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Numbers ahead of 2009 show

IAAPA officials, attendees and exhibitors gear up for annual expo

Pam Sherborne
Amusement Today

It's not all about the new, but as the anticipated 25,000 people from 100 countries descend upon the 2010 IAAPA Expo tradeshow floor many will look for those new innovations as well as new twists of the old.

Jack Cook, president, Bob's Space Racers, Daytona Beach, Fla., understands that.

"We have been very aggressive with new product," Cook said. "Our new games are completely new. We think that is important in this tough

marketplace."

New is not always the best fit for a new amusement entertainment venue, he said, but he sees established parks wanting just that to market to existing customers for a new season.

By all indications, attendees should be able to find a lot of new product at the massive annual IAAPA event that is set to begin a 10-year run at the Orange County Convention Center, Orlando, Nov. 15 and run through Nov. 19. IAAPA officials are expecting 1,200 exhibitors for the tradeshow with over 100 product categories represented.



ries represented.

"Through Sept. 24, 983 exhibitors had reserved more than 420,000 square-feet of space on the trade show floor," said Charlie Bray, president and CEO, IAAPA. "That represents an 81 exhibitor, nine percent increase over the same year-to-date number at last year's show. We've seen record interest in the 'first-time exhibitors pavilion.' We have the largest outdoor exhibit space since 2003 and more than 200 companies have told us they will showcase brand new products and services in the exhibit hall."

But, the Expo doesn't start and stop with the tradeshow. It also will offer over 90 educational events and ample social events.

"We've lined up some amazing industry leaders,

legends and pioneers to make presentations during the education conference and we are anticipating capacity crowds for the social events, including the Thursday night celebration at The Wizarding World of Harry Potter at Universal's Islands of Adventure," Bray said.

New on the list of educational offerings is the Rookies and Newcomers program for family entertainment center owners and operators. This day-and-a-half seminar begins Sunday, Nov. 14 at the convention center and feature topics

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IAAPA chairmen share thoughts on industry

OUTGOING: Chip Cleary

During the upcoming IAAPA Expo set for Nov. 15-19 in Orlando, Fla., James "Chip" Cleary will turn over the job of IAAPA chairman to Bob Rippy.



Cleary

Cleary, Splish Splash/Palace Entertainment/Parques Reunidos, Riverhead, N.Y., took some time with *AT* to reflect on the past year.

What have been some of the biggest accomplishments of IAAPA this past year?

"This has been a busy year but to pick a few I would say: opening the IAAPA Asian Pacific office, which will serve our Asian constituents more directly; the success of the Asian Attractions Expo, which reflects the growth in the market; seeing our offices around the world working with our constituents in

▶ See CLEARY, page 8

INCOMING: Bob Rippy

Bob Rippy, Jungle Rapids, Wilmington, N.C., will take over as chairman of the board for IAAPA during the 2010 Expo in Orlando, Fla., set for Nov. 15-19.



Rippy

Here, Rippy visited with *AT* about his upcoming role and the future of IAAPA.

What are the goals this coming

year for IAAPA?

"IAAPA's goals for the year ahead are outlined in the association's strategic plan, which was written by the strategic planning committee and approved by the board of directors. Some of the key areas of focus for that plan include: helping members through these difficult economic times; thinking and acting globally while providing member services locally; providing safety education and

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Gary Slade

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Orlando's ten year run

With this year's IAAPA Attractions Expo returning to Orlando, after a one-year absence, IAAPA leaders will be challenged to keep the annual gathering new and fresh for attendees to return each year.

Why one may ask?

The 2010 edition of the convention and trade show will mark the beginning of an unprecedented 10-year run in Orlando.

Sure this year's show is easy and appealing. A scheduled evening at Universal Orlando on Thursday night to take in the new Harry Potter themed area is the current buzz in the industry...at least for this year.

But what about future years?

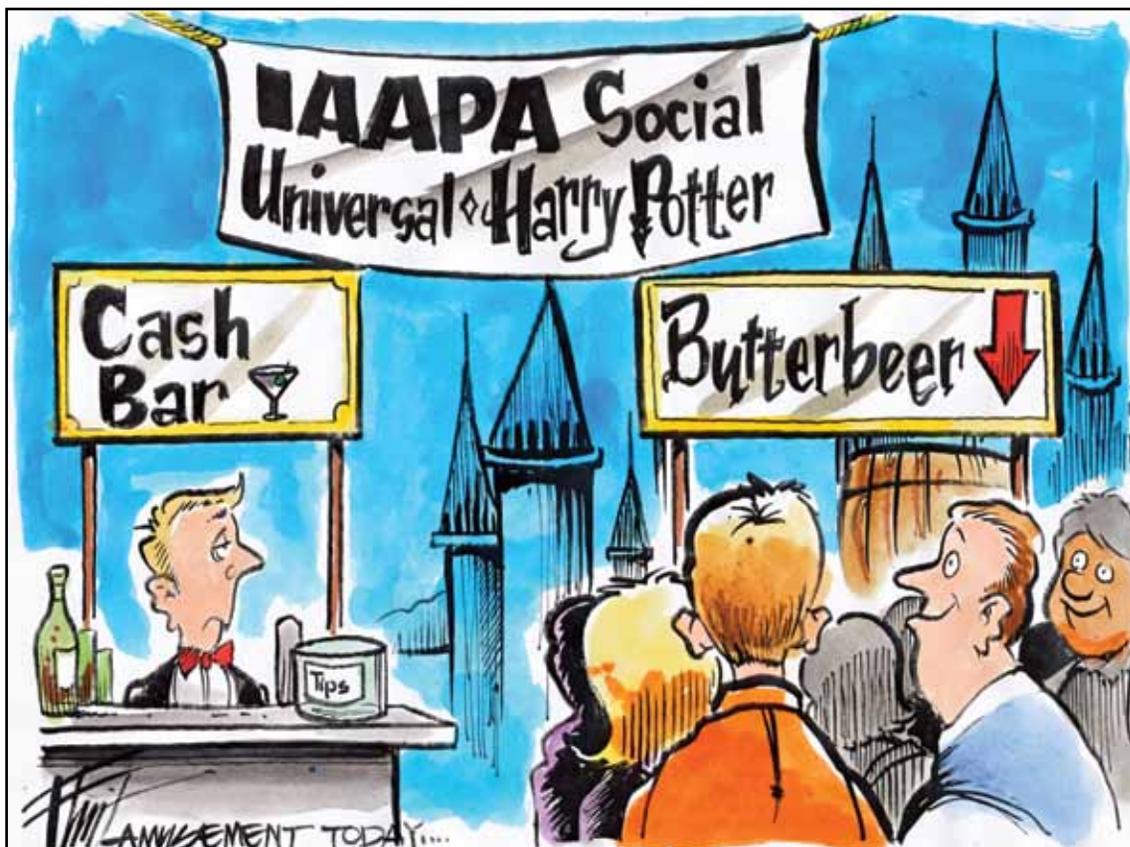
Certainly there is no question that future evening socials will be looked at for both the Walt Disney World Resort and SeaWorld Orlando, as well as perhaps the currently under construction Legoland Florida (formally Cypress Gardens), but what about other options?

In 2008, as part of its Golden Ticket Awards event, *Amusement Today* held a preview night social at John Arie's Fun Spot USA in Kissimmee. To say fun was had by all is an understatement.

Fun Spot represents the closest thing Orlando has to a family owned and operated small park. While visiting the theme parks are great, many operators in our industry can't relate to such huge budgets. Thus the need to be fair to all IAAPA members by showing off a smaller facility, like Fun Spot, with an evening social.

Although the IAAPA show may be in the theme park capital of the world for the next ten years, it can't forget its roots: family-owned parks.

—Gary Slade



Andrew Mellor

A magical week awaits

So the fantastic annual showcase that is the IAAPA Attractions Expo is almost upon us once again and like many in the industry, I am very much looking forward to attending this year's event.

The first 'IAAPA' I attended was in 1980 when the show was held in New Orleans in the old convention center (I guess I'm showing my age now). Thirty years on, I think I've only missed one show since and in that time it has, of course, developed and grown phenomenally and is truly the main shop window for all that is great in this industry.

I was a very young, fresh faced attendee in those days, just starting out on a journalistic career which has seen me remaining with the parks industry throughout that time and specializing in a business which has always created much envy among my friends and others who, when they've asked me what I do or what business I'm involved with, have always said what a great job it must be.

"So you 'test' amusement rides for



Mellor

a living so you can write about them," is something close to the usual comment and I guess to those not involved in the business, that's how it must look on the surface. But there's a little more to it than that, as I'm sure readers will appreciate!

Visiting the U.S. each November "for work" is a real treat and yes,

I do make sure I get time to have a look around while I'm there. It was brilliant to go to Las Vegas last November for the show (a shame we won't be going back for the foreseeable future!), my first visit to this amazing city, but I'm looking forward to returning to Orlando, in particular because it will allow me the chance to visit the Harry Potter section at Universal. Although I've read a lot about it and heard many hugely favorable comments, I understand it has to be seen to be believed; the attention to detail and the way the books and films have been recreated in the park, by all accounts is just stunning.

So roll on this year's visit to the IAAPA Expo. I can't wait to try out the butterbeer!

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On the cover



As an annual tradition, *Amusement Today* has highlighted on our Pre-Convention issue cover, the chairmen of IAAPA and the vice-presidents that will follow in the coming years. Featured are: Bob Rippy, 2011 IAAPA chairman; Roland Mack, first vice chairman (2012); Will Morey, second vice chairman (2013) and newly elected Mario O. Mamon as the third vice chairman (2014). The cartoon was drawn by AT's longtime cartoonist Bubba Flint, whose work can also be seen in the *Dallas Morning News*, *Dallas Business Journal* and the *Dallas Cowboys Star*.

2 MINUTE DRILL



Compiled by Janice Witherow

Adam Sandy

Ride Entertainment Group

As the director of sales with the Ride Entertainment Group, Adam Sandy has negotiated and managed some of the company's largest projects, such as the Mystery Mine custom Euro-Fighter coaster at Dollywood and five spinning coasters at Six Flags properties across the country, just to name a few. Adam jumped into the industry by getting his first job with *Amusement Business* magazine in 2001. Three years later, he joined the Ride Entertainment team. Since then Adam has been an important part of the company as it has grown from a sales firm into a full-fledged entertainment company through the creation of leasing, operations, maintenance, and branding divisions.



Sandy

Title

Director of Sales.

Number of years in the industry

Nine.

Best thing about the industry

Personally, I have liked the entrepreneurial spirit it offers. I really enjoy the fact that I was an integral part of a company that grew and expanded into so many disciplines within a few short years.

Favorite amusement ride

For fun, it would have to be the Phoenix roller coaster at Knoebels. For fear, it would be any Skycoaster.

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

A history professor.

Biggest challenge facing our industry

Home entertainment. It keeps getting better each year and as an industry I think we need to change our perspective and stop seeing our product as merely an "affordable alternative."

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

Watching families get together and create memories that last a lifetime. However, cheese-on-a-stick is a close second!

Favorite breakfast food

Coffee.

The most memorable class I have ever taken would have to be ...

A class on the New South with civil rights author John Dittmer during my time at DePauw University.

When I need advice, I turn to ...

Right now we do a lot of "powwowing" internally so I always can find opinions here! However, when I started at *Amusement Business* I always had Tim O'Brien to speak with about work, the industry and life. For someone like myself who felt new to everything, he was the best resource I could have at that time in my life.

The person I would most like to take a road trip with is ...

Buzz Price. His book, *Walt's Revolution!: By the Numbers,*

made me rethink my approach to working in this industry.

If I had to be named after a planet, my name would be ...

In this industry, I think it is a requirement to be Pluto.

You are at the movies ... what is your choice of snack?

I am a sucker for Coke, popcorn and a side of Junior Mints.

My all-time favorite Michael Jackson song is ...

Thriller. I wore the tape out listening to that song on my first tape recorder.

When I say "Jersey Shore" (TV show), you say ...

Unlike *The Situation*, my abs will not be grossing \$5 million this year.

It's Friday night at 7 p.m. Where can we typically find you?

In the rare event that I am in town, cooking or eating at a restaurant.

My favorite pizza topping is ...

Supreme.

One week ago today, I was ...

Taking the train down to IAAPA for a Hall of Fame Committee meeting.

The first thing I do when I get home from work is ...

Take Wally (our dog) for a walk in the park.

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

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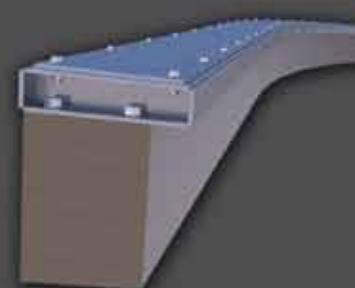
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such as how to open, market and manage a FEC.

An expanded Brass Ring Awards program will debut this year. The awards ceremony, which will take place Wed., Nov. 17, will award for the first time excellence in disciplines such as marketing and advertising, live entertainment, souvenir development and display, and employee training and motivational programs.

But, back on the tradeshow floor, attendees expect to be entertained with products and services.

Bob's Space Racers has come up with a new water game that will showcase in its booth this year. Called Stinky Feet, the new game is highly themed with multiple targets.



RENDERING COURTESY FABBRI

Fabbri will be touting its new Daytona flat ride at the IAAPA show this year.

Participants shoot at the feet of a character in a tub. They will use guns that look like faucets and sit on what look like toilet seats.

"We think this will be very eye catching," Cook said.

The company will also showcase five brand new arcade games and two new models of older games.

"We will have our Whooper water trailer and Top Spin water trailer," Cook said.

"We will bring along our Water Blaster FEC model, and a brand new Whac-A-Mole FEC model."

Len Soled, Rides-4-U, Somerville, N.J., will showcase new rides this year at this booth. He will bring Airborne Shot, a new ride from SBF. The ride, Soled said, is a new generation of a popular sweep action. The ride at IAAPA will feature eight arms, two riders per arm, but the ride can also feature 10 arms. The arms are able to pop up to a 90-degree angle. It can be customized so riders can control the popping or it can be operator-controlled.

"The ride at IAAPA will be the park model, but we will have a trailer-mounted version ready for Gibtown (the International Independent Showmen's League Extravaganza,

Gibson, Fla., held annually in February)," Soled said.

He will also bring a new VISA ride called the Helihopper.

"This is a tower ride where riders get to pedal up and as soon as they stop, they free fall with a magnetic brake stopping action," he said.

Soled also plans to exhibit the KMG Inversion – the first time for that ride to display at IAAPA. He will also showcase a new style of LED strip lighting that will be easier to secure to rides and games.

Fabbri had planned to debut a new ride at the Minnesota State Fair this year, but since production was delayed, the company plans to debut the new ride at IAAPA. The Daytona round ride is an interactive ride that enables kids with

► See IAAPA, page 6



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►IAAPA

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one adult or two kids to sit in a Daytona-styled car and, by steering the wheel of the car, extend or shorten the arm onto which the car is attached. In this way, the cars are not only running round, but also can be steered from left to right or the other way around.

"We also plan to display a gondola from our Giant Wheel," said Fabbri's Jeff Miller.

Jeff Novotny, Larson International, Plainview, Texas, is in the development stage of a new ride but he won't be showing that this year at IAAPA.

"We aren't going to market it until we have everything up and running," Novotny said.

Interested show attendees will have to wait until next summer when Novotny said the new ride should be in test mode in a park somewhere.

Meanwhile, Novotny said he does plan to feature his Drop Towers, Flying Scooters and Giant Loop.

Zamperla, Boonton, N.J., plans to keep things on a small scale this year, according to the company spokesperson Kristina Roper. Zamperla will bring the new Happy Swing, an airplane from the Air Race ride and few of the ZAP coin op rides.

Julie Zakus of WhiteWater West Industries, Richmond, B.C., said that company will feature the new Megatube. Management at WhiteWater West Industries, announced earlier this year the installation of this new product into the new Happy Magic Water Cube, Beijing Water Cube Waterpark,

The core feature of this new series is a 20-foot (6.096 meters) diameter, fully enclosed cylinder set at a transverse angle to the slide path. Riders enter the cylinder via a steep downward ramp, and then oscillate up and down the inner walls. The cylinder length can vary with each slide path, which can incorporate multiple cylinders. It can also be combined with other WhiteWater attractions such as the SuperBowl and Boomerango. In addition, the Megatube is large enough that another flume can actually pass through it.

ProSlide Technology, Ottawa, Ont., plans to showcase its new Wildebeest hydro-magnetic rocket waterpark ride, which includes a ride-up conveyor. The hydromagnetic technology propels participants up and down.

The company will also feature its new RideHouse multi-level play structure, as well as popular favorites such as the Topsy-Turvy, Toronado and Bowl.



Above, KMG will promote its popular Inversion, complete with LED lights; at top right, Zamperla debuted its new Air Race this summer and expects much interest; and at right, Great Coasters International recently completed this racing coaster for Efteling.

PHOTOS COURESY KMG, AMUSEMENT TODAY AND EFTELING



Sally Corp., Jacksonville, Fla., will feature a variety of its products in its booth this year, such as Forbidden Island, one of its new dark rides.

"We will have our Scream in the Dark interactive ride," said John Wood. "The louder you scream on the ride, the

more points you get. We will also showcase a brand new technology we are developing. It is an interactive video technology where riders will not only shoot at the characters along the way, but will also be shooting at video screens."

Among other exhibitors

sure to be of interest are Great Coasters International, Sunbury, Pa., which will show one of its newest projects, the racing coaster that opened in Efteling, The Netherlands, and Maurer Söhne, Germany, which will showcase its X-Car among other products.

Attendees also will surely want to check out Intamin's line of wet and dry rides and review Wichita, Kan.-based Chance Morgan's opening of the company's first Unicoaster. That ride opened to the public on March 20, 2010 at the Nickelodeon Universe inside Minnesota's Mall of America.

Gertslaurer Amusement Rides, Germany, and S&S Worldwide, Logan, Utah, will be on hand at the convention as well as companies such as Sippers By Design, Miami, showing off its lines of custom cups, and Chestnut Identity Apparel, Brookdale, Calif., exhibiting its lines of logo apparel and LED lighting.

Food companies, design services, entertainment companies, video game companies, and companies that supply awnings, tents and litter control, such as Kay Park Recreation Corp., Janesville, Iowa, and Waterloo Tent & Tarp, Waterloo, Iowa, are expected to be on the tradeshow floor.

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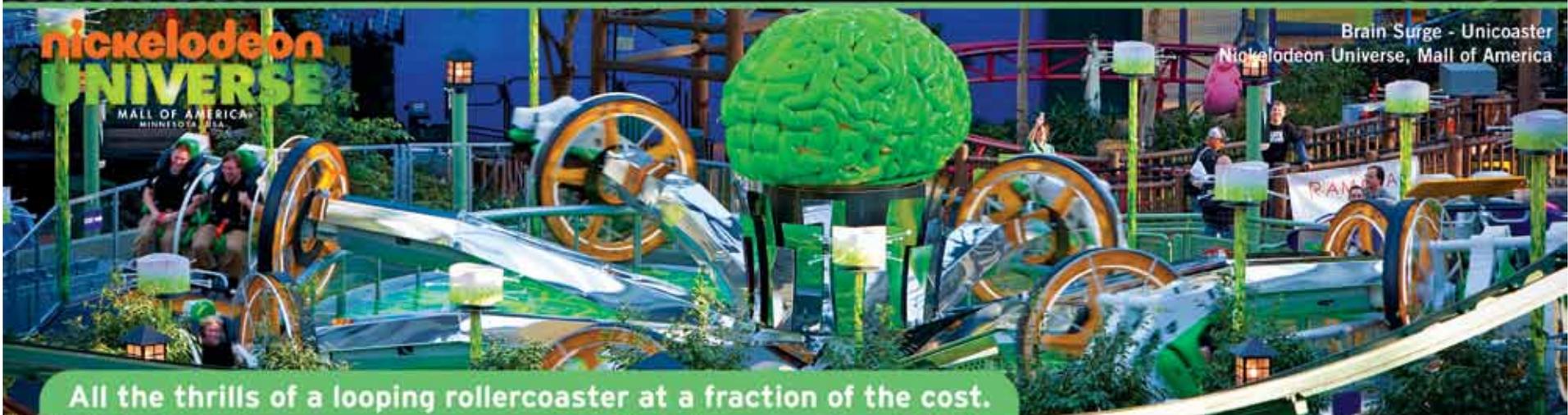
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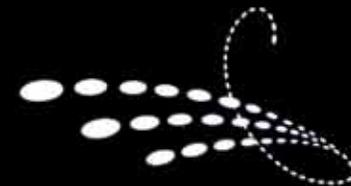
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► **CLEARY**

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those regions to advance their goals and IAAPA's goals; and working with all our stakeholders in moving the IAAPA Attractions Expo to Orlando for the next 10 years."

What have been your personal highlights?

"All of the above plus the absolute privilege of meeting with so many of our partners and constituents around the world. No matter where I went and no matter what language was spoken, it was always very apparent that the people who work in this business are very special and very gifted.

What has it meant to you to serve as chairman of this organization?

"This has been an absolute

privilege. I was able to work with a great executive committee, board of directors and staff around the world that are all at the top of their game. I traveled to places and saw things that most of us only dream about. I experienced parks and entertainment all over the world and learned that there are many different definitions of parks and attractions, and they are all great. I met some very talented people who have accomplished some pretty amazing things.

"This was definitely a chance for me to give back and share some of my experience with an industry that has given me so much opportunity.

"Thank you to everyone who supports and believes in IAAPA around the world."

What do you see as the future of IAAPA?

"I truly believe IAAPA will continue to grow around the world. The "I" in IAAPA will continue to develop to truly mean International. Our expos and seminars around the world will continue to grow and allow the association to serve our members globally and more locally. And, that no matter how spread out across the world we are, we still will work to touch every one of our members, small, medium or large on a regular basis. We have a great group of chairs coming along, Bob Rippey, Roland Mack and Will Morey, and I know they are all committed to this path.

"And, in talking of the future, I wish to be the first to congratulate our in-coming Chairman Bob Rippey!"

—Pam Sherborne

► **RIPPY**

Continued from page 1

advocacy around the world; communicating the value of the industry to governments; becoming a more data-driven organization; improving the services we provide virtually; and promoting "green" operations."

What are your personal goals?

"I will work to ensure we stay focused on the goals in the strategic plan. In particular, I will focus on three areas. First, I want to facilitate the successful introduction of our new regional office in Hong Kong so it can effectively serve our members in the Asia-Pacific region. Second, I want to look for ways to add value for our members by developing services in areas not directly associated with IAAPA Attractions Expo. Third, I want to concentrate on growing our membership."

What does it mean to you to become chairman of this organization?

"It's a great honor to me. As an entrepreneur and the owner of a family entertainment center, I see our industry and association from the operator's perspective. I know the types of help and support I need to be successful and I look forward to visiting our members around the world

to better understand the ways IAAPA can help drive their business."

What do you see as the future of IAAPA?

"Like all of our businesses, the association's future is full of opportunities and a few challenges. As we continue to refine the global nature of the organization, we will learn a great deal about our members around the world and the unique challenges they face. We will also be in a better position to tap into the wealth of knowledge that's available in this industry and use that understanding for the greater good. We will continue to enhance and improve the services we offer our members and will adjust those as our members' needs and the market conditions change.

"IAAPA is the bridge for our industry. It connects us to each other. It connects buyers and suppliers. It connects the press and governments to the information they need to cover and make good decisions for our industry. It connects industry newcomers to the information and education they need to be successful. Those are just some of the roles the association has played since it was formed more than 90 years ago... and it's how IAAPA will continue to help the attractions industry for many years to come."

—Pam Sherborne

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Euro Attractions Show (EAS) to take place in London Sept. 27-29, 2011

European amusement and attractions owners, operators, and suppliers will experience the vibrancy of London during the Euro Attractions Show (EAS) in 2011. EAS 2011 London will be held at the Olympia Exhibition Center, September 27-29, 2011. EAS 2011 London is expected to occupy the Grand and National Hall in the Olympia with more than 270 exhibitors and 8,000 participants.

The Olympia, which is known for its stunning Victorian architecture, magnificent galleries and ornate barrel-vaulted roof, has recently been renovated and will provide a dramatic setting for Euro Attractions Show 2011. The exhibition facility, which is located in central London is surrounded by hotels and restaurants, and is easily accessible by the London tube system and taxi services.

The British capital is a world-class city rich in culture and history. It is well-known as host to some of the most famous and visited attractions in the world. The vitality of the city and its countless offerings draw everyone from families and students to business professionals and world travelers.

"Going to London for EAS 2011 is a natural progression for IAAPA and the Euro Attractions Show. With our strong relationship with BALPPA (The British Association of Leisure Parks, Piers & Attractions) and the large number of attractions in the United Kingdom it is, without question, one of the best places to take EAS," stated Mats Wedin, chairman of the IAAPA Europe Advisory Committee.

•www.IAAPA.org/EAS.

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The list of the 2010 IAAPA trade show exhibitor names and booth numbers were provided by IAAPA. List is current as of Sept. 15, 2010. For last minute changes and booth additions and cancellations, consult the IAAPA show directory or visit <http://www.iaapa.org/expos/attractions/FloorPlan.asp>.

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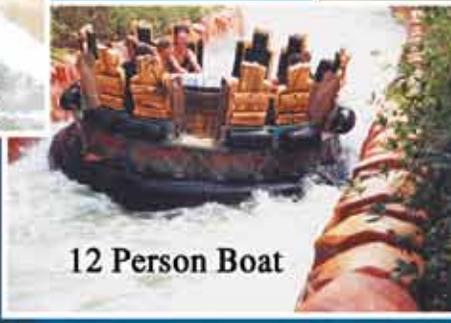


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OD # 3

AIR-RETENTION BLADDER SYSTEM

Whitewater's Joe Heflin reviews the best dining spots in Orlando

Orlando has wide mix of dining options for convention attendees

Editor's note: With the annual IAAPA Convention and Trade Show returning to Orlando, Fla. after a one-year absence, convention goers are sure to dive into some of the many restaurants this theme park capital has to offer. Amusement Today, and our amusement industry's food expert, Joe Heflin of WhiteWater West Industries, help you sort out all your after show dining options with this annual report.

Joe Heflin

Special to Amusement Today

With seven IAAPA shows in Orlando in the past 10 years there have been quite a few opportunities to sample Orlando's best restaurants. Following is an overview of several of the absolute best as well as those which I find myself returning to show after show.



Heflin

Fresh black grouper sautéed in pecan butter with scallions and a touch of cayenne is one of the great dishes of the Western World. Hyperbole? Perhaps, but **Chatham's Place** signature dish really is that good. Include Rigatoni Apalachicola (jumbo lump crabmeat, tomato and béchamel with a touch of pesto), smoked salmon carpaccio and cream of Portobello for a first course and you have one of Orlando's most enduring and popular restaurants. The Sand Lake Road icon continues as a favorite for both conventioners and local residents.

Norman Van Aken's namesake restaurant was a South Florida landmark and culinary temple to "New World cuisine." He created his extraordinary fusion of Caribbean, Latin and South Florida flavors melding them into a unique culinary adventure unlike any other in America when he first opened. The former James Beard Award winner is a primary source for unique American regional excellence. Several years ago his Coral Gables original closed, with many of its staff moving to his then, new Orlando flagship in the Ritz Carlton

Grande Lakes.

His food is, indeed, an indulgent and flavorful adventure: first courses include Yuca stuffed crispy shrimp with sour orange mojo and habanero tartar salsa, incredible "Down Island French toast" which is curacao scented foie gras with griddle brioche and passion fruit caramel along with his take on fried green tomatoes with queso fresco and escabeche spiced mayo. Main courses include "rhum and pepper painted grouper, chimmichurri marinated and roasted mignon of beef and, for dessert, a "Havana banana split": rum flamed bananas, chilies and macadamia nut brittle ice cream. If you have six or more in your group ask for the table on a stage in the center of the room. Almost a stage to share dinner.

Orlando is home to many thrills; for some what **Norman's** presents on a plate is among the best.

Since 2003 I have raved about the original **Seasons 52** on Sand Lake Road which is one of Orlando's best restaurants. In a number of years it has won the *Orlando Magazine* award as the most popular. With a softly lit supper club ambience and a 40-seat horseshoe shaped bar encircling a nightly piano player, the 200-seat Darden original pioneered a menu where every single dish is 475 delicious calories or less. Five flatbreads highlight first courses including the signature garlic chicken with



CALIFORNIA GRILL

balsamic red onions, roasted red pepper and mozzarella cheese. Main courses include cedar plank salmon, roasted artichoke stuffed shrimp and wood roasted pork tenderloin.

Seasons 52, named after the 52 weeks of the year, also has one of Central Florida's most thoughtful wine lists with over sixty offered by the glass. This is an enormously popular restaurant packed with locals most every night. Seats at the expansive bar are generally filled by 7:00 on

► See DINING, page 15



SEASONS 52



K RESTAURANT



CHATHAM'S PLACE

IAAPA 2010 - ORLANDO

► DINING

Continued from page 14

most evenings while waits for a table in the dining room or on the softly lit lakeside patio can be lengthy. Call ahead for a reservation if you can.

Seasons 52 has a great deal in common with Disney's famed **California Grill**. In fact the same chef started both. Today the California Grill continues as one of the most popular restaurants on Disney property. Located on the top floor

FAST FACTS

Helpful information on Orlando area restaurants

Norman's

Ritz Carlton Grande Lakes
4012 Central Florida
Parkway
(407) 393-4333

Seasons 52

7700 Sand Lake Road
(407) 354-5212

Disney's California Grill

Disney's Contemporary
Resort
4600 North World Drive
(407) 824-1576

Del Frisco's

729 Lee Road
(407) 645-4443

Vito's Chop House

8633 International Drive
(407) 354-2467

Emeril's

6000 Universal Studios Blvd.
(407) 224-2424

K Restaurant

1710 Edgewater Drive
(407) 872-2332

Chatham's Place

7575 Dr. Phillips Blvd.
(407) 345-2992

Capital Grille

9101 International Drive
(407) 370-4392

Oceanaire

9101 International Drive
(407) 363-4801

Bonefish Grill

7830 Sand Lake Road
(407) 355-7707

Carrabba's

5701 Vineland Rd
(407) 355-7277

Bahama Breeze

8849 International Drive
(407) 248-2499

—Compiled by Joe Heflin

of the Contemporary Resort it overlooks much of the Magic Kingdom and is a prime site for watching the nightly fireworks from the tables by its panoramic windows. Lights dim slowly in the room as the eruption outside begins. The Art Nouveau inspired dining room features an open kitchen including Asian fusion cuisine. Starters include flatbread with tamarind braised beef, Thai coconut curry, mango pickles, bok choy, sesame and triple cheese. Also, braised lamb shank risotto, goat cheese ravioli and Asian rock shrimp salad. Among the featured main courses are panko crusted day boat cod, seared Bison and oak fired filet of beef. Arguably their best entrée is grilled pork tenderloin with goat cheese polenta, button mushrooms and a Zinfandel glaze. A signature dessert is their "Sweet Celebration" which is a warm apple cobbler with walnut-oatmeal streusel, Calvados ice cream and apple caramel drizzle.

Del Frisco's continues as Orlando's and one of America's best steak houses. The locally owned Lee Road restaurant (on the far side of downtown, directly off of I-4) is a direct descendant of the legendary Dallas original, first opening in the mid '80's. Superb beef, exemplary sides (onion rings that set the standard as well as a sliced beefsteak tomato and Vidalia onion salad topped with a heavily lumped bleu cheese vinaigrette) and over the top desserts including indulgently alcoholic Strawberries or Raspberries Romanoff.

Closer to the convention center, directly on International Drive is a popular standard for convention goers, **Vito's Chop House**. Vito's features flavorful aged beef, wood grilled pork chops, wood roasted chicken cacciatore, stone crab-even zuppa di pesce. An outstanding first course and a house signature is fried calamari with sliced cherry peppers.

Emeril's on Universal's City Walk has also been a long standing destination as well as an early outpost of the Tchoupitoulas street original. Crawfish flatbread with capicola ham, rapini, tomato glaze and Swiss cheese is an alternative to a white truffle flatbread with cremini mushrooms, Gruyere cheese and a

black truffle emulsion. Also, deep, murky and delicious seafood and andouille gumbo. Main courses feature chipotle barbeque glazed salmon with sausage potato hash, double cut pork chops with caramelized sweet potatoes and tamarind glaze and pan roasted redfish with an andouille crust. Emeril's may have the best banana cream pie on earth as well as a memorable Godiva white chocolate bread pudding with cinnamon ice cream, candied almonds and vanilla Anglaise.

On the far side of downtown is **K Restaurant** whose chef was nominated this year for a James Beard Award for "Best Chef South." Starters include almond encrusted fried Manchego cheese with tomato confit, "escargot wild mushrooms with herbs, roast garlic and crostini," "fried green tomato corn crab salad with grain mustard" and "arugula sun-dried fruit, bleu cheese, candied nuts, mustard vinaigrette." Among the entrees are penne "alla vodka chili spiked tomato vodka cream sauce," pork tenderloin with gorgonzola polenta and a wild mushroom balsamic sauce as well as duck breast with roast parsnips, apples and bacon marmalade. A signature dessert is "deconstructed tiramisu."



VITO'S CHOP HOUSE

Orlando is also home to the **Capital Grille** and **Oceanaire** near the convention center as well as the more modestly priced **Bonefish Grill**, **Carra-**

bba's and **Bahama Breeze**.

For a blowout indulgent celebration or a quiet dinner on a budget, Orlando has a great deal to offer.



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Scotland's Loudoun Castle themer closes for good

To the shock and disappointment of workers and fans, the owner of one of Scotland's most popular theme parks – Loudoun Castle – announced that the facility's 2010 season would be its last. The closing will result in the dismissal of 11 full-time and more than 100 seasonal part-time staff.

Dutch owner Henk Bambom of Henk Bambom's Parkware Ltd. said that his decision to close the park was a direct result of an upcoming VAT increase, bad weather and the rise in publicly-funded tourist attractions.

The 600-acre park located near Galston, Ayrshire is home to 25 rides and attractions including an S&S drop tower and a classic Anton Schwarzkopf steel looping roller coaster (Twist 'N Shout aka Silver Arrow).

In a public statement, Bambom said: "I felt that the park was no longer economically viable. I would like to thank all our staff for their unwavering loyalty and support over the years."

Originally opened in 1995 around the ruins of a 19th century castle in southwest Scotland, the park was run by showman Raymond Codona until Henk Bambom's Parkware Ltd. assumed control of the facility in 2002.

U.K.'s Thorpe Park to add water ride in 2011

WhiteWater West Spinning Rapids ride relocated from Cypress Gardens

Andrew Mellor
Amusement Today

Thorpe Park, situated just outside London, England, is to add a Spinning Rapids water ride to its array of attractions for the 2011 season.

A planning application submitted in July to the local Runnymede Borough Council, in line with Thorpe Park's medium term development plan, shows that the ride, which is to be relocated from the closed Cypress Gardens park in Florida, will be located, subject to

planning permission, in an area currently occupied by Octopus Garden and which houses a range of children's rides. Produced by WhiteWater West Industries, much of the ride's steel structure and chutes will be transported directly from Florida, while the ground level river sections will be newly made in concrete.

Previously known as Storm Surge, the family attraction will see riders board large, six-seater rafts which are then carried up a conveyor belt to the top of a 19.4 meters (63 foot) hill before being released down a water-filled spiral chute to spin their way to ground level and a splash down area.

The ride is described in

"This development will add another exhilarating dimension to our current portfolio of thrilling rides and attractions, appealing to both our core audience of 16-34 year old thrill seekers and families with older children."

—Thorpe Park's Mike Vallis

the planning application as a "secondary attraction" designed to relieve queues for the park's main attractions. It has a theoretical capacity of 600 people per hour and will be added in preference to two of the three flat rides which were proposed in the medium term plans submitted to the council in 2005.

The bankrupt Cypress Gardens was purchased by Thorpe Park owner Merlin Entertainments Group earlier this year and will reopen as Legoland Florida in 2011. Storm Surge had been in operation at Cypress Gardens since 2004.

Thorpe Park's divisional director Mike Vallis commented: "This development will add another exhilarating dimension to our current portfolio of thrilling rides and attractions, appealing to both our core audience of 16-34 year old thrill seekers and families with older children."

The park recently detailed its medium term development plan in an extensive series of documents submitted to Runnymede council. It plans to add five new rides between 2011 and 2016, in addition to two new roller coasters which are currently scheduled to open in 2012 and 2015.



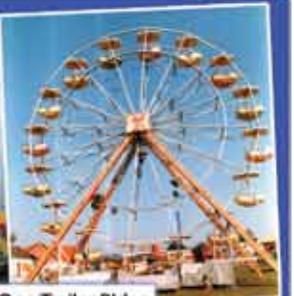
**PHOTOS COURTESY
THORPE PARK**

Thorpe Park's new Spinning Rapids water ride for 2011 will be suitable for all the family to enjoy. Along with the spinning action, another impressive feature is the height, as riders travel up to a height of 19.4 meters (63 feet).



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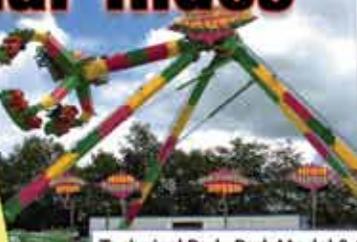


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Jora Vision oversees upgrades, new attractions across Europe

Designed and produced by Jora Vision, "Dream-wish" is a fantastic new Dolphin show that debuted this summer at The Dolfinarium in Harderwijk, The Netherlands.

PHOTO COURTESY JORA VISION

For most European theme parks, the 2010 season began during the Easter weekend. The Dutch company Jora Vision, located in Rijnsburg, The Netherlands, played an important role in improving and refurbishing a number of attractions at various theme parks in its home region as well as others on the continent this season.

For Walibi World, Walibi Belgium and Family Park Drievliet, Jora Vision oversaw the restyling of several attractions including the modernization of those parks' catering facilities while at Slagharen Park they developed a new signage system that enables easier route planning for visitors.

Jora Vision also handled major projects for Tivoli Gardens in Copenhagen and The Dolfinarium in Harderwijk:

- The Flying Trunk dark ride at Tivoli Gardens was built in 1993 to celebrate Tivoli's 150th anniversary. Designed by Tivoli artist Richard Branderup and updated by Mikkel Sonne, the attraction is based on 32 fairy tales by Hans Christian Andersen. During the 7.5-minute ride, guests encounter 120 animatronic figures from the fairy tales. Apart from Jora's technical upgrades, which increased the ride's capacity to 1,000 visitors per hour, the refurbishment of The Flying Trunk included the addition of new scenes and new lighting designed by Act Design. Todd Casper's new title song and background music also enhances the atmosphere.

- The Dolfinarium in Harderwijk, originally opened in 1965, is The Netherlands' only such facility. For the 2010 season, Jora Vision designed and produced the decors and scenery for the park's newest presentation, *Dream-wish*. Having debuted in March, the new show is loaded with a number of surprising special effects designed to transport the audience into a fantastic world of dreams and fantasy.

• www.joravision.com

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Innovative Leisure installs new Coconut Tree Climb at British FEC

Innovative Leisure recently installed a new three tree Coconut Tree Climb attraction at the recently opened 360 Play venue in Milton Keynes, Buckinghamshire.

The new attraction is one of a number of climbing products available from Innovative Leisure and has been added to the new Club 360 outdoor area at 360 Play where it is already proving a popular addition to the varied array of rides, attractions and activities on offer.

Inside, 360 combines the familiar play frames, slides and ball ponds popular with children, with opportunities for imaginary play and developing creative skills with an adult. The new outdoor Club 360 area adds further to the venue's offering of a unique experience in educational play for children up to 12-years-old.

"We wanted a climbing experience that both fitted with our theme and gave us an experience that could be done again and again," commented 360 Play's Managing Director Duncan Philips. "The Coconut Tree fits beautifully with our Club 360 holiday theme and offers a variation on the standard climbing experience offered in many locations. Phil and his team have been great at understanding the needs of our new area and making sure the climbing experience matches our expectations."

Based on the popular

climbing walls and towers already supplied by Innovative Leisure, the Coconut Tree Climb is just that – a vertical climbing experience up the trunk of a pseudo coconut tree. Available with two or three trees, the attraction is fully themed with realistic bark finish and fake leaf fronds at the top. The units are held in place by a steel frame and also feature an auto-belay safety system on each tree incorporating

certified auto-belay cables.

A climber timer is another of the attraction's features, adding more fun and a competitive element to the experience, with a buzzer fitted to the top of each tree. Quick harnesses are utilized, as are swivels and carabiners, while covering the steel framework behind the trees are full length, full color and suitably decorated banners to complement the overall them-

ing. The attraction is available in mobile and static, outdoor and indoor models, all versions being approximately 26 feet in height including the leaf fronds.

"We are delighted with the installation of the Coconut Tree Climb at 360 Play," noted Innovative Leisure's Managing Director Phil Pickersgill. "Attractions such as this are seen as healthy by parents and an exciting challenge by chil-

dren and obviously offer a physical activity as opposed to a more passive one, which parents like to see their children participating in. They are also suitable for a wide age range, from young children to adults, and it is an ideal addition to 360 Play for the older children – and of course their parents if they fancy having a go. I'm sure it will be a great success for Duncan and his team."



PHOTO COURTESY
INNOVATIVE LEISURE
Innovative Leisure's Coconut Tree Climb fits well with the other beach-themed attraction's at England's new 360 Play FEC.

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Coaster surveyor Jeff Mason stakes 49th project with Quassy ride

Quassy names new coaster, Wooden Warrior

Quassy Amusement Park has officially announced the name of its new marquee attraction for the 2011 season will be "Wooden Warrior." The name for the The Gravity Group-designed family wooden roller coaster was selected from dozens of submissions from regional schools.

"We asked our team to pick their top three selections from the list," said Quassy President Eric Anderson of the voting. "The 'Wooden Warrior' collected five votes, three of which were indicated as the first choice."

More than 90 submissions were received by the park and a ballot was created listing only the suggested names with no school identification. "By not listing the schools on our ballot — only the coaster names — we had a very non-biased process," added George Frantzis II, Quassy co-owner. "The name we selected speaks highly of the heritage of the park as Quassapaug is Native American for 'Greatest Pond.' The coaster's name reflects our passion about this property's heritage and our tradition."

With the coaster's official name selected, the park's artist is currently designing a "Wooden Warrior" logo to be used on the front of the coaster train as well as related promotional materials and souvenirs.

Ron Gustafson
Amusement Today

It's an occupation filled with its share of ups and downs, literally.

And no one knows better than Jeff Mason, a field engineer from Lebanon, Ohio, who has been building roller coasters for more than a quarter-century.

Mason arrived at Quassy Amusement Park, in Middlebury, Conn., in early August to start surveying the sloping site where a new wooden roller coaster will be constructed.

Across the park, a tractor-trailer laden with lumber for the project was being unloaded — another sign that the wait for highly-anticipated ride is over.

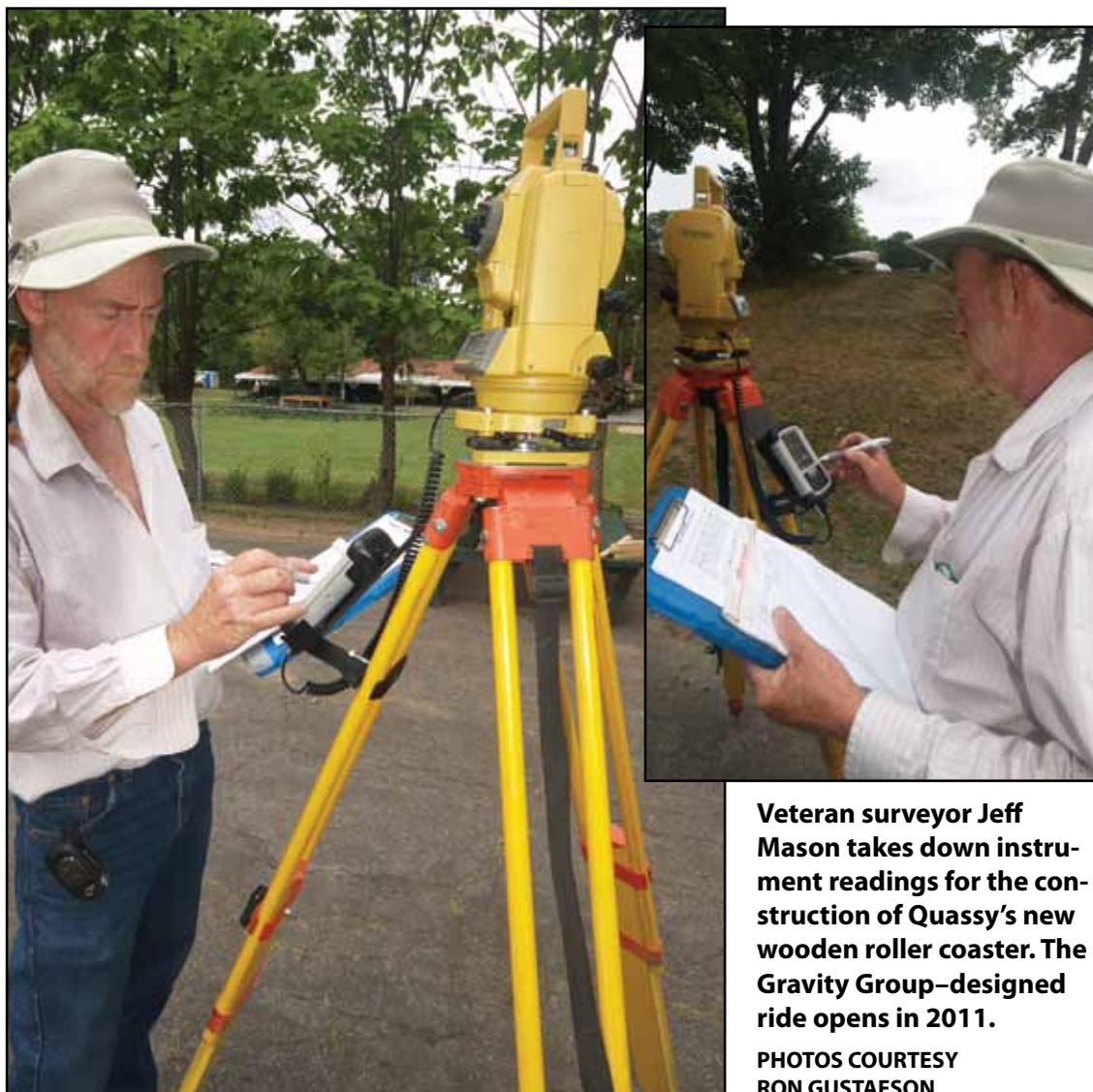
With the arrival of Mason and a crew of three other workers, Quassy officially began the process of constructing the first all wooden roller coaster in the park's 102-year history. The ride will be ready for the 2011 season.

For Mason, it marks the beginning of the 49th coaster project he has tackled in the past 27 years.

"I don't work for any particular company," he said of his unique trade.

But when roller coaster designers are looking for someone to spearhead the construction of a project, there's a good chance Jeff Mason's name will be thrown into the ring.

The 51-year-old accepted the challenge to get the Quassy coaster off the ground after the engineering team at The Gravity Group in Cincinnati, Ohio, recommended him to the park owners.



Veteran surveyor Jeff Mason takes down instrument readings for the construction of Quassy's new wooden roller coaster. The Gravity Group-designed ride opens in 2011.

PHOTOS COURTESY
RON GUSTAFSON

"We met Jeff a few years ago at our annual trade show in Orlando and there was no doubt in our minds that we wanted him here when construction began," said Eric Anderson, a Quassy owner.

"Jeff indicated to us then that he would like to be here to help get the project started, and it just happened to work out that way," Anderson added.

The Gravity Group created this one-of-a-kind family coaster to fit into the area the

park designated for the new ride. There will be more than 140,000 board feet of lumber, 200,000 nails and 35,000 nuts and bolts in the massive project. The new coaster will have 1,200 feet of track and stand 35 feet tall, yet dropping more than 40 feet due to the topography at the park.

Last Coaster Three Years Ago

"The last coaster I helped build was in 2007 and it opened in '08," Mason said,

while pondering the startup of the Quassy construction.

He became involved in roller coaster building in the Cincinnati area 27 years ago when he started working with industry legend Charlie Dinn, who built some of the largest coasters of the era.

"I had been doing house construction and delivering beer prior to doing this," Mason recalled. "I've been in construction darn near all my life. When this (opportunity) came

► See MASON, page 22

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Carowinds introduces million dollar Peanuts light show in 2011

The skyline of Carowinds will light up next summer as the southern theme park debuts Snoopy's Starlight Spectacular, a million dollar nighttime walk-through light and sound experience featuring Snoopy and the Peanuts gang.

Designed using a diverse mixture of low energy and high efficiency LED lighting, this immersive light and sound spectacular will stretch from County Fair through the entrance of Planet Snoopy and feature more than one and a half million LED lights adorning trees and buildings. Midways will be accented by vibrant animated and stationary light displays, vivid theatrical lighting and other cutting edge special effects, all orchestrated to a custom-designed audio soundtrack.

To showcase Snoopy's Starlight Spectacular, Carowinds will extend its operating hours until 10 p.m. every day from June 27 through Aug. 7, 2011. This expansion will offer guests more evening hours of fun to experience everything Carowinds has to offer. Snoopy's Starlight Spectacular will come to life each evening during these 10 p.m. closes.

"Carowinds is dedicated to providing diversified entertainment the entire family can enjoy together," said Carowinds' Vice President and General Manager, Bart Kinzel. "The addition of Snoopy's Starlight Spectacular and extension of our operating hours reaffirms our commitment to providing quality, family entertainment at the greatest value."



Carowind's newly planned Snoopy's Starlight Spectacular will be similiar to the one seen at Cedar Point.
AT PHOTOS/SCOTT RUTHERFORD



VERTIGO

Photos: Dan Feicht / dan@danfeicht.com

VERTIGO MODELS & STATISTICS

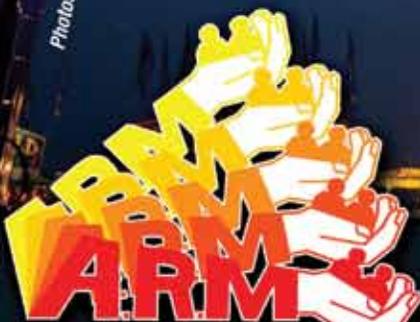
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► MASON

Continued from page 20

up I took it. Charlie Dinn was the one who got me involved with building roller coasters."

One of the first large coaster projects Mason was involved in was at Dorney Park in Allentown, Pa. He worked on "Hercules," which had the longest drop of any wooden roller in the world at the time. That ride was erected in 1989 and was dismantled in 2003 when it was replaced by another coaster.

His work has taken him across the United States – not only helping to build new rides but also refurbishing existing coasters.

"I've been to Mexico, Spain, Holland, Wales and France," he noted. "I'll be here six weeks before going to Sweden to start another coaster."

"It depends on the size of the project as to how many guys you will need," he asserted. "This project will have up to eight crew members on it."

The first thing Mason tackled at Quassy was to inventory power equipment and tools that were special ordered.

He unloaded his personal tools and surveying equipment and was on-site making initial calculations and setting markers.

"I'll be doing the survey-



PHOTO COURTESY RON GUSTAFSON

Concrete footings on the turn-around for Quassy's new wooden roller coaster the Wooden Warrior are taking shape.

ing and hopefully get the footings all in while I'm here," he added.

From there, the rest of the construction crew will take over.

"I'm like the Marines — first one on the beach to get the foundations in," Mason said of his work. "It's a team effort, so I never say 'I built it.'"

Changes In Recent Year

Numerous patents for wooden roller coasters date back nearly a century and are still used in the construction of new rides today.

However, Mason was quick to point out that there have been advances in technology in recent years.

Quassy gets Gravitykraft Timberliner train for ride

Quassy Amusement Park's new wooden roller coaster, scheduled to debut in 2011, will feature a state-of-the-art Timberliner train supplied by Gravitykraft Corp., the sister company to The Gravity Group – designers of the Quassy ride.

"This new generation of coaster cars is an ideal fit for our ride," said Quassy President Eric Anderson. "We saw the prototype last year at our annual trade show in Las Vegas and it immediately grabbed our attention."

The Timberliner train constructed for Quassy will be the first Gravitykraft unit to be installed on a new ride in the United States.

"These cars will not only provide a smoother ride, but a more exciting ride due to their unique design elements," added Anderson. "The train will actually consist of six two-seat cars, which will corner much easier than the traditional roller coaster trains in our industry."

"We are thrilled to be able to supply the trains on Quassy's new signature roller coaster," said Mike Graham, an engineer and partner at Gravitykraft. "A ride in the Timberliner train gives the rider a very smooth ride and short wait times, but most of all they safely enable adults to be able to ride beside children. Countless hours were put into the design of the seats to accommodate this wide variety of riders, which is very important for the park."

Engineers from Gravitykraft say the Timberliner train's design will also reduce track maintenance on the roller coaster. Each passenger will also have a separate seat and adjustable restraint.

"Older coasters had flat curves. Now designers can incorporate big banking and swoops thanks to computers," he said.

One thing that has remained constant in coaster design is the fact that up to eight layers of planking is used on the track. Quassy's new ride will incorporate the same feature with eight layers of boards being used, the bottom seven being two by 10's and the top "tracking" layer two by 12's.

Steel plating is then attached to the top, inside and lift areas of the layered planking to complete the tracking of the ride. The "lift" areas of the run are where negative Gs are generated.

As for Mason's favorite of the 50 coasters he has worked on throughout the years, he doesn't pick one over the other.

"There are a lot of good rides out there," he said of the thrill machines. "The Voyage (Holiday World in Santa Claus, Ind.) is going to rank right up there among my favorites. It's a real screamer."

The Voyage is also the largest coaster Mason has ever worked on. It stands 163 feet tall and roars along 6,442 feet of thundering track.

"The best thing about this business is watching the public's reaction when they get off of them. That's what has kept me doing this for so long," he added.

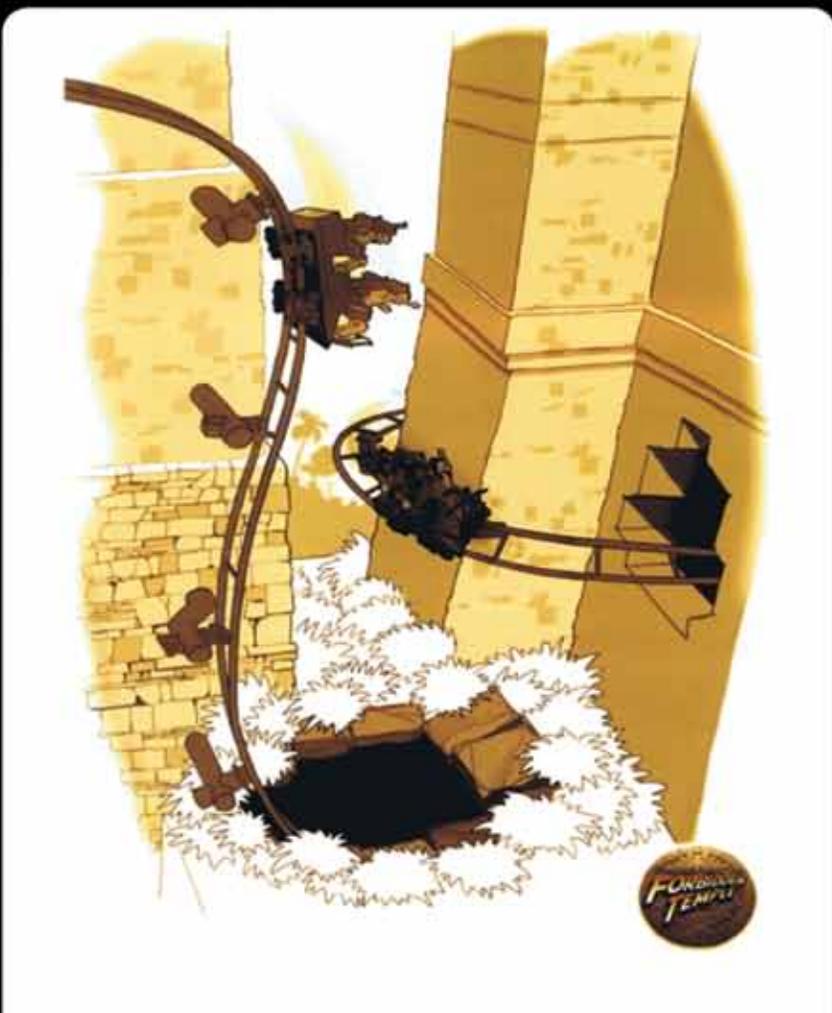
As for returning to Connecticut to see the new roller coaster at Quassy completed, Mason said: "I hope to get back here in time to see the ride finished."

Then coaster project number 49 will officially go down in his annals.

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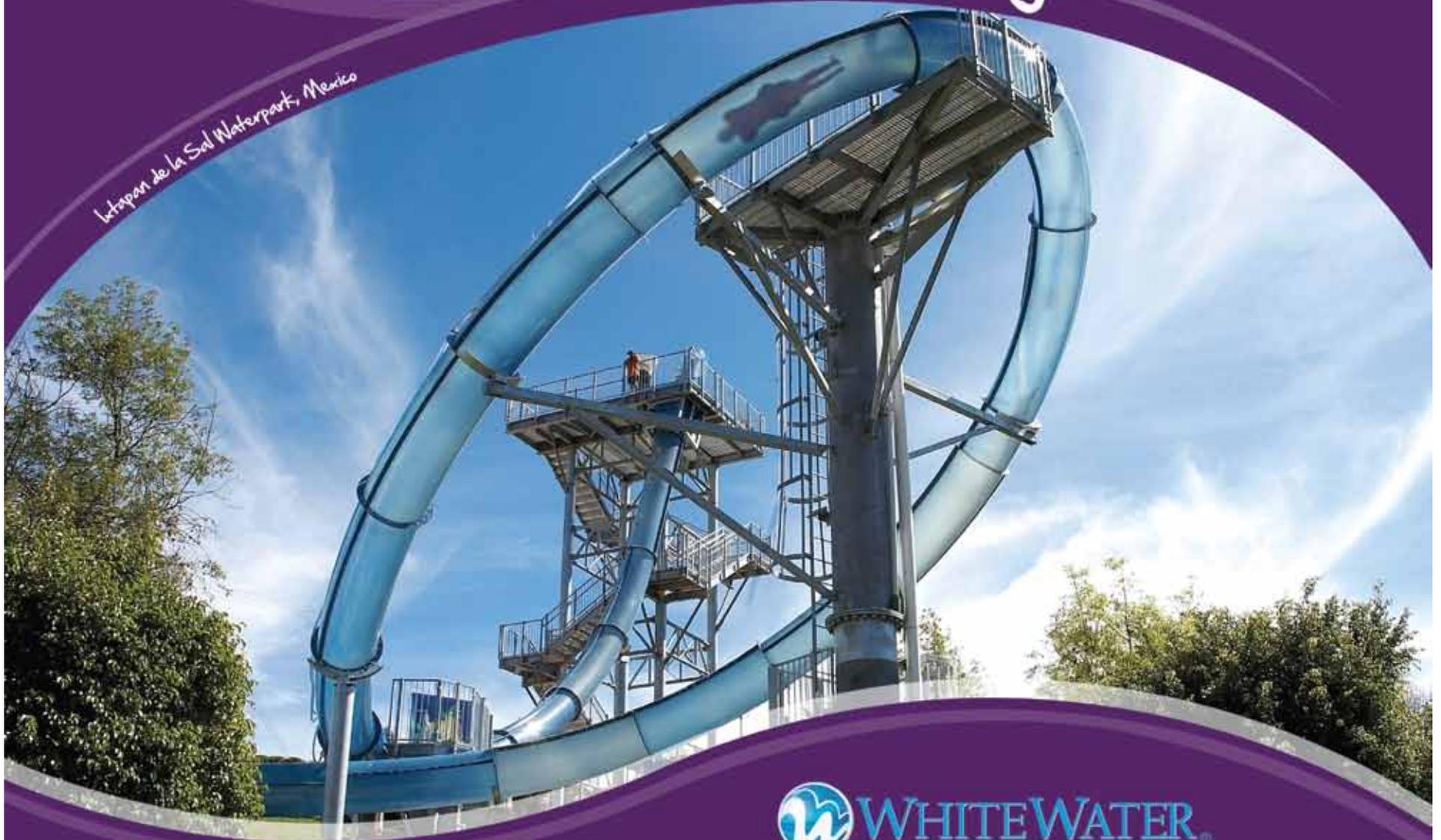
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BRIEF

Cruise ships race to add waterslides and aqua parks

The trend of adding waterslides and related equipment to cruise ships began in 2005 when Royal Caribbean Cruise Line (RCCI) installed rock climbing walls, mini-golf and ice-skating rinks to their cruise ships. In 2006, they launched the industry's largest passenger ship, Freedom of the Seas, with a FlowRider surf simulator and an H2O Zone aqua park.

In 2009, Carnival Cruise Line added an aqua park called WaterWorks to its Ecstasy Cruise Ship at Galveston, Texas and its Dream Cruise Ship at Port Canaveral, Fla. Last December, RCCI launched its newest ship, Oasis of the Seas, with an H2O Zone and two FlowRiders.

During July 2010, Norwegian Cruise Line was expected to add a waterslide to each of four ships — Jewel, Jade, Pearl and Gem. And Costa Cruises plans to add waterslides to seven of its ships.

The worldwide database of hotel waterpark resorts open, under construction and in development, is maintained by Phoenix-based JLC Hospitality Consulting, which reports a surge in waterpark features opening on cruise ships during 2009 and 2010.

—Source: Jeff Coy, ISHC

Holiday World's 2011 additions to focus on children, guest comfort

SBF Visa Group and ProSlide to supply new rides

Additions and enhancements planned for Indiana's Holiday World & Splashin' Safari in 2011 can be divided into two categories: children and comfort.

According to Park President Dan Koch, the investment of \$5.2 million will provide more fun for children and more comfort for families. "We've studied the feedback from our park guests that comes to us via e-mail, our Facebook page, comment cards, and conversations out in the park," said Koch. "This is the year we will add more for the little ones to do plus a lot of extras around the park."

Additions for the upcoming 2011 season include:

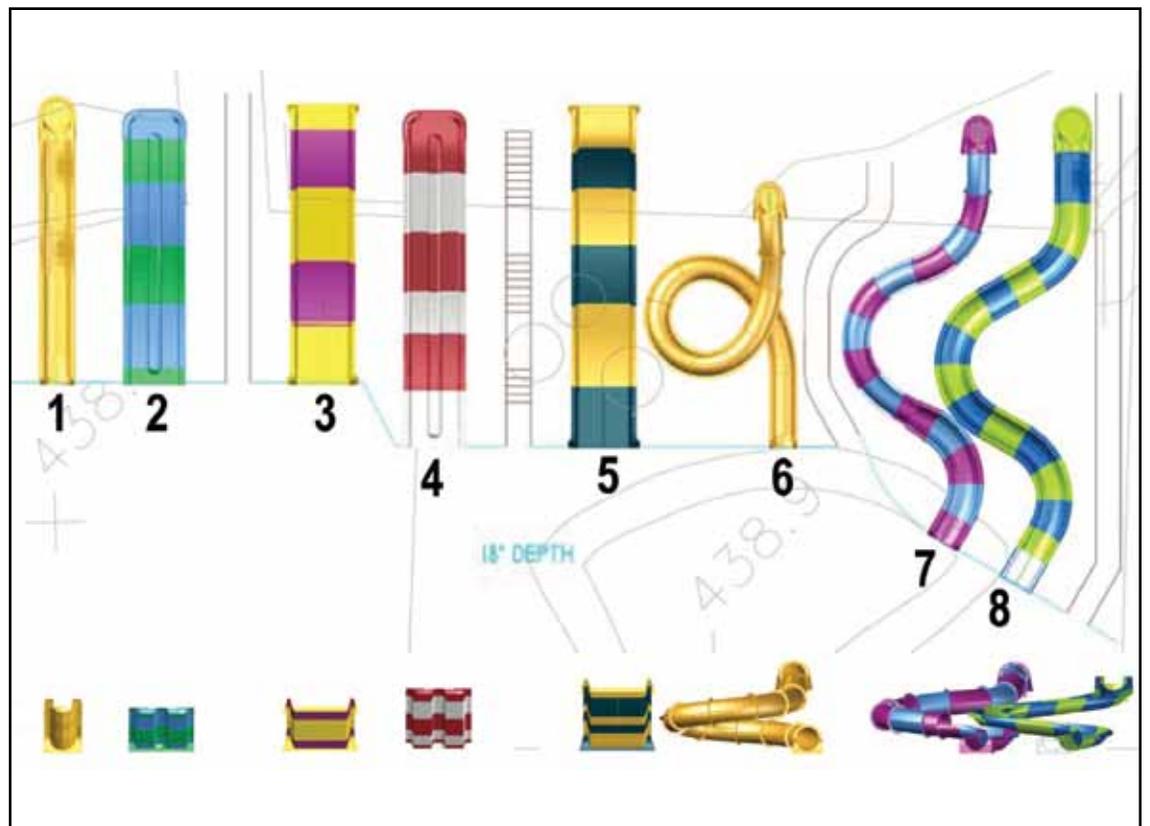
- Safari Sam's SplashLand: Located in Splashin' Safari, SplashLand will feature eight colorful ProSlide body slides for smaller children, plus dozens of water-play elements in a shallow pool;

- New family Christmas ride: A contest will be held to name this sleigh ride for smaller children to ride with older siblings or adults. This custom-designed ride supplied by Italy's SBF Visa Group will take riders in a circle and up and down. It will be located in Rudolph's Reindeer Ranch in Holiday World's Christmas section;

- Air-conditioned dining at Plymouth Rock Café;

- More shade and seating in Splashin' Safari;

- More restrooms, chang-



Holiday World and Splashin' Safari will expand again in 2011. Safari Sam's SplashLand's new additions will include eight colorful body slides from ProSlide, all designed for smaller children. At right, the park's Christmas section will be home to a custom-designed sleigh ride supplied by SBF Visa Group for smaller children to ride with older siblings or adults.

IMAGES COURTESY HOLIDAY WORLD

ing rooms and family restrooms in both parks;

- 500 new lockers;

- Parking lot improvements, and

- New maintenance shop



and paint shop plus two new employee break rooms.

In addition, the town's historic Santa statue, which was dedicated in 1935, will be restored in the coming year.

The 22-foot concrete statue, which has been in disrepair for many years, was acquired by the Koch family several years ago and is located southeast of the park on State Road 245.



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Six Flags Great America announces 2011 waterpark expansion

Officials at Six Flags Great America have announced plans for Riptide Bay at Hurricane Harbor, a three-acre waterpark expansion for the 2011 season.

Highlighting the expansion will be the new double-sided surf simulator, Surf Rider, which will send out eight foot waves with 24,000 gallons of rushing water each minute. Surf Rider is a double Flow Rider supplied by Wave Loch, which is represented in North America by New York-based Aquatic Development Group.

The waterpark expansion will also include a Caribbean-inspired activity pool with additional lounging areas, high-speed waterslides, luxury cabanas and more attractions still to be announced. Construction is expected to begin this fall east of the existing water park. Riptide Bay at Hurricane Harbor is set to open Spring 2011.

"From our coasters and shows to our four children's areas and free waterpark, there is no other theme park in the world that offers the tremendous amount of thrills we do for one price," said Hank Salemi, Six Flags Great America president. "Since opening Hurricane Harbor in 2005 the water park has grown in popularity. We felt the Riptide Bay expansion was the best way to kick off the 2011 season. The new double-sided Surf Rider is an amazing attraction that our guests will have just as much fun watching as participating. Plus the new activity pool, speed slides and lounge area will make a great waterpark even bigger, better and wetter."



PHOTO COURTESY SIX FLAGS GREAT AMERICA
Six Flags Great America's Hurricane Harbor waterpark will let guests try their knee boarding and surfing skills in 2011 with the addition of Surf Rider, a double-sided Flow Rider from Aquatic Development Group.

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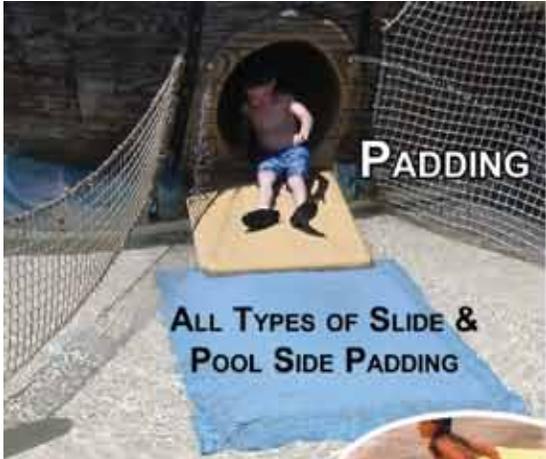
Great Wolf Resorts to open Scoops in Mall of America

Great Wolf Resorts, Inc., based in Madison, Wis., recently announced the opening of the first ever Scoops Kid Spa outside of a Great Wolf Resorts property. The first freestanding Scoops Kid Spa opened in August 2010 at Mall of America, a popular retail destination and entertainment complex in Bloomington, Minn.

Scoops Kid Spa offers its young clientele the perfect pamper package, complete with ice-cream themed manicures, pedicures and hair treatments, specially designed for children ages 4 to 15. Now families can also take advantage of Scoops' unique birthday parties in themed party rooms, group spa experiences and family packages designed to "scoop" loads of fun into any celebration or special occasion.

"We're thrilled to be able to expand the Scoops Kid Spa concept outside the doors of Great Wolf Resorts and into another fun, family-friendly environment like Mall of America," said Kim Schaefer, Chief Executive Officer of Great Wolf Resorts.

As the nation's largest retail and entertainment complex, Mall of America welcomes more than 40 million visitors each year, making it one of the top tourist destinations in the nation.



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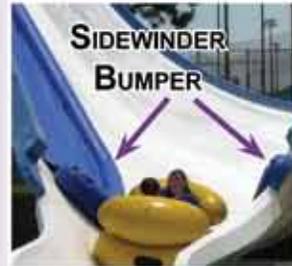
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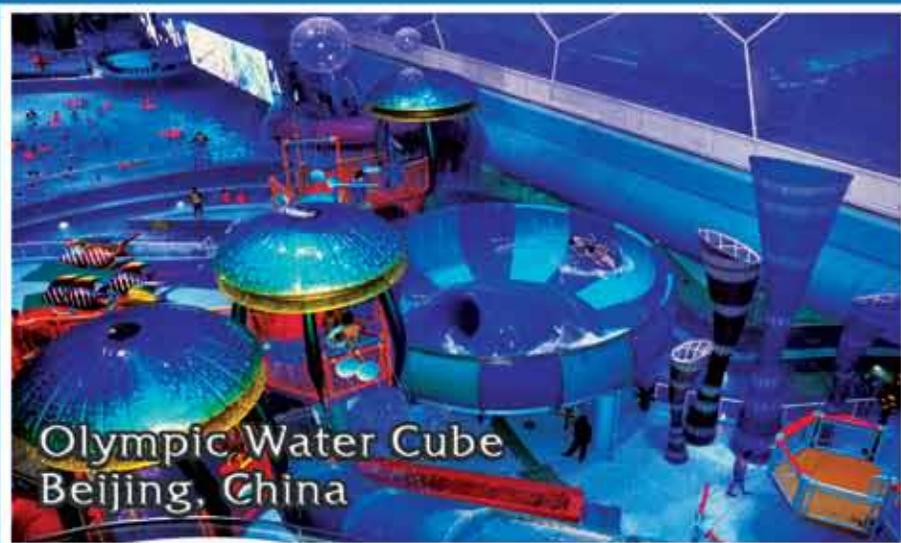
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BRIEF

S&S Worldwide, Inc. announces ownership change

S&S Worldwide, Inc., based in Logan, Utah, has announced that its largest shareholder, Larsen MacColl Partners LP, recently acquired majority ownership in the company, including all shares previously held by company founder, Stan Checketts.

Larsen MacColl Partners, based in Radnor, Pennsylvania, acquired a significant equity interest in S&S Worldwide, Inc. ("S&S") in February 2009. A private equity fund focused on profitable middle-market companies, Larsen MacColl formed a partnership with S&S based on its proven business model, solid management team, and significant growth potential. Since 2009, the strategic and financial support of Larsen MacColl has contributed significantly to the company's ongoing success.

The Koffman family and affiliated shareholders will maintain their ownership interest in S&S and are represented on the board of directors by Jeffrey Koffman. Stan Checketts, founder of S&S, is no longer a shareholder and has ended his consulting relationship with the company in order to pursue other business interests.

As the majority owner of S&S Worldwide, Larsen MacColl anticipates continued strong growth by S&S, both domestically and inter-

▶ See S&S, page 33

AIMS 2010 Safety Seminar registration ahead of 2009, new offerings added

Registration for the 2010 AIMS Safety Seminar was running ahead of 2009 in early October, setting early expectation that this year's event will beat out last year's as far as numbers.

The seminar is set for Nov. 13-18 at the Orange County Convention Center, Orlando, running in conjunction with the 2010 IAAPA Expo.

The Education Committee has put together a well rounded educational program for the week. The program will include basics of safety, maintenance, operations and leadership, as well as advanced classes in those same disciplines.

There are several new offerings this year, said Patty Beazley, AIMS education seminar director. One of those is the inspector certification program. This is a comprehensive program designed to provide individuals more intense and focused study in the areas of what an inspector needs to consider and the different variables to understand while inspecting rides and devices.



AIMS NEWS & NOTES SEE PAGE 32

"We have also added a mobile track for the mobile industry," said Beazley, whose company, When Pigs Fly, is located in Nashville, Tenn. "There is no testing involved, but there is a certification

that can be obtained by taking the specific classes offered for that. It is called the Mobile Show Certification."

Beazley said they have also revised the aquatic track.

"We have added new classes and revised the test," she said.

In addition to the AIMS classes, Skycoaster University will be conducted during the seminar. All Skycoaster attendees who complete the AIMS curriculum will receive CEUs for Skycoaster University.

Two social events also have been planned. On Saturday, Nov. 13, there will be a reception at the host hotel, the Doubletree Resort. The other event will be an evening at Seaworld set for Wed., Nov. 17. This event will include dinner and all attendees will be offered exclusive behind-the-scenes tours and rides on Manta.

All AIMS attendees receive complimentary admission to the IAAPA trade show and will have the opportunity to attend IAAPA social functions.

People, Budget Travel

National magazines spotlight unique Morgan's Wonderland

The edition of *People* magazine dated Oct. 4, 2010, included a double-page spread spotlighting Morgan's Wonderland, San Antonio, Texas, the world's first ultra-accessible family fun park designed with special-needs individuals of all ages in mind.

The 25-acre park also has been named a winner in *Budget Travel's* 6th Annual Extra Mile Awards.

"We're thrilled to be featured in a tremendously popular magazine like *People* that has a circulation of approxi-



mately 3.6 million copies," said Gordon Hartman, head of The Gordon Hartman Family Foundation who envisioned Morgan's Wonderland and led the effort to build it. "Our park

is still less than six months old, so we're making a big push to let as many people as possible know Morgan's Wonderland is eager to welcome those with and without special needs."

Hartman noted that Morgan's Wonderland is a non-profit endeavor without a marketing budget to help keep admission prices low. "We rely heavily on news media coverage, social media, our Web site and word-of-mouth to spread the word about Morgan's Wonderland," he said.

Written by staffer Alicia Dennis and photographed by Matthew Mahon, the *People* photo feature notes that "doctors told Gordon and Maggie Hartman that their only child,

▶ See MORGAN'S, page 31

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► **MORGAN'S**

Continued from page 30

Morgan, had severe cognitive delays, and in that split second all their dreams for their daughter changed."

"We found that Morgan is perfect in a different way," said Hartman, a successful builder, developer and businessman who decided to devote the rest of his life to helping those with special needs. That dedication sparked a desire to create Morgan's Wonderland.

Budget Travel's Extra Mile Awards salute "the forward-thinking companies — and people — working to make your vacation simpler, more affordable and more fun."

"We are an organization dedicated to affordable family recreation and, most of all, inclusion," Hartman said. "We're so pleased that *Budget Travel* has taken note of our



PHOTO COURTESY MORGAN'S WONDERLAND

Morgan's Wonderland, the first fun park for those with special needs, opened in San Antonio, Texas.

colorful park that's completely wheelchair accessible."

Budget Travel wanted to know more about Morgan's Wonderland upon learning of the park through the San Antonio Convention and Visitors Bureau. "The Bureau has been

most supportive of our communications efforts," Hartman said. "We're always grateful for being included in Destination San Antonio initiatives."

Morgan's Wonderland features more than 25 elements and attractions includ-

ing rides, playgrounds, gardens, an eight-acre fishing lake, 18,000-square-foot special-events center, 575-seat amphitheater, concessions, picnic area and rest areas throughout the park.

Admission for special-needs guests is free; admission for accompanying family members, friends and caregivers with advance reservations is \$5 per person (\$10 person without advance reservations). For parties that do not have those with special needs in their group, general admission is \$15 per person. Children age 2 and younger are also admitted free of charge.

Morgan's Wonderland guests are encouraged to pre-register and make a reservation online or by phone at (210) 637-3434 before arriving at the park. The purpose is to prevent overcrowding and to ensure adequate numbers of

staff members and volunteers are on hand to accommodate guests' needs.

Morgan's Wonderland is part of a larger 106-acre sports venue to encourage inclusive recreation whereby individuals of all abilities can play side-by-side. The nearby STAR (South Texas Area Regional) Soccer Complex offers 14 lighted soccer fields for tournaments, instructional clinics and special events. Proceeds from STAR Soccer go to support the operation and maintenance of Morgan's Wonderland.

Morgan's Wonderland is located in Northeast San Antonio just off IH 35 at the intersection of Wurzbach Parkway and Thousand Oaks Drive.

For more information, visit www.MorgansWonderland.com, or call either (210) 495-5888 or toll-free (877) 495-5888.



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Meeting held in conjunction with Golden Ticket Awards at Busch Gardens

AIMS board of directors hold meeting in Williamsburg

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



Moore

Busch Gardens, Williamsburg, provided a fabulous setting for both *Amusement Today's* Golden Tickets Awards and the AIMS International annual board of directors meeting. The board meeting was held on Sunday, August 12, following the two-day Golden Ticket event. Those board members in attendance were Brian King, Jim Seay, Mike Gutnecht, Patty Sullivan, Ken Vondriska, Gary Slade, Tom Sheehan, Roger Berry, and Mark Moore. Not only were the board members able to meet, but all attended the Golden Tickets Awards ceremony. This was the first time the two were held in conjunction with each other and the AIMS board agreed that this would not be the last time either, as it is cost and time effective for all board members to meet while attending the Golden Ticket Awards.

The AIMS Board had a very productive meeting with much on the agenda. All was addressed while at the same time focusing on the future direction of AIMS International. Agenda items included the AIMS and IAAPA relationship, inspectors' certification, operator in-house training accreditation, pursuing international training opportunities, proposed changes to the current certification program, and reviewing staff assignments.

The board agreed to continue holding the annual AIMS Safety Seminar in conjunction with the IAAPA Attractions Expo while exploring ways that AIMS and IAAPA can both benefit from this relationship. The AIMS board is encouraged with the feedback they have received from the attendees of last year's seminar, the first to be held in conjunction with the Attractions Expo. The attendees at that seminar were extremely excited to be able to experience the tradeshow floor, and found the time very valuable to their educational experience. The board realizes this relationship provides benefits that enhance the AIMS International mission of increasing safety awareness in the amusement industry.

The two newest services proposed by AIMS International, Inspectors' Certification and In-House Training Accreditation were reviewed.

While both of these programs are still in their infancy, the board strongly supports them and believes the amount of planning the two development teams have given to these projects will bear great fruit when introduced. The Inspectors' Certification will be introduced for the first time during the November seminar in Orlando with both Level I and Level II exams being offered. The In-House Training Accreditation program, in direct response to the AIMS Educational Advisory Board, will allow any venue to apply for AIMS Accreditation and the awarding of its students with AIMS CEUs once their program has

met all accreditation approval steps. Prior to offering this service additional structural work and pricing scales must be completed. A test pilot site is currently under consideration.

AIMS International has spent the last few years exploring opportunities as to the need and practicality of expanding its safety training globally. There has been interest from international markets as they recognize the high quality of training that the AIMS seminar provides. The board recognizes the logistical issues created with international training and so the board will continue to focus its main resources and expertise on growing the domestic market while seeking ways to develop additional training opportunities.

Brian King, certification chair, led a discussion on Maintenance and Operational Level III recertification. This discussion illustrated the issues with how the current program is understood. The board decided to make certain changes to what a person must do in order to get recertified as a Maintenance or Operations Level III. The modification to this program will bring the recertification procedure more in line with the requirements as set forth for the recertification of maintenance and operations Level II individuals. The new recertification guidelines for maintenance and operations Level III will be published on the AIMS web site.

Current AIMS staffing was reviewed. A number of part-time paid and volunteer people currently oversee the operational aspect of the association. The need for a full time person was identified. The board is currently considering different proposals

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as to how the needs of the association and its members can best be met. A final decision on this issue will be made after the completion of the November seminar.

Future meetings were discussed and scheduled. A general membership meeting will be held during the seminar week Sunday, November 13th at 6 p.m. at the Orange County Convention Center in Orlando. It is during this meeting that any board

of director vacancies will be filled. The next board of directors meeting is tentatively set for September 8, 2011, pending final selection dates of the Golden ticket Awards. This meeting will be held in Arlington, Texas and in conjunction with *Amusement Today's* Golden Tickets Awards hosted by Six Flags Over Texas. The nation's first regional theme park will celebrate its 50th anniversary in 2011.

S&S

Continued from page 30

nationally, driven by industry leading product innovation and customer service. S&S will continue to be led by Rich Allen, president and chief executive officer. Since joining the company in 1997, Allen has been responsible for the day-

to-day management and operations of the company. Kevin Rohwer, who has been with S&S since 2002, will maintain his role as vice president, sales and marketing, with responsibility for the oversight of all worldwide sales and marketing efforts and direction of the company's global sales team.

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PEOPLE WATCH

Teri Ruffley joins WhiteWater West

WhiteWater West Industries Ltd., based in Richmond, B.C., Canada, announced that **Teri Ruffley** is joining the company as head of sales for WhiteWater Europe. This new role is effective immediately and demonstrates WhiteWater's commitment to its existing and new European clients. She will be based just outside London in the U.K.

Ruffley is a seasoned professional with more than 20 years' experience in the entertainment and recreation industries. She spent more than 10 years in sales with Intamin, the world's premier manufacturer of major amusement park rides. For the past four years, she was VP Live Events and Attractions for HIT Entertainment, a global developer and licensor of popular children's entertainment including Thomas the Tank Engine and Bob the Builder. She helped HIT grow its international business by 250 percent, establishing a wide range of new attractions, live tours and exhibitions. Ruffley also knows WhiteWater well through HIT's relationship with Prime Play, the interactive dry play division of WhiteWater West Industries Ltd.

"We're very excited to have Teri join our global sales team and head up our European business," says Vice President of International Sales and partner Andrew Wray. "Teri brings strong relationships and an intimate knowledge of the European leisure and recreation markets to the table. She also knows WhiteWater well from recent experience, so she will no doubt hit the ground running. I know our European clients will appreciate her knowledge and expertise as she helps them develop their waterpark plans."

Teri Ruffley can be reached at teri.ruffley@whitewaterwest.com.



Ruffley

Bob's Space Racers adds to sales team

Bob's Space Racers, based in Daytona Beach, Fla., recently announced the addition of **Brian Smith** as the newest member of their sales and consulting team. Smith brings with him more than 19 years of industry experience, where his career began on the operations side at Six Flags Great Adventure. He later became the games, arcades and attractions manager there and then teamed with the consulting services of Bob's Space Racers in 2001 to take the Six Flags park in New Jersey back to gaming prominence. For the last five years, he has been the international sales manager for Skee-Ball, Inc.

"I am extremely honored and excited to become part of the Bob's Space Racers family. It is great to be a part of an organization with such history, integrity and character. I am looking forward to the challenge of representing such a diverse product line," Smith said.

Brian Smith may be reached at (732) 597-3171 or via email at: bsmith@bsrgames.com.

Bill Supper announces retirement from bowling museum

Bill Supper has announced his retirement as executive director of the Arlington, Texas located International Bowling Museum and Hall of Fame (IBM/HF), effective June 15, 2010.

Supper, who joined the museum this past September, stated, "It was such an honor to be selected by the IBM/HOF board of directors to assist in the final build-out and grand opening of this state-of-the art tribute to the sport of bowling," adding, "There were so many people who were responsible for the successful opening and I sincerely appreciate their efforts. The official opening on January 25, 2010 ranks as one of my career's greatest moments. Now that it's up and running, it's time for me to move on to another phase of my life."

Supper is a 30-year veteran of the bowling business, having worked for the Bowling Proprietors' Association of America (BPAA), the International Bowling Pro Shop and Instructor Association and as executive director of the Hall for a total of five years.

Pat Ciniello, chairman of the IBM/HF, had kind words for Supper. "I'm thrilled for Bill in his decision," said Ciniello. "In eight months, he gave us a lifetime of support. We recognize and appreciate his many contributions in making our dream for a world-class facility a reality," adding, "There are no plans to immediately replace Supper while the board thoroughly evaluates future growth plans."

Riding the Market



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

Company	Stock Name	Prices 10/11/10	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$13.48	\$15.79	\$6.03
MGM Mirage	MGM	\$13.48	\$16.66	\$8.54
Six Flags Ent. Corp.	SIX	\$44.36	\$45.66	\$31.85
CBS Corp.	CBS	\$17.51	\$17.64	\$11.40
Walt Disney Co.	DIS	\$34.57	\$37.98	\$27.01
Great Wolf Resorts, Inc.	WOLF**	\$2.09	\$3.88	\$1.78
Blackstone Group	BX	\$13.52	\$17.22	\$8.93
Village Roadshow	AU:VRL***	\$2.40	\$2.63	\$1.455
NBC Universal	GE	\$16.96	\$19.70	\$13.75

Region (U.S.)	As of 10/04/10	Change from year ago
East Coast	2.997	0.411
Midwest	2.990	0.429
Gulf Coast	2.920	0.402
Rocky Mountain	3.024	0.379
West Coast	3.165	0.443
California	3.179	0.387

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

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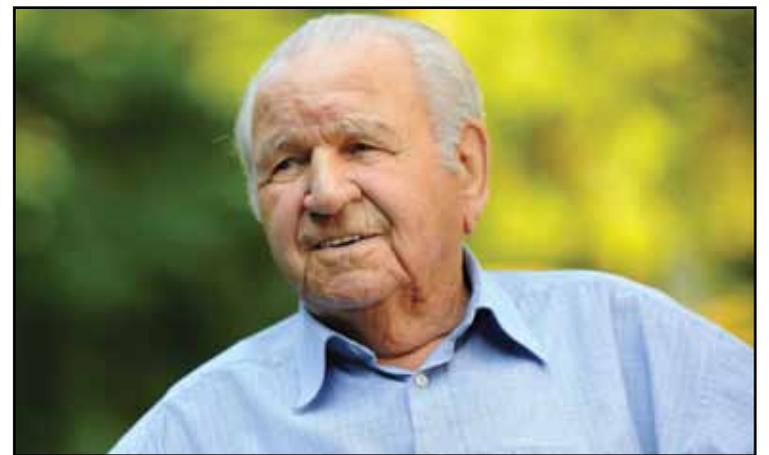
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0.96295 CHF (Swiss Franc)
1.01534 AUD (Australian Dollar)
1.01153 CAD (Canadian Dollar)

Germany's Europa-Park founder, Franz Mack, dies at 89

Franz Mack, founder of Germany's Europa Park, passed away on the evening of Oct. 3. He was 89.

Born March 7, 1921, he was the fourth son of Heinrich and Theresia Mack. In 1948, Franz and his brothers, Herman and William, assumed control of their father's factory (founded in 1780) that was already renowned for producing stagecoaches, carriages and carousels. After moving the company to a larger facility in the Black Forest village of Waldkirch, his tenure as head of Mack Rides continued. During this prolific period, he oversaw the development of a large number of amusement attractions including the Wild Mouse and Swiss Bob Run coasters, Music Express, Munich Jump, Petersburg Sleigh Ride, multi-story haunted house and many other examples of vending and industry support equipment.

So inspired by the parks and rides he saw during business trips abroad, Franz decided that the family should build its own theme park in Germany to act as a showcase for their product line. Along with his sons Roland and Jürgen, Franz was the driving



Franz Mack

force behind the 1975 opening and success of Europa Park, which is now Germany's biggest theme park.

Numerous rides at Europa Park bear the hallmarks of Franz Mack. Among others, he designed the Eurosat enclosed coaster (1989) and the Euro-Mir high-speed spinning coaster (1997).

In addition to his entrepreneurial efforts, Franz accepted a number of honorary posts. He was a member of the TÜV (German Association for Technical Inspection) and a conciliator in the German Association of Amusement Parks (VDFU). Additionally, he supported numerous clubs and associations in Rust and Waldkirch, Germany.

In 2006, Franz was inducted into the IAAPA Hall of Fame where he was praised as one of the major pioneers of the international success of theme parks.

In 1948, Franz married Liesel Mack, who passed away in 2004. He is survived by his two sons Roland and Jürgen who, along with grandsons Michael and Thomas, who currently manage Mack Rides and Europa Park.

Roland Mack said of his father: "He was a great role model for all of us through the last days of his life. His character attributes of humbleness, diligence, endurance, sincerity, emotionality and frankness deeply influenced our family and our company."

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DAFE celebrates 10th anniversary

Proudly declaring that it “keeps its members in the dark,” the Darkride and Funhouse Enthusiasts fan organization celebrated its 10th anniversary on Oct. 31.

Fondly known as DAFE (pronounced “daffy”), the club was founded on Halloween in 2000 by Rick and Sue Davis and Joel Styer and the organization has grown to include nearly 400 members in

38 states and five countries. It is based in Vienna, Ohio.

Dedicated to the enjoyment, documentation and preservation of dark attractions including darkrides, funhouses, haunted houses, mazes and related attractions, membership in the group is open to individuals, families, attractions, and manufacturers.

Davis points out that in



addition to providing an opportunity for members to visit different attractions, the group also works within the amusement industry providing a conduit of information about dark rides and the entire haunted attractions business. The group also has been instrumental in saving and restoring several classic attractions, including the Fright Zone at the former Erieview Park in Geneva-on-the-Lake, Ohio.

In addition to preserving, restoring, chronicling, and promoting dark rides, DAFE publishes a quarterly magazine, Barrel O' Fun, has the Daffy Klub Web site www.dafe.org and it runs an annual survey of its members from which the group publishes the top favorites in several different genres of the industry.

On this anniversary, Davis looks back fondly on DAFE's creation. “We were three serious fans of dark rides and felt a formal group of other aficionados could help us with our mission of not only enjoying and promoting the rides and walk-throughs but also in helping us preserve and restore them before all the classic sites were torn down and destroyed,” Davis notes. “Thanks to the generous amount of time our membership has given over the years, we have succeeded and are much more than a basic fan club. We are now a strong, focused organization that has proven it can be helpful to attraction owners throughout North America while providing our members an opportunity to learn, preserve and enjoy their passion.”

For more information on the Darkride and Funhouse Enthusiasts group, go to their Web site at www.dafe.org, or contact Rick Davis at (330) 856-4623 after 4 p.m. Eastern or via email at: rickdavis@

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Fair season in full swing, many continue to post gains

Pam Sherborne
Amusement Today

The fair season continues and numbers still seem to be consistent — with good weather, the fairs are posting gains over 2009.

And, of course, that is good news for fair officials, vendors and carnival operators. Of the seven fairs contacted for this report, five saw an increase. The two that didn't posted slight decreases attributed solely to rainy and/or erratic weather.

Many of the country's fairs have continued offering the tried and true promotions and discounts, and at the same time creating new ones to help fairgoers in this tough economy.

Some fairs are also finding huge savings in marketing budgets by using social media outlets such as Facebook and Twitter.

The following are fair reports gathered by AT.

Minnesota State Fair, St. Paul, Aug. 26-Sept. 6

Attendance at the Minnesota State Fair slipped from the record set in 2009, but "it was a really great fair; we are thrilled," said Brienna Schuette, fair spokesperson. The fair drew 1,776,211, down 14,200 from 2009.

"But, this year was our second best attendance ever," Schuette said. "We had some really erratic weather this year. The first few days were gorgeous. Then, it got hot and humid for the middle of the fair. Then, it actually turned cold. We had rain on the last day of

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PHOTO COURTESY EVERGREEN STATE FAIR

The Evergreen State Fair, Monroe, Wash., posted an increase in attendance this year. The fair drew 754,805 patrons, many of which spent time on the midway provided by Butler Amusements, Fairfield, Calif.



PHOTOS COURTESY MINNESOTA STATE FAIR

The Minnesota State Fair, St. Paul, saw a drop in attendance in 2010 from 2009, but with this year's draw coming in as the second largest, officials were still thrilled. The independent midway featured 64 rides representing 25 different ride owners and operators. One of the most talked about food items this year was the camel on a stick, shown here by a fair patron, which was found in Minnesota State Fair's International Bazaar. The International Bazaar debuted in 2008 and has been going strong with exhibits, shopping and entertainment from around the world.

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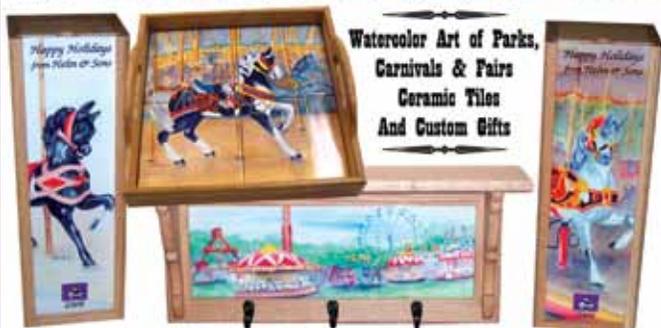
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FAIRS

Continued from page 35

the fair. We feel if that hadn't have happened, we would have gotten very close to setting another record."

New single attendance records were set during the first days. Both were set for the first and second day of the fair. On Thurs., Aug. 26, 119,145 people attended the fair. On Friday, Aug. 27, 132,738 visited the fair.

There were a total of 64 rides this year representing 25 different operators. There were 48 games of skill representing 14 different operators.

The top 10 rides this year were:

1. Crazy Mouse Spinning Roller Coaster, manufactured by Reverchon, owned by S.J. Entertainment;
2. Windstorm Roller Coaster, SDC, S.J. Entertainment;
3. Sky Flyer, Zamperla, Reithoffer Equipment Co.;
4. Rock It, KMG, Demas Enterprises, Inc.;
5. Space Roller, Mondial, F & B Amusement Co.;
6. Techno Power, Tivoli, Wood Entertainment Co., Inc.;
7. Starship 3000, Wisdom, Wood Entertainment Co.;
8. Dragon Wagon, Wisdom, Showtime Rides, Inc.;
9. Monkey Maze, Owen Trailer, Alamo Amusements, Inc., and
10. Arabian Daze, KMMS, Fun Attractions, LLC.

There were quite a few new exhibits this year. One of the more popular was the Choo Choo Bob's Train Store and Show. It featured a play area for kids, photo opportunities, a train museum for adults, train and railroad items for sale, and live entertainment.

Another new exhibit was The Dirt, where master gardeners, florists, Christmas tree growers and other experts teamed up to present demonstrations, and questions and answer sessions throughout the fair. It was also very popular.

New foods are always the talk of the town at the Minnesota State Fair and this year was no exception. The most talked about, said Schuette, was "camel on a stick." A vendor located in the International Bazaar, which debuted in 2008 and features shopping, entertainment and food from all over the world brought in this treat.

"We have a growing So-malian community in this area," Schuette said. "So, we had some exhibits represent-



PHOTO COURTESY OKLAHOMA STATE FAIR
Wade Shows, Livonia, Mich., provided the Oklahoma State Fair, Oklahoma City, with 71 total rides including this Chance Yo-Yo. Attendance was up this year about 10 percent.



PHOTO COURTESY OREGON STATE FAIR
Crowds flocked to the Oregon State Fair this year during its Aug. 26-Sept. 5 run. Fair officials reported a 14 percent increase in attendance over 2009. Fairgoers enjoyed the fair's chair lift as well as midway rides provided by Funtastic Shows, Portland, Ore.

ing East Africa. This vendor would take the ground camel meat and mix it with spices."

Although not a new vendor, O'Gara's Irish Pub did have a new concession space this year. It proved to be a very popular spot as well.

Evergreen State Fair, Monroe, Wash., Aug. 26-Sept. 6

The Evergreen State Fair reported an increase in attendance this year over last due to less rain — three days less rain, said fair spokesperson Debbie Donk.

The fair drew 754,805 people this year compared to 714,756 in 2009.

"Our fair theme this year was 'Home Grown Fun!' and we focused on agriculture and fun," Donk said. "We incorporated veggie critters into our theme."

A new attraction this year, which proved to be popular, was Days of the Dinosaur, a 10,000-sq.-ft. exhibit that takes participants on a journey into the Jurassic period.

Other attractions included the All-Alaskan Pig Races, pet-

ting zoo, International Lumberjack Show, and the Western Heritage Museum.

Butler Amusements, Fairfield, Calif., provided the midway this year with 41 rides and attractions. Donk said Butler Amusements has won the contract for the 2011-2015 fairs.

Kansas State Fair, Hutchinson, Sept. 10-19

At the end of September, Kansas State Fair officials hadn't obtained audited attendance figures for the 2010 event, but indications were that the fair had a very strong run this year.

"We do know that the midway set a new record this year," said Lori Mulch, assistant manager.

Last year's midway ticket sales grossed \$1.2 million.

North American Midway Entertainment provided the midway for the fair.

A popular new exhibit this year was the Agrium Seed Survivor, Mulch said. The interactive display featured virtual reality soil nutrient games, seed

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► FAIRS

Continued from page 36

planting stations, insect video scopes, and talking walls.

Another popular new fair feature was the Wild About Monkeys attractions.

"But, probably one of the most talked about new things this year were the Krispy Kreme cheeseburgers," Mulch said, adding, "...yes, it is a cheeseburger between two Krispy Kreme doughnuts."

The Kansas State Fair completely changed its theme this year. The new theme is Sheep Thrills and Raving Bulls. For the 2010 event, management concentrated on the Sheep Thrills portion of the theme. By doing this some new promotions and discounts were created. One was the \$18 advance wristband. Mulch said this was offered through the month of July and about 1,000 people took advantage of the promotion. It was offered both online and at the fair ticket booth.

"We also offered an advanced promotion for the Selena Gomez concert," she said. "If you purchased four tickets for the concert, you also received meal tickets. This promotion was offered only through the month of the July as well. We think this was successful because we came to within 1,000 of sellout for that show. And, pretty much all of marketing for these promotions were done through social media."

Tennessee State Fair, Nashville, Sept. 10-19

The Tennessee State Fair, now being produced by the nonprofit Rockhouse Partners, drew 247,953 visitors this year, a 19 percent increase over 2009. Fair officials were pleased with the results and are now busy looking for a new location for 2011.

New this year was a complete reconfiguration of the midway. There is a steep hill on the grounds. The midway has traditionally been located on the lower level of the grounds, while most exhibits were on the upper level. This year the entire fair was located on the upper level. The midway and kiddieland were divided with the agricultural, arts and retail exhibits in the middle.

"Personally, I think it (new configuration) was awesome" said Chrysty Fortner, spokesperson for Rockhouse Partners,

the Nashville-based company which took over production of the fair after Nashville Mayor Karl Dean announced last year Nashville's metropolitan government (Nashville/Davidson County) would no longer financially support the fair.

"The biggest compliments were from families who really liked having their own area to stay all night and they did," she said. "As late as the 'big kids midway' stayed open, so did the Family Fun Zone. Also, people have been complaining about walking up and down 'the hill' for years. So, we decided since this was our last year at this site, we would remind people what the fair was all about. I heard so many people comment, 'Wow, I didn't know all this stuff existed.'"

One highlight this year was the opening ceremony, which featured the Bucket Boys, who play drums out of garbage bins, and included the introduction of the new Tennessee State Fair Association. Another highlight was the Celebrity Cow Milking Competition, where local personalities teamed up to milk cows.

North American Midway Entertainment provided 30 rides for the 2010 event.

This was the fair's final year at the Metropolitan-owned fairgrounds. In announcing that Metro Nashville would no longer financially support the fair, Mayor Dean also announced his intentions of redeveloping the fairgrounds property. Some local government leaders are pushing to have the fair stay in Davidson County.

"I feel staying in Davidson County would be best to not infringe on the great county fairs we have in the area," Fortner said. "They are important to the state fair and vice-versa. Davidson County is so centrally located and given the right spot, we could make this the state fair that folks have been wanting to see again for the past decade."

But, Fortner said, if a suitable site can't be found, they would consider locations outside of Davidson County.

Oklahoma State Fair, Oklahoma City, Sept. 16-26

The 2010 Oklahoma State Fair reported an increase in attendance this year due, in part, to great weather throughout the run.

"We had nice weather," said Scott Munz, vice presi-



PHOTOS COURTESY ANGUS JENKINS

All indications pointed towards to a successful Kansas State Fair this year, The event, which ran Sept. 10-19 this year, included a new theme, new foods and new activities. North American Midway Entertainment provided the midway with very popular rides including this Spin Out, manufactured by KMG.

dent, marketing and public relations, "with the exception of the second Thursday night when it drizzled between 6-10 p.m."

Attendance this year was approximately 1.1 million, about a 10 percent increase over 2009.

Wade Shows, Livonia, Mich., provided the midway with a total of 71 rides, 49 on the main carnival lot and 22 in Li'l Partnerland.

Highlights included a successful concert series on the Chesapeake Energy Stage, a free stage, that included acts such as Eli Young Band, Grand Funk Railroad, the Marshall Tucker Band, Mitchel Musso, Tenth Avenue North/Addison Road/Matt Maher, MC Hammer and Matt Morris.

"We also had nice crowds for the PRCA Xtreme Bulls Tour featuring concerts after the bull riding with Josh Turner (Friday night) and Jake Owen (Saturday night)," Munz said. "Disney on Ice Presents Let's Celebrate! also performed well."

On the marketing side, fair officials, like others this year, utilized both Facebook and Twitter to create online interest in the event starting as far back as spring.

Although not new, the fair's \$1 gate admission on opening day and the \$2 Tuesday gate admission were both very successful this year.

Western Washington Fair, Puyallup, Sept. 10-26

Torrential rains dampened attendance at this year's West-

ern Washington Fair, so officials were thrilled when the final count reached 1,065,208.

"We had the wettest September in history," said Karen LaFlamme, public relations counsel.

Events at the fair this year included: the traditional opening day rodeo parade and cattle drive; free grounds entertainment; Sillyville, which was triple in size to the old kiddieland; Toonzville, where kids could get up close and personal with some of their favorite cartoon characters; Fiestas Patrias, an all-day presentation of Latin entertainment, foods, vendors and artisans; and paid grandstand entertainment.

LaFlamme said there were two sellouts this year — Willie Nelson and Heart — and one near sellout, Kid Rock, on the final night of the fair.

"We also had a new exhibit, the IGX video game exhibit," she said. "There were 34 ports where people could go and try out video games."

Another new exhibit was "Sinbad in Search of the Golden Pineapple" high dive show.

Another new feature of the fair this year was the Funicard, a debit-like card where patrons could swipe instead of using cash in certain areas.

There were also two new promotions the last weekend of the fair. One that was offered was a one-half-price parking voucher that could be downloaded from the fair's Web site. The other offered a kids' free admission voucher that also could be printed from the Web site.

Funtastic Shows, Portland, Ore., provided the midway with 73 rides and attractions.

Oregon State Fair, Portland, Aug. 26-Sept. 5

More than 382,500 people attended the 2010 Oregon State Fair representing a 14 percent increase over last year's total. Fair officials attributed the increase to the fair's hosting of the Stihl Timbersports Series Championship, Days of the Dinosaur exhibit, the great concert lineup, and the rides and games provided by Funtastic Shows, Portland, Ore.

"Our goal for 2010 was a 10 percent increase in attendance, so needless to say, we're very excited about the final figures," said Connie Bradley, fair manager. "This year's fair featured so many exciting new events...along with all the traditional fair favorites, really did a lot to attract visitors."

There was a six percent increase in food sales this year over 2009 and a 41 percent increase in beer and wine sales, due in large part to the new Rogue Ales Rooftop Pub, Grand Vines Oregon Wine Cellar and the Oregon Wine Patio.

There were 150,000 more ride tickets sold in 2010 than 2009.

This year, there were six concerts presented. Total attendance to these six concerts was 23,545. In 2009, there were 12 concerts presented in 11 nights. Total concert attendance for 2009 was 24,720, just over 1,000 more with twice as many concerts.



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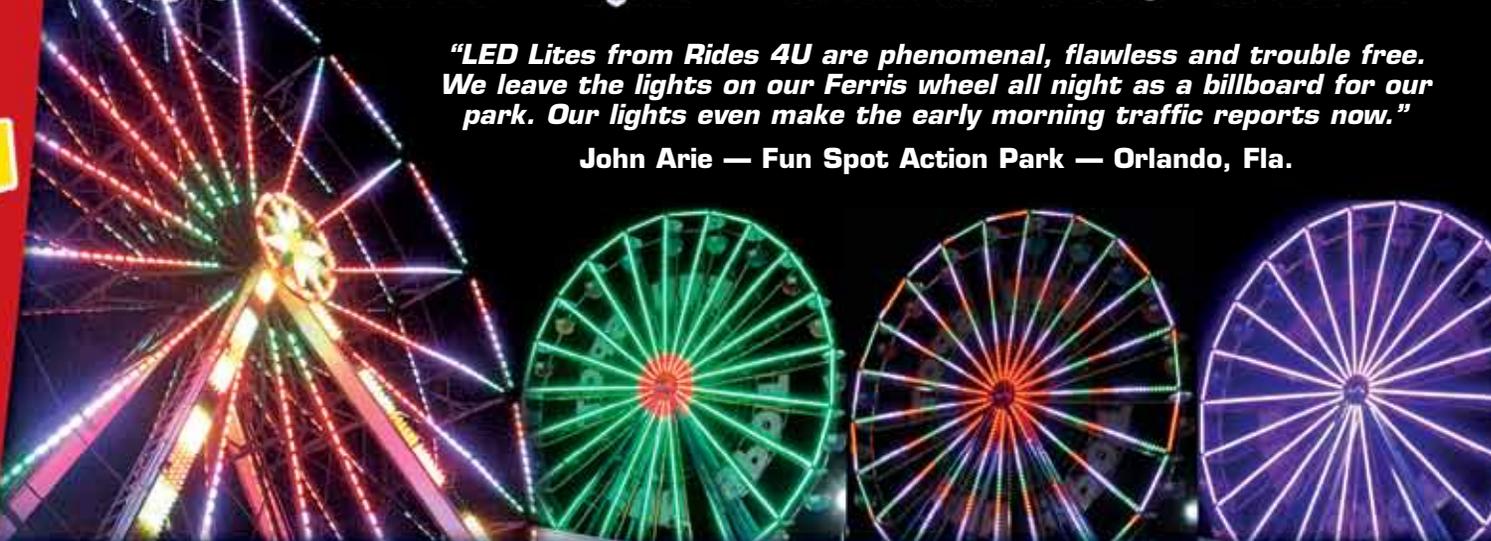
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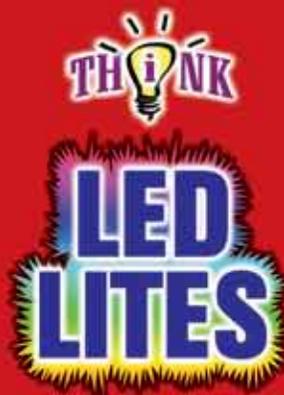
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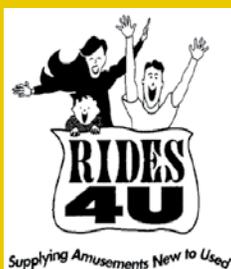
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