holdings. The ride adds another strikingly vertical landmark to Knott’s, which Cedar Fair has transformed into the Manhattan skyline of Orange County fun spots since the company purchased the property in 1997.

“Cedar Fair is so good at putting in the hard-steel attractions and the bigger-and-better rides,” Keithley said. “It’s something we needed [in the late 1990s] because we were losing our teen appeal at the time. Now, it’s gotten to the point where we are a huge, high-rise, skyscraper-type park like a lot of parks in the country. It makes for a really



Earlier this year, ride manufacturer Mondial of the Netherlands erected its WindSeeker rotating swing tower prototype in three other Cedar Fair parks: Cedar Point in Sandusky, Ohio; King’s Island in Mason, Ohio; and Canada’s Wonderland in Toronto, Ontario, Canada.

COURTESY KNOTT’S

good teen and family experience for our guests.”

Original plans called for WindSeeker to replace the Sky Cabin in the park’s bustling Boardwalk section. But Knott’s opted to undertake a techni-

cal upgrade of that 1976-built attraction and locate the new ride in the less heavily visited Fiesta Village. “It’s going to change our flow pattern and drive attendance to this area

► See KNOTT’S, page 11

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## ►KNOTT'S

Continued from page 10

of the park," Keithley said.

This decision, plus modifications needed to the prototype ride design once it began operating in Cedar Fair's other parks, caused a couple of delays in WindSeeker's debut. But Knott's feels the extended learning curve was worth it.

"WindSeeker has turned into a really great ride," Keithley said. "We're happy to have it – and we think it's going to be a great long-term attraction for the park."

### FAST FACTS

#### Attraction/Park

WindSeeker  
Knott's Berry Farm  
Buena Park, Calif.

#### Type

rotating swing tower ride

#### Height/Diameter

301 feet/  
81 feet stationary/  
110 feet full swing

#### Rotational Speed

25-30 mph (8 rpm)

#### Capacity

32 two-passenger  
suspended seats

#### Duration

3 minutes  
(full ascent/descent cycle)

#### Manufacturer

Mondial, The Netherlands

#### Cost/Opened

\$5 million/Aug. 24, 2011

## WindSeekers rising above Carowinds, KD in 2012

While Kitty Hawk, North Carolina became symbolic to the Carolinas as the site of the Wright Brothers' "first flight," Carowinds (Charlotte, N.C.) will follow a similar path as the southern themed debuts WindSeeker, a \$6.5 million, 30-story-tall tower swing ride from Mondial next spring.

In the same vein. Carowinds' sister park, Kings Dominion in Richmond, Va., will introduce an identical version of the ride that has been well received when it premiered at four other Cedar Fair properties during the 2011 season.

"The sense of soaring 30 stories in the air will be both exhilarating and breathtaking at the same time," said Bart Kinzel, Carowinds' vice president and general manager. "This new addition will give guests an unparalleled view, making it a must-ride attraction for both families and thrill-seekers alike. The immense scale of this ride alone will be truly stunning."

WindSeeker will be located in the Carolina RFD section of Carowinds near the entrance of Snoopy's Starlight Spectacular. A portion of the lake near the Nighthawk roller coaster will be filled in to accommodate the massive tower

Carowinds, right, joins sister park Kings Dominion, far right, in welcoming new WindSeeker tower swing rides in 2012. Supplied by Mondial, the new \$6.5 million, 30-story-tall attractions will each seat 64 riders and be outfitted with elaborate LED lighting system as well as on-ride audio that can play up to 18 different music tracks.

COURTESY  
CEDAR FAIR



ride.

To complement the recently added Snoopy's Starlight Spectacular, WindSeeker will be built with an elaborate LED lighting system. Aside from the LED spotlights that will be located at the top and bottom of the tower, the carriage of the ride will be equipped with LED light strands that will run out from the tower and down each of the ride's steel arms. At night, as the ride ascends to the top of the tower, the light display will come to life with a kaleidoscope of colorful patterns and shapes. In addition, WindSeeker will be equipped with speakers located on the ride's carriage. This on-ride audio can play up to eighteen different music tracks.

Exhibiting the same characteristics of its Southern cousin, Kings Dominion's version of WindSeeker will be located near the present site of the Skyflier attraction and the Juke Box Diner. For comparison purposes, KD's WindSeeker riders will soar just above riders on the park's popular Drop Tower attraction.

"Spinning almost 300 feet above Kings Dominion and the adjacent countryside will be a very exciting ride experience for our guests," said Pat Jones, vice president and general manager of Kings Dominion. "During the day, or at night when the ride will be illuminated with spectacular lighting, WindSeeker will provide riders with dramat-

ic views of the park and surrounding attractions. I have no doubt it will be an extremely popular addition to Kings Dominion."

In addition to WindSeeker, Kings Dominion will also invite guests to step back in time to periods between 245 million and 65 million years ago as they walk through Dinosaurs Alive!, the park's unique new six-acre animatronic dinosaur attraction. Thirty six life-sized dinosaurs are on display in Dinosaurs Alive!, including several animatronic models, in a spectacular outdoor Jurassic forest setting.

Both WindSeekers are expected to open at their respective parks next spring.

—Scott Rutherford

## Canada's Wonderland announces B&M Giga coaster for 2012

VAUGHAN, Ontario — Officials at Canada's Wonderland have confirmed the park is adding one of the biggest and tallest roller coasters in the world: Leviathan. When the park opens next spring, Leviathan will dominate the landscape, taking riders to breathtaking heights and speeds never experienced before at Wonderland.

Leviathan, a Giga coaster, is being supplied by Bolliger & Mabillard, of Monthey, Switzerland. The highly recognized industry leader in roller coaster development also constructed Behemoth, which premiered at Canada's Wonderland in May 2008.

The excitement begins on Leviathan's first lift hill as riders climb to a record breaking height of 306 feet followed by an 80-degree first drop. Reaching a top speed of 148 kilometers per hour, riders will experience extreme coaster thrills on 5,486 feet of track that includes a

series of giant camelback hills reaching heights up to 180 feet, and an overbanked hammerhead turn at 115 degrees that will cross above the park's front gate at 147 feet high.

"Leviathan will be our 16th coaster and now positions Canada's Wonderland as one of the top three coaster destinations in the world," said Raffi Kaprelyan, vice president and general manager, Canada's Wonderland. "We will go higher, longer, and faster than ever before when we launch Leviathan in 2012. With the addition of this new coaster and our diverse collection of rides, shows and attractions, we continue to show why Canada's Wonderland is the destination of choice for those seeking world class thrills and family entertainment."

Construction of Leviathan is well underway at the park with expected completion in May 2012.



# Six Flags new-for-2012 attractions announced

Six Flags Entertainment Corporation has announced its lineup of new rides and attractions for the 2012 operating season. Six Flags parks across North America will debut an exciting package of thrill rides, family rides, shows and special events featuring some of the most innovative rides and attractions in the industry.

## Six Flags America Apocalypse

Mayhem comes to Maryland next season in the form of a B&M stand-up roller coaster. Sporting the ominous name of Apocalypse, the coaster will be located in the Skull Island area of the park. For two minutes, guests will hurtle along the 2,900-foot-long course at speeds of 55 miles-per-hour and endure numerous twists, turns and two inversions (a vertical loop and corkscrew). The 100-foot-tall Apocalypse began its life as Iron Wolf at Six Flags Great America where it operated 1990-2011.

## SF Discovery Kingdom Superman Ultimate Flight

Created in a partnership between Six Flags Discovery Kingdom, Warner Bros. Consumer Products and DC Entertainment, Superman Ultimate Flight is a shuttle loop launch coaster supplied by Premier Rides. This one-of-a-kind coaster features the



Apocalypse

tallest inversion west of the Mississippi and will rank alongside the tallest coaster inversions in the world. At 150 feet high, riders will experience speeds of 62 mph, with two upside-down twists and two vertical rolls over a track length of 863 feet.

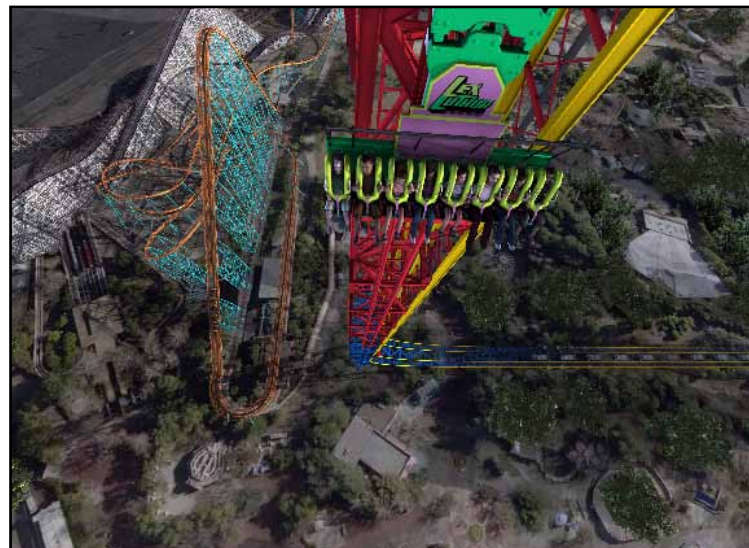
## Six Flags Fiesta Texas SkyScreamer

Six Flags Fiesta Texas is installing SkyScreamer, a tower swing ride from Funtime next spring. Soaring 200 feet above the ground, SkyScreamer will surpass the height of the park's quarry walls. Thirty-two guests will board the ride and sit two across in open air swings as they climb to the top of the SkyScreamer tower while revolving. At full power, guests will soar in a 98-foot

circle at speeds of 40 mph with the rest of the park far below their dangling feet.

## Six Flags Great Adventure SkyScreamer, plus rides

Six Flags Great Adventure has unveiled area redevelopment plans that will add both extreme and family thrills to their current ride offering for the 2012 season. In the theme park, Fantasy Forest will undergo a dramatic transformation as four rides – SkyScreamer tower swing, bumper cars, Scrambler and flying elephants – designed to bring thrills to guests of all ages invigorate this whimsically-themed area. In Hurricane Harbor guests will find The Falls, a slide tower redesigned with drop boxes that yank the floor out from under riders and send them



Lex Luthor: Drop of Doom



Superman Ultimate Flight

plunging down the water-filled slides at 32 mph.

## Six Flags Great America X-Flight

X-Flight, a state-of-the-art B&M 'Wing Coaster' will highlight the 2012 season at Six Flags Great America. On X-Flight, riders sit in pairs, suspended on either side of the track with their feet dangling, as they begin their climb up a 12-story lift, which will propel at speeds of 55 mph through 3,000 feet of drops and five inversions including a barrel roll and zero-g roll. One of the most adrenaline-pumping moments on the ride is an extreme fly-through where the coaster speeds straight toward a control tower structure, before making a last-minute vertical flip to fit through a keyhole cut-out.

Drop of Doom next season. The ride's track running rails will be attached to both sides of the iconic Superman: Escape from Krypton tower. After being hoisted to a height of 400 feet, the dual gondolas will pause briefly before being released and dropped at speeds of up to 85 mph. After five seconds of freefall, the gondolas will be stopped just a few feet from the ground by a sophisticated magnetic braking system.

## Six Flags New England Goliath

Next spring, guests visiting Six Flags New England can challenge Goliath, a Vekoma suspended looping boomerang coaster that is being relocated from Six Flags Magic Mountain. The ride experience will begin when guests are strapped into seats suspended from the track above. Goliath pulls riders dangling face-down out of the station and up the first



X-Flight



SkyScreamer

## Six Flags Magic Mountain Lex Luthor: Drop of Doom

Six Flags Magic Mountain is adding the world's tallest vertical drop ride, Lex Luthor:

► See SIX FLAGS, page 14

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Bonzai Pipeline

## ►SIX FLAGS Continued from page 12

tower. Once riders reach the top, they are dropped into a complete vertical 18-story freefall reaching speeds of 65 mph before racing on the outside of a 102-foot-tall vertical loop followed by an 110-foot-tall boomerang element. After climbing the second tower, the train is released to complete the course in reverse.

## Six Flags Over Georgia show package

Six Flags Over Georgia will celebrate its 45th anniversary next spring by introducing six new shows. An exciting array of new presentations will light up venues across the park, including an all-new outdoor experience that will highlight the park's storied history since its opening in 1967. Two thrilling new productions will debut inside the Crystal Pistol Music Hall, including an illu-

minated dance show with stunning visual effects. Other shows include the return of *We Got the Beat* in the Bugs Bunny World Theater, a new 60's-inspired dance show in the U.S.A. section of the park and the return of a fan favorite show during Fright Fest 2012.

## Six Flags St. Louis Bonzai Pipeline

Six Flags St. Louis plans to add an extreme body slide, Bonzai Pipeline, to Hurricane Harbor in 2012. Bonzai Pipeline joins the 12-acre waterpark's existing lineup of water attractions as one of the only looping body slide with a launching capsule. Bonzai Pipeline will feature twin, looping slides that sit side by side and the Proslide Skybox launching capsule. After reaching the top of the six-story structure, guests will step into the enclosed capsule where the floor drops out beneath them, sending them free-falling down the slide and into a side 'super loop.' Riders will surf the 290-foot-long slide at up to 40 mph. Bonzai Pipeline's clear tubes allow spectators below to watch riders as they shoot through the 360-degree loops and splash out into the water below.

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## The Great Escape and Splashwater Kingdom Alpine Freefalls

The Great Escape's popular outdoor waterpark, Splashwater Kingdom goes big in 2012 with the addition of Alpine Freefalls, a two level waterslide complex. The new attraction will boast the park's first free fall speed slide with Skybox technology and the Northeast's first of its kind mat racer. Guests will face their biggest fears when they take on the double black diamond Cliffhanger waterslide. Perched six stories high, riders will count to three before the floor drops from below, plunging them at speeds of up to 32 mph down an 80 degree drop. For those looking for a little competition, Twisted Racer is a four-story, four-lane race through enclosed tunnels, giving guests the chance to compete with friends and family at speeds of over 25 feet per second. Riders will race on mats through pretzel shaped tubes before opening up into a final drop and a straight shot to the finish line where each competitor's time will be displayed on LED boards.

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# B&M wing coaster will soar over Dollywood in 2012

PIGEON FORGE, Tenn. — Dollywood's 2012 season will be a historic one as the Tennessee-based theme park introduces the new \$20 million Wild Eagle wing coaster, the first of its kind to open in the U.S.



Experiencing the freedom of flight, the new coaster's innovative floorless design positions riders seated four abreast in a forward-facing position, with two riders actually seated on the "wings" along either side of the coaster's track with nothing but air above and below them.

"After the honor of the 2010 Applause Award, we knew that all eyes were on us at Dollywood to see what we'd do next," said Dolly Parton. "Wild Eagle celebrates not only the majestic bald eagle but also my beautiful Smoky Mountains which folks will get a bird's eye view of as they soar high above Dollywood. I'm just thrilled that Dollywood's Wild Eagle is the only place in the entire country where folks can get



Representing the largest single capital investment in Dollywood's 26-year history, the new-for-2012 Wild Eagle will perch on the park's highest peak. From a height of 210 feet above the loading station, riders on the new B&M wing coaster will drop 135 feet and experience four inversions and top speed of 61 mph along the coaster's 3,127-foot-long course. COURTESY DOLLYWOOD

their feathers ruffled on a coaster like this."

Perched on the park's highest peak, Wild Eagle rises 21 stories into the sky. Taking off from the Wilderness Pass area, riders experience the sensation of flight along the coaster's 3,127-foot-long course. Wild Eagles' trains will attain a top speed of 61 mph as they plunge down the 135-foot first drop and then negotiate four inversions including a giant

loop, a zero-G roll, and a giant flat spin.

Located 210 feet above the coaster's loading station, the ride provides spectacular views of the Smoky Mountains terrain below. The coaster trains consists of seven cars that carry four passengers for a total of 28 people per train. Each vehicle features an imposing bald eagle with piercing eyes and broad wings outstretched for flight.

Wild Eagle is the largest single capital investment in Dollywood's 26-year history. The park's development team is collaborating with Switzerland-based Bolliger & Mabillard (B&M), the world's premier coaster manufacturer. Pioneers in ride technology, B&M has built 11 of the 20 highest-ranking steel coasters in the world, according to *Amusement Today* polls.

The ride's name celebrates the bald eagle, a raptor whose population has increased in recent years due largely to the efforts of the American Eagle Foundation (AEF). Headquartered at Dollywood for 20 years, the AEF is home to Eagle Mountain Sanctuary, a 1.5-million-cubic-foot natural outdoor aviary with the largest presentation of non-releasable bald eagles. Dollywood is one of the AEF's largest benefactors, supporting the not-for-profit organization's work to preserve and protect birds of prey.

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At Beijing Happy Magic Waterpark

## ProSlide makes big splash in China with 35 water ride installs

CHINA — Beijing Happy Magic Waterpark, located in the Fengtai District of Beijing, China, recently opened with a host of unique and innovative water rides that entertain up to 35,000 guests daily. The new facility has the largest amount of water rides built in 2011 and has been touted as the “World’s Largest Waterpark,” with all major rides and complexes by Canada’s ProSlide Technology.

ProSlide provided Beijing Happy Magic Waterpark with seven major ride complexes, 35 water rides and the world’s largest RideHouse active Ride n’ Spray structure that boasts 12 slides, over 65 active waterplay features including a 400-gallon dumping bucket and 150 themed sculptures

and features.

Beijing Happy Magic Waterpark has the world’s first TornadoWave, the next evolution of ProSlide’s thrilling line-up of extreme water rides. With a 45-degree drop in and near vertical hang time, there are few rides that come close to sweeping weightlessness sensation that the TornadoWave creates.

In total, ProSlide built for this new park a triple funnel TantrumAlley, the iconic Tornado, a Mach 4 complex, BehemothBowl, Dueling CannonBowls, OctopusRacer, TornadoWave, a SpeedZone complex with FreeFall, Turbo Tunnel and a MultiBump as well as a Kidz Zone and a RideHouse.



ProSlide provided Beijing Happy Magic Waterpark with seven major ride complexes, 35 water rides and the world’s largest RideHouse active Ride n’ Spray structure that boasts 12 slides, over 65 active waterplay features including a 400-gallon dumping bucket and 150 themed sculptures and features. COURTESY PROSLIDE



Dueling CannonBowls



TornadoWave



Wave Pool



TantrumAlley



Tornado



Pipeline Mach 4

Have waterpark news of interest? E-mail it to [gslade@amusementtoday.com](mailto:gslade@amusementtoday.com).

# Wet 'n' Wild Phoenix opens first Constrictor

*WhiteWater supplies new waterslide*

PHOENIX, Arizona — WhiteWater West Industries, in Richmond, B.C., Canada, has announced that it delivered its first Constrictor waterslide to Wet 'n' Wild Phoenix this summer.

The Constrictor (44 feet tall, 419 feet long) satisfies a "need for speed" by taking riders through a series of spine-tingling spirals at speeds up to 18 mph (29 kph). It also features a visually striking, snake-skin like exterior and is equipped for one and two person inner-tubes, adding to the overall appeal of Wet 'n' Wild Phoenix's newest attraction.

The new waterslide was anchored to an existing mat racer tower for added savings,

resulting in the ability to use the same guest stairs to reach the top of the platform.

"At Wet 'n' Wild Phoenix, we're thrilled to bring another first to our waterpark. The Constrictor is an exciting addition to our current mix," says Trevor Wilson, director of marketing for Village Roadshow Theme Parks, owners of the waterpark. "Being the first of its kind, we're anticipating substantial increases in attendance, attracting thrill-seekers of all ages!"

Wet 'n' Wild Phoenix is home to other industry firsts such as the first dueling Master Blasters, the first Family Boomerango in North America and now the world's first Constrictor — all designed, engineered, manufactured and installed by WhiteWater.



The Constrictor, a new enclosed and twisting waterslide on a small footprint has opened at Wet 'n' Wild Phoenix. It is from WhiteWater West Industries and is the first of its kind to be built. COURTESY WHITEWATER



# Two Korean waterparks expand with WhiteWater rides

KOREA — Two of Korea's world-renowned waterparks – DaeMyung Vivaldi Ocean World and Samsung Everland Caribbean Bay — both expanded this summer with support from WhiteWater West.

DaeMyung Vivaldi Ocean World installed the world's first Family Python, a member of WhiteWater's MegaTube series. The Family Python gives riders an intense adrenaline rush, swallowing them whole into its colossal 20-foot enclosed MegaTube sections. Exhilarating up and down oscillations provide entertainment for both riders and spectators.

A tower combines two fantastic attractions: the Whizzard Mat Racer and the Family Python, providing a visually-stunning addition to the waterpark's topography of attractions including a Family Boomerango, Master

Blaster, AquaPlay Giant RainFortress, AquaPlay AP1050, Surf Wave Pool and other thrillers.

Samsung Everland Caribbean Bay recently completed the third expansion since its 1995 debut. With the addition of four eye-catching AquaLoops, these near-vertical loops are completely translucent due to their unparallelled SilkTek fiberglass bodies. The AquaLoops reach speeds of 40 mph and produce 2.5 g in only 6.5 seconds.

Custom-themed to match its tropical theme and offering dramatic lighting for late-night-sliding, Caribbean Bay's four dueling AquaLoops join a host of WhiteWater attractions including a Master Blaster complex, Family Boomerango, Family Raft Ride, and a Surf Wave Pool.



WhiteWater West recently delivered two unique attractions in Korea. Above, DaeMyung Vivaldi Ocean World received the world's first Family Python (part of the company's MegaTube series). At left, Samsung Everland Caribbean Bay installed four heavily-themed AquaLoops. The rides also feature impressive night lighting, as seen in far left photo. COURTESY WHITEWATER

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# Branson's White Water opens interactive Aloha River

**STORY:** Tim Baldwin  
tbaldwin@amusementtoday.com

BRANSON, Mo. — Families who have headed to Branson this summer have already discovered a new way to beat the heat wave that has encompassed the U.S. this year. Aloha River at Hula Hula Bay is White Water's newest attraction. This interactive lazy river style ride is the park's longest ride at 800 feet and part of a \$3 million expansion, which the park reports is their biggest ever.

With 30 seasons under their belt, the folks at White Water knew the timing was right for a complete makeover for part of the waterpark, built and operated by Silver Dollar City. While the park previously had a lazy river attraction, White Water felt it was dated, too small and no longer met the needs of their guests. Aloha River at Hula Hula Bay is a much more engaging attraction that will serve their guests for years and years, and quite frankly, it does it beautifully.

Cleverly, the design of the all-new attraction has a serpentine course. In contrast to waterparks who have just utilized an oval layout, Aloha River has numerous bends and curves, giving a sense of wonder of what might just be around the corner. To accent this atmosphere, the park has mounded berms placed within the twisting course to not only keep the scenery ahead hidden, but also lets both tubers and pedestrians appreciate the lush landscaping placed within the ride.

Patrons are not required to have a tube to enter the river, although ample tubes are provided. This eliminates any need for queuing. There is a main entrance with a secondary entrance near new cabanas. Lifeguards can also implement an emergency exit for a third point in the case of an approaching storm.

Thematic elements make the new experience much more interactive. Most notable is the 30-foot-tall tiki tower that pours water into the river at numerous points, due to the twisting nature of the course. Of note, many of the pieces used are much more than just painted props, but intricately carved wooden sculptures. The attention to detail is commendable. Crates, animals and



The signage and theming accent White Water's new attraction. At right, this central water tower drips on tubers at different points in the river's course.



masks also squirt water on the unsuspecting. One single journey around the entire course takes about eight minutes, but guests are free to take as many circuits as they wish.

*Amusement Today* talked with Cory Roebuck, director of operations for Silver Dollar City and White Water. "The Aloha River uses 300,000 gallons of water in its 800-foot course," says Roebuck. "It now has a zero-depth entry which we didn't have with our previous lazy river." His personal favorite aspect of the new Aloha River he considers to be the landscaping. "The fact that we are in this part of the country, but we have all these tropical plants and palm trees and things you wouldn't normally see, it truly trans-

ports you into that Polynesian Island experience."

The new expansion also allowed further improvements in the close proximity to the Aloha River. Roebuck explains, "With the removal of the old lazy river, we were able to expand the Coconut Cove children's area and make it 30 percent bigger. We've added deck chairs and new cabanas in that area, and also created a single zero-depth entry area to the location." He also notes, "We've been able to add water guns for kids to aim in that area."

New retail and food outlets have also been installed. "We've added our Market Place Cafe, which is a grab-and-go type menu," says Roebuck. "It's a brand new loca-

tion. In our Sandwich Island, Hula Bay, White Water has been able to accomplish a goal of incorporating a Polynesian theme now throughout the park. Roebuck says, "In the past few years, any new areas or renovations we have done, we've gone in and made sure it fits that theming. In the past we may have had pockets of theming, but this year, with the new river, it seems to be all inclusive. I think all of our theming came together with this year's additions."

Incorporated into the expansion was an enlargement of walkways, sometimes doubling them in size in order to help traffic flow. Roebuck says it gives the area a more open feeling. He also reports that the construction crew came from Silver Dollar City.

With Aloha River at Hula

Well into the season, White Water featured Night Water on select nights through September 3, staying open until 10:00 p.m. Daily operation continued through August 14 and the season concluded on Labor Day.



This carved tiki tower provides theming, whimsy and interaction to the Aloha River. The Aloha River has many bends, allowing for landscaping to be incorporated.

AT/TIM BALDWIN



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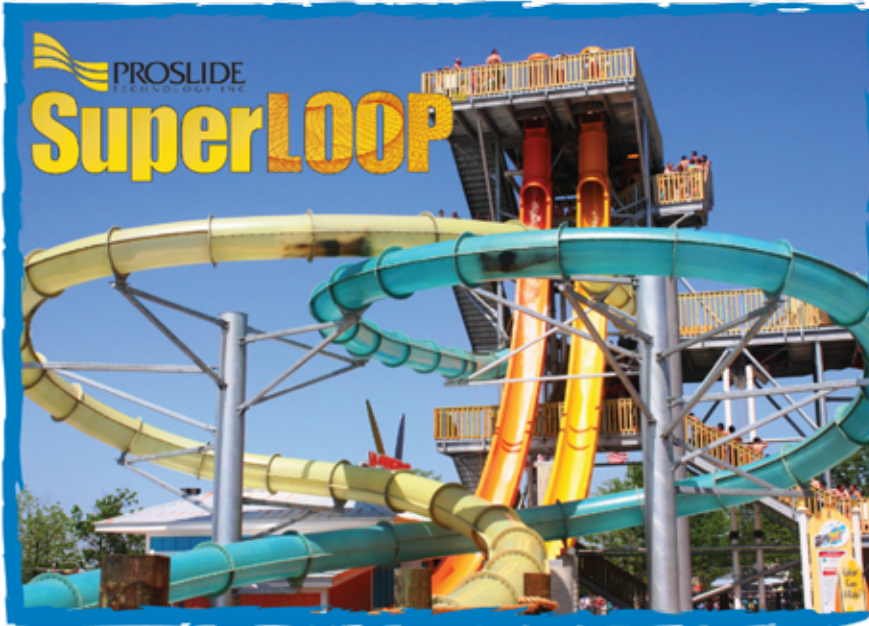


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# SplashTacular's 360Rush waterslide opens in Alabama

BLOUNTSVILLE, Ala. — Guests visiting Spring Valley Beach waterpark this summer had a chance to check out 360Rush, SplashTacular's first and only dueling body bowl.

"It's incredible. It's fast. You can really feel the G-forces," said Alex Weidman, vice president of development and engineering at SplashTacular. "There's nothing like it."

The 360Rush experience begins with a climb to the top of the attraction's 58-foot-tall tower. Once there, two riders wait to race each other in a timed gating system that increases the suspense in a 3-2-1 countdown. When time runs out, the riders drop simultaneously through an opaque floor into two nearly vertical 32-inch diameter tubes where they quickly accelerate at speeds of more than 30 mph.

"The drop gate is a different level of excitement all by itself," said Spring Valley Beach CEO Travis Gilliland. "First you have the countdown, then the doors go out from under you. When you first drop into the tube, you go straight down, then you come around the corner, and the transition is so smooth. I can't believe how smooth the drop is."

At the bottom, the two riders chase each other in a body bowl, circling around until finally settling at a gentle stop. The two-person body bowl represents some of the latest patented technology from SplashTacular.

Riders of all ages, sizes, and backgrounds have already enjoyed the slide, including



Gilliland's eight-year-old son, who stands at only four-feet-tall. "My son loved the slide," Gilliland said. "He rode it three times the first day it opened. He got to the bottom, then ran right back up the stairs."

The new 360Rush attraction was designed, manufactured, and built by SplashTacular, Inc., a U.S.-based waterslide manufacturer with corporate offices in California and operations facilities in Kansas and Texas.

SplashTacular recently introduced 360Rush, the company's first and only dueling body bowl waterslide complex, at Alabama's Spring Valley Beach waterpark. 360Rush features two nearly-vertical 32-inch diameter tubes that accelerate riders to speeds of more than 30 mph.



▶ See RUSH, page 27 COURTESY SPLASHTACULAR



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## Castle Park marks 35th anniversary with Buccaneer Cove waterplay area

RIVERSIDE, Calif. — Castle Park celebrated its 35th anniversary in 2011 with the addition of a 20,000-square-foot waterplay area dubbed Buccaneer Cove. Opened July 23, Buccaneer Cove was a highly anticipated addition to the park's lineup as summer temperatures soared to triple digits.

Supplied by Arihant Industrial Corporation Limited in India, Castle Park's new waterplay area features five levels of interactive water elements. Buccaneer Cove also includes five colorful waterslides, wet water tunnels, interactive aqua domes, spray cannons, spray loops and cylinder spray fountains, as well as a huge splash bucket located at the top of the structure. Lounge chairs and lush shady foliage provide guests with the chance to take a break from the fun and sun.

Buccaneer Cove water playground is located next to the park's castle themed arcade and is included with amusement park ride admission.

Castle Park celebrates its 35th anniversary this season with the addition of Buccaneer Cove, a waterplay area supplied by India-based Arihant Industrial Corporation Limited. COURTESY CASTLE PARK



**360RUSH**

Spring Valley Beach - Blountsville, AL

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## ►RUSH

Continued from page 26

"Waterslide fans will love this. It's never been done before," added Weidman. "The combination of speed slides with a body bowl, and doing it all with a friend – you can't do that on any other slide."

The slide was built using a new 'closed bag' molding system, which allowed SplashTacular to produce better-quality fiberglass product in a shorter timeframe. Spring Valley Beach ordered the slide on Jan. 1, and it opened to the public on July 1, which left only 26 weeks from order date to installation and testing.

Gilliland says he is very pleased with the slide and the installation by SplashTacular, noting that the 360Rush will be Spring Valley Beach's signature ride. "I've personally talked to a lot of the people that rode it and I got a lot of positive feedback," Gilliland said. "Bottom line, I definitely think it will increase our attendance."

## ProSlide launches Europe's first Topsy-Turvy

NETHERLANDS — The Aqua Mundo waterpark, located within the Center Parcs – De Eemhof in the Netherlands, is now home to Europe's first ProSlide Topsy-Turvy. The recent grand opening of the ride was attended by many, including local media and Olympic Swimming Champion, Inge de Bruijn.

Winner of the 2010 IAAPA Best New Water Ride in the World, the ProSlide Topsy-

Turvy was the clear choice for Center Parcs when they were looking to add a new attraction that would provide guests with a thrilling, yet family friendly water ride.

The Topsy-Turvy experience begins with riders cruising through radius curves before an unexpected drop into a funnel where they oscillate back and forth. Then, they exit back into the enclosed tunnel and onto the next set



Topsy-Turvy's funnels as seen at Center Parcs De Eemhof. COURTESY PROSLIDE



of curves and funnels. The uniqueness of this Topsy-Turvy installation illustrates the versatility and flexible of

ProSlide water rides. With its indoor start, outdoor triple Topsy-Turvy ride footprint and the indoor ProSplash fin-

ish, this new attraction has proven itself as a spectacular "all weather" water ride.

## Safari Sam's Oasis holds special needs event

WEST BERLIN, N.J. — Safari Sam's Oasis Indoor Water Park in West Berlin, New Jersey, welcomed guests with special needs to an exclusive event held on October 2. Children and adults with special needs as well as their family and friends were welcomed to attend. The park was closed to the general public and admission was limited. Swimmers were able to purchase tickets for \$15 and non-swimming chaperones for \$5. During the event, the arcade games were turned off so as not to disturb those with light and sound sensitivities. Guests with dietary restrictions were invited to bring their favorite snacks. It was the sixth special needs event in the Special Events at Sam's (S.E.A.S) series, which began the previous December. Another event is planned for December 4, 2011.

## Castaway Cove waterpark sets new attendance record

WICHITA FALLS, Texas — Castaway Cove's 2011 waterpark attendance increased 17 percent setting new records in paid attendance, after 4 p.m. attendance, and total park revenue. Dry and hot weather, while unfortunate for Texas, was a plus for the waterpark. Wichita Falls recorded more than 100 days of weather that exceeded 100-degree temperatures this summer.

"We believe that the weather had an impact on the attendance while the 'new' marketing campaign added to the success" said Kent Lemasters, president of Amusement Aquatic Management Group (AMG) who is contracted by the city of Wichita Falls to manage, operate, and market the waterpark for the city. "It appears that Castaway Cove's attendance increased because of what we determined would appeal to Texoma residents from a marketing standpoint, and then we creatively incor-

porated those messages in our media, advertising, and promotion campaign," concluded Lemasters.

Steve Vaughn, Castaway Cove's park manager agreed with Lemasters that the hot weather and the marketing campaign were the key elements of the increased attendance. "We communicated to our guests that the waterpark would be a pleasant and different experience that they would want to return to and they did all summer long," said Vaughn.

Castaway Cove's 2011 marketing campaign focused on five key components: fresh look, new sounds, extended hours, new reduced prices after 4:00 p.m., and concerts every Friday night during the summer. Twenty percent of the 2011 total guest attendance to the waterpark arrived after 4:00 p.m. while only 7 percent of last year's guests arrived after 4:00 p.m.



## New Polin King Cobra waterslide strikes in Turkey

TURKEY — Polin Waterparks and Pool Systems has announced the debut of its new King Cobra waterslide at Cobra Kingdom Waterpark at Maxx Royal Holiday Resort, Antalya, Turkey. Cobra Kingdom opened to the public on June 2011.

First previewed at IAAPA Asia Expo 2010, King Cobra offers not only an intense ride experience, but also a stunning design and a one-of-a-kind visual to spectators. The core feature of King Cobra is its unique configuration that enables two double tubes to race through a circular path with twists, turns, and surprises before experiencing a major drop as they race into the valley of the Cobra.

"It does not end. The two double tubes are now heading into the mouth of Cobra. Unique fog, high-pitched hiss, water spraying, visual effects make it more exciting than ever while the spectators below think you've been swallowed by the Cobra," explained Polin Project Engineer Ugur Degirmenci. "Then powerful

► See POLIN, page 29



Polin's first King Cobra waterslide has opened at Turkey's Cobra Kingdom Waterpark. The waterslide offers an intense ride experience along with a stunning design and one-of-a-kind visual features.

COURTESY POLIN

## ►POLIN

Continued from page 29

G-forces take over your tube and riders come back down and then oscillate up and down again as the tubes stop on down the waterslide. You come to the end of this unique riding experience. The new waterslide is both visually and in terms of riding experience just breathtaking. With so many great product features, the project has been more successful than even anticipated."

King Cobra is one of 10 other Polin waterslides and attractions at Cobra Kingdom.

"We all have been greatly anticipating the opening of the first King Cobra. Even before the installation, it created a lot of excitement within the industry. Once complete, the final product greatly surpassed our already high

expectations. We are so satisfied with the product that we want to have King Cobra in all of our coming projects. We feel fortunate to be the first waterpark to have this spectacular and unique waterslide," said Baki Kayan, general coordinator of Voyage Construction & Tourism Company, the owner of Maxx Royal Holiday Resort.

Polin's new King Cobra has obviously captured the international waterpark community's attention. Following the original's debut in Turkey, a second installation was completed on July 11 at Russia's Djubga Waterpark. "We are about to finalize five other contracts for King Cobra," said Kubilay Alpdogan, Polin sales manager. "By mid 2012, there will be three King Cobras in Asia, two in Middle East, another in America and more are to come very soon."



Polin's first King Cobra waterslide recently debuted at Turkey's Cobra Kingdom Waterpark at the Maxx Royal Holiday Resort. The colorful double-tube slide offers high-speed twists and turns in enclosed flumes before making a dramatic plunge into the valley of the Cobra. A second unit has opened in Russia while five more King Cobras are headed to waterparks around the globe in 2012.

COURTESY POLIN



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# NEWS SPLASH

COMPILED: Jeffrey L. Seifert, [jseifert@amusementtoday.com](mailto:jseifert@amusementtoday.com)

The **Mulligan Family Fun Center** in Murrieta, California opened its latest attraction on July 22 by offering special pricing and barbecued hamburgers. The five-slide complex offers a fun and affordable way for families to cool off without having to make a long drive to one of California's larger water and or theme parks. The new slides have been very popular and the FEC plans to continue adding more slides and water attractions over the next five years.

Pennsylvania's **Dutch Springs Aqua Park** retired its aging Aqua Tower and Blob in July. For many years guests could leap from the Aqua Tower onto a giant inflatable "blob" below and launch the person at the other end six feet into the air. The owners were disappointed that the attraction had to be removed but the manufacturer had stopped making the product two years ago and parts for repairs were no longer available. The attraction has been replaced with a large inflatable water slide.

When an overzealous police force in Midway, Georgia, shut down a local lemonade stand, the three young girls who were hoping to earn enough cash so they could attend their local waterpark had their hopes dashed. Upon learning of this, the management of **Summer Waves Water Park** in Jekyll Island invited the girls to come and spend the day free of charge. The park also had the maintenance staff build a lemonade stand and the three young girls were able to sell lemonade inside the park, safe from the police, to generate some spending money. The girls decided to donate 10 percent of their proceeds to the Liberty Humane Shelter. A court clerk for the City of Midway indicated that with an ongoing investigation for some criminal activity, they were unable to comment.

The new 10-acre waterpark complex at the **Gaylord Texan Resort** in Grapevine, Texas has helped to boost sales among leisure guests by almost 40 percent compared with the previous year. The Gaylord Texan has always done well attracting corporate groups but the addition of the water recreation complex has helped attract association groups and families on weekends and holidays.

**TripAdvisor**, the world's largest travel review Internet site announced in July the top 10 waterparks according to its reviewers. In the number one spot was Holiday World's Splashin' Safari in Santa Claus, Indiana. According to one reviewer "This was the most clean and organized park we have ever been to." Other top parks included Busch's Water Country USA, SeaWorld's Aquatica, Disney's Typhoon Lagoon and Noah's Ark in Wisconsin Dells. Surprisingly absent was perennial Golden Ticket winner Schlitterbahn, often rated as the number one waterpark in the world by various travel magazines and websites. Although many reviews on TripAdvisor offer high praise, some are critical of the large crowds, long lines, difficult parking situation and lack of smoke-free areas.

**Wildwater Kingdom** in Aurora, Ohio hosted special attractions and events during their Long Weekend of Fun August 6-8. The festivities began with Kids Day on Saturday, a Radio Disney and Chevrolet high-energy show on Sunday and a visit from Slider, the Cleveland Indians mascot as well as Indians player Chris Perez on Monday.

**Rotary WaterWorks**, a children's waterplay area opened at Diefenbaker Park in the Corporation of Delta, a small municipality south of Vancouver, British Columbia. This unique project was the result of a

partnership between the Rotary Club of Tsawwassen and the Corporation of Delta. More than just a waterplay area, the project also seeks to educate children on how clean water is an essential resource and what Rotary Clubs throughout the world are doing to help provide clean filtered water to third-world countries. The Rotary club contributed C\$275,000 of the C\$500,000 project.

**Harry's Water Park** in the Caribbean Republic of Trinidad and Tobago was charged with illegally tapping into the country's water supply. The park's connection was terminated and the park was billed for an estimated use of 11,000 to 15,000 gallons of water per day after two supply pipes were found tapped into the main transmission line. The Water and Sewage authority claims the supply pipes were illegal. The owners of the park deny any wrongdoing and say the park runs on recycled water and that water from the public supply is used only for drinking and cooking. They claim that all of their bills are up to date and they have never made an illegal connection, and that no one in the park even has the know-how or ability to tap into an active main water line. In the meantime the park is operating on recycled water and is asking patrons to bring in their own bottled water for drinking. The owners will purchase water from other sources if the country refuses to reconnect the supply line.

In less than two months **Evergreen Wings & Waves** in McMinnville, Oregon, has hosted more than 50,000 visitors and they expect their 100,000th visitor sometime in early October. Evergreen Wings & Waves is the nation's only education and aviation-themed nonprofit waterpark, and features a Boeing 747 aircraft on top of a 70,000-square-foot facility with four waterslides coming off either side. Throughout the structure, waterpark visitors learn about the power of water and its effects on society through dozens of interactive exhibits and learning tools.

The new wave pool at **Splash Lagoon** in Erie, Pa., was on track to open in time for Labor Day weekend. Splash Lagoon is hoping the wave pool will attract families with older children and young adults and serve as another enticement to come to the park during the blustery winter months. The addition of the 30,000-square-foot wave pool places Splash Lagoon among the top five largest indoor waterparks in the country.

West Edmonton Mall's **World Waterpark** in Edmonton, Alberta, Canada, opened North America's first indoor Aqualoop, and modified two existing slides adding a new aqua-launch system. All three products are from WhiteWater West Industries. The Cyclone, as the park is calling their new Aqualoop, begins when a rider steps into a glass capsule and after a quick countdown, the floor drops out and the slider plunges 17 meters (56 feet) before entering a 45-degree-loop. The other two slides were speed-slides already in the park, but now feature the new floor-dropping capsule for added excitement.

In a recent listing of the top waterparks, the MSN Travel Canada Website named **Calypso Waterpark**, near Ottawa, Ontario, as number one. Although the author mentions the addition of Calypso's new Summit Tower as the tallest freestanding waterslide tower in North America, no other reasons for the choices are listed. Other top tens according to the site include Wild Water Kingdom in Brampton, Ontario, Edmonton's World Waterpark, Tropical Islands in Germany as well as the usual players: Schlitterbahn,

Kalahari and Noah's Ark.

A lightning strike in August at SeaWorld's **Discovery Cove** garnered the attention of the local media and South Florida waterparks were quick to respond to alleviate concerns for safety. The guests at Discovery Cove had already been evacuated from the water and moved to various shelters within the park. However, three guests on the patio of the park's Laguna restaurant and five employees at the Adventure Photo Cabana felt the shock of a nearby strike and were taken to a local hospital or urgent care center as a precaution. All were eventually released. Medics who were called to the scene said the victims were conscious and alert but complained of general aches and a tingling sensation. Many of the local waterparks responded to the press that they have state-of-the-art lightning detection equipment and, like SeaWorld, will move guests out of the water and under shelter in the event lightning is detected.

**Splash Station Waterpark** in Joliet, Illinois, a southwest suburb of Chicago ended the season on August 14 with an increase of more than 3,100 guests over the previous year. It was the second-best year for the park with nearly 70,000 people passing through the gates. Unfortunately, the park, a joint operation of the city and the Joliet Park District has not made a profit since it opened in 2002. Although some city officials criticize the waterpark, Joliet's mayor and other city officials feel Splash Station is a valuable amenity for area residents.

**Raging Waters Water Park** in San Jose, Calif., hosted 120 chronically ill children on August 18. Kids of Courage, a New York non-profit organization dedicated to improving the lives of children with life-threatening medical conditions arranged for a chartered jet and medical supervision to transport the children to California's Bay Area. An all-volunteer staff of physicians, paramedics, counselors and graduate students made it possible for the children to experience Raging Waters, which was closed to the general public that day. The week-long excursion included stops at Six Flags Discovery Kingdom, the Golden Gate Bridge and the Jelly Belly candy factory.

21-year-old Justin Inverso died after being struck by lightning at **Adventure Island Water Park** in Tampa, Florida. Inverso, a lifeguard at the park, was helping to evacuate guests from the Key West Rapids water slide when the strike occurred. He was standing in about two to three feet of water. Park employees immediately removed Inverso from the water and began performing CPR until Paramedics arrived. Resuscitation efforts continued while he was transported to University Community Hospital. He was pronounced dead at the hospital. The park is equipped with a monitoring system that includes real-time radar and lightning detection and attractions were ordered closed when the inclement weather approached.

The new **Spray by the Bay** spray park is bringing additional visitors to the Bay City Recreation Area near Bay City, Michigan. The park was popular back in the 1930s when it attracted more than 1.5 millions guests to the manmade white sandy beaches. Eventually the shoreline returned to its natural wetlands state and attendance declined. Although the marshes provide multiple habitats for plant and wildlife, the water areas are not appealing for those hoping to get wet. The spray park provides an opportunity for children who visit the park to splash around and have fun since they are unable to go swimming in the lake.



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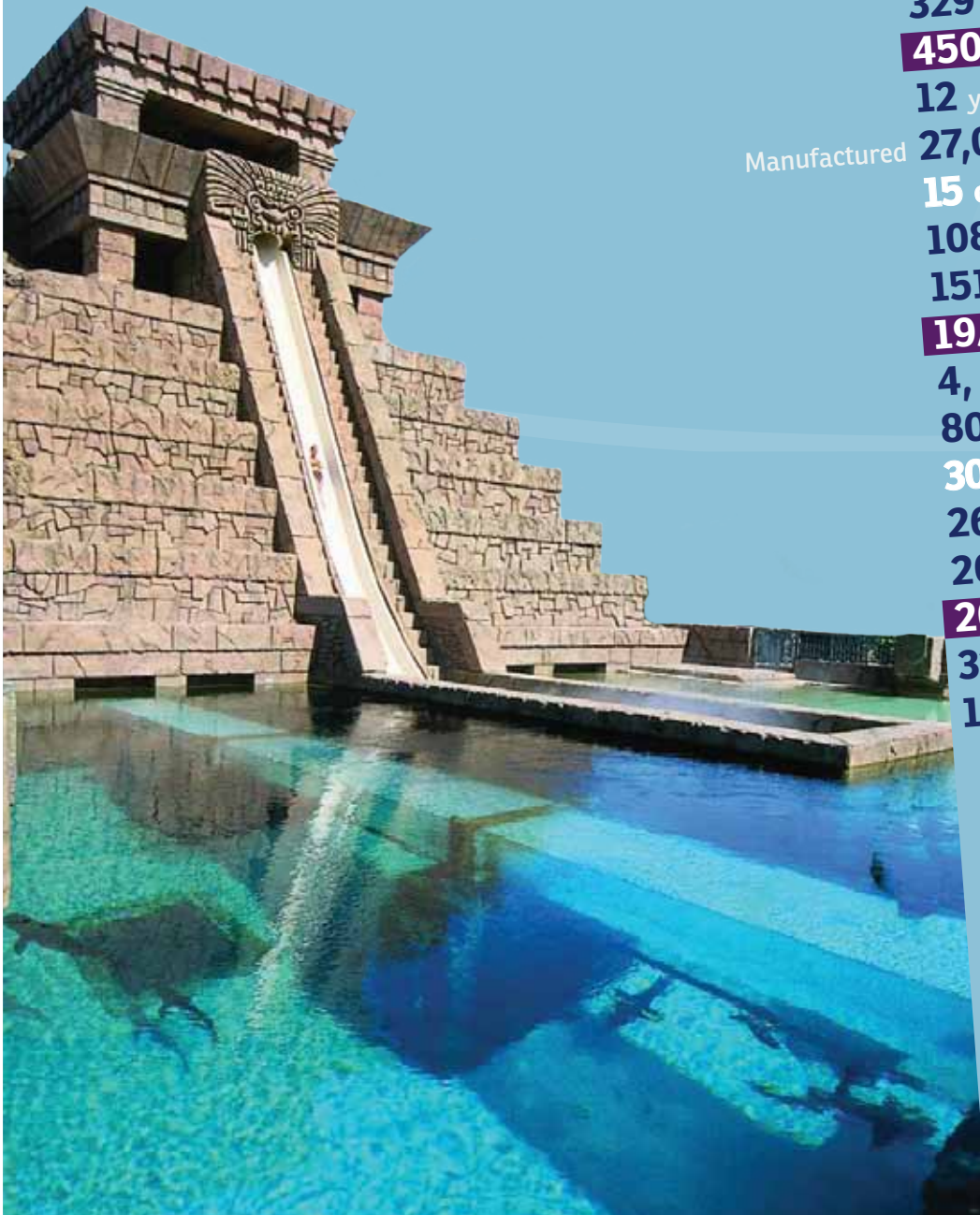
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# 30 YEARS







# BUSINESS

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## Mother Nature wallops the late 2011 summer season

**STORY:** Pam Sherborne  
psherborne@amusementtoday.com

EASTERN U.S. — Perhaps Kathy Burrows, Hersheypark, Pa., summed up the late 2011 season storms best.

"We are just ready to move on," she said.

She, like many of her colleagues in the outdoor amusement business industry, were ready to leave late-season storms with its rains and winds behind.

And, one doesn't have to wonder why.

Hersheypark ended up with 10-12 feet of water in areas of the park after Tropical Storm Lee passed, the bulk of which

hit Wed., Sept. 7. That storm was the final storm of a wild late August and first of September spree.

At **Knoebels Amusement Resort**, Elysburg, Pa., flooding also was very significant from the same storm. Creek levels rose six feet and beyond, spilling its waters into the park creating what looked more like a lake instead of an amusement park. According to Joseph Muscato, park spokesman, this flood exceeded the historic Agnes flood of 1972.

It was a weird three-week period for the eastern portions of the country beginning in late August. The first thing that happened was the 5.8 magnitude

earthquake that rocked much of the east coast from the Carolinas and Georgia to the south and New York to the north. The epicenter was located in a small town in southeastern Virginia. No significant damage was realized, but it did cause people like Beau Berni, operations manager for Central Amusements International, which owns and operates several properties in the Coney Island area of N.Y., to have to check his rides and foundations for any damage.

Yet while Berni and his staff were checking this out, they also began eyeing the brewing Atlantic. As Hurricane Irene approached and grew in strength, weather forecasters began predicting this hurricane might take an unusual path all the way up the east coast and possibly smack into New York City with hurricane force winds.

It officially made landfall just south of the North Carolina and Virginia border Saturday, Aug. 27. It had weakened, but was still a Category 1 storm with sustained winds at 80 mph and wind gusts of up to 115 mph. In North Carolina, it knocked out power and piers, and created strong storm surges. It had the same affect on the areas of Virginia as it moved into the Mid-Atlantic toward the Northeast.

The storm had an enormous wingspan of 500 miles. Its outer bands stretched from the Carolinas to Cape Cod.

Warnings made by weather forecasters for the northeast had amusement park officials hoping for the best but preparing for the worst. The western edge of the storm made landfall near Little Egg Inlet, N.J., the next morning, Sunday, Aug. 28.

"Although we were well-prepared," said Lindsey Young, marketing director, **Morey's Piers & Beachfront Waterparks**, The Wildwoods, N.J., "I believe we all experienced anxiety



**Flooding at Knoebels last month exceeded that of the park's highest flood waters from a 1972 flood. The park did re-open, in part, on Sept. 16. The Knoebel family credited its team of dedicated employees for the fast cleanup.**  
COURTESY KNOEBELS

and tension as we waited for the storm to come and pass. We all hoped and prayed that we would not suffer significant damage."

Morey's Piers prepared by securing and removing items.

"According to our teams, some of the most challenging tasks included the cranework in removing the AtmosFEAR signage, the Cygnis Signage, and the beach level equipment and storage," Young said.

In the end, Morey's Piers got what they had hoped. They suffered only minimal damage and all operations were back up by Aug. 30.

Ron Gustafson, director of marketing and public relations, **Quassy Amusement Park**, Middlebury, Conn., said his park also suffered very minimal damage, i.e., a few tree limbs down, lots of leaves and other small debris.

► See WEATHER, page 34



**Flood waters ravaged Hersheypark, Hershey, Pa., after remnants of Tropical Storm Lee passed over the park, the bulk of which hit Wed., Sept. 7. There were 10 to 12 feet of water in the Comet Hollow area of the park, which is the lowest section. There were four to five feet rushing by the front gates.**

COURTESY HERSHEY PARK

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## ►WEATHER

Continued from page 34

"Cleanup began immediately and the park opened for business as scheduled at 11 a.m. on Monday (Aug. 29)," Gustafson said.

Gustafson said on Aug. 26 park personnel began preparing by securing anything that might become airborne. Prep work continued into Saturday, Aug. 27, while the park remained open until about 3 p.m. that afternoon.

It took two days to prepare at **Luna Park and Scream Zone**, Brooklyn, N.Y. Berni said they removed some signage, secured electronics and partially disassembled a Zamperla vertical swing and a Zamperla family swing.

"Basically, anything that could move, we either removed, disassembled or secured," he said. "Our biggest concern was the flooding because we are below sea level."

Berni said they received very minor damages from wind gusts.

The size and duration of the storm caused significant flooding to upper areas of New York State and into the New England area. In many cases, the mo-

ment of maximum danger came well after the storm as the rain-water made its way into rivers and streams.

The manager of **Santa's Workshop**, Wilmington, N.Y., Matt Stanley, reported the flood waters "damaged some of his shops, filled a reflecting pond with debris and mangled a train bridge," according to a local report.

Vermont Governor Peter Shumlin called it the worst flooding in a century in his state.

Even annual state fairs had to pause to recover. The **Maryland State Fair**, Timonium, Aug. 26-Sept. 5, closed early on Saturday, Aug. 27, but was able to open back up the next day at noon. Fair Manager Max Mosner said they were prepared as was the carnival, Deggeller Attractions, Stuart, Fla., to do whatever they needed based on the forecast of the approaching storm.

The **New York State Fair**, Syracuse, Aug. 25-Sept. 5, didn't have to shut down, but ended up with the weakest Sunday (28) attendance in at least 34 years, according to fair officials. The fair drew 27,202 fairgoers that day who were hardy enough to brave the rains. James E. Strates Shows, Orlando, Fla., provided the midway.

But, it was the remnants of Tropical Storm Lee that brought some of the most devastating damages. It came ashore along the Gulf Coast Sept. 3. As the slow-moving storm moved northeast, it dropped huge amounts of rain.

Then, the storm hit parts of Pennsylvania and began to overflow the Susquehanna River.

"The area was already so wet from Hurricane Irene, there was just no where else for the water to go," Hersheypark's Burrows said. "We had a significant amount of damage. We don't know the dollar amount right now."

The park not only saw 10 to 12 feet of water in the Comet Hollow area of the park, there also was four to five feet of water at the front gate.

The park didn't lose any rides, but there was a lot of merchandise and food products lost as flood waters whisked them away. Many of the buildings have to be rebuilt inside, but the structures remained.

"We have three entertainment venues that will remain closed during our Halloween and Christmas celebrations," she said. "Damage to them was extensive. Our other entertainment venue, Music Box, will be



**Morey's Piers, in Wildwood, N.J., did not suffer major damage from the east coast storms, but did lose some business due to the closed days. Here workers begin the process of putting the park back together for reopening.**  
COURTESY MOREY'S PIERS

used."

The park did close the weekend of Sept. 10 and 11, but by the next weekend, Sept. 17 and 18, it was up and running again.

Knoebels Amusement Resort, perhaps one of the hardest hit amusement facilities, had planned to reopen Saturday, Sept. 24 with 37 of its rides operational. Most of the gift shops, games, and food stands also were expected to be open, according to Muscato.

Although glad for the storms to have passed, clean up and rebuilding won't be behind residents of these areas for quite some time to come.

The **Vermont State Fair**, Rutland, Sept. 2-11, was able to open, but a sign of the times was evident. There were American Red Cross flood victim donation cans at each entrance, a Federal Emergency Management Agency booth set up in one of the barns and fewer vendors, exhibitors and fairgoers.



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Hersheypark, Silver Dollar City, Busch Gardens Williamsburg, Holiday World Splashin' Safari, Universal's Islands of Adventure, Xetulul, Guatemala and Dollywood.

Add your park to this list of outstanding amusement or theme parks in the world! To nominate a park, send a brief description of it and how it has demonstrated the above criteria.

Nominations can be e-mailed to [applause@liseberg.se](mailto:applause@liseberg.se) or sent to 2012 Applause Award, Liseberg AB, Box 5053, 402 22 Gothenburg, Sweden.

**Deadline for nominations: Nov 7, 2011.**



# MARKETWATCH

## RIDING THE MARKET



Company	Prices		52 weeks	
	One Month Ago	09/20/11	High	Low
<b>Cedar Fair L.P.</b>	\$18.75	\$19.56	\$22.69	\$12.36
<b>MGM Mirage</b>	\$11.16	\$11.03	\$16.94	\$9.01
<b>Six Flags Ent. Corp.</b>	\$32.76	\$31.28	\$40.25	\$21.625
<b>CBS Corp.</b>	\$24.63	\$23.76	\$29.68	\$14.96
<b>Walt Disney Co.</b>	\$32.07	\$32.31	\$44.34	\$29.60
<b>Great Wolf Resorts, Inc.</b>	\$2.76	\$2.80	\$3.65	\$1.84
<b>Blackstone Group</b>	\$12.48	\$13.15	\$19.63	\$10.63
<b>Village Roadshow</b>	\$3.04	\$2.80	\$4.45	\$2.19
<b>NBC Universal</b>	\$15.66	\$16.04	\$21.65	\$14.72

## CURRENCY



Region (U.S.)	As of 09/19/11	Change from year ago
<b>East Coast</b>	\$3.853	\$0.904
<b>Midwest</b>	\$3.799	\$0.855
<b>Gulf Coast</b>	\$3.765	\$0.875
<b>Mountain</b>	\$3.892	\$0.855
<b>West Coast</b>	\$3.977	\$0.857
<b>California</b>	\$4.062	\$0.912

## TOP 7 MOST TRADED CURRENCIES



On 09/21/2011 \$1 USD =

<b>0.73206 EURO</b>
<b>0.63708 GBP (British Pound)</b>
<b>76.53716 JPY (Japanese Yen)</b>
<b>0.88551 CHF (Swiss Franc)</b>
<b>0.97672 AUD (Australian Dollar)</b>
<b>0.99201 CAD (Canadian Dollar)</b>

## PEOPLE WATCH

### Holiday World adds three directors

The great-grandson of Holiday World's founder is the first member of the family's fourth generation to take a leadership role at the park.

**Kris Kamp** is a great-grandson of park founder Louis J. Koch, who opened Santa Claus Land (now called Holiday World) in 1946. Kamp is director of admissions & cash control at the park. The Heritage Hills High School and University of Southern Indiana graduate was employed seasonally at the park for 10 years before working three years in accounting at SeaWorld Orlando. He resides in Santa Claus.



**Kamp**

Kamp replaces **Eric Snow**, who moved from the role of director of admissions to the newly created director of special events & projects position. A graduate of Owensboro, Kentucky's Daviess County High School and the University of Southern Indiana, Snow worked seasonally in Holiday World's rides and marketing departments for six years. He worked full-time at the Indianapolis Zoo before returning to Holiday World in 2007. In his new position, Snow will coordinate special events such as the "Happy Halloween Weekends" recently announced for the 2012 season. He and his wife, Laura, live in Santa Claus.



**Snow**

A second new director position at the park, director of accounting & finance, was filled by **Alison Montee**. A graduate of Regis University in Denver Colorado, Montee has working in accounting at Nike headquarters in Oregon and Kimball International in Indiana. Montee lives in Jasper with her two teenage sons, Markus and Nicholas.



**Montee**

### Dave & Busters Orlando announces team

In addition to the 300 hourly positions Dave & Buster's Orlando brought to Central Florida prior to its International Drive debut on July 18, the entertainment complex also welcomes a talented management team. The new hires include:

• **Jacqueline Reissant** joins Dave & Buster's Orlando as a corporate sales manager bringing 10 years of hospitality industry sales experience.

• **Paul Clunan** joins Dave & Buster's Orlando as general manager. Clunan has served in this position with Dave & Buster's for more than three years at different locations. He joined the company with 25 years of hospitality experience in operations. He is responsible for the supervision and direction of strategic initiatives and maintaining operating standards for all areas of the building.

• **Jimmy Carroll** joins Dave & Buster's Orlando as assistant general manager. He most recently served as food and beverage vice president for a casino development company and brings more than 25 years of leadership experience in the restaurant industry.

Other D&B Orlando new hires includes:

**Andrew Lyn** as assistant general manager; **Michael Sterns** as a food and beverage specialty coach; **Jimmy Stewart** as bar manager; **Richard Dellmer** as senior amusement manager; **Ryan Jennings** as back-of-house manager; **Emily Profit** as operations manager; **Gene Upshaw** as kitchen manager and **Roberson Nelson** as an area operations manager.

### KeyLime Cove Gurnee adds Juan Cisneros

KeyLime Cove, the Gurnee, Ill. indoor waterpark resort, has named **Juan Cisneros** director of food and beverage.

Cisneros brings a passion for incorporating the latest trends in cooking techniques to KeyLime Cove. He is responsible for training and developing the food and beverage team to ensure a high quality guest experience. Additionally, he manages revenues and expenses for the food and beverage department.

Prior to joining KeyLime Cove, Cisneros was the regional district manager for the QCenter under Aramark Corporation and was responsible for the food and beverage division.

Cisneros earned a degree in industrial science from the Technical Vocational Institute of Guatemala in Guatemala City.

• **Email People Watch items to:** [gslade@amusementtoday.com](mailto:gslade@amusementtoday.com).

## MAILBAG



### Six Flags section gains attention

Hi Gary,  
Nice job on your August issue, Six Flags Over Texas turns 50 Bonus Section!

Best wishes,  
**Chip Cleary**  
IAAPA  
[ccleary@IAAPA.org](mailto:ccleary@IAAPA.org)

Hi Gary,  
I think the special August issue Bonus Section on Six Flags Over Texas is historically correct, and very well written. Thank you for highlighting this very special park development that helped change the theme park industry.

Thank you again,  
**Michael Jenkins**  
LARC  
[mjenkins@larcinc.com](mailto:mjenkins@larcinc.com)

### LETTERS POLICY

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# FAST TRACK

**COMPILED:** Scott Rutherford, [srutherford@amusementtoday.com](mailto:srutherford@amusementtoday.com)

**Darien Lake Theme Park Resort's** popular Family FrightFest has returned and will run every Saturday and Sunday through Oct. 9. New in 2011, guests can venture through Old McDonald's Haymazing Adventure, a hay maze with unexpected twists and turns. Adventure Isle is transformed into Booville for the fall event where kids can do everything from pumpkin painting to a Trick-or-Treat Trail, Trick, Treat and Dance-A-Long with Thomas & Friends and Cliff's Magic Show in the Grande Theater. The Haunted Grave Yard will test guests' nerves as they encounter the Grim Reaper Barge on their way to Nightmare Acres, which will feature a haunted farmhouse with ghouls lurking around every corner. Finally, the Fright Night Field Trip is a petrifying bus tour down the Highway to 'yell' through the darkest corners of the Darien Lake campgrounds.

**Carowinds** recently announced that a total of \$40,701.49 was raised during Carowinds for the Cure, a four-week fundraising initiative benefitting the Charlotte Affiliate of Susan G. Komen for the Cure. The fundraiser ran from July 11-August 7. Guests were able to take part in the fundraiser by purchasing special Carowinds for the Cure merchandise, admission tickets, and by adopting pink ducks in the 'adopt-a-duck' raffle. After purchasing their duck, guests tossed it into the lake underneath the Night-hawk roller coaster for the chance to win a 2011 Toyota Camry Courtesy of Scott Clark's Toyota City. On August 7, 2011 the duck purchased by Ethel Sellers of Charlotte was pulled from the lake, and one week later she drove her new car home.

**Dollywood's** announcement of its new-for-2012 Wild Eagle steel wing coaster on Sept. 4, made park fan Amanda Taylor a very lucky lady. Taylor of Sevierville, Tenn., was randomly selected as the prize winner in a text messaging campaign for those who submitted the correct name of Dollywood's Wild Eagle coaster. Taylor, her husband and their four children won lifetime passes to Dollywood. The family will attend Dollywood's grand opening on March 24, 2012, where they will not only meet entertainment legend Dolly Parton but those who meet the coaster's minimum height requirement will be first to ride Wild Eagle.

Las Vegas is set to get a bigger, American-style version of one of London's popular tourist attractions, the London Eye. **Caesars Entertainment** soon plans to start digging to lay the foundation for a 550-foot-tall observation wheel behind the company's Imperial Palace and Flamingo hotels that it expects to open toward the end of 2013. Taller than the 443-foot-tall London Eye wheel, the High Roller will give the Las Vegas Strip a new attraction and a potential boost as the tourist destination continues to try to recover from the recession. High Roller's 32 cabins will hold 40 people each, so passengers can have birthday parties, bachelorette parties or even weddings during the 30-minute ride. Passengers will even be able to play their own soundtrack in the cabins.

**Laff In The Dark** has released a new DVD – Laff In The Dark's Behind The Scenes At Waldameer's Whacky Shack & Pirates Cove – that takes viewers on a guided tour through the

twisting, turning corridors of the park's Whacky Shack and Pirate's Cove dark attractions. Led by Waldameer maintenance supervisor Perry Duncan, the DVD includes extensive interviews with Duncan and park owner Paul Nelson, who share details about the design and construction history of the Shack & Cove and their association with the legendary Bill Tracy, who designed both attractions. Plus, seven bonus features include a demonstration of the Shack's barrel, chronicle the restoration of a Tracy-designed figure and provide a thrilling ride on Waldameer's Revine Flyer II wooden coaster.

**Dells Boat Tours** has once again launched its Ghost Boat, which takes brave passengers on an eerie, after-dark boat ride up the Wisconsin River to the mysterious Witches Gulch, a scenic and beautiful gorge by day that is transformed into a creepy, chilling cavern by night. Ghost Boat sails Friday and Saturday nights through Halloween weekend.

**Ripley Entertainment Inc.** has acquired its Believe It or Not! Odditorium franchise in Key West, Fla. Ripley acquired the attraction from long-time franchisee, Two Headed Shark LLC. Ripley's Believe It or Not! Odditorium in Key West opened in the old Strand Theater on the south end of Duval Street in April 1993 and operated there for nine years before moving to its current location at the north end of Duval where it continues to amaze the masses with its large collection of strange, odd, bizarre and unbelievable artifacts from around the world.

**SeaWorld** has embarked on a new venture aimed at kids entertainment with its newly formed SeaWorld Pictures division. Family entertainment and marketing vet Scott Helmstedter, chosen as chief creative officer, says the division is an expansion of SeaWorld's new parent company, venture capital firm Blackstone. The division launched this spring with the release of Turtle: The Incredible Journey, SeaWorld's first feature film for the North American market. The film follows the migration of a loggerhead turtle from hatching to maturity, and its return to its nesting grounds — a perfect fit with the division's mandate to produce content about connecting and caring for the natural world.

**The Wild Center** in Tupper Lake and the **Adirondack Museum** in Blue Mountain Lake, both in upstate New York, recently announced that they will each receive \$2.4 million in the form of bequests from Linda K. Vaughan, a longtime seasonal resident of Long Lake who died in 2009. She was a member of and donor to both museums. Vaughan's love of the Adirondacks and its wilderness developed at a young age when she was a canoeing guide at Silver Lake girls' camp in the late 1950s.

**Dutch Wonderland** celebrates Halloween with its 14th year of Happy Hauntings, which features more than 20 themed rides, including the Scareeeee-Go-Round, the Bat Swing, and the Witchie Whip. Happy Hauntings is open Oct. 15-16, Oct. 22-23, and Oct. 29-30.

**Busch Gardens Tampa Bay** is putting the park in the guests' hands by launching an interactive iPhone and Android application. The free app is now available in the iTunes App Store and will be coming soon to the Android Market.

## Cedar Fair to sell California's Great America

SANDUSKY, Ohio — Cedar Fair announced on Sept. 19 that it had entered into a definitive agreement to sell its California's Great America property to JMA Ventures, LLC ("JMA") for \$70 million in cash. The company, which purchased the park in 2006, expects to use the cash proceeds from this sale to reduce its senior secured debt.

"Our decision to divest of our California's Great America park was not an easy one," said Dick Kinzel, Cedar Fair's chief executive officer. "This is a quality park that has terrific employees and serves a strong market. That being said, as part of our regular comprehensive review of our portfolio of parks, we determined that divesting a smaller park like California's Great America at an attractive market value created a compelling business opportunity that we couldn't pass up. Among other things, it provides us the opportunity to immediately deliver our balance sheet resulting in additional financial flexibility for growth and unitholder value creation in the future. California's Great America and its employees have always demonstrated tremendous capability in providing its customers with the highest level of family

entertainment in the northern California region. I'm confident the park and its employees will continue to thrive under the ownership of JMA."

"As we look toward 2012, we are building significant momentum for Cedar Fair to deliver consistent and meaningful distributions to our unitholders," said Matt Ouimet, Cedar Fair's president. "At the same time, we remain committed to driving top-line growth through a combination of new rides and attractions, marketing initiatives and related strategic expansion around our entire portfolio of premier entertainment venues. The divestiture of California's Great America will provide us with additional financial flexibility earlier than anticipated to achieve these goals and maintain Cedar Fair's position as one of the most attractive growth and yield stories in the leisure and hospitality industry."

The transaction, which is subject to approval by the city of Santa Clara and customary closing conditions, is expected to close in the fourth quarter of 2011. Cash proceeds received at closing are expected to be applied to the company's senior secured debt under the terms of the company's credit agreement.

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## There is more to the AIMS Safety Seminar than just maintenance

### Patty Beazley

When Pigs Fly

AIMS seminar director and educational chairperson  
Beazley@comcast.net

I hope this finds all well after a busy and hectic summer. On one of my many travels, I found myself out of the country assisting a client. During one of our conversations, I spoke of the AIMS Safety Seminar. My client quickly knew of AIMS revealing that they had sent their maintenance personnel in years past. I quickly asked why operations had not attended as my client responded that they didn't realize it was for operations as well. WHAT?

The AIMS Safety Seminar will be held November 10-14, 2011 at the Doubletree by Hilton Orlando at SeaWorld in Orlando, Florida. For those who might be confused or in the dark about the AIMS Safety Seminar, it is a five (5)



Beazley

day seminar consisting of educational classes within the amusement business. Classes and certifications include not only for maintenance, but also for operations, inspectors, aquatics, mobile industry, and family entertainment centers. Believe it or not, if you are in the amusement business industry, there is a class designated for you!

The AIMS Education committee has been hard at work this year in developing a well-rounded curriculum for all attendees. We have brought back past attendees favorites such as: *Inspections of an Aquatic Facility*, *Visual Inspection*, *Hydraulics and Pneumatics*, *Lifeguard Placement Considerations* and *Dealing with Today's Workforce*. In addition, we have over 30 new classes with titles of:

*Searching for Excellence*, *Aquatic Fiberglass Inspection*, *Legal Roundtable*, *International Employees and Social Media in Today's Time*. AIMS classes are taught by many of the top individuals in their field from the amusement industry who want to share their wealth

of knowledge so you too can be your best. I guarantee that if you attend an AIMS Safety Seminar, you will learn. I encourage you to visit the AIMS website at [www.aimsintl.org](http://www.aimsintl.org) and review the classes that will be offered for the upcoming seminar.

AIMS is THE educational sector for those who wish to learn more about our industry, polish your skills, gain certification, or keep your accreditation in the amusement business. AIMS is proud to offer specialty tracks in the areas of: *Aquatics*, *Mobile Shows*, *Leadership* and *ASTM*. In addition, certification testing will be offered for Level I and II for Maintenance, Inspection and Operations and Level I certification for Aquatics.

New for 2011, the certification for PRI (Professional Ride Inspector) will be offered. Please contact the AIMS office at (714) 425-5747 for further details regarding all certifications.

**So what are the important dates?**

**Nov. 9 / 4-8 p.m.**

AIMS Safety Seminar registration

**Nov. 10-14 / 8-5:15 p.m.**

AIMS classes

**Nov. 12 / 12:30-5:15 p.m.**

PRI Testing

**Nov. 13 / 6-8:30 p.m.**

AIMS Certification Testing

**Nov. 15-18 / 10-6 p.m.**

IAAPA Attractions Expo

### Where do I go?

Registration, classes, and testing will be held at the Doubletree by Hilton Orlando at SeaWorld. The IAAPA Attractions Expo begins on Tuesday, November 15 in which all AIMS attendees will have free admission to the tradeshow for the week. Buses will be picking up daily from the Doubletree Resort.

### Where and when do I pick up my certification(s)?

Certifications will be available for pick up on Tuesday, November 15 at the AIMS booth (#4136) at the IAAPA Attractions Expo located in the Orlando Convention Center.

Skycoaster U will be held in conjunction with the AIMS Safety Seminar on Monday,

November 14, 2011 with testing to be held on Tuesday morning, November 15. If you are attending Skycoaster U, remember that the classes will count towards AIMS Continuing Education Units (CEU's).

### Is that all?

Even though this is an educational week, those attending AIMS still like to network with friends old and new and have fun! A great place to start is the AIMS reception that will be held on Thursday, November 10 from 6-8 p.m. Our silent auction will take place from Thursday, November 10 to Sunday, November 13 at 1:45 p.m. Be prepared for a bidding war on your favorite items that can be viewed now on the AIMS Facebook page!

So make your plans to attend the 2011 AIMS Safety Seminar for an educational and fun filled week. And by the way, did I mention that the AIMS Safety Seminar has more to offer than just maintenance classes?

Safe travels and see you in Orlando!

## AIMS member spotlight: Andy McNeely

*Editor's note: This is a series of articles to appear in AIMS News & Notes that spotlight an AIMS member who has been active in the annual AIMS Safety Seminar. To suggest a future spotlight on an AIMS member contact Steve Laycock at:*

[steve.laycock@rides.com](mailto:steve.laycock@rides.com)

### Andy McNeely

Track 4

Director of Operations

### Andy McNeely

enjoys most sporting events and traveling with his wife while working in Branson, Missouri as the director of operations for Track 4. Like many other people in amusement park operations, Andy attended the 2010 AIMS Safety Seminar. During his time at the 2010 seminar he visited with an AIMS



McNeely

representative and answered questions for the AIMS News & Notes concerning his time at the seminar.

### How did you get started in the amusement business?

"I got into the amusement industry as a summer job during my college years."

### What did you do before you were in the amusement business?

"During college I worked at the school's paint shop."

### What do you do in your free time?

"I enjoy traveling in the off season and keeping up with the Dallas Cowboys."

### What is so special about the facility for which you work?

"The people are really great! They really enjoy what they are doing and that allows me to enjoy my work even more."

### Which amusement rides that you work on gives you the least amount of trouble?

"Skycoaster. (You are welcome Ja-

son Anderson.)"

### How long have you worked at the present facility?

"I am in my seventh year at The Track in Branson."

### Tell us one thing you have learned from the AIMS Safety Seminar.

"Every year I pick up so many new things I can't give you just one. I find the networking time to be very beneficial because during that time I can talk with others who may also be facing some of the same issues that I am facing. It is always good to hear how others are dealing with these issues. I also am always interested in employee incentive programs and how they work."

### What was your favorite class at the AIMS Safety Seminar?

"Effective Skycoaster Operator Training", because I really enjoy *spirit fingers* at 9 o'clock in the morning. No, actually this is a very informative class that is presented in a very fun way.

### Why should someone attend the AIMS Safety Seminar?

"It's a great networking opportunity, it provides each person with an opportunity to stay current in their certifications, and increase their knowledge of different amusement rides and different amusement events."

### In general, how was your overall experience at the AIMS Safety Seminar and how prepared were your instructors?

"My week here at AIMS has really been fun and educational. I always enjoy seeing people from past years. I have found the instructors to be very knowledgeable and well prepared for the classes they are teaching."

### Tell us one person you have met here during the networking opportunity time that has made an impact on you and why.

"There are so many people that you meet that have years in the industry. It's always good to see Tony and Gina Claassen. They really have a passion for what they do in the amusement industry."

# Legoland California Resort announces hotel expansion

CARLSBAD, Calif. — Officials at Legoland California confirmed during a recent press conference that the park's next major expansion will include the North America's first Legoland Hotel.

"Legoland California Resort is ready to grow again," said General Manager of Legoland California Resort Peter Ronchetti. "In the summer of 2013, we are opening Legoland Hotel."

The three-story Legoland Hotel is being designed to give guests the interactive family experience that has brought success to Legoland California, Sea Life Carlsbad Aquarium and Legoland Water Park. Created to bring children's imaginations to life, the 250-room Lego-themed hotel will feature brightly colored Lego décor, a pool area and restaurant. Legoland Hotel will be the first of its kind in North America and construction is set to begin this month.

Mayor Pro Tem Ann Kulchin from the City of Carlsbad congratulated Ronchetti on the announcement after she rode in on Legoland California's whimsical 'Brick Mobile' pulling behind it a queen-sized bed decked out with colorful bedding and Lego brick graphics. "We've been waiting for this and now it's finally happening and I'm so pleased," said Kulchin. "Carlsbad has

the reputation of being family oriented and this is the piece of the puzzle that really needs to be here."


With that declaration, more than 28,000 thousand multi-colored Duplo bricks (a Duplo brick is exactly twice the dimension of a standard Lego brick) weighing more than one-thousand pounds were poured out of a big front loader onto the bed

below. Children invited from the Boys and Girls Clubs of Carlsbad wore pajamas to the press conference to get in the "hotel mood" and squealed with delight as the bricks came pouring down on to the bed.

The City of Carlsbad Planning Commission approved Legoland California Resort's request for permission to build a hotel on Resort

property in 2009. "Once the rest of the proper approvals were attained, we had to consider many factors including economic recovery, before establishing the perfect opening date for this remarkable hotel," Ronchetti explained. "But now, we are ready to move forward in our development and I can't wait to bring the Legoland experience to the next level for our guests."

Like Legoland California and the Sea Life Carlsbad Aquarium, the hotel will be designed for families with young children and will feature rooms and suites themed after the most popular Legoland areas. The Legoland Hotel joins the Sheraton Carlsbad Resort and Spa and the Grand Pacific Palisades already on Resort property.

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Officials at Legoland California have confirmed that the park will open North America's first Legoland Hotel in 2013. Children invited from the Boys and Girls Clubs of Carlsbad wore pajamas to the press conference, which included more than 28,000 thousand multi-colored Duplo bricks being poured out of a front loader onto a bed.

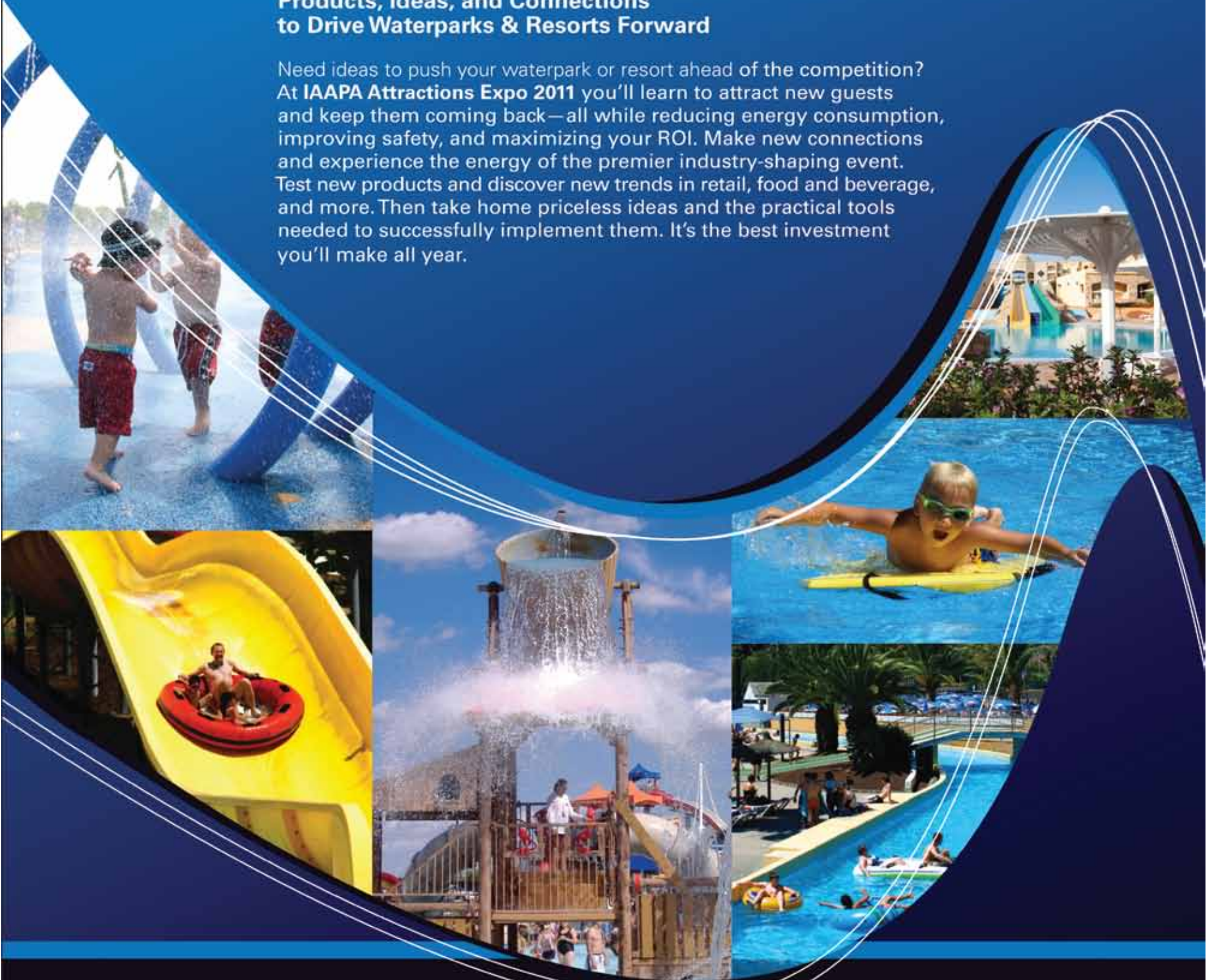
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# MIDWAY

CARNIVALS

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## BRIEF

### San Diego County Fair adding two days in 2012

DEL MAR, Calif. — The San Diego Co. Fair will get two more days next year, a decision made by the fair board due to July 4 falling on a Wednesday in 2012.

Next year's fair will run Friday, June 8, through Wednesday, July 4.

The 2011 San Diego County Fair broke attendance records for the third year in a row with 1,412,113 fairgoers attending. The fair's 2010 attendance was 1,338,500, which was also a record-setter.

The largest one-day attendance of 88,757 took place on Sunday, July 3.

Fair officials attributed the 2011 success to a number of things including great weather, the 80 plus rides booked onto the independent midway, the musical entertainment lineup, and the theme, Race to the Fair.

Linda Zweig, information officer for the fair, said she felt this year's theme was huge for the fair. It not only got them to the fair, she said, but did a lot to get them to return.

The 2011 Fair was open June 10 through July 4 and was closed on the first three Mondays (June 13, 20 and 27).

## Mother Nature kind to the Minnesota State Fair

**STORY:** Pam Sherborne  
psherborne@amusementtoday.com

ST. PAUL — There have been rains across the country in 2011. There have been floods. There has been a hurricane, too.

There is no doubt that, at the end of 2011, nature will have played a significant role in the success of some of the nation's state fairs.

But, the Minnesota State Fair, St. Paul, got lucky when the 2011 edition was held Aug. 25-Sept. 5. Although there wasn't an overall attendance record set this year, there was a one-day record attendance record broken. Total attendance this year was 1,769,872, just shy of the 1,776,211 visitors the fair drew in 2010 and really not far off from the all-time attendance set in 2009 with 1,790,491 visitors.

The one-day attendance record was set on Sept. 4 when 229,943 went through the gates.

"We had a great 2011 Minnesota State Fair thanks to the good weather and loyal Minnesotans," said Lara Hughes, communications supervisor.

The fair presented over  
▶ See MINN, page 43



The Minnesota State Fair, St. Paul, drew 1,769,872 during its 2011 run Aug. 25-Sept. 5. Weather was great and, according to officials, success also was reached by loyal fairgoers. There were a total of 60 plus rides on the independent midway, including both the Mighty Midway and the Kidway. In the foreground right of this photo is the Sky Flyer, made by Zamperla, and owned by Reithoffer Shows, Gibsonton, Fla. This ride consistently ranks in the fair's Top 10 rides. It came in third this year.  
COURTESY MINNESOTA STATE FAIR

## 2011 Minnesota State Fair

### Top 10 Rides

1. **Crazy Mouse Spinning Roller Coaster**, manufactured by Reverchon, brought in by S.J. Entertainment
2. **Windstorm Roller Coaster**, manufactured by S.D.C., S.J. Entertainment
3. **Sky Flyer**, Zamperla, Reithoffer Equipment Co.
4. **Techno Power**, Tivoli, Wood Entertainment Co., Inc.
5. **Rock-It**, KMG, Demas Enterprises, Inc.
6. **Starship 3000**, Wisdom, Wood Entertainment Co.
7. **Raiders**, Wisdom, R & R Rides
8. **Magnum**, Mondial, Wood Entertainment Co., Inc.
9. **Magic Maze Glass House**, Owen Trailers, Wood Entertainment Co., Inc.
10. **Gondola Wheel**, Mulligan, Alamo Attractions, Inc.

### Top 10 Food Companies and their Food

1. **Chocolate Chip Cookie Co.** (Chocolate Chip Cookies)
2. **Sweet Martha's Cookie Jar** (Chocolate Chip Cookies)
3. **Cavallaro Concessions** (cheese curds)
4. **Midwest Dairy Association** (Ice cream)
5. **Ribco Enterprises** (sweet corn)
6. **Minnesota Turkey Growers** (turkey sandwiches)
7. **Wozniak Concessions** (Fresh Fries)
8. **Giggles Campfire Grill** (north woods specialties and game fare)
9. **Petersons Concessions** (pork chops)
10. **Muskar Inc.** (cheese curds)

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## MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

The **Evergreen State Fair**, Monroe, Wash., which ran Aug. 25-Sept. 5, 2011, set a new record this year for on-site gate admission and parking revenues totaling nearly \$1.4 million.

Preliminary gate and parking numbers showed revenues totaling \$1,388,490.00, surpassing the previous record collection of \$1,368,846 set in 2007. Good weather also attributed to higher-than-expected receipts at vendors such as the iconic Purple Cow. The Snohomish County Dairy Women's Association, which operates the Purple Cow, had their second best year during its 51-year history with \$64,300 in gross receipts.

**Butler Amusements**, Fairfield, Calif., also reported near-record gross receipts on carnival rides and amusements.

This year's highlights included major improvements to the Evergreen Speedway, the opening of the new Evergreen Event Center, ride upgrades including state-of-the-art LED lighting, top music acts such as the Band Perry and OneRepublic, and the opportunity for talented folks from around the region to showcase products and to celebrate the area's agricultural roots.

Fair planners scheduled special pricing or free entry during the event. There were also ample discounts offered. More than 20,000 people took advantage of the discounts or free and reduced fair opportunities.

Another key element to this year's success was a great marketing plan and leveraged media buys generated through a new and innovative partnership between Snohomish County and the new Evergreen Speedway operator, High Road Promotions.

**Indiana State Fair** officials said attendance at this year's tragedy-marred state fair fell about eight percent over last year, with about 80,000 fewer people visiting the fairgrounds during the 17-day event. According to an *Associated Press* story, fair spokesman Andy Klotz said that preliminary figures showed 872,312 people visited this year's fair.

The 2010 attendance at the fairgrounds in Indianapolis was 952,020.

On Aug. 13, powerful winds ahead of a severe thunderstorm toppled stage rigging at the fair's Grandstand just before a scheduled performance by country band Sugarland. Four people died on the scene and three died later as a result of their injuries.

A later story from a local newspaper reported that the State of Indiana would pay a total of \$5 million to victims of the stage collapse. There hadn't been a decision on how the money was to be distributed, who would be eligible or when it would start flowing. The \$5 million is the maximum amount allowed under Indiana's government liability law.

The 2011 **Colorado State Fair**, Pueblo, has come to a close with 515,995 people in attendance at the 11-day event.

"This year's attendance numbers were only 1,145 people less than last year," said General Manager Chris Wiseman. "I'm pleased with the attendance and look forward to introducing more people to our State Fair next year. The Colorado State Fair provides more than entertainment and educational opportunities; it also contributes to the economy across the state."

**Crabtree Amusements**, Staples, Texas, provided approximately 45 rides for the mid-

way this year.

There were nearly 440 commercial and food vendors. An assortment of fair food was offered including funnel cakes, and deep-fried—well, lots of deep fried options.

Officials at the **New York State Fair**, Syracuse, were very pleased with the 2011 results even though there were 82,381 fewer people this year than last. Attendance this year was 917,464 for the 12-day event that ran Aug. 25-Sept. 5.

And, that was despite the first Sunday being virtually washed out by Hurricane Irene's remnants, and a cloudy, wet, and chilly Labor Day.

Even with the drop in attendance, Dan O'Hara, fair director, said he expected the fair, vendors and the **James E. Strates Shows**, Orlando, Fla., would make money thanks to an increase in beer and midway ticket sales and a slightly higher percentage of paying customers. Last year, paid tickets made up 61 percent of all tickets. O'Hara thought that number would increase two to three percent this year.

Preliminary estimates at this year's **Oregon State Fair**, Salem, showed a slight increase, two percent, over 2010's numbers. Figures show that 235,577 ticketed visitors attended the 11-day event when it ran Aug. 26-Sept. 5. That is compared to the 229,542 last year.

A new counting system this year was expected to give officials a more accurate picture.

"In the past, the counting system included everyone going through the gate, including vendors," said Chris Havel, a spokesman for the Oregon Parks and Recreation Department, in a news story on statesmanjournal.com. "The new system can count only people who have paid."

Under the previous system, more than 352,500 were counted as attendees to the Oregon State Fair in 2010.

**Funtastic Shows**, Portland, Ore., fielded the midway this year.

The **Iowa State Fair**, Des Moines, Aug. 11-22, reported its second-highest attendance ever this year.

The fair board reported the 2011 attendance was 1.08 million, around 20,000 less than the 2008 record of 1.1 million.

**Belle City Amusements**, Deltona, Fla., fielded the fair's midway.

For the second year in a row, the **Erie County Fair**, Hamburg, N.Y., Aug. 10-21, set an attendance record.

Fair officials confirmed that 1,053,150 people passed through its gates, besting the 1,022,164 who went to the Hamburg fairgrounds last summer.

"Everything just fell into place," said Lou Ann Delaney, fair director of marketing.

Delaney attributed the record number of attendees to a variety of factors, including performers such as America, Big Time Rush and Miranda Lambert, good weather (except for a few thunderstorms on Aug. 21), more attractions and a deeper regional marketing campaign.

"I think we found that right balance," Delaney said. "It was more than just having good weather."

**James E. Strates Shows**, Orlando, Fla., fielded the midway.

## DuQuoin State Fair has a good 2011 run

DuQUOIN, Ill. — The DuQuoin State Fair was deemed a success on every end during the 2011 run Aug. 26-Sept. 5.

Crowds in the grandstands welcomed musical entertainment such as Lynyrd Skynyrd, Josh Turner, Willie Nelson, Marty Stuart and Connie Smith. On Labor Day, the final day of the 89th annual event, the roar from racecars could be heard in the ARCA Car Series and UMP Modified Stock Cars could be heard.

Fair Manager John Rednour Jr. reported on the final day that he was receiving many positive reviews.

Although final figures from this year's fair won't be available until October, Rednour said the numbers were looking good.

"Last year was one of the biggest years we've had and this year is going to be close," Rednour told a local newspaper.

The attendance for the 2010 event was 350,000.

Rednour reported that last year's event hit every target. Fair revenue for the 2010 fair was \$1.5 million for the first time in history, not only reaching the budget of \$1.46 million but also actually surpassing it.

Miller Spectacular Shows, Greenbrier, Ariz., provided the midway rides.

In addition to the carnival midway and grandstand entertainment, the fair offered harness racing, free grounds entertainment, competitive entertainment and Illinois Food and Wine Products Show, which showcases local businesses and food products.

Grandstand act Josh Turner sold the most tickets and Willie Nelson made the most money.

The dates for the 2012 event are Aug. 25-Sept. 3.

—Pam Sherborne

**Lyndal Graff, left, fair executive, and Norm Hill, assistant fair manager, felt all their work on this year's DuQuoin (Ill.) State Fair was definitely paying off. The 2011 edition of the fair ran Aug. 25-Sept. 5.**  
AT/SUE NICHOLS



**Miller Spectacular Shows, Greenbrier, Ariz., fielded the midway for the 2011 DuQuoin State Fair. Along with other rides, this year Miller brought his Zierer Wave Swinger and his Sellner Bear Affair.**

# Fyock to take reins at the Sacramento County Fair

The Sacramento County Fair has a new plan, and a new chief executive officer.

**Pamela Fyock**, who started her job as chief executive officer of the fair last month, said the goal for next year's fair is to be self-supporting.

The plan is to make the fair relevant and to educate people about the region's agricultural heritage, Fyock said in a statement.

Fair staff plan to get input from

community leaders, residents, possible sponsors and schools for input on how to make the fair relevant to the region's priorities, Fyock said. The fair will start with focus groups to shape the next fair.

Fyock said the fair needs to find ways to update and showcase the county's diverse economy while still educating young people about agriculture.

"If we find we need to increase

the focus on locally grown foods, we'll address that issue," Fyock said. "If we find schools are in need of updated curriculum on the importance of agriculture to the area, we'll work to develop such materials."

She said it's important for children to know where their food comes from, and that fairs serve both the missions of entertainment and education.

Fyock has most recently been

concessions manager at the California State Fair, and was in similar positions at county fairs for Siskiyou, San Benito and Tehama.

Fyock also manages Red Bluff Gelding Sales Buckin' Best, is a member of the International Association of Fairs & Expositions and attends the Institute of Fair Management.

She is replacing T.J. Plew who left to spend more time with her family.

—Pam Sherborne

## ►MINN

Continued from page 41

100 acts at the numerous free entertainment venues. The grandstand acts turned out to be very successful, with three of them selling out. They were: Def Leppard and Heart, Aug. 26; Toby Keith on Aug. 31; and Maroon 5 and Train on the last night of the fair.

There were 30 carnival rides on the Mighty Midway and 50 games of skill. There were 30 plus carnival rides on the Kidway. The top ride on the independent midway this year was the Crazy Mouse Spinning Roller Coaster, manufactured by Reverchon and owned by S.J. Entertainment.

There were more than 450 foods at 300 different concessions offered this year.

Hughes said some of the new exhibits included the Giant Sing Along, Doggies of the Wild West, Flippenout Extreme Trampoline show, Lost Heroes Art Quilt exhibit, the Minnesota State Fair Smartphone App., and the History Walking and Cell Phone Tour.

Some special exhibits included the CHS Miracle of Birth Center with nearly 200 calves, lambs and piglets born during the 12-day run.

The Heritage Square featured nostalgic arts, crafts and gifts, as well as the State Fair History Museum. The International Bazaar was filled with flavors from around the world and the Pet Center was the site of daily pet surgeries and agility demonstrations.

The 2012 Minnesota State Fair will be held Aug. 23-Sept. 3.

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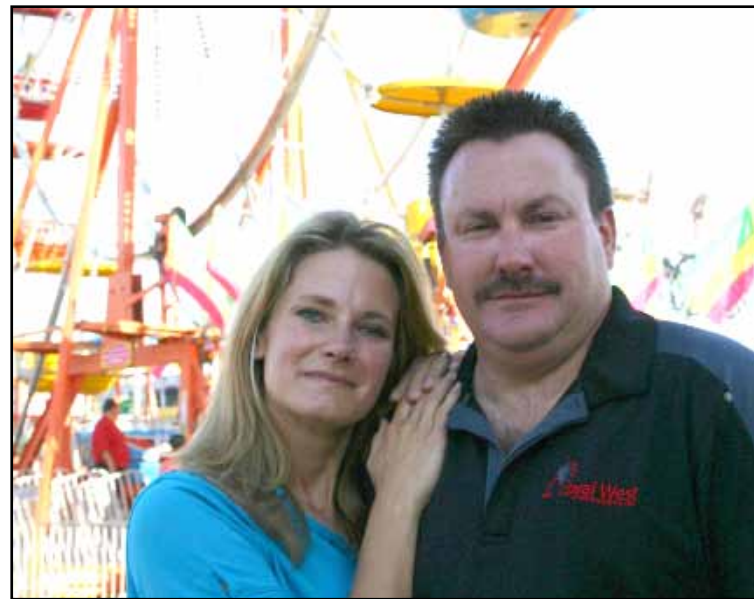
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Northwest show operator has it covered

# Inland Empire and Royal West played North Idaho Fair



**STORY:** B. Derek Shaw  
Special to Amusement Today

COUER d'ALENE, IDAHO — Thirty-two of the combined companies' fleet of 35 rides played the North Idaho Fair and Rodeo August 24-28. Owned by Todd and Becky Keenan, Inland Empire Amusements and Royal West Shows combine assets each year to cover the 83-acre spot.

New to the show this year are a rebuilt Chance Yo-Yo and a 1978 Reverchon Himalaya, purchased from Coney Island's former Astroland Park. "This is the first time those folks have ever seen one," said Todd, referring to the Himalaya when it made its appearance at the Western Montana Fair & Rodeo August 9-14. The Keenans also recently had

their Larson Super Loops refurbished at the factory in Plainview, Texas.

Inland Empire, founded in 1960 (purchased by the Keenans in 2009) and Royal West, founded in 1971 (also purchased by the Keenans in 2008) are playing 14 dates together this season. Both units will play a total of 76 spots this year. Inland Empire and Royal West also operate as a secondary player in Twin Falls County Fair & Magic Valley Stampede, Filer, Idaho; Kansas State Fair, Hutchinson; East Texas State Fair, Tyler; Greater Baton Rouge State Fair, La. and Jackson County Fair, Pascagoula, Miss.

For the past four years, both units have built in a \$1.00 fuel charge on ticket packages. Public acceptance has been good.

At North Idaho, the Keenan's brought in 30 stands with

six devoted to food. New this year at that spot are circus acts and sideshows, via 4C Productions, Wimauma, Florida.

How has the season been? "Pretty good. We've been up every fair since the fourth of July," said Todd. He continued on the revenue topic, "We enjoyed some of the biggest in (our) history." When asked about the North Idaho spot, Todd Keenan replied, "Been up every day."

When asked about the future, Keenan is quick to point out that they are bidding on bigger fairs these days. In the ride department, they are considering possibly adding a Wacky Worm.

The Keenans reside on their South Idaho family farm, when not out on the road in any of the six states the show plays with either or both of their units.

Todd and Becky Keenan, seen here at the North Idaho Fair and Rodeo, Couer d'Alene, are the owners of Inland Empire Shows and Royal West Amusements, Missoula, Mont. The carnival provided the midway with 32 rides for the fair this year.

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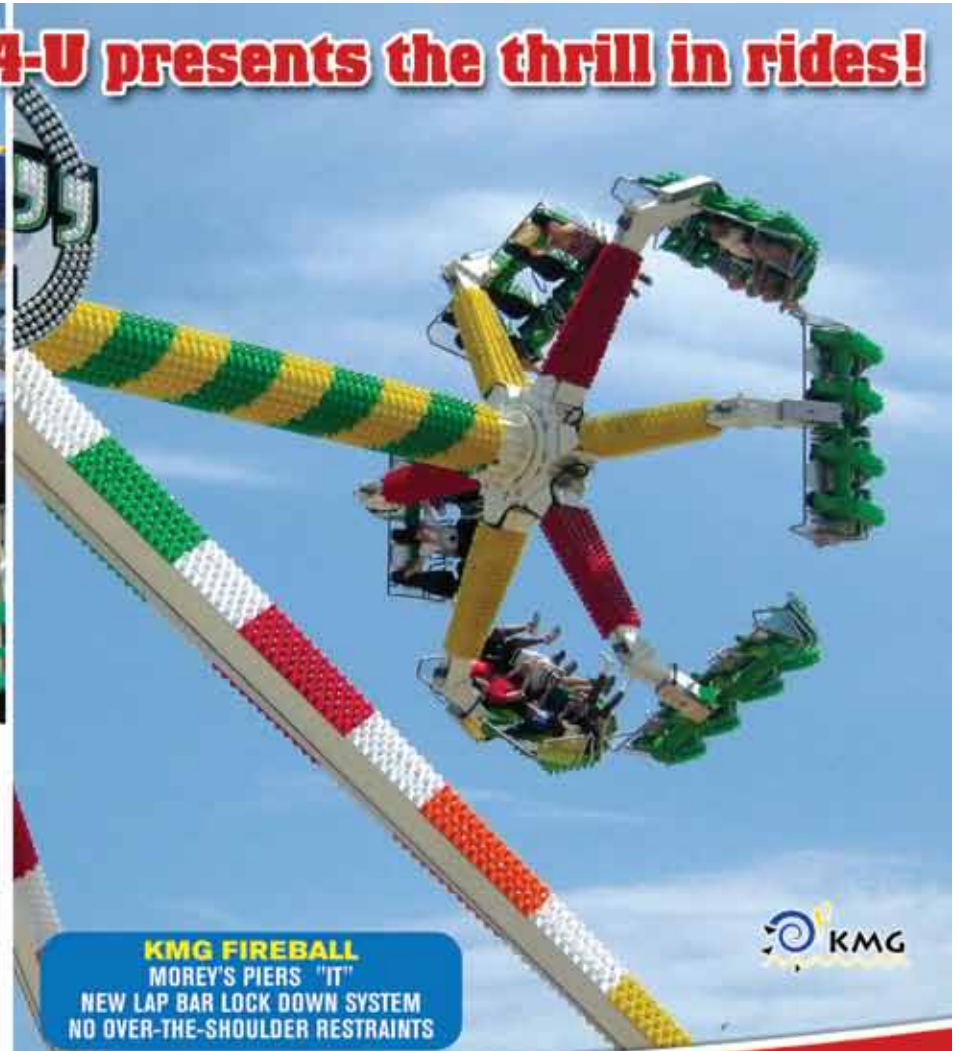
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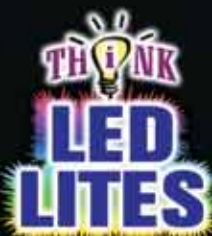
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# 2011 Wilson County Fair smashes records

*Fair sets record with 545,945 guests; single day record set with 109,603*

Amusements of America, Monroe Township, N.J., provided the midway for the Wilson County Fair this year. The carnival brought along this Chance Giant Wheel equipped with an LED lighting program.

LEBANON, Tenn. — The Wilson County Fair broke old records and set new ones during its run Aug. 12-20, 2011.

The fair set a new overall attendance record when 545,945 guests visited. The previous attendance record was set in 2009 when figures reached 505,434.

The fair also set a new single day attendance when 109,603 attended Saturday, Aug. 20, an increase of more

than 16,000 people than the previous single day record in 2009.

Overall in 2011 the fair was 148,870 up on 2010 attendance. The 2010 Wilson County Fair lost one day due to heavy rains and flooding on some parts of the fairgrounds.

Amusements of America, Monroe Township, N.J., provided the midway. New to the midway this year was the Vertigo, manufactured by A.R.M.

Other diversions ranged from musical entertainment to a lumberjack show, a homemade ice cream competition, to a text message contest.

Mandy Barnett, star of the Ryman Auditorium's "Always . . . Patsy Cline" performed at the Fiddlers Grove Opry Pavilion on the fairgrounds. She drew a large crowd as she sang some of Patsy Cline's most popular hits.

Fair executives attributed the great turnout for 2011 to great planning and, of course, great weather.

The event has a big impact on the local economy. Last year the Wilson County Fair raked in more than \$5 million.

—Pam Sherborne



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The 2011 Wilson County Fair not only saw huge crowds on the midway, it also set a new attendance record when 545,945 guests during Aug. 12-20.

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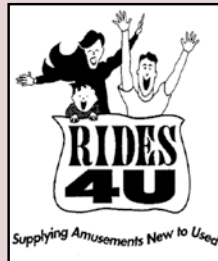
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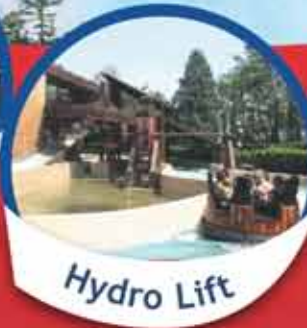
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