

## Kiddieland rides auctioned, Six Flags saves Little Dipper

Scott Rutherford  
Amusement Today

A Chicagoland tradition since 1921 – Kiddieland in Melrose Park – ended with a giant auction held on Nov. 24, 2009. The event attracted over 500 potential buyers from as far as California and New York for the 400-lot sale conducted by Norton Auctioneers of Coldwater, Mich.

Ride prices realized include: the 1925 PTC carousel with 16 monogram horses, \$400,00; circa 1963 German Carousel, \$35,000; Arrow gas cars, \$27,500; Allen Herschell Umbrella ride with both elephants and helicopter tubs, \$17,000; 20 older bumper cars with the building, \$18,700; Everly Midget Racers, \$10,400; Hampton Dune Buggy, \$11,750; Mangels Kiddy Whip, \$9,900; Herschell Skyfighter, \$13,200; San Antonio Flying Saucers, \$6,600; Sellner Pump Cars, \$9,900; Sellner self-propelled Ore Cars with track, \$9,900; Eli Bridge #5 Ferris Wheel, \$12,100.00; and SARW Kiddy Wheel, \$7,700.

Games such as Bowler



PHOTO COURTESY WHR INC.

### David Norton, Norton Auctioneers, at work during the Kiddieland auction.

Roller, Glass Pitch, Milk Cans, Ringshot, Cat Rack, and Skee Ball sold for \$150 to \$1,100 each. Various signage sold in lots for up to \$4,950. Picnic tables sold for an average of \$75 each. Also sold at the auction was food kitchen, maintenance, and office equipment along with other miscellaneous park items.

One of the high points of the auction was the purchase of the 1950-built PTC/Herb Schmeck Little Dipper wooden roller coaster by Six Flags for \$35,000. This wonderful ride will be rebuilt

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## Industry remembers Barbara Knoebel

Knoebels Amusement Resort matriarch Barbara Knoebel died peacefully at her home surrounded by family on Nov. 27, 2009 following a long, valiant battle with cancer. She was 66.

Barbara Ellen (Cook) Knoebel was born May 3, 1943 in Lykens, Pa., the daughter of the late Charles and Elizabeth Cook. She was a 1961 graduate of Lykens High School and furthered her education at Polyclinic Hospital where she became a Licensed Practical Nurse

Barbara married Richard (Dick) Knoebel in 1968, a marriage that lasted until her death – a span of over 41 years. They are the parents of two sons, Richard A. and Brian L. Knoebel.

At Knoebels Amusement Resort, Barbara was an important member of the family business. She worked alongside Dick as manager of the park office and group sales manager. In the latter capacity, she assisted groups in planning outings and arranged catered meals for thousands of guests each season.

Barbara and Dick were recently recognized as *Amusement Today's* 2009 Persons of the Year during the publication's annual Golden Tickets award ceremony.



Barbara Knoebel  
1943-2009

In addition to her husband and sons, she is survived by four granddaughters: Haley, Hannah, Abigail and Ashley; a brother, Walter Cook; sister-in-law Ruth Cook; brother-in-law Ronald Knoebel and his family; and sister-in-law Leanna Knoebel Muscato and her family. She was preceded in death by brothers Charles "Boom" Cook and Donald Cook.

Services were held at The Elysburg Presbyterian Church, Dec. 4 -5, 2009.

Donations can be made in Barbara's name to Give Kids the World ([www.gktw.org](http://www.gktw.org)).

Speaking on behalf of their small parks group, Wonderland Park (Amarillo, Texas) owners Paul and Paula Borchardt remembered Barbara saying, "For almost

all of our park careers we have known Dick and 'Barb.' We both run family amusement parks and have grown up in them. We had many visits and eventually the topics would lead to common incidents that happened in the previous years and how we settled them. As you know, when park people get together we talk about park business, incidents, promotions, etc. Barb always was fun loving and you could believe that when she said something, she knew what she was talking about. She had a personality that made you feel good to be with her.

"This past year when she and Dick were chosen by *Amusement Today* as Persons of the Year during the Golden Ticket Awards, I knew that she was recognized for her part of the team, and was proud for them at being recognized. Working in a family situation, working daily year around, and operating a continuing expanding operation requires effort and stick-to-it-tiveness, only a dedicated wife, mother, business woman could exist to accomplish this. Barb was a such a person and we will have fond memories of her."

Speaking on behalf of the Pennsylvania Amusement

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## Making the extra effort

Sometimes the difference in life, your work, or even your favorite sport can be as simple as the effort you put into it, or in this case the extra effort.

As the end of 2009 was wrapping up two noteworthy extra efforts took place.

The first was by our trade association, IAAPA.

The November convention and trade show was held for the first time in Las Vegas. All in all everything seemed to run fine and attendees appeared to be in good spirits, be it from associating with their friends and colleagues or perhaps from celebrating winning from a table game. Suppliers overall seemed to be happy with the show floor foot traffic and the quality of buyers on the floor. Certainly the two big downsides at the show was the aisle numbering system which everyone agreed didn't work and the high costs the suppliers had paid to be on the floor.

But back to extra effort. *Amusement Today* congratulates IAAPA for making the extra effort in placing hand sanitizer bottles in the suppliers booths. It was truly amazing to see just how many people took the time throughout the day to cleanse their hands.

The second set of kudos go out to Mark Shapiro and Six Flags for stepping up to the plate by gaining the winning bid at the Kiddieland auction for the Little Dipper junior wooden coaster, a favorite among Chicago faithful for many generations.

Shapiro said the coaster will be moved to its Chicago park, Six Flags Great America, for the 2011 season. He stated that he is saving it, not only due to his own fond memories of the ride, but to also let future generations enjoy a ride on this starter version.

At a time when our industry has lost so much in the last decade, it's a breath of fresh air to know that we still have people that do care enough about our historical past enough to save it for future generations.

Thanks IAAPA and Six Flags for making the extra effort. It's the little things that go a long way.

—Gary Slade



## Andrew Mellor Viva Las Vegas!

Surprisingly, in all the time I've been in the amusement industry, I'd never been to Las Vegas before last November when my annual pilgrimage to the IAAPA Attractions Expo took me to this incredible place.

I had obviously heard a great deal about it, read about it, seen films about it, etc., etc., and was indeed delighted to hear that one of the latest movies about Vegas, *The Hangover*, was one of the films on offer on the flight over from England. That really set me up for the week (if you haven't seen it, you must!) It was, of course, everything I'd expected.

Also surprising, however, was the fact that this was the first time IAAPA had taken the industry's largest annual event to Las Vegas in all its 91 year history. That really is quite amazing when you think that the place has been built to entertain millions of people every year and features all the elements that go into an amusement or theme park (and others that don't, of course) – from rides and attractions to live shows and theming,



Mellor

and everything in between, all encompassed in some amazing buildings that simply take your breath away.

It was, I think, a good move to take the show to a different city. It gave it a fresh perspective and helped to attract new attendees. It gave people another reason to attend, if the Expo itself and all that goes on around it isn't enough,

and brings more diversity to the whole Expo week. Okay, so the actual show venue wasn't as good as the new facility we have become used to in Orlando, but it did the job and another superb shop window for the industry was provided.

The general appeal and excitement of Las Vegas aside, it was good to visit with numerous manufacturers exhibiting at the show and to get their take on the past 12 months and how business is shaping up. It would be fair to say that the overall feeling was considerably more optimistic than one might have expected and I hope this can be taken through the next year and repeated, or bettered, in Orlando.

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# Cedar Fair enters agreement to be acquired by Apollo Global Mgmt.

Cedar Fair announced on Dec. 16 that it had entered into a definitive merger agreement to be acquired by an affiliate of Apollo Global Management, a leading global alternative asset manager.

Under the terms of the agreement, Cedar Fair unitholders will receive \$11.50 in cash for each Cedar Fair limited partnership unit that they hold, representing a 43 percent premium over Cedar Fair's volume weighted average closing unit price over the past 30 days and a 28 percent premium over the closing unit price on Dec. 15, 2009. The transaction is valued at approximately \$2.4 billion, including the refinancing of the company's outstanding indebtedness. Affiliates of J.P. Morgan, Bank of America Merrill Lynch, Barclays Capital Inc., UBS Investment Bank and KeyBanc Capital Markets have provided an aggregate of \$1.95 billion financing commitment in support of the transaction.

The board of directors of Cedar Fair has unanimously approved the merger agreement and has resolved to recommend that Cedar Fair limited partnership BR unitholders adopt the agreement.

Cedar Fair Chairman, President and Chief

Executive Officer Dick Kinzel, said, "We have considered a wide range of strategic alternatives over the past several years. After considering these strategic alternatives, we have concluded that the transaction with Apollo is in the best interest of our unitholders."

"This transaction allows Cedar Fair unitholders to realize significant value from their investment in our Company over recent trading levels," added lead director, Michael Kwiatkowski. "Apollo has a strong track record of growing businesses, and its desire to add Cedar Fair to its portfolio serves as a testament to our solid business model and the talent of our people."

Aaron Stone, a senior partner at Apollo, said, "We are extremely pleased to be acquiring this premier amusement park operator. We look forward to partnering with Cedar Fair's management team and employees to build on the many strengths of the company. We are firmly committed to Cedar Fair's continued growth as an industry leading amusement park operator."

The merger is conditioned upon, among other things, the approval of holders of two-thirds of Cedar Fair's outstanding units, the receipt of regu-

latory approvals and other closing conditions. Assuming the satisfaction of these conditions, the transaction is expected to close by the beginning of the second quarter of 2010. The merger agreement does not include a financing condition. Upon completion of the merger, Cedar Fair will become a private company, wholly-owned by an affiliate of Apollo Global Management.

Under the terms of the merger agreement, Cedar Fair may solicit alternative proposals from third parties for 40 days and will consider any such proposals. There can be no assurance that the solicitation of such proposals will result in an alternative transaction. In addition, Cedar Fair may, at any time, subject to the terms of the merger agreement, respond to unsolicited proposals.

Apollo is a leading global alternative asset manager with offices in New York, Los Angeles, London, Singapore, Frankfurt and Mumbai. Apollo had assets under management of over \$51 billion as of September 30, 2009, in private equity, credit-oriented capital markets and real estate invested across a core group of nine industries where Apollo has considerable knowledge and resources.

## ► AUCTION

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at Six Flags Great America in nearby Gurnee, Ill, for the 2011 season.

*Amusement Today* spoke with Six Flags CEO Mark Shapiro about his decision to acquire this Kiddieland favorite. "I wasn't about to let a legendary kids coaster go to some fly-by-night stranger," said Shapiro. "It was important to me that this vessel live on for millions of kids to enjoy in the same way I did back in 1977. When you combine The Little Dipper with the Whizzer, Six Flags Great America has an unmatched platform for kids to get indoctrinated into the world of roller coasters."

"The Little Dipper has been a fond family tradition for over 50 years," added Hank Salemi, Six Flags Great America president. "We wanted to preserve this important piece of Chicago history for families to experience for many more years to come."

Seeing their life's work sold piece by piece was difficult for Kiddieland owners Ronald Rynes, Jr. and Tom Norini to watch.

"Thirty-three years for us as owner operators," said Tom Norini. "But for my wife and her brother it's been their whole life. It's hard."

Kiddieland was opened 80 years ago by Arthur Fritz who began small and then grew



**AT FILE PHOTO**  
The Little Dipper seen in operation in its final season at Kiddieland. The popular coaster will be moved to Six Flags Great America where it will thrill again beginning in 2011.

the park year after year. His favorite attraction was the carousel, and it's the same for his grandson Ron Rynes, Jr. "This was my backyard. I grew up here. I got to ride these when I was very, very young," Rynes said.

"It's sad that it had to come to auction. But I'm hoping that the equipment and the items will find new homes," said Cathy Rynes Norini, granddaughter of Tom Norini. "Good homes."

The Costco company has filed a letter of intent to purchase the property and build a box store on the Kiddieland site.

Additional information on the Kiddieland auction can be found at: [www.nortonauctioneers.com](http://www.nortonauctioneers.com).

## ► KNOEBEL

Continued from page 1

Parks Association, Gary Chubb told *AT*, "Barbara was much much more than simply the 'wife' of Dick Knoebel, she was also a personal friend of our family, active with PAPA and a hands-on leader within the Knoebels Amusement Resort. Over the years, she was involved in numerous operations at the park. She witnessed the park grow from a medium sized, family operated amusement park serving the residents of central and northeast Pennsylvania, into the world renowned Knoebels Amusement Resort that it is today.

"Not only was Barbara the sales manager she was very involved with booking industrial picnics, overseeing group caterings, running the park office, overseeing park First Aid, and working with their long time insurance carrier - Allied Specialty Insurance. She was extremely proud of the fact that Knoebels could cater thousands of people in one day in the many catering pavilions spread throughout the park. Her fraternal Sisters and Brothers of Eastern Star would frequently help out with the multiple caterings that were held at Knoebels. She was the strong pillar of the park office and would frequently be called on to answer questions, provide assistance,



**Barbara Knoebel, with husband Dick, as they received their Golden Ticket as 2009 Persons of the Year.**

make the difficult decisions with guest opportunities, and to take a leading role in the overall operation of the Knoebels Resort.

"Both Barbara and Dick were involved with PAPA. While Barbara was never a member of the PAPA board of directors that never held her back from offering her opinions and advice on many of the topics that would come up from time to time. Barbara always attended the winter PAPA meetings held in Hershey and many of the summer meetings held at various member parks. When it came time for Knoebels to host

the summer PAPA meetings, you could always count on Barbara being there to ensure that everything was in place and ready to go.

"Earlier this year, when Dick and Barbara were named the "Persons of the Year" by *Amusement Today*, you could see the glimmer in her eye and just how proud she was about all the accomplishments that she was involved in with Dick over many years in the amusement business. The industry has lost an industry icon, the Knoebels have lost a beloved family member and team member and my family and I have lost a longtime friend."



Compiled by Janice Witherow

### Chip Cleary

#### Splish Splash / Palace Entertainment

Chip Cleary has spent more than 30 years in the business of attractions managing amusement parks and waterparks, and for this industry veteran, the energy and passion he brings to his various career roles never seems to fade. Chip's position with Palace Entertainment has him overseeing 10 waterparks and three theme parks in the United States, including Splish Splash in Long Island, New York, the waterpark he supervised the construction of in 1990. As chairman of IAAPA for the 2010 term, Chip's approachable and creative style is certain to leave an impression.



Clearly

**Title**

Senior vice president (Palace Entertainment) and 2010 IAAPA chairman.

**Number of years with Splish-Splash/Palace Entertainment**

Nineteen years with Splish Splash; the last 10 years with Palace Entertainment.

**Best thing about the industry**

Change! Challenging, creative and great people who give it 110 percent.

**Favorite amusement park ride**

The newest one! Water ride – Pro Slide Tornado; theme park ride – Disney's Tower of Terror and Universal's Simpson's The Ride. I also like a great spinning coaster like Seabreeze's Whirlwind.

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

A scenic / lighting designer in television, which is where I started this journey.

**Biggest challenge facing our industry**

Short term – economic challenges and price elasticity. Long term – keeping your product relevant in a rapidly evolving world.

**The thing I like most about amusement park season is ...**

Watching to see if all our improvements from the winter season paid off!

**It's January! The best part about winter is ...**

Time to reconnect with friends.

**Favorite kind of potato chip**

Corn chip.

**The last CD I bought was ...**

Genesis Live over Europe. Who buys CD's anymore?

**My ideal day off is spent ...**

Working on my model railroad and enjoying a nice dinner date with my wife.

**If I could watch only one TV show, it would be ...**

A tie between "This Week with George Stephanopoulos" on ABC (I am fascinated by what is going in Washington) and "This Old House" on PBS.

**Least favorite holiday**

Labor Day, because it means the seasonal part of our business is ending.

**If I was lost in the woods with nothing but an army knife, I could make a ...**

The MacGyver answer would be a compass, the practical answer would be a mess!

**The last time I went swimming was ...**

This past summer at the opening of Splish Splash and at Wet n' Wild's Dr. Von Dark's Tunnel of Terror water ride.

**Do you: eat out or cook at home most often?**

I travel on business a lot so I look forward to my wife's excellent cooking.

**I feel most comfortable when ...**

Things are organized.

**My mother always told me ...**

(1) Treat others as you wish to be treated; and (2) Turn the music down!

**Favorite drink in the morning**

Grapefruit juice.

**Biggest recent splurge**

A special new engine for my model railroad.

**While driving in my car, I occupy my time by ...**

Listening to music of all kinds.

**Favorite family activity**

Gardening with my wife.

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

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## BRIEF

### Dreamland Trust appoints project director

The Dreamland Trust recently announced the appointment of Jonathan Bryant as its Project Director. He will be responsible for implementing the world's first amusement park of thrilling historic rides at Dreamland Margate following the award of grant funding from Heritage Lottery and the Government's Sea Change program.

The Dreamland Margate project is being led by The Dreamland Trust, a not-for-profit company. The Trust is developing an exciting theme park from the past on the Dreamland site, giving visitors to Margate an opportunity to enjoy spectacular historic amusement park rides. The rides will be built around the center piece of the park, the Scenic Railway, the oldest surviving roller coaster in the U.K. and the fourth oldest in the world. Restoration work will also be carried out on the Grade II-listed Dreamland cinema building, creating a major new visitor attraction of international significance.

Bryant said, "I am inspired by all that The Dreamland Trust and its partners have achieved to date and am looking forward to bringing Dreamland back to life as a firm family favourite for the 21st century."

## Zamperla Motocoaster going to Särkänniemi

Andrew Mellor  
Amusement Today

Italian ride manufacturer Zamperla is to install one of its Moto Coaster roller coasters at Särkänniemi in Tampere, Finland, for the 2010 season.

The new attraction will be the first of its type in Europe/Scandinavia and the fifth such ride to be built by Zamperla. Currently, four other versions of the ride are in operation, two in the U.S. in the shape of Moto Coaster at Darien Lake in New York state, and Pony Express, a custom version of the ride installed at Knott's Berry Farm, California, along with others in China and Guatemala.

"During the last few years



PHOTO COURTESY ZAMPERLA

### Finland's Särkänniemi will thrill guests in 2010 with a new Moto Coaster attraction supplied by Zamperla.

Särkänniemi has bought several of our rides," explained Zamperla marketing manager Marco Mazzucchi, "including a Rockin' Tug, Volare coaster and a Disk 'O Coaster in 2008. We have a very good relation-

ship with the park through our sales manager Luigi Vasile and are very proud of this latest sale. It is a clear example of the efforts of our Roller Coaster department and the quality of our products."

The Moto Coaster is a launch coaster, with very low power consumption, and features innovative pedestal style seating which combines rider freedom and comfort with maximum safety. Magnetic brakes are also used on the ride which utilizes two trains of six vehicles, each vehicle seating two riders. The track length is 364 meters (1,194 feet) and the launch takes passengers from 0 to 65 kph (40 mph) in two seconds.

Tampereen Särkänniemi was founded in 1966 and attracts approximately 533,000 visitors during the summer season. Added to the winter visitor figures, total annual visitor numbers are approximately 622,000.

## Landmark ride planning case in U.K. settled

Andrew Mellor  
Amusement Today

A recent planning appeal decision has clarified the status of amusement park rides in the U.K.

The landmark case follows advice provided to Crealy Great Adventure Park in the county of Devon by the local council that, as the park benefitted from Permitted Development Rights, it could erect a roller coaster and swinging Pirate Ship without the need for planning permission. However, having gone ahead and installed the rides, in 2000 and 2002, the council then decided retrospective planning permission was

required.

Crealy then sought expert advice from RPS Planning and Development in Oxfordshire, U.K., in their search for a way forward, RPS advising that planning permission was no longer required as the rides in question had been in operation for longer than four years. An application was made instead for a Lawful Development Certificate, but the council refused both applications, stating that amusement park rides

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**The Crealy planning case is a landmark decision for amusement park rides in the U.K.**

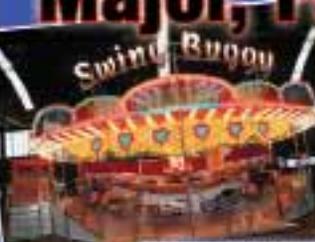
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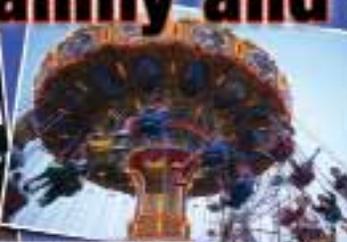


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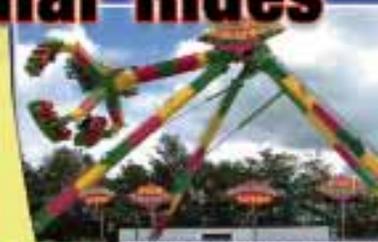
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# Euro Disney posts loss for fiscal year 2009

**Andrew Mellor**  
*Amusement Today*

Euro Disney S.C.A., operator of Disneyland Paris, has posted a loss for the 2009 fiscal year in what is described as “the most challenging economic environment in our history.”

The group said overall revenues decreased 7 percent to €1.23 billion driven by a decline in guest spending, despite attendance figures being slightly up on the previous year, with resort operating segment revenues decreasing by 6 percent. The company posted a net loss of €63m compared to a profit of €1.7m in 2008.

Despite a record park attendance in excess of 15 million, theme park revenues declined by 4 percent on the prior-year period, primarily resulting from a 5 percent reduction in average spending per guest. This reduction in average spending reflects lower spending on admissions and merchandise, driven by additional promotional offers. Hotels and Disney Village revenues decreased by 8 percent.

“During the fiscal year we were faced with the most challenging economic environment in our history,” noted Philippe Gas, CEO of Euro

Disney S.A.S., “which drove certain fundamental changes in consumer behaviour. As a result, we adapted our offers to address our guests’ changing needs. This decision delivered record park attendance of more than 15 million and an 87 percent occupancy rate, down from last year but high by industry standards.”

And he continued: “We saw our guest mix change, as attendance was driven by French and Belgian markets, offsetting significant weakness from Spain and the United Kingdom. These changes also impacted guest spending and hotel occupancy, lowering our revenues. Throughout the year we also balanced our promise of a high-quality Disney entertainment experience for our guests while managing costs.”

In April 2010, Disneyland Paris will launch the New Generation Festival, a celebration welcoming the most recent Disney characters into the parks, while during the celebration in summer 2010, the Walt Disney Studios Park will welcome three new family attractions in Toy Story Playland, namely Toy Soldiers Parachute Drop, Slinky Dog Zig Zag Spin and RC Racer.



PHOTO COURTESY EURO DISNEY

**Euro Disney revenues fell in 2009, despite record park attendance figures in excess of 15 million visitors.**

# Severn Lamb secures largest ever train order

A little piece of England is about to come to a picturesque corner of East Asia. Severn Lamb U.K., whose people-moving products are used by some of the world’s most respected attraction operators, is preparing to ship the first of five ‘Lincoln’ rail trains to an eco-resort in South Korea – the company’s largest single order to date.

The trains will go into use over the next six months at Ecoland, part of the Beach Hills Resort on Jeju Island, where they will transport guests around a natural volcanic habitat and attractions including a 36-hole golf course, hotels and holiday cottages.

Each well-appointed 24-inch gauge train will comprise a locomotive, tender and four 36-seater coaches (144 seats in total). Two of the trains will also feature a luxurious mahogany panelled cab for maximum driver comfort, and each will be powered by a liquid petroleum gas (LPG) engine to keep running costs and carbon emissions to a minimum. The first train, named The Blue Lake, is finished in a smart navy blue and red livery, and each subsequent



PHOTO COURTESY SEVERN LAMB

**Severn Lamb is shipping the first of five Lincoln rail trains to South Korea, the company’s largest single order to date.**

train will be completed with a different color scheme.

Manufacturing work continues on the trains at Severn Lamb’s premises in Warwickshire, England, and the last should be delivered in the first quarter of 2010, ready to go into use when the resort is fully operational next year. The company’s

previous largest train order was for three units, supplied to Lefoo Village in Taiwan during 2005.

“We’re thrilled to have secured such a large order at what we know is a challenging time for many suppliers,” said Severn Lamb U.K. Managing Director, Patrick Severn Lamb. “It’s good to

see operators investing in new projects, and I wish Beach Hills Resort success for many years to come.”

Based near the town of Stratford-on-Avon, Severn Lamb has been building rail trains, road trains, custom vehicles and monorails for over 60 years, using the finest British craftsmanship and

hand-finished production methods. Its products can be found in over 50 countries, with clients including Walt Disney, PortAventura, Busch Entertainment, Genting International and many more.

In recent years the company has witnessed demand from an increasingly diverse collection of customers, ranging from cruise ship operators and holiday resorts to shopping malls and heritage attractions. In May 2009, for example, Severn Lamb supplied two ‘Texan’ trains to the Monteverde Train Forest, a railroad travelling through the amazing bio-diversity of Costa Rica. A month earlier, it completed an eco-friendly, battery-powered version of the same train for an outlet mall in Lakeland, Tenn.

“Sustainable technologies are now an important consideration for many of our clients,” added Patrick Severn Lamb, “and we are pleased to incorporate them into our products, each of which is built to order. Not only do they carry good ‘green’ credentials, but they also help operators save money on fuel and energy.”

## ►CREALY

Continued from page 5

were a use of land, not operational development, and must therefore have been operating for 10 years in order to be lawful.

On behalf of Crealy, RPS appealed both refusals, supported by the British Association of Leisure Parks, Piers and Attractions (BALPPA), arguing that both rides were substantial operational developments in their own right and are therefore immune from enforcement after four years. The result was that the inspector accepted the case put forward by RPS and allowed both of the appeals, stating that the council could not take enforcement action against them.

Commenting on the decision, RPS director Nick Laister said: "This is an important case and affects any amusement park ride in the U.K. that is physically attached to the ground (as opposed to travelling rides), that was built between four and 10 years ago. Such rides are lawful after four years, not 10 years, and if they are operating in an amusement park, adventure park or similar attraction, a council is unable to take enforcement action against their use."

Also delighted with the decision is Crealy Managing Director Angela Wright, who commented: "We are delighted that this long-running saga has reached a positive conclusion. It is good news for the public and good news for the industry that parks can safely continue to invest in great attractions to delight our visitors."

RPS has also successfully secured planning permission at Devon's Crealy for a Log Flume and carousel, along with a Lawful Development Certificate for the park as a whole.

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# IAAPA show good for Innovative Leisure

U.K. interactive family attractions specialist Innovative Leisure and the company's U.S.-based partners enjoyed a spectacularly successful IAAPA Attractions Expo in Las Vegas, Nevada, in mid-November.

Innovative Leisure distributes products throughout Europe for U.S.-based Spectrum Sports International, Inc., and Water Wars, Inc., while also now representing Ropes Courses, Inc., in the U.K., and team members joined their counterparts at the show to enjoy an excellent response once again to the wide range of products on offer from the three companies.

A highlight of the show for Innovative Leisure was the chance to show potential customers the new Sky Trail major high ropes courses which the company now distributes for Ropes Courses, Inc. The model on display, a fully operational Sky Trail Discovery, was in use throughout the four days of the trade show and created much interest among buyers and those trying it out.

"We had a tremendous response to all the products we were covering at the show," commented Innovative Leisure Managing Director Phil Pickersgill. "Our more familiar attractions such as the climbing walls and towers, including a new smaller wall for schools and mobile operators, DigiWall and the Water Wars game again proved very popular with visitors, while the latest addition to our wide

range of interactive family attractions, the Sky Trail major high ropes courses, also created lots of interest.

"We had a fully built-up and operational Sky Trail Discovery in the show which proved to be a real eye-catcher with its vibrant, FEC style paintwork. The various elements within the course were highlighted by the use of different colors and we had a really wide age range of visitors trying it out. It was very well received and I'm looking forward to installing our first models in the U.K. in time for the 2010 season."

Several versions of the Sky Trail are available offering hourly capacities of up to 500 people and one or two levels. Each model provides an exciting, challenging, 'dangerous-yet-safe' experience and provides a series of testing elements for all skill levels carried out in perfect safety with the use of a continuous belay system on the course. Participants are also able to pass slower users at intermediate platforms using a unique node connection system, thus helping to maintain good throughput.

The many different elements incorporated into the high ropes attractions are interchangeable so that the courses can be altered at regular intervals to refresh, update or further develop where required. Full theming options are also available, such as pirate and jungle themes, or custom themes can be incorporated, such as a wilderness theme



PHOTOS COURTESY INNOVATIVE LEISURE

**Top, The Sky Trail ropes course as seen at the recently held IAAPA show in Las Vegas. Above, Rope Courses Inc's Michelle Liggett and Innovative Leisure's managing director Phil Pickersgill reported good interest during the show.**

with natural wood colors for installations in wooded areas.

"Specialist research has shown that fun, exciting, physically challenging activities such as those provided by major high ropes courses have grown enormously in popularity with those who actually take part and, in the case of children and young teens, their parents, who see such products as offering a healthy

alternative to other, less active options," added Pickersgill.

The major high ropes courses available from Innovative Leisure are suitable for a wide variety of venues, including theme parks, zoos, safari parks, holiday resorts, FECs and many more, and this latest addition brings yet another popular attraction type to the Innovative Leisure stable.

## IAAPA Europe launches insurance program

IAAPA Europe and Jardine Lloyd Thompson Leisure (JLT) have announced a strategic partnership, launching a new, exclusive IAAPA membership programme; the IAAPA Europe Insurance Program.

Within this program, IAAPA's European members – attractions and manufacturers and suppliers to the attractions industry – are offered risk management products and services and insurance products.

The focus of the program is to offer insurance products with enhanced coverage and reasonable prices; policy stability; and risk management services.

JLT is one of the largest providers of insurance and risk management

services in Europe and is recognized as a market leader in the leisure sector. JLT manages coverage for hundreds of theme parks, visitor attractions, waterparks, zoos, and other leisure facilities across Europe.

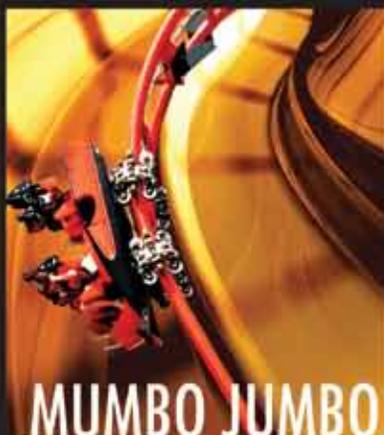
With a specialized division dedicated to providing insurance programs and risk transfer solutions directly to the leisure industry, the IAAPA Europe Insurance Program specifically provides European members of IAAPA access to a substantial, stable, and consistent insurance market that is committed to and fully understands the risk and insurance requirements of the attractions industry. It also enables the collective purchasing strength of the IAAPA membership to

be maximized for the benefit of each individual member in the negotiation and arrangement of cost-effective insurance programs.

"With a clear understanding of safety and required risk management procedures within the attractions industry, JLT is able to help IAAPA members maximize their coverage based on minimum premium costs," said Andreas Veilstrup Andersen, executive director of IAAPA Europe, "We are very excited about providing IAAPA members access to the substantial attractions-based risk management knowledge and expertise JLT offers. This is an added benefit to our members – and to the industry as a whole."

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## BRIEF

### Morey's Piers hints at major new attraction for 2010

Morey's Piers is planning a major new attraction for 2010 at the site of the old miniature golf course, located on Morey's Mariner's Landing Pier. But the nature and type of addition will remain a mystery until the opening event, some time around Memorial Day 2010.

According to Norris Clark, director of sales and marketing, "Jack Morey has asked everyone associated with the new attraction, including myself, to sign a confidentiality agreement."

Clark added, "I can say the new attraction is now under development, and that there is a 'significant' budget for the attraction, which is being referred to as Project 5292010. Finally, the exact nature of the ride is still under discussion and debate, but it is sure to be a unique one-of-a-kind addition to the Wildwoods that we're sure our guests will love. I am also told that at some point, a curtain will cover the work site until the opening event."

### COMPLETE IAAPA SHOW COVERAGE

▶ SEE PAGES 25-32

## Silver Dollar City celebrates 50 years with new ride

Silver Dollar City launches its 50th year in 2010, celebrating with a year-long party, a new \$7 million ride, special birthday events, top names in entertainment, new shows for each of its six world-class festivals, and a \$50,000 prize give-away. Themed as *Take Time to Celebrate*, the 2010 season marks the park's biggest event year ever.

More than 65 million guests have visited Silver Dollar City in the past five decades, so focus is also on appreciating golden memories of the past, such as a new park opening show reminiscent of early years, an on-line memorabilia search and showcase, change to be given in coin dollars, craftsmen reunions and the presentation of the top country hits of 50 years for the evening show.

When the Herschend family opened Silver Dollar City May 1, 1960 atop the famed Marvel Cave, the park featured a town square, a demonstrating blacksmith, a general store and ice cream parlor, and a crew of 17 "citizens" who ran the shops and performed street shows. Guests numbered about 125,000 that first year. The park now entertains two million guests annually, covering more than 100 acres and featuring 100 craftsmen, 30 rides and attractions, six world-class festivals, and dozens of theaters and restaurants, claiming the title The Home of American Craftsmanship.

Debuting in early next spring is the new \$7 million ride Tom & Huck's RiverBlast. Supplied by Germany's Mack Rides and represented in the U.S. by Bob Dean and Leisure

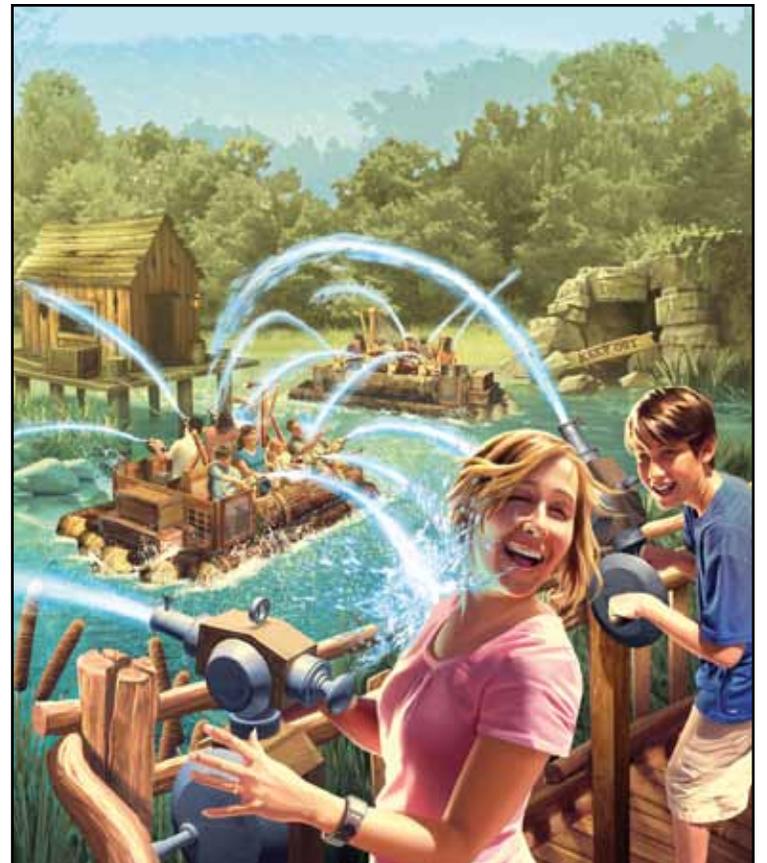


Labs LLC, the RiverBlast will be America's biggest water battle attraction. The raft ride will be themed around the adventures of fun-loving, mischief-makers Tom Sawyer and Huck Finn. Raft riders, armed with water soakers, navigate the Mighty White River, battling raft-to-raft and raft-to-shore, dodging even more streams of water from sharp shooters ashore.

The 50th Celebration goes global with World-Fest opening in April, presenting the all-new production Fiery Fiddles, featuring the world's only soaring strings aerialist, plus the return of the Zhejiang Balancing Monks of China, and new dance troupes from Mexico and Trinidad.

A Birthday Celebration Weekend on May 1 will be filled with events including a parkwide birthday party, special concerts with the Ozark Mountain Daredevils, fireworks, the official debut of the new Great American Country Nights evening show and a special Night of Praise concluding the events. A national recipe contest, now underway through *Taste of Home* magazine, will discover and name the Official Silver Dollar City Birthday Cake.

The celebration heats up in summer during America's largest kids' festival, KidsFest, June through August, where



RENDERING COURTESY SDC

**New in 2010 at Silver Dollar City is the \$7 million Tom & Huck's RiverBlast ride from Germany's Mack Rides. It will be the largest water battle attraction in the U.S.**

the new ride adventure Tom & Huck's RiverBlast takes top billing, along with a major new stunt dog show and appearances by kid-favorite costumed characters including SpongeBob & Patrick, Shaggy & Scooby Doo, The Jetsons, The Flintstones and the Backyardigans.

For the National Harvest Festival, in recognition as The Home of American Craftsmanship, Silver Dollar City will host the Craft in America Exhibit, created exclusively for SDC. The exhibit is from the creators of the highly-awarded PBS

documentary series featuring unique American artists, such as the 50 who will choose their finest works for the exhibit. Additionally, renowned artisans previously featured at SDC will return in a special craftsmen's reunion showcase.

Also in the fall, the season-long Take Time To Celebrate Sweepstakes will culminate in the give-away of \$50,000 in prizes.

An Old Time Christmas, the heralded holiday lighting event with more than 4 million lights, a five-story special

▶ See SDC, page 10

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►SDC

Continued from page 9

effects Christmas tree, a light parade and the Broadway-caliber show A Dickens' Christmas Carol, will end the season with a glorious celebration and special events to mark the park's brightest season and the birthday year finale.

"The Herschend family built Silver Dollar City's business and reputation based upon providing guests fun, memorable experiences as well as taking care of our employees. That's as true today as it was 50 years ago," said Brad Thomas, Silver Dollar City General Manager.

Silver Dollar City open's for the 2010 on Mar. 18.

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# Chance Morgan complete first Unicoaster ride

The first Unicoaster is finished and final testing has started at the Chance Rides factory in Wichita, Kan. This brand new ride features eight rotating arms with two passenger vehicles on each arm. The new attraction allows each vehicle's passengers to control their own spin, both in the forward or backward direction. This passenger interactivity gives the riders a completely different experience each time they ride.

Co-creator Bill Kitchen said, "We were looking for a way to reinvent the roller coaster but on a smaller footprint. The Unicoaster gives riders all of the thrills of a looping inverted roller coaster at a fraction of the space and price."

• www.chancemorgan.com.



PHOTO COURTESY CHANCE MORGAN

Chance Morgan's new Unicoaster attraction was developed to offer the thrills of a looping inverted roller coaster on a compact footprint.

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*Ferris Wheel – Happee Day Shows – Marion, Arkansas*

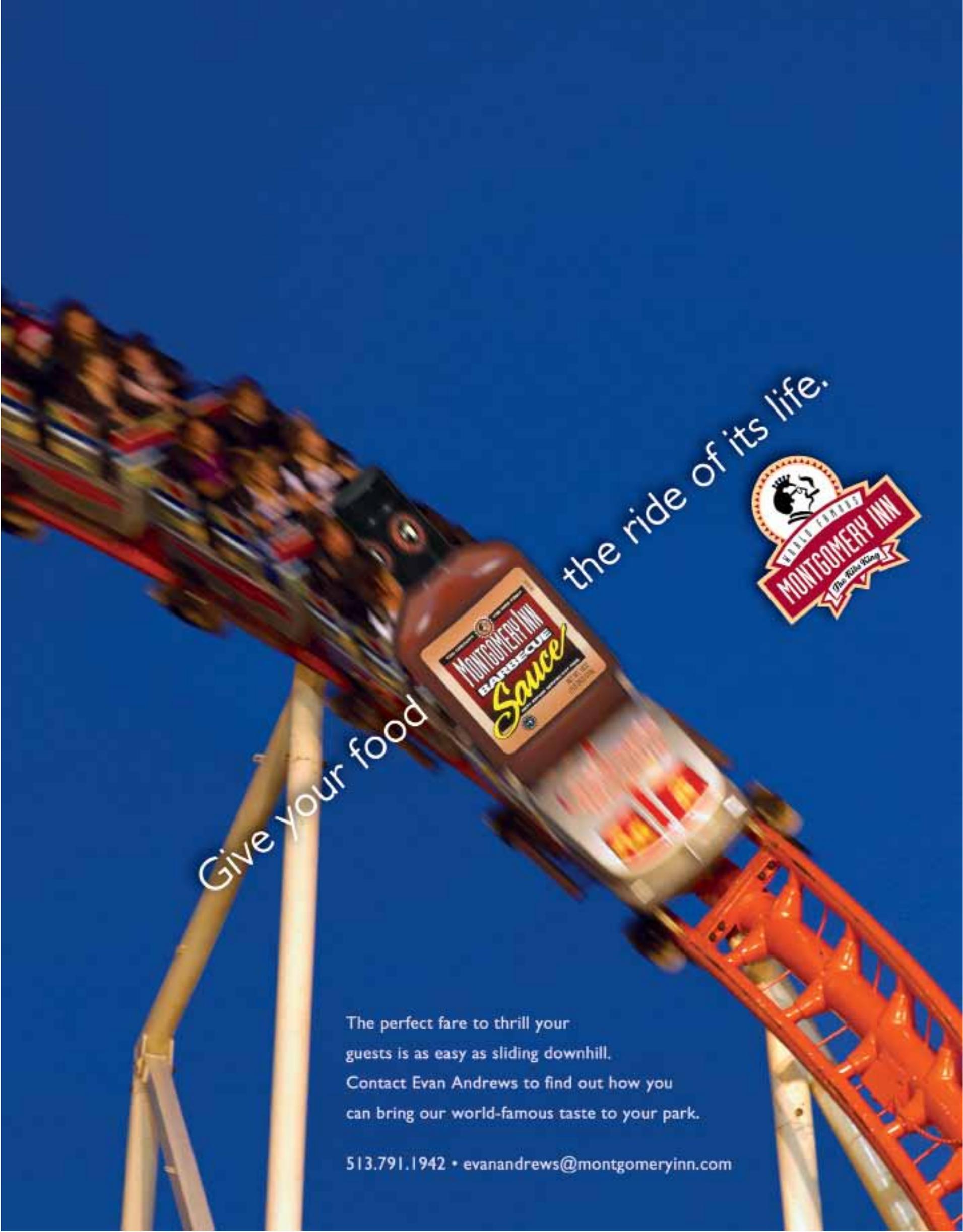
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# Park operator for first-phase Coney Island to be selected

**Pam Sherborne**  
*Amusement Today*

By the first week of this month (January), New York City officials expected to have a short list of possible amusement park operators for the new vision of Coney Island.

New York Mayor Michael Bloomberg announced in November the city had signed a contract to acquire 6.9-acres at Coney Island for \$95.6 million. With the acquisition of three waterfront parcels, the city plans to create a 12.5-acre outdoor amusement park within a new 27-acre amusement and entertainment district.

Approved by the city council last summer, the plan will preserve and grow the historic amusement area, create a vibrant mixed-use neighborhood with new retail options

and nearly 5,000 new units of housing, including 900 income-targeted units through the city's first use of the Inclusionary Zoning Program in south Brooklyn, and generate more than 25,000 construction jobs and 6,000 permanent jobs.

A Request-for-Proposal was released November 13 for possible amusement park operators. This is a RFP for a first-phase amusement park on a portion of the city-owned sites. The sites will be leased to an amusement developer beginning in the summer of 2010. The RFP deadline was Dec. 18.

The city planned to invest over \$150 million, together with millions more from the state and federal governments, to improve Coney Island's infrastructure, including the under-



**Lynn Kelly, president, Coney Island Development Corporation, New York, N.Y., met with IAAPA chairman, Darrell Metzger, following an informational session provided to interested persons regarding plans for Coney Island.**

AT PHOTO / DAVID LIPNICKY

ground infrastructure throughout the neighborhood, continue to rebuild large sections of the Boardwalk and construct a brand-new Steeplechase Plaza.

Representatives from the Coney Island Development Corp. were on hand during the International Association of Amusement Parks and Attractions annual show and convention in Las Vegas, Nov.

16-20, for an informational session.

"We want to work with any operator that is selected," said Madely Wills, executive vice president, of the New York City Economic Development Corp. "We plan to be quite flexible and adaptive."

Under expiration of the first-phase lease, which will be a contract not to exceed

10 years, and the completion of necessary infrastructure, the city expects to issue another RFP to identify a permanent amusement park developer.

Wills said, "We definitely want to get programmed next summer for at least 3.5 acres. But, what is there next summer, may change the year after as we grow."

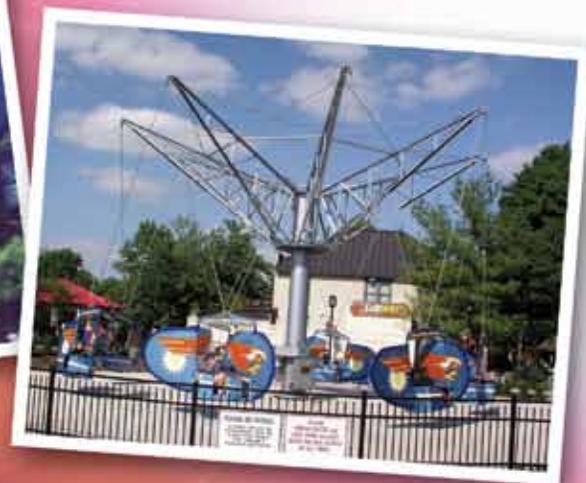
It is anticipated that existing amusements on other city-owned sites in the neighborhood, including the world-famous Cyclone and Deno's Wonder Wheel Park, will continue to be operated by their current operators for the foreseeable future.

The City of New York plans to use a variety of criteria to evaluate responses to the RFPs. The city is expected to select an operator in mid- to late January.



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# The Gravity Group supplying new trains for Holiday World

Holiday World officials say their incomparable Voyage, the No. 1-rated wooden roller coaster in the world, [Amusement Today 2009 Golden Ticket Awards] will feel faster and a lot smoother in 2010, thanks to a new set of trains, engineered by the same team who designed the record-breaking coaster.

"When the engineers at The Gravity Group told us they designed Timberliner trains with The Voyage in mind, they definitely got our attention," said Holiday World & Splashin' Safari President Will Koch. "The Voyage is extreme and we want to keep it that way season after season. These new trains will help a lot."

Koch says the Timberliner's wheels are engineered to steer through curves as they move along the coaster track, creating a smoother ride and less wear and tear on the track. The seats are ergonomically designed for greater comfort, including an exclusive seat-suspension design. The padded seats will also accommodate wider-hipped and longer-legged riders.

"Since the trains will track better, riders will experience a much smoother Voyage," said Koch. "That also means there will be less rolling friction, so the ride will quite possibly be even faster when it reopens in May." The Gravity Group's engineers tested a prototype Timberliner at Holiday World last spring.

The Voyage is 1.2 miles long and provides a record 24.2 seconds of air time. This steel-structure wooden coaster, ranked the No. 1 Wooden Coaster in the World by Amusement Today for three years running, includes a record five underground tunnels, a series of dramatic drops

(including a 66-degree angle of descent on the first drop), three 90-degree banked turns, and multiple track crossovers.

The Voyage's two new trains, which will each seat 28 riders, will be manufactured in Indianapolis. The Gravity Group is headquartered in Cincinnati.

**Proudly showing off their new Timberliner train was l to r: The Gravity Group's Korey Kiepert and Anthony Pennington (both seated); Chad Miller and Larry Bill.**

AT PHOTO / DAVID LIPNICKY



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Photos courtesy Jason Knutson

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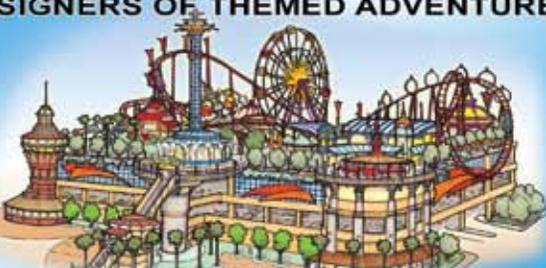
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## Artifacts continue to roll into NRCMA

*Amusement history is being preserved thanks to donations*

The holiday season was a fruitful one for the National Roller Coaster Museum. Beginning at IAAPA in November, the museum announced the completion of their first building at their Plainview, Texas complex and the launch of [www.rollercoastermuseum.org](http://www.rollercoastermuseum.org). Since the announcements, significant donations have been received by the museum collection.

"We have been overwhelmed by the support and assistance in protecting these historical objects from the amusement park industry's past," Gary Slade, NRCMA chairman said. "The number of artifact donations to the museum in the last three months alone is unprecedented."

To recap:



AT PHOTO / DAVID LIPNICKY

**During the IAAPA show in Las Vegas, the NRCMA announced new donations to the museum that included hardware and artifacts from the Big Bad Wolf at Busch Gardens Williamsburg and the Texas Giant at Six Flags Over Texas. NRCMA board members on hand at IAAPA were l to r: Pete Owens, Dollywood; Gary Slade, Amusement Today; Carole Sanderson, Herschman Architects and Walt Bowser, Six Flags Inc.**

•The former Busch Entertainment Corporation donated pieces of the historic Big Bad Wolf suspended roller coaster. The NRCMA now has an historic full train, track, signage, costumes and maintenance materials in its possession, protected for the future. The Big Bad Wolf was originally added to Busch

Gardens' Oktoberfest section of the park in 1984. The "suspended swinging coaster" operated until Sept. 7, 2009 when contest winners rode The Big Bad Wolf for the last time at 8:42 p.m.

•Six Flags Over Texas donated a train, signage and historic documentation from its iconic wooden coaster Texas Giant. The Giant was one of the highest rated coasters in the 1990s, in as much as it was a local and fan favorite following in the heels of the ever popular Texas Cyclone in Houston. The NRCMA now has parts from both of these historic Texas coasters for future generations to enjoy.

•Most recently, the NRCMA received an unpainted carousel horse previously enjoyed at the former Geauga Lake park in Ohio. The 1947 Allan Herschell Junior Merry Go Round horse operated at the park until 2002.

•Other recent additions include signage, wood and other artifacts from the Zingo wooden coaster that operated at the now-closed Bell's Amusement Park in Tulsa, Okla. Six Flags Kentucky Kingdom donated the Chang sign from the recently removed B&M ride; Chicago's Kiddieland donated a Kiddieland sign that was located in one of the parking lots and Knoebels Amusement Resort donated a working wooden roller coaster model, most recently seen in operation during the park's Halloween event.

"Our efforts acquiring artifacts is going well, but we still need financial support in order to expand our work and begin sharing these artifacts with the public," Slade said.

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## BRIEF

### SF White Water announces Wiggles section for 2010

Georgia's Six Flags White Water will introduce its newest attraction – Wiggles Water World – in May 2010. The largest water park in the Southeast will transform into the wiggliest and wettest family destination with the introduction of North America's first Wiggles Water World.

Wiggles Water World will boast five interactive sections spread over 40,000 square feet. The biggest adventure of all can be found at the center of Wiggles Water World onboard The S.S. Feathersword, a 25-foot-tall interactive play ship. Guests can become Captain Feathersword's first mate while exploring water cannons, telescopes, net climbs, secret crawl-throughs, port-holes and slippery slides.

Adventure seekers can visit Wags the Dog's Kennel Slide Tower, splash around in Henry the Octopus's Pop Jets, explore Dorothy the Dinosaur's Spray Garden or take a ride on the Big Red Car Slide. The whole family can even grab a bite to eat at the Yummy Yummy Cafe.

"The Wiggles have touched the hearts of children for over 18 years and we are thrilled at the opportunity to bring this unique family experience to our water park," said Melinda Ashcraft, Six Flags Atlanta properties park president. "Wiggles Water World is the first of its kind in North America and will make 2010 a very special season."

## Beech Bend announces massive expansion

Kentucky's popular Beech Bend Park unveiled its 2010 expansion plans to the public on November 13. Media personalities, park fans and local dignitaries were on hand to witness the historic announcement and ground breaking ceremony.

Dallas Jones, president and owner of Beech Bend Park, Inc., announced details of the multi-million dollar expansion and several significant improvements to the existing facilities. The new attractions and enhancements are slated to be open for the 2010 season.

The waterpark expansion plans include a wave pool, lazy river and waterplay structure.

The 275,000-gallon wave pool – designed by Family Fun Corporation and CDI of Ohio with waves generated by Murphy Waves – will be the centerpiece of the new expansion. It will feature eight wave chambers and can generate eight different wave patterns from mild to wild. The 1,100-foot-long lazy river will be connected directly to the wave pool. Waves generated from the wave pool flow into the river causing a unique ocean motion effect.

The four-story play structure will feature seven slides, cascading waterfalls and interactive water elements all contained in a 72,000-gallon zero entry pool. The structure was designed by Texas-based Fun Works Design Group and will feature a tropical theme complete with toucans, surf boards, tiki statues and palm trees.

In addition to the waterpark expansion, Beech Bend will add two new rides – a Family Tea Cup and a Quad Runner children's ride. The new Family Tea Cup Ride will replace the mini tea cup ride that has been in the park for several years. The ride is a larger version that is being constructed in Italy



**Beech Bend's Largest Expansion!**

RENDERINGS COURTESY BEECH BEND

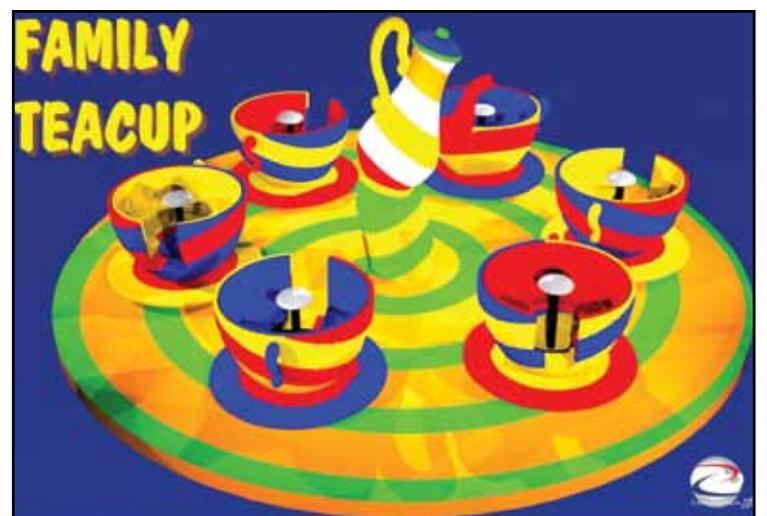
Above, overview of Beech Bend's multi-million dollar waterpark expansion for 2010, which will include a 1,100-foot-long lazy river connected directly to a 275,000-gallon wave pool. Below, designed by Fun Works Design Group, the four-story play structure will feature seven slides, cascading waterfalls and interactive water elements all contained in a 72,000-gallon zero entry pool. At bottom, a new Zamperla Family Tea Cup Ride will replace the former mini tea cup in the amusement park section.

by Zamperla Rides. The new Quad Runner is a new version of the Hampton Combo ride next to the Tornado. It features Quad Runners as the ride vehicles.

A new amphitheater will also be added for the 2010 season. The 400-seat facility will include a 60-foot-wide stage area, three dressing rooms and private rest rooms. Beech Bend Park will feature a new musical production for 2010 along with two returning favorites. Other 2010 enhancements will include a new employee break room, rest rooms and a first-aid facility.

Beech Bend officials feel this expansion project will have an immediate effect on the Bowling Green region. "We have hired local workers to begin phase one of the project," said Jones. "Each phase will require different types of local talent." Beech Bend also expects the expansion to create an additional 50 jobs for the 2010 summer season.

Vicki Fitch, executive director of the Bowling Green Area Convention & Visitors Bureau commented, "The Bowling Green Area CVB is very appreciative of the investment Dallas and Alfreda Jones have made in Beech Bend Raceway, Park and Campground. The attraction is a contributor to the tune of \$42 million dollars a year to the tourism economic impact of Warren County."





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## OPENING 2010

Ixtapan de la Sal Waterpark, Mexico  
Noah's Ark, Wisconsin Dells  
Waterbom Park, Bali  
Olympic Water Cube, Beijing

# Pure Anticipation!

High Thrill  
Looping Waterslide



Terme, Slovenia



Spa World, Japan



Spa World, Japan



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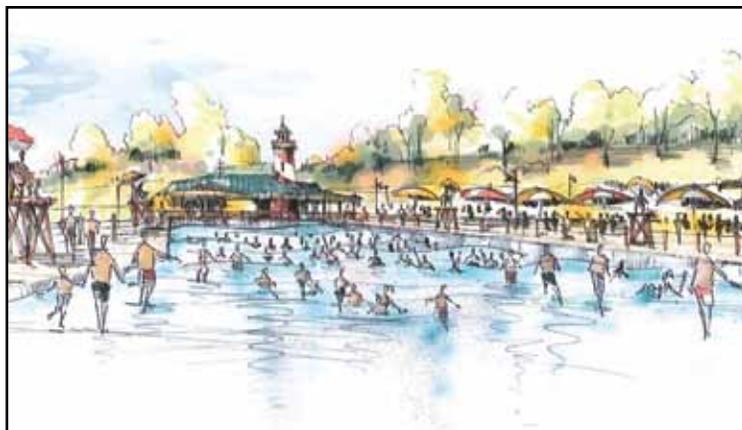
Licensed by AquaRena

# Nashville Shores doubling size, adding wave pool, lazy river

Nashville Shores is currently in the midst of the largest expansion in the Tennessee waterpark's history. The multi-million dollar development, which is scheduled for completion by opening day 2010, will include a 25,000-square-foot wave pool and a 1,000-foot-long lazy river float ride.

"Nashville Shores' expansion represents another great investment in a great Nashville destination," said Butch Spyridon, president of the Nashville Convention and Visitor's Bureau. "This is a major addition that will provide first-class, family-friendly entertainment for Middle Tennessee residents and significantly boost Nashville's summer vacation offerings."

Nashville Shores, which was recently purchased by an investment group led by Kieran Burke and Gary Story, two former Six Flags executives, will also see significant improvements to the current facilities. Some of these upgrades include enhancing guest services, expanding concession areas, refurbishing retail spaces and renovating



RENDERINGS COURTESY NASHVILLE SHORES

**Designed by Aquatic Development Group, the 2010 expansion underway at Nashville Shores will double the size of the Tennessee waterpark with the addition of a wave pool and lazy river among other improvements.**

other areas of the park.

"The new Nashville Shores will have even more thrills, more fun and more excitement in 2010," said Martin Strobel, the waterpark's general manager. "We are adding two first-rate water attractions and renovating existing facilities to provide families and visitors of all ages an unmatched guest experience."

The expansive, new wave pool will encompass more than 25,000 square feet and hold more than 400,000 gallons of water. It will also feature the patented WaveTek

system capable of producing five different wave patterns creating rolling waves up to four feet. When guests need a little break from the waves or want to catch some rays, they will be able to relax or enjoy a bite to eat on the new 30,000-square-foot lounge and food deck.

Guests will also be able to enjoy a relaxing ride on the new 1,000 foot long, lazy river. The first lazy river ever constructed in Middle Tennessee will also be the widest in the state. With an 17-foot width, the attraction will give fami-

lies and friends plenty of room to float and relax together on the meandering river. Other planned highlights of the ride include geysers, a waterfall and spray features to help keep guests refreshed on hot summer days.

The wave pool and lazy river will be located next to the existing ShadyPoint group picnic areas in a previously undeveloped area of the waterpark. The theme of the new attractions will be consistent with the natural beauty of Nashville Shores' 385 acres of wooded land and lakeside

property. Some of the features include rock walls, waterfalls, extensive indigenous landscaping and beautiful views of J. Percy Priest Lake.

The wave pool and lazy river are designed by Aquatic Development Group.

"The addition of the attractions and the renovations represents the biggest expansion in the history of the waterpark," said Strobel. "This is a giant first step in transforming Nashville Shores into a first-rate water park and a regional family destination."

## Noah's Ark to add Whitewater Aqualoop

Noah's Ark Waterpark, located in Wisconsin Dells, Wis., will unveil a new attraction Memorial Day weekend in 2010. Scorpion's Tail is North America's first looping waterslide and is also the tallest and largest of its kind in the world. Smaller versions exist in Slovenia, Germany and Japan.

The ride features a launch rocket that plummets into a freefall down an enclosed chute at a top speed of nearly 40 mph and enters a looping slide. It stands 10 stories high and will be visible from afar in the Dells.

"This is the most groundbreaking water attraction since the launch of Black Anaconda in 2005," says Tim Gantz, co-owner of Noah's Ark.

Perhaps one of the best descriptions of the new attraction comes from the ride's manufacturer, Whitewater West. "If you jump out of an airplane you have a cord to pull to open the parachute. If you bungee jump off of a bridge you have a band tied to your ankles that will catch you. If you fall down a 300-ft. tower at an amusement park you sit on a seat and there's a brake to stop you. If you go head first over a steep drop on a roller coaster you are strapped into a car on a track."

Construction on the \$1 million ride began in September 2009. When completed, Scorpion's Tail will be just over 400-ft. in length. Riders will climb nearly 80-ft. to the top of the lift tower. They will enter the launch rocket, which is a tube with a floor. On a countdown of "3-2-1", the bottom drops out of the tube and then gravity, water and centrifugal force take over. The rider whooshes through a 45-degree angled loop-de-loop at speeds of up to 40 mph before coming to a stop in a runout area.

## Hawaiian Falls to launch new Torpedo ride at three Texas parks

At a total cost of \$2.6 million, Hawaiian Falls waterparks plans to add a new thrill ride – Torpedo – to each of its three waterparks in Garland, The Colony and Mansfield, Texas for the 2010 season.

The Torpedo will feature two speed slides coming off a four-story tower. Riders will step into a capsule at the top of the ride. Anticipation builds with a countdown and special effects. When activated, a hatch will open beneath their feet, turning them into human 'torpedoes' as they free fall at speeds up to 40 mph.

Created by Canada's Whitewater West, Hawaiian Falls will be the first waterparks in the world to offer this attraction. Hawaiian Falls will break ground on the new rides in the spring. The drop hatch is the same design Whitewater is using on its new AquaLoop series.

Coming off of a record breaking 2009 season, Hawaiian Falls plans to reinvest nearly \$3 million into the Dallas/Fort Worth economy, including new rides, additional shade and landscaping.

## SCS Interactive improves customer service

At its core, SCS Interactive knows *interactivity* is the essence of true family waterplay and it endeavors to bring this idea to all aspects of its business, continually striving to work hand-in-hand with its clients and partners to achieve mutual success. In its on-going focus on industry interactivity, SCS has partnered

with PurePlay Waterpark Restoration Services and customers can now find SCS parts on PurePlay's new Web site: [myparksupply.com](http://myparksupply.com).

The Web site was created as a resource for the recreation and waterpark industries. It was designed to help simplify maintenance issues and improve parts ordering.



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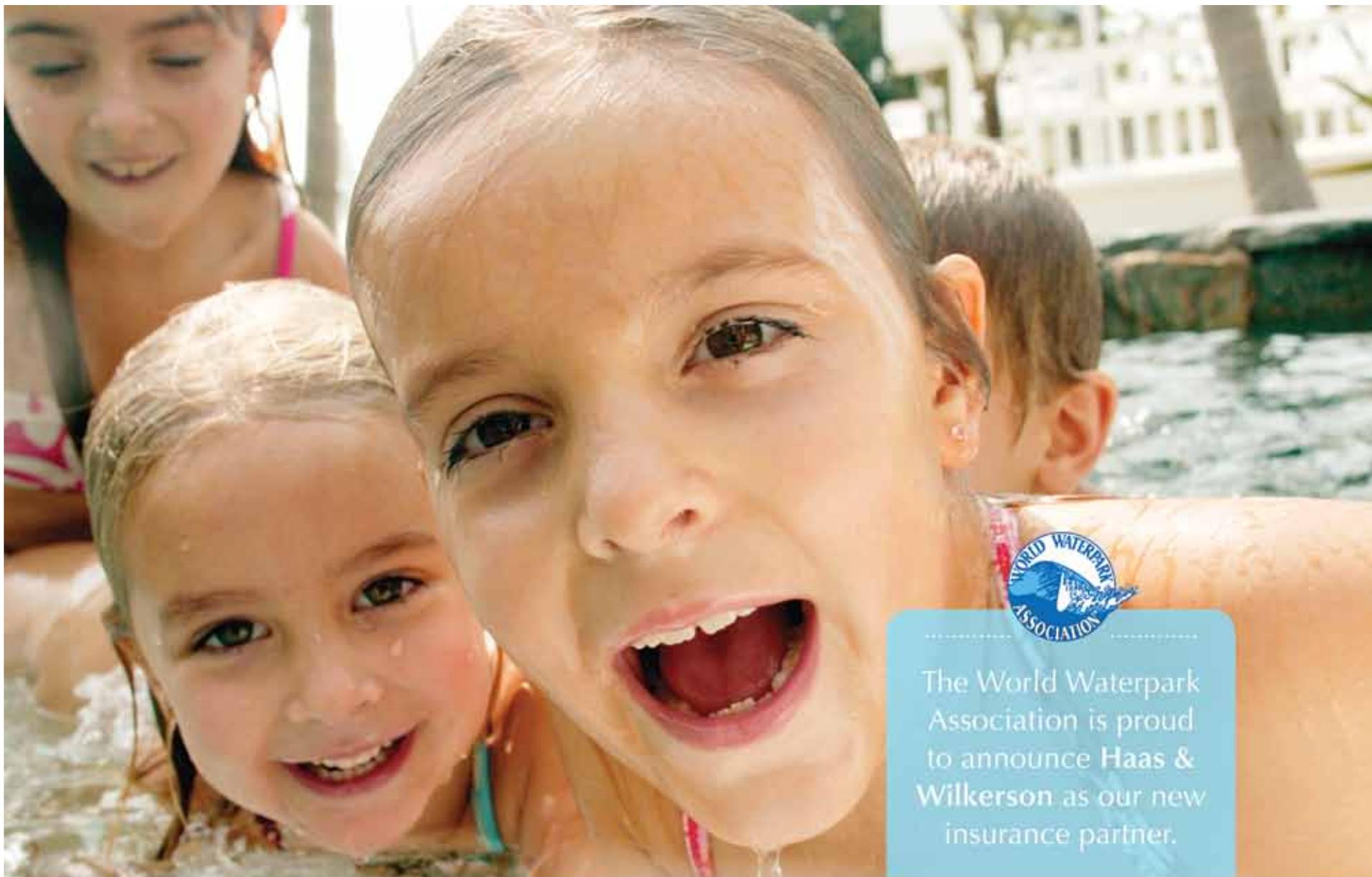


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## BRIEF

### Busch Entertainment now SeaWorld Parks & Entertainment

With the sale of Busch Entertainment Corp. to Blackstone Capital Partners V L.P., an investor fund advised by The Blackstone Group, comes a new name for the company that operates some of the nation's best known and popular theme parks.

"SeaWorld Parks & Entertainment" replaces "Busch Entertainment Corporation" with the closing of the sale announced jointly Dec. 1 by Anheuser-Busch InBev and The Blackstone Group.

SeaWorld Parks & Entertainment operates 10 parks across the U.S.: SeaWorlds in Orlando, San Diego and San Antonio; Busch Gardens parks in Tampa, Fla. and Williamsburg, Va.; Discovery Cove and Aquatica in Orlando; Sesame Place near Philadelphia, Pa.; and waterparks Adventure Island in Tampa and Water Country USA in Williamsburg.

The new name reflects the prominence of the SeaWorld brand in both the family travel industry and among the company's portfolio of parks.

"It is one of the world's most widely recognized and respected family travel brands," said

▶ See NAME, page 23

## IALDA elects officers, directors for 2010-2012

IALDA, the International Amusement and Leisure Defense Association, is pleased to announce that at its annual meeting held during the IAAPA Attractions Expo, its members elected as its directors and officers for the 2010-2012 term the following:

Newly elected officers are: Joe Hassinger, president; Bryan Pope, vice president; Gaylee Gillim, secretary and Dave Bennett, treasurer.



Making up the board of directors are: Michael Amaro, Kurt Anselmi, Dave Bennett, Joe Brownlee, David Daly, Gaylee Gillim, John

▶ See IALDA, page 23

Members from the International Amusement and Leisure Defense Association (IALDA) were on hand during the IAAPA show in Las Vegas. Taking time out from their meetings for a photo in the Zamperla booth were left to right from top to bottom by row: James Wilkenson and Dave Bennett; Jeff Johnson and Paul Tetreault; Dave Daly and Don Ornelas; Kurt Anselmi and Larry Zucker; Dwayne Beck and Michael Amaro; Jason Freeman; Greg VanGompel and Joe Hassinger; Bryan Pope, Debbie Sweeney, Rondiene Novitz and Joe Brownlee.

AT PHOTO / DAVID LIPNICKY



## AIMS officials pleased with seminar results

**Pam Sherborne**  
*Amusement Today*

Attendance at the 2009 Amusement Industry Manufacturers and Suppliers (AIMS) International Safety Seminar in Nov. 15-19, Las Vegas, reached over 200, and, considering this was actually the second AIMS seminar in calendar year 2009, AIMS officials were very pleased.

AIMS Safety Seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests. The organization

has decided to start holding its event in the fall in conjunction with the annual International Association of Amusement Parks & Attractions (IAAPA) event.

"So, we had our last winter event earlier this year and now have gone to a fall schedule," said Mark Moore, president of the AIMS board. "But, because all of this, we have had two seminars in 2009."

Moore said everyone seemed pleased with this schedule.

"Our attendees had time on Wednesday and then again after the certification exams

on Friday, to visit the IAAPA tradeshow and convention," Moore said. "There were no extra costs for them."

Moore said there were more than 100 instructors this year participating in the safety seminars. There were 13 classes being presented per hour for the entire course of the event.

The seminar has become world-renowned for its diverse curriculum and for the quality of its volunteer instructors. Classes are taught by some of the top industry professionals. Classes include such topics as the National Swimming Pool Foundation's Certified Pool

Operator; updates on ASTM standards; discussions and updates on ADA requirements; math fundamentals that are important to ride mechanics, operators and inspectors; effective communications; crisis management; and midway planning and layout.

Attendees build tailored course curricula that best suit their needs. Each course curriculum delves into detailed topics such as learning about the correct operation of hydraulic drives.

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# NAARSO gets ready for 23rd annual forum

The 23rd National Association of Amusement Ride Safety Officers (NAARSO) Annual Safety Forum is set for Jan. 24-29, at the Sands Ocean Club Resort, Myrtle Beach, S.C.

The forum, which consists of four days of safety seminars and hands-on experiences, will include representative

ride safety officials from government agencies, private consultants and safety professionals from amusement facilities and traveling shows.

Connie Patton, who runs the office for NAARSO, said although they are expecting a slightly lower attendance this year than 2008 due to the economy, they are hoping for



at least 150 attendees.

"We have about 40 that have already registered," said Patton, in early December.

"That may sound low now, but we have many people who will start registering now and between the time of the event. We have a lot of people who will register at the event."

Registration begins Sunday, Jan. 24, and the first session will be held that evening before the Welcoming Session. Then, classes begin

Monday morning and through noon Friday. Level I and II certification exams begin at 1 p.m., Friday, and should be completed by about 3:30 p.m.

Wednesday will be a hands-on session at the Family Kingdom Park along Myrtle Beach's strip.

"Participants are given two hours to take the exam," Patton said. "They are usually given a 15-minute orientation prior to the exam."

Patton said although the sessions don't teach the exam, "If you participate and listen to the seminars, you will pass the exam."

Sessions are tracked to put those less experienced in one group and those more experienced in another group. Yet, Patton said last year they added a track that allowed people to choose their own track.

"It was very popular," she said. "It allowed people to take courses they had never taken before."

Sessions include such things as inspection techniques, electric hydraulics, components, magnetic braking, emergency evacuation systems, safety restraints, and pneumatics. Members learn about these topics in specialized training sessions conducted by industry experts.

NAARSO will again offer additional training and certification exams for those people involved more on the rental side. That will be held Saturday, Jan. 23. The certification exam will be held Sunday, Jan. 24.

In addition to all the seminars, a NAARSO membership meeting is traditionally held on the first day of the annual forum. During that meeting, new officers are elected. Officers serve a two-year term. This will be the end of the second term for current president Joseph Gallagher, New York Department of Labor. Clyde Wagner, Wagner Consulting, Hillsborough, N.C., is on the nominating slate to serve as the next president. Rick Smith, Ocean Amusements Inc., Ocean City, Md., current treasurer, will step over as secretary.

Current secretary Don Hankins, Oklahoma Department of Labor, will end his term on the board. A new vice president will be confirmed.



## 23RD ANNUAL SAFETY FORUM January 24 – 29, 2010

It's that time of year to begin planning on attending the 23rd Annual Safety Forum for the most up-to-date training and Hands-on activity experience. This year we will be traveling to Myrtle Beach, South Carolina with a visit to the Family Kingdom Park.

Registration will begin on Sunday, January 24 with a class that evening before the Welcome Reception. Classes will end at noon on Friday, January 29 and the Level I & Level II certification exams will take place at 1:00 p.m. on Friday, January 29, 2010. Tuition cost is \$375 for current 2010 members of NAARSO, non-member's tuition cost is \$425.

The event will be held at the Sands Ocean Club Resort located at 9550 Shore Drive, Myrtle Beach, SC 29572.

Room rates are \$48 single/double

Breakfast coupons are available for \$8 per person/per day at the time of reservation.

Membership Meeting will be held at the Sands Ocean Club on January 24, 2010, at 1:30 p.m.

For more information visit our website at [www.naarso.com](http://www.naarso.com), click on the NEWS! button

**PEOPLE WATCH**

**Worldwide Ticketcraft welcomes new sales representative**

Worldwide Ticketcraft is pleased to announce its newest sales representative **Jackie Kotary**. Kotary's sales territory will be Florida and Nevada, she will be working out of her home in St. Cloud near Orlando. Jackie brings with her more than 13 years experience in box office operations and she is also the newly elected president of FLOAT (Florida Association of Ticketing) and an active member of INTIX.



**Kotary**

Kotary was born and raised near Syracuse, N.Y. and earned a Bachelor Degree in Music Technology/Entertainment Arts. After her first job in a box office at a performing arts center, she was hooked on ticketing. As a Box Office Manager, Jackie successfully opened three box offices from the ground up including Turning Stone Casino in N.Y., Thrasher-Horne Center for the Arts in Jacksonville, Fla. and the Blue Man Group at Universal Orlando Resort. Additionally, she has worked for Ticketmaster as the Eastern Regional Manager of Event Programming.

She has been an active member of INTIX since 1999 and was nominated as Ticketing Professional of the year in 2001.

**Jim Sturm named to bowling board**

Bowling Proprietors' Association of America President **Jim Sturm** has been named to the Bowlers to Veterans Link (BVL) board of directors by president-elect John Snyder. The appointment is the first assignment by Snyder who is beginning to set his committees prior to becoming BPAA president at Bowl Expo in June 2010.

Sturm, in his second one-year term as BPAA president, joined the BVL board effective November 22, 2009.

Founded in 1932 and headquartered in Arlington, Texas, BPAA represents the business interests of bowling center owners worldwide. BPAA's mission to enhance the profitability of its member centers and its vision is to be an essential resource to bowling centers and to lead a united, growing, more prosperous and highly regarded bowling industry.

**HIT Entertainment promotes Teri Ruffley**

HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners, has promoted **Teri Ruffley** to the newly created role of vice president Live Events & attractions. Previously, Ruffley was general manager, Live Events & Attractions, a role she had held since joining the company in 2006 to set up its Live Events and Attractions division.

With more than 20 years in the attractions sector, Ruffley came to HIT Entertainment from Intamin, a Swiss based ride manufacturer. At Intamin, she worked in a sales capacity.

Ruffley is highly experienced at working with operators to develop key attractions appropriate for their business. Leading HIT's Live Events & Attractions team, she continues to do this, developing core products using the company's popular brands, in line with market conditions.

Most recently Ruffley sealed a multi-million dollar deal with Themed Attractions and Resorts Sdn Bhd (TAR), a wholly owned subsidiary of Khazanah Nasional Berhad, to bring HIT's 'Little Big Club' children's attraction to the new family indoor theme park at Puteri Harbour, Malaysia.

Peter Byrne, executive vice president Consumer Products International, HIT Entertainment, to whom Ruffley reports, comments: "Teri is a first class professional who knows the attractions business inside out. Since she joined HIT Entertainment she has made a real difference structuring this side of our commercial operation and has generated significant business for the company."

**Christopher Salerno returns to Great Wolf Lodge Poconos**

Great Wolf Lodge in the Pocono Mountains announced that **Christopher D. Salerno** has returned to the resort as the director of sales & marketing.

Salerno most recently served as corporate director of customer contact for Madison, Wisconsin-based Great Wolf Resorts, Inc., the parent company of the 11 Great Wolf Lodge resorts in North America. While there, he oversaw the operations of its Customer Contact Center, including its more than 120 reservationists and the company's customer relationship management. Salerno has transitioned back to Pennsylvania to lead the sales and marketing strategy and outreach for the Pocono Mountains resort. He served as the resort's original director of sales & marketing when it opened in 2005, and helped build it into one of the most profitable assets in the company's system of hotels. Salerno is responsible for achieving occupancy and revenue objectives and directing the daily efforts of the field sales managers. Additionally, he is responsible for executing sales and marketing programs to generate visits from corporate meeting and group segments, as well as leisure travelers.

Prior to joining Great Wolf Lodge, Salerno served as the executive director of Mayfair Festival of the Arts in Allentown, Pa. He also held executive level marketing and sales positions with Six Flags, Inc., Dorney Park and Wildwater Kingdom, and Caesars Pocono Resorts.

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			High	Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$9.08	\$14.10	\$5.75
MGM Mirage	MGM	\$10.35	\$16.89	\$1.81
Six Flags, Inc.	SIXFQ**	\$0.86	\$0.59	\$0.815
CBS Corp.	CBS	\$14.27	\$14.56	\$3.06
Walt Disney Co.	DIS	\$32.43	\$32.59	\$15.14
Great Wolf Resorts, Inc.	WOLF**	\$2.37	\$3.95	\$0.74
Landry's Restaurants	LNRY	\$20.53	\$22.19	\$3.60
Blackstone Group	BX	\$13.39	\$17.22	\$3.55
Village Roadshow	VLRDY***	\$7.736	\$8.781	\$2.67
NBC Universal	GE	\$15.69	\$17.79	\$5.727

Region (U.S.)	As of 12/14/09	Change from year ago
East Coast	2.769	-0.235
Midwest	2.720	-0.314
Gulf Coast	2.699	-0.321
Rocky Mountain	2.783	-0.433
West Coast	2.855	-0.552
California	2.915	-0.623

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**► IALDA**

Continued from page 21

Grund, Sean Hannon, Joe Hassinger, Boyd Jensen, Bryan Pope, Tom Sheehan and Lary Zucker.

IALDA would also like to acknowledge and sincerely thank David Daly of Massachusetts for his dedication and success as the organization's immediate past presi-

dent.

IALDA is an international non-profit association of defense attorneys, operators, insurance representatives, experts and others whose mission is to promote and protect the legal interests of the amusement and leisure industry. IALDA provides a forum for members to exchange information, share experiences and develop com-

mon discovery, safety and litigation strategies. IALDA also operates as a clearinghouse for speakers and authors on industry-specific topics and educational seminars.

For further information contact Joe Hassinger at [jhasinger@gjtbs.com](mailto:jhasinger@gjtbs.com) or call (504) 525-6802.

• [www.ialda.org](http://www.ialda.org).

**► NAME**

Continued from page 21

Jim Atchison, SeaWorld Parks & Entertainment president. "SeaWorld has been a brand associated with quality family entertainment since SeaWorld San Diego opened its gates for

the first time in March 1964."

Despite the new name, little else about the company changes with today's acquisition by Blackstone, said Atchison. The leadership team, park portfolio, operating philosophy, commitment to quality and workforce is

unchanged: "While this is the start of an exciting new phase in our evolution, we remain dedicated to the same values and principles that have been the foundation of our success for five decades."



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## 2009 AIMS Safety Seminar in Las Vegas a winner Seminar was second one for year; first time during IAAPA

I am proud to announce the success of the first AIMS Safety Seminar held in conjunction with the IAAPA Expo. The November 2009 AIMS Safety Seminar held at New York, New York Casino and Hotel in Las Vegas, Nevada, had over 200 attendees from countries as far away as the Gold Coast of Australia, Denmark, as well as numerous Latin American countries. In addition, more than 80 people arrived early to begin the seminar by participating in the annual certification program offered by SkyCoaster U. This year, 97 instructors volunteered to teach over 200 courses over the course of the week. AIMS introduced 28 new courses this year, including courses relating to the Aquatics certification program.

There was a great deal of enthusiasm for the new seminar changes which moved the annual seminar dates from January to November in order to coordinate with the IAAPA Expo.

As part of the new format, AIMS attendees received admission to the IAAPA Expo and spent the full day Wednesday at the Expo meeting vendors and learning more about the amusement industry. During the day, I was approached by several attendees who said the experience gave them a new perspective into the industry.

Our day at IAAPA concluded with a recep-

tion held at Bahama Breeze for the exhibitors of the AIMS Pavilion and seminar attendees. The event, sponsored by Premier Rides, included hors d'oeuvres, cocktails and a reggae band. Judging by the comments and overall enthusiasm of the participants, we have determined that the AIMS Day at IAAPA will become an annual event.

Friday morning we concluded the seminar with 105 candidates who tested for certification in Maintenance, Operations or Aquatics. As an added benefit, those wishing to spend more time at the IAAPA Expo had the opportunity to attend the last day of the Expo.

Producing two successful seminars in the same calendar year is a great credit to all the AIMS volunteers, staff and supporters. I would like to extend a very special thank you to the AIMS staff: Patty Beazley, Holly Coston, Gina Claassen, Maud Hendricks, and Jan King, whose hard work and dedication made the transition to the new time and format so successful. I would also like to say thank you to many AIMS volunteers, ambassadors, instructors, and sponsors who helped make this seminar possible. Thank You, again.

All of us at AIMS hope everyone had a safe and joyfull holiday season and we wish all a prosperous new year in 2010. We look forward to seeing all of you at next year's seminar in Orlando, Florida.

Until then, safe travels.



Moore

## AIMS 2009 Safety Seminar sponsors recognized

AIMS would like to thank the following sponsors that made the 2009 Safety Seminar in Las Vegas, Nevada a HUGE success. They are:

- Amusement Today
- ASTM International
- Barr Engineering
- Beams Industries
- CRM/Chance Rides

- Mfg., Inc.
- CLM Entertainment
- Eli Bridge Co.
- Haas Wilkerson Insurance
- Huss Parts & Service GmbH
- J.P. Hinde & Associates
- Kumbak - The Amusement Engineers
- Outdoor Amusement Business Association

- Premier Rides
- Rides-4-U, Inc.
- Ride Entertainment Systems
- Ralph S. Alberts Co.
- Skycoaster
- The Sheehan Firm P.C.
- Uremet Inc.
- Vekoma Rides Mfg. B.V.
- Worldwide Ticketcraft
- Zamperla Inc.

## Awards, scholarships presented during seminar

During its 2009 Safety Seminar and Certification Testing held this past November at the New York New York Hotel and Casino in Las Vegas, Nev., AIMS International presented its annual awards during the safety seminar.

The following awards were presented by the board of directors:

• **Antonio Zamperla Award**, given for operational safety in the amusement industry was presented to **Greg Hale** with **Walt Disney World**

• **John Allen Award**, given for the most outstanding contribution to Amusement Rides Safety within the park industry was presented to **C.W. Cravens** with **Doppelmayr**

• **Frank Hrubetz Award**, given for the most outstanding ride safety within the carnival industry was presented to **John Hinde** with **J.P. Hinde and Associates**.

• **Red Wood Award**, given for the most outstanding contribution to amusement ride inspection and midway safety was presented to **Joe Bixler** with **International Leisure Consultants**.

The following awards were voted on by the safety seminar students and instructors:

• **Lee Sullivan Award**, given for the most

outstanding student during the 2009 Safety Seminar was presented to **Rich Peterson** with **Moreys Piers**.

• **Harold Chance Award**, given for the best presentation during the 2009 Safety Seminar was given to **Dave Cicoria** with **Freestyle Music Park**.

• **Art & Bruce Sellner Award** given for the best manufacturer's presentation during the 2009 Safety Seminar was presented to **Vekoma Rides Mfg. B.V.**

AIMS presented two scholarships during the safety seminar. This year's winners of the **Jimmy Floyd Scholarships** were:

• **Bobby Park** with the **State of California Dept. of Occupational Safety & Health** and

• **Chad Rankin** with **Disneyland**.

Also during the safety seminar the **Outdoor Amusement Business Association (OABA)** presented four scholarships to:

• **Robert Stoker** with **Ray Cammack Shows**;

• **Ronald Haen** with **Ray Cammack Shows**;

• **John D. Lamoreaux** with **Funtastic Shows** and

• **Roger Martinski** with **McDonagh's Amusements**.

*"The 2009 AIMS Safety Seminar provided me with a wealth of information on ride safety, preventative maintenance and procedures according to manufacturer specifications. AIMS also provided a large number of manufacturer's representatives that I could talk to on a one on one basis. The classes were open and answered questions relevant to your needs, whether you are a show owner, a permanent park employee, a consultant, or with a state agency. The AIMS Safety Seminar provides excellent classes for advancing your knowledge in how to teach a class, speaking to a group, as well as how to deal with employees. The AIMS Safety Seminar would be a valuable school for anybody in the industry trying to increase their knowledge in the amusement ride industry."*



Randall McGinnis,  
Inspector & Investigator  
for the Safety Standards  
Division for the  
State of Oklahoma,  
Department of Labor

## IAAPA 2009 - LAS VEGAS

## 2009 IAAPA trade show and convention declared a hit

**Pam Sherbrone**  
Amusement Today

It was an expensive show for most exhibitors at this year's IAAPA Attractions Expo, held in the Las Vegas (Nev.) Convention Center, Nov. 16-20, yet most seemed pleased with the traffic on the tradeshow floor and attendees enjoyed being at a totally different site.

"I think it was nice being at a different venue," said Bob Minick, Minick & Associates, Dallas.

"This is the busiest we've been at IAAPA in several years," said Kathy Archer, S&S Worldwide, Logan, Utah, which sported a brand new booth this year that also won the company the IAAPA Impact Award.

"We are very positive about the show," said Rob Steens, Vekoma Rides Manufacturing Inc., Netherlands. "It is a good show for us."

This was the first year in IAAPA's history that the trade show and convention was held in Las Vegas. Surveys extended to members over the past several years indicated an interest from members in an East Coast/West Coast rotation.



Numbers seemed to have substantiated the sentiment.

Preliminary estimates indicated 24,000 people including approximately 14,700 buyers from 108 countries participated in the 2009 show, according to IAAPA. Overall attendance showed only an approximate 200-person increase over the 2008 show in Orlando, Fla. However, according to IAAPA's figures, the buyer figure represented an increase of almost 17 percent compared to the number of buyers who participated last year. There were 12,300 buyers at the 2008 show.

"We had some concerns about the economic conditions of the past year, but Vegas delivered the buyers as we anticipated it would," said Charles Bray, president and CEO of IAAPA. "It may have taken us 91 years to get here, but based on these results, we look forward to our return in 2011."

Of course, not everyone was quite as pleased. The layout of the floor was, at the most, confusing to some attendees, especially the first couple of days. Even numbered rows were found on one-half of the floor, while odd numbers were in the other half. Plus, the show was split on two separate levels.

"I don't feel the hall layout was as well suited for us as others, being on two floors," Minick said.

Some exhibitors weren't that impressed either with the traffic on the floor.

"No one is knocking down the booth to buy anything," said Tom Rebbie, Philadelphia Toboggan Coasters Inc., Hatfield, Pa. "I really don't like the layout."

Then there were the union costs associated with assembling and maintaining booths this year. Stories of exhibitors spending tens of thousands of dollars for equipment delivery and booth assembly and maintenance abounded.

Still most exhibitors were pleased and hoped for follow-up business after the show.

"We are happy with the show," said Kathleen Silvestri, Bumper Boats Inc., Newport, R.I. "Attendance is good and we are getting good feedback. We went with a smaller booth because of the costs. But, we have been at this show for a long time. People know who we are."

The company exhibited its line of "tried and true" kiddie bumper boats.

According to IAAPA's numbers, buyers on the trade show floor represented amusement parks, waterparks, zoos, aquariums, museums, resorts, independent attractions, and casinos from around the world. An initial analysis showed significant increases over the 2008 Expo in the number of senior-level management buyers (22 percent increase), first-time Expo attendees (12 percent), and buyers from small parks (27 percent), family entertainment centers (20 percent), waterparks (25 percent), carnivals (63 percent), and casinos (139 percent).

Exhibitors on the trade show floor represented at least 125 categories of products and services, including theme park rides, show production services, displays and sets, food and beverage products and services, consultant services, design services, ticketing systems and information technology.

There were rides being bought and sold, food supplies being tasted and ordered, and souvenirs and novelties being tested.

#### First-timers pleased with results

More than 100 companies were expected to exhibit for the first time. Aerotower America, Indianapolis, Ind., was one of them. That company exhibited its balloon ride that allows participants to experience the thrill of a balloon ride, yet they don't need to worry about the balloon carrying them away. The balloon, which has a gondola that can hold up to 20 passengers, is encased in a 343-foot (104.5-meter) high tower.

"It takes three minutes to go up and three minutes



AT PHOTO / DAVID LIPNICKY

**For many exhibitors at the 2009 IAAPA tradeshow and convention, the slight increase in attendance over 2008 felt like a positive step in the overview of the current economy. In addition, many exhibitors also felt the attendees on the floor were serious and wanted to buy. That was the case at the Vekoma Rides booth, shown below. The booth stayed busy and Vekoma's Rob Steens told AT it was a good, positive show.**



to go down," said the company's Tim Coughlin. "The linger time at the top is adjustable. We are getting a huge amount of traffic at our booth. This ride has a huge amount of potential. The balloon can actually serve as a billboard, because it can be seen a long distance away."

Coughlin has partnered with Interactive Rides, Logan, Utah, to manufacture the ride's components.

"I interviewed 20 different companies before I went with Interactive Rides and I have been very pleased," he said.

There was also KMIT Solutions, Twinsburg, Ohio, exhibiting its integrated software system to the park industry for the first time.

"Our product release was in January, 2009," said Dennis Saralino, sales manager. "This is the latest generation of technology. We are able to integrate all systems or just parts, whatever our customers want."

#### Tradeshow hosted large number of theming and live performance companies

Attendees also found an abundance of show production services along with theming design exhibitors this year. For example, the Gargoyle Shock from Distortions Unlimited, Greely, Co., showed passersby why the word "shock" went with this gargoyle. As attendees watched the gargoyle unfurl his wings with fog, strobe and sound, the "prop" suddenly came to life and the actor jumped from its base out onto the trade show floor.

There were other forms of entertainment on the floor such as Atom, the World's Fastest Painter, produced by Class Act Performing Artists and Speakers Inc., based in Lake Geneva, Wis. Atom, while talking to his audiences, paints lunar landscapes and space worlds in three min-

► See EXPO, page 26

### FAST FACTS

#### IAAPA Attractions Expo 2009 By the Numbers

- Attendance at the education program sessions was 7,400 participants
- 130 golfers helped raise \$45,000 for Give Kids The World ([www.gktw.org](http://www.gktw.org)) in the IAAPA International Charity Golf Tournament
- 37 people exercised for a good cause in the IAAPA 5K Fun Run and 1K Walk for Give Kids The World
- 1,000 Expo participants attended the Opening Reception
- 340 industry leaders learned how Blue Man Group intersects with the attractions industry from cofounder Matt Goldman at the General Managers and Owners' Breakfast
- 470 enjoyed the IAAPA Bright Lights Party at LAX Nightclub
- 150 young professionals attended a reception at Margaritaville

## IAAPA 2009 - LAS VEGAS

## ►EXPO

Continued from page 25

utes.

Cool Dog Productions, Las Vegas, Nev., is a veteran exhibitor. Lou Mack has been bringing videos of his talented dogs for over a decade. He also usually has one of them sitting alongside him in his booth.

HIT Entertainment held a press conference during the show to announce success and further developments for its attraction business. It was announced that performance highlights impressed attendances at Thomas Land, Drayton Manor Park, and at the newly opened Thomas Land, Shin-Misato, Japan, as well as the recent deal signing for Asia's first Little Big Club at the family indoor theme park, Puteri Harbour.

Thomas Town, Shin-Misato, was launched in September, 2009, with leisure operator Pleasure Cast. It is the first Thomas branded indoor facility and has been a great success. HIT Entertainment and Pleasure Cast are now in discussions regarding roll out of the Thomas Town attraction format in shopping centers in Japan in all major metropolitan centers across the country.

HIT representatives also



AT PHOTOS / DAVID LIPNICKY

**The 2009 IAAPA trade show and convention drew exhibitors from all over the world. Here are four booth scenes from this year's show. Clockwise, from top left, are Intamin (Liechtenstein); Gerstlauer Amusement Rides (Germany); 3DBA/Alter Face, (Belgium) Preston & Barbieri (Italy), a combined booth; and National Ticket Co., (Shamokin, Pa.).**

spoke of their successful relationship with Six Flags and of the success of "Bob the Builder in 4D: Bob the Builder and the Roller Coaster."

#### Veteran exhibitors display versatility

Then, there were the veteran companies showing not only traditional products, but also brand new lines, such as Waterloo Tent & Tarp, Waterloo, Iowa. This company was debuting its new GreenTwo Mobile Solar Power Unit. According to Billie Woods, sales and marketing coordinator, the new product is a pull-behind and, depending on the unit's size, can produce from five to 12 kilowatts of power.

"We are just showing our brochures here at IAAPA," Woods said. "We will have an actual unit on display for the IAFE show (International Association of Fairs and Expositions.)"

The IAFE trade show and convention was in Las Vegas about one week after the IAAPA event.

VentureAxis, a private firm dedicated to solutions for enhancing multichannel cus-

tommer experience, and RFID n Print Pty. Ltd., of New South Wales, Australia, announced the formation of Talisman, a new business focused on delivering real-time business intelligence for brand rewards and mobile marketing at amusement parks and attractions in the leisure, entertainment and hospitality markets worldwide. The company made the announcement just prior to the IAAPA show and was on-hand to show attendees what they could do.

Headquartered in Las Vegas, Talisman is led by John Keast, co-founder and president, and Cindy McNamara, co-founder and vice president of business development. They have collaborated with Bruce Hegan, founder and president of RFID n Print Pty. Ltd., a manufacturer specializing in RFID, bar-coded and imprinted wristbands.

The new wristband provides instant rewards for brand loyalty and "unlimited promotional offers" through Talisman, according to Carol Broadbent, vice president marketing.

Another new creative idea came from Creative Works,

Indianapolis. That company released a new attraction for the 2009 IAAPA show called Lazer Franzy. It is a new arcade-style attraction that combines the use of interactive lasers with LED technology that "literally" gets the player inside the game. Fitting into a space as little as 200-square-feet, players find themselves inside a glowing backlight environment with brightly colored laser beams shooting across the room creating a web of lasers.

#### Education also part of IAAPA show

There was a lot to learn from the trade show floor this year. But, there was also a lot of education happening within the confines of session rooms where speakers and industry experts led seminars and workshops. There were more than 100 industry-specific educational sessions offered this year on topics such as food and beverage operations, live entertainment, ride safety, the state of the industry, developing trends, and two of the year's hottest topics – generating revenue and effective use of social media.

There was a new track added this year that focused specifically on casino operations and specialists.

There were behind-the-scene tours of "The Beatles LOVE" by Cirque du Soleil show; "Le Reve" tour and show; Blue Man Group tour and show; "Jubilee" tour and show; Caesars Palace food and beverage tour; and Caesars Palace security tour.

And, of course, there was IAAPA business conducted and awards presented. Inducted into the Hall of Fame this year was Ricardo Castillo. Castillo created the Institute for Recreation for Private Sector Workers in Guatemala and since worked tirelessly in the industry, creating two award-winning parks.

Frederick Thompson and Elmer "Skip" Dundy were also inducted for their work on Coney Island, New York. Thompson, an architect, and Dundy, a local businessman, were significant forces during the birth of the attractions industry during the years of 1862-1907. The two founded Luna Park in 1903 along the Coney Island seaside in New York.



AT PHOTOS / PAM SHERBORNE

**This gargoyle by Distortions Unlimited, Greeley, Colo., comes to life and jumps into the passing crowd. This was just one of many theming products on exhibition at the IAAPA 2009 tradeshow.**

## IAAPA 2009 - LAS VEGAS

## Water slides, water rides and water toys in abundance at IAAPA

**Pam Sherborne**  
Amusement Today

From waterslides and waterplay structures to large musical fiberglass fish, water rides and products abounded on the 2009 IAAPA tradeshow floor.

SCS Interactive, Denver, Colo., introduced several new products this year, one of which is the new HydroLine, bringing hands-on interactive and climbable structures with tipping buckets and iconic elements to the municipal aquatic centers, parks, campgrounds, hotels water parks and resorts. The new line is stainless steel and offers excitement for children in a small, cost-effective package.

The company also introduced their HydroPhone, a musical instrument that makes music out of water. The unit looks like a large fish with water coming from small holes on the top side. A figure placed on one opening diverts the water across a sound board, creating tones that are then amplified. It can be used as a stand-alone attraction or add it to other water play elements.

"We have called our HydroPhone Nessie," said SCS's Bryan Merritt.

Steve Wagner, also of SCS, said the company was also debuting its Cannonball water

ride. The ride creates a water wave that actually carries the rider out, looking more like they are being shot out of a cannon.

"We also have a new collapsible play structure that is perfect for municipal pools or club pools," Wagner said.

The structure is nine feet wide when pulled out to full size with a variety of play elements. But, when, for example, the pool is being used for lessons, swim teams, etc., it can collapse and fold to a width of about three feet. And, because it rests on wheels, it can be moved against a wall out of the way.

Splish Tacular Entertainment, LaQuinta, Calif., presented two of that company's patent-pending water rides, 360Rush and SplashRally during the 2009 show. Steve Levin, founder and president of SplishTacular had called these two new rides "one-of-a-kind rides," which offer "unprecedented features."

The 360Rush allows two riders to spiral down into an enormous "chase bowl." After racing down enclosed slides, reaching speeds up to 40 miles per hour, riders enter the bowl on opposite slides at exactly the same time and being the unique effect of "chasing" each other in high-speed, 360-degree revolutions. Riders come to a gentle stop and stand in a 25-foot diameter shallow braking pool.

SplashRally features a curvy, figure-eight shape design to allow the slides to be of equal overall length, while adding the thrill of banked turns and tubes passing each other. Riders careen down SplashRally sitting atop a two- or three-passenger tube. Once the race begins, all guests are sprayed by the first water cannons, as they begin their descent down the 604-foot track. All except the winning rider are deluged by a final water cannon signaling the end of the race.

Another new product debuted on the tradeshow floor involved expansion into water kinetics. Warren Craig, Empex Water Toys, Ontario, Canada.

"These are play items that are driven by water," Craig

said. "It's all about wheels turning wheels."

Craig said Empex has been developing water play elements for six years. He is seeing a lot of interest being generated from the resort side.

"We call the play structure Circus McGurkas," Craig said. "We also have an element called the Aqua Frizz. The water comes from these top tubes creating a look of wild frizzy hair. It also uses kinetics."

Craig said Empex's water elements are all fiberglass so not to promote algae growth.

ProSlide Technology, Ontario, Canada, won IAAPA's Best New Water Ride Product this year for the ProSlide TantrumTwist. The new water attraction was installed this year at both Splish Splash Waterpark, Riverhead, N.Y., and Wet 'n' Wild Emerald Pointe, Greensboro, N.C.

The attraction allows groups of two to four riders to first plunge into a 10-foot diameter dark tunnel. They quickly accelerate through the 450-degree vortex tunnel before being launched into the Tantrum 26-foot enclosed funnel.

Riders are then propelled vertically up the opposite wall and experience momentary weightlessness, then experience a second vertical weightlessness sensation by accelerating down and back up the opposite side.

Riders then finish off with a second 270-degree accelerating vortex, before finding themselves in the landing pool below.

Proslide's new RideHouse was also displayed. The all-new experience in family water play structures is geared toward all ages and includes water cannons, active water sprays, and RideHouse versions of many of the ProSlide rides never found on a multi-level water play structure.

Whitewater West Industries, British Columbia, Canada, displayed its signature attractions this year, including the Master Blaster and the Family Boomerango. In 2009, Whitewater installed a dueling Master Blaster at the new Wet 'n Wild, Phoenix, Ariz., the first of its kind. The



AT PHOTOS / PAM SHERBORNE

Above, SCS Interactive, based in Denver, Colo., displayed its new HydroPhone at the IAAPA show. Here, Bryan Merritt shows attendees how it is done. Below, this waterplay structure is run by kinetics, one of the newer products by Empex Watertoys based in Ontario, Canada.



AT PHOTOS / DAVID LIPNICKY  
Whitewater West has seen a flurry of interest in its new AquaLoop, with several installations already sold for the coming years.

company also installed a second dueling Master Blaster in Ocean World indoor waterpark, Korea.

The Atlantis resort, Dubai, also opened a new Master Blaster in 2009, and in 2008, four were installed in one structure in Korea. The latter wasn't a dueling Master Blaster, "just a very large structure," said Julie Zakus, marketing manager.

The Family Boomerango was also featured in the booth, as was the AquaLoop, which the company launched in

2008.

"We have about 20 signed contracts for the AquaLoop," Zakus said. "That attraction has definitely been hot this year."

Prime Play, WhiteWater's dry ride division, was showcasing the HyperDrop, a dry version of the AquaLoop. WhiteWater also displayed its version of a musical water toy. Called AquaTunes, WhiteWater showcased its product looking like a fish or a tube located on its water play structure.

## IAAPA 2009 - LAS VEGAS

## Exhibitors help IAAPA attendees find the perfect extra income source

**Pam Sherborne**  
Amusement Today

Additional sources of revenue can make a significant impact on the bottom line for all amusement attraction facilities.

That is why many industry members combed the 2009 IAAPA trade show floor to find those sources that fit best for their facilities, whether they are games, food, novelties and/or souvenirs.

Exhibitors with just those type of extra revenue sources were definitely on hand with their tried and true and/or with their new.

Skee Ball Inc., Chalfont, Pa., is celebrating its 100th anniversary this year by making improvements to its signature game, Skee Ball.

"We took the recommendations and suggestions from an abundance of sources and improved our model," Smith said. "First of all, we priced our units at a competitive price. We also took all the electronics of the game and put them at the front of the game.

"We have made them dollar bill and/or card acceptor ready," he said. "The games also have improved lighting and can be customized with graphics. Access to the target board is at the front of the game. In other words, you never had to pull the machine out from the wall.

"We are getting a great response," he said. "Really, better than we thought."

Skee Ball Inc. was exhibiting a 1939 refurbished model in its booth this year. The company has also come out with a replica of the original model that it is selling for home use.

Bob's Space Racers, Daytona Beach, Fla., showed its new games geared toward the smaller and younger attractions participates. Those games include Big Dog, a game where all that is required is pushing on a bone. Sharkey's Treasure is a shooting game where the balls shoot out automatically.

"All the kids have to do is aim," said the company's Kathleen Connors.

Then, there is the Lucky Duck, a duck pond on wheels. Speed Bag is just the right height for a smaller puncher. And, the game is about speed and coordination, not strength.

New-timer gamer at IAAPA was David Miller, Amusement Corp., Fremantle, Australia. Miller was exhibiting his new Catch a Fish. The game participant catches a fish in the swirling water with a net, then carries the fish to a weighing station. The participant wins a prize depending on the weight of the fish.

"The fish contains a computer chip that is programmed for a certain weight," Miller

said. "The park can control how much a fish must weigh before someone can win a prize. The chip also can keep and store data to be retrieved at the end of the day."

This was Miller's first time at IAAPA. He had a great response. The whole game packs down into a road case.

"The show was a huge success for us," he said. "Our initial production line of Catch a Fish games sold out. We have started a new production run and we will have units ready for delivery in January, 2010."

Along with games, redemption and retail plush is also a great source of extra income and exhibitors debuted their newest and best.

Nanco, Manalapan, N.J., showed off its new and popular plush. Nanco's Mike Petren, senior vice president, said his company offers a lot of licensed plush toys.

"We have expanded our Smurfs line and brought back the M&M line," Petren said. "A couple of years ago there was a wave of popularity for the Littlest Pet Show products. Sponge Bob continues to be popular. We obtained South Park in 2009, which is very popular."

Domo, a mascot from a Japanese television station, has become a popular character as well.

Peek-A-Boo Toys, Pennsauken, N.J., exhibited its line of round plush animals, which have been very popular this year, said Tommy Rafferty. The company's caterpillars with the park name also have been good sellers. Peace sign items have also been popular for Peek-A-Boo.

"We just never have enough peace sign pillows," Rafferty said.

Dennis Clark of U.S. Toy Co. Inc., Grandview, Mo., was having a good show in Las Vegas, even though the economy overall has been down.

"But, the biggest thing is the kids," Clark said. "People may not spend as much on other things, but they will spend it on their kids."

Virginia Toy & Novelty, Virginia Beach, Va., has done well with the jumbo custom drop necklaces.

"It is a great way to adver-



AT PHOTOS / PAM SHERBORNE

**Jackie Gallegas, sales and marketing, left, and Lisa Dominique, owner of Sippers By Design in Miami, Fla., show some of the company's new products at the IAAPA show in Las Vegas.**

tise a brand or business," said the company's Matthew Smith. "We have also just started carrying tranquility fountains. We have six different styles."

Other popular Virginia Toy & Novelty items at amusement parks include swords and LED batons.

Sippers by Design, Miami, Fla., offers another great source of revenue. That company's line of novelty and souvenir beverage cups has been very popular, said owner Lisa Dominique. She was experiencing brisk business at the IAAPA show in Vegas.

"We are getting three times as much business here as we did in Orlando," Dominique said.

New to her line of souvenir cups include handle quarts with glossy labels, long neck pilsners and alien space invader cups.

Anna Pfeiffer, business development, Image Sunwear, was showing off her company's line of sunglasses. New products introduced in 2009 included special identifying sunglasses for lifeguards.

Food, of course, is also a significant source of extra revenue. Exhibitors such as Lil' Orbits, Minneapolis; Perky's Pizza, Oldsmar, Fla.; Dippin' Dots, Paducah, Ky.; and Mini Melts, Norwich, Ct., contin-

ue to draw lines at IAAPA shows.

Veteran exhibitors such as Gold Medal, Cincinnati, Ohio, also were busy at the 2009 show. New to Gold Medal this year was the Hawaii Finest Shave Ice machine and the new deluxe snow cone machine.

Quik n' Crispy, Greaseless Fryer, Baton Rouge, La., had a busy 2009, according to Paul Artt. The greaseless cooking machine has become a popular mechanism for making funnel cakes, he said.

A new food exhibitor this year was Chipstix, N. Wildwood, N.J. Brian McDowell, the owner of the company, was busy with inquiries. McDowell was on Donald Trump's "The Apprentice," during the 2005 season.

"I went on as a real estate broker," McDowell said. "I still do that. But, now I am expanding into other businesses. I was on the season that was 'Street Smarts vs Book Smarts.'"

McDowell represented the "street smarts," having only a high school education.

"I actually fired myself," he said.

Chipstix is a deep-fried potato that has been cut and twirled on a stick. There are a variety of seasoned salts that are available.



AT PHOTOS / DAVID LIPNICKY

**Bob's Space Racers always has a flashy game for display and play at IAAPA and this past show was no different with this Whopper Water game catching much attention by attendees.**

## IAAPA 2009 - LAS VEGAS

## IAAPA ride exhibitors show off their newest and best

**Pam Sherborne**  
Amusement Today

The IAAPA annual trade show, held this year Nov. 16-20, is traditionally a place where ride manufacturers showcase their newest, best, and tried and true.

The 2009 show continued that tradition, yet was different from all others. This was the first year in the association's 90-year history that the annual event was held in Las Vegas.

And, many exhibitors were pleased with their results at this year's show even though costs associated with receiving supplies, and setting up and maintaining booths were much higher due to union jurisdiction.

Yet an increase in buying power made those costs somewhat less painful.

"The perception is that attendance is up this year," said Lucy Murphy, Zamperla, Boonton, N.J.

And, that perception proved to be true.

IAAPA officials reported an increase in overall attendance, but the significant increase for trade show exhibitors was the 17 percent in attending buyers. However, some exhibitors felt the largest bulk of buyers attended the first two days of the four-day show. Attendance waned on the floor the final two days.

Still, "This is the busiest



we've been at IAAPA in several years," said Kathy Archer, S&S Worldwide Inc., Logan, Utah.

"We have been very happy with the show," said Walter Bollinger, Bollinger & Mabillard, Switzerland.

Every year in the trade show history, there are some surprises and announcements. This year the German ride manufacturer, Mack Rides, made two major announcements. The first was the agreement between Mack and Le

Pal amusement park in France for Mack's first free spinning coaster in Europe. That agreement represents a \$3.5 million Euro (about \$5.3 million US) investment that is expected to open in the spring of 2011.

"Visitation has been increasing at Le Pal," said park owner Arnaud Bennet, on hand for the Monday, Nov. 16, announcement. "We are a zoo and an amusement park. We have many things for young children and families. But the teenagers want more thrill. We feel this ride will give them that, yet the entire family can ride it."

Bennet said Mack was selected because of the good relationship already formed with the German ride manufacturer.

"We already have two Mack rides," he said. "We have had a high level of satisfaction with them. We know everything is going to be okay with Mack."

The coaster will be 20 meters high (65.62 feet) and will have a track length of 460 meters (1,509.186 feet). There will be two trains, each with four cars. Maximum capacity for each train is 16.

The second announcement by Mack came the next day of the show. Blackpool Pleasure Beach, England, bought Mack's new ride, Twist



AT PHOTOS / DAVID LIPNICKY

Zamperla's Valerio Ferrari, at left, had just a moment to discuss the MotoCoaster during a busy show. The company, located in Boonton, N.J., was exhibiting, among other products, a newly rethemed Barnyard ride, called Beach Shack. The booth for Rides-4-U, Somerville, N.J., above, stayed very busy during the four-day show in Las Vegas. Len Soled said the show was very successful for his company.

'n' Splash. The model had just been completed, the ride is so new. It was a surprise sale.

The new ride is described as being similar to a tea cup ride but the gondolas are floating in water. Even though each gondola is circling on an underwater track, it gives the feel of free-floating because it does spin. Each rider is able to shoot the water guns in each unit, while at the same time, those watching the ride can also use stationary water guns. Mack was getting very good feedback.

Albert Frieden sat down with AT and spoke about his recent purchase of Dartron Rides from J. Robert Coil.

"Then, right after the purchase was final, I signed my first contract," said Frieden, with a smile. "I signed a contract for the Zero Gravity. Albion Amusements (based in Ontario, Can.) owned by John Robertson bought it. I am also seeing a lot of interest in the Down Draft."

Frieden, who was already with Dartron, said Coil is semi-retiring, but will stay on as a salesman and consultant for the next two years.

"So, it should be a very smooth transition," he said. "Dartron has a well proven product line."

Two years ago, Coil announced that Larson International, Plainview, Texas, would start manufacturing the Dartron Cliff Hanger and Zero Gravity. Jeff Novotny, Larson

president, began handling sales of those two rides as well. Coil had said in 2007 that he would continue to sell new rides and keep operations of Dartron parts and services in Salem, Ore.

Novotny was on hand at IAAPA exhibiting, among other products, the Super Shot Tower.

Len Soled, Rides-4-U, Somerville, N.J., said the LED lighting packages he is selling is still generating a lot of interest. Lou Weaver, Interstate Amusements, New Smyrna Beach, Fla., has contracted for a package for his Mulligan wheel. Corky Powers, Powers Great American Midways, Burgaw, N.C., has contracted for LED packages for both his Mulligan wheel and a Zierer Wave Swinger.

"On the amusement park side, we sold a new Chopper Train to Steele Pier in Atlantic City and a Puppy Love (SBF/VISA) to a carnival," Soled said. "Overall, we are very happy with the way the show turned out. We got a lot of leads and sold a lot of used rides, both internationally and domestically."

Zamperla's Murphy said that company is continuing to develop new rides while expanding a presence in the global marketplace. Zamperla brought its Barnyard back this year to IAAPA, but was completely rethemed as the Beach Shack, showing the versatility

▶ See RIDES, page 30



The German ride manufacturer Mack Rides exhibited a new ride this year called Twist 'n' Splash. The model had just been completed before the show. A unit was sold during the show to Blackpool Pleasure Beach, England. The interactive ride has two patented innovations which allow the boats to safely free float and rotate on their own axes.

## IAAPA 2009 - LAS VEGAS

## ►RIDES

Continued from page 29

of the piece. Murphy said their booth had sustained good foot traffic and the Beach Shack was maintaining interest.

Walter Bollinger said Bollinger & Mabillard had been very busy throughout 2009. The company opened three coasters in 2009: Manta at Sea World, Orlando, Fla.; Diamondback at Kings Island, Ohio; and another coaster at Shanghai, China.

The company didn't showcase a new ride this year, but plans to bring one to IAAPA in 2010.

Chance Morgan, Wichita, Kan., exhibited its new Unicoaster at the 2009 show. Sara Julian had said the ride has a 16-passenger capacity and features eight rotating arms with two passenger vehicles on each arm. This ride allows each vehicle's passengers to control their own spin, both in forward or backward direction by a joystick mounted between the two seats.

The company has stayed busy in 2009, according to Julian, with several new international park projects as well as domestic ones where the company spent much of the first quarter of this year playing an instrumental role in rebuilding Landry's Kemah Boardwalk, Kemah, Texas.

S&S brought a full-scale vehicle for the company's new Free Fly coaster.

"This vehicle is certainly causing some interest," Archer said.

The Free Fly coaster is a

new ride that features offset, longitudinally spinning vehicles and a new patented air suspension system. Passengers rotate around the track's centerline in a clockwise or counter-clockwise direction. The new coaster won S&S the IAAPA Best New Product award during the show.

"This coaster actually changes the experience of the rider," Archer said. "The cushions in the air suspension system makes the ride very smooth."

S&S also won the IAAPA Impact Award because of its new booth. Company representatives were very excited about the new booth.

"It was designed and built in house," Archer said. "We have made it sleek looking with the glass and incorporated ride parts."

S & S used roller coaster rails as overhead light supports for the meeting area. Bolts and large ride support parts served as building support structures.

The Gravity Group, Cincinnati, Ohio, displayed its new Timberliner cars which will be installed on The Voyage, Holiday World. The company's Larry Bill said the new cars' wheels are engineered to steer through curves as they move along the coaster track, creating a smoother ride and less wear and tear on the track.

The seats are ergonomically designed for greater comfort, including an exclusive seat-suspension design. The padded seats will also accommodate wider-hipped and longer-legged riders.

A.R.M., Wintersville, Ohio, showcased its new 100-foot (30.48 meters) tower swing, Vertigo. Other new products included a new collapsible trailer Super Shot Drop Tower and the 80-foot (24.384 meters) Vertigo swing ride.

"The show went well for us," said Mike Gill. "Interest in the Vertigo in all versions was great. We signed a few Vertigo contracts as well as Ali Baba and Super Shot. Our production schedule for 2010 is filling up fast."

Zierer, Germany, showcased its family products, such as the Jumping Dragon, Tower Launch Coaster, Flying Fish, and Wave Swinger at this year's show. Marina Ernst said the show was going well for them and they have been very busy in 2009.

Vekoma Rides, Switzerland, had a very positive show this year, according to the company's Rob Steens. The company was showcasing many of its products including new trains suitable for family and thrill mega coasters. The trains are available in sit-down and suspended configuration. Installations are expected in 2010.

Patty Sullivan, Eli Bridge Co., Jacksonville, Ill., told AT she had just signed with Scheel's for another inside wheel. She has already supplied the company with two wheels. Sullivan has also been instrumental in "Ride Safety Education for Children," a program which teaches school-age children about amusement ride safety.

"I do wish more people would do this program,"



AT PHOTOS / DAVID LIPNICKY

**Maurer Sohne of Germany showcased its new X-Car Music, one of the most sound-enhanced coaster cars in existence today. The fully integrated touch-screen control on every seat allows passengers to create their own music for the ride, while stereo speakers guarantee a rich sound that only that specific passenger can hear. In addition, there are on-board video cameras with infrared LEDs that can capture the entire adventure, even in the dark areas.**

Sullivan said. "It is one way to keep everyone safe and promote the event or park at the same time."

ETF Ride Systems, Holland, was featuring two new dark ride applications which were just recently opened, one at the Continium Discovery Center in Holland. This smaller ride is based on three ETF trackless Multi Mover vehicles which guests visit first before entering the actual museum section.

The second and most recent is the dark ride "Motor Mania" of the Ringwerk at the Formula 1 racetrack Nurburgring, Germany. This ride gives guests the task of collecting parts and building a

Formula 1 race car.

Great Coasters International, Sunbury, Pa., a builder of custom wooden coasters, displayed project photos at the show this year featuring some of its most recent works. Those include Prowler, built for Worlds of Fun, Kansas City, Mo., for 2009; El Toro, built for Freizeitpark Plohn, Germany, for 2009; and Terminator Salvation, built for Magic Mountain, Valencia, Calif., also for 2009.

Great Coasters had announced earlier it would build a new wooden roller coaster for the Dutch theme park, Efteling. The coaster is to be a dueling coaster and is scheduled to open mid-2010. It will be 1,400 meters (4,593 feet) in length and will have a maximum height of 25 meters (82 feet).

Maurer Söhne, Germany, introduced its new X-Car Music roller coaster car. Passengers are able to choose the music they want to hear on the ride. The technical realization involves an innovative multimedia seat and easy-to-use PDA.

The sound system is installed at the head height to provide a stereo experience. The industry debut of the cars was held on July 4, 2009, on the Hollywood Rip, Ride, Rockit coaster at the Universal Orlando Resort.



**Chance Morgan, Wichita, Kan., featured its new Unicoaster at its booth during the 2009 IAAPA show. The new ride features eight rotating arms with two passenger vehicles on each arm. A reliable favorite like the 50's cars, shown here, was on display in Chance's booth.**



**Great Coasters International, Sunbury, Pa., a manufacturer of custom wood coasters of all shapes and sizes, displayed many of their projects during the IAAPA show this year. The company announced in November a new project to build a wooden coaster at the Dutch theme park Efteling. Here, with Great Coasters, are, from left, Jeff Pike, Clair Hain, and Chris Gray.**

## IAAPA 2009 - LAS VEGAS

## 2009 Brass Ring award winners announced

IAAPA announced on Nov. 16 the winners of its Brass Ring Awards at the 2009 IAAPA Attractions Expo in Las Vegas, Nev. The awards honor originality, creativity, and excellence in marketing, advertising, and public relations in the attractions industry. Taking home the 2009 Brass Rings were:

### Integrated Marketing Campaign

Class 1: **Adventure Landing**; Jacksonville Beach, Fla.  
Class 2: **Kidzania de Mexico SA de C.V.**; Mexico City, Mexico.  
Class 3: **Six Flags The Great Escape**; Queensbury, N.Y.  
Class 4: **Minnesota Zoo**; Apple Valley, Minn.  
Class 5: **San Diego Zoo**; San Diego, Calif.

### Marketing Collateral

Class 1: **Xplor**; Cancun, Mexico.  
Class 2: **Dutch Wonderland**; Lancaster, Pa.  
Class 3: **Xcaret**; Cancun, Mexico.  
Class 4: **Columbus Zoo and Aquarium**; Columbus, Ohio.  
Class 5: **Floriade 2012**; Venlo, Netherlands.

### Online Advertisement

Class 1: **Ocean Breeze Waterpark**; Virginia Beach, Va.  
Class 2: **Dutch Wonderland**; Lancaster, Pa.  
Class 3: **Ripley's Believe It Or Not!**; Myrtle Beach, S.C.  
Class 4: **Minnesota Zoo**; Apple Valley, Minn.  
Class 5: **Six Flags Inc.**; New York, N.Y.

### Outdoor Advertisement

Class 1: **Waterworld California**; Concord, Calif.  
Class 2: **White Water Bay**; Oklahoma City, Okla.  
Class 3: **Xcaret**; Cancun, Mexico.  
Class 4: **Six Flags Magic Mountain**; Valencia, Calif.  
Class 5: **Ocean Park Hong Kong**; Hong Kong.

### PR Program

Class 1: **Xplor**; Cancun, Mexico.  
Class 2: **Grupo Via Delphi, S.A. de C.V.**; Cancun, Mexico.  
Class 3: **Six Flags The Great Escape**; Queensbury, N.Y.  
Class 4: **Silver Dollar City**; Branson, Mo.  
Class 5: **Dollywood**; Pigeon Forge, Tenn.

### Print Advertisement

Class 1: **Raging Waves Waterpark**; Yorkville, Ill.  
Class 2: **Dutch Wonderland**; Lancaster, Pa.  
Class 3: **Xcaret**; Cancun, Mexico.  
Class 4: **Liseberg**; Gothenburg, Sweden.  
Class 5: **Ocean Park Hong Kong**; Hong Kong.

### Radio Commercial

Class 1: **Big Kahuna's Water and Adventure Park**; East Destin, Fla.  
Class 2: **Story Land**; Glen, N.H.  
Class 3: **Utah's Hogle Zoo**; Salt Lake City, Utah.  
Class 4: **Six Flags Magic Mountain**; Valencia, Calif.  
Class 5: **Sentosa Leisure Group**; Singapore.

### Seasonal or Special Event Marketing

Class 1: **Wave Die Wörgler Wasserwelten**; Wörgl, Austria.  
Class 2: **Calaway Park**; Calgary, Alberta, Canada.  
Class 3: **Fort Worth Zoo**; Fort Worth, Texas.  
Class 4: **Movie Park Germany GMBH & Co. KG**; Bottrop-Kirchhellen, Germany.  
Class 5: **Morey's Piers and Beachfront Waterparks**; Wildwood, N.J.

### Television Commercial

Class 1: **Mountain Creek Waterpark**; Vernon, N.J.  
Class 2: **Miami Seaquarium**; Miami, Fla.  
Class 3: **Adventure Aquarium**; Norcross, Ga.  
Class 4: **Monterey Bay Aquarium**; Monterey, Calif.  
Class 5: **Pleasure Beach, Blackpool**; Blackpool, U.K.

### Web Site

Class 1: **Mountain Creek Waterpark**; Vernon, N.J.  
Class 2: **Story Land**; Glen, N.H.  
Class 3: **John Hancock Observatory**; Chicago, Ill.  
Class 4: **Movie Park Germany GMBH & Co. KG**; Bottrop-Kirchhellen, Germany.  
Class 5: **San Diego Zoo**; San Diego, Calif.

The Brass Ring Awards are presented in a class system with the following categories:

**Class 1:** Amusement parks and waterparks with less than 250,000 visitors; non-profit zoos, aquariums, and museums; family entertainment centers; attractions; and concessionaires.

**Class 2:** Amusement parks and waterparks; for-profit zoos, aquariums, and museums; and hotels, casinos, and resorts with between 250,000 and 500,000 visitors.

**Class 3:** Amusement parks and waterparks; for-profit zoos, aquariums, and museums; and hotels, casinos, and resorts with between 500,000 and one million visitors.

**Class 4:** Amusement parks and waterparks; for-profit zoos, aquariums, and museums; and hotels, casinos, and resorts with between one and two million visitors.

**Class 5:** Amusement and waterparks with more than two million visitors, and family entertainment center chains.

## Castillo, Thompson and Dundy inducted into IAAPA Hall of Fame

IAAPA announced on Nov. 17 that Ricardo Castillo, Frederic Thompson, and Elmer "Skip" Dundy as its 2009 inductees into the IAAPA Hall of Fame. Each year, IAAPA honors leaders who have made lasting contributions to the global attractions industry.

"From the early development of Coney Island in the United States, to the pioneering efforts to create a unique and viable theme park model in a third world country, the Hall of Fame Class of 2009 colorfully personify the amazing pioneering visionaries of our industry," said Tim O'Brien, VP Communications for Ripley Entertainment Inc. and chairman of the IAAPA Hall of Fame and Archives Committee. "We are quite proud to welcome them into this prestigious Hall of Fame!"

### Ricardo Castillo

Inspired by a trip to Disneyland on his honeymoon in 1958, Richard Castillo set out to improve Guatemalan tourism and attractions. A business man and industrialist, Castillo helped found the Institute for Recreation for Private Sector Workers in Guatemala (IRTRA) in 1962 and now boasts a more than 35-year presidency and 43-year directorship there. The organization provides recreation that



Castillo

### Frederic W. Thompson (1872 - 1919) and Elmer "Skip" Dundy (1862 - 1907)

From the late 1880s through 1911, Frederic Thompson and Elmer "Skip" Dundy served as luminaries in the birth of the attractions industry, founding Luna Park in

benefits and is funded by the public sector and its workers with a host of parks featuring city center-plazas with engaging architecture, restaurants, and railways, and a hotel group which accommodates 2,900 people.

In his tenure, Castillo created two of Guatemala's innovative and award-winning parks—Xetulul amusement park and Xocomil waterpark, both located in Retalhuleu on the Guatemalan Pacific Coast. As IRTRA continues to plan park expansions and attractions for the future, its current facilities feature attractions including zoos, amusement rides, theaters, sports areas, wave pools, and children's attractions. One of Castillo's proudest achievements is catering to a diverse crowd of laborers, professionals, and executives at different cultural levels and creating a unifying atmosphere all guests can enjoy. He leads IRTRA with strong virtues of hospitality, creativity, safety, and customer service. He is steadfastly achieving his goal to aid the Guatemalan economy with exemplary tourist attractions, and has greatly contributed to the industry at large.

1903 along the Coney Island seaside in New York, United States. For Thompson, an architect, and Dundy, a businessman, the park was the pair's most ground-breaking and successful undertaking, and one of the first heavily themed regional attractions of its kind. Luna Park featured architecturally whimsical spires lined with 250,000 incandescent lights, live shows, and rides themed to reflect lunar-landings, naval battles, coal mining excursions, and natural wonders; among them "Dragon's Gorge" railway and "Captain Paul Boyton's Shoot-the-Chutes." Sitting on more than 38 acres of land and employing 2,000 workers, the seaside park attracted five million visitors annually.

According to Thompson's writings, the creators worked to offer visitors a diversion from life's serious nature, and a chance to experience "action, motion, sensation, surprise, shock, swiftness, or else comedy." Their work set the stage for future industry classics, including a chain of Luna Parks opened by Frederick Ingersoll and later, Disneyland by icon Walt Disney. Over the years, Coney Island continued to grow into an attractions hub for the region, with the architecture and storylines conceptualized by Thompson and Dundy serving as a pivotal and essential foundation to the attractions industry.

A list of previous IAAPA Hall of Fame inductees can be found at: [www.IAAPA.org/aboutus/hof](http://www.IAAPA.org/aboutus/hof).

## IAAPA presents 2009 Service Awards

IAAPA announced **Roland Koch**, **Colin Dawson**, and **Tim Sorge** as recipients of its 2009 Service Awards in the categories of Lifetime Service, Outstanding Service, and Meritorious Service, respectively. The honorees were named during the General Managers and Owners' Breakfast at IAAPA Attractions Expo 2009. Each recipient was honored for their generous and selfless dedication toward the betterment of IAAPA and the attractions industry as a whole.

"The Service Awards recognize the work people do above and beyond the call of duty for the association and the industry in general," said John Wood, chair of the Service Awards committee and chairman and CEO of Sally Corporation. "Service Awards don't recognize advertising excellence or safety excellence; they recognize the people that make all that a possibility. It recognizes volunteerism within the industry."

The **Lifetime Service Award** recognizes an individual IAAPA member or member-organization whose consistent and long-term achievements serve the association and the attractions industry. The 2009 Lifetime Service Award recipient is **Roland Koch**, an industry leader in Europe.

Roland Koch, owner and president of Roland Koch, GmbH in Bruhl, has worked in the attractions industry for more than 50 years, and in that time served on the IAAPA board of directors, helped organize the Euro Attractions Show 1994, an IAAPA summer meeting at Europa-Park, and Euro Attractions Show 2008 in Munich, among other international events. He has owned and operated rides and restaurants in parks and fairs throughout Germany and was a partner in developing Phantasialand, one of the top parks in Europe, which opened in 1967. Additionally, Koch was instrumental in bringing large format films to Germany and Scandinavia. He is a member of the Applause Award Board of Governors.

The **Outstanding Service Award** is presented in recognition of an individual IAAPA member or member-

organization who works to foster the spirit of goodwill, professionalism, and higher levels of performance within the industry, on a regional, national, or international basis. The 2009 Outstanding Service Award was presented to **Colin Dawson**, chief executive of the British Association of Leisure Parks, Piers, and Attractions (BALPPA) in London, England, United Kingdom.

For more than 20 years, Colin Dawson has worked in the leisure and tourism industry in the United Kingdom and throughout the world. Since 2001 he has held the title of chief executive of BALPPA, an organization which represents 300 member attractions, suppliers, and developers. As head of BALPPA, Dawson has promoted safety and mandatory manufacturer safety measures for all BALPPA members, which resulted in a 79 percent reduction in amusement ride-related accidents. In the process, Dawson helped create custom training material for staffers within the leisure industry. He has also served on multiple IAAPA committees, including the Give Kids The World committee.

The **Meritorious Service Award** recognizes an individual IAAPA member or member-organization who has advanced the IAAPA mission of serving the membership by promoting the safe operations, global development, professional growth, and commercial success of the industry. The 2009 Meritorious Service Award was presented to **Tim Sorge**, president of Swings-N-Things Family Fun Park in Cleveland, Ohio, United States.

After opening a state-of-the-art batting cage in Ohio in 1982, Tim Sorge's vision grew to incorporate more attractions in a larger facility, and in 1987, he opened Swings-N-Things Family Fun Park, which included the batting cage, a video arcade, upscale miniature golf course, and Ice Cream Shoppe with homemade recipes. For his facility, Sorge selected Cleveland, a nontraditional location for tourists, and created a landmark in the process; Swings-

▶ See **SERVICE**, page 32

## IAAPA 2009 - LAS VEGAS



PHOTO COURTESY IAAPA

First place winners of IAAPA's seventh annual golf tournament to benefit GKTW were l to r: Garth Bair, Sean Stewart, Patrick Morandi and Sean Newell with Bill Alter, co-chair.

## IAAPA golf tourney raises \$45,000 for GKTW

Amusement attractions industry professionals raised \$45,000 for Give Kids The World (GKTW) during the seventh annual IAAPA International Charity Golf Tournament. The tournament was near-capacity at Angel Park Golf Club in Henderson, Nevada, and allowed participants to network, socialize, and enjoy a round of golf to benefit GKTW, a charity organization that creates dreamlike experiences for children with life-threatening illnesses. The event was the first of many during IAAPA Attractions Expo 2009, held Nov. 16 – 20.

Placing in first was the foursome comprised of **Sean Stewart** and **Garth Bair** both of **NETS Unlimited** and **Sean Newell** and **Patrick Morandi** both of **Roaring Springs Water Park**.

Players from Germany, Canada, Lichtenstein, the Philippines, the United Kingdom, and the United States participated. Leisure Labs LLC served as Gold Sponsor for the tournament.

"This is an important event for our industry, and Give Kids The World is a wonderful charitable cause IAAPA has championed," said John Graff, chairman of the IAAPA Golf Tournament Committee and former president of IAAPA. "The tournament really starts the week off on a fun, positive note. It's amazing to see so many people pull together to put on a truly international tournament of industry leaders—all for the benefit of a great cause."

"This tournament signifies an exciting start to the busy week; play-

ers are here not only for the friendly competition, but to support a truly worthwhile cause," said Charlie Bray, president and CEO of IAAPA. "Give Kids The World makes a tangible difference in the lives of children and their families and IAAPA is proud to support them."

"Our partnership with IAAPA means so much to our entire organization," said Pamela Landwirth, president of GKTW. "Give Kids The World Village provides a temporary escape from the day-to-day life of having a child with a life-threatening illness, and instead, gives families memories they can hold on to—just as IAAPA members do for their guests. We are so blessed by all that IAAPA and its members do to help us continue to make a difference in the lives of the children we serve."

IAAPA has partnered with GKTW for 15 years to raise donations and coordinate amusement park and attraction visits. The golf tournament, 5K Fun Run and 1K Walk, and other events held in conjunction with IAAPA Attractions Expo 2009 have been established so the attractions industry can make significant financial contributions to the Village.

The next IAAPA International Charity Golf Tournament is planned during IAAPA Attractions Expo 2010, Nov. 15 – 19 in Orlando, Florida. Players or companies interested in participating in or sponsoring the tournament should contact Angela Albertini at aalbertini@iaapa.org or call (703) 836-4800 ext. 774.

Leisure and Entertainment Industry (IALEI), Sorge's leadership helped guide the family entertainment center industry (FEC) over the past 27 years. He has served on both IAAPA's FEC Committee and its board of directors, and has led the initiative for an FEC insurance program. Sorge played a vital role in providing feedback on the Americans with Disability Act (ADA) on behalf of the industry. As IAAPA and IALEI merge, he continues to consult on how IAAPA can further invest in the FEC community.

## S&S Worldwide wins Impact Award

# Best new products recognized

IAAPA announced the winners of the trade association's New Products awards during its recently held expo in Las Vegas, Nev.

### The Impact Award

The Impact Award recognizes the company and its products for its lasting impact in the industry. The award honors one winner of the 10 categories in the Best New Product or Service Awards that had the most impact on the attractions industry in 2009.

The 2009 Impact Award was given to **S&S Worldwide Inc.**, based in Logan, Utah for its Free Fly Rollercoaster.

Entries for the Best New Product Awards are judged on the following criteria: the benefit of the product or service to the prospective buyer; originality or uniqueness of the product or service; and the quality of the product or service's design and construction.

The 2009 Best New Product Award winners and honorable mention recipients are:

### Major Theme/Amusement Park Ride/Attraction

First Place: **S&S Worldwide Inc.**, Free Fly Rollercoaster, Logan, Utah.

Honorable Mention: **Alterface S.A.**, Interactive Game Battle, Mont-Saint-Guibert, Belgium.

### Kiddie Ride/Attraction

First Place: **Extreme Engineering**, Extreme Air Single Jumper; Newcastle, Calif.

Honorable Mention: **Zamperla Inc.**, Barnyard, Boonton, N.J.

### Waterpark Ride/Attraction

First Place: **ProSlide Technology Inc.**, ProSlide Tantrum TWIST, Ottawa, Ontario, Canada.

Honorable Mention: **WhiteWater West Industries, Ltd.**, AquaLoop, Richmond, British Columbia, Canada.

### Family Entertainment Center Ride/Attraction

First Place: **Creative Works Inc.**, Lazer Frenzy, Indianapolis, Ind.



AT PHOTO / DAVID LIPNICKY

**S&S Worldwide** won the coveted Impact Award for Best New Product for its Free Fly coaster, seen here in the S&S booth at IAAPA. On hand from S&S were **Kathy Archer**, left, and **Rich Allen**.

Honorable Mention: **Aquaventronics**, Bump n' Blast, Grande Pointe, Manitoba, Canada.

### Coin-Operated Kiddie Ride

First Place: **Falgas Industries**, Surfer's Van; Castello d'Empuries, Spain.

Honorable Mention: **Cogan SRL**, ART 6PO Gran Dakar, Soliera, Italy.

### Technology Applied to Amusement

First Place: **Gateway Ticketing Systems, Inc.**, Galaxy Payment Plans, Boyertown, Pa.

Honorable Mention: **Alcorn McBride, Inc.**, Digital Binloop HD, Orlando, Fla.

### Coin-Operated Arcade and Redemption Equipment

First Place: **Glow Machine, Ltd.**, WEB Glow Machine, Scottsdale, Ariz.

Honorable Mention: **Skee Ball, Inc.**, Super 21, Chalfont, Pa.

### Revenue and Admission Control/Wristbands/RFID

First Place: **Centaman Systems**, Cashless Payment POS System, Chicago, Ill.

Honorable Mention: **4ID Solutions**, Wristband Singles, Houston, Texas.

### Show Production and Entertainment/Displays and Sets

First Place: **AnimaLive**, ANIMALIVE Custom Design, Brighton, U.K.

Honorable Mention: **Pantel Corp.**, Pantel Outdoor Waterproof TV, Garden Grove, Calif.

### Services/Equipment and Supplies

First Place: **Merlexi Craft Wheelchair**, Merlexi Craft Wheelchair, Louisville, Kentucky.

## Third Annual IAAPA 5K Fun Run and 1K Walk benefits Give Kids The World

During its annual convention and trade show, IAAPA hosted its third annual 5K Fun Run and 1K Walk in Las Vegas, Nev. to benefit Give Kids The World, a resort which provides cost-free vacations in Central Florida for children with life-threatening illnesses.

Finishing in first place in the 5K race was **Matt Sanders**, from **Premier Rides**, based in Baltimore, Maryland, United States, with a time of 16 minutes and 34 seconds. The runner-up honor went to **Martel Munguia**, with **American Wave Machines**, based in Solana Beach, California, United States, with a time of 16 minutes and 54 seconds.

The event provided attendees at IAAPA Attractions Expo 2009 a departure from the busy trade show floor environment while they

relaxed in the natural setting of Pecos Run Legacy Park.

"All of today's participants were so generous to donate to Give Kids The World and spend their time supporting a cause which directly improves the lives of kids," said Becky Bray, one of the event's founders and organizers. "Our runners and walkers enjoyed a great Las Vegas morning and left energized for the last two days of the Expo."

The funds raised in the tournament will continue to support expansion and construction at Give Kids The World Village.

Next year's 5K Fun Run and 1K Walk will take place during IAAPA Attractions Expo 2010, Nov. 15–19 in Orlando, Florida.

## ►SERVICE

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N-Things has entertained thousands of guests in its 22 years. Sorge added bumper boats, a 15,000 square-foot-family game room, Paintball Village, and a go-kart facility, and simultaneously helped write standards and guidelines for the design, building, and operation of the recreational go-kart industry. As a charter member of the International Association for the

# MIDWAY

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CARNIVALS

FAIRS

FESTIVALS

REVENUE

SUPPLIERS

## BRIEF

### 2009 year for constructing and delivering for KMG

KMG has kept very busy this year.

According to Peter Theunisz, sales and services, KMG Europe, by mid-summer, the company had sold 12 Inversions. By the first of September, eight of them had been delivered.

Rides-4-U, Somerville, N.J., which represents KMG in the U.S., is working on some deals that will hopefully come to fruition.

"In March, 2010, KMG will deliver an XXL swing ride to Switzerland," Theunisz said. "The XXL is KMG's giant swing with a height of 140 feet (45 meters)."

By the first of September, the company had also delivered two Speed (Booster) rides, one to a location in France and another to Australia.

"The great news is that the High Swing tower, named 'Stratosphere,' will hold its premiere at the Antwerp Show in Belgium [July]," said Theunisz. "This ride is owned by Sky Attractions BvbA and represented by Mr. Eduard Vlasselaerts (Belgium) and Mr. Gilbert de Poorter (The Netherlands). The Stratosphere will make its tour mainly in Belgium."

The ride is 180 feet (60 meters) high. It carries 24 persons and has a footprint of 18x20.5 meters. It is fully lit with LED lights, and has a rotating tower and can be set up without a crane because of the self-elevating tower.

—Pam Sherborne

## Numerous congressional issues discussed at IAFE

*Mighty Thomas Carnival's Tom Atkins named to IAFE board*

Mary Wade Burnside  
Amusement Today

Carnival owners who gathered in Las Vegas during the annual convention of the International Assn. of Fairs and Expositions had the opportunity to discuss how both state and federal legislation will affect their operations in the future.

"This is a real tough question," said Ron Burback of Portland, Ore.-based Funtastic Shows. "If they go with this cap and trade thing – we run generators every day – that would cost us a fortune. The health thing, somebody once told me, 'It won't be bad. Everybody is going to have health insurance, even temporary workers, and you only have to pay \$350 per worker.' "The lowest I've ever had on temporary workers was 3,500 and the highest is 6,000. That's more than \$1 million. I've e-mailed my representative. No one seems to be too caring about businesspeople."

Burback attended the convention, which took place Nov. 30 to Dec. 3 at Paris Las Vegas.

Congressional issues were a popular topic, from the health care reform bill that has been hotly debated this year to emissions regulation that would cap what can be used while allowing businesses to purchase emission permits from other organizations that do not need to use them.



"These people have no clue what they are doing, if you're asking me what I think about the coming year," Burback said.

Those were not the only topics that were widely discussed. H2B visas, which allow carnival operators to hire temporary workers from foreign countries, also was of great interest to attendees.

"From our perspective, one of the key things we had a discussion about was the H2B labor, the importation of foreign labor," said Wayne McCary, manager of the Eastern States Exposition in West Springfield, Mass., and the chair of the Outdoor Amusement Business Association.

"In recent years, foreign labor has become critically important for many shows in this country, without which a lot of carnivals would be extremely challenged and not be able to move from one location to another. There are concerns as to what will happen as the country begins to face immigration reform. Obviously, this would be a big issue."

Even as unemployment rises in the United States, many carnival owners said that finding workers who are willing to move from location to location is difficult.

"Our industry is such a big

lifestyle change for somebody who was working at General Motors," said Mike Williams, CEO of North American Midway Entertainment. The unemployment rate aids the ability to hire workers, "But not a great deal. Most people aren't willing to make a lifestyle change."

Other aspects of the H2B visas discussed also included changes in how the U.S. Department of Labor under President Obama has been interpreting rules surrounding the foreign workers. These seem to be resulting in higher fees paid by the carnival operators that want to hire the H2B workers.

Previously, Williams said, "The foreign laborers participated in some of the expenses of coming into this country, vis-à-vis their plane ticket. The Department of Labor has interpreted that they cannot pay anything. You (the carnival owner) must pay everything and they cannot pay anything."

During the IAFE convention, Tom Atkins, a co-owner of Austin, Texas-based Mighty Thomas Carnival, was named to the IAFE board as the member representing carnival owners.

Mighty Thomas Carnival's workforce is about 40 percent foreigners, Atkins said. In addition to paying the expenses

to get the workers to the country, the carnival also pays brokers to find them in the first place.

"It's not cheap labor," Atkins said. "It was never meant to be cheap labor."

The H2B program has caused headaches for Burback, who noted that the workers have been paid prevailing wage, which is higher than minimum wage. Now, non-H2B workers also will have to receive the same pay.

"Washington has the highest minimum wage in the country and Oregon is No. 2 or 3," he said. "Now we have to pay prevailing wage to regular workers because we can't discriminate. We're canceling our H2B program."

Because carnival owners usually operate in more than one state, they need to learn not only about federal laws but also various state laws that will apply to them when they travel to particular places.

"State laws supersede federal law," McCary said. "Rules may change from state to state. Some states have different regulations and wage laws, but you have to comply with each state you are in."

To that end, carnival owners that play dates in California got an update on an evolving situation there that will raise the amount they will have to pay to have rides inspected.

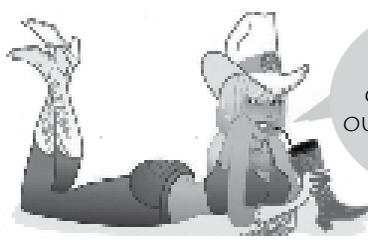
The state's Division of Occupational Safety and Health previously had proposed raising the fee from \$125 an hour to \$309, which carnival owners protested, said Boyd Jensen, an attorney with

► See IAFE, page 36

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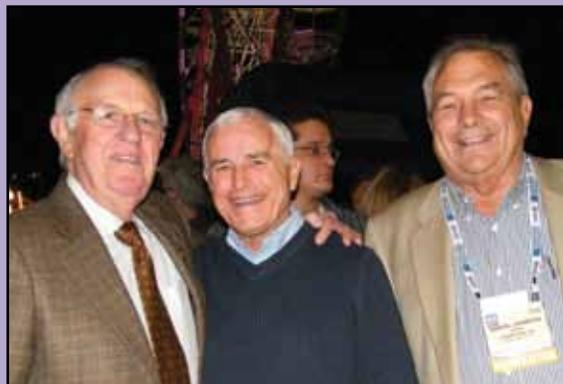




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# Seen in Las Vegas!

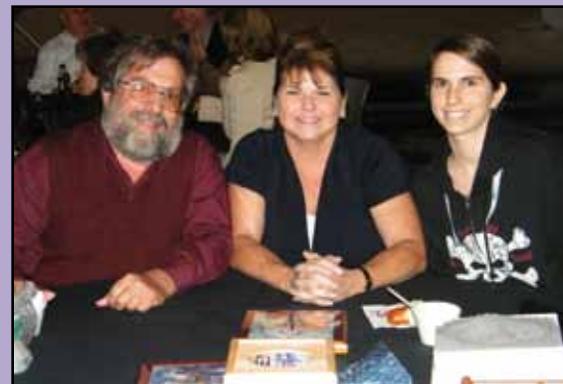
Photos by David Lipnicky and Joe Burum



The IAAPA carnival reception proved to be a little cool in Las Vegas, but there were plenty of smiles. Here, from left, are Ron Burback, Fantastic Shows, Portland, Ore.; Rich Byrum, vice president, Butler Amusements, Fairfield, Calif., and first vice chair of the Showmen's League of America; and Sam Johnston, past president of the Outdoor Amusement Business Association, and a member of the amusement for many years.



Butch Butler, left, Butler Amusements, Fairfield, Calif., and Guy Leavitt, Ray Cammack Shows, Laveen, Ariz., stop to share a laugh at the IAAPA carnival reception. Butler brought his wheel donned in LED lighting from Len Soled, Rides-4-U. He also brought his UToob dark ride, by Pat Boyle, which also had an LED lighting package from Soled.



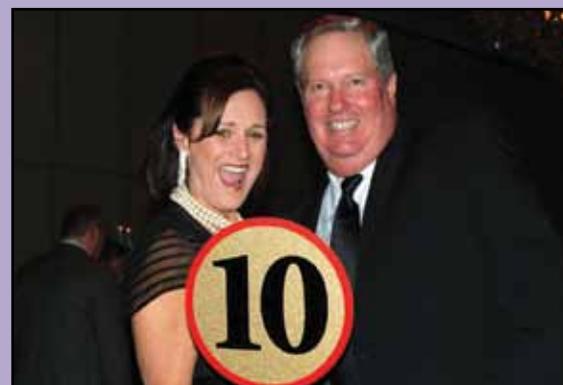
Ed Fonseca, his wife Paula, center, and their daughter, Brittany, attended the IAAPA convention and was on-hand at the carnival reception. The family owns and operates Fun & Game Rentals, Manteca, Calif. Fonseca said he operates one of the only carnivals that play only festivals. He plays no fairs. He used to do a few but now does well with the street festivals. He can take out as many as 25 rides and attractions when he counts his inflatables.



Reed Williams, an OABA board member, took his job as "Celebrity Judge" for the Just Dance, held during the SLA banquet and gala, competition very seriously. The Just Dance competition was sponsored by the OABA and funds raised went to charities at OABA and SLA.



Gail and Sam Johnston attended this year's events in Vegas in November. Sam Johnston is currently very involved in CalPRO, California Portable Ride Operators. He is also a past OABA president and operated a carnival.



Andy and Lorelie Schoendienst, Luehrs Ideal Rides, Belleville, Ill., have a little fun during the SLA banquet. Andy Schoendienst is on the OABA board.



Rich Byrum, vice president, Butler Amusements, Fairfield, Calif., is the incoming first vice president of the Showmen's League of America for the coming year.



Kris and Mick Brajevich pose during the banquet in Vegas. Kris is the daughter of Butch Butler, Butler Amusements, Fairfield, Calif., and Mick is an OABA board member.



Mike Featherston, Gold Star Amusements, Minneapolis, Minn., is the incoming president of the Showmen's League of America. Here he is with his wife, Connie Featherston. Featherston is also an OABA director.



From left, Bingo Hauser, West Coast Amusements, B.C., Can., and Mary Chris Piche, Allied Insurance, and her husband, Brad Piche, take some time to update each other on the 2009 year. Mary Chris is the incoming second vice president of the Showmen's League.



Jeanne and Tom McDonagh, McDonagh's Amusements, Chesaning, Mich., were on hand during the 2009 event in Vegas. Jeanne McDonagh is an OABA director.



Jane Baxter, independent ride operator, and Phil Vivona, Amusements of America, Monroe Township, N.J., and wife and husband, had a great time during the SLA ball.

# Busy times for industry members

**Pam Sherborne**  
*Amusement Today*

November and into the first of December is a busy time for the outdoor amusement industry.

Less than two weeks the International Association of Amusement Parks and Attractions shuttered its 2009 event held Nov. 16-20, in Las Vegas, then did the Showmen's League of America (SLA), the Outdoor Amusement Business Association (OABA), and the International Association of Fairs and Expos (IAFE), Nov. 30-Dec. 3, descend upon Vegas once more.

The SLA was holding its annual meeting, Nov. 29-Dec. 1. Along with the traditional President's Ball that is planned each year in honor of the outgoing SLA president, the organization also holds a two-day tabletop exhibition. Members also meet for the annual member meeting.

The OABA holds its regular meeting, as well as attending and co-hosting other events. This year, the organization sponsored the entertainment for the SLA President's Ball and sponsored the keynote speaker for the IAFE convention. That speaker was Kenneth Feld, CEO and president, Feld Entertainment.

The SLA's annual President's Ball was held Dec. 1, at the Paris Hotel. It was held in honor of SLA outgoing President Jean Anne Clair, Luehr's Ideal Rides, Belleville, Ill. Clair is also an OABA Trustee.

Joe Burum, SLA executive president, said the event was sold out with more than 400 attendees. The OABA-sponsored entertainment brought in additional onlookers in a standing-room only area.

And, the reason is industry members were participating.

Called "Just Dance," the new entertainment consisted of a dance competition between industry members. Judges were also selected from among the industry. The competition not only brought in the standing crowds, it also brought in \$28,000 to benefit the OABA Duke Smith

Memorial Education Fund and the SLA's Scholarship Fund to help young people in the mobile amusement industry.

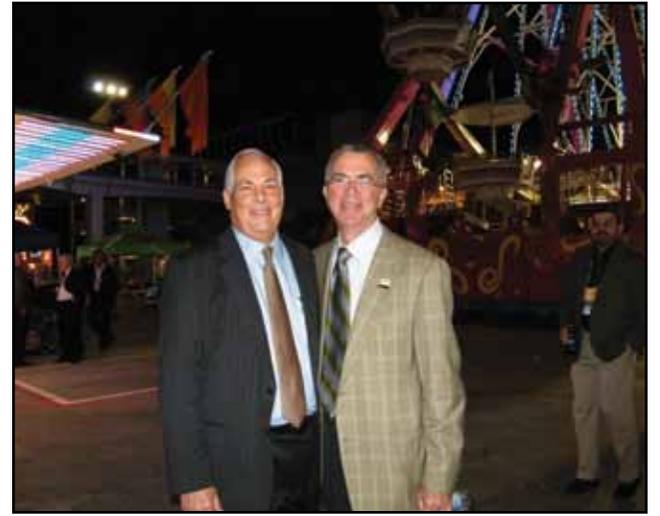
"We also had about 60 exhibitors and hundreds of attendees, including most major show owners, indepen-

► See SLA, page 38

**Bob Johnson, left, president, Outdoor Amusement Business Association, and Joe Burum, executive secretary, Showmen's League of America, visit the carnival reception at the 2009 International Association of Amusement Parks & Attractions, Nov. 16-20, Las Vegas.**

**The two were back in Vegas less than two weeks later for the annual tradeshow and meetings of the OABA, SLA, and the International Association of Amusement Parks & Attractions, Nov. 30-Dec. 3.**

AT PHOTO / DAVID LIPNICKY



 A large, brightly lit Ferris wheel at night, with its lights glowing in shades of yellow and orange. The wheel is the central focus of the image, set against a dark background.
 

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## ▶ IAFE

Continued from page 33

Garrett & Jensen in Riverside, Calif., who has been lobbying on behalf of the carnival owners.

A hearing will be held in February to determine if charges will be upheld before going before the Office of Administrative Law for final approval of the new proposal, which raises the hourly fee to \$195 but also includes a per ride charge, Jensen said.

"So it's probably pretty close to the same thing," Jensen said.

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## Illinois fair's mega pass for Christmas promotion proved successful

Instead of the traditional fruit, nut and candies stuck in the stockings of some of Illinois' residents during the holidays, many rose Christmas morning with a 2010 Illinois State Fair Mega Pass instead.

This was the fourth year fair officials decided to offer this pass during the holidays. The passes were on sale from Thanksgiving to Dec. 22.

For \$50 per pass, a \$10 savings, fairgoers are offered access to more than 50 carnival midway and Adventure Village rides. The carnival is provided by North American Midway Entertainment.

The pass is good for all 10 days of the fair which will be held Aug. 13-22, 2010.

The pass doesn't include fair admission. General admission during the 2009 fair was \$5 for adults 13 years and older and \$2 for children five years to 12.

Children under five years were admitted free.

The pass also doesn't include rides on the Giant Slide, the Skyglider and the tram.

"This promotion has been very successful for us," said the fair's Debbie Bushkill, in mid-December. "I had to get an extra 100 certificates just last week and I am now down to six. And, I am just one of four people sending them.

"We will probably sell about 1,000 of them during this time period," she said.

One way the fair staff markets this promotion is by sending out approximately 30,000 flyers to local schools informing them about the reduced cost. The passes could be purchased online, through the mail and phoned in.

—Pam Sherborne

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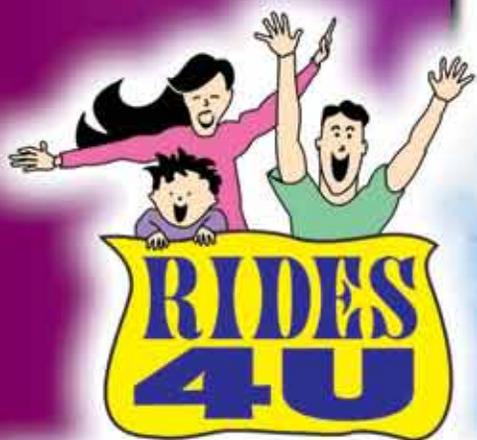


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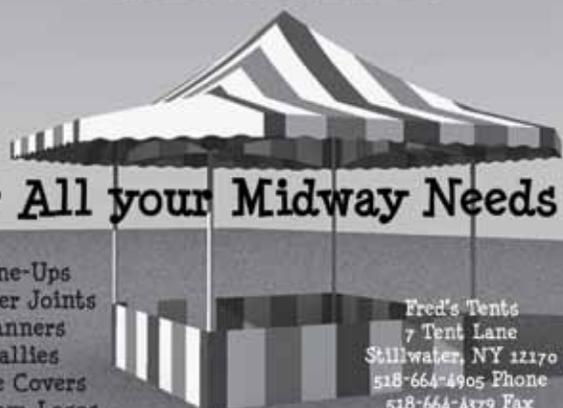


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## SLA Continued from page 35

dent ride owners and concessionaires," Burum said.

During the SLA annual meeting, there was much discussion about whether the association should look to buy a permanent building in downtown Chicago or continue to lease the office space where they are in downtown Detroit.

The SLA was started in 1913 in a building in downtown Chicago. It had stayed in that building until the past couple of years. That building was condemned by the City of Chicago to make way for part of a revitalization plan.

No decision was reached. Building Search Committee

chairs are Graham Putman and Jeff Blomsness.

In addition to this discussion, the group voted to give five-year contracts to Dianne Burmeister to continue as office manager and Joe Burum to continue as executive secretary. Burum is also an OABA director.

New officers are Mike Featherston of Gold Star Amusements, Minneapolis, president; Rich Byrum, Butler Amusements, Fairfield, Calif., first vice president; Mary Chris Piche, Allied Specialty Insurance, second vice president, and Chris Atkins, Mighty Thomas Shows, Austin, Texas, third vice president. John Hanschen, Mighty Thomas Shows, remains the treasurer.

The OABA, along with the SLA, hosted a luncheon to

honor the new members of the OABA's Circle of Excellence achievement program. OABA Chairman Wayne McCary and OABA's Excellence Committee Chairman Chris Lopez presented the awards to: 2009-2013 Recipients A Fantasy Amusement Company, Bill & Mary Johnson;

KT's Concessions, Katie de Swardt; Lucky Ducky Concessions, Robert Thorson; Reithoffer Shows (Blue Unit); Richard Reithoffer; and Reithoffer Shows (Orange Unit); Pat Reithoffer.

First time recipients for 2009-2010 are: Avanti Amusements, Jeff Lapin; Glory Concessions, George Bujalka; MLAZ Concessions, Mike Romano; and McDonagh Amusements, Tom & Jeanne McDonagh.

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