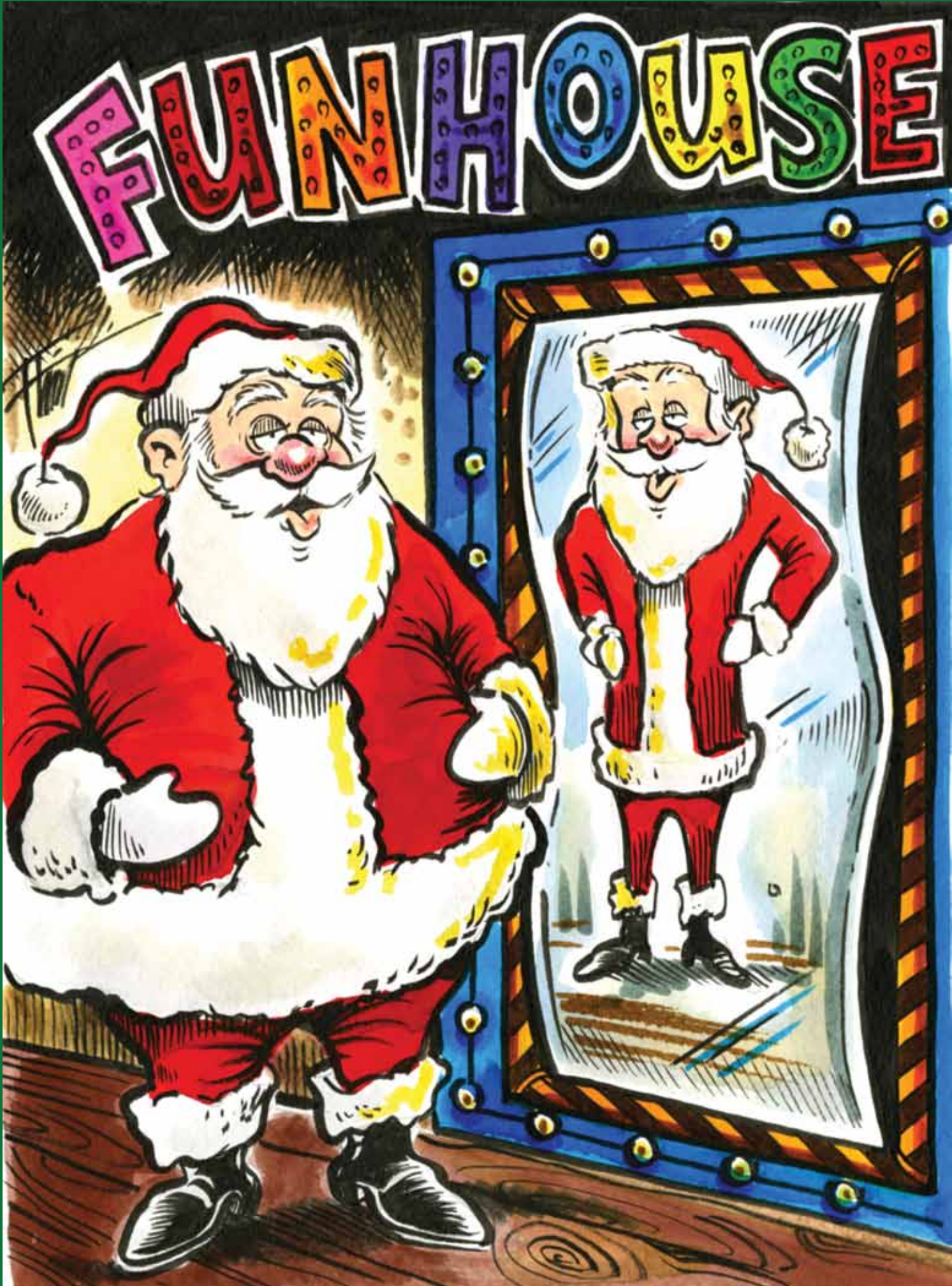


AMUSEMENT TODAY

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DECEMBER 2011 • VOL. 15, ISSUE 9



NEWSPAPER

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NEWTALK

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Save the stories!



Slade

This publisher made a comment to Larry Cochran during the Six Flags Over Texas 50th anniversary gathering in August about how we were losing too many industry greats (Cleveland Smith was our reference point) and losing them all too fast.

Little did we realize that we were seeing only the beginning of what would be a rash of obituaries to run in future editions of AT.

Cochran's response was short but true: "Our industry is old, and we are going to lose a whole lot more in the coming years."

One of the problems our industry has is that we, as a whole, have not done enough to record the stories that these older park legends have to tell. I know I'm as guilty as anyone for not recording conversations with the late William L. Cobb, Luther Clark, Cleveland Smith and Ron Toomer who were all in my local area. Now, their stories, knowledge and ability to verify our industry history are gone forever.

AT visited briefly at the Golden Ticket Awards with Rick Root, World Waterpark Association, and he too agreed it was time to record the waterpark's history before more legends from that industry are gone.

This is not something *Amusement Today*, the National Roller Coaster Museum or enthusiasts clubs can do alone. It is something the entire industry must become active in, beginning with our three largest trade associations: IAAPA, WWA and OABA.

As businesses plan their 2012 budgets, we encourage all (suppliers to parks) to include the purchase of a video camera for recording history. Then take the camera and gets your firm's legends to sit down and talk. The easiest way to start the recording session is with the basic tips from Journalism 101, known as the five W's and 1 H: Who, What, When, Where, Why and How. After that, you will be switching tapes and batteries wondering where the last 3 hours went.

Let's make 2012 the year we saved the stories!

—Gary Slade

Gary Slade is the founder and publisher of Amusement Today. His love for amusement parks began at age six when he first visited Pontchartrain Beach Amusement Park and Six Flags Over Texas. His long newspaper career helped lead to the launch of AT in 1997.

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Season's end



Rutherford

Well, it's that time of year again – Season's End. The long, endless days of summer have passed. The searing heat and humidity of July and August gave way to cool Autumn nights where many parks were outfitted for their annual Halloween events, offering a chance for guests to take that ceremonial Last Ride of the year.

And with December now upon us, those venues that remained open on select weekends for Christmas celebrations are about to wrap it up as well. Soon, these festive galas will be over and it will finally be time for the seasonal parks to turn out the lights. In the same vein, most traveling shows have either placed their equipment in storage or packed it all up and headed south or west to their winter quarters.

In many ways, this is the time of year I like most of all. Don't misunderstand; I live for the action-packed summer months. A close friend and I had the good fortune to visit some of

North America's best amusement and theme parks as well as numerous fairs and carnivals in 2011. From Florida to New Hampshire, the Carolinas to California, we enjoyed an amazing array of thrills and adventures.

But all good things must come to an end. The annual IAAPA Expo is behind us and it's now time to turn our attention inward, toward pursuits of a more personal nature.

As I write this, a cold intermittent North wind is moaning through the pines outside my window while big downy flakes of the first snow have begun to fall from a dark, starless sky. This is the unmistakable signal that a welcome respite is at hand.

Now is the time to gather with family and friends, and to give thanks for all we gained and experienced over the past year. And finally, it's a time to rest and to dream of glory days past and those of the coming season when we will be called upon to do it all over again.

Happy Holidays to all. May the New Year bring each of us what we most desire.

Peace.

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

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

Contributors: Andrew Mellor, Richard Munch, Janice Witherow, WHR Inc.

2 MINUTE DRILL



COMPILED: Janice Witherow

Adam Kingsley, Universal Orlando

Adam Kingsley has spent his 15-year career working for Universal Orlando, getting hooked on the amusement industry bug as a seasonal ride/show attendant at the Florida resort in 1996. He helped open The High in the Sky Seuss Trolley Train Ride as well as The Simpsons Ride before being promoted to his current position of director of operations for both Universal Studios Florida and Islands of Adventure. The self-professed workaholic enjoys spending time with his wife, family and friends, traveling and checking out the latest movies. Adam's efficient manner, friendly spirit and genuine interest in the industry serve him well in his role at Universal Orlando.



Universal's Adam Kingsley is seen on stage with Golden Ticket in hand during the 2011 Golden Ticket Awards at Holiday World. AT/DAN FEICHT

Title

Director, Attractions Operations (Universal Studios and Islands of Adventure).

Number of years in the industry
15.



Kingsley

Best thing about the industry

Our entire mission is to make sure people have fun!

Favorite amusement ride
Hollywood Rip Ride Rockit.

If I wasn't working in the amusement industry, I would be ...
Running my own restaurant ... I love to cook!

Biggest challenge facing our industry
Keeping our guests constantly entertained, especially while waiting in lines.

The thing I like most about amusement/water park season is ...
Checking out all of the new attractions.

For lunch yesterday, I had ...
Grilled chicken wrap.

It's December! My favorite holiday movie is ...
A Christmas Carol.

I always need help with ...
Fixing things around my house.

The last song I downloaded was ...
The entire new Coldplay album.

The first thing I notice when meeting someone is ...
Their body language.

What's your take on the NBA and its upcoming season?
Let's just play ball!

I love the sound of ...
An old wooden coaster cranking up the chain lift hill.

In one word, my kitchen is ...
Functional.

The coolest place I have traveled lately is ...
Visiting our Universal parks in Asia.

Favorite appetizer
Quesadillas.

If I could guest star on any TV show, it would be ...
Saturday Night Live.

The last time I laughed out loud was ...
Watching one of my favorite TV shows.

My favorite time of day is ...
Early morning; looking forward to a new adventure!

Growing up, my favorite cartoon character was ...
He-Man.

If I didn't live in Florida, I would live here ...
New York.

We are well into football season. What team do you root for the most?
Go (Florida) Gators!

If I could have drinks with one famous person, it would be ...
Gordon Ramsay.

Pick one: Burger King or McDonalds
Burger King.

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1901: Walter Elias Disney** was born on December 5 in Chicago, Illinois. While taking night courses at the Chicago Art Institute he drew cartoons for his high school newspaper. In 1919 he moved to Kansas City where he landed a job making commercials using cutout animations, and decided to become an animator. Unable to sell his animations in Kansas City, Walt moved to Hollywood to be closer to the movie industry. He founded the **Walt Disney Company** in October of 1923 and eventually developed a new character, Mickey Mouse, whose popularity skyrocketed in the 1930s, and landed him an Academy Award in 1932. As early as the 1940s Walt wanted to build a children's theme park where his employees could spend time with their families. His plans became more and more elaborate eventually culminating with the opening of Disneyland in 1955. Today the Walt Disney Company is the largest media conglomerate in the world with an estimated annual revenue over \$38 billion.

•**1912: Luna Park** in Melbourne, Australia, opened to the public on December 13. The park has been in almost continuous operation, closing briefly during World War I. Among the park's historic rides are a 1913 PTC carousel and a scenic railway that opened with the park. The rare scenic railway is one of the oldest operating coasters in the world, and one of six or so scenic railways that still require an on-board brakeman to operate the train.

•**1963:** On December 17 the United States Patent Office granted patent #3,114,332 to **Karl Bacon** and **Edgar Morgan** for a bobsled amusement ride. Originally filed on May 16, 1960, the patent describes a number of objects of invention, the most significant of which is the design of a vehicle axle system that utilizes urethane running wheels, inside guide wheels, and cylindrical upstops attached to a tubular steel track. The resulting ride, **Disney's Matterhorn Bobsled** was the first coaster to use a tubular steel track.

•**1993:** On December 28 the United States Patent Office granted patent #5,272,984 to **Walter Bolliger** and **Claude Mabillard** of Switzerland for an amusement ride of the roller coaster type that featured at least one seat rigidly suspended on a bogie moving along at least one rail. This patent was for the new B&M ride known as the inverted coaster. The very first — **Batman The Ride** — opened at **Six Flags Great America** in May of 1992. This revolutionary coaster is B&M's most successful design with 29 coasters of this type currently in operation.

•**1997:** After approval by the legislature, the Texas Department of Transportation, on December 5, renamed State Highway 360 the **Angus G. Wynne Jr. Freeway**. The state highway, one of the primary North/South routes through the city of Arlington, was named in honor of the founder of the **Great Southwest Corporation** and **Six Flags Over Texas**.

—Compiled by Jeffrey L. Seifert/AT and Richard Munch/NRCMA

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AMUSEMENT TODAY

HOLIDAY

COOKING GUIDE

15th Annual Edition

End of Season Potato Soup

1 ½ cups diced onion
¼ cup butter
4 cups potatoes, diced
(1/2 inch cubes or so)
1 carrot (optional)
2 cups chicken broth
1 teaspoon salt
½ teaspoon pepper
1 teaspoon dried dill
weed
2 cups Half & Half
Instant potato flakes
Loaf of crusty bread
(French, sourdough, etc)



Dave Roemer
General Manager
Six Flags
St. Louis

Melt the butter and brown the onion (unlike myself, most folks in my family are not fans of onion pieces so I use a food processor to obliterate the onion). Add potatoes, carrot (optional), broth, salt, pepper, dill weed. Cook on low until potatoes are fork tender. Add the Half & Half and stir until heated thoroughly. Now the magic, to thicken the soup, add a ¼ cup of instant potato flakes and stir. If you like thicker soup, add some more (you knew I was going to say that). Now, ladle out a couple of bowls, sit down with buttered bread (I am a fan of the sourdough), and watch the snow blow. I love to use this soup as a base, sometimes adding ham, bacon, peas, whatever your taste buds desire.

Meme's Buttermilk Pie

This recipe has been in the family for over 100 years. People don't make them much anymore, but get real excited when someone does. The recipe makes two deep dish pies. The secret is to mix the ingredients with an electric mixer on medium, in the order listed. For an even sweeter pie, invite a friend over to make them with you!

Preheat oven to 350.

Mix the following in the order listed:

6 eggs well beaten
1 tsp. vanilla
1 cup melted butter
1 cup buttermilk
3 ¾ cups sugar
1/2 cup flour
1/2 tsp salt



Pour into two deep dish pie shells. Bake 1 hr. at 350 degrees. Meme's Tip: Place foil around the crust on edges before you bake, it will not burn or overcook edges, but leave them a golden color.



Melissa White
Director of Sales
Schlitterbahn
Galveston

Tim's Snickerdoodles

Oven: 400 degrees

Mix:

1 cup soft shortening
1 1/2 cups sugar
2 eggs

Stir in:

2 tsp cream of tartar
1 tsp baking soda
1/4 tsp salt

Tim's touches: a couple of grinds of ground pepper and a splash of vanilla

Sift in:

2 ¾ cups flour

Roll dough into ping pong size balls. (They spread and flatten while baking.) Roll into cinnamon/sugar mixture - about ¾ sugar. Bake for appx. 12 minutes. (First half usually a minute longer than second half.) Tap with spatula when removed from oven to flatten completely. Cool on newspaper

Makes around 30 cookies.



Tim Baldwin
Editorial
Amusement
Today

Tim's Kris Kringles

1 cup light corn syrup
1 cup sugar
1 cup peanut butter
6 cups Rice Krispies®
1 package (6 oz., 1 cup)
semi-sweet chocolate morsels
1 cup butterscotch chips

1. Place corn syrup and sugar into 3-quart saucepan. Cook over medium heat, stirring frequently, until sugar dissolves and mixture begins to boil. Remove from heat. Stir in peanut butter. Mix well. Add KELLOGG'S RICE KRISPIES cereal. Stir until well coated. Press mixture into 13 x 9 x 2-inch pan coated with cooking spray. Set aside.

2. Melt chocolate and butterscotch chips together in 1-quart saucepan over low heat, stirring constantly. Spread evenly over cereal mixture. Let stand until firm. Cut into 2 x 1-inch bars when cool.

Note: Before measuring the corn syrup, coat your measuring cup with cooking spray--the syrup will pour easily out of the cup



Tim Morrow
SeaWorld
San Antonio
Director of
Operations /
Special Events

HOLIDAY COOKING GUIDE

Cuban Spiced Holiday Crown Roast of Pork

1 ea Crown Roast of Pork (10-14#)
 1 to 2 Cups Chef Walter J's Cuban Spice Rub®
 1 to 2 Cups Water

Method

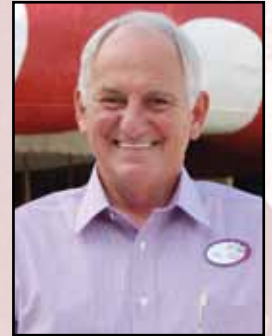
- 1) Pre heat oven to 350°F.
- 2) Rub Crown Roast with Cuban Spice. Crumble about 3 feet of aluminum foil into a football shape and put into center of roast to help cook evenly and to keep shape while cooking. Or, take a clean soup can with label removed and put in center of roast to hold shape.
- 3) Place roast on a rack in a shallow roasting pan. Cover bone tips with foil to keep them from burning. Pour water into pan.
- 4) Bake for 2 ¼ - 3 hours (13-15 minutes per pound) or until a meat thermometer reads 150°F when inserted into the thickest part of a chop. Check temperature after 2 hours. Remove foil from bones for approximately the last 30 minutes of roasting to brown.
- 5) Let rest outside of oven for 15 minutes and then carve for eating.
- 6) The Crown Roast should feed about 14-20 adults depending on their appetites and what side dishes you serve.



Wally Jurusz
Executive Chef,
Morey's Piers,
Wildwood, N.J.

French Cookies

This recipe accompanied my maternal grandfather and great grandparents from France when they immigrated to the United States in the 1890's and has been a Holiday tradition in my family every year since.



Neal McCord
Director of Facilities
Give Kids The World

1 pound softened butter
 (not margarine)
 4 cups granulated sugar
 1 dozen large eggs
 4 teaspoons of vanilla extract
 4 ½ cups of flour (not self-rising)

Whip butter and sugar until smooth and creamy. Beat in the eggs, several at a time, along with the vanilla. Gradually beat in the flour, one cup at a time, until the mixture is of a thick and creamy texture. Drop one tablespoon into each 4" square of a preheated, non-stick waffle griddle and bake for approximately 80-90 seconds (or until the red light goes out.) Cookies should be a light golden brown. Cool on a rack.

Yield: About 70-80 3" diameter "waffle" cookies. Great with ice cream or jam on top, or dipped in coffee.

(For an adult variety, you may also try adding a cup or so of Kahlua, Southern Comfort, or other libation for flavoring.)





Jumping Jumbos



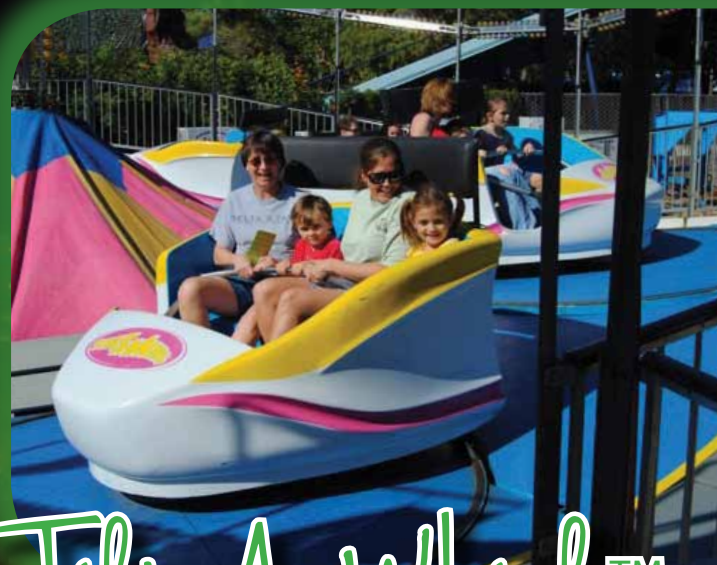
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Festive fun on tap this holiday season at European parks

STORY: Andrew Mellor
amellor@amusementtoday.com

As an increasing number of parks continue to extend their seasons into the winter months, opening in the run up to Christmas, and in many cases into the New Year, has become a popular option for venues around the world, not least in Europe. 2011 is no exception, and as a taste of what is available to park-goers, *AT* takes a look at just a few of those venues that are offering some festive fun this Christmas.

Alton Towers Resort, U.K.

The U.K. park's Christmas break experience is being offered once again for 2011 with a number of new additions. A Winter Wonderland area has been created in which guests can meet Santa in his secret hideaway grotto in the farm area of the park, as well as

visiting his reindeer and seeing elves in a busy workshop where youngsters can help them prepare for the big day! Children can make a variety of Christmas goodies to take home as a memento of their visit too.

A range of attractions will also be open within the park, including the pirate-themed Sharkbait Reef by Sea Life, the spinning Marauders Mayhem tea cup style ride, Old MacDonald's tractor ride and the Berry Bish Bash foam ball shooting attraction, to name but a few.

The Splash Landings Hotel, one of two hotels along with the Alton Towers Hotel, also offers guests additional fun in its indoor, Caribbean themed waterpark, while a range of Christmas break packages, including Santa's Sleepovers and Santa's lunches, are on offer on dates throughout the Christmas and

New Year period.

Europa-Park, Germany

From November 26 to January 8 (with the exception of December 24 and 25) Europa-Park will once again be transformed into a spectacular winter wonderland with a host of winter attractions, festive decorations and a varied show program on offer.

The park is a spectacular sight with around 2,500 decorated fir trees, 2.5 million lights and 1,440 Christmas tree balls, while for those who want to extend the experience, the park's four 4-star themed hotels will add perfectly to a visit. For the more adventurous guests, the Camp Resort will also be available, where on selected dates guests can stay in heated log cabins.

As well as a variety of rides to enjoy, such as the Euro-Mir coaster and the children's Sleigh Ride Snowflake, additional activities will include Snow Tubes, Children's Skibobs and a large ice rink, while a children's ski school will also be on offer. A Christmas market, Après Ski Bar and the Ferris Wheel Bellevue in the Portuguese area will provide yet more entertainment, while the new Enchanted Forest will also 'wear its winter dress' and invite visitors on a journey through the world of the Brothers Grimm's fairy tales.

Numerous hands-on activities will also be available for younger guests, as will brand new winter shows, a light show over the Europa-Park lake and a parade of lights.

Tivoli Copenhagen

November 11th saw Tivoli



Germany's Europa-Park is completely transformed for the Christmas period with festive decor and attractions.

COURTESY EUROPA-PARK

Copenhagen open Christmas in Tivoli for the 18th year, now with a new Russian theme and a 2,000 square meter (22,000 square foot) city.

Among the attractions of the Russian city is Tivoli's version of St. Basil's Cathedral, as in Red Square in the Kremlin and featuring a 21 meter high tower with onion domes and a carillon. The new Russian theme will contribute to a renewal of Christmas at Tivoli and help ensure an increase in the number of visitors during November and December. Christmas at Tivoli attracted almost 800,000 visitors last year.

The Russian city has been two years in the making and represents an investment of DKK 10 million (US \$1.9 million). Inside St. Basil's Cathedral, visitors can board a miniature version of the Trans Siberian railway which takes them through Russian land-

scapes featuring pixies, angelic choirs and extravagant Fabergé eggs. New, suitably decorated stalls, lights, Christmas baubles and spruce trees will add to the festive ambience, while for 2011 the traditional Santa Claus will be replaced by his Russian counterpart, Father Frost.

Drayton Manor Theme Park, U.K.

Following another successful season during which the park's Thomas Land area again proved to be a huge draw, Drayton Manor will be staging its Drayton's Magical Christmas in Thomas Land once more in 2011, featuring spectacular decorations, festive music and guaranteed snow at least three times a day.

With over 19 rides and attractions, including the new Blue Mountain Engines, Thomas Land will also play

► See **FESTIVE**, page 8



Alton Towers Resort in the U.K. has various attractions on offer in the lead up to Christmas as well as providing the chance to stay on site at one of its two hotels.

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►FESTIVE

Continued from page 7

host to the Fat Controller and friends in the park's Christmas Live shows which will be held daily, while along with all Thomas Land has to offer, other attractions will also be available.

Among these will be Drayton's new ride for 2011, the Ben 10 Ultimate Mission roller coaster, in addition to the 4D Cinema, carousel, Jolly Buccaneer and the Big Wheel. Reindeer will also be found among the other animals in the Drayton Manor zoo and the Thomas Land shop, the largest Thomas and Friends retail outlet anywhere, will be open each day of the Magical Christmas opening period.

Liseberg, Sweden

Liseberg began its Christmas opening 12 years ago and each year around half a million people visit the park during November and December, when five million lights illuminate the trees and buildings to create a special atmosphere.

This year's Christmas market at Liseberg will feature around 80 cabins and shops providing everything from ginger snaps and marzipan to hats and hand-blown glass. An ice rink will host the award winning show Vintervirvlar, a figure skating show with the Liseberg rab-



Tivoli Copenhagen has introduced a brand new Russian themed area for Christmas 2011.
COURTESY TIVOLI COPENHAGEN



Thomas Land at Drayton Manor is a popular draw for visitors in the lead up to Christmas.
COURTESY DRAYTON MANOR



Almost five million visitors have experienced Liseberg's special Christmas atmosphere since the park began opening for the festive period 12 years ago.
COURTESY LISEBERG



bits, while the rink will also be open to the public between shows.

A design and crafts market will be another attraction

and a 125 meter (410 foot) high Christmas tree will stand atop the Liseberg Tower. An old-style grocery shop offering Swedish specialities, a nearby

café and a Lapland area offering more northern food specialities and a reindeer sleigh ride will also feature.

Ice sculptures, an ice bar,

the Gasten Ghost Hotel in winter guise and, of course, Santa, will be among the other attractions.

DP Associates adds expertise to new play center attraction



Shown here is a general view of the interior of the One2Eleven play center at The Flambards Experience theme park. DP Associates assisted the park in the overall experience.

COURTESY THE FLAMBARDS EXPERIENCE

UNITED KINGDOM — DP Associates (DPA), the United Kingdom-based leisure and attractions industry consultancy, has revealed details of its contribution to the new One2Eleven indoor play center at The Flambards Experience in Cornwall, U.K., which opened this summer.

DPA was approached by the park's owners for help with plans for the children's play center, including design and operational advice, and the company concept planned the building for the new attraction and how it would fit into the existing park. Additionally, DPA provided detailed designs for the interior and the various play activity elements.

"We used our theme park understanding, our 360 Play operator's understanding and our design experience to advise on the project," commented DPA Managing Director Duncan Phillips, which in addition to adding a totally new element to Flambards itself, was also designed as a second gate at

the venue.

"The unique services we can offer, as designers and operators, enabled us to help Flambards visualize what they wanted and needed and how it would work. We helped them to create a separate brand with the new play center too, which can be operated both as part of the main park or as a stand-alone attraction, 12 months of the year."

The new building features a range of flexible internal spaces and incorporates a host of children's play activities, F&B facilities, seating areas for parents, a party room and carefully thought out function spaces, till systems and people flows.

"DP Associates' assistance was invaluable," said Flambards Managing Director James Hale. "We simply wouldn't have got the same product we have without them. Duncan's planning and design mind and the additional assistance from his colleagues at DPA all paid big dividends and I can't speak highly enough of them."



PARKS & ATTRACTIONS

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Black Diamond — Knoebels' re-imagining of Wildwood's famous PTC-designed Golden Nugget dark ride/roller coaster hybrid — was previewed at a soft opening during the Pennsylvania park's popular Phoenix Phall Phunfest in October. Housed within an expansive three-story building, guests aboard the ride's multiple two-car trains encounter numerous high-end special effects as well as classic funhouse stunts tailored to reflect the ride's coal mining theme. COURTESY KNOEBELS

Knoebels rebounds from flood, opens Black Diamond dark ride

STORY: Scott Rutherford
srutherford@amusementtoday.com

ELYSBURG, Pa. — Despite having suffered catastrophic damage in the second-worst flooding in its 85-year history on Sept. 7-8, Knoebels Amusement Resort amazed the industry and its guests by cleaning up and reopening in record time. In addition, the park pushed ahead and even got its new-for-2011 attraction, The Black Diamond, up and running in soft-opening mode.

Dick Knoebel explains the ferocity of the storm that nearly ended the park's 2011 season prematurely. "With tropical storm Lee that hit us this fall, the water was just three inches shy of the level the remains of Agnes inundated us with in 1972. With this storm, we had a lot more damage because we had a lot more assets to be damaged. On Sept. 7, the water started to recede but overnight it came back up with a hell of a velocity. That's what nailed us. Things we placed high up to escape the water weren't high enough anymore. Virtually every ride was affected by the flood to some degree... except, ironically, the Black Diamond.

"The credit for getting us back in business in record time goes to the staff, the contractors and people who

came in to help us," Dick added.

Guests visiting Knoebels' during its annual Phoenix Phall Phunfest event on Oct. 8 were completely surprised to be given the chance to check out the Black Diamond with Dick Knoebel serving as ticket taker at the ride's entrance. And if the lengthy queue that lined the midway well into the evening was an indication, Knoebels' gamble on resurrecting another lost ride will pay off handsomely in the years to come.

History

The Black Diamond originally opened in July 1960 as the Golden Nugget on Hunt's Pier in Wildwood, N.J. Designed by John Allen of the Philadelphia Toboggan Company (technically, PTC's only steel-track roller coaster), the Golden Nugget was a three-story dark ride/coaster hybrid. With scenes and props created by legendary dark ride specialist Bill Tracy, the Golden Nugget featured an Old West theme with an open-air "desert" setting on the top level.

Closing in 1998, the ride sat dormant and unused until 2009 when it was sold by the Morey family to Knoebels. Once the salvageable components — steel track, several of the two-car trains, various props — were

transferred to Pennsylvania, they were lovingly restored and reassembled inside an expansive new tri-level building located in a corner of the park between the History Museum and Bald Eagle habitat.

Second Life

Unlike the Golden Nugget where several sections were exposed to the outside, the new Black Diamond's course is — except for the loading platform — completely enclosed, which greatly helps to reinforce the darkness central to the ride's new coal mining theme. The two-coach ore car trains are virtually identical to those that ran on the Golden Nugget. Each car seats four riders for a total of eight per train.

The Black Diamond works its magic with the aforementioned darkness, theatrical lighting and various other high-end special effects as well as classic funhouse stunts. Highlights of the experience include approximately 20 sets with both static and animated effects; a satisfyingly long four-minute ride; two "drops," a "fire tunnel" rotating barrel, water curtain and plenty of other surprises that won't be revealed here so as to preserve the element of surprise for riders.

Moving and recreating this beloved New Jersey shore attraction

was no easy feat, but the Knoebels staff is well accustomed to such Herculean endeavors. After all, this is the same team that brought the 1947-built Playland Rocket wooden coaster from San Antonio, Texas and transformed it into the top-rated Phoenix as well as recreated their own version of Elitch Gardens' magnificent Twister coaster.

Conversations with Dick and Jim

At the close of the season, *Amusement Today* sat down with Dick Knoebel and Jim Martini to chat about the relocation of the Golden Nugget and its transformation into the Black Diamond. When asked who's getting credit for bringing the ride back to life, the answer is ... complicated. Like many of the unique rides and attractions at Knoebels, Black Diamond was an in-house project with plenty of input from the park's carpenters, electricians and artists along with a lot of carefully selected outside contractors.

Dick: "It turned out to be a much larger and more costly undertaking than I anticipated. The additions we added from the ride's days on the Jersey shore were for the benefit of rider safety and making the operation more efficient. We interviewed three

► See KNOEBELS, page 10

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►KNOEBELS

Continued from page 9

companies when we were looking for someone to do the interior set designs. We decided on Jim Melonic and his J.M.M. Studios of Woodbine, N.J. because he was able to design and build the sets we wanted. He is something of a successor to [famed fun-house/dark ride designer] Bill Tracy who was responsible for the Golden Nugget's original sets and gags. On the Black Diamond, he, his son Adam and their crew exceeded our expectations in bringing to life what we had envisioned."

Jim: "Though the 'feel' of the ride is very similar to what it was in Wildwood, there are plenty of technical upgrades for its new life here at Knoebels. Chief among these is an updated logic control system, which was overseen by Ed Ayan. This includes a series of proximity switches and brakes before the existing [kicker] tires that serve to create a blocking system and maintain proper spacing between the trains, which is something the ride did not have at Wildwood. Another major update we added is in the station. In Wildwood, the loading area was one long manual braking section that allowed the trains to bump together. Here, we use tires along with a holding brake and proximity switches to slowly move trains through five positions and keep them close but safely separated in the boarding area. We've never believed in total automation. While much of the interior sections of the attraction are handled by the computer system, we left the station under control of the ride operators."

Dick: "Peter Rondeau, the owner of Hauntbots of Gettysburg, Pa. was terrific in not only coming up with the right product to animate several of our sets but he provided some of his software that has helped us maintain the traditional feel of the ride. The two-car trains are the same as they were except for the addition of a seat belt for both riders, which was custom-designed for Knoebels by Beam's Seatbelts. The Golden Nugget used five two-car trains; we're planning to use seven two-car trains with the possibility of adding another train, which we built as a



Black Diamond opened for sneak preview rides during Knoebels popular Phoenix Phall Phunfest. The building's exterior still has signage to be added.
COURTESY KNOEBELS

spare, if needed. We feel five to six employees are adequate to operate it."

Jim: "Another improvement over the original layout is the addition of a sliding transfer track that allows trains to be quickly moved on or off the main line to a hidden storage area. Located after trains are dispatched on the course, just before they engage the first lift hill, this section where the trains are kept — cleverly concealed behind a sliding 'barn door' panel — is referred to by the crew as the 'mule stable.'"

Dick: "This switch and storage area was something John Fetterman came up with. Unlike at Wildwood where they had to shut the ride down, uncouple the cars and remove them one at time, we can add or remove a train quickly without interrupting the operation. It's slick and it works really well."

In keeping with the ride's overall theme, which is based on Pennsylvania's rich coal energy industry, Knoebels' electrical department devised a rather ingenious power conservation system. Jim explains: "Along Black Diamond's layout, there are a series of motor-driven tires that either speed up or slow the trains at certain points. We interconnected the DC busses on all the motors that power these tires and created a common DC bus. When a passing train is slowed by one of these tires, energy is produced. Instead of wasting that energy off to heat, our system collects and redistributes the current, allowing the other motors in the group to use this excess power."

Continuing the energy efficiency aspect of the ride is the park's generous use of LED lighting throughout Black Diamond as well as fluorescent lights that can serve as both work lights and evacuation illumination.

Certifying a Legend

Bringing a mid-20th century ride up to today's code so that it can operate in Pennsylvania had its challenges, but Knoebels' good reputation with state officials made the process relatively glitch-free.

Dick: "We had to get the original blueprints for the ride building OK'd by a certified architect. He went over them and only had to make a few small changes. These included adding a second set of fire escapes and a complete sprinkler system that was tricky at first but we worked it out. The Tuesday before we opened, Jim and I attended the scheduled quarterly meeting of the Pennsylvania Ride Safety Advisory Board. We had to present our ride to them for certification. Officials from the Pennsylvania Bureau of Ride & Measurement Standards, who had already examined the Black Diamond, had to give their stamp of approval that it adhered to ASTM standards. It passed without question."

Jim: "We had to also build catwalks wherever the trains have the ability to stop so riders can safely disembark. At first, we were concerned these might detract from the theming, but they actually fit in quite well. Though you can't see them in the dark, they will help tremendously if we have to evacuate the ride as well as when we're giving behind-the-scenes tours."

Dick: "We also installed a \$50,000 video system that uses 28 cameras equipped with night vision placed throughout the building. If we have an E-stop, we can see where every vehicle is and we can communicate with the riders, advising them that all is well, to 'stay seated,' etc."

Silver Dollar City, Worlds of Fun add new and restore

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

Not everyone is a thrill-seeker.

Two of Missouri's theme parks — Silver Dollar City in Branson, and Worlds of Fun in Kansas City — have concentrated on the younger visitors for the 2011 season.

Silver Dollar City

Silver Dollar City has always had a very broad audience. What was previously just a sitting area on an undeveloped piece of property now houses Half Dollar Holler, a new \$1 million children's area. "Moms had told us for several years they wanted more things for their smallest children to do," says Brad Thomas, general manager for Silver Dollar City. Thomas admitted they had much to do for children nine and older, but research showed there was a need for more attractions for smaller children. The new addition takes up space close to an acre in size. Thomas feels having a single entrance and exit to the



Above left, Half Dollar Holler provides multiple experiences for the youngest guests at Silver Dollar City. Above right, after an absence of three seasons, Silver Dollar City's hand-carved carousel is now delighting children once again. AT/TIM BALDWIN

new area gives parents a peace of mind that their children can discover all the various aspects to the space, but would be unable to slip away through another exit. "It's been a home run for moms with kids that size," says Thomas.

The most visible component of Half Dollar Holler is Treetop Trail, a treehouse-type structure that features net climbs and rooms to explore. Hidden within the houses are hidden bunnies, squirrels and such. Romona Rabbit, Robbie

Raccoon, Beatrice Bear and Sammy Squirrel have hidden shapes in each of their homes, and families that happen to read the signage below can send their young ones on a quest to see if they can find them all. The highly wooden theming not only fits into the forested area, but also in the old century feel of Silver Dollar City.

The new section also has seen the re-emergence of a carousel previously operated at Silver Dollar City, but had



not been utilized for a period of three years. "We took the last year to refurbish the handcarved animals. It was substantial work," Thomas proudly states. "The craftsman had to go in and do a lot of rework of the wood." In addition to taking each horse down to the original woodwork, careful painting of each animal also took a considerable amount of time during the restoration — all done in-house.

The background to the

carousel dates back to the park's founders — Hugo and Mary Herschend. Originally designed by park woodcarver Peter Engler in 1983, the carousel features 26 handcarved pieces. While the majority of animals are horses, the ride also contains bears and mules, as well as two old-time buggies. Master Woodcarver Pam Grisham led a restoration team to bring the carousel back better than ever, and a new location within Half Dollar Holler sees it placed in a very unique building very unlike the typical pavilions that house carousels. The match of theming to the new area is very precise.

Worlds of Fun

Farther north in Missouri, Worlds of Fun in Kansas City shares a similar philosophy. Planet Snoopy has transformed the previous Camp Snoopy area of the park in a major way. Seven new rides provided by Zamperla now offer families brand new experiences where parents can enjoy all new rides alongside

► See MISSOURI, page 12



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Grand Carousel celebrates 85th anniversary season



*Kings Island ride
has given more than
50 million rides*

KINGS ISLAND, Ohio — The year was 1926. Calvin Coolidge was president of the United States. Pontiac cars were made. Henry Ford announced the 40-hour week.

The Kings Island Grand Carousel has given more than 50 million rides in its 85 years of operation.

COURTESY KINGS ISLAND

U.S. Route 66 was created running from Chicago to Los Angeles. And in Cincinnati, Ohio, a classic amusement park ride made its debut on the banks of the Ohio River.

Eighty-five years, 14 presidents and four generations later, the Grand Carousel at Kings Island remains a popular attraction for guests of all ages.

The Grand Carousel was originally purchased by Cincinnati's Coney Island in 1926 for \$201,000 from the Philadelphia Toboggan Company and

was among the many rides that were brought to Kings Island for its opening in 1972.

The Grand Carousel features 28 jumping horses, 20 stationary horses, and is painted with more than 20,000 sheets of 23-karat gold and 1,000 sheets of sterling silver. The horses on the outer ring are stationary. The middle ring features the "jumping horses" while the inner ring is made up of both.

During the Ohio River flood of 1937, when the Grand Carousel was in operation

at Coney Island, some of the horses were swept down the river. A reward was offered for them, or pieces of them, and parts were returned from as far away as Memphis, Tenn.

The ride is also notable for its appearance in an episode of *The Partridge Family*, filmed at Kings Island in 1972.

The Grand Carousel has given more than 50 million rides since 1926, including nearly 23 million rides at Kings Island. Its record year was 1973, when 865,690 rides were given.



FASTFACTS

List of U.S. carousels with ring dispensers
Source: National Carousel Association website

Balboa Park San Diego, Calif. Balboa Park Carousel Herschell-Spillman, 1910	Mitchell Park Greenport, N.Y. Northrop-Grumman Carousel Herschell-Spillman, 1920
Santa Cruz Beach Boardwalk Santa Cruz, Calif. Looff Carousel Charles I.D. Looff, 1911	Knoebels Amusement Resort Elysburg, Pa. Grand Carousel Kremers Carousel Works, 1913
Fun Spot Angola, Ind. (standing but not operating) Allan Herschell, 1929	Weona Park Pen Argyl, Pa. Dentzel, c.1900
Riverside Park Logansport, Ind. Dentzel, c.1902	Carousel Park Riverside, R.I. Crescent Park Carousel Looff, 1895
Martha's Vineyard Oak Bluffs, Mass. Flying Horses Dare, 1876	Watch Hill Park Watch Hill, R.I. Watch Hill Flying Horses Dare, c.1884
Gillian's Wonderland Pier Ocean City, N.J. Carousel, PTC #75, 1926	Riverfront Park Spokane, Wash. Looff, 1909
Coney Island Brooklyn, N.Y. (reopening in 2013) B & B Carousel, Mangels	Museum Row Nunley's Carousel Garden City, N.Y. Murphy/Stein & Goldstein, 1912-1995, reopened 2009



Above left, Snoopy's Rocket Express from Zamperla takes families above all the fun attractions below. Above right, Worlds of Fun's new carousel is proudly restored following its relocation from Geauga Lake.

AT/TIM BALDWIN

MISSOURI

Continued from page 11

their children. Planet Snoopy now provides more than 20 rides, shows and attractions themed to the beloved characters created by Charles Shultz.

Parents riding with children was definitely one of the focal points in ride selection for Planet Snoopy, according to Brandon Stanley, public relations manager for Worlds of Fun. "Everything that is new in the area was designed for parents to be able to enjoy with their children. It adds a new level of interaction to our kids offerings that wasn't prevalent before," says Stanley.

Cedar Fair has implemented the Planet Snoopy areas into several of its parks, but individual differences exist in each one. At the Kansas City facility previous attractions have complemented the new rides, such as the Peanuts Playhouse that allows children — and even adults — to take aim and fire foam balls throughout the playroom. Added to the previous fun is an all new assortment from

Zamperla that includes a Balloon Race, Rockin' Tug, Speedway, Happy Swing, Convoy, Monorail and Teacups — all themed to the Peanuts characters. In almost all cases, parents are welcome to ride with their children.

"With Planet Snoopy, we finally have a featured area with a wide variety of attractions," says Stanley. "The old area didn't have as much of an assortment of ride experiences, and the new area has a wide variety. There is a lot of depth up there, rides traveling below, above, and around you. It's fun to see and the guest response has been tremendous!"

Worlds of Fun has seen an increased traffic flow in the area. The park reports that previously even on a busy day that the children's area wasn't particularly busy, but with the new transformation, Planet Snoopy is bringing in much more people and new life into the section.

On the other side of the park, Worlds of Fun has also introduced the Grande Carousel. In 1926, M.C. Illions meticulously carved 64 jumping horses and two chariots

to create the Illions Supreme carousel, the most famous and reproduced carousel in the world. Known for their all wood horses with high swept manes adorned with jewels, only five original Supreme models were ever built by Illions. This particular model has been restored and relocated from Geauga Lake (Aurora, Ohio) into an all-new pavilion near the park's entrance. It is one of only two Illions Supreme carousels operating in the world.

Located next to the Grand Carousel is a new Festhaus catering pavilion. Previously, a large canvas tent served the park, partially taking up the space now occupied by the Grand Carousel. This new permanent, larger facility offers group outings more comfort, more space and a flexibility of serving more than one group at a time, all in a more attractive venue.

Business savvy leaders in this business are well aware that a successful park needs to cater to more than just the teens, and Silver Dollar City and Worlds of Fun seem to be meeting the needs of all their guests this summer.



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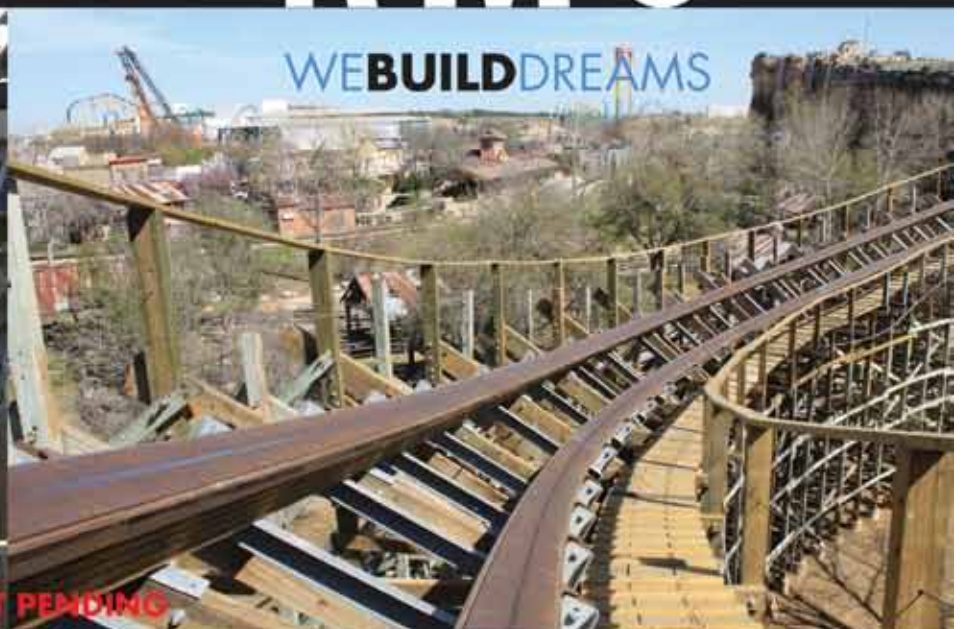


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CHRISTMAS SPOTLIGHT — 2011

Park holiday celebrations spread good cheer throughout the U.S.

STORY: Pam Sherborne
 psherborne@amusementtoday.com

From real snow sledding to holiday-themed live entertainment to huge Christmas trees that move and glitter with thousands of lights, U.S. amusement and theme parks find ways to make the holiday celebrations jollier for park visitors.

The following are details of some of these celebrations.

▶ **SEE RELATED
STORY...PAGE 7**

Hersheypark, Hershey, Pa.

There may not be any brand new attractions during Hersheypark's holiday festivities this year, but park management is planning to host visitors lured by their favorites. The celebrations opened Nov. 18, with Hersheypark Christmas Candylane, a holiday village featuring more than 30 rides including the family-favorite Twilight Express.

Santa is on hand there, of course, and so are his nine live



Left, Hersheypark's Christmas Candylane, which opened Nov. 18, is a holiday village with abundance of holiday lights, rides, entertainment, and Santa and his nine live reindeer. Right, Stone Mountain, Atlanta, is decked out in more than two million twinkling lights during the annual Stone Mountain Christmas, which runs Nov. 12-Jan. 1. COURTESY HERSHEY PARK, STONE MOUNTAIN

reindeer.

Although Hersheypark doesn't release attendance figures, Kathy Burrows, said "our attendance is very weather driven."

"One of our most popular attractions is our nine live reindeer in Santa's Stables," she said.

The holiday celebration also includes live entertain-

ment with a singing and dancing show in a heated theater, as well as games, shops and food.

N.O.E.L. is a light show featuring more than 125,000 dancing lights and synchronized to Christmas music.

"Included in the one-price ticket to Hersheypark Christmas Candylane is admission to ZooAmerica North American Wildlife Park, which is open



Nov. 18, is a holiday village with abundance of holiday lights, rides, entertainment, and Santa and his nine live reindeer. Right, Stone Mountain, Atlanta, is decked out in more than two million twinkling lights during the annual Stone Mountain Christmas, which runs Nov. 12-Jan. 1. COURTESY HERSHEY PARK, STONE MOUNTAIN

year-round," Burrows said. "During the cooler months, visitors to the zoo see increased activity among its animal residents."

There is also a drive-through section of the park called Hershey Sweet Lights, a Holiday Drive-Thru Spectacular. Visitors are able to enjoy nearly 600 illuminated, animated displays from the comfort of

their cars as they drive through two miles of wooden trails.

**Stone Mountain Park,
Atlanta, Ga.**

This year marks the 14th year for a Stone Mountain Christmas. Jeanine Jones, public relations manager, said the festivities during the holidays draws, on an average, about

▶ See HOLIDAY, page 15

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CHRISTMAS SPOTLIGHT — 2011



Top, Dollywood, Pigeon Forge, Tenn., has added a new show to the 2011 Smoky Mountain Christmas. Called Dollywood's Christmas on Ice, it is performed by the Ice Theater of New York. Above, Dollywood's Smoky Mountain Christmas features Carol of the Trees, a synchronization of lights, fireworks and holiday music performed nightly. COURTESY DOLLYWOOD

►HOLIDAY

Continued from page 14

125,000 visitors over the two-month period, Nov. 12-Jan. 1.

"New this year is 'TOYRIFIC!' children's holiday show, as our motley crew of misfit toys band together to save Christmas," Jones said.

Returning favorite shows include Holly Jolly Cabaret, Simply Christmas, A Crossroads Christmas Carol, and The Gift Train Show.

The entire park is decked out with more than two million lights.

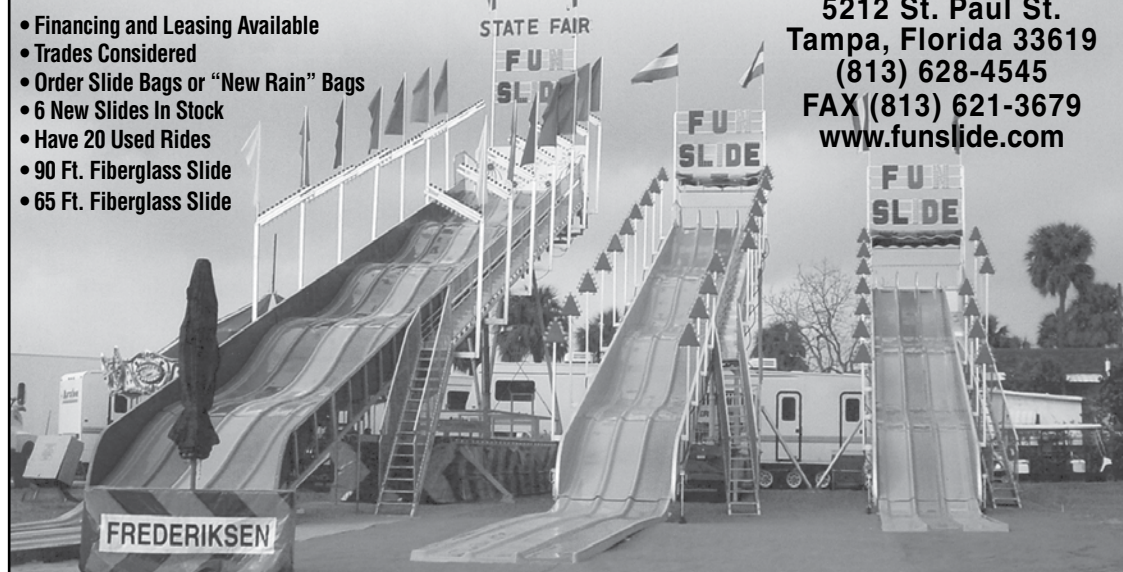
Guests can stroll through Wonderland Walkway, a magical tunnel of lights and melodies. The Wonderland Walkway leads families to visit Stone Mountain Park's very own Snow Angel at the Snow Palace at Memorial Hall.

Other Christmas family activities include the nightly Christmas parade, Polar Ex-

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CHRISTMAS SPOTLIGHT — 2011

►HOLIDAY

Continued from page 15

press 4D Experience, storytelling with Mrs. Claus and visits with Santa.

Attractions other than the shows that are open during this time include miniature golf, the Great Barn and Summit Skyride. The Great Barn features super slides, trampoline floors, climbing structures and over 65 interactive games.

The Skyride is a high-speed cable car that transports guests more than 825 feet above the ground. It provides a great view of the park, the Confederate Memorial Carving, the Atlanta skyline and the Appalachian Mountains.

There are plenty of holiday gifts and food locations.

Guests end their nights with the magic of the Snow Angel as she flies high in the sky creating snow and fireworks.

Dollywood, Pigeon Forge, Tenn.

Dollywood's Smoky Mountain Christmas began Nov. 5 and runs through Dec. 30. It features four million lights that drape the park annually. Shows, rides, food and gifts are abundant.

One of the more favorite attractions is Santa's Workshop, where larger-than-life-sized toys and an 18-foot-tall Christmas tree give guests a thrill as they discover a giant wagon, sailboat, dollhouse and more amid the hustle and bustle as Santa and his helpers ready for their big night. Santa is also the star of the Parade of Lights,

along with a cast of brightly lit floats and colorful characters.

Dollywood's Christmas on Ice, featuring Ice Theater of New York and a cast of six vocalists singing Christmas favorites, is a brand new show for 2011.

"This is our first ice rink," said Ashley Adams, Dolly's publicity coordinator, "and folks are really going to be impressed with the spins and spirals, choreographed to some very beautiful music."

Smoky Mountain Christmas was created at Dollywood 20 years ago.

"The (Christmas) festival is the most weather dependent of all that we do, but it is also very much a family tradition for our core market families," said Pete Owens, Dollywood's public relations manager. "After more than 20 years, attendance remains very strong. We continue to invest in the product with new shows and new lighting displays annually which changes the festival enough to keep a new feel while ensuring the traditions remain."

Other shows include Christmas in the Smokies, Dollywood's music Christmas tradition featuring a 12-member cast and seven-piece band performing hometown holiday favorites; Appalachian Christmas, featuring acoustic music; Carol of the Trees, a synchronization of lights and holiday music performed nightly; and Christmas with the Kingdom Heirs, providing southern gospel music.

There is a nightly Parade of Lights featuring Christmas floats and, of course, more



Top, Silver Dollar City, Branson, Mo., celebrates the holidays with "An Old Time Christmas" celebration during which the park is draped in over four million lights. Above, the park's steam train alight with thousands of holiday lights is a very popular attraction at the Branson, Mo., theme park during "An Old Time Christmas," which began Nov. 5 and runs through Dec. 30

COURTESY SILVER DOLLAR CITY

lights.

Six Flags Discovery Kingdom, Vallejo, Calif.

Holiday in the Park has been operating each holiday season since 2007, making 2011 the fifth year, said park spokesperson Nancy Chan.



Left, Blitzen's Wonderland Mountain snow hill is one of the most popular attractions during Holiday in the Park at Six Flags Discovery Kingdom. Visitors are able to sled down a snowy hill as well as play in the snow play area. Right, Holiday-themed shows which include sea lions, orcas and dolphins are just part of the lure to Holiday in the Park at the Vallejo, Calif. park.

COURTESY SIX FLAGS DISCOVERY KINGDOM

Nutcracker soldier and dolls the size of people;

•Reindeer Village, where Blitzen and Vixen are located; and,

•Winter Wonderland, where snow is falling but fire pits are provided to warm hands.

"Our Blitzen's Wonderland Mountain snow hill is probably the most popular attraction during Holiday in the Park," Chan said. "Guests can sled down a hill full of snow, play in the snow play area and they can enjoy hot cocoa, egg nog and holiday treats nearby."

Holiday Shows featuring orca Shouka, Atlantic bottle-nose dolphins, and sea lions are available.

Rides are open and holiday foods and beverages are served throughout the park.

Silver Dollar City, Branson, Mo.

Silver Dollar City's Old Time Christmas transforms the 1880s-style park into an evening wonderland featuring Christmas on Main Street light and sound show, 1,000 decorated Christmas trees, a Holiday Light Parade, the Broadway-style production A Dickens' Christmas Carol, and festive holiday foods and over four million lights — and rides too.

In temperatures down to 42 degrees, guests can soar into the night while viewing the park's lights from above.

The five-story special effects Christmas tree is the park's centerpiece. A towering visual icon, it comes to life at dusk each evening when the Christmas on Main Street shows begins.

During the shows, the massive tree blazes in synchronization to the musical movements of Christmas songs — up to 100 light changes per second — while lights on buildings, in hanging canopies over Main Street and on Christmas trees around the Square flash along with it, accompanied by surround-sound, immersing guests in the experience. While technologically incredible, the tree is "green" too, operating with energy-saving LED lights.

Silver Dollar City's acclaimed production, A Dickens' Christmas Carol, has become a very popular show at the park. It is an original musical adaptation of the famous classic by Charles Dickens, brought to life with elaborate sets and visual effects, flying spirits, pyrotech-

The 2011 festival began Nov. 25 and runs through Jan. 1.

New this year are three new shows: Toy Box Christmas, with favorite holiday classics performed live on stage; Jingle Bell Rock, a singing and dancing extravaganza featuring the best in holiday tunes; and Home for the Holidays, a dinner show experience in Holiday Hall.

"We're also going to bring in new holiday characters, elves Crystal, Candy and Cookie," Chan said.

The park is decorated in millions of holiday lights and festive décor.

Themed areas include:

•Main Street Festival of Lights and the 65-foot tall Christmas tree;

•Santa's Workshop, where visitors can meet Santa and Mrs. Claus;

•Blitzen's Wonderland Mountain, where visitors sled down a snowy hill;

•Candy Cane Lane, where one can walk through a canopy of larger than life candy confections;

•Toy Land, where visitors are able to meet an enormous

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CHRISTMAS SPOTLIGHT — 2011

►HOLIDAY

Continued from page 16

nic special effects and a cast of 14, accompanied by a live band.

Since its debut more than two decades ago, *USA Today*, *CNN Travel*, *The Travel Channel* and *Good Morning America* have profiled Silver Dollar City's An Old Time Christmas.

All of this has helped lure the crowd annually.

Also each evening the colorful Holiday Light Parade, with musical floats covered in lights, winds through the streets of the city as accompanying costumed characters interact with guests along the parade route.

According to Martha Hoy Bohner, senior publicist, many of the attractions have become family favorites over the years.

"We started our An Old Time Christmas festival in 1988," Bohner said. "We have approximately 350,000 people visit during the festival."

Bohner said there has been some new theming and décor this year, with new blue icicle LED lights wrapping around 40-foot trees with the flashing coordinated to make it look like snow falling.

Additional shows include a musical presentation of the Living Nativity and the interactive show Frosty that invites kids to help bring the legendary snowman to life.

Also showcased are 100 demonstrating craftsmen that create holiday items from

blown glass ornaments, angels and snowmen to pottery and candles.

Guests sing Christmas carols as they ride the Silver Dollar Steam Train and for nighttime thrills, most of the rides and the park's five roller coasters are open after dark with great views of the lights from above.

Tom & Huck's RiverBlast offers raft rides through holiday lights – with water blasters turned off for Christmas.

For kids, there's a lunch with Santa, available weekends throughout the festival.

Busch Gardens, Williamsburg Virginia

Christmas Town: A Busch Gardens Celebration annually transforms the Williamsburg park into a Christmas wonderland, combined with an immersive holiday experience.

The festival, which began Nov. 25 and runs through Dec. 31, is featuring shopping and dining opportunities, live shows and a spectacular light-animated Christmas tree. There are five million lights and 1,500 cut Christmas trees decorating the park. There are three miles of garland and more than 700 wreaths and artificial trees. There are 800 lit snowflakes and stars, 20,000 ornaments, and 900 window candles and luminaries.

New features this year include Polar Pathway and a show titled Gloria! Polar Pathway has turned the park area Escape from Pompeii into waterfalls of light. The new show,



The ice spectacular "It's Christmas, Snoopy!" has become a holiday tradition at Knott's Berry Farm, Buena Park, Calif. The show is performed in the 2,100-seat Charles M. Schulz Theatre and is hosted by the famous skating beagle and his Peanuts friends.

COURTESY KNOTT'S BERRY FARM

being held in the Abbey Stone Theatre, features an ensemble of the park's finest musicians and singers.

Some other offerings include:

- Bustling European town squares (England, France, Ireland, Scotland and Germany) complete with carolers set amid traditional greenery, classic red bows, holiday lights and candles glowing in every shop and restaurant window;

- Holiday treats and hearty soups, smoked meats, fresh baked holiday cookies and peppermint hot chocolate;

- An opportunity to dine with Santa and Mrs. Claus and have pictures taken with them;

- An ice-themed world with dazzling lights, falling snow and an up-close encounter with live penguins at the Royal Palace Theatre; and

- Santa's workshop at the North Pole where visitors are able to meet St. Nick.

Knott's Berry Farm, Buena Park, Calif.

Knott's Berry Farm, kicked off its holiday celebration, A Charlie Brown Christmas, Thanksgiving Day for 2011. It will run through Dec. 30. The celebration includes seasonal entertainment and decorations including a 65-foot Christmas tree and a Christmas parade and hundreds of thousands of twinkling lights while listening to a holiday festive soundtrack.

Now a holiday tradition in Southern California, Knott's Merry Farm's ice spectacular is back. "It's Christmas, Snoopy!" is presented in the 2,100-seat Charles M. Schulz Theatre and is hosted by the famous skating Beagle and his Peanuts friends. Guests find that the show is full

of talented skaters, dazzling sets and colorful costumes.

"A Peanuts' Holiday Parade" offers seven themed floats featuring the Peanuts Gang and accompanied by students from Orange County Song and Dance Company. Guests are able to join Charlie Brown, Lucy, Linus, Sally, Schroeder and Snoopy as they make candy, trim trees and build toys.

Knott's 1880s Ghost Town has been transformed into Knott's Christmas Crafts Village with more than 100 artisans selling their wares.

There are live performances of Charles Dickens' A Christmas Carol as well as O'Henry's A Gift of the Magi.

Elf Mountain Christmas is back with the Timber Mountain Log Ride giving guests a peak into the world of Santa's Elves. Other rides at the park include the GhostRider wooden coaster; the 30-story Supreme Scream; the inverted coaster Silver Bullet; and Knott's newest addition, WindSeeker that takes guests on a flight 300 feet over the park.

Holiday treats abound including fresh-baked pies, cakes, cookies, muffins and gingerbread men. And, of course, guests also have the opportunity to meet with Santa in Santa's Toy Barn.

SeaWorld San Diego San Diego, Calif.

With special holiday-themed animal shows, real snow, reindeer, festive décor and more, SeaWorld San Diego is the place to be this Christmas season. Mrs. Claus will join the festivities this year, greeting children at Santa's Cottage, located at a magical Christmas wonderland on the lawn near

Seaport Marketplace. SeaWorld's Christmas Celebration takes place Nov. 19 to Jan. 1.

All holiday festivities are included with park admission, including:

- SnowWorld: A winter wonderland of snowmen, snowballs and family fun at SeaWorld's Arctic Plaza. This area will feature more than 6,500 square feet of fresh snow each day and impromptu visits with SeaWorld's arctic foxes, adding to the wintry atmosphere.

- Skytower Tree Lighting was held on Nov. 17 when SeaWorld continued an annual tradition with the lighting of the park's 320-foot Christmas Tree of Lights. Families from Rady Children's Hospital-San Diego flipped the switch to light the tree, and then became the very first to experience SnowWorld. During the holiday season, the tree is outfitted with several miles of wire containing 24 strands of light bulbs with 81 bulbs per strand. The Christmas Tree of Lights, which can be seen for miles outside the park, will be lit every night through Christmas Day. SeaWorld's landmark 320-foot Skytower has been a San Diego icon since 1969.

- Breakfast With Shamu and Santa offers diners a chance to enjoy a scrumptious breakfast buffet at poolside tables just a few feet away from SeaWorld's family of killer whales. Santa makes an appearance during the event, posing for festive holiday photos. The buffet includes scrambled eggs, bacon, French toast, machaca, fruit, juice, coffee and more. Cost is \$26 for ages 10 and older; \$16 for ages 3-9 (plus tax, gratuity and park admission).

- Tree of Lights with a Twist: SeaWorld will continue a favorite holiday tradition with the nightly lighting of the park's 320-foot Skytower. For the fourth year in a row, SeaWorld and KYYX 96.5 are teaming up to produce this special musical and visual attraction for the holiday season with the SeaWorld Christmas Tree of Lights. Each night at 6 p.m. starting Nov. 25, the Skytower lights will dance, flash, swirl and glow to holiday music broadcast to all of San Diego on the local FM radio station. The SeaWorld Christmas Tree of Lights will be presented each night through Christmas Day.



Left, Christmas Town: A Busch Gardens Celebration, held annually at the park in Williamsburg, features a 50-foot tall, light-animated Christmas tree. There are also an additional 1,500 cut Christmas trees. Right, the park provides an immersive holiday experience for park visitors. The festivities started Nov. 25 and run through Dec. 31.

COURTESY BUSCH GARDENS

Bay Beach's Zippin Pippin's first year exceeds projections

A tale of
preservation and
persistence

Editor's note: Howard Gillooly is preservation director for the American Coaster Enthusiasts and was very active in the ride's rebirth by providing historical information on the coaster, as well as other information to Bay Beach as needed.

STORY: Howard Gillooly
Special to Amusement Today

GREEN BAY, Wis. — With an abundance of fanfare, the new Zippin Pippin wooden roller coaster made its much-anticipated debut at Bay Beach Amusement Park in Green Bay, Wis. on May 21, 2011. This event was the end result of a project that required the dogged determination of a community and its leadership over several years to bring to fruition. For this ride to be built during difficult economic times makes it even more significant.

This story begins back in 2009 when Green Bay Mayor Jim Schmidt envisioned something big for his city's small amusement park. Bay Beach is home to a collection of classic fairground attractions including a swing ride from the early part of the 20th century, a min-



Inspired by the ride of the same name that once ruled the midway at Tennessee's Libertyland, the new Zippin Pippin at Wisconsin's Bay Beach is a true recreation of a classic John Miller out & back design.

COURTESY
HOWARD GILLOOLY

ature train along with several rare kiddie rides. What it was lacking was its signature attraction: in this case, a classic wooden roller coaster. The park's original wooden coaster, the John Miller-designed Greyhound, only operated from 1929 until 1936. Mayor Schmidt, along with Parks Director Bill Landvatter made it clear that they wanted to bring a John Miller coaster back to Bay Beach.

So began their search for the right ride. At that time, there were several Miller coasters idle and available in the U.S. Coincidentally, Memphis Mayor A.C. Wharton was searching for a purpose for the Libertyland site and the original Zippin Pippin, which had been silent since the park's closing in 2005.

Eventually, Mayor Schmidt, Bill Landvatter, and The Gravity Group (the firm retained to provide engineering services for the project) ventured to Memphis in February 2010 to inspect the Pippin to see how and if it would fit the site back at Bay Beach. As it turned out, the ride made famous as an Elvis Presley favorite was just what the Wisconsin park was searching for. After a round



The new Zippin Pippin utilizes two five-car PTC trains, chain, lift motor and other ride systems that were used on the Thunder Eagle, which operated for three abbreviated seasons in Pigeon Forge, Tenn.

of negotiations, the coaster and rights to its legacy were purchased from Memphis for \$35,000.

There were, however, several practical issues that still had to be addressed. It was obvious that a 'board-by-board' relocation was not going to happen. Time and neglect had taken its toll on the Pippin at the closed Libertyland site; little usable material remained in the old ride. Furthermore, the Pippin's rolling stock would also have to be replaced.

In another unexpected stroke of synchronicity, the team found a former Tennessee coaster available and in remarkably good shape — the Martin & Vleminkx-built Thunder Eagle, which had operated for only three years in Pigeon Forge after which it was eventually dismantled and placed in storage in Canada for a project that would never materialize.

Martin & Vleminkx Rides was awarded the contract to rebuild the Zippin Pippin as the company was also in possession of the Thunder Eagle. The ride's two five-car PTC trains, chain, lift motor, braking and safety systems from Thunder Eagle would all be

incorporated into the new coaster slated for Bay Beach.

The Zippin Pippin's groundbreaking took place Aug. 25, 2010, and from that point throughout the cold winter months that followed, the coaster slowly but steadily took shape.

As construction continued, the project became a focus of Mayor Schmidt's reelection campaign. His opponent claimed the new coaster would not be self-supporting and that cost overruns meant the citizens of Green Bay would ultimately end up paying for it. However, widespread support for the project helped Schmidt with his reelection bid and the Zippin Pippin project continued uninterrupted.

As the projected opening day approached, wet weather inundated the area, causing unexpected delays. Fortunately, though, this two-week respite offered the benefit of additional testing and tweaking.

Finally, under a clear blue spring sky on opening morning, the ceremonial ribbon was cut and the new Zippin Pippin's first riders experienced the rebirth of a classic. Virtually all of the

original ride's elements are there, including the signature 180-degree turn over the station, the numerous camel back hills, and the airtime that one would expect not only from a John Miller coaster but also from a project that the Gravity Group had its hands on. In fact, the only notable structural change from the original ride is the removal of the trim brake on the far turnaround, which makes the return run to the station offer a much more rollicking finish. Perhaps this added velocity at the end of the ride could also be attributed to the slightly longer trains, which consist of two five-car/three-bench PTC coaches.

On opening day, riders of all ages were eager to go back and pay the one dollar ticket price — the most expensive ride at Bay Beach — for the experience to re-ride this marvelous machine.

As for the critics, the proof is in the receipts. By mid-summer, the new coaster had already surpassed its projected 200,000 riders and revenue at Bay Beach was up over 40 percent from last year. This only goes to show that you can't keep a good ride down and, as the saying goes... "If you build it, they will come."

FASTFACTS

Ride/Park

Zippin Pippin/
Bay Beach
Amusement Park,
Bay Beach, Wis.

Type

Wooden roller coaster

Height/Length/Speed

70 feet/2,865 feet/40 mph

Trains/Capacity

Two, five-car PTC trains/
30 passengers per train

Designer

The Gravity Group,
based on
John Miller design

Construction

Martin & Vleminkx

Opened

May 21, 2011



WATERPARKS & RESORTS

INDOOR FACILITIES AQUATIC CENTERS RECREATION SUPPLIERS

2011 WWA show attendance up, growth seen in public sector

STORY: Pam Sherborne
psherborne@amusementtoday.com

NEW ORLEANS, La. — Members of the waterpark industry and those selling products to that industry met Oct. 3-7 in New Orleans for the 31st annual World Waterpark Association Trade Show and Symposium.

And, by all respects, everything seemed to go very well for both segments.

"We definitely are seeing registration up over last year," said Rick Root, WWA president. "We have seen an increase in attendance every year since 2007."

Root said the association has spent a lot of time not only before but also during the symposium focusing on new products as well as new projects.

When asked what they were seeing on their end, many exhibitors said they were seeing real interest from buyers for new products.

"The buyers seem to be here and those are the people we need to speak with," said Rick Hughes, president, EmeraldFX Mazur, Norwalk, Ohio. "We have made some really good contacts."



EmeraldFX Mazur specializes in being a full-service fiberglass shop, dealing in both new products and making repairs. One of the company's newer products is a lazy river feature. It looks more like an upsidedown canoe that riders go under. It includes spray features.

"We are getting into becoming more of a turn key company," Hughes said, "where we can come in and do everything."

EmeraldFX Mazur stays busy with waterparks, splash grounds and campgrounds.

Overall, the WWA Show welcomed more than 1,400 owners, operators, developers, suppliers and designers. Attendees represented active leisure markets in Australia, the Bahamas, Bahrain, Brazil, Canada, Costa Rica, Germany, Guatemala, India, Indonesia, Japan, Jamaica, Mexico, Peru,



The 31st annual World Waterpark Association Trade Show & Symposium, held Oct. 3-7 in New Orleans, drew more than 1,400 attendees from 20 foreign countries and 42 states. That figure is up from the 2010 show. COURTESY WWA

Singapore, Thailand, Turkey, the United Arab Emirates, the United Kingdom, Uruguay, as well as 42 states within the U.S.

WhiteWater West Industries, Vancouver, B.C., was showing its newest products, which includes the MegaTube series, which uses a 20-foot-diameter flume. Julie Zakus, marketing manager, said although WhiteWater showcases the MegaTube series with the new Family Python ride, the MegaTube can be added to various different raft rides.

Other new slides include the Python, The Family Rattler and The Rattler, and the Anaconda, which sports a 30-foot-diameter MegaTube.

The Abyss is another new WhiteWater West product. This attraction includes a flume that spirals down into a tube. The company has both the Curl Abyss and the Open Abyss.

Zakus said the company's AquaLoops continue to be very popular. This attraction is one of the world's only near-vertical waterslides and can be

purchased in a dueling mode.

Brad Goodbody, marketing manager, ProSlide Technology Inc., Ottawa, Ont., said new ProSlide products drawing a lot of interest from attendees at the WWA event and elsewhere include the KrakenRacer that was installed at Rapids Water Park, West Palm Beach, Fla., this past season. The KrakenRacer is the latest evolution of the ProSlide's award winning ProRacer.

The company's Hydro Magnetic Coasters continue to be popular and now there is the Hydro Magnetic Hornet. This version has a smaller footprint and will be marketed primarily to smaller waterparks.

Splashtacular Waterslides and Waterpark Attractions, Paola, Kan., was on hand showcasing the 360Rush waterslide, which received the 2011 Industry Innovation Award for Suppliers by the WWA. The 360Rush features a 45-foot-wide SplashBowl where two riders chase each other. The ride starts at the top of a 58-foot tower, where two riders enter 32-inch open bodyslides through a launch module featuring a trapdoor.

► See WWA, page 22

WWA names Board Award recipients and 2011 Hall of Fame inductees

NEW ORLEANS, La. — During its 31st Annual Symposium & Trade show held recently in New Orleans, La., the World Waterpark Association announced its 2011 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 the industry overall.

The 2011 WWA Board of Directors Awards recognized the exceptional accomplishments of 27 recipients in 2011 including:

•**Executive Board Award:** Roger Currie, Aqua Leisure International, Gomshall, Surrey, United Kingdom; Judith Leblein Josephs, Judith Leblein Josephs Enterprises LLC, Wayne, N.J.; Alan Mahony, Mahony dmc, Banglamuang, Chonburi, Thailand.

•**Kelly Ogle Memorial Safety Award:** Lulu Cisneros, Lulu Cisneros Educación Acuática, Monterrey, Nuevo Leon, Mexico; Pool Safely Cam-

paign, U.S. Consumer Product Safety Commission, Bethesda, Md.

•**Al Turner Memorial Commitment to Excellence Award:** Sam Haynes, Blue Bayou Water Park, Baton Rouge, La.; Danny & Janis Keim, Cape Coral, Fla.

•**Industry Innovation Award:** Kathie Luecker, Lincoln Equipment, Inc., Concord, Calif.; Randy Neuman, Neuman Pools, Beaver Dam, Wis.; Robin Patrick, Water World, Dothan, Ala.; Splash Kingdom Family Waterpark, Canton, Texas.

•**Industry Leadership Award:** Beach Park Waterpark and Empex Watertoys for Acqua Circo at Beach Park Waterpark; Centaman for Real-Time In-Park Count Video Technology; Disney Cruise Lines and Walt Disney Imagineering for AquaDuck on the Disney Dream; Evergreen Wings & Waves Waterpark – Evergreen Aviation & Space Museum for Integration of An Education and Aviation Theme in a Waterpark; Rapids Water Park and ProSlide Technology for Rapids Racer at Rapids Water Park; Spring Valley Beach Water Park and Splashtacular Entertainment for 360Rush at Spring

Valley Beach Water Park; Water Safety Products, Inc. for ValuStair; WhiteWater West Industries Ltd. for the World's First Acrylic Master Blaster on a Cruise Ship."

•**Special Recognition:** Mike Fijas, Safety Committee Chair, Raging Waves; Chris Landgrave, Education Committee Chair, Deep River Waterpark; Jessica Steinberg, Public Sector Committee Chair, Magic Waters Waterpark, Tiffany Woodward, Marketing & Communications Committee Chair, Jackson Street Holdings LLC/Wave Renovations LLC.

2011 WWA Hall of Fame

The WWA inducted four individuals into the WWA Hall of Fame, which honors the water leisure industry's most important pioneers and innovators. This year's honorees were:

•**Lee Hovis**, Tolomato Community Development District;

•**Gary Jackson**, Stone Mountain;

•**Gary Maurek**, Hyland Hills Water World; and

•**Nick Scott Sr.**, Scott Enterprises.



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►WWA

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They fly down near-vertical slides at up to 40 mph, gently stopping in a shallow pool of water at the bottom.

"We are having a lot of interest in this product," said BJ Johnson, director of marketing. "We are also introducing the Double Bowls Eye, which is the sister ride to the 360Rush."

This ride is similar to 360Rush, but riders actually enter opposite sides of the bowl. The rafts can hold two riders each.

Polin Waterparks and Pool Systems, based in Turkey, had representatives on hand to answer questions about the company's new King Cobra slide. This racing slide can be used with both single and double tubes. It has a theoretical capacity of 400 per hour, based on four riders going at the same time. The company was also showing some of their other 2011 highlights including the Racer Series, Surf Stream, Creek Surfing and Splash Cinema.

Fibrart based in Jalisco, Mexico, was exhibiting the company's Turbo Racer, with the first one installed this season in Morelos, Mexico. Alejandro Mestas Gonzalez, international sales manager, said the company has been very busy particularly in the U.S., Spain and the Dominican Republic.

"For 2011, we also installed an eight-lane racer at Seven Peaks Water Park, Provo, Utah," Gonzalez said.

Vortex, Quebec, exhibited several of their fiberglass splash models. The company's products include the Splashpad, Spraypoint, and Poolplay.

Scott Snyder, Zebec Water Sports, Fairfield, Ohio, said although his company is well-known for its rafts and tubes, the company is diversified in its offerings that "some people just aren't aware of."

So, the company was showing them off at the WWA tradeshow.

"We sell impact padding, rope and netting, and lily pad walks, among other things," Snyder said.

CPI Amusement, Kyle, Texas, was displaying its line of water rafts, bumper boat tubes, and bumper collars.

Lo-Q, Lithia, Ga., showcased its new Q-band, the

► See WWA, page 24

WWA announces 2011 Wave Review winners

Key [winners listed in order, based on annual attendance]:

- a) Up to 100,000
- b) 100,000 to 250,000
- c) 250,000 & up

Billboard

- a) Denton Water Works Park, Denton, Texas
- b) White Water, Branson, Mo.
- c) Hyland Hills Water World, Federal Heights, Colo.

Brochure

- a) Wahooo! Waterpark Bahrain, Manama, Bahrain
- b) White Water, Branson, Mo.
- c) Great Wolf Lodge-Poconos, Scotrun, Pa.

Direct Mail

- a) Splash Kingdom Waterpark, Shreveport, La.
- b) Greenville County Recreation District, Taylors, S.C.
- c) Wild Adventures, Valdosta, Ga.

Email Campaign

- a) Splash Universe Water Park Resort, Shipshewana, Ind.
- b) Fallsview Indoor Waterpark, Niagara Falls, Ontario, Canada
- c) Beach Park, Aquiraz, Ceara, Brazil

In-Park Promotion

- a) Wahooo! Waterpark Bahrain, Manama, Bahrain
- b) Shipwreck Island Waterpark, Jacksonville Beach, Fla.
- c) Camelbeach Mountain Waterpark, Tannersville, Pa.

Poster

- a) DryTown Water Park, Palmdale, Calif.
- b) Magic Waters Waterpark / Rockford, Ill.
- c) Splash! Buccaneer Bay / La Mirada, Calif.

Press Kit/Media Kit

- a) Splash Kingdom Waterpark, Shreveport, La.
- b) Waterworld Waterpark, Ayia Napa, Cyprus
- c) Noah's Ark Waterpark, Wisconsin Dells, Wis.

Print Media

- a) Denton Water Works Park, Denton, Texas
- b) Shipwreck Island Waterpark, Jacksonville Beach, Fla.
- c) Camelbeach Mountain Waterpark, Tannersville, Pa.

Radio Commercial

- a) Wahooo! Waterpark Bahrain, Manama, Bahrain
- b) Sun Splash Family Waterpark, Cape Coral, Fla.
- c) Wild Adventures, Valdosta, Ga.

TV Commercial

- a) Denton Water Works Park, Denton, Texas
- b) Magic Waters Waterpark, Rockford, Ill.
- c) Beach Park, Porto das Dunas, Aquiraz, Brazil

Social Media

- c) Splash Kingdom Waterpark, Canton, Texas
- b) Wave Die Worgler Wasserwelt, Worgl, Tyrol, Austria
- c) Noah's Ark Waterpark, Wisconsin Dells, Wis.

Website

- a) Wahooo! Waterpark Bahrain, Manama, Bahrain
- b) Gulf Islands Waterpark, Gulfport, Miss.
- c) Kalahari Resorts, Wisconsin Dells, Wis.

SWIM! Awards — 2011 honorees

Employee Retention & Rewards Programs honorees:

- Atlantis The Palm, Dubai-Aquaventure, Dubai, U.A.E.
- Breakwater Beach, Seaside Heights, N.J.
- Magic Waters Waterpark, Rockford, Ill.
- The Wave Waterpark, Vista, Calif.

Employee Training Programs honorees:

- Atlantis The Palm, Dubai-Aquaventure, Dubai, U.A.E.
- Evergreen Wings & Waves Waterpark, McMinnville, Ore.
- Great Wolf Resorts, Madison, Wis.
- Wild Wadi, Dubai, U.A.E.



Andy Tymiak, left, product manager for Waves and FlowRiders, WhiteWater West Industries, Vancouver, B.C., points out features of some of the company's newest line of water attractions to potential customers at the 2011 World Water Association Trade Show and Symposium, New Orleans, La., Oct. 3-7. AT/PAM SHERBORNE



Sila Gokalp, landscape architect, Polin Waterparks & Pool Systems, based in Turkey, was among those with Polin as the company featured many of their products including the new King Cobra water attraction. The company was exhibiting at the 2011 WWA trade show and symposium held in New Orleans in October.



Brad Goodbody, marketing manager, Proslide Technology Inc., Ottawa, Ontario, showed some of Proslide's newest products including the KrackenRACER, which won the 2011 World Water Association's Most Innovation Award.



Splashtacular's B.J. Johnson, director of marketing, and Kyle Rieger, key accounts sales, said there had been quite a bit of interest in some of their newer products at the 2011 WWA trade show and symposium. One new attraction was the dueling body bowl, a 58-foot tall tower which drops riders down a shoot going 30 to 40 mph as they enter into a bowl where riders can chase each other around. It has a controlled start and a theoretical capacity of 240 in an hour.



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Bali Waterpark, Fushun, China



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►WWA

Continued from page 22

company's virtual queuing system for waterparks. Frank Good, director of North American sales, said there has been a lot of interest in the system.

"We tested it this summer at the Six Flags White Water park in Atlanta," Good said. "They loved it there."

Gail Platt, Colortime Crafts and Markers, Merrick, N.Y., exhibited her line of costume T-shirts. Her products allow park guests to color their own designed shirts with markers. Platt said the shirts can be washed safely once the color is dried.

Wade McGruder, Waterworks International, High Ridge, Mo., was showcasing his fountain products equipped with LED lights. He

said business has just started picking up for him.

"We were slow up until about a month ago," he said.

McGruder does a lot of work for municipalities around the country, as well as amusement parks and waterparks. He has found city officials are able to get a dual usage from the fountains. They can provide fountain fun for children during the day, then provide fountain shows at night.

The last area of growth among municipalities that McGruder spoke of is the same growth area as Root is seeing in member growth for the WWA as well as in actual attendees to this year's event.

"We are seeing a very good growth among our public sector," Root said. "I think 20 percent of all our attendees this year is from that sector."



Zebec, Fairfield, Ohio, was on hand at this year's WWA trade show and symposium held in New Orleans in October. Among some of the products in the company's booth included tubes, rafts, impact padding, rope and netting.



CPI Amusement, a leading designer and manufacturer of top quality products and accessories for the amusement park and waterpark industries, showed off its line of tubes at this year's WWA tradeshow and symposium, New Orleans, Oct. 3-7.



Kevin Engels, left, development specialist, and Marc-Andre Laurin, product designer/talent ambassador, Vortex, Quebec, Canada, were on hand at the 2011 WWA trade show and symposium during October to show some of the company's water play elements including a variety of spray points, pool play items and splash pads.



Lo-Q inc., Lithia Springs, Ga., exhibited that company's newest line in flash passes. The 2011 season was the first for Lo-Q's virtual queuing system for waterparks. It was tested in the Six Flags' White Water Park in Atlanta, Ga.



EmeraldFx North America Mazur exhibited its line of fiberglass products. The company has a full-service fiberglass shop in Norwalk, Ohio. The company's president Rick Hughes said they are also starting to get into turnkey contracting. From left, are Chuck DeCaro, vice president, Hughes, and Scott Borsick, sales and marketing.

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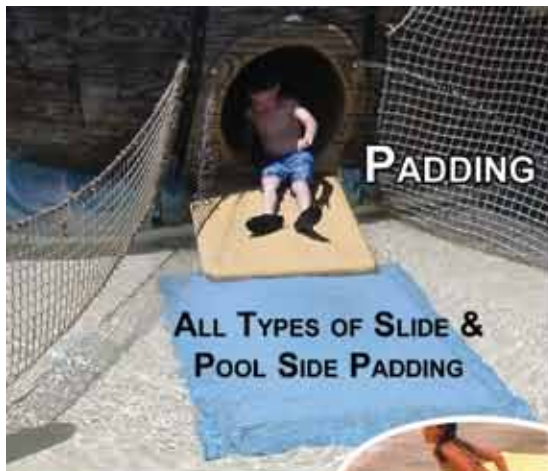


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Allied Specialty Insurance Inc. representatives David E. Gallace and Sherrie Calhoun spent time answering questions during the 2011 WWA trade show and symposium held in New Orleans, Oct. 3-7.





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- Entry Pool Side Padding



RAPID RIVER RAFT



PLAY NETTING



ROPE & NETTING

Riptide Bay a hit during 2011 for Six Flags Great America

STORY: Pam Sherborne
psherborne@amusementtoday.com

GURNEE, Ill. — Six Flags Great America & Hurricane Harbor unveiled a multi-million dollar waterpark expansion this season, Riptide Bay, and, by the end of the 2011 season, the expansion was deemed a success.

Among other components, Riptide Bay added four thrill slides, a 14,000-square-foot activity pool, a double funnel family raft ride and a double-sided wave simulator able to produce five-foot high waves. It also added four acres bringing the total size of the waterpark up to 20 acres.

The park doesn't release specific attendance figures, but park officials have been pleased with the addition. And, it looked as though visitors were, too.

"Riptide Bay has been a huge hit," said Hank Salemi, Six Flags Great America park president. "My favorite part of my job is seeing our guests have a great time. Every time I go into Riptide Bay I'm reminded of that, because everywhere I turn people are smiling and having a blast."

ProSlide Technologies LLC, Ottawa, Ont., and Six Flags Great America worked together to offer Six Flags guests some one-of-a-kinds. The slide complex includes five slides: two Dive Bombers;



two Mega Wedgies; and one Wipeout.

The Mega Wedgie is ProSlide's first FreeFall slide with a SkyBox launching capsule anywhere. Riders shoot down a five story, 80-degree plunge going up to 40 mph. And, because there are two versions, riders are able to race a friend.

The length of the Mega

Wedgies is 230 feet, with a dispatch rate of 20 seconds.

The Dive Bombers are the first SuperLoop slide with a SkyBox launching capsule in North America. Riders free-fall five stories into looping slides while traveling speeds up to 40 mph. And, again, because there are two versions, riders are able to race each other.

The length of the Dive Bombers are 290 feet, with a 20-second dispatch rate.

According to ProSlide officials, the SkyBox Launch Systems are designed and refined to produce a dramatic high-speed drop-launch experience. The one slide tower houses all of the launching capsules. The transparent doors allow riders a look inside the capsule before entering. A transparent floor allows riders to look down the drop before being "launched."

ProSlide has calculated the launch angle of the SkyBox in conjunction with the speed with which the floor drops out to provide a sensation of weightlessness at its maximum, while providing a safe and consistent anticipatory launch.

Another North American debut for both Six Flags and



Six Flags Great America & Hurricane Harbor unveiled a multi-million dollar waterpark expansion for the 2011 season, Riptide Bay, and, by the end of the season, the expansion was deemed a success. ProSlide delivered the new slide complex.

COURTESY
SIX FLAGS GREAT AMERICA

ProSlide is the Outdoor Tantrum Alley. Titled "Wipeout" at Six Flags Great America, this attraction winds a four-person CloverLeaf raft through a tunnel into two separate funnels, both offering several oscillations before feeding the raft on through the ride. This ride has 400 feet of enclosed slides, a drop of 35 feet and a capacity of 720 riders per hour.

Riptide Bay also features the Surf Rider, a five-foot double-side surfing simulator that allows two participants at a time. There are 55,000 gallons of water flowing every minute to keep the surfers going. The Surf Rider is free with admission to the waterpark. Six Flags does offer surfing lessons for those wanting to learn a few tricks and maneuvers. These lessons do have an additional cost.

Then, there is Monsoon Lagoon, a 14,000-square-foot activity pool complete with waterfalls and interactive spray elements. Aquatic Development Group was the supplier of the interactive elements and other props in Monsoon Lagoon.

A new concession and retail shop finish out the expansion. The new concession is called 5 o'clock Phil's and is themed as a Tiki snack bar. Along with food offerings, it serves tropical drinks with outdoor seating.

The High Tide retail store offers swimming apparel and

FASTFACTS

Riptide Bay

Surf Rider: Double-Sided Surf Simulator

- A wave-in-a-box with 55,000 gallons of water flowing per minute
- Five foot waves with speeds up to 30 mph
- The double-sided feature allows two surfers at a time

Dive Bomber: Free-Fall Looping Slides

- SuperLoop slides with a Skybox launching capsule
- Riders free-fall five stories into a looping slide and travel speeds up to at 40 mph
- Clear tubes allow spectators to see riders shoot down the slide and the twin version allows riders to race each other

Mega Wedgie: Free-Fall Speed Slides

- FreeFall slides with a Skybox launching capsule
- Shoot down the five stories, 80-degree plunge at 40 mph
- Race a friend on twin versions of Mega Wedgie

Wipeout: Double-Funnel Family Raft Slide

- A high-intensity slide that takes groups of two to four swirling on a raft through tight turns and two funnels
- Speed through 400 feet of enclosed tubes and plummet down a 35-foot drop.



Among components of Riptide Bay, the new expansion added in 2011 to Six Flags Great America & Hurricane Harbor, Gurnee, Ill., is a double-sided wave simulator able to produce five-foot high waves.

souvenirs.

"Riptide Bay is the perfect addition to our park's extensive collection of thrills," Salemi said. "We expanded the water park due to popular demand, and are excited to provide guests of all ages with a variety of unique and thrilling slides and attractions that can only be found at Six Flags Great America."

Hurricane Harbor opened in 2005. Construction on the Riptide Bay expansion began last fall. Riptide Bay at Hurricane Harbor is free with a season pass or park admission.

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BRIEF

Cedar Fair chooses accesso to drive E-Commerce

SANDUSKY, Ohio — Cedar Fair, based in Sandusky, Ohio, recently announced that it has engaged accesso, a leading provider of commerce solutions, to utilize their premier online commerce and mobile technology across its renowned portfolio of parks.

Along with redesigned websites for each park, Cedar Fair will replace its current in-house e-commerce solution with accesso's fully hosted, dynamic online platform beginning in January 2012. Cedar Fair will also roll out accesso's integrated mobile platform with updated mobile websites along with iPhone and Android based apps including mobile ticketing.

"Industry-leading organizations like Cedar Fair understand the increasing power of online commerce and mobile technology," said Steve Brown, accesso's chief executive officer. "Our solutions are known for their easy-to-use designs with a focus on the user experience and sales results. We look forward to bringing our technology and unique service model to Cedar Fair and its customers in early 2012."

US Thrill Rides announces new tower concept

SkySpire is Bill Kitchen's newest ride concept

WINDEMERE, Fla. — Bill Kitchen, inventor of the popular SkyCoaster attractions and his company, US Thrill Rides LLC, recently unveiled their newest concept — SkySpire. This patent-pending tower that can rise from heights of 250 to over 3,000 feet providing guests with unparalleled, 360-degree, panoramic views as they ascend and descend in gondolas that spiral around the structure much like the stripes on a candy cane.

Kitchen's first foray into business began with broadcast technology where he successfully mastered the construction of very tall broadcast antenna towers. These structures were the inspiration for what he saw as very tall observation rides that require much less real estate than Ferris wheels. The SkySpire elegantly rises to great heights and provides guest a comfortable spiraling ride to the top where they can exit to enjoy views in an observation lounge and then ride spiraling gently back to the earth.

"SkySpire is totally unique and affordable for attraction operators, but most of all, it will be a guest experience that will fully deliver the value of any interesting view," said Kitchen.

SkySpire follows Kitchen's patent pending 'SkyView' observation wheel, which was introduced in Nov. 2010 and exclusively licensed to Circle Entertainment SV-I, LLC. Together, patents surrounding the two rides give Kitchen a unique approach in observation attraction tech-

nology and US Thrill Rides LLC, is actively commercializing the new design. Several theme parks and venues are pursuing SkySpire because it is affordable, requires a very small real estate footprint, and has substantial rider capacity.

USTR has a track record of looking at expensive attractions and devising much more affordable versions which deliver all of the thrill at a lower cost while maintaining focus on guest safety. From the SkyCoaster which fundamentally disrupted the bungee craze in the early 90s and became one of the best-selling and safest rides in the world, to iFly which perfected indoor skydiving for 1/3 of the cost of competitors, to UniCoaster which delivers the experience of a looping roller coaster in a very small area, USTR has proven to have a knack for creating the next new and exciting ride that has real business upside for the owner/operators.

When asked where the first SkySpire will be erected, Kitchen is careful not to reveal the location or timing. "We will leave that to the direction of our developers," he says. He does mention that his first SkyQuest suspended beam ride system has been purchased and will be going into the Indianapolis Zoo next year. "We are very busy with many attractions, but we are very happy that we can now be a leader in the observation market. Stay tuned, we have gravity, speed, height and physics as our paints on the thrill canvas...we are just getting warmed up."



SkySpire is a new concept for observation towers being developed by inventor Bill Kitchen and his company, US Thrill Rides, LLC. This patent-pending tower can rise to heights of 250 to over 3,000 feet providing guests with unparalleled, 360-degree, panoramic views as they ascend and descend in gondolas that spiral around the structure much like the stripes on a candy cane.

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Djurs Sommerland sets attendance record

DENMARK — Djurs Sommerland finished this season with a 'Magical Halloween' in October, which attracted more than 53,000 guests. This figure helped the park break its attendance record once again.

Djurs Sommerland welcomed more than 660,000 visitors during 2011, and thereby set a new attendance record for the fifth consecutive year. Approximately 82,000 more guests visited the park this season, which equals a growth of more than 15 percent. The record high attendance positions Djurs Sommerland as Denmark's second largest tourist attraction outside of Copenhagen — exceeded only by Legoland Billund.

Djurs Sommerland CEO Henrik B. Nielsen, is thrilled by the result and notes significant reasons for the successful season: "An important reason for this year's attendance record is of course our introduction of Europe's biggest water coaster — Skatteøen. The Mack water coaster has been an outstanding success and is already challenging our roller coaster Piraten as the park's most popular attraction. Furthermore, we have been able to attract our guests from a larger geographical area and have experienced a significant increase in foreign guests."

Djurs Sommerland opens for the 2012 season on May 4.

Hendrick Construction to expand exhibit at North Carolina Zoo

ASHEBORO, N.C. — Hendrick Construction, Inc., based in Charlotte, N.C., won a contract to expand the North Carolina Zoo's polar bear exhibit to create space for new polar bears, as well as allow caretakers to establish a breeding program.

The \$6 million project will feature a new exhibit with a splash pool, cooling areas and digging pits, as well as a new visitors' plaza. Hendrick will build a 5,500-square-foot holding facility with a maternity den, a 4,500-square-foot visitor building and an 800-square-foot interpretive viewing shelter for visitors.

The purpose of the exhibit is to educate visitors about the plight of polar bears and the broader issues of habitat loss and global climate change.

"Polar bears are and always have been our most popular animal at the zoo, and they've been in quite a lot of trouble in the wild," said North Carolina Zoo General Curator Ken Reininger. "Not many people get to go to the Arctic and see polar bears or the impacts of global climate change, and our exhibit will

help people draw a connection between the two."

The project requires renovating 2,000 square feet of the existing polar bear holding facility, which is part of the zoo's Rocky Coast attraction. Hendrick will make improvements to the life support systems for the polar bears, as well as the seals and sea lions. And, Hendrick will upgrade the polar bear pool and viewing glass, and build a new shade structure over the existing exhibit overlook.

"We're thrilled to be involved with another exciting attraction for the zoo," said Roger Hendrick, president of Hendrick Construction. "It's a challenging project because we need to plan our construction activities so as not to disrupt the other animals."

The expansion project was designed with environmentally sustainable features, such as recycled materials, storm water drainage strategies, and energy-efficient fixtures and mechanical systems.

The project is scheduled to begin this fall, with the new exhibit opening to the public in spring 2013.

FAST TRACK

COMPILED: Scott Rutherford, srutherford@amusementtoday.com

For the third consecutive year, **Knott's Berry Farm** hosted the American's Diabetes Association's Step Out: Walk to Stop Diabetes. On Oct. 1, more than 5,000 Orange County residents took part in the event that raises needed funds to support the association's mission: to prevent and cure diabetes and to improve the lives of all the people affected by diabetes. Participants enjoyed a day at Knott's Berry Farm with appearances by Snoopy, the Laker Girls, the Anaheim Duck's Street Team, and several other guests.

Ride Entertainment Group's Adam Sandy and **Mark Rosenzweig** recently donned bear outfits and roamed **Canobie Lake Park** during the park's 'Screeemfest' event to raise money for **Give Kids the World** (www.gktw.org). Canobie put a collection point at the exit of the park's new Untamed coaster where guests could drop a few dollars in as they walked by. The park matched all donations, had their props and makeup team help Sandy and Rosenzweig with their costumes, and provided them with a guide for the evening. In addition to raising money at the park, the REG team solicited donations from amusement industry friends and family members.

Six Flags Great Adventure followed the official ending of the 2011 operating season by partnering with a VIP Wild Safari experience on Nov. 5 and 6 to offer guests an opportunity to sample local wines, food and gifts. The event featured 11 New Jersey vineyards with nearly 150 locally-produced wines for sampling, handcrafted gifts, dishes from neighboring eateries and live music. Visitors could purchase a special Wild Safari package that included a private tour of the safari and special wine tasting in the African Plains section among giraffes. Younger guests enjoyed activities in the Safari's Camp Rose area that included the theme park's animal educators and their small exotic animals.

The 14th Annual Scream Zone, held at the **Del Mar "Scaregrounds,"** closed its haunted chambers long after midnight on Halloween, Monday, Oct. 31, with the second-largest attendance in Scream Zone history.

This three-haunt, in-your-face attraction even claimed its share of victims: 32,199 guests dared to enter and 414 frightened souls never made it through the House of Horror or Chamber.

The Scream Zone team of more than 100 helped make this 23-day trilogy of terror into the scariest yet. More than 60 pounds of makeup were used to make these creatures into the ghouls and goblins that greeted all souls who dared enter their zone.

The 2011 event delivered a 6 percent increase in revenue over the previous year, ranking it second most successful in Scream Zone history.

Magic Memories, a New Zealand-based tourism photography experience company, is presenting a new way to capture the best entertainment experiences that American tour-

ism attractions have to offer.

The company is offering a cutting-edge way of fusing entertainment with education and wrapping them up in an exclusive photo-book that's unlike anything out on the market today. With Magic Memories, customers can visit their favorite tourism attraction and take home a detailed account of their experience in a booklet that they can share with friends and family without even having to bring a camera. Indulge in your trip by reliving the memories via the online photobook on their website, or share your experience with friends and family through the social media outlets.

Magic Memories has recorded significant success around the world since its beginnings at Skylinegondola attractions in 1994, Queenstown, New Zealand.

Magic Memories currently produces more than 15 million personalized Magic Memories a year across attractions in five countries — New Zealand Australia, U.K, Ireland and South Africa and they are now looking to bring their magic touch to the U.S. market.

The Bowling Proprietors' Association of America (BPAA), recently announced the launch of BPAA Customer Connect, a highly anticipated web-based CRM program that will reshape the industry's ability to connect and engage with bowling center consumers. BPAA Customer Connect, which will be unveiled at the 2012 Bowling Summit, is a new, free benefit available to BPAA member centers as an added value for 2012. BPAA developed this breakthrough program which will enable proprietors to create, track, and market events, leagues, tournaments and more — all with real data, in real time, for real results.

"Most bowling proprietors will tell you that data is king and having a robust database is critical in today's operating environment. Through BPAA Customer Connect, we are empowering our member centers by helping them to connect with their customers on a deeper level than ever before," said Steve Johnson, executive director of the BPAA. "At BPAA, we say that 'it pays to belong' and Customer Connect will do just that for our members. Whether it is building a database, keeping tabs on events and leagues or keeping customers engaged and coming back, this solution will add even more value to every BPAA member center."

The 2012 Bowling Summit will be held from January 22 to 24 at the Meritage Resort in Napa Valley, California.

Six Flags Magic Mountain has removed yet another of its original attractions. This time the victim is the beloved **Log Jammer**, an early log flume ride supplied by Arrow Development. Guests visiting during the park's 19th annual Fright Fest event turned out to be the Log Jammer's final passengers. "Six Flags Magic Mountain is always evolving, not one to rest on its laurels. We are sad to see Log Jammer leave, but we are excited about the future plans for the area and know our guests will be too," said park spokeswoman Sue Carpenter.

MARKETWATCH

RIDING THE MARKET



Company	Prices One Month Ago	Prices 11/03/11	High	52 weeks Low
Cedar Fair L.P.	\$17.52	\$20.98	\$22.69	\$14.150
MGM Mirage	\$8.23	\$10.73	\$16.94	\$7.40
Six Flags Ent. Corp.	\$25.79	\$37.24	\$40.25	\$24.72
CBS Corp.	\$18.95	\$24.52	\$29.68	\$15.99
Walt Disney Co.	\$29.00	\$35.03	\$44.34	\$28.19
Great Wolf Resorts, Inc.	\$2.41	\$2.62	\$3.65	\$2.02
Blackstone Group	\$11.31	\$14.20	\$19.63	\$10.51
Village Roadshow	\$2.70	\$2.86	\$4.45	\$2.24
NBC Universal	\$14.69	\$16.67	\$21.65	\$14.02

FUEL PRICES



Region (U.S.)	As of 10/31/11	Change from year ago
East Coast	\$3.886	\$0.823
Midwest	\$3.866	\$0.817
Gulf Coast	\$3.808	\$0.826
Mountain	\$3.959	\$0.818
West Coast	\$4.107	\$0.865
California	\$4.163	\$0.926

TOP 7 MOST TRADED CURRENCIES



On 11/04/2011 \$1 USD =
0.7277 EURO
0.6266 GBP (British Pound)
78.0298 JPY (Japanese Yen)
0.8835 CHF (Swiss Franc)
0.9695 AUD (Australian Dollar)
1.0144 CAD (Canadian Dollar)

PEOPLE WATCH

Eastern States Expo names finance director

Eastern States Exposition President and CEO Wayne McCary announces that **Thomas L. Plasse**, of Westfield, Mass., has been named director of finance of Eastern States Exposition (ESE), West Springfield, Mass. Plasse assumes the position formerly held by Eugene J. Cassidy who is now executive vice president and COO.

Plasse comes to the Exposition from his previous post as president and CFO of Motherwear International, Inc., Holyoke, Mass., a manufacturer of nursing mothers' clothing which is sold online throughout the U.S., Canada, and Europe.

Plasse began his career as chief financial officer for Colart International, which had offices in Springfield, Mass. and LeMans, France. The company, a subsidiary of Lefranc & Bourgeois, manufactures high end artist paints, canvas and brushes sold in Europe and U.S.A. He was promoted to the position of president for the U.S. subsidiary.

A native of Springfield, Plasse was educated at St. Joseph Parochial School, and is a graduate of Cathedral High School in Springfield. He received his Bachelors Degree in Business Administration with an Accounting concentration from Woodfield University in Greenwood, South Carolina.

ESE is home of The Big E, New England's largest Fair as well as over 120 year round shows and events, Storrowton Village and Storrowton Tavern.



Plasse

well as regular maintenance." This is a business we understand and one that TECO can support," commented Scott Bishop, president of TECO. "I am excited Bill has decided to bring his expertise to TECO."

TECO has been in business since 1936 and is celebrating its 75th year of service in 2011. TECO is focused in two areas: power train components and motion control and automation.

Cedar Fair promotes Richard Zimmerman

Cedar Fair LP recently announced the promotion of **Richard A. Zimmerman** to the position of chief operating officer.

"During his time with Cedar Fair, Richard has demonstrated the quality of leadership and high standards that make him especially well-qualified for this role," said Matt Ouimet, Cedar Fair's president. "As chief operating officer, Richard will be responsible for the execution of our strategic plan, leadership development and most importantly, for ensuring all of our parks deliver the high-quality guest experience that Cedar Fair is known for."

Zimmerman has more than 20 years of experience in the amusement park industry and most recently served as executive vice president of Cedar Fair.



Zimmerman

Raffi Kaprelyan named Knott's new GM

Cedar Fair LP recently announced that **Raffi Kaprelyan** has been named general manager of the Knott's Berry Farm Resort in Buena Park, California. Kaprelyan will be responsible for the successful operation of Knott's Berry Farm theme park, the 320-room Knott's Resort Hotel and Knott's Soak City Water Parks in Orange County, San Diego and Palm Springs.

Kaprelyan is a 32-year veteran of Knott's Berry Farm where he began his career in park services before moving to ride operations. Kaprelyan became a supervisor at Knott's Berry Farm in 1993 and moved up the Knott's corporate ladder becoming assistant general manager of the park in 2005. In 2006 Kaprelyan was tapped as the general manager of the Cedar Fair Park, Canada's Wonderland, the position he held prior to his return to Knott's Berry Farm.



Kaprelyan

CNE has a new board president

TORONTO, Ontario, Canada — Following the Annual General Meeting of the Canadian National Exhibition Association (CNEA) in October, **Brian Ashton** was named the 58th president of CNEA's volunteer board of directors. Ashton, a former City of Toronto Councilor, replaces James Melvin. Melvin's two-year term as president came to an end at the meeting.

CNE General Manager David Bednar announced that the 2011 CNE was a great success. It attracted 1.31 million visitors over the course of 18 days, Aug. 19-Sept. 5. Overall attendance was up nine percent over the previous year, and onsite research has indicated that the CNE was successful in attracting both new and lapsed visitors, in addition to its traditional audience.

"The CNE continues to honor its past as a premier industrial fair, but we are pressing forward to create a future fair and event where 21st century ideas, technology and people come together in a spirit of fun," he said.

The Canadian National Exhibition (CNE) is Canada's largest fair and one of the top 10 fairs in North America. Founded in 1879, the CNE celebrates its 134th year in 2012, when it takes place from Aug. 17-Sept. 3.



Ashton

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Wildwood's Hankins Fudge remembers shore heritage through 'giant postcard' series

WILDWOOD, N.J. — Hankins Fudge, located on the Boardwalk in Wildwood, N.J. has for many years offered vacationers one of the most enticing selections of candy, fudge, salt water taffy and other delectable confections one could ever imagine. The yearly pilgrimage to the Jersey shore is a flashback to the innocence of simpler times and the chance, once again, to be 'a kid in a candy store.'

This year, in addition to the sweet treats they sell, Hankins has added some eye candy as well. Ken and Tony Gorbato, the identical twins who have owned the shop since 1977, are creating a trip back through time by helping to reinvent an iconic (albeit discontinued) Wildwood brand. They have acquired the first of a limited edition series of vintage three three-foot-by-two-foot Giant Postcards prints made from 'Designer Series Postcards' distributed on the island in the 1980s. The image is now prominently on display as décor within the store. This, along with their antique candy display cases and ambience of yesteryear, provides a truly nostalgic experience for guests to the store.

"We set out to replicate an old fashioned candy store buying experience within a specific era," said Tony Gorbato. "This image represents the Wildwood brand from the 1980s. A large percentage of our clientele are baby boomers and their children. The postcards feature the scenes they saw here during their first visits to the resort as children or teenagers. Some may have sent the very same image to a friend when it was on a postcard."

"Giant Postcards are fun and educational for all ages," added Ken Gorbato. "The older generation feels like they've stepped back in time and the young ones have a chance to understand something of their parent's history."

The featured postcard is titled "Hunt's Pier with Tramcar circa 1984." It is, without question, the quintessential photograph of the amusement complex.

This image is actually of the second incarnation of an amusement pier construct-

ed on this site. The original venue, the Ocean Pier (also known locally as the Funchase Pier), was constructed in 1905. Tragedy struck the popular attraction, during World War II, on Christmas Eve 1943.

A new amusement complex was not built for quite some time, due to wartime

► See POSTCARDS, page 32

Model-spokesperson Kalyn Magee for the Giant Postcard Exhibition, presents Tony Gorbato of Hankins Fudge with a Giant Postcard entitled Hunt's Pier with Tramcar circa 1984.
COURTESY HANKINS FUDGE



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ANNUAL MEMBER MEETING – Sands Ocean Resort, Sunday, January 29, 2012 at 1:30 p.m.



The second postcard offers a view facing southwest, parallel to the beachfront and the Wildwood Boardwalk. Highlighted by the Chance Zipper and Larson Super Loop, the image illustrates the evolving seaside amusement complex in its fifteenth year of operation.
COURTESY HANKINS FUDGE

► POSTCARDS

Continued from page 31

limitations. Hunt's Pier finally debuted in 1957. Determined not to let history repeat itself, the pier's deck and pilings were constructed entirely of concrete reinforced with steel rods. Advertised as an 'Oceanic Wonderland,' it was more Disney-like and theme oriented than its competitors.

Hunt's Pier, as we knew it, will never be the same. Bud Hunt, the only surviv-

ing partner, sold the pier in 1985. The pier passed through several hands until the Morey organization became owners in 1999. The Flyer wooden roller coaster, the Golden Nugget, the Keystone Cops and the Pirate Ship Skua have all been torn down. Although the pier stands today and is structurally sound, none of the attractions pictured on the deck are present at this time.

While the concept of making enlargements from scans of printed postcards is hardly new, the dot pattern used to create the printed card quickly degrades the image relative to the increase in size. Giant Postcards are made from digitally re-mastered drum scans of the original materials (photographic transparencies) used to make the cards. This is the first time postcards have been reinvented in this fashion in the United States. The resulting digital files are outputted as giclee prints made with archival pigment based inks. Hankins Fudge received the artwork as part of an incentive package for becoming a sponsor of the Giant Postcard Exhibition that will soon be on display at the Doo Wop Experience Museum in Wildwood.

For more details, e-mail: giantpostcardexhibition@yahoo.com.

Great American Train Company gains certification

PLYMOUTH, Minn. — The Great American Train Company, LLC (GATC), a Minnesota-based manufacturer of backyard trains and accessories, recently announced that it has received independent engineering certification under ASTM F-24 standards for its Pioneer Mogul Locomotive and passenger riding cars.

GATC trains have been designed for use in both backyard and commercial amusement ride applications. One locomotive can pull up to eight riding cars with two passengers in each car, making the train ideal for use at amusement parks, fairs, festivals, family entertainment centers and other indoor or outdoor locations.

"We're pleased to have passed the very rigorous evaluations for obtaining engineering certification under ASTM F-24 standards," said Mark D. Strobel, GATC's national sales manager.



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State Fair of Texas has good 2011 run

Goes dartless with Midway games

STORY: Pam Sherborne
psherborne@amusementtoday.com

DALLAS, Texas — The 125th State Fair of Texas is now over but certainly not forgotten. And, even after 125 years, the fair continues to introduce new attractions as well as continuing to improve the grounds.

Additional shade awnings were obvious this year as was the renovated and renamed dark ride. The latter, called Scary Park, is a permanent attraction on the grounds owned by Gary Barnett, said Rusty Fitzgerald, director of operations. Barnett brought in the ride for a couple of years.

But, that's not all.

In addition, Fitzgerald said, for the first time in the fair's history, the fair went dartless on the midway.

"As far as I know, we are the first fair to do this with our midway games," Fitzgerald said. "It is a pretty big thing. There have been discussions about this due to the insurance issue."

Instead of using darts for the "dart games" on the midway, the fair constructed what amounted to as shadow boxes that held the balloons. Behind the balloons, there was a wooden board.

"We put a screw with a sharp point through the backboard," Fitzgerald said. "Players were given Hacky Sacks, which they threw at the balloons. If they hit the balloons a certain way, the balloons would hit the sharp point, bursting the balloon."

"This improves the safe-



ty of these games," he said. "There has been a big push for this by insurance companies."

While overall attendance was down this year from 2010's record year, fair visitors still spent more than \$35 million on food and the 73 amusement rides on the independent midway.

This amount represents revenue from coupon sales (State Fair currency for food and rides). The all-time high of last year was \$37 million. Texas-Oklahoma football Saturday weighed in with \$3,900,000 in coupon sales, compared to \$4,040,000 on the same day in 2010.

State fair officials attribute the success to the 125th anniversary, certainly a milestone. The theme "125 Years: A Timeless Tradition," helped lure this year's patrons.

"The weather was beautiful," said Sue Gooding, vice president, public relations and community relations, "and followed a record-breaking summer of 100-plus degree days."

Gooding said highlights include the 2011 "Texas!" exhibit.

"While the fair was celebrating 125 years, Texas is celebrating 175," Gooding said.

The Dallas Historical Society welcomed more than



Above, Big Tex welcomes visitors to the 2011 edition of the State Fair of Texas in Dallas. At right, top to bottom, The fair continued its expansion of shade structures in the Midway areas with this year's structures covering the KidsWay; this Jumping Jumbos kids ride from Larson, was purchased by Steve VanderVorst following the close of the fair; and Darttron/Rides 4U brought in the new Rave ride by Kyle Brady. AT/GARY SLADE

115,000 visitors to its TEXAS! exhibit at the Hall of State. Fairgoers flocked to see personal artifacts belonging to big names in Texas history, including James Bowie, Davy Crockett, Sam Houston and Stephen F. Austin.

Fitzgerald said the 73 rides on the midway were owned by 33 carnival operators. Aside from the dark ride,

► See TEXAS, page 34



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MIDWAY LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Jim Sinclair, deputy general manger, **Minnesota State Fair**, Minneapolis, was to turn over the reins as chair of the **International Association of Fairs and Expos** at this year's Annual Convention and Trade Show, Las Vegas.

Incoming chair is **Gary Slater**, CFE **Iowa State Fair**, Des Moines.

This year's Convention and Trade Show was to be held Nov. 28-Dec. 1, at Paris and Bally's Hotels.

Attendance at the 12-day **South Carolina State Fair**, Columbia, Oct. 12-23, was 442,350, about 10 percent off last year's record of 492,000, said fair manager Gary Goodman. But per capita spending was down less than six percent, meaning individuals were spending more per person than last year.

In all, it looked like the event would take in a minimum of \$22 million, some \$1.8 million a day, this year, according to a story in *The State* newspaper.

More people might have come, but four rainy days, including a brief but dangerous windstorm, dampened a few spirits.

On Oct. 13 a storm prompted fair officials to activate an emergency evacuation plan for the first time, Goodman said. People were ushered into permanent buildings before heavy winds hit, knocking concession stands around and blowing signs off hinges.

"In our business, weather is something you have to roll with," said Goodman.

North American Midway Entertainment, Farmland, Ind., provided about 70 rides for the midway this year.

Attendance at the **North Carolina State Fair**, Raleigh, Oct. 13-23, might have dropped from the record-setter of 2010, yet officials were extremely pleased when 1,009,173 people passed through the gates this year during the 11-day run.

The 2010 total attendance was 1,091,887, which set an all-time record. During this year's event, the attendance on Friday, Oct. 21, was the second highest for the second Friday of the fair in the last 25 years. On that day this year, there were 94,314 patrons. The record for that Friday, set in 2010, was 105,073. Thanks to a strong final weekend and good weather for much of the fair, the 2011 fair hit the one million mark again.

On Saturday, Oct. 22, 146,635 attended.

The slight dip wasn't worrying organizers, who say this year's attendance is still above average.

"Last year was absolutely amazing, attendance-wise," according to fair spokesperson Brian Long. "We set nine daily attendance records last year, which was unprecedented. The odds of that happening in back-to-back years are pretty low."

State Fair attendance surged to 877,939 people in 2009, a year after the fair added a preview day to the schedule. It was the second-highest attendance in the last decade.

Powers Great American Midways, Corfu, N.Y., provided the midway for the fair.

Mother nature, in the form of rain, did not stop 439,931 people from catching "Fair Fever!" at the 22nd annual, state-sponsored **Georgia National Fair**, Perry, which ran October 6-16, 2011.

"This was the third best fair in our history even with four days of rain," said Randy Moore, executive director. "The attendance proves Georgians recognize the value of the educational and entertainment opportunities which exist at the Georgia National Fair."

The rain may have affected total attendance, but the good weather set several fair records.

- Best Sneak-a-Peek attendance (October 6).
- Best First Friday attendance (October 7).
- Best First Saturday attendance (October 8).
- Sold-Out Blake Shelton concert (October 8).
- Second Best Second Saturday (October 15).
- Second Best Second Sunday (October 16).

"As we go forward, we will continue to offer the best value for Georgia families with regard to free entertainment at the Fair," Moore said. "Thank you to all fairgoers and organizations that assist us in this program."

Reithoffer Shows provided over 60 rides for the midway this year.

Officials at the 2011 **New Mexico State Fair**, Albuquerque, which ran Sept. 9-25, hoped the fair would bounce back from the 2010 disappointing numbers. Last year, about 535,000 people attended, down from 611,000 the year before.

But, it seemed, paid attendance dropped below 400,000 this year. Managers tried to save the fair money by closing on Mondays and Tuesdays, historically the slowest days of the week.

After this year's fair, it was reported that the event was running in the red and doesn't have enough money to finance day-to-day operations, according to a new audit that prompted legislators to question whether taxpayers should be subsidizing the fair.

Auditors for the Legislative Finance Committee said the fair has been losing money for years as revenues and fair attendance dropped, but it has continued to operate because it's not paying some debts.

State officials continue to struggle to decide how to manage the fair's financial programs.

Though the **Alachua County Fair**, Gainesville, Fla. took 2010 off as a regrouping year, its 2011 return, Oct. 22-29, was to greet guests with an all-new midway and entertainment lineup, and with an all-new company coming to town to stage it.

Belle City Amusements, Deltona, Fla., was to provide the midway this year with 60 rides, games and attractions.

Event Marketing Corporation was hired to produce the Alachua County Fair for the first time.

For the first time, the **Space Coast State Fair**, which was set Nov. 10-20, was to be held on the grounds of Space Coast Stadium in Viera, Florida's Space Coast. This new location was a change from the previously announced location at Sand Point Park in Titusville.

"The Washington Nationals have graciously allowed the fair to use the 20-acre fairground next to Space Coast Stadium," said Ed Pierce, Maverick Multimedia managing editor, one of the event's sponsors. "As one of the top events held each year in Brevard County, the fair will bring welcome thousands of visitors to Viera and we are grateful to the Washington Nationals for making this change of locale happen."

Giles Malone, a partner with Maverick Multimedia and chairman of the 2011 Space Coast State Fair, said the popularity of the fair was the underlying reason for the change of location.

Pierce said the fair was to feature thrill rides, amusement games, free shows and food stands, and included concerts from Christian artists Shonlock, Real Radio's Bubba Wilson and Grammy winning Southern rock band Molly Hatchett.

Other fair highlights were to be Torres Family Circus Extravaganza, an extreme motocross stunt show, a monster truck show and the Space Coast Bull Riding Bash.

This coming January, the **South Florida Fair**, West Palm Beach, will celebrate 100 years with a blend of customer-favorite shows, events and activities together with new promotions to more fully involve the public in the centennial celebration.

The first of those promotions launched Oct. 5 with a 100-day countdown to the opening of the fair. "100 Days of Giveaways" is a prodigious lineup of everyday deals or giveaways from participating South Florida Fair sponsors and vendors. Participants could get involved in this promotion signing up on the fair's Web site, on Facebook or Twitter.

The 2012 South Florida Fair Centennial is set for January 13-29 on the South Florida Fairgrounds. The 17-day event includes headline entertainment as well as grounds entertainment such as magic shows, racing pigs and The Extreme Canines Stunt Dog Show.

Wade Shows, Livonia, Mich., will provide the midway for the 2012 South Florida Fair.

2011 State Fair of Texas top 10 rides

1. **Texas Star Ferris Wheel**, owned by BLB Panorama, manufactured by SDC
2. **Texas Skyway**, owned by Skyway Transportation, manufactured by Dopplemayr
3. **Crazy Mouse**, SJ Entertainment Inc., Reverchon
4. **Fast Trax Super Slide**, State Fair Spectaculars, Fabbri
5. **Love Bugs**, Prime Pacific, Mack
6. **Log Flume**, Fair of Fun Inc., Arrow
7. **Starship**, Laser Fair Inc., Wisdom
8. **Windstorm Coaster**, SJ Entertainment Inc., SDC
9. **Magnum**, Wood Entertainment, Mondial
10. **Rock It**, Demas Enterprises, KMG

►TEXAS

Continued from page 33

other new additions on the midway included the Jun-gle Twist, manufactured by Wisdom and brought in by Showtime Rides; Dayton, by Fabbri and brought in by Michael Wood; Happy Swings by Zamperla, brought in by Tom Thomas; Air Maxx, Caprice Adult, brought in by Bruce Pearlman; Wacky Shack, by Owens, owned by Danny England; Dartron's Rave, brought in by Kyle Brady of Playworld Unlimited (brokered through Len Soled, Rides4U) and Larson International's Jumping Jumbos, operated by Steve VanderVorst.

Other highlights for 2011 included the annual Youth Livestock Auction of Champions, animals raised by young Texans and sold for \$1,108,383.28. Volunteers of the State Fair of Texas bought the grand champion steer for a record \$102,000 and a group of State Fair concessionaires paid \$24,000 for the reserve

grand champion. Tom Thumb Food & Pharmacy purchased the grand champions in four categories, lamb, swine, meat goat and broilers.

"The State Fair Fall Garden Exhibition continues to grow and gain more interest in fairgoers," Gooding said.

The State Fair of Texas is famous for its food. New this year included:

- Deep Fried Biscuits and Gravy, created by Mark Zable;
- Texas Steak Cone, a fajita relative, created by Binh Tran and Benz Foods;
- Heavenly Deep Fried Brownie, at Trini Garza's Ran- chero Fajitas.

• Fried Naked Tamales, at Tamales stand, which also featured Deep Fried Southern Hospitality, a gentile combination of pork, collard greens and hot water cornbread;

- Double Fried Chicken Breast Taco, "Viva el taco!"
- Praline Sweet Potato Poppers, at Kyle Wall's Pizza and Nacho stand;

• Fried Pecan Caramel Candy, at Barrera's.



The Texas fair's on grounds dark ride, **Scary Park**, received new scenes inside and out and saw live entertainment, including Little Red Riding Hood, played by Kacia Jones of Dallas, and her pet wolf. The ride is owned by Gary Barnett.

AT/GARY SLADE

Records shatter at Mississippi State Fair

JACKSON, Miss. — Weather, entertainment, and promotions helped push the 2011 Mississippi State Fair over the top, shattering previous attendance records and creating a “a really good fair.”

Billy Orr, executive director of the Mississippi State Fair commission, said attendance this year was 694,892. That total surpasses the 2010 total by more than 20,000 patrons.

The 2011 event was held Oct. 5-16.

“We had a great fair,” Orr said. “We had great entertainment this year, such as Steel Magnolia, Boyz II Men, Oak Ridge Boys, Kansas, The Band Perry, Corey Smith, Keith Sweat and Three Doors Down. The Band Perry and Keith Sweat had our largest turnouts.

“And, of course, we had a great midway,” he said. “We always do with North American Midway Entertainment. I would say they brought in between 70 and 80 rides.”

The fair also featured Circus Maximus. Orr said the circus held three shows daily and each of those shows were at about 85 percent capacity.

In addition, keeping with tradition, the fair didn’t charge for patrons who wanted to come in during the week for lunch. Admission is \$5 and parking is \$5.

“But, from 11 a.m. to 1 p.m., we offer free admission so people can come in for lunch,” Orr said. “We had about 5,600 daily just for that.”

Orr said because the 105-acre fairground is located “almost in the center of Jackson, we have a lot of people walking over here during their lunch hours.”

Several promotions really helped push the attendance over the top. Orr said for Columbus Day, Oct. 10, they offered a pay-one-price promotion where patrons could purchase an unlimited ride pass for \$25. That promotion, a very popular one, ran on several other days throughout the fair including the first day, the last day and for Midnight Madness on Fridays of the fair.

In addition to all the other activity on the grounds during the fair, Orr said they had two local companies hold their Christmas parties during the event. The parties were

held on the first night of the fair when the POP was also offered.

“We also gave them a discount at one of the larger food concessions on the midway,” Orr said. “It turned out great. Last year, we had one corporate party. This year, we had two, one for 250 people and one for 125 people. Next year, we were thinking about giving them a Santa hat to wear.”

The 2011 Mississippi State Fair shattered previous attendance records when a total of 694,892 guests passed through the turnstiles. North American Midway Entertainment provided between 70 and 80 rides. The Circus Maximus held three performances daily and each performance was at about 85 percent capacity.

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2011 State Fair of Virginia draws largest crowd since relocation

DOSWELL, Va. — The 2011 State Fair of Virginia drew nearly 270,000 visitors during its 11-day run Sept. 29-Oct. 9 at The Meadow Event Park here. The Fair's actual attendance of 268,930 was the largest attendance for the fair at The Meadow Event Park and second largest since 1998.

In its third year at the new site, the fair's attendance soared due to new discounts

for those ages three to six years and 65 plus, as well as a strong concert line-up featuring The Band Perry, Tracy Lawrence, The Marshall Tucker Band and others.

The 2011 State Fair opened six days later than the 2010 edition to move its closing day to Columbus Day eve. The Fair, benefitting from nearly perfect weather, drew record crowds even with a later opening at 5

p.m. on opening day instead of the traditional 10 a.m.

"We are pleased that people continue to react positively to the fair at our new site," said Curry Roberts, State Fair president. "We work throughout the year with people from across the Commonwealth to put on the best fair possible and it is rewarding that the public has supported the event."

New this year was the kick-off event, Premier Night, which began at a later time of day, and included special pricing, special entertainment and debuted the State Fair Fireworks. The final day of the fair also featured a special fireworks show as well as special entertainment.

Deggeller Attractions, Stuart, Fla., provided almost 50 rides for the midway this year.

Among other highlights are:

- 12,000 students, teachers and chaperones visited "Virginia's largest outdoor classroom" on school tours, some through new matching grants for lower income students in the Fredericksburg area through Doris Buffet's Sunshine Lady Foundation.

- 4,000 Virginia schoolchildren participated in livestock, vocational, agricultural, fine arts and arts and crafts competitions

- 33 State Fair competition areas awarded scholarships. Since 1989 the State Fair Scholarship Program has awarded 2,439 scholarships, a number that will increase after totals are added for this year.

- The Fair kicked off with Black Tie & Boots, a special VIP Fair celebration on Sept. 29, with proceeds benefitting Secretariat's Plaza and the renovation of Secretariat's training barn and other State Fair of Virginia projects at The Meadow Event Park.

- The Dominion Conservation Classroom was dedicated on Tuesday, Oct. 4. The building features solar panels, a smart energy grid as well as a geo-thermal heat pump and can be used by visiting classes throughout the year to study ecology, sustainable energy and conservation.

- Over 10,000 season passes were sold for the 2011 event, compared to 3,600 in 2010 and doubled Facebook fans to over 25,000 during the month leading up to the event.



Deggeller Attractions, Stuart, Fla., provided about 50 rides and attractions, including this Chance Giant Wheel, at the 2011 State Fair of Virginia. The fair drew its largest attendance since moving to Doswell, Va.

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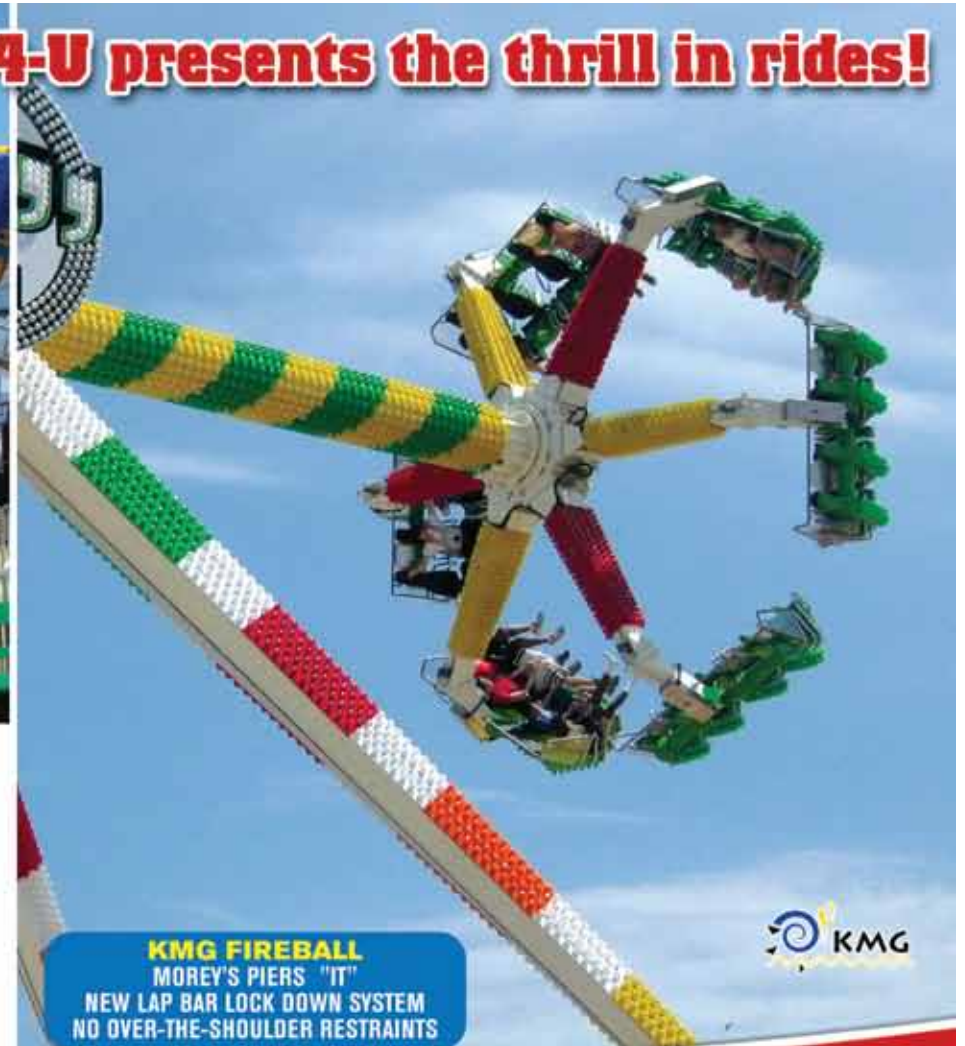
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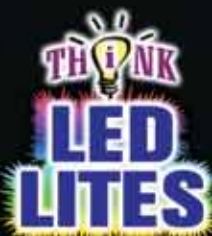
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NOTICE

Amusement Today announces increase in advertising and circulation rates

ARLINGTON, TEXAS — Amusement Today Inc. Publisher Gary Slade has announced that beginning with the January 2012 issue of *Amusement Today*, advertisers and subscribers will each see a rate increase.

The increase is the first in more than five years.

"We have tried to hold our prices for as long as possible, but with numerous increases at both the paper mills and the postal rates, it became necessary to raise our rates," Slade said.

Print advertising customers will see an increase of eight percent across the board. Print ad rates for the popular Economy Ad program and for the Golden Tickets did not change.

Electronic ad rates have seen a slight adjustment as well. Ad rates for amusementtoday.com Web site will not change. Ad rates for the popular email daily newsletter, Extra! Extra! Your Desktop Edition will see a slight increase.

New subscription rates will take effect on Jan. 1, 2012 for all persons renewing current subscriptions or those ordering new subscriptions. Single year subscription for 14 issues will increase from \$50 per year to \$75 per year. Subscribers who renew, or sign up before Jan 1, may do so at the old rate.

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SEATING, GIVING ALL
RIDERS A BIRDS-EYE-VIEW.

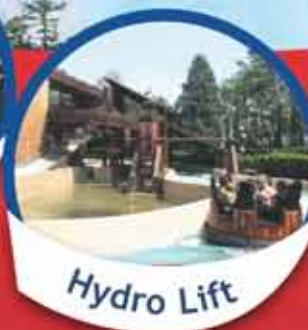
AIR RACE'S UNIQUE
MOTION PROVIDES
A SPECTACULAR
SHOW FOR THOSE
ON THE GROUND.

VARIOUS CYCLES THAT
CAN ADAPT TO YOUR
TARGET AUDIENCE.

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



Moto Coaster



Hydro Lift



Vertical Swing



Twister Coaster


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