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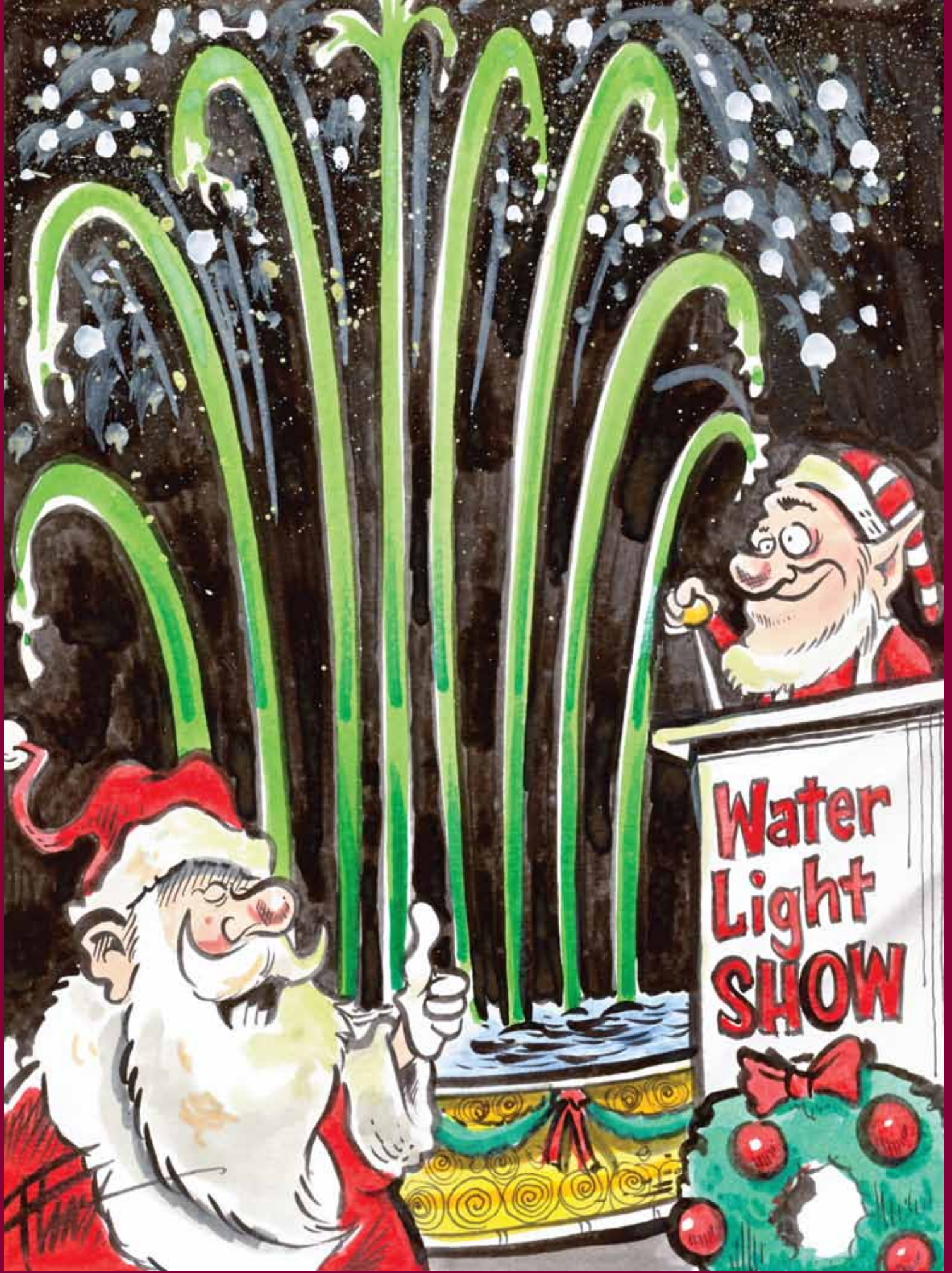
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Gary Slade

Founder and Publisher
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Parks 'glow' during holidays

Theme parks all across the nation, and even throughout the world, are now using the Christmas season as a way to extend their season and keep the momentum rolling that was gained from their successful Halloween events.

The special event seasons have become big business for the parks. It's a way to keep the guests coming back to the parks for something new and different than what is offered during the summer months.

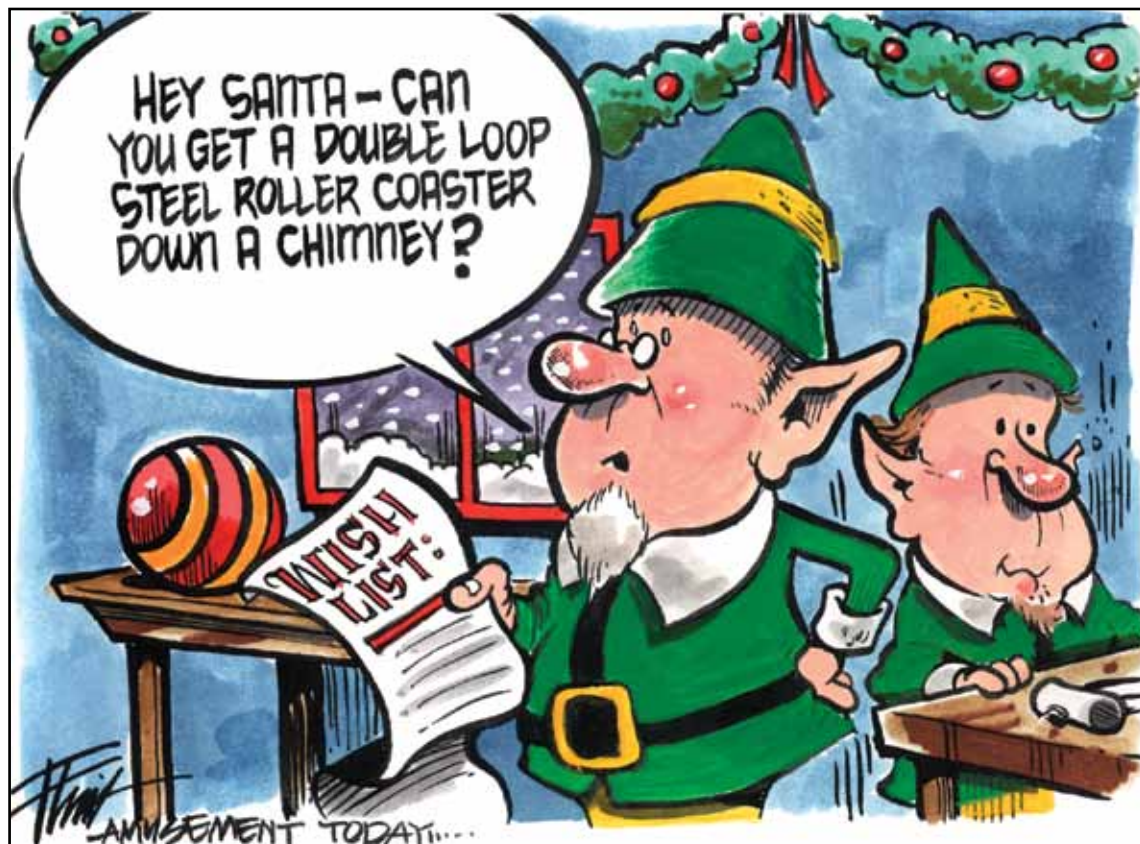
As the themers continue to grow their Christmas events with more twinkle lights, more themed live show productions and more street entertainment, it's clear that the Christmas season is becoming as important to the bottom line as Halloween. One park operator told *AT* that their Christmas event actually saved their season on numerous occasions, as they were able to make up a deficit in attendance due to spring or summer rains. He commented that guests may not always come out during the regular season if the weather isn't 100 percent perfect. That's not the case at Christmas, as guests expect to visit the park, knowing it is cold, and after the sun sets there will be a nip in the air. It's all part of the season.

Now we are also seeing parks continue to find ways to open more rides to entertain guests. We are also seeing holiday-themed films in the park's 3D and 4D theaters.

No doubt about it, the parks that take on the challenge of producing a Christmas event are adding a 'glow' or a 'special charm' to their park not found during its normal operating season. To that, we say job well done, and keep up the great work!

Happy Holidays to all.

—Gary Slade



Scott Rutherford Season's end

The end of the season. In our culture, this transitional period has many meanings. Summer bows to fall as Mother Nature dresses up once more in all her finery, her forests exploding in a final burst of autumnal brilliance. Wood smoke fills the cooling air as the farmer works to bring in the harvest. And the general public's attention quickly turns away from thrill rides and waterslides, moving with determination instead toward the upcoming holidays and all the rush and madness they encompass.

But for most amusement park and carnival folk (at least those not running year-round operations in Florida and Southern California), this is their opportunity to finally take a deep breath and a much-needed – and deserved – break.

Their season is finally at an end. The lights have been turned off; buildings are locked down and secured; and the many rides have been lovingly disassembled and placed into storage, waiting until they will once more be called upon. Though maintenance and office workers quietly go about their business in enclosed places most guests will never see, for the most part everything is winding down. A hush drifts over the



Rutherford

park. The midways have been cleaned and swept and are now quiet save for the rustle of dry leaves skittering where eager feet once trod. A lonesome breeze moans through the spokes of the bare Ferris wheel while the soaring trestles of the wooden roller coaster creak and sway – a towering giant settling in for a long winters sleep.

So all of you who logged those long hot summer days and frantic nights making sure *others* had a good time, it's your turn. Put up your feet, light a fire and sit back and relax. This is a time of reflection and chance to enjoy the silence. Instead of watching the sky with a wary eye in case of rain, it's time to let Mother Nature have her way. Let the north winds blow and the snow to fly and pile up on window sills and park benches and ticket booths.

Now is the time to gather with family and friends, and to give thanks for the bounty yielded by the past year. And finally, it's time to doze and to dream of the coming spring when we get to do it all over again.

Happy Holidays and best of luck in the coming New Year.

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Contributors: Andrew Mellor, B. Derek Shaw, Janice Witherow



Compiled by Janice Witherow

Wendy Crain San Diego Coaster Company

For Wendy Crain, a career in the amusement industry came as quite a surprise. With a background that includes being a shift manager for a fast food chain, an assistant director for a pre-school and a job at a resort hotel, Wendy has found her home at the San Diego Coaster Company for nearly the last 20 years and is a perfect fit. Her infectious personality, sincerity and easygoing spirit make a great impression. A native of Arizona, Wendy is enjoying life in San Diego and adores her two young grandchildren.

**Crain****Title**

General Manager.

Number of years with San Diego Coaster Company
19 wonderful years and counting.

Best thing about the industry

I really enjoy the people, industry and guests alike. When you're surrounded by people who are happy in general it's difficult not to appreciate that.

If I wasn't working in the amusement industry, I would be ...
A teacher. I really enjoy children.

Favorite amusement park ride

I am definitely a traditionalist when it comes to rides. I can't help but get a kick out of the historic brass ring carousels like the one at the Beach Boardwalk in Santa Cruz.

Biggest challenge facing our industry

At this moment, I would have to say the economy. People are really uneasy right now, and we have to really push to ensure that our guests can forget about their worries when they visit our parks.

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

The hustle and bustle, much like Christmas in the summer. It's great to be crazy-busy and see your park full of happy people.

In one word, my garage is ...

A DISASTER!

Favorite sports team

I would have to say NBA's Phoenix Suns, but only by marriage.

Dream car

Since we're dreaming, let's go with an Aston Martin, any model will do.

To me, this is so overrated

Keeping up with the "Joneses."

My superstition is ...

When you make a wish before blowing out your birthday candles. You have to blow them all out at once and you can't tell anyone your wish or it will not come true. Doesn't everyone believe this?

The last concert I attended was ...

Casting Crowns in Phoenix with my lovely sisters.

Three things I always carry in my purse are ...

Only three? My purse is much like my garage. Top three ...cell phone, ipod and camera.

Favorite reality TV show

Oh so many, how can I pick a favorite? Okay, right now, Survivor.

On my lunch hour, I typically spend time ...

Talking about TV shows and recent exploits with the gang.

It's December! When it comes to Christmas trees ... white or colored lights?

Lots and lots of colored lights.

Favorite holiday tradition

Santa hiding presents around the house for the kids to find.

If I didn't live in California, I would live in ...

Phoenix ... all of our family lives there.

Proudest moment

My son joining the Navy.

My Web obsession is ...

Checking out other parks websites. There's such a variety out there and it's fun to see what everyone is doing in their parks.

If I was marooned on a desert island, the one thing I would absolutely have to have with me would be ...

My husband of course! Who else would do all the fishing and build the fire?

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

Can You See THE Difference?

There are five things different between the two images

Original image*Modified image***Ye Old Mill at the Minnesota State Fair**

1- The ride operator is now sitting instead of standing. 2- There are new riders in the boat. 3- There is now a "Ye Old Mill" sign on the side of the mill building. 4- The wishing well in the center of the image is missing. 5- There is now a greeting card to all the readers of *Amusement Today* in the lower right corner.

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AMUSEMENT★TODAY PRESENTS ITS 14th annual HOLIDAY COOKING GUIDE

Yummy Tam and Peach Bake

- ½ cup packed brown sugar
- 3 tbsl flour
- 2 tbsl margarine
- ½ tsp nutmeg
- ½ cup pecans (chopped)
- (2) 16 oz. cans (cut) yams (very well drained)
- (1) 15 oz. can peach slices (very well drained)
- 1 ½ cup miniature marshmallows

Combine sugar, flour and nutmeg. Cut in the margarine until the mixture resembles coarse crumbs. Add the nuts. Arrange yams and peaches in 1 ½ quart casserole dish. Sprinkle with sugar mixture.

Bake at 350 degrees F for 35 minutes.

Sprinkle with marshmallows. Bake again until lightly browned and "melty".

Remove and let cool for 5 minutes, then serve.

6 servings

Patty Chess Pie

This pie is a southern tradition!

- 1 ½ cups of sugar
- ½ cup of butter
- 1 tablespoon white vinegar
- 1 tablespoon vanilla
- 1 tablespoon cornmeal
- 3 eggs
- 1/8 teaspoon salt
- 1 unbaked 9" pie shell

Butter should be soft at room temperature. Mix butter with sugar. Add egg yolks one at a time. Place egg whites in a bowl and beat until well mixed. Add egg whites and remaining ingredients and stir. Pour into an unbaked pie shell. Bake at 350 for 40-45 minutes and the top is brown.

Chicken Wing Dip

- 13x9 baking pan
 - 3 pieces of chicken breasts
 - 1 bottle of Frank's Red Hot Sauce
 - 1 jar of Marie's Chunky Blue Cheese dressing
 - 1 16oz tub of cream cheese
 - Shredded taco w/seasoning cheese
- Preparation:
Cut chicken into small pieces. Put a small amount of vegetable oil in a pan and cook chicken. Drain fully.

Spread cream cheese on the bottom of pan. Spread drained chicken on top of cream cheese. Add bottle of hot sauce. Add jar of Blue Cheese. Mix together so it looks light orange in color. Sprinkle with shreadded cheese. Bake for 30 minutes at 350 degrees.



Carin Brown
Vice President
Aqua Kindoms /
MagiQuest



Patty Beazley
Co-Owner, When
Pigs Fly and Safety
Seminar Director,
AIMS International



Susan Corrigan
Sales Consultant
Wilcor Outdoors

Chocolate Candy Cane Cookies

- Ingredients
- 2/3 cup (150 mL) unsalted butter
- 1/2 cup (125 mL) packed brown sugar
- 1/4 cup (50 mL) granulated sugar
- 1 egg
- 1 tsp (5 mL) vanilla
- 2 cups (500 mL) all-purpose flour
- 1/3 cup (75 mL) cocoa powder
- 1/2 tsp (2 mL) baking powder
- 1/2 tsp (2 mL) baking soda
- 1/4 tsp (1 mL) salt



- Icing:
- 3 oz (85 g) chopped white chocolate

- Topping
- 1/3 cup (75 mL) crushed candy canes or peppermint candies

- Preparation:
- Line 2 rimless baking sheets with parchment paper & set aside.
- In large bowl, beat butter with brown and granulated sugars until fluffy; beat in egg and vanilla.
- In separate bowl, whisk together flour, cocoa powder, baking powder, baking soda and salt; stir into butter mixture in 3 additions. Divide in half; shape into discs. Wrap each and refrigerate for 1 hour. (Make-ahead: Refrigerate for up to 2 days.)
- Between waxed paper, roll out each disc to scant 1/4-inch (5 mm) thickness. Using 4-inch (10 cm) candy cane cutter, cut out shapes, rerolling scraps. Place, 1 inch (2.5 cm) apart, on prepared pans; freeze until firm, about 15 minutes. Bake in top and bottom thirds of 350°F (180°C) oven, rotating and switching pans halfway through, until firm and light brown, 7 to 9 minutes. Let cool on pans on racks for 5 minutes. Transfer to racks; let cool completely.

- Icing: In heatproof bowl over saucepan of hot (not boiling) water, melt white chocolate. Let cool slightly. Using a icing bag or a parchment paper cone, pipe white chocolate stripes over cookies. Immediately sprinkle with candy canes. Let stand until set, about 1 hour. (Make-ahead: Store layered between waxed paper in airtight container for up to 5 days or freeze for up to 2 weeks.)



Tara Casey
Director of Marketing
ProSlide Technology Inc

Pumpkin Cheesecake

- 1 cup graham cracker crumbs
- 1 cup & 1 tablespoon sugar
- 6 tablespoons butter, melted
- 16 oz. cream cheese, at room temperature
- 1 can (16 oz.) pumpkin
- 1 teaspoon cinnamon
- 1/4 teaspoon each ginger & nutmeg
- 1/8 teaspoon salt
- 2 eggs
- 1 pint sour cream (2 cups)
- 1 teaspoon vanilla

Mix crumbs with 1 tablespoon sugar and the melted butter until blended. Press onto bottom of 8 or 9 inch spring form pan; chill. Beat cream cheese and 3/4 cup sugar until well blended. Beat in pumpkin, spices and salt. Add eggs, one at a time, beating well after each. Pour into prepared crust. Bake in preheated oven 50 minutes. Remove cake; raise oven temperature to 400. Mix well sour cream, remaining 1/4 cup sugar and vanilla. Spread over filling. Bake 8 minutes. Cool cake on rack. Remove sides of pan; chill.

Guaranteed compliments!



Sydne Purvis
Manager,
Six Flags
Fiesta Texas

Grandma's Best Filled Cookies

- 1 c. sugar
- 2 tsp. cream of tartar
- ½ c. shortening
- 1 tsp. baking soda
- 2 eggs
- 1 tsp. vanilla
- ½ c. sour milk
- 3 c. flour

- Filling:
 - 1 c. raisins
 - 1 c. water
 - ½ c. sugar
 - 1 T. flour
- (or try it with your other favorite fillings such as apricot or cherry. They're all great!)

Mix ingredients for dough mixture and refrigerate for about 2 hours. (NOTE: To sour milk for cookie recipe, mix ½ tablespoon vinegar or lemon juice to ½ cup milk, let sit for 5 minutes). Combine ingredients for filling in heavy saucepan and cook until raisins are fully cooked (soft and plump). Roll dough and cut with large round cookie cutter. Place a spoonful of filling on one piece of dough and top with another piece of dough. Crimp edges and prick top with a fork. Bake at 350° until edges are brown. Makes approximately 2 dozen cookies.



Jeff Croushore
Sales &
P.R.
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Soakzone





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BRIEF

Dreamland Trust awarded initial funding

The Dreamland Trust in the U.K., which is planning to create the world's first heritage amusement park on the site of the former Dreamland park in Margate, Kent, has been awarded development funding of £384,500 (U.S. \$630,500) by the Heritage Lottery Fund (HLF).

The funding will be used to work up plans to create the new park which among many other features will become home to a wide range of fully operational, historic amusement rides centred around the Grade II listed Scenic Railway ride. The HLF "first round pass" means the trust is now able to progress to the second stage of the HLF application process and now has two years to submit more detailed plans and apply for the £2.65 million of HLF support that it is seeking for Phase One of the project, which totals over £12 million.

This will see the creation of what is being referred to as a "thrilling amusement park of historic rides," many of which are the last surviving examples of their type. A significant number of these attractions have already been acquired by the trust and are currently being stored as they await transportation to

► See FUNDS, page 7



PHOTOS COURTESY GARDALAND

Gardaland will be transformed into a themed winter wonderland for its Gardaland Magic Winter opening. Characters from *Ice Age 3 – Dawn of Dinosaurs* will feature heavily in Gardaland's winter opening program.

Christmas 'magic' returns to Gardaland

Andrew Mellor
Amusement Today

Italy's Gardaland theme park, situated in the north of the country close to Lake Garda, will celebrate Christmas and the New Year in style with the creation of Gardaland Magic Winter.

The transformed park will open for its winter offering

on December 5 for an inaugural period of four days, after which it will be open again during the following weekend and then continuously from December 19 until January 6, with the exception of Christmas Day and New Year's Day.

The park will take on a snow covered landscape and a truly Christmas theme

with snow dames, princesses, "zampognari" (musicians playing traditional Italian instruments) Cossacks and, of course, Father Christmas and his reindeers. Spectacular decorations, lights and Christmas trees will complete the effect, along with market stalls and live entertainment.

Also this year, Gardaland's winter opening will incorpo-

rate a new feature to celebrate the release on DVD and Blu-ray Disc of the animated blockbuster film *Ice Age 3 – Dawn of Dinosaurs*. Various areas and attractions will be themed on Ice Age and its characters, who will be present in the park throughout the winter opening period.

Guests will be greeted on
► See GARDALAND, page 7

Germany's Europa-Park offers unique winter event

With numerous winter attractions, festive decoration and a fascinating show program, Germany's Europa-Park is currently offering plenty of fun and entertainment during the cold time of the year. From Nov. 28, 2009 until Jan. 10, 2010 (except Dec. 24-25), Europa-Park presents countless magic moments in a beautifully decorated landscape.

Whether it's a thrilling spin on the Euro-Mir roller coaster, a trip to the hibernal firmament with Eurosat or a leisurely ride together with the kids in the Sleigh Ride Snowflake, winter at Europa-Park leaves nothing to be desired. Moreover, many additional activities guarantee plenty of action: cutting the corners on children's ski-

bobs, racing down a snow ramp in tubes or turning a sweeping pirouette on a large ice-skating rink. In between, visitors can enjoy an ice-cooled drink in the truly frosty ambience of the ice bar "Glaciar", stroll across the festively decorated Christmas Market or enjoy a delicious mulled wine in the Après Ski Bar. And children's eyes sparkle when they enter the spacious "Winterworld" and participate in numerous activities.

During the winter season, the can experience a totally new type of art exhibition in the Mercedes-Benz Hall: "Faith, hope, love – Marc Chagall's dream of the Bible" invites all guests to go on an unforgettable voyage of discovery through the works of Chagall. One can

not only admire original lithographs by the famous artist, but you can actually plunge into his visual world.

Approximately 2,500 beautifully decorated fir trees, sparkling lights and cosy campfires guarantee magic moments at Europa-Park during the winter season. And for all those, who just can't get enough of the festive ambience, the four 4-star themed hotels – Colosseo, Santa Isabel, El Andaluz and Castillo Alcazar – offer dreamy moments surrounded by a beautiful ambience.

Further information on www.europapark.de.



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Skara Sommarland opens S&S built Tranan

Andrew Mellor
Amusement Today

The first installation of the new "Free Fly" longitudinally spinning coaster from S&S Worldwide took place earlier this year when the Tranan (The Crane) coaster opened at Skara Sommarland in Sweden.

Offering a brand new coaster concept and experience for all the family, Tranan has proved a big hit with guests to the park and represents the venue's largest ever single investment in its 25 years of operation, standing at a cost of SEK35m (U.S. \$5 million).

With a total of four, eight passenger vehicles, riders on Tranan are seated in one of two, four seater units which are suspended on either side of each vehicle on either side of the track. As the vehicles move through the ride and its different elements, they swing out and, depending on which part of the track they are in, move to above or below the track. With exposed seating, and featuring a unique air suspension system to ensure an exceptionally smooth ride, Tranan provides passengers with a feeling of "flying"



through the air as they travel along the 500 meters (1,640 feet) long track.

The highest point of the track is 20 meters (65.6 feet) and riders reach a top speed of 40 kph (25 mph) as they take in the 90 second experience. Maximum G-force is 2.5 and

Tranan can accommodate up to approximately 900 riders per hour.

"Skara Sommarland was looking to add a new and different family coaster and we were pleased to be able to offer them our new 'Free Fly' product. We have created a



PHOTOS COURTESY S&S

Tranan at Skara Sommarland provides guests with a totally new coaster experience. The ride is from S&S Worldwide in Logan, Utah, U.S

coaster that is as exciting to ride as it is to watch," said Kevin Rohwer, vice president, sales and marketing for S&S Worldwide, Inc., who also noted his appreciation of the park's willingness to be the first venue to install what is an entirely new coaster concept.

The new Free Fly can be themed to suit the park's requirements and at Skara Sommarland, a bird theme has been incorporated to enhance the flying style experience provided.

ETF Ride Systems details two new dark ride installs

ETF Ride Systems recently released details of two new dark ride applications that were opened to the general public.

First up is the Continium Discovery Center (formally Industrion museum) in Kerkrade, Holland. This smaller ride utilizes three ETF trackless Multi Mover vehicles that guests will encounter before entering the actual museum section. This is a multi media based ride with 360 degrees 2D film presentation, with the evolution of technology as the topic.

The ride begins with the vehicles in the center of the building. Once the film starts, all the vehicles start moving around, getting progressively closer and then further away from the screen. The vehicles also move backwards through the ride, which creates a third dimension as guests move around synchronized to the

ETF recently delivered this dark ride to the Formula One race track in Nurburgring, Germany. Each of the eight vehicles are themed to that of a race helmet.

PHOTO COURTESY EFT



film and sound. This new attractions how the ride can be adapted at other museums or used as a small dark ride in parks.

ETF's second dark ride – Motor Mania – debuted as the Ringwerk at the Formula One race track in Nurburgring, Germany. This interactive dark ride challenges guests to collect parts and build a Formula One race car. To collect points, guests shoot at targets with LED targeting systems from Lagotronics. If guests do well in the final scene, the parts they collected will be combined to build a modern Formula One race car.

For this ride, ETF delivered eight trackless Multi Mover vehicles, themed like race helmets. The unique possibilities of these types of trackless vehicles are fully utilized, which means the layout has the tracks actually crossing over each and appear to almost collide. The show experience is enhanced by the vehicles spinning and moving both forward and in reverse.

ETF officials are happy with the fact that more and more dark ride designers and parks understand the options possible with using the trackless vehicle applications for new dark rides.

►GARDALAND Continued from page 6

their arrival by Prezzemolo and the other artists of Gardaland in the Magic Welcome Show, while making a return will be the Christmas Spectacular Show, a themed musical in the Gardaland Theatre.

The same venue will also host Winter on Magic, a new illusion, magic and comedy show, while the Xmas Stars will provide Yuletide entertainment in the park's ice rink. Additionally, The Magic Winter show will take place in the Marionette Theatre, while Merlin's Castle will be home to the Factory of Santa Claus.

Extra activities will also include a temporary ice skating rink, along with the Magic Tubby slopes featuring inflatable boats racing over artificial snow.

Each day will end with the traditional Winter Parade, featuring all the characters from Gardaland Magic Winter, and the Winter Ceremony, a musi-

cal send off for guests from the Ice Age 3 characters, the full artistic cast from the park and Father Christmas.

►FUNDS Continued from page 6

their new home to become part of what will be an unique and precious collection.

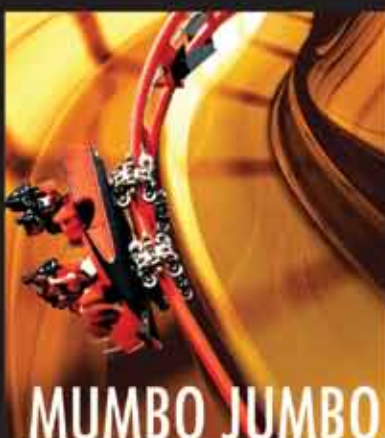
Phase One of the project will also see work being carried out on the Grade II listed Dreamland Cinema building, with restoration of its 1930s Modernist façade, safeguarding the auditorium and Compton Noterman organ and installing an exhibition space to publicize the project.

The new park is expected to attract approximately 700,000 visits annually.

The Trust is also awaiting an announcement on its bid for £4 million from the Government's Sea Change scheme, a decision on which is also now imminent.

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MUMBO JUMBO

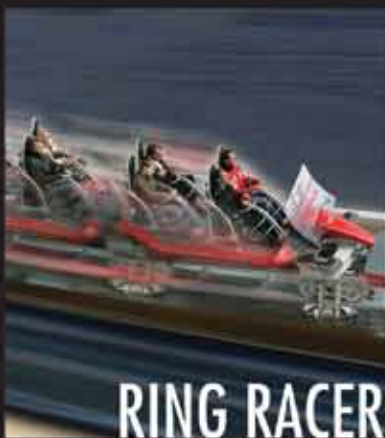
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Intamin Freefall moving from Cedar Point to Knott's in 2010

Cedar Fair officials have confirmed that Cedar Point's infamous Demon Drop – a first-generation Intamin freefall ride – will be relocated from Ohio to southern California's Knott's Berry Farm for the 2010 season.

Originally opened at Cedar Point in 1983, Demon Drop stands 131-feet-tall and features four-seat vehicles that plummet vertically ten stories at 55 mph before abruptly sweeping into a horizontal braking section. This dramatic climax will be reportedly tempered a bit with the turbulent friction braking system being replaced by that of a smoother magnetic variety.

Knott's sources say they plan to rebuild the ride on an area currently occupied by the S&S Screamin' Swing. This attraction is currently slated to be relocated to California's Great America.

"We are excited to add this classic thrill ride to our slate of attractions," said Marty Keithley, general manager of Knott's Berry Farm. "Demon Drop was one of the first freefall attractions and paved the way for such rides as Supreme Scream. I think guests will find it a great addition."

Hollywood Rip Ride Rockit opens at Universal Orlando

Hollywood Rip Ride Rockit, Universal Orlando Resort's highly anticipated roller coaster, has finally opened. The innovative attraction includes first-ever maneuvers, cutting-edge technology, songs that span across five genres of music and a personalized take-home music video available for purchase.

"This is the perfect intersection of the digital age and theme park entertainment," said Mark Woodbury, president of creative for Universal Parks & Resorts.

Supplied by Germany's Maurer Söhne, the new ride sports a 167-foot-tall vertical lift hill and a top speed of 65 mph.

Riders begin their adventure when they slide into the ergonomic bucket seat of Maurer's custom designed X-Cars. The ride sports seven two-car trains (seating 12 riders each). The X-Car's wheelbase is short enough to allow for the tight, intricate maneuvers that only Hollywood Rip Ride Rockit delivers. The vehicles feature stadium-style seating so that everyone has an unobstructed view. And there is no over-head/pull-down restraint system. Instead, a revolutionary lap bar allows for unprecedented freedom of movement.

Additionally, the ride features the country's only operating moving roller coaster loading platform – meaning it uses a people-mover-style conveyor belt to get people to their vehicles so that riders and vehicles never come to a complete stop. This allows vehicles to leave the station every 23 seconds.



Universal Orlando's new Rip Ride Rockit features a vertical drop, above, while above right, riders enjoy the airtime found throughout the ride. At right, both the station goes high-tech with moving sidewalks for speedier load/unload and the vehicles go high-tech with an onboard music system and LED multi-colored lights are featured on the car exteriors.

AT PHOTOS

Hollywood Rip Ride Rockit uses ground-breaking technology to deliver a completely different experience. Riders use a personal touchpad mounted on the ride vehicles to make their music selection. They choose their favorite genre – Classic Rock/Metal, Rap/Hip-Hop, Club/Electronica, Pop/Disco or Country – and then pick a song. Each seat is outfitted with Polk Audio marine-grade



stereo speakers that can push out 165 watts and allow guests to rock out to 90 decibels of music – and yet never hear the songs playing for other riders.

Their song is the soundtrack to their ride and to a music video guests can purchase that uses 14 cameras to capture the experience: six on-board each ride vehicle and eight along the track. These cameras are designed to provide production-quality foot-

age under intense conditions. Used on high-speed trains, the digital cameras will perform at ultra-high data capture rates for up to 14 hours a day – all at variable G-forces and high speeds. The video mixes ride footage, music and special effects and is available at the conclusion of the ride. Guests can purchase their video in DVD and emailable formats to share with fam-

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► **UNIVERSAL**

Continued from page 9

ily and friends at Rockit's designated kiosks or from home by visiting myuniversalphotos.com.

Power gets to each vehicle's cameras and computers via on-board capacitors that get freshly charged each time the vehicle passes through the load station – similar to how an electric subway train is powered. And finally – the brains of the system is a network of

self-checking computers called programmable logic controllers which constantly check the entire system and synchronize wirelessly.

Hollywood Rip Ride Rockit's song list features the latest and the legendary of the music world including the Black Eyed Peas, No Doubt, Kanye West, Evanescence, N.E.R.D., Montgomery Gentry and Donna Summer.

Along with lighting effects on the vertical lift hill, Hollywood Rip Ride Rockit is

the only coaster in the world with onboard daytime LED color-changing lights. Each ride vehicle has 36 different lights that can be programmed to change color and to either be steady, strobe, twinkle, race or pulse. That means the coaster will be an ever-changing light show for those on the ground.

The actual ride itself is described by riders as being exceptionally smooth and entertaining. The coaster features three first-ever maneuvers along its 3,800 feet of track: the

Double Take, the world's largest non-inverted loop; the Treble Clef, where trains burst through a building facade on track shaped like the music symbol; and the Jump Cut, a spiraling, negative-gravity move.

"Hollywood Rip Ride Rockit is where adrenaline, music and technology meet – no two experiences will be the same," added Woodbury. "This roller coaster is a game-changing addition to the remarkable attractions here at Universal Orlando Resort."

Busch Tampa Bay plans new Sesame Street attraction

Next spring, Busch Gardens Tampa Bay welcomes families to an all-new, Sesame Street-themed playland. Sesame Street Safari of Fun will be filled with rides, shows and adventures that celebrate the spirit of Africa. Sesame Street and Busch Gardens unite to create a signature attraction found nowhere else.

Sesame Street Safari of Fun will include a new junior roller coaster designed for parents and children to ride together. Air Grover will be full of mini-dives and twisty turns as families soar through the Sahara. Other kid-sized rides include Zoe-Patra & the Hippos of the Nile, a splashy flume ride through the famed river; Rosita's Djembe Fly-Away, a swing ride that sends kids whirling above the African canopy; Elmo's Safari Go-Round, a tribal-inspired carousel with Elmo and his friends; and more. Oscar's Swamp Stomp provides cool water fun, and Bert & Ernie's Water Hole is a wet adventure filled with bubblers, geysers, jets, dumping buckets and more. A photography studio gives kids the chance to share a hug and a smile with Sesame Street friends, and musical performances bring tales of adventure to life.

The new destination for family-friendly adventure will be created where Land of the Dragons now exists, and will double the area's current size.

"Sesame Street Safari of Fun will be a fantastic addition to Busch Gardens," said Donnie Mills, Busch Gardens' executive vice president and general manager. "With Sesame Street Safari of Fun, Busch Gardens truly has something for all ages, and this new destination in the park is certain to be a hit among families and kids."

In addition to the rides and play areas, families also will be able to watch their favorite characters on the big screen. "Sesame Street presents Lights, Camera, Imagination!" will run in the park's 4-D theater, located in Timbuktu. And families can share breakfast and lunch with Elmo and the rest of the characters on select days at an outdoor dining facility adjacent to Sesame Street Safari of Fun.



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SeaWorld San Diego celebrates Skytower's 40th

On the morning of Oct. 21, 2009, SeaWorld San Diego celebrated the 40th anniversary of its popular Skytower attraction. Standing 320 feet over the park, the Skytower gives visitors the best view of Mission Bay, downtown and Coronado and has gone through several makeovers through the years.

The Skytower opened in 1969 with Pacific Southwest Airlines as the sponsor. American Airlines has also sponsored the Skytower in previous years.

During the holiday season the Skytower transforms into the landmark Holiday Tree of Lights with 2,022 25-watt light bulbs. The five miles of wire contain 24 strands of light bulbs with 81 bulbs per strand and takes technicians four days to install. The SeaWorld Skytower has been used by

airline pilots to navigate into Lindbergh Field and can be seen by ships 12 miles out to sea.

Japan's Sansei Yusoki originally supplied the tower and double-decked passenger capsule. The newest capsule, added in 2005, was also made by Sansei Yosokim and installed by Progressive Steel.

Wonderland's Tornado gets paint, new colors



The Texas Tornado double loop coaster at Wonderland Park has received a new coat of paint and colors. The ride now sports blue track, red loops and a white support structure. Oklahoma-based Million Painting used 225 gallons of DuPont Imron paint to complete the painting in four weeks. The lift hill will also be outfitted with tracing LED lights.

PHOTO COURTESY WONDERLAND

SUPER SHOT



SPECIFICATIONS:

- 225 feet, 16 seats
- 140 feet, 12 seats
- 90 feet, 12 seats
- Circular Seating
- Small Footprint
- Tower equipped with LED lights
- Vehicle equipped with LED lights
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Photos courtesy Jason Knutson



PHOTO COURTESY SEAWORLD

SeaWorld San Diego's Skytower ride celebrated its 40th anniversary in October. It stands 320 feet tall.

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Parks roll out the cider, shows and lights for holidays

Pam Sherborne
Amusement Today

Just as *Amusement Today* was going to print with this December issue, parks all across the nation were putting the finishing touches on the decorations for their final themed season of the year, Christmas. Here is a look at what a few of nation's parks are doing this holiday season:

Disneyland Resort, Anaheim, Calif.

Guests will know it's Christmas at Disney's California Adventure at the entrance, where the eight-foot tall letters that spell out California to resemble a postcard have been redecorated from their usual golden metallic tinge to look like candy canes.

The decor is the main attraction at Disney's California Adventure, but at Disneyland Resort, guests can see a 60-foot-tall Christmas tree decorated with thousands of lights on Main Street USA and watch a daily Christmas parade, said John McClintock, senior publicist at Disneyland.

Christmas activities began a week earlier this year, on Nov. 13, and go through the New Year.

Sleeping Beauty's Castle is transformed into Sleeping Beauty's Winter Castle, the centerpiece of a show that begins every evening after dark.

"The show takes place in segments," McClintock said. "There will be music and lights that will travel down Main Street illuminating the buildings, all the way down Main Street USA and finishing at the Christmas tree. Then it concludes with our holiday fireworks show."

The Christmas parade usually takes place twice a day, one in the afternoon and once in the evening.

A couple of Disneyland's rides, including the famous It's a Small World, also are rethemed to suit the holidays. The nations included in the ride are redecorated for the holidays and holiday songs such as "Jingle Bells" and "Deck the Halls" are mixed in



PHOTO COURTESY DISNEYLAND

Disneyland's famous It's A Small World ride is transformed into a winter wonderland during the holiday season. It is just one of several rides that take on a Christmas look for the holiday.

with the ride's famous theme song.

The Haunted Mansion from Tim Burton's *The Nightmare Before Christmas*, based on the Disney movie, gives park officials the opportunity to mix Halloween and Christmas.

"It becomes the haunted holiday mansion," McClintock said. "This overdressing begins with the celebration of Halloween. The characters from Tim Burton's *A Nightmare Before Christmas* appear throughout the Haunted Mansion in quite an extensive overdressing of that holiday attraction."

At Disney's California Adventure, Christmas is celebrated with a little redecorating. That park is going through a major expansion now, McClintock said.

"There are a number of construction walls up," he said. "But all the major attractions will still be operating." Park Hopper tickets for Disneyland and Disney's California Adventure cost \$97 for ages 10 and up and \$87 for ages 3 through 9, McClintock said.

Once school lets out, attendance really picks up.

"We've never had a Christmas at Disneyland where the holidays were not celebrated," McClintock said. "The times when school is out are among the busiest times during the holiday."

Dollywood's Smoky Mountain Christmas, Pigeon Forge, Tenn.

When Dollywood officials

launched Smoky Mountain Christmas in 1990, the tourist area surrounding Pigeon Forge, Tenn., had grown quiet during that time of year.

That's not the case nearly 20 years later, as Pigeon Forge and the nearby towns of Gatlinburg and Sevierville have gotten into the act with Winterfest, a celebration that goes hand in hand with the one at the amusement park.

"Now all three cities have Christmas lighting and displays," said Pete Owens, public relations manager for the Dollywood companies. "It extended this area's tourism season to what was an October-ending market because of the leaves – this is a big leaf-viewer area – to the end of the year. Now Dollywood operates into early January so we can provide that Smoky Mountain Christmas experience."

In Dollywood proper, a Smoky Mountain Christmas means four million lights illuminating the amusement park, seven holiday shows and a lighted Christmas parade.

"It's an all-encompassing holiday experience for families," Owens said. "We have targeted family and we have shows from a living nativity to large production shows to 'Dollywood's Babes in Toyland,' which features a cast of 20 performances and a fully-orchestrated musical score, as well as the park's signature show, 'Christmas in the Smokies,' which features a 12-member cast and a seven-piece band performing holiday songs."

Dates for both those shows range from Nov. 12 to

Jan. 2, but the entire Smoky Mountain Christmas event takes place from Nov. 7 to Jan. 2.

Both the event and the shows are popular. In September, during *Amusement Today's* 2009 Golden Ticket Awards ceremony held in September at Legoland California, Dollywood took home its first trophy for Best Shows and also won for Best Christmas Event.

The event has been good for business, Owens said. Dollywood's season started out as Memorial to Labor days, extended through October.

"Now we're able to extend our season two more months, which is significant in our industry," Owens said. "Now the Dollywood season is extended into early January. It allows families that are vacation or taking that holiday into early January."

He estimates that the extra shoulder season brings in an additional 350,000 to 400,000 patrons a year to the park.

All rides except the water rides operate during the event as long as the temperature stands at 40 degrees or above, Owens said.

"Of course, even if it does get colder, we have an indoor coaster, Blazing Fury," Owens said. "And a traditional favorite is The Polar Express 4-D Experience, which offers a Christmas-related experience in a 4-D motion simulator."

Other shows include "Twas the Night Before Christmas," an 1980s era show featuring carols and Christmas music; "An Appalachian

Christmas," a mountain music performance; Kingdom Heirs Christmas, a gospel show; and a lighted Christmas parade once a night during the week and twice on weekends.

Admission costs \$53.65 for ages 12-59, \$42.45 for ages 4 to 11 and \$50.30 for senior citizens.

Hersheypark Christmas Candyland, Hershey, Pa.

A theme park in Hershey, Pa. doesn't have to fake Jack Frost nipping at their customers' noses – it already can get a little wintry during the Hersheypark Christmas Candyland celebration, held mostly on long weekends between Nov. 16 and Dec. 31.

Still, the event runs about 30 of its 65 rides, but none of the roller coasters or water attractions.

"We have primarily family and children's rides open at Christmas," said public relations manager Kathy Burrows.

The park is transformed into a holiday village, complete with one million lights and Santa and nine live reindeer.

"We have a lot of shops that are decorated seasonally," Burrows said.

Costumed characters such as Mr. Hershey Bar, the Hershey Kiss and Ms. Reese get into the act by donning Santa hats and matching mittens and scarves, and season-appropriate characters such as Jingles the Christmas Moose and Mr. and Mrs. Frosty also walk around and greet guests.

► See HOLIDAYS, page 14



PHOTO COURTESY DOLLYWOOD

Dollywood goes all out in decorating the Tenn. theme park for the Christmas holidays. This also marked the second year in a row the park has won *Amusement Today's* Golden Ticket Award for Best Christmas Event.

►HOLIDAYS

Continued from page 13

New this year will be a choreographed light show featuring 127,000 bulbs dancing around to high-energy Christmas music.

"We own Dutch Wonderland (in Lancaster, Pa.), and last year, one of the employees came up with the idea of a light show choreographed to music," Burrows said. "It was an amazing success, so we decided to do our own. Everything we do, we want to appeal to families – all ages – as much as possible, so we thought this would be perfect."

The 50-foot-tall Kissmas Tree featuring ornaments in the shape of Hershey Kisses will be included in the display.

"We've had that for a few years," Burrow said. "We thought this was a good time to incorporate it into another light show so it will be even more spectacular."

For a separate fee (\$20 per car) guests can drive through the 2.3-mile "Hershey Sweet Lights" attraction, which features nearly 600 illuminated and animated displays. Otherwise, Hersheypark Christmas Candylane costs \$10.95 for ages 3 and up.

On Dec. 6 and 7, "Holiday with Dickens" will be presented at The Hotel Hershey, giving guests the opportunity to see Charles Dickens' classic tale, "A Christmas Carol," performed by Gerald Charles Dickens, the great-great-grandson of the author, during an afternoon English tea or at dinner.

At Hershey Lodge, guests can attend a holiday dinner theater performance of "Christmas in Chocolate Town: A Holiday Dinner Musical." The seasonal revue is celebrating its 10th anniversary this year and features both traditional holiday music and newer tunes.

Hersheypark has held Christmas Candylane for 25 years now and park officials have found that the event is like any other season – dependent on Mother Nature, which delivered a rainy summer to the northeast in 2009.

"It's very profitable if the weather is good," she said. "But if the weather is bad,

the crowds don't come out. People like to go outdoors if the weather is decent."

Knott's Berry Farm's Knott's Merry Christmas, Buena Park, Calif.

Knott's Berry Farm has the perfect name to brand end-of-the-year holidays. "Berry" rhymes with both "scary" and "merry," providing the way to capitalize on both Halloween and Christmas.

Add in the Peanuts gang – Knott's Berry Farm has had a long-time relationship with Charles M. Schulz – and Knott's Merry Farm also can incorporate one of the country's most beloved Christmas television specials in the season.

"We opened Camp Snoopy in 1983," said Jennifer Blazey, senior publicist for the park. "It became the first area of any amusement park designed for kids under 12 and it was all themed toward the Peanuts characters."

Knott's Berry Farm takes advantage of that beginning with "A Peanuts Holiday Parade," which kicks off Thanksgiving Day with the characters Charlie Brown, Lucy, Linus, Sally, Schroeder and Snoopy in tow.

"You'll see Lucy cooking and we have Charlie Brown decorating a tree and Snoopy riding a sleigh," Blazey said. "Each float has one of the characters as its focus."

Guests also will be able to see a musical performed in the 2,100-seat Charles M. Schulz Theatre called "Snoopy's Cool Christmas."

"Snoopy is the main focus and we have professional skaters, dazzling costumes and traditional music with some contemporary too."

In the Camp Snoopy section of Knott's Berry Farm, "Winter Wonderland" features the Peanuts characters again on a smaller stage. Then, every evening, "Snoopy's Calico Christmas Tree Lighting" takes place in Calico Square, featuring characters dressed up as Snoopy, Lucy, Linus, Sally and Charlie Brown hosting a song-and-dance show that features carolers and a sing-along.

Another giant tree has a walk-through base that allows guests to see a little Christmas scene.

All shows are free with the price of admission, which

costs \$42.99 for adults and \$23.99 for children and senior citizens 62 and older.

All rides will be open during the event and one is rethemed for Knott's Merry Christmas. The Timber Mountain Log Ride becomes Elf Mountain Christmas and sets up a scene of Santa and his elves getting ready for Christmas.

Knott's Merry Farm will not include any new features this year, Blazey said.

"We're bringing back stuff that has been really successful for us," she said. "There is nothing brand new this year."

Legoland California's Holly Jolly Holidays Carlsbad, Calif.

Legoland's Christmas holiday started off in proper fashion a few days after Thanksgiving, with Tori Spelling and her husband, Dean McDermott, on hand to light a 30-foot tall Christmas tree made out of 245,000 forest green Lego bricks and adorned with Lego ornaments.

Legoland has been celebrating Christmas almost since its 1999 opening, said Julie Estrada, media relations specialist for the Carlsbad, Calif. park.

"We have more entertainers this year and more of the theme park transforming into a holiday wonderland feel," Estrada said. "We'll have more decorations and every weekend we will have carolers and elves hand out candy canes when you walk in."

Miniland USA, an area of the park that utilizes about 24 million Lego bricks to create scenes from around the world including Las Vegas, New York, New Orleans and Southern California, all will be decked out with Christmas scenes as well, Estrada said.

"During the holidays, we'll have a Lego display of Santa and his reindeer, a seven-foot display that's life size so kids can get in there and pose with him," Estrada said.

The Washington, D.C. scene will show Santa landing on top of the White House. "It's a cute scene," Estrada said. "He has his hands in the air and the Secret Service are pointing their guns at him."

A new show this year, "Let It Snow," presented by the Playtown Theater, will open the weekend of Nov. 27



PHOTO COURTESY SCHLITTERBAHN

Following the huge success of its first-ever Christmas event, Schlitterbahn is back for its second year. Shows, ice skating and twinkle lights are just part of the fun this Texas waterpark as to offer.

and run through Christmas. "It's a holiday show about a 10-year-old girl, Emily," Estrada said. "She wishes for holiday magic and her toys spring to life to help her realize her yuletide wish."

That would be for it to snow in Southern California. Because it doesn't really snow in Southern California, the park's 60 rides, shows and attractions also will be up and operating.

Spelling and McDermott, star of the Oxygen network reality show "Tori and Dean: Home Sweet Hollywood," will appear with San Diego-based kids' musical group the Jumpitz, who have made a couple of appearances on the Oxygen show.

"They are going to be performing at the tree lighting and at our kids New Year's Eve event as well," Estrada said. "That's become really popular."

The Dec. 31 event starts at 3 p.m. and ends at 6 p.m. with a brick drop at 6 p.m. instead of midnight. "Kids can come out and celebrate but they don't have to stay up until midnight," Estrada said.

Admission costs \$65 for adults and \$55. For an extra \$10, guests can get a "park hopper" ticket and also visit the adjacent Legoland California Sea Life Aquarium.

Estrada declined to give out attendance numbers but said it usually grows from one year to the next.

"We have lots of guests that come back each year to see what we've done," she said. "We've been bigger and better and attendance usually reflects that."

Schlitterbahn's Hill Country Christmas New Braunfels, Texas

Last year to celebrate the Texas-based waterpark's 30th anniversary, park officials

decided to introduce a new event: Schlitterbahn's Hill Country Christmas.

And why not? With temperatures often reaching into the 70s and even sometimes the 80s in the foothills near San Antonio, guests can experience the wonder of the Christmas season without the accompanying chills.

That means Schlitterbahn is converted from a waterpark to a bright and festive holiday playground complete with one and one-half million white lights, playing off the area's German heritage.

This year's Schlitterbahn's Hill Country Christmas takes place from Nov. 20 through Jan. 3, filling the park with guests during the off-season, as Schlitterbahn otherwise is open from mid-April to mid-September.

"We had 238 on-site rooms that were empty," said Jeffrey Siebert, director of corporate communications and sales. "We have a beautiful park and we're in a beautiful part of the country – hill country in Texas terms. We wanted to expose this and bring it to life in a way that only Schlitterbahn could do."

Although the waterpark rides do not open for the Christmas event, guests can bring their bathing suits and partake of a giant hot tub, themed the Winter Wassail Hot Tub. Otherwise, it's clothes on for all other attractions, including a large alpine slide and a giant outdoor skating rink.

Park officials will use giant chillers to convert a lagoon into an ice rink.

"As far as we know, it's going to be the largest outdoor skating rink in Texas," Siebert said. "The thing we tout is that it's real ice. We work with a company in Miami. If anybody knows ice, it's our

► See HOLIDAYS, page 15

►HOLIDAYS

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friends in Miami."

That's important, because with temperatures going up to 80 sometimes, the ice needs help remaining chilled.

Guests can bring their own skates or they can rent them for \$10.

"It's fun to watch Texans try to ice skate," Siebert said.

When guests enter the park, they will see a forest of Christmas trees feature 700,000 clear lights. In addition to the sights, they also can see two live performances: "Scrooge's House," a version of "A Christmas Carol," and a new production for this year, "Home for the Holidays."

Siebert classifies the other three shows as "illuminated spectacles," including "Christmas Reflections," featuring lighted trees on barges on the nearby Comal River.

"It took off last year so much that we are doubling it," Siebert said, noting that six Christmas trees would flash lights in synchronized choreography to contemporary Christmas music by such artists as Mariah Carey and the Trans-Siberian Orchestra.

The other two illuminated shows include "Holiday Illumination," using 30 stacked Christmas trees on three different levels to create one giant tree; and new this year, "The Greatest Story Ever Told," a light show that features a narrative on the birth of Christ.

Other than buying food or merchandise or renting skates, everything is free for the admission price of \$17.99 for ages 13 and up and \$15.99 for 12 and under and over 55. Many of last year's guests were not the regular visitors or had not been in several years.

"It definitely helps the brand fully, having folks visit in the winter," Siebert said. "We took advantage of communicating our event to let them know, 'Hey, we're doing a new Christmas event.' It was very well-received by the community, and this year, we're billing it as 'Bigger, Better and Brighter.'"

**Silver Dollar City's
An Old Time Christmas
Branson, Mo.**
Silver Dollar City's An Old



PHOTO COURTESY SILVER DOLLAR CITY

Silver Dollar City's An Old Time Christmas dazzles with the acclaimed five-story special effects Christmas tree and an encompassing light-and-sound show at the park. The festival includes the production A Dickens' Christmas Carol, a Holiday Light Parade, the interactive kids' show Frosty, and over 4 million lights.

Time Christmas started out as a way to attract guests to the Branson, Mo. area during the off season to a celebration that encompasses the entire town, said Brad Schroeder, director of entertainment and events.

"When we first started it, the town pretty much closed up at the end of October," he said. "We approached the ownership and said, 'What do you think about a Christmas event?' They said, 'The roads are windy and nobody will drive here.' We did about 50,000 that year and now it's up to 350,000. It's one of those ideas that worked."

Silver Dollar City's Christmas event is one of six festivals held throughout the year and that's the approach management takes to the celebration. This year's event takes place Nov. 7 through Dec. 30, Thursdays through Sundays through Dec. 20 plus Wednesday, Nov. 25 and then daily from Dec. 26-30.

"Quite honestly, it feels like a whole other season for us," Schroeder said. "Everything changes. Our hours of operation change from predominately daytime to afternoon and evening. The food changes to seasonal fare. Clothes change and there are lights everywhere."

About four million lights decorate the property.

"These 350,000 people, the things they talk about are the lights and the shows," he said. "We're gratified that the shows are mentioned right up there."

The shows are live and predominately music-based, fitting in with what tourists have

come to expect from Branson. The premiere Christmas show is called "A Dickens Christmas Carol," a musical adaptation of "A Christmas Carol" that opened in 2003.

"We opened it then with the expectation that it would run three years," Schroeder said. "Now we're in year number seven. The customers won't let us close it down. It's turned into one of those family traditions, liking going to see the lighting of the Christmas tree in Rockefeller Center."

Once adults pay \$54.81 to get through the gate (\$44.06 for ages 4 to 11 and \$52.66 for senior citizens 62 and up), everything but food and merchandise is free. "All the shows are part of the admission price," Schroeder said.

They can see a five-story Christmas tree with a million lights in the park's city square, which is the focal point for the holiday display.

"There is a light and sound show every 15 minutes, a computerized light and sound show, with computerized music playing."

A parade with lighted floats and themed characters such as a dancing snowflake and a fairy princess goes through the city square twice an evening, Schroeder said.

All rides that are not water based run during the event as well.

"If it involves water, those rides are closed. But most of the rides are operating."

**Universal Orlando Resort,
Orlando, Fla.**

An amusement park that has an archive of movie brands

– including the holiday-appropriate "How the Grinch Stole Christmas" – has easy access to some festive fun for guests.

At Islands of Adventure, producers were able to key off Universal Studios' 2000 film based on the Dr. Seuss classic to create "Grinchmas," a live stage show featuring an original musical score by Mannheim Steamroller.

"We offer unique entertainment at Universal," said Michael Roddy, manager of show development. "We try to find things that are based on memories. We go out and search for a partner, and one of the biggest ones was the Grinch. We have had the opportunity to work with Universal Pictures and bring the Grinch character to life. That grew and grew to become a tradition, and then we partnered with Mannheim Steamroller."

Over at sister park Universal Studios, a seven-year-old partnership with Macy's has resulted in a daily parade, the Macy's Holiday Parade, based on the famous Macy's Thanksgiving Day Parade and using some of the same giant balloons that are packed up and shipped to Florida following the New York City event.

"These balloons go through our New York backlot and we create the Macy's Thanksgiving Day Parade," Roddy said. "And we have a 30-foot tree, and Santa Claus is there and some high-kick dancers."

The parade will take place daily, and three of them will

**"Grinchmas"
a live stage
show featuring
an original
musical score
by Mannheim
Steamroller
is just one
of the many
Christmas-
themed shows
found at the
Universal
Orlando Resort
this holiday
season.**

PHOTO COURTESY
UNIVERSAL
ORLANDO

be followed up with concerts. On Dec. 5, opening day of Universal Orlando Resort's holiday event, Mannheim Steamroller will perform a concert at Music Plaza, a new outdoor venue at Universal Studios.

Following the Dec. 12 parade, Chris Isaak will perform, and then Natalie Cole will present a holiday concert following the Dec. 19 parade.

"We tried to find three very diverse artists," Roddy said. "When you think about Natalie Cole, you think about Nat 'King' Cole, who sang the original standard 'The Christmas Song.' If you connect the dots, it doesn't get more fun and Christmas than that."

Admission for both parks costs \$99.99 and the concerts are free.

Back at Islands of Adventure, the "Grinch" theme will be carried out in other ways, including having characters dressed up as the Whos of Whoville.

"The Whos are all about decorations," Roddy said. "The Whos like Christmas and they are these worker bees whose main motivation is decoration on top of decorations. If you stand still, they might decorate you."

In addition to the 30-foot tall Christmas tree lighted at the end of each Macy's Holiday Parade, other trees decorate the parks. Santa lights the large tree after the parade, "and it kind of glows and goes with the timing of the music, and then it snows," Roddy said.





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Parks shine under the twinkle lights for Christmas

Tim Baldwin

Amusement Today

Christmas is a special time for families around the globe. Unlike any other holiday, the joy and celebration of Christmas carries on far beyond just a day, but creates a lengthy season of happy memories. Theme parks around the world have explored entertaining guests during this special time of year. Below, *Amusement Today* continues our park tour of Christmas events.

Europa-Park Rust, Germany

Across the Atlantic, Europa-Park has produced a wonderful product, not just for the residents of Germany, but for all of Europe. Roland Mack, managing partner for Europa-Park says, "The atmosphere is definitely something that's very special about Europa-Park in winter. I just love the beautiful Christmas decorations and the sparkling lights, especially when it's getting dark in the evening."

"But what I like most is that we are able to offer so many activities for all the family! After all, at Christmas the whole family wants to be together." Mack adds, "As a park owner I am very fortunate to see all those families having fun together at Europa-Park."

A wintry ride on Euro-Mir or one of the park's other coasters is only the beginning. Guests can race down a snow ramp in tubes or ice-skate on a large rink. There is even a Children's Ski School where young ones can begin a first skiing experience. For the adults among the group, frosty beverages are available in the sub-zero temperatures at Glaciar, an ice bar. The Globe Theatre delights guests with "The Christmas Miracle," one of several shows performed daily.

The largest theme park in Germany also boasts four 4-star themed hotels. During the winter, the hotels are decorated festively for the season.

Walt Disney World Resort Orlando, Fla.

On the east coast, Walt



PHOTO COURTESY EUROPA-PARK

Europa-Park's Euro-Mir spinning coaster gets all dressed out for the Christmas season. It is just one of several thrills awaiting guests during the holidays.

Disney World in Orlando, Florida has special attractions and events throughout the season. Mickey's Very Merry Christmas Party is a separately ticketed event at Magic Kingdom held on select days throughout November and December. This special party features "Mickey's Once Upon a Christmastime Parade," the Castle Dream Lights, an exclusive fireworks production of "Holiday Wishes: Celebrate the Season," complimentary cookies and cocoa, a snow fall on Main Street, and many of the park's popular attractions are offered. The special event runs from 7:00 p.m. to midnight.

Epcot carries on the tradition of Holidays Around the World. The Candlelight Processional is a special holiday thrill held nightly at the American Gardens Theatre. The story of Christmas is stirringly retold with a special celebrity narrator for the evening, accompanied by a 50-piece orchestra and mass choir.

Disney's Hollywood Studios saw the return of The Osborne Family Spectacle of Dancing Lights on November 10 and it will continue through January 4. Millions of glittering lights are perfectly synchronized to holiday music. The magnitude of the display is hard to take in as Disney blankets entire buildings in sheets of multi-colored lights.

Twirling carousels, angels reindeer and more complement the display.

Six Flags Over Texas Holiday in the Park Arlington, Texas

For the 25th year in a row, Six Flags Over Texas (Arlington, Texas) will illuminate their parachute ride into a 17-story Christmas tree during Holiday in the Park. New for the festival this year is Santa Land. Guests can board the park's steam train and journey to Santa Land along with carolers. Once inside, little ones can visit with Santa, see the workshop, and there is a special gift shop where they can buy gifts for mom and dad. "It's a full experience," says Sharon Parker, public relations manager for Six Flags Over Texas.

Also new for the holiday event this year is the Holiday Tree of Trees. Located in Six Flags' star mall, the new 56-foot tree, made up of trees within the tree, offers guests a light show synchronized to music throughout the night.

Six Flags Fiesta Texas San Antonio, Texas and Six Flags Discovery Kingdom Vallejo, Calif. Holiday in the Park

Sister parks Six Flags Fiesta Texas and Six Flags Discovery Kingdom return for a third year with their own Holiday



PHOTO COURTESY WALT DISNEY WORLD

It's everyone's Christmas wish as fireworks set the night sky aglow with festive cheer during Mickey's Very Merry Christmas Party in the Magic Kingdom at Walt Disney World.



PHOTO COURTESY SIX FLAGS OVER TEXAS

Six Flags Over Texas is always a sea of color at night, thanks to its 17-story Christmas Tree made of lights from the park's parachute ride. Holiday in the Park enjoys its 25th year this Christmas season.

in the Park festivals. In San Antonio, the snow hill (a treat for southern Texans) is all new. Plus, the park showcases "The Majesty of Christmas," an elaborate production written for Six Flags by the makers of The Promise. In addition to amazing costuming, a large cast of both singers and ani-

mals, and flying angels, a live camel is led through the audience as part of the show.

In California, Discovery Kingdom presents holiday versions of their sea-life shows with dolphins, sea lions and a killer whale. The park has also doubled the size of their snow mountain.



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BRIEF

WWA educational programs for 2010 announced

The WWA announced its return to San Antonio, Texas on Oct 6-10, 2010, for the 30th anniversary WWA Symposium and Trade Show. Complete with incredible waterparks, outstanding food and the picturesque River Walk, San Antonio, Texas has been a favorite convention site for WWA members for years.

The association will also produce three regional education events in 2010.

- January 27 & 28, WWA heads to Chicago for a special regional symposium held in conjunction with the Illinois Association of Park Districts and the Illinois Park and Recreation Association's annual conference at the Chicago Hilton. More than 4,500 Illinois park and recreation professionals and students are expected to attend the IAPD/IPRA conference featuring 200 educational sessions and 300 exhibitors.

- March 2 & 3, the 5th Annual WWA European Symposium will take place at The Alpamare Resort in Bavaria, Bad Tölz, Germany. Long considered an institution and trendsetter in the industry, The Alpamare has hosted more than 14 million guests since it opened in 1970. The distinctive waterpark and spa resort offers attendees an inside look at

► See WWA, page 22

Attendees came from 22 countries

Solid attendance helps drive successful WWA show

It was one of the most challenging years the waterpark industry has ever seen. Parks across the U.S. felt the combined impact of the economy and the 34th coolest summer on record.

Despite the difficult season, industry regulars and many first-time attendees made the 29th Annual World Waterpark Association Symposium & Trade Show at Disney's Coronado Springs Resort a great success.

"While many association trade shows have accepted enormous decreases in attendance this year, we were aggressive in going after new faces to increase first time attendees and drive trade show floor traffic," said Rick Root, WWA President. "We're pleased to report attendance at the 2009 Disney show matched last year's show in Las Vegas."

A prosperous trade show

"As a whole, the trade show industry has reported significant drops in floor space and number of exhibitors," reported Root. "Our strong supplier participation resulted in more paid booths on the 2009 trade show floor than our last trade show at Disney."

"We really had a fantastic show this year. Not only did it exceed our expectations, I would have to say it was one of the best WWA shows we have had in years—more purchase planning on the floor," said Darren Schauf, F.A.S.T. Corporation.

"All in all we were quite pleased with the outcome of

the WWA Show. The quality of the leads obtained exceeded our expectations. The show proved that projects continue to be developing, albeit slowly, and that there are active plans for park expansions and new projects," said David Kiem, Aquatic Development Group.

"WWA has a strong following and lots of support from its members. It's always great to see that in full swing. Touching base with all of the exhibitors and consistently hearing that the show was a success was a real pleasure. A big thank you to everyone!" said Patty Miller, director of tradeshow and supplier relations, World Waterpark Association.

The WWA welcomed many new exhibitors to its trade show floor, hosting 342 booths in the 100,000 square foot exhibit hall. "As a first-time exhibitor we were pleasantly surprised and impressed by the quality and quantity of attendees," said Dan Gundrum, eProfit Solutions, LLC.

"The show generated a positive feeling amongst the exhibitors and attendees. In spite of our current economic climate...there was an air of optimism at the WWA Show. It exceeded our expectations!" said Rob Lawson, Lawson Aquatics.

"Everybody was so helpful and open to listening to new ideas. With such a good mix on the trade show floor, we feel that we addressed all our needs," said Jim Hale, Dynamic Waters, LLC.

► See SHOW, page 23



WWA PHOTO

Attendees listen to Simon T. Bailey speak at his session, "Igniting Brilliance in Times of Change" during the WWA's Symposium.



WWA PHOTO

Disney's Magnolia Golf Course played host to one of WWA's most popular events, the Annual Golf Tournament.

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WWA Chairman Chris Swartz hopes to increase member benefits, sees signs of economy recovery

Pam Sherborne
Amusement Today

Inclement weather was a significant player for the 2009 season for many of the World Waterpark Association (WWA) members. WWA Chairman Chris Swartz, NRH2O Family Waterpark, said his park felt these challenges right alongside many of his colleagues.



Swartz

"Memorial Day weekend and the last two weeks of July were especially difficult for us," Swartz said. "Overall, our attendance was pretty flat and we saw our revenues off a few percentage points from 2008."

The economy also played a significant role. Projects were put on hold and guests were spending fewer dollars. But, Swartz, who entered his second year as chair during the WWA Convention and Trade Show in October, said he is seeing recovery ahead.

What do you think are the most significant challenges the waterpark industry is facing?

"The decrease in available financing for new projects has presented a challenge to the industry. Because of the general unease of the current state of the economy, I think parks froze

many existing projects — both new development and/or existing facility capital expansion. This has had an impact on the industry as a whole. However, with the economy showing signs of recovering, this should change and we should see some projects that were previously on hold moving forward."

What do see as some of the more significant trends in the industry?

"I think the blending of the use of technology within the waterpark industry will continue to increase. We are already seeing products starting to be offered that have an on-park component that blends into an at-home component via the Internet. As in other industries, the use of tools such as Twitter, Facebook, YouTube, etc., are becoming more common. Our guests are also communicating even more with each other via these and other sites, so providing that positive experience becomes more important than ever because now with the click of a mouse, guests can speak to a worldwide audience."

What has it meant to you to serve as the chair of the WWA? What do you hope to accomplish and what do you think you will gain?

"I think it is not too much of a stretch to say that involvement with the WWA has been one of the most important parts of my

career. I was fortunate enough to attend my first Symposium and Trade Show while still attending college. Since that first experience many years ago, I have always looked forward to all the opportunities that membership and participating in the WWA has provided both the facilities for which I have worked and myself personally. In fact, I have found over the years that time invested in the association has resulted in greater returns making this a very worthwhile effort.

"While serving as chairman, I hope to continue the tradition of our providing services to our membership that are relevant and provide real benefits. We are in the process of developing an insurance program for our members. Coupled with the association's first certification program, these two new initiatives, in conjunction with all of the other great programs and information the WWA already provides, really sets the WWA apart as the premier association for those involved in the waterpark industry.

"What I've gained so far is a deeper understanding of our industry and how it is really a community of worldwide members. I have had the opportunity to meet with some of the best minds in our industry. It has been a pleasure for me to be able to pick their brains on issues and topics relating to the industry."

►WWA

Continued from page 19

a world of attractions offering both relaxation and adventure including: the longest water-slides in Germany, the new IceXpress slide, Europe's first indoor surfing installation, an indoor wave pool and the unique salt water Thermal Springs.

• April 24 & 25, WWA returns to Dubai, for the 3rd Annual Middle East Symposium presented in conjunction with The Dubai Entertainment Amusement & Leisure Show. The Middle East Symposium provides vital insight into this growing market and its unique issues, along with a first hand look behind-the-scenes of some of the world's most elaborate and cutting edge attractions.

World Waterpark Association's 2009 Wave Review Winners

During its 29th Annual Symposium & Trade Show held recently in Orlando, Fla. the World Waterpark Association named its 2009 Wave Review award winners. The winners are listed by category, then by park attendance, see key below.

- Winner, up to 100,000 annual attendance
- Winner, 100,000 to 250,000 annual attendance
- Winner, 250,000 annual attendance and up

Billboard winners

- King's Pointe Waterpark Resort, Storm Lake, Iowa
- Splash in the Boro Family Waterpark, Statesboro, Ga.
- Hyland Hills Water World, Federal Heights, Colo.

Brochure winners

- Wet Zone Waterpark, Rowlett, Texas
- Waterworld Waterpark, Ayia Napa, Cyprus
- Sandcastle Waterpark, Blackpool, U.K.

Direct mail winners

- DryTown Waterpark, Palmdale, Calif.
- Ocean Breeze Waterpark, Virginia Beach, Va.
- Hyland Hills Water World, Federal Heights, Colo.

Email campaign winners

- Splash Kingdom Family Waterpark, Canton, Texas
- Nashville Shores, Hermitage, Tenn.
- Wild Wadi Waterpark, Dubai, U.A.E.

In-park promotion winners

- Surf and Swim, Garland, Texas
- Shipwreck Island Waterpark at Adventure Landing, Jacksonville Beach, Fla.
- Hyland Hills Water World, Federal Heights, Colo.

Poster winners

- Splash Kingdom Family Waterpark, Canton, Texas
- Shipwreck Island Waterpark at Adventure Landing, Jacksonville Beach, Fla.
- Roaring Springs Waterpark, Boise, Idaho

Press kit/media kit winners

- Splash Kingdom Family Waterpark, Canton, Texas
- Waterbom Jakarta, Jakarta, Indonesia
- Hyland Hills Water World, Federal Heights, Colo.

Print media winners:

- CoCo Key Water Resort at Holiday Inn Convention Center, Omaha, Neb.
- Mountain Creek Waterpark, Vernon, N.J.
- Noah's Ark Waterpark, Wisconsin Dells, Wis.

Radio commercial winners:

- Splash Kingdom Family Waterpark, Canton, Texas
- Big Kahuna's Waterpark, Destin, Fla.
- Wild Wadi Waterpark, Dubai, U.A.E.

TV commercial winners:

- Tundra Lodge & Waterpark, Green Bay, Wis.
- Waterworld Waterpark, Ayia Napa, Cyprus
- Hersheypark, Hershey, Penn.

Web site winners:

- DryTown Waterpark, Palmdale, Calif.
- Massanutten Waterpark, Massanutten, Va.
- Kalahari Waterpark Resorts, Wisconsin Dells, Wis.

SWIM! awards honorees

- Employee Retention & Rewards Programs honorees:**
- Magic Waters Waterpark, Rockford, Ill.

Employee Training Programs honorees:

- CoCo Key Water Resorts, Arlington Heights, Ill.
- Great Wolf Lodge-Grapevine, Grapevine, Texas
- Magic Waters Waterpark, Rockford, Ill.
- KeyLime Cove Water Resort, Gurnee, Ill.
- Massanutten Waterpark, Massanutten, Va.
- Splash Valley, Kankakee, Ill.
- Whale's Tale Waterpark, Lincoln, Neb.

Recruiting & Hiring Programs winners:

- Magic Waters Waterpark, Rockford, Ill.

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►SHOW

Continued from page 19

WWA show sees strong International contingent

Representatives from 22 countries including Argentina, Brazil, Bahrain, Kuwait, Germany and the United Arab Emirates explored the trade show in search of new, innovative products and services. "As an international developer, I believe being at WWA is a healthy endeavor," said Mohammed Khoursheed, Aqua Park/Al Jazera Entertainment Enterprises. "Learning about the newest products that improve things like water quality is imperative. Plus, [at the show] you get hands-on experience and you get to share your ideas with innovative suppliers and other operators."

Exhibitors provided show attendees with terrific offerings. The following companies were awarded for their creative and educational exhibits:

► See **SHOW**, page 26



AT PHOTOS

Clockwise from top left: Zebec's Scott Snyder, far left, discusses his tube product with two customers; Aquatic Development Group's booth stayed busy with customer meetings; Whitewater's Andrew Mellor shows off his musical talents with their new AquaTunes; and SplashTacular Entertainment debuted this racer slide concept, SplashRally.



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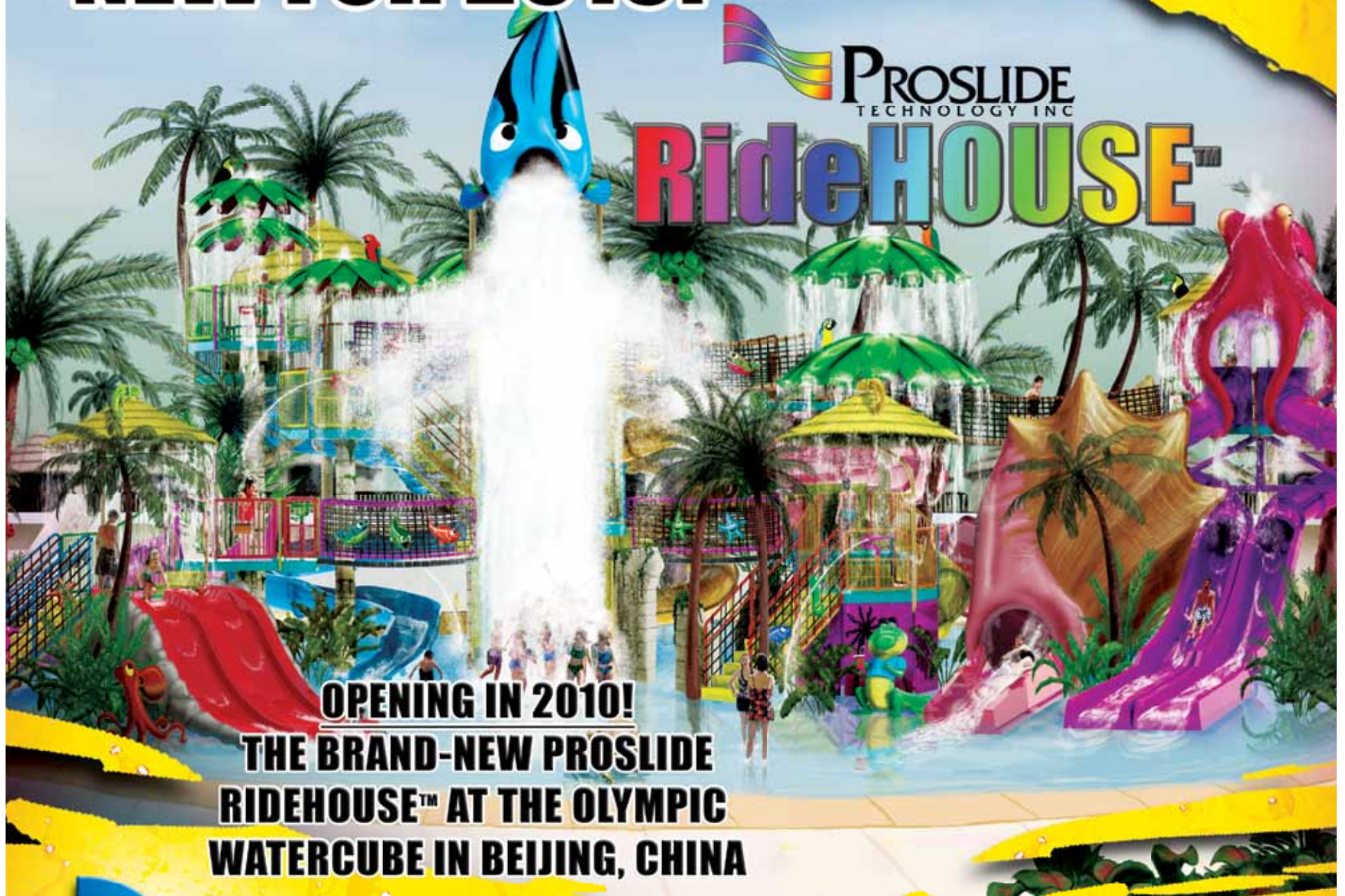
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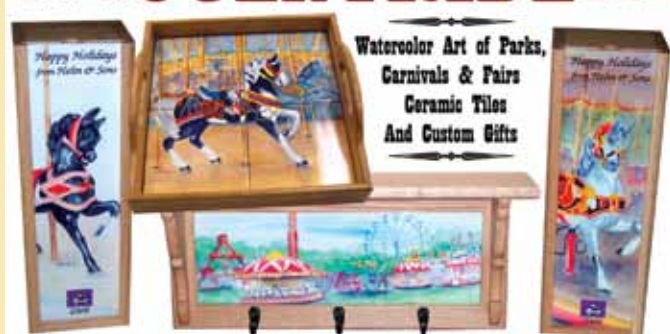
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►SHOW

Continued from page 23

- Best One - Booth Category: Ideal Software Solutions;
- Best Two - Booth Category: Salvin H2O Screen;
- Best Four - Booth Category: Aqua Kingdoms;
- Best Six - Booth Category: Water Technology, Inc.; and
- Best of Show: SplashTacular Entertainment.

Education is a hallmark of WWA show

The WWA Symposium & Trade Show is a once-a-year-opportunity for the global waterpark community to come together and learn from and about each other. "This past year was a particularly challenging one for our operators and this year's educational program was designed to address those challenges by offering new and innovative ideas and solutions," said Aleatha Ezra, director of park member development, World Waterpark Association.

"The WWA's Symposium is one of the best educational opportunities around," said Pat Daly, Rays Splash Planet.

In total, 108 speakers appeared in WWA's workshops and symposium sessions.

Honoring the best

One of the keynote events of each year's WWA General Session is the announcement of WWA Board Award recipients. The awards recognize member contributions in a variety of areas significant to the industry's success such as: dedication to guest and employee safety; excellence in leadership; innovation and creativity in designing new themes and attractions; and the development of standards that raise the bar for everyone employed in water leisure.

"The WWA Board Awards were designed to acknowledge the special talents and achievements of individuals and companies that contribute to the success of the waterpark industry," said Chris Swartz, chairman of the WWA's board of directors.

In the Board Awards ceremony, Swartz acknowledged the significant accomplishments of 21 exceptional recipients including:

•**Executive Board Award**, for special accomplishment in the water leisure industry.

Contributing to the building and industry expertise through education, training and development of the WWA membership: Rick Fuller, Hyland Hills Water World, Federal Heights, Colo., Brian Freber, Water Technology, Inc., Beaver Dam, Wis., Mike Kaminski, Chula Vista Resort, Wisconsin Dells, Wis. and Jim Dunn, Aquatic Development Group, Cohoes, N.Y.

•**Kelly Ogle Memorial Safety Award**, for significant contribution to guest and employee safety: Jenkinson's Breakwater Beach, Seaside Heights, N.J., Tom Werts, City of Kissimmee, Kissimmee, Fla. and the ASTM F24.70 Aquatic Play Task Group.

•**Al Turner Memorial Commitment to Excellence Award**, for leadership in excellence over the years. Creating a sense of community with collaboration, networking and partnering, influencing WWA's growth by their consistent example of business and operational excellence: Tiffany Quilici, Roaring Springs Waterpark, Boise, Idaho and The Rapids Water Park, West Palm Beach, Fla.

•**Industry Leadership Award—Waterparks**, for setting an exceptional standard for the industry over the years: Tim Gantz, Noah's Ark Waterpark, Wisconsin Dells, Wis., Busch Entertainment Corporation, Orlando, Fla. and Great Wolf Resorts, Madison, Wis., both for their Green Programs.

•**Industry Leadership Award—Suppliers**, for setting an exceptional standard for the industry over the years: Mike Holtzman, Profitable Foods Facilities, Poway, Calif., Kenn Ramage, Van Stone Conveyor / Launch Logic, San Dimas, Calif. and Steve Wilson, Grundfos Pumps / PACO Pumps, Olathe, Kan.

•**Industry Innovation Award—Waterparks**, for creativity in new themes and new ideas in water leisure: Atlantis The Palm, Dubai, United Arab Emirates, Sahara Sam's Oasis, Berlin, N.J. and Water Waves Land, Mashhad, Iran.

•**Industry Innovation Award—Suppliers**, for creativity in new themes and new ideas in water leisure: Haystack Dryers, Murfreesboro, Tenn.

The General Session also welcomed two new inductees into the WWA Hall of Fame. The WWA has inducted a total of 56 individuals into its Hall

of Fame, which honors the water leisure industry's most important pioneers and innovators. This year's honorees were:

•Ron Sutula, Schlitterbahn Galveston Island, and

•Joe Gibbons, Sega Republic Dubai.

Recipients of WWA's popular Wave Review marketing competition and SWIM! (Superior Waterpark Inspiration and Motivation) Awards for Training and Supervision were also recognized during the General Session.

In other news during the WWA annual meeting:

•The association launched two new benefit programs designed to save money and build revenue potential with affordable TV advertising and a new high-quality in-park radio program. The first, Splash Radio, provides waterparks with a customizable in-park radio network that can be sold to local sponsors. The second, Splash TV, is a new television advertising campaign that will be available to WWA members starting in April 2010.

•Announced that it had selected Haas & Wilkerson as a partner to develop a WWA member insurance program. The WWA and Haas & Wilkerson will spend the next few months working with WWA members to craft a program that reflects the waterpark industry's unique needs. The program will be rolled out in early January 2010 to meet the needs of members with spring insurance renewals.

•Announced the development of a new WWA Waterpark Certification program. The new WWA certification program will provide industry safety & operations testing and certification for association members. The certification program curriculum will be developed by the WWA Education Committee in partnership with Human Kinetics and will be presented in conjunction with an accrediting educational institution.

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BRIEF

Landry's announces plans for Galveston's Flagship Hotel

Texas-based Landry's Restaurants Inc. announced on Oct. 29 that it will restore Galveston's hurricane-rattled Flagship Hotel as well as install a double-deck carousel and a Ferris wheel to the 1,000-foot pier that extends into the Gulf of Mexico.

Tilman Feritta, Landry's CEO who purchased the 225-hotel in 2004 for \$500,000, has said he will spend at least \$15 million on the project, which should be online for the 2011 season.

Landry's Dancie Ware said the amusement rides will be consistent with those that were featured on the pleasure pier when it was constructed 69 years ago. Fertitta has successfully combined restaurants and carnival-style rides in tourist-oriented projects in Kemah and downtown Houston.

"This is absolutely exciting," said RoShelle Gaskins, spokeswoman for the Galveston Island Convention and Visitors Bureau. "History has shown that the old pleasure pier was a huge draw, and this will be even bigger."

The landmark hotel is the last major beachfront structure that is still showing evidence of Hurricane Ike, a powerful tropical cyclone that devastated the area in Sept. 2008.

Former Six Flags execs buy Nashville Shores

An investor group led by two former Six Flags executives have purchased Nashville Shores Water Park and Marina, a 385-acre facility about 10 miles east of Music City.

Kieran Burke, former chairman and chief executive officer of Six Flags Inc., and Gary Story, former president and chief operating officer of Six Flags, have formed Nashville Shores Holdings LLC and acquired Nashville Shores. Terms of the transaction were not disclosed.

"Gary and I have been looking for special opportunities on which we could work together again," said Burke, named president of the Nashville Shores Holdings LLC. "Nashville Shores presents a rare opportunity to develop an existing facility into a first rate waterpark, marina and campground close to the heart of a top

U.S. city.

"And, the growing and diverse Nashville market helped to convince us that when we deliver a first class waterpark in 2010, families and businesses in Middle Tennessee, as well as tourists that visit, will respond very positively," he said.

The new owners are planning a multi-million dollar program to expand the water park as well as improve current facilities. The upgrades are slated to be in place for the start of the 2010 season. A formal announcement of the new attractions and other upgrades is scheduled for the first week of December.

Entertainment attractions include Big Splash activity pool area, Wacky Pond Kiddie Pool, and nine waterslides.

Nashville Shores consists of a water-

park, marina and boat rental company on the shores of J. Percy Priest Lake. The facility's first operating season was in 1998, after being bought out of bankruptcy. It was then known as Hermitage Landing, with camping facilities and pools.

A story in the local *Tennessean* newspaper, which ran Nov. 4, stated that Mike Williams, one of the primary owners since the park opened in 1998, said "he was proud of its consistent growth."

The paper quoted him as saying, "At this time, I felt like it was the right time to sell the business to a group that could continue to build the park and make it a better place for families in Nashville to visit."

The story also said that Martin Strobel, the general manager, will stay on to run operations.

Jimmy Floyd Foundation

AIMS announces scholarship winners

AIMS International has announced in late Oct. that two Jimmy Floyd Foundation scholarships have been awarded to the 2009 AIMS Safety seminar. The seminar for the first time was co-located with the 2009 IAAPA Expo held in Las Vegas, last month.

This year's recipients were Bobby Park (California Department of Occupational Safety and Health) and Chad Renkin (Disneyland).

The scholarships cover the full tuition for the seminar, with 40 hours of classes, including hands-on training. Over 250 classes with over 100 instructors will be offered. Participants also received complimentary admission to the IAAPA Expo, where they could meet with key suppliers of safety products.

Jimmy Floyd was one of the owners and the operator of Cumberland Valley Shows headquartered out of Lebanon Tennessee. Cumberland Valley Shows, under Jimmy's leadership, was one of the premier traveling shows to run the mid-west from Michigan

to Florida. Jimmy was an advocate for safety and the betterment of the amusement industry and was active in ASTM F-24 and OABA. He was a big believer in safety training. Jimmy succumbed to cancer in early 1998 and has been missed by all those who knew him. He was a voice for the carnival industry and for safety. It was in his honor that a scholarship program was established by AIMS to help others improve their knowledge and skills in amusement ride safety.

Mark Moore, president of AIMS, said, "I am extremely proud that, through this scholarship program, AIMS continues to remind us all of the great contributions that Jimmy Floyd made and does so in a manner that results in some of the best and brightest members of the amusement industry receiving excellent safety training."

The AIMS Safety Seminar was held at the New York New York Hotel in Las Vegas.

ASTM F24

announces new Canadian standard

More than 100 attendees, including representatives from eight countries as far away as New Zealand, participated in a meeting in Toronto, Canada, held by ASTM International Committee F24 on Amusement Rides and Devices October 15-17.

The event encompassed nearly 40 technical meetings to review existing standards as well as new standards in development. A broad spectrum of issues from restraint design to aquatic play elements to trains were addressed. Len Morrissey, director, Technical Committee Operations, ASTM International, commented,

"The excellent international

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The show still goes on with the Royal Hanneford Circus

Pam Sherborne
Amusement Today

As in many years past, the circus family is still just that – a large family.

They may not be working under the same big top or under the same circus name, but their care for each other and those around them always remain.

Such is the case with the Hanneford family. Those in the Royal Hanneford Circus were touched when they learned that Gracie Hanneford left \$900,000 to her local school district in Lake George, N.Y., to create the Poodles Hanneford Scholarship for the Performing Arts fund, in memory of her father Poodles Hanneford, to advance post high school education among the local high school students. Even though Gracie Hanneford died in 2006, her estate had to be sold before the scholarship fund was announced.

"I hope that Gracie considered me as a friend," said Dwight Hanson, the general manager for the Royal Hanneford Circus. "I knew her for 35 years and found her



Above left, is the Royal Hanneford Circus' location at Adventureland Theme Park, Altoona, Iowa. The circus has played this park for the last 12 years. At right, is a view of The Big Top as seen at the Eastern States Exhibition (The Big E), Springfield, Mass., where the circus has played for the last 12 years.



PHOTOS COURTESY ROYAL HANNEFORD CIRCUS



Animals are always a crowd favorite including the tiger. Here Adam Burke, Royal Hanneford's animal trainer works with the tigers on a routine prior to showtime. No circus is complete without the trapeze artists who make moving through the air look like slow motion.



PHOTOS COURTESY ROYAL HANNEFORD CIRCUS

Hanneford's family tree

The Hanneford Family Circus, owned by George Hanneford Jr. and his wife Victoria is also still touring. George Hanneford Jr. is Tommy Hanneford's brother. George, Tommy and Kay Francis were the children of George Hanneford Sr.

George Hanneford Sr. and Poodles Hanneford were brothers. They had one sister, Lizzie Hanneford. These were the children of Elizabeth and Ned Hanneford. This was the family (Ned Hanneford had already died, however) that eventually came to the U.S. to work with Ringling Bros., Barnum & Bailey in 1915.

The first Hanneford that can actually be traced is Daniel Hanneford who married Sarah Elizabeth Bressey in Shoreditch, London, in 1790. This is the family to which all the performing Hannefords can be traced.

sense of humor to be the most enjoyable side of her, although there were many. She never let on that she had any kind of accumulated wealth.

"In her later years, she would appear to visit in a many year old Chevy van pulling an extremely old travel trailer with about six to eight dogs," he continued. "She would then appear in our show as a spotlight operator! I was extremely touched to learn of her endowment to the school."

Struppi Hanneford, who is now keeping the Royal Hanneford Circus running after her husband Tommy Hanneford died several years ago, said she is "very proud of Gracie." Her husband and Gracie Hanneford were cousins.

"Her father, Poodles, was probably the most famous of all Hannefords," Struppi Hanneford said. "I married into this family and I am fortunate to have done some

wonderful shows."

Gracie Hanneford also donated some of her family's circus memorabilia, including costumes and a painting depicting Gracie on horseback, to the International Circus Hall of Fame in Peru, Ind.

Modest as Struppi Hanneford was in talking about the Hanneford family, Struppi Hanneford actually had a quite successful circus trapeze act before even meeting Tommy Hanneford. Her first circus act was performed with Frau Johann (Trude) in the mid-1950s. The two did a trapeze act and a dog act. When she started performing with Tommy Hanneford, she dressed as an Indian maiden and worked under the name of Princess Tajana.

But, of course, times have changed and the circus has changed along the times. The Royal Hanneford Circus, the show Tommy Hanneford started in 1965, is still working on the road, though. Tommy

Hanneford landed a contract with the Shrine clubs in 1976 and, since, the circus has been working those dates with two arena units.

The circus now consists of two fulltime touring shows, a touring tent show which plays fairs and has two amusement park locations.

The touring arena units travel from the first of February through the end of May every week.

Hanson said they are currently playing three fairs. That number used to be higher but has declined over the years.

"That could be our fault," he said. "Maybe we haven't reached out enough. I don't know."

But, the fairs they do play are some of the nation's largest and that circus has become a mainstay. The circus plays the Miami-Dade County Fair and Expo, Miami, Fla., which begins traditionally in March and continues into April; the Eastern States Exposition (The

Big E), Springfield, Mass.; in September; and the Georgia National Exposition, Perry, in October.

These three fairs, respectively, had a 2008 attendance of 600,000; one million plus; and just over 400,000.

"We have played The Big E for about 35 years," Struppi Hanneford said. "We have the Georgia National Fair for about 30 years. And, we have played the Miami Dade County fair for between 25 to 30 years."

The Royal Hanneford Circus also plays two amusement parks during the summer season. It has had a location at Adventureland Theme Park, Altoona, Iowa, for the past 12 years. The location at Story Land, Glen, N.H., is in its second year.

Both have been very successful.

Hanson said the Royal Hanneford Circus doesn't travel with all its perform-

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►CIRCUS

Continued from page 28

ers. Most are hired for specific locations as needed.

"Sometimes a client will want one type of act and sometimes someone wants something different," Hanson said. "We have to be flexible and work with them. They may want a magic act, a trapeze artist, or a Wheel of Destiny. In the New Hampshire park we have these acts and we also have trained house acts."

Shows also differ in duration. Fairs normally want a shorter show than an arena performance because they want people to return to the midway. A normal fair show will last about 45 minutes. Sometimes a park show will be even shorter.

"It's all about what they want," he said.

Elephants aren't a norm for circus acts anymore, but Hanson said the Shriners still want elephants so that is what they get.

"We have had some problems with demonstrators from PETA (People for the Ethical Treatment of Animals) groups, but really that seems to have diminished some over the years," Hanson said. "The Shriners also want some wild animals. But, the Miami-Dade fair doesn't want any exotic animals. The Big E, though, does want elephants and I believe we are taking them back there this year. We have had elephants at the Georgia Fair, but I am not sure if they will be back there this year."

Over the years, Hanson has found there to be a decline in circus performers, especially in the U.S., making it sometimes a challenge to hire them for their specific locations.

"Most of our acts are now coming from foreign countries, like the Eastern European countries, Mexico and South America," he said. "I think there are still some schools in the U.S. that offer circus arts but not many."

Struppi Hanneford has seen many changes over the years as well. Even though she is the circus owner now since her husband's death, she is working the circus at Story Land park.

"I think the biggest change that has affected me is the modernization of everything, especially the wonderful trailers we have now," she said.

"They are more comfortable than the used to be. Where we used to maybe have water, we now have television, computers, DVDs, etc. But, sometimes the size of the trailers create a problem because it seems the parking lots have remained the same size."

Billie Martin, the circus' ringmaster, operates the location at Adventureland.

Hanson said this past season for their arena units were very good. In fact, he saw

a dramatic increase in ticket sales.

"It could be an affect of the economy," he said. "You can come to our circus for about the same price as a movie ticket. People are staying closer to home and looking for value entertainment. It is very refreshing."

He hopes the remainder of the season goes as well.

For more information visit: www.hannefordcircus.com.

"Most of our acts are now coming from foreign countries, like the Eastern European countries, Mexico and South America. I think there are still some schools in the U.S. that offer circus arts but not many."

—Dwight Hanson
general manager
Royal Hanneford Circus

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PEOPLE WATCH

Kalogridis returns to Disneyland Resort as president

George Kalogridis, a 38-year Disney veteran and former Disneyland executive, has been named president of the Disneyland Resort in Anaheim, California. Kalogridis most recently served as chief operating officer for Disneyland Resort Paris, where he was responsible for leading the operations team and overseeing the highly successful 15th anniversary celebration of the resort.

Kalogridis, 55, will report to Al Weiss, president of Worldwide Operations for Walt Disney Parks and Resorts. He replaces Ed Grier, who is retiring from the company.

"George is a proven strategic thinker whose operational expertise and strong leadership skills will serve him well in leading the Disneyland Resort," said Weiss. "We are excited to welcome him back to California and look forward to his leadership as we continue to expand and grow this beloved place."

"I am thrilled to be returning to Disneyland, particularly during this exciting time of significant expansion," said Kalogridis. "I look forward to working with the cast who make the magic for our guests everyday and partnering with the Orange County community to ensure the Anaheim Resort Area continues to thrive."

Disneyland Resort wins top environmental award

Disneyland Resort has been honored with the 2009 Governor's Environmental and Economic Leadership Award (GEELA), California's highest and most prestigious environmental honor. The award recognizes individuals, organizations and businesses that have demonstrated exceptional leadership for voluntary achievements in conserving California's resources, protecting and enhancing the environment, and building public-private partnerships. Fifteen statewide GEELA recipients were named this year.

Disneyland received the award for several sustainable practices implemented at the resort. These include the environmentally conscientious way the Paradise Bay at Disney's California Adventure is being refilled, the recycling of the resort's cooking oil to fuel its steam train locomotives, and the water and energy conservation features incorporated in the resort's new central bakery.

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Company	Stock Name	Prices 11/03/09	High	52 weeks Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$6.99	\$19.50	\$5.75
MGM Mirage	MGM	\$9.65	\$16.98	\$1.81
Six Flags, Inc.	SIXFQ**	\$0.135	\$0.59	\$0.105
CBS Corp.	CBS	\$11.97	\$14.04	\$3.06
Walt Disney Co.	DIS	\$27.62	\$29.98	\$15.14
Great Wolf Resorts, Inc.	WOLF**	\$3.26	\$3.95	\$0.61
Landry's Restaurants	LNRY	\$13.69	\$13.99	\$3.60
Blackstone Group	BX	\$13.90	\$17.22	\$3.55
Village Roadshow	VLRDY***	\$8.344	\$8.579	\$2.67
NBC Universal	GE	\$14.32	\$21.04	\$5.727

Region (U.S.)	As of 11/02/09	Change from year ago
East Coast	2.834	-0.385
Midwest	2.786	-0.232
Gulf Coast	2.749	-0.284
Rocky Mountain	2.810	-0.374
West Coast	2.910	-0.142
California	2.974	-0.083

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

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Steve Calloway • 1950-2009

Six Flags exec started park career in 1968

Steve Calloway, vice president for international projects for Six Flags, died Oct. 29 at his Colleyville, Texas home. He was 59.

Calloway started his career with Six Flags as a seasonal host at Six Flags Over Georgia 1968 and came to Texas as part of the management team that took over Six Flags AstroWorld in Houston in 1975. He was named general manager of Six Flags St. Louis in 1993. After two years at the Missouri park, Calloway returned to Texas to become general manager of Six Flags Hurricane Harbor and Six Flags Over Texas. During his time there, the park added the Gotham City area with its Batman the Ride and Mr. Freeze roller coasters, revamped the Looney Tunes area and added more family-friendly rides along with Titan roller coaster and Superman Tower of Power.

Calloway was also a



Steve Calloway

booster of Arlington tourism, serving as Arlington Chamber of Commerce chairman in 2004-05.

He was promoted in 2006 to vice president of international projects, helping the company develop park concepts in Dubai and Qatar.

"We have lost a titan," Six Flags Chief Executive Mark Shapiro wrote to employees. "No one knew this business better, its

nuances, elements and applications."

"Steve was a mentor to me back when I first entered the industry in 1999," said Mark Rosenzweig of Ride Entertainment Systems. "I would visit with him and while we would walk the park, I would try to absorb as much as I could. He was a true legend who understood the intangibles that make a park work – both for its employees and its guests."

Calloway is survived by his wife, Yvonne Calloway, and sons, Craig and Michael.

A private funeral service was held for the family. A public celebration of Steve's life was held later for his friends.

Those wishing to make a donation in Steve's honor may do so to the American Heart Association, the Arthritis Foundation or to the charity of their choice.

Hershey Entertainment selects Agilysys software

Agilysys, Inc., a leading provider of innovative information technology and hospitality software solutions, has announced that Hershey Entertainment & Resorts in Hershey, Pa. has selected InfoGenesis POS and Eatec Solutions by Agilysys to streamline operations and control costs. The company will use the solutions at Hersheypark, Hersheypark Stadium, Giant Center, Hershey Lodge, The Hotel Hershey, Dutch Wonderland Family Amusement Park and Hershey Golf Collection.

"We spent a great deal of time looking at software systems for point-of-sale and foodservice management, and our criteria were long and detailed," said William H. Sheaffer, director of information technology at Hershey Entertainment & Resorts. "We were impressed with the wide range of features and functionality found in Eatec Solutions and InfoGenesis POS and the fact that InfoGenesis POS is able to function in all of our venues, whether fine dining, quick-service or retail. We also appreciate the openness of the systems and their real-time reporting features. Agilysys has implemented similar technology in other large venues like ours and has an excellent reputation in the hotel and stadium markets."

InfoGenesis POS is an enterprise-ready point-of-sale solution that combines powerful reporting and configuration capabilities with an easy-to-use touch-screen terminal application. The system, which is designed for multi-unit operations common in hospitality environments, can manage any combination of dining, bar service and gift shop operations. Features of InfoGenesis POS include audit log and electronic journal, real-time reporting capabilities, multi-language capability and advanced sorting, filtering and grouping options. Hershey Entertainment & Resorts has implemented more than 400 InfoGenesis POS terminals in food and beverage and retail outlets

throughout its venues.

"InfoGenesis POS and Eatec Solutions offer a complete and integrated system for managing food and beverage and retail operations," said Tina Stehle, senior vice president and general manager of Agilysys Hospitality Solutions Group.

►ASTM

Continued from page 27

representation in the meetings reinforces the wide application of ASTM standards throughout the world. Having a wide array of active international participants is essential to assure that we're meeting the standardization needs of global amusement ride industry."

Of particular note, it was announced that the efforts of a task group of international members had resulted in the successful introduction of a brand

new standard that allows the country of Canada to incorporate ASTM F24 standards with specific additions that respect local codes. The new standard, developed through a formal partnership with the Canadian Standards Association (CSA), is seen as a model for widespread global adoption of the ASTM safety standards.

It was also announced that the entire suite of F24 standards has been translated into French Canadian and is now available on the ASTM Web site (www.astm.org). Jim Seay,

chair of Committee F24, noted, "The successful efforts of the Canadian task group demonstrate that there is a clear path for global dissemination and use of ASTM's well-respected safety standards."

The next full Committee F24 meeting will take place Feb. 11-13, 2010, in Tampa, Fla. The event has been scheduled to coincide with the Florida State Fair, one of the country's premier state fair events, which is being held in Tampa the same week.



23RD ANNUAL SAFETY FORUM January 24 – 29, 2010

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

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

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

Room rates are \$48 single/double

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

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

For more information visit our website at www.naarso.com, click on the NEWS! button

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2010 Gibtown show fast approaching

Even though those associated with the outdoor amusement business industry are coming off a hectic November with trade shows presented by the International Association of Amusement Parks and Attractions and the International Association of Fairs and Expos, both in Las Vegas this year, they all know "Gibtown" is just around the corner.

Dates for the 2010 Trade Show and Extravaganza presented by the International Independent Showmen's Association (I.I.S.A.) are Feb. 9-13. The event is held annually on the I.I.S.A. show grounds. According to the organization's Web site, I.I.S.A. officials are expecting about 300 exhibits at the 2010 event.

So far, the schedule for the event includes Super Bowl Sunday, Feb. 7, with a Trade Show Kick Off Party, at the club house; Feb. 8, the 2nd annual Big Hearted Jerry Memorial Golf Tournament; and Feb. 9-13, trade show open, along with a variety of social events. Some of those social events include a cocktail party, Feb. 9; the Jamboree, 10; the I.I.S.A. Annual Banquet and Ball, 11; and live entertainment and an appetizer buffet every evening in the main show ground bar.

The Installation of new IISA officers will take place Feb. 16.

2009 State Fair of Texas sees 14 rain days

Pam Sherborne
Amusement Today

State Fair of Texas, Dallas, officials were really quite pleased with results at this year's event, Sept. 25-Oct. 18.

After 14 days of dampness, drizzle and downpours, the sunny final record-setting weekend brought total numbers up to only 10 percent down from 2008.

"Out of our first 15 days, we had 14 days of rain," said Rusty Fitzgerald, director of operations/special projects. "We had some ride closures while the storms were going through."

But, the sun did come out the last weekend of the fair. When it did, so did the crowds. It resulted in a single-day record of \$3.4 million in coupon sales (the fair's currency for food and rides, the fair doesn't keep actual attendance figures). The previous single-day record was \$2.8 million set on Oct. 11, 2008.

Fair visitors spent approx-

imately \$25.7 million on food and amusement rides during the 24-day event. Coupon sales in 2008 were \$28.6 million. Weather was close to perfect last year.

Sue Gooding, state fair spokeswoman, said they were very pleased to end the fair on such a high note.

"We had a lot of national media attention this year,"

► See TEXAS, page 52

Big Tex welcomes visitors to the 2009 State Fair of Texas. The fair was down this year compared to last year because of the 14 days of rain. Officials, however, were pleased with results. In the background of this photo is the Texas Star Ferris Wheel. It is owned by BLB Panorama and manufactured by SDC Corp. It was ranked number one this year as the most popular ride.

PHOTO COURTESY
STATE FAIR OF TEXAS



Powers celebrates second year at Allentown Fair

B. Derek Shaw
Special to Amusement Today

For the second straight year, Powers Great American Midways played the eight-day Allentown Fair September 1-7, bringing 42 mechanical rides.

The major attraction at the spot was the new A.R.M. 109-foot Vertigo ride which Powers just put into the show this past summer. The giant swing sat at the opposite end of the ride midway entrance. Additional new ride attractions added for 2009 include: a Zamperla Helicopter/Chopper; Larson Ring-Of-Fire; Veritron Swing; Zamperla Kite Flyer; Chance Pirate dubbed "Pirates

Fury" and new to Allentown, a Rally Racer kids ride. All Powers' rides run on soybean-based bio diesel fuels.

Other upgrades/additions this year include: a new Pizza concession; Fried Dough; Popcorn and French Fry stands along with two new generators, bringing the compliment up to 16. "Corky (Powers, the owner) loves generators," stated Charlie Belknap, director of marketing and public relations. Also a new office unit rolled out earlier in the year, with Gaithersburg, Md. the debut spot. Even a new laundry facility was added for the traveling show.

When asked how Powers Midways is doing this year, Belknap responded: "Rain

was our only enemy this year." Speaking specifically about Allentown and the advance ride ticket system introduced this year at that spot, "Our ride gross was about where we thought," said Belknap.

Earlier in the season, the Rochester, N.Y.-based operator picked up the Schoharie County Sunshine Fair in Cobleskill, N.Y. as a new spot. Powers plays mostly New York, Pennsylvania, Maryland and Virginia, starting in late April. They also play fall dates throughout North Carolina concluding October 29 and November 7 in Wilmington. Both ride units (dark and light blue) spend winter in Burgaw, North Carolina with 20 year-round employees.

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Netterfield Concessions: Neon is the light of their life

Pam Sherborne

Amusement Today

The lights along the midway seem to glow from one to another, creating a continuous flow.

But, even so, it is not hard to spot a concessions trailer owned by Kim and Ronnie Netterfield, Netterfield Concessions, Land O' Lakes, Fla.

And, that is the way they want it.

The Netterfield's trailers are all aglow with neon.



Netterfield

"We liked the neon for the brightness," said Kim Netterfield, on her way to Charleston, S.C., in late October. "The neon also gave us our own identity."

Plus, the Netterfields have their own neon shop, which makes adding the neon an easier feat.

"We get the trailers just plain," she said. "We do our own graphics and we do our own neon. They are all unique."

The Netterfields have 15 concessions trailers in their business, including lemonades,



Netterfield's uses neon throughout its concession trailers and in its food court to enhance the guest's dining experience.

AT PHOTOS / GARY SLADE

popcorns, sausages. With the help of Ronnie Netterfield's parents, Butch and Anne Netterfield, the concessions company can play more than one location simultaneously.

"My father-in-law started the business," Kim Netterfield said. "He started it in 1926 with a peanut roaster. My



husband and I are the third generation. We are the second generation to use neon."

Kim Netterfield's parents, Joe and Janice Lane, were also in the outdoor amusement business, starting in 1961 as independent ride operators. Her parents traveled with Goodings Million Dollar

Midways for about 25 years. Her dad passed away in 2004. Her mother now travels with her.

The Netterfields 2009 season closed Nov. 7, after the Coastal Carolina Fair, Ladson, S.C., just outside Charleston, S.C. That fair ran Oct. 29-Nov. 7. Then, the family was to

head south to their home in Florida. They have their neon shop there, too.

"We just finished at the South Carolina State Fair," Netterfield said, Oct. 26. "We have had a good season as long as the weather held. Rain was a challenge at some of our spots."

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Continued from page 33

Gooding said. "And, the media braved the rain right along beside us."

One highlight that drove the media, as well as fair patrons, to the fairgrounds was a visit from Oprah Winfrey, who taped segments for a show that aired in late October. Accompanying her were Gayle King, Nate Berkus and comedienne Ali Wentworth.

Fair patrons also enjoyed shows that included everything from the Pirates of the Caribbean dive show, to vintage car shows, and to the musical "Mary Poppins." There were pig races, garden shows, dog shows, petting zoo, circus, and the Celebrity Kitchen.

Country music star Miranda Lambert proved to be the number one free concert attraction at the 2009 Chevrolet Main Stage. The Commodores filled the streets on closing day. Little Big Town and En Vogue attracted thousands. The concert series was produced for the 21st consecutive year by Glenn Smith Presents Inc., San Antonio, Texas.

The annual Youth Livestock Auction of Champions brought in \$1,060,421.60.

There were 73 rides on the fair's independent midway. This number represents about 20 different operators. The top ride this year was the Texas Star Ferris Wheel, which is owned by BLB Panorama and was manufactured by SDC Corp.

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Southeastern fairs up and down, but most seem pleased

Pam Sherborne
Amusement Today

Weather continued to play a roll for some the country's southeastern fairs. Yet, fairgoers continued to partake from the traditional experiences only a state fair can provide.

The North Carolina State Fair, Raleigh, broke an attendance record, while the Georgia National Fair, Perry, increased attendance. The South Carolina State Fair, Columbia, was hit with rain that dampened its attendance, yet fair officials were pleased.

Following are wraps of those fairs.

Georgia National Fair,
Perry, Oct. 8-18

The Georgia National
► See FAIRS, page 36



PHOTO COURTESY GEORGIA NATIONAL FAIR

The Georgia National Fair, Perry, saw an increase in attendance this year over 2008's run, Oct. 8-18. Reithoffer Shows, Gibsonton, Fla., has played the fair since its inception 20 years ago. Here is his Big Wheel which has been retrofitted with 52,000 LED lights.



AT PHOTOS / SUE NICHOLS

The South Carolina State Fair, Columbia, saw a drop in attendance this year due, in part, to several days of rain and a troubled economy in the area. But, overall officials were pleased with the results. North American Midway Entertainment provided the midway.



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FAIRS

Continued from page 35

Fair, despite a weather roller coaster, showed an increase in attendance this year over 2008. There were 416,709 fairgoers this year, compared to the 407,136 in 2008.

"The fair was an extremely satisfying fourth quarter win with time running out," said Ransom Moore, executive director. "It was very satisfying for the entire staff to see the fruits of their labor rewarded with an increase in attendance of nearly 10,000 fair patrons over last year."

The event set four days of record attendance: October 8, up 75 percent; October 9, up 17 percent; October 13, up 30 percent; and October 18, up 11 percent.

The fair celebrated its 20th anniversary this year, said Michele Treptow. Reithoffer Shows, Gibsonton, Fla., also

celebrated 20 years of providing the midway to the event. The carnival provided 65 rides this year. The new ride for 2009 was Zamperla's Sky Flyer.

"The only other feature of this fair that has been here for the entire 20 years is Robinson's Racing Pigs," Treptow said. "We had an exciting year."

Along with the midway and racing pigs, the fair offered a variety of entertainment including the livestock exhibitions and competitions that were held in the new Livestock Equine Arena. This marked the first time that Georgia's 4-H and FFA students used the new facility.

South Carolina State Fair, Columbia, Oct. 14-25

The South Carolina State Fair saw a drop in attendance this year, due, said fair officials, to the economy and several days of rain.

Attendance this year was about 410,000, according to a report in the city's *The State* newspaper. That figure compares to the almost 426,000 in 2008.

State Fair Manager Gary Goodman said there was a definite drop in concert tickets sold this year. The acts drawing the largest crowds were Toby Mac and Montgomery Gentry, each drawing between 2,500-3,000 people, according to the newspaper.

North American Midway Entertainment provided the midway with over 70 rides, about 40 majors and 30 kiddie rides. A new ride for the fair was a Fabbri Bonsai.

North Carolina State Fair, Raleigh, Oct. 15-25

The final attendance figure for the 2009 North Carolina State Fair was 877,939, which is a new record, according to

► See FAIRS, page 37

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The 2009 North Carolina State Fair broke an attendance record this year.

Weather was perfect and fairgoers came out to enjoy. Powers Great American Midways, Burgaw, N.C., provided the midway this year with 110 rides.

PHOTOS COURTESY NORTH CAROLINA STATE FAIR



►FAIRS

Continued from page 36

Natalie Alford, information and communication specialist. The total attendance for 2008 was 765,067 and the previous record year for attendance was in 2007, when the fair drew 858,611.

"We attribute these great numbers to several things, including the great, fall-like weather that we experienced throughout the fair, the fact that people have been staying at home more throughout the year and wanted to spend their entertainment money on a local, traditional event, and the fact that the N.C. State Fair offers a great value for your dollar," Alford said.

Highlights included another record being broken this year and that was that the fair collected 237,534 pounds of food on Food Lion Hunger Relief Day, shattering the goal to collect at least 200,000 pounds of canned food for the Food Bank of Central and Eastern North Carolina.

Powers Great American Midways, Burgaw, N.C., provided the midway entertainment again this year. The carnival contracts with Wade Shows, Lavonia, Mich., to bring in rides as well. Between the two, there were about 110 rides on the midway this year.

"We also experienced great success with using social media this year," Alford said. "We hosted an event called the Deep Fried Triangle Tweetup where people who follow us on Facebook, Twitter, MySpace and our blog, the Deep Fried @ the N.C. State Fair blog, could meet at the Fair, face-to-face, and experience some of the free entertainment acts that we had on site, and some of the deep fried goodies that were available from fair vendors."



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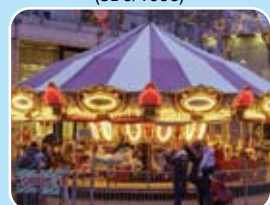
TORNADO
(Wisdom/1998)



MUSIC EXPRESS
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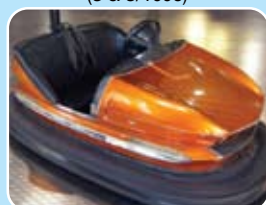
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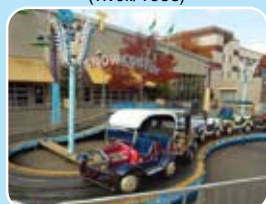
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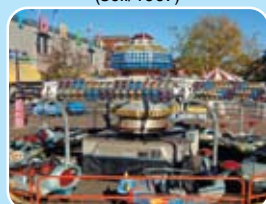
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