

# AMUSEMENT TODAY™

[www.AmusementToday.com](http://www.AmusementToday.com)

Vol. 14, Issue 10

JANUARY 2011

\$5.00

Scheduled for Jan. 30 to Feb. 4 in Orlando, Fla.

## NAARSO expects good turnout for 24th annual safety seminar

**Mary Wade Burnside**  
*Amusement Today*

In October, a 53-year-old man was killed on the It's a Small World attraction at Disneyland Paris when someone started the ride while he was working on it and he became trapped under a boat.

That's just the type of accident that could — and should — have been prevented, said James Barber, chair of the communications committee of the National Association of Amusement Ride Safety Officials (NAARSO) and a past president and member of the certification board.

"That's where the industry has to continue to emphasize the safety of those individuals and keep them safe," Barber said. "There's an old adage that many times, people are so familiar with a ride and that's when they become careless. That's not generally the case, but it happens. It happens at home when you are stepping on a chair instead of a stepladder. We all do stupid things. We try to emphasize that you have to stay safe yourself before you can keep the public safe."

Ride inspectors can do that by following "lockout/

tagout" procedures as set forth by the U.S. Occupational Safety and Health Administration (OSHA) in which a lock is placed on a ride's starting mechanism and a note is placed on it explaining not to start up the ride. If there are five workers on a ride, there are five locks, Barber said.

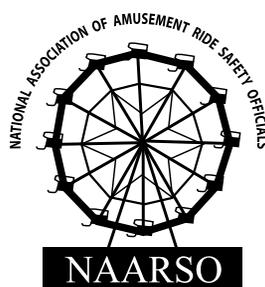
"The machine is not started until the last lock is removed," Barber said.

Lockout/tagout procedures are just one of many topics that will be covered from Jan. 30 to Feb. 4 during the 24th Annual NAARSO Safety Seminar that will be held at the International Palms Resort in Orlando, Fla.

About 60 to 70 classes will be taught during the four days of instruction. Participants also will have the opportunity to get hands-on training at Universal Studios on Feb. 2.

"We were excited that Universal asked us to come in," said Connie Patton, NAARSO's office manager. "It's a great hands-on activity."

Participants will not learn about the working amusement rides at the park but instead will attend workshops in the back shops where they will be able to deal with electrical cars and the welding shop.



"It will be more of an advanced situation," Patton said. "Last year we were in Family Kingdom Park at Myrtle Beach, and at that park they divided our attendees into groups and each group went to a ride and were asked, 'What do you think the inspection points on this ride are?' They would say, 'This and this and this,' and we would say, 'This is what the manufacturer recommendation is and this is what you should be looking at so they could see those points on the ride.'"

Attendees will be divided into two tracks: newcomers who never have attended a NAARSO seminar before and those who have NAARSO certification who need continuing education to keep their certification current.

"With our program, on the Monday and Tuesday, we divide attendees into a primary set of classes for those individuals who are new to the

industry or have never been to NAARSO before and there is a secondary set of classes for those who hold NAARSO certification," Patton said. "They can pick classes that are more challenging and more in-depth."

NAARSO certification lasts for two years and then the individual must get 32 hours of continuing education to renew the certification for another two years, Patton said.

Those who are "new to the industry" must have a high school diploma or equivalency plus one year in the industry, or, without a high school diploma, three years in the industry, Patton said.

As different states have different requirements for their inspectors, NAARSO certification has different interpretation depending on the area the inspector will be practicing. NAARSO keeps current with ASTM International standards

and incorporates those guidelines into the classes, Patton said.

"Some states require anybody that's doing inspections on rides to be NAARSO-certified," Barber said. "That was never our intention when we started this program, but we take it to heart when we say our certification standards are high enough to ensure that certificate holders have met certain requirements."

That includes a written examination as well as documented time in the industry, Barber said.

Massachusetts is one state that requires NAARSO certification for ride inspectors, Barber added.

Florida, for instance, Patton said, requires inspectors to have 40 hours of continuing education each year. In Missouri, if the inspector has a NAARSO certification, they turn in an application and

▶ See NAARSO, page 4

### SEE RELATED SAFETY STORIES:

▶ PAGE 25: AIMS SEMINAR A SUCCESS

▶ PAGE 25: ASTM HONORS GREG HALE

INTERNATIONAL  
SEE PAGES 5-8

AMUSEMENTPARKS  
SEE PAGES 9-16

WATERPARKS  
SEE PAGES 17-24

BUSINESS  
SEE PAGES 25-38

MIDWAY/CLASSIFIEDS  
SEE PAGES 39-47

NEWSPAPER

POSTMASTER: Dated material.  
PLEASE RUSH!  
Mailed Monday, December 20, 2010

PRRST STD  
US POSTAGE  
PAID  
FT. WORTH TX  
PERMIT # 2069

### FAST FACTS

Tracking IAAPA's  
show attendance



2006 — Atlanta, Ga. — 20,500

2007 — Orlando, Fla. — 26,500

2008 — Orlando, Fla. — 23,800

2009 — Las Vegas, Nev. — 23,850 (14,600 buyers)

2010 — Orlando, Fla. — 25,000 (14,800 buyers)

# AMUSEMENT TODAY™

Your amusement industry NEWS source!

**Gary Slade**

Founder and Publisher  
gslade@amusementtoday.com



## Time for stability

The recently concluded WWA and IAAPA trade shows at the end of 2010, both finished with good, strong, positive shows. Attitudes were upbeat. New orders were being both planned and placed. In general the mood was good. And that is something this industry (in the U.S.) has not seen in a number of years.

Despite the long list of bad things that have happened to this industry in recent years, many positives continue to outweigh the negatives. The shortsighted closing of Geauga Lake was offset by the long-range vision to bring Coney Island back to its glorious heyday. Phase one of that plan came to life this year with the opening of Luna Park. The poor management decisions that led to the rise and very quick fall of Hard Rock Park will be offset by the new vision Merlin has to transform the historic Cypress Gardens into Legoland Florida. And while the indoor waterpark growth may have slowed a bit, new waterparks continue to spring up, especially in the partnerships private operators are enjoying with municipalities, who are stuck with aging city pools.

But several park chains continue to tread on unstable ground and need to find stability in a hurry.

While Six Flags may have emerged from bankruptcy, it is far from being healthy. The parks continue to show their age and are still in need of paint and infrastructure improvements. While this had been an area of great improvement under Mark Shapiro's guidance, only time will tell if the new leadership will keep this train on the proper tracks.

Another park chain, Cedar Fair, continues to make news like a daytime television soap. The internet chatter is 24/7 on what will happen with its CEO/board seat dispute. Only time will tell how this drama will play out.

And that leads us to the group of CNL-owned parks that were formally managed by Parc Management. Numerous suppliers remain unpaid for services or products provided, thus placing these parks on a pre-pay status. The CNL ownership group, having just given Parc the boot, must now choose its new management firm wisely, and one that has the best interest of its parks, and its paying customers in mind. If they don't, the road to recovery will need GPS assistance.

This industry needs stability in both its management staff, operations and in its ownership of parks. It's time to put the guests first again and that starts with STABILITY at ALL levels.

—Gary Slade



**Tim Baldwin**

## IAAPA Expo presented "What's New" on many levels

The IAAPA trade show this past November had such a good vibe going, it was really rewarding to feel the renewed energy permeating throughout the show. With a recovering, but tentative, economy being brought back to the show, it is almost time to give the expo a fresh look.

For vendors, the November show is somewhat of a return to the old annual grind. It's necessary for business, but with the right synergy with the customers, IAAPA can be hugely invigorating. It appeared that was being felt this time around. Vendors and exhibitors were brightly optimistic.

For the customers and buyers, it is easy to fall into a trap of darting into the show, seeing who you planned to see, and then getting out. It's unfortunate when time constraints, or the sense that the show is the "same old thing," take hold of our time dedicated to the show. As demonstrated in the various pages of coverage in this issue of *Amusement Today*, there are new things to be found at the show. Established manufacturers are rolling out new products, new rides, and expanding their catalogue of attractions. New vendors are adding to the resources available to our industry. If one but takes the time to seriously give the vast network of vendors a strong look, new sources of revenue,



**Baldwin**

fresh ideas at theming, original concepts and more efficient ways of doing business are all on display.

AT took note of some intriguing new ideas presented on the floor. For an outlook on some of the engaging new exhibitors on the trade show floor this past November, AT will begin a series of articles in February's issue on what might be some

fresh new ideas that happen to be a good fit for you.

High marks also have to be given to the IAAPA organization for a solid selection of classes, workshops and seminars for its membership. Classes ranging from crisis control to new social media networking, as well as presentations on the industry's past to training your staff for the future — it was there. Attendees had to feel these offerings were time well spent. It's a great service IAAPA offers its members. Be sure to utilize it to your best advantage in the shows to come.

As we all head into a brand new year, make a mental note to give the next trade show, whether it be IAAPA next November, or something else in between, a hard look when attending. Make a commitment to give it a fresh set of eyes. You never know when amazing new answers are right in front of you.

### AMUSEMENT TODAY STAFF

**Gary Slade**

Publisher and Editor-in-Chief  
(817) 460-7220  
gslade@amusementtoday.com



**AWARD WINNER**  
1997 • 1999 • 2000 • 2002 • 2004

**Sammy Piccola**

Accounting / Circulation  
spiccola@amusementtoday.com

**EDITORIAL**

**Tim Baldwin**

tbaldwin@amusementtoday.com

**Scott Rutherford**

srutherford@amusementtoday.com

**Pam Sherborne**

(615) 221-5149  
psherborne@amusementtoday.com

**Bubba Flint**

Cartoonist  
bflint@amusementtoday.com

**ADVERTISING**

**Sue Nichols**

(615) 662-0252  
P.O. Box 238  
Pegram, Tenn. 37143  
snichols@amusementtoday.com

**Beth Jenkins**

(615) 794-7288  
2040 Belmont Circle  
Franklin, Tenn. 37069  
bjenkins@amusementtoday.com

**NEWSPAPER PRODUCTION**

**Stacey Childress / Affinity Communications**

Graphic Design  
schildress@affinitymm.com

**Terry Lind / TLCreative Design**

Website Design & Maintenance  
terrance@tlcreativdesign.com

**John Robinson / W.H.R. Inc.**

Daily E-mail Newsletter  
johnwrobinson@cinci.rr.com

**Contributors:** Andrew Mellor, Janice Witherow, WHR Inc.

### ADDRESS, SUBSCRIPTION, POSTMASTER INFORMATION

**Mailing Address**

P.O. Box 5427  
Arlington, Texas 76005-5427

(817) 460-7220

Fax (817) 265-NEWS (6397)

**Deliveries**

2012 E. Randol Mill Rd, Suite 203  
Arlington, Texas 76011

**Member of:**

IAAPA, AIMS International, PAPA,  
NEAAPA, NJAA, OABA, WWA and IALEI

Subscription rates are: 1 year (14 issues) \$50 in the USA; \$70 elsewhere; 2 years (28 issues) \$90/\$130; 3 years (42 issues) \$130/\$190. Send check or money order (U.S. funds only, drawn on a U.S. bank) to *Amusement Today*, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

*Amusement Today* is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related Web sites are copyrighted and trademarked by *Amusement Today* 2010, with all rights reserved.

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

# 2 MINUTE DRILL



Compiled by Janice Witherow

## Jim Seay Premier Rides

Jim Seay first explored the limits of flight technology while working in the aerospace industry as a project engineer for Hughes Aircraft in the 1980s. Today, as president of Premier Rides, Jim's passion for flight continues, and he has applied his "aero" expertise to design some of the most innovative amusement rides in the business, such as the LIM-powered roller coaster and the Liquid and Water coasters. He serves as chairman of the ASTM F24 Committee, sits on the board of directors for AIMS and is very involved with several IAAPA committees. When you meet Jim, you know you've met a friend; plus his zest for life, genuine interest in people and knowledge make him a true asset to the industry.



Seay

### Title

President.

### Number of years with Premier Rides

15 years.

### Biggest challenge facing our industry

The transition from the traditional family owner who lives and breathes the park business 24 hours a day to the hedge fund owners who apply a different set of criteria for evaluation success.

### Favorite amusement ride

Revenge of the Mummy due to its prototypical nature, technological innovation, and outstanding ride experience.

### Best thing about the industry

Lifelong friendships I've made, and the pure joy one sees in guests who ride our attractions.

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

Still be in the aerospace industry with Howard Hughes' company Hughes Aircraft.

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

It's much like the first day of the baseball or football season; the eternal optimism for a great season.

### Three things I always carry in my briefcase are ...

The newest generation laptop, my iPad, and the current issue of Flying Magazine.

### The funniest thing that has happened to me lately is ...

While hiking on the shore in Connecticut on Thanksgiving Day, I ran into a group of bird fanatics in full gear who were tracking a rare tropical bird who was obviously migrating the wrong way. When asked if I was there for the bird, I responded that I was there to eat the bird later at dinner; they were not amused.

### Pick one: Mediterranean cruise or skiing in Switzerland

Skiing in Switzerland, of course, since I was born in Geneva.

### It is 8 p.m. Where would we typically find you?

On a commercial plane traveling to or from either a client or industry event.

### My favorite place to hang out is ...

The small, Eastern Shore fishing village of Crisfield that is best reached by small plane. The locals live a simple lifestyle that revolves around the size of the crab and the length of the Rockfish.

### When it comes to wine, do you prefer red or white?

Red. It makes it harder for my doctor to argue against.

### My biggest worry is ...

Not exceeding the expectations of my customers.

### You live in Maryland. The one place everyone should see who visits your state is ...

The Chesapeake Bay, especially on the Eastern Shore, which has spectacular wildlife.

### For me, the ideal Sunday morning consists of ...

Brunch with my friends at my house prior to heading to M&T Stadium for a Ravens football game.

### My all-time favorite restaurant would have to be ...

Asia De Cuba Restaurant at the Mondrian Hotel in West Hollywood, California.

### Facebook: a necessity or a nuisance?

Both.

### It's January! What's your New Year's resolution?

To continue to prove the economic doomsayers wrong and exceed expectations.

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

# WILLIAM H. ROBINSON, INC.

**CREATIVE MARKETING**  
**JINGLES**  
**BROCHURES & ARTWORK**  
**PHOTOGRAPHY**  
**INTERNET SOLUTIONS**  
**PROMOTIONS**  
**GROUP SALES TRAINING**  
**& MORE!**

The  
**B!g idea**  
People!

*A Creative Services Company Serving the Amusement, Water Park & Support Industry for over 48 Years!*

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • [www.TheBigIdeaPeople.com](http://www.TheBigIdeaPeople.com)



**As many as 70 classes on amusement ride safety are scheduled during the 24th annual NAARSO safety seminar in Orlando, Jan. 30 to Feb. 4. PHOTOS COURTESY NAARSO**

**▶NAARSO**  
Continued from page 1

they can inspect amusement rides in Missouri.

"Each state is individually creating how they are using certification programs within the industry," Patton said.

In addition to the lock-out/tagout procedures that Barber will go over with students, they also will have the opportunity to learn about such important topics at hydraulics and such wide rang-

ing subjects as coaster chain maintenance to dealing with the media. A full brochure listing all the classes can be found at NAARSO's website, [www.naarso.com](http://www.naarso.com).

Barber noted that one teacher will be well-known industry insider and hydraulics expert David Collins, who has worked at Disneyland in California "and all over the world."

After a week of classes and the hands-on day at Universal Studios, participants will have the opportunity for a four-hour intense study review, Patton said.

"That's basically a four-hour class in which the instructor goes over a large range of subjects that are applicable to the amusement industry and recap things that are electrical in nature and hydraulic in nature and what the individual might find on the certification exam," she said.

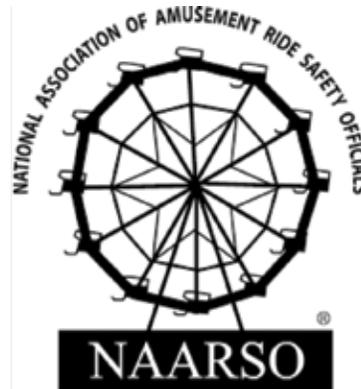
Then the students can take either the Level I or Level II exams Friday afternoon.

Tuition with NAARSO membership is \$425 and without is \$475.

Patton does not know how many participants to expect for the seminar. Last year, 185 attended, which organizers thought was good considering the economy and more than anticipated.

"Last year, we thought if we can get 150, we'd be doing good because a large number of states have had to cut back on people who could travel. When we got 185, we were delighted.

"In light of the economy and that we still have states that are having budget crunches, we are going in with the same attitude. If we can get 150, we'll be happy with the numbers. But we sure would love to have more."



The Industry Leader in Inspection Education  
Invites you to attend the

**24<sup>th</sup> ANNUAL RIDE SAFETY INSPECTION FORUM**

Sponsored by:



&

Universal Studios Orlando

Haas Wilkerson Insurance  
Amusements of America

Allied Specialty Insurance  
Comspeq Consulting Inc

Registration begins:  
Sunday, January 30, 2011

Classes run from:  
Sunday, January 30 through Friday, February 4, 2011

Certification Exams will be offered:  
Friday, February 4, 2011

Costs:  
2010 NAARSO Member - \$425.00      Non-Member - \$475.00  
Certification Level I & Level II Exam Fees: \$55 with 2011 Membership

Location:  
International Palms Resort  
6515 International Drive  
Orlando, FL 32819  
(800)354-8332, Mention NAARSO  
Room rates:      \$86 Single-Double with no breakfast  
                         \$94 Single with one Breakfast coupon  
                         \$98 Double with two Breakfast coupons  
Breakfast coupon requests must be indicated at time of reservations

**ALL NEWS  
ALL THE  
TIME**  
**WE BRING  
THE WORLD  
TO YOU  
EVERYDAY**  
FREE INDUSTRY NEWS DELIVERED  
TO YOUR EMAIL ADDRESS  
**SIGN UP AT  
WWW.  
AMUSEMENT  
TODAY  
.COM**



# INTERNATIONAL

www.AmusementToday.com

PARKS

ATTRACTIONS

RESORTS

ENTERTAINMENT

SUPPLIERS

## BRIEF

### Efteling plans new section, dark ride in 2012

Still reeling from the success of the 2010 installation of Joris en de Draak (a GCII-designed racing/dueling wooden roller coaster), officials at Efteling, located in Kaatsheuvel, The Netherlands, are already looking to the future. The park announced in late September that they had received permission to create a new section of the park that would mark the park's 60th anniversary.

Slated to open in stages, the new section located within the Pardoes Promenade and Efteling Brink area of the park will be called Realm of Fantasy. It will open in 2012 and will include a new themed restaurant dubbed Polles Kitchen.

In 2013, the second phase will debut and include Hearts Garden, a large dark ride that will utilize Vekoma's intriguing Pandora's Box ride system. According to reports, Hartenhof will feature large sets of seats that can move both vertically and laterally as they relocate from scene to scene within the dark ride building.

The Realm of Fantasy is expected to carry a price tag of \$57.8 million (€42.5 million), which would make it the most expensive attraction in Efteling's history.

## Holiday Park purchase brings Plopsa brand to Germany

**Andrew Mellor**  
*Amusement Today*

In a move that will see the Plopsa brand of parks taking root in another European country, Germany's Holiday Park has been purchased by the Belgium based Studio 100, owners of the Plopsa group of indoor and outdoor theme parks.

Having been established in 1971 by the Schneider family, Holiday Park grew to become one of the leading attraction parks in Germany, and celebrates its 40th anniversary in 2011. However, with no family members coming through to take over the running of the park, the decision was taken to sell.

"I am glad that Holiday Park will further grow in the Plopsa group successfully,"

commented Wolfgang Schneider, former managing partner of the venue.

The deal was concluded between Schneider and Plopsa Group managing director Steve Van den Kerkhof, who said of the acquisition: "We wanted to expand the Plopsa brand into Germany. We have one big outdoor park and three indoor parks in Belgium, and in Germany we were looking for an outdoor park that was not too big and therefore too expensive. There are not so many parks for sale that are neither too big or too small so Holiday Park was ideal. There are 20 million people within a two to two and a half hour drive of the park and a lot of land around the site which we can use for growth.

And he added: "A dedicated theme park in Germany

in which we can also give a home to the Studio100 media characters such as Maya the Bee and Vicky the Viking is a logical strategy."

Holiday Park will clearly be transformed over a period of time as it is developed into a Plopsa themed park and Van den Kerkhof explained how this will work.

"There is a difference between short and long term changes. For 2011 we will try to have some Maya the Bee presence, such as a live show, along with costume characters of Maya and Vicki the Viking to meet and greet visitors. We will look to change the content on some of the existing rides, so that we move from an attraction park to a theme park, and will start this process on existing rides and then begin

▶ See PLOPSA, page 6

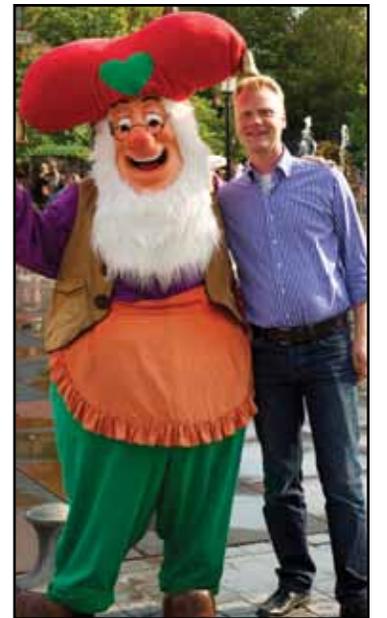


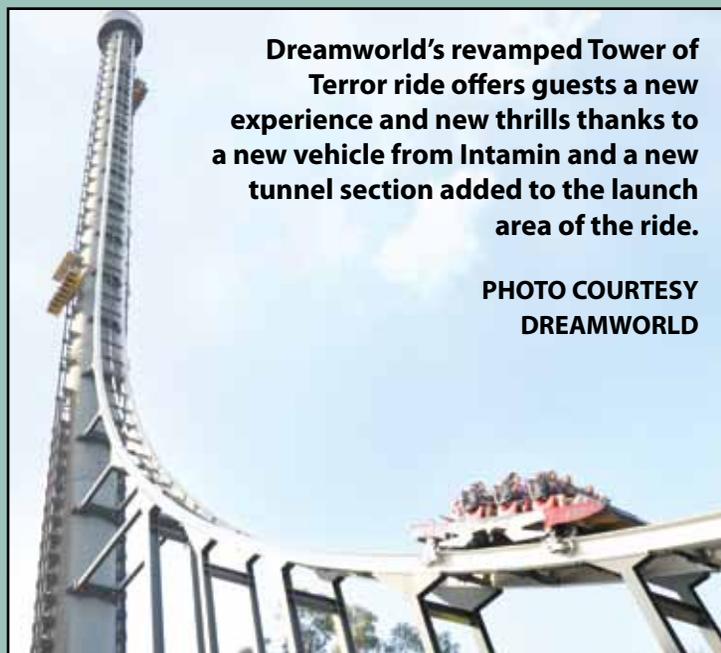
PHOTO COURTESY  
PLOPSA/STUDIO 100

**Plopsa Group managing director Steve Van den Kerkhof and Studio 100 character Plop.**

## Dreamworld's Tower of Terror gets a revamp

**Dreamworld's revamped Tower of Terror ride offers guests a new experience and new thrills thanks to a new vehicle from Intamin and a new tunnel section added to the launch area of the ride.**

PHOTO COURTESY  
DREAMWORLD



**Andrew Mellor**  
*Amusement Today*

Australia's Dreamworld has re-launched its popular Tower of Terror ride, adding a new twist to one of the country's most iconic scream machines.

Dubbed Tower of Terror II, the Intamin-built ride, which first opened at the park in 1997, has been "reloaded and reversed," literally, to offer thrill seekers a brand new experience. Originally taking riders out of the loading station in a front facing direction, the revamped ride now sees riders harnessed into the ride

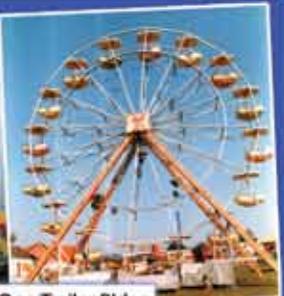
vehicle in the depths of the Tower's "lair" in a darkened void. As the ride program begins, guests wait in silence for a few milliseconds before being blasted backwards out of a 206 meter (676 foot) tunnel and reaching up to 161 kph (100 mph) in just seven seconds. They then soar 100 meters (328 feet) into the air where they dangle for a few seconds of weightlessness before plummeting back down to earth face first and back into what looks like a very narrow tunnel entrance, to return to the loading station.

▶ See TOWER, page 6



**Ital International LLC**

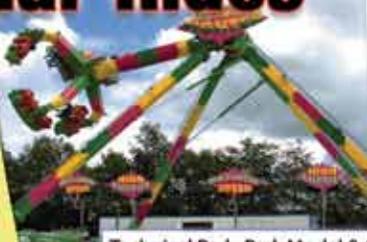
## Major, Family and Spectacular Rides





Bertazzon: Park Model & One-Trailer Rides





Technical Park: Park Model & One-Trailer Rides

Check out the hundreds of new and used rides at [www.italintl.com](http://www.italintl.com)

**Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: [sales@italintl.com](mailto:sales@italintl.com)**

► PLOPSA

Continued from page 5

to introduce new ones. We want to get the characters in as soon as possible so we have a unique selling position at the park."

The plan is to have three or four Plopsa themed venues in Germany within the next five years, with one large outdoor park and three indoor parks, as is the case in the Benelux countries. A figure of 100 million Euros (\$130.5 million USD) is set to be invested by Studio 100 in Germany by 2016, in park acquisition/creation and development, with a target of 2.5 million visitors overall by the same year.

► TOWER

Continued from page 5

Tower of Terror II maintains its use of a single, 14 passenger vehicle on the ride, which has a duration of 27 seconds. Total ride cycle time (load, unload) is between two and a half and three minutes.

"The Tower of Terror has been a rite of passage for almost every Australian teenager and the re-launched ride will build on that terror factor," commented Dreamworld CEO Noel Dempsey. "It incorporates three major fears — high speeds, falling from great heights and dark, confined spaces. Instead of facing the sky, all you see is the ground, first disappearing fast and then rapidly approaching as you plummet towards the tunnel."

In addition to supplying the ride originally, Intamin also worked with the park's engineering team on the attraction's refit.

AMUSEMENT TODAY  
CLASSIFIEDS  
YOUR USED RIDE  
MARKETPLACE

## Oscar Bruch's Bellevue wheel highlights Europa's holiday celebration

Germany's Europa Park, decked out in plenty of holiday finery, had a new star during the holiday season — the Bellevue big wheel.

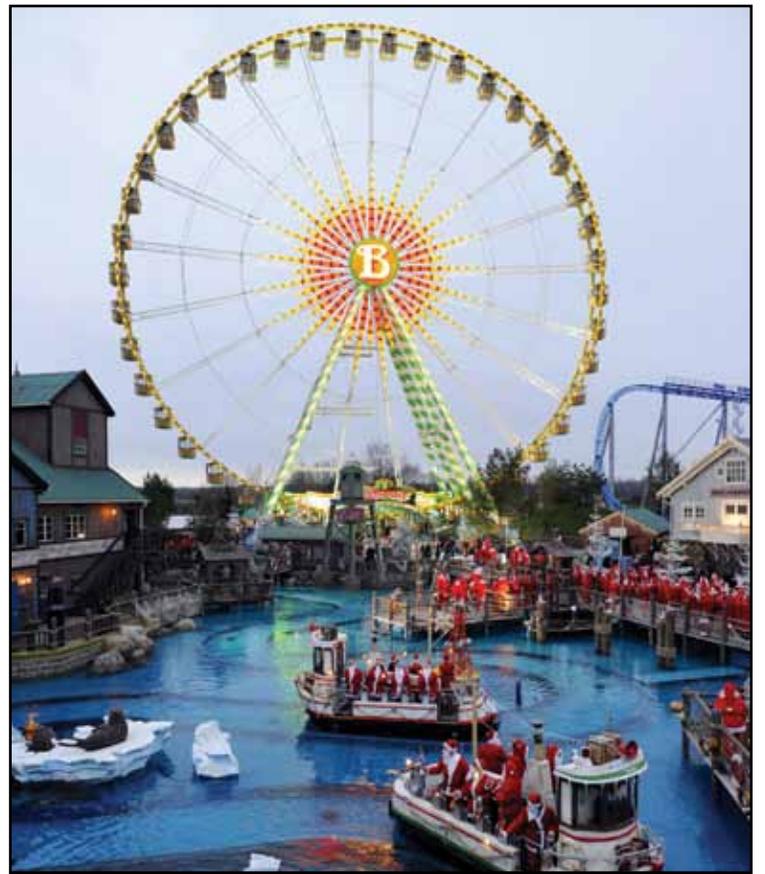
Rising majestically over the rocky landscape of the park's Iceland section — open during the winter for the first time — Bellevue's colorful lighting is reflected below in the waters of the Mack-designed Whale Adventures — Splash Tours.

Owned by German showman Oscar Bruch, this classic attraction was designed in Art Nouveau style and built by Nauta-Bussink. The Bruch family has featured the Belle-

vue wheel on the fair circuit since 1994. The massive ride features 42 gondolas that provide stunning views of Europa Park and its holiday decorations. The ride was in operation at Europa for the duration of the holiday event, which runs through Jan. 9, 2011.

**Oscar Bruch's majestic Bellevue wheel is a highlight of the holiday celebration underway at Germany's Europa Park. The 180-foot-tall Nauta-Bussink-designed wheel will operate at Europa through Jan. 9, 2011.**

PHOTO COURTESY EUROPA PARK



## Premier Rides to supply LIM coaster to Indonesia

Trans Studio recently announced that Premier Rides has been selected to build the signature attraction for the new Trans Studio Theme Park at Bundung Supermal in Indonesia. Premier was chosen after an exhaustive search. This will be the first launch coaster in Indonesia using a LIM magnetic propulsion system.

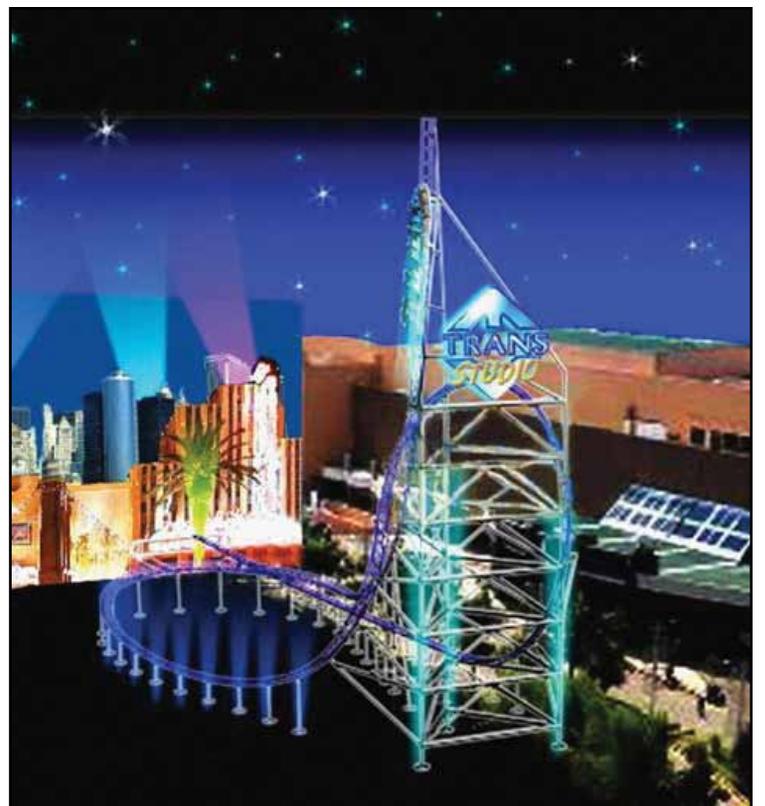
The unnamed ride is quite similar to Premier's Mr. Freeze coasters at Six Flags Over Texas and Six Flags St. Louis. When the ride starts, the train is accelerated with LIMs, going 0 to 70 mph in 3.8 seconds. After the train leaves the station it immediately shoots up into an inverted top hat element. Riders then race down the second half of the top hat into a 180-degree turn to the right. Next, they rocket up a vertical tower where they experience near 0-G conditions. Just before the track ends, the train comes to a stop and is accelerated backwards through the entire course.

Budiman Wijaya, director

of Trans Studio, commented on the quality of Premier's products: "We were very impressed with the quality and reliability of Premier's work when we recently visited Revenge of the Mummy at Universal Studios Singapore. We especially like the dedication shown by Premier's personnel working and meeting all of the client's goals."

Wijaya added, "Our mall project will be one of our nation's most exciting destinations and we have chosen Premier's coaster to assure we are offering the best available product to our guests."

Jim Seay, president of Premier Rides said, "It is an incredible honor for Premier being selected for the Trans Studio project. Premier has invested a significant effort expanding into the Asian market which we see as both exciting and dynamic. Indonesia's economy is strong and we are honored to be working with one of the leading and most respected companies in the region."



RENDERING COURTESY PREMIER RIDES

**Premier Rides has been selected to provide a new LIM launch coaster for Indonesia's Trans Studio Theme Park at Bundung Supermal. The new ride will be similar to Premier's Mr. Freeze coasters at Six Flags Over Texas and Six Flags St. Louis.**

**ALL NEWS ALL THE TIME**  
**WE BRING THE WORLD TO YOU EVERYDAY**

SIGN UP AT [www.AMUSEMENTTODAY.com](http://www.AMUSEMENTTODAY.com)



**EXTRA! EXTRA!**  
**Your Desktop Edition!**

FREE INDUSTRY NEWS DELIVERED TO YOUR EMAIL ADDRESS

MORE THAN 15,000 INDUSTRY NEWS REPORTS SINCE 2009

# Start your engines! Ferrari World opens in Abu Dhabi

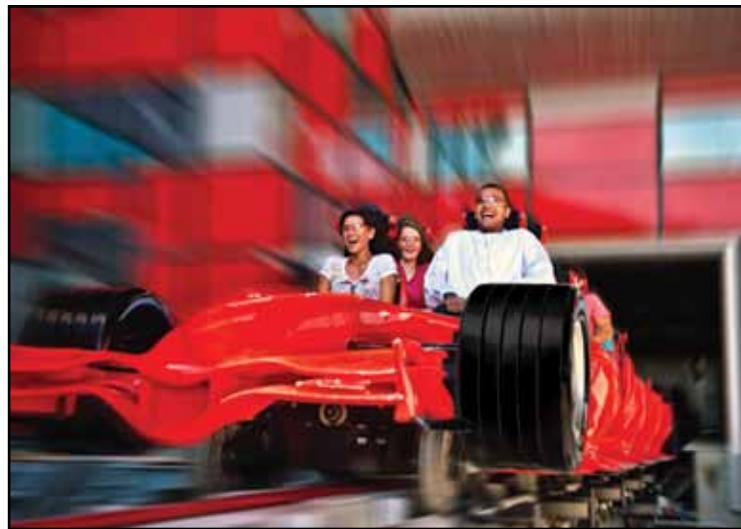
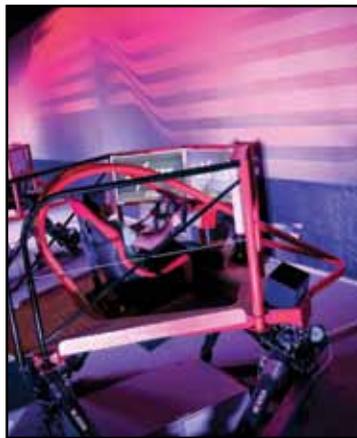
**Andrew Mellor**  
*Amusement Today*

The world's largest indoor theme park debuted at the beginning of November when Ferrari World Abu Dhabi opened its doors to the public.

Situated on Yas Island, a 2,500 hectare island dedicated to "leisure, entertainment and lifestyle," Ferrari World Abu Dhabi has been developed by Aldar Properties PJSC, Abu Dhabi's leading property development, management and investment company, and is managed by Farah Leisure Parks Management LLC, a joint venture between Aldar Properties PJSC and ProFun Management Group, Inc.

With more than 20 rides and attractions, including the world's fastest roller coaster, housed under a spectacular 200,000 square-meter (2.15 million-square-foot) roof, Ferrari World Abu Dhabi was designed by Benoy and the rides and attractions by Jack Rouse Associates. The project is a celebration of Ferrari's past, present and future that indulges the senses with eye-catching surroundings, authentic aromas, distinctive sounds of Italy and some of the world's most innovative rides.

On entering the park, guests are first struck by the sheer scale of the interior structure spanning 86,000 square-meters (926,000 square-feet). A huge crystal-glazed funnel at the heart of the park is the centerpiece of the building and home to the Huss-built G-Force tower ride which fires riders up and out of the building to a height of 62 meters (203 feet) before dropping them



PHOTOS COURTESY FERRARI WORLD ABU DHABI

**Clockwise from top left: The Huss-built G-Force tower ride fires guests to the top of a 62 meter high tower from the central funnel within the park building; the impressive roof structure of Ferrari World covers 200,000 square-meters; the Formula Rossa coaster from Intamin is the fastest coaster ride in the world registering a top speed of 149 mph, and The Scuderia Challenge gives visitors a real race car experience on Cruden supplied simulators as used by F1 drivers for practice purposes.**

back down to earth again.

Formula Rossa, the world's fastest roller coaster, capable of a top speed of 240 kph (149 mph), was supplied by Swiss company Intamin. With a track length of 2,000 m (6,562 feet) and a maximum height of 52 meters (170 feet), it features four trains themed as a Ferrari F1 car and with four, four-seat cars per train. Also on offer

is the Maurer Söhne Fiorano GT Challenge, on which two F430 Spider themed coaster trains race each other on a 1,000 meters (3,280 feet) long, twin track experience.

Ferrari World Abu Dhabi is dedicated to providing a family oriented experience, with a range of attractions for parents and children in addition to the thrill rides. Unique

and innovative attractions include the Galleria Ferrari and Made in Maranello, which celebrate the passion, excellence, performance and technological innovation so synonymous with Ferrari. Galleria Ferrari is the world's largest Ferrari gallery outside Maranello, while Made in Maranello provides an opportunity to go behind the doors of the Ferrari factory

in Maranello, a privilege previously only enjoyed by Ferrari owners.

Formula One enthusiasts are well catered for with the Driving with Champions simulator, while they also have the opportunity to be part of the pit crew at the Paddock. Fans can also dictate race day by choosing tactics and strategies at the interactive Pit Wall.

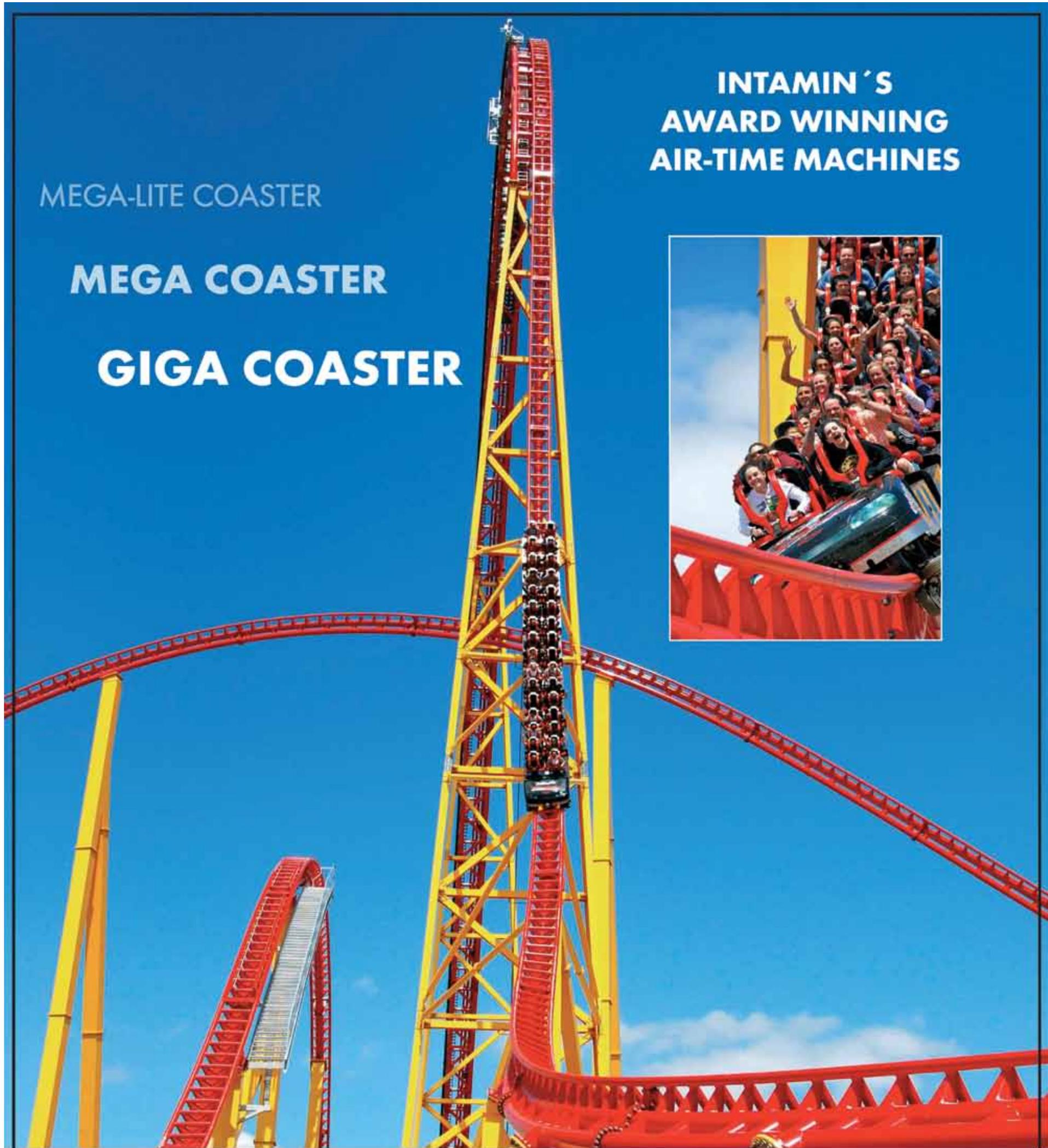
Guests of all ages can escape into the fantasy world of Nello at Speed of Magic, a 4D film attraction, while they will be dwarfed by the oversized components of the V12 water flume ride, on which they ride through the grill of a Ferrari 599 and into the engine before being fired out of the exhaust.

For the very young there is the Ferrari Academy, the two part driving and racing school complete with junior race track and driving circuit. Additionally, the Junior Training Camp provides a suitably themed interactive soft play area. Authentic Italian dining and interactive shopping experiences, including the world's largest Ferrari store, add yet more to the overall experience.

"Ferrari World Abu Dhabi offers an exhilarating experience for families and fans alike which they will cherish forever," said park manager Andy Keeling. "There's more to Ferrari World Abu Dhabi than the thrill of speed racing and powerful cars. The park celebrates Ferrari's past and present and pays homage to its Italian roots in a bespoke and innovative way, from the stunning structure through to the attractions and various experiences offered."



For even more unique thrills, the Fiorano GT Challenge, supplied by Germany's Maurer Sohne, offers a twin track coaster experience.



**INTAMIN'S  
AWARD WINNING  
AIR-TIME MACHINES**

MEGA-LITE COASTER

**MEGA COASTER**

**GIGA COASTER**



**INTAMIN**  
AMUSEMENT RIDES

INTAMIN AMUSEMENT RIDES INT. CORP. EST., Landstrasse 126, FL-9494 Schaan, Principality of Liechtenstein  
Phone: +423 237 03 43, Fax: +423 237 03 40, E-mail: [info@intaminworldwide.com](mailto:info@intaminworldwide.com)  
[www.intaminworldwide.com](http://www.intaminworldwide.com)



# AMUSEMENT PARKS

www.AmusementToday.com

FEC'S

ATTRACTIONS

RESORTS

ENTERTAINMENT

SUPPLIERS

## BRIEF

### Geauga Lake's Supreme carousel headed to Worlds of Fun

The historic Supreme carousel that operated at Ohio's Geauga Lake for more than 70 summers is getting a makeover and a new home for the 2011 season — World's of Fun.

Originally carved and assembled in 1926 by M.C. Illions, this beautiful machine features 64 horses and two chariots. One of only five Supreme models Illions ever created, the carousel made its debut at the Philadelphia Sesqui-centennial where it operated for the duration of the fair. In 1927 it was moved to Birmingham, Ala. After a restoration at New York's Coney Island, the carousel found its way to Geauga Lake where it entertained generations of riders from 1937 until the park closed in 2007.

The carousel has been undergoing a complete restoration at Mansfield, Ohio-based Carousel Works, Inc. in anticipation of its imminent Missouri reintroduction this spring. The machine's rehab can be viewed on an upcoming episode of *Ultimate Restorations* (www.urtvshow.com).

According to WOF officials, the park's Festhaus catering venue will be removed to make way for the carousel's installation.

## Canobie Lake adding Gerstlauer Euro-Fighter coaster

### New steel coaster meets Salem's strict sound restrictions

New Hampshire's Canobie Lake Park will be the recipient of a Gerstlauer Euro-Fighter for the 2011 season. The new compact looping coaster, appropriately dubbed Untamed, will make its New England debut this spring.

The 1,184-foot-long looping coaster (a Euro-Fighter Model 320+) will feature a 72-foot vertical lift and beyond-vertical (97-degree) first drop. After the initial plunge, the two-car trains, which each seat eight riders in two rows, will zip around a tight layout that includes three inversions — a vertical loop, an Immelmann, and a zero-g roll.

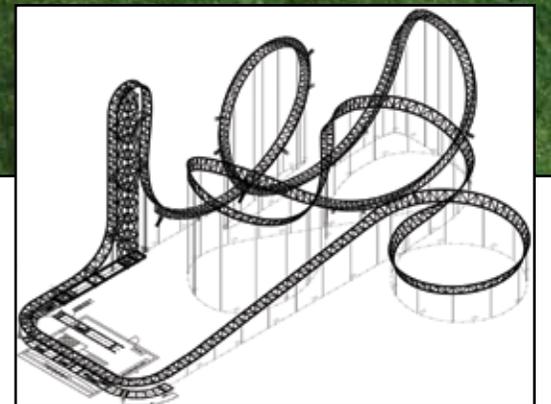
Like many of the rides and attractions at Canobie Lake Park, Untamed will feature a number of unique thematic effects including a rustic, highly-detailed log house-style station and vertical supports painted to resemble a forest of birch trees. Untamed will be virtually identical to two other Euro-Fighter Model 320s currently in operation: Falcon at Duinrell, The Netherlands; and Rage at Adventure Island, the U.K. The new ride will serve as a replacement for the Rockin' Rider, an SDC Galaxi coaster that operated at the park from 1970 until 2004.

Obtaining approval for the new ride was no easy feat for Canobie Lake due to restrictive noise limitations imposed on the park by the town in which it resides. Park officials had to prove to the Salem, N.H. Planning Board



**New Hampshire's Canobie Lake Park will introduce a Gerstlauer Euro-fighter for the 2011 season. The compact layout will include a vertical lift, 97-degree first drop and three inversions.**

RENDERINGS COURTESY RIDE ENTERTAINMENT



that the new coaster would actually be one of the quietest available. *Amusement Today* spoke about the sound requirements with Adam Sandy of Ride Entertainment Group. REG represents Gerstlauer's projects in the Western Hemisphere.

"Canobie Lake Park's issue was that the town of Salem has some extremely strict sound regulations for the property. Canobie hired a company that specialized in

sound studies at public venues like amusement parks and race tracks," explained Sandy. "Siegfried Gerstlauer and I met their team at Duinrell Amusement Park in the Netherlands. There, sound recordings of the 'Falcon', a Euro-Fighter 320+ identical to Canobie's new ride, were taken and the resulting data showed that the noise levels were within the parameters set by the city. Because strict noise standards are more common in Europe,

a silent-running coaster is a concept that Gerstlauer perfected some time ago, but the Canobie Lark Park project was the first time this issue was critical in the United States. Gerstlauer was extremely proud that their product rose to the challenge and allowed Canobie to offer its guests the unique beyond-vertical thrills of the Euro-Fighter."

Canobie Lake opens for the 2011 season on April 23.

—Scott Rutherford

**Intermark Ride Group**

- abc rides switzerland
- Cogan Kiddie Rides
- Moser Rides
- Used Rides & Games
- Wattman Trains

www.intermarkridegroup.com

TEL 615.370.9625 FAX 615.370.8852

**Creating Memories & Profitability**



Dynamic Swing Glider, abc rides



Sidewinder, Moser Rides



Wattman Mini Express

## AMUSEMENT MARKET PLACE

### Aerial Tramway Design & Manufacture



#### SkyTrans Mfg., L.L.C.

106 Burnham Intervale Road  
Contoocook, N.H. 03229  
Phone: (603) 746-4446 Fax: (603) 746-4447

- Specializing in sales & refurbishment of used aerial tramways
- Replacement parts for aerial tramways and amusement rides
- New ride control systems and modifications
- Rebuilt used chairlifts - one year guarantee

#### Parts and Service

(603) 746-4446  
Jerry Pendleton or Dan Pendleton

**Magnetic Brake Retrofit**  
The best stop is a smooth one. EMG is proud to be the exclusive representative for Velocity Magnetics magnetic retrofit braking systems.

**Replacement Chain**  
As the representative for Elecon Chain EMG can provide replacement chain, sprockets and drive systems for roller coasters, water rides, and flat rides.

**Custom Spare Parts**  
If you are having trouble finding a pump, commutator or piece from an old ride contact EMG. We have the ability to track down and source rides from any era.



Entertainment Management Group  
1-410-643-9300, ext. 303  
Sales@RideEntertainment.com

### Building Materials for Amusement Park Maintenance & Wooden Roller Coasters

(All wooden coaster components as well as doors, windows, siding, etc.)

- National Buying Power
- Worldwide Shipping Capabilities
- Personal Attention & Involvement
- Time Line Management
- Accountability



PO Box 858 Athol, ID 83801 www.treedogtimber.com  
ph: 208-818-8566 fax: 208-683-1657

# ADVERTISE HERE!

**\$175 COLOR • \$125 B/W**

## AMUSEMENT TODAY

*Best value in print*

Keep our amusement park industry strong!  
Buy products and services from these suppliers.

## Myrtle Beach getting Chance Giant Wheel

Chance Morgan will supply a R60 Giant Wheel for a new development on Myrtle Beach, South Carolina's famed Grand Strand for the 2011 season.

Opening in May at Myrtle Beach Landing, the R60 Giant Wheel (dubbed SkyWheel) will stand 187-feet-tall and span two oceanfront lots along Ocean Boulevard, on the north side of Plyler Park. It has been specifically designed to include 42 glass-enclosed, temperature-controlled gondolas that can hold up to six passengers each.

The SkyWheel at Myrtle Beach Landing is an exciting new addition to the Grand Strand area, along with the newly renovated Myrtle Beach Boardwalk and Promenade. Plans for the SkyWheel at Myrtle Beach Landing's upcoming launch include a full service restaurant, observation deck overlooking the ocean and gift shop. The SkyWheel



RENDERING COURTESY CHANCE MORGAN

**The SkyWheel at Myrtle Beach Landing — a new Chance Morgan R60 Giant Wheel — will debut on the Grand Strand in May 2011. The 187-foot-tall ride will feature 42 glass-enclosed, temperature-controlled gondolas that hold up to six passengers each.**

at Myrtle Beach Landing will also incorporate a one-of-a-kind programmable LED light show in the evening.

The only Giant Wheel of its kind in the United States, this family-friendly attraction is sure to become an iconic

staple for Myrtle Beach. The SkyWheel at Myrtle Beach Landing is owned by Myrtle Beach SkyWheel, LLC, a joint venture between Koch Development Co. and Pacific Development, both of St. Louis, Mo.

## Quassy unveils new coaster logo

Quassy Amusement Park, Middlebury, Conn., has unveiled the logo for the Wooden Warrior, its new-for-2011 wooden roller coaster. The design has been in the works for several months within the park's art department.

The coaster's name reflects the Native American heritage of the 103-year-old property which is situated on Lake Quassapaug, which means 'Great Pond' or 'Rock Pond'.



Quassy Amusement Park, Middlebury, CT

Designed by The Gravity Group, the Wooden Warrior is under construction and slated for a spring 2011 debut.

## Waldameer adding three Zamperla rides

Pennsylvania's Waldameer Park has announced a substantial expansion in the works for the 2011 season that will offer three new rides and a relaxing park area.

The new section — located on the edge of the bluff overlooking Lake Erie beside Waldameer's award-winning Ravine Flyer II wooden roller coaster — will be home to a trio of family rides supplied by Italian manufacturer Zamperla. The new rides include the Flying Swings (Wave Carousel); SS Wally (Rocking Tug); and Wendy's Tea Party (Mini Tea Cup).

*Amusement Today* spoke with Waldameer's Steve Gorman about the expansion. "We are developing a new section of the park called the 'North End' between the Sea Dragon the Ravine Flyer II," said Gorman. "The Flying Swings is an eye-catching ride that can accommodate children 36-48 inches tall riding with an adult. The Rocking Tug and Tea Cup rides have proven to be popular rides for children and their older family members. This new section will continue our traditional park atmosphere with a water fountain, flower gardens, bronze statues and benches."

Construction on the new area is already underway within a loop of the park's train tracks and will be ready when Waldameer opens for the 2011 season on May 7.

## Alabama Adventure names Chutes ride

Alabama Adventure has announced the name of its new-for-2011 Shoot-the-Chutes attraction: BuzzSaw Falls.

"Alabama Adventure is absolutely thrilled about the addition of BuzzSaw Falls. We are looking forward to a great season in 2011 with plenty of fun and thrills for the whole family, including our Concert Series, theme park and waterpark," said Alabama Adventure General Manager, E.J. Randolph.

BuzzSaw Falls was sold through New Hampshire-based SkyTrans Manufacturing, LLC and will now be supplied by Florida-based Hopkins Rides LLC. Hopkins Rides COO Chuck Bingham announced that the water ride company had brought back two long time Hopkins icons, Jerry Pendleton and Jim Glover, to help the company with sales and service of the Hopkins product line.

The 610-foot-long ride will be located adjacent to the park's kiddie rides area and will stand just over 50-feet-tall. It will utilize two large boats, each with seating for 20 guests.

## San Diego Coaster Company assures Belmont's Giant Dipper is financially sound

In light of the current news that the landlord of San Diego's Belmont Park, Wave House Belmont Park LLC, filed for Chapter 11 protection in November 2010, the owners, management and employees of the San Diego Coaster Company wanted to be sure its friends, colleagues and vendors in the amusement industry understand that it has no affect on the Coaster Company, operators of the historic Giant Dipper roller coaster and other attractions located within the footprint of Belmont Park.

The San Diego Coaster Company holds a separate land lease with the city of San Diego for the Giant Dipper roller coaster and other rides as well as leasing property from Wave House Belmont Park LLC.

"We appreciate the outpouring of concern on our behalf," said Wendy Crain, general manager, San Diego Coaster Company.

"We want everyone to know that the Coaster Company, historical Giant Dipper as well as all the other rides we operate, are not involved in the current situation and that we are financially solvent."

The San Diego Coaster Company has seen record attendance every year over the last three years, despite a challenged economy. The San Diego Coaster Company recently introduced a brand new ride from Moser Manufacturing this past fall called Control Freak and known in the industry as a Gyro Loop 2+2. In addition, they are looking forward to the installation of another new Unicoaster supplied by Chance Morgan Manufacturing.

For additional information on the San Diego Coaster Company, visit: [www.belmontpark.com](http://www.belmontpark.com).

## Chance Morgan Unicoaster goes west to Belmont Park

Just as this issue was going to press, Chance Morgan's second Unicoaster was undergoing final factory testing before being delivered to the San Diego Coaster Company at Belmont Park in San Diego's historic Mission Beach.

Dubbed Octotron by the park, this new ride features eight rotating arms with two passenger vehicles on each arm. This setup allows each vehicle's passengers to control their own spin, both in the forward or backward direction.



PHOTO COURTESY CHANCE MORGAN

Mike and Dick Chance test out the seats on Chance Morgan's second Unicoaster, which is joining the ride lineup at San Diego's Belmont Park.

Super Shot



Flying Scooters



Big Rides  
Small Spaces



PO BOX 638  
Plainview, Texas 79072  
(806) 293-1353  
[www.larsonintl.com](http://www.larsonintl.com)

Star Dancer



Giant Loop



# Waterfront district among plans for Downtown Disney



Work will soon begin on a completely re-imagined Pleasure Island and other one-of-a-kind experiences as Florida's Walt Disney World Resort continues to bring new stories to life at Downtown Disney. Combined, the projects are expected to create an estimated 1,200 new jobs over the next three years.

"We have made great prog-

ress since first announcing our vision to bring new shopping, dining and entertainment experiences to Downtown Disney, many of which can't be found anywhere else and have already become guest favorites," said Keith Bradford, vice president of Downtown Disney. "We look forward to providing even more ways for our guests to enjoy Downtown Disney, while at the same time creating new jobs for Central Floridians.

**Pleasure Island at Florida's Walt Disney World Resort is about to be re-imagined as Hyperion Wharf, a nostalgic yet modern take on an early 20th century port city and amusement pier.**

RENDERING COURTESY WDW RESORT

A nostalgic yet modern take on an early 20th century port city and amusement pier will evolve Pleasure Island into Hyperion Wharf. By day, the bustling port district will draw guests in with its stylish boutiques and innovative restaurants and by night, thou-

▶ See **DISNEY**, page 14

## Preserve the past by investing in the...



YES! I wish to invest in the National Roller Coaster Museum

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Today's Date \_\_\_\_\_

\$10    \$25    \$50    OTHER AMOUNT: \$ \_\_\_\_\_

Payment Enclosed    Charge to Credit Card:

VISA    MASTERCARD    AMERICAN EXPRESS

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to NRCMA and return this form to:  
NRCMA, P.O. Box 5424, Arlington, TX 76005-5424, USA

## Donate today!



Thank you for your support!  
Your gift is tax deductible to the extent provided by law.



# Imagine **Excitement.**

Open at OCT Beijing – Summer 2010

[www.engineeringexcitement.com](http://www.engineeringexcitement.com) • (+) 1-435-752-1987



## Recycled Thermal Ticket Stock



National Ticket Co. is proud to be able to provide Forest Stewardship Council (FSC)-certified products. Our 100% Recycled Thermal Ticket Stock comes from well-managed forests certified by the FSC. The FSC is an international organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. Visit [www.fsc.org](http://www.fsc.org) to learn more.



**100% Recycled!**



Visit our website for a complete product listing  
[www.nationalticket.com](http://www.nationalticket.com)

redemption tickets, wristbands, plastic cards, roll tickets, RFID technology, thermal tickets, strip/sheet tickets and much more!



[www.nationalticket.com](http://www.nationalticket.com)  
P.O. BOX 547 • SHAMOKIN, PA 17872  
(800)829-0829 • FAX (800)829-0888  
(570)672-2900 • FAX (570)672-2999  
e-mail: [ticket@nationalticket.com](mailto:ticket@nationalticket.com)

AMUSEMENTTODAY.COM  
AMUSEMENTTODAY.COM

**Kay Park  
Recreation Corp.  
1-800-553-2476**



[www.kaypark.com](http://www.kaypark.com)

Making people-places people-friendly since 1954



RENDERING COURTESY WDW RESORT

Numerous new or renovated retail shops and merchandise vignettes, as well as additional atmosphere and entertainment will be featured throughout Downtown Disney.

### DISNEY

Continued from page 12

sands of lights will transform the area into an electric wonderland.

Taking its name from Hyperion, the Greek god of light, as well as the street on which Walt Disney built his first major animation studio, the

wharf district also will feature a lakeside park and enhanced pedestrian walkways. Its diverse eateries will expand dining availability at Downtown Disney by more than 25 percent.

"Hyperion Wharf will offer guests of all ages a vibrant atmosphere and new experiences that can be enjoyed by

day or by night," said Bradford. "Whether looking for a great place to dine with the whole family or a place to relax and enjoy live music, Hyperion Wharf will provide the perfect setting for guests to make new memories with us."

In addition to the new wharf district, numerous other projects are underway at Downtown Disney, including:

- An extensive renovation of Lego Imagination Center, which will increase its overall footprint by nearly 3,500 square-feet and add new Lego exterior models featuring scenes from classic Disney movies.

- Enhancements at AMC that will take the movie-going experience at Downtown Disney to the next level with new digital technology, a paradigm-shifting Concession Stand of the Future and Florida's first Fork & Screen Theater; and

- Numerous new or renovated retail shops and merchandise vignettes, as well as additional atmosphere entertainment, throughout Downtown Disney.

Combined, these projects are expected to create an estimated 600 construction jobs, 500 restaurant, retail and entertainment jobs and support 100 vendor and supplier jobs.

### Silver Dollar City's 50 years captured in newly released book

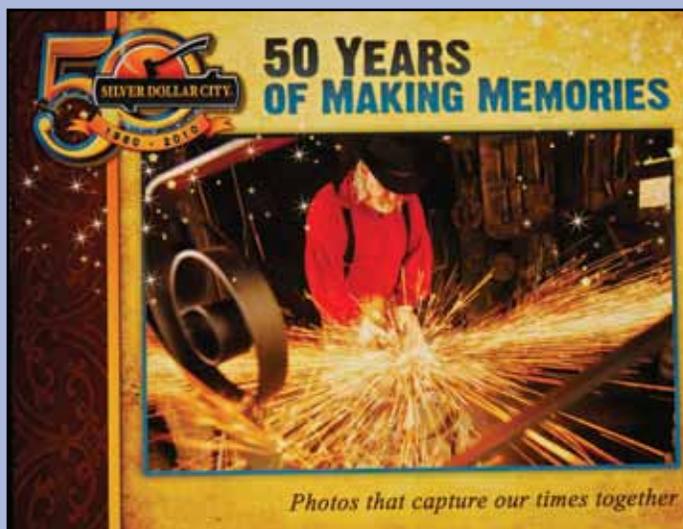


PHOTO COURTESY SILVER DOLLAR CITY

"50 Years of Making Memories" is a 128-page hardback keepsake book full of memories of the last 50 years at one of America's best-loved theme parks - Silver Dollar City. The book is a collection of photos from Silver Dollar City and the Springfield News-Leader archives, including historic and previously unpublished photos, plus photos submitted by park guests. The book offers a glimpse at how the park has grown through the years, the people who helped it grow and the many reasons families visit the park year after year. Books are \$24.99 each, available at Silver Dollar City, and at [www.news-leader.com/SDCbook](http://www.news-leader.com/SDCbook). Silver Dollar City and The News-Leader are donating 50 percent of the book profits to the Silver Dollar City Foundation and the Education Foundation of the Ozarks to support kids and families in the Ozarks.

**EXTRA! EXTRA!  
YOUR DESKTOP EDITION!**

**FREE  
NEWS  
EVERY DAY**

Sign up at  
[www.AmusementToday.com](http://www.AmusementToday.com)

photos courtesy of amusement today  
**PATENT PENDING**



# RMC

**Thank you Six Flags**

for being the first to use our new all steel i.box track system



208.772.8181

rockymtnconstruction.com

rmcgroup@live.com



**AquaPlay**<sup>TM</sup>  
by Whitewater

*Calypso Waterpark, Canada*

The coolest family fun  
with something for everyone!



*Ocean World, South Korea*

 **WHITEWATER.**

The Waterpark Company



# WATERPARKS

www.AmusementToday.com

AQUATIC CENTERS | INDOOR FACILITIES | RESORTS | REVENUE | SUPPLIERS

## BRIEF

### Michigan's Adventure adding WhiteWater play structure in 2011

Michigan's Adventure plans to introduce Beach Party, a giant interactive waterplay attraction to its WildWater Adventure Waterpark for the 2011 season.

Supplied by Canada's WhiteWater West Industries Ltd., Beach Party will feature the first-of-its-kind giant geyser, which blasts water over 90 feet in the air. During the eruption guests will see a column of water approximately 20 inches in diameter gradually rising in the air, towering over the multi-level play area to a height of approximately 95 feet before it rains down over the attraction.

The new multi-level Beach Party will incorporate over 150 play features, including eight water slides, water jets, water curtains, pipe falls, water wheels, and several net bridges. Guests will be able to drench each other with fire hose jets and interactive water guns.

"This amazing new 'splashtastic' water area that boasts geysers, gadgets and super-drenching slides will entertain guests of all ages. This is a spectacular addition to Michigan's largest waterpark," said Camille Jourden-Mark, vice president and general manager of Michigan's Adventure.

### AquaPlay to be WhiteWater largest play structure

## Hawaiian Falls breaks ground on Roanoke, Texas park

The Roanoke (Texas) Fire Department recently delivered the first wave to the new Hawaiian Falls Roanoke during a special ceremony with a host of city and civic leaders attending. The 300-foot plume of water launched from a Roanoke Fire Department hook and ladder rig signaled the beginning of construction on the 10-acre waterpark. Located on Byron Nelson Boulevard (Business 114) next door to the Fire Station, Hawaiian Falls is scheduled to open Memorial Day weekend 2011.

"We're honored to bring Hawaiian Falls' brand of family entertainment to Roanoke," said David Busch, president and CEO of Hawaiian Falls. "Our goal is to bring families closer together through good, clean family fun. We want to be a good corporate citizen and hope our waterpark will become a favorite place to create lasting memories."

The \$10 million waterpark is a joint venture between Hawaiian Falls and the City of Roanoke. The city will own the park and Hawaiian Falls will operate it



**Overview shows massive AquaPlay structure as focal point in center of the \$10 million waterpark.**

under a long-term lease.

"We welcome this exciting new project and the many new opportunities it represents," said Roanoke Mayor Carl E. Scooter Gierisch, Jr. "Hawaiian Falls will provide family fun and recreation for all of our residents. We are particularly excited to have a business partner like Hawaiian Falls that centers their business

around those that we hold most dear to us."

At the heart of Hawaiian Falls Roanoke will be Water World, WhiteWater's largest AquaPlay structure. The six-story interactive playground will have 20 slides, including a three-lane racer, a family Boomerango raft ride and several body slides, 500-gallon and 1,000-gallon dump buckets, numerous interactive pulleys, wheels and water features. In addition, the park will have a 16,000-square-foot wavepool, a lazy river with rapids and geysers and a water walkway.

Hawaiian Falls Roanoke will employ about 175 people during the season. It will also contribute an estimated \$10 million annually to the local economy. The park expects to attract about 175,000 guests each year.

Hawaiian Falls Roanoke will host "Dive-In" movies and concerts during the season, and will offer private cabanas for daily rental, corporate picnic and group areas, birthday party rooms and a variety of food and beverage options.



RENDERINGS COURTESY HAWAIIAN FALLS

**The newest Hawaiian Falls park will feature WhiteWater's largest AquaPlay structure, complete with 20 slides and two dumping buckets.**



**EXTRA! EXTRA!**  
**Your Desktop Edition!**

FREE INDUSTRY NEWS DELIVERED  
TO YOUR EMAIL ADDRESS

MORE THAN 15,000 INDUSTRY  
NEWS REPORTS SINCE 2009

**ALL NEWS ALL THE TIME**

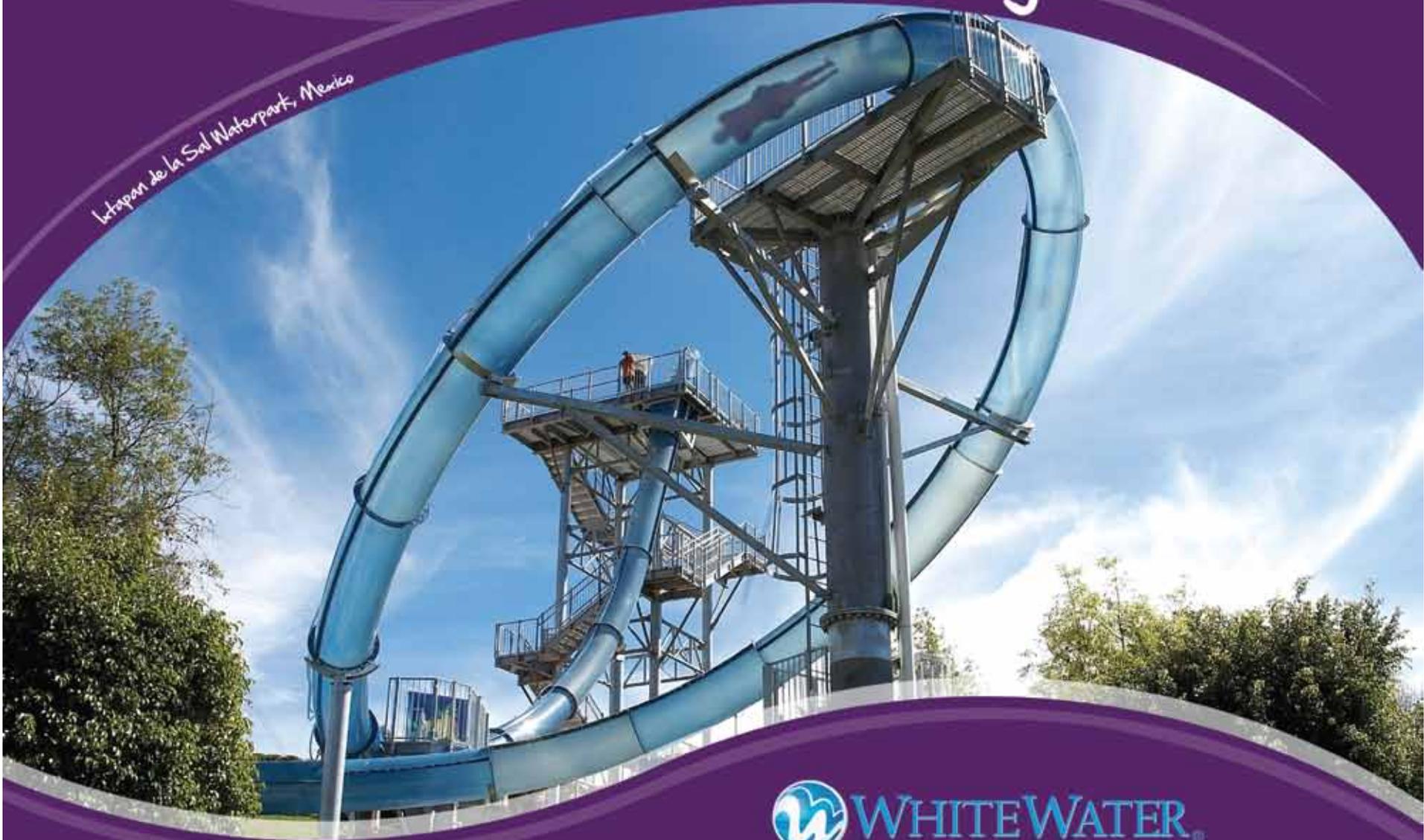
**WE BRING THE WORLD  
TO YOU EVERYDAY**

**SIGN UP AT [www.AMUSEMENTTODAY.com](http://www.AMUSEMENTTODAY.com)**



**AquaLoop™**  
by WhiteWater

Greatest waterslide  
I've ever been on in my entire life!



*Las Vegas de la Sal Waterpark, Mexico*

 **WHITEWATER®**

The Waterpark Company

Tel: +1 604 273 1068 • [www.whitewaterwest.com](http://www.whitewaterwest.com)

Licensed by AquaRena

# WhiteWater West attractions highlight Calypso Waterpark

Calypso Waterpark turned on the taps as promised on June 7, 2010 and soaked the crowds with plenty of adventures. Located near Canada's capital city — Ottawa, Ontario — the park stands out vibrantly on 100 acres and has capacity for up to 12,000 guests. The country's newest and largest theme waterpark offers something for everyone, and is highlighted with plenty of WhiteWater West's signature attractions, many of them firsts in Canada.

Among these firsts and quickly becoming the most popular attraction is the Family Boomerango. Families and groups of up to six can also do some 'Canyon Rafting' together on the Family Raft Ride.

Dr. Dunk's Turbo Lab offers the choice of four cleverly themed bowl slides that will keep guests' excitement at peak levels as they swirl around in The Frosty Drop, The Hot Dip, The Steamer and The Acid Test. Also high in thrills are the free-fall speed slides and an eight-lane Whizzard mat racer that the park has aptly christened The Fast Track.

Calypso's younger guests find plenty of action over at The Pirates AquaPlay interactive play structure, which features a giant tipping bucket and swashbuckling pirate theme.



PHOTOS COURTESY WHITEWATER WEST

Canada's new Calypso Waterpark features plenty of attractions and equipment from WhiteWater West including (clockwise from top left) a Family Boomerango/Family Raft Ride, four themed bowl slides, a speed slide tower and AquaPlay interactive play structure.

## Massive WhiteWater slide complex at Calypso to be tallest in North America



RENDERINGS COURTESY WHITEWATER

The Calypso Waterpark, near Ottawa, will expand in 2011 with what it says will be North America's tallest free-standing waterslide tower. The new \$5 million tower attraction from WhiteWater West will stand 90 feet tall and feature 10 waterslides on the single tower. The top of the tower will showcase four high speed waterslides (two will use four-passenger single row seating boats while two will use two-passenger double donut inertubes). The middle of the tower will house two AquaLoop slides, while the tower's lowest level feature four coiled body slides.

# SplashTacular introduces new slide series at trade shows

SplashTacular Inc. introduced a series of innovative waterslide enhancement products at the October World Waterpark Association convention and the November International Association of Amusement Parks and Attractions Expo.

SplashTacular feels its new SplashEnhancements series not only advances the visual appeal of waterslides for both riders and spectators, but they significantly increase the 'fun factor' as riders will be able to race against themselves and others while competing for the highest score.

"For more than 16 years SplashTacular has manufactured waterslides and attractions that drive attendance and revenue to clients' venues," said Steve Levine, founder and president of SplashTacular. "We will continue to combine innovation with fun and safe features to create waterslides and structures that fit every budget."

Attendees had the opportunity to explore SplashTacular's first three of its new



SplashEnhancements products:

- **SplashChallenge** enhances the waterslide experience by offering riders the opportunity to easily compete against themselves or other riders for the fastest ride time. In addition, SplashChallenge offers an optional feature that allows riders to score points by locating and touching bright, colorful target sensors inside the



slide while competing for the fastest time. Competitors and spectators view the top 10 results on a 24-inch color monitor after riders cross the finish line.

- **SplashLightning** makes its debut as a thrill ride light show. Featuring multiple pre-programmed lighting effects within the waterslide, SplashLightning reinvents the body and raft slide experience into a



**SplashTacular Inc. introduced a series of innovative waterslide enhancement products at both the recent WWA and IAAPA trade shows. The SplashEnhancements series includes SplashLightning, shown by day, then by night, and SplashGlass for waterslides.**

PHOTOS COURTESY SPLASHTACULAR

complete entertaining 'show' for both the riders and the spectators with multi-sensory experiences including pulsing and gyrating lights and special effects. The system is user-friendly, affordable and designed to withstand harsh outdoor and indoor environments.

- **SplashGlass** brings the opportunity to completely customize the appearance of

waterslides by illuminating the inside with vibrant rings, shapes and icons in almost any shape or color of the rainbow. A nearly transparent colorless option is also available. SplashGlass offers the ability to blend multiple translucent colors into each individual segment of a waterslide. Whether through an undersea theme, convincing train tracks, playful creatures or even a park logo, SplashGlass immerses guests into the waterpark experience like never before with creatively themed options. In addition, the slide exteriors can be themed with a unique application of high quality, ornate images or graphically wrap an entire waterslide with patterns such as tree bark, camouflage or animal prints.

"Additional products will soon be added to the SplashEnhancements series," said Levine. "Our focus is to redefine the waterslide experience by developing ideas that consistently attract customers to our clients' attractions."

• [www.splashtacular.com](http://www.splashtacular.com).

## Idlewild adding wave pool

Though winter may be in full swing, officials at Pennsylvania's Idlewild & SoakZone are already planning for next summer. The park's aging swimming pool, which was built in 1931, will be replaced with a modern wave pool and 'beach' area complete with private cabanas for the 2011 season.

"This wave pool is a thrilling addition that will take the excitement of the SoakZone to a whole new level for our guests," said Jeff Croushore, park spokesperson. "We've already been recognized as the 'Best Children's Park' [*Amusement Today* 2010 Golden Ticket Awards], but this attraction's appeal to kids and adults, will help bolster Idlewild's reputation of being one of the best parks for the entire family."

The new 280,600-gallon wave pool will feature a zero-depth entry at its shallow end and a depth of six feet at its deepest. Following intermittent periods of calm water conditions, a signal will sound and the pool will generate waves at timed intervals, allowing swimmers to ride the tide. The park plans to keep the velocity of the waves at a level that will offer a thrill to older guests but still allow younger children to enjoy the fun.

In an effort to ensure the safety of guests, Idlewild's new wave pool will feature a number of unique features:

- Underwater cameras will provide views of the deepest section of the pool with constant monitoring from lifeguards.

- State-of-the-art sanitation and filtration systems including the latest in ultraviolet technology.

- The wave pool will be barrier-enclosed with a single controlled access monitored by lifeguards

Idlewild's new wave pool is being made possible by a number of well-known entities including: International Aquatic Design (architect); WaveTek by Aquatic Development Group (wave generating equipment); Gateway Engineers (engineers); USA Inc. (main builder); and Neptune Benson, Inc. (filtration system).

## One Systems makes splash in Singapore

When the newly built Wave House on Sentosa Island in Singapore decided to install a sound reinforcement system to enhance the experience of their California-themed surf park, they chose products from Nashville-based One Systems, a leading manufacturer of direct weather loudspeakers.

In addition to the most advanced wave-riding, surfing simulation machines in the world, Wave House Sentosa also features a hammock garden, an indoor restaurant, a rooftop terrace, a number of outdoor bars, and a beach area with palm trees on white sands. Due to its layout and the large size of the outdoor park, Wave House Sentosa knew it needed a sound system that could reproduce music and speech with clarity and power, but also sustain harsh weather conditions and high UV exposure. It also needed to provide even coverage throughout the expansive indoor/outdoor theme park, yet be well controlled enough to not disturb neigh-



PHOTO COURTESY ONE SYSTEM

**The Wave House on Sentosa Island in Singapore installed a sound reinforcement system around their surf park attraction from Nashville, Tenn.-based One System.**

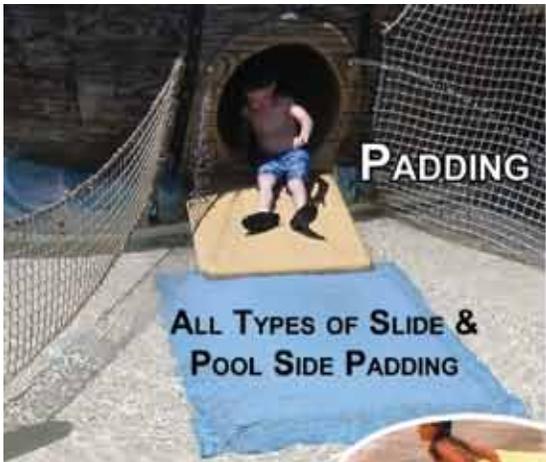
boring hotel patrons. Singapore distributor and systems integrator Trektech selected and specified One Systems' direct weather speakers to be installed throughout the facility.

The installation included 88 One Systems speakers used around Wave House Sentosa's expansive out-

door area. The 112IM 12-inch two-way and 115TW 15-inch two-way speakers provided sound for the main rides, and are flown from lighting and sound towers. The outdoor dance patio is equipped with 24 108IM eight-inch two-way speakers that are augmented by 12 118Sub-W single 18-inch subwoofer systems and four 218Sub-W dual 18-inch subwoofers. The perimeter and mezzanine areas of the restaurant/bar (including the second floor Lalange Lounge) feature 106IM six-inch two-way speaker systems.

Sentosa's high annual rainfall, its proximity to the ocean and harsh UV exposure would challenge nearly all speakers, but those conditions are exactly why One Systems loudspeakers were selected. TrekTech's Colin Quack said, "the One Systems speakers were designed to perform beautifully in extreme weather conditions and have exceeded all expectations of our customer."

• [www.onesystems.com](http://www.onesystems.com).



**PADDING**

ALL TYPES OF SLIDE & POOL SIDE PADDING



PADDING FOR ANY LOCATION



**WATER TRAMPOLINES**



**TUBES**



**FLOATATION COLLARS**



**INLINE RAFTS**



**UPHILL RAFTS**



**ROUND RAFTS**

**RAFTS**



**SIDWINDER BUMPER**



**SIDWINDER TUBES**

+1(513) 829-5533  
 FAX +1(513) 892-7466  
 ZEBEC@ZEBEC.COM  
 WWW.ZEBEC.COM



Heavy-Duty Single, Double, Tear-Drop, 3 and 4 Person Clover Tubes made in USA with extra heavy material and overlapped, heat-welded seams

**HEAVY DUTY TUBES**



**Diamond Raft**



**BUMPER BOAT TUBES**



**INFLATABLE BARRIERS**



**HT Heavy Triple Tube**



**RAPID RIVER RAFT**



**FOAM MATS**



**SNOW TUBES & RAFTS**



**LILY PAD WALK**

**COMPLETE LILY PAD WALK SETUP**

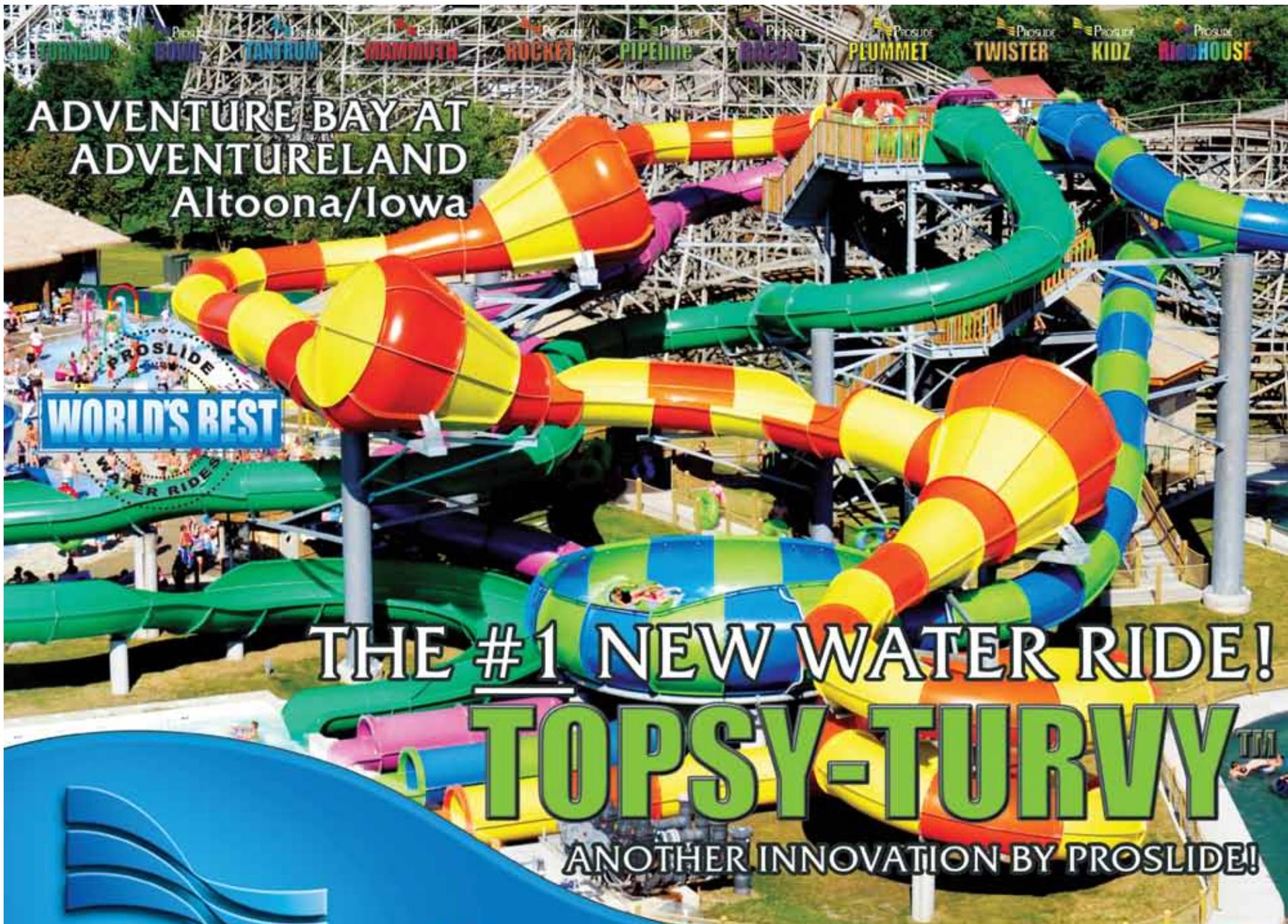
- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding



**PLAY NETTING**



**ROPE & NETTING**



ADVENTURE BAY AT  
ADVENTURELAND  
Altoona/Iowa

THE #1 NEW WATER RIDE!

# TOPSY-TURVY

ANOTHER INNOVATION BY PROSLIDE!



**PROSLIDE**  
TECHNOLOGY INC

THE TRUE LEADER IN  
WATER RIDE INNOVATION!

Winner of  
2010 IAAPA  
Best New  
Water Ride  
Award!

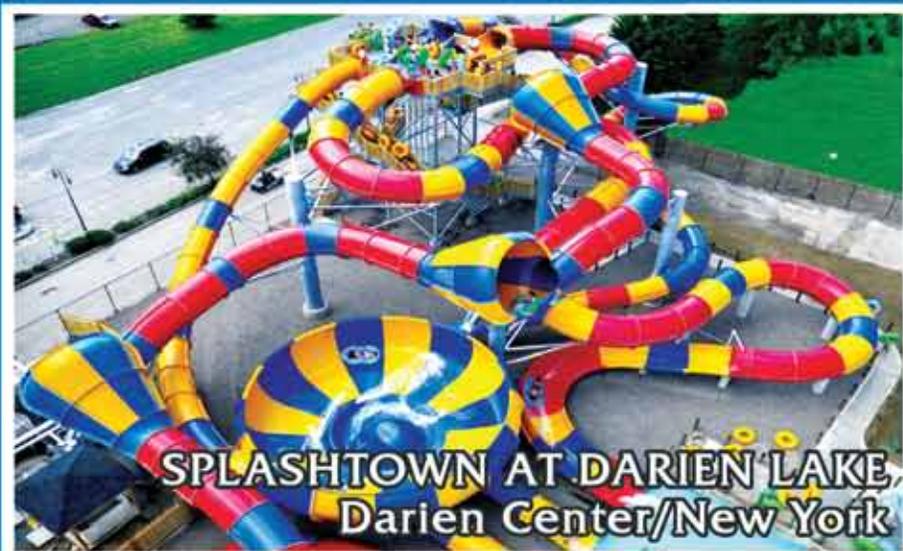


# TOPSY-TURVY™

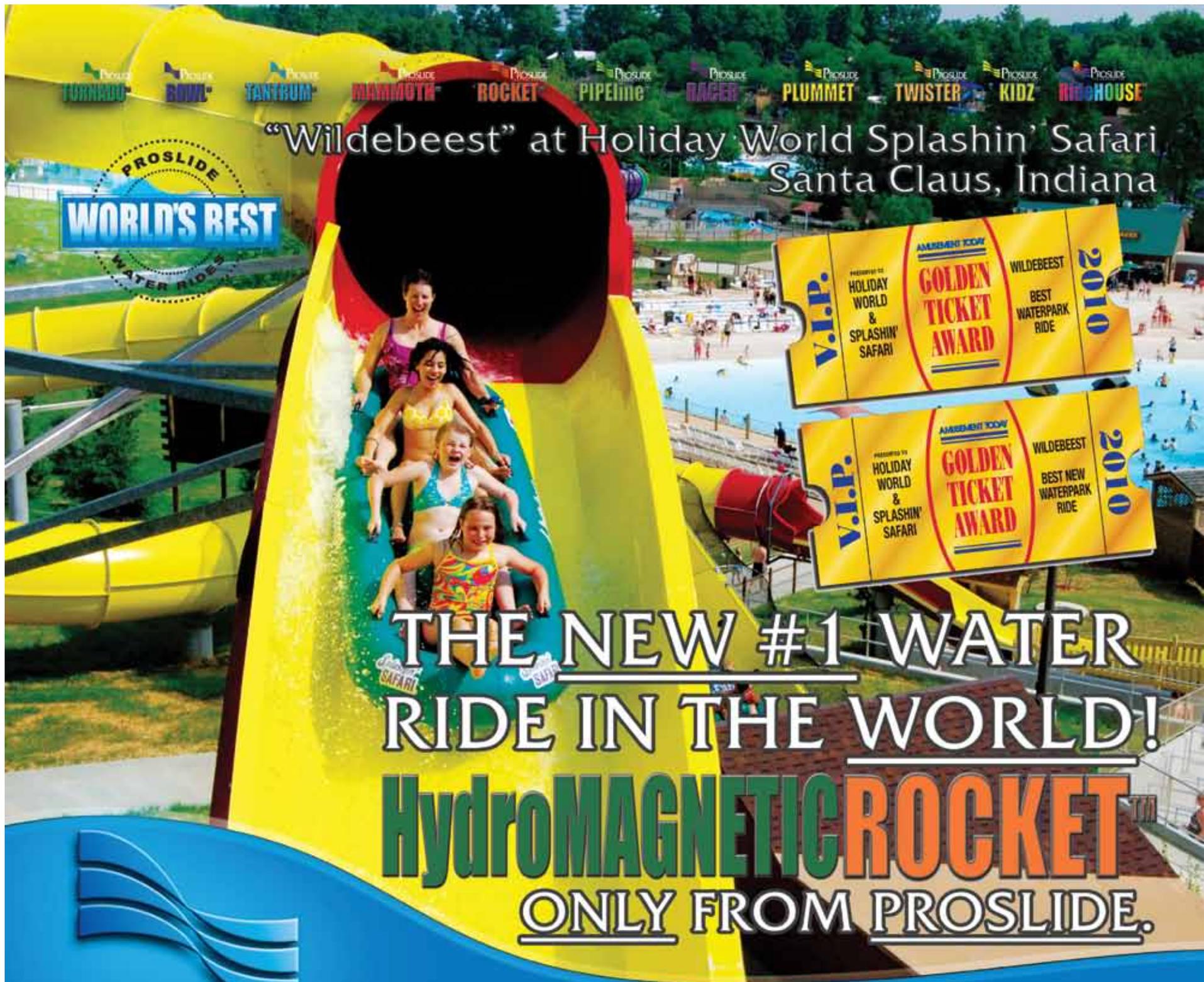
"SurpriseAdventure" Tubing Rides



GREAT WOLF LODGE KANSAS CITY  
Kansas City/Kansas



SPLASHTOWN AT DARIEN LAKE  
Darien Center/New York



PROSLIDE  
 TURNAKU  
 BOWL  
 TANTHUM  
 MAMMOTH  
 ROCKET  
 PIPELINE  
 RACER  
 PLUMMET  
 TWISTER  
 KIDZ  
 RIDEHOUSE

“Wildebeest” at Holiday World Splashin’ Safari  
 Santa Claus, Indiana

PROSLIDE  
**WORLD'S BEST**  
 WATER RIDES

V.I.P. PRESENTED BY HOLIDAY WORLD & SPLASHIN' SAFARI  
 AMUSEMENT TODAY  
**GOLDEN TICKET AWARD**  
 WILDEBEEST  
 BEST WATERPARK RIDE  
 2010

V.I.P. PRESENTED BY HOLIDAY WORLD & SPLASHIN' SAFARI  
 AMUSEMENT TODAY  
**GOLDEN TICKET AWARD**  
 WILDEBEEST  
 BEST NEW WATERPARK RIDE  
 2010

**THE NEW #1 WATER RIDE IN THE WORLD!**  
**HydroMAGNETICROCKET**  
**ONLY FROM PROSLIDE.**



**PROSLIDE**  
 TECHNOLOGY INC  
 THE TRUE LEADER IN  
 WATER RIDE INNOVATION!

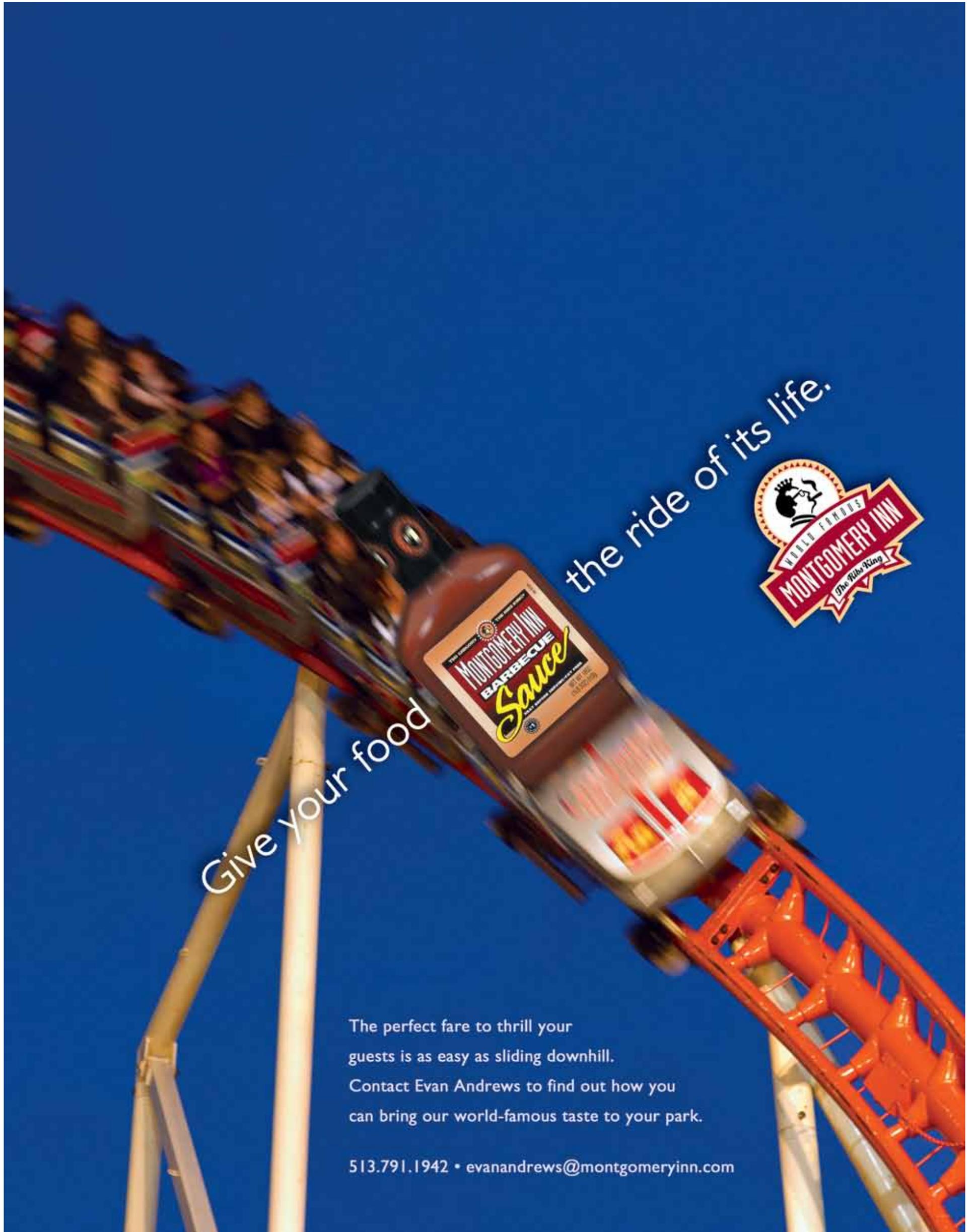


PATENTS PENDING  
**HydroMAGNETICROCKET™**

Feel the Magic of HydroMAGNETICS™!

The Winner in Two Categories!  
 Voted Best Waterpark Ride  
 & Best New Waterpark Ride  
 in the World at the 2010  
 Golden Tickets Awards!





Give your food

the ride of its life.



The perfect fare to thrill your guests is as easy as sliding downhill. Contact Evan Andrews to find out how you can bring our world-famous taste to your park.

513.791.1942 • [evanandrews@montgomeryinn.com](mailto:evanandrews@montgomeryinn.com)

# BUSINESS

www.AmusementToday.com

REVENUE

PEOPLE

RESORTS

AIMS INTL.

SUPPLIERS

## BRIEF

### Chance Morgan introduces new Wind Wheel wind turbine

The WindWheel is a new, patent pending wind turbine from Chance Morgan, Inc. The WindWheel's innovative features and efficient design make it ideal for amusement parks and attractions looking to save money on electricity and promote a 'green' image.

The unique features of the 150-foot-tall WindWheel offer substantially improved performance over conventional tri-blade wind turbines. The innovative outer rim provides support for the blades both at the root and the tip, and directly transfers energy from the blades to the generators from the outer rim. This design eliminates the need for complicated, high maintenance, and expensive gearboxes on conventional wind turbines.

• [www.chancewind.com](http://www.chancewind.com)



Chance WindWheel

## 2010 AIMS Safety Seminar in Orlando another success

*Seminar attendance up nine percent; SeaWorld hosts event for all AIMS attendees*

**Mary Wade Burnside**  
*Amusement Today*

Combining the annual AIMS Safety Seminar with the IAAPA convention seems to draw more participants who want to learn more about ride operation and maintenance while also checking out the extravaganza that the International Assn. of Amusement Parks puts on every year.

"A lot of them found it rewarding," said Patty Beazley, the education and seminar director for Amusement Industry Manufacturers & Suppliers International (AIMS). "For a lot of them, it was the first time to attend an IAAPA trade



show. They were mesmerized by how big it was."

The seminar took place from Nov. 13 to 18 at the Orange County Convention Center in Orlando, Fla., the same location as IAAPA. Last year was the first time the AIMS safety seminar was held to coincide with IAAPA — at the 2009 location in Las Vegas — in order to give participants an opportunity to check out the expo.

In addition to ride operation and maintenance courses, this year, AIMS introduced ride inspector classes as well. The entire event had 235 attendees, 112 of whom took tests. Twenty-four of those took the new ride inspector certification test, "which is a large number for

the first year out of the chute," Beazley said. "We just started marketing it this past spring and summer, so for us to come up with 24 people, that was a huge thing. I think it will only increase the growth."

Participants had asked for the inspector classes, Beazley said.

"We listened to what everyone wanted from us," she said. "There was a great need for an inspector track. We feel like we are the leaders in education in the amusement industry, so we went forth with it."

"It was a huge success. We had 112 people go through certification overall, in operations, maintenance, inspectors and aquatics, and out of that, 24 went for their inspection certification, which is a large number for the first year out of the chute."

Mark Moore, president of AIMS, said attendance was up

nine percent over last year.

"It was great, because the attendees of the seminar were able to also attend the IAAPA expo," he said.

More than 200 classes were taught, Moore said, and in addition to ride inspection certification, AIMS offers tests in ride operation, ride maintenance and aquatics.

"A lot of it is hands-on," Moore said. "We used some of the rides at the IAAPA Expo for our training."

Participants also went to SeaWorld for a hands-on welding class, Moore added, "and we had a hands-on fiberglass class at a local supplier."

In addition to the welding class at SeaWorld, Beazley noted that participants got a behind-the-scenes tour of the park after it closed.

Plus, "We had a lovely dinner and they gave us a ride on

► **See AIMS, page 26**

## ASTM honors Disney's Greg Hale for safety standards work

At their recent meeting in Scottsdale, Ariz., ASTM International Committee F24 on Amusement Rides and Devices presented the Dr. Richard H. "Doc" Brown Memorial Exceptional Service Award to Greg B. Hale, chief safety officer and vice president of worldwide safety and accessibility for Walt Disney Parks and Resorts in Lake Buena Vista, Fla.

Hale was recognized for his numerous contributions to improving the level of safety within the amusement industry; his high level of integrity, fairness and technical expertise; and for his dedication and outstanding efforts in promoting the worldwide use, application and adoption of Committee F24 standards. A member of ASTM International since 1989, Hale currently serves on the F24 executive

committee and as chairman of Subcommittee F24.80 on Harmonization. He is also a member of Committee F15 on Consumer Products.

Hale joined Walt Disney World Co. in 1988 and has held several key positions since then, including director of facilities and attractions for regulatory compliance and director of ride and show engineering. Prior to assuming his current role, he was vice president of design and engineering and regulatory compliance.

As chief safety officer and vice president of worldwide safety and accessibility, Hale leads a global team of ride design, operations, maintenance and safety professionals around the world that keep Disney on the leading edge of theme park safety, with a focus on accessibility for

guests with disabilities and technology advancements.

A graduate of the University of Mississippi, Oxford Miss., Hale is a licensed professional engineer in the state of Florida and has been recognized for his work on accessibility standards for persons with disabilities and for amusement ride safety standards and training. He serves as chairman of the International Association of Amusement Parks and Attractions (IAAPA) Safety and Maintenance Committee and International Standards Harmonization Committee and on the board of delegates of the National Safety Council.

Established in 1978, ASTM International Committee F24 on Amusement

► **See ASTM, page 26**

**WADI**

Need parts? **We have what you need**

Got a phone? **Call us 24/7**

**Problem Solved!**

**NORTH AMERICAN PARTS, INC.**

**(716) 839-4791 x10**



**dan feicht**  
PHOTOGRAPHER  
www.danfeicht.com dan@danfeicht.com

►AIMS

Continued from page 25

Manta, their new roller coaster," she said. "It was a big thrill to be able to attend another park and see their behind-the-scenes and be able to visit."

Being in Orlando as opposed to Las Vegas, where IAAPA was held last year, gives AIMS participants more opportunity to visit other parks.

"From my understanding, they got a lot of feedback that Las Vegas wasn't as accessible

as the Orlando site," Beazley said. "Orlando has many attractions and so many other venues that you can visit while you are there."

Part of the appeal of the AIMS safety seminar, Beazley said, is the opportunity to network with people in the industry from parks big and small.

"We have municipalities that have aquatics plus privately-owned parks, small parks, medium and large corporate parks, so it's always very rewarding when you can

get into a platform where you can discuss these issues and find out what works for other people," she said. "You can walk away from AIMS knowing what's working and everyone walks away taking the best practices from parks whether big or small."

New classes included a new track for mobile shows, Beazley said.

"We had 30 to 40 new classes that we incorporated into the educational curriculum across the board," she said.

Although there was an opening night reception for AIMS attendees, one difference in the schedule over last year was fewer evening events.

"Attendees felt that when we had so many planned activities at night, they could not go out and do additional networking," Beazley said. "We did have an AIMS reception on the opening night to welcome everybody, and it was very well-attended by members and attendees."

As for next year, the plan

will be for the AIMS safety seminar to be held at the Orlando Conference Center again to coincide with the IAAPA Expo, but exact dates have not been set.

More plans will be made when AIMS officials meet in New Orleans prior to the ASTM meeting, Beazley said.

"One nice thing we do is we review the seminar and we see what works and what didn't work. We always tweak it."

►ASTM

Continued from page 25

Rides and Devices develops test methods, performance specifications, definitions, maintenance, operations, and practices and guides for amusement rides and devices. Membership in the committee is open to all who are passionate about safety in the amusement industry.

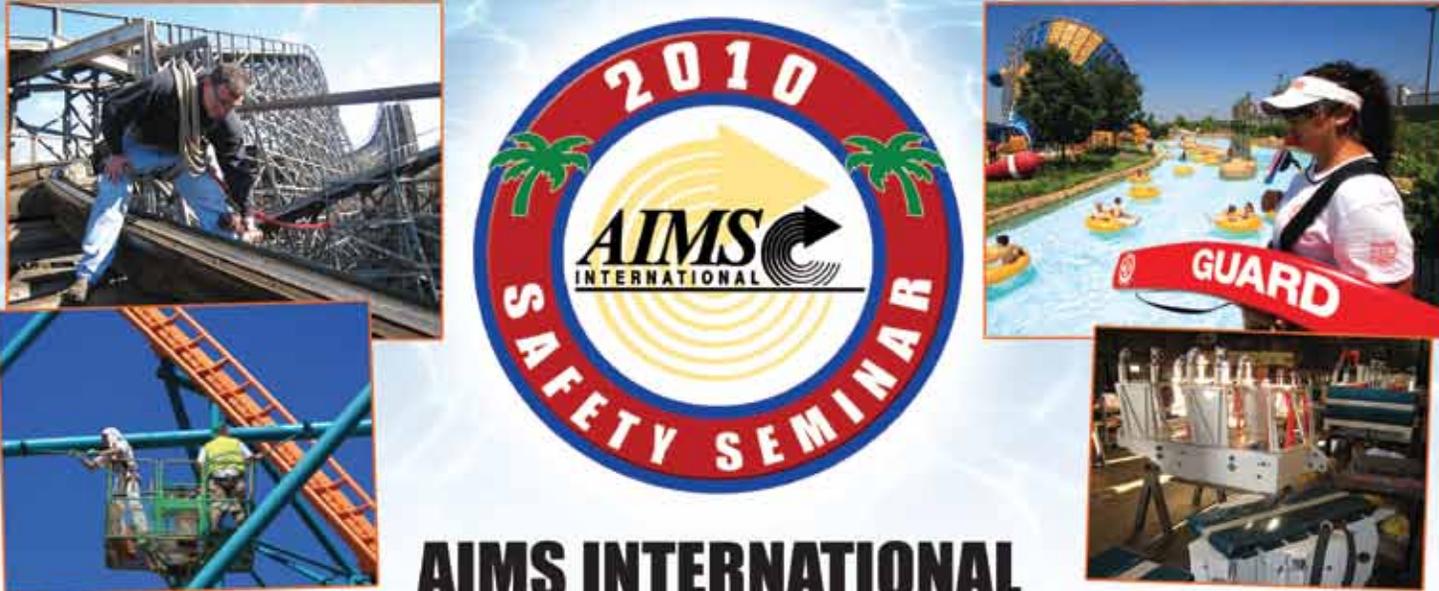
Visit the F24 Web site ([www.astm.org/COMMIT/F24.htm](http://www.astm.org/COMMIT/F24.htm)) for more information.

ASTMInternational, based in West Conshohocken, Pa., is one of the largest international standards development and delivery systems in the world.



PHOTO COURTESY ASTM  
Jim Seay, left, president, Premier Rides, and chairman of ASTM International Committee F24 on Amusement Rides and Devices, presents Greg Hale, Walt Disney Parks and Resorts with the 2010 Doc Brown Award.





## AIMS INTERNATIONAL

**WOULD LIKE TO SAY "THANK YOU" TO OUR MANY SPONSORS WHO MADE THE 2010 AIMS SAFETY SEMINAR A SUCCESS. THE SEMINAR WOULD NOT BE POSSIBLE WITHOUT YOUR GENEROUS SUPPORT.**

<p><b>PLATINUM</b></p> <p>Henkel Corporation / Loctite</p> <p><b>GOLD</b></p> <p>ASTM International Amusement Today Beams Industries</p> <p>CRM-Chance Rides Manufacturing Haas &amp; Wilkerson Insurance IAAPA KumbaK-The Amusement Engineers OABA</p>	<p>Premier Rides R.S. Alberts Company Recreation Engineering, Inc. SeaWorld Orlando Uremet Corporation Vekoma Rides Manufacturing BV</p> <p><b>SILVER</b></p> <p>Barr Engineering Fastenal J.P. Hinde Enterprises</p>	<p>Rides-4-U, Inc Ride Entertainment Group of Companies When Pigs Fly, LLC Zamperla, Inc.</p> <p><b>BRONZE</b></p> <p>Eli Bridge Company The Sheehan Firm, P.C.</p> <p>Transportation provided by IAAPA</p>
---	---	---

**INFORMATION: CALL (714) 425-5747 WEB SITE: [WWW.AIMSINTL.ORG](http://WWW.AIMSINTL.ORG)**



EXTRA! EXTRA!  
YOUR DESKTOP EDITION!

FREE  
NEWS  
EVERY DAY

Sign up at  
[www.AmusementToday.com](http://www.AmusementToday.com)

## Amusement Management Partners gets contract for FEC's

# CNL Lifestyle Properties, Parc Management end lease relationship

**Scott Rutherford**  
Amusement Today

CNL Lifestyle Properties Inc. has reached an agreement regarding the early termination of Parc Management's leases on 18 attractions and family entertainment centers currently operated by PARC.

CNL Lifestyle Properties has already entered an agreement with Amusement Management Partners (AMP), a company chaired by former Ripley's Believe it or Not CEO Robert Masterson, to manage eight FECs.

"CNL Lifestyle Properties is one of North America's leading owners of lifestyle properties," said Masterson. "We're proud of CNL Lifestyle Properties' confidence in the AMP management team and look forward to a growing relationship built on the success we can bring to its properties."

AMP assumed management duties of the FEC properties on December 1, 2010.

The Real Estate Investment Trusts (REIT) is now evaluating new operating strategies with leading experienced management teams for the eight theme parks. CNL Lifestyle Properties expects new management companies to be in place well in advance of the start of the 2011 season.

In the last few years, CNL Lifestyle Properties has invested significant capital to expand and strengthen these attractions, investing in new rides and other guest amenities. As part of its ongoing program of capital investment and park improvement, the REIT is in the final stages of planning various new attractions for these parks for the 2011 season.

"Since our acquisition of these properties in 2007, CNL Lifestyle Properties has remained dedicated to their success and ensuring they provide fun and memorable experiences to guests in a family-focused environment," said Byron Carlock, president and CEO of CNL Lifestyle Properties. "We are excited about the changes that are planned for 2011 and will continue to seek ways to improve these parks and build upon the wonderful experiences they provide to the local communities we serve. We are also committed to ensuring these properties are managed by industry-leading management teams."

CNL Lifestyle Properties expects no adverse changes in the consumer experience, employment levels or community involvement due to the management transition. Since there is no change in owner-



ship, season passes already purchased for the 2011 season will be honored.

The affected attractions include: Elitch Gardens (Denver, Colo.); Frontier City (Oklahoma City, Okla.); White Water Bay (Oklahoma City, Okla.); Waterworld (Concord, Calif.); Wild Waves & Enchanted Village (Seattle, Wash.); Darien Lake (Buffalo, N.Y.); Splashtown (Houston, Texas), and Magic Springs and Crystal Falls (Hot Springs, Ark.)

AMP will manage the following FECs: Zuma Fun Centers in Charlotte, N.C., Knoxville, Tenn. and two locations in Houston, Texas; Mountasia Family Fun Center, North Richland Hills, Texas; two Fiddlesticks Fun Centers in Tempe, Ariz., and Camelot Park, Bakersfield, Calif.

Parc is committed to assisting to make the transition to new management companies as smooth as possible. Parc plans to focus on its existing operations including NA-SCAR SpeedParks and on development and management opportunities, both domestically and internationally.

As details surrounding this

situation continued to be announced in early December, *Amusement Today* arranged a brief Q&A with Curt Caffey, vice president of CNL Lifestyle Properties. Caffey oversees the attractions for CNL.



**Caffey**

**Why were these properties pulled from Parc? Was there a specific reason?**

"As reported in its 10Q filing, Parc defaulted on its lease and loan obligations. A settlement was reached between Parc and CNL Lifestyle Properties, under the terms of which the leases were terminated. The 10Q can be found at: <http://www.sec.gov/Archives/edgar/>"

**With the 2011 season rapidly approaching, what is the time frame for finding a new operator?**

"New management teams in the eight parks not included in the management deal with Amusement Management Partners are expected to be announced in early January. CNL Lifestyle Properties is already in discussions with many potential managers. It is likely that multiple management companies will be cho-

sen. All of the management teams being considered have experience managing multiple venues."

**What qualities is CNL looking for in a new operator?**

"CNL Lifestyle Properties is looking for management that is well capitalized, has deep experience in operating multiple venues, is customer focused and has a good track record of safety."

As of press time, this is the most recent information AT has obtained regarding this situation. As this story continues to develop AT will post news updates on both its Web site ([www.amusementtoday.com](http://www.amusementtoday.com)) and its daily email news update (Extra! Extra! Desktop Edition).

CNL Lifestyle Properties, Inc., formerly CNL Income Properties, Inc., is a real estate investment trust that owns a portfolio of 121 properties in the United States and Canada in the lifestyle and recreation sectors. Headquartered in Orlando, Fla., CNL Lifestyle Properties specializes in the acquisition of ski and mountain lifestyle, attractions, golf, marinas and additional lifestyle properties.

• [www.CNLLifestyleREIT.com](http://www.CNLLifestyleREIT.com).

## Hershey Entertainment announces sale of Dutch Wonderland

Hershey Entertainment & Resorts Company (HE&R), in conjunction with Palace Entertainment, the U.S. subsidiary of Parques Reunidos (Palace), has announced the completion of a sales agreement for the sale of Dutch Wonderland Amusement Park and related properties in Lancaster County, Pa, to Palace.

Formal negotiations regarding the potential sale have been ongoing since the parties entered into a letter of intent in May of this year. HE&R purchased the Dutch Wonderland complex, including the Old Mill Stream Campground, in 2001 from the Clark family, who founded Dutch Wonderland in 1963.

"We were attracted to Dutch Wonderland because of its position as an outstanding family amusement park – especially for families with younger children. It is our goal to continue to operate the park in a manner which maintains its impeccable reputation,

focusing on the highest level of customer care and memorable experience for which Dutch Wonderland is known," said Fernando Eiroa, CEO of Palace Entertainment. "We are very sensitive to the unique position that Dutch Wonderland has within its community. We will strive to maintain and enhance the Dutch Wonderland brand, while keeping the special family appeal of the park."

Palace Entertainment is the nation's largest operator of waterparks and family entertainment centers. Based in California, Palace operates a total of seven amusement parks, 10 waterparks and 21 family entertainment centers in 11



states. It has three theme parks and one waterpark in Pennsylvania: Kennywood, Idlewild, Soak Zone and Sandcastle. In total, Palace Enter-

tainment hosts over 14 million visitors annually at 38 locations across the United States.

Parques Reunidos is an international entertainment operator that with this new acquisition operates in total 70 theme parks, water parks, zoological parks and family entertainment centers around the world, distributed in 10 countries mainly throughout Europe and the USA. Parques Reunidos is the second largest leisure park operator in Europe and the third largest

worldwide. "While Dutch Wonderland wasn't advertised as being for sale, it didn't surprise us that we received this offer from such a well regarded operator in the amusement industry, given the outstanding brand reputation that the park maintains," said Ted J. Kleisner, CEO of HE&R. "It was a very difficult decision for us to make; however, the sale will allow us to continue to focus all of our resources and energy on our operations in Hershey."

During the past 10 years, HE&R has prioritized the enhancement and growth of its legacy properties in Hershey, including marquee expansions at The Hotel Hershey and Hersheypark. The proceeds from the sale will be used to continue that growth strategy for 'Destination Hershey' for both the short and long term.

The change in ownership was effective Nov. 12, 2010.

## Riding the Market



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

Company	Stock Name	Prices 12/08/10	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$14.76	\$15.80	\$8.57
MGM Mirage	MGM	\$13.78	\$16.66	\$8.92
Six Flags Ent. Corp.	SIX	\$55.00	\$55.00	\$31.85
CBS Corp.	CBS	\$17.98	\$18.20	\$12.26
Walt Disney Co.	DIS	\$36.97	\$38.00	\$28.71
Great Wolf Resorts, Inc.	WOLF**	\$2.51	\$3.75	\$1.78
Blackstone Group	BX	\$13.89	\$15.49	\$8.93
Village Roadshow	AU:VRL***	\$2.40	\$2.63	\$1.70
NBC Universal	GE	\$17.04	\$19.70	\$13.75

Region (U.S.)	As of 12/06/10	Change from year ago
East Coast	3.206	0.414
Midwest	3.175	0.433
Gulf Coast	3.132	0.406
Rocky Mountain	3.276	0.470
West Coast	3.321	0.437
California	3.352	0.410

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

### ON-HIGHWAY DIESEL PRICES



### TOP 7 MOST TRADED CURRENCIES

On 12/08/10 \$1 USD =

0.75014 EURO
0.63448 GBP (British Pound)
82.77827 JPY (Japanese Yen)
0.98103 CHF (Swiss Franc)
1.00917 AUD (Australian Dollar)
1.00559 CAD (Canadian Dollar)

## Funtown Splashtown USA names Cory Hutchinson as general manager

Cory Hutchinson has been named general manager of Maine's Funtown Splashtown USA. Hutchinson previously held the position of general manager of Splashtown USA waterpark for the company.

In this expanded role, Hutchinson will now oversee the day-to-day operations of both parks, and will continue to oversee future development of the waterpark property.

"As both Funtown USA and Splashtown USA continue to grow, Cory has stepped up and really demonstrated that he is ready for this new challenge," said Kenneth D. Cormier, president and CEO, Funtown Splashtown USA. "Over the years, his commitment to safety at the park and the industry has been exemplary. I am confident that in this new role, he will bring even greater contributions to the organization as a whole. I look forward to working more closely with him as the park contin-



Cory Hutchinson

ues to grow."

Two waterpark assistant managers were promoted at the same time. **William Gagnon** and **Rebecca King**, both long time employees of the waterpark have been named waterpark operations managers. Gagnon and King will oversee the operations of Splashtown USA. **Benjamin Santos-Rogers**, who has been in the position of park operations manager since 2008, is now ride park operations manager, overseeing the operations of Funtown USA.

Hutchinson started with Funtown Splashtown USA in May 1996 as manager of the then newly acquired Splashtown USA Water Park. Since his tenure began, he has been involved with three major expansions in 1999, 2003 and 2007. Hutchinson received his Certified Pool Operator certificate from the World Waterpark Association (WWA) in October 1997, and his Aquatic Facilities Operator certificate, also from the WWA in October 2004. He was elected to Funtown Splashtown USA's Board of Directors in 2000. Hutchinson also serves on the New England Association of Amusement Parks and Attractions (NEAAPA) Board of Directors since 2005, and is the current First Vice President of the Association.

Hutchinson attended Hobart College in Geneva, New York and graduated from Waynflete School in Portland, Maine in 1991.

## PEOPLE WATCH

### AEP's Gary Henley retires, Chuck Haley joins RWS

Gary Henley, president and executive producer of American Entertainment Productions, Inc. (AEP) based in Columbus, Ohio, has announced that he is retiring after 37 years in the industry. Henley's work and dedication to the entertainment industry will be kept alive as **Chuck Haley**, artistic director and choreographer of AEP, joins RWS and Associates Entertainment, Inc.



Henley

"I'm excited to get to spend more time with my family and while I will certainly miss my work, I'm happy that Chuck Haley will continue working with AEP's clients under the auspices of RWS and Associates," said Henley. "I know AEP's clients will be well cared for in their hands. It's really an ideal arrangement for all parties."

The life of AEP began in 1973 when Henley assembled a music group called 'Life' that quickly became popular on the convention and fair circuit. More musical groups were added as the company grew into a full-service music production company, creating shows for theme parks, cruise ships, fairs, festivals, the Department of Defense, and corporate conventions. AEP groups have appeared alongside many top entertainers, including Bill Cosby, Dolly Parton, Jay Leno and Barbara Eden. Henley has mounted countless shows over the decades, entertaining audiences around the world.

"Gary is a wonderful man whose presence never fails to brighten a room," said Ryan Stana, CEO and executive producer of RWS and Associates. "He has worked tirelessly for decades and I can't think of anyone who more deserves the time to relax with his family."

Haley, who has directed and choreographed shows for AEP since the early 90s, will continue his career with RWS and Associates. He holds a BA in vocal performance and a minor in dance from the University of Nevada, Las Vegas. Haley spent many years performing in productions on the famed Las Vegas strip, on cruise ships, and at numerous theme parks before becoming a full time director/choreographer.

Stana adds, "We're very excited to have Chuck join our team. We know he will be a wonderful asset."

### Merlin announces senior appointments

As part of Merlin Entertainment's expansive U.S. growth plans, the company announced the creation of three key senior regional positions in its Midway operating Group – Divisional Director, Midway Attractions, Merlin USA, which will be filled by **Janine DiGiacchino**, former general manager of Madame Tussauds New York and Madame Tussauds Washington D.C.; Director of Marketing, Midway Attractions, Merlin USA, which will be taken by **Rosemary del Prado**, previously Madame Tussauds New York and Madame Tussauds Washington D.C.'s Director of Marketing; and Director of Finance, Midway Attractions, Merlin USA, which will be filled by **Sarah Reed**, promoted from Finance Director at Madame Tussauds New York.

As the world's fastest growing visitor attraction group, Merlin has created the new positions in order to increase its U.S. presence through the opening of new Midway attractions (attractions with an average dwell time of 2 – 3 hours), development of strategic business partnerships and increased promotional efforts.

In addition to the new regional positions, Merlin Entertainments has promoted **Bret Pidgeon**, former general manager of Madame Tussauds Shanghai and Hong Kong, to general manager at Madame Tussauds New York; **Dan Rogoski**, former Director of Trade Sales at Madame Tussauds New York, to general manager, Madame Tussauds Washington D.C.; and **Colin Thomas**, to general manager, Madame Tussauds Hollywood.

"Merlin Entertainments has been uniquely successful in developing and rolling out mid-sized attractions in key markets across the globe," said Merlin Entertainments Midway Managing Director, Glenn Earlam. "As demonstrated by the considerable growth over the past several years at Madame Tussauds New York and Las Vegas, we are ready and excited to aggressively continue our expansion in the U.S. Merlin Entertainments is confident that the talent, ideas and expertise of our home-grown, U.S. management team will significantly contribute to the continued success of the U.S. Midway business."

### Birth announcement

Greg and Megan Morrow announced the birth of their son, **Cameron Thomas Morrow**, at 6 lbs. 4 oz. on September 23 at 4:45 p.m.

Greg is the Retail and Games Manager at Lake Winnepesaukee, Rossville, Ga. and the son of the late Tom Morrow, former Operations Manager at Canobie Lake Park, Salem, NH.

Congratulations to Greg and Meg on the birth of their son!

ALL NEWS ALL THE TIME  
WE BRING THE WORLD  
TO YOU EVERYDAY

FREE INDUSTRY NEWS DELIVERED  
TO YOUR EMAIL ADDRESS

MORE THAN 15,000 INDUSTRY NEWS REPORTS SINCE 2009

SIGN UP AT

www.AMUSEMENTTODAY.com

EMAIL PEOPLE NEWS TO: [GSLADE@AMUSEMENTTODAY.COM](mailto:GSLADE@AMUSEMENTTODAY.COM)

## IAAPA 2010 - ORLANDO

# 2010 IAAPA Expo brought out the best and more

**Pam Sherborne**  
Amusement Today

There seemed to be a collective and almost audible sigh of relief coming from the trade show floor on the first day of the 2010 International Association of Amusement Parks and Attractions Expo.

The 2010 IAAPA Expo was held Nov. 15-19 at the Orange County Convention Center, Orlando, Fla. This was the first year of a 10-year contract IAAPA signed with the convention center to host the show until 2019. Last year, the convention was held in Las Vegas.

Exhibitors and attendees alike seemed happy to be back in Orlando.

"We are doing a lot better this year," said **Ramon Rosario, Zamperla**, Boonton, N.J. "We are getting some great contacts and have signed some contracts."

"I had more people come by the booth on the first day of this show than in all four days at Vegas last year," said **Tom Rebbie, Philadelphia Toboggan**, Hatfield, Pa.

Outgoing IAAPA Chairman **Chip Cleary, Splish Splash/Palace Entertainment/Parques Reunidos**, Riverhead, N.Y., said, to much applause, at the Kick-off Event Tuesday morning of the event: "This proves the old adage wrong. What happens in Vegas doesn't stay in Vegas."

Numbers released in late November showed that there were about 25,000 people at this year's show. That includes approximately 14,800 buyers from 96 nations around the world. The Orange County Convention Center estimated that the five-day event had a \$47.7 million economic impact on the Orlando/Orange County region.

Other IAAPA numbers indicated there were 6,484 buying companies and 1,140 exhibiting



AT PHOTO/DAVID LIPNICKY

**Numbers released in late November showed that there were about 25,000 people at the 2010 IAAPA Expo in Orlando. That includes approximately 14,800 buyers from 96 nations around the world. There were 6,484 buying companies and 1,140 exhibiting companies.**

companies.

The North and South Halls of the convention center hosted the 1,140 exhibiting companies that were displaying their innovative new products and services on 453,100 net square-feet of space on the floor. They represented 33 countries around the world and showcased new technologies, rides, ticketing systems, merchandise, food and beverage concepts, games of skill and much more.

In addition, expo attendees participated in 104 education programs including sessions on industry trends, behind-the-scenes tours at Orlando attractions, institute programs and show floor vendor tours.

Attendance at the education programs was 8,800. Two new highlights of this year's program included the Rookies and Newcomers program for FECs and the Social Media Symposium. Sixty-eight people participated in the day-and-a-half-long Rookies and Newcomers program and attendance at the Social Media Symposium was 520.

At the conclusion of this year's show, **Charles Bray,**

IAAPA president and CEO, said: "It's good to be back home here in Orlando. We've had a great show. There's an overall sense of optimism in the industry. Exhibit sales are strong and attractions industry leaders came here to buy. We had outstanding participation in our education conference and the social events were a big hit. I think these results reinforce the fact that Orlando is the right location for our event."

**Victor Wisdom, Wisdom, Industries Inc.**, Sterling, Colo., said there seemed to be a more positive attitude at this year's show.

"We are talking to customers this year," Wisdom said. "For the last two years, it seemed to be all doom and gloom, but not so much this year."

**Patty Sullivan, Eli Bridge Company**, Jacksonville, Ill., also felt the better vibes given by IAAPA attendees this year.

"It just seems to be a better attitude all over this year," Sullivan said.

**Cody Downs**, sales, **Waterloo Tent and Tarp**, Waterloo, Iowa, said they had been very busy showcasing their new

product, a solar powered vinyl panel called the Solar Quad.

"We have seen a lot of interest," Downs said. "We have been working on this concept for about a year. It was originally used in the military so they could have electricity anywhere they were."

The solar powered vinyl panels can be attached to tent tops, drawing in solar power that runs into a battery enabling the running of such things as fans and lights.

"The first carnival we had to bite so far is **Butler Amusements** (Fairfield, Calif.)," Downs said.

**National Ticket Company**, Paxinos, Pa., sales representative **Robert Anderson** said also saw a more enthusiastic crowd this year.

"There seems to be more start up companies," he said. "It's been great."

First-time exhibitors, although perhaps not start-up companies, found the optimistic attitude at the show welcoming.

"It's been an amazing show for us," said **Crystal Colwell,**

**Fruksno**, Kitchener, Ont. "We thought we had enough bowls, but we ran out of them on the first day and had to go buy some more."

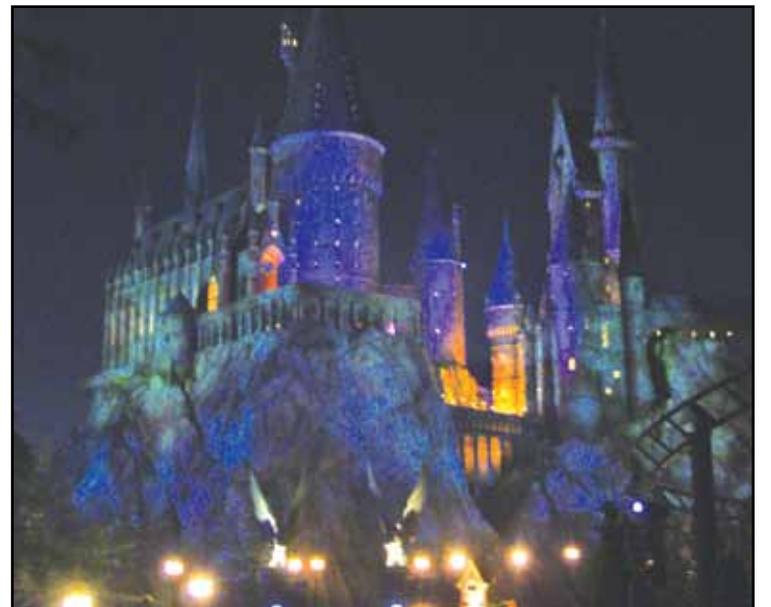
The family-run company was serving up flavored snow that was mechanically shaved off a cylinder of the frozen treat. Flavors included mango, strawberry, chocolate, coconut, passion fruit and tropical.

"We can basically do any flavor," Colwell said.

Another first-time exhibitor, **Randy McDonald, Functioneering Interactive Technologies**, Cambridge, Ont., found a lot of interest in his products such as the bench that made noises whenever someone sat down on it, as well as interactive touch screens. He designs the electronics for these types of products as well as for informational touch screens.

"I have done some controllers for **Empex Water Toys** and some family entertainment centers," McDonald said. "This is the first time I have exhibited at IAAPA and I have been very busy."

► See EXPO, page 30



AT PHOTO/JEFFREY SEIFERT

**Attendees at the 2010 IAAPA Expo made an evening of shopping and dining in Hogsmeade Village and flying along Harry Potter on the "Harry Potter and the Forbidden Journey" ride at Islands of Adventure's "The Wizarding World of Harry Potter."**

FACTORY WHOLESALE PRICING! • OVER 100 DESIGNS AVAILABLE! • ASK US ABOUT OUR SHOW SPECIALS!





VISIT US  
AT  
GIBTOWN  
BOOTH  
763



TOLL FREE: (800) 395-9980 • EMAIL: SALES@SIPPERSBYDESIGN.COM • WWW.SIPPERSBYDESIGN.COM

## IAAPA 2010 - ORLANDO

**IAAPA charity golf tournament raises \$58,000 for GKTW**

On Sunday, Nov. 14, 150 attractions industry professionals raised \$58,000 for **Give Kids The World (GKTW)** by participating in the eighth annual IAAPA International Charity Golf Tournament at Hawk's Landing Golf Club at the Orlando World Center Marriott Resort. The tournament, which sold out in mid-October, allowed participants to network, socialize, and enjoy a round of golf to benefit GKTW, a charity organization that creates dreamlike vacations for children with life-threatening illnesses. The event was the first of five GKTW fundraising events to take place during IAAPA Attractions Expo 2010, the largest conference and trade show for the worldwide attractions industry.

Placing in first was the foursome comprised of **Andrew Callies, Christian Vozza, Giorgio Vozza, and Tyson Vozza** with **Congo River Golf** in Traverse City, Mich. Second place was the group from **Ripley's Entertainment** in Orlando, Fla.: **John Corcoran, Scott Line, Jim Pattison Jr., and Billy Roosa.**

Players from Germany, Lichtenstein, the United Kingdom, the United Arab Emirates, the Philippines, Canada, and the United States participated.

"The Village has sold itself to this industry — everybody knows about it and feels good about it," said **John Graff**, the tournament's co-chairman. "This is just one of the many ways we support it."

"Today is the perfect way to start the week. Players engage in friendly competition and network, all while supporting a great cause," said **Charlie Bray**, president and CEO of IAAPA. "IAAPA is proud to support Give Kids The World and their efforts to bring joy into the lives of children with life-threatening illnesses and their families."

"Each year we look forward to the Annual IAAPA/Give Kids The World Golf Tournament," said **GKTW** President **Pamela Landwirth**. "Our dearest friends from the entire amusement industry come together and raise an incredible amount of money for the precious children we serve. We just can't say

thank you enough."

IAAPA has partnered with GKTW for more than 15 years to raise donations and coordinate amusement park and attraction visits for children with life-threatening illnesses. The golf tournament, 5K Fun Run and 1K Walk, car raffle, and other events held in conjunction with IAAPA Attractions Expo 2010, have been established so the attractions industry can make significant financial contributions to the Village.

**Leisure Labs LLC** was the Gold Sponsor for the tournament. **Allied Specialty Insurance, Inc.** was a Silver Sponsor and **Ride Entertainment Group** was a Bronze Sponsor.

The next IAAPA International Charity Golf Tournament is planned during IAAPA Attractions Expo 2011, Nov. 14 – 18 in Orlando, Florida. Players or companies interested in participating in or sponsoring the tournament should contact Diane Williams via email at [dwilliams@IAAPA.org](mailto:dwilliams@IAAPA.org), or by calling (703) 836-4800.

**► EXPO**

Continued from page 29

**Dekra-Lite Industries**, Santa Ana, Calif., was also a first-timer this year at IAAPA. This company was displaying their new line of LED lighting they called snow. The movement in the lights creates a perception that it is falling. The company decorated the plaza at the Los Angeles' Staples Center for Christmas 2009 with the snow lights. They were only intended as holiday decorations, but center management ended up wanting to keep them up until June 2010.

**Del Sol** has been in business about 15 years, but chose this year to exhibit for the first time at IAAPA.

"This is the first time we are launching in the amusement park industry," said the company's **Ben Carter**. "We have been very busy."

The company, based in Sandy, Utah, is one of the largest retailers in the Caribbean and has shops on many cruise ships.

"Everything under our brand changes color in the sun," Carter said.

**Ripley's Believe It or Not**, which hadn't exhibited at the IAAPA trade show in 11 years, decided to create quite a buzz with a large exhibit area and daily press conferences.

"The last time we had a booth was 11 years ago when we had just 11 attractions," said **Tim O'Brien**, vice president of communications. "Now, we have 85 attractions in 11 countries."

O'Brien said Ripley's decided to exhibit this year in an effort to get the Ripley's brand back out front in people's minds."

Ripley's won the Image Award in the category of Best Exhibit at IAAPA Attractions Expo 2010.

The tradeshow was definitely a highlight for IAAPA attendees, but there were certainly others. The education program proved to be very popular with its array of sessions and workshops.

Some of those included: Best Practices in Loss Prevention; Photo Gifts – Going Beyond the Picture; Fishing for Group Sales; the Age of the Consumer Capitalism and Its impact on Your Bottom Line; How to Improve Investments in New Attractions; Branded Food and Restaurant Concepts – Are they Right for your Facility; 10-Point Countdown to Safety Success; Reduce Your Souvenir Apparel Inventory Costs – Produce It In-House; Reboot – The Information Technology Panel; and The Coaching Workshop – How to Communicate and Motivate in a Coaching Style.

Then, there was an abundance of receptions, luncheons and dinners for socializing and networking.

The 8th annual IAAPA International Charity Golf Tournament raised \$58,000 for **Give Kids The World**. The tournament was held at the Hawk's Landing Golf Club at the Orlando World Center Marriott Resort.

A highlight for all those attending the Tuesday morning Kick-Off Event was a visit by **Dolly Parton**, who accepted the prestigious Applause Award given to her namesake park, **Dollywood**, Pigeon Forge, Tenn. The Applause Award recognizes one facility in the world for overall excellence,

including outstanding management, operations and creative accomplishments. It is awarded by **Liseberg Amusement Park**, Sweden, every other year.

Another highlight was the Tuesday **Disney's Hollywood Studios Tour**, which included seeing the inside of entertainment production from costume design to on stage. Participants were able to visit the costuming department and Disney's computer-aided design process. Participants also were able to see the sets of several live Disney productions and take part in a "talk back" with Disney production staff.

The Thursday evening event at **Universal Studio's Wizarding World of Harry Potter** was also exciting. Those attending this event were able to get an inside look at Universal Orlando's latest immersive experience. IAAPA guests dined and shopped in Hogsmeade Village and were able to ride the Harry Potter and the Forbidden Journey, Dragon Challenge, and the Flight of the Hippogriff.

The convention proved to have something for everyone in the amusement industry, from the debut of new products to shows to education to networking to experiencing local attractions.

And, **Bill Sweet, Perky's Pizza**, also provided something for those attending the tradeshow this year as usual. He served 4,576 slices of pizza with 15 gallons of sauce, 120 pounds of cheese, 20 pounds of pepperoni, and 30 pounds of Italian sausage.

Perky's won IAAPA's Best Exhibit in the category for booths between 100-200 square feet.

**LARC donates pencil tree to GKTW**

AT PHOTO/GARY SLADE

**Leisure & Recreation Concept's Michael A. Jenkins, right, presents Susie Storey, Give Kids The World Village, with their pencil tree following the conclusion of the IAAPA Expo. The tree was inspired by an 8-year old child who originally designed the concept for a Dallas, Texas Neiman Marcus store. The tree was auctioned off as a charity event and purchased by Dallas-based LARC. The tree has been displayed for two IAAPA shows before being donated to GKTW. LARC felt it was appropriate for a tree dreamed and inspired by a child to have a permanent home in a facility that makes children smile and celebrates Christmas once a week year round. And just for the record, there are 10,249 pencils that make up the pencil tree.**

## With heartfelt appreciation, we thank everyone for supporting the 2010 IAAPA Charity Golf Tournament.

### Gold Sponsor

Leisure Labs, LLC

### Silver Sponsor

Allied Specialty Insurance, Inc.

### Bronze Sponsor

Ride Entertainment Group

### Networking Lunch

INTAMIN / RIDETRADE  
Zamperla

### Breakfast

Forrec Ltd.

### Gift Certificates

Deltronic Labs  
Naughton Insurance

### Hole Sponsors

Bob and Phai Masterson  
Bob's Space Racers, Inc.  
Canobie Lake Park  
Dollywood  
Europa-Park  
Freeman  
Herschend Family Entertainment  
Hersheypark  
Holiday World & Splashin' Safari  
Kennywood  
Liseberg  
Lo-Q plc  
Morey's Piers  
National Ticket Company  
Neptune Benson  
Outdoor Amusement Business Association (OABA)  
/Showmen's League of America (SLA)  
Philadelphia Toboggan Coasters, Inc.  
TRAC India - In Pursuit of Educative  
Entertainment

### Patrons

Apple Industries  
Astrid Lindgrens World  
Avius Experience  
Bloody Mary, Inc.  
Bob Rippy  
Bob Rittereiser  
Cedar Fair  
Coney Island Park  
DNC Parks and Resorts, Kennedy Space  
Center  
E.K. Fernandez Shows, Inc.  
Enchanted Kingdom  
Gary Story  
Gateway Ticketing Systems  
Gillian's Wonderland Pier  
Glynn Geotechnical Engineering  
Gold Medal  
Haas & Wilkerson Insurance  
Haystack Dryers, Ltd.  
Herschend Family Entertainment  
Jack Rouse Associates  
John Collins  
Kay and John Graff  
Knoebels Amusement Park  
Mack Rides  
Namco Cyberertainment, Inc.  
Nanco  
Nashville Shores  
New England Association of Amusement  
Parks and Attractions (NEAAPA)  
New Jersey Amusement Association (NJAA)  
Parques Reunidos / Palace Entertainment  
Pennsylvania Amusement Park  
Association (PAPA)  
Patty and Bob Bennett

### Pinnacle Entertainment Advisors by

Redemption Plus  
P.T. Funworld Prima  
Ring\*BINGO AB  
Sacoa Playcard System  
SALLY Corporation  
Santa Cruz Beach Boardwalk  
Seabreeze Amusement Park  
Shepard Exposition Services  
Syndicate UAE FZC  
Technifex  
The Bray Family  
Tisha and Angus Jenkins  
Travel Planners  
Triotech Amusement, Inc.  
Waldameer Water World  
West Midland Safari Park  
Whitewater West Industries, Ltd.

### In-Kind

Bloody Mary, Inc.  
Colorvision International, Inc.  
Coney Island Park  
Freeman  
G.J.C. Products Inc.  
GKTW  
Good Stuff / Win Stuff, LLC  
Intrepid Sea, Air and Space Museum  
Mack Rides  
National Ticket  
OmniTicket Network  
5centride.com  
SeaWorld, Aquatica  
and Discovery Cove  
Universal Orlando Resort  
Wild Wadi Waterpark  
Water Safety Products, Inc.

**\$58,000** was raised to provide dream vacations for Give Kids The World children with life-threatening illnesses and their families.

# Thank You



Give Kids  
The World  
Village

[givekidstheworld.org](http://givekidstheworld.org)



## IAAPA 2010 - ORLANDO

## Ride manufacturers enjoy positive attitudes, increased attendance

**Pam Sherborne**  
*Amusement Today*

The tradeshow of the IAAPA Expo is traditionally a place where the new is debuted and the successful is staged for display.

Amusement ride manufacturers definitely kept up with tradition for the 2010 show.

And, there were several new rides debuted.

Take **Fabbri Group** for example.

That company had planned to debut a new ride at the **Minnesota State Fair** this year, but since production was delayed, the new ride debuted at this year's show. Called the **Daytona**, the round ride is an interactive ride that enables kids with one adult or two kids to sit in a Daytona-styled car and, by steering the wheel of the car, extend or shorten the arm onto which the car is attached. In this way, the cars are not only running round, but also can be steered from left to right or the other way around.

**Michael Wood**, independent ride owner, had purchased the Daytona on display at the show.

**Jeff Miller**, Fabbri, said, although U.S. sales have been slow, he has made some sales to international customers.

"We are negotiating with some U.S. customers," he said. "We'll just have to see what happens after the show."

**S&S Worldwide Inc.**, Logan, Utah, debuted the company's new line-up of kiddie rides. The outdoor IAAPA space display focused on the new



AT PHOTOS/PAM SHERBORNE  
**S&S Worldwide Inc.**, Logan, Utah, debuted the company's new line-up of kiddie rides. This is the **Jungle Swing**. It was purchased by **Silverwood**, Athol, Id., during the IAAPA Expo.

"rain forest critter" collection. One was the new **Jungle Swing** and the other, the updated **Frog Hopper**. Both were sold to **Silverwood**, Athol, Id., during the show. The **Jungle Swing**, which seats eight persons, has an hourly capacity of between 320-384. It is 22 feet (6.71 meters) tall with a 70-degree angle swing.

"For the **Frog Hopper**, we have updated the mechanical systems and freshened up the look with things such as LED lighting," said **Kathy Archer**, manager, marketing/small rides sales. "We didn't increase the price for the ride even with the updates.

"We have been surprised

that these rides are getting so much attention from zoos this year," she added.

S&S also featured a full-sized, four-passenger-wide vehicle for the high-thrill (80 mph, 135 kph) launch coaster.

**Chance Morgan**, Wichita, Kan., was displaying the new gondola for the R66 (66 meters or 217 feet tall) **Wheel**, said **Dick Chance**.

"The attitude of everyone has been much more positive this year," Chance said. "We also are showcasing our new **Unicoaster** ride, a family thrill ride."

The new 16-passenger **Unicoaster**, with an interactive rider controlled spin, has a footprint that can fit almost any location.

**Zamperla**, Boonton, N.J., planned to keep things on a small scale this year, but was able to showcase the entire selection of rides from the new **Luna Park** at **Coney Island**, N.Y. According to **Zamperla's Ramon Rosario**, his staff came up with the display for the booth that entailed a layout map of the park. Then, where each ride was located on the map, a small monitor rising from the map on a pole showed the ride in motion.

"We didn't want to bring in the rides, so this was a great way to show them off," Rosario said. "The show is going a lot better this year than last. We are making some great contacts and have signed some contracts."

The Holland-based **Mondial** was displaying, among other products, the **Mistral**, a pendulum ride that can swing up to 120 degrees and reach a height of 131 feet (40 meters). Passen-



**BLD Oriental Co.**, Japan, showcased its line of the colorful **Yu Kids PlaySystem**. The play elements spin and include such features as a small slide with water running under transparent plastic. This actually gives the look of an actual small-sized water slide.

gers on this ride are either looking up into the sky or towards the ground during the swing and revolving action up to a speed of 47 mph (75 kmh). Because of the long airtime, riders experience a spectacular sense of weightlessness at the top of the swing. The **Mistral** is loaded onto three trailers, which also are used as the foundation of the ride.

**Mondial** also was featuring the **Wind Seeker**, which combines the rotating movements of a swing with the extreme height of a tower ride. The 32 arms of the ride are connected to a hinge point, so each arm is free to swing out. At the end of each arm there is a gondola, which can seat two passengers. With the suspended free swing, riders come as close to actually flying as passengers can get. The height of the ride can be either 213 feet (65 meters) or 328 feet (100 meters). Capacity can be 24, 36, 50 or 64 seats.

**Theo van Zwieten**, Mondial sales manager, said the show was going well.

"We have gotten a few good leads," van Zwieten said. "We will see what happens after the show."

**BLD Oriental Co.**, Japan, showcased its line of the colorful **Yu Kids PlaySystem**. The play elements spin and include such features as a small slide with water running under transparent plastic. This actually gives the look of an actual small-sized water slide. Company president **Yasushi Ochi** was on hand during the show and stayed busy answering questions and showing product features.

**Len Soled**, **Rides-4-U**, Somerville, N.J., showcased and

sold several rides this year. He represents **SBF** and **Visa International Group** as well as **KMG**. He also sells used rides. The **SBF** new **Airborne Shot** was exhibited at the 2010 IAAPA event. It was sold to **Gillian's Wonderland**, Ocean City, N.J.

The **Airborne Shot** has an operating dimension of 43 feet (13.2 meters) by 23 (7 meters). The ride has eight vehicles with 16 seats and an hourly capacity of 40 riders. The arms are able to pop up to a 90-degree angle. It can be customized so riders can control the popping or it can be operator-controlled.

The **Airborne Shot** at IAAPA was the park model, but **Soled** expects to have a trailer-mounted version ready for the **International Independent Showmen's League Extravaganza**, Gibsonton, Fla., set to run Feb. 8-12.

**Soled** also displayed a **VISA** ride called the **Heli Hopper**.

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

During the show, **Soled** also sold LED lighting packages to **Keansburg (N.J.) Amusement Park**, for the **Chance Pharaoh's Fury**, as well as for a **Zierer Wave Swinger** at **Lake Compounce**, Bristol, Conn.

**Jeff Novotny**, **Larson International**, Plainview, Texas, is in the development stage of a new ride, but he didn't show it this year at IAAPA.

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

He felt the show went well  
▶ See RIDES, page 38



AT PHOTOS/GARY SLADE

Ride manufacturers at the 2010 IAAPA Expo found the increased number of attendees also increased the number of inquiries on new and existing products. Found on the floor was, left, **Fabbri**, exhibiting its new **Daytona** ride at the show's **Outdoor Midway** and **Zamperla** featuring a **Luna Park** model highlighting the rides it operated at the first year **New York** park.

## IAAPA 2010 - ORLANDO

# Waterpark suppliers busier than ever at IAAPA

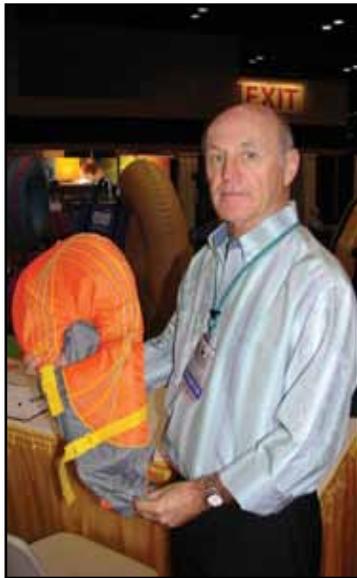
**Tim Baldwin**  
Amusement Today

Jim Goldhardt, general manager for Z-Pro Watersports, has seen the waterpark industry grow for 29 years now. "I was the guy who introduced PVC inner tubes in 1981," reflects Goldhardt, remembering when the origins of waterparks were simply body flumes. "I created the figure 8 tubes, the bullet shaped tubes, pear shaped tubes..." If the 2010 IAAPA trade show was any indication, the waterpark industry, along with Goldhardt, will continue to see amazing growth.

Comparing the show to the previous year in Vegas, Goldhardt comments, "I'm not sure if the traffic has been tremendously better, but it is heavier." He also was of the opinion that the business attitude was much stronger in Orlando.

In addition to their large array of tubes available, Z-Pro was also proud to introduce new upgraded life jackets. The new baby-safe life jacket is geared toward those young children up to 30 pounds. "It's much more comfortable than a traditional 50 pound vest," says Goldhardt, mentioning the other various aspects that make it a better vest for toddlers. "It's a great retail item for shops, as well."

All over the trade show floor there were many new concepts and products to permeate the waterpark industry. Polin Waterparks & Pool Systems was introducing Splashcinema, an interactive 4D film for waterparks. Polin is working with Kraftwerk of Austria, a leader in 4D/5D systems. Splashcinema uses movies based on water themes that guests experience



**Above left, Jim Goldhardt of Z-Pro Sports is pleased with the advancements made in the new 30-pound toddler life vest. Above right, WhiteWater displayed a massive ring of fiberglass showing off the actual size of the company's new MegaTube.**



AT PHOTOS/TIM BALDWIN

while in their swimsuits. Obviously, the idea is to get wet. "We were looking for something different, something innovative," says Sohret Pakis of Polin. Movies based on motion, using moving platforms, typically run about five to seven minutes. When spoken language is added, movies last 10-12 minutes. A minimum of 12 seats is required for the project, but Polin recommends at least 24. There is no limitation to the maximum number of seats. Guests get wet with water coming from in front of them and above. Of note, there is no electricity in the theater room containing the guests. All films are themed to water: fish, turtles, submarines, pirate ships, etc. The first Splashcinema is going into Aquapulco Waterpark in Austria, opening in May. Pakis reports, "Systems using 24 seat theaters cost ap-

proximately 300,000 euros."

Among Polin's impressive waterslides are also dynamic new sellers. Their first King Cobra dual waterslide was sold to Russia and two more contracts were about to be finalized in France and the Ukraine at the time of the trade show. A new variation available called Racer Twin Turbulance elongates the experience with a racing theme. Family slides and black holes are still the company's strongest sellers. Polin uses a resin transfer molding (RTM) process termed Magic Shine that not only makes the surfaces shiny on both sides, but delivers visual effects such as colored stripes using only natural sunlight without the need for any electricity or maintenance. Polin reaches a milestone of 35 years of service in 2011.

WhiteWater West had



**Splashtacular's new high-capacity Splash Rally has excitement for riders as they race each other through a figure-8 multi-lane course before crossing the checker board finish line.**



**ProSlide had intricate models of their entire line of products to give prospective buyers a full 3-D like view of their numerous slide concepts.**

steady business all week. Currently the company is promoting numerous products. A recent successful attraction has been the looping waterslide. WhiteWater has sold more than 30 looping slides, all with the trap door feature. A newer concept is the company's MegaTube. Three variations are available which lets each park decide the best fit for their particular facility. Two 20-foot diameter models are available. The Viper has passengers journeying in two or three passenger tubes. The Python requires a conveyor as larger rafts seating four to six riders are used. The largest MegaTube, called Anaconda, is 30 feet in diameter. In addition to the back-and-forth half-pipe motion, the intriguing idea behind the MegaTube is that a more typical waterslide can also travel through it.

WhiteWater is also proud of their SilkTek products. Although the SilkTek technology has been around with WhiteWater for several years, the translucent version was introduced in 2009. The translucent slides are so clear, people can read through it. "The folks at the Water Cube liked SilkTek and the Aqua-Loop," says David Bogdonov. "It was obviously a high profile job. We were keen to be involved with it." The Water Cube used multiple vendors. WhiteWater provided two attractions to the Olympic facility.

Splashtacular has been around since 1994, but is fairly young when it comes to exhibiting at IAAPA. As the largest U.S.-based waterslide manufacturer, the company does 60 to 70 projects a year, but shares that many new potential clients

▶ See WATERPARKS, page 34



**Polin's 35th year of service will debut the massive Twin Turbulance, a variation on their recent King Cobra attraction, but with a different finish added.**

## IAAPA 2010 - ORLANDO

## ▶WATERPARKS

Continued from page 33

ask why they haven't heard of Splashtacular before. With an attractive booth and innovative new products on the market, that could change rapidly. One of the sharpest new ideas from the firm is Splash Rally. A high capacity racing slide uses a NASCAR thematic and incorporates some original concepts by having all riders start at the same time from a 60-foot tower by using a conveyor start, as well as a curving and twisting layout that lets guests "jockey" for position. A fun new angle for the finale is that the winning raft slides in first with all other lanes getting a rain shower finish. Projected capacity is 1,400 passengers an hour. Other innovative products are the new Rush 360 that has trap door starts to two opposing chutes that drop them simultaneously into a swirling bowl. DBL Bowls Eye uses a larger 45-foot diameter bowl that uses two exits instead of one that safely allows two rafts to be in the bowl at one time. African River Adventure is also a totally new idea that involves theming, 4D movie technology and special effects — all before being launched into a waterslide voyage.

**Ed Snyder of Zebec Water Sports** reflects on the Orlando show and years past. "Waterparks used to send multiple employees. Today they send fewer which reduces the number of buyers." Snyder adds, "But we see the people we want to see." Zebec currently has products in 80 countries. In addition to the abundance of tubes and rafts, new this year is a slide padding for pool entry. "It is much more resilient than a spray padding," says Snyder. "There's been a lot of interest." He points out that it is simple in nature, but no one has really invested in developing something this practical before.

**ProSlide Technology** has to be considered one of the power players in the industry and their new line of products reflects that. A new Hydro-magnetic Mammoth slide (six persons) has already been sold and a two-person Hydro-magnetic Hornet are both new versions of the innovative uphill waterslide concept that have garnered ProSlide numerous awards these past years. The Bowling Alley joins Tantrum Alley as four-passenger attractions that use more than one feature element to create high thrill waterslide experiences. Wild Wadi



AT PHOTOS/TIM BALDWIN  
**Empex Watertoys displayed components of their new Aqua Circus. This "clown" has wiggling hair that children control.**

will feature the world's first Bowling Alley. The recent Topsy Turvy attraction won a Best New Waterslide Product for 2010 from IAAPA. The Tornado Wave is a quarter of the popular Tornado funnel that gives a single undulation sensation at a much smaller price point. Three have been sold for 2011 — two in China and one in Korea. Kraken is a new variation of the head-first racer. Finally, Super Loops is a trap door waterslide that uses a horizontal loop instead of an inclined loop. There is no deceleration on the ride experience, nor are there any weight restrictions.

"An hour-and-a-half before the start of the show we got a verbal on a big contract. It set the stage for the IAAPA show," says **Phil Hayles** of ProSlide. "It's been very strong." Hayles points out the heavy explosion of business the industry is currently experiencing in Asia.

At **Aquatic Development Group**, **Ray Lauenstein** reports that the company has projects in both the U.S. and Canada for 2011. "All three days have had a steady flow," said Lauenstein

mid-week. David Keim says the week is a mix of prior leads and new contacts. When asked if he was happy with the Orlando show, Keim replied, "Very much so."

**Empex Water Toys** was asked to develop something customized for the Water Cube in China. "They wanted a 'jelly fish feel' to the whole thing," says **Wyeth Tracy**. "Forrec did a wonderful job for them." Empex specializes in very organic, rounded play elements that give their products a whimsical style. One of their more exciting recent projects was the 12,000 square foot children's water playground at **Beach Park** in Brazil. It was dubbed the Aqua Circus. Within, one of the more comical elements was a clown themed feature that allowed children to make the hair on the clowns spray and wiggle. "We're empowering the children to make something happen," says Tracy of the various interactive elements.

Reflecting on the Orlando show, "People here look like they're ready to spend again," says Tracy. "People are serious."

He's probably right. Even manufacturers typically not associated with waterparks are getting contracts. **Mack Rides**, typically known for roller coasters and flat rides, has recently signed a contract for a Twist 'N Splash. This is a teacup style ride that lowers into water and guests take aim squirting each other with cannons while spinning. Even spectators take aim from the shore. While the company has sold the ride to amusement and theme parks, one waterpark in Europe has purchased one — thinking outside the box and getting guests wet in new ways.

And new directions for the waterpark industry is a good thing. If the IAAPA show is any indication, creativity seems to be at an all time high.



**Mack Rides enters the waterpark arena with a sale of their Twist 'N Splash to a waterpark in Europe.**



AT PHOTO/DAVID LIPNICKY  
**Dolly Parton accepts the coveted Applause Award given to Dollywood, Pigeon Forge, Tenn., from Mats Wedin, president CEO Liseberg Group and Chairman of the Liseberg Applause Award Board of Governors, during the IAAPA expo in Orlando last November.**

## Dollywood wins prestigious Applause Award at IAAPA

Tennessee's **Dollywood** received the 2010 Applause Award during a special ceremony at the International Association of Amusement Parks and Attractions Expo (IAAPA), Nov. 16-19, Orlando, Fla.

The Applause Award, the most prestigious award within the amusement and theme park industry, honors a park whose management, operations and creative accomplishments have inspired the industry with its foresight, originality and sound business development. The award is presented every other year by **Liseberg Amusement Park** located in Gothenburg, Sweden. For this 2010 award, Dollywood competed with Alton Towers in the U.K. and Phantasialand in Germany for the honor.

Entertainment legend and Dollywood owner **Dolly Parton** accepted the award for the park. "We are so honored to win this award," Parton said. "Our success over the last 25 years is because of the great team at Dollywood that I lovingly call my other family. All those folks back home cooking, cleaning, entertaining and landscaping — I am proud of every one of them." Dollywood's Applause Award comes as the park completes a successful and eventful 25th anniversary season.

Parton said she felt the

shows, the amusement areas and the Eagle Sanctuary are just some of the things that make the park so unique.

"I am very proud," she said.

Twenty-five years ago when Parton set forth to establish the park, there were some naysayers, she said.

"But, I knew it was a good idea," she said. "In that part of Tennessee, there were so many people having so many problems. I had been waiting to do something for that area to create more jobs, to give back to that area."

When asked by *AT* what comes next, Parton said, "I'll always be dreaming. But, a tree with many leaves has to have good roots to start with."

**Mats Wedin**, president and CEO, Liseberg Group and chairman of the Liseberg Applause Award Board of Governors said, during the presentation: "This truly unique park shows an outstanding level of quality, especially regarding originality of theming in shows, rides, landscaping and attractions. The friendliness of staff and cleanliness of the park is extraordinary and this, combined with a dedicated leadership honoring family values, sets a tremendous example to the whole industry."

—Complied from  
**AT staff reports**



In order to develop the most comprehensive waterpark insurance program available, we started with in-depth research.

Lots of it.



**WWA**  
INSURANCE  
by HAAS & WILKERSON

Our insurance specialists are passionate about what they do. So they took on your perspective when developing our waterpark insurance program. A package that includes an in-house claims staff available 24/7. That means you get vigorous defense and consistent communication. Translation? Cost savings for you. It's insurance that fits. Learn more by calling 800.821.7703 or visiting [hwins.com/waterparks](http://hwins.com/waterparks).

Independent agent representing ACE Group Programs Division. Most insurance products are underwritten by insurers within the ACE Group of Insurance Companies.



# Coaster manufacturers enjoy a good show at IAAPA

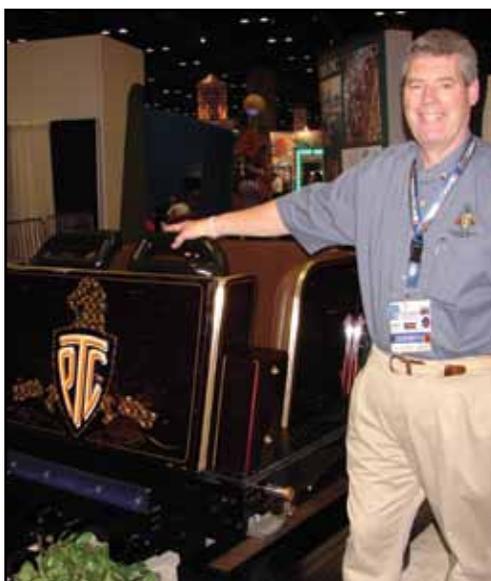
**Tim Baldwin**

*Amusement Today*

Commenting on the IAAPA trade show being in Orlando for ten years, "I think it's a great idea," says **Tom Rebbie**, president of **Philadelphia Toboggan Coasters** — IAAPA's longest running exhibitor. "I did more business the first day than I did the entire week of Vegas [IAAPA 2009]." While opinions varied on the decision to contract with Florida for an entire decade, virtually all vendors agreed with Rebbie — business was good at the trade show. Rebbie was extremely pleased by the close of the show.

**Rocky Mountain Construction** was a first time exhibitor. **Jacob Kilcup** of Rocky Mountain says, "We've had a lot of people in here this week. We've had a very good reception." The firm's new "Topper Track" was cleverly designed into benches picnic table-style for the booth. Rocky Mountain is gaining huge attention on the high-profile project of the new Texas Giant at **Six Flags Over Texas**. *Amusement Today* talked with engineer **Alan Schilke** who has envisioned the reawakening of the legendary coaster next spring. "We're not trying to change what a wood coaster is, we want to make every day feel like opening day." He goes on to explain that the I-Box track is designed to reprofile a ride. The Topper Track is intended to take care of trouble spots, not re-doing an entire coaster. Both approaches garnered Rocky Mountain heavy foot traffic at their booth.

**The Gravity Group** was enjoying their biggest year yet. With four projects on the horizon for 2011, not to mention the debut of the Timberliner trains, the company is quite busy. The first racing coaster in China



AT PHOTOS (BOTH PAGES)/TIM BALDWIN AND DAVID LIPNICKY

**Left to right: The Gravity Group is experiencing their busiest year ever with four projects for 2011; PTC's Tom Rebbie was very pleased to have the show return to Orlando and Great Coasters International is wrapping up an exciting project in China for the OCT East resort.**

debuts the company's unique "High Five" moment where riders raised hands turn and tilt toward each other as tracks bank 90 degrees. **Korey Kiepert** of The Gravity Group says that won't be all that people will remember. "I think the ride in general has so many twists and turns and moments when you are racing and dueling...I think people will remember it for the entire experience," says Kiepert. In addition to the **Happy Valley** project, The Gravity Group has projects designed for **Quassy Amusement Park** in Connecticut; the re-creation of **Zippin Pippin** for **Bay Beach** in Wisconsin; and **Twister** at Sweden's **Gröna Lund**. Each project looks to be completely unique for the firm, as well as containing its own challenges. Three of the coasters debut with the new Timberliner trains. **Larry Bill** of The Gravity Group said, "We've had lots of traffic and discussion about 2012."

Also on the wooden coaster front is **Great Coasters International**. With the ambitious

and amazing-looking project at **Knight Valley** in Shenzhen, China, the company's reputation for amazing twisters takes on a whole new dynamic with this dramatic physical setting. "It's built on a freakin' mountain," laughs GCII's **Jeff Pike**. "It makes it the coolest freakin' wooden coaster I've ever seen. It's a spectacular setting." Indeed. As construction works its way to its conclusion, the **OCT East Resort** is sure to be thrilled with the upcoming result. The park is situated on a mountainside that encompasses about 800 feet of elevation change. **Chris Gray** of Great Coasters says one of the challenges to the ride was the shipment of materials. "In the beginning, we were going to try to ship everything over in six shipments. We ended up needing eight. We shipped 75 containers with 80 percent of that being lumber. The trains were contained in the eight shipment." Gray also adds, "We now have 32 [Millennium Flyer] trains operating out there right now."

Wrapping up exhibiting wooden coaster suppliers is the firm of **Martin & Vlemincx**. The MVR booth was busy throughout the show. "It has been a good week," said **Paul Voyer**, senior project manager. The High Five project gained a lot of attention. "Every time we mention it, they don't believe it is possible." MVR's projects were clearly evident through several models. The OCT and Zippin Pippin projects are partnered with The Gravity Group, but a wooden shuttle coaster was also displayed. Voyer explains that it would be a magnetically launched coaster with a couple of speed hills. The customer could decide on the height and length and could have a wooden coaster experience in whatever space the park had available in a simple and lower cost situation.

On the steel coaster side of things, **Intamin** proudly displayed an IAAPA award for Best New Product, which was given to the company's "freeroll mine train coaster" they launched

at **Alton Towers** this past season. In addition, when asked of other 2010 projects that **Intamin** was proud of, **Sascha Czibulka** says, "The **Kings Dominion** ride is certainly worth mentioning, given the ride's dimensions." Kings Dominion opened a 305-foot tall mega coaster this past season.

Looking ahead, Intamin has rides lined up for the foreseeable future. Coming off the IAAPA award, the next freeroll coaster looks to be headed to Europe in 2012. However, closer than that are several projects for 2011 that include a launched coaster for **Busch Gardens Tampa** next spring, the first **ZacSpin** coaster in the U.S. at **Six Flags Magic Mountain**, and a new type of impulse coaster that seats 32 passengers on the sides of the track wingrider style and the end spikes curve slightly inward in somewhat of an Omega fashion. Also a 40 meter Surf Rider is headed for Saudi Arabia. For 2011 Intamin's projects for Europe center around towers and water rides.

**Vekoma Rides Manufacturing B.V.** is also extremely busy for the year ahead. Coaster projects include a mine train for **Isla Magica** in Spain, a custom designed indoor family coaster and the first **Big Air** coaster for Taiwan, an indoor custom-designed motorbike coaster for **Red Sun** in China, a mine train and junior coaster for **Rainbow Magicland Rome**, a junior coaster for **ORA Theme Park** in Turkey, an under wraps junior boomerang coaster for **Drayton Manor** in the U.K., and a Giant Inverted Boomerang in **Jin Jian Park** in China. Proj-

► See **COASTERS**, page 37



**Left to right: The Drifting Car from Premier Rides allows the back of the car to slide 12 inches each direction when taking the turns; S&S Worldwide debuted their new 4-rider wide launched coaster vehicle and Technical Park promoted their new comfortable vehicle for their Rock 'N Roll coaster.**

## IAAPA 2010 - ORLANDO



Left to right: This smaller scale model of Rocky Mountain Construction's I-box track demonstrates the innovation being used on the new Texas Giant at Six Flags Over Texas; B&M displayed its Flying Coaster vehicle from SeaWorld's Manta ride; Maurer's new LED speed-driven Fire Wheel was nothing short of dazzling and the men of Zamperla were eager to share the success of the Coney Island Luna Park project, their new Air Race ride as well as new expansion plans for next year.

## ► COASTERS

Continued from page 36

ects also include an announced launched coaster in Europe and four earmarked coasters for the proposed I-Drive hardcore thrill park planned for Orlando which would include a launched coaster, looping coaster, Stingray and a new mega-coaster in development. Other projects include family coasters in Europe.

Also of note is Vekoma's commitment to redesigned vehicles for the rider's comfort. The suspended looping coaster and junior suspended coaster have already seen successful results with redesigned restraints. Now a newly redesigned restraint system for Arrow trains with an update to comfort and quality is available. A four-wide family launched train vehicle is also in development.

**Premier Rides** is combining two of their established products into a new design for **Trans Studio Theme Park** in Indonesia. The success of the 12-passenger trains on **Kennywood's Sky Rocket** for 2010 will be incorporated into a launched shuttle coaster which includes a vertical spike that Premier has already included on the Mr. Freeze coasters in the U.S. Also on display in the Premier Rides booth was the Drifting Coaster vehicle. The rear of the vehicle drifts 12 inches each direction creating a skid effect as riders speed around the corners. This vehicle would be used on a linear magnetic launched coasters with a low to the ground layout creating a racing sensation.

**Mack Rides**, which builds numerous types of rides, also has coaster projects in the

works. **Bob Dean** of Leisure Labs, which represents Mack in the U.S. said the IAAPA show was good for Mack. Since the opening of the extremely popular Blue Fire LSM launched coaster at **Europa Park** in 2009, "We've had numerous inquiries, some are considerably smaller than Blue Fire and some have been considerably larger," says Dean. Mack's 2011 coaster projects were as yet unannounced at the time of the show. While it would appear that Mack will have coaster projects on most of the major continents in the years ahead, he did allude to a large U.S. project in 2012. "We're amazingly busy. We're very close to being full through 2012."

With nine coaster projects for 2011, **Gerstlauer Amusement Rides** is also hard at work. Nine installations for 2011 are in progress. For the U.S., projects include two Euro-Fighters at **Canobie Lake** and **Six Flags Over Georgia**. Three new custom designed (to resemble 1961 Cadillacs) trains have been delivered to **Six Flags Over Texas** for the new Texas Giant. Germany also has three projects — a family coaster for **Hansa Park**, a family shuttle coaster for **Ruhpolding**, and an undisclosed project at **Movie Park**. "We are particularly excited because we are introducing two new family coaster concepts," says **Siegfried Gerstlauer**, the company's managing director. "We have gone to a trailered design that allows for a high-capacity one-train operation." An undisclosed project in Europe will be a 20-passenger family coaster. **Plopsa Co** in Belgium will be receiving a new spinning coaster. Finally, Gerstlauer's largest roller coaster is the still-unnamed launched

Euro-Fighter to appear somewhere in Asia. This coaster will debut the four-tube track, which the company says will save the customer considerable expense in foundation costs.

**Zamperla** enjoyed success with its rebirth of **Luna Park** at Coney Island. Two more coasters will be added to the facility next year. A refurbished and relocated **Volare** flying coaster from Denver will be brought online in addition to a new launched coaster similar to **Knott's Pony Express**. **Ramon Rosario** states, "It will be themed and marketed as a new age Steeplechase." **Alberto Zamperla** himself adds, "The city of New York is very happy. We're doing very well in Coney Island. More people are coming to the area. We're looking for more area to expand."

**Alberto Zamperla** estimates four or five Zamperla coasters to be installed worldwide in 2011. The firm is also introducing new product to their line. An **Extreme 3 Inverted Coaster** is a suspended looping coaster standing at 35 meters (115 feet) in height with a layout of 600 meters (1968.5 feet) long. The ride features three inversions and the company has worked with **Werner Stengel** on the engineering. They are also introducing a spinning coaster with a 24 passenger train. Also in the works is a dive coaster standing around 125 feet tall and near 1,200 feet in length.

Perhaps the slickest thing to be seen on the floor was from Germany's **Maurer Söhne**. Dubbed **FireWheels**, these new coaster wheels utilize LED lights that require no batteries, but a special system allows brilliant patterns to emerge as the coaster reaches higher speeds.

Picture a falling star as a train-load of riders plunge toward the ground. It's dazzling. Coming off of the opening of a racing coaster at **Ferrari World** in the UAE, Maurer Söhne has nine roller coaster projects on the horizon. The recently opened **Abu Dhabi** project was the first racing coaster in the Middle East and the varying programs made each circuit unpredictable as parallel tracks have competitive "races" reaching 60 mph. Other new projects will include a spinning coaster at **Rainbow Magic Land** in Rome, plus an LSM launched X-car coaster that features a non-inverting loop. A launch coaster is going into **Bayern Park** in Germany and several other Sky Loops and spinning coasters are underway elsewhere for the company. Maurer reports that they have roller coasters commissioned in Europe and Asia.

In regards to smaller coasters, **Fred Miler** of **E&F Miler** said early in the week he was seeing much more traffic than in the previous year in Vegas. **Pres-**

**ton & Barbieri** were promoting a smaller double racing family coaster. **Technical Park** had on display a new vehicle for their compact **Rock 'N Roll** coaster that was designed for total comfort of the rider.

**Kathy Archer** of **S&S Worldwide, Inc.** summed up the week beautifully. "There is a very positive energy here," says Archer. S&S featured a new 4-wide 24 passenger coaster vehicle as their new standard launched train. The launch goes from 0 to 80 mph. Three pneumatically launched coaster projects are headed for China. A Fourth Dimension coaster is underway for China's **Dinosaur Park** and an **El Loco** model is in the works for **Fraispertuis** in France in 2011. The long awaited high-speed **Nürburgring** project opens May of 2011. It will open in excess of 100 mph, and then after summer will kick it up a notch to higher speeds.

"Orlando is the perfect setting for this show," Archer adds. "It's friendly here. It's a good habit for every November."



Left: Siegfried Gerstlauer of Gerstlauer Amusement Rides shows off one of the company's numerous versions of its popular Euro-Fighter coaster designs. Right: This model shows the unique High Five element that both Martin & Vlemincx and The Gravity Group are featuring on their joint venture in China.

## Bob Rogers, Will Koch, Don Clayton, Daniel Burnham get HOF honors

The International Association of Amusement Parks and Attractions (IAAPA) inducted **Bob Rogers, Will Koch, Don Clayton,** and **Daniel Burnham** into the IAAPA Hall of Fame. The Hall of Fame honors leaders, legends, and pioneers for their significant and lasting contributions to the worldwide attractions industry. The awards were presented Nov. 16 during the Kickoff Event for IAAPA Attractions Expo 2010 Conference and Trade Show in Orlando.

### Bob Rogers, BRC Imagination Arts

Over the course of his 40-plus-year career in the attractions industry, Bob Rogers has always created magic. His first job was working in the Magic Shop at Disneyland; his most recent accomplishment was on a bit grander scale — overseeing the creative development of two pavilions at World Expo 2010 in Shanghai that dazzled more



Rogers

than 10 million visitors in just six months.

Rogers is the founder and chief creative officer of BRC Imagination Arts, based in Burbank, Calif. His firm has won hundreds of awards while working with such high-profile clients as Ford, General Motors, NASA, Universal Studios, Volkswagen, and The Walt Disney Company.

One of Rogers' signature creations, 'Holavision,' debuted at World Expo 1986 in Vancouver as part of his 'Spirit Lodge' show and allowed live actors to interact with floating images.

### Will Koch, Holiday World & Splashin' Safari

In an era when some family-owned amusement parks struggled to survive, Will Koch thrived. The former owner and president of Holiday World & Splashin' Safari in Santa Claus, Indiana, took



Koch

what was once a small roadside attraction and transformed it into a high-profile theme park that set an attendance record with nearly 1.2 million visitors in 2010.

Under Koch's leadership, Holiday World added its sister waterpark, Splashin' Safari, along with several world-renowned wooden roller coasters; the latest, 2006's The Voyage, regularly tops enthusiast polls as the best wooden coaster in North America.

Koch was a savvy marketer. He enhanced Holiday World's family-friendly atmosphere by offering free parking, sodas, and sunscreen to all guests and he insisted the park be 'open' with fans and the press alike. Under Koch's leadership, Holiday World was one of the first major theme parks to actively embrace social media through blogs and Twitter, among other online platforms. Koch died on June 13, 2010 at the age of 48.

William A. Koch Sr., Will's father, is also a member of the IAAPA Hall of Fame.

### Don Clayton, Putt-Putt Golf and Games

As the founder of Putt-Putt, Don Clayton not only revolution-

ized the miniature golf business but helped create what we now know as the family entertainment center industry. His first Putt-Putt Golf Course opened June 21, 1954, in Fayetteville, N.C., with an emphasis on both fun and friendly competition. The course paid for itself in less than a month; two years later, Clayton helped open his first seven franchises, which started a Putt-Putt craze that swept the United States and beyond.

Clayton founded the Professional Putters Association in 1960 and began to host tournaments that drew massive attention; in 1968 he paid out a then-record first-prize award of \$100,000. He also founded *Putt-Putt World Magazine* and hosted the *Putt-Putt* television series.

Clayton was also a leader and innovator in the business, adding the first video game room to a Putt-Putt in 1978. He helped develop the first indoor/outdoor putting surface, wrote numerous best-practice articles for industry publications, and was an active member of IAAPA for many years before his death in 1996.

### Daniel Hudson Burnham, Chicago World's Fair

As seen by the tens of millions of visitors to World Expo 2010 in Shanghai, World's Fairs can have a tremendous impact on the attractions industry. This year, IAAPA inducts a man who is credited with shaping the industry more than a century ago as overseer of the 1893 World's Fair in Chicago.

Daniel Hudson Burnham, a renowned architect and planner at the turn of the 20th century, created the Midway Plaisance at the Chicago fair, a mile-long walkway lined with an assortment of amusement concessions, live shows, rides, and the world's first Ferris wheel. Burnham's Midway is credited with shifting the amusement industry from sedate attractions based on natural features to more invigorating creations that continue to dominate the industry today. The Chicago fair Midway also was used as inspiration for New York's Coney Island amusements. Burnham died in 1912.

## ▶RIDES

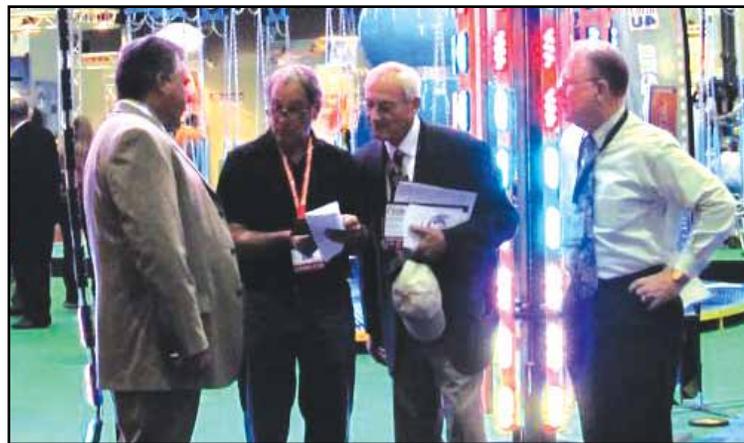
Continued from page 32

for him, with the improvement of attitude and increase in attendance.

Wisdom Industries, Sterling, Colo., showcased its new spinning coaster arm at the IAAPA show as well as featured its popular monster truck ride, one-truck Himalaya and the



**Sally Corporation, Jacksonville, Fla., showcased several of their products at the 2010 IAAPA Expo, including this one. The company also featured brand new technology such as that used for the new Power Blast X.**



AT PHOTOS/PAM SHERBORNE

**Len Soled, Rides-4-U, Somerville, N.J., debuted his new LED-lighted booth entrance this year at the IAAPA Expo this year. Soled was very pleased with ride sales at this year's show.**

Beetle Bobs.

A.R.M., Wintersville, Ohio, was continuing to see interest in the Vertigo Swing tower and the Super Shot. The company had a Vertigo on display at IAAPA, which belonged to **Myers International Midways**, Gibsonton, Fla. The Vertigo comes in two trailer-mounted models, 100 feet (30.48 meters) and 80 feet (24.38 meters). The company also sells a park model, which is 140 feet (42.67 meters).

Sally Corp., Jacksonville, Fla., featured a variety of its products in its booth this year.

Rich Hill, Sally designer, showed off some of Sally's technology in the booth. The scream

machine was on hand and Hill displayed how it worked, including how loud to scream. The scream activates additional targets allowing passengers to score more points.

Hill also displayed Sally's brand new dark ride technology, Power Blast X, where passengers are totally immersed in the story and includes interactive video and animatronics. Not only are passengers capable of shooting at the targets, but the targets also shoot back.

In the dark ride, players travel to a far-away galaxy to battle marauding space pirates intent on stealing all the energy in the universe. The ride area

### IAAPA Attractions Expo 2010 by the numbers

- 25,000 people from 96 nations attended the event
- A standing room-only crowd of more than 1,400 people attended the Kickoff Event
- 8,800 attendees participated in the 104 education programs
- 520 attended in the new Social Media Symposium
- 1,140 companies from 33 countries exhibited at the show
- 850 Expo participants attended the Opening Reception
- A sellout crowd of 400 enjoyed the keynote address by Universal Parks and Resorts Chairman and CEO Tom Williams at the GM and Owners' Breakfast
- 2,200 people enjoyed IAAPA Celebrates at The Wizarding World of Harry Potter at Universal's Islands of Adventure
- 150 young professionals attended a reception at Cuba Libre Restaurant
- Fundraising events held in conjunction with the Expo raised more than \$73,000 for Give Kids The World, the Kissimmee, Fla., resort for children with life-threatening illnesses:
  - 150 golfers and sponsors raised \$58,000 in the 8th Annual IAAPA International Charity Golf Tournament
  - 90 runners and walkers raised \$2,200 in the IAAPA 5K Fun Run & 1K Walk
  - 10 people rode in the first IAAPA Motorcycle Run and raised \$2,100
  - Expo participants purchased raffle tickets for a Honda Civic Hybrid to raise \$11,000. John Huish from Huish Family Fun Centers was the lucky winner of the new car
  - 35 people volunteered at the village during IAAPA's Angels in Action Volunteer Day

runs about 8,000 square feet (743 square meters), but can go up to 20,000 square feet (1,881 square meters). Typically, track length will be 501 feet (152 meters). There are 12 ride vehicles with

four and six passenger seats.

"This is completely new technology," Hill said. "There is video and 3D game play. We can customize the ride size to whatever is needed."

# MIDWAY

www.AmusementToday.com

CARNIVALS

FAIRS

FESTIVALS

REVENUE

SUPPLIERS

## BRIEF

### Blackie is back for the 2011 Minn. State Fair

It looks like the 500-pound, eight-foot-tall black Angus steer constructed out of fiberglass will be available, once again, for the daily parades at the Minnesota State Fair, St. Paul.

The steer, named Blackie, has been an annual staple to the parades. But thieves, which stole the large structure in early August, 2010 took the attraction away from the 2010 fairgoers.

According to a news story on [www.startribune.com](http://www.startribune.com), the steer sculpture was made and owned by St. Paul's Norb Anderson. Blackie had been parked on its trailer a block from his home.

Anderson began making fiberglass animals in 1972. He and his partner sold the company, which was located in Sparta, Wis., two years ago. The news report stated that Anderson, 76, still works for the company and "has a small menagerie of fiberglass animals available for rent."

The steer was found north of Cambridge, Minn.

Anderson was quoted in the [startribune.com](http://startribune.com) story as saying: "I think somebody just dropped it there and was glad to have it off their truck. The fair is tickled to death to have it back."

The 2011 Minnesota State Fair is set for Aug. 25-Sept. 5.

*To be supplied by Intamin Ltd.*

## State Fair of Texas adding 500-foot tower for 2011

**Pam Sherborne**  
*Amusement Today*

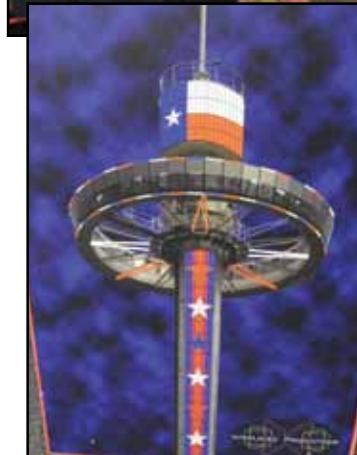
Rusty Fitzgerald, operations manager, State Fair of Texas, Dallas, confirmed at the IAAPA show in November that the State Fair has contracted with Maryland-based Intamin Ltd. to construct a 500-foot observation tower on the fairgrounds.

The observation tower will be called the Top of Texas Tower. It will hold 100 passengers as it ascends to its apex. Completion of the \$11 million project is expected for 2012 with the anticipated opening of the Summer Midway. Total construction time is about 18 months.

"That is what we are hoping," Fitzgerald said. "The observation tower should be done by then. As far as the opening of the Summer Midway, we have to have another good fair first."

The 2010 State Fair of Texas, which ran Sept. 24-Oct. 17, was a huge success. Fair visitors spent \$37 million on food and amusement rides, breaking all previous records. This total represents revenue from coupon sales (State Fair currency for food and rides). The 2007 fair had set the previous record when visitors spent \$29,174,230.

Fair officials have been talking about a Summer Midway and hopes are that will come to fruition in 2012. Fitzgerald said preliminary plans for the Summer Midway include having about 25 rides open from May through Au-



**Rusty Fitzgerald, center, director of operations/special projects, State Fair of Texas, Dallas, confirmed to AT that the Texas fair has contracted with Intamin Ltd. for a 500-foot, \$11 million observation tower. Here, with Fitzgerald, is Sandor Kernacs, left, and Victor Fabbri, right, both with Intamin, during the recently held IAAPA show in Orlando. AT PHOTO/GARY SLADE; RENDERING COURTESY STATE FAIR OF TEXAS**

gust.

"I think it will probably be a combination of the fair purchasing more rides and us bringing some in," Fitzgerald said. "We just don't know the details yet."

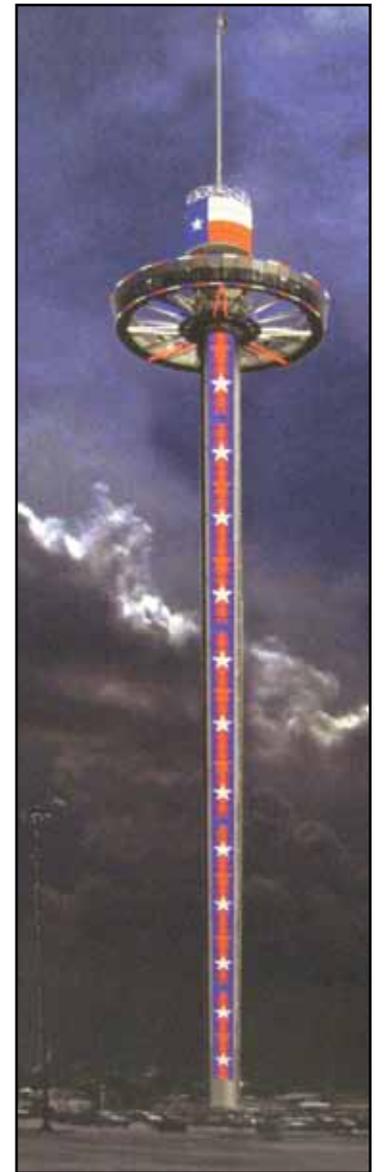
But, the State Fair has been looking for a landmark and they feel they have found it with the Top of Texas Tower. The Texas Star is 212 feet high. The observation tower will stand almost 300 feet taller and will include a \$1 million LED lighting extravaganza. The passenger gondola

will reach a height of 367 feet. Hourly capacity is estimated at 1,300 riders.

"You will be able to see a long way from the top," Fitzgerald said.

The tower will be located on the edge of the midway.

"The foundation will be huge," Fitzgerald said. "It will take about 300 concrete loads. It will be 60 feet-by-60 feet and



40 feet deep.

"We are really excited about this project," said Sandor Kernacs, Intamin Ltd. "It will be perfect. It will be an excellent show piece for the State Fair of Texas and for Dallas." Fitzgerald said they hope to have a section of the tower completed by the 2011 fair, set for Sept. 30-Oct. 23, to give fairgoers a first glimpse.



**Chestnut Identity Apparel, Inc.**

**AMUSEMENT LINE**

[www.amusementline.com](http://www.amusementline.com)

800-336-8977

**Color Changing LED Ride Packages**



Highest Quality LEDs

**LEDs as low as \$1.39**



**Uniforms for any budget!**



UNIFORM APPAREL - WICKING SHIRTS - LED LIGHTS - FLAGS & BANNERS - HEADWEAR - BALLS & PRIZES - MUCH MORE!



**The 2010 Louisiana State Fair, Shreveport, which ran Oct. 21-Nov. 7, set an all-time attendance record this year. Revenue was up across the board including on the midway, which was provided by Lowery Carnival Co., Gulf Shores, Ala. The carnival provided about 60 rides for the event and will be back for the 2011 Louisiana fair.**

PHOTOS COURTESY  
LOUISIANA STATE FAIR



## 2010 State Fair of Louisiana sets new records

Great weather and great support from partners attributed to the record-setting attendance reached at the 2010 State Fair of Louisiana, Shreveport.

The fair, which ran Oct. 21-Nov. 7, drew 450,630 people.

"We had our best year ever," said Chris Giordano, fair president and general manager. "The fair broke all records with the largest attendance, largest gate and largest carnival gross. We were up 10 percent overall over last year's figures."

Lowery Carnival Co., Gulf Shores, Ala., provided the midway with approximately 60 rides along with 2,196 feet (669.34 meters) of food and games. New rides for the fair included the Vertigo, by A.R.M., and a Fabbri Eclipse.

Giordano said they have contracted with Lowery for the 2011 fair.

"We don't do a multi-year contract," he said. "If everything goes well, we contract for another year. Lowery brought us our largest carnival gross this year."

New attractions included: World Championship Blacksmiths Competition; Dock-Dogs; The Green Planet Science Show; Amazing Marlo Magic Show; Fresh Kidz Breakdancers, Rock-it Robot, and a special Hispanic Heritage Day named "A Taste of Mexico."

Giordano said the economy in his area of the country has improved with several new businesses opening.

"The gas industry has gotten big down there and so has the movie production business," he said. "In the last few years, we've had 10 to 12 movies film out here."

—Pam Sherborne

**T.H.E.** Affiliated with T.H.E. for over 25 years.  
INSURANCE COMPANY

[www.alliedspecialty.com](http://www.alliedspecialty.com)

**relax**

25 Years of Commitment  
to the Leisure, Entertainment and Amusement Industries

At Allied Specialty Insurance we understand your business and its risks better than any of our competitors. Our coverage is innovative and affordable. Our 24/7 claims service lets you know that you can count on us. **So relax... we have you covered.**



SPECIALTY INSURANCE

727.367.6900 | 800.237.3355 | Fax 727.367.1407 |

[tellmemore@alliedspecialty.com](mailto:tellmemore@alliedspecialty.com)

# Seen in Orlando!

Photos, by AT's David Lipnicky, were taken at the Outdoor Amusement Business Association's reception and a reception hosted by owners of Fun Spot U.S.A., Kissimmee, Fla., and Rides-4-U, Somerville, N.J.



The OABA reception during the IAAPA reception is always a good time for industry members to stay in touch. Here, doing just that, are from left, Ron and Beverly Burback, Funtastic Shows, Portland, Ore., and Jay Strates, Strates Shows, Orlando, Fla., and OABA director.



This threesome posed for the AT camera at the OABA reception. From left, are David Norton, Norton Auctioneers of Michigan Inc., Coldwater, Mich.; Tim O'Brien, Ripley's Believe It or Not; and Steve Burns, Norton Auctioneers of Michigan.



This group gathered together to catch up on industry news and have a good time at the OABA reception. From left, are Lorelei Schoendienst, Luehrs' Ideal Rides, Belleville, Ill., and OABA director; Mary Chris Piche, Allied Insurance Co.; Andy Schoendienst, Luehrs' Ideal Rides; Alex Johnson, wife of OABA President Bob Johnson; and Jean Clair, Luehrs' Ideal Rides and OABA trustee.



Steve VanderVorste, right, independent ride operator, takes a break with his family and colleagues. From left are his son, Brian VanderVorste; his wife, Pat VanderVorste; daughter Stephanie VanderVorste; Guy McDaniel, and Mark Hernandez.



It was a family affair for, from left, Dave, Debby and Jason Helm, Helm & Sons Amusements, Colton, Calif., at the OABA reception.



Having a great time together are, from left, Connie Featherston, Goldstar Amusements, Minneapolis, Minn.; Donnie Massie, Alpine Amusements, Naperville, Ill.; Mike Featherston, Goldstar Amusements; Mary Johnson, Fantasy Amusements Co., Arlington Heights, Ill.; and Michael Wood, independent ride owner and OABA board member.



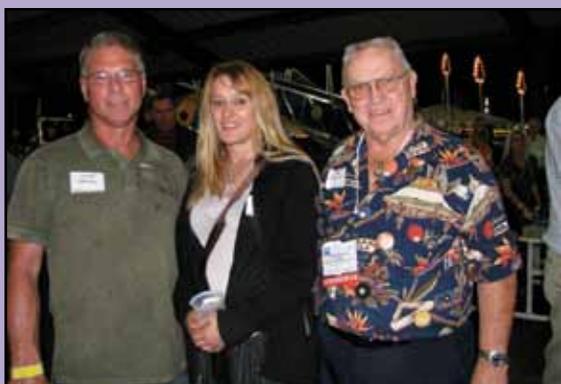
Michael Lauther, left, and Zack Royal, both of Reithoffer Shows, Gibsonton, Fla., enjoy the OABA reception. Lauther is an OABA director.



John and Lois Arie, left, owners, Fun Spot U.S.A., Kissimmee, Fla., and partners Nancy Buckley and Len Soled, Rides 4-U, Somerville, N.J., hosted a reception during the IAAPA expo in Orlando last November. The reception took place at Fun Spot U.S.A. Here, they took some time to pose for the AT camera.



Tim Casper, left, PBJ Happee Days Shows, Marion, Ark., and Gary Otterbacher, Lifetime Bunkhouses, spend time socializing during a reception hosted by Fun Spot U.S.A., Kissimmee, Fla., and Rides-4-U, Somerville, N.J., during the IAAPA expo last November.



Gene Chaffee, left, and Kim Ross, Wade Shows, Livonia, Mich., and Ivan Arnold, Arnold Amusements, Traverse City, Mich., and in charge of the International Independent Showmen's association annual tradeshow, Gibsonton, Fla., are seen here at the reception hosted by Fun Spot U.S.A., Kissimmee, Fla., and Rides-4-U, Somerville, N.J., during the IAAPA expo last November.



Seen at the OABA reception were, from left, Tammie Renfro, Redbone Products, Pacific, Mo.; Jeanne McDonagh, McDonagh Amusements, Chesaning, Mich.; Dan Kroeger, Gold Medal Products Inc., Cincinnati, Ill., and OABA treasurer; Debbie Powers, Powers Great American Midways, Corfu, N.Y.; and Joe Zumsteg, Classic Toy Co., Cleveland, Ohio.



Posing for the AT camera at the OABA reception are, from left, Bill Johnson, Fantasy Amusement Co., Arlington Heights, Ill., and incoming OABA chair; Sam Johnston, second vice president, Showmen's League of America; Sue Nichols, AT Sales; Bob Johnson, OABA president; and Joe Burum, executive secretary, SLA.

# State/regional fair meetings for Jan. & Feb. 2011

## JANUARY 2011

Jan. 5-7: South Carolina Association of Fairs and North Carolina Association of Agricultural Fairs Combined annual Convention, Sheraton Myrtle Beach Convention Center, Myrtle Beach, South Carolina.

Jan. 6-9: Ohio Fair Managers Association Annual Convention, Hyatt Regency Hotel/Crowne Plaza Hotel, Columbus, Ohio.

Jan. 6-9: Oregon Fairs Association Annual Convention, Salem Conference Center, Salem, Oregon.

Jan. 6-9: Texas Association of Fairs Annual Convention, Renaissance Austin Hotel, Austin, Texas.

Jan. 7 & 8: Virginia Association of Fairs Annual Con-

vention, The Homestead, Hot Springs, Virginia.

Jan. 7-9: Indiana Association of Fairs, Festivals and Events Annual Convention, Indianapolis Marriott East, Indianapolis, Indiana.

Jan. 7-9: Kansas Fairs Association Annual Convention, Topeka, Kansas.

Jan. 8 & 9: Manitoba Association of Ag Societies Annual Convention.

Jan. 9-12: Wisconsin Association of Fairs Annual Convention, Chula Vista Resort, Wisconsin Dells, Wisconsin.

Jan. 12-15: Kentucky Association of Fairs and Horse Shows Annual Convention, Galt House Hotel and Suites, Louisville, Kentucky.

Jan. 13-15: Michigan Association of Fairs & Exhibitions Annual Convention, Amway Grand Plaza Hotel & DeVos Place, Grand Rapids, Michigan.

Jan. 14 & 15: West Virginia Association of Fairs & Festivals Annual Convention.

Jan. 14-16: Minnesota Federation of County Fairs Annual Convention, Sheraton Hotel, Bloomington, Minnesota.

Jan. 14-17: New York State Association of Agricultural Fairs Annual Convention, Rochester Riverside Convention Center, Rochester, New York.

Jan. 16-19: Western Fairs Association Annual Convention and Trade Show, Grand Sierra Resort, Reno, Nevada.

Jan. 19-22: Pennsylvania State Association of County Fairs Annual Convention, Hershey Lodge & Convention Center, Hershey, Pennsylvania.

Jan. 20-22: Georgia Association of Agricultural Fairs & Expositions Annual Convention, Atlanta Airport Marriott Hotel, Atlanta, Georgia.

Jan. 20-22: Tennessee Association of Fairs Annual Convention, Nashville Airport Marriott, Nashville, Tennessee.

Jan. 21-23: Nebraska Association of Fair Managers Annual Convention, Ramada Inn, Kearney, Nebraska.

Jan. 27-30: Missouri Association of Fairs and Festivals Annual Convention, Holiday

Inn, Columbia, Missouri  
 January 29: Utah Association of Fairs & Events Annual Meeting, Utah State Fairpark, Salt Lake City, Utah.

## FEBRUARY 2011

Feb. 3-6: Louisiana Association of Fairs & Festivals Annual Convention.

February 5: Vermont/New Hampshire Agricultural Fairs Association Annual Meeting, Lake Morey Resort, Fairlee, Vermont.

Feb. 7-9: NICA/Fare Foods Food Show & Business Expo, Embassy Suites Tampa, Tampa, Florida.

Feb. 17-19: Ontario Association of Agricultural Societies Annual Convention, Royal York Hotel, Toronto, Ontario.

**VERTIGO**

**VERTIGO MODELS & STATISTICS**

▶ 100-ft. Portable Model with 53-ft Retractable Trailer	▶ 80-ft. Portable Model with 53-ft Retractable Trailer	<b>All Models Feature:</b> ▶ Dyna-Brake® Safety System Provided by Velocity Magnetics ▶ LED Lighting (Optional)
▶ 140-ft. Park Model	▶ 80-ft. Park Model	
▶ 24 Passenger Capacity	▶ 16 Passenger Capacity	

**Space Requirements (All Models):**  
 50-ft. Ground Space Footprint / 80-ft. Operational Diameter

**Your guests  
 —and your profits—  
 will soar!**

Photos: Dan Feicht / dan@danfeicht.com

**ARM**

A.R.M. INC. • 1506 FERNWOOD ROAD • WINTERSVILLE, OHIO 43953

ERIC BATES Cell: 412.916.9210 • MIKE GILL Cell: 740.632.6815 • Office: 740.264.6599

email: ericjbates@prodigy.net email: mike@ARMrides.com

# Carnival owners make purchases from Rides-4-U at IAAPA Expo

Bates Brothers Amusements, Winterville, Ohio, walked away from the International Association of Amusement Parks and Attractions (IAAPA) Expo last November in Orlando with an SBF Flying Dragoon ride.

The ride, brokered through Len Soled, Rides-4-U, Somerville, N.J., was delivered to the Bates Brothers lot the week of Thanksgiving said Brad Dallman, who operates one of Bates Brothers' two units with his wife Michelle Bates Dallman. She is carnival owner Eric Bates' daughter.

"We purchased the ride at the show," Dallman said. "My wife has always wanted a kiddie boat ride so her dad bought it."

And, Dallman said, the Flying Dragoon ride is just one of those rides that fits just about anywhere on the midway.

"We also have an Eli Bridge kiddie Ferris Wheel," Dallman said. "Those two rides are great filler rides. They fit anywhere."

Bates Brothers wasn't the only carnival

making purchases at the IAAPA show.

Drew Exposition, Augusta, Ga., also made a purchase, said Soled. That carnival purchased a KMG X-Factory. Delivery is expected September 2011.

"This ride has a 700 person per hour capacity," said Robby Tucker, KMG representative. "It is carried on one single trailer."

Majestic Midways, York, Pa., purchased an LED lighting package from Soled for the carnival's Chance Century Wheel. The carnival is also looking at an SBF Chopper Train.

"We aren't really looking for anything else at this time," said the company's Scott Inners. "We are in the process of expanding and modifying our paint department to bring us up to EPA (U.S. Environmental Protection Agency) standards. Once we are finished, we are told, we will have one of the largest compliant paint booths on this side of the Mississippi."

—Pam Sherborne

## MIDWAY MARKET PLACE

**AUDIO INNOVATORS INC.**

**YOUR ONE SOURCE FOR ALL DIGITAL MESSAGE REPEATERS & COMMUNICATING EQUIPMENT NEEDS.**

WATER PARK SAFETY - GO-KART PIT SAFETY - KIDDY RIDES  
FRONT GATE - COASTERS - GROUP GAMES  
SAFETY MESSAGES SYSTEMS OF ALL KINDS.  
ALL ARE WITCH TURN-KEY.

WE SERVE AMUSEMENT PARKS OF ALL KINDS.  
AIRPORTS, WATER PARKS, TRANSPORTATION COMPANIES.

VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS  
[WWW.AUDIOINNOVATORS.COM](http://WWW.AUDIOINNOVATORS.COM)  
OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM

Whatever your industry...

**ITC**

**INDIANA TICKET COMPANY**  
Design / Quality / Security

Manufacturers of Quality Tickets For over 70 years

1-800-428-8640

- Redemption Tickets
- Admission Tickets
- Direct Thermal Tickets
- Reserved Seating
- Wristbands
- Credentials

[www.muncie novelty.com](http://www.muncie novelty.com) [info@muncienovelty.com](mailto:info@muncienovelty.com) MUNCIE NOVELTY INC. COMPANY

**DOME TOPS CIRCUS TOPS TRAILER TOPS**

**Midway Stainless Fabricators**  
25 Montgomery St. Hillside, NJ 07205 USA PH 001-908-624-9660  
[www.midwaystainless.com](http://www.midwaystainless.com) [mikecurci@midwaystainless.com](mailto:mikecurci@midwaystainless.com)  
Michael Curci cell# 732-718-2777

**WAPELLO is the One!**  
*Built in the USA to Your Needs!*

Let Wapello high-performance products go to work for you. Give us a call or write today. Custom sizes, shapes and colors.

Wapello Fabrications Company  
201 North Second Street • Wapello, IA 52653  
(319) 523-8371 • [wafabco@louisacomm.net](mailto:wafabco@louisacomm.net)

**WAPELLO**

**"The #1 Leading Slide Manufacturer in America"**  
**"World's Largest 5 Lane, One Trailer Slide - 108 Ft."**

- Financing and Leasing Available
- Trades Considered
- Order Slide Bags or "New Rain" Bags
- 6 New Slides In Stock
- Have 20 Used Rides
- 90 Ft. Fiberglass Slide
- 65 Ft. Fiberglass Slide

**FREDERIKSEN INDUSTRIES, INC.**  
5212 St. Paul St.  
Tampa, Florida 33619  
(813) 628-4545  
FAX (813) 621-3679  
[www.funslide.com](http://www.funslide.com)

**ELI BRIDGE COMPANY**  
800 Case Avenue • Jacksonville, IL 62650

**THE SCRAMBLER**

FAN LIGHT PACKAGE  
MAST COVERS  
SWEEP PANELS

SIMULTANEOUS LOADING  
36-PASSENGER CAPACITY  
28 FT. TRAILER

Fast set-up and tear-down  
Seats remain on ride for transporting

1-800-274-0211 Fax 217-479-0103 Email: [elibridge@aol.com](mailto:elibridge@aol.com)

Keep our carnival and fair industry strong!  
Buy products and services from these suppliers.



**SBF/VISA Sky Loop**



**VISA Dog Ride**



**SBF/VISA Airborn Shot**



**SBF/VISA Drop N Twist**



**SBF/VISA Wild Raft**



**SBF/VISA Super Loop**



**KMG Inversion**



**SBF/VISA Surf's Up**



**KMG Freak Out**

**THINK RIDES**



Supplying Amusements New to Used

**Rides-4-U**

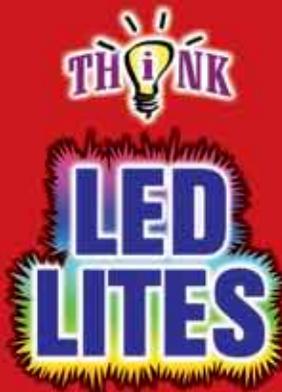
221 Evans Way, Suite E  
Somerville, NJ 08876

Phone: (908) 526-8009  
Fax: (908) 526-4535

REPRESENTING



Visit Us  
On The Web:  
[www.Rides4U.com](http://www.Rides4U.com)



# LED LITES

## LIGHT UP THE NIGHT

*"LED Lites from Rides 4U are phenomenal, flawless and trouble free. We leave the lights on our Ferris wheel all night as a billboard for our park. Our lights even make the early morning traffic reports now."*

John Arie — Fun Spot Action Park — Orlando, Fla.

**GO GREEN WITH LED LITES!**

- ENERGY EFFICIENT
- REDUCES POWER COSTS
- LONG LIFE LED BULBS
- EXTREME VISIBILITY
- HIGHEST QUALITY

**ENERGY SAVING FACT:**  
OLD LIGHTS ONLY ON ONE SIDE OF WHEEL USED 120 AMPS.  
LED LITES ON BOTH SIDES OF WHEEL USES JUST 16 AMPS!  
LED LITES CAN BE INSTALLED ON VIRTUALLY ANY RIDE AND ATTRACTION AT AMUSEMENT PARKS AND CARNIVALS

**UPGRADE CLASSIC RIDES AND ATTRACTIONS WITH MONEY-SAVING LED LITES. FERRIS WHEELS, SCRAMBLERS, PARATROOPERS...YOU NAME IT!**  
ASK ABOUT GOVERNMENT REBATES FOR PRE-MANDATORY ENERGY SAVING LED CONVERSIONS (ALREADY STANDARD IN EUROPE)

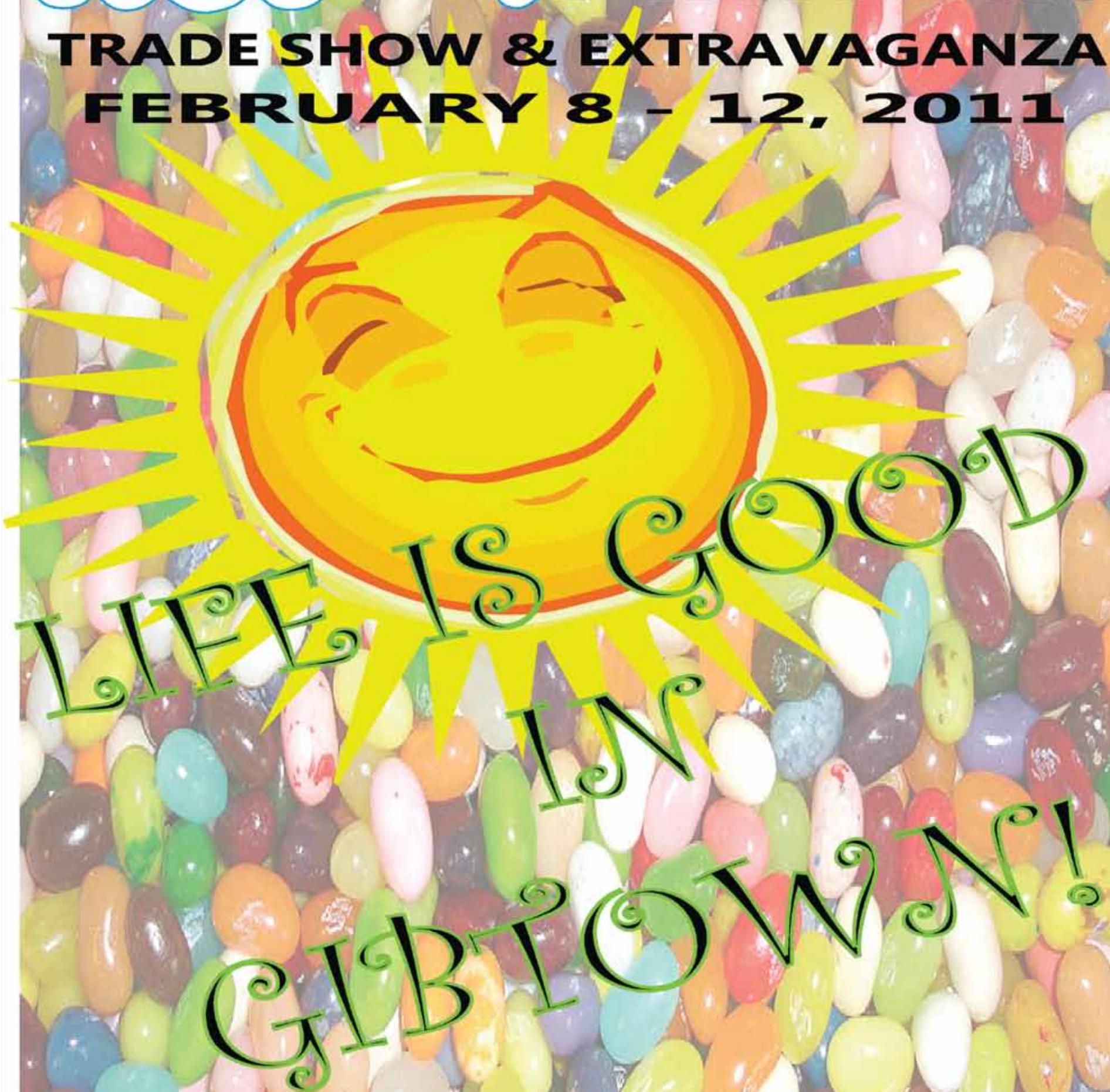
**ATTRACT AND DAZZLE GUESTS! PROGRAMMABLE LIGHT SHOW CIRCUITRY—THEME LED LITES FOR EVENTS & HOLIDAYS: FOURTH OF JULY, HALLOWEEN, CHRISTMAS AND MORE**





**43rd  
Annual**

**TRADE SHOW & EXTRAVAGANZA  
FEBRUARY 8 - 12, 2011**



**GIBTOWN!**

**P.O. Box 189 \* Gibsonton \* Florida 33534  
(813) 677-9377 \* Fax (813) 677-1041  
[www.gibtownshowmensclub.com](http://www.gibtownshowmensclub.com)**



# CLASSIFIEDS

www.AmusementToday.com

TO PLACE AN AD CALL (817) 460-7220

## EMPLOYMENT

**Smoky Mountain Amusements Inc.**  
 needs Ride Help - In All Departments  
 Ride Superintendent - For Green Unit  
 Electrician - For Green Unit  
 Contact  
 Brian (Beaver) Miller  
 (919) 272-8837  
 Billy Clark - (988) 730-9800  
 Winter Quarters Now Open!  
 (919) 988-8028 TM

A Diverse and Accomplished Leader  
 19+ years proven experience in leisure destination.  
 7 years Director; 2+ years General Manager mid-size theme park.  
 Ready for new opportunities.  
 Contact:  
 Stephen Ball  
 PO Box 30895  
 Edmond, OK 73003  
 stephen.ball@cox.net

**MECHANIC**  
 New England park has opening for maintenance dept. mechanic.  
 Welding, fabricating, hydraulic experience / certification a plus.  
 Send resume to:  
 Maintenance Position  
 Quassy Amusement Park  
 PO Box 887  
 Middletown CT, 06762  
 EOE

## FOR SALE

Spin out TIM (Huss).....\$249,000  
 Twister/ Maverick (Moser) .....\$599,000  
 Drop Tower TIM (ARM).....\$249,000  
 Rio Grande (Zamperia).....\$19,000  
 Crazy Dance (Fabbri).....\$325,000  
 Scooter 1900 TIM (Majestic).....\$224,000  
 Crazy Bus TIM (Zamperia).....\$99,000  
 Tornado TIM (Wisdom).....\$99,000  
 Drop Tower (Moser).....\$89,000  
 Americana Carousel 28' (Chance).....\$119,000  
 Traffic Jam TIM (SBP).....\$219,000  
 1989 Orbiter TIM.....\$205,000  
 Truck Stop (Zamperia).....\$18,000  
 Sea Ray TIM (Mulligan).....\$249,000  
 Dizzy Dragon (Selmer).....\$54,000  
 Power Surge TIM (Zamperia).....\$349,000  
 Baja Buggy TIM (Zamperia).....\$59,000  
 High Flyer (ARM).....\$189,000  
 Peter Paul (Zamperia).....\$29,000

Call Len or John  
 (908) 526-8009  
 FAX: (908) 526-4535

## FOR SALE

**LOOPING COASTER**  
 Launch Loop Shuttle Coaster Arrow Dynamics all steel with G-Force 4, 56' high x 635' long Built 1977, Excellent condition in Indiana. \$160,000  
 For photos and details: ralph@vestil.com  
 22 Other Rides

**Best Deal! Beach Location**

12 Rides  
 13 Shows  
 Profitable, owner looking to diversify with existing operations.

If interested, please contact:  
 Len Bolot  
 Rides-4-U, Inc.  
 (908) 526-8009

Glow Novelty Vending Business For Sale  
 Site: <http://glowbiz.biz>  
 Van, heater, tent poles, bottom of page.  
 Nationwide credibility, 30+ years.  
 \$100,000 gross for 5 months. All shows are exclusive contract, cash only business. Pro Web site.  
 Details on all, call Robert  
 Home: (727) 447-4441  
 Cell: (727) 542-4519

## FOR SALE

2 Bobs: Space Racers Vertical Water Race Games  
 1 14-player, 1 12-player park models. No headlocks, in mint condition. 2010 last year for me, selling. Price to sell...\$10,000 each game. Great prices.  
 Call 718-265-8304 or 718-514-0587  
 Can be seen in operation now in Labor Day

Kiddie Rides For Sale  
 Turbo: \$7,500  
 Pony Cart: \$5,000  
 Tubes of Fun: \$6,000  
 Bully White: \$6,000  
 Wild Bobs: \$6,000  
 Hampton Cans: \$9,000  
 Space Train: \$4,000  
 Little Dipper Coaster: \$7,000  
 Escape Room: \$500

ralph@vestil.com  
 Angola, Indiana

For Sale  
 Mulligan Sea Ray - \$185,000  
 Wisdom Stroller - \$150,000  
 SBP 4x4 Truck Ride - \$37,500  
 Bobs Space Racers: 10-player Water Race Game - Park Model - \$14,500  
 Hampton 14-player Water Race Game Park Model - Make Offer  
 Bobs Space Racers 8-player Tin Can Alley Game - Make Offer  
 Merlin's Fantasy Island  
 (718) 773-7581 x3105

## FOR SALE

**FOR LEASE OR SALE**

**QUARTERTIME AMUSEMENTS**  
 (410) 358-8311 MICHAEL

Children's Hurlaya, 40 rides, 30-foot diameter, 16 cars, NAAPA winner, Children and Adults.  
 Brand new: \$265,000  
 (214) 634-2900 or e-mail: azc2000@gmail.net

AMUSEMENTTODAY.COM  
 AMUSEMENTTODAY.COM

P.O. Box 5427  
 Arlington, Texas 76005-5427  
 (817) 460-7220  
 Fax (817) 265-NEWS (6397)

**AMUSEMENT TODAY SUBSCRIPTION FORM**

**TO SUBSCRIBE** MAIL THIS FORM TO: AMUSEMENT TODAY • P.O. BOX 5427 • ARLINGTON, TEXAS 76005-5427  
 FAX THIS FORM TO: 817.265.8317 • SUBSCRIBE ONLINE: [www.amusementtoday.com](http://www.amusementtoday.com)

New Subscriptions  
 Renewal  
 Change of Address

One Year \$60 \$70  
 Two Years \$100 \$130  
 Three Years \$130 \$180

Payment Enclosed

Charge to Credit Card:  
 VISA  MasterCard  American Express

FIRST AND LAST NAME \_\_\_\_\_  
 COMPANY NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY, STATE, ZIP CODE (or Postcode and Postal Code) \_\_\_\_\_  
 PHONE \_\_\_\_\_  
 E-MAIL ADDRESS \_\_\_\_\_

NAME AND PHONE \_\_\_\_\_  
 DEPARTMENT NAME \_\_\_\_\_ 24 HOURS SERVICE PHONE \_\_\_\_\_  
 NAME AS IT APPEARS ON MAIL (Company Name and/or Contributor Name) \_\_\_\_\_  
 TELEPHONE NUMBER (if phone) \_\_\_\_\_  
 EMAIL ADDRESS \_\_\_\_\_

**QUESTIONS? CALL AT: 817.460.7220** **FREE NEWS!**  SEND ME UP FOR FREE NEWS!  AT THE AT/TODAY SHOW AND/OR OFFICE

We accept:

**CLASSIFIED DEADLINES**

AMUSEMENT TODAY'S Classified page close the 10th of each month prior to the issue date.  
 Rates:  
 • Regular classified ad- \$28 minimum up to 30 words \$1 per additional word.  
 • Display classified ad- \$50 per column inch. A 1-point rule will appear around ad.  
 • Company logos, screens and reverses also are available on display ads upon request.

**AT CLASSIFIEDS YOUR USED RIDE MARKETPLACE**

**AMERICAN ROLLER COASTER MUSEUM** PRESERVING ROLLER COASTER HISTORY

**MAKE A DONATION** **YES!**

I WANT TO HELP BY MAKING A TAX DEDUCTIBLE DONATION TO THE AMERICAN ROLLER COASTER MUSEUM. DONATE TODAY: [WWW.ARCMUSEUM.COM](http://WWW.ARCMUSEUM.COM)

\$10  \$25  \$50  OTHER AMOUNT: \$ \_\_\_\_\_

THE NEWEST ZAMPERLA RIDE

# AIR RACE

IT'S PURE SPEED !



A FAN FAVORITE SINCE ITS DEBUT AT LUNA PARK, CONEY ISLAND.

6 PLANES, EACH WITH 4 SEATS FOR A TOTAL CAPACITY OF 24 RIDERS PER CYCLE.

EACH PLANE IS EQUIPPED WITH STADIUM STYLE SEATING, GIVING ALL RIDERS A BIRDS-EYE-VIEW.

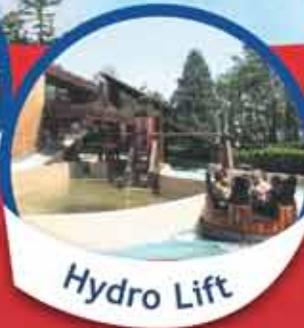
AIR RACE'S UNIQUE MOTION PROVIDES A SPECTACULAR SHOW FOR THOSE ON THE GROUND.

VARIOUS CYCLES THAT CAN ADAPT TO YOUR TARGET AUDIENCE.

RIDERS WILL EXPERIENCE THE SENSATION OF AEROBATIC FLIGHT WHILE ACCELERATING TO 3GS.



Moto Coaster



Hydro Lift



Vertical Swing



Twister Coaster

  
**ZAMPERLA®**  
is speed

"Take a ride" to our corporate website.  
[www.zamperla.com](http://www.zamperla.com)

Antonio Zamperla Spa - Vicenza - Italy - Phone: +39 0444 998400 - e-mail: [zamperla@zamperla.it](mailto:zamperla@zamperla.it)