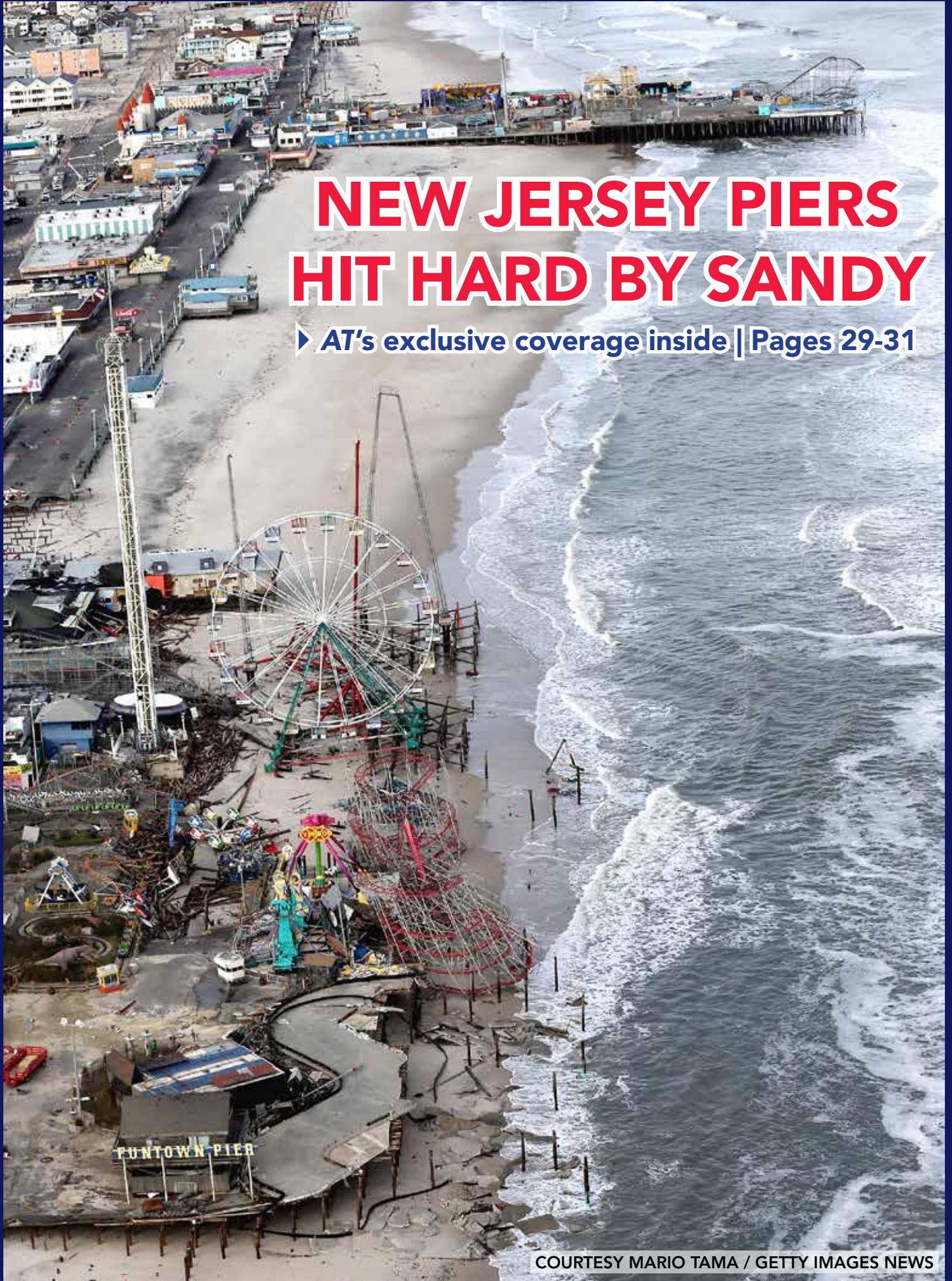


# AMUSEMENT TODAY

Your amusement industry NEWS source!

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## NEW JERSEY PIERS HIT HARD BY SANDY

▶ AT's exclusive coverage inside | Pages 29-31

COURTESY MARIO TAMA / GETTY IMAGES NEWS

NEWSPAPER

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

## Storm a rare industry challenge



Slade

The damage that has been done to the New Jersey and east coast amusement industry by "superstorm" Sandy is unprecedented.

Not in my lifetime can I recall a single storm event causing such widespread damage and

disrupting so many facilities at one time.

From Maryland and the entire new Jersey shoreline up to historic Coney Island, the hurricane-turned-monster Nor-easter (spanning more than 1,000 miles at its peak) wreaked havoc on our amusement industry, causing varying degrees of damage to parks, piers, waterparks and supporting attractions.

This massive area of destruction has left some in our industry without homes and facing shattered businesses. Casino Pier and FunTown Amusement Pier, both in Seaside Heights, N.J., were the hardest hit with portions of their parks ripped away by the tidal surge.

While many in this industry have become experts at cleaning up after Mother Nature, this setback will challenge even our strongest-willed owners and operators.

Mopping up is one thing. But this recovery has some unknowns. Will New Jersey impose new coastal regulations making the rebuilding process harder for pier owners and others to restore their businesses? Let's hope government cuts the red tape and doesn't over-regulate.

I know all of our amusement associations, IAAPA, WWA, OABA and of course locally the NJAA, will be there for the membership, to support them in their efforts to clean up and rebuild. AT encourages these associations to work together not only to assist members, but to monitor new regulations that may impact the recovery efforts.

Our industry's park owners, operators and workers are proud and resourceful. We are willing and able to work hard to overcome the odds, and we will emerge even stronger for it.

—Gary Slade

**SPECIAL INFORMATION | SUPERSTORM SANDY**

## SUPERSTORM SANDY: NJAA NEEDS HELP NJAA 1st Responder Relief Effort: Your Help is Needed!

SEASIDE HEIGHTS, N.J. — The New Jersey Amusement Association sustained a direct hit to the heart of the amusement industry as Hurricane Sandy damaged and destroyed more than 50 miles of the Jersey Shore and dozens of communities from Long Beach Island to Keansburg. NJAA members' homes, businesses and property were impacted, as well as the property and homes of our communities and guests. Many of these communities are served by volunteer first responders, including firefighters and emergency medical personnel, who performed vital emergency services at the height of the storm at great personal sacrifice. Today, the storm has passed, but up and down the Jersey Shore, these volunteers and their families are unable to return to their damaged homes and are now in need of shelter, food and basic needs.

The New Jersey Amusement Association (NJAA) needs your help. Now is the time to assist those who risked their personal safety to help others survive Hurricane Sandy.

The NJAA is accepting direct financial contributions to the volunteer first responders and their various association. The NJAA will also aid by collecting and distributing food, personal articles and basic needs. For more information visit: [www.njamusements.com](http://www.njamusements.com).

Monetary donations can be made to:

**NJAA Volunteer First Responders Relief Fund  
Charitable Registration NJ CRI-300R**

**Mail to: 720 Woodchuck Lane, Toms River, N.J. 08755**

**Or wire transfer to: TD Bank, Routing #031201360, Account #: 4274682058**

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

## The annual IAAPA pilgrimage



Mellor

As I write this column, the news here in the U.K. is full of reports from the U.S. on the devastation being caused by Hurricane Sandy as it batters the country's east coast. The pictures look awful and I sympathize with all those who are caught up

in the dreadful conditions. Indeed I have friends visiting Washington this very week so I'm not sure how their holiday will be going right now. Probably not that great!

And talking of the U.S., when this issue of AT is hot off the presses I'll be in the middle of my annual pilgrimage to Florida attending the IAAPA Attractions Expo. The task of compiling this item for AT is, therefore, being done a little earlier than usual as this issue will be available at the show on the last two days, so deadlines have been brought forward.

My first "IAAPA," as it is fondly known, was way back in 1980 when I was a fledgling journo and sub-editor. It was held in New

Orleans that year and I remember charging round the show gathering my reports and pictures, trying to cover as many companies as possible in numerous different categories, from major and children's rides to animation and F&B — and everything in between. I have fond memories of the event, which introduced me to so much about the business all in one go and to so many industry colleagues.

One of the first people I interviewed and photographed at that 1980 IAAPA was John Wood at Sally Corp. and I'll be very happy to see him again in Florida this year, along with the many other industry colleagues I've met over the years. Seeing people you've known for a long time from different parts of the world, albeit just two or three times a year, and making new contacts at different events, is one of the most important aspects of our industry for me, as I'm sure it is for most people, and I value very much the friendships and acquaintances I have made. And I look forward to making many more in the future.

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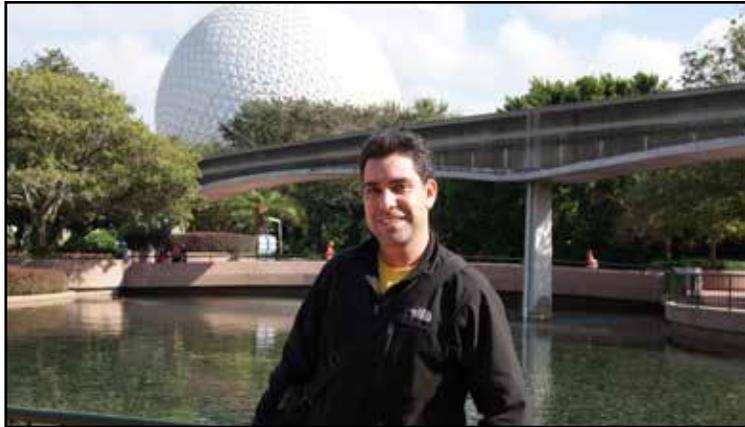
# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Mark Rosenzweig, Ride Entertainment Group of Companies

For Mark Rosenzweig, going to work doesn't feel like work at all. A true amusement park fan and the director of new business development for Ride Entertainment Group of Companies, an international leader in the amusement industry that designs, sells, installs, maintains and finances attractions for clients around the world, Mark is right at home on the job. Known for his dry sense of humor and antics; plus creative flair and quick follow-up, Mark's approachable attitude makes him everyone's friend, too.



Mark Rosenzweig is an avid park fan traveling throughout the summer as time permits to visit parks, like Epcot, shown here.

### Title

Director, New Business Development.

### Number of years in the industry

15.

### Best thing about the industry

I have always admired our industry's uniqueness and longevity. For instance, New York City residents went to Coney Island as an escape from their day-to-day responsibilities in 1898 and still do the same thing today.

### Favorite amusement park ride

Twilight Zone Tower of Terror at Disney's Hollywood Studios.

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

Running a Chicago-style hotdog and Italian beef stand.



Rosenzweig

### Biggest challenge facing our industry

Keeping up with the technology race while both retaining the ever shrinking attention spans of guests and serving as a "repeatable" experience in their eyes.

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

Being able to (with my wife Amanda) take my daughter Sydney to "work" (at favorite amusement parks across the country).

### All-time favorite sports team

Despite how sad this October made them look, the New York Yankees.

### Dream car

I am by no stretch of the imagination a gearhead. But if an Audi R8 GT Spyder magically showed up in my parking pad, it wouldn't upset me.

### When it comes to Christmas trees ... white or colored lights?

Colored.

### Favorite holiday tradition

Toss-up between the Miracle on 34th Street in Baltimore, soaking up the holiday cheer in the vicinity of Rockefeller Center in New York City and visiting Walt Disney World for their many holiday festivities.

### McDonald's or Burger King

Really? Big Mac versus patties with painted-on grill marks? If we're talking quick service burger chains, it is pretty tough to top an In 'n Out 4x4 Animal Style.

### Proudest moment

The birth of my daughter, marrying my soul mate and hitting a hole-in-one on demand in Ocean City, Maryland, on the first sudden death hole of a mini golf tournament that was part of our company's retreat this past September.

### Margaritas ... on the rocks or frozen

Rocks, baby! That frozen stuff is a mix!

### Favorite cereal

Crackling Oat Bran/Honey Nut Cheerios; it's a toss-up.

### For 24-hour news ... FOX News or CNN?

CNN.

### Last household item I purchased was ...

Cuisinart coffee pot with built-in burr grinder. We are admittedly coffee snobs!

### When it comes to TV, my 3 "must watch" shows are ...

The Office, Parks and Rec, No Reservations.

### It's 5 p.m. on Friday evening. Where are you typically headed?

Home. If by car from the office, I'm somewhere on the Chesapeake Bay Bridge. If by plane, most likely in a Southwest Jet. If by train, riding south on Amtrak along the Northeast Corridor.

### The last song I sang out loud is ...

Bullet the Blue Sky by U2.

### My least favorite chore around the house is ...

Power washing/sealing the deck.

### Celebrity crush

Depending on my mood, Gwen Stefani or Scarlett Johansson.

### The first thing I usually notice when meeting someone is ...

Whether or not they make eye contact with me while speaking. A strong hand shake (or lack thereof), too.

### If I could take my family anywhere in the world, it would be to ...

Tokyo.

### The coolest of the Seven Dwarfs is ...

Grumpy; a tough shell but loyal, honest, and eventually leads the charge to save Snow White.

## THIS MONTH IN HISTORY

Presented by



[www.RollerCoasterMuseum.org](http://www.RollerCoasterMuseum.org)

•**1905: Frederick W. Henninger** and **Theodore M. Harton** would announce the creation of **West View Park**, just north of Pittsburgh, Pennsylvania, in early December. Reportedly built at a cost of \$300,000, the 30-acre park would open in May 1906 and become a showcase for **T. M. Harton** and **Edward Vettel** rides. Meanwhile in 1906, Henninger would partner with **Andrew S. McSwigan**, to purchase the then nine-year old **Kennywood Park** in West Mifflin, Pennsylvania. Descendants of both families owned and operated Kennywood, until the sale of the park in 2007. West View would close after the 1977 season.

•**1912: Henry B. Auchy** announced in early December that his park property, **Chestnut Hill Park** (or White City), outside of Philadelphia, Pennsylvania, had been sold for real estate development. The park was opened in 1898 by Auchy, who lived across the road. He said he would now spend full time at the **Philadelphia Toboggan Company**, which he had started with **Chester Albright** in 1904. The park operated 15 seasons, until area residents, who didn't like the type of crowd attracted to the park, eventually purchased it.

•**1924: Traver Engineering Company**, of Beaver Falls, Pennsylvania, announced in December that it had sold more rides in 1924, than any year before. **Harry G. Traver** told *Billboard* magazine that the company had sold a total of 98 rides, including one **Jazz Railway** and four **Bobs** coasters for **Frederick Church**. Traver also proudly announced that he had sold an additional three Bobs coasters for 1925.

•**1938: Grover A. Whalen**, president of the **New York Fair Corporation**, signed a contract with **Harry C. Baker** and **Harry G. Traver**, on December 16, for the erection and operation of a "giant safety coaster" at the **1939 New York World's Fair Exposition**. Visitors to the Fair were assured of a roller coaster that would be the 'Thrillingest' giant ride and absolutely safe, too! The **Baker/Traver Cyclone**, promoted as a super coaster, would operate for the two year run of the fair.

•**1963:** It was announced on December 28 that the 43-acre waterfront amusement area in West Haven, Connecticut, known locally as **Savin Rock**, would be turned into an apartment development. It would mark the official end of the famous amusement zone on the Long Island Sound, which dated back as far as 1874. Just inland, **White City** would continue to operate until 1967, and would also fall victim to the western housing push coming from the city of New Haven.

—Compiled by **Richard Munch/NRCMA Historian**

Season's Greetings  
from the board of directors of the  
National Roller Coaster Museum & Archives

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This artist rendering shows the location of the three rides (Wild Mouse coaster, Flying Scooters, Scrambler) going into the Boardwalk Area at Knott's Berry Farm for the 2013 season. The new rides are on a site that once featured Perilous Plunge water ride.

COURTESY KNOTT'S

## Knott's expands Boardwalk area

Expansion to include Mack mouse coaster, Larson Flying Scooters, Eli Bridge Scrambler

BUENA PARK, Calif. — In their continued efforts to re-invest in their property and enhance guest experience, Knott's Berry Farm will debut new family attractions to the theme park's Boardwalk section during the summer of 2013. This multi-million dollar development will include three attractions designed for families. The area will further enhance the feeling of strolling down a colorful California Boardwalk fun zone filled with amusements, games, and fun food offerings.

Additions to the Knott's Boardwalk Area will include:

### Coast Rider

#### Mack Rides wild mouse

The 52 foot ascent to the top of Coast Rider will have everyone clinging to the

lapbars for a thrilling family coaster experience. The adventure aboard the ride gives guests the feeling of riding the curves of the California coast, but once they reach the crest, it is a harrowing journey down the 1,339 feet of track filled with hairpin turns, twists and spins.

### Surfside Glider

#### Larson Flying Scooters

Taking the ride into their own hands, guests will pilot their own Surfside Glider. These two-man vehicles zip through the air providing a view of the Boardwalk area as they glide over Boardwalk Bay.

### Pacific Scrambler

#### Eli Bridge Scrambler

Everyone will be caught in the spin of the Pacific Scrambler, a family favorite and traditional Boardwalk attraction making its return to Knott's. Removed from the park to make room for Pony Express, the ride has been in storage

and is undergoing a complete rehab to give it that new look and feel.

"We are very pleased that Cedar Fair decided to add to its collection of Mack Wild Mouse rides." Bob Dean, Leisure Labs/Mack Rides said to AT via phone. "Other parks like Kings Dominion, Canada's Wonderland and Carowinds have had great experiences with their Wild Mouse rides, and we look forward to extending the Mack relationship with Knott's Berry Farm with a second coaster."

Commenting on the Surfside Glider, Jeff Novotny, Larson International told AT, "It's an honor and a privilege to supply a classic Flying Scooters ride to a great historic and family-driven park such as Knott's Berry Farm. The team at Cedar Fair has been outstanding to work with and conducting business with this group is truly a pleasure."

## Columbus Zoo breaks ground on Safari Africa!

ST. LOUIS, Mo. — Jungle Jack Hanna, the Columbus Zoo and Aquarium, and Franklin County officials recently broke ground with golden shovels for the new PGAV Destinations-designed Safari Africa!

The \$30.4 million project will develop 43 acres of the zoo's current 586-acre expanse and is scheduled to open in May of 2014.

Tom Stalf, interim CEO and president of the Columbus Zoo, said the new exhibit will simulate the look, feel, tastes, smells, and sounds of the African savannah, in addition to a marketplace, new restaurant, and a creative, art-making hub for guests.

An innovative array of close-encounters

and a grassland plain safari will offer visitors many opportunities to learn about and interact with some of their long-time favorite animals, as well as some new species, including gazelles, impalas, cheetahs, zebras, monkeys, ostriches, and a pride of lions. Guests will even be able to hand-feed giraffes, zip-line across the savannah, and truly get up-close and personal with the animals and their trainers.

Safari Africa! is the zoo's first expansion since the opening of the \$20 million Polar Frontier in 2010 and is the first project of the comprehensive master plan developed by PGAV Destinations.

## 2012 Golden Ticket Awards Quips and Quotes

Here are some comments heard at the 2012 Golden Ticket Awards ceremony held live at Dollywood and presented by Amusement Today on September 8:



"It's great to be first. We can set the bar low for everyone else."

—**Bob Dean, Leisure Labs** on taking the stage as first presenter

"...You smell good, too!"

—**Dolly Parton, Dollywood** to Ken Bell, Dollywood Company president, after praising him with a long list of favorable attributes

"This normally goes to Holiday World. I want to thank them for their inspiration for setting the bar very high."

—**Ken Bell, Dollywood** on acknowledging past wins of the Friendliest Park category

"I can literally eat twice my weight in chicken alone. Over the past two days I've eaten 400 pounds of fried chicken. I love it!"

—**Jeffrey Siebert, Schlitterbahn Waterpark Resorts** on praising Dollywood's food

"At this point, she might be the best candidate."

—**Jim Seay, Premier Rides** reacting to co-presenter Cindee Huddy's t-shirt and campaign for "Dolly for President"

"Spirit fingers! Woohoo! I don't know what that means, but it's cool! I hope it isn't something bad."

—**Rick Schuiteman, SeaWorld San Diego**

"Presenting the finalists for Best Water Ride, also known as the category where Ryan has to say difficult names."

—**Ryan Stana, RWS and Associates Entertainment, Inc.**

"How many of these awards do I have to win to get a hug from Dolly Parton?"

—**Rich Costales, Universal Studios Orlando** after multiple wins

"I feel bad competing with Silver Dollar City and the Herschends...not real bad though."

—**Dolly Parton, Dollywood** after beating out sister park Silver Dollar City in three categories

"Indoor roller coasters are funny things. When people see massive steel structures outside, they realize there is no way on it. It's great to watch, 70-, 80-, 90-year olds getting off the ride, knowing they slid right under a heart attack. I think we've added years to their lives."

—**Rich Costales, Universal Studios Orlando** on accepting for Best Indoor Roller Coaster

"Ramon, eat your heart out!" (directed at Zamperla's Ramon Rosario and his foiled plan to sneak a hug from Dolly with a fake win)

—**Richard Munch, National Roller Coaster Museum and Archives** after receiving a hug from Dolly Parton

"...and to your never ending support to friends in need and the countless kindnesses bestowed on so many with a heart bigger than Texas."

—**Patty Sullivan, Eli Bridge Co.** to Gary Slade, during the presentation of the Golden Heart Award, thanking him for his support of the industry

"I've been truly amazed at the Tennessee hospitality."

—**Marq Lipton, Santa Cruz Beach Boardwalk** accepting the hosting duties for the 2013 Golden Ticket Awards

—**Compiled by Tim Baldwin**

HOLIDAY

COOKING  
GUIDE

16th Annual Edition

## Potato Latke Wedges

4 russet potatoes (about 2 ½ pounds total)  
2 onions  
3 large eggs  
4 Tbsp all purpose flour or matzo meal  
2 tsp salt  
½ tsp fresh ground pepper  
½ cup oil for frying

Applesauce  
Sour cream

Peel potatoes, then grate them using a food processor or hand grater. Place in a large strainer, press out as much liquid as possible. While potatoes drain, grate onion the same way and drain if necessary.

In a large bowl, beat eggs to blend, mix in potatoes, onion, flour, salt and pepper. Let mixture stand 10 minutes.

Add ¼ cup oil to each of two 12 inch nonstick frying pans. Heat oil over medium heat. When oil is hot, add half the potato mixture to each pan. With a spatula, spread mixture out to pan sides. Smooth tops.

Cook over medium heat, pressing tops down with a spatula occasionally, until undersides are brown and crispy, about 8 minutes. Quickly slide each latke onto a large plate, then invert back into pan and cook to brown the other side, about 8 minutes longer.

Slide latkes out of the pans onto plates again. Cut each into 4 wedges and serve immediately with applesauce and sour cream.

Makes 8 servings, about 45 minutes to make.

If using one pan, keep first latke warm by transferring it to a lightly oiled baking sheet, covering it loosely with foil, and placing it in a 300 degree oven until the second latke is ready.



**Marq Lipton**  
Santa Cruz  
Beach  
Boardwalk

## Christmas Leg of Lamb

For Chris Hammond, Corporate Director of Food and Beverage for Great Wolf Lodge Resorts, the holiday season is a great time to celebrate food. Chris shares his mother's recipe for her family tradition of serving Christmas Leg of Lamb. He says it's easy to do and takes little time to prepare – and the smell of this dish just says "Holidays."

1-5lb Domestic Leg of Lamb (NZ or Australian is ok too)  
½ Pound of Peeled Carrots cut into 2 inch pieces  
½ Pound of Celery cut into 2 inch pieces  
½ Pound of Peeled Spanish Onions cut into quarters  
6 small Idaho Russet Potatoes, washed, Peeled and cut into quarters  
½ cup of Vegetable Oil  
½ cup of Red Wine  
½ cup unsalted Butter

## Sauce:

1 cup Cider Vinegar  
1 cup Malt Vinegar  
2 tbs Sugar  
4 tbs Dried Mint Leaves

Pre Heat Oven to 350 degrees

Season Lamb with Salt & Pepper, Place in a shallow roasting pan and coat with ¼ cup of oil Place Carrots, Celery & Onions on the bottom of the pan, season with salt & pepper Place in oven, uncovered for 1 Hour

Boil Potatoes for 10 minutes, drain, season with salt & pepper and cover with remaining oil, add to bottom of roasting pan, basting the potatoes with the natural juice.

Add the Red Wine, stir vegetables, increase heat to 450, cook another 20 minutes or until the Lamb reads 130 Degrees internally.

Pull Lamb from pan and let rest on a Cutting Board with trenches (or a large platter works as well) and brush generously with a quarter of the Mint Sauce.

Place Pan on the Stove on medium heat and continue to reduce the wine and natural juice, add the butter, stir.

After the Lamb has rested for a minimum of 15 minutes start to slice it thinly from side to side and place on a Serving Platter

Using a Slotted Spoon pull the Potatoes and Vegetables from the pan and place around the Lamb

Serve with the remaining Mint Sauce and Natural Juice.



**Chris Hammond**  
Corporate Director of Food  
and Beverage  
Great Wolf Lodge

## Swedish Christmas Saffron Buns "Bullar"



## Dough

3 packages of dry yeast  
1 cup of butter  
2 cups of milk  
½ tsp of salt  
½ cup of sugar  
5 – 5 ½ cups of flour  
2 (0.5 grams) packets of powdered saffron

## Filling

Spreadable butter  
½ cup of sugar  
1 cup raisins (optional)

## Decoration

1 egg, beaten  
Pearl sugar

Melt the butter and mix it with milk in a pot. Using a thermometer heat it until approximate 115 F and then pour it into a bowl. Add sugar, salt and saffron, stir. Mix the flour and yeast together before pouring it into the bowl and mix it with the rest.

Work the dough until it is smooth. Put it aside and let it rise under a cover in the bowl for 40 minutes.

After it has doubled in size divide the dough into 4 parts. Roll out each part until it is ¼" thick. Try to make it fairly square. Brush dough with the butter, sprinkle sugar and raisins on top. Roll up into a cylinder shape and cut each cylinder crosswise into 10 – 12 pieces. Put each piece into a muffin cup and place them on a baking tray in room temperature and let it rise again under cover for about 30 minutes. Brush the buns with the egg wash and then sprinkle with pearl sugar.

(Pearl sugar is most common in Scandinavian countries, where it makes a pretty topping for many desserts and pastries. It's hard to find in the U.S., unless you know where to look. You can find it in cake decoration stores, in IKEA or online; Amazon carries a few brands imported from Sweden.)

Bake the buns in the middle of the oven for 7 – 10 minutes 480 F (250 C).  
Makes about 48 buns. These freeze well and are delicious warm.



**Peter Osbeck**  
Gröna Lund

# HOLIDAY COOKING GUIDE

## Parsnip-Potato Puree

Ingredients (main course for 4 persons):

- 1lb parsnip
- 1lb potatoes
- .85 cups cream
- 8.5 oz butter
- 2 eggs (split – both the white and yolk are required)
- 3.5 oz of black olives (in slices/pieces)
- nutmeg (to taste)
- olive oil with truffle essence (to taste)

Preparation:

1. Peel parsnip and potatoes and cut in pieces (similar sized). Boil in water (partly immersed) with salt (to taste). Boil until the potatoes and parsnip are ready (approximately 15 to 20 minutes). Drain the water and leave to steam off for a moment.
2. Rub the parsnip and potatoes through a sieve.
3. Heat butter and cream in a separate pan and mix this with the parsnip/potatoes mixture. Use nutmeg, salt and pepper to season.
4. Mix the egg yolks, olive oil with truffle essence and olive pieces through the parsnip/potatoes mixture.

Finishing Touch:

1. Preheat the oven to 180°C (360°F).
2. Slightly heat (careful not to burn) the parsnip/potatoes mixture to make it supple.
3. Whip the egg whites (use some lemon to degrease the bowl and whisk).
4. Mix the egg white carefully with the parsnip/potatoes mixture in a casserole and bake in the middle of the oven for 15 to 20 minutes.

(Originally from Delicious Magazine)



**Timo Klaus**  
KumbaK The  
Amusement Engineers

## Swedish Christmas Sausage – Korv

A tradition in our family for years, but when moving to North Carolina from western New York – where there were a lot of Swedes – we couldn't find Korv, so we have this recipe for making it at home

Purchase your hog casings from the local butcher a few days in advance. Soak them overnight in bowl of water in the refrigerator and then take them out, rinse them and put them in fresh water while they wait on the kitchen counter for stuffing.

The "Korv" mix (Note: you can make it with or without potatoes. When I was a kid, we had both versions for Christmas. Nancy and I only make potato Korv)

- 2 pounds of ground, lean pork
- 2 pounds of ground, lean beef
- 6 medium potatoes, shredded and uncooked (peel 'em first)
- 3 teaspoons salt
- 2 teaspoons ground All Spice
- 1/2 teaspoon pepper
- 1 medium onion, chopped.

Mix everything together in a large bowl. I generally start with the meat and add the spices before mixing in the potatoes and onions simply because we do 4 times this batch, so it is a load to handle.

Once it is mixed, you are ready to stuff the hog casings using a stuffing attachment on your kitchen mixer, stuffing machine or even the old-fashioned hand meat grinder with a sausage stuffing cone (done that with old hand-cranked grinder and it's a lot of work)

We tend to keep our individual sausages around 18-24 inches in length before tying them off. They can be shorter. Put them in zipper freezer bags so you can have Korv throughout the winter.

Thawed sausage can be simmered for around 45 minutes, baked or even pan fried. Like with any meat product, make sure it is cooked thoroughly. My grandmother used to fry it and some folks like to simmer and then stick it in frying pan to brown the outside.

Cut into short pieces (3-4 inches) and serve hot. Add a little cucumber ranch dressing on the side to dip it in. Mild and delicious!



**Ron Gustafson**  
Quassy Amusement  
Park

## After-Thanksgiving Turkey Bake

(served at Bengasls/Ravens games as 'Raven Bake')

- non-stick cooking spray
- 12 ounces penne pasta
- 2 cups cooked turkey meat cut into 1 inch cubes
- 2 cups drained no-salt-added canned Ital. plum tomatoes
- 8 ounces nonfat cottage cheese
- 1/2 cup shredded reduced-fat sharp cheddar cheese
- 4 scallions (chopped) incl. some green tops,
- 1 tspn crushed dried basil
- 1/2 tspn crushed dried oregano
- 1/3 cup unseasoned dried bread crumbs
- 2 tablespoons chopped flat-leaf parsley

Preheat oven to 350 degrees F. Lightly coat a 9 X 13-inch casserole with cooking spray. Cook pasta according to package directions to al dente, about 10 minutes. Drain well and return to cooking pan. Stir in turkey and tomatoes (coarsly chop tomatoes first). Spread mixture in bottom of prepared casserole. In a small bowl, combine cottage cheese, cheddar cheese, scallions, basil, and oregano.

Mix well. Spread mixture over the turkey mixture, smoothing with the back of a spoon. Toss bread crumbs with parsley & sprinkle over the top. Bake until casserole is hot and bubbly, about 30 minutes. Serve at once.



**John Robinson**  
WHR Inc./ Bengal Bomb Squad

## Whiskey Sweet Potatoes

(I use Tennessee Whiskey & serve when we play the Titans)

- 10 med. Sweet Potatoes
- 1 stick butter
- 1/2 cup Whiskey
- 1 cup Brown Sugar
- 1 Tbsp Ground Cinnamon
- 14oz pkg. Caramel Candies
- 2 cup Chopped Pecans
- 16oz pkg. Marshmallows

Bake Potatoes. Peel potatoes and cut in half. Place in greased baking dish.

Combine & heat in saucepan (do not boil): butter, whisky, brown sugar, and ground cinnamon.

Remove from heat and add Caramel Candies. Pour mixture over potatoes. Top with Pecans & Marshmallows.

Bake covered at 350 degrees for 30 minutes. Uncover and bake at 400 degrees for 10 minutes.

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\* "Restaurants & Institutions" magazine





# INTERNATIONAL

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## European parks offer seasonal fun and fare

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

### CHRISTMAS SPOTLIGHT 2012

Christmas and New Year opening continues to be a popular option for an increasing number of parks around the world and European venues are no exception. Here we take a look at just a few of those venues that are offering some festive fun this Christmas.

#### Disneyland Paris, France

Disneyland Paris will be twinkling and shimmering even more than usual this Christmas as the park continues its 20th anniversary celebrations.

For nearly two months, from November 9 to January 6, during Disney's Enchanted Christmas, Mickey and friends will don their festive costumes to welcome Santa Claus to the park, with guests being greeted by a 24 meter (79 foot) high Christmas tree as they enter

the venue. Throughout each day of the festive period snow will magically fall on Main Street USA while, among other activities, each day will culminate in a true finale with the Christmas tree lighting ceremony and the night time show Disney Dreams.

The fairytale show takes guests into the heart of the most beautiful Disney dreams with a combination of magic, emotions and special effects, while state-of-the-art techniques will be used to project images onto Sleeping Beauty's Castle. Fountain displays and fireworks will add yet more to the entertainment on offer.

Santa and his elves will be featured in a new Christmas cavalcade on Main Street, along with Mickey and Minnie and other well-known characters, while guests will also be

able to visit him in the Santa Clause Village at Cottonwood Creek Ranch in Frontierland. And the iconic It's A Small World ride will pay tribute to Christmas celebrations in countries around the world with changes and additions both inside and outside the attraction.

#### Toverland, the Netherlands

Themepark Toverland is holding a new Festival of Magic Lights during the Christmas period, which takes place from December 22 to January 6.

It will be the first Christmas during which guests can enjoy the upgraded themed area Land of Toos, an indoor area that last winter received a major revamp with an investment of €1.5 million (approx. U.S. \$2 million) being made to completely transform it.

The previously bare walls of the hall were decorated with picturesque facades of houses and enchanting murals, while at the same time the park entrance, shop and restaurant with its terrace were given an Oriental style. The restaurant, which also serves as an event location, has been renamed Mamouche and new enchanting music and atmospheric lighting make the transformation complete.

During the Festival of Magic Lights the whole area will be darkened so visitors won't have to wait until late afternoon to experience the lights and specially illuminated attractions. As well as the Christmas lights there will be a special show with lights and

► See **EVENTS**, page 10



The Festival of Magic Lights will be at the center of the offering at Toverland this Christmas.

COURTESY TOVERLAND



Above, a new Christmas cavalcade will be a feature of Main Street USA at Disneyland Paris. Below, festive fun can be had at the park for almost two months, from November 9 to January 6.

COURTESY DISNEYLAND PARIS





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## EVENTS

Continued from page 9

music at specific times of each day. Toverland's main character, Toos Toverhoed, and a character from the park's show, Benjamin the young magician, will also provide some 'magical' entertainment.

All the rides at Toverland will be available to guests during the Christmas holiday opening period, including the new Mack spinning coaster, d'wervelwind, which is part of a major new themed area due to open at the park in 2013.

### Paultons Park, U.K.

Santa's Christmas Wonderland began operation at Paultons Park in England on November 17, with open dates subsequently taking place on weekends and a number of selected week days in the run up to December 25.

Described as a "magical world of fun and song," the central feature of Santa's Christmas Wonderland is a themed walk-through attraction featuring a host of animated characters and other elements all set within an enchanted snow scene. Guests can see Rudolph and Donner the singing reindeer and elves working hard to finish gifts in time for Christmas Eve in Santa's toy factory, among many other scenes. At the end of the journey, children meet Father Christmas and receive a present.

Also open as part of the Christmas operation period at



A wide range of rides, decorations and attractions will be open in the lead up to Christmas at Paultons Park in the U.K. with Peppa Pig World, right, being a big part of Santa's Christmas Wonderland. COURTESY PAULTONS PARK

Paultons is the hugely popular Peppa Pig World which has been suitably themed with twinkling illuminations, decorations, Christmas trees and more to provide an ideal festive ambience. Additionally, a wide selection of other rides and attractions are also available during the Christmas opening days.

For hungry visitors, the park's Wagoner's Restaurant, Station Restaurant and the new Railroad Diner fast food outlet are open, while if it's Christmas presents visitors are on the look-out for, three shops are offering a wide range of gifts.

### Parks & Resorts Scandinavia, Sweden Kolmården

One of the five venues within Parks & Resorts Scan-

dinavia, Kolmården is Scandinavia's largest wildlife park. During the winter months it is open for Halloween celebrations, while in the lead up to Christmas, Kolmården offers julbord (literally 'Christmas table') in December, a Swedish tradition which is dear to the hearts of many Swedes. The julbord offers a wide range of traditional Swedish Christmas dishes and is a tradition reminiscent of the celebration after a period of fasting from the beginning of Advent until midnight on Christmas Eve. Julbord is served in the hotel at Kolmården from November 24 to December 16.

### Gröna Lund

Gröna Lund, another member of the Parks & Resorts group, also offers the traditional Swedish julbord from November 22 to December 20 in the Tyrol restaurant. The



restaurant, which has offered julbord every year since 1983, is hugely popular among locals at this time of year. A 35 meter (115 foot) long buffet table is set and contains more than several hundred flavors. Most of the ingredients stem from northern Sweden and several exotic dishes are served. Approximately 15,000 people come for the julbord each year.

### Efteling, the Netherlands

The Dutch park will again hold its Winter Efteling event from November 8 to February 3. For 12 weeks the park is transformed with thousands of lights, crackling camp fires and special winter attractions such as ice skating and cross country skiing.

Unique features of Winter Efteling also include a Children's Winter Wonderland,

with a real snow slide, while with the exception of the Flying Dutchman and the Piranha, almost all attractions remain open.

This year, in the enchantingly illuminated Fairytale Forest, the new fairytale The Emperor's New Clothes will be available for the first time. Situated close to the storytelling Fairytale Tree, the forest is now home to 28 fairytales. The Reveleijn show, in which live horses and ravens play a leading role, will also be performed four or five times daily.

The finale to each winter evening is Aquanura, a water show that transforms the park lake into a musical spectacle, lasting around 12 minutes, while special celebrations will also be held on New Year's Eve.



Kolmården and Gröna Lund in Sweden, both part of the Park & Resorts Group, offer a traditional Swedish 'julbord' – Christmas table – over the festive period. COURTESY PARKS & RESORTS GROUP



The Aquanura water show is just one of the spectacles on offer during Winter Efteling. COURTESY EFTELING

# Sally's Justice League ride a hit for Warner Bros. Australia

AUSTRALIA — Sally Corporation's new, interactive dark ride, Justice League: Alien Invasion 3D, was unveiled on Sept. 22 at Warner Bros. Movie World, on Australia's Gold Coast, bringing the world's most famous super heroes to life...battling alongside park guests in an epic fight to defeat one of the most feared villains in the DC Universe.

The Sally team worked closely with Warner Bros. Consumer Products and DC Entertainment, to create this dynamic adventure featuring Superman, Batman, Wonder Woman, The Flash, Green Lantern and Supergirl in a fight to save Earth from destruction. They are aided by the amazing Cyborg who recruits guests for the volunteer force and demonstrates how to defeat the alien spores that are attacking citizens in cities throughout the world.

Almost two years in production, the ride features state-of-the-art animatronics and 3D video technology, together with numerous special effects. The five-minute ride incorporates eight huge 3D screens, twenty custom vehicles equipped with special

laser optical blasters, a dramatic custom musical score, numerous animatronic citizens whom riders must fight to save from the alien spores' evil mind control, and culminates in a dramatic struggle between Superman and the evil villain, in which riders play a decisive role.

The exterior of the 6,561-square-foot building is themed as the Hall of Justice. As they enter, visitors are immediately immersed in the story of the alien attack via a "live" newscast anchored by Vicki Vale, who urges viewers to take shelter at Justice League embassies worldwide, and to help defend Earth against the alien threat.

Passing through a high-tech scanning device into the pre-show area, guests discover the impressive animatronic Cyborg in his test lab, and Batman beaming in from the Justice League Watchtower Command Center, in orbit around the Earth. Once aboard their custom tactical assault vehicles, riders are teleported into the dark streets of Gotham City and join the Justice League in an epic battle. Scores are recorded on in-car consoles.



Sally Corp.'s new interactive dark ride, Justice League: Alien Invasion 3D, was unveiled in September at Warner Bros. Movie World, on Australia's Gold Coast. The team assembled to create the adventure included Threshold Animation Studios, Alterface, Techni-Lux, RealD, Bose, Bertazzon, Wyatt Design Group, and Sculpt Studios (Australia). COURTESY SALLY

"Our goal was to create a ride based on the Justice League heroes that could be a fun and exciting experience not only for hardcore fans of the franchise, but also those not so familiar with the characters," says Sally Corporation CEO John Wood. "There's a lot of action and interaction throughout the ride, and you're immersed in the experience. There are full-scale three-dimensional sets, scenery, animatronics and spe-

cial effects throughout, and blended into the city streets and spaceship interiors are high-definition CGI animated sets and characters...allowing us to take the action to new heights."

Tim Fisher, chief executive officer of Village Roadshow Theme Parks, owner of Warner Bros. Movie World, says, "Justice League: Alien Invasion 3D is the perfect fit for this park as it combines the hugely popular DC

Entertainment Justice League franchise with a ride jam-packed with action and 3D thrills the whole family will love."

To create this one-of-a-kind dark ride, Sally Corporation pulled together an experienced team including Threshold Animation Studios, Alterface, Techni-Lux, RealD, Bose, Bertazzon, Wyatt Design Group, and Sculpt Studios (Australia), among others.

# Simworx completes 3D project for Woburn Safari Park

UNITED KINGDOM — Simworx has completed a unique project at the well-known Woburn Safari Park in Bedfordshire, England. The park re-opened its sea lion house, Sea Lion Cove, at the end of July following a major refurbishment, with the attraction now incorporating a brand new 320-seat 3D Safari Cinema Experience. It is the first time a safari park in the U.K. has combined a live action animal demonstration with state-of-the-art 3D cinema technology and the installation brings a superb new dimension to visitor entertainment at the venue.

The new Sea Lion Cove cinema showcases three live sea lion shows each day in addition to screenings of Safari Park Adventure 3D. This is a series filmed on location for the Discovery Channel in 2011 which goes behind the scenes at Woburn



England's Woburn Safari Park selected Simworx to provide a new 320-seat 3D Safari Cinema Experience in its recently refurbished Sea Lion Cove attraction. The cinema showcases three live sea lion shows each day in addition to screenings of Safari Park Adventure 3D.

COURTESY SIMWORX

with the park's animals and keepers. The show was a huge success on Sky 3D and the short feature length episodes

take viewers into the lives of Kai the rhino as he meets his new mates and right inside the lion house with the pride



of African lions.

Simworx has played a key role in helping to put guests right at the heart of the action in the cinema with the supply of a high definition, 3D projection system and surround sound technology. Additionally, the company has supplied a unique, electronically retracting screen on which the films are shown which comes out over the sea lion pool during each show.

"We've completed a wide range of projects over the years at a variety of different venues," said Simworx Managing Director Terry Monkton, "many of which have required us to provide something slightly out of the ordinary or that hasn't been

done before. Woburn is a case in point with the requirement for a retracting screen which adds a unique touch to the park's new 3D Safari Cinema Experience. We are delighted with the way it has turned out and the contribution it makes to the overall experience."

Also commenting on the new attraction, Woburn Safari Park General Manager Drew Mullin noted: "We hope that through the extraordinary advances in 3D technology we can offer families another great adventure with the wildlife, whilst also highlighting Woburn Safari Park's commitment to education and conservation."

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# PARKS & ATTRACTIONS

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## 'Tis the season to be jolly in parks across the country

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

### CHRISTMAS SPOTLIGHT 2012

Holiday celebrations in amusement and theme parks across the country have already begun. From breakfast with killer whales to snow sledding on real snow to an abundance of musical performances, along with millions of twinkling lights choreographed to music, the parks are offering guests an array of attractions all packed into about six weeks.

Food and beverage operations are geared toward the holidays with traditional holiday favorites offered. And, many parks also offer holiday shopping.

Here is a look at what some parks are doing this holiday season.

#### Lake Compounce, Bristol, Conn.

Lake Compounce begins its first ever "Lake Compounce Holiday Lights" Nov.

30. The park plans to welcome guests on Saturdays and Sundays through Dec. 23., and is featuring more than 700,000 lights throughout the park dancing to holiday music every half hour.

"This is the first time ever that Lake Compounce will be open at holiday time, and guests will get to see not only the park in winter time, but they will see it transformed into a winter wonderland with hundreds of thousands of lights, and exciting holiday entertainment and activities throughout," said Jerry Brick, general manager. "We would like to make this event a family tradition for years to come."

Kiddieland rides and family themed rides will be in operation. The train will be transformed into the North Pole Railway where guests may see a few special friends along the way.

There will be cookie decorating, gingerbread house making, the opportunity for children to customize their very own letters to Santa, among many other holiday activities. There will be carolers strolling throughout the park, an ice carver creating unique frozen creations and lots more festive entertainment. The childhood favorite — photos with Santa — is not to be missed in the Starlight Theatre.

#### Hersheypark, Hershey, Pa.

Hersheypark began offering its 2012 holiday festivities in mid-November and will continue throughout the month of December. This holiday season guests are enjoying unique holiday-themed attractions, special kids' activities, holiday shopping, festive culinary events, and special overnight packages.

The interactive Christmas In Chocolate Town, "A Holiday Dinner Musical" — is part of the town-wide celebration. Mayor Herschel Sugarman begins the show and is the guide through a multi-course celebration. Not only are guests treated to culinary delights, they are also entertained by song and dance.

Hersheypark also brings back Hershey Christmas Candylane. Here, there are two million twinkling lights, 30 rides for all ages including the Twilight Express, festive decorations and Hershey's Product Characters decked out in their holiday best.

Hersheypark also presents Hershey Sweet Lights, a Holiday Drive-Thru Spectacu-



Dutch Wonderland, Lancaster, Pa., offers six weeks of holiday celebration during its Dutch Winter Wonderland. The celebrations began Nov. 17 and will run throughout the end of December. Seen here are guests on the sky ride, while in the background is the Royal Light Show. The latter includes thousands of twinkling lights choreographed to holiday music. COURTESY DUTCH WONDERLAND

lar. Guests can enjoy nearly 600 illuminated, animated displays from the comfort of their cars as they drive through two miles of wooded trails.

#### Dutch Wonderland, Lancaster, Pa.

This is Dutch Wonderland's 11th season to offer holiday celebrations. This year those festivities began Nov. 17 and run Saturday and Sunday nights through December 30.

The event features both outdoor and indoor activities, including rides, games, light shows, visits with Santa, storytelling with the Princess and Knight of Dutch Wonderland, gift shopping, gingerbread house contests, and a Polar Playground where children can build snow castles with dozens of "ice cube" blocks.

Entertainment for Dutch Winter Wonderland includes the new stage show, "Mistle-tails." Based on the famous

poem, "'Twas the Night Before Christmas," this show not only tells a beloved story but is jam-packed with singing and dancing. This 20-minute show is performed at the Amphitheatre every evening of Dutch Winter Wonderland.

Returning this year is the Dutch Winter Wonderland Royal Light Show. Guests are sure to be mesmerized by thousands of twinkling lights choreographed to a holiday soundtrack. The Royal Light Show uses the latest lighting technology, LED lights. Shows are approximately 10 minutes in length and begin every 20 minutes starting at 5 p.m.

#### SeaWorld parks in San Diego, Calif., San Antonio, Texas, and Orlando, Fla.

With special festive-themed animal shows, real snow, reindeers, festive décor

► See CHRISTMAS, page 14



Hersheypark, Hershey, Pa., began offering holiday festivities in mid-November and will continue throughout the month of December. This holiday season guests are enjoying unique holiday-themed attractions, special kids' activities, holiday shopping, festive culinary events, and special overnight packages. Guests are greeted by familiar Hershey characters donning holiday wear.

COURTESY HERSHEY PARK

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## ►CHRISTMAS

Continued from page 13

and more, the SeaWorld parks in San Diego, San Antonio and Orlando have already begun to celebrate the 2012 holidays. Running on select days, all three parks started the celebrations in mid-November. The San Diego park was to have its festivals through Jan. 5; the San Antonio and Orlando parks until Dec. 31.

Building on SeaWorld's strong animal shows and interactive fun for all, all parks have similar celebrations with their own twist. All three SeaWorld parks offer guests highlights such as Shamu's Christmas show, a Clyde & Seamore show with sea lions and otters, and Polar Express 4-D Experience.

The Shamu Christmas Miracles is a seasonal music show that is choreographed to the antics of the massive whales.

In San Diego, guests can experience Snowworld, an expanded play area with 6,500-square-feet of fresh snow. Snowworld also contains the popular sled runs.

The Tree of Lights with a

Twist is SeaWorld San Diego's nightly lighting of the park's 320-foot Skytower. New characters are being found in Santa's Cottage and Breakfast with Shamu and Santa offers diners a chance to enjoy a breakfast buffet at poolside tables just a few feet away from SeaWorld's family of killer whales.

SeaWorld San Antonio is offering new attractions this year including the Sesame Street Bay of Play Block Party. Guests can dance and sing along with their favorite Sesame Street friends.

Returning for Christmas in San Antonio are: A Dolphin Christmas, Elmo's Christmas Wish and Reflections, and an abundance of traveling musicians, singers and photo opportunities each with their own unique Christmas flare sure to get families into the holiday spirit.

There is also the popular Santa's Fireside Feast. This reservation-only experience features a holiday dinner with all the trimmings.

Guests to the SeaWorld in Orlando are also enjoying the live animal shows and experiencing thousands of lights.

Returning to Orlando this



SeaWorld parks across the U.S. are in full holiday mode including: (above) Shamu Claus is on hand at the 2012 Seaworld Christmas Celebration in San Antonio; (above right) The Tree of Lights is a holiday must see in Orlando and (right) Clyde and Seamore Save Christmas is another popular show in San Diego. COURTESY SEAWORLD



Dollywood's Smokey Mountain Christmas began Nov. 10 and runs through Dec. 30. The park is full of hundreds of thousands of lights as well as special attractions all geared to the holiday season.

COURTESY DOLLYWOOD

year are the "O Wondrous Night" performance show and the Winter Wonderland on Ice, the latter being an ice skating extravaganza featuring towering water fountains, fireworks and some of the most talented ice skaters in the world.

There is the Sesame Street Christmas experience as well at SeaWorld Orlando's Sea of Trees, which includes more than 100 trees with thousands of lights that are choreographed to holiday classics.

The Orlando park also features Holiday Reflections: Fireworks and Fountains Finale with soaring fountains, dazzling lights and festive fireworks, all choreographed to holiday music.

And, there is also the Fireside Feast with Santa.

### Dollywood, Pigeon Forge, Tenn.

Dollywood's Smokey Mountain Christmas began Nov. 10 and runs through Dec. 30. Special attractions for that

holiday celebration include:

- Carol of the Trees, where each night thousands of lights synchronized with holiday music transform the Rivertown Lake area into a "seasonal symphony for the senses."

- Celebrate an acoustic Christmas at the Back Porch Theatre with Appalachian Christmas. This musical Christmas tradition features a 12-member cast performing hometown holiday favorites that celebrate the joy of the season.

- Christmas with the Kingdom Heirs where guests celebrate a Southern Gospel Christmas as the Kingdom Heirs keep spirits high with favorite Christmas hymns and songs.

- Dolly's Christmas Chapel, the Robert F. Thomas Chapel, hosts worship services each Sunday throughout the festival.

- Dollywood's Christmas on Ice features a spectacular indoor ice skating produc-

tion with amazing spins and spirals choreographed to the beautiful sounds of the season.

Also included in the celebration is the "Twas the Night Before Christmas" show, the Polar Express 4-D Experience and the Parade of Lights.

### Stone Mountain Park, Atlanta, Ga.

This Georgia holiday celebration began Nov. 10 and runs, select dates, through Jan. 1, 2013. More than two million lights greet guests as they try selecting which one of the 12 performances and activities they have time to see.

Some of the shows include: Toyrific!; Forever Christmas, which is new for 2012; and The Gift, a live show about the true meaning of Christmas that includes a sing-a-long Christmas train ride.

Enjoy other great live performances including Holly Jolly Cabaret, A Crossroads

► See CHRISTMAS, page 15

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## ►CHRISTMAS

Continued from page 14

Christmas Carol and more.

Guests can wander through the Wonderland Walkway, a dazzling tunnel of lights that lead to the Snow Angel Palace, where guests can have their pictures taken with the Snow Angel and her Tin Soldier Guards.

The Polar Express 4-D Express is also offered during the holidays at Stone Mountain.

A nightly Christmas Parade includes whimsical floats and the arrival of Santa Claus. Nightly, after the parade, there is the Snow Angel Snowfall and Fireworks Finale to wrap up the evening.

### Santa's Village, Jefferson, N.H.

Santa and Mrs. Claus greet all those who come to Santa's Village for the holiday celebrations there, which began Nov. 17, and runs, selected dates, through Dec. 22.

Park guests are advised to dress warmly as it gets cold on the Skyway Sleigh Monorail or the Merry Christmas Ferris Wheel. Fourteen rides operate during the celebrations.



Above, holiday celebrations at Santa's Village, Jefferson, N.H., run selected dates, through Dec. 22 with fourteen rides operating weather permitting. Right, this parade featuring Santa Claus is a popular festivity as guests watch surrounded by more than two million lights at Stone Mountain Park.

COURTESY SANTA'S VILLAGE/STONE MOUNTAIN

Weather permitting, some of those rides are the Skyway Sleigh Monorail, Antique cars, Santa's Express Train, Pixie Mix, Christmas Carousel, Loo-pin' Louie's Flying School, the Great Humbug Adventure,



Santa's Smackers (Bumper Cars), and more.

Rudy's Rapid Transit Coaster is also open only if the temperature is 32 degrees or above.

## New classes offered during 2013 AIMS Safety Seminar

ORLANDO, Fla. — Its that time of year again! Time to register for the 2013 AIMS Safety Seminar. The upcoming event looks to be the best ever, with 40 new classes for 2013 and 320 instructional hours available. Some of the newest class titles include Amusement Ride Fires, Your Carnival Whose Utilities?, and Death by Pencil Whipping. A complete list of classes, new and returning can be found on the AIMS website. Join other industry colleagues at the seminar to see why AIMS continues to lead the amusement industry in education and certification.

Also taking place this year are several certificate tracks including leadership, aquatics, carnival, and ASTM F-770. These specialized tracks focus on a single subject and culminate with the student receiving a prestigious certificate of completion.

The seminar will take place on January 13-18, 2013 at the beautiful DoubleTree by Hilton Orlando at SeaWorld. Check out the AIMS website ([www.aimsintl.org](http://www.aimsintl.org)) for seminar and hotel registration information.

—Tony Claassen



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# FAST TRACK

COMPILED: Scott Rutherford,  
 srutherford@amusementtoday.com

The **Walt Disney Company** announced on Oct. 30 that it had acquired **Lucasfilm, Ltd.**, including the Star Wars franchise and all of Lucasfilm's operating businesses. The acquisition strengthens a worldwide portfolio of renowned brands such as ESPN, Pixar, Marvel and ABC. Fans have been told to expect a new feature film, Star Wars Episode 7, in 2015.

**Duke the Dragon** is the biggest and newest addition to the **Castle Park** in Riverside, Calif. To celebrate Duke's arrival, the park dropped its standard admission price by 60 percent for a limited time. The new pricing is a limited time offer to introduce the new mascot; and, the more friends and fans that Duke the Dragon makes, the longer the promotion will last. The \$9.99 admission offers guests an affordable amusement park experience in the Inland Empire; it is about 55 percent cheaper than the closest competitor's pricing. This is Castle Park's lowest price in years helping the park continue to offer guests big fun for a small price.

The newest expansion at **Legoland Florida** opened has opened. Massive Lego Star Wars models such as the Lambda Shuttle, an iconic spacecraft found in Episode VI Return of the Jedi, have arrived at Legoland Florida and model builders are busy making final adjustments and constructing the animations that are being installed in Miniland USA's new cluster, Lego Star Wars Miniland Model Display. The new Lego Star Wars Miniland display area will include a scene from each of the six live-action Star Wars movies, as well as a scene from the animated series Star Wars: The Clone War all created from more than 1.5 million Lego bricks and built in 1:20 scale.

New Hampshire's **Santa's Land** received a Christmas gift from a generous benefactor who stepped in and cancelled a liquidation auction that would have sold off the park's assets. The 1950s Christmas-themed park will reopen for the 2012 holiday season. Santa's Land closed last December after 54 years, when the current owners said they could no longer afford to keep the park open. The park's longtime Santa Claus, **Arthur Bailey**, 93, of Charlestown, N.H., is slated to resume the holiday role he has held for 21 years. The park will be open every Saturday and Sunday until Dec. 23.

The **Indianapolis Zoo** is well on its way to completing another successful fundraising campaign with only \$5 million left to be put toward its **International Orangutan Center**. The zoo broke ground on the \$21.5 million center in early September, but Jon Glesing, public relations director for the Indianapolis Zoo, said the zoo would continue to collect donations until the center opens in May 2014. Funds for the center come from contributions to the zoo's larger Campaign for Conservation and Community. The capital fundraising goal for that project is \$30 million. Tim Ardillo, director of institutional advancement, said the remaining \$5 million raised will go directly toward the orangutan center.

**Silver Dollar City** debuted the all-new musical show *It's a Wonderful Life*, an original production from Silver Dollar City's award-winning show producers, created for the park's 'An Old Time Christmas festival,' presented Nov. 3 through Dec. 30 at the Branson, Mo., theme park. *It's a Wonderful Life*, adapted from the Frank Capra classic, presents a new, musical interpretation of the inspirational story that is a world-wide Christmas favorite.

**Boomers Family Entertainment Center** in Fresno, Calif. is holding its 1st Annual Holiday Food Drive to benefit **Ronald McDonald House Charities** of Central California. This year, Boomers is asking the public to join them in stocking the shelves of the Central Valley Ronald McDonald House for the holidays. Non-perishable food items that are not beyond their expiration date may be dropped off Monday through Friday during regular business hours at Boomers. Visit BoomersParks.com for full park operating hours and more details.

The **Chicago Children's Museum** recently announced a new lease with **Navy Pier**, securing a home at the waterfront park for the rest of the century. Under the 90-year lease agreement, the Children's Museum will expand in size from 57,000 square feet to 84,000 square feet. The deal lays to rest a controversial and long-delayed plan promoted by former **Mayor Richard M. Daley** to move the museum to the northeast corner of Grant Park.

**Universal Studios Japan** in Osaka greeted its 100 millionth visitor Oct. 29 since opening in March 2001. The milestone visitor, Yumiko Yamashita, a 41-year-old company worker from Tokyo, along with her husband Hidenobu, 40, and their six-year-old daughter Sumika, was congratulated in a ceremony featuring actors dressed as **Snoopy** and **Sesame Street** characters.

The world's most beautiful theme park is about to transform into one of the largest Christmas events in the country as **Busch Gardens** in Williamsburg, Va. celebrates its fourth season of **Christmas Town: A Busch Gardens Celebration**.

This year guests can have themselves a very retro yuletide as the sights, sounds and nostalgic good cheer of a vintage Americana Christmas comes to life. Holiday Hills welcomes guests to a time gone by when holiday traditions were bold, flashy and warm as apple pie. Holiday Hills will open in the park's Festa Italia section. The new area expands Christmas Town's footprint and offers guests additional ride and restaurant choices this Christmas season. Many of the park's world class rides and attractions are also open (weather permitting), including the all new **Verbolten**, an indoor/outdoor, multi-launch roller coaster and the park's tallest ride, **Mäch Tower**, will operate in observation mode so guests can see a Santa's eye view of the park.

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# TOPPER TRACK



## Dutch Wheels expands its activities into the North America

NETHERLANDS — Voldrop, Netherlands-based giant wheel manufacturer Dutch Wheels BV, a member of the Vekoma Rides Group of companies, will expand its presence in the U.S.A. and Canadian market.

A new, direct approach has been taken to respond to the increased demand for giant wheels in prominent locations in major cities, on beaches and at tourist locations.

After the successful opening of giant wheels in Brighton U.K., Dutch Wheels had giant wheels open at Myrtle Beach, S.C., last year, and another giant wheel opened

in Seattle, Wash., this year. Both of those attractions were manufactured and sold by Chance Rides of Wichita, Kansas under an exclusive licensing agreement.

These unique locations already in operation turned out to be a great success and were warmly welcomed by both the owners and their guests. More wheels are scheduled to start operations in 2012 in North America, Europe and Asia while other new projects in various continents are slated to open in 2013, 2014 and 2015.

Many local authorities and project developers have recognized the trend to

include a giant wheel in their expansions, acknowledging the business opportunity and the importance of such a landmark to attract visitors. Dutch Wheels is a global leader in giant wheels with a wide variety of high quality designs ranging from 130 to well over 500 feet.

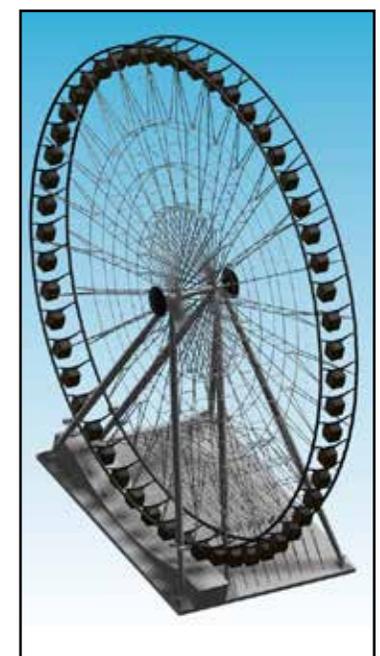
Chance Rides / Chance American-Wheels has an exclusive license from Dutch Wheels to manufacture and sell the R-60 Giant Wheels in the North American market. Chance is currently manufacturing a new R-60 to open in Pigeon Forge, Tenn., next spring.

## Chance obtains rights for Bussink Giant Wheel in North America

WICHITA, Kan. — Chance Rides has signed a long term license agreement with Bussink Design GmbH for the exclusive rights to manufacture and sell the R80XL Giant Observation Wheel in North America.

Chance Rides will market the R80XL under an affiliate company, Chance American Wheels. The R80XL Giant Observation Wheel is a non-stop revolving wheel that stands over 250 feet tall and is the highest wheel built to date in North America since the original Ferris Wheel built in 1893 for the Chicago Worlds Fair.

The R80XL utilizes 54 eight-passenger or 27 sixteen-passenger climate controlled cabins. Cabins are available in many different configurations including standing, seated back to back or facing and there is even an option for lush VIP cabins. The cabins allow for full 360-degree view of the surrounding area making the R80XL Giant Observation Wheel stand-alone tourist attraction in any qualified location. The first R80XL is currently in final assembly in Munich, Germany and will be delivered in the beginning of next year.



Chance Rides has signed a long term license agreement with Bussink Design GmbH for the exclusive rights to manufacture and sell the 250-foot-tall R80XL Giant Observation Wheel in North America.

COURTESY CHANCE RIDES



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# WATERPARKS & RESORTS

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## 2012 WWA Trade Show abuzz with activity in Las Vegas

LAS VEGAS, Nev. — The WWA Symposium & Trade Show, held Oct. 2-5 in Las Vegas, Nevada, earned rave reviews for its in-depth and timely content, networking opportunities and trade show. The 32nd annual event welcomed more than 1,600 owners, operators, developers, suppliers and designers, with a double-digit increase in attendance over 2011.

"Las Vegas is always a good draw for us," said WWA President Rick Root. "The location paired with new sessions, fresh content and special keynote and guest presentations on safety, customer reward programs and future trends was a powerful combination."

"I have been attending the WWA convention for many years and have always enjoyed the Symposium and Trade Show. But, I thought this year's show was the best in terms of the educational offerings," said Nick Scott Sr., president, Splash Lagoon Indoor Water Park Resort. "I found more

useful information than at any previous show. I'm impressed with the way WWA keeps on the cutting edge of information and is able to pass it on to its members."

### Exhibit hall welcomed new business and a few surprises

This year's show floor proved to be just the place to bring together the people who provide the innovative products and the people who put them into play on a daily basis.

"This year was quality and quantity in leads. We saw scheduled clients, and we had a lot of new interest and people returning from year's past," said Jim Bagent, Family Fun Corporation.

"Having the chance to meet with many of our key suppliers face to face in one place at the critical planning time of the year is always a huge benefit to us. The WWA Trade Show continues to be an invaluable resource for us to discover new products and to

keep abreast of what is transpiring within our ever-expanding industry," said James Judy, vice president operations, Palace Entertainment.

In addition, the trade show floor provided a great place for Village Roadshow Theme Parks to announce that next June the Wet 'n' Wild waterpark brand will re-launch in the Las Vegas market. Local investor and retired tennis great, Andre Agassi helped make the announcement, drawing close to a hundred local, national and international media.

"Village Roadshow Theme Parks was proud to partner with the World Waterpark Association on the press announcement to launch Wet 'n' Wild Las Vegas. The trade show floor was the perfect backdrop to launch our new property," said Trevor Wilson, director of marketing, Wet 'n' Wild Phoenix.

The trade show encompassed 90,000 square feet and more than 340 booths featuring innovative water leisure



**Hundreds of developers, owners and operators visited 340 booths during the WWA Trade Show, held Oct. 3 and 4, 2012 in Las Vegas.**

COURTESY WWA

products from lifeguard uniforms to water quality controllers to waterslides to children's play structures.

"The WWA convention in Las Vegas was one of the best trade shows of all. It was well attended, and very well managed and for me it was worthwhile. If you missed it in 2012, make reservations now for 2013!" said Cindy van der Wyk, Pageantry World, Div.

Of CPI Amusements.

"This show was awesome. I believe it is by far the best show I have ever done; the contacts were great," said Joe Griffin, Contract Furnishings.

The following companies were awarded for their creative and impactful exhibits at the show:

- Best One-Booth Category: Avalanche Waterslides, Pageantry World, Div.
- ▶ See WWA, page 23

## Jim Basala, Deep River Waterpark, new WWA chair



Basala

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

LAS VEGAS, Nev. — **Jim Basala**, superintendent of business development, **Deep River Waterpark**, Crown Point, Ind., took over as chairman of the World Waterpark Association (WWA) during that association's 32nd Annual Symposium and Trade Show, which was held Oct. 2-5 at the Paris Hotel and Conference Center, Las Vegas.

He took over from **Glenn Davidson**, ALDAR, a real estate development, management and investment company with headquarters in Abu Dhabi, United Arab Emirates.

Basala spent some time with AT talking about the coming year.

**As incoming WWA chairman, what are your professional goals for the asso-**

**ciation?**

As incoming chairman, my goals are to build on the long history of the association as the world leader in waterparks. In an ever-changing world of regulations, technological advancements and changing market demands, we need to help our members build sustainable and growing operations. If our members are successful then we as an association are successful. With a myriad of issues that continually arise, our association members look to the WWA board and staff to stay at the forefront of their concerns. The WWA has a long history of excelling in these matters. Sustainable may be a word I use a lot, not so much as an environmental issue but in the broader sense of developing facilities, operations, and an association that can survive and thrive for generations.

Sustainable may mean recycling to some, but it also means being profitable and relevant to your customers.

**What do you think are the most important future challenges for the waterpark industry?**

Safety has been and will always be our number one challenge and goal. The WWA track record for its members is unparalleled in advocating safety. There are still areas where we can use the expertise of our members to spread the primary goal of safety for all patrons. The World's Largest Swimming Lesson is just one of those safety initiatives the WWA has started in the past few years. We also have the challenge of dealing with expanding and changing governmental regulations. Even though many

▶ See BASALA, page 24



## ►WWA

Continued from page 22

Carthage, Mo.;

•Best Two-Booth Category: Life Floor, Minneapolis, Minn.;

•Best Four-Booth Category: American Locker Security Systems Inc., Coppell, Texas;

•Best Eight-Booth Category: Water Technology, Inc./Neuman Group, Beaver Dam, Wis., and

•Best of Show: WhiteWater West Industries Ltd., Richmond, British Columbia

### In-depth education offerings hit key areas for operators

WWA is best known for its in-depth education offerings. Every year the show delivers a wide variety of new sessions on topics that increase safety, improve operations and grow the bottom line. This year was no exception.

"Within the first hour of the education component, I learned enough to pay for my trip expenses four times over. How many conferences can boast that kind of payback?" said Jim Kunau, general man-

ager, Hurricane Alley Waterpark

This year's program offered a strong mix of topics that affect daily business such as risk management, hiring and training, maintenance and revenue generation, including the new WWA University: Food & Beverage School, which took attendees behind-the-scenes of food outlets at headquarters hotel, Paris Las Vegas.

"Our sessions this year

saw a substantial increase in daily attendance and the people in the room were actively participating—the energy in the room was inspiring," said Chris Landgrave, chair, WWA Education Committee. "We feel the strength of our program lies in the fact that our speakers are waterpark operators themselves; they speak from proven experience and this is what gets our attendees excited."

"Throughout my time at

this year's event, I was amazed by the number of people willing to share information with the new guy," said Mort Fishman, Waterpark Developer & first-time attendee. "I have been involved with many businesses and trade shows over the years and without a doubt this show proved to be a terrific use of both my time and money."

New sessions covered timely topics like ADA legalities, the recently released

MAHC Modules, responding to active shooter incidents, weather forecasting and more.

"I really enjoyed the seminars. It made me wish I could bring more people to the show because it is so beneficial to come each year," said Fay Chen, president, Formosa Wonderland.

Best speaker awards went to Matt Boyd, Whale's Tale Waterpark and David Mitchell, Palace Entertainment.

## WWA announces 2012 Wave Review winners

Key (winners listed in order, based on annual attendance)

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

### Billboard

- a) Whale's Tale Waterpark, Lincoln, N.H.
- b) Pump House Indoor Waterpark, Jay, Vt.
- c) Noah's Ark Waterpark (tie), Wisconsin Dells, Wis.
- c) Hyland Hills Water World (tie), Federal Heights, Colo.

### Brochure

- a) Andy Alligator's Water Park, Norman, Okla.
- b) Pump House Indoor Waterpark, Jay, Vt.
- c) Aquatica San Antonio (tie), San Antonio, Texas
- c) Wild Adventures (tie), Valdosta, Ga.

### Direct Mail

- a) Splash Universe, Indiana, Shipshewana, Ind.
- b) Pump House Indoor Waterpark, Jay, Vt.
- c) Noah's Ark Waterpark, Wisconsin Dells, Wis.

### Email Campaign

- a) Splash Universe, Michigan, Dundee Mich.
- b) Gulf Islands Waterpark, Gulfport, Miss.
- c) Morey's Piers & Beachfront Waterparks, Wildwood, N.J.

### In-Park Promotion

- a) Splash Kingdom Waterpark, Shreveport, Shreveport, La.
- b) Massanutten Water Park, Harrisonburg, Va.
- c) Hyland Hills Water World, Federal Heights, Colo.

### Poster

- a) Andy Alligator's Water Park, Norman, Okla.
- b) Wave, Die Wörgler Wasserwelt, Worgl, Austria

- c) Roaring Springs Waterpark, Meridian, Idaho

### Press Kit/Media Kit

- a) Andy Alligator's Water Park, Norman, Okla.
- b) Magic Waters Waterpark, Rockford, Ill.
- c) Aquatica San Antonio, San Antonio, Texas

### Print Media

- a) Wahooo! Waterpark Bahrain, Manama, Kingdom of Bahrain
- b) CoCo Key Water Resort, Mt. Laurel, N.J.
- c) Beach Park, Aquiraz, Brazil

### Radio Commercial

- a) Raptor Reef Indoor Waterpark, Hayden, Idaho
- b) Alabama's Splash Adventure Waterpark, Bessemer, Ala.
- c) Wet 'n' Wild Phoenix, Glendale, Ariz.

### Social Media Campaign

- a) Andy Alligator's Water Park, Norman, Okla.
- b) Wave, Die Wörgler Wasserwelt, Worgl, Austria

- c) Kalahari Resorts, Wisconsin Dells, Wis.

### TV Commercial

- a) Andy Alligator's Water Park, Norman, Okla.
- b) Pump House Indoor Waterpark, Jay, Vt.
- c) Wet 'n' Wild Phoenix (tie), Glendale, Ariz.
- c) Wild Wadi Waterpark (tie), Dubai, UAE

### Website

- a) The Cove Waterpark, Riverside, Calif.
- b) Mountain Creek Waterpark, Vernon, N.J.
- c) Morey's Piers & Beachfront Waterparks, Wildwood, N.J.



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## ►BASALA

Continued from page 22

regulations begin with the best of intentions they often go awry when the industry experts are not involved with their development.

As I mentioned earlier, sustainability will be a key issue moving forward. Whether that means water conservation, increasing electrical efficiency or keeping markets engaged with new rides and uncompromising service the industry needs to proactively respond. The consumer will increasingly look to our members to operate in a responsible manner. We will need to meet these challenges while remaining profitable.

**What role do you believe the WWA plans in the industry both currently and in the future?**

I believe that the WWA's role in the industry is what it is — the preeminent leader in the water attractions industry. Each fall the WWA gathers for its annual symposium. This is THE largest gathering of waterpark professionals in the world (the convention). Our educational

sessions cannot be matched. The amount of knowledge that is shared before, during and after our educational sessions would fill an old school encyclopedia. Our members look to the WWA as the one stop shop for everything relating to the water attractions industry, which is exactly what the WWA delivers.

**What are your personal goals as WWA chairman?**

Personally my goals are to live up to the legacy handed down to me by the previous chairmen, board and association members. This is an incredible association and it is very humbling and exciting to be the chair. You asked what I expect to gain personally from my role as chairman. Honestly, I have never given that any thought. If after two years it can be said that I kept the WWA strong and expanded its role in the industry throughout the world I will consider it a successful tenure. Being the chairman is not about me. It is about the association, its legacy, its expanding future, and most importantly helping its members succeed.

# WWA Board Awards

Las Vegas, Nev. — The WWA Board 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.

### WWA Hall of Fame

The WWA inducted two individuals into the WWA Hall of Fame, which honors the water leisure industry's most important pioneers and innovators. This year's honorees were Tim Gantz, Waterpark Venture Management, LLC and Sonny Horton, Stone Mountain Park.

### Board of Directors Awards

The WWA Board recognized the exceptional accomplishments of 30 recipients in 2012 including:

•**Executive Board Award:** Johnny Blevins, Splash Kingdom Family Waterparks, Canton, Texas; Siam Park, Costa Adeje, Tenerife, Spain; Splash-

Down Beach Water Park, Fishkill, New York.

•**Kelly Ogle Memorial Safety Award:** George Deines, Surf and Swim, Garland, Texas; Rafaele Madorma, Academia Via Esporte, INATI, São Paulo, Brazil; Schlitterbahn Waterparks and Colin's Hope for their partnership on water safety and drowning prevention program.

•**Al Turner Memorial Commitment to Excellence Award:** Family Fun Corporation, Louisville, Ohio; Steve Miklosi, Breakers Water Park, Marana, Arizona; Tomahawk Lake Waterpark, Sparta, New Jersey.

•**New in 2012 Leading Edge Award:** Alabama's Splash Adventure Waterpark and WhiteWater West Industries Ltd. for Wipeout Adventure Course at Alabama's Splash Adventure Waterpark; Holiday World & Splashin' Safari and ProSlide Technology Inc. for Mammoth at Holiday World & Splashin' Safari; Yas Waterworld Abu Dhabi and multiple suppliers for the design and development of Yas Waterworld Abu Dhabi, including: ALDAR Properties

PJSC; Al Jaber LEGT Engineering & Contracting (ALEC); ATKINS; ProSlide Technology Inc.; Vekoma Rides Manufacturing B.V.; Water Technology Inc.; WhiteWater West Industries Ltd.; Wave Loch.

•**New in 2012 Emerging Leader Employee of the Season Award:** Kevin Ebner, Morey's Piers, Wildwood, N.J.; Chris Ford, Splash Kingdom Family Waterpark, Shreveport, Louisiana; Samuel Gilek, City of Henderson, Henderson, Nevada; Christine Gorczyca, Casino Pier & Jenkinson's Breakwater Beach Waterpark, Seaside Heights, N.J.; Zikomo Sargeant, CoCo Key Water Resort, Orlando, Florida.

"Recognizing our young, up & coming leaders and placing a fresh Association focus on supporting and developing this vital industry resource is a key WWA priority," said Root.

•**Lifetime Achievement Award:** Greg Mastriona, Highland Hills Water World, Denver, Colorado; this was awarded for only the second time in WWA's history.

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## NEWS SPLASH

COMPILED: Jeffrey L. Seifert, [jseifert@amusementtoday.com](mailto:jseifert@amusementtoday.com)

Aquatics Supervisor **Christine Gorzyca** of **Breakwater Beach at Casino Pier** in New Jersey was awarded the Emerging Leaders Employee of the Season Award at the **WWA Trade Show** in September. It is the second time that Breakwater Beach has been honored by the WWA. In 2009 the park took home the **Kelly Ogle Safety Award** for significant contributions to guest and employee safety.

The waterpark at **Quassy Amusement Park**, Middlebury, Conn., will double in size for the 2013 season. A new tower with three new attractions — a BulletBowl and two FreeFall slides will be supplied by **ProSlide Technology** and a splash pad called Splash Away Bay will be manufactured by **Vortex Aquatic Structures**.

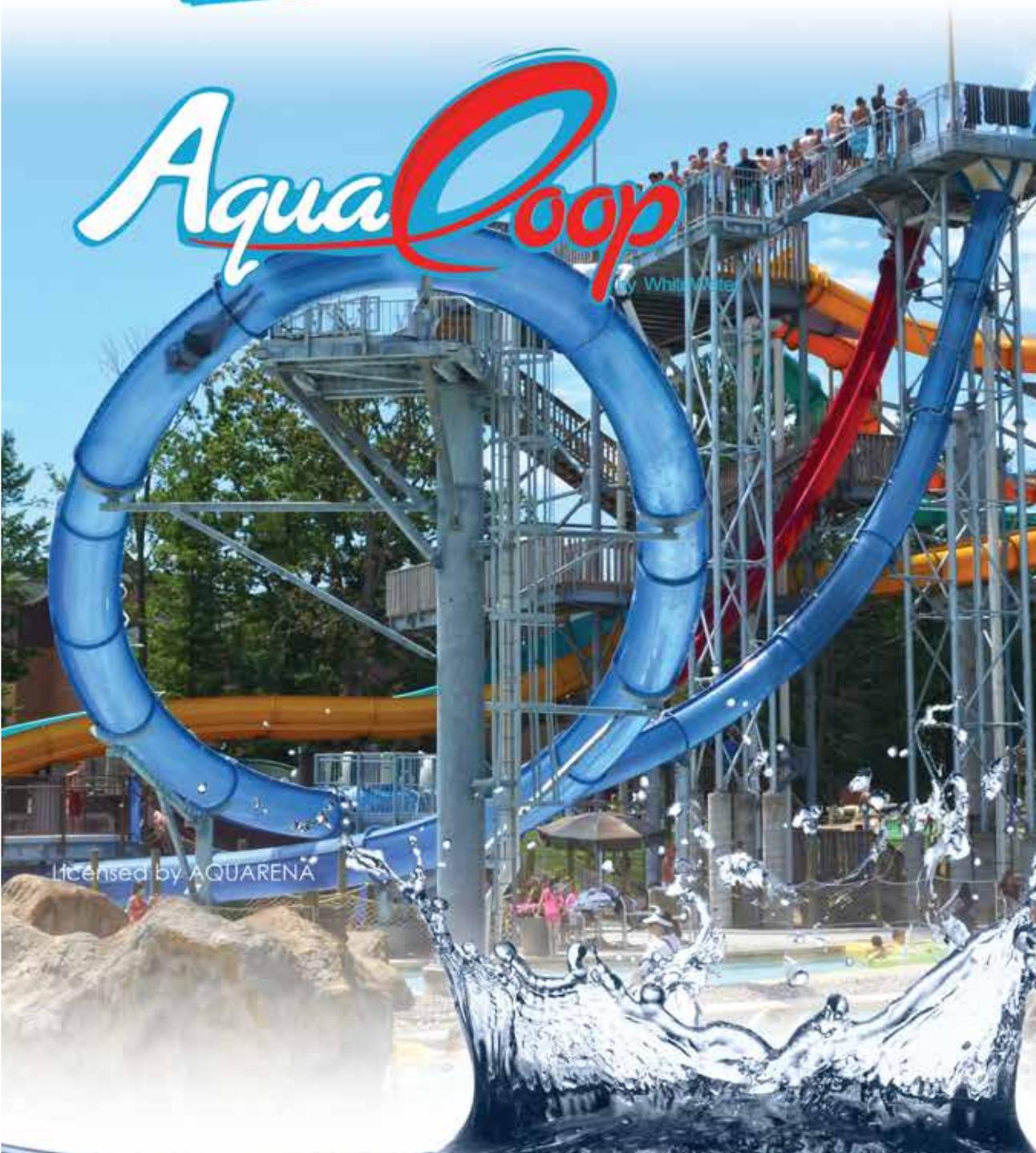
**Thunder Falls Family Waterpark** in Mackinaw City, Mich., named Michigan's best waterpark in 2008 by the *Detroit News*, closed permanently just after Labor Day. The property was purchased by the Little Traverse Bay Band of Odawa Indians in mid-September — then was promptly closed. Most of the equipment has been

sold and is being trucked to other waterparks in California, Connecticut, Florida, Massachusetts, Ohio and Wisconsin. The property is adjacent to tribal lands and tribal leaders have proposed a \$26 million casino in the area.

**ISIS Hospitality**, owners of the **WaTiki Indoor Waterpark Resort** in Rapid City, S.D., plan to break ground in April on a 40,000 square-foot addition that will more than double the size of the existing facility. Also included in the plan is a new Marriott Residence Inn. The resort already features two hotels, a LaQuinta Inn & Suites and a Fairfield Inn & Suites as well as a restaurant and arcade. The Residence Inn is designed to appeal to the business traveler who might stay for a longer period of time and bring along the family. The Inn will include convention facilities with space to accommodate 400 people. New attractions at the waterpark include a **WhiteWater** Aqua-Loop, mat racer, bonzai slide, wave pool, indoor/outdoor hot tub with swim-up bar and a projection screen over the pool for dive-in movies.

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**Idlewild's SoakZone expanding in 2013**

LIGONIER, Pa. — The Golden Ticket Award-winning Idlewild & SoakZone theme park in Pa. will add a 603-foot-long lazy river, 6,000 square-foot beach area and cabanas to its waterpark for the 2013 season.

"In 2013 we'll be better and wetter than ever when we open a new lazy river — our guests' most requested and desired attraction — in our SoakZone water park," said park spokesperson Jeff Croushore. "And, our fans can join in the fun early by participating in our lazy river naming contest and potentially win a pair of 2013 season passes if their suggested name is chosen."

The lazy river is two feet four inches deep and will have a large zero-depth entry zone. Uniquely designed kid-sized tubes will complement adult tubes so families can easily play together. The attraction holds 185,309 gallons of water and will contain additional spray features.

# Holiday World expanding in 2013 with ProSlide slide tower, Zamperla tea cups

SANTA CLAUS, Ind. — Following one of the hottest summers on record, Holiday World & Splashin' Safari is creating more ways for families to stay cool in 2013.

That's according to park president Dan Koch, who says the investment of \$6.5 million provides everything from a new water-slide complex to misters throughout both parks.

"We're adding four new in-the-dark water slides in a complex called RhinoBlaster," says Koch. "The longest slide is 350 feet and includes a half-pipe element — similar to our Zinga water ride — for a really cool back-and-forth skateboarding effect."

RhinoBlaster will be supplied by ProSlide Technology.

Splashin' Safari will gain a second ride, as the Pilgrims Plunge shoot-the-chute ride becomes part of the water park and is renamed Giraffica.

"We're not moving the

Holiday World guests will find plenty of new options in 2013 with this four-slide tower from ProSlide named RhinoBlaster and a new tea cup ride from Zamperla. COURTESY HOLIDAY WORLD



ride, just the park boundary," says Koch. "Splashin' Safari's entrance will also be expanded and we're adding a new style of lockers. This is part of our ongoing effort to improve our guests' experience here at the park."

In Holiday World, a clas-

sic Zamperla tea cup ride — Kitty's Tea Party — will be added to Holidog's FunTown, plus a larger high-dive pool, stage and seating area will replace the current theater.

Additional projects for 2013 include:

- Expansion of Happy

Halloween Weekends to include six weekends;

- After-dark light show for summer nights;
- 20 additional cabanas;
- Misters and fans throughout both parks, and
- More shade structures and seating.

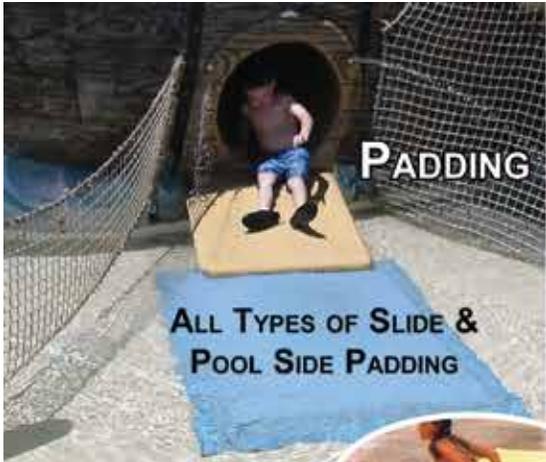
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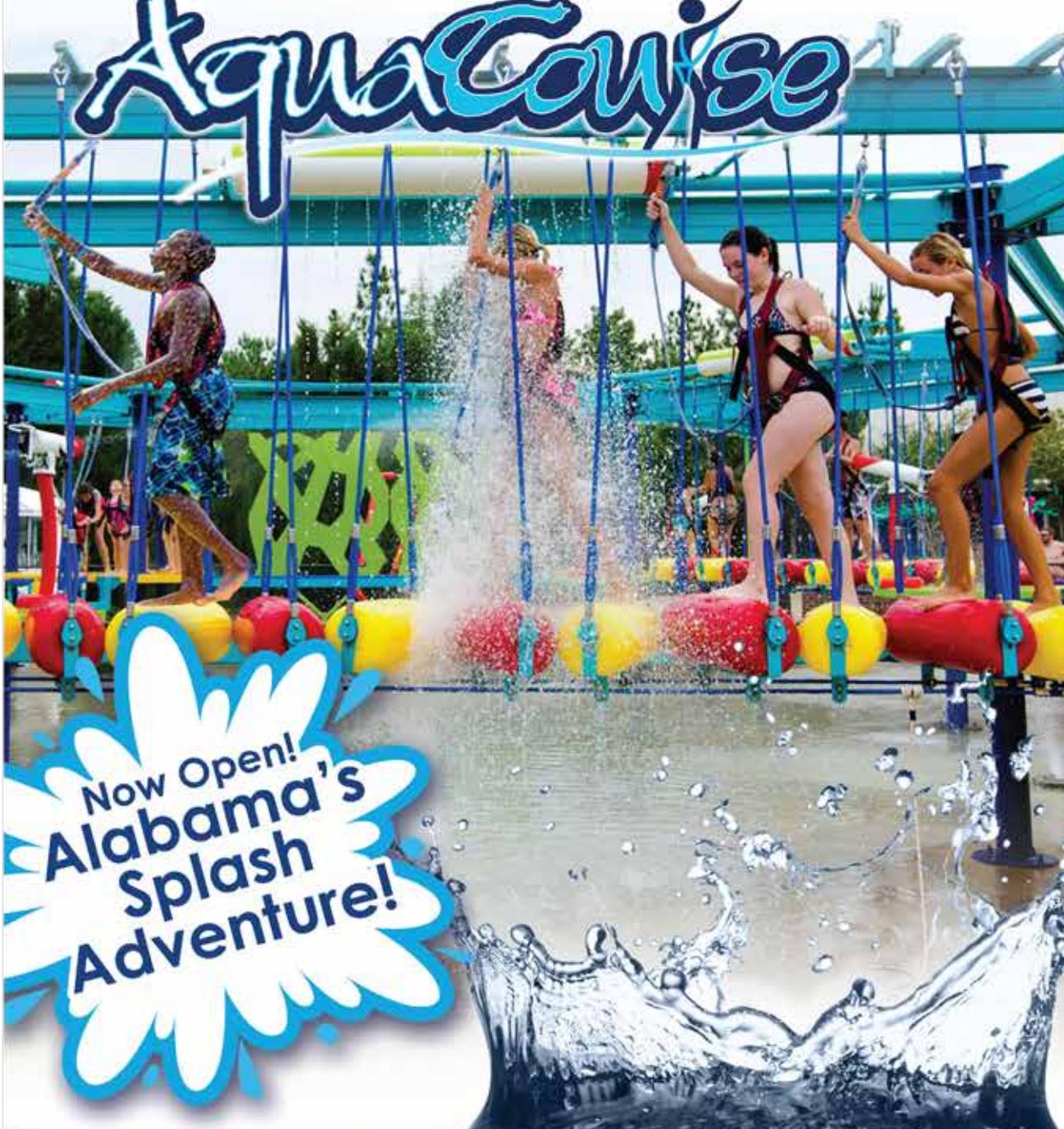
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# BUSINESS

REVENUE

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New Jersey operators hit hardest in northeastern U.S.

## Historic 'superstorm' Sandy wallops amusement piers, parks

**STORY:** Dean Lamanna  
Special to Amusement Today

SEASIDE HEIGHTS, N.J. — Images that emerged from this shore resort in late October shocked the industry and the public: battered beachfront homes, a shattered boardwalk and oceanfront amusements sundered and submerged by Mother Nature.

### Amusement Today SPECIAL REPORT SUPERSTORM SANDY

The toll of the massive, record-breaking "superstorm" called Sandy — the product of a late-season hurricane combining with a low-pressure system and a full moon to unleash extreme winds, rains, waves and tides — continued to climb across the Northeast as *AT* went to press, with more than 100 lives lost and property and economic damage estimated at \$60 billion.

In New Jersey, President Obama issued a major disaster declaration for Atlantic, Cape May, Essex, Hudson, Middlesex, Monmouth, Ocean and Union counties. Expressing gratitude for the swift federal action, New Jersey governor and native Chris Christie also delivered a very personal response to the direct hit his state suffered.

"It is gone," Christie told the media after a helicopter flight over Seaside Heights, and before he joined Obama for an aerial and ground tour of the state's devastated 127-mile coastline. "The pier with the rides where I took my kids this August... those rides are in the Atlantic Ocean."

"There are emotional stories coming from people who are hurt pretty badly, and our thoughts are with everyone who has been touched by this horrific situation," said Chip Cleary, president and CEO of the Alexandria, Va.-based International Association of Amusement Parks and Attractions (IAAPA). "We will be working with the regional associations, including the New Jersey Amusement Association, and trying to get in touch with different members to assess their needs."

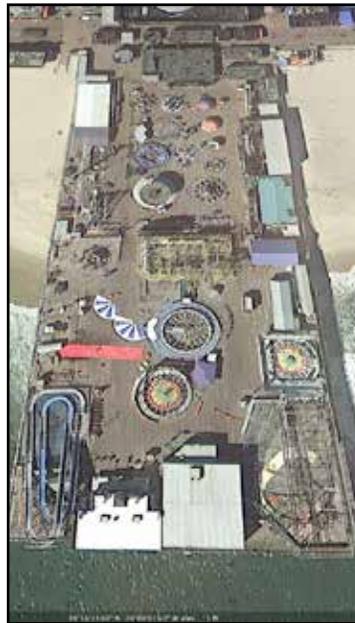
No reports of storm-related problems beyond fallen trees and cosmetic damage at inland parks in the Northeast had been filed as of Election Day. While determining the full measure of the storm's industry impact and cost will take months, *AT* surveyed amusement operations along and near the coast from Maryland to Connecticut immediately after Sandy's passing.

#### New Jersey takes brunt

Seaside Heights, an iconic beach town beloved by generations of vacationers and, recently, the location of MTV's hit reality show "Jersey Shore," was Ground Zero for Sandy — becoming a stark national symbol of the storm's power.

Along the buckled and partly obliterated 16-block boardwalk, **Casino Pier** and **FunTown Amusement Pier** were heavily damaged, with many of their rides and roller coasters left broken or missing in the surf. Of the 44 rides on the latter, reportedly only four remained whole

**Carousel Family Entertainment Center** reportedly



Although many of the 30-plus attractions on Casino Pier in Seaside Heights, N.J. (seen here before and after Sandy's onslaught) survived, the pier's entire back end was swept away. The Stillwalk Manor dark ride, Centrifuge (enclosed Scrambler) and most of the Log Flume are gone, while the Jet Star roller coaster rests still-intact in the surf.

COURTESY GOOGLE EARTH (TOP), ANTHONY CATANOSO (ABOVE RIGHT) AND MARIO TAMA/GETTY IMAGES NEWS (RIGHT)

lost about 200 feet of its pier, but its enclosed antique merry-go-round was still intact.

The owners and staff of Casino Pier, forced to evacuate the barrier island along with everyone else, "were completely in the dark through the storm," said Toby Wolf, pier marketing director.

"We lost our phones and power," she said. "The day after, our cell phones barely worked, so we couldn't even get in touch with each other.



We saw the first images [of the damage] on Facebook. Everyone was heartbroken."

With return access to Seaside Heights still restricted due to debris-blocked roads and broken natural gas lines, Casino Pier's owners were initially allowed only one brief, police-escorted visit to their property, so a full assessment of its more than 30 attractions had not been made. Based on aerial photos of the pier, said Wolf, at least four rides — the

Log Flume, Stillwalk Manor (dark ride), Centrifuge (enclosed Scrambler) and Jet Star roller coaster — "are gone."

Whereas Sandy's 20-foot waves and tidal surge wiped out much of FunTown, the storm took large chunks from the back end of the Casino Pier, which also sits on wooden pilings. "We need to be able to go in there to do salvage and cleanup," said Wolf. "Our insurance people can't get into

▶ See **STORM**, page 30

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## SPECIAL REPORT | SUPERSTORM SANDY

## STORM

Continued from page 29

Seaside yet.”

Wolf was speaking from an office at **Jenkinson's Boardwalk**, for which she also handles marketing, about 12 miles north of Seaside Heights in Point Pleasant Beach. “We made out extremely well up here, especially in comparison to surrounding areas,” she said, pointing out that the rides at Jenkinson's are mostly portable and were therefore easily moved and stored. “Our rides and park maintenance staff did about five weeks' worth of work in less than two to get everything out of there before the storm.”

Farther up the coast, on Raritan Bay, **Keansburg Amusement Park** was not so lucky. Pieces of its facades, concessions and 30 rides were strewn about, the carousel was smashed, and bumper cars had been tossed about like bath toys as 90-mph gusts and a six-foot storm surge demolished buildings. Some attractions from the family-owned, 108-year-old property were buried in several feet of sand, while parts of others were retrieved from residential yards a half mile inland. Looters preyed on coin-op arcade games left scattered on surrounding streets.

Despite the enormous challenge, Keansburg's owners have vowed to clean up, repair and rebuild their park and waterpark — confidently setting an April 8, 2013, re-



**FunTown Amusement Pier in Seaside Heights, N.J. (left), virtually vanished into the sea as Hurricane Sandy's high winds and waves took out its wooden structure along with several dozen rides. Farther south on the coast, Atlantic City's Steel Pier (right) stared down the storm's fury with its reinforced concrete pilings and deck, remaining fully intact as seen here just two days after the storm passed.**

COURTESY ANTHONY CATANOSO

opening date.

Other parks in the Garden State found that location was everything with this unusual storm.

In central New Jersey, only a few miles west of some of the state's most devastated shore communities, **Six Flags Great Adventure** in Jackson acknowledged it was “lucky.”

“We escaped the brunt of the storm,” said Kristin Siebeneicher, park communications director. “Since we are inland, we were not affected by the coastal storm surge. There was no flooding and we have just minor damage, including downed trees and park clean-up. All of our rides, animals and buildings are secure.”

The park's readiness procedure involved ensuring that its large safari animal population was safely inside winter housing ahead of the storm. Property modifications and

enhancements announced earlier for 2013 will proceed as scheduled.

“Our prayers and best wishes are with all of those impacted by the storm,” Siebeneicher said.

In southern New Jersey, over which Sandy's huge but relatively calm eye passed, some operators were breathing a sigh of relief.

Atlantic City's **Steel Pier** and main oceanfront boardwalk remained standing solidly. (Contrary to national news reports, only a dilapidated, previously condemned two-block extension of the boardwalk along Absecon Inlet was destroyed.)

“The pier is a testament to good concrete construction,” said Anthony Catanoso, president of Steel Pier Associates. The current two-decade-old incarnation of the historic attraction, originally designed



to support a proposed casino hotel, is a concrete deck built upon 10-foot-diameter concrete pilings reinforced with baseball bat-thick rebar and driven 100 feet into the seabed.

Although he remained confident of Steel Pier's strength even as dire Sandy forecasts swirled, Catanoso thoroughly prepped the attractions inventory as the storm approached. Most rides were stripped of their cars, signage and loose parts, and together with all the kiddie rides, everything was moved to an inland warehouse.

“We did leave up and secure the sidewalls of two brand-new tents rated for 120-mph winds,” he said. “Except for a couple of panels that blew open on the Diving Bell Biergarten tent at the end of the pier, they withstood it.”

Ironically, Catanoso's only ride-related loss was not

here, but about 40 miles north in Seaside Heights, where his family ran the Sling Shot ride on FunTown Amusement Pier through a leasing arrangement. “It was fully insured,” he said.

And Sandy, Catanoso added, won't curtail Steel Pier's ambitious 2013 expansion plans. “We're full steam ahead.”

Continuing south, **Gillian's Wonderland Pier** in Ocean City and **Gillian's Funland** in Sea Isle City reportedly came through for the most part but did suffer some damage.

In aerial news footage, flooding was observed around Wonderland's Ferris wheel and Log Flume near the back of the property, which is situated on land side of the boardwalk. Several large retractable doors along the seaward side of the entrance pavilion were blown inward, and some planks in the boardwalk out front were thrust upward.

At the southern tip of Cape May County, in Wildwood — where the extra-expansive beach protected the boardwalk and oceanfront structures from the full force of Sandy's pulverizing surf — **Morey's Piers** emerged largely unscathed.

“It was less extensive than we expected,” said Maggie Warner, digital media and public relations manager. “No structural damage has been observed and only minor damages have occurred throughout the piers and waterparks. Minor flooding occurred in one of the beach-level maintenance shops and a few waterpark pumps and motors

► See **STORM**, page 31



**The ferocious tropical storm smashed into coin-op arcades, tossed bumper cars and pancaked the Chance carousel at northern New Jersey's Keansburg Amusement Park. The rides and their enclosures were no match for Sandy's 90-mph gusts and six-foot storm surge in the Raritan Bay area.**

COURTESY TANYA BREEN/ASBURY PARK PRESS

## SPECIAL REPORT | SUPERSTORM SANDY

## ►STORM

Continued from page 30

were damaged. Some signage and lights were damaged and general debris was scattered throughout the facilities."

Warner credits advance storm preparation by a dedicated staff with minimizing losses at Morey's. This included dismantling all Halloween attractions and decorations, securing loose items that could become projectiles and removing ride control panels. In addition, Go-Karts were moved to a higher elevation.

"We are very fortunate and blessed," said Warner, confirming that Morey's 2013 season plans remain on track. "Our thoughts and prayers are with our Eastern Seaboard neighbors that have been harder hit by the hurricane, and we hope that in time they are able to rebuild and recover what they have lost."

**Metro New York inundated**

Perhaps the storm's biggest surprise is the crippling blow it struck New York City and its boroughs — causing severe human tragedy in Staten Island and Queens and sending a record tidal surge into Lower Manhattan that halted transportation and cut power for days. At the storm's height, a buoy near the mouth of New York Harbor detected a passing 32-foot swell.

Amusement landmarks in waterfront sections of Brooklyn were left standing in several feet of water and muck.

In Coney Island, fortunately, raging sea waves did not destroy the boardwalk. Instead, a combination of ocean overwash, wind and water surging in from Gravesend Bay swamped **Luna Park** and **Deno's Wonder Wheel Park**, as well as boardwalk shops



and businesses lining Surf Avenue, including **Nathan's Famous**.

"Luna Park and all the property between our park and the Cyclone roller coaster were under five feet of water during the storm," said Valerio Ferrari, president of Boonton, N.J.-based Zamperla USA, which owns and operates Luna Park through its Central Amusement International. "It left a lot of mud behind, so we're working with power washers and hoses and washing everything down."

Although no obvious park structural damage aside from twisted fencing and a panel missing from the **Astrotower** was immediately seen, many signs were torn loose, sand coated most flat rides and floodwaters had compromised electrical systems.

"Once we finish drying everything up at Luna Park, we'll be inspecting each piece of equipment," Ferrari said, noting the extra-corrosive nature of saltwater. "We need to be very careful, because the damage might not show up right away. We're lucky that it happened at the end of the season."

Third-generation Deno's Wheel operator Deno John Vourderis was less optimistic, stating to at least one reporter that his park would not be able to reopen without eventual government aid.

Nearby, the **Wildlife Conservation Society's New York Aquarium**, a 14-acre Coney Island facility founded in 1896, also suffered extensive flooding. A post-storm evacuation of the aquarium's 12,000 animal inhabitants was being considered due to filtration system issues.

Elsewhere in Brooklyn,

**Although no obvious park structural damage aside from twisted fencing and a panel missing from the Astrotower was immediately seen, signs were torn loose, sand coated most flat rides and floodwaters reaching a depth of five feet or more compromised electrical systems at Luna Park and other Coney Island attractions.**

COURTESY JIM McDONNELL/CAI, LUNA PARK

**Jane's Carousel**, a 90-year-old Philadelphia Toboggan Company carousel in Brooklyn Bridge Park that has undergone a privately funded multi-million-dollar restoration, was at one point surrounded by floodwaters from the East River. The ride's basement flooded and its floor has warped, but the neighborhood fixture was expected to be operational again within a few months.

Meanwhile, to the northwest across Long Island Sound, at Westchester County-owned **Rye Playland**, Sandy was destructive. The northern part of the boardwalk at this National Historic Landmark, which was established in 1928, was ripped loose by the storm surge and set adrift. Trees were knocked over, fences bent and walkways damaged. Sand was everywhere, and dead fish and clumps of seaweed were found in the Ice Casino ice rink after the tidal surge receded.

Although damage to electrical systems at Rye was still being assessed, all of the major rides appeared fine structurally. Park officials said the boardwalk will be rebuilt.

**Impact on others, IAAPA**

Farther inland, in Middlebury, Conn., **Quassy Amuse-**



**ment Park** fared very well. Some tree limbs were down around the 104-year-old, 20-acre property — including one that crashed onto the track of the **Wooden Warrior** roller coaster. "Fortunately, the ride was not damaged," said Eric Anderson, park president.

Quassy had been closed for the season October 6 and many rides were already in winter storage.

At the southern end of Sandy's main landfall area, **Jolly Rogers Amusement Parks** in Ocean City, Md., reportedly had some damage among its six properties. About 100 feet of its franchised Ocean City Fishing Pier was stripped to its pilings by high waves.

As *AT* went to press, IAAPA's Chip Cleary said the organization was not planning any formal meetings about disaster recovery at its November 12-16 convention in Orlando, Fla., but that there would be informal discussion during the expo and a relief strategy implemented afterward.

"It's early, and we still don't fully know what's happening," he said. "Once roads and other things are secured, we'll be looking to do a listening tour — with IAAPA working its way up the coast to visit with operators and

associations and see what is needed. For now, we're encouraging our members to make donations to the American Red Cross through links on our website [[www.iaapa.org](http://www.iaapa.org)]."

Some entities were already stepping forward. **Hersheypark** in Hershey, Pa., pledged a portion of gate proceeds from its "Hersheypark in the Dark" event to the American Red Cross, and **Sahara Sam's Oasis Indoor & Outdoor Water Park** West Berlin, N.J., sent a "safety squad" to the hardest-hit shore communities to distribute supplies. Carnival food vendors in Pennsylvania and Ohio reportedly were mobilizing to feed utility crews sent to the region by unaffected states.

"It shows the can-do effort that this industry has always shown," Cleary said. "We may get kicked, bruised and knocked down, but we're coming back — and bigger and better than we were before."

Watch for additional Northeast storm coverage in the January 2013 edition of *AT*, in your email via *AT*'s daily Extra! Extra! Desktop Edition and at [www.amusementtoday.com](http://www.amusementtoday.com).

**Getting Relief**

The Federal Emergency Management Agency (FEMA) is accepting applications for disaster assistance from businesses and individuals in those counties.

Contact FEMA at [www.disasterassistance.gov](http://www.disasterassistance.gov), via web-enabled mobile device at <http://m.fema.gov> or by calling (800) 621-FEMA (3362) or (800) 462-7585 (TTY) for the hearing and speech impaired.

# MARKETWATCH

## RIDING THE MARKET



Company	Prices		52 Weeks	
	One Month Ago	11/02/12	High	Low
<b>Cedar Fair L.P.</b>	<b>\$33.48</b>	<b>\$35.26</b>	<b>\$36.48</b>	<b>\$21.19</b>
<b>MGM Mirage</b>	<b>\$10.58</b>	<b>\$10.25</b>	<b>\$14.94</b>	<b>\$8.83</b>
<b>Six Flags Ent. Corp.</b>	<b>\$59.99</b>	<b>\$55.61</b>	<b>\$64.95</b>	<b>\$35.27</b>
<b>CBS Corp.</b>	<b>\$34.99</b>	<b>\$33.21</b>	<b>\$38.32</b>	<b>\$23.35</b>
<b>Walt Disney Co.</b>	<b>\$51.64</b>	<b>\$49.86</b>	<b>\$53.40</b>	<b>\$33.28</b>
<b>Apollo Global Mgt. LLC</b>	<b>\$14.37</b>	<b>\$14.92</b>	<b>\$15.48</b>	<b>\$10.42</b>
<b>Blackstone Group</b>	<b>\$14.03</b>	<b>\$15.34</b>	<b>\$17.25</b>	<b>\$11.12</b>
<b>Village Roadshow</b>	<b>\$3.65</b>	<b>\$3.72</b>	<b>\$3.88</b>	<b>\$2.78</b>
<b>NBC Universal</b>	<b>\$22.79</b>	<b>\$21.31</b>	<b>\$23.18</b>	<b>\$14.68</b>

## CURRENCY DIESEL PRICES



Region (U.S.)	As of 11/02/12	Change from year ago
<b>East Coast</b>	<b>\$4.036</b>	<b>\$0.150</b>
<b>Midwest</b>	<b>\$3.984</b>	<b>\$0.118</b>
<b>Gulf Coast</b>	<b>\$3.945</b>	<b>\$0.137</b>
<b>Mountain</b>	<b>\$4.195</b>	<b>\$0.236</b>
<b>West Coast</b>	<b>\$4.092</b>	<b>N/A</b>
<b>California</b>	<b>\$4.268</b>	<b>\$0.105</b>

## TOP 7 MOST TRADED CURRENCIES



On 10/29/12 \$1 USD =
<b>0.7719 EURO</b>
<b>0.6196 GBP (British Pound)</b>
<b>80.01 JPY (Japanese Yen)</b>
<b>0.9317 CHF (Swiss Franc)</b>
<b>0.9631 AUD (Australian Dollar)</b>
<b>0.9990 CAD (Canadian Dollar)</b>

## PEOPLE WATCH

### Premier Rides welcomes Pete Barto

Premier Rides has welcomed **Pete Barto** to the company in the position of director of sales. Traveling directly to the customer will allow Barto to ascertain specific client needs and interests and to present the wide array of quality products and services that Premier's reputation has been built upon. His dedication to the industry is sure to be appreciated by Premier's clients, and will enable him to reinforce existing and forge new client relationships.



**Barto**

**Jim Seay**, president of Premier Rides, commented, "We are excited to have Pete on board. The combination of Pete's sales expertise and extensive experience in the industry will allow Premier to better anticipate the needs of our valued customers and to identify new opportunities."

"I am extremely excited to join the Premier team," exclaimed Barto. "All of my experiences have enabled me to develop a broad understanding of motivation of potential customers and achieve successful sales results across a diverse client base. I hope to take the sales knowledge I have gained from the past and with it, generate new opportunities and rewarding outcomes for Premier Rides."

Prior to joining Premier Rides, Barto continued his desire to work with sales as the senior account executive for Network Media Partners where he strived in establishing third party sales for associations. His time there was short-lived due to his strong ambition to return to the amusement industry; motivated by his previous employment with the International Association of Amusement Parks and Attractions (IAAPA). Before Network Media Partners, he spent over seven years as vice president of exhibitions, conference and sales with IAAPA.

### Idlewild recognized as historical place

**Idlewild Park** was officially declared a historical place in Pennsylvania on Oct. 6. During the ceremony that took place on Route 30 near Idlewild's entrance, Pennsylvania officials presented a state historical marker to the beloved amusement park for its long history and ability to change over time.

**The Pennsylvania Historical Marker** recognizes Idlewild Park as the oldest amusement park in Pennsylvania.

**Jeff Croushore**, spokesperson for Idlewild and

SoakZone, commented: "Who would have thought 135 years ago, when **Judge Thomas Mellon** founded the Ligonier Valley Railroad, and Idlewild became a picnic ground along the railroad, that 135 years later, Idlewild and SoakZone would be recognized by the state as the oldest amusement park in the state."

**Dave Hahner**, historian for **American Coaster Enthusiasts**, nominated the park for this historical designation.

**Amusement Today** awarded Idlewild and SoakZone a Golden Ticket in 2012 as World's Best Children's Park.

### Lisa Gayle Welch joins creative design team at The Hettema Group

The Hettema Group, Pasadena, Calif., recently announced that **Lisa Gayle Welch** has joined the creative design team as director of marketing and business development. With an award-winning staff of veteran designers, architects and creative artists, The Hettema Group creates stellar immersive experiences fueled by the power of storytelling.

"We're delighted Lisa has joined our team as we celebrate our 10th anniversary," said **Phil Hettema**, president and creative executive, The Hettema Group. "She has an impressive track record in the industry, and will be a tour de force ensuring the continued growth of our company, strengthening client relations and overseeing strategic marketing efforts."

Previously, Welch served as a producer for Walt Disney Imagineering R&D, where she was responsible for producing new in-park role playing experiences and online/mobile projects for Walt Disney World. As director of marketing for Hyper Entertainment, in both London and Los Angeles offices, Welch created and implemented sponsorship strategies, marketing and business development for a variety of international projects including Capitol Records, FerrariWorld Abu Dhabi, Abbey Road Studios, Shakespeare's Globe Theatre and more. Welch also held management positions with Vertex Productions, Sony Corporation of America, and Iwerks Entertainment.

"This is an exciting time to be joining The Hettema Group. The creative design team has an amazing story to share," said Welch. "The Hettema Group brings magic, a sense of wonder and the 'wow factor' to every project." Welch received a B.A. degree in Theater Arts from the University of California, Santa Barbara.

## Cedar Fair announces Coca-Cola Company as official beverage sponsor

### Expanded agreement to extend across the company's 17 parks

SANDUSKY, Ohio — Cedar Fair Entertainment Company (NYSE: FUN), a leader in regional amusement parks, waterparks and active entertainment, and The Coca-Cola Company recently announced a 10-year agreement, making Coca-Cola Cedar Fair's "Official Refreshment Beverage" of its parks beginning January 2013.

The new agreement includes product offerings and fully-integrated marketing and sponsorship opportunities designed to maximize marketing collaboration and activation. Coca-Cola beverages will be made available to park guests throughout Cedar Fair's regionally dispersed network, which encompasses 11 amusement parks, 6 waterparks and 5 hotels, including Cedar Point, which has won the Golden Ticket Award for Best Amusement Park for 15 consecutive years.

"We are thrilled to be

partnering exclusively with The Coca-Cola Company," said Bob Wagner, Cedar Fair's corporate vice president of strategic alliances. "We look forward to developing a comprehensive alliance which enables park guests to create memorable moments with their family and friends while enjoying Coca-Cola's iconic brands. We welcome the opportunity to take our relationship with The Coca-Cola Company to the next level through new marketing initiatives and products which will be debuted next year."

Through the agreement, Cedar Fair and Coca-Cola will co-develop and introduce comprehensive marketing initiatives which will capture the attention of guests through a broad range of mediums, including property specific programs and campaigns tailored specifically to regional preferences. In addition, Cedar Fair and Coca-Cola will launch a fully integrated joint campaign, targeting broader audiences through social media, TV, radio, internet and cinemas.

"We are excited by the opportunity to expand our relationship with Cedar Fair and refresh guests with our broad array of brands," said Stefanie Miller, group vice president of strategic partnership marketing, Coca-Cola Refreshments. "We look forward to leveraging our brands, programs and resources to enhance the guest's experience when they Open Happiness with a Coca-Cola during their next visit."

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## Reporter's Notebook

### Western Fairs Association Convention and Trade Show set for Reno, Nev.

RENO, Nev. — Western Fairs Association is busy preparing for that association's premier event, the WFA Convention and Trade Show, set this year for Jan. 20–23, 2013, Reno, Nev.

This event connects more than 1,200 fair CEOs, directors, staff and fair-related professionals in one location. The event includes the trade show, educational sessions, member meetings, receptions, live entertainment and an abundance of network opportunities.

The WFA was founded in 1922 and was incorporated in 1945. The association's primary purpose is to assist in maintaining the highest professional standards within the fair industry through a voluntary network of individuals and organizations.

Currently Western Fairs serves more than 800 members, representing fair-related businesses, fair management, fair board directors, festivals, and industry associations. This membership is represented by a 23-member elected board of directors that governs the activities and policies of the association.

Season's Greetings  
from the staff at  
Amusement Today

## 2012 State Fair of Texas scores big revenues

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

DALLAS, Texas — The 2012 State Fair of Texas is now in the record books. And, although fair visitors spent \$36.6 million on food and amusement rides from the state fair currency of coupon sales making this the second highest total, the 2012 version, which ran Sept. 28–Oct. 21, most likely will be first remembered as the year Big Tex burned.

The iconic 52-foot structure was destroyed by the fire that officials are saying resulted from an electrical malfunction. However, officials are expecting Big Tex back at the 2013 fair good as new.

Yet, Sue Gooding, fair PR manager, said there were many other milestones at this year's fair. The \$36.6 million on food and rides is \$2 million more than was spent in 2011. It is not far off the current 2010 record of \$37.3 million.

"This year's fair celebrated many

milestones, including the 60th birthday of Big Tex," Gooding said. "The Fletcher Corny Dog celebrated its 70th. The Girl Scouts celebrated the 100th anniversary of the organization. And, the 2013 Corvette celebrated the 60th anniversary and was on display during this year's fair. The Chinese Lantern Festival attracted fairgoers to the grounds for a must-see exhibit that was best enjoyed while the sun was down."

There were 73 rides on the midway, 25 kiddie rides and 48 majors.

Rusty Fitzgerald, vice president operations, said the main addition to the midway for 2012 was the completion of the LED light show "we had installed underneath the shade structure shielding the entire midway."

"While our light show has always been synced to music, this year we were able to enhance the show with more advanced options and opticals," Fitzgerald said.

The top ride this year, as in many years past, was the Texas Star, owned by BLB Panorama and manufactured by SDC.

New rides included the Flipper, brought in by S & J Entertainment and manufactured by Huss; Stratosphere, brought in by McDonagh's Amusements; Air Raid, operated by Kyle Brady and manufactured by Zamperla and an Owens Manufacturing Big Bamboo, also operated by McDonagh's. The Stratosphere ranked number 10 in the top 10 rides this year.

Some other highlights noted this year include the \$1,155,671 brought in at the annual Youth Livestock Auction of Champions. The grand champion steer was purchased for a record \$104,000 and a group of state fair concessionaires paid \$23,000 for the reserve grand champion. Tom Thumb Food & Pharmacy purchased the grand champions in four categories,

► See TEXAS, page 34

## Big Tex to return for 2013 State Fair of Texas



Big Tex, the 52-foot icon of the State Fair of Texas, looked great for the most part of this year's State Fair of Texas. The large structure was destroyed on Oct. 19 due to a fire that resulted from an electrical short.

COURTESY KEVIN BROWN/  
STATE FAIR OF TEXAS

DALLAS, Texas — Big Tex, State Fair of Texas' 60-year-old icon, may be a little bigger when he returns to the State Fair of Texas in September 2013, following his reconstructive surgery.

Although no final decisions have been made, officials have said that he might grow by as much as eight feet, to commemorate the 60 years that he stood at his post greeting visitors to the annual fair.

The iconic 52-foot-tall cowboy burned, with only three days to go on his three-week stint at this year's fair, on Friday, Oct. 19. Fans of the super size symbol were shocked and saddened by the fire, which was caused by an electrical short in wiring near the left boot of the metal and fiberglass structure.

Although no costs or other details have been announced, state fair officials say that Big Tex will be better than new and ready to resume his post as official greeter, complete with his familiar, "Howdy, folks."

Big Tex's clothing, a set of denim jeans and red-white-and blue cowboy shirt, contributed to the fast-burning blaze. Within minutes, all that remained of Tex was a pair of

arms still clothed in their cowboy shirtsleeves, and the charred metal frame. Fair workers quickly removed the frame, and for the next two and a half days, visitors left "memorials," at the site, including hand-written notes and a Corny dog corsage.

Donations for Big Tex's restoration have been arriving unsolicited, including from Houston-based Mattress Firm, a state fair sponsor, which announced it would donate a portion of its fair proceeds, about \$10,000.

The icon was "born" in 1949 in Kerens, Texas, as a Santa Claus. After only two years, he was brought to Dallas to be transformed into a cowboy, debuting at the 1952 State Fair.

Big Tex has had his share of alterations during his tenure as official fair greeter. But none has changed his essential form or spirit. And officials now say it is with that in mind that his rebuilding will be accomplished.

His mechanics and electronics will be new. The goal is to help his movements become more fluid and natural, according to reports. But the cost is also a factor.

—Pam Sherborne

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## ARM to present Frenzy in 2013

WINTERSVILLE, Ohio — ARM is coming out with a new ride for the 2013 season.

Named Frenzy, ARM President Mike Gill said in late October that the first model is just now being engineered and built for the 2013 operating season. Frenzy is a giant swing ride.

"As of yet we have not sold the first unit," Gill said. "This ride will be designed to be sold as a park model as well as portable."

Ride specifications are:

- Capacity of 12 passengers;
- LED lighting;
- passenger swing height of 60 feet and
- portable operating dimensions of 45 feet by 80 feet on the swing diameter.

Gill said the ride will feature a stainless steel fence and handrail and an A/C drive system.

The portable model will be on a single trailer with a split tandem axle set.



Artist concept of ARM's new Frenzy ride.  
COURTESY ARM

## ►TEXAS

Continued from page 33

lamb, swine, meat goat and broilers.

The 100th anniversary of the Girl Scouts organization mentioned by Gooding drew more than 140,000 visitors to the exhibit, which was located in the Dallas Historical Society Hall of State. The organization gave away 60,000 sleeves of cookies, signed up 4,000 new Girl Scout alumnae, filled 1,437 volunteer shifts and sold 8,500 Big Tex-pedition patches.

The Chinese Lantern Festival hosted thousands of visitors each day to its exhibit, which featured brilliant displays in and around Fair Park's lagoon.

Generous donations made by fair patrons to the North Texas Food Bank set two records: a grand total of 204,527 pounds of canned foods were collected, beating last year's previous high mark of 189,182 pounds accumulated during

## 2012 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**, S & J Entertainment Inc., Reverchon
4. **Fast Trax Super Slide**, State Fair Spectaculars, Fabbri
5. **Love Bugs**, Prime Pacific, Mack
6. **Rock It**, Demas Enterprises, KMG
7. **Magnum**, Wood Entertainment, Mondial
8. **Pirate Ship**, Lone Star Entertainment, Huss
9. **Starship 3000**, Laser Fair Inc., Wisdom
10. **Stratosphere High Swing**, McDonagh's Amusements, KMG

Source: State Fair of Texas

the State Fair of Texas' run. These state fair donations will provide 170,439 meals for North Texans in need.

Canine charisma explains the huge crowds shopping behind the Centennial Building, where the City of Dallas Animal Services and DFW Rescue Me found happy homes for 117 lucky dogs hoping for families to call their own.

Approximately 40,000 auto enthusiasts zoomed to

Chevrolet's Ride & Drive attraction, testing the mettle of some of the hottest wheels in the 2013 lineup. Qualified drivers took a free spin in a Camaro convertible, Silverado HD, all new Malibu and Volt.

Next year's State Fair dates are September 27 through October 20, 2013, during which time The Lion King will be the featured show at the Music Hall at Fair Park.



Left, Kyle Brady showcased the first portable unit of Zamperla's Air Raid. Above, S & J Entertainment provided spinning thrills with their new Huss Flipper.  
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McDonagh's Amusements debuted the Stratosphere vertical swing ride from KMG.  
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## MIDWAYLIGHTS

COMPILED: Pam Sherborne, [psherborne@amusementtoday.com](mailto:psherborne@amusementtoday.com)

Attendance at the **South Carolina State Fair** held strong this year.

The 452,576 attendance figure for the 2012 fair, which ran Oct. 10–21, was about 10,000 more than last year, but behind the 492,395 recorded in 2010.

Even so, state fair officials said they were happy with this year's totals.

"They came and they really seemed to have a good time," said Nancy Smith, fair assistant manager.

The turnout is credited largely to the ideal weather the area had experienced the past two weeks of the fair. There were only clouds and light drizzle late one evening of the fair.

"Otherwise it was a perfect fair," Smith said.

**North American Midway Entertainment** provided the midway.

The 2013 State Fair is set for Oct. 9–20.

Now that the gates have closed at the **Arkansas State Fair**, Little Rock, it can be said that "Ridin', Rockin', and Livestockin'" was a smash hit in 2012. The fair ran Oct. 14–23.

Despite a few rainy days and a slow start, this year's fair saw four record days, finishing with a jump on last year and a grand total of over 446,000 fair goers.

"We finished right at one percent up, so we were pleased," said Ralph Shoptaw, fair general manager. "With all the rain, and on Wednesday we had some severe weather, we were real pleased with the outcome."

**Deggeller Attractions** provided the midway.

After two decades on the job, **Norb Bartosik**, is retiring as general manager of **Cal Expo**, Sacramento. But, he has made a plea to the community and to the State of California to help save the fair.

Bartosik said the Cal Expo fairgrounds are middle-aged and outdated, crumbling under a \$50 million deferred maintenance backlog, and can no longer handle modern event needs. Fair attendance has dropped in the past decade, and the budget is shrinking with it.

Bartosik and his Cal Expo board managed to achieve an uptick in attendance in each of the last three years by moving the fair up ear-

lier in the summer to avoid conflict with school schedules, and offering more discount tickets. But that's not the long-term answer. Bartosik said the grounds need a major overall for them to be successful in the long term.

Bartosik, 63, has never worked anywhere other than a fairground, and he said, while announcing his retirement, he never wanted to.

Cal Expo is a state government entity, but it gets no state funding. It must balance its books while competing against a host of other options for the public's entertainment dollars: the Sacramento River Cats, the Sacramento Kings, Indian casinos, and the growing market of high-tech entertainment gadgets.

Bartosik is expected to leave in January. **Brian May**, Bartosik's deputy manager, is retiring as well after 24 years at the fair. The Cal Expo board is conducting a national search for Bartosik's replacement.

September's **San Joaquin County Fair**, Stockton, Calif., drew more than 132,000 fairgoers, a small increase from the 2011 event, according to a Recordnet.com story.

This year's fair lasted eight days, three more than last year's fair in June, when attendance was about 128,000. The past two fairs have shown an attendance increase of more than 50,000 from the 2010 edition.

"We're happy with the number," said Janet Covello, the chief executive officer of the fair. "We know we had a change in dates, so we didn't expect to see double numbers."

Admission to the fair has been free for two years. The 152nd San Joaquin County Fair was the first held in September since the early 1920s. Many of the exhibits this year were related to the arrival of autumn.

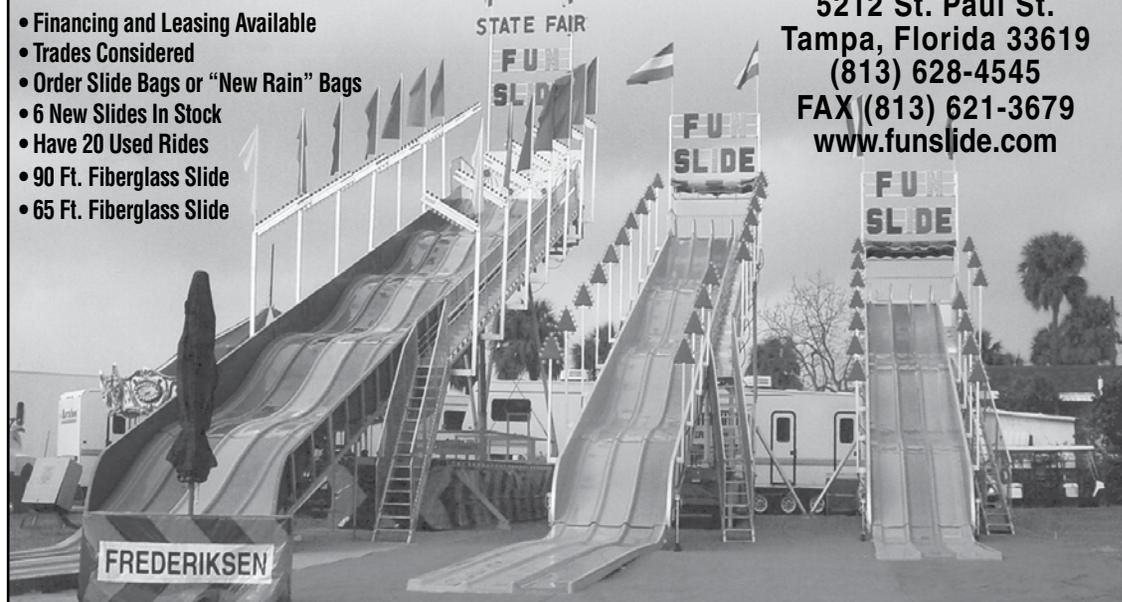
Covello said that because the 2012 fair was held during the school year, it probably limited attendance on weekdays. She said attendance was strong on weeknights and weekends.

Of holding the fair in September, she said, "We were very happy with the time of year. It didn't work for some, but it worked for most. The weather was great. The fair itself was incident-free and overall a great experience."

An announcement with dates and details of next year's fair is expected before the end of the year.

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