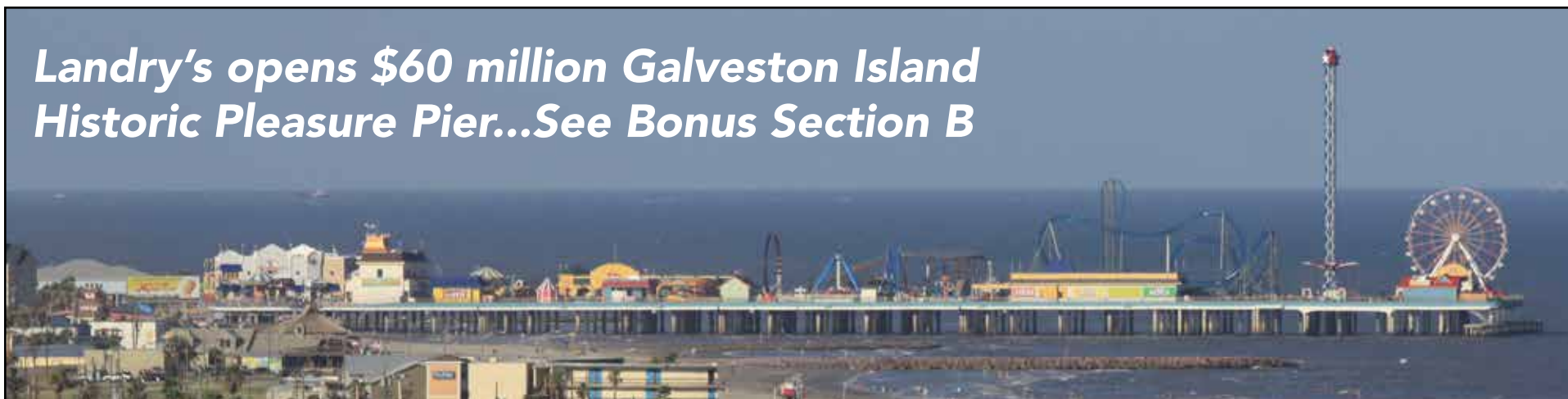


Landry's opens \$60 million Galveston Island
Historic Pleasure Pier...See Bonus Section B



AMUSEMENT TODAY TM

Vol. 16 • Issue 6.1

SEPTEMBER 2012

It's Showtime! *New productions highlight various parks' 2012 season*

STORY: Scott Rutherford
srutherford@amusementtoday.com

While record-breaking roller coasters and other rides are a mainstay at many amusement and theme parks, an increasing number of guests are just as excited about live shows and other productions the venues are staging to keep the masses entertained. This month *AT* takes a random look at some of the most impressive of the lot for the 2012 season.

Cedar Point "Luminosity, Powered by Pepsi"

Cedar Fair Entertainment Company's flagship park, Cedar Point, teamed up with Pepsi and thrilled visitors this summer with Luminosity, Powered by Pepsi. The new production transformed the park's midway into a dance club complete with pyrotechnics, lasers and more than one million lights that extend



Cedar Point has gone high-tech with its new nightly production of 'Luminosity, Powered by Pepsi', left, while SeaWorld Orlando wows its guests at night with 'Shamu Rocks', right. COURTESY CEDAR POINT AND SEAWORLD ORLANDO

beyond the stage, illuminating rides and buildings.

Luminosity, Powered by Pepsi took the stage with a grand opening on June 8 and was designed to capture imaginations of all ages. It was tailored to be the perfect way for families to continue celebrat-

ing their time together after an action-packed day. The show includes an assortment of 30 dancers, singers, drummers and other performers who accompanied guests on an adventure that stimulated their senses. With 10 tech/support staff members onboard



the 35 minute show culminates in a five-minute explosion of fireworks, followed by a one-hour dance party with live DJ. The midway area where the show is located, and newly built grandstands combine to accommodate up to 5,000 guests nightly.

"We were thrilled to partner with Pepsi and introduce our guests to a great evening of entertainment," said Bob Wagner, Cedar Fair's vice president, strategic alliances. "Pepsi's music and live event expertise play a critical role in

► See **SHOWS**, page 4

NEWSPAPER

POSTMASTER: Dated material.
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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Pleasure Pier long overdue



Slade

It was well worth the wait.

That's the word around Galveston, Texas these days, now that Houston-based Landry's Inc. has opened the new \$60 million Galveston Island Historic Pleasure Pier.

The Galveston area is no stranger to parks, having enjoyed amusements from the days of prohibition all the way through the early '60s. Now the amusement scene has made its thrilling return.

Rarely does one get to witness the complete building of a amusement pier, but Texans did just that.

Following the damage left behind by Hurricane Ike, it was determined that the Flagship Hotel, a fixture on the fishing pier since 1965, was just too damaged to justify the repair cost, even by Landry's standards.

That's when Landry's head man Tilman J. Fertitta made the decision to demolish the hotel from the pier, rebuild the pier's concrete deck and support structure and add amusement rides. Taking the pier one step further, Landry's elected to build an artificial deck atop the existing deck. This provides a much more soothing appearance as stamped concrete gives that wood plank look piers are known for. But what the public doesn't see is that under the fake deck and mounted onto the original deck is the parks utility corridor.

That is just one of many small examples where the Galveston Pleasure Pier got it right. From a great mix in their ride selection, to outstanding food selections to even a paid gate to control the crowd numbers, Landry's nailed this one. And as nice as the pier is by day, one must stick around to see the LED lights by night.

It's nice to finally have an amusement pier in the Lone Star State!

—Gary Slade

SUBSCRIBER NOTICE

Amusement Today would like to remind all subscribers that they will receive two issues as usual for September. The first issue, marked Issue 6.1, is our regular monthly issue of AT. The second issue, marked as Issue 6.2, is our special Golden Ticket Awards issue. It will be mailed on Monday, Sept. 10, 2012.

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

Olympic fever!



Mellor

I write this column on the opening day of the Olympic Games here in the U.K. and although the actual ceremony has not yet taken place, we are promised a spectacular and entertaining spectacle to mark the commencement of this great sporting event.

The Olympic Stadium and all the other superb event venues, the athletes' village and the surrounding Olympic Park area provide a wonderful setting, one that has seen many years work in an area of east London that has been completely regenerated into a stunning park area with many incredible new facilities.

As a result of hosting the Olympics, London has also become home to some major new attractions and experience opportunities. Among these, for example, is the ArcelorMittal Orbit, situated in the heart of the 247-acre Olympic Park and at 114.5 meters in height, the tallest sculpture in the U.K. The twisting steel structure offers two indoor viewing platforms providing dramatic views of London's skyline and is certainly unique. Google the name and you'll see what I mean!

Also recently opened is the Emirates Air Line, the U.K.'s first urban cable car system, which provides a 1.1km (0.68 mile) "flight" across the River Thames at heights of up to almost 300 feet (90 meters) and again offers spectacular views over the surrounding landscape. And then there's the chance to climb up to the top of the O2 concert venue, formerly the Millennium Dome, for yet another alternative view of London on the Up at the O2 experience.

But not all the new things to see and do are in the east of the city. Renzo Piano's 1,016 foot (310 meters) high Shard skyscraper has taken shape near Tower Bridge, setting a record as Western Europe's tallest building, while the first expansion phase of the Tate Modern — which receives more than five million annual visitors — is well under way. And further afield there is the new Warner Bros. Studio Tour London — The Making of Harry Potter.

So there are plenty of new attractions to enjoy if you are visiting the U.K. capital, much of which has been inspired by the holding of the Olympic Games. It's going to be a cracking two weeks — and beyond!

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Subscription rates are: 1 year (14 issues) \$75 in the USA; \$100 elsewhere; 2 years (28 issues) \$140/\$180; 3 years (42 issues) \$200/\$250. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

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POSTMASTER: Please send address changes to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427.

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2 MINUTE DRILL



COMPILED: Janice Witherow

Carl Crider, Jr., DelGrosso's Amusement Park

Carl Crider Jr. is a third generation member of the DelGrosso family who has owned and operated DelGrosso's Amusement Park in Pennsylvania for 65 years and DelGrosso Foods Incorporated, the makers of DelGrosso Spaghetti Sauce, for 98 years. Carl serves as president of the family's venerable amusement park and is also president of the Pennsylvania Amusement Park Association (PAPA). His upbeat personality and attention to detail make him a popular guy to work for and Carl's peers consider him one of our industry's most popular leaders.



Carl Crider Jr. president of DelGrosso's Amusement Park looks over the operation of a ride during the summer season. He also serves as the current president of PAPA.
AT / B. DEREK SHAW

Title
President/General Manager.

Number of years in the industry
40.

Best thing about the industry
We provide fun!

Favorite amusement ride
The train.

If I wasn't working in the amusement industry, I would be ...
A teacher and coach.

Biggest challenge facing our industry
Tourism funding cuts and legislative issues.

The thing I like most about amusement/water park season is ...
Seeing the happy faces on all of our guests.

Favorite dinner spot
Murf's Kitchen. Murf was the nickname of my Grandmother Mafalda DelGrosso.

The first thing I do in the morning is ...
Greet my staff and then check the weather.

I am known for ...
Always smiling and singing.

The one book I would read over and over is ...
"Future Shock" by Alvin Toffler.

My go-to cocktail
Jack (Daniels) and Diet Pepsi.



Crider

The song that always makes me want to dance is ...
Basically any upbeat song that I hear!

The TV show I never miss is ...
"The Mentalist."

Childhood nickname
Junior.

My next vacation will be to ...
Italy.

I always need help with ...
Maintenance issues.

If you could invite one famous person to dinner, who would it be?
Bill Gates.

If I didn't live in Pennsylvania, I would live ...
In Montana.

The household chore I really don't mind doing is ...
Cooking.

Pick one: beer or wine?
Wine, preferably a dry red wine.

It's September! Fall is ...
Working on all of the things at home that I let go all summer.

Are you more of planner or a spontaneous kind of guy?
Spontaneous.

Favorite flavor of ice cream
Anything with peanut butter in it.

If you could have a conversation with any animal, which one would it be?
A tiger.

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1900:** New owners of **Washington Gardens** in Los Angeles announced on August 24, that they were bringing in new amusements for the 1901 season, which would contain all sorts of novelty amusements. The updated park, called **Chutes Park**, would contain both a **Shoot the Chutes** and a **Figure Eight** roller coaster. In 1910 it would be sold to **Frederick Ingersoll** and become **Luna Park**, but land values would force it out of business within a few years, although the baseball stadium would continue to draw crowds.

•**1918:** On August 11, a late day fire raged through the grand stand at the **Cotton Palace** race track in Waco, Texas. Several buildings and the adjacent roller coaster would also be damaged by the flames. The loss totaled about \$10,000. The roller coaster would not be rebuilt.



Airplane view of Cotton Palace, Waco, Texas. Note the wooden roller coaster in top middle of photo.
NRCMA ARCHIVES

•**1929:** After some delays and extensive testing, **Norman Bartlett** and **John Miller** open the first **Flying Turns** in early August, at **Lakeside Park** in Dayton, Ohio. The new ride would prove to be extremely appealing to an industry always looking for new attractions. Unfortunately, the market crash in October would hurt any large scale expansion, although eight such rides would eventually be built in the United States.

•**1947:** **The Rocket** opens August 15 at **Playland**, in San Antonio, Texas. Designed by **Herbert Schmeck** of the **Philadelphia Toboggan Company**, it was promoted as the largest coaster in the United States, while only topping out at 78 feet tall. The park would close in 1980 and the ride would find a new home at **Knoebels Amusement Resort** in Elysburg, Pennsylvania, as the **Phoenix**, opening in June 1985.

•**1963:** One of the many inner-city parks that had been suffering from local racial and economical issues, was **Gwynn Oak Park**, in Baltimore, Maryland. In July there had been 283 arrests of civil rights demonstrators, but on August 28, it would become quietly integrated, one of the last northern amusement parks to take that step. The park would operate another decade before closing in 1972. Trivia — In John Waters movie *Hairspray*, the "Tilted Acres" scene is based on Gwynn Oak Amusement Park in 1962.

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►SHOWS

Continued from page 1

bringing families and friends together for a memorable night."

The show was co-supplied by RWS and Associates Entertainment, Inc. and Blue Haze Entertainment in conjunction with Cedar Point and Worlds of Fun show department as well as a host of other companies. On the high side of \$1 million, this nighttime spectacular is the most expensive show production in park history.

Busch Gardens Tampa Bay "Summer Nights, Island Nights"

Busch Gardens' Summer Nights amped up the excitement this season by offering even more after-dark entertainment with new shows, a fireworks finale every night of the event as well as extended waterpark hours.

The award-winning Kinetix show returned in 2012 to Summer Nights with nightly performances of rock music, acrobatics and pyrotechnic effects. Kinetix's performances included live musicians, singers, dancers and artists from around the world. Busch Gardens lit up the sky every night of the event with an incredible aerial display set to popular music. 'Let's Get Loud' took the stage in the Desert Grill. Singers, dancers and musicians provided popular contemporary music and dance, incorporating the Latin flair of Miami's South Beach. Party Starters hosted dance challenges all day throughout the park and picked the most outgoing guests to compete in the Dance-Off competition that evening.

Adventure Island offered Island Nights, which trans-

formed the waterpark with live music, eclectic entertainment, tropical wildlife and island-inspired cuisine. DJs reved up the energy with music, dancing and games on the beach while street performers, larger-than-life stilt-walkers and a steel drum band joined skilled fire performers.

Additionally, guests sampled the tastes of the islands with unique offerings added to the daily menu, including island shrimp, empanadas, black beans and rice, sangria and frozen drinks.

Six Flags Over Texas iLuminate and AGA-BOOM

Six Flags Over Texas, offered guests two new productions that served as the centerpiece of the park's summer entertainment lineup: iLuminate, the sensational dance-in-the-dark show that placed third on last summer's hit television competition series "America's Got Talent," and AGA-BOOM, the acclaimed European theatrical physical comedy production.

iLuminate combined state-of-the-art light up costumes with 12 entertainers who perform in the dark to create the ultimate performing arts experience. "We are thrilled about this incredible opportunity that catapults iLuminate into the theme park venue," said Miral Kotb, the show's creator. "Six Flags Over Texas is the perfect showcase for our performances."

AGA-BOOM was a delightful production that broke through the barriers of language and culture with physical comedy, high energy stunts, and audience interaction. "Our goal is to provide pure family fun, and we have mastered the use of some of the simplest tools: humor, comedy, and lots of toilet paper, to achieve this,"



said Dimitri Bogatirev, owner and creator of AGA-BOOM. "We are glad to bring our award-winning production to Six Flags Over Texas."

Busch Gardens Williamsburg IllumiNights:

A Busch Gardens Encore

Virginia's Busch Gardens' popular IllumiNights returned with a full 50 nights of spectacular live performances followed by nightly fireworks.

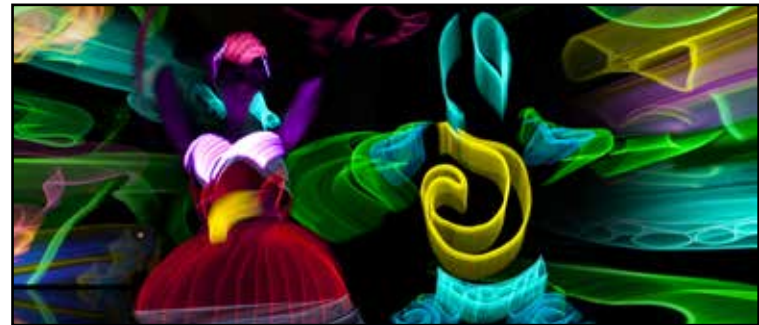
Guests visting the park during IllumiNights were able to visit Ireland for The Legend of Killarney, where larger-than-life puppets spun a magical tale of leprechauns and a lost fortune. In France, Voila! transported families to the bustling streets of Paris where outdoor performances included ladder walkers. In Italy, lush gardens were transformed into a stage for an Italian strength troupe at Giardino Magico. Germany's Oktoberfest Plaza was turned upside down with colorful characters and crazy critters at the all-new Wunderbarn!. Henrik and Helga, owners of the zany Black Forest Farms led the German festivities, building to a finale with park guests' favorite, The Chicken Dance.

The evening fireworks finale blended an original score with dazzling aerial color that was visible throughout the park.

SeaWorld Orlando Summer Nights

Summer Nights at SeaWorld Orlando offered a nighttime spectacular filled with new shows, an all-new attraction, thrilling coasters under the stars, and a nightly fireworks and fountain finale. To facilitate Summer Nights, SeaWorld extended its operating hours to 10 p.m.

Headlining Summer Nights was the all-new TurtleTrek, where guests could



Above, both Six Flags Over Texas and Six Flags Over Georgia introduced "iLuminate," as seen on television's "America's Got Talent." At left, SFOT also debuted AGA-BOOM filled with comedy and humor.

COURTESY SIX FLAGS

experience the miraculous 3D 360 journey of a sea turtle; Shamu Rocks, a larger-than-life show where visitors jam to a rock-n-roll beat and watch as whales perform amazing maneuvers; Sea Lions Tonite, a satirical show featuring Clyde and Seamore; and Reflections, the sky-filling fireworks and fountains finale.

SeaWorld was showcased in a whole new light during this spectacular celebration of soaring fountains and dazzling fireworks. A newly arranged soundtrack featured the inspirational music of SeaWorld's most popular shows, including segments of the score from TurtleTrek.

Six Flags Over Georgia iLuminate Live

Like the original Six Flags park in Arlington, Texas, Six Flags Over Georgia introduced iLuminate to its 2012 season entertainment lineup. The innovative show combined state-of-the-art light up costumes with a dozen entertainers who performed in the dark to create the ultimate live arts experience. The concept for iLuminate emerged while Miral Kotb, owner and creator of the ground-breaking technology, was developing mobile phone applications. She had a vision of dancers wearing costumes that illuminated wirelessly to complement the music and choreography; wireless technology that could be controlled from the palm of one's hand.

"iLuminate at Six Flags Over Georgia offers our guests an incredible show to enjoy in addition to our world-class lineup of rides and attractions," said Melinda Ashcraft, park president. "The high-energy music, advanced choreography and innovative costumes are going to make this a must-see for anyone who visits."

In addition to iLuminate, Six Flags Over Georgia also

introduced Pop 40, a musical showcase of hits from the 70s, 80s, 90s and 2000s along with Rhythm & Grooves, an R&B music show that pays tribute to legends like Ray Charles, Stevie Wonder, Tina Turner, and Aretha Franklin.

SeaWorld and Aquatica San Antonio Summer Nights

Summer was a bit cooler at SeaWorld and Aquatica San Antonio thanks to extended hours that kept both parks open as late as 10 p.m., making Aquatica waterpark open later than any other area waterpark.

The park's Summer Nights series featured a new Sesame Street show, Elmo Rocks, at Nautilus Amphitheater. The musical show starred Elmo with Zoe, Cookie Monster, Bert and Ernie. Returning seasonal favorites included Cool Vibrations, a fast-paced, high-energy water ski show that included dare devil stunts, graceful moves and superior boat driving in a non-stop salute to the sights and sounds of fun in the sun.

Clyde and Seamore were back again with pranks and spoofs funnier than ever during Sea Lions Tonite along with AZUL: Lure of the Sea. This spectacular show was a journey beyond, to a place where beluga whales, Pacific white-sided dolphins, colorful birds and human acrobats come together in a celebration of sea and sky.

Finally, guests could top off their SeaWorld adventure with Shamu Rocks!, an electrifying show featuring SeaWorld's famous killer whale, Shamu.

Look for videos from some of these outstanding shows to be featured in coming weeks on *Amusement Today's* weekly VideoTrack at: amusement-today.com.



Above, Busch Gardens Williamsburg lights up the sky with "IllumiNights," while at right, Busch Gardens Tampa Bay features its "Kinetix" show as part of its Summer Nights promotion.

COURTESY BUSCH GARDENS WILLAMSBURG AND TAMPA BAY





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EFX theater opens at museum in South Korea

SOUTH KOREA — Media-Mation, Inc, a provider of 4D/5D theaters, has installed a 60-seat X4D Motion EFX turnkey theater in the newly constructed National Maritime Museum, in Busan, South Korea, in conjunction with Visual Science Laboratory Korea Inc (VSLK).

The turnkey theater includes 60 motion effects seats with 3DOF motion, seat transducers, built-in leg and neck ticklers, air and water blasts, and atmospheric effects including wind and strobes. A custom stereoscopic 3D CG film, "Battle of the Abyss," (11-minutes) was produced by VSLK specifically for the venue.

Quoted

"Our goal was to create a ride based on the Justice League heroes that could be a fun and exciting experience not only for hardcore fans of the franchise, but also those not so familiar with the characters."

—Sally Corporation's CEO John Wood said on their new Justice League: Alien Invasion 3D opening in September at Warner Bros. MovieWorld in Australia

Live shows aplenty at Pleasure Beach Blackpool

Hot Ice better than ever as world's longest running ice show

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM — A brand new Hot Ice show and a spectacular high diving display have been entertaining families at Pleasure Beach Blackpool in the U.K. throughout the summer season.

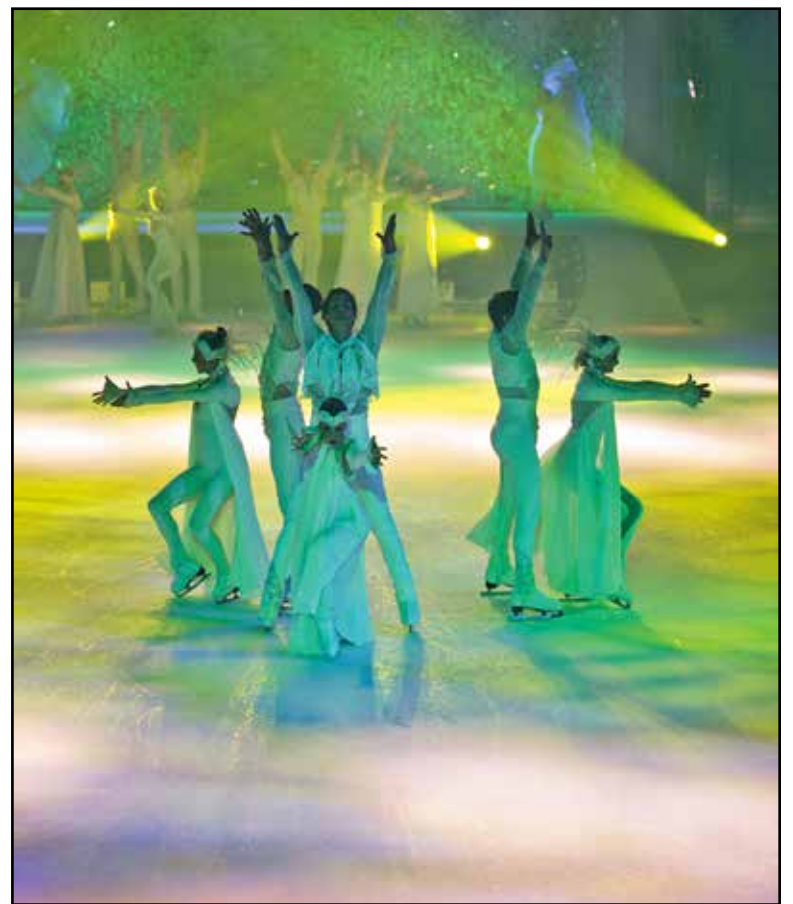
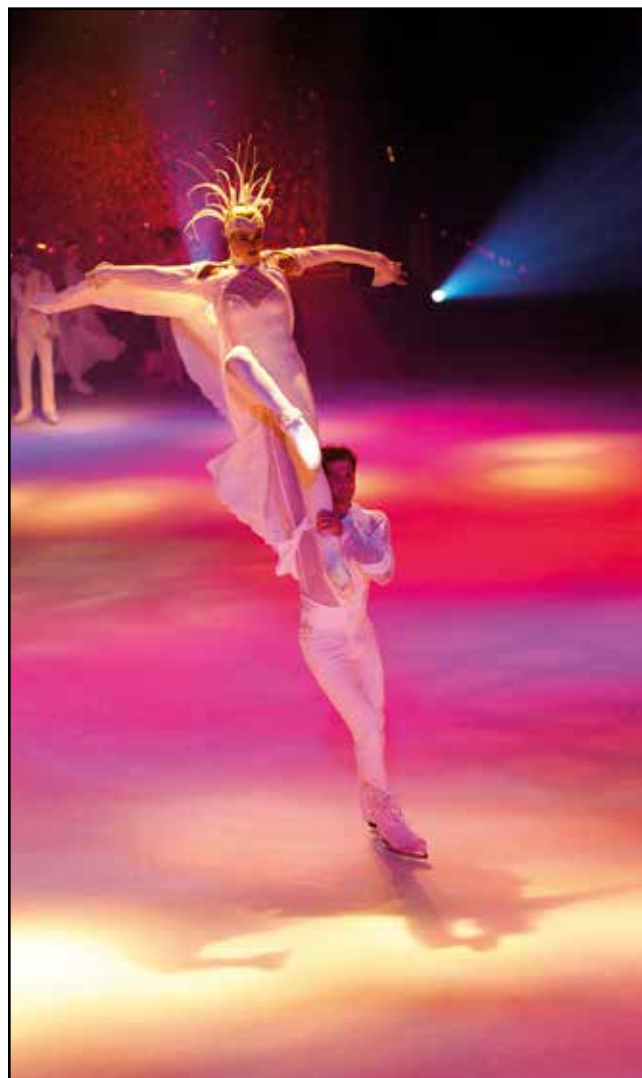
This year's Hot Ice production, Entice, opened on July 4 running until September 8 and saw more than 30 world class skaters from across the globe taking part in one of the most lavish shows ever at The Arena in the park. The show featured more than 400 costumes and combined spectacular special effects with lasers and a host of amazing sights and sounds.

The award-winning Hot Ice show has been entertaining audiences for seven decades and has been acknowledged for the best in ice skating. The first show took place in The Pleasure Beach Arena back in 1937 and it has been held there ever since, making it the world's longest running ice show.

As the show commenced, producer and director Amanda Thompson, OBE, said of the 2012 production: "This year promises to be one of the best ever Hot Ice shows. The cast and crew have worked tirelessly to produce a spectacular show which will leave audiences amazed."

Also leaving spectators amazed has been La Quebrada, a troupe of six world class high divers from Mexico.

Throughout the main summer season they have been performing breathtaking dives in the shadow of The Big One roller coaster and in front of a purpose-built grandstand. Dives have taken place from three platforms at 8 meters (26 feet), 15 meters (48 feet) and 25 meters (81 feet), with different styles of diving being performed, including a comedy section, cascade dives and a mass-dive which comprises all the team. All six divers have been part of the Mexican national Olympic diving team and the shows, performed several times daily, have been free of charge for all Pleasure Beach pass holders and guests buying unlimited ride wristbands.



The 2012 Hot Ice show at Pleasure Beach Blackpool is "one of the best ever" according to show producer and director Amanda Thompson. The popular and award-winning shows have been running for seven decades at the seaside amusement park. COURTESY PLEASURE BEACH BLACKPOOL



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Fabbri supplies record-breaking Giant Wheel for Turkmenistan

Guinness Book of World Records confirms record

TURKMENISTAN —

The world's biggest indoor Giant Wheel, according to the Guinness Book of World Records, has opened this May in Turkmenistan. The attraction was designed and engineered by Italian manufacturer Fabbri. The building housing the wheel is a monument built in the shape of the eight-sided star of Oguz Khan — the famous Turkic Khan, called the progenitor of Turkmens — and is decorated in national symbols. The round building, topped by a 56-foot pinnacle, looks like an elegant sundial mounted on a pedestal.

The Giant Wheel is 180 feet high, and its base is installed atop a seven-story building. Including the medallions that encase the Giant Wheel, the total structural height of the

architectural feature is 295 feet. It features a continuous rotation system with 24 climate-controlled cabins with automatic doors that each seat eight passengers for an overall capacity of 192.

The response to the Giant Wheel and the entire project has been quite enthusiastic. Giant Wheels, a division of Fabbri Group, has one other Giant Wheel in operation in Asia. Giant Wheels is working on a third Wheel project in the NYC area. “

This is our second Giant Wheel designed to be affixed at the top of a building. We have additional projects coming soon in China and Iran,” said Enrico Fabbri. “Our success in this market comes from our unique ability to customize our Wheels according to customer needs. We can do this because we are structured to manage these highly specialized projects.”



Italian manufacturer Fabbri recently supplied the world's biggest indoor Giant Wheel, according to the Guinness Book of World Records, for a project in Turkmenistan. Featuring a continuous rotation system with 24 climate-controlled cabins, the 180-foot-tall Giant Wheel was installed atop a building and reaches a total height of 295 feet. COURTESY FABBRI

Ground-breaking ceremony for Adventure World Warsaw

STORY: Andrew Mellor
amellor@amusementtoday.com

POLAND — The ground breaking ceremony for Adventure World Warsaw (AWW), Poland's first large-scale theme park and resort, took place on July 21 in Grodzisk Mazowiecki.

Situated just 19 miles west of Poland's capital city, AWW will be a 230-hectare (568-acre) resort complex providing a unique guest experience that will combine a world-class destination resort with over 50 guest experiences, including theme park attractions and Poland's largest, one-of-a-kind indoor waterpark, The Aqua Dome. An exciting urban center, the Entertainment Village, incorporating large-scale, well-known branded shopping and dining and high class entertainment offerings. Also incorporated into the property will be two themed hotels featuring over 800 rooms, elaborate culinary delights and full conference and meeting facilities.

Speaking at the ceremony, AWW CEO Peter Jan Mulder said: “Today marks a very special day for not only me, but for the people of Poland and all of Central Eastern Europe. I have been dreaming and plan-

ning for this night for many years and I'm excited to be part of Poland's future as we create a new family entertainment destination.”

Visitors will enter the theme park using a passage under the Grand Resort Hotel. Their first experience of AWW will be Adventure Harbour comprising a thriving bazaar filled with shops, restaurants and attractions. The theme park itself will consist of five lands each featuring state-of-the-art attractions, all set in scenery of fairy tales and legends, including roller coasters, elaborately themed indoor rides, water slides and wave pools, interactive fountains, boat cruises and carousels.

Passing through the portals of Adventure Harbour, guests will be able to enjoy the Lost Kingdom, Old Poland, Creature Lagoon, Land of Legends and Castle Island each of which will provide a host of rides, attractions, entertainment and facilities.

A fully themed venue was created for the ground breaking ceremony by Jora Entertainment with creative décor and entertainment that reflected the five lands of AWW, while the evening was capped off with a fireworks display.



Above, Peter Jan Mulder, CEO of AWW; Roland Mack, IAPPA Chairman of the Board and founder and CEO of Europa-Park, Germany; Klaus Betz, CEO Imtech, the recently announced general contractor for AWW; Sylvia Mulder, Manager of Entertainment, AWW; and Grzegorz Benedykcki, Mayor of Grodzisk Mazowiecki. They are pictured jointly launching the great ground-breaking detonation, which ended in a 10-minute firework and music show as the climax of the night. At the ground-breaking event of AWW Mayan drummers, right, played their exciting beats to warm up the guests while chefs prepared suitably related foods.

COURTESY AWW



Italy's IE Park continues delivery of roller coasters

ITALY — Italian amusement ride manufacturer IE Park continues to develop its product range at an impressive pace and is currently enjoying much success with its growing range of roller coasters.

IE Park produces roller coasters in four separate categories which cater for different age groups and operator requirements, namely Miniotto, Rolly, JR and Loop. Each category offers coasters featuring very different experiences, speeds, thrill levels and overall size. There are multiple products within each one.

The company has supplied roller coasters to locations throughout the world and during the past eight years has completed more than 40 coaster projects.

Additionally, a Miniotto Cotroceni is due to open in Bucharest, Romania, in May this year and another loop coaster will open in the eastern region of Saudi Arabia in the autumn of 2012. Looking further ahead, more examples of coasters from the JR category are due for delivery to clients in Asia in 2013.

"During 2011 we installed more new equipment for use in our production facilities," explained IE Park/SOLI Bumper Cars sales director Andrea Munari, "including aerial platforms, new TIG welding machines and a 30 meter high crane. We are enlarging our outdoor space at the factory to accommodate this equipment while we are also able to fully build-up coasters for pre-delivery testing.

In relation to the Infiniti Mall installation in Mumbai, where the coaster was ordered by Amusement Services International (ASI), Managing Director Prakash Vivekanand said: "ASI was asked to supply the rides and design the FEC within the Infiniti Mall so I contacted IE Park to ask them to build the coaster for us. We have had very good experiences with previous coasters from IE Park and excellent service too, so I entrusted them to manufacture and install India's first indoor looping coaster for this project. And they exceeded all our

expectations.

"It is the star attraction and accounts for close to 40 per cent of the revenue from the FEC," he continued.

IE Park delivered this looping coaster (shown being tested at the company's factory) to Infiniti Mall in Mumbai.

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Justice League heroes in new 3D dark ride battle

New Sally Corp. multi-media ride set for Warner Bros. Movie World, Australia

AUSTRALIA — Sally Corporation's new, action-packed interactive dark ride, Justice League: Alien Invasion 3D, set to open in September at Warner Bros. Movie World, on Australia's Gold Coast, will bring the world's most famous super heroes to life...battling alongside park guests in an epic fight to defeat one of the most feared villains in the DC Universe.

Created in cooperation with Warner Bros. Consumer Products and DC Entertainment, this dynamic adventure features Superman, Batman, Wonder Woman, The Flash, Green Lantern, and Supergirl

in a fight to save Earth from destruction. They are aided by the amazing Cyborg who recruits guests for the volunteer force and demonstrates how to defeat the alien spores that are attacking citizens in cities throughout the world.

Featuring a mix of state-of-the-art animatronics and 3D video technology, together with numerous special effects, the five minute ride incorporates eight huge 3D screens, 20 custom vehicles equipped with special laser optical blasters, a dramatic custom musical score, numerous animatronic citizens whom riders must fight to save from the alien spores' evil mind control, and culminates in a dramatic struggle between Superman and the evil villain, in which riders play a decisive role.



The exterior of the 2,000 square meter building is themed as the Hall of Justice. As they enter, visitors are immediately immersed in the story of the alien attack via a "live" newscast anchored by Vicki Vale, who urges viewers to take shelter at Justice League embassies worldwide, and to help defend Earth against the alien threat.

Passing through a high-tech scanning device into the pre-show area, guests discover the impressive animatronic Cyborg in his test lab, and Batman beaming in from

the Justice League Watchtower Command Center, in orbit around the Earth. Once aboard their custom tactical assault vehicles, riders are teleported into the dark streets of Gotham City and join the Justice League in an epic battle. Scores are recorded on in-car consoles.

"Our goal was to create a ride based on the Justice League heroes that could be a fun and exciting experience not only for hardcore fans of the franchise, but also those not so familiar with the characters," said Sally Corporation CEO John Wood. "There's a lot of action and interaction throughout the ride, and you're immersed in the experience. There are full-scale three-dimensional sets, scenery, animatronics and special effects throughout, and blended into

the city streets and spaceship interiors are high-definition CGI animated sets and characters...allowing us to take the action to new heights."

Tim Fisher, chief executive officer of Village Roadshow Theme Parks, owner of Warner Bros. Movie World, says, "Justice League: Alien Invasion 3D is the perfect fit for this park as it combines the hugely popular DC Entertainment Justice League franchise with a ride jam-packed with action and 3D thrills the whole family will love."

To create this one-of-a-kind dark ride, Sally Corporation pulled together an experienced team including: Threshold Animation Studios, Alterface, Techni-Lux, RealD, Bose, Bertazzon, MSI Design, Inc. and Sculpt Studios (Australia).

Denmark's Danfoss Universe opens Simworx Stargazer 4D motion theater

DENMARK — Simworx has completed the installation of a Stargazer 4D motion theater at Danfoss Universe in Denmark. Danfoss Universe was the dream of Danfoss President Jørgen Mads Clausen and is a hands-on science theme park which opened in 2005 in Nordborg. The world renowned Danfoss, one of the largest industrial companies in its home country, is a global group and a leader in the research, development, production, sales and service of mechanical and electronic components for various industries.

Aimed at both children and adults, visitors can play their way to a knowledge of science, experiencing the world of science and technology and natural phenomena within a host of different buildings and areas.

The recent addition from Simworx has added yet more fun to the offering. Situated in an existing building at the venue, the Stargazer 4D motion theater features a total of 28 seats in four, seven-seater pods, each incorporating a six DOF dynamic hydraulic motion base. The film is played through a Panasonic digital circular polarizing 3D projection system for excellent visual results, while the 4D effects include on-board wind and water spray along with bubbles, smoke machines, special effects lighting and 5.1 surround sound.

The film being shown in the theater was specifically chosen by the venue and is entitled "Journey through the Body," an educational film that takes guests on a fascinating ride through the various systems within the human

body and makes full use of the dynamic motion and 4D effects available to enhance the story.

"We were delighted to win the contract to supply Danfoss Universe with one of our Stargazer motion theaters," said Simworx Managing Director Terry Monkton. "It is a fascinating place to visit for all ages and I believe the theater adds another exciting and fun element to the overall offering, as well as providing an additional educational element with the chosen film. It's been a pleasure to work with the Danfoss Universe team and I'm sure the theater will prove to be a popular attraction with all who visit."

Also commenting on the new installation, Danfoss Universe's Head of IT and Projects Jakob Kragelund, said: "When we first decided to invest in a 3D theater we knew that we wanted something more immersive than other parks in Denmark. We found that the Stargazer was just that – the movement is remarkable and the sheer sight of our four pods leaves guests in awe.

"Finding the right vendor is not just about product," he continued, "it's also about trust and about faith and we have not been disappointed with Simworx. Throughout the process we have been met with a professional attitude and dedication even though we are quite a small park. We have never doubted that Simworx sincerely wanted us to succeed."

• www.simworx.co.uk.



Simworx has completed the installation of a Stargazer 4D motion theater at Danfoss Universe. A film, "Journey through the Body," is played through a Panasonic digital circular polarizing 3D projection system while 4D effects include on-board wind and water spray along with bubbles, smoke machines, special effects lighting and 5.1 surround sound. COURTESY SIMWORX



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Silver Dollar City announces world's most daring wood coaster

Rocky Mountain Construction coaster to feature three inversions

BRANSON, Mo. — Thrill ride enthusiasts around the world will mark a first-of-its-kind ride debut at Branson, Missouri's Silver Dollar City in Spring 2013 when the 1880s-style theme park makes history with the opening of Outlaw Run, the world's most daring wood coaster.

The park's (SDC) biggest investment in a single ride in the past decade, the new \$10 million ride sends passengers soaring through the Ozark Mountains on a ground-breaking wood coaster that includes several firsts:

- World's steepest drop on a wood coaster (162-foot drop at 81 degrees, nearly vertical);

- world's only wood coaster to twist upside down (a record-breaking three inversions including a 720-degree double barrel roll to end the ride); and

- at 68 mph Outlaw Run will be second fastest wood coaster in the world, trailing only Six Flags Great Adventure's El Toro which clocks in at 70 mph.

"Our Silver Dollar City fans told us they wanted a new thrill attraction, and we were determined to create a world-class experience even they couldn't imagine," said Brad



Thomas

Thomas, senior vice president, Silver Dollar City Attractions. "We pushed to take the classic wood coaster to a place it's never been before by applying modern technology and

techniques to traditional wood coaster building methods. The result is a wood coaster with never-done-before thrill elements."

Silver Dollar City, highly awarded for theme development, designs attractions with compelling storylines to bring projects to life with real history in mind. In the creative concept, Outlaw Run goes beyond the outskirts of the safe haven of the 1880s Silver Dollar City to a storied place where civility is waning and outlaws may lurk. Passengers, setting out with brave new dreams of vast America, board the Western Missouri Stagecoach Company — where, during treacherous travel, and at any minute, a wild chase could ensue. "All generations will enjoy this bold and daring ride where the 'good guys always win, leaving the bad guys in the dust,'" Thomas said.

The new ride takes advantage of the natural mountain terrain, with a more than 10-story lift that leads to a 162-foot drop (16 stories) into a valley. Custom-designed "stagecoach" trains, fashioned after the iconic Concord stagecoaches of the time period, take riders on a journey of unexpected drops, thrilling twists and rolling inversions. Riders soar through nine locations where they will experience "airtime" — or weightlessness.

The park collaborated with Idaho-based Rocky Mountain Construction on the innovative engineering, design and construction of the new ride and supporting rolling stock. Minimum height requirement is 48 inches.

Silver Dollar City's Commitment to the Environment: Outlaw Run was designed to utilize and preserve the natural landscape, with two or more



Construction is well underway on Outlaw Run, a massive \$10 million wooden coaster for next season at Silver Dollar City that will feature three inversions, including this double barrel roll, shown at right. Below, on hand from Silver Dollar City/Herschend Family Entertainment for the big announcement were left to right: Jack Herschend, Brad Thomas, Fred Gubb (Rocky Mountain) and Pete Herschend.

AT/GARY SLADE

trees planted for every one removed during construction. Plans for the entire area have been created minimizing the impact on trees, including location of track and structure, buildings and walkways.

An Outlaw Run website has been created, www.silverdollarcity2013.com, to follow the construction of this ground-breaking project.



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Parks removing icons to gear up for 2013 new rides

Walt Disney once said: "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world."

And so is the case with virtually every other amusement and theme park. Their ride lineups are fluid, malleable things; they are in a constant state of flux.

This month *AT* examines various parks that have officially announced the closure and removal of certain attractions.

Six Flags Over Texas

Guests were invited to say farewell to Texas Chute Out and Flashback over the Labor Day weekend.

Modeled after the old Parachute Jump at Coney Island, Texas Chute Out (Intamin) opened at the park in 1976. More than 29 million riders have travelled up and down the ride's 200-foot structure. One of the most popular modes of travel on this ride was the basket, which allowed guests to stand to take in the picturesque skyline. The baskets were removed in 1994

SEE SLIDESHOW OF RIDES AT:

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and replaced with the standard chairs.

Its neighbor, Flashback (Vekoma Boomerang), opened in 1989. The coaster was one of the first built in the U.S. It has thrilled over 17 million parkgoers for more than three decades.

Kings Island

When Son of Beast opened in 2000, it was lauded as the next generation of wooden roller coasters. Not only did this monster shatter a number of world records — including eclipsing its famous dad, The Beast, on the other side of the park in every category except track length — the ride was the first wooden coaster in modern history to feature a vertical loop.

Unfortunately, the ride's herculean attributes contributed to its eventual downfall. A number of incidents resulting in guest injuries as well as massive maintenance requirements doomed the towering coaster. Even when the vertical loop — ironically the smoothest part of the course — was removed in 2007, and the rolling stock was replaced, SOB simply proved too problematic. Yet another incident, which was never directly attributed to the coaster, occurred in 2009. The park voluntarily closed SOB indefinitely.

After a lengthy investigation, Kings Island officials announced in early July that the coaster would be demolished at the end of summer 2012 for future expansion.

Six Flags Fiesta Texas

When The Rattler opened as the park's signature attraction in 1992, it set the world records for height (179 feet) and speed (73 mph). Built astride the quarry walls, it was a ride that demanded respect. It's steep, quirky first drop was truly breathtaking and with the rest of the layout just as unconventional.

Like most over-sized wooden coasters built during the same period (and SOB), the Rattler's bloated dimensions

worked against it. The park's maintenance crews seemed to be constantly tweaking the structure and track to keep it under control, especially the wicked first drop. The most glaring alteration came in 1994 when the bottom of the initial plunge was raised 42 feet. Now running much slower, the ride continued to slide in popularity with guests while maintenance costs continued to rise.

The Rattler made its final run on Aug. 5.

Cedar Point

To make room for its next major attraction in 2013, Cedar Point has announced the removal of two major rides at summer's end.

Leaving the park for good is Disaster Transport, an Intamin Bobsled coaster. Originally operated as Avalanche Run 1985-89, the ride was enclosed and became Disaster Transport. Still popular, it gave 571,556 rides in 2012, its final season.

Two sleds, a section of trough, signage and other archival items have been donated to the National Roller Coaster Museum.

Space Spiral, the park's Von Roll Ltd tower ride, is also bidding farewell. Having provided 34 million guests spectacular views of Lake Erie from a height of 285 feet, the ride has been a fixture at the front of the park since 1965.

Various other rides bowing out this season include:

- Hurricane at the Santa Cruz Beach Boardwalk. The SDC Windstorm has been operating at the seaside park since 1992. The final operating day is Sept. 3. The ride has been sold to Western Playland in Sunland Park, N.M.

- Perilous Plunge at Knott's Berry Farm. The Intamin Mega Splash opened in Sept. 2000 as the world's tallest (121 feet) and steepest (77.8 degrees) water ride. It's final operating day is scheduled for Sept. 3.

—Scott Rutherford

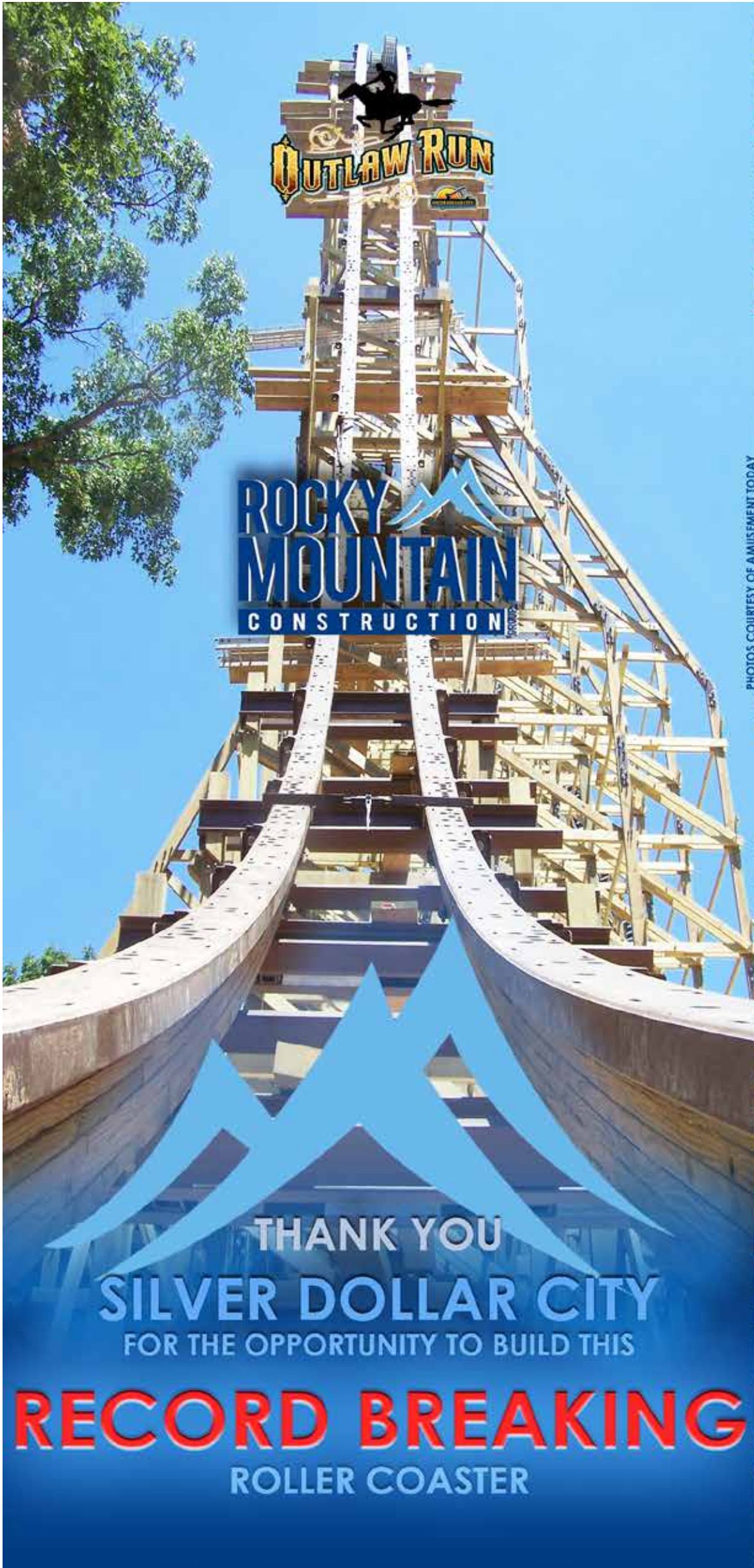


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Beech Bend patrons loving the park's new Super Shot

A.R.M., Larson supply park's new thrill ride

STORY: Pam Sherborne
psherborne@amusementtoday.com

BOWLING GREEN, Ky. — Beech Bend's new Super Shot, which opened the first Saturday of May, was helping push attendance up 10 percent over 2011 but, even the new 140-foot A.R.M./Larson International ride, couldn't keep rain and winds from hitting the park in July.

Charlotte Gonzalez, whose family owns and operates the park, said attendance had been running 10 percent over 2011 totals, but then storms moved in mid-season. "When that happened, we lost the increase we had," Gonzalez said.

But, Gonzalez said the Zero G, the name Beech Bend has given their new drop tower, has been doing really well. "Everyone loves it," she said. "It does tower over everything. You can even see it from the interstate."

Beech Bend's Super Drop, co-produced by A.R.M. Inc. and Larson International, loads 12 people at a time. Once the gondola reaches the top, the vehicle is released at free fall speeds up to 60 mph. The gondola enters into a magnetic brake zone and is smoothly

captured at the bottom.

Beech Bend had the LED light package added.

"The lights are gorgeous," she said. "Seeing that from the interstate is great."

The cost of the ride was \$950,000, including installation.

"This new drop tower replaces the portable 80-foot drop tower Beech Bend had for about eight years," said Gonzalez.

"We had really good luck with that ride, but we were looking to upgrade it," she said.

Mike Gill, A.R.M. Inc., said Beech Bend was able to trade in their portable drop tower toward the new ride.

"We sold that portable tower to Arnold Amusements," he said.

With a footprint of 25 feet by 25 feet, Gill also said the new ride actually has a smaller footprint than the portable did because it is sitting on a permanent base.

"We were about three months in production on Beech Bend's tower," Gill said. "The installation went very well, very smooth."

The Zero G is located in almost the same site as the park's previous drop tower, which is also near the park's coaster, Kentucky Rumbler, that opened in 2006 and was constructed



For the 2012 season, Beech Bend traded in their portable Super Shot tower for the taller park model version. The new ride stands 140-feet tall and can now be seen from the nearby interstate. COURTESY BEECH BEND

by Great Coasters International. The Zero G is also taller than that wooden twister coaster, which has a maximum height of 96 feet.

Beech Bend Park averages between 200,000-225,000 guests per season. The park features close to 40 rides and attractions, including those at the Splash Lagoon waterpark. Gonzalez said the unusually warm days they had in the early part of the season really had the waterpark hopping.

New this year to the water area was Tiki Grill that features a food court, self-serve drink station and new restrooms located adjacent to Tiki Island.

The park sits on 379 acres of land, which also includes the Beech Bend Raceway as well as campgrounds.

Gonzalez expects to finish with an attendance figure on par as 2011. With schools opening earlier every year, she is seeing the number of operating days decrease accordingly.

For the 2012 season, they were to start weekend operations Aug. 6. The park closes completely September 23.

"We are only getting 99 operating days this year," Gonzales said. "You know, all the millions of dollars you invest, and then just get 99 days. If we could just get two more weekends, that would really help us as well as other tourist facilities."

Even so, Gonzalez said they will look to add an additional ride for the 2013 season. She doesn't know what type yet, but they do have a wish list.

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Reporter's Notebook

Heavy rains, mud closes waterpark

YUMA, Ariz. — Shortly after its grand opening on June 29, Waylon's Water World was forced to close for a full week after heavy rains on July 13 washed several hundred tons of dirt down a nearby hillside covering the parking lot and dumping mud into the lazy river and pools.

A few days after the Friday storm, Jay Walker, a spokesman for Waylon's Water World said, "They have had crews literally working 24 hours a day on the water since Saturday morning. All of our chemicals are just right, the pH is right, it's just that the water isn't crystal clear like it was. But it's definitely 90 percent better than it was a couple days after the storm. At least it doesn't look like chocolate anymore."

The waterpark itself was not physically damaged by the storm, but two dump trucks worth of mud and dirt were removed from the parking lot. The mud also contaminated a nearby freshwater canal that serves as a water source for the park. Since the park was unable to replenish its water, two independent filtration systems were brought in to supplement the built-in systems to filter the water clean.

Waylon's reopened on July 20 after tests confirmed the water was clean and safe.

Quoted

"There is simply no other ride in the world like the Double BowsEye."

—*SplashTacular's Steve Levine on the company's installation of the new Double BowsEye at Hawaiian Falls in Roanoke, Texas*

Polin's King Cobra unleashed at Six Flags in New Jersey

Hurricane Harbor becomes home to first King Cobra waterslide in the United States

JACKSON, N.J. — The King Cobra may not be native to the United States. But the king-sized snake-themed waterslide from Polin Waterparks and Pool Systems (Istanbul, Turkey) recently slithered into a new home in Jackson, New Jersey. On July 24, the extreme racing waterslide unleashed its venomous fury on guests at Six Flags Hurricane Harbor, enticing them with stomach-churning speeds and adrenaline-pumping drops.

Finding new habitats

Polin, a leader in the aquatics industry-installed the first King Cobra waterslide in Europe before exporting the massive serpent to Turkey and Russia. This year, in addition to the New Jersey installation, the company — which has designed, manufactured and installed waterparks in 80 countries around the globe — will create new habitats for the sinuous slide in Asia, Europe and the Middle East.

Sohret Pakis, Polin's marketing manager, said: "We knew that waterslide fans were greatly anticipating when King Cobra would be introduced in the United States. The ride had already gotten a lot of attention and interest from fans in other parts of the world. The question was, who would be the first to offer this unique ride in the U.S.?" Polin was pleased to work out an arrangement for Six Flags Hurricane Harbor to be that site. "We are very excited about King Cobra's first U.S. installation," Pakis said. "We are so glad and proud that it is Six Flags Great Adventure."

Together, Six Flags Great Adventure, Wild Animal Safari and Hurricane Harbor create America's largest regional theme park. Hurricane Harbor waterpark, located on 45 acres, features more than 20 high-speed thrill slides, a family water playground, a million-gallon wave pool and a half-mile-long leisure river.

A menacing impression

Polin's supersized cobra version is no less threatening than the real one. Bold red, black and white scales provide an imposing veneer over the exterior and interior of the slide's massive 50-foot (15.24-meter) height and 260-foot (79.0-meter) length.

The core feature of King Cobra is



Six Flags Hurricane Harbor in Jackson, N.J. is the first waterpark in the U.S. to open Polin's new King Cobra ride. The massive waterslide is known for its intense action as well as its themed fiberglass which replicates the look of the well-known snake. The ride opened on July 24.

COURTESY POLIN

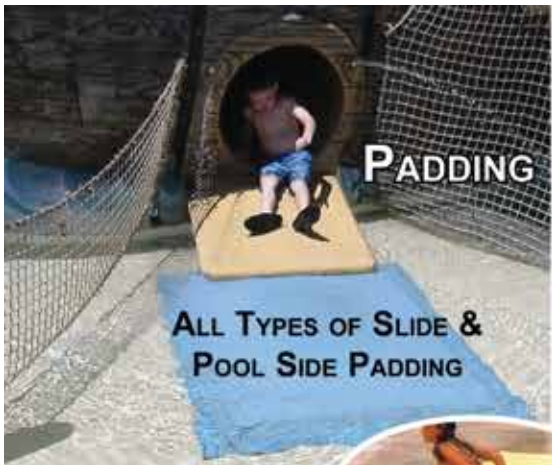


its unique configuration that enables two riders to race along a circular path filled with twists, turns and surprises. Water pressure of 3,875 gallons (14,668 liters) per minute catapults riders through open and closed tubes before they brave a heart-pounding plunge nearly 25 feet (8 meters) down a 50-degree slope.

Along the way, riders accelerate to speeds of up to 32 mph (51 km/h).

Six Flags Great Adventure Park President John Fitzgerald said, "We are confident that King Cobra's intense ride experience and unparalleled design will make it our most popular and entertaining water attraction."

Alper Cetiner, Polin project manager, echoed Fitzgerald's comments saying, "With so many special features, we expect the ride to be more successful than even anticipated."



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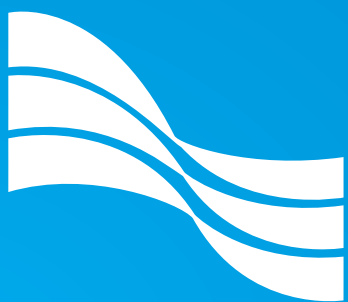


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HydroMagnetic Coaster from ProSlide opens at Denver's Water World

FEDERAL HEIGHTS, Colo. — ProSlide's newest HydroMagnetic Coaster, a HydroMagnetic Rocket dubbed The Mile High Flyer, has opened at Water World, located 10 miles north of downtown Denver, Colo. As the first such ride in the western U.S. the 1,280-foot-long water coaster is the largest single investment in Water World's entire history.

The Flyer begins with an ascent up the conveyor equipped with sound effects replicating the lift chain of a traditional roller coaster. After a 180-degree turn, the four-seat boats drop 20 feet into the main "coaster" section. This HydroMagnetic Rocket features five up-hill segments including a "camel hump" and multiple enclosed portions that finish with a 360 loop. The course then transitions into a water channel where the boats float to the end of the ride. This not only adds an additional element but also assists in maintaining unloading procedures to ensure maximum efficiency. The four-person rafts result in a theoretical ride capacity of 720 riders per hour.

R&R Creative Design in Anaheim, Calif, provided the overall ride theme design, audio track and all ride special effects and queue line effects enjoyed by guests throughout the new ride.

"The Mile High Flyer will knock your socks off," said Water World's Joann Cortez. Water World's guests agree, as the attraction has become the park's most popular.



ProSlide's success with its HydroMagnetic Coasters continues in 2012 with the installation of The Mile High Flyer at Water World, part of the Hyland Hills Park & Recreation District in Federal Heights, Colo.

COURTESY PROSLIDE



NEWS SPLASH

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

The Water Park at Bohrer Park in Gaithersburg, Md., reopened after extensive refurbishment to the 22-year-old facility. Phase I of the two-phase project included new tile and pool plaster, conversion of the main pool from five lanes to six, replacement of concrete with brick pavers, a new UV filtration system, a new waterplay structure and new gelcoat and paint on the park's waterslides. Gaithersburg Mayor Sidney Katz said, "With the help of funding through Maryland's Program Open Space, our goal in renovating the Water Park was to ensure its viability for at least the next 20 years. It's a much loved and heavily used facility, enjoying more than 80,000 visits annually, including 1,000 youngsters splashing away during our popular summer camp programs." Phase II will take place next year and include upgrades to the mechanical and electrical systems to make them more efficient as well as updates to the bath house, entrance and snack bar.

Hot temperatures and waterparks don't always mix. **Dollywood's Splash Country** waterpark in Pigeon Forge, Tenn., notices a small dip in attendance when temperatures soar over 100 degrees. Dollywood's Pete Owens said, "When temperatures get dangerously hot, a lot of folks choose to stay home and cool off in the air-conditioning." Owens added, "The folks who do come to the park enjoy themselves because there is a lot of opportunity to cool off and there is a lot of capacity." Despite the record-breaking heat wave in Tennessee, both **Dollywood** and **Dolly's Splash Country** have seen an overall increase in attendance.

Elveden Forest, Suffolk, England is joining together two popular ProSlide rides into one attraction. Scheduled to open in November in the Subtropical Swimming Paradise indoor section is Tropical Cyclone, combining a ProSlide Tornado with a Proslide BehemothBowl. The four-person rafts are expected to reach speeds of up to 24 mph as they traverse a 45-degree drop along the 650-foot course. The new £4 million attraction will also be joined by The Lagoon, a new family warm water pool.

Sun Splash Family Waterpark, Cape Coral, Fla., celebrated 20 years of providing fun in the sun as Southwest Florida's largest waterpark with an anniversary celebration. Festivities included free birthday cake for all park guests and drawings for a variety of prizes, including tickets for the Key West Express and free golf at Coral Oaks Golf Course. Sun Splash opened in March 1992 with a handful of slides, volleyball courts and arcade. The park has since evolved with numerous additions. The city-owned facility was built as an attraction for the residents of Cape Coral, but everyone is welcome.

More than 40 flowboarders helped raise more than \$1,000 for the Karen Wellington Foundation for Living with Breast Cancer in July at Kings Island, Ohio. The fundraising event was part of the All-American Surf's Up tournament at **Soak City** waterpark. Wave-seekers paid a \$25 registration cost to ride Pipeline Paradise, a Wave Loch FlowRider, with trophies and prizes awarded to the top three in different categories. Friends and family of Karen Wellington helped establish the foundation in 2007 after Karen Wellington of Cincinnati died of breast

cancer at the age of 40. The organization seeks to promote the quality of life for women with breast cancer and their families.

A Destin, Fla., couple were re-married at **Big Kahuna's Waterpark**, 10 years after their simple city hall ceremony conducted by a Justice of the Peace. Local radio station Z96 held a contest to win a free wedding at the waterpark. Couples were asked to submit, in writing, a compelling story as to why they deserved a wedding. When Joseph and Mary Green got married in 2002 there were no guests, no cake, no wedding dress, no pictures. They were technically married but they felt they never had a wedding. The couple's story, selected from 80 entries, was chosen as the winner, and they were given a proper, if not unusual, wedding at the waterpark. Included with the wedding were a complementary dress, flowers, cake, limousine, honeymoon accommodations, and a wedding reception with about 20 guests. Although the bride had a formal dress, the rest of the party was a little more casual with the groom wearing shorts. Following the ceremony, the couple changed into swimsuits and took a plunge on the park's waterslides.

Several businesses in Williamsburg, Iowa, including **Wasserbahn Waterpark** were forced to close for 10 days after E. coli and coliform bacteria were found in the well water that serves multiple facilities. Only a general store that did not rely on clean water was allowed to remain open. The businesses, which include a Clarion hotel and two restaurants, are all operated by the same owner who decided to abandon the well. A pipeline was quickly constructed to tie into the Poweshiek Water Association's distribution line. Once the line was in place, flushed clean and tested, the businesses, including the waterpark, were able to reopen. The owner, Young Been Kim, said he lost more than \$50,000 during the shutdown.

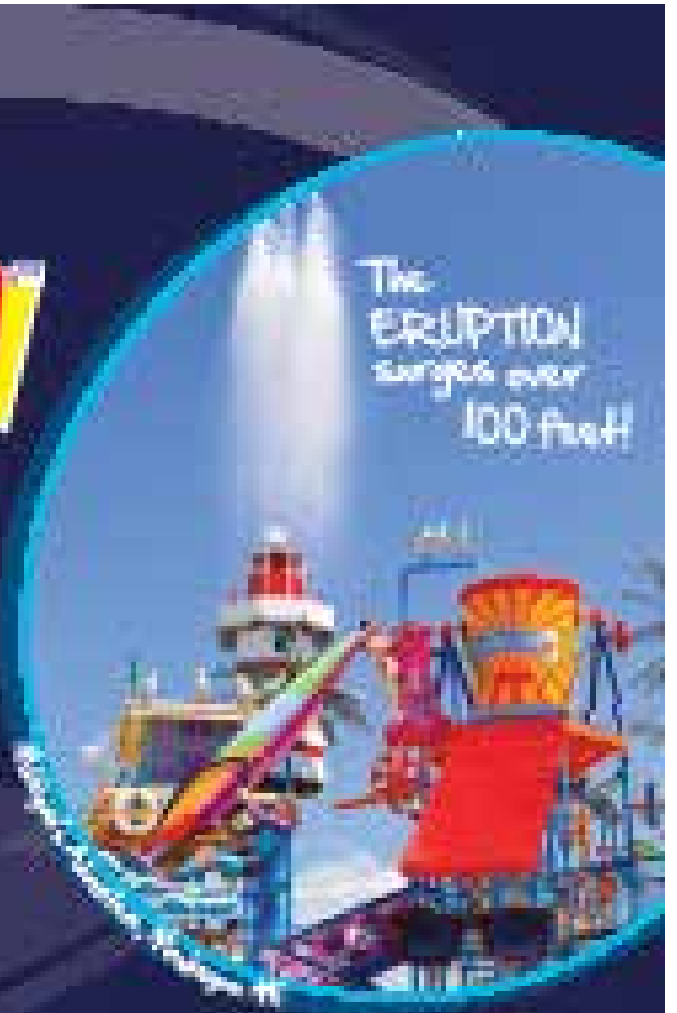
Chillicothe, Mo., could see a new waterpark by 2013 if city council members approve funding at their next scheduled meeting. On the drawing board is a \$2.5 million proposal to convert the city's existing aquatic center into a themed waterpark. Among the features expected to be included are a lazy river, water play structure, refurbishment of existing slides and replacement of the current waterslide tower. The council voted 4-0 to enter into a contract with **Water's Edge Aquatic Design** to provide engineering services to remodel and redesign the aquatic center. Funding, however, has yet to be approved.

Guests at **Water World Waterpark** in Dothan, Ala., were surprised on the morning of July 10, to find that the one of the park's star attractions was devoid of water. Maintenance workers had cleaned the filters at the park's wave pool the night before but one of the pool's drainpipes wasn't fully closed and all the water drained out overnight. To make up for the empty pool, the park reduced the daily tickets to half price. The 450,000-gallon pool took several hours to refill and was opened by the next operating day. Officials estimated refilling the pool cost the city a little over \$750 in water, plus the loss of revenue from issuing half-price tickets.



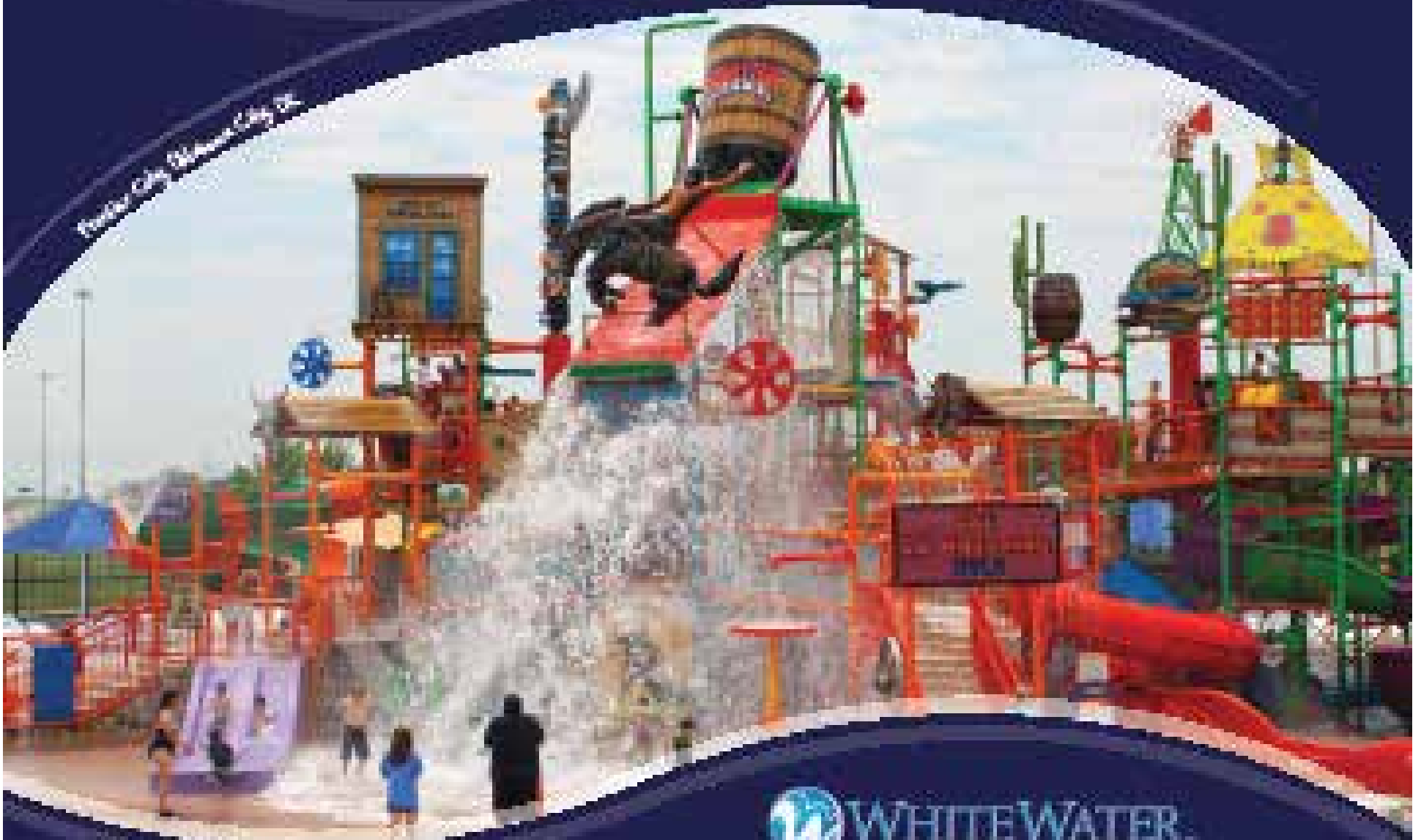
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Reporter's Notebook

AIMS International seeking items for annual Silent Auction

ORLANDO, Fla. — AIMS International would like to remind members of the amusement industry to donate silent auction items to benefit the 2013 AIMS Safety Seminar, Jan. 13-18, 2013 in Orlando.

AIMS is always looking for items that can be used to raise funds to keep audio/visual and other equipment used in the classrooms updated.

Last year, the silent auction raised more than \$1,700 with large bid items being supplied by Six Flags Great Adventure, Beams, When Pigs Fly and MacLan Corp.

To donate items, simply send them to:

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Holly Coston
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Wichita, Kansas 67203
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Quoted

"We are a regional and local park company, not a destination park or huge-park company. We understand that people like local things."

—Fernando Eiroa, president & CEO, Palace Entertainment

Good turnout at DelGrosso's for PAPA's annual Summer Meeting

STORY: B. Derek Shaw
bdshaw@amusementtoday.com

TIPTON, Pa. — Ninety-two members of the Pennsylvania Amusement Parks Association (PAPA) met July 16 and 17 for their annual Summer Fun meeting at DelGrosso's Amusement Park in Tipton (just north of Altoona, Pa.) This is the home park of current PAPA President Carl Crider, Jr. Each year the summer meeting travels to a different park within the state while the spring meeting is always at the Hershey Lodge near Hersheypark.

The first day started with 11 attendees participating in a golf tournament at Sinking Valley Country Club. More than \$750 was raised for the Barbara J. Knoebel scholarship fund that helps four employees of PAPA member parks each year in the form of a \$1,000 scholarship for educational purposes. That evening attendees socialized and ate at DelGrosso's in their largest picnic pavilion. At the conclusion of the night, everyone was given a "Best of Blair County" gift bag containing food, snacks and other goodies manufactured in the county. Included was a three-pack of La Famiglia DelGrosso pasta sauce, a bottle of wine especially labeled for the event from Oak Spring Winery, Peanut Butter Meltaways from Gardner's Candy and a Slinky toy, among other items.

After a delicious breakfast on July 17, DelGrosso Foods, Inc. offered three plant tours for PAPA attendees. The pasta sauce manufacturer, which started in 1914, is situated across the street from the park. DelGrosso's produces four million jars of sauce each year and has 350 different pasta recipes used for their own line as well as private label products for the grocery store industry.

The PAPA board conducted business that day as well. Bill Colavito, general manager of Great Wolf Lodge in Scotrun, Pa. was nominated to fill



Getting ready for the DelGrosso Foods Plant tour during the PAPA summer Meeting are, l to r: Adam Gross, Dippin'Dots; spouse Kelly and Rob Fulton, Pennsylvania Association of Travel and Tourism; Gina Guglielmi, Intermark Ride Group; Tom and Janine Rebbie, Philadelphia Toboggan Coasters, Inc.; Brian Bossuyt, Camelbeach Mountain Waterpark; Rich Henry, a friend of PAPA; spouse Loretta and Gary Chubb, Hersheypark and Dick Knoebel, Knoebel's Amusement Resort (in front).

AT/B. DEREK SHAW



Chatting before the PAPA Summer Meeting dinner were l to r: Rich Henry, a friend of PAPA; Laura Woodburn and Gary Chubb, both Hersheypark and Brian Bossuyt, Camelbeach Mountain Waterpark.

AT/B. DEREK SHAW

the unexpired term of the late Dick Frank, Bucktail Camping Resort. Zip line attractions were brought up and how the state is classifying them and which organization has jurisdiction. ASTM is looking to incorporate zip lines into their standards. It is rumored that a Diggerland facility (popular in the U.K., where there are four) is coming to the U.S., more specifically west-

ern Pennsylvania with a dozen rides — however no location has been confirmed.

Under new business, Rob Fulton, president and CEO of the newly formed Pennsylvania Association of Travel & Tourism (PATT) spoke about his organization, its purpose and direction. PATT primarily supports

▶ See PAPA, page 22

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►PAPA

Continued from page 21

legislative issues, advocacy support and industry professionalism standards. "Our biggest strength is our diversity," commented Fulton. This fiscal year, the governor has

Pennsylvania Amusement Parks Association 2012 Summer Meeting

DelGrosso's Amusement Park, Tipton, Pa.
July 16 & 17

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\$5.8 million allocated for tourism marketing, up from recent levels, however significantly down from \$36 million years ago. One of PATT's first priorities is to make sure the marketing initiative gets done. Pennsylvania House Bill No. 2056 calls for the Establishment of a Pennsylvania Tourism Commission. Fulton likened what he hopes will be passed, to the new "Brand USA" organization that is marketing America internationally. He feels Pennsylvania tourism and attractions needs to be marketed regionally, if not nationally.

The 2012 PACE (Parks and Carnivals Educational) ride safety seminar will occur October 29 – November 1 with "hands-on" training at DelGrosso's Amusement Park in Tipton, Pa.. This is held in conjunction with PSSA, Pennsylvania State Showmen's Association and offers both 24 and 32 hour training sessions. Gary Chubb at Hersheypark is the contact.

The American Lung Association made a brief presentation commending the first Pennsylvania park that is 100 percent tobacco-free (Sesame Place) and encouraged the rest



The 2012 PAPA Golf Gang are, l to r: Carl Crider, Jr., PAPA president and DelGrosso's Amusement Park; Jay Willis, John Conway, Earl Foura with National Ticket Company; Brian Bossuyt, Camelbeach Mountain Waterpark; Bob Dean, Leisure Labs LLC; Tim Timco, TJ Timco Agency; Andy Quinn, Kennywood Park; Rob Fulton Pennsylvania Association of Travel and Tourism and wife, Kelly. Missing from the picture: Jason Mauser with National Ticket Company. AT/B. DEREK SHAW

to move to the next level and follow suit. Most Pa. parks now have designated smoking areas. Smoke-Free Tool Kits were made available to PAPA member parks.

Sam High III's passing last November was brought up. He was President of Philadelphia Toboggan Company from 1971-1991. Also discussion took place on the need to upgrade PAPA's website with more current information.

A lunch featuring the world famous DelGrosso's Amusement Park chicken BBQ was the final official event dur-

ing the day and a half event. Many attendees stayed to enjoy the 30 rides and attractions that DelGrosso's Amusement Park has for little and big kids of all ages.

When asked about the annual summer meeting, President Carl Crider said, "We simply kick back taking a little time away from our operations to interact with those in the industry. We find out how their season has been going. The meeting is very informal, yet very informative."

The Pennsylvania Amusement Parks Association was

formed in 1935 to promote the industry, exchange knowledge among members, uphold a good public image and exert influence upon legislation. R.L. Plarr from Dorney Park served as the first president. In 1946, roller coaster designer Herbert P. Schmeck from Philadelphia Toboggan, served as president. The 2013 Spring Meeting will be held at the Hershey Lodge March 4 and 5. The 2013 Summer Fun meeting will occur at Idlewild Park & Soak Zone, Ligonier, Pa. The date has not been set yet.



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GCI hosts annual intern recruitment event

STORY: Scott Rutherford
srutherford@amusementtoday.com



SUNBURY, Pa. — Great Coasters International, Inc. (GCI) is unquestionably one of the most innovative and respected amusement industry entities operating today. The company's portfolio of expertly-crafted wooden roller coasters speaks for itself. To create the marvels they do, it's only natural that GCI would be staffed by people who absolutely love what they do. And they have a unique process for procuring like-minded individuals when it's time to expand their ranks.

AT spoke with GCI engineer Evan Souliere who is one of the first to complete the intern program (10 months beginning in 2007) and later hired as a full-time employee. "With so many college students having contacted us asking about internships, GCI's Chris Gray decided to hold an event that he dubbed "Intern Selection Day." The first was in November 2009.

"After the ISD in

Great Coasters International Inc., hosted its annual intern Recruitment Event on July 13-14 at their Sunbury, Pa. factory. This year's event drew more than 35 young professionals.

AT/SUE NICHOLS

November 2010, Jeff (Pike), Chris, and I had spoken at length about the future of the event. The students were getting more out of it than just interviews, since they were able to network with us and each other, as well as see what GCI was like. As a result, 'Intern Selection Day' turned into 'FREDx'.

"FRED is supposed to be a play on the TED Conferences (www.ted.com) and stands for "Future Ride Engineers &



Designers." The x denotes that our event is a part of what we'd love to see grow into a network of events across the industry. The invitations were sent to all those that had previously attended ISD, as well as anyone that had recently contacted us. With a few spots left a week before the event, we posted the event to our Facebook page.

"Approximately 35 young professionals attended [July 13-14] and were able to net-

work, learn about Great Coasters, and take advantage of spending time with us like in previous years. We upped the ante this year, though, to really improve the event and invited three industry professionals to come speak to everyone: Tim Viox of Leisure Labs, LLC, Linda Gerson of IAAPA, and Larry Chickola of Six Flags. We also visited Knoebels and got a nice tour from Jim Martini. Mike Boodley spoke to everyone about the Flying

Turns, and everyone got to see the latest prototype car and walk the trough.

"The bottom line is that it was an event that all of us with GCI would have loved to have been a part of when we were in school," Souliere concluded. "For that, we're proud and happy to have contributed something more to the industry than just really awesome wooden roller coasters!"

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Fast-rising U.S. park operator bucks recessionary times

Palace Entertainment invests royally in regional amusements

STORY: Dean Lamanna
Special to Amusement Today

NEWPORT BEACH, Calif. — You can ask Palace Entertainment President and CEO Fernando Eiroa, who oversees the operations of eight amusement parks, 11 waterparks and 21 family entertainment center (FEC) facilities across the U.S., what his typical workday is like. But don't expect even a hint of exasperation in his response.

"What I like in this industry is that I come here every day at 7:30 in the morning and leave around 7 at night — and no two days are similar," said Eiroa, speaking with *AT* in his comfortably organized, if spartan, office at Palace's corporate headquarters. "One day I'm talking about legal things, the next I'm talking with finance, marketing, food and beverage, retail, maintenance, CAPX [capital expenditures]... it's always different."

These are agreeably busy times, indeed, for Eiroa and his team. Once the modest proprietor of Castle Park in Riverside, Calif., and several FEC chains, Palace Entertainment has been on a park-buying and business roll since he took the reins five years ago. Annual attendance at the properties the company owns and manages — which



now include Kennywood Entertainment's five parks in the Northeast, Dutch Wonderland in Lancaster, Pa., and Noah's Ark waterpark in Wisconsin Dells, Wis. — tops 13 million in 11 states.

"I spend at least twenty percent of my time thinking about new ways to improve the experience of our parks," said Eiroa, who visits all of the company's properties at least twice a year. "Since our purchase of Noah's Ark [this past spring], I've been there several times because I want to be involved in everything they do at the park level. But I also want to listen to what [existing park managers] think, because they know the park, the customers, the competition — everything — better than I do. We are a regional and local park company, not a destination park or huge-park company: We understand that people like local things."

Palace Entertainment's acquisition of Noah's Ark, which also included the Flamingo and Mayflower motels, marked a daring move into an extremely competitive waterpark market. Despite the operation's success, the company saw room for improvement.

"We know we have techniques, and we know how to improve food and beverage, attractions, etcetera," Eiroa said. "By adding our experience to the park's existing success, we believe that we'll at least be a little bit more successful with it."

Boosting homegrown brands

Eiroa's confidence and Palace Entertainment's expansion are backed by a European company with several decades of experience in the amusement industry: Parques Reunidos.

The Madrid, Spain-headquartered international group, with 72 amusement parks, waterparks, zoos, FECs and other leisure properties that tally tens of millions of visitors annually in 10 countries, is the third-largest industry player globally. Parques Reunidos bought Palace Entertainment in August 2007 for \$330 million

after the international operator itself was acquired earlier that year by Candover Investments, a British-based private equity firm. Eiroa was sent to Newport Beach to head up the U.S. subsidiary shortly thereafter.

"We're about three times bigger now than when I joined the company," Eiroa said, praising the collaboration between his executive staff, park general managers and dedicated park employees. "And we have done this in the worst economic environment... I don't want to say 'ever,' but close to it."

As Parques Reunidos' platform for growth in North America, Palace Entertainment became a major stateside player with its purchase in 2008 of Kennywood Entertainment.

"It's a very exciting acquisition," Eiroa said. "Kennywood, Lake Compounce, Story Land, Idlewild, Sandcastle Waterpark — they're amazing. We have done many improvements to the parks while at the same time keeping their personality and essence. We almost never change the management teams, and we always respect the brands, logos and traditions as well as the relationship with the community."

Acquired by Palace Entertainment from Hershey Entertainment & Resorts in 2010, the 1963-built Dutch Wonderland, noted Eiroa, is "a family-oriented park — which is exactly what we love and want. This year we've opened a new themed restaurant there called Merlin's, which I believe is a great addition. We've changed all the park's food and beverage operations because that's very important to us, and we always try to give good quality to our customers."

Achieving this means approaching change from a firm yet supportive stance.

"When we buy a park, I go there to meet the management team," Eiroa said. "I always tell them very clearly what we expect and the way we work. Sometimes the first couple months are a little difficult for the park managers because we ask them to use new tools and do things they're not used to doing. But at the same time, we offer them our resources and the help of people in corporate and from our other parks to adapt old systems and policies



Palace Entertainment President and CEO Fernando Eiroa surveys Splish Splash waterpark in Long Island, N.Y. Partnering with Twentieth Century Fox Home Entertainment, the company hosted the TV series-based Simpsons Summer Celebration at Splish Splash and 10 other waterparks in August. COURTESY PALACE ENTERTAINMENT

to new ones."

While improving efficiency, boosting customer service and preserving its properties' identities and management are key goals, Eiroa also approaches every new acquisition as an opportunity for mutual learning for Palace Entertainment and Parques Reunidos.

"We always look to see if one of our newly acquired parks is doing something better than we do," he said. "If we find something, we can potentially apply it to 72 parks around the world. Kennywood, for instance, has a food and beverage stand called the Potato Patch. When I learned about its sales volume, I couldn't believe it. We've tested that same product everywhere because it was so successful there."

Readying for an industry rally

Heavily schooled in international business, business administration and marketing, Eiroa, a native of Madrid, got his amusement industry indoctrination as a young child like everyone else — making his first visit to the newly opened Parque de Atracciones de Madrid in 1969.

"I recall the experience as very, very positive," Eiroa said. "And then I went with my family to Tivoli Gardens in Denmark. It was Christmastime, and it was amazing — a great experience for me." His love of theme parks deepened into adulthood; by the time he was a married father of two daughters, he had visited the Disney parks in the U.S., Paris and To-

kyo.

Eiroa's well-developed perspectives on the industry from both the business and patronage sides lead him to believe that, over the next five years, new ideas and technology will continue to evolve theme parks, waterparks and — a segment particularly hard hit by the economic downturn — FECs.

"We're thinking about adding water elements to our [FEC] parks," he said. "We added a waterplay structure in Castle Park, which falls somewhere between an amusement park and a family entertainment center, and it was very successful. And we've selected a few other locations in which to test these new concepts. If they work well, we will contemplate trying them in more."

In terms of practicality, Eiroa acknowledges the need to take one step at a time. "I think that the industry has adapted to the recession now better than before. But it's not over; fuel prices and unemployment rates remain very high."

Still, Eiroa is planning for Palace Entertainment to be optimally positioned post-recession.

"We want to grow here in the U.S. and, as Parques Reunidos, in Europe, too," he said. "We're going to improve the experiences at the parks and invest more money in the next year in new attractions, restaurants and facilities in general. Because I want this company to be prepared — to be the best company in the industry — for when the economy returns to normal."

FAST FACTS

Palace Entertainment at a glance

Headquarters

Palace Entertainment
4590 MacArthur Blvd. #400
Newport Beach, Calif. 92660
(949) 261-0404
www.palaceentertainment.com

Owns/operates

8 amusement parks
11 waterparks
21 FECs

Geographic range

11 states coast to coast

Annual attendance

13 million plus

Corporate parent

Parques Reunidos
Madrid, Spain



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

The **Disney Parks Blog** has officially announced the grand opening of **Walt Disney World's Fantasyland** will be December 6, 2012. New attractions to open then will be 'Under the Sea – Journey of The Little Mermaid', the Be Our Guest Restaurant, the Enchanted Tales with Belle site, Ariel's Grotto princess meet-and-greet location, Gaston's Tavern and Bonjour! Village Gifts. Previews of the attractions will begin November 19. The new Fantasyland expansion will continue with the opening of Princess Fairytale Hall next year and the new Seven Dwarfs Mine Train ride in 2014.

Ireland's **Trans-Force** has announced the first U.S. installation of their 5D Interactive Simulator at **Luna Park** in Coney Island, New York. The Luna Park simulator, which opened June 5, joins 60 other Trans-Force 5D attractions operating successfully around the world including installations in China, Russia and the United Kingdom. Trans-Force opened it's first in 2004 in St. Petersburg, Russia.

Kings Island offered daily tours around the 35 acres of thick woods on which its famed **Beast** wooden roller coaster sits. Tour guides discussed the history of the ride and gave guests a glimpse at previously-unseen elements of the ride, including underneath its helix and into the second lift hill motor house. Proceeds from the \$25 per-person fee benefited the **Susan G. Komen Foundation**.

Maine's **Portsmouth Naval Shipyard** has enjoyed overwhelmingly positive reviews from players after installing **Adventure Golf Services' Mini-Links** indoor/outdoor miniature golf system on one of the base's outdoor basketball courts. Mini-Links is available in nine or 18-hole configurations as well as a nine-hole Junior models and can be permanent or portable.

KidZania, a global leader in children's edutainment, has opened its largest children's theme park yet, **KidZania Cuicuilco**, located in Mexico City. Not only does the park introduce children to new and relevant careers in a highly entertaining way, but for the first time, integrates innovative experiences to teach children environmental stewardship, empathy for kids with different abilities, how to make "good-for-you" food and recreation choices, hands-on driving and road safety via a fleet of kid-sized eco-friendly vehicles, and much more.

Big Al's Family Entertainment Center has opened in Meridian, Idaho. The 66,000-square-foot FEC features a sports bar, bowling center and arcade. Construction costs totaled \$9.8 million. The company also operates centers in Vancouver, Washington, and Beaverton, Oregon.

An Albemarle, North Carolina man has bequeathed his entire estate, valued at more than \$3 million, to the **N.C. Zoological Soci-**

ety, according to a news release. Dr. Addison G. Magnum of Albemarle placed no restrictions on the use of funds to the society, which is the nonprofit support organization for the N.C. Zoo. The \$3 million gift represents the largest single contribution in the society's 44-year history.

Famed magicians **Penn & Teller** are creating a Las Vegas-themed haunted house for this year's **Halloween Horror Nights** at **Universal Studios Orlando**. The storyline of the maze will involve the duo's new trick featuring a nuclear warhead. The house, called "Penn & Teller New(kd) Las Vegas," will have a radioactive feel and include Vegas staples such as showgirls, slot machines and an all-you-can-eat buffet. It will have 3-D effects.

Following 12 successful seasons at **SeaWorld San Diego**, **Cirque de la Mer** staged its final performance on August 12. **Cirque de la Mer** offered a number of acts including Bungee, Chinese Poles, Russian Swing, Trampoline and Trapeze. The Lagoon Stadium will be home to a new production launched in next summer.

SeaWorld Parks & Entertainment will remove plastic shopping bags at all its theme parks within the next year making it the largest theme park operator to make this commitment. Park gift shops will offer paper bags made from 100 percent recycled paper or guests can choose to purchase reusable bags. The company said this move will keep an estimated 4 million plastic bags from entering landfills and the environment each year. Approximately 1.4 billion tons of trash, including plastic bags, enters the ocean annually, the company stated. Wildlife such as endangered sea turtles often mistake plastic bags for jellyfish, one of their favorite foods.

The **Alaska Zoo** recently held a grand-opening celebration for its new 3,500-square-foot eagle aviary. Bald eagles Ike and Tiska are adjusting to their new home after moving in early July. The new eagle aviary was built over the winter and completed this summer with contributions from local area businesses.

The grand opening of **Legoland Malaysia** has been announced – Sept. 15. Built on almost 30.8 hectares in Nusa Jaya, Legoland Malaysia is the sixth Legoland theme park in the world and the first in Asia. The theme park, which utilizes close to 50 million Lego blocks, offers visitors the chance to view unique displays of these pieces, as well as opportunities for the whole family to show off their creativity.

The **Walt Disney Co.** reported its earnings for the third quarter, which ran April 1 to June 30, a period when the **Disneyland Resort** saw record attendance. The quarter ended just 15 days after the completion of **Disney California Adventure's** \$1 billion makeover, including the opening of **Cars Land**.

Seattle Great Wheel adds to waterfront

SEATTLE, Wash. — The new Seattle Great Wheel provides a breathtaking view of Mt. Rainier, Seattle's skyline, the Olympic Mountains, and Elliot Bay. The R60 Giant Wheel supplied by Chance Rides, Inc. in Wichita, Kan., the wheel is 175-feet (53 meters) tall and is located on the waterfront at Pier 57 and extends 40 feet over Elliot Bay

The R60 sports 42 climate-controlled gondolas. Each gondola has the capacity to hold up to eight people. The enclosure contains a UV protective, non-reflective glass that allows for excellent viewing and image capturing. The VIP gondola is equipped with four leather bucket seats and a glass floor. The price of the VIP ticket includes a special VIP shirt and a personal escort to the front of the line to board the wheel.

The Seattle Great Wheel opened on June 29, 2012. Ad-



The R60 Great Wheel, from Chance rides, as seen in downtown Seattle.

mission is \$13 for adults and \$8.50 for children (ages 4 to 11), not including tax. Children under 3 are free. Military and senior discounts are available on-site with proper ID. A ride completes three revolutions in approximately 12 minutes.

•seattlegreatwheel.com

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MARKETWATCH

RIDING THE MARKET



Company	Prices		52 Weeks	
	One Month Ago	08/08/12	High	Low
Cedar Fair L.P.	\$30.97	\$32.30	\$33.10	\$16.86
MGM Mirage	\$10.83	\$9.82	\$14.94	\$7.40
Six Flags Ent. Corp.	\$53.92	\$57.37	\$62.37	\$24.72
CBS Corp.	\$32.56	\$35.65	\$35.90	\$17.99
Walt Disney Co.	\$48.04	\$50.49	\$50.65	\$28.19
Apollo Global Mgt. LLC	\$12.57	\$13.75	\$15.48	\$8.85
Blackstone Group	\$13.10	\$13.73	\$17.25	\$10.51
Village Roadshow	\$3.11	\$3.32	\$3.50	\$2.41
NBC Universal	\$20.00	\$21.01	\$21.19	\$14.02

CURRENCY DIESEL PRICES



Region (U.S.)	As of 08/06/12	Change from year ago
East Coast	\$3.869	\$-0.067
Midwest	\$3.851	\$-0.024
Gulf Coast	\$3.752	\$-0.116
Mountain	\$3.813	\$-0.038
West Coast	\$3.883	N/A
California	\$4.023	\$-0.044

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On 08/08/12 \$1 USD =
0.8059 EURO
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0.9718 CHF (Swiss Franc)
0.9462 AUD (Australian Dollar)
0.9947 CAD (Canadian Dollar)

PEOPLE WATCH

Cedar Fair Unitholders elect three to board

Cedar Fair (Sandusky, Ohio/NYSE: FUN) recently announced that unitholders have elected three new members to the board of directors of its general partner, Cedar Fair Management, Inc., for three-year terms expiring in 2015.

The limited partners also confirmed the appointment of Deloitte & Touche LLP as the company's independent registered public accounting firm and approved an advisory vote on the compensation of the company's named executive officers.

The new directors are:

Daniel J. Hanrahan, 54, brings more than 30 years of experience, including a variety of sales and marketing, general manager, president and chief executive officer roles across the consumer packaged goods, retail, travel and hospitality sectors. Currently, he serves as the president and CEO of Celebrity Cruises, a division of Royal Caribbean Cruises (NYSE: RCL).

Lauri M. Shanahan, 49, is a seasoned retail executive with more than 20 years of senior-level experience across global, multi-channel, multi-brand enterprises and other specialty retail, including Gap, Inc. She currently serves on the board of directors of Deckers Outdoor Corporation, a footwear, accessories and apparel lifestyle company with a portfolio of premium brands and over \$1.3 billion in revenues, and Charlotte Russe Holding, Inc., a growing specialty retailer of fashionable, value-priced apparel and accessories with over 500 stores. In addition, she is a principal with Maroon Peak Advisors, which provides a broad range of advisory services in the retail and consumer products sector.

Debra Smithart-Oglesby, 57, is a former certified public accountant with more than 30 years of financial and corporate leadership experience in the food service and retail industries. Since 2006, she has served as the chair of the board of directors of Denny's Corporation, a full-service, family-style restaurant chain with approximately 1,680 eateries throughout the United States and nine countries.

"We are pleased to have Dan, Lauri and Debra join our board of directors," said Eric L. Affeldt, Cedar Fair's newly appointed independent chairman of the board. "Their industry expertise and leadership experience will benefit our board and we look forward to their participation."

Europa-Park hosts IAAPA's global BOD

RUST, Germany — On the occasion of his chairmanship of the International Association of Amusement Parks and Attraction (IAAPA), Europa-Park's Managing Partner Roland Mack hosted the association's global board of directors meeting at Europa-Park, Rust, Germany, June 18-20, 2012.

The 24 board members, consisting of operators and owners of some of the leading amusement parks in the world, travelled from Chile, Indonesia, Philippines, Sweden, United States, and more to participate in the three-day event which included daily meetings, interesting discussions about the industry, park and resort tours, and evening entertainment.

The focus of the meeting was to discuss and plan the future strategy as the global association for the attractions industry. Other priority topics discussed were safety, sustainability, and intellectual property rights as well as Europe's largest trade event for the attractions industry, Euro Attractions Show 2012. Representing more than 4,300 members worldwide, with 900 member companies



The 24-member board of directors of IAAPA met June 18-20 at Europa-Park in Germany. COURTESY IAAPA EUROPE

in Europe, the mission of IAAPA is to serve the membership by promoting safe operations, global development, professional growth, and commercial success of the amusement parks and attractions industry.

"Safety is our top priority and it is important to harmonize the international safety standards. When families visit theme parks they seek a fun and safe day out in Europe just as they do in Asia, the U.S. or in South America. In the end, an incident no matter where it happens, will affect the entire attractions industry. We therefore

can't afford to have different safety standards around the world," said Roland Mack.

The board members benefited from this opportunity to gather together in Germany at Europa-Park as they were able to experience the attractions, shows, and hospitality of Germany's largest amusement park. They participated in unique backstage tours of the park and a tour of the Bell Rock hotel which is part of the Europa-Park Resort. The week was completed with a visit to the headquarters of Mack Rides in Waldkirch.

The worldwide attractions industry will meet again from October 9-11, in Berlin, Germany at the Euro Attractions Show 2012. Roland Mack will open the event as keynote speaker. The event has more than 350 exhibitors and organizers expect 8,000 visitors who will attend to see the newest trends and products in the industry, network, engage in seminars, and see more of Germany's unique attractions industry.

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Chance Rides recently delivered a new bright red and black C.P. Huntington locomotive with chrome trim to serve as the head of the Santa Barbara Zoo Train.

COURTESY CHANCE RIDES

Chance train a hit at Santa Barbara Zoo

SANTA BARBARA, Calif. — A bright red and black Chance C.P. Huntington locomotive with chrome trim is now at the head of the Santa Barbara Zoo Train. The 6,100-pound engine joins the Zoo's blue locomotive, Kate, and red and green engine, Victor, all hand-made by Chance Rides, Inc.

"Many kids say their favorite animal at the zoo is the train," said David Velazquez, director of guest services for Santa Barbara Zoo. "We've been working on this engine for about a year and it surpassed even my wildest expectations. It is a rolling work of art."

The new engine is named Emmett by its generous sponsors, the Duncan Family and Rusty's Pizza Parlors, who sponsor all three of the Zoo's locomotives. The Duncan Family even traveled with Velazquez to the Chance Rides factory in Wichita, Kan. to oversee production and select the custom colors and trim for the train.

In honor of their newest train, Santa Barbara Zoo has created the Conductors Club, which is open to train lovers of all ages and includes invitations to special train events, photo opportunities, train tickets, train fact sheet, and train-related collectibles.



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2013 new class: Death by Pencil Whipping

Patty Beazley

When Pigs Fly

AIMS seminar director and
educational chairperson

beazleyp@comcast.net



Beazley

As we gear up for the AIMS Safety Seminar in 2013, I would like to spotlight one of our new classes titled, **Death by Pencil Whipping.**

This class is for anyone who has ever completed a maintenance and/or operation checklist, individuals that have generated amusement ride checklists and for management that oversees the checklist.

No one wants to believe that "pencil whipping" happens at their workplace. Whatever you call it, pencil whipping, spiritual inspections, simulated maintenance actions, midnight preventive maintenance — it happens. This class will discuss the



potential causes of "pencil whipping," the potential ramifications along with the responsibility and ethics involved in properly filling out an inspection checklist.

Does "pencil whipping" happen due to poor and inadequate training? Do individuals have enough time to properly conduct the inspection tasks? This class will address these topics in depth. Also on the class agenda will be the chance for attendees to conduct an inspection of a chosen subject

and complete the appropriate inspection checklist for that subject. Upon completion of the inspection checklist, participants will review the terminology contained in the checklist and determine if he/she has in fact "pencil whipped." Attendees will then be part of an open forum discussion regarding how to modify the checklist to better reflect what's actually being inspected in the field along with advice on how not to be put in a "pencil whipping" dilemma.

Other topics of discussion in the class will include: the qualifications required for individuals completing an owner/operator or manufacturer checklist; ASTM checklist requirements for manufacturers and owner/operators; and who can we as inspectors reach out to in order to make changes to the applicable checklists. This is sure to be an interactive, attention getting and discussion-inducing class for those in attendance.

Jeff Borba from Recreation En-

gineering will be the Instructor for this class. He has over 18 years in the amusement industry. Jeff has worked in various facets of the industry, starting as a ride mechanic/welder for a Las Vegas theme park prior to being hired by Paramount Parks as a ride engineering manager for Star Trek The Experience. Following that, he moved on to the position of director of maintenance/operations for amusement rides at NASCAR Café in Las Vegas. For the past seven years he has worked for Recreation Engineering, Inc. as a third party safety inspector and is also owner/operator of his own welding consulting business, Precisioneering, LLC. Jeff takes pride in the work that he does and the service that the amusement inspection industry provides to the public.

I can promise you, this is a class that you will not want to miss during the 2013 AIMS Safety Seminar. Until then, have a great season and safe travels!

AIMS member spotlight: Mike Neace

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

steve.laycock@chancerides.com

Mike Neace

Hurricane Harbor

(Six Flags St. Louis)

Manager of Admissions

Quality, safety, team player, coach, student, teacher, leader, and in love with the amusement park industry are all words that describe

Mike Neace. Mike is currently Manager of Hurricane Harbor and Admissions for Six Flags St. Louis. He was a student and instructor at the last AIMS Safety Seminar and while there, took time to answer questions for AIMS News & Notes.



Neace

How did you get started in the

amusement business?

As a kid growing up in Kansas City I enjoyed spending time at Worlds of Fun and Six Flags in St. Louis. Because of my love of these parks I decided to apply for a summer job at Worlds of Fun during the summer between high school and college. At the park my assignment was on a roller coaster crew for the Zambezi Zinger. I was hooked!

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

Prior to working at Worlds of Fun, I had a few summer jobs working in retail and with a car dealership keying work orders. However, since my summer at Worlds of Fun I have stayed true to the amusement industry.

What do you do in your free time?

I love going to sporting events, especially baseball and basketball. They are my favorites. Besides that, I enjoy movies and of course visiting theme parks and waterparks.

Tell us something about yourself that is not commonly known by your amusement industry peers.

Before I went off to college I had 12 years of classical piano training. Time and the lack of practice can take

its toll, whereas I used to be pretty good, now I am a little rusty.

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

First is the working environment as we have a great team that keeps our guests safe and works hard to help everyone have a great time. Secondly is the unique South Pacific island theme of our facility. The idea is that a hurricane blew an island all the way from the Pacific Ocean to the Midwest. The island is complete with volcano and a waterfall that ends in our wave pool. Couple all of this with a pay one price facility that gets you into the theme park and waterpark and you have an amazing fun experience for your guests.

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

Each year I have returned home from AIMS having learned that there is always so much more to learn. Our industry, technology, regulations, and standards continue to evolve and AIMS continues to provide that perfect opportunity to stay current and to connect with people who can help you grow in this industry.

What was your favorite class at

the AIMS Safety Seminar and why?

My favorite class is one that I help present along with Matt Bosslet, also from Six Flags St. Louis. This class is "Survival Tools for Coaching Your Team." The entire class is conducted in a game format that allows students to learn by interacting with each other all while talking about different techniques for coaching team members and sharing experiences. There is then a prize for the winning team. I am a firm believer in the value of coaching and this class has been a fun way to develop coaching skills.

Why should someone attend a training seminar and particularly the AIMS Safety Seminar?

AIMS is a great opportunity to discover that you are not alone. We all face similar issues and challenges. Our industry has so many creative people with such vast experience you are bound to find solutions, build confidence in your programs, and meet people that will be a great help to you for years to come. AIMS is all about safety, our industry's number one top priority, and the AIMS curriculum has a clear goal of this all while looking for ways to improve perfor-

► See NEACE, page 31

NASA giving Kennedy Space Center visitors up-close access to launch pad

KENNEDY SPACE CENTER, Fla. — For the first time in the 50-year history of Kennedy Space Center, NASA is now allowing public visitors to tour one of the launch pads from which the space shuttles and all six Apollo Saturn V moon rockets were launched.

Guided by a knowledgeable space expert, visitors will travel nearly a quarter-mile inside the perimeter security fence to Launch Pad 39-A, from which a majority of space shuttles and all six Apollo missions that landed on the moon were launched. Near the launch pad, visitors will exit the tour bus for photo opportunities, including close views of the 350-foot-high fixed service structure, rotating service structure, propellant storage containers, water tanks that feed the noise suppression system, flame trench and other aspects of the launch pad complex.

"Visitors will travel the same route as astronauts to the launch pad, so they can imagine being an astronaut," said

Bill Moore, chief operating officer of Kennedy Space Center Visitor Complex. "You're going to be close to where history has been made and will be made in the future with new programs currently under development for space exploration."

The Launch Pad Tour will run through the end of 2012

with a limited number of daily tours.

• www.KennedySpaceCenter.com

From now until the end of 2012, visitors to Kennedy Space Center have a rare opportunity to tour the launch pad.
COURTESY NASA



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►NEACE

Continued from page 30

mance.

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

AIMS has been a success for me each year I have attended. It's clear the instructors are industry experts that have put quite a bit of time and energy into developing their presentations. I have left each conference with new ideas and a renewed energy toward improving the programs at my park.

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

I really can't choose just one person. I have met many people at AIMS that have provided great insight, different points of view to consider, and new ideas for common problems. Thank you to all who attend the AIMS Safety Seminar.

—Steve Laycock

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Reporter's Notebook

Michigan's state fair sports new name, new location in 2012

NOVI, Mich. — The state fair has returned to Michigan in 2012, with a new name and a new location.

The new Great Lakes State Fair was set to launch in Novi Aug 31 and run through Sept. 3, at the Suburban Collection Showplace in Novi. The Michigan State Fair, which took place in Detroit, closed in 2009 because of a lack of funding. In addition to having a different name and location, the new event isn't funded by the state.

Attractions were expected to include Arnold's Amusements on the midway, the Detroit Shriners mini circus, and the traditional agricultural events, competitions and entertainment offerings.

Also planned were education stations, product displays, and a beer garden.

Quoted

"It was probably one of our best fair years."

—Jim McGuire, president of the DuPage County Fair Association on the Wheaton, Ill. fair finishing up from previous years thanks to near perfect weather

2012 Capital EX ends with high attendance, new Guinness record and a new name

STORY: Pam Sherborne
psherborne@amusementtoday.com

EDMONTON, Alta. — The 2012 Capital Ex is over and, apparently, this is the last year for that name to be used for the Edmonton Northlands' summer fair.

In 2013, that event will be called K-Days.

Officials of this year's event, however, are still reveling in the successful year. Not only was the attendance at its highest, the midway sported a new thrill ride, and a Guinness Book of World Record was set on the grounds. Attendance at this year's event, which ran July 20-29, was 740,339 compared to the 713,546 in 2011.

"We are attributing this year's success to our enhanced programming and the introduction of a theme for the first time," said Jennifer Sheehan, public relations specialist.

The 2012 theme was music. Capital EX guests were treated to 10 days of music-themed entertainment, attractions, strolling performances and competitions.

"We are just finding out what the new name of the event will be," Sheehan said, at the first of August. "Now, we plan to take a couple of months to sort of wrap our minds around this and how we can enhance it."

Fair officials felt that the name of the event, Capital EX, really didn't reflect the multiple entertainment venues the fair presented. So, a "Name Your Fair" contest was held. There were over 2,000 name submissions and 51,160 votes, with K-Days winning the contest with 38,762 votes.

"We are looking forward to the opportunities the new name brings to the Fair," said Richard Andersen,

▶ See CAPITAL EX, page 35



The 2012 Capital EX, Edmonton, Alta., proved to be very successful. There were a total of 740,339 fairgoers this year. North American Midway Entertainment provided the midway with a total of 47 rides and attractions including the carnival's Chance Century Wheel. That wheel was used to set a Guinness Book of World Record July 25 during this year's event, which ran July 20-29. Canadian Robbie Gibson rode the wheel for 30 hours and 30 seconds.

COURTESY CAPITAL EX



Fairgoers at the Capital EX this year were greeted with North American Midway Entertainment's Pinfari Z47 named Nitro. The coaster debuted on the midway of the Red River Exhibition, Winnipeg, Manitoba, on June 15. Nitro has over 1,000 feet of track and travels over 31 mph.

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Stuart Confections going strong in 2012

STORY: Pam Sherborne
 psherborne@amusementtoday.com

MURFREESBORO, N.C. — Todd Desgranges, partner of Stuart Confections, based in Stuart, Fla., has had a good run with his concession company over the past several years and this year looks to be another good one.

Desgranges was so busy he had a difficult time even spending a few minutes with AT. Desgranges said the company plays about 40 spots a year. Between 26-28 spots are played with R.C. and Evelyn Cole's Cole Amusement Co., based in Covington, Va. He was playing the Watermelon Festival in Murfreesboro when he spoke with AT the first of August. The event was held Aug. 1-4. After this date, the show planned to move on to the Washington, D.C., area for about three weeks.

The remaining dates are

independent dates the company plays in Florida and in the Bahamas.

"This is our third season fulltime with R.C. Cole," Desgranges said. "We used to jump on and off with Cole Amusement Co., but now we are doing their entire route with them."

Cole Amusement Co. plays primarily in Virginia, West Virginia and North Carolina. Stuart Confections takes 10 trailers with that show.

"We have a variety of different trailers," he said. "We have a funnel cake, pizza, ice cream, fresh-squeezed lemonade, and a frozen daiquiri. We make everything from scratch. We even have our own recipe for our caramel corn. We are the original makers of the Red Velvet Funnel Cakes and they are selling very, very well."

Desgranges said they go the extra mile for the Red Velvet Funnel Cake, including

adding cream cheese icing, powered sugar and chopped walnuts on top. He said people talk about eating healthier, but he sees when they come to the fair, that seems to go out the window. He doesn't see them worry too much about calories when they are on the midway.

"We spend three to four months every winter in the Bahamas," he said "We take a pizza and frozen daiquiri to the Bahamas with us."

Desgranges is partnered in Stuart Confections with Betsy Deggeller, who is president of Stuart Confections. She and her husband, Irvin Deggeller, who passed away in 2006, were both partners in the concessions company after passing over operations of Deggeller Attractions carnival company to their children.

"Betsy still travels with us," Desgranges said. "She is 83 years old and still going strong. And, we couldn't survive without my long time partner and co-manager, Joe Blume, who handles most day to day operations, along with all my personnel."



This is Stuart's Confections third year to travel the entire route with Cole Amusement Co. The concessions company has 10 food trailers including a funnel cake, frozen daiquiri, fresh-squeezed lemonade, pizza and ice cream. The company, based in Stuart, Fla., plays about 40 spots a year. COURTESY STUART CONFECTIONS



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Delaware State Fair sees attendance dip, rise in gate revenue

HARRINGTON, Del. — Attendance at this year's Delaware State Fair was down slightly, but the overall box-office revenue at \$2.4 million was the third highest in fair history, according to an AP story, which ran after the July 19-29 event.

Officials said about 259,000 people attended the fair, down less than one percent from last year's total.

Fair officials say the event also set a new record for money raised at its livestock auction.

Wade Shows Inc. provided the midway at the event.

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Storms damage Fairfield Fairgrounds

LANCASTER, Ohio — Severe storms that hit the Lancaster, Ohio, and surrounding area June 29 damaged several buildings at the Fairfield County Fairgrounds, and workers have been busy since trying to make repairs before the fair opens Oct. 7. Dates are Oct. 7-13.

But, fair officials feel positive that all the work should be completed by then and fairgoers should see no effect of the storm's damage. Grounds superintendent Joel Spires told a local news agency that some of the repairs might be temporary, but the hope is to have them completed in time.

Storms damaged the round roof of the main cattle barn and a horse barn was also damaged. The storm tore about 104 feet of roofing off the top of the horse barn so the entire roof had to be replaced.

►CAPITAL EX Continued from page 33

CFE, president and CEO of Northlands. "We will be working over the next couple of months to build the story for K-Days and that is probably the most exciting part for us."

Among the highlights for the 2012 event included: the North American Midway Entertainment (NAME) midway; Rhythms of the World, a multicultural hall displaying the community's ethnic diversity; Capital EX Battle of the Bands, featuring local bands; and the Grand Experience, which allowed guests to shop, eat, sit and stroll in a newly designed area of the Edmonton EXPO Centre.

The Northern Star Talent Search was held for the 26th year and the "Get the Music in You Scavenger Hunt Contest" was introduced.

NAME provided 27 major rides and another 20 in Familyland for a total of 47 rides. The new thrill ride was NAME's Zykron, the Nitro. Patti McClain, director of guest services, NAME, told AT that Friday, June 15, at the Red River Exhibition, Winnipeg, Manitoba, marked the Canadian premier of Nitro. There were 214,599 fairgoers at that event, which ran June 15-24.

It then moved to the Capital EX. From there, it was scheduled to show at the Canadian National Exhibition, Toronto, Aug. 17-Sept. 3, and at the Western Fair, London, Ont., Sept. 7-16.

"We at NAME are thrilled to present this new classic North American roller coaster," McClain said.

The coaster is a Pinfari Z47. The cars came from In-

terpark Amusements. It is a five-trailer steel portable coaster that features more than 1,000 feet (335 meters) of track, taking riders through twists, hairpin turns and steep drops lasting almost 120 seconds. It has a footprint of 185 feet by 60 feet and travels to speeds of over 31 mph.

"The massive green and blue track snakes riders on a very smooth ride as the Nitro navigates a series of hills with state-of-the-art safety features coupled with North American Midway's fine team of industry leading ride safety professionals," she said.

NAME officials feel this ride will prove to be a spectacular addition to the ride line-up. However, McClain said for the 2013 season, the name of the ride most likely will be something different.

The Guinness record that was set was done July 25 on NAME's Chance Century Wheel. Capital EX patron Robbie Gibson rode the wheel for 30 hours and 30 seconds, while raising money for Boys & Girls Club Big Brothers Big Sisters of Edmonton. NAME ride operators had to keep the wheel running for those 30 hours.

The record at the Capital EX was set one day after California resident Christina Lochmiller broke the previous record for the length of a Ferris wheel ride at the California State Fair, Sacramento. She rode Butler Amusements' Chance Giant Wheel for 26 hours and 43 minutes July 24. She had raised money for the University of California Davis Children's Hospital and the Pediatric Heart Center there.

Dates for the 2013 K-Days are set for July 19-28.

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New rides, discounts, promotions help boost California State Fair

STORY: Pam Sherborne
psherborne@amusementtoday.com

SACRAMENTO, Calif. – Three new rides brought in on the midway this year by Butler Amusements, along with several admission and ride promotions and discounts, helped push the 2012 attendance at the California State Fair slightly over the 2011 total.

Total attendance at the fair hit 691,822, with paid attendance coming in at 523,838, a slight increase over 2011's paid of 522,375.

Officials were pleased with the attendance even though they had hoped for a little more. The economy, and the up and down temperatures, which varied from a high of 105 degrees to a low of 56 degrees, certainly played a part in holding attendance down. All attendance figures

were still preliminary and unaudited at the first of August.

Butler Amusements provided almost 70 rides and attractions this year. Three rides were new to the fair this year. Andrea Owen, Butler marketing manager, said two of the three rides that were new to the California State Fair patrons had been booked in by Butler. The other one, the White Water Log Flume, is owned by Butler.

Butler booked in Mary Talley's, Talley's Amusements, Fabbri Mega Drop and a zip line provided by High Fly'N Zip Lines.

"We have never booked in a zip line before and it went really well," Owen said.

The zip line tower was 60 feet high but participants started off of a 45-foot platform. The line was 600 feet long with riders ending on a

25-foot high platform. Zip line participants only had to weigh 30 pounds to ride, as long as they fit within the harness.

"And, those little things were out there riding this and having a great time," Owen said.

Butler purchased the Reverchon flume ride about one year ago from Celebration City, Branson, Mo. The ride was refurbished and had to be transformed from a permanent water ride into a portable one. So, it didn't start operating until this season. It will play a total of six spots in 2012. There are eight logs for the flume and each holds four passengers. There are two drop descents, one being a 25-foot drop and the other a 40-foot drop. It has three water filtration systems and loads on five trailers plus a sixth one for the crane.

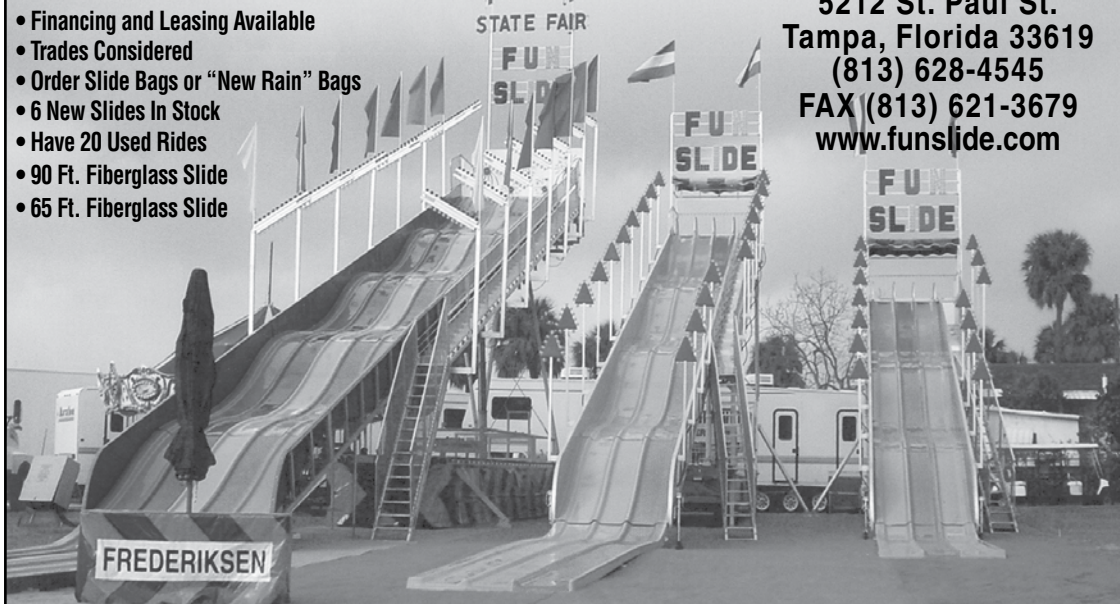


Butler Amusements brought their White Water Flume Ride to the 2012 California State Fair for the first time. In fact, this is the first season for Butler to have the Reverchon ride on the road. It was purchased last summer from the closed Celebration City park in Branson, Mo. It was refurbished and transformed into a portable ride. It takes five trailers to move the ride, plus a sixth for the crane used to set it up. It has two drops, is 1,400 feet in length and 54 feet high at its highest point. COURTESY BUTLER AMUSEMENTS

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"We have had to tweak this as we went along," Owen said. "After the first couple of spots we had to figure out a way to decrease the amount of water that was splashing onto the ground. We ended up putting up Plexiglas in some areas to prevent this. By the time we got to the California State Fair, everything was good and tight. There was very little splash water."

The White Water Flume Ride is 65 feet wide, 1,400 feet in length and 54 feet at its highest point, which is at the top of the LED sign. It takes 24 hours straight to set up and 12 hours to tear down.

Bringing in new rides wasn't the only way fair and carnival officials helped to increase attendance. Promotions and discounted tickets were another and officials hope to have even more of those for next year.

"We have a clear understanding that the economy and weather go hand-in-hand," said Norb Bartosik, general manager. "Price points and budgets affect our business, and the economic downturn found our patrons shopping for the best deal and days to visit the fair. It will take us awhile to finalize all of our numbers, but it looks fairly positive."

The new Wells Fargo Savings Days on Wednesdays offered a \$6 admission for everyone and a \$15 unlimited-

ride wristband. This proved to be a huge success. The 54,610 fairgoers on July 18 set an attendance record for a Wednesday, only to be surpassed the following Wednesday when 58,255 people came through the gate. Attendance for the two Kids Days, on Tuesdays, totaled 105,473.

The largest single-day attendance during the 2012 run came on Sat., July 21, when 60,386 people came to the fair.

More than 170 food vendors provided fairgoers with new and innovative food creations, including chocolate-covered wine grapes, chocolate-dipped Key lime pie, deep-fried mac 'n' cheese, deep-fried cheeseburger, and pork chop on a stick.

Fairgoers also witnessed two successful Guinness World Record attempts. On July 13, Nick Nicora of Ovation (official concessionaire of the State Fair and Cal Expo) mixed the world's largest cocktail, a 10,500-gallon Margarita called the Calarita, and set a world record.

And, on July 24, Christina Lochmiller, Roseville, Calif., set her own record when she rode the Eli Bridge's Eagle 16 Ferris wheel in the Magical Midway for 26 hours, 43 minutes. However, on July 25, a Canadian resident broke Lochmiller's record with a 30-hour Ferris wheel ride at the Capital EX, Edmonton, Alta.

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MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Discounted ticket prices seemed to pay off this year for the **Jackson County Fair**, Central Point, Ore., which recorded an attendance increase and set a new high-water mark for money spent on games and rides. The event was held July 17-21, with **Funtastic Traveling Shows** providing the midway.

The previous record for total revenue from games and rides was set in 2011 at \$71,000 on the fair's opening day, fair director **Dave Koellermeier**, was quoted as saying. With revenues increasing every day during the July 17-22 run at the fair, that record was broken on July 20, totaling about \$73,000. The next day, July 21, set another record at \$81,000.

About 85,850 people attended the six-day fair, up one percent from last year, Koellermeier said. Because the fair didn't have additional marketing during its six-day run, Koellermeier attributes the rise in carnival revenue to Facebook activity.

The sales records came as a surprise to Koellermeier, who said new ticket discounts for seniors and veterans seemed to have paid off.

The fair adopted a new discount program this year after receiving complaints that ticket prices in 2011 for entrance to the fair were too high at \$11. Children and seniors received discounts on specific days in the past, but this year is the first to allow those who were 75 years or older attend the fair for free. Previously, seniors ages 75 and older paid \$6 for tickets.

Ticket prices for veterans on the fair's first day were \$6 — the first time the fair has given a veteran discount, Koellermeier said. Tickets for people aged 62-74 and children aged 6-11 were \$3 for one day at the fair.

Discounts for children and seniors on "Kids Day" and "Seniors Day" lasted only from 11 a.m. to 3 p.m. Koellermeier said he will work to extend those hours next year.

It was a good year at the **DuPage County Fair**, Wheaton, Ill., both for organizers of the five-day festival and the people who attended it during its 2012 run July 25-29.

Officials said at the first of August that it was going to take a couple of days to get final attendance figures, but they expected it had jumped up about 30 percent. The increase was attributed to the great weather.

"It was perfect fair weather," **Jim McGuire**, president of the DuPage County Fair Association, was quoted as saying after the event. "It was probably one of our best fair years. The past several years, we had some difficult weather to deal with."

Violent storms in previous weeks damaged the fairgrounds and made preparations stressful for organizers, but it was nothing they couldn't handle.

"A lot more energy went into making sure we were up and running for Wednesday, but we got there," McGuire said.

Fantasy Amusements provided the midway for the fair.

After being cancelled in 2011 due to historic flooding, the **North Dakota State Fair**, Minot, rebounded this year with record attendance.

Fair officials said 310,839 people attended this year's nine-day fair — 2,198 more people than the previous record, set in 2010. The ban-

ner year came after the 2011 fair was canceled because of Souris River flooding.

"I think people were ready for a good time," Fair Manager **Renae Korslien** was quoted as saying in the *Minot Daily News*. "Our grandstand acts were top of the line. Our free stages were good. No doubt about the economy."

Murphy Brothers Expositions provided just under 50 rides and attractions this year.

The post-fair cleanup this year paled in comparison to the work done following last summer's flood, which swamped a large portion of Minot including the 180-acre fairgrounds.

"We repaired 19 buildings ... the State Fair Center and the grandstand were safe, but the other 19 buildings were all flooded," Korslien told KXMC-TV. "That's a lot of work ... But we had a staff that wouldn't give up and they pushed through the winter. They never stopped."

The State Fair of Virginia is courting horse owners to become part of the agricultural attraction.

The Virginia Farm Bureau Federation says it's issued an "open invitation" to all equine groups statewide to bring their events to the Caroline County fairgrounds for the annual state exposition or other times. The fair runs from Sept. 28 through Oct. 7 under the partnership of the farm lobby and **Universal Fairs LLC**.

Spokesman Greg Hicks said the Farm Bureau wants to preserve the link between Meadow Event Park and the horse farm that produced Triple Crown winner Secretariat.

Hicks said the fair is lining up quarterhorse competitions, draft horse pulls and reining events for the fair. It's created a new email address to make the equine connection easier.

Revenues were up and expenses were down for the **Colorado State Fair**, Pueblo, resulting in the expo's fiscal year ending in the black.

The fair posted a \$128,000 profit, according to finances released in July. The profit was for three reasons: a \$59,000 revenue increase, a \$69,000 expense decrease and a \$375,000 "contribution" from the state **Department of Agriculture**.

"The turnaround is actually about \$500,000. We're \$500,000 better than we were this time last year," General Manager **Chris Wiseman** was quoted as saying in a local report.

He had hoped that the fair, which started Aug. 24 and was expected to run through Sept. 3, the biggest money maker at the fairgrounds, would carry them through where they wouldn't have to ask the state for anymore money.

"It's like asking your parents for money," Wiseman had said. "My goal is to make \$1 million (at the upcoming fair), but the problem is the fair is our biggest moneymaker, and if I get rain on a Saturday night, I still have to recover that (loss)."

A budgetary shortfall was projected for the latest fiscal year when finances were tallied after the 2011 expo. In hopes of breaking even, fair officials requested and received \$375,000 from the Department of Agriculture, which annually sets aside money for the Fair.

Crabtree Amusements is providing the midway for the fair.



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