



February 2015 | Vol. 18 • Issue 11

www.amusementtoday.com

## NJAA East Coast Gift & Variety Show returns to Atlantic City

**STORY:** Dean Lamanna  
dlamanna@amusementtoday.com

ATLANTIC CITY, N.J. — Marking the 20th anniversary of its annual trade event, the New Jersey Amusement Association (NJAA) will bring its East Coast Gift & Variety Show back to the Golden Nugget resort and casino in this seaside city for two days of exhibition and buying, Feb. 18-19.

"The last couple shows were emotional ones, with the aftermath of Superstorm Sandy and the ongoing recovery, and there was a real need for connection within our industry," said NJAA Executive

Director Kimberle Samarelli. "But this year, that's now a part of history, because everybody's rebuilding and growing. We've regained our footing in New Jersey."

In fact, the 2015 trade show is bringing needed revenue and positive attention to its host city, and it also may be carrying some symbolic weight. While the amusement industry in the Garden State has sprung back, the gaming industry in Atlantic City itself — which largely escaped Sandy's wrath two years ago — has taken a huge economic hit as several large casino-resort properties have closed and/or been resold and others face



an uncertain future.

Samarelli pointed out that the new owner of the spectacular, \$2.4 billion beachfront Revel resort, which had slipped into bankruptcy last year after a long-troubled construction and financial history, plans to rebrand the property and has proposed to build a \$108 million indoor/outdoor water park there.

"Atlantic City is shifting away from gaming and more

toward the amusement end," said Samarelli, who believes the trend can be a stabilizing one for the city and its fabled boardwalk. "So for us, it's all positive."

Having organized and overseen the East Coast Gift & Variety Show for a decade, Samarelli describes it as a "very busy buying show" that draws participants from all along the Eastern Seaboard and especially the Northeast, including the New York and Philadelphia metro areas, as well as New Jersey.

"This is the trade show that keeps everyone connected within our industry within the tri-state area," she

said, noting that registrations for the 2015 meeting will be ongoing until the start of the event. "We're looking at another year of strong attendance."

In addition to offering close-to-home buying and business opportunities, the trade show was established to provide direct interaction and networking with suppliers specializing in plush, novelties, licensed toys, gifts, rides, games, insurance, uniforms, staffing, ticketing, food and much more.

Attendees converging on the Golden Nugget's Grand Ballroom include amusement

► See NJAA, page 4

## IISA members hoping for a great Trade Show and Extravaganza

*IISF event expected to be a success*

**STORY:** Pam Sherborne  
psherborne@amusementtoday.com

GIBSONTON, Fla. — Teresa Rimes, secretary, International Independent Showmen's Foundation (IISF), was deep into scheduling for the upcoming IISF Trade Show and Extravaganza, set for Feb. 3-7, when *Amusement Today* contacted her early last month.

"We have so many educational sessions and workshops, it is difficult scheduling a time for them all," Rimes said.

Rimes, who has been with the IISF for 15 years, said it never gets any easier either.

"It really gets harder," she said, with a laugh.

The IISF is the fund-raising arm of the International Independent Showmen's Association (IISA). It is the arm that puts together many events including the Trade Show and Extravaganza.

But all staff and members of the club work together. Elena Wynn, IISA secretary, said it is a very busy time for the association.

There were no registration numbers available for release early in January. It is traditional for many to make last minute plans to join their fellow outdoor amusement industry colleagues at the event.



Hopes are that attendance will increase this year but that hasn't been the case over the last several years. The number of attendees at last year's event was 10,554, slightly down from 2013's total of 10,641.

Rimes said, after last year's trade show, the association is very well aware that attendance has decreased over the years. There have been factors attributed to this, said Rimes. One is the effect of technological advances that has made it easier to take care

of business from anywhere.

In addition, when the U.S. economy tanked in 2008, businesses began limiting the number of travel dates and sending fewer representatives to trade shows. That has slowly increased over the years.

Another challenge the IISA has faced is the shorter off-season for outdoor amusement business owners and operators, giving the club about four to five months to plan events and hold fund raisers. Events on the club grounds in Gibsonton increase the association's coffers whether it is designated for the American Carnival Museum, on the club grounds, updates to the grounds, paying staff or destined for various charities.

The association also holds an annual Christmas party for local handicapped children.

"This past year we had about 350 children here for that," Wynn said.

Successful annual fund-raising events include the Big Top Circus, held this year Jan. 10, and the Bike Fest, held Jan. 15-18. New for the Bike Fest event this year was the Ives Brothers Thrill Show featuring The Wall of Death and motorcycle stunt show.

Rimes said rentals on the grounds for weddings, special parties and corporate events have been "beyond successful."

And, even though attendance numbers have dropped

► See IISF, page 6

NEWSPAPER

POSTMASTER: Dated material.  
PLEASE RUSH!  
Mailed Monday, January 26, 2015

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

SUBSCRIBE TODAY!  
(817) 460-7220







# NEWTALK

**EDITORIAL:** Gary Slade, [gslade@amusementtoday.com](mailto:gslade@amusementtoday.com)

## Terrorist actions will not silence the media



Slade

Many of us at *Amusement Today* have decades-long ties to publishing, and we have embraced the responsibilities and freedom of speech it affords.

We, along with the rest of world, were shocked by the Jan. 7 terrorist killings of 10 staff members and contributors — including editors, writers and illustrators — at the Paris-based satirical newspaper *Charlie Hebdo*, plus two policemen. It was a particularly horrific and sad day for France and for our industry.

But even as the global media community reeled, it also rallied. In the immediate aftermath of the tragedy, newspapers and other publications in the U.S. and elsewhere ran bold editorial cartoons reasserting that the journalist's pen is stronger than any radical's tools of terror.

Throughout history, journalism and free speech have survived political pressure and persistent, sometimes violent attempts at censorship, as well as periods of economic instability, changing technology and evolving methods of information conveyance. The old-fashioned print newspaper itself, though taking a beating in recent years amid the digital revolution, is strong-willed — and it continues to inform, offer opinion and entertain. As it should.

As it must.

If this long-enjoyed freedom is ever taken away, what's next? Our freedom to attend a sporting event, enjoy any movie of our choosing at the local theater or take the family to an amusement park?

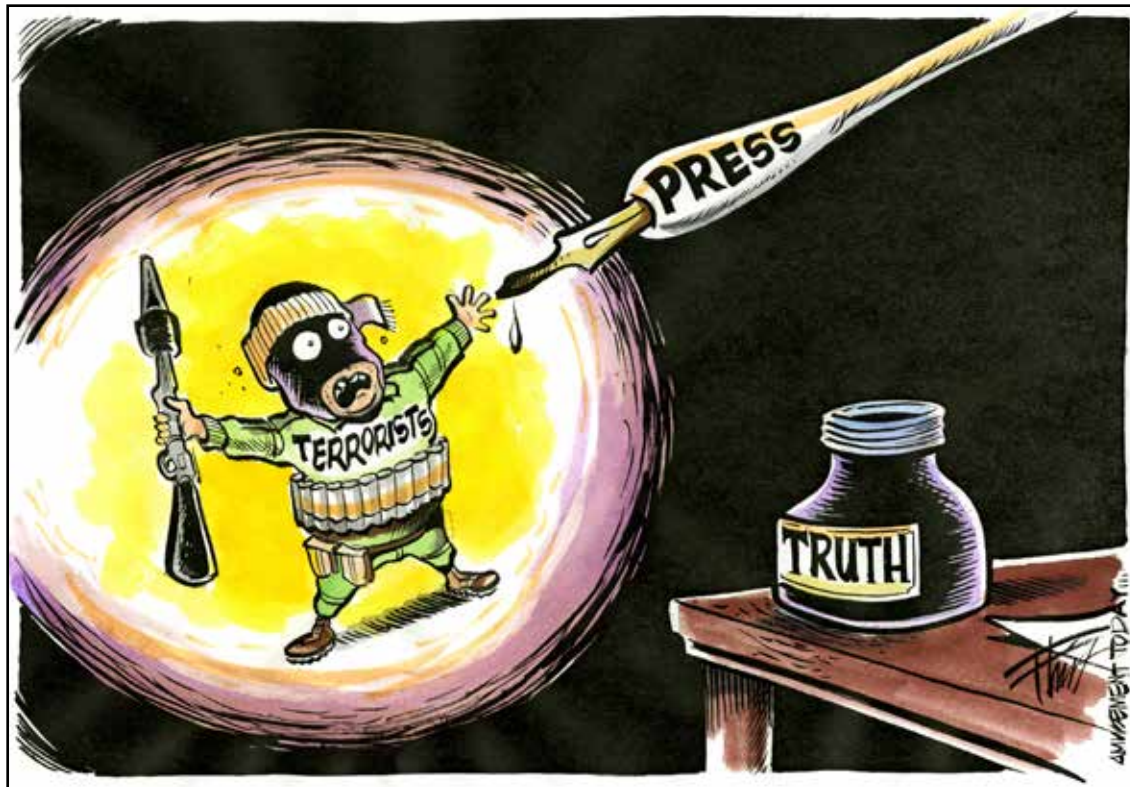
We, as an industry, a nation and a civilization, must stand up to any and all threats to our freedoms with the intent to fight and win — the same way a boxer aims to knock out his opponent in the first round. Party politicking and diplomatic hand-wringing aside, our common goal should be to flush out and eliminate terrorist threats by hitting hard and fast.

Meanwhile, newspapers and other forms of media will continue to deliver news, to investigate and report, and to opine in words, images and illustrations — supplying insight and alternate viewpoints. This includes the often thought-provoking and sometimes daringly provocative work of editorial cartoonists.

The spirited remaining staff of *Charlie Hebdo* is doing the right, fearless thing by keeping to its press schedule. It's what newspapers do: plan, assign, put ink on paper and then distribute — on time. In fact, the publication has increased its press run from sixty-eight thousand copies to three million. None were left on newsstands.

God bless the journalist's pen. Long may it live.

**CARTOON:** Bubba Flint



**EDITORIAL:** Andrew Mellor, [amellor@amusementtoday.com](mailto:amellor@amusementtoday.com)

## Celebrating significant milestones



Mellor

As we move towards the start of another summer season, this time of year (it's early January at the time of writing) is often one that allows us a little time to reflect on things and to look forward to what the new year might bring.

As far as the amusement and theme park industry is concerned, notably in the U.S. and Europe, one thing that we will certainly see are more special milestones being reached as parks that were founded maybe 25, 30 and even 40 years ago mark these significant anniversaries. We've seen quite a few in the past decade or so and more are on the way.

One of particular note will be the 40th anniversary of Europa-Park in Germany, one of Europe's leading theme park venues and indeed a world leader in the industry in so many different ways. I first visited Europa-Park in the mid-1980s, around 10 years after it had opened, when as a young writer I went to do articles on the park itself, owned by the

Mack family, of course, and the Mack's manufacturing company, Mack Rides.

It was a fascinating visit and gave me a wonderful first-hand insight into the workings of a major European park. I've been back a few times since then and I am always impressed by the high quality of everything the park has to offer, the fantastic theming and decoration and the excellent array of rides and attractions available. So I want to be one of the first to congratulate the Mack family on the 40th anniversary of their park.

Again at the time of writing, many parks are also bringing to a close their winter opening periods which have provided a welcome opportunity for some additional business. Christmas opening, which for some starts in late November and runs into January, has proved a boon for many and Europa-Park itself has been a leader in this area too. Done well, it can add significant numbers to a park's annual visitor figures.

So here's to all those parks around the world that will celebrate a major anniversary in 2015. Long may they continue to thrive!

### AMUSEMENT TODAY STAFF

**Gary Slade, Founder**  
Publisher and Editor-in-Chief  
[gslade@amusementtoday.com](mailto:gslade@amusementtoday.com)

**Amanda Childress / Childress Media**  
Graphic Design  
[edit@childress-media.com](mailto:edit@childress-media.com)

**John Robinson / W.H.R. Inc.**  
Daily E-mail Newsletter  
[johnwrobinson@cinci.rr.com](mailto:johnwrobinson@cinci.rr.com)

**Tim Baldwin**  
Editorial  
[tbaldwin@amusementtoday.com](mailto:tbaldwin@amusementtoday.com)

**Dean Lamanna**  
Editorial  
[dlamanna@amusementtoday.com](mailto:dlamanna@amusementtoday.com)

**Pam Sherborne**  
Editorial  
[psherborne@amusementtoday.com](mailto:psherborne@amusementtoday.com)

**Scott Rutherford**  
Editorial  
[srutherford@amusementtoday.com](mailto:srutherford@amusementtoday.com)

**Jeffrey L. Seifert**  
Editorial / Special Projects  
[jseifert@amusementtoday.com](mailto:jseifert@amusementtoday.com)

**Sammy Piccola**  
Accounting / Circulation  
(817) 460-7220  
[spiccola@amusementtoday.com](mailto:spiccola@amusementtoday.com)

**Sue Nichols**  
Advertising  
(615) 662-0252  
[snichols@amusementtoday.com](mailto:snichols@amusementtoday.com)

**Bubba Flint**  
Cartoonist  
[bflint@amusementtoday.com](mailto:bflint@amusementtoday.com)

**Amusement TODAY**  
Your Amusement Industry NEWS Leader

#### Deliveries

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

#### Member of:

IAAPA, AIMS International, PAPA,  
NEAAPA, NJAA, OABA, WWA, TTIA,  
NAARSO and IISF

Subscription rates (U.S. & International) are: 1 year (14 issues) \$50; 2 years (28 issues) \$100; 3 years (42 issues) \$150. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

Amusement Today is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related websites are copyrighted and trademarked by Amusement Today 2015, with all rights reserved.

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

**Contributors:** Dan Feicht, Andrew Mellor, Richard Munch, B. Derek Shaw, Janice Witherow



# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Kimberle Samarelli, New Jersey Amusement Association

When it comes to the Jersey Shore, Kimberle Samarelli has a passion that is almost unmatched. Growing up working at various "shore" attractions with her family, Kimberle is a 4th generation amusement industry veteran who is now the Executive Director for the New Jersey Amusement Association. Kimberle worked tirelessly to aid the recovery efforts of the New Jersey Shore following the devastation of Superstorm Sandy in 2012... no doubt a life-changing event for her both professionally and personally. Kimberle's "never quit" attitude and zest for life have helped make her the success she is today.



Samarelli with friend and NJAA supporter Chris Christie, governor of New Jersey.

**Title**  
Executive Director.

**Number of years in the industry**  
Fourth generation ... all my life!

**Best thing about the industry**  
Smiles, laughter and fun.

**Favorite amusement ride**  
Any carousel.

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

**Biggest challenge facing our industry**  
The economy.

**The thing I like most about amusement/water park season is ...**  
Hot weather and making family memories.

**My first car was ...**  
A green Honda Accord.

**A recent life-changing moment for me was ...**  
Without a doubt, Superstorm Sandy.

**Favorite midnight snack**  
Hershey's chocolate licorice.

**My perfect day is spent ...**  
With my children on a beach or waterpark.

**Three items on my bedside table are**  
Bottled water, Dunkin Donuts iced tea and all of my vitamins.

**The worst movie I have ever sat through would have to be ...**  
Star Wars!

**Ten years ago, I was ...**  
Giving birth to my son James Jr.

**I can't stand being around people who ...**  
Are negative.

**Favorite form of exercise**  
Tennis and golf.

**I wish I was better at ...**  
Listening.

**The longest I have ever gone without sleep is ...**  
Two days!

**My last birthday ...**  
It was not the best day, but looking back I would not change a thing as I was able to spend the whole day with my dad.

**My most prized possession is ...**  
My family ... all of them.

**Favorite fast food**  
Hot French fries.

**The last thing I "Googled" was ...**  
Vacation cruises for Easter.

**Are you a little bit country or a little bit rock 'n' roll?**  
Rock'n'roll.

**I seem to own a lot of ...**  
Shoes!

**My favorite room in my house is ...**  
My kitchen and living room ... both are only one week old.



Samarelli

## THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: Richard Munch



•**1906: Billboard Magazine** published an article in early February about the **Figure 8** roller coaster under construction at **White City**, in Rosen Heights, Texas. The new park was financed by **Sam Rosen** who had immigrated from Russia, and by 1901 was investing in real estate in North Fort Worth, creating the subdivision called Rosen Heights. He attracted home buyers with street car service and later, the small amusement park venture at the end of the street car line. As promoted, all the buildings in White City were painted white, and the park included an artificial lake, amusement rides, a theater, boats and electric lights. It opened in April 1906, but its existence would be short lived. On July 13, 1908, it was partially destroyed by fire, suspected to be arson.

•**1942:** Work began on grading for the new roller coaster at **Treasure Island**, Port Arthur, Texas in late February. The park had originally opened in 1897 with a pier, dance hall and other attractions. **Philadelphia Toboggan Company's** builder **Frank Hoover** and designer **Herbert Schmeck** would arrive on site in mid-March to supervise the ground layout for the \$60,000 roller coaster. The new **Comet**, a twister design, opened in June, and would operate at Treasure Island (connected to the City of Port Arthur by drawbridge) until damaged by Hurricane Audrey on June 27, 1957. It would be the only roller coaster to open in the United States in 1942, and one of only a handful to open during World War II.

•**1955: Walter T. Barney**, 59, president of the **Mission Beach Coaster Company**, was killed in a February 2 fire under the **Giant Dipper**, in **Mission Beach**, San Diego, California. Firemen, fighting the fire that had started in the coaster's motor room, discovered his body in a passageway. Barney, who had managed the ride since 1948, may have been trapped in an attempt to extinguish the flames before crews arrived. The fire damaged the station, sections of track and several coaster cars.

•**1963:** The **Texas State Fair Board** approved a study in early February, to build a restaurant on a tower, at the fairgrounds, in Dallas, Texas, similar to the **Space Needle** design for the **1962 Seattle World's Fair**. The proposed project would consist of a 560 foot high tower, with a revolving restaurant at the top. The fair president, **Robert Thornton**, predicted the tower, which would have been the tallest building in Dallas, would double the fair's attendance and profit. The \$3.5 million project was never built, although in June 2013, the 500 foot tall **Intamin-built, Top 'O Texas Tower** opened at the **State Fair of Texas** as the world's tallest observation tower. It's price tag was \$12 million and it can accommodate over 1,200 passengers per hour.

•**1992:** Final testing on the new **Fiesta Texas** roller coaster in San Antonio, Texas, began in late February. The **Rattler**, designed by **John Pierce**, formerly of **William L. Cobb Associates**, for the **Roller Coaster Corporation of America**, would include the tallest drop on a wooden coaster, at 166 feet above grade. Built on the side of the property's quarry wall, the ride opened with the new park on March 14, and would go through several design changes until closing in 2012. It was remodeled with a steel track and reopened in 2013 as **Iron Rattler**.

—Compiled by Richard Munch, NRCMA historian

**AmusementTODAY**  
Your Amusement Industry NEWS Leader

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



Get a free QR Code scanner for your phone by visiting [www.mobiletag.com](http://www.mobiletag.com).



5-time Award Winner

**facebook**

Find us on Facebook  
[facebook.com/amusementtoday](https://facebook.com/amusementtoday)

**twitter**

Follow us on Twitter  
[twitter.com/amusementtoday](https://twitter.com/amusementtoday)

**YouTube**

Subscribe to our YouTube channel  
[youtube.com/amusementtoday](https://youtube.com/amusementtoday)



## ►NJAA

Continued from page 1

owners, partners, managers and buyers, plus workers who staff arcades, games, concessions and food outlets at amusement parks. Vendors are encouraged to promote the event to their customers.

Among several functions scheduled over the duration of the show will be NJAA's 25th Annual Scholarship Awards Party, set for Wednesday, Feb. 18. Up to \$5,000 in scholarships will be awarded to college students who are continuing their education and to incoming freshmen at accredited colleges and universities.

The NJAA Scholarship Fund was established in 1988 by a committee chaired by Seaside Heights-based NJAA board member Ken Wynne as a separate, non-profit corporation benefiting those working in the industry. Monies for the fund are raised through two yearly raffles and the Scholarship Kick-off Cocktail Party, which is held each year during the East Coast Gift & Variety Show.

### NJAA 2015 East Coast Gift & Variety Show

Golden Nugget  
Atlantic City, N.J.

#### Exhibit Dates & Times

Feb. 18, 2015 / 11 a.m.-7 p.m.  
Feb. 19, 2015 / 10 a.m.-3 p.m.

#### For more Information

(732) 240-0000  
njaa40plus@aol.com

"It's a great opportunity to join NJAA members and our board of directors to unwind and participate in a great social event," Samarelli said. "This year, for the first time, the cocktail party will actually be held on the trade show floor during show hours. Attendees will be able to conduct business and socialize at the same time and in one place."

Key seminars this year include the Annual Ride Regulations Update, the Legalized Games of Chance Update and the Department of Community Affairs Seminar. For those needing to renew their National Association of Amusement Ride Safety Officials (NAARSO) certification,

training will be available the same week as the trade show via the Seventh Annual East Coast / Mid-Atlantic Regionalized NAARSO Outreach Safety School, Feb. 17-19.

For Samarelli, the East Coast Variety & Gift Show is the most intimate industry event of the year.

"People are always looking forward to the new and innovative, and it's like a big family reunion," she said. "We all get to share ideas and what we're doing in different areas of the business, and to see how we might apply those things to our own everyday operations."

NJAA is a proactive organization that identifies and addresses member concerns while working for the safety, health and overall economic betterment of the amusement industry. Visit the NJAA website for a complete East Coast Variety & Gift Show schedule and additional information, including hotel reservations and NAARSO certification training registration and prices.

• [njamusements.com](http://njamusements.com)



Atlantic City's Golden Nugget resort and casino will host the 20th Annual NJAA East Coast Gift & Variety Show Feb. 18-19. Dozens of exhibitors bring their products to the event, which also presents valuable networking and NAARSO certification training opportunities. COURTESY ATLANTIC CITY CONVENTION & VISITORS BUREAU (TOP), NJAA







# The *Games* The World Plays™



**4 IN 1 Event Trailer™**



**Whopper  
Whac-A-Mole™**

**Lucky Duck™**



**Balloon  
Dart Center**



**Bob's Fishin' Hole™**

**CRAFTSMANSHIP ♦ QUALITY ♦ CREATIVITY**

**427 15<sup>th</sup> ST. DAYTONA BEACH - FLORIDA - 32117**

**Phone 1-386-677-0761 Fax 1-386-677-0794**

**WWW.BOBSSPACERACERS.COM**



## ► IISF

### Continued from page 1

over the years, IISF organizers feel the Trade Show and Extravaganza is a successful event. Rimes said after last's year show, she hoped the industry will continue to support them and the trade show.

A list of exhibitors for the 2015 show looks like that is continuing. The list includes companies from insurance companies like Allied Specialty Insurance to ride suppliers and manufacturers such as Rides 4-U, Ital International LLC, Battech Entertainment LLC, Wisdom Manufacturing, Eli Bridge Co., Zamperla and Owens Trailers.

There are trailer and cart manufacturers on the list as well, such as Midway Stainless Fabrication, Waymatic Inc., Show Me Manufacturing and Hitch-Hiker Manufacturing, Inc.

Also on the list are Anchor Industries Inc., Berk Concession Supply, Bob's Space Racers Inc., Firestone Financial Corp., Toy Factory LLC, Denny's Electronics, Gold Medal Products Co., National Ticket

Co., Maxtron MSL, and Waterloo Tent and Awning.

Activities scheduled for the IISF Trade Show and Extravaganza actually begin on Sunday, Feb. 1, with the Super Bowl Party and Trade Show Kick-Off.

Then, on Monday, Feb. 2, is the 6th Annual Big Hearted Jerry's Memorial Golf Tournament, to be held on the Summerfield Golf Course. There will be a 12 noon shotgun start.

The Trade Show opens at 11 a.m. and closes at 5 p.m., Tuesday, Feb. 3. Trade show hours and days for the remainder of the week are 11 a.m.-5 p.m., Wednesday, Feb. 4, through Saturday, Feb. 7.

Other events include:

•Tuesday, Feb. 3, IISA Cocktail Party, 6:30-8 p.m., in meeting rooms on IISA club grounds.

•Wed., Feb. 4, OABA (Outdoor Amusement Business Association) Reception, 3:30-6 p.m., includes presentations on how the OABA is using funds given by different corporations to enhance and lobby for the outdoor amusement industry in Washington,

D.C. Information on labor issues also will be presented. That evening the Jamboree to benefit the Museum Building Fund, is set for 6-8 p.m., in IISA club rooms. A steak dinner is available.

•Thursday, Feb. 5, OABA Social, followed by the IISA Annual Banquet and Ball, Hall of Fame Inductee Ceremony, and Awards Presentation, beginning at 6:30 p.m., with the reception and dinner to be served at 7:30 p.m. This event will be held at the club's Carousel Pavilion.

Association members voted to hold a large event this year on Friday, Feb. 6. This event, called Casino Night, will be a fund raiser for the American Carnival Museum.

"I believe this will be an evening event, but right now I don't know the times or the locations," Rimes said. "We hope this will be a good event for us."

Saturday, Feb. 7, will bring the Showmen's Shrine Annual Meeting, set for 10 a.m., at the Carousel Pavilion. The Cemetery Association will hold a Memorial Service at 12 noon, and committee drawings will



**Bob's Space Racers is a mainstay at the IISF Trade Show and Extravaganza, set for Feb. 3-7, on the IISA grounds, Gibsonton, Fla. AT/PAM SHERBORNE**

be held later in the day.

Along with these events, there will be an array of presentations and educational sessions, most to be held at the Carousel Pavilion. These will include audio and visual presentations, handouts, and round-table discussions all focused on aspects of the carnival business.

A schedule of these activities will be available for attendees as they arrive on

the showgrounds during this week.

The Installation of Officers for the IISA takes place after the conclusion of the Trade Show and Extravaganza. That meeting is set for 7 p.m., Tuesday, Feb. 10, at the clubhouse.

During that meeting, Wilbur Cooke, W.C. Concessions, the 2014-2015 IISA president will pass the gavel to incoming IISA President Richard George, George's Fun Foods.



**Load Wheels  
Guide Wheels  
Upstop Wheels  
CNC Hub Manufacturing  
Flume Wheels  
Nylon Wheels & Parts  
Solid Urethane Parts**



**QUALITY  
SAFETY  
VALUE  
ASSURANCE  
since 1975**



# MANY MAJOR MANUFACTURERS

*Available Under One Roof!*



S&S - SANSEI  
TECHNOLOGIES INC



# RIDES 4U

221 EVANS WAY, SUITE E • SOMERVILLE, NJ 08876  
PHONE: (908) 526-8009 • FAX: (908) 526-4535 • [WWW.RIDES4U.COM](http://WWW.RIDES4U.COM)





SEEN AT GIBTOWN 2014

Rhode Island Novelty exhibited its line of plush merchandise at the 2014 IISF Trade Show and Extravaganza. The company will be back this year.  
AT/PAM SHERBORNE



Gold Medal Products Co. exhibited its new cotton candy machine at the 2014 IISF Trade Show and Extravaganza. Gold Medal will be on hand at this year's show, set for Feb. 3-7, Gibsonton, Fla. AT/PAM SHERBORNE

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

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

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



KMG set up a Freak Out in the outdoor exhibit area during the 2014 IISF Trade Show and Extravaganza.  
AT/PAM SHERBORNE

- 24 Seats
- Up to 48 Children
- Holds Adults Up to 200 lbs.
- Simultaneous Loading/Unloading
- Set-up Fast and Easy!
- Pull with Pickup

Another "family ride" also available...  
Big Eli Construction Zone

1-800-274-0211 fax 217-479-0103  
info@elibridge.com elibridge.com



Many IISF events raise money for the association's American Carnival Museum, located across the street from the club's grounds. Here is a look inside. AT/PAM SHERBORNE

1-800-851-1001 ext. 41 | [firestonefinancial.com](http://firestonefinancial.com)

# CONGRATULATIONS ON 50 YEARS OABA!



## 2015 SAFETY & EDUCATION CALENDAR

### IISF Trade Show

February 3-7, 2015,  
Riverview, Fla.  
(813) 677-9377  
www.gibtown  
showmensclub.com

### IRT/iROC

#### Safety Training School

February 4-6, 2015  
Circus Circus Hotel  
and Adventuredome  
Las Vegas, Nev.  
(615) 714-2617  
cindee@ridetraining.com

### FEC Dallas 2015

February 8-10, 2015  
Hilton Dallas/  
Rockwall Lakefront  
Rockwall (Dallas), Texas  
Hands on tour to four FEC's:  
Amazing Jakes, SpeedZone,  
iT'Z and Celebration Station  
www.IAAPA.org/fecdallas

### ASTM International F24

#### Amusement Rides and Devices meeting

February 12-14, 2015,  
Ft. Lauderdale, Fla.  
(610) 832-9728  
www.astm.org

### NJAA 20th Anniversary

#### East Coast Gift & Variety Show 2015

#### with 7th Annual

#### NAARSO Training

NAARSO Training: Feb. 17-19  
SHOW: Feb. 18 & 19  
Golden Nugget Hotel  
& Casino  
Atlantic City, N.J.  
www.njamusements.com  
www.naarso.com

### Face 2 Face Entertainment Conference

February 24-26, 2015  
Pointe Hilton Tapatio Cliffs  
Phoenix, Ariz.  
Ben Jones, Live Oak Bank  
(248) 371-0700  
benrjones@comcast.net

### Recreation, Leisure and Amusement Park

#### Compliance & Litigation

February 26 & 27, 2015  
Astor Crowne Plaza  
New Orleans, La.  
(888) 224-2480  
AmericanConference.com/  
RecreationLitigation

### AAMA/AMOA

#### Amusement Expo 2015

March 24-26, 2015  
Las Vegas Convention Center  
Las Vegas, Nev.  
(708) 226-1300  
www.amusementexpo.org

### Gull Wing Industries

**Working with the Carnival  
Industry since 1989**

Contact us at:  
[www.gull-wing.com](http://www.gull-wing.com)



GFlex 400 Amp



Pack-Man 175 kw or 250 kw  
Quiet Power-Tractor or  
Trailer Mounted

**Gull Wing**

309 N.E. 1st Street P.O. Box 128 Alta, IA 51002  
Toll Free: 800-838-1482 Fax: 712-200-1936

## WAPELLO is the One!

*Built in the USA to Your Needs!*



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

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



## Zutter Design

Websites, Advertisements & More

P.O. Box 372

Washington Mills, NY 13479

(315) 725-2714

info@zutterdesign.com

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



P.O. Box 238  
Merino, CO. 80741

800-634-6097

970-522-7515

Fax: 970-522-2902

info@wisdomrides.com

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



## CARNIVAL MARKET PLACE

PROUDLY SERVING  
THE CARNIVAL AND SHADE  
BUSINESS  
SINCE 1884

**WATERLOO**  
TENT & TARP COMPANY, INC.

**WATERLOO TENT & TARP**

[www.WATERLOOTENT.COM](http://www.WATERLOOTENT.COM)  
1-800-537-1193

## HITCH-HIKER MFG. 330.542.3052



Providers of Mobile And Permanent Food Preparation And Sales Solutions

Whatever your  
Industry...



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

Manufacturers of Quality Tickets For over 70 years

**1-800-428-8640**

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

[www.muncienovelty.com](http://www.muncienovelty.com)  
info@muncienovelty.com

MUNCIE NOVELTY INC.  
COMPANY

We've got your  
Ticket.

**AUDIO INNOVATORS INC.**

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

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

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

**VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS  
[WWW.AUDIOINNOVATORS.COM](http://WWW.AUDIOINNOVATORS.COM)**

**OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM**

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



# Extra revenue can be generated in a variety of ways

Can make a huge difference to park's bottom line

**STORY:** Pam Sherborne  
psherborne@amusementtoday.com

## IAAPA 2014 — ORLANDO

ORLANDO, Fla. — Attendees at the **2014 IAAPA Expo**, held Nov. 18-21, at the Orange County Convention Center in Orlando, Fla., didn't have to look very hard for new ideas of generating additional income at their facilities. Whether it be from souvenir cups and buckets, and games, or attractions such as zip lines, rope courses and climbing walls, exhibitors were on hand to give attendees any information they needed.

The following is a sampling of some of those companies on hand last November.

### American Locker Security Systems, Coppell, Texas

**American Locker**, a provider of RFID, self-service kiosk, and mechanical locking solutions for lockers, ex-

hibited its line of electronic and mechanical lockers on the trade show floor.

American Locker's **Peter Collins** said locker rental is a great source for generating extra income for type or size venue.

"This show has been very good for us," Collins said. "We are producing some very good business for the company."

### Archery Tag, Waterloo, Ind.

**Archery Tag**, a division of **Global Archery Products**, was exhibiting its archery games last November, Archery Tag and S.A.F.E. Archery. Both games offer the opportunity for participants to try out archery skills.

The S.A.F.E. Archery game, using the Hoverball Archery Target, can be used

indoors or outdoors.

### Berk Concession Supply, Warren, Ohio

**Berk Concession Supply**, with its full line of souvenir cups, provides a great way for a facility to generate additional revenue.

The company exhibited its new line of cups last November including its new Big Tex Yarders, which debuted at the **2014 State Fair of Texas**, Dallas.

The company also displayed its new popcorn buckets, the new Bikini Yarders, and its new ice cream baseball caps as well as its array of other products such as Handle Yarders and Mr. Corn Cob Jr. Corn Cob Cups.

### Bob's Space Racers, Daytona Beach, Fla.

With a large display of new products as well as the tried and true, **Bob's Space Racers'** booth was very busy at the 2014 IAAPA Expo.

According to **Ron Malinowski**, part of Bob's Space Racers sales and management team, new products on the floor for the company included the Gear It Up, a new redemption game soon to be in production. The game is bright and colorfully lighted.

Another was a new group family entertainment center water game that doesn't require an attendant.

"This is getting a lot of attention," Malinowski said. "We are showing our five-chair game here, but it can go up to 14 stations."

The new Jumpin' Monkey's game, which is being geared toward amusement parks, also was on display. Malinowski said they have just started to test this game.

Alongside the new games were Bob Space Racers' popular tried and true such as its large truck mounted water race game, and its arcade version of Stinky Feet.

"We have had a very good show," Malinowski said, on the final day of the Expo.

### Coogar Products, Andover, N.Y. Coogar Products LLC



**Global Archery Products** exhibited its Hoverball Archery Target as sampled by this show attendee.

exhibited its Hands of Wax equipment last November. Company representative **Marty Brundage** described the product as being around for a while, but, "sometimes you just have to show people what you can do."

There was a constant line at the booth of trade show attendees waiting to have their hands formed in wax, then dipping them into colors.

Coogar also makes candles but was only exhibiting

► **See REVENUE, page 11**



**American Locker Security Systems** exhibited the company's line of electronic and mechanical lockers at the annual Expo.

ALL PHOTOS AT/PAM SHERBORNE



**Steve Dobson**, Dobco Enterprises, exhibited his new mid-way ring toss game called Ring-A-Duck at the 2014 IAAPA Expo. Also in his booth were his tried and true Wacky Wire and Rail Runner games.



This is a small sampling of the products **Berk Concession Supply** exhibited at the Expo.



## ►REVENUE

Continued from page 10

the wax hands.

**Dobco Enterprises Limited,  
Erin, Ont., Canada**

Steve Dobson, **Dobco Enterprises**, exhibited his new Ring-A-Duck midway game. Geared toward the youngest players in mind, he pointed to a little girl playing the game at the show.

"See, they can do almost anything with it," he said, as the little girl played with the rings and the little ducks. "And, it is made for them to get a prize every time. That makes everyone happy."

Dobson, who operates games on **North America Midway Entertainment** seasonally, said the game comes with everything needed to set up and play, including the music, amp, and speakers.

Dobson also exhibited his tried and true Wacky Wire and Rail Runner games.

**Extreme Engineering,  
Penryn, Calif.**

**Extreme Engineering** won IAAPA's Best Major Theme Park Ride award last November for its new portable Fly Wire Zipline. The company touts this zip line as being extremely adjustable and



**Colleen Manning, company representative for Glowworks, shows off one of the company's new hat items.**

states that it uses the safest stopping device on the market, the Decelinator.

The company also displayed its Climbing Wall, Extreme Air, and Rope Quest.

In addition, it debuted a model of its Rapid Gravity Ride attraction. Its High Action Adventure attraction also was featured.

The Rapid Gravity Ride attraction features a tower, the centerpiece to an array of Extreme Engineering's adven-

turous activities such as zip lining, rope climbing and wall climbing.

The High Action Adventure can be scaled and customized to fit any needs.

The attractions can be themed.

**Glowworks Imports Inc., Warren, Mich.**

**Glowworks** exhibited an array of light up toys during the Expo including its new products such as the light up fuzzy hats and new large square hat.

Company representative **Colleen Manning** said on the final day of the show that business had been great.

The company sells light up toys of all kinds including spinners, balls, wands, bead necklaces and glasses.

**Head Rush Technologies,  
Boulder, Colo.**

**Head Rush Technologies** focused on showing rather than telling last November, said **Tim Davis**, sales tech representative.

The company's indoor booth exhibited a Gecko climbing wall from the company's sister business, Eldorado Climbing Walls.

Also exhibited was a scale-model of the company's new Adventure Tower, as well as an array of its other products such as its zip line brakes, trolleys and mounts.

The company set up its new FlightLine unit in its outdoor exhibit area. Participants step over the edge from a platform that can be as high as 60 feet plus, and experience the free fall sensation before the gentle engagement of the brake catches the fall.

**Kay Park Recreation Corp.,  
Janesville, Ohio**

**Kay Park Recreation**, a manufacturer of commercial outdoor furniture, showed its rental-quality fiberglass pedal boat and canoe at last November's IAAPA trade show. The pedal boats have proven to be popular items along with the company's playground and park equipment and furnishings. So, this year they came out with a canoe.

"But our canoe is a little wider than a traditional canoe," said Kay Park's **Marliee Gray**. "A traditional canoe is narrow and can be a challenge for some to stay afloat. Ours is wider so turning it over is not easy. It has really been a hit."

► See REVENUE, page 12



**Above, Bob's Space Racers exhibited its new arcade game called Gear It Up. This photo shows two of the games set back to back. Below, a new water game received many looks from the show attendees. If needed, the game can be played without an attendant on hand. Bottom, this all new Jumpin' Monkeys game, on display, proved to be popular during the 2014 IAAPA trade show.**



**Extreme Engineering debuted its model of the Rapid Gravity Ride attractions in its booth at the Expo. The company showcased new products and attractions including this model which features an array of adventurous attractions.**



## ►REVENUE

Continued from page 11

The company also introduced a lighter weight version of their outdoor ping pong table. Gray said this version is a coated steel base over fiberglass, reinforced with a concrete top.

"It is much easier to handle," she said.

### LightUpToys.com, Sellersburg, Ind.

This merchandise seller maintained a busy booth during the show, according to **Virginia LeFebvre**, account manager.

Some of the new products for the company this year included the Spinner Super Nova hand-held toys that can be customized to fit any needs, and the Energy Ball, which not only lights up every time it is bounced but also changes colors with every bounce.

The company showed its new light-up Ratchet as well as its LED Dino Walker, a small dinosaur that walks, lights-up and makes sounds.

### Ride Development Company (RDC), Independence, Ore.

RDC exhibited not only several of its bumper cars at the Expo, but also included the bumper cars with its new line of competitively priced LED illuminated bumpers.

The lights are programmable and held in an aluminum channel that circles the bumpers of the cars. They can be installed around the top of the bumpers or underneath, said the company's **Tami Dean**.

Dean said the booth stayed very busy during the show.



Head Rush Technologies unveiled its scale-model of its new Adventure Tower, which can be customized to fit any and all needs. It can include zip lining, climbing, and a rappell station.



Kay Park Corp. displayed its new rental-quality canoe and a lighter version of their outdoor ping-pong table during the IAAPA Expo.

### Sippers by Design, Miami, Fla.

**Lisa Dominique**, owner of **Sippers by Design**, said her business had been excellent during last November's IAAPA Expo.

"We have done a lot of business and have a lot of new inquiries," Dominique said.

Although certainly categorized in the area of food and beverage, Sippers by Design's products also generate extra income with its souvenir cups and special drink ware.

Dominique displayed some of her products including new mason jar cups, and acrylic LED beer steins. She

also exhibited her full line of acrylic ware pitchers and glasses, and full line of colored glassware.

"I also have a new 24-ounce Wave Yarder," Dominique said. "And, I have new buckets for popcorn and happy meals."

### Skyline Attractions LLC, Orlando, Fla.

**Skyline Attractions**, a new company launched by industry veterans July 2014, displayed two of its new interactive ride-game attractions, Strike-U-Up and Spin-U-Win, at the 2014 IAAPA Expo. The Strike-U-Up was set up for attendees to try out. Participants are either strikers or riders. The strikers use skills of timing, accuracy and strength to strike the pad. As they do, the corresponding riders' seats work their way up a 20-foot tower. The rider to the top first wins and, of course, so does the striker.

The other attraction, Spin-U-Win, also is a ride-game experience. As participants spin their seats, lights within tubes begin to rise. The first to the top wins.

The new company was formed by **Jeff Pike**, partner and president; **Chris Gray**, partner and vice president; **Even Souliere**, partner and treasurer; and **Bill Wydra**,



Lisa Dominique, owner of Sippers by Design, exhibited her variety of drinkware and custom designs during the Expo.

partner.

Pike, Gray and Souliere were most recently with **Great Coasters International**.

Wydra has founded several companies including **Ashland Technologies**, a contract

manufacturer of machined and fabricated parts and headquartered in Hegins, Pa.

Skyline Attractions LLC has a subsidiary called Skyline Design LLC, which is the research and development arm.



This is Skyline Attractions LLC new interactive ride-game experience. Named Strike-U-Up, participants can either be the strikers or the riders. Riders are seated in the chairs and when their corresponding strikers strike the pad, they begin their way up a 20-foot column. The one to the top first wins. The unit exhibited at November's IAAPA Expo had two seats, but it can have more attached in one unit, as seen in a poster to the left of the ride.





# INTERNATIONAL

► Development plans set for Tokyo Disneyland, DisneySea / Europa-Park tops 5 million visitors — Page 14

## Leolandia plans more new attractions following record season

**STORY:** Andrew Mellor  
amellor@amusementtoday.com

MILAN, Italy — Leolandia, in northern Italy, enjoyed a record year in 2014, and with plans for more new attractions and developments in 2015 it is looking forward to another successful season.

The park's best season ever saw attendance rise by 25 percent, a 10 percent per cap growth and the highest guest satisfaction ratings in the park's history, the improvements coming as a result of a number of strategic decisions. One of these was an increased focus on "going green" in 2010, while a second was to utilize a broad use of technology in order to enhance the guest experience before a visit. The third was to develop themed areas specifically for children aged up to 10 years old, this initiative beginning in 2011 with a new Pirate Land, was followed in 2014 by Cowboy Town.

Also in 2014, Mr. Bull's Worksite was introduced, this being a meet and greet area with Peppa Pig as a special guest which will lead to the increased use of this particular IP in 2015. Having secured a multi-year partnership with eOne, the brand owners of Peppa Pig, the most popular pre-school character in Italy, this year Leolandia will become a key licensee and will develop a whole new Peppa Pig World which will be an essential element in the goal of reaching one million guests within the next few years.

The first part of this new themed area will be Peppa's House, a walkthrough attraction with dozens of interactive experiences which will be fur-



Massimiliano Freddi, managing director of Leolandia since 2010, will move to the position of vice-president strategic development this year. COURTESY LEOLANDIA

ther developed in the future with more attractions and entertainment.

For this reason, Massimiliano Freddi, managing director of the park since 2010, will move to the position of vice-president strategic development this year, while the operational management of the park will be carried out from the property by Giuseppe Ira, president of Thorus Leolandia, supported by the existing management team.

"Leolandia wants go on being the most innovative Italian park," says Massimiliano Freddi. "For this reason, in recent years we took some important decisions — the use of renewable energy and the reduction of packaging; the collaboration with the University of Gastronomic Sciences and Slow Food; the introduction of dynamic pricing; and the promotion of the project "A Ride for Everybody," to help improving the park experi-

ence for guests with physical or mental disabilities; and, last but not least, the Peppa Pig project that will bring Peppa's world to life."

Leolandia, in Milan, Italy enjoyed tremendous success in 2014 with its core selection of rides including this Zamperla supplied Water Fight ride called Mediterraneana. New this past season was Cowboy Town and the meet and greet area Mr. Bull's Worksite. Now for 2015, the park continues it's expansion plans with the development of the popular Peppa Pig pre-school character into a full section called Peppa Pig World.

COURTESY LEOLANDIA



Management at Italy's Leolandia park have targeted attendance figures of one million within the next few years. New attractions are planned beginning in 2015 to help the park reach it's attendance goals. COURTESY LEOLANDIA

## Major, Family and Spectacular Rides

Bertazzon: Park Model & One-Trailer Rides

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

Technical Park: Park Model & One-Trailer Rides

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



# Development plans revealed for Tokyo Disneyland, DisneySea

**STORY:** Andrew Mellor  
amellor@amusementtoday.com

CHIBA, Japan — Oriental Land Co. Ltd. recently revealed that plans for the further development of the Tokyo Disneyland and Tokyo DisneySea parks have been confirmed.

The plans, outlined in the Oriental Land Group's "2016 Medium-Term Business Plan" (for the period of March 2015 through March 2017), include a ¥500 billion (over U.S. \$4 billion) level of investment in the theme park business over the next 10 years.

The plan for Tokyo Disneyland Park centers on the redevelopment of Fantasyland, which will nearly double the size of the themed land. Work on implementing this large-scale area development has already begun and in addition to the renovation

of the existing Fantasyland, major new attractions, restaurants and shops are being considered for installation in the expansion site.

Under consideration for Tokyo DisneySea Park is the development of a new themed port in the expansion site located south of Lost River Delta. This eighth themed port will include major new attractions, restaurants and shops.

Oriental Land will also further invest in the two parks in multiple ways: renovation or creation of attractions and entertainment programs; development of hardware that will enhance the guest experience in the parks; further improvement of restaurants; easing of congestion; development of measures to protect guests from hot and cold weather; and other ways to create a more comfortable environment for all guests. Fur-



The planned expansion of the Fantasyland area at Tokyo Disneyland will almost double the size of the themed land. COURTESY DISNEY

thermore, investment will be made to strengthen the theme parks' backstage support functions and operational base.

In addition to the above investment in infrastructure, Oriental Land will continue to raise the level of hospital-

ity provided by its staff (cast members) which is vital to all Disney theme parks, by strengthening human resources development and raising employee satisfaction to an even higher level than currently exists.

The company stated that

this new investment will aim at maximizing the value of the theme parks. Moreover, the amount of the additional investment for the Fantasyland redevelopment is expected to be the largest ever for Tokyo Disneyland and Tokyo DisneySea.

## Dreamworld introduces Dough Bros. Pizzeria

GOLD COAST, Australia — Australia's most exclusive new restaurant has opened its doors to Dreamworld guests only: Dough Bros. Pizzeria.

Found only on Main Street in Dreamworld, Dough Bros. is a gourmet pizza restaurant offering made-to-order dishes within a stylishly designed alfresco and indoor dining venue. With a menu to tantalize the tastebuds and licensed drinks, Dough Bros. boasts daily specials and kids meal deals including gluten free options. Top it off with a gelato or Nutella pizza, bellissimo!

Dough Bros. is the latest in a rollout of new food and beverage restaurants that form Dreamworld's new food revolution to bring dining to the forefront of guest experiences. It joins the immensely popular Green Bean Coffee Co; the newly refurbished Billabong buffet restaurant and Dreamworld's existing outlets, Boost Juice and Kai Kai Café. Through Dreamworld's new food revolution, the park's regular food outlets are now also offering healthy alternatives to the fast food options.

# Europa-Park reaches record 5 million visitors

**STORY:** Andrew Mellor  
amellor@amusementtoday.com

RUST, Germany — Having celebrated the hosting of its 100 millionth guest in September last year, Germany's Europa-Park has now marked another milestone in its history by reaching 5 million visitors in a season for the first time, in December 2014.

As the park moves into its 40th anniversary year in 2015, it has recorded the strongest growth in its history as visitor numbers continue to rise, thanks to ongoing investments in new attractions and facilities, a quality product and excellent customer service. In 2014, the major new attraction Arthur — In the Minimoys Kingdom, in co-operation with star film director Luc Besson, helped to draw many visitors to the park, while the year also saw a double-digit rise in visitor numbers from France.

As the five-millionth visitor to Europa-Park, Ronny Richter from Neuffen enjoyed a free day out with his family at Germany's largest theme park. In addition, the family also received an overnight accommodation voucher and Euromaus plush toys.

And at the same time as it celebrated reaching its 100 millionth visitor in September, Europa-Park also became the first European park to be named "Best Amusement Park in the World" at the *Amusement Today* Golden Ticket Awards held in San Diego, making it a special year all round, as owner Roland Mack noted at the time.

"This week has had it all! Next year, Europa-Park celebrates its 40th birthday and what better way to kick it off. Quality and customer satisfaction have always been at the heart of what we do. We now have a double confirmation that our concept works. Not only have 100 million guests decided to visit us here at Europa-Park, we are now also Europe's first theme park to have been named "Best Amusement Park in the World" by an American specialist panel. This is a milestone for us and the European leisure industry as a whole."

The winter season at Europa-Park continued until January 11 this year and during its 40th birthday year the park will be thanking its loyal visitors with a host of events and attractions, more details of which will be released at a later date.



Above, the 5 millionth visitor to Europa-Park in 2014 was welcomed by Michael and Miriam Mack, along with Jürgen and Mauritia Mack, pictured with the Richter family. 2014 was a record-breaking year for Europa-Park in more ways than one and 2015 promises much, too, as the park celebrates its 40th anniversary. Here, riders enjoy a spin on the park's popular Euro-Mir coaster. COURTESY EUROPA PARK







# WATER PARKS & RESORTS

►Raging Waters San Dimas announces ProSlide hydromagnetic water coaster — Page 18

## Vana Nava Hua Hin Water Jungle now open in Thailand

**STORY:** Jeffrey L. Seifert  
jseifert@amusementtoday.com

NONG KAE, Thailand — Vana Nava Hua Hin Water Jungle opened its doors in Thailand on December 1, 2014. The beautifully detailed, tropical-jungle-themed water park provides 7.18 acres of leisure, entertainment and thrilling adventures in the heart of the Hua Hin district. The beach resort area of Hua Hin is one of Thailand's oldest attractions. Tourists have been traveling to the pristine white-sand beaches since 1921 when Prince Purachatra extended the country's rail service and built the Railway Hotel close to the beach. The Prince loved the area so much he also built his summer palace there. The historic Railway Hotel still operates as part of the Centara Grand Beach Resort & Villas. Hua Hin, once known for its natural attractions, has evolved into a premier beach-town resort. The new Water Jungle will further elevate the status of Hua Hin as a world-class leisure destination.

A lush landscape of more than 200,000 plants and trees engulfs Vana Nava Hua Hin Water Jungle. A lazy river steadily snakes its way through the spectacular scenery. The park incorporates iconic architectural and design elements with organic shaped roofing, a 31-meter (102-foot) high water fall and a variety of exotic plants and tropical trees. Vana Nava has created a stimulating experience for all ages with an environment that is inspired by nature, and in harmony with nature. The refreshing and unique design includes cool



The 7.18-acre, \$30.4 million Vana Nava Hua Hin Water Jungle water park in Nong Kae, Thailand, opened on Dec. 1, 2014. It features multiple slide towers, waterplay and ropes course all supplied by WhiteWater West.

COURTESY VANA NAVA HUA HIN WATER JUNGLE

and chic places to eat, drink, just hang out, or relax. The pools and jungle are accented with LED lighting throughout. A fiber optic ring provides 3G and 4G wireless connections throughout the park.

Punctuating the relaxing oasis is an array of wild adventures in the form of adrenaline pumping slides and family thrills — all supplied by WhiteWater West of British Columbia. The park features the award-winning Abyss, the first in Thailand, as well as the first AquaCourse outside North America. The park features 19 waterslides, including water park favorites like the Master Blaster, AquaLoop, family raft, tube and body slides as well as a WhiteWater Wave Pool, Wave River, and Rain Fortress play structure.

But, Vana Nava offers far more than the typical water park with day-to-night entertainment for all ages with a variety of activities and

zones. Some zones are quiet and restful; others are themed specifically for children with water play structures such as the Rain Fortress which includes seven slides and a tipping bucket. The wild zone has the types of activities and slides found at traditional water parks including the Slide Jungle with six of the fastest slides coming off of one tower. A ropes course features dry activities aside from the water park. The Surf Zone will feature the Surf Bar, a Double FlowRider, a game arcade and DJ, and will stay open late into the night.

Brian Walker Smith, vice president of Sales, of WhiteWater West Industries commented, "Vana Nava Hua Hin is destined to earn a reputation as the 'Best water park in the Asia Pacific Region.'"

"The water jungle will truly be a one-of-a-kind experience for guests since we are adding the best rides that WhiteWater has to offer," says



James Hansen, project Manager at WhiteWater, "There will be something thrilling for everyone."

The total investment capital of Vana Nava Hua Hin stands at 1bn baht (\$30.4 million). The park has invested heavily in park safety, advised by a leading aquatic safety and risk management consultant from the USA, Ellis and Associates, as well as hiring a well-seasoned General Manager, Mike Fijas, with over 27 years of experience in the business and also the former chairman of the World Waterpark Association Safety Committee. It will also be one of the most efficient water parks when it comes to water usage, with only 3 percent of its water lost from the system, thanks to the grey water management and micro irrigation system. Even the vehicles used within the complex were specially formulated by Honda of Thailand to run on environmentally-friendly

gasohol.

The water park is Phase I of a larger mixed-use development that also consists of a 300-room family hotel and premium residences. The developer, Proud Real Estate Co., Ltd., already has a few developments in Hua Hin city, including the prestigious InterContinental Hua Hin Resort and the upcoming BluPort Hua Hin Resort Mall. Proudpuh Liptapanlop, chief executive officer of Proud Real Estate Co., Ltd., commented, "We set out to create one of the best family leisure destinations in the region. Together with our partners, who all share the same vision, we want to redefine 'family entertainment' with some of the world's best and greatest slides and attractions, developed to the highest safety standards and using the most updated technology, while promoting the surrounding community and preserving the existing ecosystem."



Bermuda Quadrangle at Adventureland, USA

## CUSTOM COMPLEXES

Massive entertainment & capacity.

- Mix-and-match features & flumes
- Completely custom designed
- 65+ installations since 1992

Learn more about our innovative rides at [www.proslide.com](http://www.proslide.com)

**PROSLIDE**  
TECHNOLOGY INC.



The city of Manteca, Calif. could be in for a howling good time — if the City Council approves. Environmental and economic impact studies are scheduled for review as early as June for a \$139 million **Great Wolf Lodge** on a 30-acre parcel of land currently owned by the city. The council met in January to extend a non-binding memorandum of understanding. The council had previously established a negotiating agreement with a private and city development group to build the 500-room resort. Initial plans call for a 290,000 square-foot resort along with an 85,000 square-foot indoor water park and 20,000 square-foot conference center.

The city would need to invest nearly \$30 million in municipal improvements including street, water and sewer service. Rather than issue bonds, the city intends to issue certificates of participation (COPs). This type of financing releases the city of any responsibility of repayment if the room, sales and property tax revenues generated do not cover the repayment amount. The benefit to certificate holders is that unlike bonds, the interest income from the certificates is tax-free. The 30-year repayment of \$30 million in certificates would generate \$46 million of tax-free interest to be distributed to the certificate participants. The project is expected to generate \$6.5 million in annual taxes or \$195 million over the life of the loan.

**Surf Snowdonia**, in Dolgarrog, Wales, in the United Kingdom, is on track for a July opening. When completed it will be the world's first commercial inland surfing facility. In addition to the artificial surfing pool, the sports and recreation facility will include a waterslide, indoor and outdoor play areas, an activity pool and campground. The wave generating system will be supplied by Britain's **Wavegarden**, and will use a hydraulic ram to produce a surfing wave up to six



## NEWS SPLASH

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

feet high that will travel the length of the 300-meter (984-foot) lagoon. Dolgarrog is gaining a reputation as the U.K.'s adventure capital. The city is located in the scenic Conwy Valley near Snowdonia National Park and offers a number of outdoor activities all within an hour-and-a-half drive from the cities of Liverpool and Manchester.

In January the **Disney Wilderness Lodge** at **Walt Disney World** in Orlando, Fla. completed renovation of its Silver Creek Springs pool area. The area now includes a water play structure specifically for its guests under 48 inches. Following the wilderness theme, the structure appears to be made out of logs with carved bears and beavers spouting water. A tipping bucket, several water features, open waterslide and small enclosed slide round out the attraction. The area is surrounded by a fence with a gate so tykes cannot wander in or out without adult supervision.

Orangeburg County Council in South Carolina has purchased an additional acre of land for expansion of its existing **Orangeburg Aquatic Park**. The county plans to add lap pools and expand the current lazy river.

The county also approved a contract to have the local YMCA manage a second aquatic center under construction in Santee. That center is part of a larger \$5 million recreation complex that also includes basketball courts, baseball fields, a soccer field, bocce ball field and recreation pavilions. The new center is being built as part of a partnership between Orangeburg County and the Town of Santee. It is funded

through a one percent county wide sales tax.

Orange county has discovered — as have counties and cities all over North America — that having recreational amenities is key to an economic development plan aimed at attracting industries to the area. A project manager noted that industries have looked elsewhere in the past, owing in part to the lack of amenities within the county.

The Pocono Mountains area of Pennsylvania has long been a popular travel destination. First favored for its outdoor recreation and then as a romantic getaway for honeymooners, the area is quickly becoming famous for its indoor water parks.

The 2015 openings of **Camelback Lodge's Aquatopia Indoor Water Park** and a \$230 million **Kalahari Resort & Conference Center** could have the Pocono vacation area challenging the well-known Wisconsin Dells for the title of indoor water park capital of the world.

Although area news stations have been quick to sensationalize the financial difficulties with the new **Schlitterbahn Upper Padre** water park, **Jeff Henry** has assured the vendors that everyone will get paid. A delay with funding resulted in some vendors not getting paid for a few months, but Henry said that the funding issue has been solved, and the project is moving forward.

The Upper Padre property opened the river system and children's area for a preview at the end of last season. The park's country club, golf course, and Veranda Restaurant & Bar restaurant are currently open and generating revenue. The water park is expected to officially open in time for spring break in March. Season passes are already on sale and offer admission and resort discounts at all Schlitterbahn properties.



# We'll give your guests' taste buds a thrill.

Your hungry guests will flip over pulled-pork sandwiches featuring our world-famous Montgomery Inn Barbecue Sauce.



WWW.MONTGOMERYINN.COM





**NEW!**

**AquaSphere™**  
*Peninsula Aquatic Recreation Centre,  
Australia*

**SPLASH**

**SPRAY**

**SURF**



LEADING THE INDUSTRY  
WITH THE **MOST INNOVATIVE NEW PRODUCTS** SINCE 1980



## WATERPARKS MARKET PLACE



Gift Shop • Waterpark • Amusement • Resort  
Redemption • Carnival • Events/Games • Parks & Rec

GET A FREE SAMPLE at  
[www.bigsquirt.com/freesample](http://www.bigsquirt.com/freesample)  
or call 1-888-388-8872

Big Squirt! Inc.  
1741 Torrance Blvd., Ste. D  
Torrance, CA 90501

It's not about us as the service provider,  
it's about you, the Client.



A turn-key attraction  
management/Aquatic  
Risk Prevention company.

[www.i-amllc.com](http://www.i-amllc.com)



PATTY BEAZLEY  
(615) 714-2617

CINDEE HUDDY  
(615) 545-8109

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

- RIDE OPERATOR CERTIFICATION
- MANUAL WRITING
- SUPERVISOR & LEADERSHIP TRAINING PROGRAMS
- OPERATIONAL SAFETY AUDITS

**R&R** CREATIVE  
AMUSEMENT  
DESIGNS, INC.

DESIGNERS OF THEMED ADVENTURES



DESIGN & PLANNING - SHOW DESIGN - THEMATIC DEVELOPMENT  
(714) 776-5234 [www.randrdesign.com](http://www.randrdesign.com)

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

## Raging Waters San Dimas announces state's first hydromagnetic water coaster

ProSlide supplied  
ride to feature  
1,000 feet of thrills,  
3 uphill inclines

SAN DIMAS, Calif. — Raging Waters San Dimas is introducing the first hydromagnetic LIM water coaster to California this summer 2015 — Aqua Rocket. The new attraction will span close to two football fields in length, making it a great addition to the park's current 49 water attractions.

Aqua Rocket offers guests a radically different experience by merging the adrenaline rush of a roller coaster and the thrills and spills of a water ride. With the new generation of hydromagnetic technology, the four-person rocket style raft transits uphill for a series of



four peaks and three drops at a speedy 30 mph.

"Aqua Rocket is an awesome state-of-the-art water coaster that will stimulate your senses," said General Manager Mark Whitfield.

Similar to a roller coaster, linear induction motors (LIM) are used to generate a traveling magnetic field to push the metal-plated rafts rapidly and smoothly uphill. Amid the 1,000-foot-long water coaster are three continuous rocket incline zones.

The ride is being supplied by ProSlide Technology Inc. of Ottawa, Ontario,

Canada.

"We are excited for the newest addition and look forward to Aqua Rocket becoming one of the most popular attractions in California," Whitfield added. "Ranked by *Travel Channel* and *USA Today*, Raging Waters is one of the Top 10 Water Parks in the U.S...and it just got better!"

Raging Waters San Dimas is owned and operated by Palace Entertainment. Operating on 50 acres of water adventure, Raging Waters San Dimas has over 49 water attractions.

## KeyLime Cove employee wins hospitality award

GURNEE, Ill. — KeyLime Cove, the Chicagoland Indoor Waterpark Resort, recently announced Amber Feldkamp, aquatics training manager, has been named Manager of the Year at the December 19, 2014 statewide annual Stars of the Industry Awards luncheon held by Illinois Hotel & Lodging Association (IHLA).

Stars of the Industry honors top professionals in the hotel and lodging industry.

Feldkamp and Susan Zeitz, director of human resources for KeyLime Cove, were honored at the regional awards luncheon in October 2014 for their professionalism and the service they provide to their employees, guests and the resort. KeyLime Cove was also awarded the Community Service Award in 2013 for their commitment and positive involvement in Gurnee and Lake County, Illinois.

Dale McFarland, CEO and president of Veracity Hospitality, management company for KeyLime Cove said, "It's great to see these 'stars' recognized in such a high-profile way."

**Kay Park Recreation**

AMERICAN MANUFACTURER  
SINCE 1954

[www.kaypark.com](http://www.kaypark.com)  
1-800-553-2476

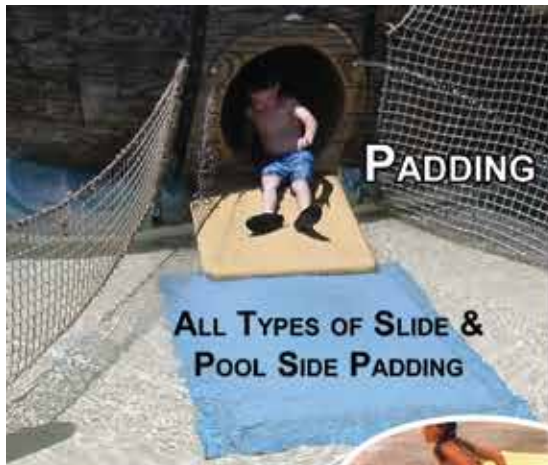


**AquaCourse™**  
*Alabama Splash*  
*Adventure Waterpark, AL*



LEADING THE INDUSTRY  
WITH THE **MOST INNOVATIVE NEW PRODUCTS** SINCE 1980





**PADDING**

**ALL TYPES OF SLIDE & POOL SIDE PADDING**



**PADDING FOR ANY LOCATION**



**WATER TRAMPOLINES**



**TUBES**



**FLOATATION COLLARS**

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



**INLINE RAFTS**



**UPHILL RAFTS**



**ROUND RAFTS**



**RAFTS**



**SIDEWINDER BUMPER**



**SIDEWINDER TUBES**



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

**HEAVY DUTY TUBES**



**Diamond Raft**



**BUMPER BOAT TUBES**



**INFLATABLE BARRIERS**



**HT Heavy Triple Tube**



**FOAM MATS**



**SNOW TUBES & RAFTS**



**LILY PAD WALK**

**COMPLETE LILY PAD WALK SETUP**  
• FOAM Lily Floats  
• Overhead Netting  
• Entry Pool Side Padding



**RAPID RIVER RAFT**



**PLAY NETTING**



**ROPE & NETTING**





# PARKS & CARNIVALS

► Amusement Today's new Digital Edition is now available, call (817) 460-7220 to subscribe!

## Busch Gardens Tampa turning out the lights on Gwazi coaster

TAMPA, Fla. — The state of Florida may be the theme park capital of the world but, ironically, it cannot boast an abundance of traditional wooden roller coasters. Sadly, it's losing another with the impending closure of Gwazi at Busch Gardens Tampa.

Sunday, February 1 is slated to be the final day for thrill seekers to ride Gwazi as Busch Gardens plans to permanently close the wooden coaster.

Structurally intriguing with a satisfying lengthy and complex layout, Gwazi was designed and built by Penn-

sylvania-based Great Coasters International. It debuted in 1999 as Florida's only dueling wooden roller coaster and would provide guests with memorable experiences for more than 15 years.

"No decisions have been made about what lies ahead for Gwazi or for the future plans of that area of Busch Gardens," said Park President Jim Dean. "But, we are always looking for ways to enhance guests' experiences, so stay tuned for more news."

With Gwazi's demise along with the potential loss

of the Hurricane in Dania, Florida will be left with only two operating wooden coasters: Coastersaurus at Lego-land Florida and FunSpot USA's White Lightning.

**Florida is losing yet another wooden roller coaster with the demise of Gwazi at Busch Gardens Tampa.**

**Built by Great Coasters International and opened in 1999, Gwazi was the South's only dueling wooden roller coaster. The loss of Gwazi leaves Florida with only two operating wooden coasters.**

AT FILE



## Carowinds announces SlingShot added to 2015 ride mix



*Funtime-supplied ride to catapult riders 300-feet into the air at 60 mph*



**Carowinds has announced that in addition to its new Fury 325 megacoaster, the park will install a SlingShot as the second major attraction for the 2015 season. Supplied by Funtime of Austria, SlingShot will catapult a two-person capsule nearly 300-feet into the air at speeds up to 60 mph.**

COURTESY FUNTIME

CHARLOTTE, N.C. — As Carowinds construction crews build the world's newest record-breaking megacoaster, Fury 325, the park announced a second new ride, the SlingShot, will also debut in the Spring of 2015.

Supplied by Funtime of Austria, the SlingShot utilizes a pair of cables to catapult the two-person capsule nearly 300 feet into the air, nearly as high as the Statue of Liberty, at speeds up to 60 mph. After a few moments of brief weightlessness, riders will plunge back toward the ground, often rotating head-over-heels and bouncing up and down until they come to rest at the launch point.

The ride will be an additional charge attraction; costs are being determined. The SlingShot will be located adjacent to the park's B&M standup coaster, Vortex. Demolition of an existing game stand in that area has begun in preparation for the new

ride's installation.

"Carowinds will be a destination for thrill-seekers," said Mike Fehnel, Carowinds' vice president and general manager. "We'll have two of the 10 tallest roller coasters in North America, a total of 14 roller coasters, which is something that only three parks worldwide can top, and now we'll have two new ways for riders to scream with joy at roughly 300 feet in the air."

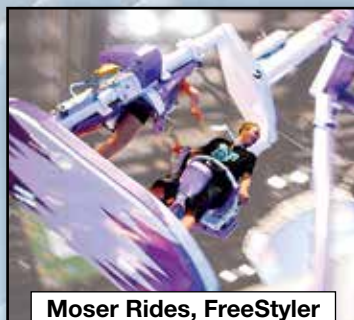
Like Fury 325, the SlingShot will be visible from up-town Charlotte, renewing the park's skyline along Interstate 77 and serving as a symbol of changes to come. The new rides are part of a planned \$50 million multi-year investment plan to bring new life to founder Pat Hall's original vision for Carowinds. The park is being revamped from top to bottom to celebrate Carolina culture, including new rides, attractions and food from different regions.

**IRG**  
Intermark Ride Group

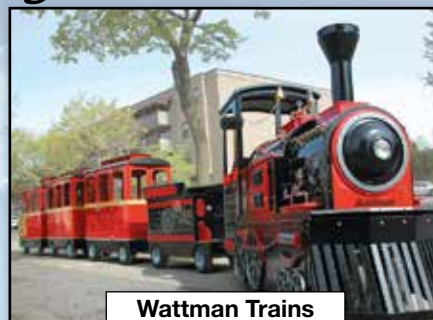
- abc rides switzerland
- Moser Rides
- Used Rides & Games
- Wattman Trains

www.intermarkridegroup.com  
TEL 615.370.9625 FAX 615.370.8852

*Creating Memories & Profitability*



Moser Rides, FreeStyler



Wattman Trains



abc rides, Flume



## Legoland Florida to add new area, Legoland Hotel to open on May 15

WINTER HAVEN, Fla. — Legoland Hotel at Legoland Florida Resort is officially opening May 15, 2015. The announcement came Jan. 15 from General Manager of Legoland Hotel, Kevin Carr, during a press event at the hotel site, located just steps away from the theme park entrance. Legoland Florida Resort General Manager Adrian Jones also announced Heartlake City, the newest land based on the popular Lego Friends line of toys, is opening this summer.



Legoland Hotel offers a unique experience unlike any other in Florida," said Carr. "Imagine how excited children will be to wake up in a giant toy box full of Lego bricks and to be the first to enter the theme park each day." Jones also announced



Legoland Florida will open Heartlake City this summer, a new land based on the Lego toy line. COURTESY LEGOLAND

a Master Model Builder Workshop being offered exclusively to Hotel guests. "Legoland Hotel is an extension of the theme park experience and the stars of our park are our Master Model Builders," said Jones. "We're moving the Model Shop into our hotel and guests will be able to learn and build with our Model Builders daily in the Master Model Builder Workshop."

"When it opens in summer of 2015, Heartlake City will be a colorful and vibrant new land offering adventures for all ages," said Jones. "The centerpieces will include a fantastic horse-themed disc coaster called Mia's Riding Adventure and a new interactive show, 'Friends to the Rescue' as well as new shops inside Heartlake Mall."

## Six Flags Great Adventure announces new loop name

JACKSON, N.J. — Six Flags Great Adventure, one of the latest major theme parks to add the 22M Giant Loop from Larson International, to its lineup, has elected to rework the ride's theme before it debuts this spring. Originally announced last fall as Looping Dragon, with an Asian-inspired moniker and location in the Golden Kingdom section, the new attraction was re-imagined by park management who opted for a more devilish theme — El Diablo.

"The Jersey devil has deep roots in our state's history, and inspired the new theme for our upcoming thrill ride," said Park President John Fitzgerald.

The giant, fiery red El Diablo will be located next to the park's wooden coaster, El Toro, in the Mexican-themed Plaza del Carnaval section. It features riders sitting in "face-off" seats rocking forward and backward pendulum style until the train gains enough momentum to



complete a full revolution seven stories in the air. The ride then kicks into high gear, completing full revolutions until it stops momentarily with riders suspended upside down, and then reverses direction.

"El Diablo is the perfect addition to Plaza del Carnaval, as it appeals to both thrill seekers and families alike. Rides like El Toro and Tango attract a wide audience to this area, which also provides ample opportunities for dining, shopping and relaxation from the excitement of the world's largest theme park," Fitzgerald added.

El Diablo is set to open this spring, and will have a 48-inch height requirement to ride.

# WILLIAM H. ROBINSON, INC.

**YOUR COMPLETE "IN-HOUSE" MARKETING SOLUTION!**

- TV PRODUCTION
- JINGLES
- PROMOTIONS
- GRAPHIC DESIGN
- GROUPS SERVICES
- WEB DESIGN
- SOCIAL MEDIA & MORE!



The **B!g idea** People!



*A Creative Services Company Serving the Amusement, Water Park & Support Industry for over 50 Years!*

MEET WITH US DURING IAAPA! 513.518.5312 • 513.737.9012 • [www.TheBigIdeaPeople.com](http://www.TheBigIdeaPeople.com)





THIS IS HOW WE ROLL  
**RMC**

Reriding coaster history

(208) 772-8181  
[www.rockymtnconstruction.com](http://www.rockymtnconstruction.com)

IBox Track Patent US 8,590,455 | Topper Track Patent Pending



## AMUSEMENT MARKET PLACE

### Naughton Insurance, Inc.

Specializing in Insurance Programs  
for Amusement Parks, Water Parks  
and Family Fun Centers

EST. 1947

www.naughtoninsurance.com

### Aerial Tramway Design & Manufacture



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

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

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

#### Parts and Service

(603) 746-4446  
Jerry Pendleton or Dan Pendleton



SERVING THE AMUSEMENT INDUSTRY  
WITH SPECIALTY STEEL FABRICATION

Phone 801.489.3652  
Fax 801.489.5852

P.O. Box 686  
Springville Utah, 84663



WWW.INTERMOUNTAINLIFT.COM



ENTERTAINMENT  
MANAGEMENT  
GROUP  
A RIDE ENTERTAINMENT GROUP COMPANY

#### PROVIDING:

- RIDE INSTALLATIONS
- REPLACEMENT CHAIN
- MAGNETIC BRAKE RETROFITS
- REPLACEMENT CABLE

1-410-643-9300, EXT. 303  
WWW.RIDEENTERTAINMENT.COM



## FAST TRACK

COMPILED: Scott Rutherford,  
srutherford@amusementtoday.com

Drones might someday fly into **Disneyland** thanks to three Disney Imagineers who recently filed patents outlining the use of unmanned aircraft systems capable of carrying large puppet-like characters and projection screens during nighttime shows. One of the patent applications would allow Disney to attach giant balloons to the drones or use them to control the limbs of large puppets, giving the characters the appearance of walking or flying. Another calls for using the drones to haul huge, flexible projection screens, according to filings with the U.S. Patent and Trademark Office.

Visitors to the Atlanta-based **Andretti Indoor Karting and Games** are now able to experience the thrill generated by a **Cruden** motorsport simulator twice over, with the complex purchasing a second Hexatech 3CTR. The simulators, renowned throughout the professional motorsport and attractions industries for their realism and accuracy, have been placed facing one another, allowing guests to literally challenge each other head-to-head. Adding to the overall racing experience at Andretti Karting, the simulators give guests the chance to test their skills in either a Formula One or sports cars on international race tracks.

The comedic sea lion duo, Clyde and Seamore, will star in **SeaWorld Orlando's** newest show, Clyde & Seamore's Sea Lion High, opening spring 2015. It's a humorous tale, filled with amazing animal behaviors and splashy audience fun. Clyde and Seamore find themselves in slippery pursuit of their high school diplomas. Clyde, Seamore and their friends lead the audience on a wild and heroic adventure as they finish their classes with typical sea lion flair.

VactionalHomeRentals.com, an affiliate of TripAdvisor, has named **Morgan's Wonderland** the "best family attraction" in Texas. Offering more than 25 attractions including rides, playgrounds and gardens for everyone's enjoyment, Morgan's Wonderland is the center of a family fun destination now known as Wonderland, Texas. The inspiration for Morgan's Wonderland came from philanthropists **Gordon and Maggie Hartman's** 21-year-old daughter Morgan. Her soaring spirit despite personal challenges sparked within the Hartmans a deep desire to create a haven not only for those with special needs but also for their families, caregivers, invited friends and the general public.

**Main Event Entertainment**, one of the fastest-growing FECs in America, introduced its unique Eat.Bowl.Play. experience to Atlanta this past November. The new center, located at 3101 Cobb Parkway SE, Suite 104, is Main Event's 18th location nationwide and the company's second location in the area after opening in Alpharetta last June. The modern 61,000-square-foot facility offers 26 cutting-edge lanes, and multi-level laser tag. The gravity ropes course features a swaying bridge, tightrope walking and sky treks, all suspended over the game rooms. Other attractions include billiards, more than 150 interactive video games, dining with chef-inspired craft food dishes, a full bar and private rooms for birthday parties and corporate events.

**Dollywood** will introduce Rock the Smokies

during the theme park's Christian music festival featuring Third Day and For King & Country. Additional artists will be announced at a later date. Dollywood is partnering with Premier Festivals to produce a powerful Christian rock experience in D.P.'s Celebrity Theater. The day-long celebration provides time for both thrill rides and a Christian festival for one price. Organizers anticipate Rock the Smokies will be an energizing event for festival-goers, student ministries and families to spiritually reconnect and recharge.

For the first time since 1991, **Elitch Gardens Theater** will be showcasing live performances. For the weekend of August 20-22, six original works that will be performed by Denver theater professionals in the New Works Festival. The Elitch Gardens Theater was built in 1890 and hosted numerous stars, like Grace Kelly, Douglas Fairbanks, Sr., Cybil Shepard and Vincent Price, before closing in 1991, just a couple of years before the **Elitch Gardens Amusement Park**, where the theater was located, closed and moved to the Central Platte Valley.

Las Vegas illusionist and magic builder **Curtis Hickman**, who has created illusions for **Criss Angel** and **David Copperfield**, has become chief creative officer of a 45-acre adventure park under construction at a cost of \$100 million in Evermore, Utah. With its first-phase July opening, guests will take a trip back in time to a European village where they choose their year-round adventure experiences from different options. Curtis is using cutting-edge optical effects to create haunting illusions, realistic ghosts, a moving museum of Victorian-era sculptures and spooky mirrors in a haunted hotel in which guests can stay.

**SeaWorld San Diego's** multimillion dollar expansion plan to build a larger killer whale environment recently got its first public hearing. The City of Park and Recreation Board's Mission Bay Park Committee heard about the Blue World Shamu Expansion during an advisory committee meeting. SeaWorld plans to spend hundreds of millions of dollars in 2015 to build an expanded killer whale environment and programs to protect the creatures in the wild.

Construction has commenced on **Hong Kong Disneyland's** third luxury hotel with the 750-room Disney Explorers Lodge scheduled to open its doors to tourists by early 2017. The seven-story themed hotel was inspired by the early 20th-century age of exploration and adventure. The Lantau Island resort will feature four themed gardens based on exotic cultures from around the world, including the African savannah, South American rainforest, Polynesian island paradise and Asia. Disney elements to be represented at the hotel include characters from *The Jungle Book*, *The Lion King*, *Finding Nemo* and *Up*.

The resort will house three restaurants, a shop and a large outdoor pool. Standard and bay window rooms will be available as well as one deluxe suite.

Park boss **Andrew Kam Min-ho** said the new hotel would help boost room supply by 75 percent to 1,750 rooms and create 600 to 700 full-time jobs.

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







# Amusement Attractions anticipates an increase in 2015 business

**STORY:** Pam Sherborne  
psherborne@amusementtoday.com

## CARNIVALS

RIVERVIEW, Fla. — William and Lisa Purdy, owners of Amusement Attractions, may not have a large show, but the 20-ride carnival seems to have far-reaching arms.

The family lives in Riverview, Fla. The show's winter quarters are in Livingston, La. During the season, they work dates in the states of Minnesota, Louisiana, Tennessee, Florida, Mississippi and Alabama.

William Purdy said they used to go to more states, but when fuel prices started increasing, they consolidated their route, dropping some.

"We had some good dates in Arkansas," Purdy said. "We dropped them and booked more in Tennessee. The newer dates may not have been quite as large as the older ones, but, by not traveling as far, our bottom line was better. We have our September Tennessee route set that we move only about 140 miles that whole month."

In early January, fuel prices had dropped, encouraging Purdy to say: "I feel like going out and filling up all my generators right now."

The Purdys decided on

the winter quarters in Louisiana for logistical reasons. The carnival has quite a few early spring Catholic school festivals in that state.

"We rented some space there for a while," Purdy said. "It is just easier for us to put our rides there and then in the spring, we can just take them out and not have to take them very far."

The early spring festivals normally don't require the show's entire fleet of 20 rides.

Purdy said the show's 2014 season was better than in years past. And, early indicators for 2015 looks like the coming season might be even better.

"We are out working right now," Purdy said. "I usually bring our Mulligan Wheel and Majestic bumper cars to Florida and rent them out. My wheel is in Miami right now. Business so far this year seems to be a step ahead of 2014."

For the 2014 season, Purdy purchased a Chance Yo-Yo from Royal West Amusements and a Sea Dragon, also by Chance, from T.J. Smith.

As far as new equipment for 2015, they haven't made any decisions. He may pur-



This is Amusement Attractions Zombie funhouse. Show owner William Purdy said the attraction, built by Owen Trailers, is owned by his son, Mason Purdy. AT/SUE NICHOLS

chase a new generator and perhaps a couple of kiddie rides.

The Purdys have a far reaching history in the outdoor amusement business association. His grandparents owned Harper Amusements, even though his own father had other plans and became a veterinarian. However, his mother, Jolene Woodward, does now work on his show.

William Purdy's wife, Lisa Purdy, was raised on her parents' (Richard and Margie Vinson) show, Vinson Amusements.

Both William and Lisa worked on GoldStar Amusements (Mike Featherston) for many years.

"But, as our families began to grow up, it just seemed like there were too many of us all," he said. "So, my wife and I decided to leave and get our own show. This show has been on the road since mid-2000."

The Purdy's two sons, Mason and Elliot, work on the show and own equipment. Mason Purdy's fiancé, Staci Hardin, along with their three-year-old son, Miles, also are on the show.



A look at Amusement Attractions' Mulligan Wheel. Show owner William Purdy said he rents out his wheel and his Majestic bumper cars during the winter to events mainly in Florida. By doing this, he said it keeps him working and keeps some of his staff working as well. AT/SUE NICHOLS

**Now In Stock!**  
New Improved  
Hi Volume Funnel Cake  
Fryer & Happy Jack  
Funnel Cake &  
Corn Dog Mix!

**Contact Us Today!**

**R.L. Mueller**  
Popcorn & Supply  
Home Of Happy Jack!  
SINCE 1959

6198 Bermuda  
Ferguson, MO 63135  
314-524-3232  
800-222-7033  
www.rlmueeller.com

Proudly Made In The USA!

Over 100 Designs Available!

Fast Turnaround Times!

**SIPPERS**  
BY DESIGN

Toll Free: (800) 395-9980

E-Mail: Lisa@SippersByDesign.com

www.SippersByDesign.com



# Cooke out, George in at upcoming IISA installation of 2015 officers

GIBSONTON, Fla. — Wilbur Cooke, W.C. Concessions and International Independent Showmen's Association 2014-2015 president, will pass the gavel (IISA) to incoming IISA president Richard "Richie" George, George's Fun Foods, at the association's annual meeting set for Monday, Feb. 9.

The annual meeting follows the conclusion of the association's 2015 Trade Show and Extravaganza, set for Feb. 1-7, at the club's grounds in Gibsonton.

This is the second time Cooke has held this honor. He was the IISA president for the years 2002-2003.

Other officers to be installed that evening include Jo Ann Arnold, independent operator, who will become first vice president; Wesley Burnett, independent



**2015 IISA President  
Richard "Richie" George**

food operator, second vice president, and Jessica Von Ruden, PBJ Happee Days Shows, third vice president.

Elena Wynn is the IISA secretary and Martha Garrett is treasurer.

As Cooke was wrapping up his second stint as the club's president, he spoke to AT in early

January about the association and its growth.

"We have over 4,000 members worldwide right now," Cooke said. "We had over 250 new members join in the past year."

Cooke said the IISA has a Gold Card Member program, which a member receives if he/she signs up 50 new members in a year. Gold Card Members become lifetime members.

"We will be giving out at least five of the Gold Cards this year," he said. "Our members go on the road and pick up new members."

Cooke has enjoyed his presidency and plans to enjoy the upcoming Trade Show and Extravaganza.

—Pam Sherborne

## Thomas Carnival rehabs Thunderbolt



**Thomas Carnival's Chance Thunderbolt after rehab.**  
AT/SUE NICHOLS

AUSTIN, Texas — Last year was a good season for owners of Thomas Carnival, John and Carolyn Hanschen, and Tom and Margaret Atkins. John Hanschen said they were able to overhaul their Chance Thunderbolt during the early spring of 2014.

"Tom (Atkins) took that project on," Hanschen said. "A lot of work was done to it including installing LED lights."

One of Hanschen's son, Andrew, installed a manual push-button device, that, once it is pushed, the sound of thunder can be heard. Then, the lights flicker on and off, creating a lightning effect.

# DIGITAL FRYERS Will Heat Up Your Profits!

Gold Medal Products Co. has been the trusted, one-stop shop for fun foods since 1931. We'll help you discover how to get more out of your concession business.

Funnel cakes are made simpler and faster than ever before, allowing you to serve more guests. Easy to set and see the temperature, you can do more with less hassle. See the difference digital can make for you.



#8082E FC-6 Deluxe  
Funnel Cake Fryer

Contact us today  
for a **FREE** catalog  
or visit us at  
[gmpopcorn.com](http://gmpopcorn.com)



**GOLD MEDAL PRODUCTS CO.**

10700 Medallion Drive | Cincinnati, Ohio 45241 | 800-543-0862 | [gmpopcorn.com](http://gmpopcorn.com)





## CARNIVAL LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

The **Outdoor Amusement Business Association (OABA)** will be hosting their 50th Anniversary Annual Meeting and Chairman's Reception beginning at 6 p.m., Friday, Feb. 6.

The event will be held at the Sheraton Tampa East Hotel in Tampa, Fla.

The **International Association of Fairs and Expositions (IAFE)** 2015 Summit is set for Feb. 27-March 1 in the Sheraton Tampa East Hotel, Tampa, Fla.

The Institute courses to be offered will be Carnival Midway, Commercial Exhibits, Entertainment II, Safety & Security, and Financial Management II.

The event will include a visit to the **Florida Strawberry Festival**, Plant City, Feb. 26-March 8.

The second edition of the Graduate Case Study program will be held concurrently.

While some fair staff and managers are still in the midst of planning and looking forward to 2015 fairs, there are plenty of early 2015 events.

One fair that has already completed its 2015 run is the **Manatee County Fair**, Palmetto, Fla., which ran Jan. 15-25. The fair included musical entertainment, tractor pulls, dog shows, pig races, a petting zoo, livestock shows, a barbecue cook-off, competitions and, of course, midway rides provided by **Belle City Amusements**.

The **South Florida Fair**, West Palm Beach, began Jan. 16 and is ending on the first day of this month. The fair presents parades, exhibits, competitions, agriculture and livestock shows, grounds entertainment, musical entertainment and midway rides provided by **Wade Shows**.

Wade Shows plays other early 2015 fairs including the **Florida State Fair**, Tampa, Feb. 5-16, and the **San Antonio (Texas) Stock Show and Rodeo**, Feb. 12-March 1.

The **Fort Worth (Texas) Stock Show and Rodeo** started Jan. 16 and will run through Feb. 7. This event is offering an array of entertainment and activities as well as the professional rodeo. **Talley Amusements** provides the event's midway.

Ten years ago, officials at the **Western Fair District**, London, Ontario, wanted to produce an early annual event to help boost business during a normally slow time. These officials put together the **London Wine and Food Show**, which celebrated its 10th anniversary when it ran Jan. 15-17.

The show drew 100 vendors this year, with an anticipated attendance of about 12,000. That shows substantial growth compared to the 25-30 vendors and a 2,000 attendance figure in its first year.

Prior to the 2015 show, organizers at the Western Fair District, an 85-acre site in downtown London, were excited to move into the newly renovated Western Fair Agriplex, which was built specifically for agricultural entrants, but has been significantly remodeled to allow it to accommodate 5,000 guests.

The London Wine and Food Show embraces a concept described as "farm to fork, and glass." Highlighting this concept was the introduction of a number of new agricultural education demonstrations and seminars discussing topics such as Ontario grape growing, ice wine harvesting and food pairings, cheese and whiskey production, mushroom blending, healthy eating and more.

The **Alaska State Fair**, Palmer, brought home six awards, including three first place honors, from the **124th annual International Association of Fairs and Expositions (IAFE) Convention**, in Las Vegas, Nev., in December 2014.

The awards included two Agricultural Awards of Excellence, one of which was a first place for "Video of a Special or Unique Event for Exhibitors or the Fairgoing Public." The fair also was honored with three awards of Distinction for Communications, including first place for "Printed Promotional Material," and a first place award of Distinction for Competitive Exhibits in "Competitive Exhibit Display Photo Series."

The Alaska State Fair falls into the category of fairs with attendance of 250,001 – 500,000.

The 2015 fair will be held Aug. 27-Sept. 7.

The **Missouri State Fair**, Sedalia, was recognized as a premier agricultural showcase by the **IAFE** last December. The fair received more than 30 awards for its programs in agriculture education, competitive exhibits and communications.

Missouri's fair vies for awards with U.S. and international fairs and festivals with similar attendance, between 250,001 and 500,000.

The 2015 Missouri State Fair will be held Aug. 13-23.

The **Polk County Fair** board, Rickreall, Ore., voted to shorten the annual county fair by one day, removing Sunday from the schedule and going to a three-day event starting with the 2015 fair.

The board voted unanimously at its last meeting of 2014 to make the move, citing a pattern of low attendance and lackluster revenue on Sundays.

Comparing the number of tickets sold for Saturday, which is usually the fair's highest attendance day, to Sunday, the drop off is substantial. During the 2014 fair, Saturday attendance was nearly 3,600, while Sunday's was 1,800. In 2013, it was almost 3,700 on Saturday compared to 2,000 on Sunday. The revenue picture painted the same contrast.

Fair dates on the event's web site are Aug. 6-9. Without Sunday, dates will be changed to Aug. 6-8.

The **San Benito County Fair**, Tres Pinos, Calif., is expanding from three days to four days starting this year, according to an announcement from the 33rd Agricultural District.

It will run from Thursday, Oct. 1, through Sunday, Oct. 4.

The fair also announced the theme for the 2015 fair of "Cowboy Boots & Local Roots."

Planning is well under way for all aspects of the 2015 event.

The **West Virginia State Fair**, Fairlea, is returning to a 10-day festival this year, allowing officials to focus on building its agriculture education component for kids. Fair organizers decided to bring back the additional day because most West Virginia school districts are starting school before or during the August 14-23 fair this year.

The fair last ran 10 days in 2006 when school started earlier. This year's fair will have more free entertainment as organizers are adding an additional stage location.

Last year was the first year with the farm-to-food pavilion, which focuses on working with kids from kindergarten to sixth grade on agriculture.

And, speaking of the **West Virginia State Fair**, **Marlene Pierson-Jolliffe**, who has been at the West Virginia event for a quarter of century, has decided to leave that fair and join the State Fair of Virginia.

Pierson-Jolliffe is the new vice president of operations for **Commonwealth Fairs & Events Inc.**, which operates programs held at **The Meadow Event Park**, a 331-acre, year-round facility in Caroline County, Va.

The Meadow Event Park draws from large and diverse markets. The park is located about 30 miles north of Richmond, Virginia's state capital, and 32 miles from Fredericksburg, a suburb of Washington D.C. The fair draws from both regions.

Pierson-Jolliffe leaves the West Virginia State Fair after being in the top job for the last 10 years. Prior to that, she was the fair's assistant manager and sales and marketing manager. She first joined the fair during her senior year of high school and then worked full summer seasons through college until she was hired full time.

Her last day at West Virginia was to be January 13.

The **South Dakota State Fair**, Huron, will have its new manager on board on Feb. 9. **Peggy Woolridge Besch**, who left her post as CEO and president of the Huron Chamber and Visitors Bureau, will take over the position of fair manager held for the past seven years by **Jerome Hertel**.

One project that she said shows big promise for the fairgrounds is the new exhibit hall known as the Nordby Exhibit Hall for 4-H, Youth and Community. It will feature 30,000 square feet of exhibit space, multiple classrooms, a large kitchen for 4-H Special Foods competitions and a performance stage for year-round 4-H activities.

Woolridge Besch also feels the new exhibit hall will draw national events to the fairgrounds.

There are 90 buildings on the fairgrounds now, Woolridge Besch pointed out, but none of them offers the space and amenities that the new 4-H building will have.

Former **Du Quoin (Ill.) State Fair** Manager **Shannon Woodworth** was dismissed last month by **Illinois Governor Bruce Rauner**, the state's new governor.

Woodworth told a local news agency, *The Daily Republican*, that his dismissal came in the form of an email sent to him by Rauner's legal counsel, **Jason Barclay**, a recent Rauner appointee. The dismissal also came one day after the new governor was sworn in on Monday, Jan. 12.

The email surprised Woodworth. He told the news agency that it also was very impersonal.

"There was no phone call, no letter, no nothing," Woodworth was quoted as saying. "We got a lot done and I had a list of things to do this coming year."

Woodworth had been with the Du Quoin State Fair for 15 years in varying capacities, the last, of course being at the helm.

No other staff changes were announced.

In the news report, he said he has no immediate plans. His last day was Jan. 31.

He added that the email asked him to be part of a smooth transition between administrations."

The Woodworth dismissal came only days after the appointment of newly named **Illinois Department of Agriculture** director **Phillip Nelson**, president of the **Illinois Farm Bureau**.

**LED LIGHTING**  
www.amusementline.com  
800-336-8977

HIGH POWER LED BULBS  
COLOR CHANGING LEDs  
STRIP & TUBE LIGHTING  
MONITORS & FLOODLIGHTS

**UNIFORMS | FLAGS | LED LIGHTING**

Visit us in Gibtown, FL at the IISF Show!  
Booth #610-614 - Feb. 3rd-7th, 2014

**CHESTNUT**  
**AMUSEMENT LINE**  
by Chestnut Identity Apparel, Inc.  
www.amusementline.com  
800-336-8977

**Breaking News,  
Videos, Special  
Features and  
More at:**

**Amusement  
TODAY.com**





Vertigo



Rock Star



Frenzy



Super Shot

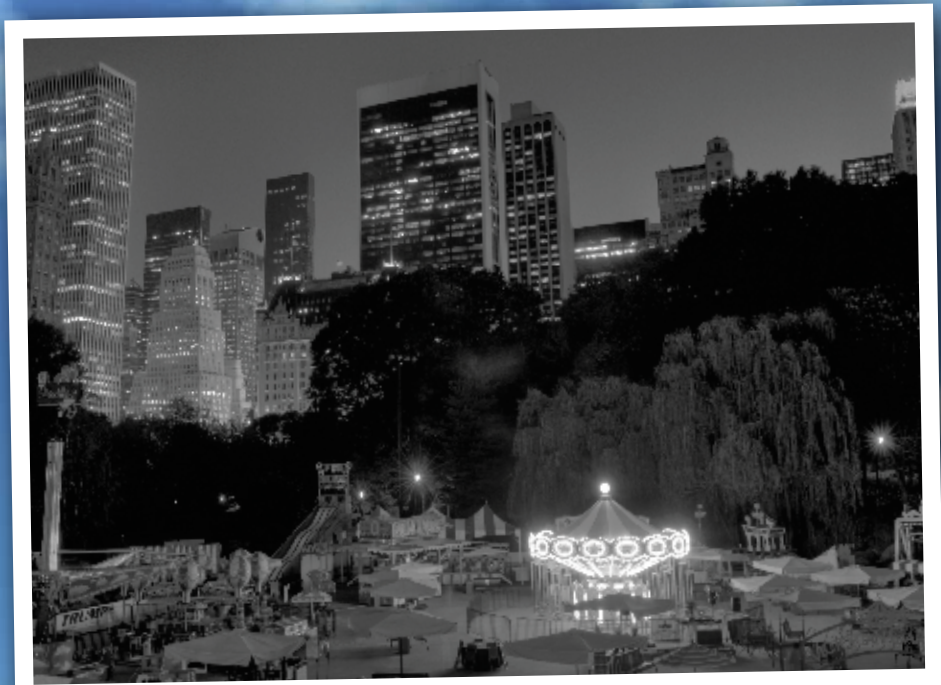
1506 Fernwood Road • Wintersville, OH 43953 • Phone: 740-264-6599 • Fax: 740-266-2953  
[WWW.AMRIDES.COM](http://WWW.AMRIDES.COM)







Join Us for the 2015 Golden Ticket Awards in  
**NEW YORK CITY**  
September 11 & 12, 2015







# BUSINESS & CLASSIFIEDS

►MarketWatch — Page 33 / Living Desert CEO Q&A — Page 34 & 35 / CLASSIFIED — Page 55

## Germany's Maurer Söhne updates image with new name, logo and website

MUNICH, Germany — Effective immediately, Germany's Maurer Söhne GmbH & Co. KG will be known as Maurer AG. The recent change into a stock corporation denotes a milestone in the company's strategy. According to Maurer officials, this action is a logical step in the direction of further internationalization.

In addition, Maurer AG will be represented by a new logo and a new internet presence thanks to its new website ([www.maurer.eu](http://www.maurer.eu)).

Dr. Holger Krasmann, chairman of the executive board and Dr. Christian Braun, the former managing directors, have been appointed to the



# MAURER

board of Maurer AG. The company will remain in the ownership of the Beutler and Grill families, with Jörg Beutler as chairman of the supervisory board.

According to Judith Klein, the company's director of marketing, the new name, logo and internet presence gives a clear visual message of

Maurer's technological orientation. "However it is not only a visual concept," said Klein. "Rather, we want to present a company cast from one piece, no longer separated into subdivisions but one homogenous company."

The Maurer Group is a leading specialist in mechanical engineering and steel construction with over 1,000 employees worldwide. The company is a market leader in the areas of structural protection systems, (bridge bearings, expansion joints, seismic devices). It also develops and produces professional roller coasters and Ferris wheels as well as special structures in steelwork.

## Gold Medal Products holds one sweet Distributors' Conference

*More than 350 attendees from 25 countries attend Cincinnati meeting*

CINCINNATI, Ohio — When Gold Medal Products Co. holds its annual Distributors' Conference, it's not your typical business meeting. From December 2-4, the fun foods manufacturer packed the halls of the Sharonville Convention Center with popcorn, cotton candy, funnel cakes, Sno-Kones and more. The atmosphere rivaled that of a carnival that has come to town.

Gold Medal is known as a leading manufacturer and supplier for concession equipment and supplies. Its success is largely attributed to a loyal worldwide distributor network.

"The relationship with our dealers is the core of our business. We've hosted our annual distributors' conference for 56 years. This is our way of not only saying thank you, but also equipping attendees to grow

their businesses in the year ahead," said Gold Medal President and CEO, Dan Kroeger. "It's the only event like it in the industry. And it's one heck of a party," he quips.

Every year, this exclusive three-day event is held in Cincinnati. The 2014 conference, entitled "Swinging for Success," saw more than 350 in attendance, representing more than 25 countries. The setting is a full sensory experience: lighted machines line the main hall; ears are met by the sounds of popcorn popping and savory aromas fill the air. Of course, there's plenty of taste testing various treats throughout the day.

The main attraction is to introduce what's new for the upcoming year.

Among the many new items and improvements for 2015, Gold Medal is launching SunPop Select, popcorn that's specifically designed for the more health-conscious consumer. It is whole grain, gluten-free and non-GMO. In addition,



More than 350 attendees gathered in Cincinnati, Dec. 2-4, for Gold Medal's 56th annual Distributor's Conference where concession equipment, like this popcorn machine, were available for inspection. COURTESY GOLD MEDAL



tion, the company will also release SunnyPop. It was specially developed to give schools a popcorn that complies with the USDA Smart Snacks in Schools nutritional standards.

Attendees have their choice of business-building

roundtables addressing a variety of topics from sales, marketing, engineering and business management. In addition, product demonstrations give the hands-on opportunity to experience the equipment in action. Gold Medal also treated its

guests to enjoy night life by hosting a dinner at Cincinnati's world-famous Montgomery Inn Boathouse and an evening of fun and games at Dave & Buster's. The event concluded with the company's annual awards banquet, with over 200 awards recognizing noteworthy sales accomplishments.

"Gold Medal is committed to making this an impressive experience that keeps our guests returning year after year," stated Kroeger. "We deliver the education, entertainment and engagement that will leave you motivated to drive sales."

Gold Medal Products Co. is a privately-held, family-run company that puts the fun into fun foods like popcorn, cotton candy, Sno-Kones, and more. The company began in 1931 and now employs more than 375 people across 12 locations, including its manufacturing headquarters in Cincinnati, Ohio, with distribution worldwide.

EUROPEAN SPARE AND REPLACEMENT PARTS IMPORTER

SINCE 1982

# WAPI

NORTH AMERICAN PARTS INC.  
61C AERO DRIVE,  
BUFFALO, NEW YORK  
USA 14225

PHONE: (716) 839-4791

FAX: (716) 839-4506

EMAIL: [parts@nap-inc.com](mailto:parts@nap-inc.com)  
[www.nap-inc.com](http://www.nap-inc.com)

SERVING THE AMUSEMENT INDUSTRY

WE'VE KEPT YOUR RIDES IN MOTION SINCE 1982





# SeaWorld Orlando adds Express Dine to Seaport Pizza

ORLANDO, Fla. — SeaWorld Orlando recently introduced Express Dine at its Seaport Pizza eatery to help cut wait times, especially during the busiest time of the year. An industry-pioneering feature, Express Dine is solely accessible from the SeaWorld Discovery Guide park app, furthering the app's interactivity and maximizing its technology to allow guests to order lunch or

dinner in advance.

By accessing the SeaWorld app from their smartphone, guests have the option to select from any of Seaport Pizza's family-style pizzas, salads and soft drinks from anywhere in the park. Following the order, guests choose their preferred pick-up time and can then stop by to enjoy their meal at their convenience.

Express Dine is designed



to maximize convenience for families by allowing them to plan their meals ahead of time in a fun, interactive and user-friendly way. With this new feature, families can expect

shorter wait times so they can make the most of their day in the park.

Seaport Pizza serves pizza baked to perfection for rich taste and texture featuring only the freshest ingredients, including sun-ripened tomatoes, fresh herbs, pepperoni and sausage.

The SeaWorld Discovery Guide mobile app was tailored to save guests time

and increases their enjoyment through GPS-enabled interactive maps, real-time updates of show schedules and events, up-to-the-minute attraction wait times (with information on required heights), insider park tips, fun photo frames, and park notifications.

The SeaWorld Discovery Guide app can be downloaded for free from the Apple or Google Play app stores.



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



Allied Specialty  
Insurance keeps you  
safely on **track**.

At **Allied Specialty Insurance** we understand your business and its risks better than any of our competitors. Our clients have been guided down the right **track** for 30 years. Our coverage is innovative and affordable.

Our **24/7 claims service** lets you know that you can count on us.

**"30 Years and 3 Generations"**

800.235.8774 | Fax 888.345.1588



SPECIALTY INSURANCE

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

## Game On FEC opening this spring in San Antonio

SAN ANTONIO, Texas — San Antonio will soon be the home to Game On, a new Family Entertainment Center featuring a unique, custom-designed Ballocity from WhiteWater Attractions. A distinctive feature of this particular Ballocity is that it extends over the Spin Zone, a bumper cars attraction adjacent to the play structure.

The Ballocity was developed specifically for Game On San Antonio as a combined effort between Amusement Entertainment Management (AEM), the team at Game On led by owner Chris Hoegemeyer, and WhiteWater Attractions designers.

Seth Foster, WhiteWater Attractions' vice president of Business Development said: "Working with Jerry Merola and AEM is always a pleasure as they always bring great people together on exciting and innovative projects."

The facility provides visitors with access to a movie theater, laser tag, bumper cars, a Ballocity structure, mini-bowling, an arcade and Clip 'N Climb. Located in southeast San Antonio, a rapidly growing area within the city, Game On offers a wide range of activities for all ages. On top of these exciting attractions, Game On is a great venue to host birthday parties, corporate events or a fun family night out.

"Our goal is for Game On to establish a reputation as a premiere family fun destination, and we could not be more excited about introducing these new attractions to San Antonio" commented Game On owner, Chris Hoegemeyer.

Game On is expected to open late spring 2015.



# MARKETWATCH



COMPANY	SYMBOL	MARKET	PRICE 1/14/15	HIGH 52-Week	LOW 52-Week
Apollo Global Management (Great Wolf Resorts)	APO	NYSE	24.10	36.09	20.02
The Blackstone Group	BX	NYSE	33.95	36.08	26.56
Merlin Entertainments Group/ Legoland	MERL	LSE	396.90	399.40	3.277
Cedar Fair, L.P.	FUN	NYSE	50.92	55.76	42.75
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	55.92	59.30	47.74
	CMCSK	NASDAQ	55.47	57.94	47.21
The Walt Disney Company	DIS	NYSE	94.23	96.43	69.85
Fuji Kyoko Co., Ltd.	9010	TYO	1128.00	1270.00	807.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.30	2.27	1.02
Leofoo Development Co.	TW:2705	TSEC	11.50	13.70	10.30
MGM Resorts International	MGM	NYSE	20.23	28.75	17.25
SeaWorld Entertainment, Inc.	SEAS	NYSE	16.78	35.30	15.11
Shenzhen Overseas Chinese Town Co., Ltd. (OCT)	000069	SZSE	7.63	8.97	4.30
Six Flags Entertainment Co.	SIX	NYSE	43.52	44.46	31.77
Tivoli A/S	DK:TIV	CSE	3087.00	3216.00	2900.00
Village Roadshow	VRL	ASX	5.55	8.44	5.55

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

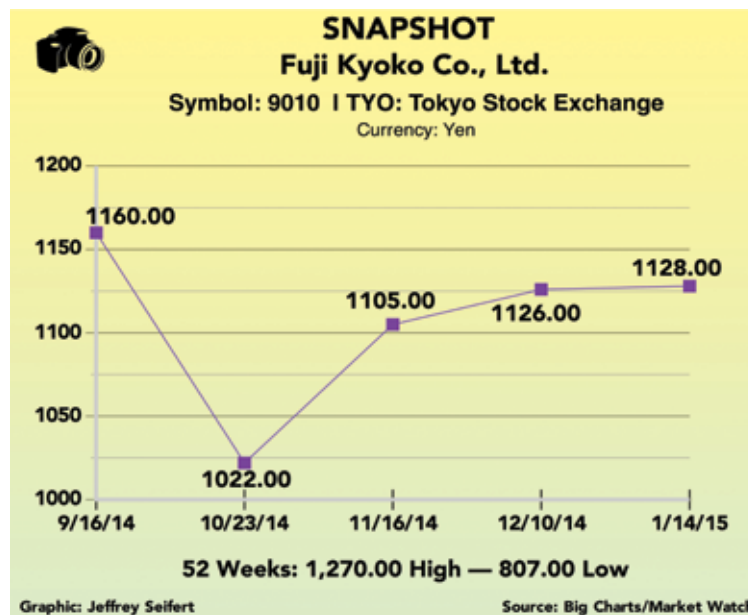
## DIESEL PRICES

Region (U.S.)	As of 01/12/15	Change from 1 year ago
East Coast	\$3.134	-\$0.806
Midwest	\$3.010	-\$0.844
Gulf Coast	\$2.964	-\$0.816
Mountain	\$3.027	-\$0.857
West Coast	\$2.978	-\$0.913
California	\$3.250	-\$0.835

## CURRENCY

On 01/14/15 \$1 USD =

0.8466	EURO
0.6596	GBP (British Pound)
118.26	JPY (Japanese Yen)
1.0168	CHF (Swiss Franc)
1.2254	AUD (Australian Dollar)
1.1961	CAD (Canadian Dollar)



## BUSINESS WATCH

### Amusement Advantage announces partnership

ARVADA, Colo. — **Amusement Advantage, Inc.**, a provider of guest experience measurement services to the attractions industry, announced on Jan. 6, 2015, that it has entered into an exclusive partnership with **Operation: Pineapple**, based in Orlando, Fla.

Amusement Advantage will engage Operation: Pineapple to complement their existing guest experience solutions with comprehensive social media guest feedback analysis. This comparative analysis matches the attraction with a set of five competitors, analyzes their social media data for quantitative trends, and provides meaningful summary and recommendations that can be used for a range of actions, from training to master planning, with the end result of enhancing the overall guest experience.

Operation: Pineapple was formed in March of 2012 by **Joshua Lieberman**, with a focus on maximizing operational power. Based in Orlando, Fla., Operation: Pineapple works exclusively with the attractions industry, and specializes in collaborating best practices through the channels of service, efficiency, and sales.

### SeaWorld announces Quarterly Dividend

ORLANDO, Fla. — The board of directors of **SeaWorld Entertainment, Inc.** (NYSE: SEAS) declared on Jan. 5, 2015 a cash dividend of \$0.21 per share of common stock. The dividend is payable on January 22, 2015, to shareholders of record at the close of business on January 13, 2015.

### IAAPA Expo participants raise \$120,000 for GKTW

ORLANDO, Fla. — The **International Association of Amusement Parks and Attractions** (IAAPA) and attractions industry professionals raised more than \$120,000 for **Give Kids The World** (GKTW) Village in Kissimmee, Florida, during IAAPA Attractions Expo 2014. IAAPA Attractions Expo 2014 took place in the Orange County Convention Center in Orlando, Florida, Nov. 17-21. GKTW is a nonprofit resort that provides cost-free vacations for children from around the world with life-threatening illnesses and their families.

The money was raised through private donations and the following fundraising events: 12th Annual IAAPA International Charity Golf Tournament, 5th Annual Motorcycle Ride, 5K Fun Run and 1K Walk, and Chance-to-Win Raffle.

"We greatly appreciate our longstanding partnership with IAAPA and its members, and we are so thankful for the continued support," said **Pamela Landwirth**, president of GKTW. "The outpouring of support from IAAPA and the attractions industry as a whole allows us to continue to create smiles and inspire hope for our Wish families."

### At a Glance...

•ORLANDO, Fla. — Congratulations to **SeaWorld San Diego's Cassie Bowerman** on her winning a 2014 Brass Ring Award (Best Female Vocalist) at the IAAPA Attractions Expo. 2014 **Golden Ticket Awards** attendees will remember Cassie for her opening number "Beneath The Blue" SeaWorld's 50th Celebration Anthem.

•GILBERTSVILLE, Pa. — **Gateway Ticketing Systems, Inc.** has been named one of the **Best Places to Work in PA** for the third year in a row and is one of only four companies in Berks County to be included on the list. The Company ranked no. 68 on the list and was recognized at the Best Places to Work in PA awards banquet on Thursday, December 4, 2014, at the Lancaster County Convention Center.

To be considered for participation, companies must be a for-profit or not-for-profit business with a facility in Pennsylvania, have at least 25 employees and be in business a minimum of one year. The award was designed to identify, recognize and honor the best places of employment in Pennsylvania that are benefiting the State's economy and its workforce.

•BATON ROUGE, La. — **The Haunted Attraction National Trade-show and Conference**, sponsored by **DarkLight**, reminds the industry that **HAuNTcon 2015** will be held in Baton Rouge, La. at the Belle of Baton Rouge Hotel and Conference Center February 6-11. For more information: [www.HAuNT.com](http://www.HAuNT.com).

•LAS VEGAS, Nev. — The **Roller Skating Association's 78th Annual International Convention and Trade Show** will be held May 10-13, 2015 in Las Vegas, Nev. at the South Point Hotel & Casino. For more information visit: [www.rollerskating.org](http://www.rollerskating.org).



THROUGH *the* SMILES, *the* SEASONS & *the* MILES —  
Financing everything for the outdoor amusement industry since 2000.

**Prairie Financial**

The Outdoor Amusement Division of Boulevard Bank

**Paul Muller**  
[pnmuller@blvdbank.net](mailto:pnmuller@blvdbank.net)

**Wade Muller**  
[wmuller@blvdbank.net](mailto:wmuller@blvdbank.net)

**Mark Walker**  
[mwalker@blvdbank.net](mailto:mwalker@blvdbank.net)

**816-554-3863** [blvdbank.com/outdoor-amusement](http://blvdbank.com/outdoor-amusement)

A division of





## Southern California nature park poised to grow CEO Allen Monroe fosters greener future for The Living Desert

**STORY:** Dean Lamanna  
dlamanna@amusementtoday.com

PALM DESERT, Calif. — Tourists flock to Southern California's Coachella Valley, two hours east of Los Angeles, for its golf courses, tennis courts and classic mid-century Palm Springs architecture. But the stark, dramatically mountainous desert environs surrounding this manmade oasis are alive with flora and fauna worthy of closer inspection — and ongoing protection.

Tucked into a hilly southeastern corner of Palm Desert, east of Highway 74 and south of the ritzy El Paseo shopping district, The Living Desert Zoo & Gardens exhibits many local and exotic species native to the world's deserts, including striped hyenas, zebras, big-horn sheep and large cats. Established in 1970 on 360 acres, the park has expanded over the years to 1,200 acres — 1,000 of which remain in their natural state.



The Living Desert's collection of animals and attractions reflects the non-profit organization's mission to promote conservation, education and fun. Live shows, a children's discovery center, desert gardens, hiking trails, giraffe feeding opportunities, camel rides and a carousel "populated" by representations of the wildlife featured at the park are among the varied offerings.

Now marking his first year as president and CEO of The Living Desert (just a couple months shy of the park's own 45th anniversary), Allen Monroe combines a passion for conservation with proven executive skill. A research biologist who holds a Bachelor of Science in Wildlife and Fisheries from Texas A&M University and a Masters in Business Administration from the University of Texas, Monroe has dedicated his 25-year-plus career to wildlife concerns. His first major job was as a zookeeper at the Fort Worth Zoo; top positions at the Indianapolis Zoo, the Oregon Coast Aquarium in Newport and the Capital of Texas Aquarium in Austin eventually followed.



Prior to joining The Living Desert, where he oversees about 100 full-time staff, a number of seasonal part-timers and several hundred volunteers, Monroe led the North Carolina Aquarium in Pine Knoll Shores to a 32 percent increase in visitor attendance over three years. As the principal of a biological research consulting firm, he worked with the U.S. Fish and Wildlife Service National Hatchery and Technology Center, studying the effects of climate change on the reproduction of endangered species. He also has conducted field research in the areas of bioterrorism and public health care, and he is a Professional Fellow of the Association of Zoos and Aquariums.

*Amusement Today* spoke with Monroe on location in early December about his vision for the park.

### What's unique about The Living Desert?

A lot of zoos take kind of a postage stamp approach: they do a little bit of this and a little bit of that to try to tell a broad story about the world's habitats. Historically, we've been much more in-depth and narrowly focused on desert habitats and their animals and plants. It makes sense for us climatically and operationally; we wouldn't want to try to bring polar bears to the Coachella Valley. *(laughs)* We're telling a story that includes our own backyard as well as other deserts found around the world.

**Allen Monroe, president and CEO of The Living Desert, feeds one of the park's five giraffes — which are represented on a donor-funded custom carousel manufactured by Chance Rides of Wichita, Kan., and installed by G.L. Scrivens Construction of Palm Desert. COURTESY THE LIVING DESERT**

### The facility's indigenous flora and desert landscaping are particularly striking.

Just as we manage our animal collection, we have a botanical garden that we manage here — with different zones representing different climatic habitats containing native plant species. For example, we have a garden that showcases the plants associated with the more arid deserts of Madagascar.

It's something our visitors enjoy a lot — having this natural, immersive experience where they can go on different paths and trails and just get lost in the landscaping.

### What are some highlights from your first year on the job?

We've seen an uptick in our general attendance over 2013. Generally, we get between 330,000-350,000 people a year. And 2014 has been one of our most well-attended years ever. We're now in the second week of our WildLights holiday program, which features more than a million LED lights around the park, and attendance for that is up 100 percent. We saw higher numbers with our Howl-O-Ween safe trick-or-treating event in October, as well.

We're also working on a master plan for The Living Desert. The park started out as a nature center and some paths, and over the years it has

grown organically — though not necessarily in the most well-planned way. We've hired an architectural design firm, PGAV, out of St. Louis (Mo.) that specializes in this type of attraction. As we brainstorm about the next 10 to 15 years of development, PGAV is helping us understand our current infrastructure limitations. We'll be looking to grow in a more orderly fashion so that when all is said and done, we'll have restrooms, gift shops, restaurants and auditoriums in the right places to support visitors coming here for the new exhibits and educational opportunities.

### Education, clearly, is a big part of the experience at The Living Desert.

There's no age too young to start learning. For example, we have a weekly program called Mommy and Me that encourages mothers with kids in strollers to visit. It includes programs for toddlers — opportunities to learn about general animal shapes and colors and such. It also serves as a community crossover — allowing the moms to sit and chat with each other. The kids, meanwhile, have a great time. And we hope that translates to everyone coming back on a more regular basis.

**How has the park been impacted by California's his-**



### toric drought?

Because we have such a large botanical garden, we're very conscientious about water usage. Water conservation, and taking good stewardship of environmental resources, is part of our educational message. We do a variety of what we call Living Desert University classes, which combine classroom settings and field trips. For instance, we'll take school children behind the scenes to show them how we manage our garden components through zoning and xeriscaping (low-water landscaping).

### What other conservation programs do you administer?

We do a lot on the animal side. One is the Species Survival Plan, or SSP, which is a national effort in which all U.S. zoos participate cooperatively. Right now, we have three cheetahs on exhibit, and we could not manage those cheetahs into the long term very well because it's such a small population. But if we add them (via database) to every other zoo's three or four or six cheetahs, pretty soon we've got a thousand cheetahs that can be managed effectively for breeding and long-term genetic viability.

**How important are local philanthropy and fundraising to your operations?**

► See DESERT, page 35



## ►DESERT

Continued from page 34

We're always looking for potential sponsors that understand our conservation and education message. The H.N. and Frances C. Berger Foundation, one of the largest private foundations in the Coachella Valley, helps us with many programs — such as WildLights and Howl-O-Ween. We also get a lot of support from the City of Indian Wells and the City of Palm Desert.

We have two big gala fundraisers coming up, including one at the park on March 7 called A Night at the Cheetah Lounge — with Dean Martin's daughter, Deana, as the evening's entertainer. In addition, we've embarked on a fundraising campaign for a \$20 million endowment called The Living Legacy. It would be a stable source of revenue... to help us through economic downturns. It would also help us to build new exhibits, expand our educational programs and offer new guest services.

As part of your master plan, will you be adding more environmentally low-impact amusements, like your carousel?

That's something we're debating: Where is the line between interactive visitor attractions that are in line with our mission and things we could do just to bring in more people?

We do great with young kids, adults and grandparents who bring their grandkids, but the teen-to-early-20s demographic is tough for us. With 1,000 acres behind our main footprint, we've been talking about adding mule rides, mountain biking, zip lines and rope adventure courses. If we put in a zip line and another 100,000 people come in, we'd certainly have a bigger audience to talk to about conservation.

**What is your overall operational philosophy for The Living Desert?**

I keep in mind a visual picture that I try to share with our staff. It is of a family leaving the park at the end of the day — a mom and dad with two young children. The father has four-year-old junior over his shoulder, who is just exhausted. But as they depart, the boy wakes up and says, "Dad, this was the best day ever."

If we can create this kind of family experience, then I know we're doing our job.

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



Jaguars and porcupines are among the many animals on display at The Living Desert. The non-profit organization receives generous support from several local entities, including the H.N. and Frances C. Berger Foundation and the cities of Indian Wells and Palm Desert. COURTESY THE LIVING DESERT





**Baynum**  
**PAINTING Inc.**

*Painting the world's favorite theme park rides and structures since 1983*

**Repainting  
Superman Krypton  
Coaster at Six Flags  
Fiesta Texas  
January 2015**

- Over 175 Major Rides Painted
- World Class Safety Program
- 3 Year Standard Warranty
- \$6MM Liability Protection

**859-491-9800**

[baynumpainting.com](http://baynumpainting.com)





# Fantasilandia's Gerardo Arteaga named IAAPA chairman of the board for 2015

ORLANDO, Fla. — At the IAAPA annual business meeting in Orlando, Florida, the International Association of Amusement Parks and Attractions (IAAPA) introduced **Gerardo Arteaga**, general manager of **Fantasilandia** in Santiago, Chile, as the organization's chairman of the board for 2015. The association membership also elected a new treasurer and five new direc-

tors to its board of directors.

Arteaga has been involved in the attractions industry since his early childhood, when his family established the Fantasilandia amusement park in 1977. He worked in the business throughout his youth, and after completing his university studies he was named regional manager for the family's **Happyland** family entertainment center (FEC),

which operates facilities throughout Central and South America. In 2000, Arteaga returned to Fantasilandia as customer service manager and was promoted to the role of the park's general



**Arteaga**

manager in 2002.

Arteaga's involvement in IAAPA includes serving as a member of the marketing and FEC committees as well as on the advisory committee for Latin America. He served on the IAAPA board of directors from 2007-2009 and joined the IAAPA Executive Committee in 2008. In 2011, Arteaga was named IAAPA's third vice chairman. He was second vice

chairman in 2013 and first vice chairman in 2014.

In addition to his IAAPA involvement, Arteaga is also an active member and leader of the Latin American Association of Attractions and Amusement Parks (ALAP) and his charitable initiatives include the Make-A-Wish foundation in Chile.

## 2015 IAAPA officers

The IAAPA board of directors elected the following officers for the organization for 2015:

First Vice Chairman: **John McReynolds**, senior vice president, **Universal Parks and Resorts**, U.S.

Second Vice Chairman: **Greg Hale**, vice president and chief safety officer, **Walt Disney Parks and Resorts**, U.S.

IAAPA President and CEO: **Paul Noland**, IAAPA

## New treasurer and directors

The following IAAPA members were elected as treasurer and directors at the association's annual business meeting on Nov. 17:

Treasurer: **Hank Salemi**, president, **Six Flags Great America**, U.S.

Facility and Life Directors: **Denise Beckson**, director of operations/HR, **Morey's Piers**, U.S.; **Doug Stagner**, corporate vice president, operations, **SeaWorld Parks & Entertainment**, U.S. and **Tony Sze**, general manager, **Chime-long Resort**, People's Republic of China.

Manufacturer and Supplier Director: **Jeff Hudson**, president, **Skee-Ball, Inc.**, U.S.

Past Chairman Director: **John Collins**, **John Collins Leisure**, U.K.

## About IAAPA

Founded in 1918, IAAPA is the largest international trade association for permanently situated amusement facilities and attractions and is dedicated to the preservation and prosperity of the attractions industry. IAAPA represents more than 4,700 facility, supplier, and individual members from more than 90 countries. The association's global headquarters is in Alexandria, Virginia, United States. The association has regional offices in Brussels, Mexico City, Hong Kong, and Orlando.

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

**SHARE.  
ENGAGE.  
GROW.**

**FEC DALLAS 2015**  
**FEBRUARY 8-10**

Hilton Dallas/Rockwall Lakefront  
Post Event Tour: February 11

[www.IAAPA.org/fecdallas](http://www.IAAPA.org/fecdallas)

Take your FEC to a whole new level; register now for FEC Dallas 2015. Unlike any conference you've ever attended, FEC Dallas delivers proven strategies and tactics that will generate profits.

**Here are the TOP FIVE Reasons You Need to Attend FEC Dallas 2015:**

- 5** FEC Dallas is a conference produced for owners, senior executives and suppliers for FEC operators, by FEC operators.
- 4** FEC Dallas is the place where the "who's who" of the industry convene to compare stats and discover new ways to **GENERATE MORE SALES**.
- 3** A new post-event tour will give you exclusive access to behind-the-scenes information you simply won't find any place else.
- 2** Expert speakers in education sessions make FEC Dallas the **BEST** place to get new ideas on business sustainability, profitability and growth.
- 1** You will be a part of something that will give you strategies and tactics that you can implement right away!

**Register  
today!**



**IAAPA**

**International Association of  
Amusement Parks and Attractions**

1448 Duke Street  
Alexandria, VA 22314 USA  
Tel: +1 703/836-4800  
Fax: +1 703/738-7460  
[www.IAAPA.org](http://www.IAAPA.org)

**Seats for  
FEC DALLAS are limited  
and are selling quickly!**



### Jeff Filicko joins Six Flags Fiesta Texas

SAN ANTONIO, Texas — Six Flags Fiesta Texas announced on December 29 that **Jeff Filicko** has joined the theme park as their new Marketing Manager.

Filicko has more than seven years of theme park marketing experience at Kennywood amusement park located near Pittsburgh, Pa.

Like many in the industry, Filicko began by working his way up from a seasonal summer job to a full-time position. As a manager, he was able to increase his responsibilities to include Public Relations, Promotions, Special Events and Advertising. In addition, Filicko is also a recent graduate of the IAAPA Institute for Attractions Managers and has served for several years as an IAAPA committee member representing our industry.

Jeffrey Siebert, Fiesta Texas marketing director said, "We are thrilled to have him join our Bat-tastic team as we prepare for another record year."

## IAAPA announces promotions, new hires

ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions (IAAPA) has added three new employees and promoted two others. Promoted was **Colleen Mangone** who's duties will include managing IAAPA News Flash, the association's website content strategy, co-managing the charitable programs, and overseeing executive communications for the association and **Victor**

**Danau** develops and manages educational programs on a global basis, as well as education sessions at IAAPA Expos. He will also lead the evaluation of the IAAPA Brass Ring Awards program.

New hires include:

**Felicia Fett** joins IAAPA after 15 years in strategic planning, nonprofit board and organizational administration, governance, development, and fundraising management.

**Melony Bildhauer** assists in planning and facilitating IAAPA's conferences, meetings, and events around the world.

**Alma Aguilar** joins IAAPA with 13 years of experience in the hospitality and cruise industries. As administrative assistant in the Latin American office, she provides support for regional programs and member services offered by IAAPA.



### Terracon's Ron Ebelhar named 2015 ASTM board chairman

W. CONSHOHOCKEN, Pa. — **Ronald J. Ebelhar**, P.E., D.GE, senior principal with Terracon in Cincinnati, Ohio, has been named chairman of the 2015 ASTM International board of directors.

After earning his bachelor's and master's degrees in civil engineering from the University of Kentucky in Lexington, Ebelhar joined McClelland Engineers in Houston, Texas, as a staff engineer in 1977, working in various roles in the geotechnical laboratory, information technology and marine geosciences groups. From 1987 to 1996, he served as division manager and then as vice president for Rust Environment & Infrastructure (and its predecessors, S&ME, Westinghouse and SEC Donohue) in Cincinnati, Ohio, before taking the position of vice president with H.C. Nutting in 1996. He assumed his current role when Terracon purchased H.C. Nutting in 2007.

Ebelhar, who joined ASTM in 1980, is a past chairman of ASTM Committee D18 on Soil and Rock and several D18 subcommittees. An ASTM fellow and 2003 Award of Merit recipient, Ebelhar has received several awards from D18, including the R.S. Ladd Standards Development Award; the Woodland G. Shockley Award; the A. Ivan Johnson Outstanding Achievement Award; two Special Service Awards; and the Committee D18 Technical Editor's Award for STP 1213, Dynamic Geotechnical Testing II.


Ebelhar has served on the ASTM board of directors since 2010.

# Amusement Expo 2015



Las Vegas Convention Center, Las Vegas, NV

## GET IN THE GAME





**One Full Day of Comprehensive Industry Education and Two Full Days of Exhibits**  
**Conference: Tuesday, March 24 • Trade Show: Wednesday & Thursday, March 25-26**

Co-Sponsored by:

Co-Located with:

For more information, contact Amusement Expo Management, WT Glasgow, Inc.,  
**708.226.1300** or check out our website **amusementexpo.org**.



# New book chronicles the rise and fall of Geauga Lake Park

**REVIEW:** Jeffrey L. Seifert  
jseifert@amusementtoday.com

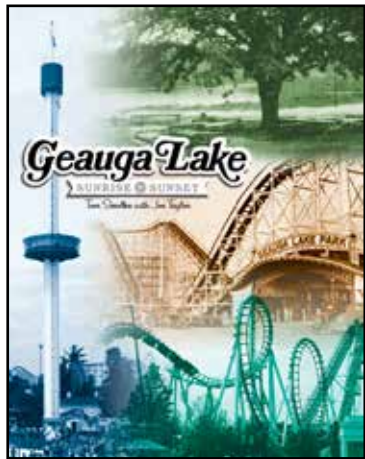
For more than a century, families in northeast Ohio could look forward to spending a fun-filled day at Geauga Lake Park. Then suddenly following the end of the season in 2007, corporate owner Cedar Fair announced the park would never reopen. 100 years of history, memories and tradition were suddenly gone without explanation and, worse yet, no one was given the opportunity for one last visit to say goodbye.

Despite the lack of a proper farewell, the memories have been kept alive by the thousands of fans the park endeared over the past century. One such fan — a former employee of the park — has gathered photos, stories and precious memories and assembled them into a new book: *Gauga Lake: Sunrise to Sunset*.

Published by Cleveland Landmarks Press Inc., the 112-page book documents the rise of the recreation area once known as Giles Pond to a full-fledged amusement park to its shocking close and now agonizing decay. Author Tom Smolko with writing partner Joe Taylor along with several park historians and Geauga Lake experts have assembled a remarkable collection of images and text spanning nine chapters to tell the story of northeast Ohio's Geauga Lake Park.

As settlers moved into the area originally set aside as Connecticut's Western Reserve, the Ohio General Assembly started dividing the land into manageable counties. Geauga County, formed in 1806 was named for the Native American word for racoon — jyo'aka.

In 1817, Joel S. Giles purchased 100 acres on the northeast side of the naturally formed "kettle lake," left behind from the retreat of the Wisconsin glacier 15,000 years earlier. Giles' sons started adding modest amenities including picnic tables and small boats available for rent. Visitors to the area began to refer to the property as Picnic Lake or Giles Pond. In 1888 Alexander Kent realized the potential for expanded visitation by purchasing property and erect-



ing a 75-room hotel known as the Kent House. Opposite the hotel, the Giles brothers erected a dance hall and other entertainment facilities. In 1889 the first ride joined the offerings — a steam powered carousel. By that time properties along the lake included baseball diamonds, tennis courts, a restaurant, shooting gallery and roller skating rink. During this time other businesses that sprang up along the shore started referring to the lake as Geauga Lake, in reference to the county in which it was located.

Though doing well, the Giles brothers eventually decided to give up ownership. In 1924, William J. Kuhlman along with two close friends, Edward Taylor and Frederick Rand, purchased the 100-acre property. This threesome would be responsible for changing the area into an amusement park. Over the winter, contractors were hired and by June of 1925 the property had been transformed. Highlighting the new park was a \$50,000 National Amusement Devices roller coaster. Then known as the Skyrocket, the John Miller-designed coaster featured a 65-foot drop and raced along its 2,680-foot course at speeds of 32 mph. Eventually renamed the Big Dipper, the coaster thrilled generations of thrill seekers right up until the closure of the park. It is the only ride still standing at the abandoned park.

Kuhlman continued to expand the park until the summer of 1944 when he was tragically killed in a motor vehicle accident. Though his death shocked the Geauga Lake community, his niece, Viola Schryer, who had been working as Kuhlman's assistant, vowed to continue her uncle's work. The park struggled through

the war years but managed to survive to entertain the new generation of baby boomers that resulted when the troops came home. Throughout the 1950s and 1960s companies and organizations held annual picnics at the park. On August 1, 1968, Cleveland's popular radio station, WIXY 1260, held an appreciation day at the park drawing an estimated 100,000 to 120,000 people. The healthy revenue stream would help move Geauga Lake into its next chapter.

Four employees of Geauga Lake's main competitor, Cedar Point, in nearby Sandusky, Ohio, left Cedar Point, pooled their resources and formed a new company — Funtime, Inc. On November 5, 1968, Funtime purchased Geauga Lake Park for \$5 million. The Funtime years were perhaps the most profitable for the park as these four "disgruntled" Cedar Point employees changed Geauga Lake from a small family-owned park to a force in the industry. Additions to the park included a monorial, observation tower, log flume and multiple flat rides. The introduction of the world's first steel roller coaster with back-to-back double loops, simply known as Double-Loop, thrust Geauga Lake into the limelight. This was quickly followed by another steel coaster, Corkscrew, in 1978.

The 1970s also brought another attraction to the area. Though originally perceived as competition, George Mil- lay's second Sea World marine mammal park on the opposite side of the lake heralded a partnership that benefited both parks for 30 years.

By 1995, Funtime, Inc. had grown into a multi-million dollar corporation with three parks under its ownership. That same year, Oklahoma City-based Premier Parks, in the midst of an inexplicable buying spree, made an offer to purchase Funtime for \$60 million. In August of 1995, Premier took ownership of Geauga Lake Park bringing an end to local ownership. It was a change that would ultimately diminish the park, leading to its eventual sale to long-time competitor Cedar Fair in 2004. Three years later, Cedar Fair shuttered the amusement park. The park had survived the



Above, this very early photo shows the picnic tables placed near the shore under a shade tree. Right, the 15-story Intamin Skyscraper opened in 1974 becoming the most noticeable landmark within the park. Below, for many years the entrance to Geauga Lake Park was through the first drop of the Skyrocket, later known as Big Dipper. COURTESY CLEVELAND LANDMARKS PRESS INC.



Great Depression, two World Wars, and multiple ownership changes, but somehow, Cedar Fair, which successfully managed multiple parks throughout North America, was unable to turn a profit at one sole park — Geauga Lake.

In addition to the remarkable yet heartbreaking story, *Gauga Lake: Sunrise to Sunset* offers an amazing collection of mostly black & white photos including some of the earliest photos ever taken of the area. An appendix lists the disposition of the rides that were sold when the park closed as

well as their current location if they are operating. A 15-page color inset features full-color photos of the park at various times, including a look at the abandoned park as it appears today.

The book retails for \$21.50 and is available at [cleveland-landmarkspress.com](http://cleveland-landmarkspress.com), [amazon.com](http://amazon.com) and can be ordered through local Barnes & Noble bookstores. It is a must-have for anyone who ever had the opportunity to experience a day at northeast Ohio's once-popular home-grown park.





# CLASSIFIEDS

## AUCTION

### NORTON AUCTIONEERS

#### THE INDUSTRY EXPERTS!

Professional Auctioneers & Appraisers  
*Carnivals • Parks • Carousels  
FEC's • Museums • Tourist Attractions*

P.O. Box 279, Coldwater, MI 49036

**517-279-9063**

Fax: 517-279-4899

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

E-mail: [Dan@nortonauctioneers.com](mailto:Dan@nortonauctioneers.com)

## FOR SALE



Check out the latest premium new and used rides at:  
**[facebook.com/internationalridesmanagement](https://www.facebook.com/internationalridesmanagement)**  
or call (609) 425-1220 to receive a current list.

## FOR SALE



FOR SALE  
Paratrooper  
\$21,000  
Indiana Location  
[ralph@vestil.com](mailto:ralph@vestil.com)

OTHER RIDES AVAILABLE

FOR SALE  
Paratrooper: \$21,000  
Calypso: \$18,000  
House of Glass Maze: \$1,000  
Dual Flume Water Slide: \$15,000  
Bayern Curve: \$19,000

[ralph@vestil.com](mailto:ralph@vestil.com)  
Angola, Indiana

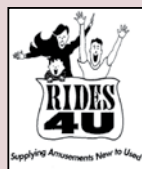
## FOR SALE



### LOOPING COASTER

Launch Loop Shuttle Coaster  
Arrow Dynamics all steel with  
G-Force 4, 56' high x 635' long  
Built in 1977, excellent condition in  
Indiana. \$100,000  
For photos and details:  
[ralph@vestil.com](mailto:ralph@vestil.com)

## FOR SALE



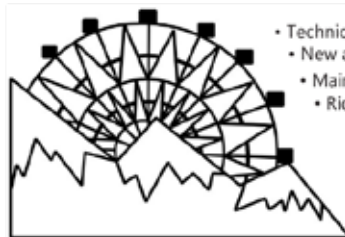
Chance Sea Dragon T/M..... \$149,000  
Moser Top Spin T/M..... \$449,000  
Zamperla Mini Jet 10 Sweep P/M .....  
..... \$19,000  
Zamperla Swing 20 P/M ..... \$14,900  
Zamperla Fire Chief T/M..... \$99,000  
S & S Frog Hopper T/M..... \$59,000  
Zamperla Family Coaster T/M.....  
..... \$79,000  
Chance Pharaohs Fury T/M Completely  
Rebuilt ..... \$695,000  
Moser Flipping Action Arm P/M.....  
..... \$169,000  
Tivoli Remix T/M ..... \$425,000  
Zamperla Truck Stop T/M ..... \$24,000

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

## OPPORTUNITY

### We build fun and excitement!

International Leisure Consulting, Inc. has been in  
business since 1988. As a team, our company has over  
100 combined years of hands-on practical experience.



- Technical and maintenance service and support
- New and used ride assembly and disassembly
- Maintenance and operation program design
- Ride restoration

Contact Joe Bixler  
425.778.2552  
[ILCSEAWA@aol.com](mailto:ILCSEAWA@aol.com)  
[www.INTLEISURECONSULT.com](http://www.INTLEISURECONSULT.com)



**SUBSCRIBE  
TODAY**

**\$50  
PER YEAR**  
ALL PRINTED ISSUES  
+ FREE DIGITAL  
EDITIONS

FREE DIGITAL EDITIONS ONLY AVAILABLE  
TO SUBSCRIBERS OF THE PRINTED EDITION

**SUBSCRIBE AT: [amusementtoday.com](http://amusementtoday.com)**

# AmusementTODAY



**SEPTEMBER 11 & 12, 2015**

## FOR SALE

Wurlitzer 125 Band Organ  
All originals with 13 brass horns and  
whistles, bass and snare drums.  
Good condition but needs tuning.  
\$12,000

Bob Kissell  
8253 E. Lee Road, Madison, IN 47250  
(812) 839-3255

## WANTED

Building an Oddity Park, want to buy  
anything that creates visual interest. Art,  
Transportation, Movie props, Theme  
Park items, Nautical, Western, Architec-  
tural Collectible. The more unusual, the  
better.

Call Mel at 920-426-1681 or  
920-426-2015.  
Email: [mschettl@ntd.net](mailto:mschettl@ntd.net).

## OPPORTUNITY

DIXIE LANDIN Amusement Park  
now hiring a Rides Manager in  
Baton Rouge, LA.

Please send cover letter and resume to  
Philip at [phildup3232@yahoo.com](mailto:phildup3232@yahoo.com)



### SHALLER GOKARTS

Single seaters, 9hp Honda engines,  
state inspected & licensed for 2014, in  
operation 2014, new seat belts, good  
tires, kartrol units available, new spare  
parts.

PROVEN KARTS READY FOR  
SERVICE TODAY

Phone Rick (910) 200-4475 anytime



### FOR SALE

Gas J&J Bumper Boats, (10) well  
maintained and clean. Complete new  
motors in 2010, licensed and inspected  
in 2013. Priced to sell at \$750 each  
or complete w/ \$1500 of parts for  
\$5000.00. Ohio  
(440) 466-8650  
[woodygotl@roadrunner.com](mailto:woodygotl@roadrunner.com)



Subscribe to our YouTube channel  
[youtube.com/amusementtoday](http://youtube.com/amusementtoday)



Follow us on Twitter  
[twitter.com/amusementtoday](http://twitter.com/amusementtoday)











THUNDERBOLT



THIS SIZE CAN FIT ANY PARK

-  Total track length  
**681 m (2234')**
-  Maximum track height  
**35 m (115')**
-  Maximum Speed  
**25 m/s - 90 km/h - 56 mph**
-  Max Vertical  
**+4.3 G's**
-  Passengers per vehicle  
**9**
-  Number of inversions  
**5**



First 9 seats vehicle and new patent pending lap bar restraint.



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