

- ▶ INTERNATIONAL: Pages 9-20
- ▶ WATER PARKS: Pages 21-30
- ▶ PARKS, FAIRS: Pages 31-60
- ▶ BUSINESS: Pages 61-73
- ▶ SAFETY: Pages 74-83
- ▶ BOOK REVIEW: Page 84
- ▶ CLASSIFIEDS: Page 86
- ▶ SECTION B: Zamperla's 50th

Wet 'n Wild Orlando bids farewell after 40 seasons

The country's first water park paved the way for an industry boom

AT: Tim Baldwin
tbaldwin@amusementtoday.com

ORLANDO, Fla. — After 40 seasons, Wet 'n Wild positions itself to say goodbye. As thousands of attendees gather for the 2016 IAAPA Attractions Expo, it wouldn't be a surprise to see several of them take a short jaunt down International Drive for one last look at Wet 'n Wild. For some who had never visited the trendsetting water park, it would be a chance to see a piece of history before it disappears.

"Wet 'n Wild Orlando will be remembered as a brave new concept — the world's first interactive water park with giant slides, meandering waterways and great wave machines," said Tim O'Brien, industry historian and author of *The Wave Maker*. "The world had seen nothing like it. What made this park unique and popular is that George Millay, its unflappable creator, searched the world for innovative water play elements. He brought his favorite concepts back to Orlando, had them built, put a fence around them and opened Wet 'n Wild."

After serving in the Navy,



By its 25th anniversary, Wet 'n Wild, shown here in 2002, had grown tremendously from the small assortment of simple attractions it had when it opened in 1977. COURTESY WET 'N WILD

George Millay became an investor, restaurateur and theme park creator. Following the huge success of his Sea World parks, Millay had the foresight to notice how water activities were resonating with the public. His hunch was that there was an opportunity to bring such activities together in one park.

An investment of \$12 million brought the project to completion. On March 7, 1977, Wet 'n Wild opened its gates. Admission was \$3.75 that first year. So new was this concept that it was necessary to use photos from various locations from Millay's research to even create a brochure.

Attractions back then

were nowhere as sophisticated as what visitors expect today. The water park industry didn't really exist. An offering of gunite waterslides were carved into the landscape. Visitors could engage in a game of volleyball on a sandy beach. A large round pool and children's pool offered play activities. Boat rentals were available to use on the property's lake. The park's key feature, however, was its enormous 570,000-gallon wave pool. There were no queue lines; people just got in and played.

John Seeker had worked with George Millay at Sea World San Diego for four years and was brought on

board to be the park's first general manager. Later in his career, Seeker remembered that opening year to be sheer guesswork. He stated that a feasibility study projected a quarter million guests.

Millay was discouraged that the park only welcomed 173,000 visitors the initial season. The park reportedly suffered a \$600,000 loss that first year. However, time was on his side, and it was way too soon to consider the water park concept a flop. Wet 'n Wild — or the concept of a water park — was completely untried. In the back of his mind, Millay knew Orlando was poised for growth. His prediction, as has been

clearly evidenced, was nothing short of clairvoyant. The park turned a profit the second season and soon became a national sensation.

Walt Disney World at the time was simply one park, the Magic Kingdom. SeaWorld was only a few years old. The explosion of tourism was just beginning and Wet 'n Wild was riding a wave that was about to crest. Within a relatively short time, the park was considered a great success and the Orlando area blossomed with numerous parks. Government officials and city planners from other metropolitan areas were coming to

▶ See WET 'N WILD, page 6



MARK MOORE MEMORIAL FUNDRAISER



See
page 72
for details!



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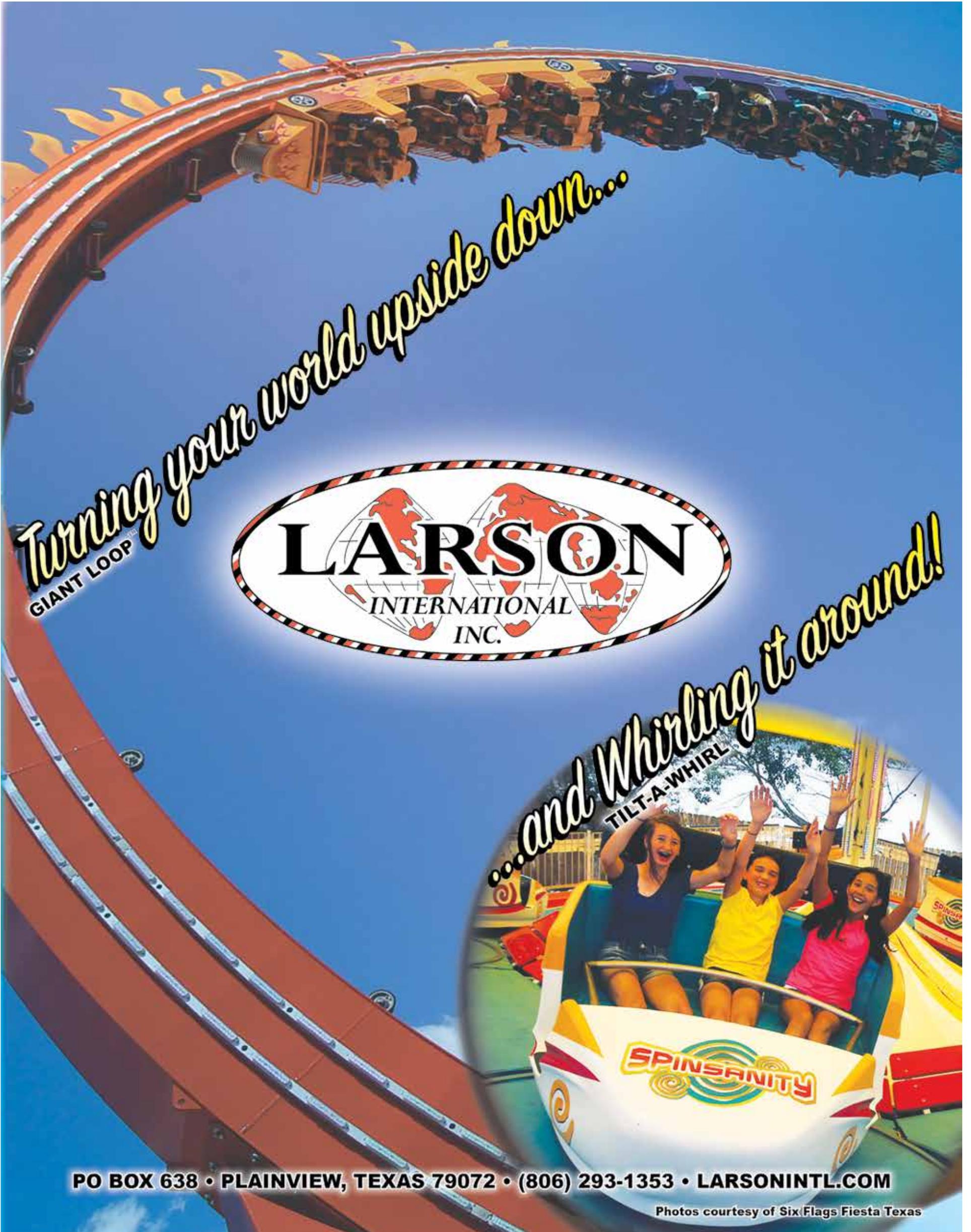
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NEWSTALK

EDITORIAL: Dean Lamanna, dlamanna@amusementtoday.com

Escapism goes extreme



Lamanna

The news in mid-October that the observable universe contains at least 10 times the 200 billion galaxies first estimated hit social media like a moon-sized meteor.

Our appetite for debating the existence of life elsewhere, already whetted by ads for the new alien visitation movie *Arrival*, became voracious again. And for a few hours, at least, the war in Syria and the incessant clamor of the latest U.S. presidential election cycle seemed inconsequential.

It was a reminder of how we need — and increasingly crave — escape from the mundanity, dreariness and downright ugliness that can overwhelm us in this media-saturated age. And with space travel for the average human still being decades off, we may find ourselves seeking new and more extreme forms of escape. Alternate realities, even.

The past year has seen a rapid rise in the innovative use and retrofitted application of virtual reality and augmented reality in attractions. (See story, page 31.) The technology had, of course, been incubating in home and arcade gaming forms since the early 1990s; it enjoyed a boost with the 1998 debut of Florida's DisneyQuest. The deepening synergy between the amusement industry and Hollywood intellectual properties, an early focus of *Amusement Today's* reporting after the publication's founding two decades ago, finally has thrust it to the fore.

In the process, "immersive" as a marketing term has become hackneyed. It almost isn't enough anymore to "Ride the Movies!," as a Universal Studios slogan has sold: Whether getting lost inside a fully realized Harry Potter world costing hundreds of millions of dollars or blasting ectoplasmic beasts inside *Ghostbusters: Dimension* at Madame Tussauds New York, newer generations of thrill-seekers want to be *living inside them*, interacting proactively. Mere theming is for hotels and restaurants now, thanks.

Speculation about our pursuit of extreme escapism, and where it might take us, was fashionable in the first half of the 1970s — another era of military conflict and political turmoil. Theme park-inspired cautionary tales were popular in books and movies such as *The Stepford Wives* (animatronics as a deadly antidote to feminism), *Logan's Run* (youthful pleasures indulged until forced euthanasia at age 30 via "Carrousel") and especially *Westworld* (which, perhaps not coincidentally, has just been rebooted as a hit HBO cable-TV series).

Should we be excited about the rapid technological revolution taking place in our industry? Absolutely. But if things get too outta-this-world crazy, we can always seek a wooden roller coaster or a traditional carousel for a dose of old-fashioned earthbound reality.

FLINT'S VIEW: Bubba Flint



INDUSTRY OPINION: Tim Baldwin, tbaldwin@amusementtoday.com

Stories still worth telling

Sometimes it is easy to get baffled when visiting a park, particularly one that has become quite familiar. The reason: things seem to have changed. When amusement parks took the next evolutionary step to become theme parks, they transported us to different lands and different worlds. The environments told a story.

Today, in the scramble to latch onto the latest IP, many park operators have forgotten their stories. While there is nothing inherently wrong with marketing an IP, far too often it comes at the cost of sacrificing the truer story.

Picture walking through Tomorrowland and seeing a *Zootopia* or *Finding Dory* attraction. Disney would know that doesn't fit in Tomorrowland. Or Universal dropping an Iron Man ride into The Wizarding World of Harry Potter. It would make no sense. Or even walking through a Western section in any park and hearing today's top hits blaring over the sound system. It just breaks down the thematic mystique.

It has become even more disheartening to see a few parks completely abandon the themes upon which they are built. Those were the stories that brought us in all those years ago. It is good for those stories not to evolve, but to be discarded...? That comes with a certain amount of sadness.

That's why it has been very encouraging to see



Baldwin

many parks this year focus on the stories they try to tell from season to season. Case in point, Dollywood could have named their new coaster anything. But they incorporated it into their 50s-styled Jukebox Junction. The station house for Lightning Rod has a throwback garage feel, and the park enhanced and enlarged its '50s diner, as well as other aspects of the area. Six Flags Fiesta Texas stepped away from the parade of superheroes and concentrated on its Fiesta Bay Boardwalk section. The area needed a revamp, and now it is an invigorating part of the park that successfully captures the ambience of a boardwalk. It has become a vital space. Europa-Park just opened its 14th country-themed area: Ireland. Staying true to its story of representing the countries of Europe, this wonderful addition does that brilliantly. Phantasialand has just opened a new world of fantasy to take guests away to imaginative lands, just as the park was built to do so. Klugheim is positively shrouded in creative artistry that it is a sheer delight to be in its surroundings.

Hopefully, more parks will follow these leads. In every decision made by their operators regarding capital improvements, it would be wonderful if each park felt it essential to tell the story of that increasingly vintage themed land and how new rides fit into that story.

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2 MINUTE DRILL



COMPILED: Janice Witherow

Gabi Salabi, Triotech

Anyone who has ever met **Gabi Salabi** has met a friend. While just in the amusement industry for six years, Gabi knows no stranger and is quick to interject himself in social and business situations. He is the vice president of global sales and business development for **Triotech**, the Montreal-based and privately-owned company that is a world-leader in the development of 3D interactive and immersive attractions for the entertainment and amusement industries. Gabi has a genuine passion for what he does and is involved in several industry and community organizations. His approachable personality, creativity and genuine curiosity make him a true asset to our industry.

Title:

Vice President, Global Sales and Business Development.

Number of years in the industry:

Six exciting years that feels already like 15!

Best thing about the industry...

I've always enjoyed traveling and discovering different cultures. I get the opportunity to spend extensive time every year in North America, Asia, Europe and the Middle East. This provides me a broader perspective on our business and especially the difference in guest preferences at parks.

Favorite amusement ride:

I have a natural bias for media-based attractions. I must say Pirates of the Caribbean ride at Disney Shanghai is an incredibly original and fun ride.

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

In another life, growing up in the '50s as a street photographer.

Biggest challenge facing our industry...

Having previously spent 15 years in the high-tech industry, I find sometimes our industry to be slow and conservative in adopting and trying new technologies. Over the past five years with the growth of media based attractions, operators/owners have started embracing various forms of media and technologies, which is great. We need to make sure we all keep embracing new ride innovations and keep the creative juices going!

The thing I like most about amusement/water park season is...

The excitement you get when you cross the gate with your family for the first visit of the season and you're trying to decide which ride to do first!

Most bizarre favorite fashion statement at the moment...

The hipster beard trend. It's time to move on and get a good shave!

Favorite cold-weather activity...

Staying home with my wife and two daughters and enjoying a family movie. Of course, I never get to choose the movie. I'm outnumbered 3 to 1.

My biggest fear is...

To stop learning and getting too complacent and comfortable with things.



Gabi Salabi (left), with the Triotech team at the 2016 Golden Ticket Awards ceremony. COURTESY CEDAR POINT



Salabi

The three words that best describe my office are...

Paperless, minimalist and accessible.

Favorite dessert...

Anything with lots of chocolate on it.

If I had to eat one thing every single day, it would be...

Cheeseburgers with bacon. The perfect food group for every meal of the day!

The song that always makes me want to dance is...

Right now, my daughters force me to dance to the beat of "Can't Stop the Feeling" by Justin Timberlake.

At lunch time, you can usually find me...

In my office for a 15-minute lunch break followed by some speed walking outside our building to stretch the legs unless it's a typical Montreal -20 degrees Celsius winter day.

Favorite professional athlete:

I'm a basketball fan so I would have to say Michael Jordan. Watching him play in the 1990s, he was an incredible athlete on the court and relentless about competing at his personal highest level. Above all, he competed against himself.

When I want to relax, I do this...

I love to wake up early on weekends before the family is up, go to my local coffee shop and read.

If I had an extra hour in the day, I would spend it...

At home with my family and relaxing.

The TV show I watch most often is...

"Shark Tank" is the only TV show I watch on a regular basis.

My dream vacation is...

Anywhere that involves a seaside, a beach, great food and good company.

I feel most comfortable wearing...

A pair of jeans, flip flops and a T-shirt.

When I was growing up, I wanted to do this as a career...

As a kid, I always wanted to be a businessman. Not sure what it meant, but it involved wearing a suit and going to work.

This always makes me smile...

Guests screaming their lungs out coming out of our Triotech rides.

Do you prefer email, text or phone call?

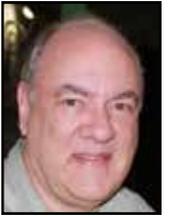
With business travel, I rely on emails to stay on top of my workload. Having said that, I always prefer a phone call. Nothing beats that for a proper conversation.

THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: Richard Munch

NOVEMBER



•**1900:** Thirteen cannibals from a South Pacific Indian tribe arrived in San Francisco on a schooner and were taken ashore to visit the growing city on November 18. Initially frightened by an arc light, they were later almost hit by a delivery truck. The tribe went on to enjoy a cable car ride although they did not seem to understand how it actually worked. They ended up at **Chutes Park** in the center of the city to try all the attractions. Reports suggest they did whatever their tour guide recommended, with the group taking turns on the Chute the Chutes and Scenic Railway. Both attractions terrified the cannibals and created quite a sight for the general public. After a late meal, they would return to their ship, awed by the wonders they had just experienced.

•**1903: Chutes Park** in Los Angeles, California opened on November 26, for Thanksgiving, with \$45,000 worth of new attractions. Beside two walk-through buildings – the Laughing Gallery and the House of Troubles – the park added a Figure Eight roller coaster. Valued at \$20,000, the three tiers deep ride operated with 10 individual cars seating four persons each. The owners were quick to suggest that the coaster was extremely safe, with the incline designed with safety catches, so the cars could not fall back down into the station in the event of a chain break. The ride was built of Vermont grown hardwood maple and lit in the evenings with 5,000 incandescent globes.

•**1904:** The possibility of a new park on a 35-acre site outside Cleveland, Ohio, was announced on November 10. Commanding a view of the city, 40 buildings were constructed under the leadership of **Frederick Ingersoll** to create Luna Park, modeled after both the original **Luna Park** and **Dreamland**, in Coney Island, New York. The new enterprise was built over the winter, its plan arranged in an oval, with a lagoon in the middle and Shoot-the-Chutes in the background. Ingersoll made every attempt to eclipse the big Eastern parks in grandeur and beauty, including adding what was then supposedly the largest roller coaster in the world, with a track of over a half a mile in length. Ingersoll rapidly became a commanding figure in the amusement industry, with interests in over 30 park operations.

•**1907:** On November 29, proprietors of **Island Park**, in Auburn, New York, announced plans to enlarge the popular park with \$15,000 in improvements. Enhancements would include an \$11,000 aerial coaster (or Figure Eight) as well as other attractions. The owner, **Michael Carmody**, also suggested that if the new coaster proved popular, a Shoot the Chutes would be installed the following season. The park competed with another amusement enterprise, Lakeside Park, directly across an inlet. Today it is a city park used for recreation and boating.

•**1907:** In August, creditors petitioned to put the **Traver Circle Swing Company** into bankruptcy. In the November 9 issue of *Billboard*, attorney **Herbert Kahn** ran an advertisement offering some of Traver's 130 Circle Swings contracts for immediate sale. Over 20 operating units were offered in bulk or separately, with full contracts at established American parks. Some of the parks were located in Allentown, Dallas, Chicago, Indianapolis, Knoxville and San Antonio. Traver attempted to explain the bankruptcy sale in the next issue of *Billboard*, dated November 16.

► WET 'N WILD

Continued from page 1

look at what Wet 'n Wild was all about.

There were some early players in building water attractions. Wave Tek built wave pools and some early companies manufactured fiberglass waterslides to replace gunite in-ground versions. White-Water West was founded in 1980 and ProSlide later in 1986, both of which Wet 'n Wild would turn to for products. But as often said, necessity is the mother of all invention. Wet 'n Wild came up with some concepts on their own and simply explored ideas. The Lazy River, Raging

Reflections on Wet 'n Wild's legacy and George Millay

ORLANDO, Fla. —

George Millay and his team created a new genre of amusement park. They were all pioneers



Millay

who defined and refined an entire industry within a three-to-five-year period. In doing so, they also created a new genre of rides. Most of the rides were not totally a new concept; they were innovations where the team would take something already out there, take a deep creative look at it, and modify it to their specific needs.

I knew George Millay for nearly two decades before he consented to allow me to write his biography. As an outdoor entertainment industry history buff, I knew George's story needed telling, and preserved. Here is a man who created two magnificent, totally different genres of outdoor recreation over a 40-year period. When looking back at both Sea World and Wet 'n Wild, it is important to remember that this was all new ground these guys treaded upon. The sales and marketing, the operations, water quality control, the ticketing, the marine trainers, the life guard training and the ride builders — they were all doing something that had never been done before. They had no roadmaps. They were trailblazers who set many of the standards still in use today.

—Tim O'Brien, author of *The Wave Maker* (available on Amazon)

Rapids and Bomb Bay came from the innovative minds at the park. While Bomb Bay — the first trap door attraction in 1983 — was developed in-house, the drop capsule concept is the attraction du jour in the industry today from various manufacturers.

Ron Sutula was vice president of operations in Orlando for 12 years during the 1980s and '90s before becoming the general manager at Wet 'n Wild in Sao Paulo, Brazil. "As it was the first water park, [Wet 'n Wild's] safety policies and procedures all attributed to setting standards for the industry," he told *Amusement Today*, speaking toward the learning curves that Wet 'n Wild taught the industry.

"It's not a stretch to say Wet 'n Wild invented the water park industry," said Rick Hunter, president and CEO of ProSlide Technologies. "Wet 'n Wild was the No. 1 water park in the world, and arguably the most impactful park of all time — everyone went there, tradeshow were always held in Orlando, the entire vibe in the industry was around Wet 'n Wild for the '80s and '90s."

As a result, the World Waterpark Association was founded as a non-profit organization in 1982.

Throughout its 40 seasons and 39 years of history, the park created many unique and rare attractions. Alongside the aforementioned Bomb Bay, Bubble Up was an inflated large inverted bowl that kids would climb up and slide off. The park brought in knee skis to use on the lake. One of the later innovations was Hydra Fighter which suspended pairs of riders in dangling seats and used high pressure water hoses the passengers aimed to swing themselves about. Some ideas were short lived, others set industry trends. Early fiberglass waterslides paved the way on what slides could — and shouldn't — do, as well as helped define comfortable attributes for barely clad visitors.

Slides utilizing inner tubes made for faster and more repeatable experiences. The Black Hole, supplied by WhiteWater West, could be considered the park's first foray into a themed attraction, although Millay was said not to be a big fan of theming, preferring to invest dollars into rides themselves. However, Black Hole's high-profile, cap-



Top, Wet 'n Wild has spotlighted its final season through a campaign touting "The Last Splash." Above, Hydra Fighter was a short-lived, but very creative and interactive attraction that put riders in control. Right, Bomb Bay was the original trap door waterslide, that still continues to thrill through this farewell season. Below, the Black Hole put both Wet 'n Wild and WhiteWater West into the limelight. Bubba Tub (bottom) offered excitement that groups and families could do together. AT/TIM BALDWIN, COURTESY WET 'N WILD

tivating presence to motorists passing by was undeniable. The sister park in Arlington, Texas also unveiled a similar ride that season.

"The UFO saucer on top of it was very iconic and a front page story," said Geoff Chutter, president and CEO of WhiteWater West. "It was a home run for the park and a home run for the supplier. It really helped put us on the map."

Still more big attractions came to solidify Wet 'n Wild's place in the tourist Mecca of Central Florida.

"That park is full of ProSlide memories and full of firsts. George was a pioneer and he understood ride performance better than anyone," said Hunter. "We partnered

► See WET 'N WILD, page 7



Industry veterans reflect on Wet 'n Wild

ORLANDO, Fla. — *Amusement Today* talks with these water park veterans on Wet 'n Wild's impact to the industry:

Rick Hunter, ProSlide

What impact did Wet 'n Wild have on the water park industry?

It was the success of Wet 'n Wild that compelled Disney to create more water parks after River Country. Wet 'n Wild was right across town, doing over a million visits before people even knew it was possible. And ultimately it was the success of Wet 'n Wild that inspired me and a lot of my contemporaries to get into the game a few years later.

How will Wet 'n Wild be remembered once its gates are closed?

Wet 'n Wild with George Millay and then Universal at the helm will always be remembered as an innovator, an icon, and an inspiration. I know we at ProSlide will never forget it and the impact it had not just on our industry, but on all of us individually. I bet I've been there 100 times.

What will you miss most about the property?

I'm going to miss everything about it, its history and its perpetual drive to reinvent itself with new relevant water park attractions even up to the most recent couple of years. Many leading water park industry stalwarts have been trained very well at good old Wet 'n Wild Orlando!

William Davis, president and COO of Universal Orlando Resort

With Wet 'n Wild & its legacy entering its final summer season, there is sure to be great excitement with the new park on the horizon. How does the park management feel with this perspective in place?

We are excited to open Universal's Volcano Bay in 2017 and give our guests the ultimate water theme park experience. While we prepare for this incredible expansion to Universal Orlando Resort, it's natural for us to feel some emotion as we say good-bye to Wet 'n Wild after 39 years of operation. Many team members have worked very hard over the years to provide generations of guests with a fun, wonderful experience. But it's time to focus on the future and to work hard as we prepare to create a whole, new, series of special memories for generations to come at Volcano Bay.

When the doors are closed, what do you think will be remembered as Wet 'n Wild's greatest accomplishment?

Wet 'n Wild will be remembered for providing amazing experiences and memories to multiple generations of guests from around the world. Throughout its history, Wet 'n Wild became a rite of passage for both Florida Residents and Orlando tourists. Those memories will last a very long time. I also think of all the team members who worked at Wet 'n Wild through the years. Whether it was the perfect summer job or the start of a career — so many people gained such valuable experience as they made Wet 'n Wild what it was.

Ron Sutula, Schlitterbahn Galveston Island

Did you have a standout memory during your tenure there?

Too many! Working with an outstanding, professional group of individuals from the owner to hourly employees that contributed to the success, growth of the company, and creating many experiences and lasting memories for each other and our guests.

What are your thoughts on the big farewell?

It is devastating that the first water park with first-of-its-type attractions, one-of-a-kind and other great attractions is closing. It is still one of the best water parks in the world.

Geoff Chutter, president and CEO of WhiteWater West

What memories do you have of George Millay?

George was a character. With Black Hole being a [big hit], with George, if you took that ride and used it in promotions and advertising, you had to make sure you had certain permissions.

The aqua launch capsule — It was a George Millay invention. There was no patent at all. It was George's idea, and then it went into hibernation for about 20 years, and then it resurfaced. It popped back into the North American market with Noah's Ark and our aqua loop. It received huge publicity.

—Tim Baldwin

▶ WET 'N WILD Continued from page 6

with George for one of the first ProSlide Mammoth family rafting rides — The Surge — one of the first five installations in the early 1990s."

Millay sold his company in 1998. Ten parks under the Wet 'n Wild brand were in operation. He was later inducted to the IAAPA Hall of Fame in 1994.

Universal Studios purchased the property in 1998 and continued to lease the land until an all-out purchase in 2013 for more than \$30 million.

Up to 1999, the park was the most-attended water park in the United States with figures well above 1 million. Walt Disney World's highly themed water parks — Typhoon Lagoon and Blizzard Beach — eventually topped Wet 'n Wild's attendance marks. The themed overlay to a water park was proving to be a new trend in water parks, one which would be further explored in the new millennium.

The 21st century brought about several additions at Wet 'n Wild. Notable installations included: Disco H2O, an enclosed ProSlide Behemoth Bowl 60, complete with energizing music and a disco ball; Brain Wash, an enclosed Tornado 45; and Aqua Drag Racer, a four-lane mat slide with a racing motif.

While no longer involved in the industry, George Mil-



Brain Wash was an enclosed ProSlide Tornado added to the park in 2008. AT/TIM BALDWIN

lay was honored by the World Waterpark Association with their first ever Lifetime Achievement Award, giving him the official nickname of "Father of the Waterpark" in 2004. Millay passed away in February of 2006 from complications with lung cancer treatment. He was 76.

Wet 'n Wild was business as usual for 17 years with Universal. As the theme park giant continued to expand its resort with expanded theme parks and new areas, entertainment venues and new hotels, the realization that Wet 'n Wild might be reaching the end of its lifespan in the bigger concept of what Universal wished to accomplish came to the forefront. On June 17, 2015, Universal announced that Wet 'n Wild Orlando would close at the end of 2016. It would be replaced with a new park at the Universal Orlando Resort with a highly themed water park called Volcano Bay.

"As historical as it was, the park was assembled before there was any real water park planning," said Hunter. "The attendance they got surprised them, and so they were continually looking to add attractions and/or upgrade nonperforming attractions."

For the 2016 season, signs around the park are everywhere touting "The Last Splash." *Amusement Today* turned to Universal, asking how marketing changed for the park's final season.

"This year, we are providing our guests with the perfect opportunity to come and relive the memories they've made at Wet 'n Wild over the years," said William Davis, president and COO of Universal Orlando Resort. "We also want to inspire new guests to visit and experience the park for one last splash before its departure."

Final day of operation is December 31, 2016.

Wet 'n Wild attraction timeline

1977: Wet 'n Wild opens in Orlando, Fla. with Surf Lagoon (Wave Tek), in-ground waterslides, round and kiddie pool, boat rentals

1979: Kamikaze: six-story, triple dip water slides (Mack Clark Fiberglass)

1981: Corkscrew: curving waterslide (Mack Clark Fiberglass); and Banzai Boggan: 45-degree sled chute (Wave Tek); fountain pool

1982: Raging Rapids: inner tube river (In-house and Weller Pools)

1984: Knee Ski (Ski Rixen of Germany); Der Stuka: seven-story steep drop slides (Waterparks of America & Ken Ray)

1986: Mach V: slide tower offering five flumes (Langford SurfCoaster); HydraManiac: short spiraling translucent tubes that drop riders into a deep pool (HydroTube)

1987: Lazy River (In-house and Weller Pools)

1988: Blue Niagara: DNA-style twisting, six-story translucent body slides (HydroTube); Bubble Up: inflatable wet bubble and pool (Recrea)

1990: Black Hole: themed dark enclosed tube slides (WhiteWater West) [replaced Corkscrew slides]

1991: Kids' Park: children's area where kids enjoy miniature versions of popular adult rides (In-house)

1992: Bubba Tub: multi-passenger, triple down raft slide (Langford SurfCoaster) [replaces Kamikaze]

1993: Bomb Bay: original drop capsule freefall slide (In-house)

1994: The Surge: five-passenger Mammoth River (ProSlide)

1996: Fuji Flyer: four-passenger inline raft slide (ProSlide) [replaces two of Mack V's flumes]

1998: Hydra Fighter: interactive suspended chair/water hose attraction (In-house and HydroTube)

2001: The Storm: dual ProBowl slides (ProSlide)

2002: Kids' Park update (in-house, ProSlide, Integrity Attractions)

2003: The Blast: themed inner tube river (ProSlide) [replaced Raging Rapids]

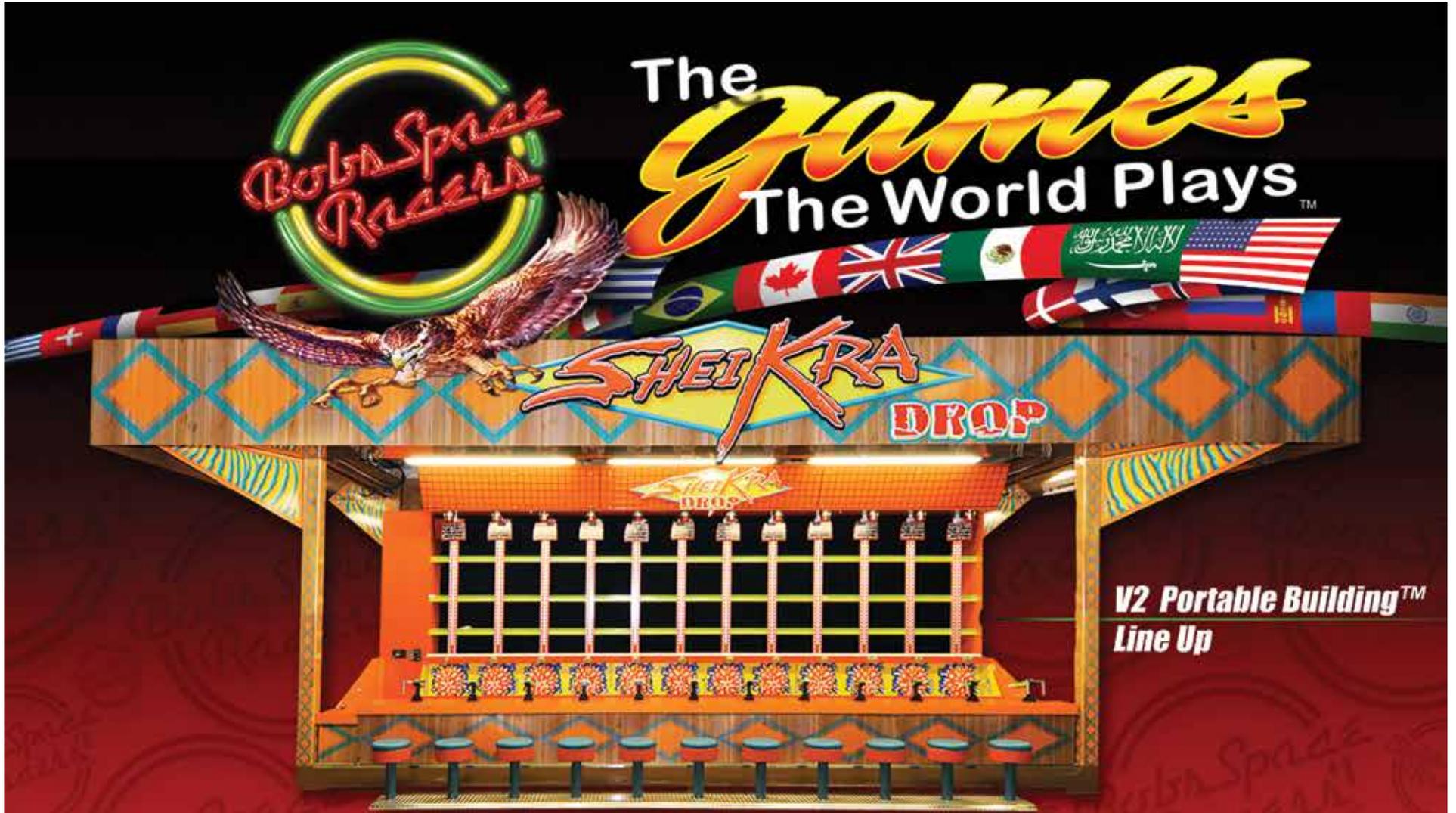
2005: Disco H2O: enclosed Behemoth Bowl (ProSlide)

2008: Brain Wash: enclosed Tornado (ProSlide) [replaced Hydra Fighter and Blue Niagara]

2012: Blastaway Beach: updated children's area (ProSlide)

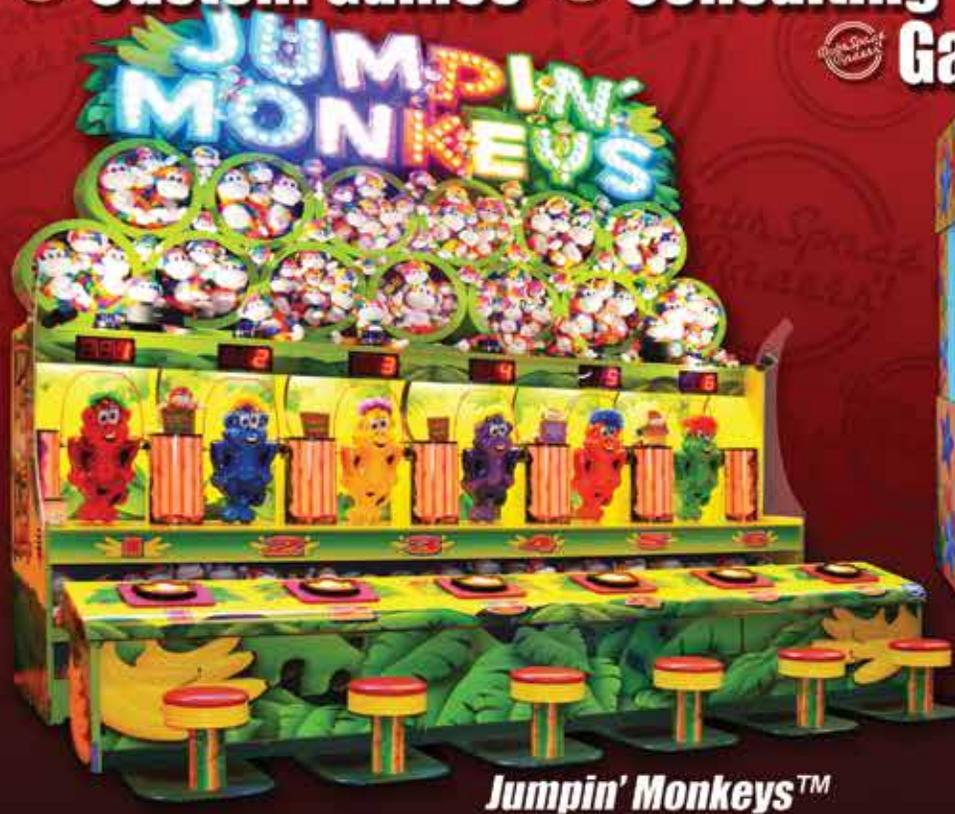
2014: Aqua Drag Race: four-lane mat slides (ProSlide) [replaced Kamikaze]

—AT research, compiled by Tim Baldwin



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▶ Record-breaking tunnel slide opens on unique Olympic Park sculpture — Page 18

Vienna's Prater Park celebrates 250 years of providing fun

Prater grounds hosted 1873 World Exhibition for first and only time

AT: Andrew Mellor
amellor@amusementtoday.com

Prater
Wien GmbH

VIENNA, Austria — The Vienna Prater is counted among the oldest places of entertainment in Europe and 2016 has marked its 250th anniversary. Today the Prater features a mix of attractions, entertainment, culinary offerings and retail outlets that together create a unique and hugely popular venue.

Once used as a private imperial hunting ground, the Austrian Emperor Josef II donated the area to the Viennese people in 1766. What is referred to as the settlement of the Prater began immediately with the first gastronomy units being established, followed by swings, carousels and bowling alleys, which laid the foundation of the Prater as a place for culture and entertainment.

In 1873, the first, and to date only, World Exhibition took place in Vienna on the Prater grounds.

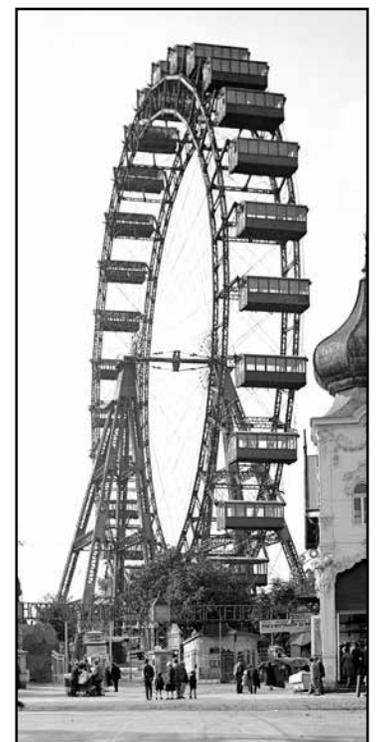
On the occasion of this major event, the amusement park was reformed, with streets and huts being built and the entire area being sub-divided into parcels. Sadly, the exhibition's landmark, the 84 meter (276 foot) high Rotunda around which the exhibition was centered, fell victim to fire in 1937, while today the site is marked by the Wiener Messe, the Vienna Trade Fair hall's main building.

In 1895 a new theater

was built and an amusement area called Venice in Vienna was created. On the area of the Imperial Gardens, comprising 50,000 square meters (538,195 square feet), today known as the Kaiserwiese, theater owner Gabor Stiener arranged the construction of artful replicas of Venetian examples of architecture, as well as canals on which visitors could travel by gondola.

The Prater today is particularly well-known for its Giant Ferris Wheel, which was built on the occasion of Emperor Franz Josef's 50th anniversary in 1897 by the British constructors Walter Basset and Harry Hitchins. Basset remained the owner of the Wheel until 1916, the year in which he was expropriated due to his nationality, and the Giant Wheel was released for demolition. However, due to an acute shortage of money, this never happened.

Unfortunately, the effects of war in the year 1944 completely destroyed the Wheel except for its iron construction but, together with the reconstruction of the St. Stephan's Cathedral, the State Opera and the Burgtheater, the Giant Ferris Wheel was also restored and put back into operation in 1947. Today, the Wheel is owned by the families Lamac and Petrisch



Top, the Prater has always offered a huge variety of shows and attractions to visitors of all ages. Above, the Scenic Railway pictured in 1909. Above right, the Prater Turm is the tallest attraction at the Prater. Built in 2010 by Austrian manufacturer Funtime, it stands at 117 meters high. Right, the famous Prater Ferris Wheel pictured in 1925, with part of the Scenic Railway alongside to the left.

COURTESY WIENER STADT- UND LANDESARCHIV WIEN MUSEUM AND WOLFGANG PAYER

and is the only operating Giant Wheel from the 1800s worldwide.

In 1938 the Prater became the property of the

City of Vienna, while the last days of World War II saw the old Vienna Prater destroyed in a bombing raid

▶ See PRATER, page 10

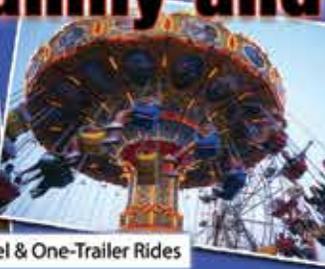


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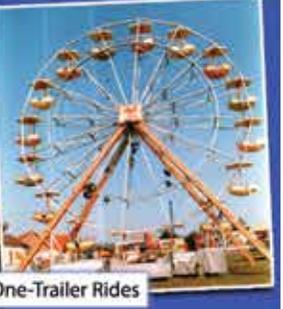
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▶ PRATER
Continued from page 9

and a piece of unique Viennese cultural heritage was lost as a result. However, the surviving Prater entrepreneurs joined together to rebuild the amusement park in an initiative of their own, although a lack of funds and too many different ideas of the individuals involved hindered the realization of the overall concept. The result, therefore, was many individual initiatives that turned the Prater into the colorful place it is today, packed with over 250 different attractions and facilities for young and old alike.

Among the numerous rides on offer are the Prater-turm Star Flyer, 5D Cinema, Ghost Train, Boomerang coaster, Black Mamba thrill ride, a Breakdance, Rotor, Discovery Revolution, Dizzy Mouse spinning coaster, Volare coaster, Ejection Seat catapult ride, the Flower Wheel big wheel, a Flying Carpet, Chairplanes, the Magic Dreamland Fun House, go-karts, bumper cars and many more. A host

of children's rides and mid-way attractions and games are also available.

The total area of the Prater comprises 6 million square meters. It is recognized as a green oasis in the heart of Vienna, its large meadows and woods being intersected by small watercourses, thus forming a perfect recreation site in the middle of the city. The entire park is divided by what is known as the artery – the 4.5 kilometer (3 miles) long Hauptallee, lined with 2,500 trees, which forms a broad avenue.

The Prater season starts shortly before the beginning of spring, the amusement park being open to visitors from March 15 until October 31 and featuring new attractions every year, while outdoor eateries abound in the typical sidewalk cafés. Both in the summer and also in winter, the focus of this classical amusement park is also on various other activities, including a range of events. The total number of annual visitors is approximately 4.2 million.

Forthcoming Malaysia park acquires 10 inversion Intamin pipeline coaster



Movie Animation Park Studios, currently under construction in Perak, Malaysia, has announced the acquisition of what it describes as a "record-breaking" 10 inversion pipeline coaster from Intamin. Despite economic challenges, the 52-acre theme park — originally slated for a December 2016 debut — is expected to welcome more than 1 million guests in its first year after opening. The park will feature attractions based on familiar cartoon characters including The Smurfs, Casper the Friendly Ghost, and Mr. Peabody & Sherman. •mapsperak.com

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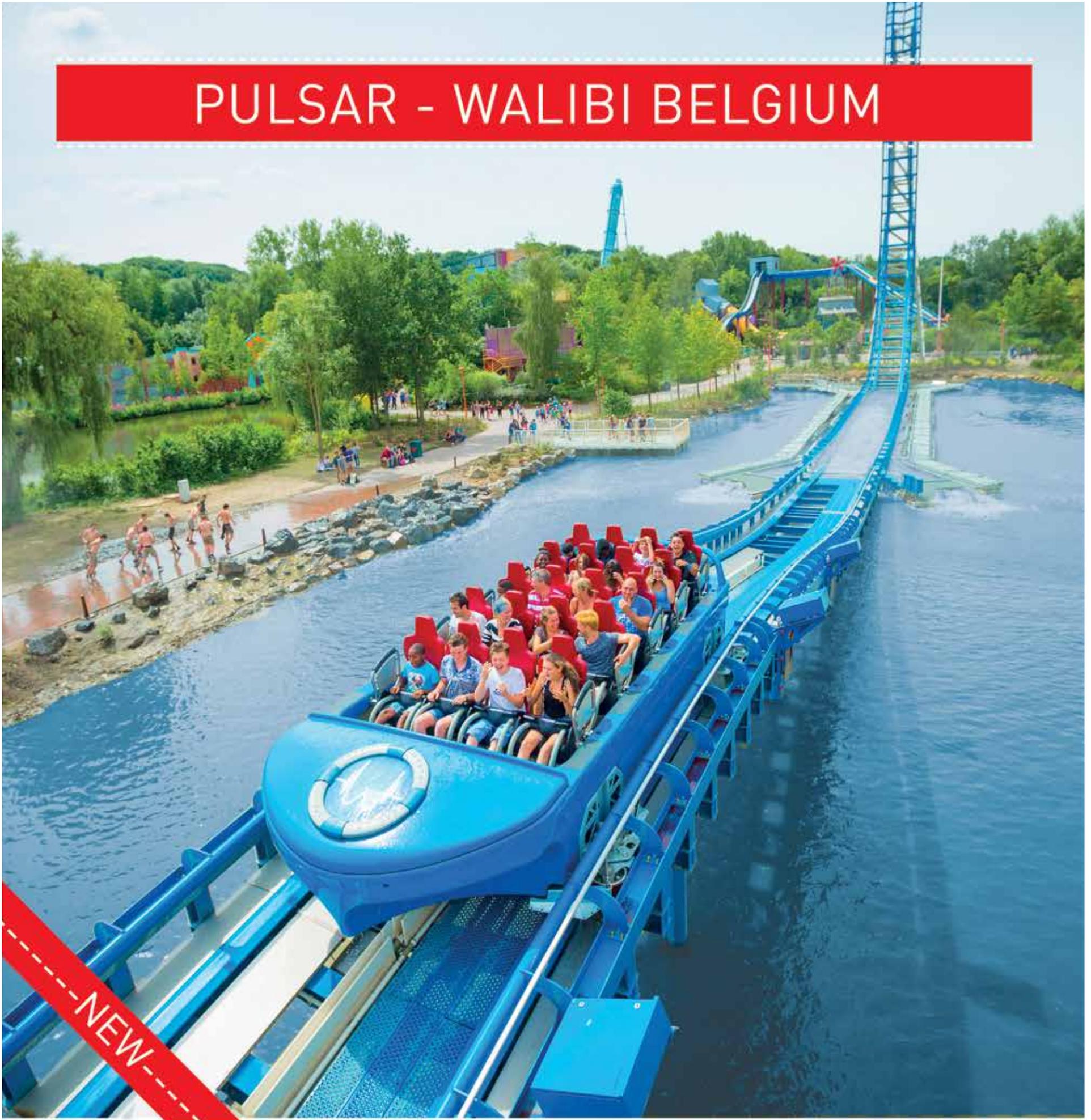
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Multiple attractions completed in U.K., U.A.E.

Simworx delivers winning string of 3D/4D park experiences

KINGSWINFORD, England — Simworx, a global leader in the design, manufacture and development of 3D/4D dynamic simulation attractions and 4D effects cinemas, has successfully completed several projects in the U.K. and the U.A.E. — including one that picked up an award in September during Euro Attractions Show (EAS) 2016 in Barcelona, Spain.

Simworx won a European Star Award at EAS for its work on Derren Brown's Ghost Train at Merlin Entertainments' Thorpe Park Resort near London. The immersive, psychologically-driven attraction utilizes virtual reality, augmented reality, motion simulation, advanced dark ride vehicles and a wide range of special effects.

Ghost Train, housed in a Victorian-themed train depot, is a 13-minute experience featuring a voiceover from British illusionist Derren Brown discussing the concept of fear. Guests then move into a warehouse, where they enter a mysterious train car-

riage seemingly held in midair by chains. Inside, each seat features an HTC Vive VR headset to provide special video and sound effects, while effects within the carriage itself enhance the storyline that unfolds.

"This was probably our most challenging project to date, with many elements designed and created specifically for this unique attraction," said Terry Monkton, managing director of Simworx, which worked closely with Merlin Magic Making and key supply partners Seven Lamb, Fiment and HTC. "The technology involved has taken this form of entertainment to a completely new level, and we are absolutely thrilled with the end result."

Beyond the U.K., in the Middle East, Simworx currently is involved in supplying attractions for a number of different venues in Dubai, U.A.E. — including several theme parks under the Dubai Parks and Resorts banner.

Three Simworx attractions are part of the recently opened Hub Zero, operated by Meeras



One of three attractions by Simworx at Hub Zero in downtown Dubai's City Walk area, this four-seat RoboCoaster based on Sony's Dragon Age video game moves riders in synchronization with the screen action. COURTESY SIMWORX

Holdings, in downtown Dubai's City Walk area. The immersive entertainment park and gamer's paradise offers experiences created in association with a number of renowned video game developers.

Simworx's largest contribu-

tion to Hub Zero is a 50-seat 4D cinema based on the Japanese video game Asura's Wrath. The theater features a large curved screen and an array of effects, such as leg ticklers, air blasts, water sprays and wind as well as special lighting.

A 30-seat Simworx Immersive Tunnel custom-themed to the Final Fantasy video game series by Square Enix also is in operation. The attraction features 3D projection on both sides and in front of a futuristic vehicle, enveloping guests in the experience.

The third Hub Zero attraction from Simworx is a four-seat RoboCoaster based on Sony's Dragon Age video game. Guests board the ride within a castle-themed loading station and, once secured in the four-seat vehicle, are suspended before a quarter-dome screen on which the motion-synchronized action takes place.

In addition to the Hub Zero projects, Simworx has installed a 4D cinema at the Mattel Play! Town, also located in City Walk. This attraction is based around the popular characters from the British television series "Thomas & Friends," complete with Thomas badge-emblazoned blue seats and other show-related touches.

—Dean Lamanna

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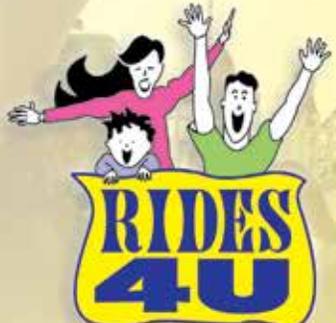
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Riverland Dubai's namesake attraction on the 'rise'

DUBAI, U.A.E. — Riverland Dubai, the multi-themed dining and retail destination located at the heart of Dubai Parks and Resorts, was completed and began filling its winding, manmade scenic river ahead of its Oct. 31 opening. Visitors can take boat rides on the river, and enjoy lunch or dinner on its banks, in one of four unique zones themed to distinct international eras of the past: The French Village (vintage), Boardwalk (1950s America), India Gate (colonial era) and The Peninsula (19th century). Occupying more than 30 million square feet and containing more than 50 restaurants and shops, Riverland Dubai will connect three adjoining theme parks and can be experienced free by park patrons and the general public.

• riverlanddubai.com



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Maurer announces unique new Spike coaster system

AT: Andrew Mellor
amellor@amusementtoday.com

MUNICH, Germany — A brand new roller coaster system which provides a totally new experience has been developed by German manufacturer Maurer Rides.

The Spike coaster system uses Maurer's patented Spike technology which features a unique tooth system that allows the electromotive driving force to be transferred to the rail, slip-free with 100 percent traction, ensuring a silent and smooth riding experience even at high speeds. The toothed rack, which is attached to the rail, flexibly conforms to all radii and twists of the rail, as does the power rail which has been developed especially for high speeds. This allows full design freedom when planning the track layout and constant propulsion to be delivered in the tightest curves and all the way up vertical track sections.

"Spike Racing defies the physical limits experienced by conventional roller coasters due to gravity," explained Maurer's Steve Boney. "The previous limits imposed by the complex interaction between potential and kinetic energy are completely suspended with Spike's driving force. 100 percent traction allows for propulsion exceeding 1g, allowing for acceleration even on layout segments leading vertically upwards.

"This is a dream come true for designers and amusement park planners — complete freedom when designing track layouts and ride

elements. Energy potential, block braking sections and straight stretches for propulsion systems no longer play a role for the layout."

There are currently three rider vehicles to choose from, namely Spike Race, which has riders sitting astride the track, Bike, which has riders on authentically designed motorcycle vehicles on the track, and Air Race, a flying coaster style vehicle which positions passengers seated on either side of the track. Each vehicle is equipped with its own decentralized safety control system, through which all relevant data is constantly exchanged with the central control system and those of other vehicles. This allows vehicles to be located down to the centimeter and speeds and acceleration to be regulated precisely throughout the entire ride.

The speed range within which drivers are able to ride their vehicle is pre-programmed for each particular track layout and the riders themselves determine how fast they go using a hand operated throttle. However, simply going at top speed without braking at the right time before a bend will lead to a loss of time around the track. A variety of interactive elements can also be incorporated on the ride to further enhance the experience.

The first customer version of the new system, tagged as the world's first interactive racing coaster, was built during the summer this year at Allgäu Skyline Park in Germany, in the shape of the Spike Racing installation Sky Dragster, which offers accelerations of up to 1.2g and a maximum speed of 60 kph (37 mph).



A Sky Dragster vehicle is positioned on the new Spike coaster (above) at Allgäu Skyline Park in Germany. Maurer states the Spike Race vehicle offers the lowest seat position (below) ever implemented on a roller coaster. COURTESY MAURER RIDES



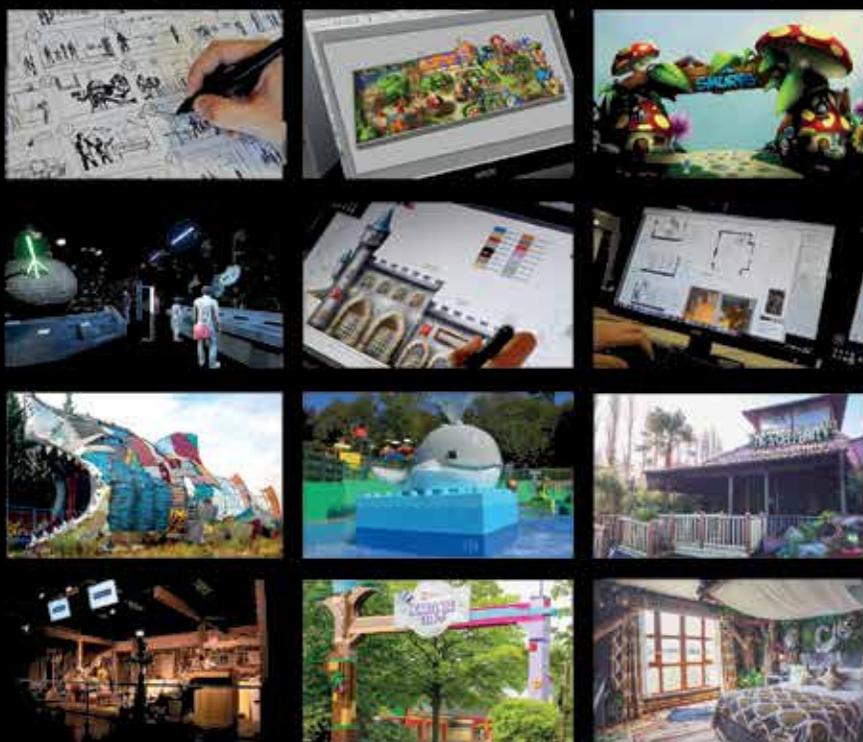
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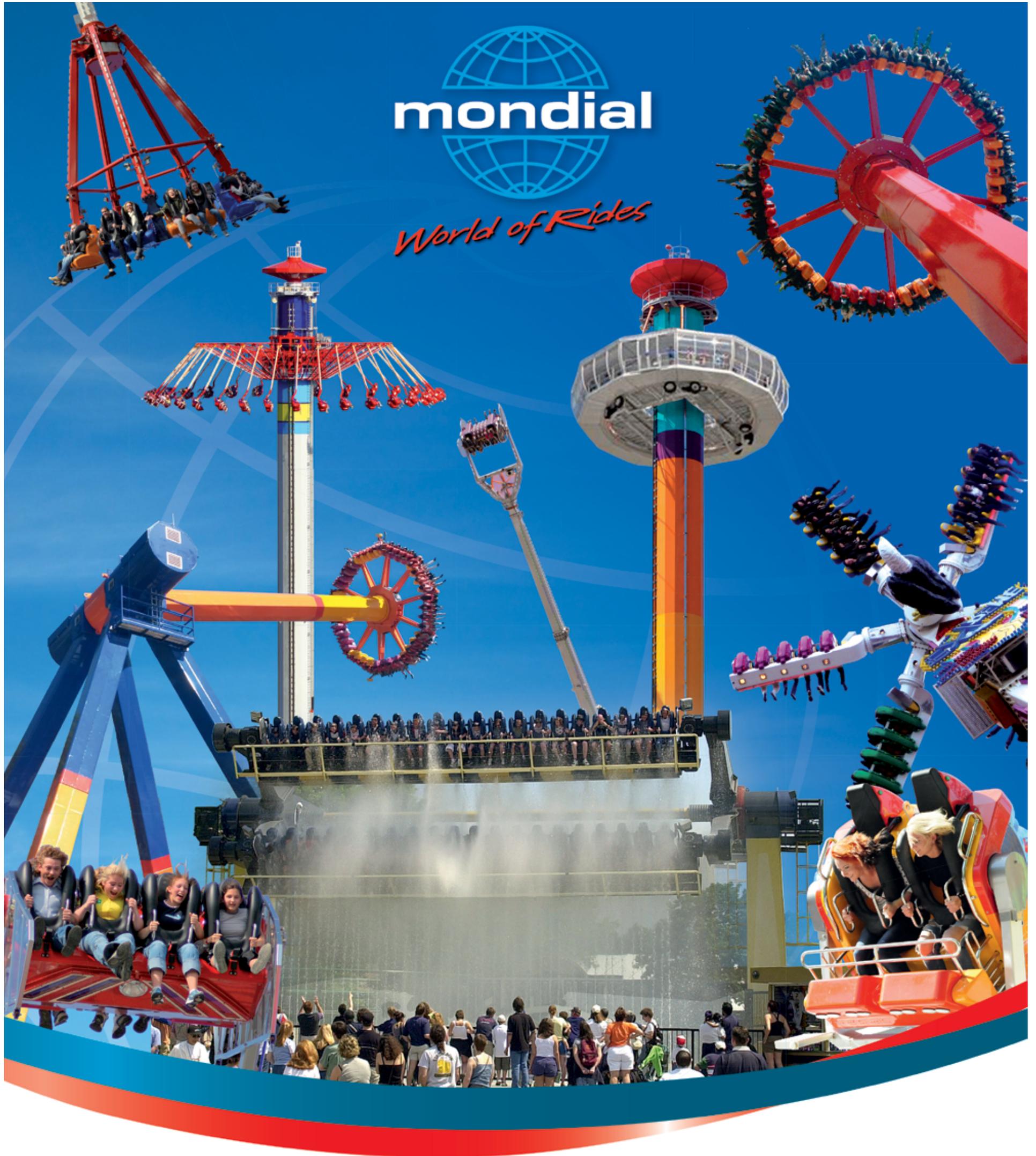
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Record-breaking tunnel slide opens on unique Olympic Park sculpture

AT: Andrew Mellor
 amellor@amusementtoday.com

LONDON, England — The world's tallest and longest tunnel slide opened this summer in London when the attraction made its debut on the ArcelorMittal Orbit structure at the Queen Elizabeth Olympic Park, home to the 2012 Olympic Games.

One of the most striking and enduring visual legacies of the games, the ArcelorMittal Orbit was designed by sculptor Sir Anish Kapoor and engineer Cecil Balmond and is Britain's largest sculpture. Its construction came about from a chance conversation between the then London Mayor, Boris Johnson, and Lakshmi Mittal of the world's largest steel company, ArcelorMittal.

And now, as well as having the chance to enjoy 20 mile views over the London skyline, visitors can also experience an exhilarating, 40 second descent in the 178 meter (584 foot) slide. From 76 meters (249 feet) up, riders travel through light and dark sections at speeds of up to 15 mph (24 kph) as the slide loops its way around the sculpture 12 times, taking in gentle curves, thrilling drops and a tight corkscrew called the "Bettfeder" — bedspring in German.

But the slide is not just an exciting new experience for visitors; it is also a major new art installation. Created by Belgian artist Carsten Höller at the invitation of ArcelorMittal Orbit designer Kapoor, it is a unique collaboration between two of the world's most renowned contemporary artists. The intricate twisting

metal slide is made up of 30 sections of ArcelorMittal steel, each measuring between 5 meters and 7 meters (16.5 feet and 23 feet) long. A specialist team of abseilers spent nine weeks installing the individual pieces using ropes and pulleys.

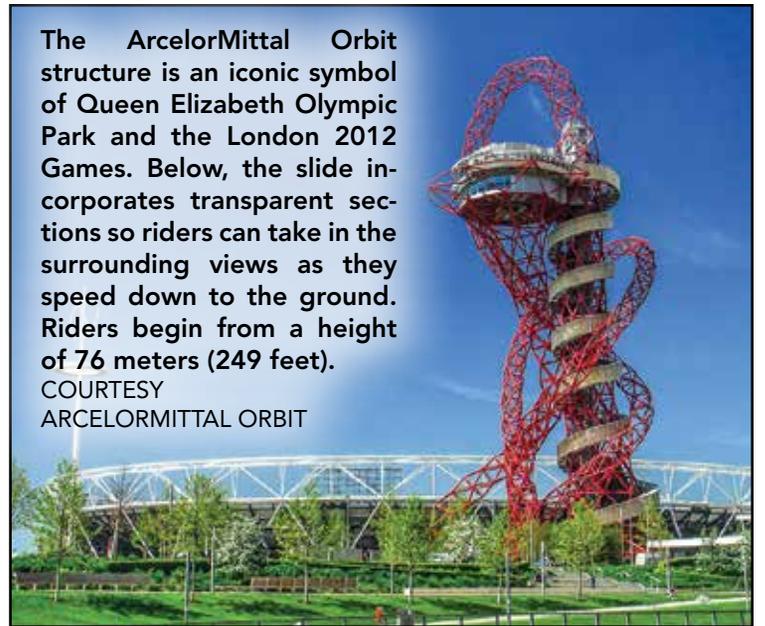
Riders slide down on a specially designed mat and are able to see out of some sections of the slide through polycarbonate window sections. The journey culminates in a 50 meter (164 foot) straight run to the ground.

Speaking at the time of the slide's opening, Peter Tudor, Director of Visitor Services at Queen Elizabeth Olympic Park, said: "We are so thrilled to welcome the first riders to The Slide, which really is an extraordinary addition to Anish Kapoor's iconic sculpture. It is a whole new sensory experience for visitors as they whizz through light and dark sections and view the ArcelorMittal Orbit like never before. Together with spectacular views, it is another great reason to visit Queen Elizabeth Olympic Park."

Construction was led by Buckingham Group Constructing Ltd. using specialist abseilers provided by CAN Structures, with structural engineering work provided by BüroHappold. The Slide has been manufactured by renowned slide manufacturer Wiegand and British firm Interkey. The steel was generously contributed by ArcelorMittal, whose original donation made possible the realization of Anish Kapoor and Cecil Balmond's vision for the ArcelorMittal Orbit in 2012.

The ArcelorMittal Orbit structure is an iconic symbol of Queen Elizabeth Olympic Park and the London 2012 Games. Below, the slide incorporates transparent sections so riders can take in the surrounding views as they speed down to the ground. Riders begin from a height of 76 meters (249 feet).

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Lagotronics GameChanger opens in China

VENIO, The Netherlands — The Netherlands-based Lagotronics Projects has introduced their new ride concept, GameChanger, a rotating 3D gaming platform which is the first of its kind in the amusement industry. A U.S. patent has been filed by Lagotronics. GameChanger made its debut in July at Shimao's Max Wonder Park in Shishi, China.



Lagotronics has merged the thrills of a 3D gaming platform with the movement of a carousel turntable to create the first GameChanger attraction. The first unit recently opened at Max Wonder Park in China.

COURTESY LAGOTRONICS PROJECTS

The ride in Max Wonder Park is called Max Ranger, and is built on a 12 meter diameter platform. It has seven groups of four-seats and six game scenes. Visitors step in a vehicle on a revolving platform that rotates like a carousel, and after every turn, they get to play an amazing 3D game.

As six groups of players are entertained inside, another group will board the platform in the loading area. The Max Ranger ride has an hourly capacity of 320 people, but configurations

of up to 1,000 are possible, this can be achieved by using larger seating configurations and a platform of up to 25 meters. Every player has his own fantasy shooter and score monitor installed on the vehicle. During the

ride players will enjoy a range of special effects, including wind, sounds and vibrations. At the end of the ride players can compare their personal score with the other guests on an overall score board.

Fårup Sommerland to take guests on a spin next year



Hang on to your stomachs! Fårup Sommerland, in Blokhus, Denmark, is adding a new thrill ride called Hvirvelvinden (The Whirlwind) in 2017. The 24-seat spinning pendulum ride from Zamperla will swing to a maximum height of 19 meters (62 feet) at an angle of 115 degrees, all while pulling a maximum G-force of 3.8.

COURTESY FÅRUP SOMMERLAND

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O'Gliss Park debuts first 360-loop waterslide in France

Polin's Looping Rocket is a first in France for new park that is third largest in the country

AT: Jeffrey Seifert
jseifert@amusementtoday.com

LE BERNARD, France — Polin Waterparks formed a partnership with Edsun Loisirs of France to open the new O'Gliss Park in Le Bernard last June. The €12 million (U.S. \$13.5 million) development features 12 waterslides, including several of Polin's most-popular rides: Kamikaze, Freefall, TurboLance and Looping Rocket. At 60,000 square meters, it becomes the third-largest water park in France.

Sohret Pakis, director of marketing for Polin, pointed out that France offers one of the world's most diverse markets for water park development. "We've been extremely pleased with the many different projects we've worked on in France," she said. "Working with Edsun Loisirs just makes the opportunities that much greater for us."

The coast of the Vendée area of France, which extends along more than 200 kilometers (120 miles) of mostly sandy beaches fronting the Bay of Biscayne and the Atlantic Ocean, has become a famous tourist draw. Edged with dunes and pine woods, along with coastal mudflats and marshes that attract unusual birds, the beaches are considered an oasis for nature lovers. The Vendée is on the west coast of France, situated between Nantes to the north and La Rochelle to the south. It's the second most popular holiday destination in France, welcoming tourists both for family beach holidays and for authentic countryside vacations.



The park, which features exotic gardens with over 9,000 plantings – including 240 palms, 160 banana plants, 100 pine trees and several green meadows – is divided into four areas. LudO'Park focuses on little in a unique setting that offers fun activities and games in a pool area dedicated to children's use. The wave pool is the focal point of Sunset Playa and it is edged with palm trees and lounge chairs. The ExploraIO' area is a lush world of four "wild rivers" that allows guests to choose between a relaxing free float or

O'Gliss Park opened in Le Bernard, France, in June. The U.S. \$13.5 million water park features equipment from Turkey-based Polin Waterslides. Among the Polin in use at the location are a waterplay structure (top left); the first 360-degree looping waterslide in France (top right) and a series of massive slide tower complexes (above and right) that provide an assortment of slides for every guest.

COURTESY POLIN

► See O'GLISS, page 22

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Australia's Jamberoo Water Park opens The Perfect Storm from ProSlide

AT: Jeffrey Seifert
jseifert@amusementtoday.com

JAMBEROO, New South Wales, Australia — The Perfect Storm has landed in New South Wales. Jamberoo Action park recently opened a new attraction from ProSlide that combines three of the best-selling Tornado funnel slides into two massive attractions.

Guests who challenge The Perfect Storm will enter the stormy gray tube chute then swirl into the first vortex — an open Tornado24. Re-entering the darkness, the second, enclosed Tornado24, will likely come as surprise. The rafts then build up speed and burst into daylight as guests encounter the final open Tornado60.

But, even then it's not over: the exit from the last Tornado goes back into an enclosed mammoth river for one more final spiral before exiting into the splash pool where calmness is finally restored.

According to ProSlide this is the world's first combination of a Tornado24/Tornado24/Tornado60 in one attraction, making it the tallest and longest waterslide of its type.

The Perfect Storm is a follow-up to Jamberoo Action Park's highly popular Funnel Web — a combination Mammoth River and ProSlide Tornado that uses the same four-person clover-



Jamberoo Water Park in New South Wales, Australia, has opened The Perfect Storm. The ProSlide slide features the combined actions of the company's three best-selling slides: a Tornado24, a Tornado60 and an enclosed MammothRiver, which provides a spiraling finish. COURTESY PROSLIDE



leaf rafts. The Perfect Storm is situated alongside Funnel Web, sharing the same pathways and loading platform.

Since both use the same rafts, they also share the lift mechanism to bring rafts to the top of both attractions.

►O'GLISS

Continued from page 21

test themselves with rapids and swift currents. The rivers follow the natural terrain and are more than 400 meters (1,312 feet) in length. Délic'Space is devoted to thrills with a wide variety of slides for families and thrill-seekers.

Guests spending the day at the water park can dine at one of five different restaurants, including traditional French, tapas and fast food. Parkgoers may also bring their own food and take advantage of the multitude of spaces to have a picnic. Wristbands which can be pre-loaded with euros are available so no one has to carry money around the park.

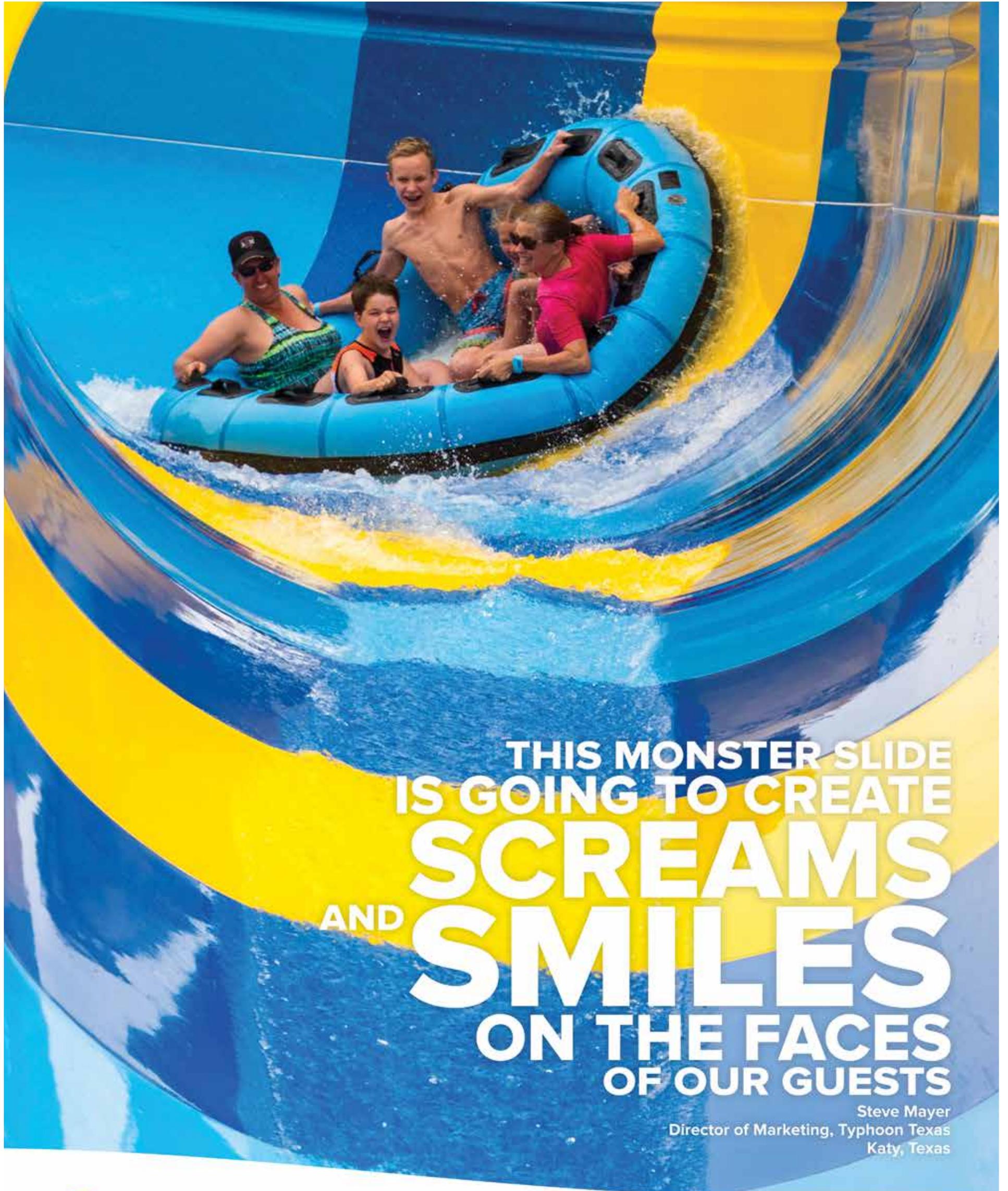
Polin Waterslides provided

a variety of attractions for guests of all ages. At 16 meters (52 feet) high, the Looping Rocket is the only waterslide in France to feature a horizontal 360-degree sideways loop. It begins with a trap door launch capsule, then sends riders through the thrilling high-speed loop. Other slides include: a fusion of two of Polin's popular slides Turbulance + Space Boat; Flying Boats, which offers both uphill and downhill sections; tunnel body slides with visual and auditory effects; freefall slides and mat racers. Kids, attractions include a pirate-themed water play structure with interactive elements and the requisite tipping bucket, body slides, gentle wide slides, and a specially designed mini freefall.

All the slides at O'Gliss

were manufactured using Polin's Resin Transfer Molding (RTM) composites technology. Polin pioneered this process in waterslide manufacturing and named the technology Magic Shine due to its resulting shiny interiors and exteriors. Many of the slides feature Polin's natural light effects technology or special pattern effects technology to create amazing light patterns within the slides.

O'Gliss Park operates during the summer season, June through September. The water park offers combination tickets with nearby Indian Forest, an adventure park with a number of outdoor attractions including climbing walls, racing karts, tree top trails, biking, hiking, paint ball, and an outrageous water jump.

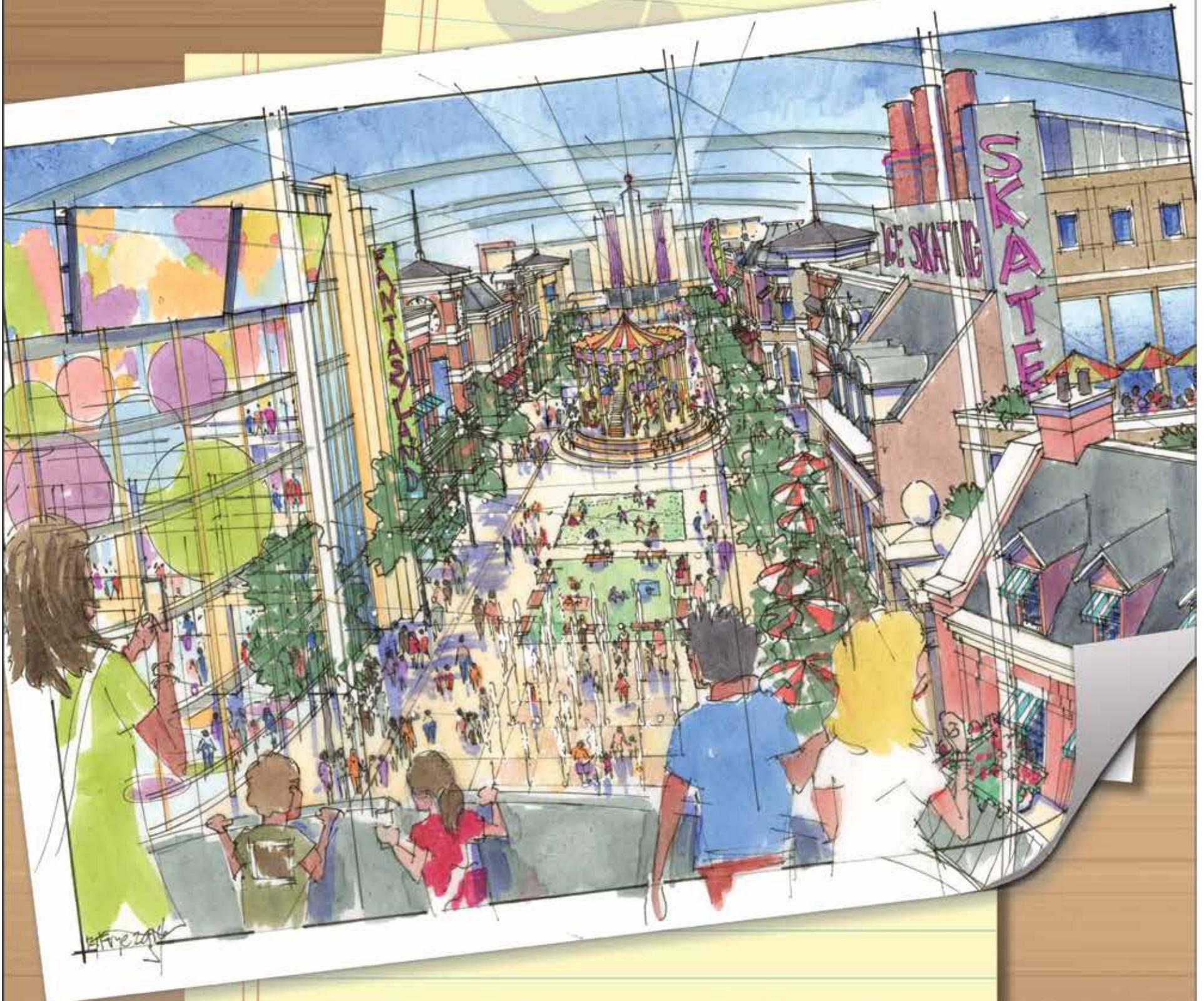


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Tarkington Park on the north side of Indianapolis, Ind., is expected to open by year's end. Closed last fall, the park has undergone a nearly \$6 million transformation over the past year. The water play area/splash pad will include digital lights and four different water features. The remainder of the park includes an indoor/outdoor café, a handicap-accessible playground, rope climbing attractions, basketball courts, tunnels tubes, and earth slides. The area will be covered with artificial turf and fall-safe surfaces. Although the park is expected to open by year's end, the official dedication will take place in the spring with the opening of the water park.

John Broome, founder of the present-day **Alton Towers** theme park in England, has been given the go ahead to develop a "six star" holiday resort in Cornwall. Plans for the ambitious resort include a tropical pool and spa that will include a large-scale pool, waterslides, and an inside/outside rapids river ride. Thousands of tropical plants within a 1.5 acre glass and timber enclosure will create an oasis with its own micro-climate making the resort available for holidaymakers throughout the entire year. Building of the resort is expected to be in February of next year and will take three years to complete. The remainder of the resort includes treehouses, resort accommodations and resort residences as well as an adventure park with simulators, dark rides and an indoor roller coaster. It is expected to become a world-class destination according to Broome.

The developer of a **Cedar Rapids** water park in Iowa has changed the proposed location for a large-scale water park for the city. **Nick Ford**, CEO of the development team building **Cedar Bayou**, said on Oct. 20, he now intends to build next to Hawkeye Downs Speedway and Expo Center. That area, used for motocross and other races, is in a well-developed part of town and can easily

NEWS SPLASH



COMPILED: Jeffrey L. Seifert
jseifert@amusementtoday.com

handle the increase in traffic expected from the addition of an indoor/outdoor water park. The project has been in development since early 2015, but the first two proposed locations were met with some opposition for local residents. Although still in the planning stages, Cedar Bayou is envisioned as an outdoor five-acre water park with a 60,000 to 65,000 square foot indoor section. Adjacent to the park will be a natatorium with a competition pool and seating for 3,000 spectators. Additional plans show a hotel, RV park, food court, restaurants and shops.

Following pleas from residents, **New Hyde Park's** swimming pool will now include a waterslide. Town officials from North Hempstead, N.Y., put the slide back into the \$13.6 million plan to renovate the existing **Clinton G. Martin Park**. Town officials thought they had done due diligence when a survey of the original \$15 million proposal to renovate the entire park, showed that most residents didn't consider a waterslide at the pool important. An online petition, started by a group of young parents, convinced the officials that a waterslide would attract more young families with preteen and teenage children. The plans were modified to include a separate splash pool for the slide so as not to interfere with swimmers using the regular pool.

The **Strand Water Park** in Townsville, Australia,

reopened Oct. 12 after a AU\$2.8 million renovation was finished ahead of schedule. The park features new attractions including water slides and water play equipment while retaining some of its popular elements, such as the 1,000-liter "Big Bucket" that dumps water every five minutes. "The water park has always been one of Townsville's most loved attractions and I am very pleased to see it back in action today," said **Mayor Jenny Hill**. "We've spent a lot of time listening to our community to make this transformation one that reflects the best of what parents said they would like to see. More shade, more seating and a better design to keep kids away from the road are some examples." The upgrade project includes new slides, water play equipment, shade structures and a host of other features. The water park is open from 10 a.m. daily throughout the Australian summer season.

The long-awaited renovation to **LaMont Does** pool in Lafayette, Colo., has finally begun with ground breaking taking place on October 18. The aging facility, nearly 45 years old, had been in line for renovations for years. The pool's slide had to be closed in 2014 when it was deemed structurally unstable and the landing pool was leaking a foot of water each day. The following November, Lafayette residents approved a new tax and the issuance of \$5.52 million in bonds to cover the new facility and to add amenities to the surrounding LaMont Does Memorial Park. The new facility, known as the **Great Outdoor Waterpark**, will include two new water slides and a landing pool; a leisure and fitness lap pool; interactive challenge-based water attractions such as zip-lining, rock climbing and slack lining; and a new Colorado mountain-themed park entrance with an American with Disabilities Act-compliant bath house building and splash pool. The new project is expected to cost \$5.2 million, and should be open by the summer of 2017.



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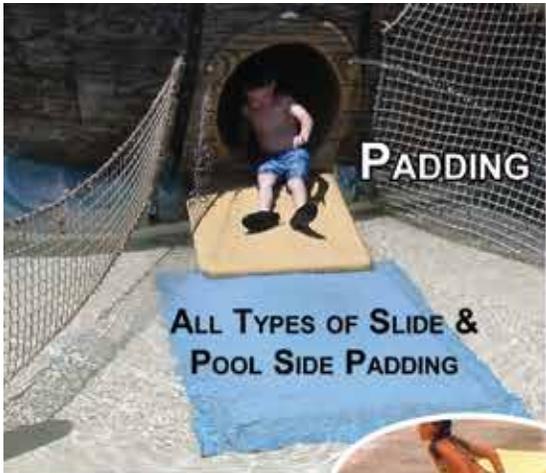
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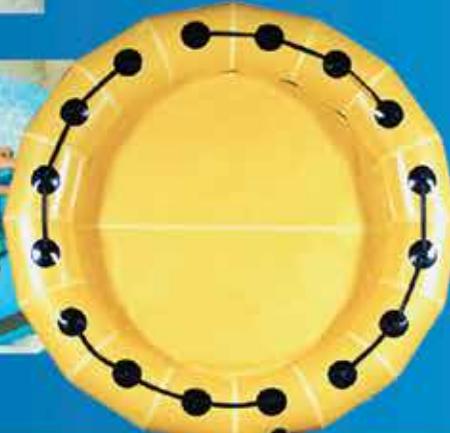
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PARKS, FAIRS & ATTRACTIONS

▶ Triple Five brings American Dream to life — Page 38 / North American State Fair roundup — Pages 50 & 52

Parks and tourist attractions investing apace in VR technology

AT: Dean Lamanna
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NEW YORK, N.Y. — When Madame Tussauds New York was brainstorming for a new attraction that would “cut through the clutter” of its dynamic Times Square location in mid-2015, it hit upon the idea of a tie-in with the recent feature film remake of *Ghostbusters*, the smash 1984 movie about a team of paranormal pest controllers in Manhattan.

The evolution of the *Ghostbusters Experience*, an exhibit concept already envisioned as an ambitious, multi-floor walk-through wax character display in recreated movie settings with funhouse-style special effects, then took a surprising twist.

“We had been working

with Sony Pictures on the project, and they said, ‘Hey, we’re talking to this company, The Void. You should talk to them,’” explained Eric Fluet, Madame Tussauds’ head of marketing and sales, to *Amusement Today*. “They brought The Void to the table and we saw their technology for the first time, and that’s how it all came together.”

The Void, based in Utah and specialized in the integration of cutting-edge virtual reality (VR) and physical sets, seized the opportunity to strut what it calls “hyper-reality.” The company created an optional, separate-admission climax to the *Ghostbusters Experience* called *Ghostbusters: Dimension* that equips guests with headsets and ectoplasm-blasting “pro-

ton packs” — turning them into free-roaming characters interacting inside a haunted apartment (an actual physical space, including furniture, overlaid with VR).

Fluet said the attraction, which officially opened July 1 to “overwhelmingly positive” public response, represents a rare creative alliance — combining Sony’s pop culture-penetrating intellectual property (IP), The Void’s proprietary technology and the operational know-how of Merlin Entertainment, owner of the Madame Tussauds chain.

“It’s an amazing VR product that is coming to the market commercially for the first time,” he pointed out. “And it allows guests to step into the movie in a way not even the actors have done.”

That, of course, carries an irresistible appeal.

Guy Nelson, president of Port Coquitlam, B.C., Canada-based Dynamic Attractions, told *AT* that he sees a “renaissance” in the leveraging of such branded IP into media-based attractions. “There are parks going up [worldwide] with Fox, Warner Bros., Paramount and others,” he said. “Media companies are saying, ‘Look, we’ve got some good IP that we can marry into exciting experiences shared in a themed entertainment setting.’ This is why you see a trend of companies other than Disney and Universal now using their IP in partnership with park owners.”

VR, with which some of the above-noted film studios themselves have been experimenting quietly for cinema and television applications, is helping to fuel this trend. And after a quarter century of fits and starts, its mainstreaming is coming fast.



Roland Mack and his godfather, Willi Mack, 93, try out *Alpenexpress VR-Ride* — a collaboration between VR Coaster, Mack Rides, MackMedia and Samsung at the family’s Europa-Park in Rust, Germany. Mack Rides is a partner in VR Coaster and is selling the technology for its own coasters and others worldwide. COURTESY MACK RIDES

According to an analysis by Reuters, as of spring of this year, there had been a 375 percent jump over 2015 in the number of companies of all types that had VR in their business plans. They include the likes of Apple, Facebook, Google, Imax Corp. and Microsoft — leading to predictions that the VR market could top \$1 billion by the end of this year and grow exponentially going forward.

Headsets hit the rails

Among amusement companies, Six Flags Entertainment Corp. rolled out VR in a big way in 2016.

The theme park operator added Samsung Gear VR, powered by Oculus, as a guest experience option on nine of its steel roller coasters in the U.S. With the aid of gyros, accelerometers and proximity sensors, the high-definition system synchronizes computer-generated, 360-degree fantasy VR action with each ride’s drops, twists and / or loops — even offering limited gameplay on some of

the coasters.

The technology garnered largely excellent reactions from guests who tried the option. While most were impressed, a few found the headsets cumbersome or were made nauseous by the VR. Six Flags deemed the program successful enough to announce in August that, by 2017, it would replace the initial VR experience with a fully interactive VR gaming one called “Rage of the Gargoyles” on five of its current VR-applied coasters and offer it on three additional coasters.

Six Flags CEO John Duffey wasn’t coy about the company’s decision to invest in the technology, telling CNBC’s “Squawk on the Street”: “A roller coaster can run anywhere from \$15 million to \$20 million... [with] less than \$1 million, we can actually add VR to one of our existing roller coasters. We can take an older ride... and transform it into a great new experience.”

Meanwhile, theme park companies Cedar Fair and Sea- ▶ **See VR TREND, page 32**



Ghostbusters: Dimension, the “hyper-reality” climax of the *Ghostbusters Experience* at Madame Tussauds New York, was created by Lindon, Utah-based The Void and features the company’s proprietary VR technology. More than 20,000 visitors had entered the attraction as of mid-October.

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► VR TREND

Continued from page 31

World also have been testing VR applications — with the latter announcing in late September that it would debut a versatile new digital reality platform called Deep See on Kraken, a steel floorless coaster at its Orlando park, in 2017.

The VR trend also has rippled across Europe, the Middle East and Asia, with several companies now offering the technology. A major one is VR Coaster GmbH, which, working with business partner Mack Rides, has installed its system on the Alpenexpress coaster at Europa-Park in Rust, Germany, and on coasters elsewhere manufactured by Mack, on coasters at Six Flags parks and on others around the globe.

'Reality' checks

VR's arrival in parks has raised a couple of concerns. They include the hygiene of frequently reused headsets (Six Flags, for one, has worked with doctors on optimal, and swift, cleaning methods) and especially ride throughput.

"Right now, VR's challenge is gearing up," said Dynamic Attractions' Guy Nelson. "You can go from 1,200 people an hour to 300 people an hour on a coaster just because of the operational realities of the headset — getting it on and getting it off."

One solution can be found in augmented reality, which does away with headsets in favor of inserting digital imagery over real-life settings and video. It is inclusive of the existing en-



SeaWorld Entertainment's new Deep See VR platform will be applied to Kraken, a steel floorless coaster, at SeaWorld Orlando in 2017. The technology immerses guests in a creature-filled undersea world.

COURTESY SEAWORLD ENTERTAINMENT

vironment and other persons within it — as demonstrated by the Pokémon Go mobile video game that took off like wildfire last summer.

Nelson, whose company has designed and manufactured complex ride systems,

such as flying theaters, for Disney, Universal Studios and other clients (see story, page 42), observed that "there's going to be a combination of mixed reality and augmented reality" appearing at theme parks.

"When you put on a VR

headset, you immediately cut off one of the things that makes a theme park so successful — the social gathering, typically a family or group of people who go to a park to enjoy it together," he said. "You actually are in a virtual reality when you go to a theme park. So, we are working with clients on exactly how to bring high-capacity augmented reality to bear."

For now, VR is the hot thing, with many new so-called experience technology companies — such as Spaces, launched by a pair of former DreamWorks Animation executives, and DreamCraft Attractions, Ltd., a corporation connected to Canada-based Cavu Designwerks, Inc. — giving it focus alongside other modified realities. And it is already serving as a major draw in everything from science-based tourist attractions (e.g., Destination: Mars at the Kennedy Space Center Visitor Complex in Florida) to scare fests (e.g., The Repository at Universal Orlando Resort's Halloween Horror Nights).

Back in New York at Madame Tussauds, Eric Fluet extolled one of the technology's crucial characteristics — that no two experiences of a VR attraction are exactly alike.

"There are amazing details built into the Ghostbusters: Dimension story," he said. "Every time I go in, I discover something new."

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Worldwide References:

Six Flags Magic Mountain (USA): „The New Revolution Virtual Reality Coaster“
 La Ronde (Canada): „Goliath - The New Revolution Virtual Reality Coaster“
 Six Flags New England (USA) : „Superman - The Ride Virtual Reality Coaster“
 Cedar Fair / Canada's Wonderland (Canada): „Thunder Run VR Coaster“
 Bobbejaanland (Belgium): „Mount Mara VR Coaster“
 Europa-Park (Germany): „Alpenexpress Coastiality“
 Warner Bros. Movie World (Australia): „Arkham Asylum Batman VR Coaster“
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Wiegand builds half dozen Alpine Coasters in North America

Current trend is for ski resorts to offer year-round activity

AT: B. Derek Shaw

bdshaw@amusementtoday.com

SALT LAKE CITY, Utah — This year has been a busy one for Wiegand Sports GmbH (the North American affiliate company to Josef Wiegand GmbH & CoKg, Rasdorf, of Germany). The company completed six alpine gravity ride installations across the United States, with half at ski resort locations and one near an iconic national memorial site.

Amusement Today spoke with Larry Hays, North American sales representative, about the flurry of activity they experienced in 2016.

Wow, a half dozen installations this year in North America! How did all that come about?

In the last 10-15 years, there has been a focus on creating a year-round business model in the ski industry. Much of this is attributed to challeng-

ing demographics, as well as to the unpredictable snowfall in recent years. Subsequently, resorts worldwide have become focused on summer operations. The alpine coaster has proven to be a premier year-round attraction, with an impressive ROI, for the resorts and other venues which operate them.

What's a typical timeline for each of these projects?

Six to eight months.

Were there any unusual or interesting circumstances with any of the installations?

Because of the mountain landscape of the installations, we often will have a curious bear, deer, or moose which wanders onto the construction site.

What are some of the challenges that might have occurred during installation?

When there is a limited time frame to install equipment at a ski resort, or the installation is at 9,000-10,000 feet of elevation, there are challenges with staging the equipment as well as elevation-related conditions, such as working on the side of a mountain to install a ride and trying to beat the first snowfall.



A rider speeds along on the Heavenly Valley Alpine Coaster, with Lake Tahoe in the background.
COURTESY HEAVENLY MOUNTAIN RESORT



Does Wiegand do 100 percent of the installs or do you subcontract out portions of the projects?

Wiegand does 100 percent of the equipment installation, but the customer often subcontracts such items as site clearing, foundations, and building structures, such as the storage building.

Will any of the mountain coasters be operating year-round?

The majority of the alpine coasters are operated year-round. Wiegand offers special equipment which can be used to clear snow from the track.

Are there any temperature/conditions that prevent the

ride from operating?

The ride can operate in most conditions. However, the resorts generally find that guests do not request the ride experience when temperatures are in the 20s or below, or when it is snowing. Also, the ride is not allowed to operate if there are sustained winds of 40 mph or greater, wherein blowing debris could hit a rider.

With the six built in 2016, what is the total ride count for Wiegand in North America?

Wiegand has 23 alpine coaster installations in North America, and one alpine slide at

the Utah Olympic Sports Park.

What is Wiegand's current total alpine slide count worldwide? What are the numbers for the other products Wiegand builds?

We have more than 220 alpine coasters, and over 300 stainless steel (no fiberglass) alpine slides. We have also installed about 25 specialty stainless steel slides in such venues as malls (including Mall of America), office buildings, schools, museums, playgrounds, and private

▶ See WEIGAND, page 35

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► WIEGAND

Continued from page 34

residences. As a side note, Wiegand just finished installing the world's tallest, longest, and fastest tunnel slide (see story, page 18) in the Queen Elizabeth Olympic Park, London. It is called ArcelorMittal Orbit. Carsten Haller collaborated with Wiegand on the 200 foot slide at Olympic Park. Haller brought the design concept to Wiegand, and Wiegand designed and engineered the

slide.

How does 2017 look for Wiegand in North America?

Wiegand's 2017 business looks favorable worldwide. We anticipate three to five new installations in North America, and a total of 30-35 installations worldwide.

One of the projects lined up for 2017 is an alpine coaster for Steamboat Ski Resort, Steamboat Springs, Colorado. Wiegand was the inventor of the alpine coaster (mountain coaster concept) in 1997.

Wiegand Sports GmbH 2016 North American installations

Snow King Mountain Resort,
Cowboy Coaster, Jackson, Wyo.

Owner: Max Chapman

Total track length: 4,955 feet

(Uphill track: 1,660 feet, Downhill track: 3,295 feet)

5-6 minute ride time, 50 sleds

Fast Fact: Spectacular view of the Tetons. The ride is 40 percent elevated and crosses over an existing alpine slide

•
Vail Mountain

Forest Flyer, Vail, Colo.

Owner: Vail Corp.

Total track length: 5,088 feet

(Uphill track: 1,703 feet, Downhill track: 3,385 feet)

5-6 minute ride, 51 sleds

Fast Fact: Top of 10,000-foot-tall Vail Mountain; part of Adventure Ridge

•
Heavenly Valley

Heavenly Valley Rider, State Line, Nev.

Owner: Vail Corp.

Total track length: 4,195 feet

(Uphill track: 1,425 feet, Downhill track: 2,770 feet)

4-5 minute ride, 42 sleds

Fast Fact: 9,500-foot-high elevation with spectacular view of Lake Tahoe

•
Gunstock Mountain Resort

Gunstock Mountain Coaster, Gilford, N.H.

Owner: Gunstock Area Commission (Municipality)

Total track length: 4,035 feet

(Uphill track: 1,375 feet, Downhill track: 2,660 feet)

4-5 minute ride, 500 pph, 40 sleds

Fast Fact: Traverses scenic woods with a view of a historic 1937 60-meter ski jumping hill

•
Rushmore Mountain Adventure Park at Rushmore Cave

Rushmore Mountain Coaster, Keystone S.D.

Owner: Rushmore Cave, LLC

Total track length: 3,365 feet

(Uphill track: 885 feet, Downhill track: 2,480 feet)

3-4 minute ride, 30 sleds

Fast Fact: Within view of Mt. Rushmore and Black Hills. Goes over stalactite-filled caverns

•
Snow King Mountain

Rowdy Bear Coaster, Gatlinburg, Tenn.

Owner: Mark Williford

Total track length: 3,200 feet

(Uphill track: 1,100 feet, Downhill track: 2,100 feet)

3-4 minute ride, 40 sleds

Fast Fact: Built on elevated plateau, overlooking the gateway into Gatlinburg

Note: Top speed (26 mph) and hourly capacity (500 pph) are the same on all six installations. This is a theoretical capacity from the manufacturer. The speed of the ride is controlled by Weigand's Eddy current magnetics systems which allows for a top speed of 26 mph. However, there are variables that can affect the speed, where it could run slightly faster or slower, as riders have control of a brake lever by which they can reduce the speed of their sled.

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Attraction will rise despite Atlantic City's ill fortune

Delayed Steel Pier observation wheel to go up for 2017 season

AT: Dean Lamanna
dlamanna@amusementtoday.com

ATLANTIC CITY, N.J. — Rocked by a series of casino hotel closures, financial shortfalls, and squabbles between local civic leaders and state government officials over its management, this Jersey Shore resort hasn't had much good news lately.

A major push to rebrand Atlantic City as a seaside family destination two years ago (as reported by *Amusement Today* in June 2015) was undercut by subsequent budgetary woes even as new attractions and entertainment options were being announced with optimism.

The city's ebb continued early last month when the massive, Carl Icahn-owned Trump Taj Mahal Casino Hotel — suffering from ongoing losses and labor union disputes — closed its doors, leaving two of the three former casino high-rises at the north end of the famous Boardwalk dark. (The Showboat



reopened as a non-casino hotel in July, while the Revel, renamed Ten, may return to operation in 2017).

The Taj Mahal's demise is a particularly tough development for Steel Pier. The historic beachfront amusement park extends 1,000 feet into the Atlantic Ocean directly across the Boardwalk from the casino hotel.

However, a major attraction that Steel Pier first announced and had planned to open more than two years ago appears finally to be moving forward. And word that the Taj Mahal may re-

Standing strong amid Atlantic City's turbulent, gambling-based economy, Steel Pier (above) is moving ahead with the installation of a 200-foot-tall observation wheel for 2017. One of the wheel's gondolas (right) was displayed on the pier this past season.

AT/DEAN LAMANNA



open under a new name sometime next year has given the pier's operators a lift.

In September, the Casino Reinvestment Development Authority (CRDA), a state agency, restructured an \$8 million loan to Steel Pier that was earmarked for the installation of a 200-foot-tall observation wheel. The year-round attraction originally was to be erected on a new, 30,000-square-foot deck just south of the pier.

Anthony Catanoso, president of Steel Pier, told *AT* in the spring of 2015 that the total cost of the project was \$14 million. "We expect it to be a really big hit, a game changer for Atlantic City and the Boardwalk," he said at the time.

Plans now call for the wheel to be erected directly on Steel Pier, which was completely rebuilt with a deck and pilings of reinforced concrete in the early 1990s and has been rated for the attraction's weight load. The site change will necessitate the removal of an existing, smaller Ferris wheel and the repositioning of several other rides.

The wheel's components, which were completed by Technical Park of Melara, Italy, and shipped to New Jersey in mid-2015, have been in storage at an inland South Jersey location. One of the gondolas has been on display at the Ocean Reef Café on the end of the pier to increase public anticipation.

The restructured CRDA loan

reportedly helps Steel Pier pay off some other ride-related debts and gives the agency a greater financial stake in the observation wheel project, in which Steel Pier's principal owners are partnered with the agency.

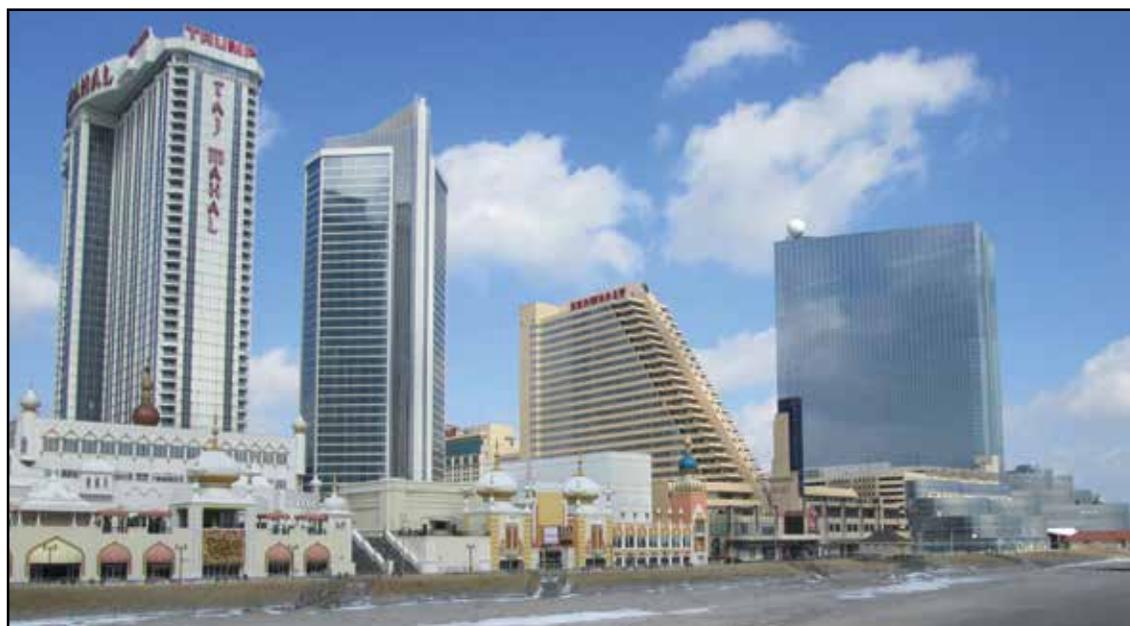
"This loan modification allows the CRDA to complete the observation wheel project and bring another great, non-gaming attraction to the Atlantic City Tourism District — while also positioning Steel Pier for future success," said CRDA Acting Chairman Robert Mulcahy in a release.

With 42 climate-controlled gondolas, the wheel is expected to be turning out panoramic coastline views in time for next Fourth of July weekend.

•steelpier.com

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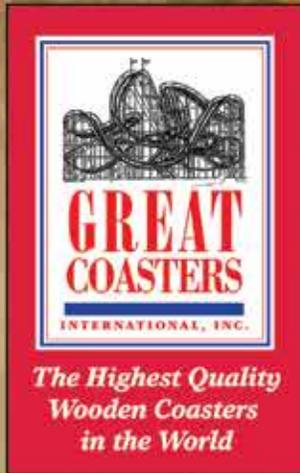


Steel Pier's casino hotel neighbors, (from left) the dual-tower Trump Taj Mahal, Showboat and Revel, all closed within the last three years. Showboat reopened as a non-casino hotel last summer, while the Taj Mahal may reopen with a new name next year. Revel, which has proposed reopening with a water park and was recently renamed Ten, may also be back in 2017. AT/B. DEREK SHAW

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Theme park will feature TV channel's characters

Triple Five bringing Nickelodeon Universe to American Dream

EAST RUTHERFORD, N.J. — Canada-based mega-mall developer Triple Five Group of Companies and cable-TV channel Nickelodeon have announced a major deal that will add an amusement zone to the slate of offerings at American Dream — the sprawling, \$3 billion-plus retail-and-entertainment complex under construction.

Called Nickelodeon Universe, it is said to be the largest indoor theme park in the Western Hemisphere at 8.5 acres and will serve as a family fun destination year-round.

Nickelodeon Universe will feature rides and attractions based on Nickelodeon's iconic television properties, including "SpongeBob SquarePants," "Teenage Mutant Ninja Turtles" and newer hits like "Blaze and the Monster Machines."

"Based on the success we have seen with Nickelodeon Universe at Mall of America, we are excited to bring the number-one entertainment brand for kids to American Dream," said Don Ghermezian, president of Triple Five — owner of Mall of America in Bloomington, Minn., and the West Edmonton Mall in Alberta, Canada.

Local residents and tourists in the New York City area will be able to experience the Nickelodeon brand through state-

of-the-art rides as well as live shows, retail, games, entertainment, eateries and themed party rooms.

"We're looking forward to this next step in our partnership with Triple Five that will further expand our recreation portfolio with the brand-new Nickelodeon Universe at American Dream," said Sarah Levy, COO of Viacom Kids and Family Group.

"Long-term strategic partnerships between Triple Five and Nickelodeon is a win-win," added Triple Five's Ghermezian. "Together with Nick, we understand how powerful our brands can be in reaching and delivering a global audience."

When completed, American Dream — located at the Meadowlands Sports Complex in Bergen County — will offer about three million square feet of retail, dining, entertainment and attractions. Highlights include North America's largest fully-enclosed indoor DreamWorks Water Park, a 16-story Big Snow Indoor Ski & Snow Park, a 1,500-seat live Performing Arts Theater and a 285-foot tall observation wheel.

Additional attractions are luxury movie theaters, a 70,000-square-foot Sea Life Aquarium & Lego Discovery Center, a National Hockey League-size ice rink and an 18-



Nickelodeon Universe, an 8.5-acre indoor theme park, will anchor the family diversions at American Dream — a \$3 billion-plus retail-and-entertainment complex currently under construction in northern New Jersey. COURTESY TRIPLE FIVE GROUP OF COMPANIES

hole miniature golf course.

The 91-acre complex, which has encountered a number of construction delays and financial hurdles since its initial announcement in 2011, also will feature The Collections, a 460,000-square-foot luxury and



fashion retail area, and The Dining Terrace, with 15 full-service restaurants showcased in one location. It is expected to open in mid-2018.

•americandream.com

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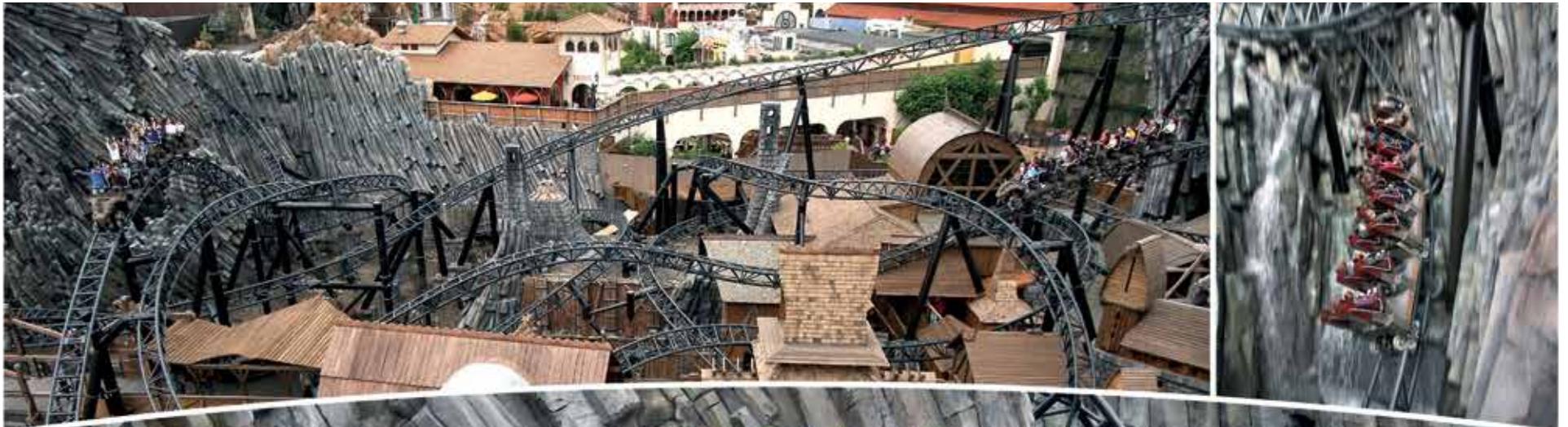


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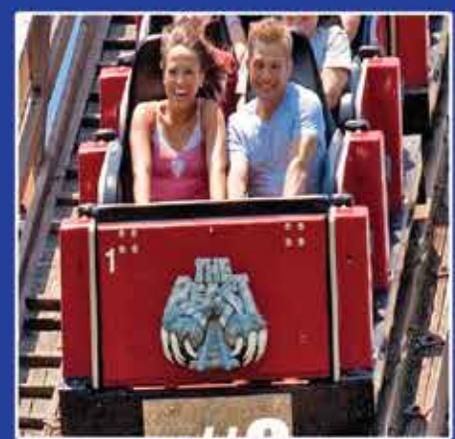
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Dynamic Attractions finds a new market berth

State-of-the-art flying theater ride alights on Seattle's Pier 57

AT: Dean Lamanna
dlamanna@amusementtoday.com

SEATTLE, Wash. — A new attraction at Miner's Landing, located at the historic shipping terminal-turned-entertainment destination Pier 57 on Elliott Bay, began lofting visitors higher — and vastly farther — than the fun spot's 175-foot-tall Seattle Great Wheel late last summer.

Called Wings Over Washington, the state-of-the-art flying theater ride provides a bird's-eye view of one of America's most scenic states. The nearly 20-minute experience (including preshow) "transports" guests over seaside cliffs to Olympic National Forest and the San Juan Islands, to the Cascades and Snoqualmie Falls, to the Tieton River, and on to the Walla Walla Valley Hot-Air Balloon Stampede — all before re-



turning to Elliott Bay and Pier 57.

From its conception two years ago through its grand opening ceremony on Aug. 25, the project was overseen by Kyle Griffith, vice president of Great Western Attractions.

"We are thrilled to offer both tourists and residents an unforgettable experience of the many wonders of our great



Wings Over Washington debuted Aug. 25 at Miner's Landing on Pier 57, located on Seattle's waterfront. The flying theater ride, with Native American theming and preshow animatronics (lower left), is Dynamic Attractions' first non-gated tourist destination attraction in North America. COURTESY DYNAMIC ATTRACTIONS

state," said Griffith, whose family has owned Pier 57 since the early 1980s. "This attraction ranges from not only a scenic perspective but a historical, cul-

tural and educational one, as well."

Wings Over Washington also holds significance for Dynamic Attractions of Port Co-

quitlam, B.C., Canada. Long a behind-the-scenes provider of complex mechanical systems

► See PIER 57, page 43



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► PIER 57 Continued from page 42

for some of the most iconic rides at Disney and Universal theme parks, the company is making its entry into North America's burgeoning market for non-gated tourist destination attractions.

"We expect locations that draw large numbers of tourists, such as Seattle's spectacular waterfront, to be a growing part of our business," said Guy Nelson, president of Dynamic Attractions and CEO of its parent company, Empire Industries, Ltd. "Our increased focus on media-based attractions is paying off with greater market penetration in repeat-order ride system sales."

Indeed, the company's sales of its formally named Flying Theatre product — an elaborate motion-based system popularized by Disney's Soarin' attractions — now number 17 worldwide. The Seattle installation is its second outside of a theme park. The first, featuring a Batman-themed action film, debuted at Macau's Studio City resort last year. The third will be in Miami, Fla.

Installing Wings Over

Washington posed some challenges for Pier 57's owners and the theater's manufacturer.

As they did in preparation for erecting the Seattle Great Wheel in 2012, the Griffith family had to ensure that the pier was reinforced structurally enough to handle the added weight of the new attraction. For its part, Dynamic Attractions had to hoist the mostly prefabricated, 100,000-pound, 33-seat precision ride mechanism from a barge into a giant hole cut in the roof of an existing building on the pier.

Nelson told *Amusement Today* that, before and during the installation and structural completion of the flying theater, his company worked closely with the Griffiths to optimize their needs and goals for the attraction.

"They really wanted it to be an immersive experience," he said. "The 180-degree IMAX-type screen is part of that, but even within the theater, quite a bit of effort and money was spent to make it feel like you're in a Washington forest. It isn't just another dark, boxy room with a big, curved screen; before the show even starts, there are animal animatronics and la-

ser projection — which create a themed audiovisual experience that is unique to this theater."

This detail orientation extended to the film itself, which was created by Super 78 Studios, an award-winning production company based in Los Angeles. The thrilling visuals required aerobatic helicopter- and drone-mounted camera maneuvers, as well as some action staging, and all of it is set to an emotion-stirring soundtrack. More than 30 members of the Sacred Water Canoe Family, a Native American vocal and percussion group, performed for the musical score.

While Super 78 collaborated with the client on the content and storytelling, Dynamic Attractions gave the production team the parameters and specifications required to synchronize the film with the theater's movements.

"It's critical to integrate the motion of the theater itself into the movie's flight pattern," Nelson explained. "As you're flying over Washington, swooping down toward rivers and swooping up over mountaintops, you really want to have the theater dive with you. Our theaters provide this pitch and heave motion and have the abil-

Dynamic Attractions sets sights on China

ORLANDO, Fla. — Since opening a currently expanding, 32,000-square-foot development and demonstration center here earlier this year, Canada-based ride manufacturer Dynamic Attractions has been extending its business reach and scope.

Among other major projects, the company has inked an agreement with Altair Space Technology, Ltd., on a \$600 million space-themed park proposed in Hangzhou, China. The deal calls for Dynamic Attractions to master-plan and operate the park, as well as develop for it six media-based rides — incorporating the latest in virtual reality and augmented reality technology — through the company's Orlando facility. It also includes an option for up to a 20 percent park ownership stake.

Called Space Park, the project is contingent upon Altair's successful acquisition of about 48 prime acres for which it has already submitted a bid. A late-2020 opening is being eyed.

"It's a great location," said Guy Nelson, president of Dynamic Attractions. "It's got all of the macro-demographic things needed to make a park work. And it's only an hour and a half from Shanghai Disneyland."

Nelson described the project as "step up" for his company.

"It's about leveraging our intellectual property, our knowledge and our uniqueness in a different way, as opposed to just making more rides for others."

—Dean Lamanna

ity to drop or rise a meter, all in unison; the seats move, as well. It creates a tremendously exciting feeling."

By all accounts, everyone is pleased with the finished

product.

Said Nelson: "Wings Over Washington represents a fine-tuning of an already great experience into an even better one."

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ADG Runaway Mountain Coaster opens in the Ozarks

AT: B. Derek Shaw
bdshaw@amusementtoday.com

BRANSON, Mo. — In mid-August Runaway Mountain Coaster officially opened to the delight of thrill-seekers and travelers throughout the region. The attraction is the initial offering at the fledgling Branson Mountain Adventure Park. Owners worked with ADG (Aquatic Development Group, Inc.) of Cohoes, N.Y., to bring the attraction to the Ozarks. Located along Highway 165, the ride is serving as an anchor attraction for the region.

Mark Ruda, one of the principals, explained the timeline for the park and first attraction: "The adventure park idea had been rolling around to some extent for two to three years. Planning started in earnest the summer of 2015. We wanted a significant attraction that would/could stand alone for an extended period of time. Based on the topography, the experience of the group, the market, a [mountain] coaster was chosen for the initial offering."

ADG prefabricates its

mountain coaster track system in-house at its headquarters in upstate New York. The construction phase went well with only a few minor hiccups.

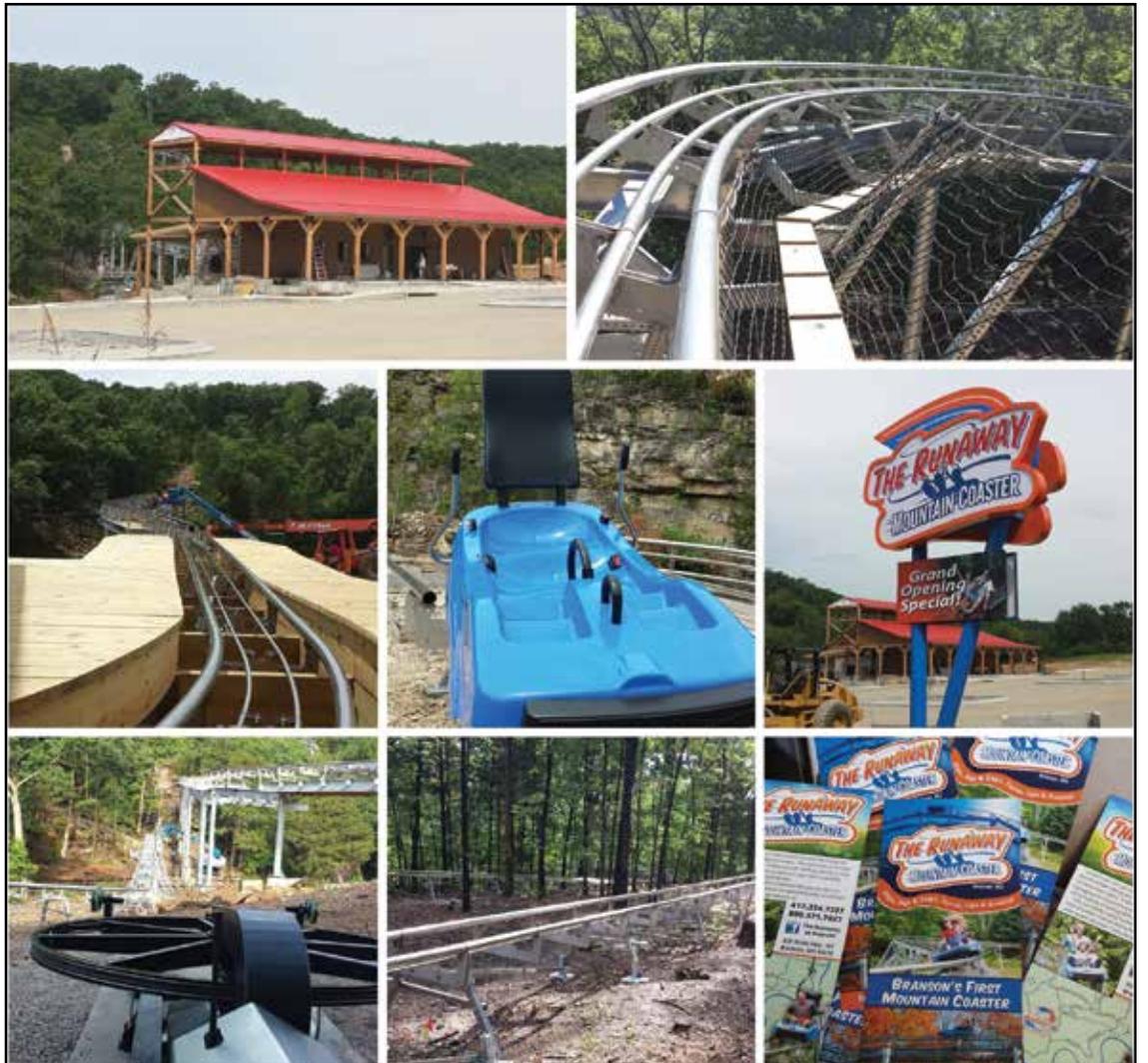
"As always seems to be the case, there were a few delays in the process including plan revisions, review changes, and utility coordination concerns. After these issues were resolved, the physical construction process was completed within a few weeks of initial estimated construction duration," said Ruda.

The coaster starts with a scenic ride up a mountainside on an open-air, sled-style cart. Once at the top, each rider is actively engaged by controlling how much, if any, braking they do during the ride down. The alpine coaster, with 4,888

► See OZARKS, page 45

The Runaway Mountain Coaster is the first attraction at the emerging Branson Mountain Adventure Park. Owners worked with ADG to bring the attraction to the Ozarks.

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► OZARKS

Continued from page 44

feet of mountain coaster track and two elevated 360-degree corkscrews, descends a 330-foot elevation change, with a maximum speed between 25 and 30 mph.

The attraction has been well received. "Early riders have embraced the ride. This may be observed by some of our social proof," Ruda said.

AT asked about acceptance in the Branson area and the ability to attract the tourist crowd. Ruda said, "With the delays in commencement of construction, we opened to the public towards the tail end of the summer season. That said, with our short history, locals and tourists alike enjoy the experience."

Working with ADG has been a positive experience. "With the safety concerns in the amusement industry, ADG has provided us with the ride that we feel meets the expectations of an amusement operator and the riding public. This was a significant consideration when ADG was selected, and our experience to date has affirmed our beliefs," said Ruda.

Hours of operation for The Runaway Mountain Coaster are 10 a.m. to 7 p.m., Monday, Thursday-Sunday, closed Tuesday and Wednesday.

Ruda described the role of the new adventure park. "First and foremost, Branson Mountain Adventure Park will be working with the natural beauty of the Ozarks and not against it. All rides and attractions will be laid out and designed to provide minimal environmental impact and maximum use of the land. Prior development on this

property was thought impossible because of the 400 feet of elevation change from top to bottom but what others saw as a detriment, we will be using as an asset. Potential rides include zip lines, zip coasters, ropes courses and much, much more," said Ruda.

The new 80-acre park has future plans for additional attractions to be added over the next three to five years. "We are looking at several options for future additions to the park and haven't made a final decision with respect to tim-

ing of same. Our concept plan would be to add attractions in the future, but we don't have a set plan established to date. Our geographic location probably rules out snow skiing and white water rafting, but parks including Camelback Mountain Adventure Park and others, are places we are watching," said Ruda.

There are three groups that constitute the ownership of the operation, as Ruda related: "A local Branson, group with significant development, construction, and operation

experience; a Pigeon Forge, Tennessee, group with long-term go-kart and other amusement experience as well as mountain coaster experience; and, finally, an East Coast group with significant water park and adventure park experience as well as attraction manufacturing."

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FAST FACTS

Ride Name/Park

The Runaway Mountain Coaster/Branson Mountain Adventure Park, Branson, Mo.

Type/Opened

Mountain Coaster/
August 2, 2016

Owner

Branson Mountain Adventure, LLC

Total Track Length/ Total Elevation Change

4,888 feet
(1,861 feet uphill,
3,027 feet downhill)/
330 feet

Speed/Ride Time/PPH

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SAN DIEGO ZOO CELEBRATES 100 YEARS, PART 1

Zoo's legacy of conservation highlighted as it marks centennial

AT: Dean Lamanna
dlamanna@amusementtoday.com

SAN DIEGO, Calif. — The call of the wild rising from this Southern California city also is one of great civic pride: With family activities and special-event flair to spare, the San Diego Zoo has been letting the fur and feathers fly for its 100th anniversary all year.

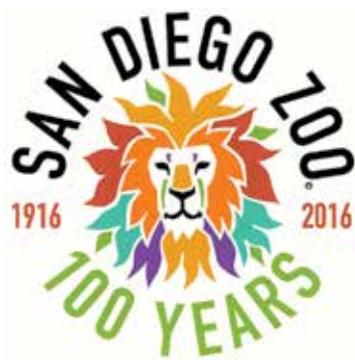
Founded in 1916 by local surgeon Harry Wegeforth after he heard the roar of a lion left in a cage in Balboa Park following the Panama-California Exposition, the zoo has grown into a world-renowned, 100-acre tourist attraction and conservation center. The success of this conservation-focused, not-for-profit organization is evident in its 2015 revenues, which reportedly exceeded its expenditures by nearly \$30 million.

It's a time of taking stock and looking forward as much as it is of looking back. And no one feels the achievement of the zoo's centennial milestone more than its director, Dwight Scott.

As the facility's top administrator since 2013, Scott not only works with the zoo's director team to supervise some 600 employees and manage its animal and plant collections, he manages the facility's operational and capital budgets and develops its customer service programs.

Scott has specialized in zoological work for more than two decades. Prior to joining the San Diego Zoo, he served as executive director / CEO of the Oklahoma City Zoological Park and Botanical Garden. Starting his career as a gorilla keeper at the Kansas City Zoo in Missouri, he relocated to Florida to become zoological manager at Disney's Animal Kingdom at and then the park's assistant curator of mammals before taking the Oklahoma City post.

Scott received his bachelor of arts degree from the University of Missouri, Kansas City, completing his independent study on chimpanzee and orangutan behavior at the Kansas City



Zoo in 1993. In addition to serving on the ethics board of the Association of Zoos and Aquariums and the AZA Wildlife Conservation Management Committee, he is a member of the Dian Fossey Gorilla Fund International's board of directors.

Scott took a break from his duties to share some observations with *Amusement Today*.

How enthusiastically has the public responded to your centennial?

We were overwhelmed by the response from our members and visitors. We had more than 10,000 people attend our community celebration in Balboa Park on May 14, and more than 7,000 guests participated in our on-grounds party on the anniversary day of our founding, October 2.

Have the zoo's attendance figures held steady in recent years?

The San Diego Zoo and Safari Park host more than five million visitors a year. That gives us five million chances to help connect people with nature and share the stories of the issues currently facing wildlife in their native habitats. We're connecting many more people to wildlife through our websites, animal cams, outreach programs, a watershed project and more.



Dwight Scott, director of the San Diego Zoo (above), enjoys some quality time with a southern tamandua, or lesser anteater. Scott has been overseeing this year's centennial activities at the zoo, which was founded by Dr. Harry Wegeforth (left) in 1916. COURTESY SAN DIEGO ZOO

How would you characterize the San Diego Zoo's relationship with the community today?

It has never been stronger. While the community in 1916 was doubtful that Dr. Harry Wegeforth would be able to create a zoo, I am grateful for his fortitude and persistence. It was his vision that made the San Diego Zoo innovative by adopting exhibit designs featuring animals in naturalistic environments, and by establishing a hospital and veterinary staff to provide the animals' best possible care.

Today, we're fortunate to have the largest membership base of any zoo. It is this support that makes it possible for us to fund and support many conservation projects — on our grounds and around the globe.

Why is the zoo special to you personally?

For many reasons. One is that we put our mission and vision first: to lead the fight against extinction. We ensure that everything we do promotes or supports the conservation of plants and animals. It's special because of our wonderful people: The members of our staff are dedicated 100 percent to the work they do, and it shows in the way they care for the animals and interact with the guests. And it's not just animal care staff, but all departments — from the people who serve food to those who care for our grounds.

I also love that we are an accredited botanical garden.

The plants at the San Diego Zoo create a beautiful atmosphere for our guests, but they're also often used in the animal habitats to encourage species' natural behavior and give the animals an opportunity to thrive. In many cases, the plants grown on the zoo's grounds serve as diet and enrichment for the animals.

With which animals have you had the most success in the fight against extinction?

When Dr. Wegeforth started the zoo, he set off a chain reaction which created an organization that eventually helped to prevent the extinction of the California condor, helped to re-establish the Arabian oryx in its native habitat, and through our breeding and research programs, work with the giant panda. The giant panda was recently downlisted from "endangered" to "vulnerable" due partly to the successful breeding program and conservation research by San Diego Zoo Global — the parent organization of the San Diego Zoo, San Diego Zoo Safari Park and San Diego Institute for Conservation Research.

I am also proud of our work with the northern white rhino project: We're working to bring them back from the brink of extinction. The Nikita Kahn Rhino Rescue Center at the San Diego Zoo Safari Park has begun the process, and we are developing procedures to artificially inseminate a south-

ern white rhino, in hopes that it can serve as a surrogate for a northern white rhino birth when the emerging reproductive technology and science make this possible.

Do you see an increasingly important role for the San Diego Zoo in the next 100 years?

We are a conservation organization working to end the extinction of animals, plants and habitats around the world. Many zoos, not just the San Diego Zoo, are working toward this goal.

While so many of us grew up being able to explore nature, wild places are disappearing around us. I really see zoos becoming more relevant in the future, because the zoo is a place where people can go and be surrounded by nature — animals and plants.

Our success as a conservation organization is due in great part to the amazing support of the San Diego-area community. This has allowed us to grow our reach around the world. During our October 2 birthday party, it was my great honor to rededicate the San Diego Zoo to the children of the world. Today's children will be the ones who will continue the San Diego Zoo's fight to end extinction.

How does it feel to be part of the line of distinguished San Diego Zoo directors?

I recognize the responsibility I have. I know the incredible history of this organization, and I understand that I will be the zoo director for a specific point in time.

In the future, I will pass the baton to the next zoo director. And, like the people before me, I want to work hard to make the San Diego Zoo a better place than when I came on board. In 100 years, there will be someone else in my place celebrating the zoo's 200th birthday.

I am just one of the many caretakers for this organization, and it's an honor to be at the helm.

Editor's Note: Part II of our coverage on the San Diego Zoo at 100 will appear in the December issue of AT.

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Early fall fairs show mixed bags of success

AT: Pam Sherborne
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FAIR ROUNDUP

NORTH AMERICA — As fall kicked in for the 2016 fair season, it seems weather improved and new attendance records started to be set at some of the nation's fairs.

Following is a continuation of *Amusement Today's* fair wrap-ups.

New York State Fair, Syracuse, N.Y.

2016 dates: Aug. 25-Sept. 5
2016 attendance: 1,117,630 (all-time record attendance in the 175th year, 10 percent above the previous high and 23 percent above 2015 attendance)
2015 attendance: 908,147

Reason for attendance increase/decrease: According to fair spokesperson Dave Bullard, contributing to the great fair was great weather, a new marketing program and a late

boost from the state's tourism promotion agency of \$1 million.

In addition, Gov. Cuomo's \$50 million investment in revitalizing the fairgrounds, the first big investment in 80 years, reshaped the grounds in fundamental ways.

"We removed the barely-used racetrack and grandstand, freeing more than 60 acres," Bullard said. "We built in its place a first-ever RV park with full underground water/sewer/electrical service, we expanded the Wade Shows Midway by more than three acres."

Fair officials took the triangular-shaped midway and turned it into a rectangular-shape for the first time in decades. In addition, a new main gate that looks more consis-



A new attendance record was set at the 2016 New York State Fair, Syracuse, which ran Aug. 25-Sept. 5. The fair drew 1,117,630 during its 175th year, a 10 percent increase over the last record and a 23 percent increase over 2015's attendance. Fair management felt the success of this year's fair was a result of not only great weather but the many improvements to the fairgrounds. Wade Shows provided the midway with 75 rides with eight new rides including this Disk'O, manufactured by Zamperla. COURTESY NEW YORK STATE FAIR



This year's Colorado State Fair, Pueblo, was held Aug. 26-Sept. 5. Although attendance dipped as a result of inclement weather, the carnival midway saw an increase in grosses. Crabtree Amusements provided 52 rides including two new rides: the Yo-Yo, manufactured by Chance Rides, and bumper boats. Pat Crabtree said both rides had been at the fair several years ago, but the bumper boats have been upgraded with new electric boats from J&J Amusements. The boats were equipped with devices that allow riders to squirt water at each other. He said that addition has been a great hit. COURTESY COLORADO STATE FAIR

tent with the century old main buildings was built and officials realigned program spaces to get all vending and entertainment into one area.

Carnival: Wade Shows.

Number of Rides: 75.

New Rides: Super Cyclone, Pinfari; Stampede, Wisdom; Disk'O, Zamperla; Storm, Wisdom; Zipper, Chance; Wheel, Chance; Flying Elephants, Zamperla; and Surf's Up, Zamperla.

New Exhibits: PAW Patrol tour, New York State Football Skills, and XPOGO Stunt Team.

Top Food(s): New Foods: Kosher food from Syracuse restaurant The Oaks, Nut Shack, Carolina Snobiz, Carvel Dewitt, T.J. Food Holdings, Maurice Grove, Essence of N'Awlins, Varano Super Jump, Cocoa Forte, Cuban Sandwich and Gance Complete Cater.

Top Promotion(s): Three pre-sale ticket promotions — \$3 admission tickets on Cyber Monday after Thanksgiving, \$4 tickets at Halfway

to the Fair on Feb. 25, and \$5 tickets on Cinco de Mayo sold out quickly and kept the buzz rolling through winter and spring. I Love NY's participation spread the fair's message to places it had not been before.

•2017 dates: Aug. 24-Sept. 4

Colorado State Fair, Pueblo, Colorado

2016 dates: Aug. 26-Sept. 5
2016 attendance: 466,576
2015 attendance: 500,207

Reason for attendance increase/decrease: Fair officials said the 2016 attendance figures were slightly lower due to inclement weather during part of the fair, which often affects the public's decision about attending an outdoor event. Fair management said the 2016 attendance is more consistent with past years.

Carnival: Crabtree Amusements.

Number of Rides: 52.

New Rides: Yo-Yo, manufactured by Chance, and bumper boats.

New Exhibits: Diamond K Sculptures, Fables of the West, Front Range Antique Tractors, Sean Watson, Wizard's Challenge.

Top Food(s): Tony's Concessions, Backyard BBQ.

Top Promotion(s): New State Fair 5k — Colorado State Fair's 1st Annual 5k Fun Walk presented by KOAA-5 and Kaiser Permanente; the Mega Pass -- 98.9 Magic FM Mega Ride Pass, if guest purchased a \$98 Mega Pass at Altitude Tickets outlets or at the Colorado State Fair Box Office, they received free gate admission and an all-you can-ride carnival pass good for all 11-days of the fair.

•2017 dates: Aug. 25-Sept. 4

Washington State Fair, Puyallup, Wash.

2016 dates: Sept. 2-25
2016 attendance: 1.1 million plus
2015 attendance: 1 million, plus

Reason for attendance increase/decrease: Extended

► See FAIRS, page 52

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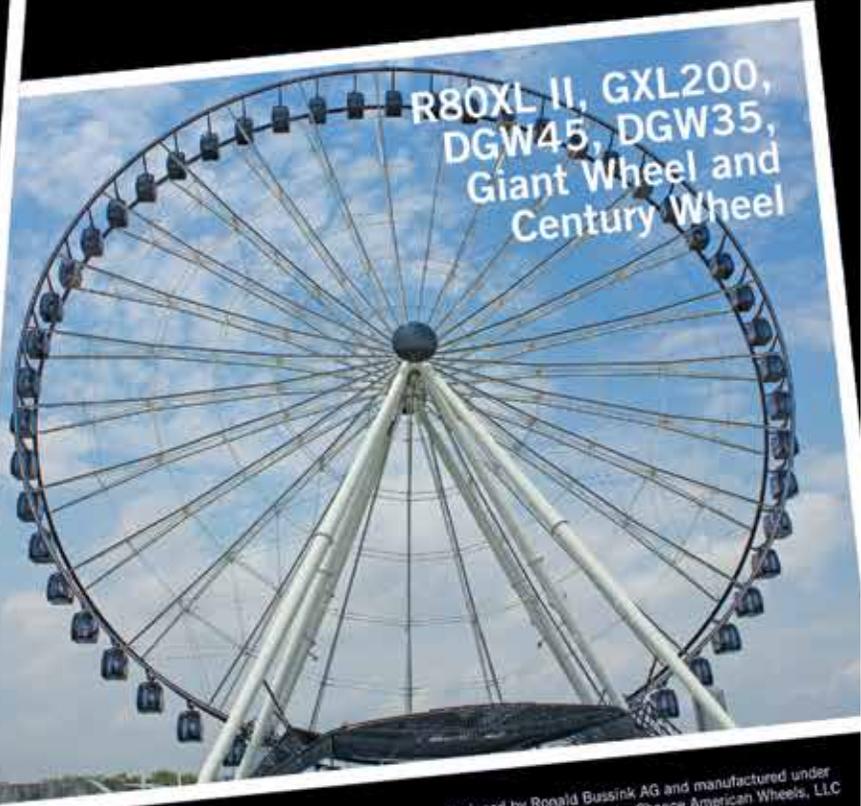
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▶ FAIRS

Continued from page 50

dates.

Carnival: Funtastic Shows.

Number of Rides: 75.

New Rides: Ferris Wheel, manufactured by Carousel Holland B.V., Ronald Bussink.

New Exhibits: Discover the Dinosaurs (separate fee of \$6), Superhero Headquarters (free, meet & greet with actor superheroes).

Top Food(s): Fisher scones.

Top Promotion(s): BECU (Boeing Employees Credit Union) sponsored Free Kids Weekend on opening and closing weekends. Also, there was a \$2 ride promotion.

• **2017 dates:** Sept. 1-24

**Kern County Fair,
Bakersfield, Calif.**

2016 dates: Sept. 21-Oct. 2

2016 attendance: 419,686

2015 attendance: 405,463

Reason for attendance increase/decrease: 100th anniversary celebration, new attractions and entertainment.

Carnival: Butler Amusements.

Number of Rides: 56.

New Rides: N/A.

New Exhibits: Shark show, high dive show, and Egyptian exhibit.

Top Food(s): Golden West BBQ, Bubba's BBQ, J.P.'s Old West Cinnamon Rolls, Noels Mexican Corn, Steve's Corn Dog, The Works baked potato dish from the Southern Sierra Council of Boy Scouts of America.

Top Promotion(s): Food Bank promotion was very successful this year. Guests who brought four cans of food were given free fair admission. There were 64,000 pounds

FAIR ROUNDUP

brought in.

• **2017 dates:** Sept. 20-Oct. 1

**Topsfield (Mass.) Fair
Topsfield, Mass.**

2016 dates: Sept. 30 – Oct. 10

2016 attendance: 380,000

2015 attendance: 482,000

Reason for attendance increase/decrease: Rain on first weekend and on Sunday of the second (and closing) weekend.

Carnival: Fiesta Shows.

Number of Rides: 46.

New Rides: Including Giant Slide, by Kilinski and the Super Cyclone Roller Coaster, Pinfari.

New Exhibits: Racing Emus, Royal Canadian Mounted Police Musical Ride (appear every-other year).

Top Food(s): Larnard's apple pie/crisp, gobbler sandwich, turkey legs, fried dough, German fries, cotton candy, candy/caramel apples.

Top Promotion(s): Ticketed Shows: KC and The Sunshine Band, Imagination Movers; Concerts: Frankie Avalon, Brothers Osborne, Grand Funk Railroad; Midway Specials: \$25 wrist bands on the nights of Sept 30, and Oct 3-5; \$6 after 6 (pay \$6 when coming in after 6:00pm) on Oct 3 & 4

• **2017 dates:** Sept. 29 – Oct. 9

**Georgia National Fair,
Perry, Ga.**

2016 dates: Oct. 6-16

2016 attendance: 536,840

2015 attendance: 501,528

Reason for attendance increase/decrease: We had great weather throughout the fair, which encouraged guests to come and enjoy the festivities," said Keaton Walker, marketing and sponsorship director. "We

Fairs' lights bedazzle at night



also like to provide something for everyone in the family and offer a family friendly atmosphere. During the fair, we offered five free outside concerts where everyone could come and enjoy as soon as they entered the gates. These were a great attraction and we look forward to next years."

Carnival: Reithoffer Shows

Number of Rides: 63

New Rides: Hurricane

manufactured by Dartron

New Exhibits: One of the newest features of the fair is the Georgia Grown Building. This is a joint project of the Georgia National Fair and the Georgia Department of Agriculture. During the 11 days of the fair, the building features space dedicated solely to Georgia Grown products, manufacturers, and agricultural businesses.

Top Food(s): Five new food vendors

Top Promotion(s): Fair discount promotions, midway armband promotions among others.

• **2017 dates:** Oct. 5-15

With great weather and great entertainment, the 2016 Georgia National Fair, Perry, which ran Oct. 6-16, drew 536,840, an increase over 2015's 501,528. Reithoffer Shows provided the midway. COURTESY GEORGIA STATE FAIR



The 2016 Western Washington State Fair, Puyallup, drew over a million visitors this year during its run Sept. 2-25. Funtastic Shows provided the midway with 75 rides. COURTESY PATRICK HAGERTY



The 2016 Topsfield (Mass.) Fair, held Sept. 30-Oct. 10, experienced a dip in attendance from last year due to rain on the first weekend and on the Sunday of the closing weekend. Fiesta Shows provided 46 rides, including four new ones: the Giant Slide, Hot Shot Drop Tower, Super Cyclone Roller Coaster by Pinfari, and Kid Zone. COURTESY TOPSFIELD FAIR

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CARNIVAL LIGHTS

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Members of the **Kentucky State Fair Board**, which manages the **Kentucky Exposition Center** and the **Kentucky International Convention Center**, in Louisville, announced in mid-September they had appointed **Jason Rittenberry** as its new president and CEO.

The *Louisville Business First* reported that Rittenberry comes to Louisville from Austin, Texas, where he has been chief strategy officer of **Circuit of The Americas**, a large Grand Prix racing facility, and the **Austin360 Amphitheater**, an outdoor concert and event venue, for about a year.

He also is an instructor and adjunct professor for the **IAVM Venue Management School** in Wheeling, W.Va.

Rittenberry is a graduate of the University of Memphis, where he received a bachelor of arts degree in criminology and criminal justice in 1997.

Mark Lynn, chairman of the fair board, said Rittenberry's appointment concludes a national candidate search that drew a pool of nearly 40 applicants from states such as California, Michigan and Texas.

Lynn said he expects Rittenberry to start within the next 40 days (from the October 11 announcement) and expects his negotiated annual salary to be about \$250,000 plus benefits.

Lynn said he and others on the board were attracted to Rittenberry because he's a "go-getter," has a diverse skill set and is future-minded when it comes to business.

The **Arizona Exposition and State Fair**, Phoenix, generates \$92.7 million in economic impact each year, according to its 2016 Sunset Review released in October.

While the agency is self-funded, it is limited by the Arizona Legislature to spend no more than \$11.6 million, limiting the agency from growing each year, said **Wanell Costello**, the new executive director of the **Arizona Exposition and State Fair**.

More money is needed to spend on advertising to allow the fair to grow each year, she said. "We're hoping that in fiscal 2018 we can get a bump in our appropriation," she said.

The state fair ran October 7-30 this year and generates \$24.5 million in wages and creates an equivalent of 718 jobs each year.

Over the last decade, the state fair has contributed more than \$6 million to the state's general fund and invested nearly \$9 million in capital improvements over the last decade.

Costello, who started working at the state fair 27 years ago as a college intern, has done nearly every job imaginable at the fair before being promoted to executive director early last year.

In addition to new paint in a section of the grandstand, a new roof on the 4-H display barn and new pens for goats, there are many not-so-visible improvements to the **Fairfield County Fairgrounds**, Lancaster, Ohio. The **Fairfield County Fair** ran this year October 9-15.

Some of those not-so-visible improvements include new electrical panels and drains for waste water.

But, there is still much to be done.

"We're in the middle of Lancaster," said **Dave Benson**, fair manager. "We need to maintain our facilities. We're very frugal, but we need to keep the grounds upgraded and meet rules, regulations and codes."

There are 52 buildings on the 57-acre site. Some of those buildings include: the Art Hall, constructed in 1909; the Round Cattle Barn, built in 1906; a much newer AAA Building; the Ed Sands Farm Bureau Building, and the Ricketts Hall addition.

All but one, the replica of a 1930's gas station maintained by the Lancaster Old Car Club, require the care of fairgrounds staff.

Painting the underneath section of the grandstand roof, last refreshed a quarter century ago, required a special team and equipment and cost \$50,000. A \$10,000 grant from South Central Power Company helped fund the project.

The Fairfield County Agricultural Society qualified for a \$50,000 grant from the Ohio Department of Agriculture and the state legislature. The new roof on the 4-H display barn took a quarter of the funds. Benson also purchased 110 new, metal goat pens, which he noted are more substantial and safer.

Construction plans to start after the 2016 fair included the installation of a new water line to replace pipe that may date to the 1930s. The project is estimated to cost \$25,000 and take two to three months to complete.

The **Arkansas Livestock Show Association**, Little Rock, in partnership with the Arkansas Cancer Coalition (ACC), will continue to work to provide a healthier environment for Arkansans by reducing exposure to secondhand smoke and by providing opportunities for **Arkansas State Fair** patrons to receive screenings for different cancers.

An addendum to the current tobacco-free policy was signed prior to the run of this year's fair, Oct:14-23. The new policy prohibits smoking and electronic cigarette use in all waiting lines for carnival rides and in all of Family Land.

The existing policy prohibits the use of cigarettes and electronic cigarettes in all indoor administrative offices, facilities that house livestock and other animals, and in all entertainment facilities.

Western Fairs Association's Convention and Trade Show, RECONNECT 2017, has been set for January 15-18, Grand Sierra Resort, Reno, Nev.

The event will include an abundance of instructional and educational sessions as well as a trade show. Jim Knight and Elisa Hayes will give keynote addresses.

Knight is the former head of Training & Development at **Hard Rock International**. He'll share the secrets of one of the most successful marketing brands in the world.

WFA Service Member Hays will share her inspiring story about how to thrive even "when life hits you like a truck." She came back from a tragic accident stronger than ever.

•westernfairs.org

Plans for a 16,945-square-foot building for receptions, shows, seminars and, of course, use during the **Hancock County Fair**, Findlay, Ohio, has been approved. It will have heating, air conditioning, a catering kitchen and a covered porch. It is expected to open in August 2017 in time for the fair held over Labor Day weekend.

It will be open by August 2017, in time to host 4-H exhibitors and agricultural seminars for the county fair, said **Dave Thomas**, operations & facilities manager for the Hancock County Agricultural Society.

New book on Ionia Free Fair released

IONIA, Mich. — In 1915, the mayor of Ionia Fred W. Green, who later became Michigan's governor, introduced to a gathering of local businessmen the idea of a free fair in Ionia.

That launched the century-long tradition of the Ionia Free Fair, offering an abundance of entertainment, enhanced by a competitive spirit still enjoyed today by hundreds of thousands of patrons every year.

The book was written by David McCord, who took over the reigns of the project more than 18 months ago. McCord is a life-long resident of Ionia County and a member of the Ionia County Historical Society.

McCord was quick to say that he had plenty of help. It took the involvement of dozens of dedicated people and sifting through thousands of photos, documents, and memorabilia. This story has been recorded for posterity.

"This was not a solo effort by any means," McCord said. "Thanks go out to a long list of contributors and

researchers, each with their own area of expertise."

The full title of the book is *Ionia Free Fair Centennial 1915-2015 : 100 Years of Memories*. The story is told through more than 1,000 photos, most of them from the archives of the Ionia County Historical Society, the Ionia Free Fair Association, and the *Ionia Sentinel-Standard* newspaper.

It also includes personal recollections.

The new book is available through the Ionia County Historical Society (ICHS), and proceeds from the sales will go towards the Historical Society's many projects and programs to preserve and share Ionia's local history. It will also be available on Amazon.com for the online shoppers.

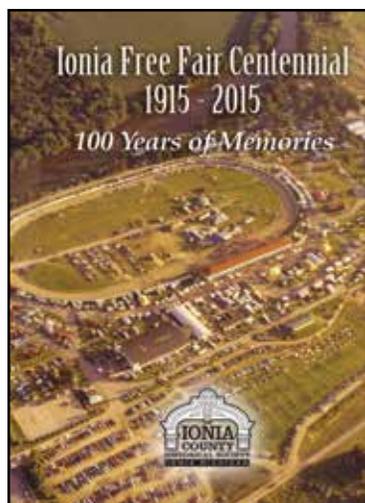
2016 Louisiana State Fair gains two days

SHREVEPORT, La. — In an effort to allow more options for fairgoers and to provide a cushion for possible rain days, officials of the State Fair of Louisiana held here decided to add two additional days to the 2016 event.

The fair is running from October 27-November 13. In the past, the fair closed on Mondays and Tuesdays. But, this year, management decided to open on the two Tuesdays and remain closed on both Mondays.

Also this year, Tuesdays and Thursdays are \$2 Days. Beginning at 3 p.m., parking is \$2 and admission is \$2. Carnival rides are \$2 each from 12 noon until 10 p.m.

Wednesdays are Half Price Days. Beginning at 3 p.m., admission is \$5. Carnival ride armbands are \$15 from 12 noon until 10 p.m. Parking and admission are free on all weekdays. Crabtree Amusements provides the ride midway.



A new book on the Ionia Free Fair (Michigan) has been released. Shown here is the book's front cover (above) and back cover (below). COURTESY IONIA FREE FAIR



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Hot and humid weather causes attendance dip at York Fair

AT: B. Derek Shaw
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FAIRS

YORK, Pa. — The 251st run of the York Fair started the Friday after Labor Day, drawing over three percent less this year with 555,253 visitors to the 87.5 acre site. In 2015 attendance was 574,865. "This year's York Fair was once again a great fair. In spite of oppressive heat and humidity the first weekend, fair weather returned the last weekend. On a positive note, the fair ended up on the upswing with one of best ever Junior Livestock Sales the last Saturday of the Fair," said Mike Froehlich, York Fair general manager.

The 9,000-seat grandstand featured entertain-

ment five of the 10 nights including Chase Rice (with Parmalee); Dennis Lee's Get Fired Up Tour; I Love the '90s (Vanilla Ice, Salt-N-Pepa, Coolio, Tone Loc, Young MC and Color Me Badd), Jeff Dunham, and Alabama, back for their 25th appearance. Added to that schedule were two mornings of harness racing, the annual high school Bands on Parade, and a Salute to Our Heroes parade and patriotic show on 9/11. The return of Demolition Derby on the final Sunday rounded out grandstand offerings.

There were new features and attractions added for this



years' edition as Froehlich explains, "Pennsylvania Breast Cancer Coalition Photo Exhibit, The Butterfly Encounter, the Stingray Encounter, Milking Cow, Dennis Lee 'Pink Cowboy,' The Danny Grant Variety Show, and the singing of the National Anthem by Dennis Lee was broadcast daily over the fair's public address system."

The configuration of the ride midway was changed this year. "The main midway was moved 225 feet to create additional parking inside the Highland Avenue Gate No. 6," said Froehlich. "We moved the ride midway further east to take advantage of (the) paved parking area inside the Highland Avenue gate. With other program and layout adjustments throughout the fairgrounds, we were able to create more than 750 new parking spaces."

Deggeller Attractions, Stuart, Fla. was again the midway ride operator for the sixth year, bringing in 49 rides (three less than in 2015). Routing was easy and timing perfect as they finished playing the Maryland State Fair three days earlier on Labor Day and were only 41 miles from point to point. In fact Deggeller pre-set eight rides while the Maryland State Fair was in progress, including Riptide, the Pinfari roller coaster; Fajume Tornado; Huss Enterprise and Dartron Industries Cliff Hanger.

"We try to leapfrog some of our bigger pieces because everybody in the industry is fighting manpower. It's one way of us getting things set ahead of time in the next spot. It helps us get things set up quicker," said Jim Ingram, midway liaison for Deggeller Attractions.

The main ride midway contained fewer majors and spectaculars while Kiddie Kingdom was beefed up with more family and kiddie rides. Ingram explained the reasoning: "With us moving the midway this year, we lost



For the sixth consecutive year, Deggeller Attractions, Stuart, Fla. has been the provider for the ride midway. This year they brought in 49 rides with four of them through Penn Woods Shows, Gettysburg, Pa.

COURTESY B. DEREK SHAW/YORK FAIR



A Larson Fireball frames part of the main ride midway. There were a few less spectaculars and majors with the Kiddie Kingdom midway beefed up due to public demand.

COURTESY B. DEREK SHAW/YORK FAIR

The Beatles weren't invited to the 1963 York Fair "They will never fill the grandstand"

YORK, Pa. — The Beatles could have played their first-ever U.S. concert at the York Fair in 1963, however the York Fair board turned them down. While they were enjoying success in England, Germany, and other parts of Europe during the summer of 1963, the Beatles were not a household name in the United States. In fact, very few people had heard of them in North America. This was six months before their Sunday evening, February 9th, American debut on the Ed Sullivan show. And as they say, "The rest is history."



The Beatles as seen on The Ed Sullivan Show

The York Fair was anxious to book a popular band for the 1963 edition of the fair. Several on the fair board stood around a phonograph listening to this obscure (to them) rock group from Liverpool. After sampling a few songs, the board members all agreed that this group would never sell out the 10,000 seat York Fair Grandstand. "When they played on the Ed Sullivan Show several months later, the Board realized they made a mistake," said Dr. George Hartenstein, a York Fair Board member at that time.

The Beatles released three 45 RPM singles in the U.S. during the summer of 1963; however, none charted high enough to draw attention to the act, including the ears of the York Fair Board. While the Beatles flopped here during that early time frame, they were huge in England. "There were so many legitimate groups all trying to land that prized gig on the Grandstand," said Phil Schwartz, a former radio announcer who got the wire copy trivia item in the late 1970's. "The people making the decisions (on who would play at the Fair) were much more in tune with the easy listening crowd than a rock and roll act." Reflecting on what could have been, Schwartz said, "It would have been an amazing achievement for Pennsylvania to have the Beatles' first concert in the U.S." "Had it gone the other way," Schwartz quipped, "I'm sure if they got a good-paying gig at the York Fair, they would have been there!"

By-the-way, grandstand entertainment that played instead of the Beatles during the 1963 fair included Anita Bryant, Guy Lombardo and his Royal Canadians, Dennis Day from the Jack Benny Show, Frank Fontaine aka Crazy Lou Guggenheim (from the Red Skelton Show) Myron Floren and Jo Ann Castle from the Lawrence Welk Show and Bullwinkle Moose from the Bullwinkle show.

—B. Derek Shaw

a little space and some of our depth, so we weren't able to put in as many big rides as before. We found a lot more people are bringing out their kids, and that's the main thing people are asking for these days is for more rides for the kids. So we've tried to incorporate a good size kiddie land." New to the York Fair was a Sellner Puppy Roll kiddie ride along with a refurbished Batech Enterprises, Zero Gravity.

Penn Wood Shows, Gettysburg, Pa., was sub-contracted by Deggeller's to bring in four rides. This included a Mulligan Sea Ray, Preston & Barbieri Wacky Worm and two kiddie rides.

Ingram was asked how the York spot was for their show. "It's been a very good fair. We've had some heat the beginning of the first weekend. Otherwise the weather has been great. We haven't had a drop of rain. We're glad to be here at York. We love being in the area. It's a good fair to be at."

After York, the carnival

operator played the State Fair of Virginia in Doswell, then the Arkansas State Fair, Little Rock and the Volusia County Fair, Deland, Fla. The season ends for them at St. Helen's, a church spot in Vero Beach, Fla.

Ingram commented about the spots they played this season. "Good turnouts when the weather has been right. It's been a warm summer. We've had rain a few times. Otherwise, it's been a very good season." Deggeller Attractions plans to add a couple new rides for the 2017 season, but would not elaborate.

"Food and our commitment to showcase agriculture and the cultural heritage of our community," is what makes the York Fair special according to GM Froehlich. Regarding plans for the 2017 York Fair, he responded, "We intend to keep the fair focused on showcasing agricultural and offering educational and entertainment programming for children of all ages."

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Big E celebrates 100 years with old memories, new concepts

WEST SPRINGFIELD, Mass. — Eastern States Exposition, which ran Sept. 16-Oct. 2, offered an array of new features highlighting the 100th Big E, a huge milestone for the event.

Among the new items was a limited edition poster produced by Hatch Show Print, Nashville, Tenn. Big E officials thought the poster would be a great way to remember the 100th anniversary event, which drew a total of 1,418,042 fairgoers this year, up from 1,345,961 in 2015.

In addition, five daily attendance records were set during the centennial celebration. They were: Opening Day, Sept. 16, with 86,204; Sept. 17, hosting 116,602; Sept. 20, with 56,424; Sept. 25, 132,041, and Sept. 29, 84,111.

"There was no better way to celebrate 100 years of the largest fair in the northeast than doing it with over 1.4 million of our closest friends," said Eugene J. Cassidy, president and CEO of Eastern States Exposition. "As always, we couldn't have had this successful event without the unwavering support of the agriculture community, all six New England states and our thousands of staff and volunteers who work tirelessly getting The Big E ready, up, and in operation each and every year.

"This year we looked back at the last 100 years of greatness, and we're so excited to see what the next 100 will bring," Cassidy said.

Hatch Show Print is one of the oldest as well as one of the most iconic letterpress print shops in America. Posters produced by Hatch Show



Greg Chiecko (left), director of sales, and Eastern States Exposition President & CEO Eugene Cassidy are pictured during a busy Connecticut Day at The Big E, Wednesday, Sept. 21. Chiecko is also a past president of the New England Association of Amusement Parks and Attractions. COURTESY RON GUSTAFSON

FAIRS

Print can be found in music, art and culture.

The ESE 1916-2016 Hatch Show Print poster was sold only at Big E Souvenir Booths during the fair for a cost of \$20.

Hatch posters have featured a host of entertainers, starting with the early stars of the Grand Ole Opry like Hank Williams, expanding to Jazz and Blues entertainment, creating pieces for Duke Ellington and Louis Armstrong, and continuing into this century with artists such as Pearl Jam and Mumford & Sons.

Other new items created this year to help preserve memories were: "Eastern States Exposition Centennial, A Century of Fun at The Big E," a 144-page hard-cover book written by *Republican* Executive Editor Wayne Phaneuf and published by the *Republican* newspaper; The Big E-West Springfield Tartan scarves, ties and rosettes; an

Arcadia Series Book, *The Big E, Eastern States Exposition*, written by local historian David Cecchi, and a selection of centennial merchandise.

A new exhibit was put together to tell the story of Eastern States Exposition through photography, memorabilia and artifacts from the past century. Located in the Young Building, "The Eastern States Centennial: A Century of Greatness" exhibit, sponsored by Uncommon USA, showcased historic items from the exposition's archives, including trophies and ribbons, pennants, advertising vehicles, posters and more.

Also on display were letters from former U.S. presidents, a replica of the famed Skyride, Storowton Village on a small scale, and Brooks' family possessions donated by the late Grace Brooks Knibbs, granddaughter of exposition founder, Joshua L. Brooks.

New food locations abounded as well. Some included the Wurst Haus, by



Galaxy Girl, more than 120 feet towers above the mid-way audience, at The Big E in West Springfield, Mass. The show takes place just prior to performances under the big top at The Big E Circus. COURTESY RON GUSTAFSON



The Big E is celebrating its Centennial with special exhibits in one of the buildings. COURTESY RON GUSTAFSON

There also was the "Spencer Trappist Beer Bar and Experience," a look into the making of the only beer brewed by Trappist Monks outside of Europe. Fairgoers were able to take part in the tasting experience hosted by the Spencer Monks during the Fair.

Always popular are The Big E's iconic, signature desserts, The Big E Cream Puff and Big Éclair, as well as The Big E Craze Burger in mass amounts this fair season.

North American Midway Entertainment (NAME) provided the midway with about 45 rides this year including one new ride to the fair, the Freak Out, manufactured by KMG.

The 101st Big E is set for Sept. 15-Oct. 1, 2017.

—Ron Gustafson and Pam Sherborne



The Big E Midway is shown by day and at night. NAME provided the 45 ride package for the midway, including two wheels, both from Chance Rides. COURTESY RON GUSTAFSON



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BUSINESS, SAFETY & CLASSIFIED

▶ MarketWatch — Page 68 / Obituary — Page 69 / Safety — Pages 74-83 / CLASSIFIEDS — Page 86

How Sweet It Is!

New candy shop with taffy-making coming to Quassy

Authentic machines from yesteryear acquired by park

AT: Ron Gustafson
Special to Amusement Today

MIDDLEBURY, Conn. — How sweet it is! Or, in this instance, how sweet it will be.

Quassy Amusement & Waterpark will open a new candy shop for the 2017 season which, like much of the landmark property, will have a mix of old and new to offer guests.

The highlight inside the new building will be a taffy-making operation complete with historic machinery restored specifically for the park.

"We spent a great deal of time researching the machines needed to produce taffy," Quassy President Eric Anderson said of the endeavor. "Our vision was to recreate the nostalgia of candy-making from yesteryear — that time when you could stroll the boardwalk and see the taffy being pulled the old-fashioned way on a machine."

After thoroughly exploring the subject, the park official was led to Ron Krueger in rural Sims, N.C., who has more than 50 years of experience in candy-making as well as the restoration of confectionary machinery.

Touching base with Krueger in the late winter of 2015, Anderson soon discovered Ron's Candy Equipment had the right recipe for what Quassy was looking for.

"I started repairing candy machines in the 1960s when I couldn't find anyone to do it,"

recalled Krueger, who owned a taffy shop on the Wildwood, N.J., boardwalk for many years. "I stopped making candy in 1999 and have been fixing machines ever since."

Of particular interest to fulfill Quassy's quest would be authentic taffy pulling and wrapping machines from that bygone era. Fortunately for the New England park, Krueger had both waiting in the wings and ready for restoration at his machine shop.

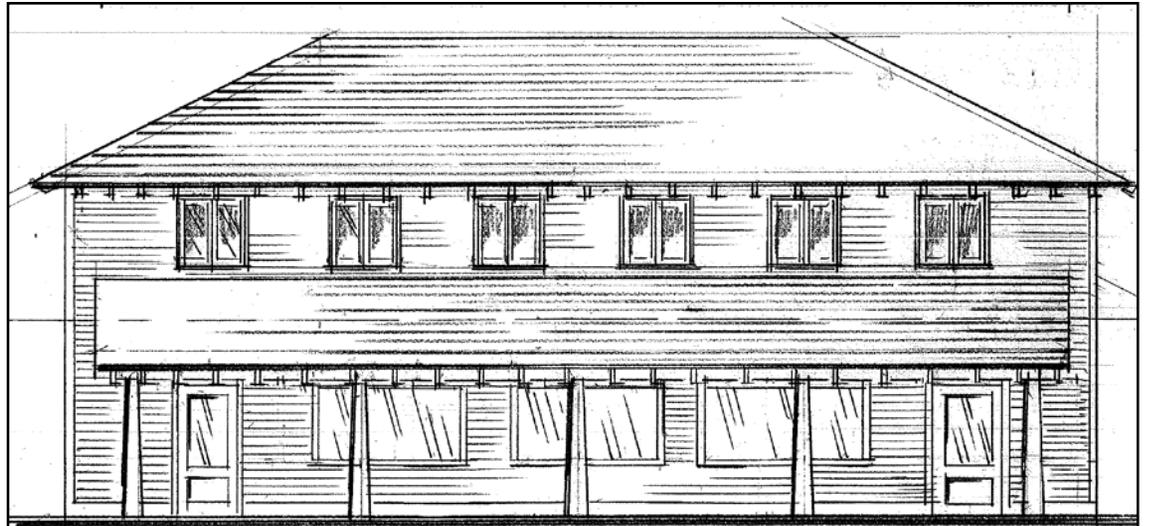
A visit to Krueger's business that winter convinced the park official to buy and have two machines refurbished for the projected project.

Regional roots

The taffy cutter and packaging machine, dating back to the 1920s, was built by Package Machinery Co., of Springfield, Mass. The puller, which Krueger had to fully rebuild, was from the same era but its original manufacturer was unknown.

With the purchases confirmed, Krueger fabricated parts he was capable of producing in his shop while he sent others out to companies specializing in his needs. The large packaging machine with its pair of huge wood candy rollers was completely disassembled, cleaned and painted. Two new motors and belts were installed during the process to bring the device back to "like-new" operating condition.

Krueger, who has serviced and sold machines across North America and several other countries overseas, had the equipment ready in the early



Above, architect's drawing of the new two-story building to house Quassy's candy shop. Below, the old popcorn stand at Quassy Amusement & Waterpark, Middlebury, Conn., will be replaced for the 2017 season with a new two-story building. The new structure will feature a variety of novelty treats and include old-fashioned taffy-making production.

COURTESY QUASSY



spring of 2016 and park officials paid him another visit to go over their operation in detail. Both machines were shipped to Quassy shortly thereafter.

"The taffy-making will be an attraction all in itself," Anderson said of the acquisitions. "It will be freshly-made daily (in season) with a variety of flavors offered. We also anticipate fulfilling online mail orders for the candy once we are fully operational."

What's in a name

Family-owned and operated since 1937, Quassy, having opened in 1908, is rich in tradition and one of only 11 remaining "trolley parks" in the nation.

Dating back to 1925, the popcorn stand is one of the oldest buildings on the 20-acre property. It has gone through a number of changes and updates throughout the years and will be demolished to make way for the new structure.

"The family (owners) really gave it some thought when it came to naming the new building," Anderson said of the process which started after it was determined the old popcorn stand would be replaced.

Considering the park's heritage and 80 years of family involvement, the owners decided the new structure would be called Bella & Bessie's Sweet Shoppe & Pizzeria.

▶ See QUASSY, page 62

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►QUASSY
Continued from page 61

Bella was **Vasiliki Bolakaki**, who came to the United States in 1927 with her new husband, **John Frantzeskakis (Frantzis)**. They were accompanied by another married couple and close friends, **George and Vasilia (Bessie) Terezakis**.

The women spent many of their first days in the U.S. at **Lake Quassapaug**, which had a small amusement facility overlooking the sparkling lake.

That same year John Frantzis and business partner **Mike Leon** purchased the **Chocolate Shoppe** in downtown Waterbury, Conn., only a few miles from Lake Quassapaug.

It was in 1937 that John Frantzis, Mike Leon and George Terezakis, who had worked as concessionaries at the summer property, purchased **Lake Quassapaug Amusement Park**.

Leon remained involved in park operations until his death in 1958. The Terezakis family eventually sold its interest in the park to Eric Anderson and his wife, **Emily (Frantzis)**.

Today, Quassy remains

a "family affair" as it is fully owned by the Frantzis and Anderson families with Anderson and George Frantzis II overseeing daily operations.

"It seemed fitting that we honor two of the women who worked incredibly hard to help shape Quassy into a family park in its early days," Anderson said of the decision. "It took a great deal of courage during that era to leave your homeland, learn another language and really start anew. It's not only a tribute to Bella and Bessie, but to all of their family members."

Sweet Treats

The new 1,400-square-foot store will not only feature taffy, but also favorites such as cotton candy, popcorn in a variety of flavors, candy apples, chocolate and hard candy.

In addition, the shop will offer nachos and giant pretzels.

Beverages will include soda, fresh-squeezed lemonade, slush and other bottled soft drinks.

The north end of the structure will be home to the pizzeria, where homemade pizza with a variety of toppings will be offered by the slice or whole

pie. Beer and wine will be sold on the pizzeria side of the building as well.

The second story will house business offices and storage space.

Quassy Amusement & Waterpark has introduced many new additions in recent years while meticulously maintaining much of its historic integrity.

As for losing a structure that has been a fixture at the property for nearly a century, Anderson summed it up by saying: "It's really a great trade-off. The old building was difficult to maintain, so it needed to be replaced. The new shop will allow us to expand our product line and include taffy production — something that is as historic in our industry as Quassy itself."

Above right, Ron Krueger demonstrates the workings of a taffy puller he refurbished for Quassy at his shop in Sims, N.C. Right, this vintage candy wrapping machine was completely restored by Ron Krueger and has now been shipped to the Connecticut park.

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Ride Entertainment, TAIT join to fabricate first standing zipline

STEVENSVILLE, Md. — **Ride Entertainment Group** has partnered with **TAIT Towers** to design and fabricate, **AirSurfer**, the world's first automated, standing and turning zipline. After jointly acquiring the IP for AirSurfer, Ride Entertainment and TAIT worked together to refine and perfect this unique attraction. AirSurfer has the ability to automatically climb and

descend hills while turning corners at speeds up to 55 kmh (34 mph). With two years in the making, REG will make AirSurfer's public debut at the 2016 IAAPA Attractions Expo.

Built in the USA, AirSurfer is fully adaptable to fit any site or terrain that traditional ziplines cannot handle. Its wireless control system ensures safety by maintaining distance between vehicles and

controlling the speed of each vehicle. AirSurfer is available in three different vehicle models and offers custom-designed course layouts that fit any property. All of AirSurfer's vehicles accelerate up to 55 kmh (34 mph) on straightaways as riders are thrilled with turns, speed and unfolding vistas.

Ride Entertainment first announced the concept of Air-

Surfer at the 2014 IAAPA Expo and began working with TAIT shortly after. Over the next two years, Ride Entertainment and TAIT's engineers re-conceptualized and redesigned AirSurfer.

"We are thrilled to release AirSurfer because it redefines what a zipline can do," **Ed Hiller**, chief executive officer for Ride Entertainment. "Experiences like surfing through

the air and laying out designs that navigate around buildings are experiences we could only dream of 10 years ago. Now, through advances in technology and the patented solutions created by TAIT's engineering team, we feel we are providing an experience unlike any other in the attractions industry. Traditional ziplines and zip coasters cannot offer thrills or solutions like AirSurfer can."



These concept renderings give an idea of what the rider can experience on the new AirSurfer. COURTESY REG



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About TAIT Towers

Lititz, Pa. — **TAIT Towers** is a world leader in staging, scenic design, LED integration, show control and automated rigging. Founded in Pennsylvania, in 1978, TAIT has expanded globally with offices around the world. Boasting a workforce of more than 600 employees, TAIT employs a passionate team of experts in manufacturing, engineering, design, technology and innovation, all of whom understand set and stage creation in its entirety. TAIT approaches projects with a philosophy that the spectacle of the opening night is equally important as a quick, safe and efficient load-out.



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Give Kids the World celebrates 30 years

AT: Tim Baldwin
tbaldwin@amusementtoday.com

KISSIMMEE, Florida — Thirty years ago, **Henri Landwirth** had a magical idea. A Holocaust survivor, his heart was amazingly filled with purpose, kindness and a willingness to help. Landwirth used his experience with managing hotels to assemble a cooperating partnership among area hotels in Central Florida to accommodate “wish children.” In its first year, **Give Kids the World** hosted 380 families. The following year, it came close to doubling, reaching more than 700. The year after, Give Kids the World worked at hosting more than 1,200 families.

Landwirth did indeed have an amazing idea, but it was so successful that the demand for accommodations was outpacing availability. It was his goal that no child ever be turned away. To honor this pledge, he felt the best course of action was to take an amazing idea and create an amazing place.

Thus, the Give Kids the World Village was born. And like any child, there are growth spurts and growing pains, but the phenomenal success of this great charity is truly heartwarming. Industry attractions and area businesses have long partnered with the Village and its goals, not to mention hundreds of volunteers. The Give Kids the World Village opened in 1989. The initial plan for eight villas soon doubled.

Move forward more than a quarter of a century and Give Kids the World is now celebrating a 30th anniversary. The total number of villas on property is 144, but



Over three decades, fanciful buildings have become iconic landmarks to the Village. COURTESY GKTW

more are still on the way. The Village has taken on a fanciful, imaginative aura with its whimsical and iconic buildings. Families so desperately in need of hope find treasured vacations that will provide memories for a lifetime, impossible without the work of Give Kids the World.

During its 30th anniversary, a real prince visited this magical place. **Prince Harry** of England was visiting Orlando in May. Having served in the British military for 10 years, including two tours in Afghanistan, Prince Harry founded the Invictus Games, which honors injured veterans from around the world. During the training sessions in Orlando, Harry stopped by Give Kids the World, along with several athletes, to help spread joy and hope among the Village’s visitors that week.

Throughout the year, to

help celebrate the 30th anniversary, Give Kids the World has hosted several reunions of families who had visited Give Kids the World in the past.

During the 2016 Golden Ticket Awards, held at **Cedar Point** in September, *Amusement Today* caught up with **Pamela Landwirth**, president and CEO of Give Kids the World:

How many reunions have you done so far this year?

We’ve done four so far. We did one in Rhode Island, Philadelphia, Atlanta and in Chicago.

How large were the turnouts?

About 400 was the max. We were really pleased. What we did was use about a two-hour radius from those locations and looked at the number of families we had served. We were expecting about a

hundred or 150, so we were pleased with 400.

How was the Oct. 2 date at Cedar Point different?

Well first, with previous ones we sent out invitations in the two-hour radius, but with Cedar Point, we thought it might be a little more popular and kept it to a one-hour radius. We cut it by half, but the response tripled. That’s the power of Cedar Point.

Talk about the reconnections.

We’ve had people who were guests at the Village from as early as 1990. They just remember it as the happiest vacation they ever had. They just want to come back and reconnect and be around the characters and relive some of those wonderful memories. We get people who have lost their children and they come back and those families who are very fortunate that their child is in remission and

they come back...they just want to dance and play and have a good time. It has been so rewarding to see how they carry that warm feeling about the village.

Will the reunions continue after the 30th anniversary?

We are hoping to. We didn’t know how successful they’d be. Based on the impact it has had on the families and the success we’ve had, but the other thing it does is it shows the local areas that we really are serving their local families.

How do you determine where to go?

We look at where most of our families come from and target those areas. Another **Cedar Fair** park — **Knott’s Berry Farm** — is going to be hosting one for us and we’re doing one in Dallas. It’s really awesome; we’re so excited about this.

Kristi Bacni, communications manager for Cedar Point, was heavily involved with the October outing.

“At first, we prepared for about 400 when Give Kids the World sent out the invitations,” she said. “What happened was in the first hour, we had 700 people register for the event. Within 24 hours it was over 1,200! We’ve had a great relationship with Give Kids the World before. But to actually see the families at Cedar Point and see the joy... that’s the best part.”

When reflecting back on how Give Kids the World and the Village started, Henri Landwirth said, “So much energy can be wasted about the exact way to do something. I think it is better to begin and adapt along the way.”



Left, Cedar Point was a recent host for a Give Kids the World family reunion. Middle, Prince Harry added a touch of royalty to the magic as he visited the Village during the 30th anniversary. Right, several cities across the country have hosted reunions so families can reconnect. COURTESY CEDAR POINT, GKTW

Long Beach on the rise as Aquarium of Pacific, Queen Mary invest big

AT: Dean Lamanna
dlamanna@amusementtoday.com

LONG BEACH, Calif. — The best-known tourist attractions in this port city just south of Los Angeles — **Aquarium of the Pacific** and the historic, permanently berthed **Queen Mary** — are currently undergoing, or will soon be undertaking, major expansions and renovations.

Opened in 1998, Aquarium of the Pacific quickly established itself as a top L.A.-area draw and, in recent years, has added exhibits while welcoming more than 1.5 million visitors annually. The non-profit facility, which is accredited by the **Association of Zoos and Aquariums** and features architecture inspired by ocean waves, is located within a mile-square area straddling the terminus of the Los Angeles River that also contains the **Long Beach Convention & Entertainment Center**, **Shoreline Village** boardwalk shops and restaurants, and the Queen Mary.

The aquarium sits on five scenic, harbor-side acres that are allowing it to expand impressively with a 29,000-square-foot addition. The new, glass-paneled wing — called Pacific Visions and sporting a biomorphic design suggestive of a whale — will house a high-tech, 300-seat immersive theater with a 32-foot-tall curved screen and a circular floor projection in front of the screen.

Budgeted at \$53 million, Pacific Visions also will include new animal exhibits, dynamic multimedia displays and an art gallery, plus an enlarged main entrance and front plaza for the entire facility. Capacity for the entire attraction will expand to two million visitors annually.

EHDD, the San Francisco-based architectural firm behind the original Aquarium of the Pacific building, has designed the expansion, while **Cortina Productions** of McLean, Va., is creating the theater as well as all of the new wing's multimedia elements and interactive educational experiences.

Construction on the project
▶ See **LONG BEACH**, page 66

Pacific Visions, budgeted at \$53 million, will bring a 300-seat theater, an art gallery, new animal exhibits and an enlarged main entrance to Aquarium of the Pacific in 2018.
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The Queen Mary, an 82-year-old cruise ship-turned-hotel permanently docked in Long Beach, Calif., has new operators who want to invest up to \$250 million to turn the surrounding 45 acres into an entertainment district. First up is a \$15 million restoration of the ship's Art Deco interior (rendering at right), to be completed next year. COURTESY URBAN COMMONS



► **LONG BEACH**
Continued from page 65

ect is scheduled to begin next year for an expected debut in late 2018.

Across the channel, the landmark transatlantic cruise ship-turned-hotel Queen Mary and its surrounding 45 acres recently came under long-term lease by **Urban Commons**, a Los Angeles-based real estate development and investment firm. The company has been floating exciting ideas and plans for the underutilized area that could cost a total of \$250 million — with the ultimate goal of transforming it into a world-class dining and entertainment district.

A giant observation wheel, a 200-room boutique hotel, an amphitheater, a marina, restaurants and retail, a carousel, and jogging and bike paths are among the preliminary ideas for the site. All proposals would have to go through the usual city and public review processes. Urban Commons hopes to have a master plan for city approval sometime in 2017.

Mindful of the steady popularity of the retired 82-year-old ship itself, which has undergone several rehabs costing many millions over the last five decades, Urban Commons presently is committing up to \$15 million for a restoration and careful, luxury-accented updating of the Art Deco interior that will be completed in mid-2017. This represents the first phase of what is expected be at least a five-year transformation of the entire location.

None of the plans discussed by Urban Commons would impact the Queen Mary's Dark Harbor annual Halloween event or yearly CHILL winter activities event, both of which have proven extremely successful.

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Alterface awarded U.S. patent for interactive shooting technology

WAVRE, Belgium — **Alterface**, a global leader in interactive attractions, has announced that it has secured a U.S. patent for its innovative “Multi-user pointing apparatus and method” shooting technology.

The company received a European patent for the technology in 2006.

The U.S. patent further protects Alterface’s unique pointing system, which is used in theaters and dark rides. It complements two other important Alterface technology patents: one for the company’s successful interactive show control system called Salto! and another for hands-and-body gesture tracking solutions.

“The ‘Multi-user pointing apparatus and method’ [U.S.] patent... comes for us as a cherry on the cake during a highly busy and successful year,” said **Benoit Cornet**, Alterface founder and CEO. “The interactive shooting and interactive show control technologies were first introduced by us and now lead the market. We are very proud of this, as it proves we have a strong vision and understand what the market needs.”

The secret of the company’s success, added Alterface COO **Stéphane Battaille**, is “listening to our customers and working very closely together to develop a solution that meets their and the visitor’s expectations. This, combined with loyal partners and a dedicated team who put their heart and soul into every project and attraction.”

Alterface’s technologies have been used in interactive attractions including, most recently, Justice League: Battle for Metropolis at **Six Flags** parks; the Plants vs. Zombies interactive theater at **Carowinds** in Charlotte, N.C.; and Benno’s Great Race at **Ferrari World** in Dubai, U.A.E. Sixteen installations have been completed at **Lego Discovery Centers** across the U.S.

“Visitors... keep coming back for more, as there are so many story dimensions to discover,” Cornet said. “It’s very challenging to get the visitor immersed in the story during a ride of only a few minutes, and to get them excited so that they return to improve their score. As a bonus, they get their high

score and ranking at the end of the ride. These are ingredients you can find in all our solutions, which are always customized to the local market and culture.”

Alterface can be found at booth 862 during the **IAAPA Attractions Expo** in Orlando, Fla., Nov. 15-18. There, visitors can see the company’s tech-

nologies and also “take a ride” aboard a multimedia Xperience Mover vehicle from **ETF Ride Systems** of Nederweert, The Netherlands (itself located at expo booth 4809). This will give convention attendees an opportunity to experience the latest interactive innovations of both companies.

• alterface.com

House passes legislation to delay overtime rule implementation; eyes now on the Senate

WASHINGTON, D.C. — On Sept. 28, the **U.S. House of Representatives** voted 246-177 to delay by six months implementation of the **Department of Labor’s** (DOL) Fair Labor Standards Act (FLSA) overtime rule. Five Democrats joined the 241 House Republicans to pass the Regulatory Relief for Small Businesses, Schools, and Nonprofits Act (H.R. 6094). The bill faces an uphill battle given the partisan vote taken in the House and a veto threat issued by the Obama Administration.

H.R. 6094, introduced by Rep. **Tim Walberg** (R-MI), would move from the effective date of the DOL final rule from Dec. 1, 2016, to June 1, 2017. The overtime rule, which was finalized by DOL in May, changes the salary threshold for overtime pay from \$23,660 to \$47,476 per year, and that threshold would be updated automatically every three years.

—IAAPA



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MARKETWATCH



COMPANY	SYMBOL	MARKET	PRICE 10/21/16	HIGH 52-Week	LOW 52-Week
The Blackstone Group	BX	NYSE	24.07	34.71	22.31
Merlin Entertainments Group/ Legoland	MERL	LSE	458.20	494.90	316.79
Cedar Fair, L.P.	FUN	NYSE	57.29	63.40	48.45
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	64.06	68.36	52.34
The Walt Disney Company	DIS	NYSE	93.03	120.65	86.25
Dubai Parks & Resorts	DXBE:UH	DFM	1.63	1.77	0.95
Fuji Kyoko Co., Ltd.	9010	TYO	1163.00	1568.00	1063.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.66	1.84	1.40
Lefoo Development Co.	TW:2705	TSEC	8.62	9.00	6.62
MGM Resorts International	MGM	NYSE	26.10	27.04	16.18
Parques Reunidos Servicios Centrales S.A.	ES:PQR	MCE	13.09	15.53	11.99
SeaWorld Entertainment, Inc.	SEAS	NYSE	13.96	21.84	11.77
Six Flags Entertainment Co.	SIX	NYSE	51.82	62.69	45.24
Skyocean International	00593HK	SEHK	9.10	11.36	7.95
Tivoli A/S	DK:TIV	CSE	438.00	499.50	330.40
Village Roadshow	VRL	ASX	5.20	7.68	4.46

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

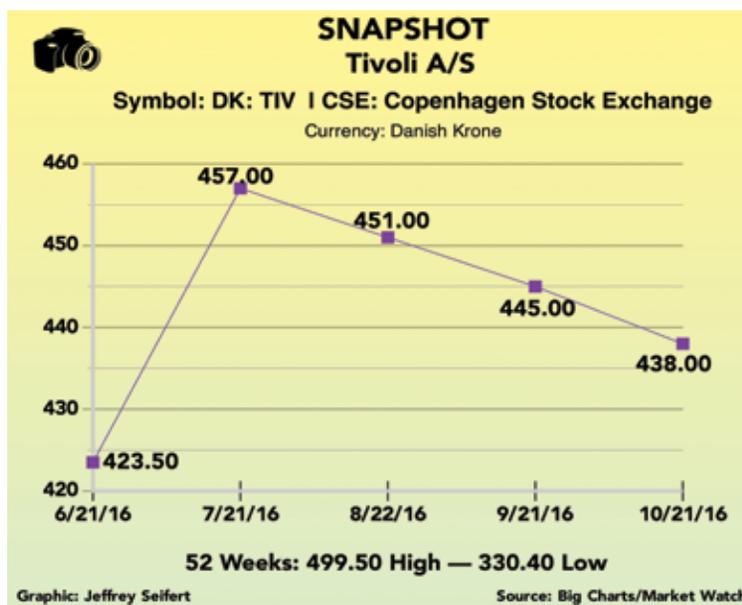
DIESEL PRICES

Region (U.S.)	As of 10/17/16	Change from 1 year ago
East Coast	\$2.472	-\$0.052
Midwest	\$2.458	-\$0.142
Gulf Coast	\$2.357	-\$0.032
Mountain	\$2.546	-\$0.023
West Coast	\$2.635	-\$0.059
California	\$2.828	-\$0.020

CURRENCY

On 10/21/16 \$1 USD =

0.9123	EURO
0.8150	GBP (British Pound)
103.70	JPY (Japanese Yen)
0.9900	CHF (Swiss Franc)
1.3040	AUD (Australian Dollar)
1.3167	CAD (Canadian Dollar)



BUSINESS WATCH

Grona Lund sets new attendance record

STOCKHOLM, Sweden — **Grona Lund** amusement park, in Stockholm, Sweden, set a new attendance record by the time the park closed on Oct. 2. Final attendance figures, at the 133-year old waterfront park, were 1,506,885, breaking the previous record set in 2013 by more than 6,000 visitors. "To break the record in 2013 was a major achievement, and it was the first time we reached 1.5 million guests. And now, we've managed to beat even that record. We've managed to increase our number of visitors by 50 percent in the last 10 years, something that is close to impossible in our line of business. I'm extremely proud of Grona Lund and what we've accomplished, said **Magnus Widell**," Grona Lund CEO.

In brief...

•SELLERSBERG, Ind. — **Weber Group, Inc.** (WGI,) has been awarded a multimillion-dollar contract with the **Kennedy Space Center Visitor Complex** in Titusville, Fla. The company will serve as designer-builder in developing a new education center and immersive experience wherein guests explore space travel to Mars. The experience, set to debut next August, will include simulated takeoffs and landings, microgravity, and performing everyday tasks on Mars. Meanwhile, following the passing of WGI president and founder **Tom Weber** in August, his brother, **Donny Weber**, has ascended to president from the role of vice president.

•LOGAN, Utah — **Soaring Eagle, Inc.**, is wrapping a very busy year. The company has installed its first eight-seat Drop Tower at **Myrtle Beach Thrill Rides** in South Carolina. In addition, it delivered eight Soaring Eagle ziplines to locations across the U.S. in 2016, including **Bridges Bay Resort**, Okoboji, Iowa; **Chestnut Mountain**, Hanover, Ill.; **CJ Barrymore's**, Clinton, Mich.; **PowerPlay**, Kansas City, Mo.; **Nashville Zoo at Grassmere**, Nashville, Tenn.; **Canyon Sainte-Anne**, Beaupre, Quebec, Canada; **Turner Falls Park**, Davis, Okla.; and **Wildlife World Zoo, Aquarium & Safari Park**, Litchfield Park, Ariz.

•TORONTO, Ont., Canada — **Cineplex Entertainment** announced on Sept. 21 that it is acquiring all of the issued and outstanding shares of **Tricorp Amusements Inc.** Upon completion of the transaction, New Jersey-based Tricorp will become part of **Cineplex Starburst Inc.**, a wholly owned and operated subsidiary of Cineplex Entertainment. Financial terms were not disclosed. Tricorp is a leading provider of interactive video, redemption and amusement gaming services through revenue-sharing agreements in the U.S. It has a diversified client portfolio focusing on the theatrical exhibition vertical as well as community-based family entertainment destinations. "This transaction with Cineplex is exciting because it will allow for greater scale in our existing business channel and provide for even more opportunities for the entire Tricorp team," said **Charles T. Peitz**, founder and CEO, Tricorp Amusements Inc.

•PLANO, Texas — **Best American Trampolines** (BAT) has been named Exhibitor of the Year by the **International Association of Trampoline Parks** (IATP) during their 4th Annual Conference & Trade Show held in Nashville, Tenn., from September 13-15, 2016. The IATP conference is the premier event for trampoline park owners and operators from all over the world. This annual event offers networking and educational opportunities including classes and panels run by industry experts. "As Best American Trampolines has continued to provide superior custom design and trampoline park solutions, we are honored to have been recognized by our colleagues and industry associates," said **Phillip Howell**, BAT president and CEO. "Our custom designed and built exhibit was representative of the experience, product quality, and innovative solutions that our customers have come to expect."

•ANAHEIM, Calif. — The **Disneyland Resort** has pledged to build playgrounds at not one, but all five parks with **KaBOOM!** and the **City of Anaheim**. The five parks to receive new playgrounds include Imperial Park, Willow Park, Julianna Park, Pearson Park and Barton Park, bringing the total number of Disney and KaBOOM! playgrounds in Anaheim to 12 and giving more than 19,000 kids a place to play. The first of the five playgrounds will be built in February 2017, and the others will be completed within the next three years.



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PEOPLE WATCH**Dollywood announces company promotions**

PIGEON FORGE, Tenn. — In the midst of a successful season, **The Dollywood Company** on Oct. 20 announced the promotion of four employees.

Derrick Calkin is now the general manager of **Dollywood's Smoky Mountain Cabins**. Calkin has been with The Dollywood Company five years and under his leadership Dollywood's Smoky Mountain Cabins has consistently added new properties to its portfolio. He began as senior property manager before becoming the director. With Calkin at the helm, guest satisfaction survey scores have received "best in class" ratings for cabin rentals. Calkin, originally from Maryville, lives with his wife and two children in Alcoa, Tenn.

Jason Boothe has been promoted to vice president of operations for **Dollywood**. During Boothe's 21-year history with the company, his leadership of park operations has helped Dollywood become an industry leader in guest safety and satisfaction, park cleanliness and Dollywood employee care. Boothe joined Dollywood at the age of 16. He worked in games and attractions before becoming director of operations. Boothe currently lives with his wife and three children in Kodak, Tenn.

Jack Stevenson is now The Dollywood Company's senior marketing manager. Stevenson brought a wealth of theme park knowledge when he joined the company two years ago. He used his insight to build Dollywood's season pass program through analytics and marketing integration. In his new role, he is responsible for media buying, attendance forecasting and pricing.

Jessica Hall has been promoted to communications manager. Hall has been instrumental to the company since she joined in 2015, providing training and development within the Sales & Service Center. As the training supervisor she demonstrated her ability to improve communications across multiple divisions. Hall now will leverage her knowledge of operations to ensure successful marketing campaigns.

Universal Studios Hollywood names new COO

UNIVERSAL CITY, Calif. — **Universal Studios Hollywood (USH)** has named **Karen Irwin** its new president and COO, effective in December. Irwin, who previously served as senior vice president of global merchandise and partnership development for **Universal Parks and Resorts**, is relocating to Los Angeles from Orlando. She replaces **Larry Kurzweil**, who held the USH position for 17 years and oversaw numerous recent improvements and major additions to the theme park, including the opening of The Wizarding World of Harry Potter.

Six Flags Entertainment announces promotions

SAN ANTONIO, Texas — **Six Flags Fiesta Texas** recently named theme park veteran **Jeffrey Siebert** as the park's new president. Siebert replaces **Neal Thurman**, who recently relocated to New Jersey to become the president at **Six Flags Great Adventure**.

Siebert originally joined Six Flags Fiesta Texas as marketing director in 2013 with more than

17 years of amusement and theme park industry experience as the corporate director of marketing for **Schlitterbahn Waterparks and Resorts**, and manager of communications and guest experiences for **Paramount's Kings Island**, where he was responsible for creative communication strategies. Siebert started his career as marketing manager for **Americana Amusement Park** in 1994.

A University of Cincinnati graduate, with a degree in electronic media, Siebert enjoys amusement parks, movies, and spending quality time with his wife, and two children. He is also actively involved in a number of coaster enthusiast organizations.

Six Flags Fiesta Texas also announced that it had named theme park veteran and San Antonio native **Ron McKenzie** as the park's new marketing director. In this role, McKenzie will oversee all aspects of Fiesta Texas' marketing initiatives including advertising, promotions, communications and group sales.

McKenzie began his over 20-year hospitality and theme park career at Six Flags Fiesta Texas in 1993 as a group sales representative. He then held several sales and marketing positions, including director of marketing at **Six Flags Astroworld** in Houston, and, most recently, director of marketing at **Six Flags St. Louis** for the past 11 years.

A graduate of The University of Texas at San Antonio, with a degree in marketing, McKenzie brings expertise in creating and executing innovative marketing programs and building strong marketing teams. He is also an avid runner and enjoys following the **San Antonio Spurs**. During his leisure hours he favors spending quality time with his wife, Vivian, and their three children.

JACKSON, N.J. — **Neal Thurman** has been named the new park president at **Six Flags Great Adventure and Hurricane Harbor**. Thurman has been with **Six Flags Entertainment** for more than 21 years. Most recently he was the park president at **Six Flags Fiesta Texas** in San Antonio. Prior to relocating to San Antonio in late 2014, Thurman served as director of operations at **Six Flags Magic Mountain** near Los Angeles, beginning in 2007. His Six Flags career started in 1995 at **Six Flags Over Georgia**, where he gained expertise in operations, human resources, guest relations and safety management. He then relocated to **Six Flags Kentucky Kingdom** in 2003 as the operations manager before becoming the director of operations and administration at the Six Flags park in Louisville.

Neal is a licensed, instrument-rated private pilot and looks forward to flying in the Northeast. Neal comes to Six Flags Great Adventure & Hurricane Harbor with a focus on the team member experience and a passion for providing outstanding guest service.



Siebert



McKenzie



Thurman

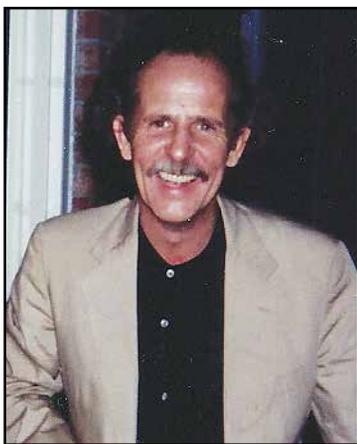
OBITUARY**Steven Wayne Hix, 66, miniature golf and go-kart legend, dies at age 66**

DALLAS, Texas — **Steven Wayne Hix**, died on Sept. 17 at the age of 66. Steve was born May 12, 1950, while his family was stationed in Japan. Graduating with a bachelor's degree from the McCombs School of Business at the University of Texas at Austin, Steve went on to lead several successful businesses and trade associations.

He was the executive director of the **International Recreational Go-Kart Association** and **Miniature Golf Association U.S.** In the 1990s and 2000s, Steve was an active participant in the development of ASTM standards for amusement park rides, water parks and off-road go-karts. His expertise was widely sought after, and he inspected major amusement parks and served as an expert witness in trials across the nation. In 2002 he was the recipient of the prestigious Kelly Ogle Memorial Award by the **World Waterpark Association** for promoting and increasing the safety of amusement park guests and employees. In 2006 Steve was awarded The Jimmy Floyd Award by **ASTM International Committee F24** for his exemplary leadership of a subcommittee and commitment to the advancement of the amusement industry.

He is survived by a son, Chris Hix, and a stepdaughter, Amanda Rayborn. He is predeceased by his mother, Dorothy D. Hix, and father, Col. Joseph Hix.

Inurnment was held Oct. 28 at the Dallas-Fort Worth (Texas) National Cemetery.



Steven Wayne Hix



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IAAPA chairmen share their thoughts on the industry

OUTGOING:

John McReynolds

ORLANDO, Fla. — **John McReynolds**, senior vice president of external affairs, **Universal Orlando Resort**, Orlando, has been serving as chairman of IAAPA's board of direction for the year 2016.



McReynolds

McReynolds shared some of his IAAPA experiences with *Amusement Today*.

Last year, when AT interviewed you about your coming year, one of your personal goals was to meet as many IAAPA members as you could and learn from each. Did you happen to keep up with the number of members you did meet over the last year as IAAPA chair? And, what are just a few things you learned from your connections?

As the 2016 IAAPA chairman, I'm proud to have visited five out of the seven continents on my goal to meet as many members as possible during my

tenure. The size of facility or type did not factor in my decisions to visit them, as I wanted to meet with people representing every facet of the industry. The amount of members I met is simply too numerous to highlight each, but know each reminded me that whether a family entertainment center or one of the industry's giants, we all compete and live in a globally competitive industry.

Also last year, you stated that safety and education are the most important priorities by which IAAPA can serve its members. Toward this end, were there any new developments within IAAPA to help broaden these initiatives?

Safety is the top priority of the industry and therefore a top priority of IAAPA's. We will always work to ensure members have the resources they need to stay abreast of the latest safety learning and to ensure the highest of industry standards are implemented throughout the world.

In 2016, IAAPA offered its **IAAPA Safety Institute** in conjunction with Asian Attractions Expo in Shanghai, China, and Euro Attractions Show in Barcelona, Spain. The institute program also was offered in Japan

and Vietnam. The association continues to work toward standards harmonization and held meetings in conjunction with its trade shows in Shanghai, Barcelona, and Orlando.

We continuously strive to refine the way we share information about industry safety with the public through the press and government officials.

By spending time with members, you probably have a very good idea of the state of the industry. What are your observations on the health of the amusement industry in the U.S. and also internationally?

Globally, the industry is strong. There are certain parts of the world experiencing more growth than others, but globally the attractions industry is vibrant and healthy. You can see this reflected by the fact that all three of the IAAPA trade shows this year are record-breaking. (Asian Attractions Expo, Euro Attractions Show, and IAAPA Attractions Expo).

What will you take with you as you step down from being chair?

I'm fortunate to have met amazing people this year. I have learned so much from everyone I met. This association has pro-

vided me incredible opportunities and I'm proof that if you get involved with IAAPA, one person can truly make a difference. I challenge each and every one of our members to volunteer their talents and time.

It's also been an honor to steer the association through some difficult decisions. I love this industry and I'm humbled to have been entrusted with the chairmanship during this time in its history.

INCOMING:

Greg Hale

Greg Hale, chief safety officer and vice president of worldwide safety and accessibility for **Disney Parks and Resorts**, Lake Buena Vista, Fla., will take over as IAAPA chair for 2017.

Hale spent some introductory time with *Amusement Today* prior to the **IAAPA Attractions Expo 2016**.



Hale

What do you feel will be

your most important role as chair of IAAPA?

With IAAPA moving its headquarters to Orlando, I'm excited to be in this role at such a momentous time to help guide the organization through the transition and help prepare for its centennial in 2018.

Do you have any specific goals you would like to complete while serving as chair?

I plan to advocate for the continued use and evolution of technology and industry standards to improve the operation of attractions around the globe.

What do you think is the biggest challenge facing the park industry, both in the U.S. and internationally?

Maintaining the guest experience for guests while keeping safety a top priority.

Have you set any personal goals for your upcoming year as IAAPA chair? If so, what are they?

Serving as chairman helps me be able to give back to the industry that has been such a huge part of my professional life and where I can share even more of my knowledge with those people that have influenced me over the years.

—Pam Sherborne

Tom Weber
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Weber

WEBER GROUP, INC.

Future growth: Europa-Park invests in multiple projects

New logistics center, Arena, Project V and water park all underway

AT: Tim Baldwin
tbaldwin@amusementtoday.com

RUST, Germany — With **Europa-Park** now reaching attendance of 5.5 million or more annually — and recently snagging 2016 Best Park in *Amusement Today's* Golden Ticket Awards for a third year in a row — it is clearly evident that the Mack family has no intention of sitting back and resting on their laurels. Currently the park is heavily underway on numerous projects designed to help propel the property to greater success.

First to open will be the park's new logistics center. At 8,000 square meters (86,111 square feet), the facility will eclipse the warehouse the park had previously used. The focus of the center will be on fulfilling supply needs faster, saving time and streamlining the movement of goods for Europa-Park.

"Our new logistics center, which is built on the site of the former employee parking area, will guarantee not only more economical processes, but also more efficient workflows," said **Jürgen Mack**. "It is an important step in the future development of our family business. It is an investment in our employees, in our infrastructure and in our guests. It will guarantee an even more smoothly operated park on a daily basis."

The new building will centralize and coordinate a number of park areas. These include food and beverage, shopping and games, marketing and human resources. Incoming goods are accommodated by six ramps. Inside, 2,000 pallet bays and a shelf storage system with 1,400 serial meters for small items will greatly enlarge the park's storage capacity. A large cooling and freezer area will also be a part of the new center.

The new logistics center creates jobs for more than 100 employees," said **Mauritia Mack**, who leads the shopping and games department with **Ralf Stumpf**. "More than 20 offices and meeting rooms will be available for use."

As *AT* went to press, the logistics center was scheduled to open this month. According to the park, the demand for the

project came at a Euro investment of double-digit millions.

Next to open will be the new Europa-Park Arena. This multi-purpose venue will help facilitate countless gatherings, such as conventions, concerts, TV events, and evening galas.

"Our new multi-functional event and media hall is spanning an area of almost 3,000 square meters [32,291 square feet] and offers space for up to 6,000 people," said **Thomas Mack**. "It's very versatile and can be adapted to meet the needs of our customers. Alongside our existing venues such as the Europa-Park Dome, the festival hall Ballsaal Berlin or the historic pavilion, our new Europa-Park Arena is a treasured extension to our Confertainment range."

While the theme park has a very long season that extends into the Christmas winter weeks, the park is not quite year-round. Bearing that in mind, the five existing hotels still welcome guests in the non-operating weeks. The arena makes the park even better equipped to do so. According to park reports, the arena is scheduled to open in spring of 2017.

In late September, Europa-Park unveiled a preview center for the park's upcoming 2017 attraction. The detailing on just the model itself was particularly impressive, so the attraction looks to be an astounding bit of theming.

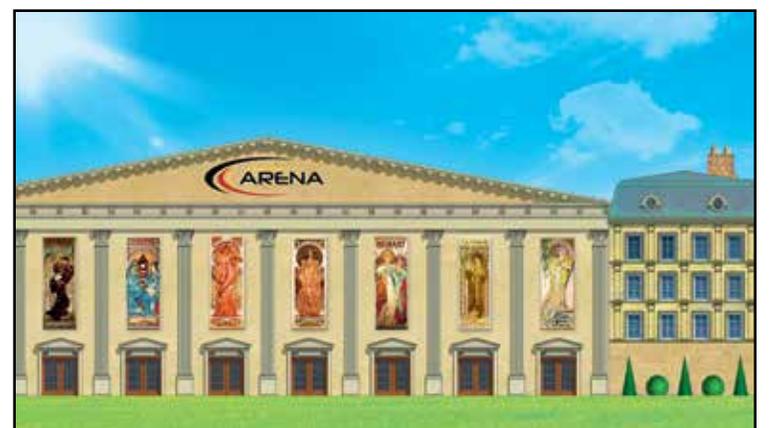
Simply known now as Project V, a new ride from **Brogen**, known for their "Fly-Over Canada and Fly-Over America" projects, will be the single biggest investment of one attraction Europa-Park has ever installed. The new flying theater-style ride will be Europe's largest, and the park has gone full in with two theaters, giving the attraction an hourly capacity of 1,400.

Stefan Rothaug of Brogent told *AT*: "The preview center inside the park shows what an amazing amount of work and attention to detail is going into everything. We will do the ride system, **Kraftwerk** is doing AV and **MackMedia** is doing the concept, story and the ride film. Currently, MackMedia is filming at several locations all over Europe. We are so excited and honored to be a part of Project V."

The new installation will be placed very near the front



Europa-Park's enormous logistics center (above) will help streamline back-of-house operations. When completed, the Europa-Park Arena (right) will be a multipurpose venue for conferences and assorted entertainment.
COURTESY EUROPA-PARK



entrance of the park and will create a new, highly themed plaza. To do so, the park's monorail had to be extended and relocated further around the perimeter of the park, which was no small expense in its own right.

AT asked why this location was chosen. **Michael Mack**, who oversees MackMedia productions, said, "This is a beautiful area with shops and food outlets. It was only busy in the morning and in the evening when people arrived or left the park. We wanted to revitalize this main street throughout the day and bring a great attraction to this great place."

Still further on the horizon is the long-planned indoor water park resort. "The water park is the largest investment in the history of our family business and runs into a hundred million Euro figure," said **Roland Mack**. "Which we are financing without the help of government subsidies. Survey results over the past years have told us that our visitors want a water park. We cannot allow ourselves to stand still if the region is to remain attractive to those visitors traveling from further afield."

No specified target date is set, nor has the theme for

the new hotel which will be placed with the water park been disclosed, although a set of phases has been planned. Mack continued: "The planning applications for the water park and the new hotel are submitted and almost complete. The tendering procedure for the construction work took place in June. In the coming weeks, we expect the building permission. The construction work should start in spring 2017."

MackMedia also continues to grow. "We have equipped more than 20 parks worldwide in less than a year and more are on the way," said Michael Mack in regard to the growing roller coaster virtual reality experience trend, which was developed in conjunction with Europa-Park. "This shows perfectly our approach of digitalizing our business. Besides our very successful 3D movies and the new movie for the flying theater (Project V), we are also developing a great new storyline for the park, which will connect several attractions with each other. In the last months, we have also been very busy in character development for other parks and clients of ours, so this is definitely also a growing market for us."

Guiding the park and the Mack family through everything involving future development and operation is a family constitution. With nine generations of history involved in the industry, the Macks have established this document to outline what responsibilities a family member is to uphold and to steer the park on the correct course. If the current round of new projects is any indication, all seems on the right track.

"As a caring mother of two boys, it is wonderful to see them growing up in the park and with the park," says **Miriam Mack**. "For example, our elder son, Paul, already loves to do the park closing with his dad, checking if everything is working fine. I actually think the new Irish section might not have happened so fast with the Mack family being able to experience the park through the eyes of the ninth generation. The Mack family agreed to a family constitution that says you can only be a shareholder if you plan an active role in the company. Growing up so close to the business and being involved at that age already gives [the children] opportunities to be well prepared to follow in the footsteps of their dad and grandfather."

National Roller Coaster Museum announces major fundraiser

With his passing, Mark Moore's family and his company, Uremet ensure his legacy through new building fundraiser bearing his name

PLAINVIEW, Texas — After the tragic death of **National Roller Coaster Museum and Archives** founding board member **Mark Moore** in July, his family and business wanted to ensure his legacy while supporting the efforts of the NRCMA in which he strongly believed.

Moore was a true amusement industry pioneer. In 1982 he then founded California-based **Uremet Corporation**, an industry-leading urethane wheel manufacturer, where he remained as president. Moore brought his business acumen and a strong, innovative vision to the NRCMA board over his eight years as a member of the organization, which is dedicated to preserving and protecting the legacy of the amusement park industry.

A fundraiser is planned during the **IAAPA Attractions Expo** in Orlando this November sponsored by Uremet and the Moore family with the goal to endow an expansion of the museum's Plainview, Texas, archive facility in Moore's name.

"It is appropriate for the industry to recognize Mark," said **Gary Slade**, NRCMA Chairman. "Mark Moore was an innovator in the industry and a positive force behind the efforts of the Roller

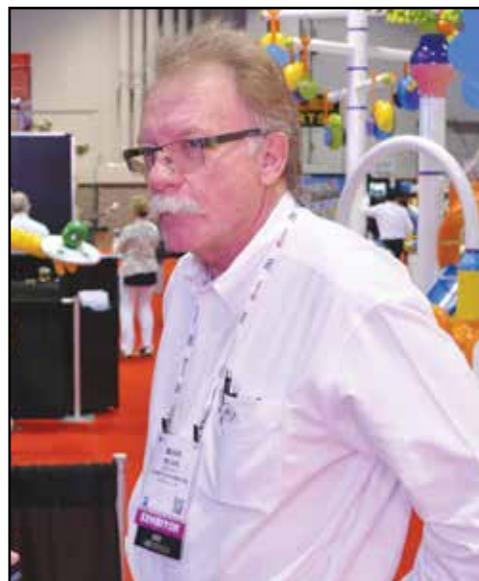


**IAAPA Booth
NRCMA #4317
UREMET #1835**

Coaster Museum. Participating in a fundraiser honoring Mark and benefiting NRCMA is a perfect fit."

With the Mark Moore Memorial fundraiser, NRCMA is proposing to double the size of its current archive facility and to create a showroom for public access to select artifacts within the museum's collection. The expansion will be named for Moore and will quantify his success in the industry and his support of NRCMA.

"We are always looking for facilities interested in our mobile or custom exhibits," Slade said. "In order to continue to acquire artifacts and create exhibits like



Mark Moore served on the NRCMA board of directors since 2009.
NRCMA FILE

the one at **Dollywood**, we need the industry to support us and to help us expand. The Mark Moore memorial fundraiser is a perfect time to donate and create a lasting legacy for Mark and to preserve our history for generations to come. If we don't act soon, much of the history of the industry will be lost forever."

About the NRCMA

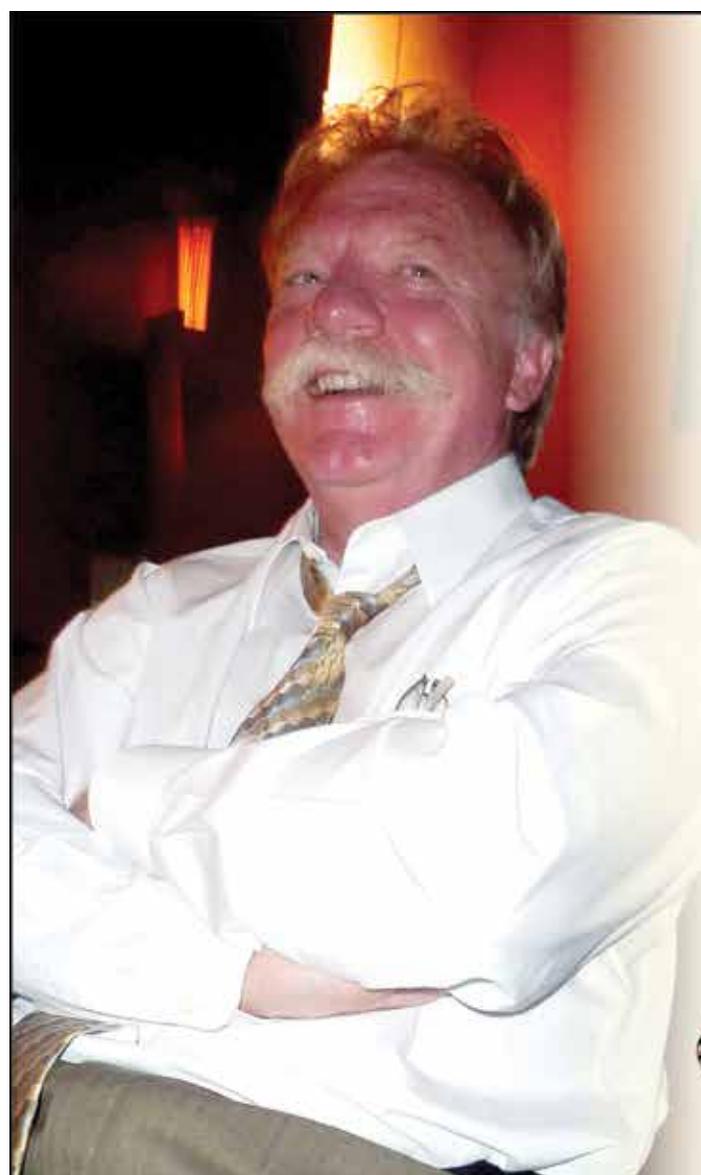
PLAINVIEW, Texas — The **NRCMA** is an unaffiliated, 501c3 non-profit organization dedicated to protecting and preserving historic roller coasters and amusement park artifacts and memorabilia, and to document and archive the history of the amusement park industry in a dynamic environment while providing the most complete repository of information and amusements industry documentation.

To donate to NRCMA to and support the the protection and preservation of historic roller coasters and amusement park artifacts, mail to:

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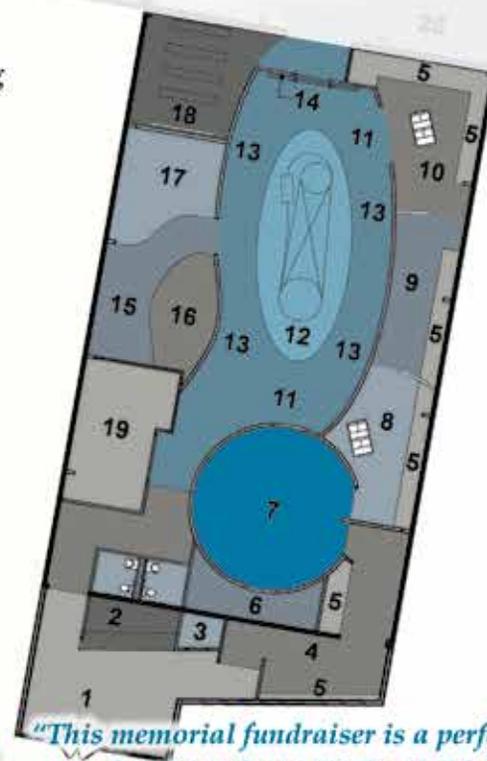
Booth #1835



Booth #4220



Booth #3428



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Mark and to preserve our history
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-Gary Slade, Amusement Today

In memory of Mark Moore

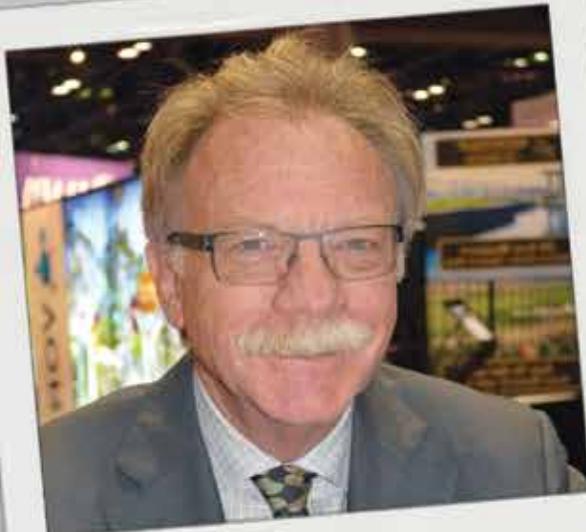
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New year to kick off various safety, maintenance seminars

NORTH AMERICA — As 2017 draws closer, several safety seminars and preventative maintenance educational opportunities will be kicking off the start of the new year. Here is a preview of the first four events:

AIMS Safety Seminar Orlando, Fla. Jan. 8-13, 2017

The 2017 AIMS Safety Seminar will offer a variety of new topics during its annual run set for Jan. 8-13, at the Doubletree by Hilton at SeaWorld, Orlando, Fla.

Some of those new topics include security, active shooter, terrorism, total productive maintenance programs, ASTM standards, guest behaviors and classes specific to ride accessibility, climbing walls, family entertainment centers and more.

AIMS International is a non-profit organization dedicated to industry safety. It consists of manufacturers, suppliers, organizations, and individuals that have an interest in supplying products or services to the amusement in-

SAFETY & MAINTENANCE

dustry.

The annual AIMS International Safety Seminar, which drew 340 attendees in 2016, is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests.

Attendees build tailored course curricula that best suit their needs and the needs of their employers. Precious safety information is carried home and shared with colleagues and co-workers back on the job. Attendees also build long-lasting relationships with instructors and their counterparts across the globe. This networking opportunity enables the exchange of information between people performing the same functions at distant locations.

The AIMS Safety Seminar has both sit-down and hands-on classes.

AIMS offers certification in four areas: ride inspector certification, maintenance certification, operations technician

certification, and aquatics operations technician. There are a number of levels offered under each program.

Certification in these areas is useful for securing additional business opportunities and jurisdictional accreditation, as well as for personal development.

AIMS testing will be held on Friday, Jan. 13 at 3:15-5:15 p.m. All classes run through Friday, Jan. 13 at 5:15 p.m.

NAARSO 2017 Safety Forum Maitland, Fla.

Jan. 29-Feb. 3, 2017

The 30th annual National Association of Amusement Ride Safety Officials (NAARSO) Safety Forum will be held here in Maitland, Fla. at the Sheraton Orlando North with dates Jan. 29-Feb. 3, 2017.

A non-profit association, NAARSO is dedicated to the advancement of amusement ride and device safety.

The NAARSO certification

program is recognized and/or used by approximately 18 states or provinces (including Dubai, Canada, and Singapore) as an identifier of individuals authorized to provide jurisdictional or third-party inspections. The annual Safety forum traditionally draws about 300.

The association provides four levels of Inspection Certification and two levels of Operations Certification. One of the Inspection Certification levels includes Limited Specialty, which addresses the rental side of the industry such as inflatable devices, rock walls, trackless trains, bungee jumps, and other rental devices.

Orientation and the Opening Session Reception are all set for Sunday, Jan. 29.

Classes run Monday, Jan. 30, and Tuesday, Jan. 31, and are broken up into groups: Primary, Secondary and Operational curricula. A participant's path for these two days is determined by previous training experience and/or years in the industry.

General Primary Curriculum covers basic inspection points and techniques as well

as basic electric, hydraulics, and other related subjects. Those interested in this track will not need to make any other class selections for the first two days. This participant, however, will need to select their own electives for Thursday's schedule.

General Secondary Curriculum includes a Monday and Tuesday schedule of elective classes covering different topics that focus on inspection of specific types of devices, codes and standards, employee safety, and other topics not related to basic ride inspections.

The Operational Curriculum includes both Primary and Advanced Operations classes. This curriculum is targeted to those who wish to further their operational knowledge. Exams for both operations levels are set for Thursday, Feb. 1.

Attendees will have the opportunity to take the hands-on portion of the forum on Thursday, Feb. 1, at Fun Spot America. They also have the opportunity to take an exclusive tour with activities also scheduled at

► See SEMINARS, page 76

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SEMINARS

Continued from page 74

Universal Studios Orlando.

Set for Friday, Feb. 2, is a study review in the morning as well as Challenge Courses and Water Park Manufacturer Classes. Testing for all levels of the Inspection Certifications will take place that afternoon.

A banquet will follow the testing Friday evening.

Skycoaster Owners Meeting and Safety Symposium

Orlando, Fla.

Feb. 1 & 2, 2017

On February 1 and 2, 2017, Skycoaster operators worldwide will be descending upon Fun Spot America Theme Parks in Kissimmee and Orlando, Fla. The event will once again feature a series of hands-on workshops aiming to further acclimate operations teams with the ins and outs of the maintenance side of procedures for the iconic attraction. These workshops will range from Flight Suit and Cable Inspections to Hydraulic Winch and Landing Unit maintenance procedures.

Fun Spot America Theme Parks have the two tallest Skycoasters in the world. The Kissimmee park has been home to the world's tallest installation since 1997. At 300 feet tall, this iconic thrill ride is a well-recognized local landmark. The Orlando property is home to a 250-foot-tall lattice arch design that debuted as part of that park's major expansion back in 2013.

Skycoaster is entering the second year of a two-year 25th anniversary celebration which

saw a new anniversary logo created with customized patches sewn onto all Flight Suits — both newly placed into service and those returned from their annual inspection.

For more information, call Mark Rosenzweig at (410) 643-9300.

IRT/iROC

Buena Park, Calif.

Feb. 7-10, 2017

The team of International Ride Training (IRT) is "Full Steam Ahead!" for their International Ride Operator Certification School (iROC), scheduled for Feb. 7-10, 2017 at Knott's Berry Farm Theme Park in Buena Park, Calif.

What exactly is iROC? iROC is a four-day ride operator train-the-trainer certification course. The focus of the program is how to teach and train ride operators on the critical components of a safe operation. IRT has developed 10 critical components/duties that a ride operator must conduct during each ride cycle. The instructors learn how to teach these safety and service procedures and how to ensure they are performed to a required and expected standard of performance. Attendees receive a certificate of completion and an instructor certification if they pass the required criteria.

IRT is excited to announce that in 2017 iROC instructors can earn credit hours from these programs that can be used towards IAAPA's Certification Program.

The iROC attendees are

taught creative teaching techniques in order to create positive consistent habits. In addition, trainers are taught how to teach the ride operators on being prepared for the unique and challenging situations they may face while keeping safety as the forefront task while working.

iROC's "Learn It! Link It! Live It!" teaching style helps ensure that trainers are able to convey the history and background of why certain procedures are done; how to teach the task in unique ways so that a ride operator can understand the process and how to ensure the operator will be successful daily in their role.

The iROC School, with this year's theme of "Full Steam Ahead!" has many new classes and teaching resources. Class begins on Tuesday, Feb. 7 for all new students and Feb. 8-10 for all returning students. On Wednesday evening, attendees will have hands on training using the rides at Knott's Berry Farm as props.

Not only will hands-on training be a part of iROC, but attendees seeking an instructor certification will be videotaped conducting a "teach back segment" so that they can actually see and review their training style.

If your park is interested in sending a student to iROC, please visit the International Ride Training website at www.ridetraining.com or contact Cindee Huddy at (615) 545-8109 or cindee@ridetraining.com.



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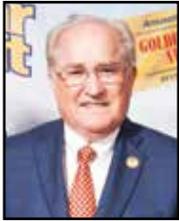
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Amusement ride safety: the six areas that matter

► PART 1 IN A SERIES

AT: Harold Hudson
Special to Amusement Today

Amusement Today and AIMS International have inspired me to put some of my thoughts regarding amusement ride safety



Hudson

on paper. Deciding how to do this was easy, because I've always felt that the factors affecting ride safety could be divided into five main areas. They are:

- Design/Engineering
- Fabrication
- Installation
- Operations
- Maintenance

Then, some time ago, it dawned on me that there was a sixth very critical factor, and that is:

- Riders

I will write about the factors affecting safety in each of these areas in future articles.

In this, the first article, the focus is Design/Engineering.

SAFETY

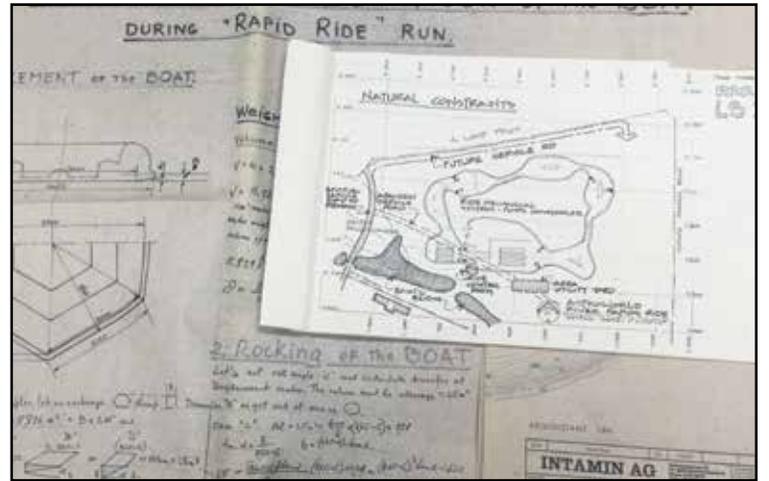
In doing this we will shorten Design/Engineering to just Engineering while pointing out that there are typically multiple engineers of multiple engineering disciplines as well as multiple designers involved in any amusement ride design. In addition, the comments herein will be aimed at the structural and mechanical systems on amusement rides and not on specific ride types. Anyway, the structural and mechanical systems of any type of ride are typically the elements affecting ride safety.

Engineering is the one factor that when done well, makes all the other factors much easier to address. The engineering phase is critical because it is the starting place for everything, and like any endeavor in life, if you start out right then everything that follows is easier. In our case, everything that follows is fabrication, operations, maintenance and the guest experience. If the design is not right or does not take fabrication,

operations and maintenance into account, then assuring a safe ride becomes a bigger chore. A well-thought-out design can make life easier for everyone, including the rider. Another way of expressing this is to say that when a ride is well designed it is forgiving, i.e., a well-thought-out, robust design minimizes the need for sophisticated operations and maintenance functions.

Engineers typically work with rides that are evolutions of an existing concept or an altogether new concept that has been or is being developed. In either case, engineers determine the configuration of the systems that will provide the physical action desired and that will make the ride work safely. The engineers must determine the design of each element of that system to ensure that the overall system performs its function properly and as expected. Many ride systems have very complex movements and each element, their interaction, and their static and dynamic loads, as

► See SAFETY, page 79



Before the modern-day computer program, the amusement industry designers used hand-drawn blueprints for ride concepts and new ride designs, like this pre-1980 concept drawing of Intamin's prototype River Rapids ride (above) for Astroworld in Houston, Texas. Today, engineers like Premier Ride's John Byrne, (below), enjoy the 3D detail that programs like SolidWorks provide during the design phase. COURTESY NRCMA ARCHIVES AND PREMIER RIDES



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SAFETY**Continued from page 78**

well as failure modes, must be carefully analyzed.

Amusement rides are safer than ever, and perhaps the most important advancements that have enabled this is the computer and advanced materials. The computer, along with custom modeling software, has allowed engineers to design more precise and safer amusement rides while performing complex analysis of performance, structural integrity and dynamics.

Yes, amusement rides are safer than ever, but even with the assistance of high-powered computers, purpose developed software, advanced materials, biodynamics knowledge and other design innovations, engineering can still be a mammoth undertaking. The effort needed to engineer a new ride can range from several hundred to several thousand engineering man-hours.

So what measures does a good manufacturer/engineer take to develop and design a safe ride? They are:

- Conservative Design:* Add additional safety factors in areas affecting safety.

- Failsafe Design:* Design such that a failure of a component or a system results in safe operation.

- Failsafe Defaults/Redundant Safety Mechanisms:* Develop redundant and backup safety systems to protect from failures.

- Traceable Materials:* Use materials that are guaranteed composition and traceable to origin.

- Certified Hardware:* Use only hardware whose specifications and grade are certified.

- Attention to Rider Accommodations:* Employ modern day human factors/ergonomic-knowledge for rider

compartment and restraints. (Restraints per ASTM/EN standards.)

We depend on ride manufacturers and their engineers to design the perfect ride. One that runs flawlessly, never fails and is inherently safe. But how do we do our part? What can we do to help make sure the rides we purchase are safe? We can:

- Select a vendor that has a good reputation.

- Inquire and check experience of owners of similar

rides from the same manufacturer.

- Visit and experience similar rides from the same manufacturer.

And last but not least...

- Create a contract or purchase agreement that accurately defines the ride and the performance you expect, including:

- Specify standards to be used, e.g., ASTM.

- Structure payment schedule tied to definitive milestones, such as: delivery

schedule (including full documentation), factory acceptance test; delivery of equipment, site acceptance test and an acceptable operating period with minimum downtime.

- Follow up frequently during the delivery phase.

- Hold the manufacturer to the purchase/contractual agreement.

Yes, good engineering design is the starting place for a safe and reliable amusement ride. It's not easy to get there without it.

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ASTM releases new video on Premier's Jim Seay

WEST CONSHOHOCKEN, Pa. — **ASTM International** recently announced the release of a new video spotlighting member **Jim Seay**, who serves on the organization's Committee on Amusement Rides and Devices. As president of Maryland-based **Premier Rides** and an active member of Committee F24, Seay has a unique perspective on creating once-in-a-lifetime amusement ride experiences, the ASTM process, and how essential safety standards are to the industry.

ASTM invites the amusement industry to watch the video which not only features Seay discussing ASTM safety standards but also shows off many of his company's rides (some from the perspective of a GoPro camera!).

To view the video go to:
<https://youtu.be/k3H-cuJFDyU>



NEWS & NOTES

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Holly Coston, (714) 697-6654, h.coston@aimsintl.org

The top 10 reasons to attend the AIMS Safety Seminar in Orlando

1: Safety is the **No. 1 priority** in the amusement industry.

2: The mission of AIMS International is to improve amusement industry **safety** through leadership in education — we do this by offering the **top-rated amusement industry seminar in the world**.

3: The seminar attracts more than **350 students** from all areas of the industry: theme and amusement parks, water parks, carnivals, zoos, FECs, and other attractions; and from maintenance and operations workers to top management as well as industry suppliers. All of whom recognize the value in learning and the exchange of information regarding safety in the amusement industry.

4: Classes are taught by more than **100 instructors** — all top-quality industry experts in their fields.

5: No other seminar offers such a **diverse range of classes** — you can choose a full schedule to fit your needs.

6: **Learning** takes place in the classroom, where students and instructors exchange information as well as through interaction and networking between classes.



7: In addition to **AIMS Certifications** in Maintenance, Operations, Ride Inspection and Aquatics, students can earn certifications in OSHA 10, Certified Pool Operator (CPO), and S.A.V.E. (Security, Awareness and Vigilance for Everyone).

8: **Tuition is \$595** and includes class materials, an opening reception, all lunches and snack breaks, a completion certificate, and Continuing Education Units (CEU). AIMS has secured a discounted rate of \$99 per night at the Doubletree

by Hilton at SeaWorld for all attendees.

9: **Scholarships** are available: **IAAPA** provides five scholarships to the AIMS Safety Seminar in memory of **Alan Ramsay**. Application forms can be found at www.aimsintl.org. **OABA** offers four scholarships to OABA members who are first-time Safety Seminar attendees. Contact oaba@oaba.org for more information. This year, **AIMS** is offering a new scholarship for a craftsman working in the industry in memory of **Mark Moore**, former AIMS board president and executive director. For more information contact info@aimsintl.org.

10: **AIMS delivers!** More than 92 percent of those who attend an AIMS Safety Seminar report that they plan to attend another AIMS Safety Seminar.

A complete schedule and class list along with hotel and other information can be found at www.aimsintl.org. For more information about the AIMS Safety Seminar, please email info@aimsintl.org or contact **Holly Coston**, Seminar Manager, (714) 697-6654

Please visit the AIMS International booth #4327 at the **IAAPA Expo!**

Space for this AIMS page is provided courtesy of Amusement Today as a corporate partner of AIMS Intl. Content is provided by AT & AIMS.

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SAFETY

CARY, Ill. — **Tom Sheehan** is the kind of guy any amusement business would want on its side.

Now in his 21st year of practicing law and working with industry clients under his own shingle, **The Sheehan Firm, P.C.**, Sheehan's experience actually goes back four decades — when he was a ride mechanic for the newly opened **Marriott's Great America** in Gurnee, just outside his native Chicago. He remained with the theme park for five seasons, all while earning undergraduate degrees in aircraft mechanics and teaching before obtaining his law degree from Loyola University.

Today, Sheehan's firm represents primarily manufacturing clients, among them **Chance Rides, Larson International, ProSlide Technology, Rocky Mountain Construction, Vekoma Rides Manufacturing, Water Technology, Inc., Zamperla** and **Zierer**.

Out of genuine desire to improve ride safety, Sheehan, a founding member of the **International Association of Leisure Defense Attorneys (IALDA)**, donates considerable time to safety-focused organizations. They include the **Amusement Industry Manufacturers and Suppliers International (AIMS)**, **ASTM International**, **International Association of Amusement Parks and Attractions (IAAPA) Global Safety Committee**, **IAAPA Global Manufacturers and Suppliers Committee** (in 2017) and **National Association of Amusement Ride Safety Officials (NAARSO)**.

Sheehan also is on the board of the **National Roller Coaster Museum and Archives**, for which he has helped secure vintage rolling stock from **Disneyland** and other parks. And for the seventh year, he has organized the annual IAAPA Charity Motorcycle Run to benefit **Give Kids the World**, taking place Nov. 13 in Orlando.

Amusement Today spoke with Sheehan just before he

was off to attend the **ASTM F24 Amusement Rides and Devices** meeting in Scottsdale, Ariz.

What was your earliest interest in the amusement industry?

As a young child, I used to go to **Riverview Park** in Chicago. That's long gone now, but looking at the rides and trying to figure out how they worked was certainly an early inspiration. I remember the Caterpillar flat ride; it was pretty intimidating when the cover went over it. That, and the Shoot the Chutes, made big impressions.

You had a mix of general and amusement industry clients at the outset of your legal career. Why did you shift toward an amusement clientele?

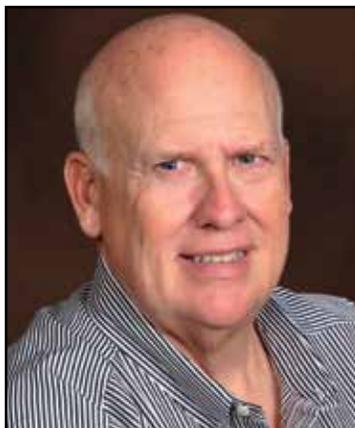
Certainly, you want to develop experience as a lawyer before you focus in on your ultimate specialty. The people I had worked with earlier at **Great America** had spread throughout the industry and become a network for me. Being a technical guy, I always wanted to represent manufacturers of equipment, especially in amusement rides. So I focused on the amusement industry, and it has worked out well.

What specific legal needs did you identify in our industry?

When a company is sued, they don't get to send their engineers in to do depositions. The attorney has to have more than a basic understanding of the equipment and its operation in order to ask the proper questions, whether in deposition or in court. So I utilize my technical background, my amusement park training, to be an advocate who can ask the proper questions of opposing experts and of witnesses in order to best protect my clients.

Do you find a strong sense of family among companies devoted to the business of fun?

Absolutely. And that's evidenced by the fact that I



Attorney Thomas M. Sheehan has worked with the amusement industry for 21 years.

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represent manufacturers that compete fiercely with each other. But at the same time, there's a trust level. What I learn from one case can carry over to the next — and without the sharing of any confidences. So there is a spirit of cooperation.

That's also highlighted, for example, with **AIMS International**. I was on the board of directors for over 20 years; I just stepped down this year. But there we have manufacturers getting together to host one of the biggest safety seminars in the U.S.

Why should amusement businesses get involved with safety-oriented committees and organizations?

It's one of the best investments they can make — morally and for the industry as a whole. If we don't learn from each other's missteps, or even guests' incorrect interactions with the equipment, and figure out how to prevent things, it has a negative impact across the board.

And we've seen that this summer: There have been too many high-profile incidents, and it results in negative press for the industry, people selecting other activities to do. If we don't learn from that and carry something forward across the board, shame on us.

The national media typically point out the lack of consistency in amusement ride regulations from state to state — and renew calls for federal regulation...

We have to remember that there is federal oversight

over the portable amusement industry. And what that consists of is a reaction to accidents. The **U.S. Consumer Product Safety Commission (CPSC)** will come out and conduct an investigation, but there is nothing proactive, and if it's an operational issue nothing comes of it. There are no federal inspectors going out and inspecting the rides before an incident. So when there's a call for federal oversight, it's going to be — based on what we've seen with the carnival industry — just a reactive situation.

The amusement industry

states to adapt and enforce the ASTM standards and then for park representatives to have a commitment to ongoing education through **AIMS** or **NAARSO**.

What usually occurs during safety meetings?

With ASTM, for example, it's a consensus standard: People have equal voices whether you're with a large amusement park chain or a small mom-and-pop operation. If you have a well-worded dissent to a proposed standard, it has to be addressed by the committee and determined to be either persuasive or not.

"If we don't learn from each other's missteps and figure out how to prevent things, it has a negative impact across the board."

—Tom Sheehan

has such unique equipment. **CPSC** regulates toaster ovens and other consumer products — and as good as the agency is in that regard, it really won't know our equipment.

So more federal involvement wouldn't be helpful?

It would have limited success. What we need would be some more state resources for the state inspectors to be properly trained and to get out there and do the pre-opening inspections, and partner with the industry in making it safer. Sadly, with the recession, a lot of states have stopped sending inspectors to **NAARSO** or **AIMS** to be trained or continue their training.

How can good legal counsel can be helpful to manufacturers and park operators in understanding liability and varying state regulations?

The best thing would be for attorneys who are really involved in the industry — and certainly, representatives from the parks — to get involved with ASTM to have a better knowledge of the standards. We need all of the

One small park can actually change the direction of the standards if they have something well thought-out and supported. We don't want a standard that only works for the large, well-heeled amusement parks; we need something that works for the entire industry.

If you have a situation as a park owner or as a maintenance person and you know someone else has had a similar ride, you can reach out to them and ask, "Have you run into this? How do you do that?" Perhaps collaboratively you can come up with a way to move forward, improving safety for everybody involved.

What do you value most about the meetings you attend for various organizations?

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2017 Safety Fourm

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Skycoaster

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Orlando, Florida

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IRT/iROC

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Irvine Ondrey Engineering adds Brian Pastor to staff

ANN ARBOR, Mich. — **Irvine Ondrey Engineering** recently announced that **Brian Pastor** has been hired as the company's senior PLC programmer. Pastor's experience in electrical engineering includes over 16 years in the amusement and entertainment industries.



Pastor

During his time in Las Vegas, Pastor assisted with the complete overhaul

of the automated control systems for the massive "KA" Cirque du Soleil show at the **MGM Grand Hotel & Casino**.

"Brian has really impressed us with his enthusiasm and passion for not only this job, but the amusement industry in general," said **Brian Ondrey P.E.**, president of Irvine Ondrey Engineering. "His former Disney training also adds greatly to the team when it comes to our commitment to fantastic customer service."

"Brian also contributes depth to our crew with his vast experience in Siemens equipment along with lighting and

show technology," added **Anne Irvine**, CEO and marketing manager of Irvine Ondrey Engineering. "He has already been a part of both the Lightning Rod and Storm Chaser projects and we've heard rave reviews about his attention to detail from some of our clients who have already had the chance to work with him."

The addition of Pastor continues the expansion of Irvine Ondrey Engineering. **Kris Rowberry** was brought onboard back in May as the company's communications coordinator.



30th ANNUAL SAFETY FORUM January 29 – February 3, 2017

It's that time of year to begin planning on attending the 30th Annual Safety Forum for the most up-to-date training and dynamic Hands-on activity experience. This year we are traveling to Maitland, Florida (North Orlando) with a visit to Fun Spot Action Park for our hands-on activity. In addition, we are excited to also be visiting Universal Orlando for an exclusive tour and activity. This one is not to be missed!

OPERATIONS CERTIFICATION

We are please to offer the Primary & Advanced Operations classes again this year for those wishing to further their Operational knowledge. Exams for both Operation levels will be offered on Thursday, February 2, for those meeting the eligibility requirements.

Registration will begin on Sunday, January 29, 2017, with an orientation session. Classes will end after noon on Friday, February 3 and the Inspector Level I & Level II certification exams will take place later that afternoon. Tuition cost is \$445 for current 2017 members of NAARSO, non-member's tuition cost is \$520.

The event will be held at Sheraton Orlando North located at
600 N Lake Destiny Dr, Maitland, FL 32751

Room rates are \$106 plus tax single/double.

Attendees can phone in their reservation at (866)837-5175 on or before

January 06, 2017, in order to get the stated room rate.

A Stargroup link will be provided on the brochure

Daily breakfast voucher \$15 inclusive available at time of room booking

In addition to our annual safety seminar, we will offer the Limited Specialty class and the Train the Trainer class on Saturday, January 28 & Sunday, January 29.

Membership Meeting will be held at the Sheraton Orlando North
January 29 2017, at 1:30 p.m.

Full brochure will be posted on the website later this year.

New Magic Mountain book illustrates peculiar history of failed park

REVIEW: Jeffrey Seifert
jseifert@amusementtoday.com

GOLDEN, Colo. — Following the success of **Walt Disney's** new California park, cities across the country wanted to duplicate the Disney model. Much of that park's initial success was due to the efforts of **Cornelius Vanderbilt Wood, Jr.** (C.V. Wood or Woody) who served as Disney's executive vice president. He was responsible for getting **Disneyland** from the drawing board to opening day. Within months of Disneyland's opening, however, Wood was separated from the Disney organization.

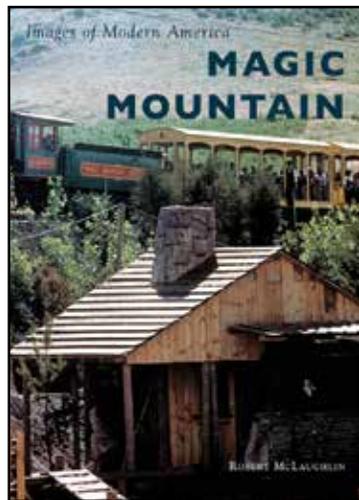
Wood convinced investors in other parts of the country that they too could have a Disneyland of their own. The first attempt to build a regional Disney-style park took place in Golden, Co. The concept, construction, opening and closure of "**Colorado's Disneyland**" is the subject of *Images of Modern America: Magic Mountain*.

This isn't the Six Flags park of California that everyone is familiar with, but rather, an elaborate park just outside Golden, that opened to the public in 1959 and closed at the end of its first full season.

Author **Robert McLaughlin** is no stranger to Wood's failed attempts to mimic Disneyland. McLaughlin has now penned five Arcadia Books documenting **Magic Mountain, Pleasure Island** and **Freedomland**. A native of Wakefield, Mass., home to Pleasure Island, he witnessed first hand that park's epic failure.

Although built after Disneyland, Magic Mountain was actually conceived several years prior. **Walter F. Cobb**, a plumbing contractor from Wheatridge, Colo. and **John C. Sutton**, a Denver sculptor, dreamed of building a **Mother Goose Storyland**-type park in the 1950s.

It's not exactly clear how Cobb and C.V. Wood connected after Disneyland's opening, but once they did, Cobb's dream of a simple storybook park turned into a massive "Western Wonder-



land" based on Colorado's history.

Chapter one starts with background information on two of the existing and successful parks in Colorado — **Lakeside** and **Elitch Gardens**. The chapter then illustrates, through the use of drawings and concept art, the site selection and planning stages for the new theme park.

Chapter two takes a look at the construction phase. Prior to Disneyland most amusement parks took advantage of natural environments such as seashores or existing lakes. The park was designed as an extension of the existing site.

The Disneyland method, however, called for heavy machinery to create lakes, mountains, berms, and other features, and to sculpt the land to fit the park. The creation of Magic Mountain required massive amounts of earth moving. Engineers created a lake, a reservoir, a river system, a track bed for the railroad and a berm to surround the park. More than one million cubic yards of earth were moved to create the desired landscape at a cost of \$250,000.

As was done at Disneyland, some of the first buildings constructed served as workshops and were later outfitted for their intended purpose. Several photographs show what were at first plain utilitarian buildings receiving fanciful façades to become themed buildings within the park.

Chapter three is dedicated to the Magic Mountain Railroad. Following Disney's lead, almost all of the new regional theme parks includ-

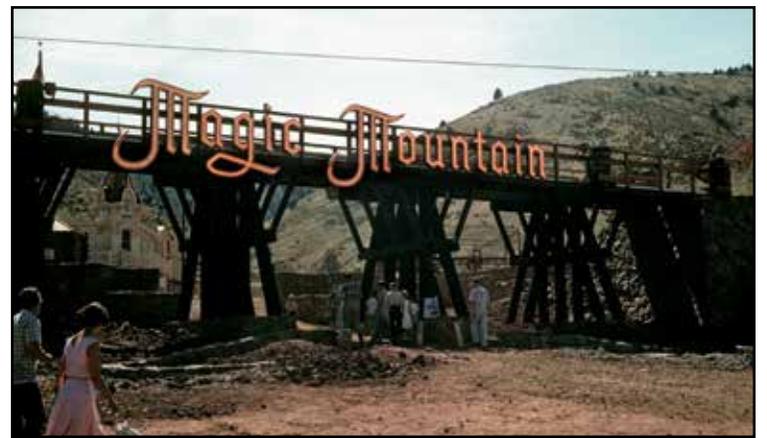
ed a high-capacity, narrow gauge authentic steam train. Magic Mountain acquired an 1887 Baldwin Locomotive Works steam engine that had most recently operated on the Rio Grande Southern Railroad in southwestern Colorado.

The locomotive was restored and converted from coal to oil-burning and delivered to the park long before construction was complete. The engine was placed on a small section of track and a maintenance shed was carefully constructed over the locomotive that was already in place. Once the shed was completed, the solid black engine was painted in a vivid red, yellow, blue and green color scheme.

Two boxcars and a gondola car were also acquired and converted into passenger cars. The final piece of the train was a historic caboose that had been used in the movie *A Ticket to Tomahawk*. The railroad began operating on weekends in 1959 even though the park was still under construction.

The fourth chapter contains a collection of photographs and promotional materials from Magic Mountain's 1959 weekend operations as well as the 1960 season — its first and only full operating year. As with Disneyland, there were no thrill rides. Guests could enjoy multiple shows, the railroad, antique cars, a stagecoach ride, a mysterious tilt house, pony and burro rides, shops and dining. Some planned attractions, such as the river boat ride, were never completed. A magnificent 1890 **Eden Palais** carousel, imported from Paris, France, was still in pieces waiting to be reassembled.

Back in 1957 when Magic Mountain was in the planning stage, there was little competition in the area. However, prior to its opening in 1960, two venues came online before the park's delayed grand opening day. Pete Smythe's General Store opened a fictional western town called East Tincup — a quarter-million-dollar roadside attraction. Walt Disney and a number of Hollywood



The railroad trestle bridge also served as the entrance to Magic Mountain. Notice that guests are touring the park before it was even complete. COURTESY ARCADIA PUBLISHING



Concept art for the River Ride that was never completed. COURTESY ARCADIA PUBLISHING

celebrities constructed a \$6 million **Sports Center** with 80 bowling lanes, a fun center and an Olympic-size swimming pool. Both attractions likely dipped into the limited tourist pool that the principal investors of Magic Mountain were counting on to fill their park.

The final chapter takes a look at what became of the failed venture. Some assets were auctioned off in the years following its closure. **Six Flags Over Texas** acquired some of the props from the river ride for use on LaSalle's River Adventure. A film utilized the railroad for a television series in the mid-1960s, but for the most part the park laid dormant for more than a decade. It eventually reopened as **Heritage Square**, a very different park from the original. Throughout the years the park has seen multiple ownership changes. The park was recently sold again in 2015, and large portions of the

property were closed at the end of the season. However, the amusement portion of the park still operates today.

The 96-page book contains more than 163 images — many of them in color. Typical of the Images of Modern America series, the story is told through the collection of images highlighted with detailed captions. Each chapter features a few paragraphs to serve as a lead-in.

Images of Modern America: Magic Mountain offers a remarkable collection of vintage and modern images — some never before seen — to illustrate the short history of this first attempt at a regional Disney-like park.

The paperback book retails for \$22.99 and is available at local bookstores, online retailers or Arcadia Publishing at www.arcadiapublishing.com, (888) 313-2665. It is also available as an eBook from Amazon Kindle, Nook, Google Play, iBooks, and Kobo.

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- | | | |
|--|--|---|
| <ul style="list-style-type: none"> 2, Polin Waterparks 3, Larson Intl 8, Bob's Space Racers 9, ITAL international 10, Technical Park 11, Mack Rides 12, Bertazzon 13, Holovis 14, Rides 4U 14, Dreamcraft Attractions (CAVU) 15, Martin & Vleminckx Rides 16, Scruffy Dog Design 17, Mondial Rides 18, Vekoma Rides Mfg. 19, Rocky Mountain Construction 20, Gerstlauer Amusement Rides 21, R&R Creative Design 22, Indiana Ticket Company 22, Wapello Fabrications Co. 22, Big Squirt, Inc. 23, 49, WhiteWater West 24, Leisure & Recreation Concepts 25, Haas & Wilkerson Insurance 26, 27, ProSlide Technology, Inc. 29, Zebec Water Sports 30, CPI Amusement 31, Intermark Ride Group 32, Lagotronics Projects | <ul style="list-style-type: none"> 32, Soaring Eagle 33, VR Coaster 34, Wiegand Sports GmbH 35, KumbaK Amusement Engineers 36, Kay Park Recreation 37, Great Coasters International 38, McGowan Insurance 39, Intamin Amusement Rides 40, Skyline Attractions, LLC 41, Philadelphia Toboggan Coasters 42, Dynamic Attractions 43, International Amusements 44, ADG Mountain Slides 45, Zierer 47, Premier Rides 48, S&S-Sansei Technologies 50, Sippers By Design 51, Chance Rides 52, Frederiksen Industries 53, Rides 4U 54, SkyTrans, Mfg. 54, ECO 54, Tri-County Services 54, Wisdom Rides 55, Waterloo 57, Live Oak Bank 59, ARM | <ul style="list-style-type: none"> 60, Arthur J. Gallagher & Co. 61, North American Spare Parts 61, Turnstile, Inc. 62, William H. Robinson, Inc. 63, Ride Entertainment Group 65, 87, THE Insurance/Kaliff/Allied 66, OABA 67, Cushman 68, Firestone Financial 70, Weber Group, Inc. 72, National Roller Coaster Museum 73, Uremet Corporation 74, Irvine Ondrey Engineering 75, RideWerks 76, Gull Wing Industries 76, Intermountain Lift, Inc. 76, Audio Innovators, Inc. 76, Eli Bridge Company 77, Maxtron Show Lighting 78, Maclan Corporation 79, Ralph S. Alberts Company 80, AIMS International 81, Baynum Painting 83, NAARSO 85, Montgomery Inn 86, Classifieds Advertising 88, Section B, Zamperla |
|--|--|---|

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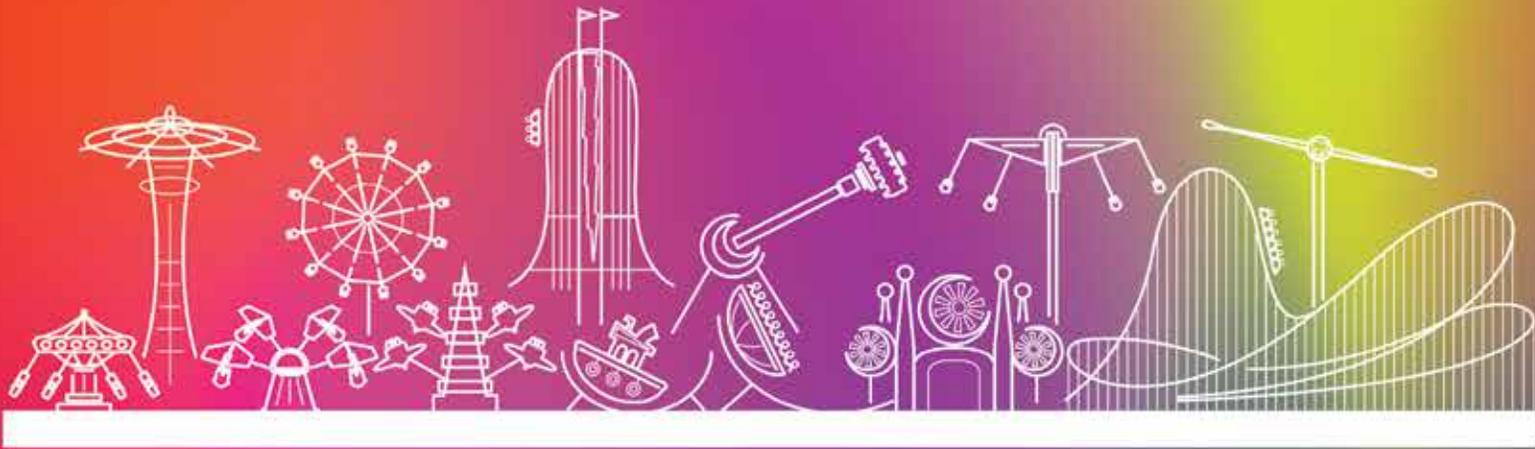
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Antonio Zamperla S.p.A. celebrates 50 years

AT: Pam Sherborne
psherborne@amusementtoday.com

VICENZA, Italy — Tucked within a landscape of scattered foliage, industry and homes, is a 9,600-square-meter (101,333-square-foot) building, unpretentious, revealing little of the technological magic that occurs inside.

On a beautiful sunny day last June, this building was buzzing with amusement industry guests invited by **Alberto Zamperla**. They came from their homes all over the world. And they came to support their long-lasting business relationship and personal friendship they shared with their host.

Most importantly, they came to help Alberto celebrate 50 years, an important milestone for the **Antonio Zamperla S.p.A.** amusement ride manufacturing company.

"These are all my friends," Alberto Zamperla said, as he waved his arms in a gesture to include everyone passing by him while touring the company's headquarters and manufacturing plant.

"They also are my customers and their success is my success," he said. "I have built rides and I have built relationships."

Zamperla's relationships



Alberto and Paola Zamperla COURTESY ZAMPERLA

with his friends and customers seems to go beyond the norm. The mutual respect they have for each other was apparent throughout the entire celebration.

As he stood watching his guests, he pointed to some and told their story.

"My customers want to do something, like **Ricardo Castillo Sinibaldi** from Guatemala," Zamperla said. "By building the parks in Guatemala, he gave people jobs, he gave them futures and he makes the people happy."

Ricardo Castillo Sinibaldi is the creator of **IRTRA**, also known as the Workers' Recreation Institute. It was created in the 1960s to provide low-cost and high-entertainment spaces to the Guatemalan

working class.

The tour of the Zamperla factory was just a part of the celebration, albeit a special one for Zamperla. During a speech prior to the tour, he thanked his wife, **Paola**, "for always being there," and his sons, **Antonio** and **Alessandro**. He thanked all of his employees and guests.

He also paid tribute to his father, **Antonio Zamperla**, whose vision led the company to where it is today.

History

The most recent sales reports released by Zamperla state that the company produces more than 260 rides a year. It has a global reach — with, customer service and/or production services in Italy



Two of Zamperla's top rides still in production are the **Disk'O** (left) and the **Thunderbolt** (right). The **Disk'O**, was launched in 2003, represented an upgrade of the **Rockin' Tug** with a bigger half pipe and a new seat design never before seen. The **Thunderbolt**, launched in 2014, brought Zamperla management face to face with the challenge of outdoing itself. Its success has surpassed expectations.

COURTESY ZAMPERLA



Alberto Zamperla and his father, Antonio Zamperla (at center of photo: Alberto, left, and Antonio, right) inside the Zamperla factory in Vicenza, Italy, with guests and Zamperla employees standing in front of one of the company's most popular rides, the **Balloon Ride**. COURTESY ZAMPERLA

and five other countries.

Alberto Zamperla spends a lot of time traveling, but he was clear: "This is my home. This is where we work."

"Zamperla is here and we have been dreaming about this for years," he said. "This

story is not random."

The company's humble beginnings were not by their own nature a barometer for its future success.

The foundation was laid

► See ZAMPERLA, page 2B



► ZAMPERLA

Continued from page 1B

almost a century before the actual creation of Antonio Zamperla S.p.A. It dates back to a family tradition and Alberto Zamperla's grandfather, **Umberto Zamperla**, who opened one of Italy's first movie houses and then later traveled with an equestrian circus at the beginning of the 20th century.

Alberto Zamperla's father, Antonio, also traveled for many years until he decided to leave the road in the 1960s and try his hand at inventing and making rides. He wanted to take popular adult rides and reproduce them for children.

He founded Antonio Zamperla S.p.A. in 1966 and three years later produced mini bumper cars, which since have been renamed mini scooters. The cars could be trailer mounted, a novelty for the time.

In 1971, Zamperla came out with the Punchball game, which quickly became a success.

In 1972, the younger Zamperla, Alberto, moved to the U.S. to open a sales office. He told those attending the celebration in Vicenza in June that at first it was very difficult to sell products in America.

"Everyone wanted references," he said. "How can I have reference if I just got here?"

Zamperla visited U.S. amusement parks and traveling carnivals. He did finally break into the industry when he found himself on the midway of **Reithoffer Shows**.

"He and my dad [**Pat Reithoffer**] sat down for three hours that day," said **Rick Reithoffer**, who attended the



Antonio Zamperla, Jr., (above, center) inside the factory in Vicenza, Italy, is seen with his father, Alberto Zamperla, left. During Alberto Zamperla's official welcome and presentation to guests during the 50th anniversary celebration (below), he introduced his two sons. Standing side by side near the podium are Antonio Zamperla, Jr., and Alessandro Zamperla. AT/PAM SHERBORNE



50th celebration in Italy. "My dad ended up purchasing one of the first trailer-mounted rides in the U.S. from Zamperla."

Reithoffer said his dad purchased a Mini Jet 6, Dino the Dinosaur, which Zamperla produced in 1975.

"Alberto has said to me many times, 'Your dad was very special to me,'" Reithoffer said.

In 1976, Zamperla officially opened a U.S. sales office.

In 1979, Zamperla evolved into a limited company, with a 2,000-square-meter (21,527-square-foot) production unit with 50 employees in

Vicenza.

In 1980, the company produced the Ferris Wheel Balloon ride — marking the debut of gondolas shaped like hot air balloons. This theming became a Zamperla "brand."

Other significant ride production dates include: 1982, Convoy ride; 1983, Dragon Coaster; 1988, Balloon Race; 1990, Dumbo (produced for the Euro Disney Project, one of seven rides Zamperla produced for Disney); 1992, Crazy Bus; 1993, Mine Train; 1998, Power Surge; 2001, Volare roller coaster; 2002, Rockin' Tub;



Parts of a Watermania ride could be seen during the Zamperla factory tour. This one was to be shipped to Mundo Petapa in Guatemala. COURTESY OF ZAMPERLA

2003, Disk'O; 2005, Jump Around; 2006, Magic Bikes; 2008, Motorcoaster; 2010, Air Race; 2011, Scream Zone; and 2014, Thunderbolt.

In 1988, Zamperla was incorporated into a joint stock company. It was in succeeding years that it took up the technical and production challenges launched by **The Walt Disney Company** for the **Euro Disneyland** theme park in Paris.

The acquisition of the **Euro Disney** contract is still remembered with emotion and pride. It represented a very significant milestone in the development and growth of Zamperla.

Another important milestone came in 2010 when **Central Amusement International LLC**, of which the Zamperla company is the majority stockholder, was selected to operate and provide the ride package for **Coney Island's** new **Luna Park** in New York City.

The company installed more than 20 rides during Luna Park's first year of operation. In 2011, Zamperla opened a second amuse-

ment area there called **Scream Zone**, which included two new coasters, the Soaring Eagle and the Steeplechase Coaster, among other attractions.

The historic landmark Coney Island Cyclone coaster at **Luna Park** was renovated by Zamperla. The company has opened two more coasters since — the Steeplechase Coaster (Motocoaster) reborn in 2011 and Thunderbolt, in 2014.

Not resting on its laurels, the company continues to grow and produce new attractions. Today, Zamperla executives boast of a turnover of approximately \$60 million Euros annually and an export quota of 95 percent.

They are proud of their customer list, which includes amusement industry giants such as **Disney, Universal Studios, Warner Bros., Six Flags, Cedar Fair** and more.

Yet, Alberto Zamperla is quick to acknowledge that a steady, controlled business growth is what he prefers.

And, he is just as quick to say that he will continue to "create fun for people to make them happy."

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PAPA, PACE, TTIA, WWA

Industry Affiliated Charities
Give Kids the World Village,
Morgan's Wonderland,
National Roller Coaster Museum & Archives

Top Zamperla rides currently in production

Twister Coaster

Length: 42 meters (138 feet) or 36 meters (118 feet)
 Width: 19.5 meters (64 feet) or 19.1 meters (63 feet)
 Height: 12 meters (39 feet) or 11 meters (36 feet)
 Total Track Length: 42 meters (1,378 feet) or 316 meters (1,037 meters)
 Number of Vehicles: 6
 Passengers Per Vehicles: 4
 Theoretical Hourly Capacity: 500 pph
 Minimum Passenger Height: 120 centimeters (48 inches) if not accompanied,
 105 centimeters (42 inches) minimum

Junior Twister Coaster

Length: 18.2 meters (59 feet, 9 inches)
 Width: 26 meters (85 feet, 28 inches)
 Height: 6.2 meters (19 feet, 68 inches)
 Total Track Length: 170 meters (557 feet, 6 inches)
 Number of Trains: 1
 Number of Cars Per Train: 4
 Passengers Per Train: 16
 Theoretical Hourly Capacity: 600 pph
 Minimum Passenger Height: 120 centimeters (48 inches) if not accompanied,
 105 centimeters (42 inches) minimum
 Max Speed: 29 km/h (18 mph)

Disk'O Coaster

Length: 81.5 meters (267 feet, 5 inches)
 Width: 11.3 meters (37 feet, 1 inch)
 Height: 15.5 meters (50 feet, 10 inches)
 Total Track Length: 92 meters (302 feet) or 65 meters (213 feet, 25 inches)
 Number of Trains: 1
 Passengers Per Train: 24/40
 Theoretical Hourly Capacity: 500/600 pph
 Minimum Passenger Height: 120 centimeters (48 inches)
 Maximum Revolving Speed: 14/9.5 rpm

Mega Disk'O (16)

Length: 37.5 meter (123 feet)
 Width: 8.3 meters or 11.1 meters (27 feet 3 inches or 36 feet, 5 inches)
 Height: 14.40 meters or 15.5 meters (47 feet, 3 inches or 51 feet)
 Number of Seats: 24/40 adults
 Theoretical Hourly Capacity: 600/1,000 pph
 Minimum Passenger Height: 120 centimeters (48 inches)
 Version: Park model

Windstarz

Motive Power: 42 kw
 Lights power: custom
 Seats: 24 passengers
 Passengers Height: 120 centimeters (48 inches) unaccompanied,
 105 centimeters (42 inches) accompanied
 Theoretical Hourly Capacity: 480 passengers
 RPM: 8
 Rotation: clockwise

Discovery

Length: 16.616 meters (54 feet, 6 inches) or 19.916 meters (65 feet, 4 inches)
 Width: 11.994 meters (39 feet, 4 inches) or 13.975 meters (45 feet, 10 inches)
 Height: 20.878 meters (68 feet, 6 inches) or 26 meters (58 feet, 4 inches)
 Number of Seats: 30
 Theoretical Hourly Capacity: 750 pph
 Minimum Passenger Height: 145 centimeters (57 inches)
 Version: Park model

Discovery Revolution

Length: 12.6 meters (41 feet, 4 inches) or 19.6 meters (64 feet, 4 inches)
 Width: 10.6 meters (34 feet, 9 inches) or 14.7 meters (48 feet, 3 inches)
 Height: 18 meters (59 feet, 1 inch) or 30 meters (98 feet, 5 inches)
 Maximum Swing Angle: 360-degrees
 Number of Seats: 16 or 30
 Theoretical Hourly Capacity: 400 or 750 pph
 Minimum Passenger Height: 135 centimeters (53 inches)
 Version: Park and trailer model

Mini Jet

Length: 9 or 11 meters (2 feet, 6 inches, or 36 feet, 1 inch)
 Width: 9 or 11 meters (29.53 feet or 36 feet, 1 inch)
 Height: 3.47 meters (12 feet, 2 inches)
 Number of Seats: 20 or 24 children
 Theoretical Hourly Capacity: 500/600 pph
 Minimum Passenger Height: 90 centimeters (36 inches) if not accompanied
 Version: Park and trailer model

Giant Discovery

Length: 37.365 meters (122 feet)
 Width: 25.236 meters (82 inches)
 Height: 44.80 meters (147 feet)
 Number of Seats: 40 adults
 Theoretical Hourly Capacity: 800 pph
 Minimum Passenger Height: 145 centimeters (57 inches)
 Version: Park model

Super Happy Swing

Dimensions: D 18.5 m — D 20.0 meters
 Height 4.0 meters: (13.12 feet) — 4.0 meters (13.12 feet)
 Height in operation: 20.5 meters (67.26 feet) — 20.9 meters (68.57 feet)
 Passengers: 24 — 48
 Speed: 14 rpm — 14 rpm
 Maximum acceleration: 2.9 g — 3.0 g
 Motors power: 140 kw — 150 kw
 Lighting: 10 kw — 10 kw

Air Race 6.4; Air Race 6.2; Air Race 8.2

Length: 23.1 meters (75 feet, 9 inches); 16.5 meters (54 feet, 2 inches); Air Race 8.21 Footprint: 19.0 meters (62 feet, 4 inches)
 Width: 23.1 meters (75 feet, 9 inches); 16.5 meters (54 feet, 2 inches)
 Height: 12.3 meters (40 ft., 3 in.); 7.64 meters (25 ft., 1 in.); 7.6 meters (24 ft., 11 in.)
 Number of Seats: 24 adults; 12 adults; 16 adults
 Number of Arms: 6; 6; 8
 Theoretical Hourly Capacity: 480 pph; 240 pph; 320 pph
 Minimum Passenger Height: 120 cm (48 in.); 120 cm (48 in.); 120 cm (48 in.)
 Drive Power: 109 kw; 63 kw; 100 kw
 Version: Park model; Park model; Park and trailer model

Jump Around

Length: 7.460 meters (24.48 feet)
 Width: 7.460 meters (24.48 feet)
 Height: 3.280 meters (10 feet, 8 inches)
 Number of Seats: 24
 Passengers: Maximum 6 adults
 Theoretical Hourly Capacity: 600 pph
 Minimum Passenger Height: 90 centimeters (36 inches), if not accompanied
 Version: Park and trailer model

Thunderbolt

Total Track Length: 681 meters (2,234 feet)
 Maximum Track Height: 35 meters (115 feet)
 Footprint: 260 meters by 15 meters (853 feet by 49 feet)
 Lift System: Vertical lift with chain
 Number of Inversions: 5
 Maximum Speed: 90 km/h (56 mph)
 Maximum Acceleration: Plus, 4.3 G'S
 Ride Time: From top of lift to brakes approximately 38 seconds
 Number of Vehicles: 3
 Passengers Per Vehicle: 9
 Minimum Passengers Height: 130 centimeters (51 inches)

Speedway

Length: 9.4 meters (30 feet, 10 inches) or 12 meters (39 feet)
 Width: 5.4 meters (17 feet, 9 inches) or 6 meters (19 feet, 8 inches)
 Height: 4.0 meters (13.12 feet)
 Number of seats: 12 or 16 passengers
 Theoretical Hourly Capacity: 300, 400 pph
 Minimum Passenger Height: 90 centimeters (36 inches) if not accompanied
 Version: Park model

Magic Bikes

Length: 9.4 meters (31 feet)
 Width: 9.4 meters (31 feet)
 Height: 5 meters (16 feet) in operation
 Number of Seats: 6 (6 adults + 6 children or 12 children) or 16 (8 adults + 8 children or 16 children) (maximum 2 adults)
 Theoretical Hourly Capacity: 240/400 pph
 Minimum Passenger Height: 120 cm. (48 in.) if not accompanied - 90 cm. (36 in.) minimum
 Version: Park model

Demolition Derby

Length: 12.74 meters (41 feet, 10 inches)
 Width: 8.65 meters (28 feet, 5 feet)
 Number of Seats: 24 (12 children + 12 adults)
 Theoretical Hourly Capacity: 600 pph
 Minimum Passenger Height: 120 centimeters (48 inches) if not accompanied
 Version: Park model

Rockin' Tug

Length: 14.4 meters (47 feet, 2 15/16 inches)
 Width: 9.15 meters (30 feet, 1/4 inch)
 Height: 5.26 meters (17 feet, 3 inches)
 Number of Seats: 24 passengers, maximum 8 adults
 Theoretical Hourly Capacity: 600 pph
 Minimum Passenger Height: 105 centimeters (42) if not accompanied
 Version: Park model

Tea Cups

Footprint: 16.4 meters (53 feet, 1 inches) or 16.5 meters (54 feet, 2 inches)
 Height: depending on theming
 Number of Seats: 60 adults
 Theoretical Hourly Capacity: 1500 pph
 Minimum Passenger Height: 105 centimeters (42 inches) if not accompanied
 Version: Park model

Zamperla celebrates 50 years

Seen at the Zamperla factory tour...



Left, Michael Coleman, North American sales manager, Zamperla (left), spent some time with Guy and Charlene Leavitt, owners, Ray Cammack Shows, on the grounds of Zamperla's headquarters in Vicenza, Italy. Alberto Zamperla (right) was a gracious host for the more than 120 guests invited to the company's 50 year celebration in June in Vicenza, Italy. AT/PAM SHERBORNE



Invited guests were given a tour of Zamperla's headquarters and grounds in Vicenza, Italy (left). On Friday, June 10, company anniversary invitees were treated to a tour of downtown Vicenza (above). Peter Pelle, CFO and vice president of Zamperla (left in photo), and amusement industry attorney Tom Sheehan (center in photo) look on as the tour guide points out the area's highlights. AT/PAM SHERBORNE



Zamperla workers continued to do their jobs even as guests toured the plant. A Zamperla employee (center) is seen here working on a Telecombat ride unit. Elsewhere inside the plant, ride molds are shelved (far right) and await their next step in the fiberglass process. AT/PAM SHERBORNE

Family, friends, customers celebrate Zamperla's 50th



Royal treatment given to Zamperla guests at company anniversary party

VICENZA, Italy — **Alberto Zamperla** and his wife, **Paola Zamperla**, were gracious hosts during the company's 50th anniversary celebration, held June 9 and 10 at the Vicenza, Italy, headquarters of **Antonio Zamperla S.p.A.**

The first event was a welcome and dinner on the evening of Thursday, June 9, at the Castelli Di Giulietta and Romeo (known for its inspiration of **Shakespeare's** tragedy *Romeo and Juliet*). The castle sits in the hills of Montecchio Maggiore, 250 meters above sea level.

The next morning, guests were treated to a guided tour in downtown Vicenza, where the influences of the architectural genius **Andrea Palladio**, who lived in the early 1500s, designed and built more than 20 buildings. Those buildings include the Olympic Theatre and the Basilica Palladiana.

The guests were then taken to lunch at restaurant and agritourism site Criche-lon. Afterwards, guests arrived at Antonio Zamperla S.p.A. headquarters,

Alberto Zamperla gave a welcoming presentation and then guests were treated to a tour of the factory. Zamperla employees representing various divisions of the company gave presentations inside. Demonstrations were given and a debut ride on a Zamperla Windstarz was offered outside the building.

The concluding event was an elegant dinner at the Basilica Palladiana.

—Pam Sherborne



Representing Flamingoland, located in North Yorkshire, U.K., were (from left) John Stoker, Emily Johnson, and Lorraine and Philip Pritchard. AT/PAM SHERBORNE



Attending the Thursday evening dinner at the Castelli di Giulietta and Romeo, were (from left) Myleen and Alexander Lair, the latter is the general manager of Festyland Parc, Carpiquet, France, and Nicola Masin, vice president, Zamperla. AT/PAM SHERBORNE

Richard Koh (far right) brought his family all the way from Maylasia to celebrate with Alberto Zamperla during the 50th anniversary celebration in Vicenza, Italy (from left): Jia Hau, Jia Yao, Jia Tien, Jean, and Qoi. AT/PAM SHERBORNE



Rick and Dawn Knoebel, Knoebels Amusement Resort, Elysburg, Pa., are seen here on the grounds of the Criche-lon, Vicenza, Italy, where guests were treated to lunch. AT/PAM SHERBORNE



Harald and Gabriele Wanner, Ing. Buro Stengel GmbH, Germany, enjoyed themselves during Zamperla's 50th anniversary celebration. AT/PAM SHERBORNE



From left, are invited guests Kirsi Aarresu of Sarkanniemi in Finland; Marshall Hill of Funland in the U.K.; and Jonathan Wright of Tivoli in Denmark. AT/PAM SHERBORNE



Representatives from Herschend Entertainment were (from left) Judy and Bob Shreve (Bob is vice president of attractions development), and Bob Miller and Merrill Puckett-Miller (the latter is vice president of guest relations). AT/PAM SHERBORNE

Zamperla timeline

1969: Antonio Zamperla has a "eureka moment" with the idea to manufacture **Bumper Cars** in a scaled-down version for children. Mini Bumper Cars become an instant hit.

1971: The **Zamperla Company** gains the trust of traveling showmen thanks to the launch of the Punchball.

1972: Alberto Zamperla moves to the U.S. to open a U.S. office.

1976: Opening of **Zamperla Inc.** in U.S.

1980: The introduction of the 12-meter **Ferris Wheel** with gondolas shaped like hot air balloons. This theming becomes a Zamperla "brand" and one of the most copied themes in the amusement ride industry.

1982: Zamperla presents the **Convoy** during the IAAPA Attractions Expo trade show.

1983: The **Dragon Coaster**, a motorized roller coaster, is produced. During this period, the production department produces at least three a month.

1988: The **Balloon Race** is created. It leads to rides such as the **Tea Cup** and the **Telecombat**.

1989: Zamperla's contract with **Disney** was a victory for the company. The Italian group was assigned to construct seven out of the 12 newest rides for **Euro Disney Paris**, Disney's latest addition. In order to best comply with Disney's outstanding standards, Zamperla promptly restructured and redesigned its company to efficiently fulfill its contract with Disney.

1990: Zamperla is entrusted by Disney to produce a **Dumbo** ride and this attraction "opens the doors" to the Euro Disney project.

1992: **Crazy Bus** was awarded "Best New Product" at the IAAPA Attractions Expo trade show.

1993: **Ocean Park's Mine Train** is the first big customized roller coaster made by Zamperla. Built to suit the hills overlooking the Hong Kong Bay with 700 meters of track, the coaster is still one of the favorite rides there. The same type of ride was updated in 2012 for **Walk Water Park**, Mumbai, India.

1995: Zamperla opens its Moscow representative office known as **Zamperla Russia**.

1996: A Philippine subsidiary, which produces coin-operated rides and mini rides, opens. Originally called ZAPI, the acronym has been shortened to **ZAP**.

1998: Zamperla enters the thrill rides market using the same reliability and innovation that has characterized its growth, initially with products such as the **Mixer** and the **Joker**, and then the **Power Surge**.

2001: Zamperla launches the innovative roller coaster developed in collaboration with **Werner Stengel**, the **Volare**. In 2013, Zamperla installed its 10th Volare.

2002: **Rockin' Tug** was awarded Best New Product during the IAAPA Attractions Expo trade show.

2003: The **Disk'O** represents an upgrade of the Rockin' Tug with a bigger half pipe and a new seat design never before seen.

Opening of **Victorian Gardens**, a family amusement park located in the heart of **New York's Central Park**, which is a cooperative effort between **Central Amusement International, LLC**, a subsidiary of

the **Zamperla Group**, and **The Wollman Rink Operations, LLC** with **Donald J. Trump**.

2004: Opening of **Bellaridez**, a Belorussian rides factory serving the local market.

2005: **Jump Around** wins Best New Product during IAAPA Attractions Expo trade show.

2006: Zamperla launches another successful family ride, the **Magic Bikes**.

Antonio Zamperla is introduced into the **IAAPA Hall of Fame**, which recognizes industry pioneers such as **Walt Disney** and **Walter Knott**.

Alberto Zamperla, CEO of **Antonio Zamperla S.p.A.**, receives the **Ernst & Young "Entrepreneur of the Year" Award** as a finalist in the Innovation section.

2007: Zamperla acquires, in cooperation with **Torus Group**, the historical **Minitaila Park** (Bergamo, Italy). **Minitaila Leolandia** is born.

Alberto Zamperla, CEO of **Antonio Zamperla S.p.A.**, receives the **Ernst & Young "Entrepreneur of the Year" Award** as a finalist in the Global section.

2008: **Antonio Zamperla S.p.A.** win the **Amusement Today Golden Ticket Award for Supplier of the Year**.

2010: Zamperla is selected to provide the ride package for the **Coney Island** renaissance. **Zamperla** and **Central Amusement International, LLC** swiftly pull together to give back to New York and New Yorkers a piece of their history in less than 100 days. Hence, reopening the historically significant **Luna Park** in Coney Island, New York.

2010: The latest addition to the Zamperla's thrill ride product line is introduced in the shape of the spectacular **Air Race** ride. More than 20 installations in just three years are evidence testify to the ride's success.

2011: **CAI** and **Zamperla** introduce a second development at the New York venue. Named the **Scream Zone**, the park opened with four new rides, including the first new major roller coaster in New York City since the iconic Cyclone (opened more than 80 years ago), the **Soaring Eagle (Volare)**, plus the **Steeplechase Coaster (Motocoaster)**.

2012: Zamperla creates the second park in North Korea in less than three years. CAI opens a third amusement park in Coney Island, **Scream Zone 2**.

2013: CAI lights the historical 270-foot tall **Parachute Jump** in Coney Island by installing 175,000 color-changing lights.

2014: Zamperla builds a roller coaster at **Coney Island** that will surpass its predecessor while guaranteeing intense emotions, all on a limited lot of land. Called the **Thunderbolt**, the outcome surpasses expectations.

2015: **Zamperla** and **Central Amusement International LLC** host **Amusement Today's** annual **Golden Ticket Awards** to a record-setting international audience. Zamperla's **Alberto Zamperla** and **Valerio Ferrari** are each awarded "Person of the Year" **Golden Ticket Awards** for their vision, strength and dedication in the rebirth of Coney Island.

2016: **Antonio Zamperla S.p.A.** celebrates 50 years with a two-day celebration in Vicenza, Italy, the company's headquarters. Invited guests were treated to dinners, a tour of the factory and a tour of downtown Vicenza.



Alberto Zamperla (above, center) with his father, Antonio Zamperla (at Alberto's side) showed off his Best New Product IAAPA award for the Crazy Bus ride in 1992. Taking a moment out for a photo op during the 50th celebrations are (below, from left) Ramon Rosario, director of sales, Zamperla; Rick Reithoffer, owner, Reithoffer Shows; Alberto Zamperla, CEO Zamperla; and Valerio Ferrari, president, Zamperla. COURTESY ZAMPERLA



Zamperla's rides come to life



Pony Express

Zamperla by the Numbers

(Ride Types)

Beginning with its last full year of reporting (2015), Zamperla's production report is listed (by percentage) and by ride type:

2015

46.18 major/thrill rides
7.90 kiddie rides
30.88 family rides
15.04 roller coasters

2014

45.60 major/thrill rides
6.51 kiddie rides
20.15 family rides
27.74 roller coasters

2013

46.46 major/thrill rides
7.62 kiddie rides
25.79 family rides
20.12 roller coasters

2012

56.75 major/thrill rides
6.09 kiddie rides
19.88 family rides
17.28 roller coasters

2011

49.19 major/thrill rides
6.88 kiddie rides
21.61 family rides
22.32 roller coasters

2010

49.20 major/thrill rides
6.19 kiddie rides
25.10 family rides
19.51 roller coasters

(Revenue 2010-2015)

(listed in Euros)

2010, just under 34 million
2011, \$43.5 million
2012, \$52 million
2013, \$54 million
2014, \$61 million
2015, \$70 million



Demolition Derby



Windstarz



Air Race

Zamperla's global presence

Antonio Zamperla S.p.A. was founded in 1966 in Vicenza, Italy. Since then, the growth and development of the company has broadened its presence across the globe. Here is where Zamperla can be found today:

•**Antonio Zamperla S.p.A.**, Vicenza, Italy
(Main company headquarters and factory)
Number of employees: 196
Size: 9,600 square meters (101,333 square feet)
Divisions: Production, Customer Care, Sales
Phone: +(39) 0444-998400
Email: zamperla@zamperla.it

•**Zamperla Inc.**, Boonton, N.J.
(Sales and Service for the North American market)
Number of employees: 28
Size: 3,000 square meters (32,291 square feet)
Divisions: Customer Care, Sales
Phone: +1 (973) 334-8133
- Email: zamperla@zamperlausa.com

•**CALP**, Brendola, Italy
(Tower Rides and Kids Factory)
Number of employees: 39
Size: 4,200 square meters (45,208 square feet)
Divisions: Production
Phone: +(39) 0444-400300
Email: info@calprides.com

•**Zamperla Asia Projects**, Carmona Cavit, Philippines
(Coin Operated Mini Kiddie Rides)
Number of employees: 105
Size: 6,000 square meters (64,583 square feet)
Divisions: Production, Customer Care, Sales
Phone: : +(63) 46-4302025
Email: zamperla@zamperla.ph

•**Rides Factory Shanghai**, Shanghai, China
(After Sales and Sales to Chinese market)
Number of employees: 6
Size: Office space only
Divisions: Customer Care, Sales
Phone: +(86) 512-68786080
- Email: zamperla@zamperla.cn

•**Zamperla Slovakia, S.R.O.**, Sahey, Slovakia
(Steel Structures Manufacturer)
Number of employees: 27
Size: 3,000 square meters (32,291 square feet)
Divisions: Production
Phone: +(42) 1313300524
Email: info@zamperla.sk

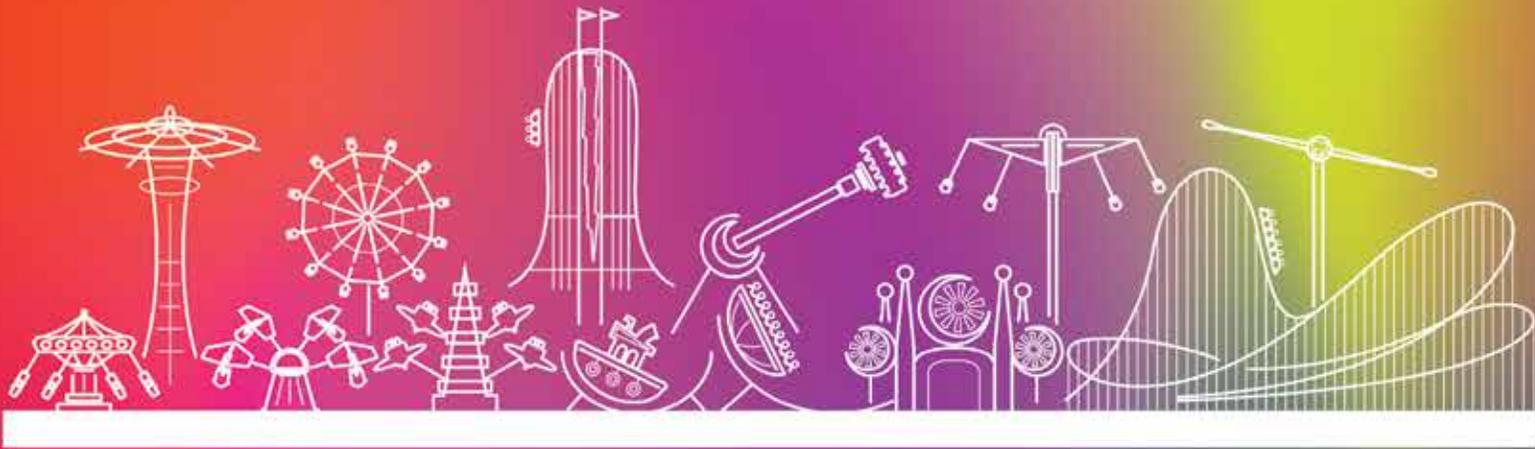
•**AO Antonio Zamperla Spa**, Moscow, Russia
(Russian Representative office)
Number of employees: 3
Size: Office space only
Divisions: Customer Care, Sales
Phone: +7(8) 4955444262
Email: zamperla@zamperla.ru

•**Zamperla Middle East, Dubai, UAE**
(Middle East Representative office)
Number of employees: 4
Size: Office space only
Divisions: Customer Care, Sales
Phone: +(971) 4-2323071
Email: zamperla@zamperla.ae

50

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Red Baron FAMILY SWINGER **Rio Grande**
SKY RACE CHATTANOOGA TRAIN
 AIR RACE **Thunderboxe**
 JUNIOR JET CONVOY BALLOON RACE
 FERRIS WHEEL
Bumper Cars SKY
 FLYING CAROUSEL TOWER
Super Twister Coaster
 JUMP AROUND **SOMBRERO**
 SPEEDY COASTER **Jumpin' Star** SHOCKER
 CLOWN AROUND
 Skater **EL PASO**
 DISK'O COASTER **Monorail**
ENDEAVOUR
VOLARE DISCOVERY REVOLUTION
 Twist & Bounce **WINDSTARZ**
SURF'S UP **MEGABOXE**
 VERTICAL SWING
Mini Jet PONY EXPRESS
 AERO JET **POLYP**
 MERRY GO ROUND
 DEMOLITION DERBY
 ROCKIN' TUG
 CHOO CHOO TRAIN **Discovery**
 SAMBA BALLOON **Zodiac**
SKY DROP
 SUPER POWER EXPRESS **Surge**
MINI MOUSE
Air Force
 DRAGON POWER
 COASTER SURGE
Wave Blaster
MONOPLANE
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 PEOPLE EXPRESS
 Telecombat
 FLYING MIDSWINGER
 TIGERS
Sombrero
 Kite Flyer
GALLEON
CRAZY BUS
Giant Discovery
 TWISTER COASTER
FLASH Family Gravity
TOWER Coaster
NORTH POLE
Turbo Force
REGATTA FERRIS WHEEL
Jumpin' Star
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YearZ of Amazing Fun

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