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Focus on immersion and storytelling brings guests back

RWS Entertainment unveils new Experiences department



Christmas and winter-themed experiences consisting of light shows and LED-lit trees was activated at Kettering Hospitals. COURTESY RWS ENTERTAINMENT GROUP

AT: Tim Baldwin
tbaldwin@amusementtoday.com

NEW YORK, N.Y. — **RWS Entertainment Group**, a full-service production company that creates award-winning custom entertainment, live events and brand experiences worldwide, announced a new Experiences department added to the company's growing list of services. The new department offers full conceptual design and installation of a wide range of experiential services, including theme design, decor, attractions, seasonal activations and light shows year round, led by the newly

assembled team of experts.

Tasked with supporting RWS' ambitious Experiences program is award-winning entertainment producer, director and production management professional **Kevin Kreczko**. Kreczko, formerly vice president of creative at **Lionstone Development**, joined the RWS team in 2017 as its senior director of business development for events and attractions. At Lionstone, he oversaw the development of innovative hotel brands and activations.

"We feel the next wave of entertainment in the indus-

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Two different show options close out season

Showboat Branson Belle sets sail with holiday-themed shows

AT: Tim Baldwin
tbaldwin@amusementtoday.com

BRANSON, Mo. — Since the **Showboat Branson Belle** set sail in 1995, it has always offered Christmas-themed cruises. Now, after 23 years, family traditions have taken root.

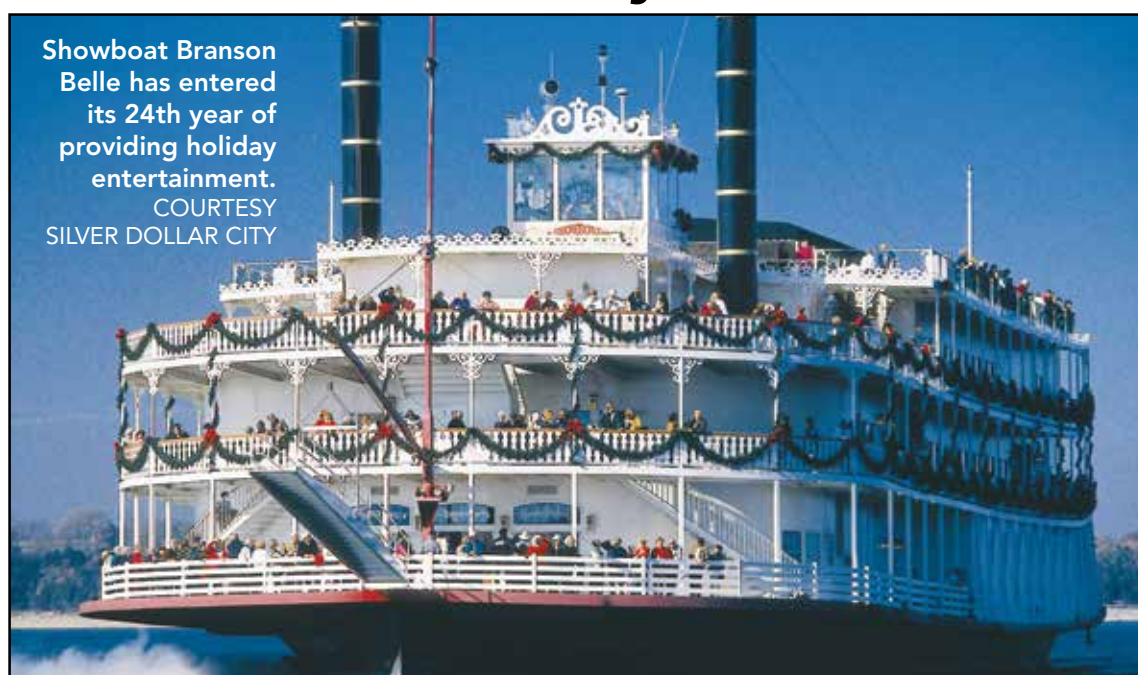
"An important portion of our show celebrates the true meaning of Christmas," said **Nick Guevel**, director of operations, Showboat Branson Belle. "To see families enjoy that and return year after year, it warms our hearts as a staff. It's definitely the section of the season that our entire team looks forward to."

The weekends offer a

fun opportunity for families. "Santa's Pancakes & PJs" enters its fourth year. The idea, introduced by Guevel, welcomes families decked out in pajamas for morning cruises.

"We looked at the holidays and the idea of having a place to go for multiple generations of families to get together," said Guevel. "With the Showboat, it isn't just geared to kids or the older generation. I said 'Why don't we do a breakfast and everyone can come in their PJs?' We just wanted to create a fun, family environment to where it can become a tradition. And that's

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"EVERY SECOND IS A THRILL!"

***"THE RIDE WILL TAKE YOU
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AMUSEMENT VIEWS

AT NOTEBOOK: B. Derek Shaw, bdshaw@amusementtoday.com

Cell phone-free, and safe

In the early 1990s, I took my Canon AE1 print camera everywhere, including amusement parks. During a visit to a theme park in California, while waiting to board the raging rapids ride, I was prepared to leave my camera in the station. But I wound up arguing with the attendant over what to do with the equipment after I was told the park could not be responsible for it, so I begrudgingly carried it onto the ride.

Despite my best efforts to shield the camera from the water, it got drenched and, not surprisingly, stopped working.

Looking back, I never should have been permitted, much less directed, to get on the ride with the equipment. But times have changed. The industry, for the sake of rider safety and operator liability, has gotten better about not allowing any items on rides that could get lost or cause injury.

Before the end of this past summer, Cedar Point in Sandusky, Ohio, instituted a no-cell phone policy in the queue and onboard its new hybrid coaster, Steel Vengeance. It was a sensible move, as the ride is very intense and exciting — crazier than a mechanical bull. But unless you could leave your phone with a non-rider before joining the longest line in the park, you had to spend \$2 an hour on a locker, which could really add up with waits of a couple hours or more.

Universal Studios Orlando provides complimentary lockers for loose articles near its high-speed and water rides; they remain free for the length the entire waiting / ride time. Hersheypark offers this courtesy, as well, for several attractions around the park, including its Skyrush and SooperdooperLooper coasters. These and other parks are setting an example that, while practical, also generates goodwill and good publicity — offsetting the cost of the locker equipment.

Whether or not Cedar Point adjusts its own policy, its cell phone ban may have created a positive beyond safety: those waiting two, one, two or more hours to board Steel Vengeance could rediscover the art of conversation — engaging with each other instead of poking at a mobile device.



This complimentary locker station services several of Hersheypark's major attractions. AT/B. DEREK SHAW

FLINT'S VIEW: Bubba Flint



GUEST OPINION: Marla Calico, President and CEO, IAFE

IAFE convention arrives in San Antonio

After nearly 50 years in one city, the International Association of Fairs and Expositions (IAFE) Convention & Trade Show, to be held Nov. 25-28, has pulled up stakes to set up shop in beautiful San Antonio, Texas.

This new location offers exciting opportunities for attendees. From the world-famous Riverwalk to the Pearl District, the city's energy will be noticeable. The Henry B. González Convention Center, home of the annual IAFE trade show through 2021, is perfectly suited for our event.

All activities except for the general sessions will take place in the east end of the facility, with registration and the trade show on the ground floor and workshops and meeting space on the second and third floors.

The city isn't the only exciting change for the convention. One of the new educational programming elements will be Power Talks, wherein experts will have 15 minutes to present a session full of important information. Other new programs include Lunch and Learn, Legend Led sessions and StoryGrip Workshops.



Calico

World-class speakers will add another important element. Clint Swindall of Verbalocity, Inc., will set the stage at the Monday Opening Session. On Tuesday, legendary animal behavior expert Dr. Temple Grandin will address the General Session. Closing out the convention in spectacular fashion, the Outdoor Amusement Business Association has generously sponsored

Keynote Speaker Shawn Rhodes, an international expert in creating high-performing organizations. Shawn has great insight into leadership, especially in how to prepare for the sustainability of organizations.

Aside from the educational sessions, the trade show and its nearly 300 exhibitors will greet thousands of convention attendees. A programming addition: Happy Hours at 5:45 p.m. on Monday and Tuesday in the Stars at Night Ballroom. These will provide attendees and exhibitors opportunities to socialize and network before going out to explore San Antonio. (A special thank you to NICA for sponsoring the Tuesday Happy Hour.)

In a year filled with firsts, the convention will continue to celebrate our members' successes and plan for the future. Welcome to San Antonio.

Opinions expressed on this page do not necessarily reflect those of the publisher.

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Address: P.O. Box 5427, Arlington, Texas 76005-5427, USA

Deliveries: 2012 E. Randol Mill Road #203, Arlington, Texas 76011, USA

Phone: (817) 460-7220

Fax: (817) 265-NEWS (6397)

Websites: www.AmusementToday.com, www.GoldenTicketAwards.com

Call **(817) 460-7220** for advertising, circulation or editorial inquiries

Founder & Publisher

Gary Slade • (817) 460-7220 x3
gslade@amusementtoday.com

Accounting & Classified

Sammy Piccola • (817) 460-7220 x1
spiccola@amusementtoday.com

Assistant Office Manager, Circulation

Savannah Breen • (817) 460-7220 x5
sbreen@amusementtoday.com

Advertising

Sue Nichols • (615) 477-5432
snichols@amusementtoday.com

Managing Editor

Dean Lamanna • (817) 460-7220
dlamanna@amusementtoday.com

Editorial

Tim Baldwin • (972) 697-9745
tbaldwin@amusementtoday.com

Jeffrey Seifert • (817) 460-7220 x4
jseifert@amusementtoday.com

B. Derek Shaw • (717) 843-3050
bdshaw@amusementtoday.com

Pam Sherborne • (615) 308-3310
psherborne@amusementtoday.com

Production Manager

John Robinson • (513) 256-1441
jrobinson@amusementtoday.com

Monthly Contributors

Dan Feicht, Bubba Flint, Richard Munch, Janice Witherow

Association Memberships

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2 MINUTE DRILL



AT: Janice Witherow

Chloe Hausfeld, Jack Rouse Associates

Chloe Hausfeld was born into the amusement industry, but she is blazing her own trail with great passion and leadership as director of marketing and business development at **Jack Rouse Associates** (JRA) in Cincinnati. Chloe was named **IAAPA's** Young Professional of the Year in 2017 and is involved in several of the Association's committees and missions. She values teamwork, integrity and the people she has met in the business around the world. When she isn't working, Chloe enjoys sports, travel, family, reading and theatre.

Title: Director, Marketing and Business Development.

Number of years in the industry: Eight, but I'm going to go ahead and say "a lifetime" because it's all I've ever really known.

Best thing about the industry:
The people... "hands down."

Favorite amusement ride: E.T., Universal Studios — not sure if it's nostalgia, or what, but it's one of the very first rides I ever rode, and I miss it every time I walk into the park.

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

Biggest challenge facing our industry:

Although we have several powerhouse women in the industry, I still see it a bit as a "Gentlemen's Club." It's where our roots are, and it's amazing the accomplishments that they've made, but I like to see more and more women stepping up to the plate.

The thing I like most about amusement/water park season is ... (When it's a good year...) Seeing all of our friends having successful seasons. The "what's new" attractions and lands are always exciting, but I'm most interested in knowing that the people behind them are doing well.

Favorite flavor of Kool-Aid: Berry Blue... reminds me of a Firecracker Popsicle!

When I want to really chill out, I ...
Go outside and read a book.

The celebrity I would most like to live next door to: Tom Hanks.

My Mom always told me: "GO BIG!"

The first thing I do when I get home from work is ... Smooch my dog ... quickly followed by taking my shoes off.

Favorite holiday song: "White Christmas" by Bing Crosby and Rosemary Clooney.

When I was 10 years old, I wanted to be ... A professional soccer player.

The oldest thing I own is ... Roxy, one of my first stuffed animals.



IAAPA's 2017 Young Professional of the Year, Chloe Hausfeld of Jack Rouse Associates, values teamwork and integrity in the amusement industry.
COURTESY JACK ROUSE ASSOCIATES

If I were to set a Guinness World Record, it would be for ... How many times I smother my dog with love when he really should be left alone.

Dream vacation: Greece.

You are going to the moon. The three things you would take on the Space Shuttle are ... My dog, a book, and the "Harry Potter" movie series.

The errand I most dread to run ...
Grocery shopping. I got annoyed just typing the words down.

The most underrated professional athlete is ... Dara Torres — not a professional athlete, but an Olympic athlete! Making an Olympic comeback at the age of 41; makes me think twice before complaining about just about anything.

Favorite rainy day activity:
Watching "Harry Potter" with Milton (my pup) and Eric (my husband).

If I had to pick up and move to another country, it would be ... Probably Italy.

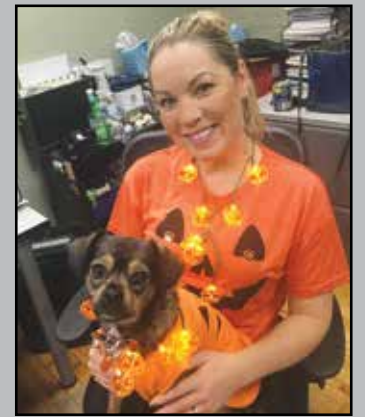
The nicest thing someone has done for me lately is ... My parents surprised me with tickets to go see Harry Potter on Broadway. I've been wanting to go see it since it came out in London and just haven't been able to make it happen. I cried. I could probably cry again now just thinking about how excited I am for it.

My favorite meal is ... Skyline. It's a Cincinnati staple, and you either love it, or you hate it.

If I had an extra hour in each day I would spend it doing this ... Probably walking outside. Might sound lame and simple, but I definitely don't have the opportunity to do it enough.

THE INDUSTRY SEEN

Pets on parade for Halloween



Our friends and colleagues' beloved canines and kitties collected some well-deserved treats — and provided these photographic keepsakes — after posing in costume this past Halloween. Janine Matscherz of Philadelphia Toboggan Coasters (above left) holds her six-month old miniature Dachshund, Winnie, delectably outfitted as a frankfurter. Savannah Breen of *Amusement Today* found her 12-year-old Shih Tzu, Gizmo (right), enjoying the holiday décor, while Sara Seay of Premier Rides and her two-year-old rescue pup, Dolly (top right), were positively aglow with the Halloween spirit. Two cats rescued by Lauren Muscato of Knoebels Amusement Resort — nine-year-old Noah and five-year-old Albus (below) — made the rounds as a shark and a bat, respectively.



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► **BELLE**

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what we're seeing."

The breakfast cruises are offered at 9 a.m. on Saturdays and 9 and noon on select Sundays. Holiday activities begin an hour prior to cruise time. After enjoying face painting, balloon artists and storytelling, passengers gather in the dining theater for a pancake breakfast and cookie decorating. Entertainment includes story time and sing-alongs. Upon disembarkation, Santa is waiting on the dock for photos.

"We had a family last year of five generations — all in matching pajamas," smiled Guevel. "One family has come every year we've done it and the youngest grandchild always gets to dress up as Santa, so we have little babies in onesies as Santa and it rotates every year. It's a super cute event."

Christmas dinner cruises began on November 2 and will continue up to December 23. These cruises offer dinner and a full show. The Showboat retains its talented cast of five-star musicians and singers for the Christmas



The Showboat Branson Belle's stellar cast of musicians, singers and dancers returns for the holiday season. Santa's Pancakes & PJs (right) cruises have performances and activities aimed at kids but are enjoyed by the whole family. COURTESY SILVER DOLLAR CITY



show. According to Guevel, it is about 50 percent holiday themed and 50 percent favorite highlight numbers from the regular season show.

Decorations onboard the boat, the stage show lighting and the landing help bring the Christmas spirit. While waiting to board, a s'mores station is in place on the landing.

"On every Santa's Pancakes & PJs cruise, multi-generational families fill the seats — but the total experience is about the small children," said Brad Thomas, Silver Dollar City park presi-

dent. "Our corporate mission is to 'Create Memories Worth Repeating,' and I fully suspect most of these kids will remember this experience for the rest of their lives."

"It's definitely a unique experience than what you get in the summer," Guevel told *Amusement Today*.

Passengers enjoy a three-course meal prepared in the ship's galley featuring pot roast and honey-citrus chicken. It is topped off with lemon berry ice cream pie. Captain's Club options offer premium dining with cooked-to-order

specialty menu selections from New York Strip steaks to pan-seared chicken and pecan-encrusted trout.

Guevel sees a mix of guests to the Christmas cruises. "About half our guests know the Showboat and may have come to the summer show and know Christmas is a different show," he said. "But we have guests who may be in Branson for Christmas who have never been to the Showboat before. We're proud that it is becoming to be one of those 'must-see' events at Christmas for people traveling through Branson."

Showboat Branson Belle falls under the **Herschend Family Entertainment** umbrella as does Silver Dollar City. Park season pass holders can use their benefits to purchase tickets at discounted rates. Packages that include a day at the park along with a cruise are also available.

Following Christmas Day, the Branson Belle offers the main season show for one week before New Year's Eve and New Year's Day cruises close the season.

•silverdollarcity.com/showboat-branson

Silver Dollar City's 'An Old Time Christmas' features 6.5 million lights

BRANSON, Mo. — Silver Dollar City's An Old Time Christmas presents the park's brightest season with 6.5 million lights, featuring the popular Christmas in Midtown Light Spectacular, and 30 miles of new lights illuminating the walkways and load station area for the new ground-breaking coaster Time Traveler. The festival also features an evening light parade, two Broadway-style original musical productions, a five-story special effects Christmas tree with a sound and light show and holiday dining, November 3 – December 30.

Christmas in Midtown takes holiday lighting to a new level, filling over an acre with 1.5 million LED lights — 145 miles of lights covering 70,000 square feet — in the Midtown area alone. Huge light tunnels and wreath portals lead into the area, which includes light displays nine stories high, flying angels, running reindeer, moving trains, a 90-foot tree, musical trees with moving lights, dozens of stars and snowflakes, and a giant turning globe, all created at Silver Dollar City.

Thirty miles of new lights lead up to the new \$26 million Time Traveler, the world's fastest, steepest and tallest complete-circuit spinning roller coaster. Bright lights enhance the views from above for night rides on Time Traveler and all of the select rides open, as weather permits.

The light experience begins on the Square with the five-story special effects Christmas tree, a massive tree with more than 350,000 colorful LED lights. The tree blazes to the movements of Christmas songs, with up to 100 light changes per second, while lights around the Square flash along.

A parade of lights, Rudolph's Holly Jolly Christmas Light Parade, winds through the streets of the city twice each evening. As grand marshal, Rudolph leads the evening parade of nine musical, lighted floats, illu-



With over 1.5 million LED lights illuminating Christmas in Midtown (left) and original musical productions such as A Dickens' Christmas Carol (right), Silver Dollar City's An Old Time Christmas embodies the holiday spirit. COURTESY SILVER DOLLAR CITY



minated with 200,000 LED lights. The parade is accompanied by 45 colorful costumed characters, including Bumble the Abominable Snow Monster, 14-foot moose characters, 12-foot tall elves, 10-foot candy canes, penguins, elves and marching wooden soldiers.

The festival also features two original musical productions, A Dickens' Christmas Carol and It's a Wonderful Life. A Dickens' Christmas Carol is an adaptation of the Dickens classic, with revolving sets, flying spirits, pyrotechnic special effects and a cast of 15, accompanied by a live band. It's a Wonderful Life presents a musical interpretation of the classic film, with unique special effects and a cast of 14 singers/actors.

Popular festival features include shows such as Tinker Junior's Toy Shop, with a 12-foot talking Christmas tree; a dramatic musical Living Nativity; strolling carolers; and holiday foods from a prime rib buffet to fresh-made fruitcakes, ginger cookies and hot wassail. Fine craftsmanship is also showcased as

the park's 100 craftsmen create one-of-a-kind holiday items.

Since its debut more than two decades ago, Silver Dollar City's An Old Time Christmas has become one of the country's most recognized events for spectacular lighting and entertainment, and has been profiled as one of the top holiday celebrations by *USA Today*, CNN Travel, The Travel Channel and Good Morning America.

During An Old Time Christmas, Silver Dollar City is open Thursdays - Sundays Nov. 3 – 18, then Wednesdays – Sundays Nov. 21 – Dec. 30. Hours are 1 to 9 p.m. most days, with extended hours on select days, including some Fridays, Saturdays and Thanksgiving weekend.

Silver Dollar City is also open New Year's Eve and New Year's Day for a "New Year's Celebration." The 6.5 million holiday lights are still on and special entertainment is presented.

►RWS

Continued from page 1

try is really immersing people, allowing them to go on their own journey to feel what the show is and to feel what the walk-through experience is," Kreczko told *Amusement Today*. "We're taking our expertise by combining storytelling, entertainment, design and management to create innovative, elegant and unforgettable moments. We really want to immerse them into the five senses and bring these dimensions to life."

Kreczko thinks of the experiences as seasonal consumer events: Halloween, Christmas, food & wine festivals, beer festivals, spring flings and the like.

"We want to create an ROE for the clients — return on experience," said Kreczko. "We're building traditions, new memories. Clients will notice guests are returning to their properties which creates a stronger return on investment as well that they will see year after year."

RWS is also focused on the social media and marketing outreach to see the event build over time. The goal? "By year five you have full park capacity for your event," said Kreczko.

The RWS team really feels the turnkey approach sets them apart. Clients no longer have to reach out to multiple vendors but lets it all fall into the Experience model.

"Our department is specializing in the décor, the theming, the media, the lighting, the audio, the wardrobe, the property design, working in conjunction with our casting, our voiceover artists, our composers, technical directors, production and stage managers and installation crews," said Kreczko. "Instead of calling someone to decorate your park, call someone to manage [an attraction], call someone to store something in your park and someone else to find the talent, with the RWS Experiences department, you only have to deal with one person."

Launched on the heels of RWS's implementation of the new Theatrical Development department, the addition of the Experiences department continues the accelerated growth rate of the company. In its fifteenth year, the company has undergone significant growth since its original launch. According to RWS, staffing has increased by 65 percent since 2016. At any



For Halloween mazes, engaging all the senses made for a horrifying setting. Escape from a prison breakout made for a chilling storyline (right).
COURTESY RWS ENTERTAINMENT GROUP

given time, RWS employs more than 1,200 performers around the world in various projects across multiple crafts. The Experiences department employs more than 2,000 people hired to execute the 40 special event designs and themed installs currently in production for fall and winter alone.

"RWS excels at complete conceptualization development of productions across multiple venues by thinking out of the box to consistently present consumers and brands with the unexpected," stated **Ryan Stana**, founder and CEO of RWS Entertainment Group. "The Experiences department was a logical step in the expansion of our company and will give us the opportunity to continue to add to the broadening list of RWS offerings. These installations demonstrate that our Experiences team can do what no other production company can."

This Halloween season, RWS-themed installations opened at venues across the nation, ranging from **Six Flags** parks, **The Park at OWA** on the Alabama Gulf Coast and the family friendly **Sesame Place** in Pennsylvania. With this diverse sets of demographics, attractions needed specific themes for each. The team built witch lairs, created haunted prison houses and built scare zones that cover over 4,000 square-feet. RWS conducts all performer casting internally and trains actors through the company's customized "scare school."

Christmas and winter-themed activations have also been installed at a variety of

locations, including **SeaWorld** parks, **Cedar Fair** parks and **Six Flags** parks, **Holland America Line** cruises, **Kettering Hospitals** and City of Newport News. Experiences consist of light shows, 200-foot LED-lit trees and a recreation of the North Pole and Santa's workshop complete with a soundtrack created by Broadway composers.

"We look at providing innovative technology and revolutionizing what holiday events are," said Kreczko. We're putting in one of the largest light shows at **Six Flags Great America** that any theme park has ever seen. We're doing an interactive light show in Newport News that is similar to the glow-with-the-show Mickey ears. Guests get interactive bracelets and are a part of the actual light show. They can come back and wear them and they still work."

The team also works with the merchandise, culinary and even gaming departments to see what elements can benefit ROI with a creative overlay.

"We're looking at how to maximize their revenue stream," said Kreczko. "We'll look at what the capital infrastructure supports that we need from a design standpoint. If we put in an overhead rig that lights up the night for Christmas, we can turn that around and redress it for a food and wine festival and make this feeling of grapevines you are walking under. That way you only have to put in that infrastructure once but get multiple bangs for the buck."

•rwsnyc.com



RWS partners with Europa-Park

This fall, **RWS** officially partnered with the award-winning **Europa-Park** in Rust, Germany, to produce entertainment for Germany's most-attended theme park.

"This partnership aligns with our company's mission of expanding the RWS international presence by connecting our New York City Broadway creatives with a European audience," stated **Ryan Stana**, founder and CEO of RWS. "We look forward to magnifying Europa-Park's global platform by recruiting top-notch talent from around the world."

Europa-Park welcomes more than 5.5 million visitors and has taken the Golden Ticket Award for Best Park for five years in a row, noted for its wide offerings of attractions and entertainment. RWS seeks to further translate this reputation throughout the international performing arts industry to establish Europa-Park as a global destination for top talent.

"We just kicked off our



audition tour," said **Kevin Kreczko**, senior director of business development for events & attractions. "We have recruited some really great talent in Germany. We will also be doing audition tours in St. Petersburg, Kiev, London, and New York. We are looking forward to bringing Europa-Park even more global notoriety."

"The entertainment programming at Europa-Park is a true demonstration of our company's devotion to providing visitors with new and inventive attractions at the highest caliber," said **Thomas Mack**, managing director of Europa-Park. "Access to the talent provided by RWS will allow our shows to reach new heights of excellence."

Amusement TODAY

ANNUAL HOLIDAY COOKING GUIDE

Scott Ronczkowski

SeaWorld San Antonio



Fried Turkey Injection

Ingredients:

- 1 Tablespoon Accent
- 6 Tablespoons Tony Chachere's Original Cajun Seasoning
- 1 Tablespoon poultry seasoning
- 1 Wyler's chicken bouillon cube
- 1/3 bottle Zatarain's concentrated Shrimp & Crab Boil (4 oz. liquid)
- 1 teaspoon garlic powder
- 5 sticks margarine or butter
- 1/2 cup water
- 3 gallons peanut oil

1. Combine all ingredients in a blender except margarine, butter and oil, blend for 45 seconds
2. Transfer blended ingredients to small sauce pot
3. Add water to the blender to remove any of the spices till remaining then add water to sauce pot
4. Add margarine to the sauce pot and bring to a boil for 3 – 5 minutes
5. Inject the entire amount of the sauce pot into the turkey
6. In the turkey pot, add 2 1/2 gallons of the peanut oil, then heat until the oil is 300 degrees
7. When the oil is to temperature, slowly lower the turkey into the oil, add the remaining oil to just cover the turkey. Cover. Fry for approximately four minutes per pound maintaining the temperature of 300 degrees during the frying process

14 pound turkey 50 – 55 minutes; 18 pound turkey 60 – 65 minutes

Tom and Penny Rebbie

Philadelphia Toboggan Coasters, Inc.

Hungarian Kiffles

Ingredients:

- 1 pound butter, softened
- 1 pound cream cheese, softened
- 4 cups sifted all purpose flour
- 1 pound walnuts, ground, or fruit filling (e.g. apricot, raspberry)
- 1 cup white sugar
- 2 Tablespoons milk (or more as needed)

1. Beat butter and cream cheese in the bowl of a stand mixer until pale yellow and creamy. Gradually add 2 cups flour to butter mixture until the dough is too thick for the mixer. Stir remaining 2 cups flour into the butter mixture by hand and knead until dough falls off hands easily. Roll dough into a ball, place in bowl, cover with plastic wrap, and chill in the refrigerator for 8 hours overnight.
2. Preheat oven to 375 degrees F (190 degrees C)
3. Stir walnuts (or fruit filling) and sugar together in a bowl. Pour milk into walnut (or fruit) mixture and stir to form a paste.
4. Turn dough onto a floured work surface and roll to desired thickness. Cut dough into 2-inch squares. Place about 1 teaspoon walnut (or fruit) filling in the center of each square. Roll the dough from 1 corner to the other corner around the walnut (or fruit) filling and transfer to a baking sheet.

Bake in preheated oven until light brown, 10 to 15 minutes.



Kristen Hellmich

The Park at OWA



Southern Shrimp Casserole

Ingredients:

- 1 pound fresh shrimp, peeled and deveined
- 1 green pepper, chopped
- 1 small onion, chopped
- 1/2 cup unsalted butter
- 1 small package herb stuffing mix
- 2 cups chicken stock
- 1 can cream of mushroom soup
- 1/2 cup mayonnaise

1. Sauté green pepper and onion in butter.
2. When vegetables are soft, add shrimp and continue to sauté until shrimp turn pink.
3. Mix the stuffing mix with the remaining ingredients. Add shrimp and vegetables. Mix well and place in a greased casserole dish.

Bake at 350 for 30 minutes

Winter Prosapio

Schlitterbahn Waterparks



Crock Pot Tuscan Chicken

Ingredients:

- 1 Tablespoon butter
- 4 boneless, skinless chicken breasts
- 1/2 cup sun dried tomatoes, cut into thin strips
- 1/4 cup Parmesan cheese, grated
- 1 teaspoon Italian seasonings
- 1 cup fresh spinach, chopped

Homemade Alfredo Sauce

- 1 stick butter
- 2 cups Parmesan cheese, grated
- 1 cup heavy cream

Place a 12 inch skillet over medium heat. Add the butter to the skillet and let it melt. Add the chicken breasts. Cook each side about 3 – 5 minutes until browned, turning only once during cooking time. Place the breasts in a 4 quart crock pot.

1. In a medium bowl, mix the Alfredo Sauce, sun dried tomatoes, Parmesan cheese and Italian seasoning until thoroughly combined.
2. Pour the mixture over the chicken breasts in the crock pot.
3. Cover and cook on low heat for 4 hours or until chicken is no longer pink in the middle.
4. Stir in the fresh spinach and cook another five minutes.
5. Remove from the crock pot and serve with pasta.

For the Alfredo Sauce

Melt the butter in a medium sauce pan. Add the cream and simmer about 5 minutes until it begins to thicken. Add the Parmesan cheese, stir until it's melted, remove from the heat.

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PARKS, FAIRS & ATTRACTIONS

► Carowinds enlarges Winterfest — page 16 / North Carolina State Fair sets record — page 20

Holiday World to invest \$5.5 million in park improvements

Food-and-beverage fun, Voyage coaster upgrades set for 2019

AT: Pam Sherborne
psherborne@amusementtoday.com

SANTA CLAUS, Ind. — The iconic Kringle's Kafé at Holiday World & Splashin' Safari served its final customers at the end of October as construction of a new, expanded food-and-beverage attraction called Santa's Merry Marketplace began in November.

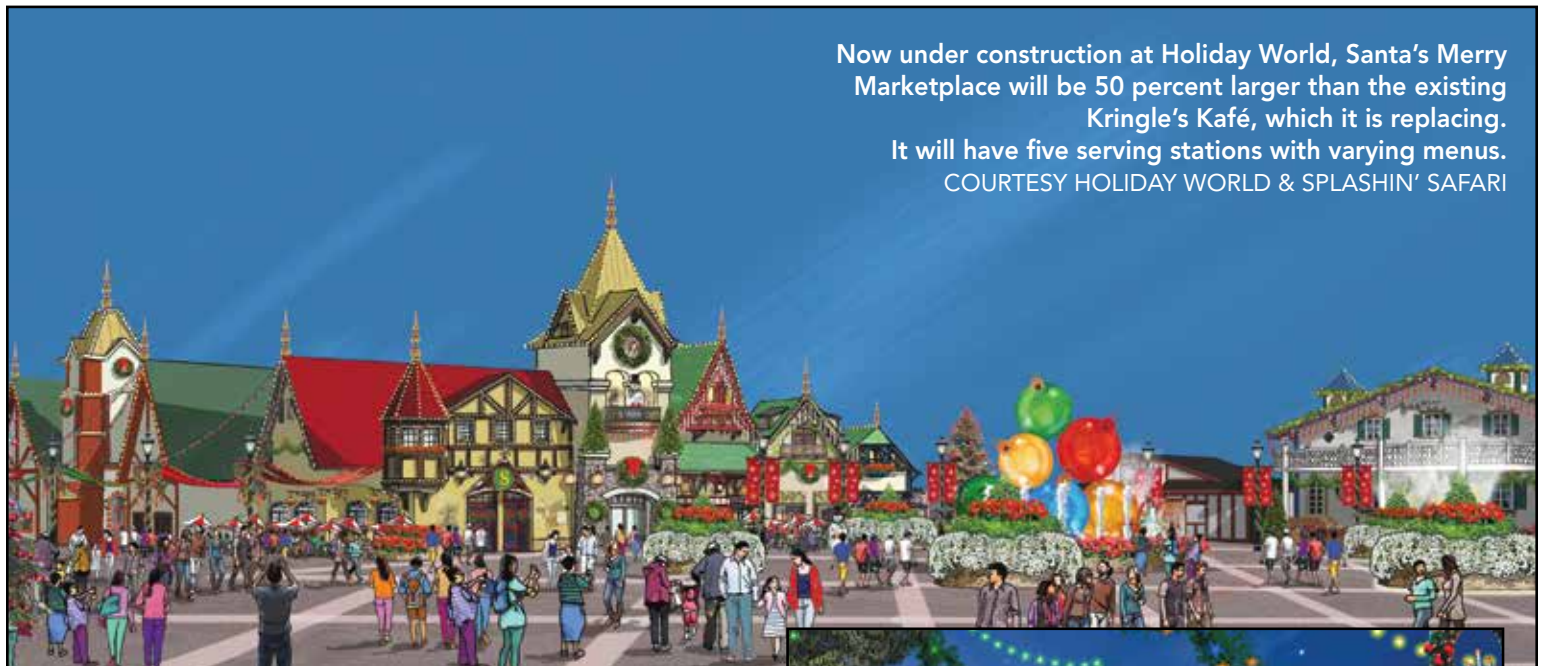
The project is part of a \$5.5 million investment in the property for 2019.

"We're ramping up the theming and the menus for next season," said **Matt Eckert**, park president. "Santa's Merry Marketplace is nearly 50 percent larger than Kringle's. It will include more menu items plus a coffee shop, a bakery, a candy store and an ice cream shop."

Santa's Merry Marketplace will have five serving stations with varying menus. Outlets named Candy Cane Confectionary, Sugarplum Scoop Shoppe and Polar Expresso are part of the mix.

"With Santa's Merry Marketplace, we'll start a new tradition at Holiday World as Santa Claus greets park guests each morning from the bell tower balcony," Eckert said.

Among the outlets offering treats inside the new Santa's Merry Marketplace will be Polar Expresso, Candy Cane Confectionary and Sugarplum Scoop Shoppe. COURTESY HOLIDAY WORLD & SPLASHIN' SAFARI



Now under construction at Holiday World, Santa's Merry Marketplace will be 50 percent larger than the existing Kringle's Kafé, which it is replacing. It will have five serving stations with varying menus. COURTESY HOLIDAY WORLD & SPLASHIN' SAFARI

"We also plan to work in some reminders of our Santa Claus Land days and other magical surprises."

Other improvements planned for the park for next year include the addition of on-ride photos for Gobbler Getaway, an interactive dark ride. The attraction, installed in 2006, has 12 cars that can seat up to four adults each.

Also, track improvements are in store for The Voyage, the park's 2006-built, out-and-back wooden roller coaster. The 1.2-mile-long ride was designed by **The Gravity Group** and **Will Koch**, late Holiday World company

SANTA'S Merry MARKETPLACE

president.

A new Candy Cornucopia store and a **Dippin' Dots** Sundae Shoppe are planned for the park's Thanksgiving section.

A new "Kids World" event is set for five weekends starting in mid-August 2019. More cabanas for the water park are also in the works.

•holidayworld.com



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How sweet it is: Museum of Ice Cream San Francisco to stay

AT: Dean Lamanna
dlamanna@amusementtoday.com

SAN FRANCISCO—While celebrating the recent one-year anniversary of its debut in the Bay Area, the **Museum of Ice Cream San Francisco** (MOIC) announced that it will be the interactive art exhibit brand's first permanent location.

Founded in New York City in 2016 by **Maryellis Bunn**, with successful — albeit temporary — locations in Los Angeles and Miami before arriving at 1 Grant Avenue in San Francisco — MOIC offers a fantasy space stocked with candy-themed, selfie-ready exhibits, including maze rooms, swings, a wading pool filled with candy sprinkles, and unicorn and gummy bear characters. Treat tastings are offered throughout.

MOIC provides immersive sensory experiences and products that are designed to fuel creativity and engagement. Led by Bunn, who also serves as creative director, and a dedicated team of artists and producers who support her vision, MOIC explores the appeal of ice cream through imagination.

The exhibit is keeping its doors in San Francisco open indefinitely because of favorable public reception. Having consistently sold out admissions since its Fall 2017 opening, the experience has drawn interest from around the world — attracting more than 500,000 visitors from 65 countries. According to Bunn, MOIC also has been inspired by the spirit and inclusive energy of the Bay Area and has become a dedicated member of the local community.

The San Francisco attraction recently launched The Pint Shop, a publicly accessible and experiential retail space that

had its first successful run at the New York City location. Visitors are invited to taste ice cream from California-based **My/Mo Mochi Ice Cream**, San Francisco's own **Ghirardelli Chocolate Company** and others. The Pint Shop offers a new collection of merchandise that includes cone-print cooler bags, pet toys and clothing — all with designs inspired by the seven flavors of MOIC's own ice cream line (available

by the pint): Nana Banana, Vanillionaire, Cherrylicious, Churro, Chocolate Crush, Sprinkle Pool and Piñata.

In 2019, MOIC will unveil what it calls "version 2.0" of its space, featuring completely new installations, tastes and experiences.

Tickets must be purchased online in advance for specific visiting times. MOIC recently introduced "big kid" experiences, with admittance to visitors

age 18 and over after 7:30 p.m. General admission includes ice cream tastings and treats, and children two and under are free.

• museumoficecream.com

An interactive art exhibit, the Museum of Ice Cream offers an array of visual, sensory and sweet tooth-satisfying experiences — including gummy bear characters. COURTESY MUSEUM OF ICE CREAM SAN FRANCISCO



In addition to immersive fun, the Museum of Ice Cream serves up its own line of exclusive ice cream flavors. COURTESY MUSEUM OF ICE CREAM SAN FRANCISCO

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Parks all over celebrate the holidays in variety of festive ways

AT: Pam Sherborne
psherborne@amusementtoday.com

Across the country, theme and amusement parks and other attractions have, by and large, already geared up for holiday celebrations. Some started holiday festivities as early as the first week of November.

Holiday performances and lights prevail, and seasonal food and drink is a part of all of the merrymaking.

A sampling of some of the celebrations:

Merriment at **Walt Disney World Resort** in Orlando includes Mickey's Very Merry Christmas Party, with Cinderella's castle covered with glittering ice, lively stage shows featuring Disney characters and a festive holiday parade on Main Street USA.

Disney's Hollywood Studios is hosting Jingle Bell, Jingle *Bum!*, an event featuring fireworks, special effects and holiday music classics. There's also Flurry of Fun, an event brimming with holiday shows and decor, Toy Story Land cheer and more.

Sunset Season's **Epcot International Festival of the**



Holiday celebrations at Hersheypark in Hershey, Pa., run through Jan. 1. New this year is an indoor photo opportunity with three of the Hershey characters. COURTESY HERSEYPARK

Holidays features storytellers, a daily character tree-lighting ceremony and a display of snow-white lights. "The Candlelight Processional," a biblical tale of the origins of Christmas, also is taking place.

All of these special presentations continue through the season.

In Anaheim, Calif., **Disneyland Resort's** celebrations run through Jan. 8 with such festivities as the

Christmas Family Parade, Disney Festival of Holidays, and It's a Small World Holiday. As with its sister property in Florida, Disneyland immerses guests in holiday décor and cheer around every corner.

At **Universal Studios Florida** in Orlando, the Macy's Holiday Parade is filling the streets every evening with the larger-than-life balloons from Macy's famous annual Thanksgiving Day Parade in New York City.

At neighboring **Universal's Islands of Adventure**, "Grinchmas" descends on Seuss Landing with a live retelling of Dr. Seuss's holiday tale.

Also, in *The Wizarding World of Harry Potter*, Hogwarts Castle has been transformed into a magical holiday extravaganza, illuminated with projections. The famed Frog Choir also is part of the entertainment.

The celebrations run through Jan. 6.

At **Universal Studios Hollywood** in Universal City, Calif., where the holiday merriment also runs through Jan. 6, a wintry calendar of festive holiday experiences and performances will immerse guests in the celebration. The addition of nightly glistening snowfall to Christmas in *The Wizarding World of Harry Potter* enhances the yuletide spirit that resonates throughout the land as Hogwarts castle transforms into a dazzling light projection spectacular. The Frog Choir is on hand here, as well.

Christmas Bricktacular at **Legoland Florida Resort** in Winter Park, Fla., includes a 30-foot-plus-tall Lego Christmas tree made with



Christmas Nights of Lights at Coney Island in Cincinnati, Ohio, is a drive-through event. Much of the money made from admission goes to several local charities. COURTESY CONEY ISLAND

270,000 Lego and Duplo bricks. Guests also may pose with a life-size Lego Santa, reindeer and sleigh for a holiday photo.

Christmas Bricktacular runs select weekends Dec. 1-25.

Similar celebrations at **Legoland California Resort** in Carlsbad run through Dec. 31.

Waves of holiday spirit splash in during the Christmas celebration at **SeaWorld Orlando**. Live shows inspired by the natural world light up the park this year, including a nativity show with live animals. There is a meet-and-greet with Rudolph the Red-Nosed Reindeer and friends. Guests can also Dine with Rudolph and enjoy a delicious holiday feast complete with the telling of his classic tale. Santa Claus at Wild Arctic invites guests to take a ride to the top of the world to meet and take photos with Santa.

The festivities run through Dec. 31.

SeaWorld San Diego also began celebrating the holi-

days on Nov. 17 and will run through Jan. 6. Events here include Breakfast with Killer Whales and Santa, Dolphin Island Christmas, photos with Santa and a variety of other live musical performances and shopping. Rudolph the Red-Nosed Reindeer, of course, will be on hand.

Coney Island in Cincinnati, Ohio, has brought back some of its popular holiday merrymaking during its Christmas Nights of Lights this year, as well as added some new ones.

This event is a drive-through offering views of holiday light shows synchronized to both traditional and holiday music through the car radio. New for 2018 is an 80-foot-long, drive-through lighted tunnel, seven new 32-foot-tall vertical chasing light poles, a new holiday sound track and a 25-foot-tall singing Santa.

Christmas Nights of Lights

► See HOLIDAYS, page 14



Christmas in The Wizarding World of Harry Potter features Hogwarts castle transforming into a dazzling light projection spectacular. COURTESY UNIVERSAL HOLLYWOOD



Dolly Parton's Stampede Dinner Attraction in Pigeon Forge, Tenn., has a new holiday season presentation that runs through Jan. 5. COURTESY DOLLYWOOD



Busch Gardens, Williamsburg, Va., is celebrating its 10th annual Christmas Town holiday event with 10 million holiday lights. Shown are coasters Alpengeist (foreground), Griffon and Loch Ness Monster. COURTESY BUSCH GARDENS

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HOLIDAYS

Continued from page 12

runs through Jan. 6.

Adventure Golf and Raceway, Westminister, Colo., part of the Hyland Hills Park and Recreation District, is staging its annual Holiday Lights Mini Golf event through Dec. 31. It turns the 52-hole course into a winter wonderland.

Marking its 35th anniversary this year, **Hersheypark's** Christmas Candylane in Hershey, Pa., runs through Jan. 1. Featuring more than 45 rides and four million sparkling lights, the celebration is filled with a variety of special live entertainment shows, strolling carolers and a light show choreographed with holiday music.

Santa and his nine reindeer will be on hand and Hershey Sweet Lights has returned. Guests can drive through two miles of lighted displays and wooded trails while listening to holiday music on the radio in their own cars, or take the Hershey Sweet Lights Jolly Trolley. New this year is an indoor photo opportunity with three of the Hershey characters.

At **Busch Gardens Williamsburg** in Virginia and **Busch Gardens Tampa Bay** in Florida, celebrations run through Dec. 31.

Busch Gardens Williamsburg is commemorating a decade of decking the halls with its most festive Christmas Town event ever this year through Jan. 5. To salute its decade of delighting guests, the holiday event offers more than 10 million lights, an all-new Christmas Town Express holiday-themed train ride experience, holiday shopping and holiday shows.

Also new at the Williamsburg park is



Busch Gardens Tampa Bay offers a variety of entertainment and decor during its Christmas Town holiday celebration, including a festive light display surrounding its Cheetah Hunt roller coaster. COURTESY BUSCH GARDENS

"Wilkommenhaus," a Christmas spectacle presented through projection mapping. Many favorites have returned, including Santa's Workshop, Santa's Fireside Feast and Rudolph the Red-Nosed Reindeer classic Christmas character with friends.

Guests at **Busch Gardens Tampa Bay** are enjoying millions of twinkling lights. New this year is a Brunch with Santa, a Christmas-themed dining experience for the entire family. Adults can enjoy unlimited mimosas or "build your own Bloody Mary" upgrades along with an extensive holiday menu.

The Jingle Bell Express miniature train has returned, as well as visits with Santa and Rudolph and live performances.

Moody Gardens in Galveston, Texas, is making

merry through Jan. 6, offering guests a journey from the North Pole to the South Pole. Master ice carvers create this attraction with two million pounds of ice. Other attractions include the Festival of Lights, the Arctic Slide, ice skating, holiday 3D films and photos with Santa.

"Cirque Joyeux" is back at Moody Gardens Hotel, Spa & Convention Center with all new cirque stars. Park and hotel packages are available.

Knott's Berry Farm in Buena Park, Calif., is presenting its largest Christmas display ever with all-new seasonal décor. The celebration, called Knott's Merry Farm, runs through Jan. 6.

Included in the festivities are thousands of twinkling lights, miles of themed garland, oversized snowflakes

and a variety of picturesque holiday settings. Holiday shows abound, and a nightly tree-lighting ceremony and a special Snow and Glow experience takes place every hour from sunset until park closing.

A Smoky Mountain Christmas at **Dollywood** in Pigeon Forge, Tenn., runs through Jan. 5. The park is presenting many of its old-time favorites as well as some new attractions for this year's holiday merrymaking. There is an all-new light show at the Plaza at Glacier Ridge. Glacier Ridge is offering a brand-new mix of holiday lighting, holiday experiences and a few surprises.

Northern Lights have come to the Smoky Mountains with a canopy of lights and atmosphere in the Craftsman's Valley walk-through attraction. Overall, there are over five mil-

lion lights at Dollywood this year as well as an abundance of musical productions. The Parade of Many Colors is back, as well as Rudolph and friends.

The spirit of Christmas also may be experienced at **Dolly Parton's Stampede Dinner Attraction**, Pigeon Forge, this holiday season. The show runs through Jan. 5 and includes a full-scale living Nativity, four-course feast, and an arena full of merry sights and sounds.

Stampede's 32 magnificent horses will race one another in exciting competitions as audience members cheer their respective sides of the North Pole and South Pole to victory.

Twinkling lights, festive refrains from strolling carolers and the rich smell of hot cocoa will fill the air at **The Park**, an eclectic blend of restaurants, bars and entertainment on the Las Vegas Strip, as Holiday at The Park returns Nov. 29 and runs through Dec. 31.

As guests stroll through The Park, pop-up dining experiences in quaint cabins from **Beerhaus**, **Bruxie** and more will offer a variety of bites and sips inspired by European holiday traditions, including German sausages, waffles on a stick and mulled wine.

For a more authentic European holiday experience, **Liseberg** amusement park in Gothenburg, Sweden, is presenting an ice rink spectacular. This year's holiday season show is the four-act classical ballet "Swan Lake" by **Pyotr Ilyich Tchaikovsky**.

In addition to fairytale scenery and decorations, the atmosphere around the rink is enhanced with projection-mapping effects. Liseberg has been hosting an ice show every Christmas since 2003.



SeaWorld Orlando presents a variety of live entertainment shows and a sea of decorated trees during its annual holiday festivities. COURTESY SEAWORLD



Liseberg amusement park in Sweden is presenting the classical ballet "Swan Lake" as its annual ice rink spectacular. COURTESY LISEBERG



Hyland Hills Parks and Recreation District is staging its annual Holiday Lights Mini Golf event at Adventure Golf and Raceway, Westminister, Colo. COURTESY HYLAND HILLS



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Christmas Festivals show no signs of stopping

Carowinds enlarges Winterfest, Frontier City comes aboard

AT: Tim Baldwin

tbaldwin@amusementtoday.com

CHARLOTTE, N.C. and OKLAHOMA CITY, Okla. — The days of the amusement park season being from Memorial Day to Labor Day have been gone for a long time. By the end of the 20th century, Halloween had made its mark as an attendance juggernaut. The newest industry trend seems to be mirroring equal success. Christmas is in.

Knott's Berry Farm has celebrated Knott's "Merry" Farm for decades. Parent company **Cedar Fair** has found the value in replicating this success throughout the chain. In the past decade, six more parks have come online with a holiday festival; **Canada's Wonderland** is introducing its Winterfest this year.

Carowinds introduced Winterfest last year, and it's going full sleigh ahead.

"Our guests absolutely loved it. The response was fantastic," said **Lisa Stryker**, communications director, Carowinds. "People are looking for places to spend time with their family and friends over the holidays where they can just be together. We think this year it is going to be the most popular thing to do in the Carolinas around the holidays. It offers the most variety of things to do in one place anywhere in this area."

With the success in 2017, Carowinds has expanded the festival and has introduced two new areas: Tinsel Town



Carowinds experienced great success in 2017 and has expanded Winterfest with two new areas this year. Visitors can choose to don skates (right) for an additional charge. COURTESY CAROWINDS

and North Pole Excursion. The latter makes use of the park's **Carolina Harbor** water park.

"North Pole Excursion is an extension of Winterfest to where we can bring in that snowy landscape," said Stryker. "You can take carriage rides through the lavish decorations and lights. There are reindeer for pictures. It's just a nice area to stroll through and a restaurant is available as well."

Tinsel Town is a throwback to mid-century yesteryear. The decorations are reminiscent of days gone by. Mayor and Mrs. Tannenbaum greet guests as they enter Tinsel Town.

Carowinds' Executive Chef **Kris Siuta** has added more offerings to capture the holiday spirit. More than 20 holiday menu items created just for Winterfest include turducken burgers, gourmet mac and cheese, gingerbread eggnog, cinnamon pull-apart bread and chocolate-peppermint funnel cakes.

Winterfest offers 21 rides and attractions to enjoy for families as well as 11 holiday shows. There are additional-charge activities that now include horse-drawn carriage rides, ice skating (no matter what the weather), Sally Brown's Christmas Crafts and cookie decorating with Mrs. Claus.

The park has also extended Winterfest to New Year's Eve. A final celebration will close out the season.

"Mayor and Mrs. Tannenbaum are planning the New Year's Eve party," said Stryker. "It's clear that people are looking for family-friendly activities for New Year's Eve. We'll have lots of fun things to do — even for people who can't stay out until midnight. We'll have Kids Countdown and Snoopy's New Year's Rockin' Eve."

Live bands and fireworks will be on hand for those folks who do wish to stay up late.

"People can enjoy



Winterfest all day and stick around for New Year's Eve. It's really going to be a big celebration. It's a great place to bring young children, which is a bit hard to find these days. It's a great atmosphere for everyone," said Stryker.

In addition to the Peanuts gang, the park has the characters Jack Frost, Ice Princess and Sugar Plum to meet and greet visitors.

"People are looking for immersive experiences," said Stryker. "It also adds variety and value to their season pass. This is really something special. You come in and get immersed in the spirit of the holidays, and there's millions of lights, plus someone else has done the decorating for them. People can come and just take it easy at a time that can be very stressful and put their worries aside. I think that's what they're looking for."

Frontier City in Oklahoma is joining the merriment for

the first time. Announced as Frontier Christmas at the close of the year in 2017 to excite local fans and passholders for 2018, the park's seasonal celebration is now known as Holiday in the Park as Frontier City has come under **Six Flags** management this summer.

For its debut, the park has been decked out with more than one million lights. Santa and Mrs. Claus are bringing guests from the North Pole. Carolers inspire rousing sing-alongs and campfire s'mores tempt taste buds.

A theme park visit wouldn't be complete without rides and Frontier City has select rides open for the holiday festival. Christmas-themed shows are also making sure families connect to the season.

Holiday in the Park began on November 23 and continues to January 6.

Six Flags carries the festival tradition at all of its U.S. parks. Selected dates vary by park.

CN Tower reveals biggest renovation in its 42-year history

TORONTO — This past summer, **Canada's National Tower** (CN Tower) unveiled a CAD \$16 million renovation that has transformed the 1,815-foot-tall, 1976-built landmark's main observation level.

Designed to enhance the guest experience while providing universal access, the 14,000-square-foot space has been revamped so that visitors can enjoy a more open, modern interior.

An all-new glass floor has been installed directly above the original, providing a dramatic, two-tier vertical view 1,136 feet to the ground.

New floor-to-ceiling glass walls have been installed across three separate sections of the observation level, providing near-unobstructed views. Using the latest in engineering technology, the "window walls" enable children and people with mobility challenges to enjoy the panorama of Toronto.

"It was essential that CN Tower's renovation and upgrades tie into our commitment to accessibility," said **John McBain**, president and CEO of **Canada Lands Co.**, the tower's owner and operator. "The window walls and new glass floor take the visitor experience to the next level."



Three new bistros offer guests plenty of dining options. There's also scalable space that can be customized to host events for up to 800 guests.

"The CN Tower enjoyed record breaking attendance last year," said **Neil Jones**, the tower's COO, who put the 2017 visitor number above 1.98 million. "But we believe it is important to keep innovating. As a national icon, the experiences we offer our guests should always be at world-class levels. We feel this renovation accomplishes that goal."

—Dean Lamanna



The main observation level of the 1,815-foot-tall CN Tower has undergone a CAD \$16 million renovation that added a new glass floor, floor-to-ceiling windows and three new bistros.

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Park Post-its



AT: Pam Sherborne
psherborne@amusementtoday.com

The **Houston Zoo** was forced to evacuate its chimpanzee habitat on the morning of Oct. 29 after one of the chimps smashed an interior glass panel. The damage to the multilayered panel was contained within the pane, ensuring that there were no sharp edges on either the animal or guest side of the glass.

Safety protocols were enacted swiftly by zoo personnel, and at no point were guests or animals in danger. The chimpanzees were moved into their indoor housing after the incident around 11 a.m. The zoo staff was to keep the chimps indoors until the glass was replaced.

In other Houston news, the first group of restored Historic Mission Control consoles, which helped land humans on the moon, were unveiled Nov. 8 at **Ellington Field** in Houston.

Johnson Space Center and **Space Center Houston** are leading the restoration of the Historic Mission Control project. **NASA's** historic Mission Operations Control Room, used during the Gemini, Apollo and Space Shuttle eras, was in acute need of restoration.

The project is restoring flight control consoles and reactivating mission situational awareness displays to recreate Apollo-era use of the wall-size screens. Furnishings such as carpeting, tile, paperwork, coffee cups and ashtrays in the room are being collected and restored to recreate the appearance of an active Mission Control room during the Apollo era. When completed, the room will accurately portray how the area looked the moment the first moon landing occurred on July 20, 1969.

The project is being funded through donations.

Legoland California Resort in Carlsbad plans to offer free admission next year to children 12 and under on their birthdays. The year-long promotion is being offered in conjunction with Legoland's celebration of its 20th birthday next year, with officials noting 2018 was the 14th consecutive year the park has posted attendance gains.

Coming off a year when it debuted two of its biggest investments ever, a new castle-themed hotel and underwater submarine ride, Legoland is planning a much more low-key year of attractions for 2019. But there are plans to relocate its Duplo Playtown area and create a new Legoland Express train catering to young children.

The play area is being moved to make way for a new attraction being planned for 2020. While Legoland officials didn't disclose what that ride will be, development plans submitted to the city of Carlsbad in September described a drop tower ride that will be about 35 feet high. The city planning division reported the first of November that Legoland is still months

away from securing permit approvals.

Main Event Entertainment in Dallas is debuting a Big Fun Super Sundae, one of the company's many new shareable menu items.

The colossal dessert, which serves up to four people, is made with four types of gelatos — strawberry, chocolate, vanilla, and the new blue cookies and cream — topped with chocolate brownies, chocolate chip cookies, chocolate syrup, cinnamon-sugar doughnut holes, whipped cream, rainbow sprinkles and candy. The company describes it as the perfect dessert to share with friends and family after a game of bowling or an hour of arcade game play.

To celebrate the launch of the new sundae, Main Event also is introducing a seven-foot sundae photo stand in their centers so guests can take photos with the dessert and capture the delicious memory.

Crayola is opening a kid-friendly crayon attraction in Chandler, Ariz. The company announced last month its plans to open a 20,000-square-foot **Crayola Experience** at **Chandler Fashion Center** mall.

Kids will be able to write their names on crayons, star in their own coloring page, make spin-art and take pictures with crayon mascots, among other activities. It also will have "new experiences," but the company is keeping those plans tight-lipped.

Also planned is a 4,000-square-foot Crayola Store filled with T-shirts, plush toys and other merchandise that will be open to the public.

It is scheduled to open in the summer of 2019.

Crayola Experience is in four other markets: Orlando, Fla.; Bloomington, Minn.; Plano, Texas; and Easton, Pa.

Orange County commissioners gave final approval last month to a request for \$10 million in hotel taxes to build a permanent **Pulse** memorial and museum at the site of the gay nightclub where 49 people were massacred in June 2016.

The support helps ensure "Pulse will never be erased," nightclub owner **Barbara Poma** told the *Orlando Sentinel*.

The money, which would be paid over three years, will help the nonprofit **onePULSE Foundation** buy land around the nightclub, south of **Orlando Health System's** downtown campus, and pay design, engineering and architectural costs.

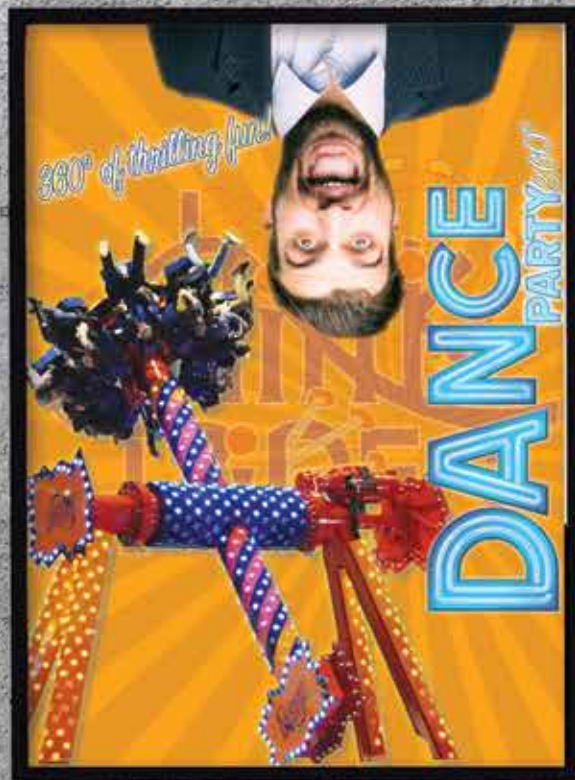
According to the foundation's proposal, the memorial and museum will be a place to grieve, reflect and learn about the attack, which was briefly the worst mass shooting in American history.

Aside from a cryptic three-word announcement, "Reopening April 2019," there is little to go on in terms of details from the owners of **Ghost Town in the Sky**, Maggie Valley, N.C.

The 250-acre attraction, located 150 miles northwest of Charlotte, is internationally famous partly because of the mishaps that have plagued it, but also because it is prized by followers of an Internet fad known as urban exploration ("urbex" for short).

Ghost Town in the Sky opened in 1961 as a replica Wild West town, and even included sporadic gun fights breaking out in front of park visitors. At its height, it attracted 400,000 visitors. *The Charlotte Observer* reported in a 2007 article.

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North Carolina State Fair sets 10-day record despite weather

Hurricane Michael fails to douse fun for event attendees

AT: Ron Gustafson
Special to Amusement Today

RALEIGH, N.C. — The North Carolina State Fair, which ran Oct. 12-21, set a 10-day record after losing its planned original opening day, Thursday, Oct. 11, to Hurricane Michael.

Fair officials reported 977,256 passed through the gates, with two days eclipsing previous single-day attendance marks: Friday, Oct. 19, with 109,396 and Sunday, Oct. 21 (closing day) with 130,319.



The huge midway of the North Carolina State Fair, which offered 101 rides, is shown from the vantage point of the Chance Giant Wheel on Saturday, Oct. 13. With many farm communities having been devastated by Hurricane Florence in September, the North Carolina Farm Bureau set up a relief fund at the event to assist in recovery efforts.

COURTESY RON GUSTAFSON



Had the fair opened on Oct. 11 as planned, attendance likely would have surpassed the one million mark for the fourth consecutive year. The exposition became an 11-day event in 2008 with the previ-

ous 10-day run record set in 2007, when 858,611 attended.

"Despite the late start we got due to Hurricane Michael, the 2018 fair echoed the resiliency of the people and places we celebrate," said G. Kent Yelverton, fair manager. "At the end of our run, we had two record-setting days and broke our 10-day attendance record. I couldn't be happier with the turnout and the hard work my staff, our vendors and Powers Great American Midways put into creating a safe and excit-

ing event for all our fairgoers."

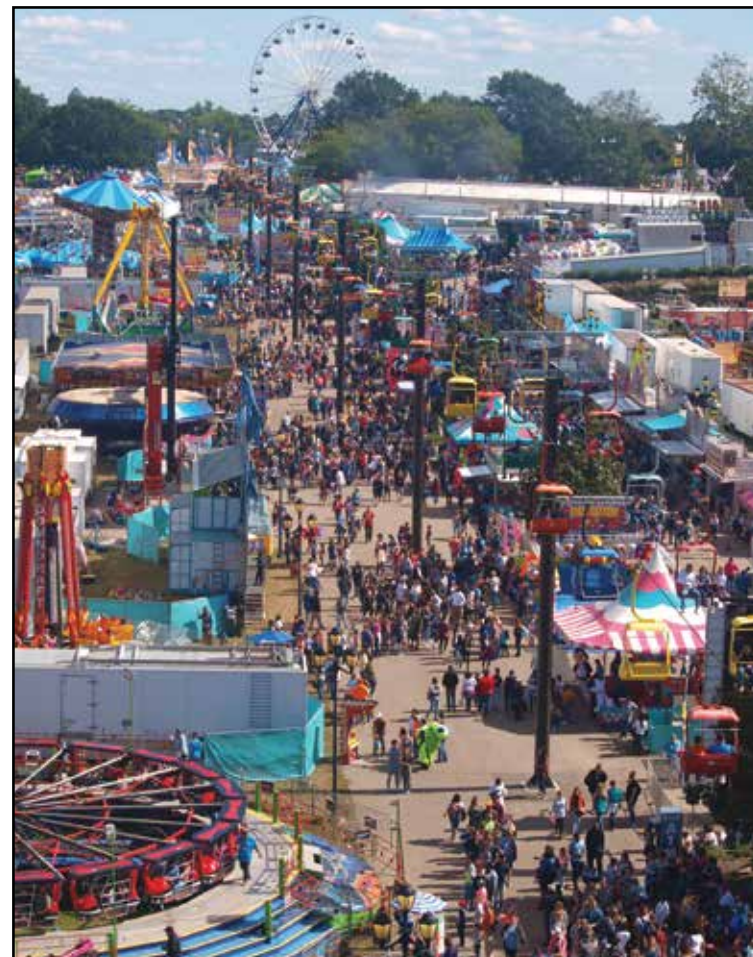
In 2010, the fair had an all-time attendance record of 1,091,887, including five record days. The largest single-day attendance mark was also set that year when 151,647 persons came on the final Saturday.

This year marked the 13th consecutive that Powers has provided the mammoth midway. Show owner Corky Powers said there were 101 rides — 50 owned by him — and more than 120 food and game stands on the carnival's midway.

Wade Shows, which has partnered with Powers since the contract was secured in 2006, supplemented most of the other rides. Dreamland Amusements had three pieces at the fair, including its new Super Cyclone coaster (Inpark).

The top-grossing ride was Powers's 33-meter wheel (Lamberink), strategically placed near the main entrance to afford a spectacular view of the fairgrounds. The Super Cyclone and Wade's Mighty Mouse spinning coaster (Zamperla) were among the other most-popular rides.

All-day ride wristbands



were offered every day of the fair for \$35, as well as individual ride tickets: four for \$5 or 20 for \$20. According to Powers, the pay-one-price offer now accounts for about 75 percent of ride sales at the fair. The wristbands were offered daily for the first time in 2017.

Five new rides were also showcased by Powers, including a Black Widow (Spider ride) themed as Kraken and a Downdraft (Batech Enterprises), both recently delivered. In addition, the carnival also purchased a new Zero Gravity (Batech) late in the summer.

In the kiddie ride section, Powers had his new Jumbo elephants (Kolmax Plus) and Mini Paratrooper (PWS Rides).

Three other gondola wheels were on location, with Wade's Chance Giant Wheel overlooking the main midway. Both shows also presented their Mulligan wheels along other sections of the T-shaped

layout.

Entertainment included Pirates of the Colombian Caribbean, Chinese Acrobats, Circle C Racing Pigs, Steve Trash's Green Street Magic Show, International All-Star Circus, and a laser light show and fireworks nightly.

The fair also continued to provide a venue for artists from North Carolina or with state ties. The N.C. Homegrown Music Fest hosted more than 120 bands over three stages. Highlights included the first-time the fair has hosted YouTube stars: Rhett and Link played to a large, young audience. Other acts included Raelynn with Bucky Covington, Summer Brooke, the Mountain Faith Band with Britton Buchanan, and beach music band The Catalinas.

The 2019 edition of the North Carolina State Fair is slated for Oct. 17-27.

—Additional reporting by B. Derek Shaw



Show owners Corky Powers (left) of Powers Great American Midways and Frank Zaitshik of Wade Shows made the rounds at the North Carolina State Fair in Raleigh. Powers has held the midway contract for 13 years; Wade provided a large complement of rides this year.

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MIDWAYSCENE

AT: B. Derek Shaw

bdshaw@amusementtoday.com

The **Greene County, Va. Fair** board thought, due to a typo in the lease, it had another year before the lease on the property where the fair has been held for 24 years expired. However that is not the case resulting in no Greene County Fair in 2019. The confusion lies within the agreement, which states the term of the lease as five years, ending "Dec. 31, 2019." However, exactly five years from January 2014 would be January 2019, well before the 2019 fair begins.

Richard Durrer, fair board president says they would need at least 30-40 acres to put on the fair in another location. The five-day late-June fair had been held in Stanardsville the past 24 years. "It's not just any piece of land," Treasurer **Marie Durrer** said. "Hilly land is very difficult, especially for the carnival because they need to be on level ground. We have to have some solid ground in case it rains. That was the good thing about where we were. When it rained it didn't really interfere too much, and it worked perfect for a fair." **Inners Shows** had the midway contract in 2018.

A recent shakeup by the **St. Joseph County Grange Fair** Board of Directors has left the county fair in Centreville, Mich., without a manager and its board without a permanent president. At the meeting **Bill Johnson**, fair manager, was dismissed, followed by **Jim Barnes** stepping down as president of the 15-member board of directors. **Tom Miller** is serving as interim president of the fair board. Johnson, a retired **Michigan State Police** detective, took over the role of fair manager from **Floyd Loudenslager**, a position he had for over 20 years.

"I'm not going to say we're going to try and re-invent ourselves but we're trying to figure out what will draw people to the fair or back to the fair like it was in the heydays when everybody looked forward to the county fair, when it was a big thing to go to the county fair," said Miller.

The seven-day fair drew 141,000 people to the mid-September event, which ranks as one of the higher-attended county fairs in the state. **NAME** operated the ride midway.

The 330-foot-tall tower at the **Oklahoma**

State Fair Park will be torn down this winter ending 50 years as part of Oklahoma City's skyline. The Space Tower is the last reminder of an era when State Fair Park was home to futuristic attractions and tributes to Oklahoma City's past. The landmark tower (also known as the Space Needle) has stood dormant since being damaged by flooding in 2010. Increased frequency of high winds led to further concern about the tower's stability. A strong storm in April 2017 caused major damage at State Fair Park destroying the nearby arch that was a smaller replica of the **St. Louis Arch**. Structural engineers examined the tower, saying the structural integrity had been compromised, with severe deterioration.

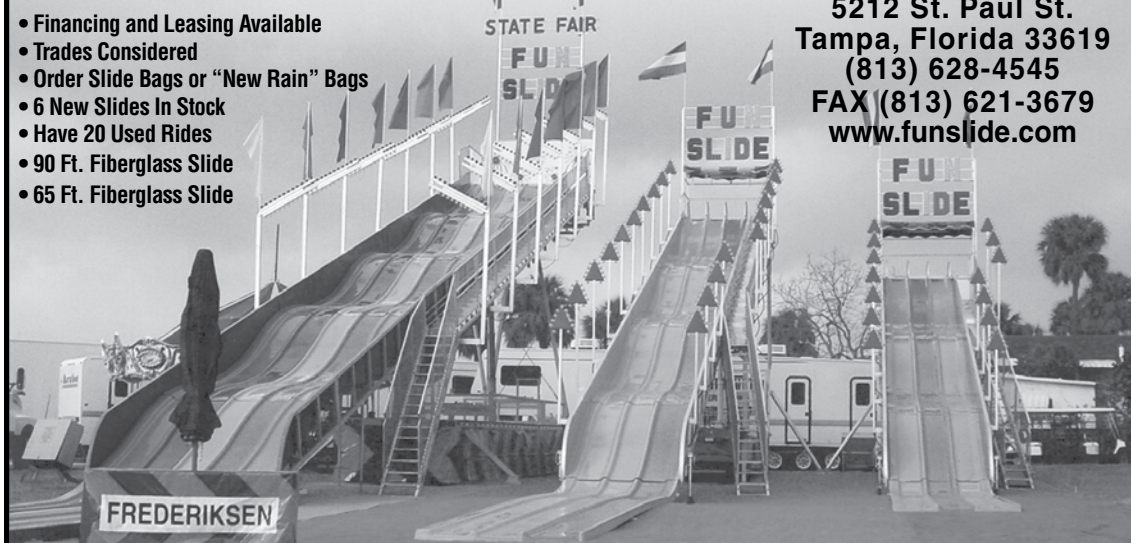
Restoration efforts were considered, however, the cost to stabilize the rusting tower and base would top \$1 million. Add to that millions more to restore the two-story, 60-passenger cab, and systems needed to bring back a ride that operated only 10 days during the Oklahoma State Fair. Park officials took the idea from Seattle's Space Needle, which opened for the 1962 **Seattle World's Fair**. The **Willy Bühler Space Towers Co.** erected the tower in 1968 at a cost of \$450,000. It is anchored 50 feet into the base and sealed with 700 yards of concrete.

The 11-day 112th fair took place in mid-September, with **Wade Shows, Inc.** operating the ride midway, bringing in 74 rides. The fair attracted more than 850,000 attendees, down from previous years partly due to a weather wash-out on the second Friday.

By reducing the length of the 2018 **Wyoming State Fair** to a four-day event, organizers learned that it did not lead to the expected cost savings and created problems. The newly-formed Wyoming State Fair Board, created by the legislature last winter to oversee the fair in place of direct management by the **Wyoming Department of Agriculture**, voted to increase the number of days back to five at their first meeting. It had been up to as many as eight days in years past. In addition to lost revenue, the condensed schedule caused problems for kids who wanted to show more than one species of animal due to overlaps in show times. The mid-August Fair in Douglas utilized **Crabtree Amusements** for the carnival midway.

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Rounding out the fall fair season in Wash., Texas and S.C.

AT: B. Derek Shaw
bdshaw@amusementtoday.com

North America – Fair season continues on in the U.S. and Canada. Here's a look at some of the events that have taken place.

Washington State Fair Puyallup, Wash.

Attendance at the 20-day fair topped out at 1.1 million, similar to 2017 figures. "It rained about half of the fair and was beautiful the rest of the run," said Stacy VanHorne, PR manager. This year's theme was, "Show Your State."

Portland's **Funtastic Traveling Shows** brought in 62 rides, down from 72 last year. There were 22 kiddie rides. The ride lineup changed due to the fairgrounds changing their footprint with the opening of The Farm at Sillyville. The new ride this year was Tango (KMG). The top three grossing rides were Extreme Scream (KMG), Giant Slide and Classic Coaster (**Frederick Church/John Miller**). The last two rides are two of the ten permanent ones on the grounds.

"After a stellar spring and summer, it looked like we were going to win the equivalent of the Super Bowl. However, rain came in on the last two weekends which are historically the largest. Having said that, it is always amazing the tens of thousands loyal **Washington State Fair** fans that come out no matter what the weather and make this such an outstanding fair," said **Ron E. Burback**, president of **Funtastic Rides Co., Inc.**

New fair facilities included **The Farm at Sillyville** is a two-acre, \$3 million educational attraction consisting of five



The entrance to Sillyville (left), where The Farm at Sillyville was added this year. The two-acre site teaches fairgoers where food comes from using interactive farming processes. Attendance at the 20-day Washington State Fair topped 1.1 million, similar to the numbers the event tallied in 2017. COURTESY WASHINGTON STATE FAIR

Washington STATE FAIR PUYALLUP

buildings. All were designed to teach fairgoers where food comes from by way of interactive farming processes. The feature joins Sillyville's array of rides for kids and a food court with kids' value menu. Also new this year is **Outpost 47**, an all-ages venue with food, beer and wine vendors, free entertainment featuring music-legend tribute concerts, and sports events on big-screen TVs.

Special promotions included military Mondays, Labor Day bobble head giveaway, Pierce County Thursdays, **KOMO's** annual fair food drive and **Communities in Schools** school supply drive. Ride promotions included ride and game fun passes with two different ticket amounts, Dizzy Passes and Extreme Deal.

New food items were Unicones, Frog Hopper coffee,

40 Below Joe and exotic meats. Grandstand highlights included performances by **Toby Keith**, **Macklemore**, **Gabriel "Fluffy" Iglesias** and **Rascal Flatts**.

The Washington State Fair is a private, nonprofit organization which exists for only one reason, and that is to please the fairgoer. The Fair puts smiles on people's faces, it educates people of all ages, and most of all, it creates memories for everyone. The Washington State Fair is the largest single attraction in the state.

The 2019 fair takes place August 30 – September 22, 2019 (Closed Tuesdays & September 4)

•thefair.com

State Fair of Texas Dallas, Texas

In the fair's 24-day run, 2,049,118 people attended the 2018 **State Fair of Texas**. As a result of 11 rainy days, attendance was slightly down from 2017. Attendance in 2017 was 2,250,433. "Even though the rain has caused some days to be slower than others, we still had a great turnout," said **Karissa Condoianis**, senior vice president of public relations. "While

the weather does play an important role on our guests' experience, that does not always lead to a negative experience. It was a great Fair — we saw smiles on our fairgoers faces, no matter the weather."

There were 72 rides on the independent midway brought in by 28 providers. Companies included: **Fair of Fun, Inc.**; **Rose's Rides**; **Bishop Amusement Rides**; **Playworld Unlimited**; **Pinnacle Fair Equipment Inc.**; **Texas Skyway, Inc.**; **Mr. Ed's Magical Midways**; **Lone Star Entertainment Inc.**; **International Attractions**; **Topsan LLC**; **Prime Pacific Entertainment**; **Joy Rides, Inc.**; **D&K Amusements**; **B-Thrilled Attractions**; **Fair Ride Entertainment LLC**; **2010 Amusements Inc.**; **Caprice Enterprises, Inc.**; **Amusement Management Inc.**; **Alamo Amusements, Inc.**; **M&C Attractions**; **Talley Amusements, Inc.**; **Talley State Fair Spectacular**; **Talley Sky Spectacle Inc.**; **Triple T Amusements**; **S.J. Entertainment**; **Tiki Amusements**; **Laser Fair** and **Wood Entertainment Co.**

The new rides at the fair

included the Giant Wheel (**Lamberink**); **Airmaxx**; **Haunted Castle (Gosetto)**; **Choo Choo Express** and **Spider (Eyerly)**.

The Top Five grossing rides were Texas Star Ferris Wheel (**SDC Corp.**); Texas Skyway (**Doppelmayr**); Crazy Mouse (**Reverchon**); Love Bug (**Mack Rides**) and Pirate Ship (**Huss**).

As an annual celebration of all things Texan, the tradition continued with the Fair's 2018 theme, "Celebrating Texas Innovation." Highlights included: more than 200,000 dots were used on this year's VisitDallas map in Big Tex Circle for fairgoers to showcase where they are from. Dots were scattered across all 50 states and 183 of 195 countries from around the world were represented with at least one dot.

Sensory-Friendly Mornings were introduced for all three Wednesdays of the fair, reducing noise and lights across the grounds to accommodate those with sensory-related concerns. Also community members got crafty with nearly 10,000 entries in the fair's creative arts compe-

► See FAIRS, page 25



The seventy-two rides populated the independent midway were brought in by 28 providers. The Texas Star (center and right) is a permanent fixture at the State Fair of Texas.

COURTESY KEVIN BROWN/STATE FAIR OF TEXAS

► **FAIRS**

Continued from page 24



titions, a 20 percent increase from last year.

Celebrating 76 years at the fair, **Fletcher's Corny Dogs** introduced a new item to the lineup – the Cheezy Pup. It had American soft melting cheese-on-a-stick and dipped in Fletcher's batter and deep-fried fried to a golden brown.

Fair foodies were able to try out a new food locale. **Backyard Steak-Out & Pizzeria** offered steaks and brick oven pizzas.

The fair's new attraction, "Home on the Range," was located inside the Coliseum. It featured the re-designed Little Hands on the Farm farm-to-market activity for little ones, as well as the Children's Barnyard petting zoo. Home on the Range brought two popular activities together in a themed, indoor location.

The fair opened its new Guest Relations building. It was located on the Midway offering fairgoers customer service assistance, as well as housing the fair's Safe Kids program — a wristband-regulated and safe area where children can stay when they are separated from their parents.

Drawing the largest crowds on the 2018 grandstand was **Casting Crowns**, **Ludacris**, **Aaron Watson**, and **Michael Salgado**.

"While we couldn't control the weather, we were thrilled to see family and friends come out to experience the great State Fair of Texas and create lifelong memories — rain or shine," said **Mitchell Gieber**, State Fair of Texas president. "We thank everyone who helped make this another successful event, enabling us to give back to Fair Park, the surrounding communities, and award college scholarships to students from throughout the Lone Star State."

The State Fair of Texas for 2019 runs September 27 - October 20.

• bigtex.com

South Carolina State Fair Columbia, S.C.

For the first time in their 149 year history, the **South Carolina State Fair** closed for an entire day, Thursday,

October 11th, due to Hurricane Michael. This was only the second day of operation for the normally 12-day event. Even with weather impairment, final attendance was 443,712, up 4 percent from 2017.

"It was a different year. We lost one full day and opening day, October 10th was a very wet one, which affected attendance, gate revenue, ride and food. In the end and even with 11 days rather than 12, our gate revenue, ride and food gross was up over 2017. I believe the one day off made our patrons even hungrier for the fair," said Nancy Smith, general manager. "After the hurricane passed, the weather turned much more 'fair like,' and our patrons came out."

North American Midway Entertainment (NAME) was the carnival provider, bringing in 65 rides, including 27 kiddieland rides. New to the fair this year was **Frisbee (Huss)** along with three new kiddie rides: **Wet Boats**, **Red Baron** and **Jumpin Jumbo**. The top three rides were the **Sky Ride** (owned by the fair); **Giant Wheel (Chance Rides)** and **Matterhorn (Wisdom Rides)**.

Special promotions included Military (active duty and retired) admitted **FREE** every day; Seniors Day, Kindergarten Days, FFA Day, 4H Day and 4H Alumni Day, Exceptional Citizens Day, Rotary Day (new this year), Scout Day and S.C. Farm Bureau Day.

New food items this year were Red Beans and Rice Sundae from **DeAnna's Food Concession**; Frito Chili Pie Burger from **Carousel Foods, Inc.**, Maple Cotton Candy from **Meig's Concessions, Inc.**, and Apple Dumpling from Carousel as well.

A sold out **Fantasia** concert highlighted the entertainment lineup. Other acts included **La Poderosa**, a Latino concert, **Bret Michaels**, **Trace Adkins** and the **Temptations** and the **Four Tops**.

"This was my first year as general manager of the South Carolina State Fair," said Smith. "This year was a great example of what our industry is all about — teamwork. We have an absolutely wonderful team at the South Carolina State Fair and they make it happen. Fairs are crucial to our communities and our states and now more than ever. We have a unique opportunity to bring fun, education, entertainment and more relevance



to agriculture to a large number of patrons over a short period of time. We are making a difference and need to continue to "make the best better." We are super excited as we are planning for our big 150 year celebration in 2019."

Since its conception, the fair has not only promoted agriculture and industry, but it has also reflected the culture and mores of the state. The 2019 South Carolina State Fair runs October 9-20.

• scstatefair.org

NAME brought in 65 rides this year, including three new kiddie rides and a Huss Frisbee.

At right, NAME staff on hand at the S.C. State Fair (from left):

Greg "Scooter" Korek, operations; Blake Huston, general manger, Jeff Blomsness, president and Rich Wyatt, general manger.
COURTESY SCOOTER KOREK, NAME; AT/B. DEREK SHAW

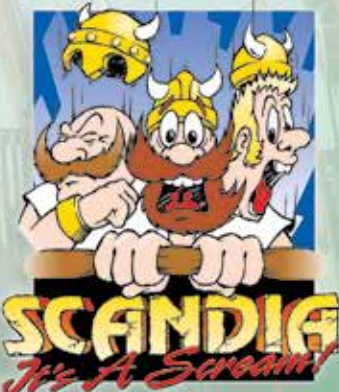


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WATER PARKS & RECREATION

► World Waterpark Association Show 2018 recap — page 28

Shinhwa Waterpark, Shinhwa World Resort's latest development

ProSlide sole waterslide supplier, including water coaster

AT: Jeffrey Seifert
jseifert@amusementtoday.com

JEJU, South Korea — **Shinhwa Waterpark**, an outdoor entertainment area at the **Jeju Shinhwa World Resort** opened on August 3. This latest addition offers another leisure component to the expanding resort integrating luxury hotels, theme parks, entertainment, convention facilities and gaming in a world-class tourist destination covering more than 600 acres (2.5 million square meters).

The Shinhwa Waterpark spans 4.4 acres (17,792 square meters) and features 13 indoor and outdoor pools, including an artificial wave pool, slides, outdoor cabanas and sauna facilities. Several high-profile attractions were provided by **ProSlide** of Ottawa, Canada, including a RocketBlast water coaster, Double TornadoWave and Tornado32. According to the developer, the water park is able to accommodate up to 3,400 people. The water park is garden/nature-themed in keeping with the natural beauty of Jeju Island.

Super Creeper Coil is a combination ProSlide RocketBlast with Flying Saucer elements. More than 820 feet long, the ride features four uphill water blasts, including a double-up blast, and four saucer sections, making it one of the largest rocket slides in the world. The action is nonstop as guests seated inline in four-person rafts are blasted through the uphill sections with a steady stream of water, then scream through the tight turns of the saucer sections where they can experience intense positive Gs in the tight spiral.

On Giant Double Reef, the ProSlide TornadoWave, riders in four-person clover-leaf rafts drop from the nearly 70-foot-high start into a 385 degree turn and then plunge into the first TornadoWave. There, riders will feel hang



The Giant Double Reef and Super Creeper Coil are the star attractions for thrill-seekers.

COURTESY LANDING JEJU DEVELOPMENT CO.



Kids can jump and splash on the unique bubble pop indoor attraction.

COURTESY LANDING JEJU DEVELOPMENT CO.

time and zero Gs as they sweep up and across the first wall. Dropping from that first wall, the tubes then rocket up the second wall to once again experience near weightlessness before finally exiting into the splash pool. Super Creeper Coil and Giant Double Reef share the same 70-foot tower and terminate in adjacent splash pools. From there, a unique vertical lift designed to accommodate both the inline and circular rafts bring them to the top of the tower for the convenience of guests.

Two short, shotgun-style slides, called Deep Blue I and II, end a few feet above the water, meaning guests drop into a deep-water pool at the end of the slide. Life vests are provided for those who are not strong swimmers. An action wave river and wave pool round out the outdoor water attractions.

Two attractions are geared toward children. Jeju Adventure is a water play structure with multiple inter-

active water play toys, a tipping bucket and three water slides. Sand Castle Spa has gentler slides and a shallow play area for smaller children. It is themed to resemble the sandy beaches of Jeju. The roof garden bade pool sits on top of the adjoining spa building and offers rest and relaxation in a large Jacuzzi-style pool. It is surrounded by lounge chairs with umbrellas and private cabanas.

An enclosed pipeline raft slide and Tornado 32 share an indoor tower and an indoor splash pool. These two slides also feature a lift system for the rafts, saving guests from having to struggle with carrying the tubes up multiple flights of stairs. The Tornado 32 sits outside the building but is completely enclosed and features an extended mammoth river tail section at the exit of the funnel. Both slides alternate sections of dark red fiberglass with translucent red and translucent yellow, producing a hypnotic effect as guests traverse through



The Tornado slide starts and ends indoors and is fully enclosed. It can operate all year round, even on cooler days.

COURTESY LANDING JEJU DEVELOPMENT CO.



The wave pool is designed to emulate the natural features of the island with waterfalls pouring through basalt columns onto golden sand beaches.

COURTESY LANDING JEJU DEVELOPMENT CO.

the enclosed tube slides. The tornado portion features an unearthly red glow.

The indoor section features more spas and pools, a second lazy river, a mini pool for kids, and bubble pop kids pool that includes a giant water-filled half-dome balloon that kids can bounce around on.

Landing International Development Ltd. has been building the resort in phases since breaking ground in 2015. The first phase opened in April 2017 with full-service condominiums and was followed in September by the theme park. Progressive openings will continue for the next few years. The resort currently features the Shinhwa Theme Park; Shinhwa Waterpark; a self-branded hotel and convention center; Marriott Resort Hotel; a food, beverage, shopping and entertainment complex and the Jeju Shinhwa World Landing Casino. Projects in development include a Four Seasons Resort & Spa

and Lionsgate Movie World theme park.

Jeju, an island province about 40 miles off the southern tip of the Korean Peninsula, appeals to tourists wishing to escape the hustle and bustle of the mainland. Because of its isolation, it has been ruled by different Asian governments over the millennia and has therefore developed a unique culture. Tourism is relatively new to the island, spurred by **UNESCO** designating the unique lava tube caves as a World Heritage Site in 2007. The addition of world-class resorts such as Jeju Shinhwa provide tourists with luxury accommodations, but the Island's main draw continues to be its stunning scenery, expansive sand beaches, waterfalls and distinctive geological features. Tourists primarily hail from South Korea, but the island is becoming popular with tourists from Japan and China. The island is currently attracting more than 10 million visitors annually.



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WWA Show 2018 brings water leisure industry's best to Vegas

Annual event draws 1,600-plus operators, designers, suppliers

AT: Dean Lamanna
dlamanna@amusementtoday.com

LAS VEGAS — The 38th annual **World Waterpark Association Symposium & Trade Show** (WWA Show 2018), held Oct. 23-26, brought a wave of new products, attendees and fun to the **Westgate Las Vegas Resort & Casino** — drawing more than 1,600 owners, operators, developers, suppliers and designers from 25 countries and five continents.

"This year's show was a great success on every level," said **Rick Root**, WWA president. "Nothing excites our attendee base quite like Vegas, but it's obvious that the depth of our educational programs and the quality of our product marketplace brought out many new attendees."

A key focus of WWA Show 2018 was to create intersection points between the industry's many different constituents.

"We seek to start conversations," said **Aleatha Ezra**, director of park member development for WWA. "When people share what's working and what's not with others in the industry, they walk away smarter, stronger and better equipped to tackle new challenges in the coming year."

An annual highlight of the gathering is the recognition of industry leaders and pioneers by WWA's board of directors. This year, the association's WWA Hall of Fame ceremony was held during the Opening General Session on Oct. 24.

Five individuals were



WWA Show 2018 inundated the Westgate Las Vegas Resort & Casino with fun. ProSlide Technology and Polin Waterparks wowed attendees with its detailed scale waterslide models, while Zhengzhou Wolong Amusement Equipment grabbed its share of attention with giant inflatable attractions.

AT/DEAN LAMANNA; COURTESY JOSEPH LEUTE PHOTOGRAPHY/WWA (POLIN)

inducted for their innovation and pioneering vision: **Greg Cloward**, **Cloward H₂O**; **Kent Lemasters**, **Amusement Aquatic Management Group, Inc.**; **Greg and Kathy Siggers**, **Wild Water Adventure Park**; and **Wolfgang Teichmann**, **API Water Fun, GmbH**.

"These are people who have helped lay a foundation for this great industry through their exemplary leadership and their commitment to innovation," said **Steve Miklosi**, WWA board chair. (See page 31 for a list of other WWA Show 2018 honorees.)

Promoting learning, fun

WWA is known for its wide range of educational offerings, and WWA Show 2018 further bolstered that reputation. This year's program saw a record turnout for presentations covering guest safety, operational excellence, high-quality customer service, top-line employee training and more.

"In 2018, attendance at our educational sessions increased by close to 30 percent," Ezra said. "In addition, attendance in our workshops and certification

courses on October 23rd more than doubled."

Popular program titles included "The Hitchhiker's Guide to After the Ambulance Leaves," "Developing Talent and a Strong Leadership Bench," "Small Budget, No Budget Marketing" and "Creative Recruiting & Retention to Combat the Lifeguard Shortage."

Other topics covered at this year's show were timely and included responding to foodborne illnesses, preparing for an active shooter scenario, improving rider experience using technology and developing park VIP programs.

"The quality of the educational programs was above board and more than I expected," said **Scott Rubin**, director of operation for **Pumphouse Waterpark** at **Jay Peak Resort** in Jay, Vt. "Each session either offered new takeaways on how to do something in your park or different solutions to complex problems."

"As a first-time attendee, this event provided so many great ideas to implement at my facility to streamline operation, increase programs and enhance the overall visitor



experience," said **Liza A. Soto**, Aquatics Manager, **Splash! La Mirada Regional Aquatics Center** in La Mirada, Calif. "I now have a greater appreciation of what we as aquatic professionals provide to families, communities and staff."

In addition to the educational sessions, WWA Show 2018 hosted several networking events, including WWA's Annual Reunion Party and Golf Tournament outings.

At the party, host facility **Wet'n'Wild Las Vegas** rolled out the red carpet for close to 600 attendees. Guests took photos with Vegas showgirls, listened to Elvis sing some of his greatest hits, and nibbled on tasty food from Asian stir fry to fish tacos. They were also shown around behind the scenes of the water park.

"The Annual Reunion Party has been a tradition of the WWA Show for decades," Ezra said. "Wet'n'Wild Las Vegas provided the perfect environment to bring our attendees together for food, fun, laughs and plenty of thoughtful conversations."

WWA's Annual Golf Tournament at **Desert Pines Golf Club** attracted



more than 70 golfers. Top prize went to the winning team of **Andrew Thatcher**, **WhiteWater**; **Marshall Myrman**, **FlowRider, Inc.**; and **Robert Decker**, **Cedar Fair Entertainment Co.**

Around the show floor

The trade show portion of the event took place Oct. 24-25 and featured 100,000 square feet of combined exhibit area — with more than 225 companies (including *Amusement Today*) showcasing products and services across more than 350 booth spaces. Exhibitors included experts and innovators offering the latest from the water leisure industry.

Tucked amid the always impressive multi-booth displays of major waterslide and tube / raft equipment suppliers such as **Polin Waterparks**, **ProSlide Technology**, **WhiteWater** and **Zebec** were some technological surprises. These included **Ballast VR** and **Islide Group, B.V.**, which are adding new twists to waterslides and water attractions.

Ballast was on hand to promote its submerged DiVR virtual reality snorkeling and VRSlide systems. The latter was introduced last March at Europe's largest water park, **Galaxy Erding** in Germany, where it already has been experienced by more than 85,000 guests.

"It took seven months, but we figured out all the operational design quirks and necessary considerations to



Attendees heard from more than 110 industry professionals during educational sessions held at WWA Show 2018. At WWA's Annual Reunion Party networking event hosted by **Wet'n'Wild Las Vegas**, (from left) **Nicole Hudson** and **Kristie Moses** — both with **Walt Disney World Resort** — were welcomed by an Elvis impersonator.

COURTESY JOSEPH LEUTE PHOTOGRAPHY/WWA

► See WWA, page 30

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Z Pro Watersports CEO Jim Goldhardt (left) showed off his 37-year-old company's water park rafts and accessories, while business-partner brothers Jon and Bill Chestnut of Brookdale, Calif.-based Chestnut Identity Apparel (center) racked up sales of crew clothing and fabric promotional banners. Ballast VR CEO Stephen Greenwood's snorkeling- and waterslide-based virtual reality experiences was an innovative highlight. AT/DEAN LAMANNA

►WWA

Continued from page 28

ensure that park lifeguards have an easy job with it, and that the system runs flawlessly," said Ballast CEO **Stephen Greenwood**, who founded the company with the support of German waterslide supplier **Wiegand.Maelzer** in 2017. "Once the waterslide application was successfully launched, we returned to the concept of using VR in pools."

Ballast's DiVR system allows the bathing-suited, headset-wearing participant to explore a digitally animated underwater (or simulated outer space) environment

while attached to a tether anchored to the bottom of the pool. This permits the concept's installation in a smaller pool space.

B l e s k e n g r a a f, Netherlands-based **Islide** touted its own interactive waterslide concept, which enhances the ride experience with gaming, music and flashy visual elements rather than VR. The flexible system incorporates touchscreens, illuminated touchpads, video projections and water screens — turning enclosed waterslide courses into speedy dark rides with competitive scoring opportunities. An online network allows **Islide** to

monitor, change visual effects and upgrade its installations remotely.

Yet another new ride idea that generated buzz on the show floor was **Cyclone Surfer**, a proposed surfing ride. Concept developer **Rodney Busto** of Hayden, Idaho, demonstrated a scale model of the attraction. Resembling a large salad bowl, it contained a small amount of blue-colored water spun on a turntable while Busto held a small surfboard mounted on a stick to the whirling water.

At full scale, the centrifugal motion will create what Busto described as a standing, surfable wave against

the sides the bowl structure, which is ringed by a lip that keeps the water both within the bowl and at a surfable depth on the sides.

"I surfed in Florida for the last 30-plus years, so when I moved to Idaho, I had to figure out a way to bring the surfing with me," Busto told AT. "The concept came to me while I was rinsing out a fire pit. As I was watching the water go around and up the walls of the fire pit, I thought, 'There must be something there.'"

A 20-foot-diameter prototype — a size Busto indicated would make the ride space- and cost-effective for retail and family entertainment center installation — was to be completed by the end of the year.

In more familiar water park territory, there was no shortage of noteworthy products.

Aquakita of Nuevo Leon, Mexico, and Miami was on hand with several catalogues packed with slides, wave pools, lazy rivers and interactive children's attractions. Its extreme and velocity slide offerings, in particular, are characterized by thrilling drops and turns accentuated by bright, bold color schemes.

Z Pro Watersports, which operates out of Scottsdale, Ariz., and Travelers Rest, S.C., specializes in PVC tubes, fabric rafts and racer mats. It has (through several name changes) served the industry since 1981 and now is a subsidiary of South Korea-based **Woosung**, an inflatable boat manufacturer.

Among the more creative designs of WWA Show 2018 was **Rodney Busto's Cyclone Surfer** standing-wave attraction concept. AT/DEAN LAMANNA

"Our strength is our ability to work with different ride manufacturers to create specific equipment for their more exciting and newly developed rides," said **Jim Goldhardt**, Z Pro president and CEO, who created most of the company's original product designs, which include blast boats for hydromagnetic water coasters. "We're also one of the few companies that can print park logos on the floors of our rafts."

Z Pro additionally offers a full line of durable yet lightweight and comfortable **U.S. Coast Guard**-approved life jackets designed specifically for water park use.

Goldhardt told AT he was pleased with the level of interest he observed at WWA Show 2018. "Booth traffic has been great this year, and we're being visited by high-impact new attendees," he said.

Next year, the event is headed to **Walt Disney World Resort** in Orlando. **WWA Show 2019** will take place at the newly renovated and enlarged Disney's Coronado Springs Resort Oct. 7-10, with the trade show running Oct. 8-9. Visit WWA's website for information.

•wwashow.org



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Many industry players walk away winners at WWA Show 2018

LAS VEGAS — An annual highlight of the **World Waterpark Association Symposium & Trade Show** is the recognition of industry leaders by the association's board of directors in a variety of areas, including dedication to guest and employee safety; excellence in leadership; and innovation and creativity in attraction design.

This year's awards ceremony was held during the Opening General Session on Oct. 24. The winners:

Board of Directors' Awards

Al Turner Memorial Commitment to Excellence Award — Carvin DiGiovanni, The Association of Pool & Spa Professionals, Alexandria, Va.; Steve Rodgers, Golfand SunSplash, Roseville, Calif.; Lake White, Starfish Aquatics Institute, Savannah, Ga.

Executive Board Award — Eric Dombrowski, City of Palmdale Recreation & Culture Depart. / DryTown Water Park, Palmdale, Calif.; Sandcastle Waterpark (for inclusive programming), Blackpool, U.K.

Kelly Ogle Memorial Safety Award — Eric "Chet" Jacobson, National Aquatic Safety Consulting, LLC, Dickinson, Texas; Judith Leblein Josephs, JLJ Enterprises & Summit Community Programs, Summit, N.J.; Justin Sempsrott, MD, FAAEM, Lifeguards without Borders, Kuna, Idaho.

Leading Edge Award — *For Aquaventure Waterpark*: Atlantis Resort Sanya, Hainan, China; Empex Watertoys, Stouffville, Ontario, Canada; Murphy's Waves, Ltd., Glasgow, Scotland; ProSlide Technology, Inc., Ottawa; Rolba Loisir S/L, Barcelona; and Van Stone Conveyor, Inc., La Verne, Calif.

For SlideWheel waterslide: Chimelong Water Park, Guangzhou, China, and Wiegand.Maelzer, Starnberg, Germany.

For Epic Waters Indoor Waterpark: City of Grand

Prairie, Texas; American Resort M, LLC, Erie, Pa.; OpenAire, Oakville, Calif.; Ramaker & Associates, Sauk City, Wis.; and WhiteWater, Vancouver.

For The CORE (Center of Recreational Excellence): City of Hobbs, N.M.; Splashtacular, Paola, Kansas; and Water Technology, Inc., Beaver Dam, Wis.

For Breakers Edge Water Coaster and Whitecap Racer: Hersheypark, Hershey, Pa.; ProSlide Technology Inc, Ottawa; and Water Technology, Inc., Beaver Dam, Wis.

Scholarship honorees

Celebrated during the Opening General Session was this year's recipient of the **Chris Stuart Emerging Leaders Scholarship** program: Amanda Price with The Walt Disney World Company, Lake Buena Vista, Fla.

The other scholarship finalist was Austin Johnson with Somersplash, Somerset, Ky.

WWA launched the Chris Stuart Emerging Leaders Scholarship program six years ago to give individuals in the beginning of their water leisure careers the opportunity to attend the WWA show.

Wave Review Awards

Recipients of WWA's Wave Review marketing competition were recognized during the Keynote Session on Oct. 25. The winners represent successful marketing campaigns ranging from those of small public sector facilities to large, corporately owned water parks.

Highlights among the multi-category winners: H2OBX Waterpark, Powells Point, N.C.; Hawaiian Falls Waterpark, Waco, Texas; and Soaring Eagle Waterpark & Hotel, Mt. Pleasant, Mich.

Visit WWA's website for a complete, fully categorized list and additional information.

• wwashow.org



Winners of the WWA Show 2018 Wave Review Awards (back row, from left): Andrew Klepfer, Splashtown San Antonio; Chris Haggerty, Mountain Creek Waterpark; Tory Holmes, H Two Marketing; Jimmy Holmes, H Two Marketing; Kent Lemasters, AmusementAquatic Management Group; Fritz Kuhlman, Soaring Eagle Waterpark & Hotel; Michael Hays, Epic Waters Indoor Waterpark; Beth Owens, Epic Waters Indoor Waterpark; Rick Coleman, American Resort Management; Justin Schuvie, Hyland Hills Water World; Brad Donati, Raging Waves Waterpark; (second row, from left) Steve Vaughn, Castaway Cove Waterpark; Carl Blahuta, Splashway Waterpark; Laura Blahuta, Splashway Waterpark; Taryn Eisenman, SplashDown Beach Waterpark; Jamie Colucci, Summit Family Aquatic Center; Judith Leblein Josephs, Summit Family Aquatic Center; Kristy McCarthy, Epic Waters Indoor Waterpark; Gaylee Gillim, Kentucky Kingdom & Hurricane Bay; Lesly Birkner, Kentucky Kingdom & Hurricane Bay; Tina Hatcher, 3i Advertising; (front row, from left) Lisa Ibarra, Splashtown San Antonio; James Kinney, Splashtown San Antonio; Mark Moore, Gulf Islands Waterpark; Louis Cirigliano, Jr., Breakwater Beach Waterpark; Jody Kneupper, Hawaiian Falls Waterpark.

COURTESY JOSEPH LEUTE PHOTOGRAPHY/WWA

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BUSINESS & NEWSMAKERS

► **Women of Influence: Linda Hays, Owner, Cliff's Amusement Park — page 36**

Dynamic Attractions, Chance Rides announce a strategic alliance

Companies present IAAPA with a gift celebrating the future

ORLANDO, Fla. — Knowing that its growth relies on a strong foundation of values and the capabilities of its employees, **Dynamic Attractions** made an announcement during the opening of the **IAAPA Attractions Expo** that was driven by new ideas, the pursuit of forward thoughts and the overall evolution in the industry.

The company is continuing to build and strengthen itself by allying with one of the leading authorities in the amusement industry, announcing a strategic alliance with **Chance Rides**.

"Dynamic Attractions continues to raise the bar for innovation," said **Dick Chance**, CEO, Chance Rides. "The company constantly wins innovation awards for a good reason; they seem to be able to see the invisible and do the impossible."

"The Chance Rides name is a legacy in the industry, dating back to 1961, and it has provided over 5,000 rides to facilities around the globe," stated **Guy Nelson**, executive chairman and CEO of Dynamic Attractions. "We'll be working together with Chance Rides, giving them access to our army of over one hundred in-house engineers and many of our next-generation concepts."

"We're able to offer theme parks faster build times while maintaining our high standards in build quality. The artistry and precision of Chance's fabricators is impressive; we're delighted to be working with them on a number of our projects."

Nelson added: "We will be taking advantage of Chance Rides' extensive manufacturing



capabilities to provide customers with a combined parts and service portal, expanding our ability to serve our customers' delivery needs in a timely and quality manner."

Chance Rides and Dynamic Attractions have a precise vision in bringing together their broad and rich industry histories. During IAAPA Attractions Expo 2018, in a mutual celebration of IAAPA's 100th anniversary and the two companies' own successful transition from the last century into a promising future serving every corner of the amusement business, Dynamic Attractions and Chance Rides presented a very special gift to IAAPA.

With **Hal McEvoy**, president and CEO of IAAPA, on-hand to accept, IAAPA was presented with a unique carou-

sel horse created especially for its forthcoming new Orlando offices by Dynamic Attractions and Chance Rides. The distinctive horse was on display for all to see throughout the event at Dynamic Attractions' exhibit booth.

"There is no icon that represents the history of both our companies and IAAPA more universally than the carousel horse. Our designers have worked to render their image of a classic Chance Rides carousel horse with a custom look inspired by IAAPA's recent array of new colors," offered **Hao Wang**, president and COO of Dynamic Attractions. "It is our hope that this one-of-a-kind horse will become a mainstay in the new Orlando headquarters of the association."

The alliance of Chance Rides, one of the most respected and long-lived amusement leaders, with Dynamic Attractions, one of the industry's boldest and youngest companies, is a reminder that the business of fun is not just changing — it is evolving.

• dynamicattractions.com

Dynamic Attractions and Chance Rides presented IAAPA with a carousel horse celebrating the association's 100th anniversary. COURTESY DYNAMIC ATTRACTIONS



New logo a-go-go

RICHMOND, Canada, and ST. LOUIS, Mo. — Timed for optimal exposure at the recent **IAAPA Attractions Expo** in Orlando, two major attractions industry suppliers have introduced new logos: **WhiteWater West Industries, Ltd.**, and **Intercard**.

Accompanying WhiteWater's new look is a new tagline: "Entertain the Possibilities." It is a reflection of the company's innovation and nearly 40 years of industry service.

"It isn't only our size and decades of experience which makes us market leaders, it's our people and their thinking," said **Paul Chutter**, WhiteWater's chief business development officer. "We're celebrating our strengths, which are underpinned by the creativity, precision and commitment of the most talented people in the industry."

Added WhiteWater CEO **Geoff Chutter**, the new logo "is true to our values and reminds us all that, since 1980, we have always been here to serve our clients."

Intercard's new graphic representation is part of a marketing campaign it calls "Leading the Way."

"It's a fresh message that underscores our position as the world leader in cashless technology," said **Scott Sherrod**, CEO. "We introduced debit card technology to the amusement and attractions industry in 1989, and we have been leading the way ever since with our technology, innovations and customer service."

The term "cashless" replaces "debit card" in the tagline of the new logo. "That's to emphasize that the debit card is no longer the only cashless way to pay," said Sherrod, "and affirm Intercard's commitment to giving our customers the benefits of mobile devices and other innovations in payment technology."

—Dean Lamanna



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A 900-unit, nature-inspired Disney resort will open in 2022 on the former site of the River Country water park.
COURTESY WALT DISNEY WORLD

New lodging on horizon at Walt Disney World Resort

ORLANDO — The latest round of hotel news from **Walt Disney World Resort** reveals an increasing trend toward high-end accommodations combining sophistication and comfort.

Set to debut next summer, an expansion of Disney's Coronado Springs Resort centers on the addition of a 15-story tower containing 545 guest rooms (including 50 suites). The tower features a luxurious, two-story high lobby that will be the new main entry point for guests and visitors.

A themed restaurant with panoramic resort views will cap the new structure, and the hotel's existing 1,800-plus rooms will be refreshed with new lighting, fixtures and furnishings.

Another new restaurant will be located on an island in the middle of the property's 14-acre lake, Lago Dorado, with walkways stretching across the water.

Disney also has announced the development of its latest **Disney Vacation Club** property, the 16th worldwide. Not yet named, the resort will be positioned on the shore of Bay Lake between Disney's Wilderness Lodge and the Fort Wilderness Campground, where the old **River Country** water park was located. Slated to open in 2022, more than 900 deluxe-level rooms and villas comprise the project.

"This resort experience will be a celebration of Walt Disney's lifelong love and respect for nature, with some fun and even surprising accommodation types that families will find irresistible," said **Terri Schultz**, senior vice president and general manager of Disney Vacation Club. "It will give our members and guests yet another opportunity to stay in close proximity to our theme parks."

The Coronado Springs Resort and River Country-sited projects join earlier-announced plans for Disney's Riviera Resort, the 15th Disney Vacation Club property. The 300-unit project will connect to **Disney's Hollywood Studios** and the International Gateway at **Epcot** via the under-construction Disney Skyliner aerial transport.

—Dean Lamanna



A 15-story tower that will add 545 guest rooms (including 50 suites) and an ornate lobby to Disney's Coronado Springs Resort will debut next summer.
COURTESY WALT DISNEY RESORT

Quassy issues commemorative 110th anniversary magazine

REVIEW: Jeffrey Seifert
jseifert@amusementtoday.com

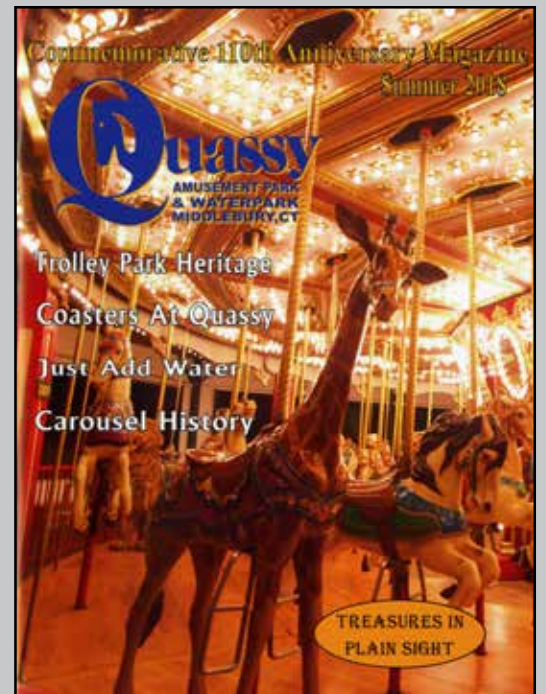
Quassy Amusement Park & Waterpark, one of the country's few remaining trolley parks, celebrated a milestone anniversary this past summer. To commemorate the occasion, Quassy published a special 110th anniversary magazine.

As most should remember, trolley parks were situated at the end of an electric rail line to drum up weekend business in the 1800s and early 1900s. During the week, passengers kept the trolleys full as they commuted to and from work, but on the weekends, ridership, and revenue from collected fares, were low. The companies typically placed the parks at the ends of their lines to maximize use of the streetcars (and to maximize their profits). In addition to building the parks, the rail companies typically owned and operated the parks. Once numbering in the thousands, today only a dozen of these parks remain.

The commemorative publication marks some of the milestones of the park and tells the storied history of Quassy. A timeline of the park's history highlights some of the park's major additions over the years.

Four feature articles are interspersed with sidebars and short stories filled with interesting facts and photos. The first article discusses Quassy's founding as a picnic park at the end of the trolley line. As is typical for the parks of that era, the initial draw was the scenic location away from the city and the bathing beach on the shore of Lake Quassapaug. Eventually a dance hall, concessions and a carousel were added. As more people visited the park, rides were added turning the picnic ground into an amusement park. As the roads improved, guests started arriving by car and bus, and trolley ridership declined. In 1930 the Connecticut Trolley Company ceased operation, but by then the park had become well-enough established to draw plenty of visitors on its own, without the need for support from the railway. For most of its life, the park itself was known as Lake Quassapaug — Native American for "big pond" or "rock pond." Locals had shortened the name to Quassy for decades, but it wasn't until the mid-1980s that the park officially adopted the abbreviated moniker.

The second feature article discusses the roller coasters that have graced the property. The first was a Herschell Little Dipper that arrived in 1952 as part of a four-ride package of children's rides from the **Allan Herschell Company**. That first coaster still operates at the park and is one of the oldest steel coasters still operating in its original location. In 1960 the park acquired a Wild Mouse coaster from **B.A. Schiff & Associates**. The wood-framed, steel-tracked coaster thrilled guests with its hairpin turns until 1982. It was replaced with a much larger Herschell Monster Mouse that was purchased from Playland, Rye, New York. Thirty years later, the Monster Mouse had surpassed its lifespan and owners Eric Anderson and George Frantzis II were looking for something bigger and better to



replace it. Anderson met with Korey Kiepert of the Gravity Group in 2008 and three years later, **Wooden Warrior** opened on April 23, 2011. "It was a game changer," Anderson and Frantzis have said on numerous occasions. It attracted the attention of other park owners, visitors and roller coaster enthusiast clubs from all over the world.

Another game changer for the park was the addition of a water park. The third chapter illustrates the addition of the Saturation Station water play structure which eventually led to the creation of **Splash Away Bay** — a full-fledged water park. The addition of the water play structure rejuvenated the beach and the park itself. As more people flocked to the park, the owners continued to reinvest. The opening of the water park is seen as a major turning point in the park's history and is often credited with saving the park.

The final feature story, "Treasures in Plain Sight," highlights many of the items — or treasures — that the park has procured over the years that are on display throughout the park. These include a Humpty Dumpty figure that sits atop the park's main office building, as well as fiberglass lion, tiger, and hippopotamus figures from the former Danbury Fair. Historic game machines from Palisades Park are still as popular as they were introduced in the 1930s. So, too, are the circa-1940 Love Tester machines at the Quassy restaurant. More recent acquisitions include the world's largest Pac-Man video game and Quassy Quest Laser Maze.

The 40-page commemorative magazine includes a number of historic and black & white and color photos and is filled with interesting tidbits about the park. It was issued free of charge over the summer to guests visiting the park. Those who did not have an opportunity to acquire one in person may contact the park and place an order over the phone: 1-800-FOR-PARK. Copies are free, the park is only charging for postage and handling. The issue is also available online at www.quassy.com/files/9415/2330/3686/Commemorative_Magazine.pdf

Old-fashioned Sandy Lake Park closes in the suburbs of Dallas

AT: Tim Baldwin
tbaldwin@amusementtoday.com

CARROLTON, Texas — **Sandy Lake Park** announced in mid-October that it was closing the park for good. It was a small, simple, old-fashioned amusement park, and that's what most of its fans loved about it.

Although Sandy Lake was a popular swimming spot dating back to the 1930s, the park came into its own when rides, picnic facilities and other attractions were added in 1971. For close to half a century, families enjoyed miniature golf, swimming and several rides that included a classic **Pretzel** dark ride, **Chance** C.P. Huntington train, and an **Allan Herschell** kiddie coaster that operated all 48 years of Sandy Lake Amusement Park. Several flat rides rounded out the mix, and they ranged from kiddie rides to carnival thrillers. Bumper cars, paddle boats and even pony rides added more variety.

The park's true claim to fame was its annual FunFest each spring, a music competition among area students. Many Dallas-Ft. Worth residents can recall competing



All rides are expected to be sold from the Sandy Lake Park site. AT/TIM BALDWIN

with their bands or choirs as children while enjoying rides between rounds. This year, 65,000 kids were involved in the competition.

Tom and Suzy Self were one of two families who co-owned the park. Suzy Self organized the FunFest competition. Other area attractions or facilities now have an opportunity to take over the music tournament. On the park's closure, Self said she'll miss the impact Sandy Lake had on children the most.

In addition to FunFest, the park had much success for close to half a century with company outings, family reunions and birthday parties.

Frank and Vickie Rush, like the other co-owners, lived on the property. They were third generation park owners as their family established **Craterville Park** in Lawton, Oklahoma in 1923. Frank is Suzy's brother.

While the owners had received offers in the past for the Sandy Lake site, they were not willing to sell as they didn't want to see the park bulldozed and built upon. **Southwest Wholesale Nursery**, a nearby landscaping company, has now purchased the property, agreeing not to bulldoze it. The purchase was an undisclosed sum. It is uncertain at this point how the nursery will use the property other than the storage of trees and plants.

The owners have reportedly been granted a year to continue to live on the property to oversee the sale of the rides.

Up to the day of closing, admission was only \$2. Ride tickets were purchased as needed and could be used for miniature golf and the swimming pool as well.

Interestingly, most closures of amusement parks are attributed to common factors: complaining neighbors, city government legislature, high-



Swimming dates back to the 1930s at Sandy Lake Park. AT/TIM BALDWIN



Sandy Lake Amusement Park operated from 1971 to 2018. A **Chance CP Huntington** (below) took a long train ride around the property. AT/B. DEREK SHAW; TIM BALDWIN



An **Allan Herschell Little Dipper** was purchased in 1971 and operated until the park's closing this year. AT/GARY SLADE



profit land values or family disagreements. As far as can be observed, none of these were the case. The owners simply decided it was time to sell.

"If the park's legacy is

leaving most people with golden memories or pleasant thoughts, then the park has done its job," said a Facebook post regarding the closing announcement.

Philadelphia Toboggan Coasters kept busy in the off-season

HATFIELD, Pa. — Philadelphia Toboggan Coasters, Inc. (PTCI), had numerous overhaul projects over the winter of 2017 into 2018. The nine different projects completed on time or ahead of deadline included the following rolling stock:

- Six, two-seat articulating cars for Boardwalk Bullet at **Kemah Boardwalk**, Kemah, Texas
- Three, three-seat articulating cars for Wildcat at **Frontier City**, Oklahoma City, Okla.

- Six, two-seat articulating cars for Roar at **Six Flags America**, Largo, Md.

- Four, three-seat articulating cars for Wild One at Six Flags America, Largo, Md.

- Twelve, two-seat articulating cars for The Voyage at **Holiday World & Splashin' Safari**, Santa Claus, Ind.

- Eight, three-seat articulating cars for Thunderhawk at **Dorney Park & Wildwater Kingdom**, Allentown, Pa.

- Eight, three-seat standard cars for Blue Streak at **Cedar Point**, Sandusky, Ohio

- Six, two-seat articulating cars for Rampage at **Alabama Splash Adventure**, Bessemer, Ala.

- Four, two-seat articulating cars for Hellcat at **Clementon Park and Splash World**, Clementon, N.J.

"We are pleased that parks rely on Philadelphia Toboggan Coasters, Inc. to help them maintain a high level of safety for their

patrons by doing winter overhauls. PTCI is happy to work with all theme parks and independent parks (or as I like to refer to them, "Mom and Pop Parks") in order to keep our product cost efficient and also offer discounts towards components for our coaster trains. The 2018-2019 season has already begun as projects have been assigned and our calendar is filling up fast," said Tom Rebbie, president/CEO of the firm.

—B. Derek Shaw

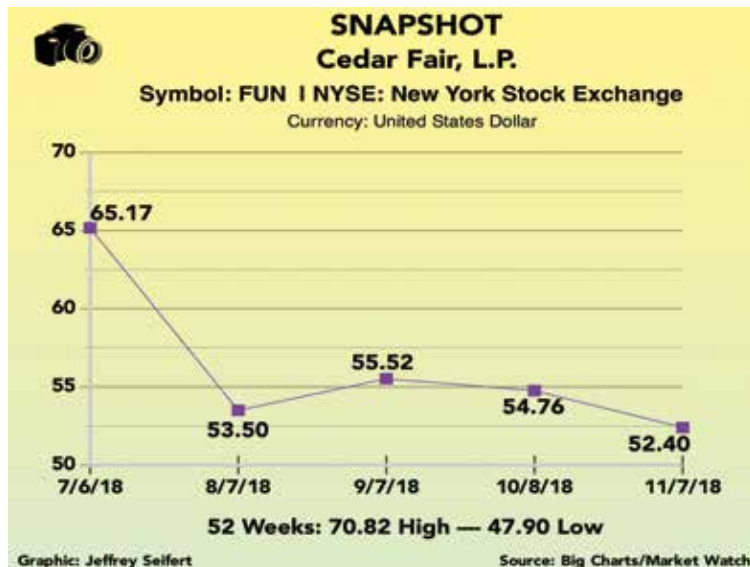
MARKET WATCH

COMPANY	SYMBOL	MARKET	PRICE 11/07/18	HIGH 52-Week	LOW 52-Week
The Blackstone Group	BX	NYSE	35.17	40.60	29.57
Merlin Entertainments Group / Legoland	MERL	LSE	330.90	415.70	304.50
Cedar Fair, L.P.	FUN	NYSE	52.42	70.82	47.89
Comcast Corp./NBCUniversal Media	CMCSA	NASDAQ	38.30	44.00	30.43
The Walt Disney Company	DIS	NYSE	117.05	119.69	97.68
Dubai Parks & Resorts	DXBE:UH	DFM	0.35	0.73	0.32
EPR Properties	EPR	NYSE	70.75	70.96	51.87
Fuji Kyoko Co., Ltd.	9010	TYO	3010.00	3750.00	2582.00
Haichang Holdings Ltd.	HK:2255	SEHK	1.33	2.30	1.18
Leofoo Development Co.	TW:2705	TSEC	5.73	8.26	5.45
MGM Resorts International	MGM	NYSE	27.93	38.41	23.81
Parques Reunidos Servicios Centrales S.A.	ES:PQR	MCE	11.00	15.45	10.12
Sansei Technologies, Inc.	JP:6357	TYO	1635.00	1864.00	945.00
SeaWorld Entertainment, Inc.	SEAS	NYSE	26.44	32.47	10.42
Six Flags Entertainment Co.	SIX	NYSE	58.35	73.38	51.91
DreamEast Group Ltd.	HK:0593	SEHK	8.00	15.88	8:00
Tivoli A/S	DK:TIV	CSE	654.00	704.00	556.00
Village Roadshow	AU:VRL	ASX	2.24	4.15	1.73

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: **ASX**, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Exchange, Corp.; **TYO/TSE**, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal

**DIESEL PRICES**

Region (U.S.)	As of 11/05/18	Change from 1 year ago
East Coast	\$3.329	+\$0.481
Midwest	\$3.286	+\$0.425
Gulf Coast	\$3.106	+\$0.438
Mountain	\$3.398	+\$0.433
West Coast	\$3.538	+\$0.463
California	\$4.068	+\$0.527

CURRENCY

On 11/08/18 \$1 USD =	
0.8727	EURO
0.7611	GBP (British Pound)
113.30	JPY (Japanese Yen)
0.9996	CHF (Swiss Franc)
1.3755	AUD (Australian Dollar)
1.3105	CAD (Canadian Dollar)

BUSINESS WATCH**Picsolve scores in Asia-Pacific, Middle East**

LONDON — **Picsolve**, a leading digital content capture partner for world-class visitor destinations, has announced new partnerships and contract extensions in the Asia-Pacific and Middle East regions. The deals see Picsolve become the sole content capture partner of **Merlin Entertainments'** new attractions in China, as well as the luge track at **Eden Valley Ski Resort** in South Korea and **Global Village Dubai**. For Merlin, Picsolve will create highly immersive and interactive environments for visitors at five new destinations: **Shanghai Dungeon**, **Peppa Pig World Shanghai**, **Legoland Discovery Center Beijing**, **Peppa Pig World Beijing** and **Little Big City Beijing**. Multi-year contract extensions with Merlin will see Picsolve continue to work with six **Madame Tussauds** attractions, two **Sea Life Centers** and three Legoland Discovery Centers across Thailand, Japan, China, Korea and Hong Kong. Picsolve's multi-year deal with Global Village Dubai will find the company's ride photography capturing visitor experiences aboard the London Loop roller coaster and the Miami Surf water ride, among other attractions.

SeaWorld refinances loans, revolving credit

ORLANDO — **SeaWorld Entertainment, Inc.**, has announced that through its wholly owned subsidiary, **SeaWorld Parks and Entertainment, Inc. (SWPE)**, it has successfully closed on a refinancing amendment to its existing senior secured credit agreement, dated as of Dec. 1, 2009, as amended, supplemented, modified or restated from time to time (referenced as the "Amended Credit Agreement"). Among other changes, the Amended Credit Agreement extended the maturity of the existing \$544 million Term B-2 Loans from May 14, 2020, to March 31, 2024, by refinancing the entire amount of the existing Term B-2 Loans with new Term B-5 Loans, and extended the maturity of the \$210 million revolving credit facility from March 31, 2022, to Oct. 31, 2023. "These changes put the company's credit agreement more in line with current market standards and provide the company with enhanced financial flexibility going forward," said **Marc Swanson**, CFO of SeaWorld Entertainment.

Imax Corp. reports results for third quarter

NEW YORK — **Imax Corp.** reported third-quarter 2018 revenues of \$82.1 million, gross profit of \$42.2 million and net income attributable to common shareholders of \$5 million, or \$0.08 per diluted share. Adjusted net income attributable to common shareholders for the third quarter was \$9 million, or \$0.14 per diluted share. Adjusted EBITDA was \$25.8 million. Strong box office, continued cost discipline and focus on the core business helped drive a 670-basis point increase in operating margins.

Greater China box office increased 30.5 percent in the third quarter compared to last year, driven by a successful slate of Hollywood and Chinese local-language films. Since launching its best-in-class **IMAX** with Laser product in April, the company has signed agreements for more than 200 systems with exhibitors worldwide.

Topgolf, MasterCard strike up partnership

DALLAS — **Topgolf** and **Mastercard** have announced that Mastercard has joined the sports entertainment center's portfolio of partners as the official payment system and preferred card of Topgolf. Beginning in 2019, Mastercard will make a suite of benefits and perks exclusively available to cardholders designed to enrich their Topgolf experience. As a result of the partnership, Mastercard cardholders will receive access to reservation times and preferred pricing at most Topgolf venues nationwide; other benefits will include access to exclusive pre-sales and discounted tickets to Topgolf events, such as concerts and coaching programs.

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Women INFLUENCE

A view from the top...

Cliff's Amusement Park, Albuquerque, N.M., was first opened as Uncle Cliff's Kiddyland in 1959 by Cliff and Zella Hammond. In its early days, it moved twice, once in 1961 and again in 1963, before landing where it is today. In 1974, at the age of 24, their daughter and her husband, Linda and Gary Hays, took over operations of the park.

Cliff's is now 18 acres in size and has 24 rides as well as a water recreation area called Water Mania.

Accomplishments and affiliations...

- **International Association of Amusement Parks and Attractions (IAAPA), first woman to serve on the board of directions, 1991-93**
- **Recipient of 2003 "Publisher's Pick" Golden Ticket Award**
- **Greater Albuquerque Chamber of Commerce, board member 1997-2000, received Superior Service Award from same, 1998**
- **Served as Honorary Commander, 551st Special Operations Squadron, Kirtland Air Force Base, Albuquerque**

Hard work has served her well

ALBUQUERQUE, N.M. — The words Linda Hays uses now about her life in the amusement park industry, such as grateful and privilege, are not exactly the same ones she used occasionally as a child.

The word "unfair" may have been the most common word used back then.

"I had to work and work hard when all my friends didn't have to," she said. "I just thought it was unfair sometimes. I was working all summer long; so was my older brother, Carl, while our friends were taking their summer vacations."

Unknown to her at that young age in her life, however, was that she was actually building a pathway that not many of her friends had the privilege of building. She was shaping and strengthening her work ethic. She was laying the framework of her life.

"But, looking back now, I feel it has been such a privilege to be in this business for all these years," she said. "I am so grateful to my parents. I am grateful to have been born into this business. It is so unique. It is a business and has to be run as a business, but we are in the business of providing fun. I've seen that almost my entire life."

"But, when I was younger, I thought I would do anything but stay in this industry," she said.

Hays was born to Cliff (now deceased) and Zella (now 98 years old) Hammond. She doesn't remember a time she didn't work hard. Her

father, who had retired from the U.S. Army Air Corps as an air traffic controller, had received 100 acres of land in Rupert, Idaho, as a part of a veterans program.

"To keep that land, we had to work it and make it successful," Hays said. "It was covered with sage brush when we came. We had to clear it, plant it, and irrigate it. It was very hard work for all of us."

The work proved to be so difficult, her father sold it, got a job as an air traffic controller in Albuquerque and moved the family south.

That work also was stressful, but not what her father planned to do forever. He kept searching for a better future and found it in the family's visits to local amusement parks. He invested his money from the farm sale, leased a small portion of city-owned land and purchased go-karts and a few kiddie rides. Uncle Cliff's Kiddyland was born. At nine years of age, Hays began her life in the amusement park industry.

The early years weren't easy, but they all worked together and the business began to grow.

Somewhere along the way, while Hays and her brother were in high school, her brother made an announcement that he wouldn't be taking over the family business. He had found his passion in music. It was a shock. Everyone had assumed he would, but they worked through it and continued even if the future seemed uncertain.

Hays can't really remember when



COURTESY KIM JEW

the idea of her taking over began to take root.

"Back then, a daughter taking over just wasn't very common," she said.

She worked as a waitress, a secretary. She dabbled in computer science and electronics.

"But, I kept going back to the park," she said.

When she and her husband married, they were both in their early 20s. The two worked in the park together and found they worked well together.

At some point, she realized that "we were totally made to do this."

By her 24th birthday, her parents had realized that as well and turned the park operations over to her.

"It was like I got this by default, but this is exactly what I was supposed to do."

She and her husband grew the business. They were gutsy. They took risks, but took calculated risks.

"You have to keep adding new things, but you have to do your homework."

She never really felt disadvan-

taged because she was a woman. On occasion, when she would tell an outside vendor something he didn't like, "they would ask to talk to my boss."

"That only ramped me up. But, within this industry, I never had a problem. I was never looked down on. In this business, a woman has to work as hard as a man or you don't succeed."

They worked hard to instill good work ethics in their children. Her son, Justin, and daughter, Tracy, both worked in the park and both were fired at one time or another. Now, Justin has started the takeover transition.

Hays feels she will always be in the industry. It hasn't just been a job. It has been her life. Her brother, who now lives in Chili, N.M., followed his passion; he still plays the trombone, writes symphony music and is a conductor.

And she followed her passion.

"It's funny when you look back on the tapestry of your life, how things work together to work out in the end."

—Pam Sherborne

ON THE MOVE

St. Louis, Mo.-based **Intercard** has added two new managers to its sales team.

Joe Guccione has joined the company as inside sales and key account manager. He will handle all inside sales of Intercard's products, including the new mobile apps collection The Edge and the Shindigger party planning and reservation platform. With extensive sales and marketing experience in the family entertainment center sector, Guccione most recently was a senior corporate sales rep for **Dave & Buster's**.

**Guccione**

Alex Orban has joined Intercard as vertical sales manager. An amusement industry veteran, Orban has handled new business development and customer service for several multinational companies, including during a very successful tenure at game-maker **Namco USA**. In addition to speaking five languages, he is also very knowledgeable on the tech side of the business, making him a perfect fit for Intercard's global reach.

**Orban**

Caesars Entertainment recently appointed **Shaun Swanger** senior vice president of attractions, retail and leasing. In his new role, he will oversee the sales, marketing and operations of all attractions — including **The Linq Promenade** on the Las Vegas Strip — as well as manage retail and leasing agreements enterprise-wide. Swanger joined Caesars Entertainment in 2015 from **Westfield USA**, serving as vice president and general manager of The Linq and High Roller Observation Wheel. In that role, he saw the outdoor retailtainment complex to a leasing status 100 percent.

**Swanger****OBITUARY****Steve Loose, Hyland Hills Water World**

FEDERAL HEIGHTS, Colo. — Steve Loose, the longtime general manager of Water World in the Hyland Hills Park and Recreation District, passed away Oct. 23.

Loose spent 42 years with the park district, where he started as the athletic supervisor in 1973. He was part of the initial Hyland Hills employee team that helped construct Water World's first two waterslides in 1979. Later, Loose assisted with group sales and marketing until 1984, when he was named general manager. During his tenure in this role, Water World evolved from a small water play attraction into one of the world's most innovative water parks. He remained in the position until he retired in 2016.

**Loose**

Loose was beloved by colleagues, business associates and the many thousands of young workers he mentored through the years. Today, Water World features more than 50 attractions, all thoughtfully laid out over 70 acres in Federal Heights, and has hosted more than 15 million visitors.

While Water World has enjoyed remarkable success and accolades as the nation's first publicly-owned water park, Loose was also recognized individually — earning dozens of awards. In 2016, he was inducted into the World Waterpark Association Hall of Fame.



Loose (tallest at front of group) leads the first riders to Voyage to the Center of the Earth on the attraction's opening day in 1993. It became his favorite ride at Hyland Hills Water World. COURTESY RICK BASTRUP





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► IAAPA holds ADA Operator's Forum — page 41 / Recycling programs work at Knoebels — page 42

27th annual MAAFS convention held in Ocean City, Md.

All 23 county fairs in Maryland participate

AT: B. Derek Shaw
bdshaw@amusementtoday.com



OCEAN CITY, MD – Nearly 150 people attended the Maryland Association of Agricultural Fairs & Shows, Inc. (MAAFS) annual convention held at the Clarion Resort Fontainebleau Hotel, in Ocean City. Conventioneers spent three days the first weekend in November attending workshops, meetings and the trade show — this year held in the same room as dinner Friday evening and breakfast on Saturday. The convention has been held annually since 1984 when the organization was chartered. The Entertainment Showcase Friday evening was the 17-member New Jersey based acapella group, the RockNRoll Chorus, provided by MAAFS.

Workshop topics included animal rights, rain insurance, sponsorships, social media, agriculture programming and livestock events, and what MAAFS can provide members. The associates meeting mid-morning Saturday was lively with lots of ideas and suggestions offered. At the lunch, Jen Puente with the Wisconsin State Fair spoke. Her topic, "Anchors Away" was about ridding yourself of things that hold you down that do not allow you to grow and thrive. Deggeller Attractions won the associate of the year award.

During the Saturday evening banquet, Sue Sullivan with the Montgomery County Agricultural Fair was named fair person of the year. The live auction fundraiser yielded \$4,200 in proceeds, which help offset convention expenses and other events utilizing speakers throughout the year.

Rounding things out on Sunday was the annual business meeting where the new officers were installed to run the organization for the next two years. This includes Bob Fogle, Jr. (Maryland State Fair) as president, Sullivan as Vice President, Janice Coroneos, Secretary (Baltimore County 4-H Fair) and Connie Palmer (The Great Frederick Fair), Treasurer. Cody Cashman (York Fair) was re-appointed for another two year term as a director. Katie Weishaar (Carroll County Fair) was elected as a new director and Mary Amos (Harford County Fair) was appointed to finish the term of Jackson Goddard who resigned.

The winner of the communication award went to the Montgomery County Agricultural Fair. The always popular "Tell It to The Judge" segment, took place with Mike Froehlich (York Fair), presiding. This is where fairs can share



The 2018 MAAFS officer team (from left), Bob Fogle, Jr., vice president; Connie Palmer, treasurer; Janice Coroneos, secretary and John Kozenski, Jr., president. AT/B. DEREK SHAW

ideas of things they have found successful at their fair with prizes awarded for the best ones.

"We're a small group, but we're a pretty mighty group that enjoys getting together, sharing information, building relationships and networking with one another," said convention chair Fogle. "We are fortunate that we have fairs that aren't in the state of Maryland. The York Fair in Pennsylvania is a member of our organization as well as the Delaware State Fair. That adds to what we can offer and learn from fairs from other states as well."

For the next two years the annual convention moves to Frederick, Md. The 2019 dates are November 1-3.

•maafs.com



Friday evening at the convention included a trade show with 14 vendors, dinner and entertainment by the RockNRoll Chorus on stage. AT/B. DEREK SHAW

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N.J. youth labor bills seek 11 p.m. summer clock-out

TRENTON, N.J. — Assembly Bill 4511 and Senate Bill 3041, a set of companion bills, has been introduced by the New Jersey legislature to allow minors to work until 11 p.m. between Memorial Day and Oct. 1 with parental consent.

These bills would dramatically help the attractions industry, as often some of the best employees are minors and the current 9 p.m. prohibition is restrictive to successful business operations.

Both bills have been referred to their respective Labor Committees.

DHS issues IED guidelines for outdoor events



WASHINGTON, D.C.— The U.S. Dept. of Homeland Security (DHS) recently released an easy-to-read document containing checklists and guidelines for outdoor event producers to counter the threat of improvised explosive devices (IEDs).

This document provides important information of particular use to members of the International Association of Fairs and Expositions (IAFE) and includes free resources and training.

DHS officials will be on hand at the Ed Shed during the IAFE Convention, Nov. 25-28, in San Antonio, Texas, to answer questions about event security. Also, during the event, DHS officials will present two workshops: "Active Assailant Situations" at 10:15 a.m. on Monday, Nov. 26, and "Bomb Prevention Tactics" on Wednesday, Nov. 28, at 3:15 p.m.

Be sure to monitor the Event Security page on the IAFE website for the latest updates from DHS. Other DHS resources can be accessed in the IAFE Online Library (Risk Management category): fairsandexpos.com.

Lifeguards at Magic Springs recognized as 'best of best'

HOT SPRINGS, Ark. — The 150-plus-member lifeguard team at **Magic Springs Theme & Water Park** has earned the Platinum International Aquatic Safety Award from **Ellis & Associates, Inc.** (E&A).

The **International Aquatic Safety Awards** are presented annually to participants in E&A's Comprehensive Aquatic Risk Management Program and are based on the results of multiple random Unannounced Aquatic Facility Operational Safety Audits (UAFOSA) throughout the year.

A recognized leader in aquatic safety

at water park facilities, E&A presented the 2018 Platinum Award to Magic Springs for providing the highest degree of swimmer protection currently available in the aquatic industry.

All E&A client facilities are top performers and represent the finest and safest aquatic facilities in the world. The awards are presented only to E&A's most elite clients in three levels: Silver, Gold and Platinum. Only the top 10 percent of E&A clients in the world receive a Platinum International Aquatic Safety Award each year.

Lifeguard Certification from E&A

is a comprehensive training program, including Health Care Provider-level CPR, AED training, Emergency Oxygen Administration training and First Aid, along with state-of-the-art rescue techniques. To obtain certification, participants in the program must pass both written and hands-on tests.

Assistant General Manager **Jessyka Hanna** oversees the Magic Springs Lifeguard Training

Program. **Brittany Cadle**, manager of aquatics, attends the E&A conferences and trains the Magic Springs lifeguard staff.





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www.aimsintl.org

IAAPA FEC Summit 2019

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Hyatt Regency Lost Pines
www.iaapa.org

NAARSO 2019 Safety Fourm

Jan. 27 - Feb. 1, 2019 • Myrtle Beach, S.C.
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IISF Trade Show

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2019 NAARSO East Coast Training

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www.njamusements.com

Pennsylvania Amusement Ride Safety Seminar

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MARK THE DATES

- June 12-14: **Asia Attractions Expo**, Shanghai, China
- Sept. 6 & 7: **2019 Golden Ticket Awards**
presented by Amusement Today
Silverwood Theme Park, Coeur D' Alene, Idaho
- Sept. 17-19: **Euro Attraction Show**, Paris, France
- Oct. 7-10: **WWA Trade Show**, Orlando, Fla. (Disney)
- Nov. 19-22: **IAAPA Attractions Expo**, Orlando, Fla.

Have a Calender event listing you want to share?
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IAAPA's Operators Forum on ADA Held at Great Escape

AT: B. Derek Shaw
bdshaw@amusementtoday.com

LAKE GEORGE, N.Y.—Continuing in the successful mode enjoyed by previous editions of IAAPA's Operators Forum, the third one focused on Americans with Disabilities Act, (ADA) compliance issues, took place for three days in early October at **Six Flags Great Escape**. This topic impacts a variety of departments including management, operations, guest relations and safety.

The forum featured three industry speakers: **Laura Woodburn**, director of attractions and the guest experience, **Hershey Entertainment & Resorts**; **Erik Beard**, managing partner & general counsel, **International Ride Training LLC** and **Gina Claassen**, corporate safety director, **Herschend Family Entertainment**.

"All Things Accessible" was the session that Woodburn covered. When asked what she hopes attendees took away from that presentation, she said, "Continuing the conversation regarding continual improvements to service and products was and is my hope, so that we, as an industry, can keep providing safe, clean family fun for all families."



From left: **Loressa Schulze**, Security, Safety, Health and Environmental Manager, **Six Flags Great Escape**; **Matt Heller**, Founder, **Performance Optimist Consulting**; **Randy Wilke**, Corporate Director of Security, Safety, Health and Environmental, **Six Flags**; **Gina Claassen**, Corporate Safety Director, **Herschend Family Entertainment**; **Wes Walker**, Director of Safety and Security, **Santa Cruz Seaside Company**. There were 45 attendees representing 27 different organizations. The three-day early October forum had three objectives: entertain, engage and educate. COURTESY OF IAAPA

A legal update and case law review on recent ADA developments was covered by Beard. "We looked at recent cases and the current state of the law with respect to ride access issues, service animals, guests with cognitive disabilities, and caregivers accompanying guests with disabilities."

Beard had two primary goals for participants. "First, I want each participant to leave with a few fundamentals that may separate some of the myths from the realities of the law. There is a lot

of misinformation and confusion about how the ADA applies to the amusement industry, even on a very basic level, so I hope participants gained enough knowledge to set a good foundation and allow them to spot accessibility issues as they arise (as opposed to after a guest complains). Second, I wanted to underscore that ADA issues are inherently fact specific—and that complicates policy planning, training, and implementation. I hope that talking through some of the recent case law and discussing the court's analysis

helped attendees at the forum appreciate some of the nuances in the law as applied to the facts of a particular case and helps them think through their own accessibility policies with a little bit more sophistication as they try to chart the course that works best in their individual facilities."

"Take care of the most urgent needs now and worry about the less pressing accessibility issues next," is Beard's advice. "No facility can be 100% accessible overnight, so better to take it in manageable and logical steps than to

try to do too much at once."

Claassen is Chair of IAAPA's Facility Operations Committee, the group that organized and facilitated the event. "ADA continues to be one of the hottest topics in our industry. This forum had three objectives... Entertain, Engage and Educate. While the education component was focused on ADA, the event was organized in such a way that allowed for many opportunities of collaboration, sharing and networking." Claassen continued, "I believe attendees will share their knowledge and learnings from this forum with their home facilities. But what really excites me is these attendees left with a group of resources, in the form of industry colleagues, that they can call upon for support and sharing of ideas and best practices at any time. And that truly is what will make our industry better."

"Our host park, **Six Flags Great Escape**, provided tremendous hospitality to all participants, both in the classroom and in the park," said Woodburn, a strong supporter of the forum experience. "Consider attending these forums moving forward to not only strengthen your skills and knowledge, but also to network with many in the industry."



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Recycling program works at Knoebels

Park has had a program since 1994

AT: B. Derek Shaw
bdshaw@amusementtoday.com

ELYSBURG, Pa. — Reduce, Reuse, Recycle. We have all heard these three words when it comes to our environment; however **Knoebels Amusement Resort** has taken those words to heart the past 24 years. While other amusement parks recycle within their property, Knoebel's is one of the few parks around the country that have their own recycling facility right on property. "I believe most other parks don't recycle to the level or the intensity that we do here at Knoebels," said **Trevor Knoebel**, one of the fourth generation owners.

Home from College on the Weekends

Trevor said the program had a modest start in 1994 with his little sister and him. "We took a little field trip down to Sesame Place. They actually were doing it before we were. My sister **Stacey** and I had this idea of getting a recycling program going here at the park. We got our ideas together and sat down with my dad, **Buddy**, and our Uncle **Dick** and pitched the idea. They were accepting to allow us to try it." Trevor's sister was already heading up another department, so he took it upon himself to be the "original recycler." That season, on weekends only when he came back from school, Trevor would gather up the cardboard from the park at various food stands, gift shops, offices and work-shops.

There were also recycling receptacles in the campgrounds for plastic and glass bottles and aluminum cans; however that was the extent of the efforts. The fledgling program resulted in just over nine tons of recyclable materials that first year.



The exterior of the recycling facility, which itself is a recycled **Waste Management** building **Dick Knoebel** picked up at auction in 1996. AT/B. DEREK SHAW

More Materials, More Days, More People

The next year, more recycling containers were added to the campground and some food stands. Also the park slowly started to add different materials to recycle. "I remember the large steel [institutional size] cans that were added on early. Our catering operation generated a lot of that type of material," said Trevor. Soon, the program was expanded to seven days a week.

By year two, Trevor hired a couple of people to assist with the operation, resulting in just under 30 tons of materials. 1996 saw the addition of scrap steel. The following year magazines and scrap aluminum and in 1998 ride, food and game tickets, office paper and newspaper were added to the recycling efforts.

Have I Got a Building For You

Knoebels was quickly outgrowing its recycling facility. Something had to be done if the program was to grow and flourish. By 2002, Trevor had started to figure out costs to construct a new building. He soon found out there was no need to erect a building; as the park already had one in storage. "We don't need to buy a building - I have one!" said **Dick Knoebel**. It was bought in 1996 at auction in Buffalo, N.Y. "My Uncle Dick

— who can never pass up a good bargain — put a bid in on it. We bought this 120 foot by 60 foot building," said Trevor. Originally owned by **Waste Management**, the used, repurposed building, was placed where the operation currently resides, on Campground Road, on top of the hill, southwest of the in-park campgrounds.

The building really gave a huge boost to Knoebels recycling efforts, going from just 85 tons the previous year to over 124 tons the following season. Pepsi cups began to be recycled in 2002 and in 2014; steel used in making "rock sockets" for Impulse roller coaster foundation work was recycled. The steel caisson tubes were 25 feet in length; however the bedrock in that area was less in some cases. The excess was what was recycled. Total recycling efforts (through 2017) has been 6,026,962 pounds or more than 3,000 tons.

What Goes On

Dan Bonomo a retired high school administrator, heads up the recycling efforts at the park. "We sort everything, we separate the item, and we send them out to be recycled," said Bonomo regarding the operation in basic terms. During the main season, the recycling crew works two shifts, that start at 8:00 am and

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Trevor Knoebel and Dan Bonomo inside the recycling center on the property. At right, Bonomo shows one of the signs that were introduced this season. Each have different recycling message or statistics on them for use throughout the park, golf course and campgrounds. AT/B. DEREK SHAW





NEWS & NOTES

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Donate to the Silent Auction

The AIMS Silent Auction, a highlight of the week during the Safety Seminar, gives everyone a chance to bid on all

kinds of fun items and helps support the continuing efforts of AIMS to upgrade classroom equipment. We're looking for all kinds of amusement industry merchandise, including shirts, bags, hats, etc. Plush and other industry souvenirs to bring home to the kids are always popular. Please contact **Holly Coston** at h.coston@aimsintl.org for information on where to send your items.

Sponsorship opportunities

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Our annual membership meeting

The AIMS International annual membership meeting will be held in Galveston, Texas, on Monday, Jan. 14, at 6 p.m. All AIMS International members are invited to attend.

Become a member of AIMS International

AIMS has two categories of membership: *Active members* are manufacturers or suppliers of goods and services to the industry. Active membership entitles such members to attend meetings and vote for the board of directors. *Associate members* do not otherwise qualify as active members. (State ride inspectors, park and carnival owners or operators, employees of owners or operators, etc.). Membership applications can be found at aimsintl.org.

Happy holidays and best wishes from AIMS International for a safe and prosperous New Year! We hope to see you in Galveston on Jan. 13-18.

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►KNOEBELS

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go until 11:00 pm, every day.

The park works with numerous recycling plants and other facilities that accept the compacted materials. **Jeff's Auto Body & Recycling** in Elysburg takes cardboard, aluminum and paper. **National Ticket Company**, Paxinos, takes all recycled tickets, while **Cougles Recycling, Inc.**, Hamburg accepts all plastics from the park.

Storage time for the various compacted materials vary depending on how quickly it takes to reach a certain amount. When the recycling center gets close to 40 bales of cardboard and/or plastic, arrangements are made for a pickup. Cardboard pickup is every two to three weeks with plastic every four or five weeks as the center crushes down more than cardboard. With aluminum, the center makes a huge cube containing 64 smaller cubes, weighing 25 pounds each. Once that is reached, the material will be sent out. The park typically recycles two to three of these gigantic cubes a year. An open container outside the recycling building that is for scrap steel typically fills up faster in the off-season as larger project work takes place.

Is there anything the park does not recycle? "We were not recycling #3 through #7 plastics. We just began working another recycling plant that may accept those plastics now," said Bonomo.

Thinking Smarter

As another way to recycle, Knoebels practices commonality, when they can. Trevor shared one such example: "For

many years a small cup and a large cup took two different sizes of lids. Our food managers got with the cup companies and said, 'Look, can't we get these cups redesigned so they take the same size lid?' That's less lids to inventory and less waste."

These Days

Today Knoebels recycling center handles all discarded materials from the park, Knoebels Campground, **Lake Glory Campground**, Knoebels Cottages, **Latorre House B&B**, **Three Ponds Golf Course**, **Knoebels Lumber Yard** and **Nickel Plate Restaurant** with a staff of 25 (during the park season) ranging in age from 14 to 90. They recycle everything from batteries to lightbulbs, food oil and skids (pallets).

"We are recycling anywhere from 500 to 600 thousand pounds a season (250 to 300 tons each year.) It really has taken off in the last few years. It is kind of a direct correlation with how busy we are, how the business has grown, it has grown with it," said Trevor. "We're proud of the fact that it has continued to grow and be successful. It's a service department that supports the business. Its main mission is to have the park ready for the guests. Their big mission is to do something right, in terms of what's right for the environment, to be good stewards of the environment."

"I think the word is out about how much we recycle and what we are doing in the community," said Bonomo. We have bins outside and we restructured those a little bit. It's actually working. They [campers] are separating their things in the proper bins, which is actually helping us out. When it comes to sorting and getting it where

it's supposed to be, that's making us more efficient. The numbers are growing and growing."

Commitment, Determination, Passion

"It's a support department. It is absolutely a cost to the company to operate this department. It is not a revenue generating department," said Trevor. "Sure we sell the materials for some value, but that doesn't come anywhere close to covering the labor costs and the cost of operating equipment, the utility costs. It's a significant cost of operating a department but we still want to do it; because it's the right thing to do. It's the sustainable thing to do; we want the business to be here for generations to come and part of that includes a healthy environment. We need to do our part."

Trevor's Responsibilities

Trevor originally handled overseeing the recycling program, which is now run by Bonomo. He devotes time to the golf course, the park's B&B operation, special projects and new ideas. "I'm now focused on bigger picture things. My cousins and I focus a lot of our time on coming up with the vision and the direction that we want them [the leadership team] to help us take the business in," said Trevor. Of course, third generation is still very much involved, my dad, my uncle, my aunt. It's a constant discussion of where they see things and where we see things in this transition process. We are so blessed and happy to have a third generation still doing this with us and their wisdom. There's a balance. Constantly trying to figure out what's best for everybody involved."

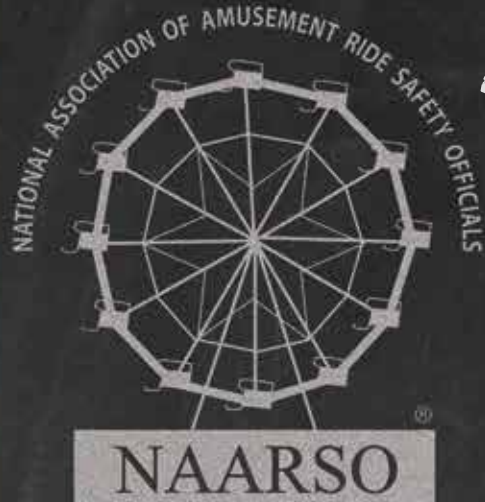
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