

AMUSEMENT TODAY [©] _{TM}

Your Amusement Industry NEWS Leader!

Vol. 17 • Issue 11

FEBRUARY 2014

Gibsonton gearing up for the 46th annual IISF trade show

STORY: Pam Sherborne
psherborne@amusementtoday.com

GIBSONTON, Fla. — The club grounds of the International Independent Showmen's Association (IISA) may be at its busiest during the 46th annual International Independent Showman's Foundation (IISF) Trade Show Extravaganza held the first week of February, but IISA club members are finding it more profitable to stay busy all year long, especially during the four and half to five months of the carnival off season.

"We used to be operating for more like six months of



the year," said IISA's Teresa Rimes. "But, now with carnivals staying on the road longer, our actual operating time has decreased."

So, the club does what it can during those months. When they are over, Rimes said they have experienced quite a bit of success renting out the back part of the lot and buildings for parties, weddings and such.

But, as the club gears up for the annual trade show, it

is pretty much nonstop for planners.

This year the Trade Show Extravaganza, located on the club's Gibsonton grounds, runs from Feb. 4-8. Hours are 10 a.m.-5 p.m. on those days.

Since many show attendees, as well as exhibitors, wait until late to register, the 2014 pre-registration numbers are unavailable, but Rimes feels it will be about the same as last year. Numbers have dropped off over the years due in part to technological advances that, Rimes said, allows the industry to do just about everything they want to do online.

Yet, she feels there are the loyal attendees and exhibitors and, as long as they remain that way, "we will keep on existing."

Some of the exhibitors expecting to be on hand this year feel that 2014 will be a good year for the industry as a whole. Len Soled, Rides 4-U, said 2013 was a superb year for his business and 2014 has started out promising.

"We did start out 2014 very positive," Soled said. "The IAAPA (International Association of Amusement Parks & Attractions) trade show was strong. The phone has been ringing off the hook. So, we will be giving it the old college try again this year."

► See IISF, page 4



Bob's Space Racers will be on hand at the upcoming International Independent Showmen's Foundation 2014 Trade Show Extravaganza. One of the products the company will exhibit is this three-games-in-one event trailer, one of the newest Bob's Space Racers has built over the last two years.

COURTESY BOB'S SPACE RACERS

NJAA'S 19th annual trade event

Atlantic City welcomes back East Coast Gift & Variety Show

STORY: Dean Lamanna
dlamanna@amusementtoday.com

ATLANTIC CITY, N.J. — One year ago, this seaside entertainment Mecca served as a focal point for amusement industry healing and camaraderie when — just three months after Hurricane Sandy wrecked much of the Garden State's coastline — the New Jersey Amusement Association (NJAA) presented its annual East Coast Gift & Variety Show.

For its 19th year, the event returns to the Golden Nugget resort and casino for two days of exhibition and buying Feb. 19-20. And very likely, there will be renewed industry optimism for a still-recovering region.

"Last year, it was an emotional show," said NJAA Executive Director Kimberle Samarelli, noting that the traditionally intimate event drew about nearly 100 exhibitors and about 1,000 attendees from as far as New England and Virginia despite the hardships created by the disaster. "There was a real need for connection within our industry, and those attending were there to show resilience and resolve. The show helped communicate that we were going to be okay and that we were moving forward."

Samarelli, now in her eighth year of organizing and overseeing the event, describes it as a "very busy buying show" that draws primarily from the Northeast corridor — including the New York and Philadelphia metro areas, as well as New Jersey. Registrations for this year's meeting, al-



ready running ahead of last year as *Amusement Today* went to press, were expected to be ongoing until the start of the event.

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

Attendees converging on the Golden Nugget's Grand Ballroom include amusement owners, partners, managers and buyers, plus workers who staff arcades, games, concessions and food outlets at amusement parks. Vendors are encouraged to promote the event to their customers.

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

Two key seminars have been organized and have been scheduled to prevent conflicts with show operating hours. The Annual Ride Regulations Update will take place Wednesday, Feb. 19, at 10 a.m., and the Legalized Games of Chance Update will be conducted Thursday, Feb. 20 at 10 a.m.

Some fun is planned, too, of course. On Wednesday, Feb. 19, NJAA

► See NJAA, page 6

NEWSPAPER

POSTMASTER: Dated material.
PLEASE RUSH!
Mailed Friday, Jan. 24, 2014

PERMIT # 2069
FT. WORTH, TX
PAID
US POSTAGE
PSRST STD

SUBSCRIBE TO
AMUSEMENT TODAY
(817) 460-7220

amusementtoday.com

www.GOLDENTICKETAWARDS.com

THIS JUST IN

Knott's enhances Camp Snoopy with trio of Zamperla rides

BUENA PARK, Calif. — 2014 marks the beginning of an exciting time in Knott's history as its treasured Camp Snoopy celebrates the big 30 with a complete restoration of the entire land.

As *AT* was going to press, Knott's Berry Farm officials announced three new rides coming to the land of High Sierra fun: Charlie Brown's Kite Flyer, Pig Pen's Mud Buggies and Linus Launcher. The addition of the three new family rides, built by Zamperla, demonstrates Knott's commitment to reinvestment in one of the most beloved children's areas ever created.

•Charlie Brown's Kite Flyer invites campers to "fly a kite" with Charlie Brown and soar above the land's winding paths and babbling streams — but watch out for the kite-eating tree! This 32-passenger adventure allows guests to sit

side-by-side on 16 swings for a spin that whisks riders up to 18 feet above the ground. Charlie Brown's Kite Flyer will replace Snoopy Bounce.

•Pig Pen's Mud Buggies lets tykes climb aboard their very own all-terrain vehicle for an adventurous ride around the High Sierras. Six four-seater ATVs will spin, bounce, and bump up to 24 guests at a time, while Pig Pen looks on from his center perch. Pig Pen's Mud Buggies will replace Log Peeler.

•Linus Launcher recreates that classic Peanut's moment when Snoopy grabs Linus' blanket and launches him on a wild ride. On Linus Launcher, guests lay on one of 12 blankets as they fly round and round. Up to 24 guests lay side-by-side while Snoopy launches them up almost 10 feet in the air. Linus Launcher will replace Charlie Brown's Speedway.



In the picturesque rendering of the enhancements to Knott's Camp Snoopy, the three new attractions are stunningly depicted: Pig Pen's Mud Buggies (front left); Charlie Brown's Kite Flyer (front right); Linus Launcher (back right). All three rides are being supplied by Zamperla.

COURTESY KNOTT'S BERRY FARM

NEWS TALK

OPINIONS

CARTOON

LETTERS

CARTOON: Bubba Flint

EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Networking history



Rutherford

ders.

Of course, there are the inevitable downsides to the technology. Many users of Facebook, Instagram and Twitter, for example, are guilty of over-sharing — that relentless, overwhelming need to post each and every mundane occurrence in one's daily life.

But one of the more positive benefits of social networking has been the wealth of information, especially that of a historical nature, being brought to light and shared. Prime examples that appeal to some of my unique interests stem from several groups I subscribe to on Facebook: Forgotten Carnival Rides, Royal American Shows and Wooden Coaster Connoisseurs.

Each of these groups has brought together

It's no secret that social media has changed the world. Web-based networking services have made it possible for millions of people to instantly connect with others who share similar interests and activities across political, economic and geographic borders.

historians, avid collectors and fans who are all eager to exchange their knowledge and explore their passion for the amusement industry.

Countless are the instances I've found something in one of these groups that is completely new to me. And for a dedicated researcher, there is a rare and special kind of joy in such discoveries ... particularly for someone who is as passionate about the history of roller coasters, amusement parks and carnivals as myself. Often these treasures — rare photos, newspaper clippings, or simply a relevant anecdote — are gleaned from the personal collections and memories of individuals who spent their entire lives working in the early years of the industry that holds such fascination for many of us.

There's an educational component to this aspect of social media as well. These detailed discussions amount to a bountiful contribution of knowledge that ultimately benefits the entire human collective. It affords us a rare glimpse into history and therefore helps to keep the past alive for many generations to come.

AMUSEMENT TODAY STAFF

Gary Slade, Founder
Publisher and Editor-in-Chief
gslade@amusementtoday.com

Stacey Childress / Childress Media
Web & Graphic Design
stacey@childress-media.com

John Robinson / W.H.R. Inc.
Daily E-mail Newsletter
johnwrobinson@cinci.rr.com

Tim Baldwin
Editorial
tbaldwin@amusementtoday.com

Dean Lamanna
Editorial
dlamanna@amusementtoday.com

Pam Sherborne
Editorial
psherborne@amusementtoday.com

Scott Rutherford
Editorial
srutherford@amusementtoday.com

Jeffrey L. Seifert
Editorial / Special Projects
jseifert@amusementtoday.com

Sammy Piccola
Accounting / Circulation
(817) 460-7220
spiccola@amusementtoday.com

Sue Nichols
Advertising
(615) 662-0252
snichols@amusementtoday.com

Bubba Flint
Cartoonist
bflint@amusementtoday.com

AMUSEMENT TODAY

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

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

Subscription rates are: 1 year (14 issues) \$75 in the USA; \$100 elsewhere; 2 years (28 issues) \$140/\$180; 3 years (42 issues) \$200/\$250. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

Amusement Today is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related websites are copyrighted and trademarked by Amusement Today 2013, with all rights reserved.

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

Contributors: Andrew Mellor, Richard Munch, Janice Witherow

2 MINUTE DRILL



STORY: Janice Witherow

Curt Jones — Dippin' Dots

Microbiologist and entrepreneur Curt Jones first pursued the concept of ice cream innovation in 1987. As the founder and CEO of the ultra-popular Dippin' Dots, today Curt heads one of the fastest growing and intriguing companies in the United States with legions of ice cream fans that expand around the world. Curt and his Dippin' Dots brand have been featured in hundreds of news articles and appeared in segments on Food TV, The Travel Channel and Oprah Winfrey profiled Curt in a story on entrepreneurs. He has received numerous awards and honors for his inventive spirit and success. Curt's attention to detail, gift of dreaming big and motivating others have helped make Dippin' Dots a global phenomenon.



Title
Founder and CEO.

Number of years with Dippin' Dots
26 years.

Best thing about the industry
It is fun, exciting, and the people are nice to work with.

Favorite amusement park ride
A couple of my favorites from the past were "Fire in the Hole" at Dollywood/Silver Dollar City and Grizzly River Rampage at the former Opryland U.S.A.

If I wasn't working in the amusement industry, I would be ...
A researcher in finding cures for cancer and/or other diseases or helping to solve other issues such as how to find, produce, or protect our food and water resources on Planet Earth.

Biggest challenge facing our industry
Recessions – I hope we don't see another one for a while.

The thing I like best about amusement park season is ...
The excitement of a new year – the unknowns, the possibilities.

Favorite meal to cook
Coconut meringue pie - and yes that is a meal in my book! With home-made ice cream, of course.

The last thing I do before going to sleep at night is ...
I like to get in bed, tilt the lampshade toward me for more light (drives my wife Kay crazy), and read a few pages of a book.

My favorite retreat is ...
The movies.

On television: do you prefer comedies or dramas?
Comedies - unless the drama is based on a true story.

The last item I purchased over \$50 was ...
I've always been a fan of the iPhone, but never a fan of the protective covers, so I just came from the Apple store with a replacement for the one I dropped a few days ago.

The one thing that is always in my wallet is ...
My driver's license.

Least favorite month of the year
January.

My wildest dream is ...

To live in a world where our resources don't have to be used to protect ourselves or to enforce silly laws, but instead are used in a way that gives everyone a chance to live life to the fullest.

It's time to mow your lawn ... do you use a push or riding mower?

I ride when I can, push when I have to.

Growing up, my mentor was ...

I was lucky enough to grow up on a farm in southern-most Illinois and many of our neighbors were unique in what they were good at. We had mechanics, machinists, river boat captains, fishermen, school-teachers, etc. It would be hard to pick just one.

Favorite sandwich

P,B & J. Each slice of bread is covered with maple syrup; one slice is then covered with grape jelly; the other with crunchy peanut butter. The slices are put together and sliced from one corner to the opposite corner. It's not as good sliced any other way.

People are always surprised when I ...

Tell them I had an Aunt Minnie Goins and an Aunt Minnie Cummins. I had one goin' and one comin'. One was my dad's aunt and one was my mom's aunt. Equally surprising was my dad's dad was named Bert and he had a brother named Ernie.

At a party, I can't wait until ...

Someone walks up and wants to have a conversation.

The movie that really tugs at my heartstrings is ...

The Notebook.

My favorite nightcap is ...

Ice cream.

Pick one: fruit or vegetables

Vegetables.

When I say Duck Dynasty, you say ...

The loading crew at the Dippin' Dots factory!

Best all-time sports moment?

I have more than one so I'll narrow it down to one team (the St. Louis Cardinals) and tell two stories:

1. During the Mark McGwire/Sammy Sosa race to break the Roger Maris home run record, I went with my dad and some friends to see a game. We watched McGwire hit #54. About a week later, I was given a message to call a guy named Mark Lamping. The name sounded familiar – he was the President of the Cardinals at the time. He said that his kids had enjoyed Dippin' Dots at a recent Devil Ray's game in Tampa. They had also had it at the water park over in Grafton, Ill. (Raging Rivers), just across the river from St. Louis. After sharing that I had been a Cardinal's fan since the '60's, he offered me tickets to the game on Labor Day. The Cardinals played the Cubs (and Sammy Sosa) and McGwire was at 60 home runs – tied with Ruth and one behind Maris. I warned my family that we might be sitting in the right field stands because everyone wanted a ticket to that game. Mr. Lamping put us right behind home plate about five or six rows from the field. McGwire hit number 61 to tie the record. A week later, I called Mr. Lamping to thank him again. He said – did you see your picture in Sports Illustrated? They had snapped a picture from center field and there we all were, as clear as a bell – right in the picture!
2. In 2011, Kay and I were able to attend Game 6 of the World Series. We saw one of the most miraculous comebacks in the history of the game, when David Freese hit a triple in the 9th inning to tie the game and then a home run a couple of innings later to win the game. I always point out that David Freese let a ball bounce off his head earlier in the game but he came up with a way to overcome an embarrassing error, translated: "Don't let your mistakes get in the way."

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1907:** In mid-February **Arthur Jarvis** of the **Coaster Construction Co.**, announced that his company was erecting a new **Figure 8** coaster at **Wonderland Park**, at Revere Beach, Massachusetts. **Charles G. Sheel** was the supervisor of construction. The park, inland from the famous beach (America's first public beach), opened in 1906 with an **L.A. Thompson Scenic Railway**. It would close after seven seasons.

•**1908:** Sixteen persons were injured on the **Scenic Railway** at the new **White City (Lakeside Park)**, in Denver, Colorado, on February 24. It would turn out to be a truly odd incident in that the park had not officially opened to the public, and that a group of riders were permitted rides during the dead of winter! Of the group, five passengers were seriously injured when the train jumped the track and hurled the occupants to the flooring 10 feet below. One passenger received a fractured skull. The accident may have been avoided if the train had slowed on the curve (this ride had a brakeman) although it was noted that there was no guard rail, as the ride was not complete. White City would officially open May 30, 1908.

•**1924:** Announced on February 11, the celebrated **Giant Racing Coaster "Race Thru the Clouds"** in Venice, California, was to be razed to make way for a new building. **Prior & Church** operated the popular attraction, built in 1910, when Venice was just beginning to be developed. Land values and the fact that larger and more extreme coasters could be found on the ocean piers less than 2,000 feet away, signaled the end of the once unique ride that covered several acres of ground in the heart of the city. While it had catered to an amusement-loving public, it would be razed to make way for a large business area, according to the local press.

•**1936: Strike Me Pink**, a comedy starring **Eddie Cantor** and **Ethel Merman**, was released in late January, but many of the reviews would hit the newspapers in early February. One acute review said the film was "a riot of fun that moves at roller-coaster speed." That may have been the most accurate assessment of the film, as the final scene included an impossible chase over the **Cyclone Racer**, at the **Pike** in Long Beach, California. The landmark coaster, in its sixth season, would dazzle the audience who had to think "how did they do that?" The pop-eyed actor as a timid amusement park manager ultimately won the chase, escaping from the coaster to a hot air balloon.

•**1951:** The *Los Angeles Times* reported on February 10 that a new **amusement park** was in the development stages in Santa Barbara, California. Unfortunately, the plans for a large civic auditorium and amusement park received a major setback when the city council voted against the park. The original proposition, which was to be voted on in May, was designed to bring similar attractions like those in Santa Monica directly to the people of the city, just north of Los Angeles. The negative press eventually killed the plans, as the local residents felt that such an operation did not have a place in the city.

—Compiled by **Richard Munch, NRCMA historian**

AMUSEMENT TODAY™

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



Get a free QR Code scanner for your phone by visiting www.mobiletag.com.



5-time Award Winner

facebook

Find us on Facebook
facebook.com/amusementtoday

twitter

Follow us on Twitter
twitter.com/amusementtoday

YouTube

Subscribe to our YouTube channel
youtube.com/amusementtoday

► IISF

Continued from page 1

Soled plans to bring with him two KMG Freak Outs, with one going to Butler Amusements and the other, All Around Amusements, after the trade show. He will exhibit an SBF Groovy Bus, which will go to Arnold Amusements. He also will have two S&S Frog Hoppers on hand. One will go to Stewarts Amusements and the other to Fantasy Amusement Company.

"I will also have a Visa Spring Coaster, which several people are interested in," he said. "We will run it at the show with the opportunity to sell it at Gibtown."

Mai Wisdom, Wisdom Rides, said 2013 was a tough year, but she is hoping that 2014 will be better.

"We are booked through April right now," she said at the first of January. "We are expecting a contract to be signed soon that will book us through May. We will see."

Wisdom Rides will exhibit a new Stampede and Jungle Twist this year. The Stampede will go to Ed Bur-

lingame, Pride Amusements, after the show and the Jungle Twist will go to Doyle Gill's midway, Australia.

Zamperla's Kristina Roper said her company plans to exhibit their new ride, Sky Ride, as well as a Happy Swing and maybe a Jump Around.

Tony Cassata, Bob's Space Racers, said in the first week of January that they hadn't totally decided what they plan to exhibit but, "I can give you something real close."

"We will take a Whopper Water game, a Fishing Hole and an event trailer," Cassata said. "The event trailer is the newest trailer we have done in the last couple of years. It is suited for rental companies that rent out trailers for parties and corporate picnics."

The week of the IISA trade show kicks off on Feb. 2 with the traditional Super Bowl Party and Trade Show Kick-Off Party on the grounds.

On Monday, the club will host the 5th Annual Big Hearted Jerry's Memorial Golf Tournament, held at the Summerfield Golf Course. There will be a 12:00 noon Shot-Gun Start, with a \$65 en-



Among the rides Zamperla plans to bring to the 2014 IISF Extravaganza, Gibsonton, Fla., is this new Sky Race swing ride as seen during the IAAPA Attractions Expo.

COURTESY ZAMPERLA

try fee.

The Trade Show opens the next day, with an Exhibitor Cocktail Party running from 5:30-7 p.m.

For Wednesday after the close of the trade show, there will be a Jamboree — Museum Building Fund at the IISA Club Rooms. It will run 6-8 p.m. and a steak dinner is available.

The IISA Annual Banquet

& Ball, Hall of Fame Inductee, and Awards Presentation is set for Thursday evening at the close of the show at the IISA's Carousel Pavilion.

Live entertainment will be offered in the main bar Friday evening.

On Saturday there will be Showmen's Shrine Annual Meeting, 10 a.m., at the Carousel Pavilion; Cemetery Association Memorial Service at

12 noon, with a mass to follow; Ladies of the IISA Drawing for 50/50 Ticket at 10 p.m.; and finally the Museum Corporation Drawing for \$10,000 cash ticket at 10:30 p.m.

In the first week of January, Rimes was quickly approaching her deadline to complete the scheduling of the education seminar portion of the week's activities.

► See IISF, page 5



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

**www.maclan • 800.788.3951
info@maclan.com • Lakeland, FL**

**QUALITY
SAFETY
VALUE
ASSURANCE
since 1975**



► IISF

Continued from page 4

She was positive that James Judkins, president, JKJ Workforce Agency, would conduct informational sessions on the H-2B Visa and those sessions would most likely run on the same days as last year, Wednesday and Friday, Feb. 5 and 7.

"We are hopeful that we will also have the Safe Serve and the Fork Lift sessions we have had before," she said. "Guy Sherbourne (Oregon Rides) and Patti Sullivan (Eli Bridge) plan to have a round table, open forum talk to answer questions and talk about their products with attendees. This is the first year for that."

Sherbourne will address the Eyerly products. Since his purchase of the rights to the Eyerly products in 1990, Sherbourne has been providing Eyerly clients with service, parts and support. His company also built a Toon Car ride based on an earlier concept.

In other club news, Rimes said David "Doc" Rivera, who was acting curator at the Carnival Museum last year during the time of the show, was hired full time in that position last spring.

"He has since completed a lot of exhibits that were started and he is doing a great job getting the museum ready for visitors during the trade show," she said. The IISA

club members had been very busy planning some of January events leading up to the trade show and events surrounding that. Events in January included the annual circus, held on Jan. 11; Bike Fest, 18; Children's Gasparilla Day Parade, 18; Around the World Charity, 20; and other dinners and a chili cook-off.

On Tuesday, Feb. 11, the week after the trade show, the IISA will meet for the installation of officers at 7 p.m. at the Gibsonton club grounds.

Wisdom Industries will exhibit a Jungle Twist and a Stampede to the IISF Extravaganza set for Feb 4-8. This is the Jungle Twist that Wisdom brought to the 2013 IISF show. The ride going to the 2014 event has already been sold and will be on its way to Australia after the show for the midway of Doyle Gill's Amusement Inc. AT/PAM SHERBORNE



Wisdom



Among the rides Len Soled, Rides 4-U, will exhibit at this year's IISF Extravaganza set for Feb. 4-8, Gibsonton, Fla., will be two S&S~Sansei Frog Hoppers. One of the Frog Hoppers at the show has been bought by Stewarts Amusements and the other to Fantasy Amusements. AT/PAM SHERBORNE

WISDOM RIDES
P.O. BOX 238 - MERINO, CO 80741 - PHONE: 970-522-7515 - FAX: 970-522-2902
TOLL FREE: 800-634-6097 - EMAIL: info@wisdomrides.com

►NJAA

Continued from page 1

will hold its 24th Annual Scholarship Kick-off Cocktail Party at 5:30 p.m. "It's a great opportunity to join NJAA members and our board of directors to unwind and participate in a great social event," Samarelli said.

For those needing to renew their National Association of Amusement Ride Safety Officials (NAARSO) certification, training will be available the week of the trade show. The mandatory completion date for certification is March 31.

Getting on with business will be the implied focus of this year's gathering at the Golden Nugget.

"People are still looking forward to the new and innovative — but there's going to be a strong sense of moving forward," Samarelli said. "Even after the storm and the big boardwalk fire (in Seaside Park last fall), our members are excited about what 2014 and the future hold."



Atlantic City's Golden Nugget resort and casino will host the 19th Annual NJAA East Coast Gift & Variety Show Feb. 19-20. COURTESY ATLANTIC CITY CONVENTION & VISITORS BUREAU

The phones have been ringing and the registrations are coming in, she added.

"It's like a big family reunion," Samarelli said. "We all get to share ideas and what we're doing in different areas of the business, and to see how we might apply those

things to our own everyday operations. There's nothing better than a successful show... and personally, I just like to see everyone happy!"

Exhibit times for the 18th Annual NJAA East Coast Gift & Variety Show are 11 a.m. to 5 p.m. on Wednesday, Feb.

19, and 10 a.m. to 3 p.m. on Thursday, Feb. 20. For a complete schedule and additional information, including NAARSO certification training registration and prices, visit njamusements.com.

NJAA event reservations are 'Golden'

ATLANTIC CITY, N.J. — Planning to attend the NJAA East Coast Variety & Gift Show and / or register for NAARSO certification in Atlantic City? A block of rooms has been secured by NJAA at the Golden Nugget resort and casino, which is the site of both happenings in February.

The rate is \$69 nightly Feb. 17-21, and it can only be applied by using the group password AMUSE when making reservations online or giving the group code ANJA to the hotel's reservation department at (800) 777-8477.

The cut-off date for all hotel reservations is Feb. 1. After that date, reservations will be accepted on an availability basis only and subject to prevailing rates. Registration for the trade show itself is available through at least Feb. 18. For more information, visit njamusements.com.

—Dean Lamanna

Give your food

the ride of its life.

WORLD FAMOUS
MONTGOMERY INN
The Ribs King

MONTGOMERY INN
BARBECUE
Sauce



INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS



Flambards has provided entertainment to visitors of all ages with its aircraft displays, theme park and museums since it was founded in 1976. Here the Thunderbolt thrills guests. COURTESY FLAMBARDS

Livingstone Leisure acquires U.K.'s Flambards theme park

STORY: Andrew Mellor
amellor@amusementtoday.com

CORNWALL, U.K. — After 37 years in the ownership of the family that founded the venue, Flambards theme park in Cornwall, U.K., has been sold to Livingstone Leisure.

Established in 1976 by Douglas and Audrey Kingsford-Hale as the Cornwall Aero Park, Flambards quickly grew from an exhibition hall with a vast collection of aviation memorabilia, aircraft and gardens into 27 acres of rides and entertainment for all ages. The well-known Flambards' Victorian Village, in particular, has gained an international reputation for being a unique visitor experience, as has Britain in the Blitz, an authentic re-creation of a street during World War II that was officially opened by Dame Vera Lynn in 1984.

At the time the park was

placed on the market in May last year, Managing Director James Kingsford-Hale stated: "Deciding to sell has been an enormously difficult decision. My daughter Susie is getting married this year and she and her fiancé understandably have their own plans for the future. Following the passing of my mother Audrey last year (in 2012) and given that my father, Douglas, is now 82 and I'm 54 this year — without an obvious successor to take the reins — we feel it's the right time to part with a business that has been an important part of our family lives. Our greatest sadness will be having to say goodbye to our staff who have quite simply been amazing. We certainly couldn't have achieved everything we have without them."

Livingstone Leisure is led by Ian Cunningham and his

► See FLAMBARDS, page 8

Luna Park Sydney unveils ARM/Larson Super Shot

STORY: Andrew Mellor
amellor@amusementtoday.com

SYDNEY, Australia — The tallest and fastest ride ever to be installed at Luna Park in Sydney, Australia, made its debut at the park in December.

Hair Raiser, a 12-seat Super Shot drop tower from U.S.-based Larson International and ARM, opened on Boxing Day and is the first new permanent attraction on the site since the park's re-opening in 2004. According to the park, the attraction is set to become the 'epicentre' of its historic and famous portfolio of rides and amusements that have

been an integral part of Sydney for nearly 80 years and will provide residents with a whole new perspective of the city skyline.

Installed on the edge of Sydney's harbor, riders are taken to a height of 50 meters (164 feet) above sea level for a bird's eye view of the city before being dropped back down to the ground at a speed of 80 kph (50 mph) in less than a second.

Commenting on the project, Larson International's Jeff Novotny said: "The Super Shot drop tower for Luna Park Sydney was a very tight schedule from date of order,

► See LUNA PARK, page 8



The new 12-seat Hair Raiser drop tower at Luna Park Sydney takes riders up to a height of 50 meters above sea level.

COURTESY LUNA PARK



The view from the top of the Hair Raiser tower is quite simply stunning! COURTESY LUNA PARK

Ital International LLC

Major, Family and Spectacular Rides

Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: sales@italintl.com



The recently announced Twentieth Century Fox World theme park is scheduled to open in 2016.
COURTESY FOX CONSUMER PRODUCT/RESORTS WORLD GENTING

Twentieth Century Fox/Genting Malaysia announce plans for new studio park in 2016

STORY: Andrew Mellor
amellor@amusementtoday.com

PAHANG, Malaysia — The name and location of the first ever Twentieth Century Fox theme park has been announced by Twentieth Century Fox Consumer Products and partner Genting Malaysia.

Scheduled for a 2016 opening, Twentieth Century Fox World will be built at Resorts World Genting in Malaysia and the announcement came at the same time as that of the RM5 billion (approx U.S. \$1.5 billion) Genting Integrated Tourism Plan (GITP). This will see a major 10-year masterplan for the development, expansion, enhancement and refurbishment of hotels, theme park and infrastructure at resorts World Genting.

The GITP, which will be carried out in phases, includes the development of the RM1 billion (U.S. \$304 million), 25-acre Twentieth Century Fox World and the proposed establishment of Genting Premium Outlets. The Honorable Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib Tun Razak, attended the launch which was held at the Genting Grand Hotel in Genting Highlands.

The theme park will be



the first of its kind in the world and Twentieth Century Fox Consumer Products President Jeffrey Godsick commented: "The opening of the first Twentieth Century Fox World theme park at Resorts World Genting takes our rich history of storytelling to a whole new level and will provide an exceptional entertainment experience. People from around the world will gather here in Malaysia to become part of the story and to experience the magic and adventure of their favorite Fox properties."

"Genting as a developer of the world's top resort destinations is a natural and valued partner for Twentieth Century Fox," said Greg Lombardo, vice-president of location based entertainment for Twentieth Century Fox Consumer Products. "The creation of a world-class entertainment destination in a vital market like Asia is a landmark step in Fox's global theme park strategy, extend-

ing our brand and engaging audiences in new and exciting ways."

The new park will consist of more than 25 rides and attractions of a cinematic nature. Visitors will experience attractions that include action, adventure, animation and sci-fi genres and incorporate special effects from world-renowned movies such as *Ice Age*, *Rio*, *Night at the Museum* and *Alien vs. Predator*.

Describing Twentieth Century Fox World as a unique and compelling world-class theme park, Genting Malaysia Chairman and Chief Executive Tan Sri

Lim said: "With its mix of rides, attractions and movie-fantasy appeal, Twentieth Century Fox World will definitely pave the way for the continued growth of Resorts World Genting with a next level family entertainment experience which will attract tourism dollars to Malaysia."

The Twentieth Century Fox World theme park will replace the existing outdoor theme park which ceased operations in September last year to make way for the new development. Resorts World Genting's indoor theme park, however, remains open to the public.



Visitors to Twentieth Century Fox World will experience attractions based world-renowned movies such as *Ice Age*.
COURTESY FOX CONSUMER PRODUCT/RESORTS WORLD GENTING

►LUNA PARK

Continued from page 7

to installation, going through a unique Australian approval process, to commissioning. The team of people we worked with at Luna Park were absolutely great. The ride was set up in early December and opened to the public the day after Christmas."

For ARM, Mike Gill noted: "The staff at Luna Park made what was a very tight schedule, very manageable. The combined effort from all parties made it all happen just as planned. The Hair Raiser at Luna Park Sydney is very comparable to other international models installed around the world such as in Manila, Saudi Arabia and Columbia, South America, although their ride offers a few unique design features that were required to meet the Australian Amusement Ride Code."

Another recently completed drop tower from Larson and ARM, this time in the U.S., called the Texas Super Shot, was also recently commissioned and was under construction at the Trader's Village in Grand Prairie, Texas as AT was going to press.

►FLAMBARDS

Continued from page 7

business partner Michael Enright and at the time the sale was announced, there were no immediate plans to change any of the existing facilities. However, in time the company does plan to develop the park and museums and to invest in the park.

Flambards is the second attraction to be acquired by Livingstone Leisure which plans a series of acquisitions in the coming years, according to Cunningham. The company also currently owns and operates Cotswold Birdland Park and Gardens in Gloucestershire, U.K.



Flambards Race Track is always popular among families and children.
COURTESY FLAMBARDS

Mondial opens Sky Riser tower during large fair in Dusseldorf

Dutch ride manufacturer Mondial scored another hit with the introduction of its new Sky Riser observation tower. The attraction made its debut and grand opening at The Largest Fair on the Rhine in Dusseldorf, Germany last summer. This unique portable ride utilizes the latest lifting technology with a glass-enclosed capsule to deliver breathtaking 360-degree panoramic views from a height of 410 feet. The Sky Riser has been quite successful at every place it has been featured throughout Germany and is proving to be a popular addition to Mondial's ride arsenal. At night, the tower features LED lighting on both the tower structure as well as the moving gondola to light up the sky.

COURTESY MONDIAL



ABC Rides supplies family freefall tower ride to Fantasia

SALZBURG, Austria — Fantasia theme park turned to ABC Rides Switzerland to provide the ride system for its new indoor freefall attraction. Opened late last summer, the Knights Ride Tower was designed to appeal to families with children. It features 4-D special effects along with various other show elements on different height levels with a free-fall experience at the end.

The tower itself is mounted on an H-steel frame, which is attached to the ground foundation. Up to 10 passengers, secured by a lap bar, are accommodated in the ride's single gondola. The attraction's program begins by raising the gondola to the first of four different levels. On each floor, a story is told by means of animation and other show and sound effects including leg ticklers. On the fourth level, just as the story comes to an end, each passenger is surprised with a gentle slap on the back. Then, the gondola suddenly disengages from the supporting hook and drops nearly 55 feet to ground level. Permanent magnets bring the gondola to a smooth halt at



the boarding area.

The new Knights Ride Tower officially opened to Fantasia guests on August 13, 2013. It joins a number of other family-friendly attractions including a Ferris wheel, Castle Dracula walk-through, Dino train and a Wild West-themed section.

Above three photos, ABC Rides Switzerland provided the new Knights Ride Tower attraction for Fantasia theme park in Salzburg, Austria. Designed for children and families, the tower combines show performances (right) on four different height levels with a five-story freefall experience at the end.

COURTESY ABC RIDES





Fire Ball



Flying Scooters™



PO BOX 638 • Plainview, Texas 79072
(806) 293-1353 • www.larsonintl.com



Super Shot



Tilt-A-Whirl™



PARKS & ATTRACTIONS

RIDES

ENTERTAINMENT

REVENUE

SUPPLIERS

Keansburg Amusement Park replacing coaster lost to Sandy



Workers at New Jersey's Keansburg Amusement Park have begun laying the foundation for the park's new-for-2014 Pinfari Zyklon ZL42 steel looping roller coaster. The Zyklon is replacing the park's Schwarzkopf Wildcat coaster that was damaged in Hurricane Sandy. The Pinfari coaster, which once operated as Looping Star at Beech Bend Park, stands 36 feet tall, features 1,197 feet of track and a single vertical loop. COURTESY KEANSBURG

KEANSBURG, N.J. — Keansburg Amusement Park began construction on its new-for-2014 steel roller coaster in mid-January. The compact Pinfari Zyklon ZL42 — once operated as Looping Star at Beech Bend Park — will stand 36 feet tall, feature 1,197 feet of track and a single vertical loop.

Keansburg Amusement Park purchased the Italian-made Pinfari ride to replace the classic 1969-vintage Schwarzkopf Wildcat coaster that was heavily damaged in Hurricane Sandy. Workers dismantled and removed the Wildcat in March 2013 to make room for the Zyklon. The Gehlhaus family, which owns the park, has stated that they chose the Pinfari coaster based on the company's commitment to safety coupled with exhilaration they expect it will

provide their guests.

"Today marks the beginning of our installation of our new Pinfari looping coaster which will provide more safe thrills than any coaster we have ever had at Keansburg Amusement Park," said Bill Gehlhaus, co-owner of Keansburg Amusement Park and Runaway Rapids. "Added to our new Wave Swinger and our re-themed spook house, we plan to be at 100 percent for the upcoming season which starts in March."

Owned by the Gehlhaus family, Keansburg Amusements and Runaway Rapids continues its 109-year tradition of offering family fun on the Jersey Shore.

• www.keansburgamusementpark.com

Aquatic Development Group providing North America's longest mountain coaster

CHARLEMONT, Mass. — Berkshire East Ski Area, a long-standing, northeast family ski destination has committed to adding Aquatic Development Group's ADG Mountain Coaster to its activity mix.

Family owned and operated for 35-years, Berkshire East has placed a strong emphasis on growing its year-round and summer activity base. Over the past few years, the ski area has added zip line canopy tours, mountain biking and wind turbine tours to its summer activities.

The new ADG Mountain Coaster will take Berkshire East to the next level. At a total track length of 5,350 feet, comprised of 1,575 uphill feet and 3,775 downhill feet and with a 400 foot vertical drop elevation difference, this coaster will be billed as the longest in North America. It is expected to open mid-summer 2014.

The ADG Mountain Coaster provides a thrilling guest experience with an un-



The Berkshire East Ski Area in Charlemont, Mass. is adding a new mountain coaster for 2014 from Aquatic Development Group. At a total of 5,350 feet long, it will be the longest ride of its type in North America.

COURTESY ADG

paralleled level of safety. The ADG Coaster incorporates an on-board, collision avoidance system as well as automatic speed restrictors to control top speed; Berkshire's coaster rep-

resents the state of the art in mountain coaster technology. ADG had been selling mountain coasters since it acquired Vermont-based Alpine Products LLC in 2011.

Disney breaks ground on Avatar



ORLANDO, Fla. — Using Na'vi-inspired shovels and assisted by a Na'vi, (left to right) George Kalogridis, president of Walt Disney World Resort; Meg Crofton, president of Walt Disney Parks and Resorts Operations, United States and France; Tom Staggs, chairman, Walt Disney Parks and Resorts; a Na'vi; Jon Landau, Avatar Producer; Bruce Vaughn, chief creative executive of Walt Disney Imagineering; and Joe Rohde, creative executive, Walt Disney Imagineering, pose Jan. 8, 2014 during the ceremonial groundbreaking of an Avatar-inspired land at Disney's Animal Kingdom. The multi-year and largest expansion in Disney's Animal Kingdom history, the new land will invite Walt Disney World Resort guests to experience the wonders of Pandora when they fly with the banshees, encounter the Na'vi and explore a rich cultural environment with mountains that float and interactive plants that glow at night.

COURTESY WALT DISNEY WORLD RESORT

IRG

Intermark Ride Group

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

www.intermarkridegroup.com
TEL 615.370.9625 FAX 615.370.8852

Creating Memories & Profitability



Voodoo Interactive Raft, abc rides



Hoopla, Moser Rides



Wattman Mini Express

AMUSEMENT MARKET PLACE

NEW PORTABLE MAZES!

Steel Framework is
Easy to Assemble &
Break-down.

NEW Mazes by:



Ask about our Maze Themes:
Aqua, Miner's, Safari Aqua
and Ropes Mazes.

World's #1 Maze Builder

970.531.5334 / www.AmazenMazes.com



We offer a magnetic brake for any application. Whether it is a Tea Cup that needs to hold a little tighter, a Roller Coaster that needs to stop a lot smoother, or a Shoot-the-Chute that needs speed reduction, a magnetic retrofit offers motion control in custom applications.

We know that the maintenance budget is always under pressure from above, that is why we have made financing available for our magnetic brake projects. We can help spread payments out over a season so you pay for the brakes when your cash flow is the best.



Entertainment Management Group
1-410-643-9300, ext. 303
www.RideEntertainment.com



PATTY BEAZLEY
(615) 714-2617

CINDEE HUDDY
(615) 545-8109

www.creativeoperationalconcepts.com

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



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Europa-Park finished its 2013 season with a new record number of visitors at almost five million people. The German park's winter opening has proven to be a strong visitor magnet. Europa-Park owner **Roland Mack** reports that the extended season has paid off with close to 500,000 additional visitors. On peak days, the park entertained up to 25,000 visitors, the likes of which had only ever been seen in the summer. He added that Europa-Park is becoming more and more attractive for older visitors.

Marine wildlife artist and conservationist **Dr. Guy Harvey** is partnering with the **South Carolina Aquarium** to display a complete range of his artwork in Canvases for Conservation. The South Carolina Aquarium is honored to be the first aquarium to feature a large collection of Guy Harvey's artwork. Canvases for Conservation will additionally feature one of Dr. Harvey's loggerhead turtle originals. This original will be displayed alongside pieces featuring wildlife native to South Carolina, such as a bald eagle, rainbow trout, alligator, redfish, marlin and sharks.

SeaWorld's Sea of Surprises themed float won the prestigious President's Award at the **125th Annual Rose Parade** on New Year's Day. This award is presented to the float with the "Most Effective Floral Use and Presentation." The 55-foot-long float was a festive tribute to SeaWorld's 50th celebration kicking off this year, and featured some of the park's most popular animals. Hundreds of thousands of flowers and natural materials made up the colorful reefs, waves, coral and sea life displayed on the float. SeaWorld San Diego employees donated time to work alongside float builders and help apply live flowers.

Suzo-Happ recently announced that it has completed the acquisition of two product lines from **Crane Co.**, the Currenza C2 coin recycler for the European marketplace and the Bill-to-Bill banknote recycler for the global marketplace. The rights to the Currenza C2 family of coin recyclers have been licensed by Suzo-Happ for the European marketplace on an exclusive basis whereby Crane Co. will no longer sell these products in Europe. The Bill-to-Bill banknote recycler business, including all assets, technology and patents, has been acquired by Suzo-Happ. Crane Co. will provide transition services in order to facilitate the integration of both product lines.

After years of planning, the **New York Aquarium** at **Coney Island** has finally broken ground on the massive 57,000-square-foot Ocean Wonders: Sharks! exhibit, which will feature a coral reef tunnel that will give guests a 360-degree view of ocean life when it officially opens to the public in 2016. The \$157-million exhibit will offer more than 100 species of marine animals, both local and from around the world, including sharks, rays, sea turtles, thousands of schooling fish and other crustaceans.

Gateway Ticketing Systems, Inc. climbed 14 places in the Best Places to Work in Pa. list to number 56. Gateway's ranking was recognized

at the Best Places to Work in Pa. awards banquet on Dec. 5, 2013, at the Lancaster County Convention Center. The award was presented by Pennsylvania Governor **Tom Corbett** to Gateway co-founder, **Peter Grumblatt**, before an audience of close to 1,000 attendees. Gateway has been named one of the Best Places to Work in Pa. for two years in a row. The award was designed to identify, recognize and honor the best places of employment in Pennsylvania that are benefiting the state's economy and workforce.

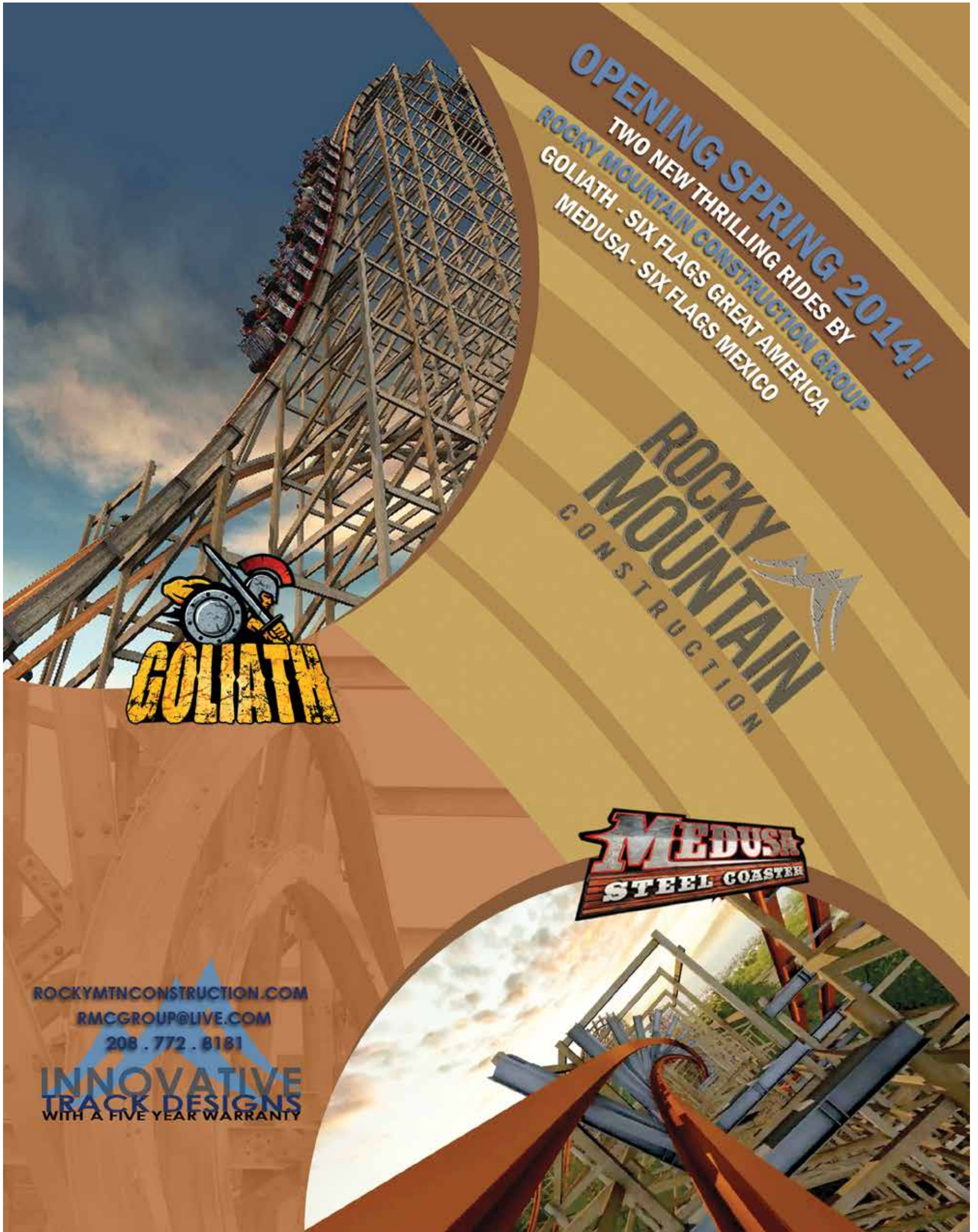
As part of ongoing efforts to help build better futures for children and families in Central Florida, the **Walt Disney World Resort** recently donated a record \$36.5 million in cash and in-kind support to local nonprofits. This represents an increase of almost \$6 million from 2012. The record amount included funding for programs that offer basic needs assistance, education and youth development, as well as resources for local hunger relief efforts, conservation initiatives and help for U.S. veterans, among others. Disney Cast Members also supported local community initiatives by donating more than 308,000 hours of service in 2013.

The **Kentucky Science Center** has begun renovations to its 25-year-old theater by upgrading from **IMAX** 15/70mm film projection to a 4K digital platform with such exciting features as 3-D capability, new assisted listening technology and a first for Kentucky Precision White Screen technology. This state-of-the-art digital technology ensures the highly immersive viewing that has made Kentucky Science Center's theater a downtown destination for so many years, putting moviegoers right in the center of the action. Film offerings will now include traditional 2-D science and history based films as well as an expanded array of 3-D selections, Hollywood feature films and even local documentaries with partners like KET and others.

Dubai-based **Majid Al Futtaim Cinemas** is in talks with Korean group **CGV** to launch the VOX 4DX system that lets cinema-goers see, hear, feel and smell the latest blockbusters in key Gulf states Qatar, Oman, Bahrain besides Sharjah and Lebanon. VOX 4DX, the most immersive, engaging cinema-going experience, was launched in Dubai last month with phenomenal results. The first VOX 4DX enabled sensory cinemas opened over the recent holiday period at Mirdif City Centre and Deira City Centre to a 5,000-strong crowd of fans in the first week who flocked to experience this innovative technology.

Legoland Florida salutes the men and women serving in the U.S. Armed Forces with the continuation of **Military Appreciation Days** throughout 2014. As an appreciation for their service, all active duty military personnel including the Army, Navy, Air Force, Marines, Coast Guard, National Guard and Reservists are now entitled to free single-day admission to Legoland Florida and the Legoland Waterpark.

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



OPENING SPRING 2014!

TWO NEW THRILLING RIDES BY
ROCKY MOUNTAIN CONSTRUCTION GROUP

GOLIATH - SIX FLAGS GREAT AMERICA
MEDUSA - SIX FLAGS MEXICO

ROCKY MOUNTAIN
CONSTRUCTION

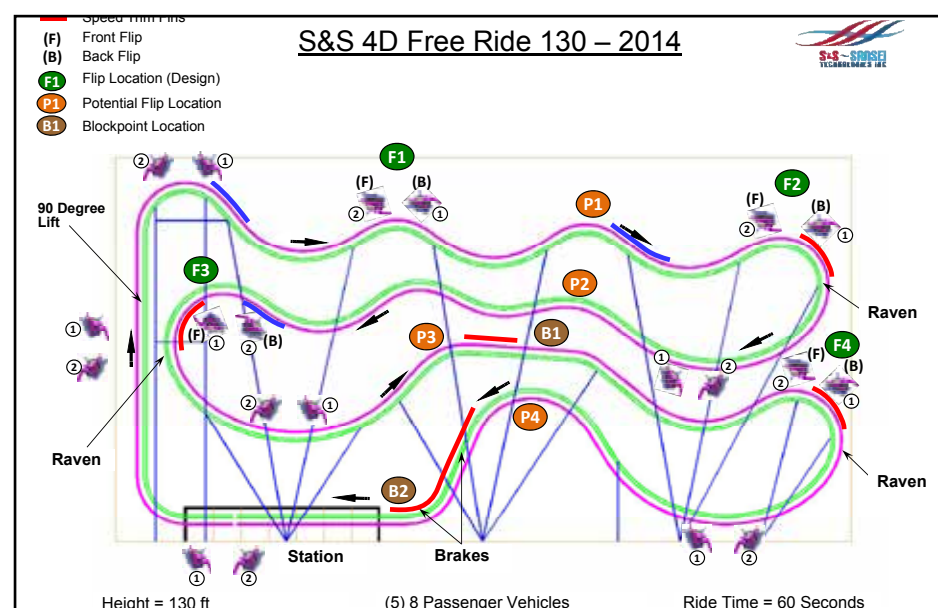
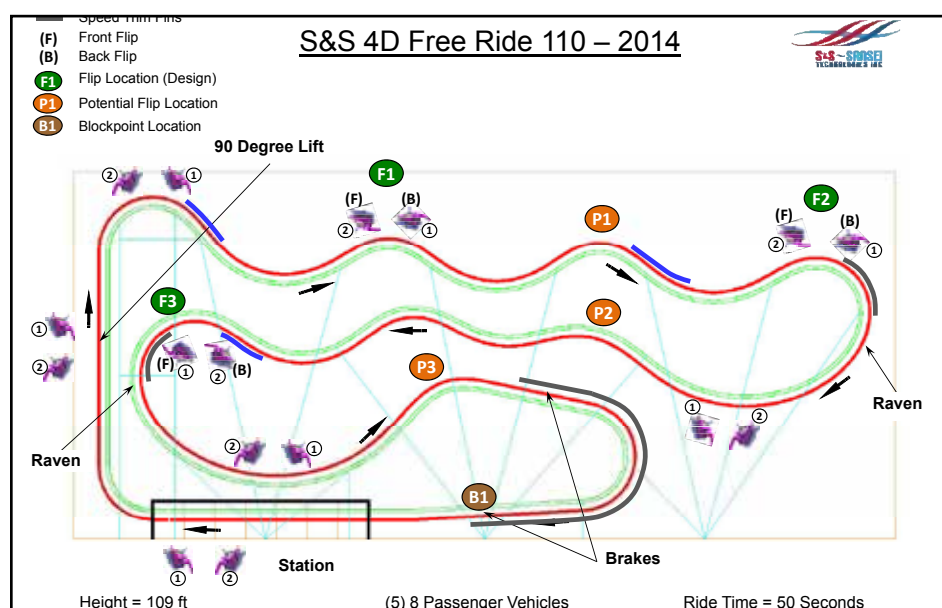
GOLIATH

MEDUSA
STEEL COASTER

ROCKYMTNCONSTRUCTION.COM
RMCGROUP@LIVE.COM
208.772.8181

INNOVATIVE
TRACK DESIGNS
WITH A FIVE YEAR WARRANTY

AMUSEMENT TODAY EXCLUSIVE!



The 4D Free Spin is available in two sizes with the largest model standing 130 feet tall with 1,285 feet of track. COURTESY S&S~SANSEI

S&S develops customizable new coaster concept — 4D Free Spin

STORY: Tim Baldwin
tbaldwin@amusementtoday.com



LOGAN, Utah — The folks at S&S~Sansei Technologies, Inc. are noticeably excited. Their expressions tell that they are quite proud, knowing they are on to something particularly cool. Or cutting edge. Or the latest thing.

With good reason. *Amusement Today* visited the facility in Logan, Utah following interviews with S&S~Sansei at their booth at IAAPA last November. On site is the testing prototype for what the company is marketing as 4D Free Spin. The name is a variation of the 4th Dimension Coaster. Those up on their coaster jargon will remember that the 4th Dimension coaster has seats cantilevered off the sides of both sides of the coaster track. The ride uses what is termed a 5th rail to rotate vehicle seats into flips and dramatic seating positions throughout the ride.

Kevin Rowher, vice president, Sales and Marketing for S&S, told *AT*: "S&S has years of experience with the 4D since acquiring the assets of Arrow Dynamics in 2003. From optimizing the initial 4D Coaster trains at Six Flags Magic Mountain — X — and creating X2 and subsequently supplying 4D Coasters in Japan and China, S&S has understood and been innovative in the 4D ride experience."

To date, three 4th Dimension Coasters have been manufactured. Part of the rarity, the company admits, is due to the price tag on such an in-

stallation. Size and cost can be prohibitive in many cases.

"The 4D coaster experience has been such a success that we wanted to find a way to maintain the unique and exclusive ride experience with a more mainstream budget and a smaller footprint," says Rich Allen, president and CEO of S&S. In the process, in *AT*'s opinion, they have greatly improved upon the original concept.

So what distinguishes 4D Free Spin from the original? Much. The small footprint is derived from the track layout being stacked vertically. Simply stated, the vehicles make no turns. The track utilizes the proven I-Box Track concept, but on a larger scale. Contrary to the 4th Dimension Coasters, 4D Free Spin will operate with a two-car "train" that allows the client the option of having riders seated in pairs facing each other, or can be placed all facing forward. A moving platform at the station allows five vehicles (seating eight each) to be in constant motion delivering consistent capacity. Alan Schilke of Ride CenterLine and Fred Grubb of Rocky Mountain Construction developed the I-Box track system and together hold the rights on the U.S. Patent.

To be honest, there are a few companies manufacturing roller coasters that have riders placed on both sides of



Above, the test section of the track shows the profile of the hills. Below, *AT* staffers are shown seated in the test car and flipping over during the course of the test ride
AT/TIM BALDWIN; S&S/QUINN CHECKETTS



the tracks. The real difference in 4D Free Spin is not only do the riders flip independently, but also that the client can create a wilder or milder ride engineered by metal plates S&S refers to as dampeners. Without them, riders can flip dramatically. When put in

place, the dampeners can affect the frequency of the rotation. "What we have ultimately created is an adjustable, but controlled, rotation in both directions, that is extremely thrilling and yet comfortable to ride," says Allen.

AT can attest to the com-

fort claim. Hopping aboard the test track, this *Amusement Today* reporter found the ride to be smooth and the restraints extremely comfortable with an open field of view. With such an enjoyable ride experience, naturally

► See S&S, page 16



BIG 4D WOULD LIKE TO INTRODUCE YOU TO HIS
LITTLE BROTHER,

4D
FREE SPIN
NEW FOR 2014

**GO CRAZY FOR
EL LOCO**

**OPENING THIS MONTH
CIRCUS ADVENTUREDOME
LAS VEGAS**



**S&S - SANSEI
TECHNOLOGIES INC**

**350 W. 2500 N.
LOGAN, UT 84341
435. 752.1987**

►S&S

Continued from page 14

several rides were in order.

Senior Mechanical Engineer Mike Worley told *AT*, "We have track mounted (aluminum or copper) fins to engage the magnets as the vehicles go by to either engage or reduce spin." Commenting that they had different approaches to the rotation, he adds, "We thought the most unique and robust idea was to use magnets — they always work, they are low maintenance, you don't have to do anything with them — that has been the focus of the R&D and understanding that system."

Gerald Ryan, director of Technical Sales, adds, "You can set up each pod to where one set of passengers have a more dampened rotation,

while other passengers can experience a wilder ride." Impressively, the pairing of riders on each end of the axle can actually have differently controlled experiences. Testing has also been done with passengers of different body types, weights and sizes.

"Through magnetic technology, every rider gets just the right amount of thrill every time they ride, regardless of weight," explains Rowher. "Experience has taught us how to create a more consistent and superior ride experience through independent seat balance technology. The pivot center of gravity is in the front part of the stomach, making for a natural spin rotation, not behind the rider which causes 'whip' and unnecessary pressure in the chest, stomach and front of shoulders." Clearly S&S is

quite pleased at this advancement of the ride experience. The ride is so customizable, in fact, that each of the four "spoons" — as they call the pairs of seats cantilevered from the vehicle — can be engineered to offer its own ride experience.

Two models have been developed at this point in time. One stands 109 feet with a track length of 1,016. A slightly enlarged model offers 1,265 feet of track standing at a height of 130. Both use the moving loading platform in the station and are planned to operate with five vehicles. Hourly capacity is 960 riders per hour. Each layout has been engineered to have a determined amount of rotations, but also has points of "potential" flips, which could add more to the thrill. At any time, each customer can decide to



Due to the cold weather, the test dummies are filled with RV antifreeze as plain water would end up frozen solid.

AT/TIM BALDWIN

increase or reduce the number of flips with an adjustment to the dampeners. Because the track layout is stacked vertically, the footprint to the larger version is 36 feet by 280 feet, while the smaller model is 36 by 270 feet.

"The 4D Free Spin is more

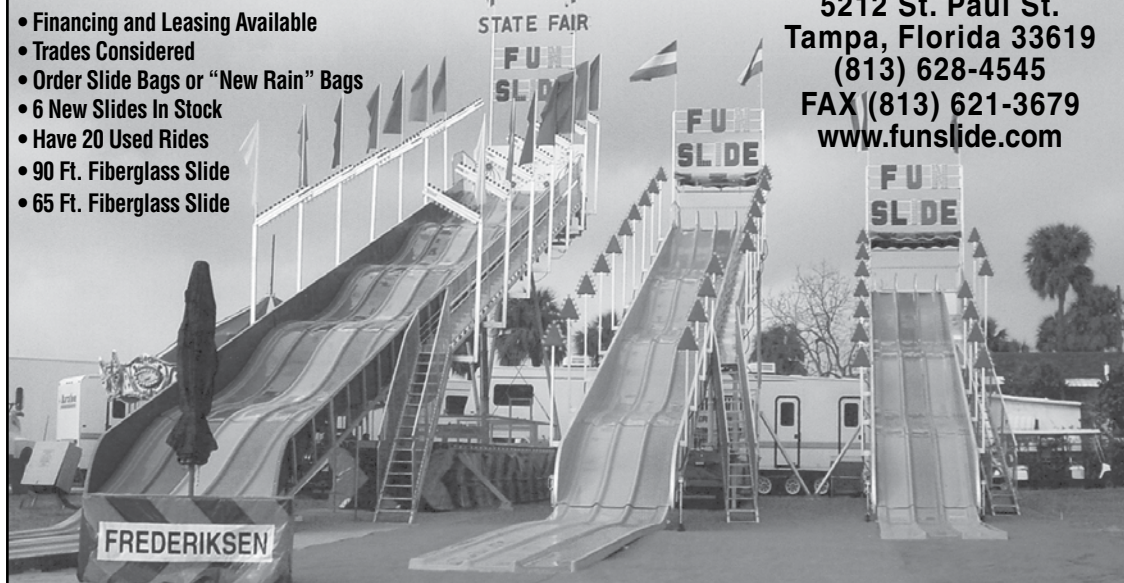
than a 'little brother' to its larger 4D Coaster brother," beams Rowher. "Its superior performance and optimized value deliver huge fun for the family!"

"I am very excited for our latest creation to debut in a U.S. park," adds Allen.

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

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

FREDERIKSEN INDUSTRIES, INC.
 5212 St. Paul St.
 Tampa, Florida 33619
 (813) 628-4545
 FAX (813) 621-3679
 www.funslide.com



amusementtoday.com

Kay Park Recreation Corp.
1-800-553-2476



www.kaypark.com

Making people-places people-friendly since 1954



HY 5 II

- New Electric Rim-Drive with more lights, more flash
- Signature Series Light Package — LED Lights available
- Easier size for set-up and tear-down
- More Built-in Safety Features
- Easy to train and operate — Simple joystick control

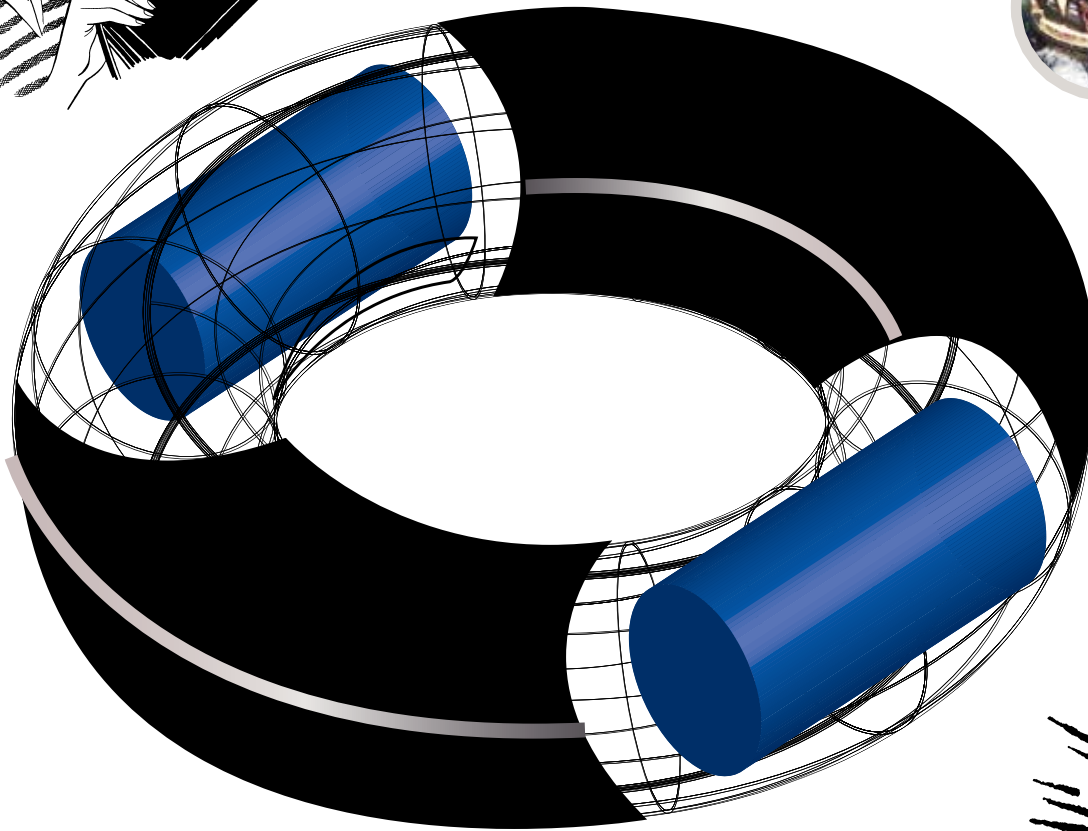
Another "family ride" also available...
Big Eli Construction Zone



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



It's what's on the *inside* that counts.



We're not talking small change.

For over twenty years CPI Amusement has been pioneering technology to increase air retention in Rapid River rides, reducing down time of ride assets and creating on-site repairable products that add up to thousands in savings for our clients. The secret of our air retention system? Removable polyurethane air bladders

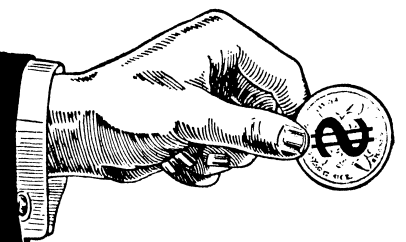
that can be repaired and replaced *in minutes*. I'll repeat: **Less. Down. Time.** Our products offer as much as an 80% savings in replacement costs. CPI Amusement manufactures and is able to repair all of our bumper collars right here in the USA. Saving time and money?



You can count on us.



CPI Amusement *Splash Higher.*



Look Out, Amusement Industry



WhiteWater is integrating its family of **ORIGINAL** amusement attractions under one name:

WHITEWATER® Attractions

including Hopkins Rides, Prime Interactives and AppTivations

Get Inspired at www.WhiteWaterAttractions.com



WATERPARKS & RESORTS

INDOOR FACILITIES

AQUATIC CENTERS

RECREATION

SUPPLIERS

Wet 'n' Wild Sydney off to a wavy start

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

SYDNEY, Australia — Despite a technological glitch with online ticket sales and reservations — then a cancelled event, Wet 'n' Wild Sydney, looks promising enough to become a popular summer destination. The AUS \$120 million (U.S. \$108 million) waterpark officially opened to the public on December 12, 2013, after several days of soft openings.

Opening weekend brought in 34,406 admissions, bringing the total for the first week, including the preview days, to more than 65,000 people. In addition, Wet 'n' Wild Sydney sold 155,000 season passes priced at \$124.99 for gold passes and \$99.99 for silver.

According to the park, the reaction has been outstanding and exit interviews conducted with customers indicate the highest possible rating. Graham Burke, co-chairman and co-CEO of Village Roadshow, said, "We couldn't have got off to a better start both in terms of ticket sales and phenomenal reaction from our customers. The standout has been the night time shows with both families and teens rocking through under the stars until 11 p.m."

However, news reports and Facebook tell a different story.

Despite having booked tickets by phone and online several weeks earlier, many hopeful patrons had not received their opening-day tickets. The park's Facebook page was littered with complaints about service and claims that no one was answering phone calls or emails. Some people who did manage to get through



were left on hold for more than 20 minutes and then cut off. Park Director Chris Warhurst apologized for the problems and said staff were doing their best to attend to public bookings. He said the staff had been swamped by thousands of calls by phone and emails daily.

Shortly after getting through the opening weekend problems, the park was hit with another PR nightmare as a New Year's Eve festival was cancelled with just six hours notice. The park had sold 8,700 tickets for the event — ranging from \$110 to \$200 — but event promoter One Cube Entertainment decided to cancel the festival earlier in the day due to a "major technical production issue." Wet 'n' Wild issued the statement: "We have made the very difficult decision to postpone our New Year's Eve event at Wet'n'Wild Sydney. This decision is in the best interest of our patrons."

A spokesman for

Above, the eight-lane Whizzard Twist at Wet'n' Wild Sydney offers multiple twists and turns before patrons race to the finish. Seen at right is the Rattler, with its varying tube widths resulting in multiple exciting oscillations during the ride.

COURTESY
WET 'N' WILD SYDNEY

Wet'n'Wild Sydney, Darrin Davies, said: "Our priorities are always safety and comfort in the waterpark. We had some transport and logistics issues we raised with One Cube and they made the decision to postpone the event."

The original announcement stated that One Cube was simply going to postpone the event to Australia Day, a national holiday on January 26, 2014, but after multiple angry responses from ticket holders, One Cube decided to offer full

► See SYDNEY, page 22



Bermuda Quadrangle at Adventureland, USA

CUSTOM COMPLEXES

Massive entertainment & capacity.

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

Learn more about our innovative rides at www.proslide.com

PROSLIDE
TECHNOLOGY INC.

WATERPARKS MARKET PLACE

BIG SQUIRT!
WATER SQUIRT TOY

WHAT DO YOU SELL FOR
FUN?

bigsquirt.com

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

GET A FREE SAMPLE at
www.bigsquirt.com/freesample
or call 1-888-388-8872

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

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

DESIGNERS OF THEMED ADVENTURES



DESIGN & PLANNING • SHOW DESIGN • THEMATIC DEVELOPMENT
(714) 776-5234 www.randrdesign.com

WAPELLO is the One!
Built in the USA to Your Needs!



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

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



**Park & Attraction
Management Solutions**

Tools for the Trade

Our top priority is your bottom line

Knoxville: Ken Bell — (865) 661-9712
Atlanta: Jim Hartley — (770) 725-1400

www.paams.com

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



NEWS SPLASH

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

The long-proposed **Schlitterbahn Waterpark Fort Lauderdale**, appears to have cleared one more obstacle. The 64-acre site, adjacent to the Fort Lauderdale Executive Airport, was originally given to the city for aviation uses. City officials believe they finally have a proposal that will generate a positive response from the Federal Aviation Administration. The FAA is responsible for making sure the airport gets good money for any land it leases. The FAA gave the city the property in 1947 for aviation uses. If it's used for something else, than a fair-market rent must be paid. The current proposal calls for Schlitterbahn to lease the land for \$810,000 annually. Once the FAA approves the lease, the park can file for local approvals and construction can begin.

Jeff Coy, president of **JLC Hospitality Consulting** reported on Hospitalitynet that 23 North American hotel waterpark projects opened in 2013 — an eight percent increase over the previous year. Of those 23, 14 were new openings and the remaining nine expansions of existing properties.

Only two hotel waterparks closed last year: **The Hilton Center** in Milwaukee, Wis. converted its indoor waterpark into meeting space. The former **Sheraton Chicago Northwest & CoCo Key Waterpark** is temporarily closed while the property is redeveloped. The existing Sheraton Hotel is being converted into apartments and two new hotels are planned along with an expansion of the indoor waterpark. The first hotel, a Sheraton Four Points, is already under construction. However, no time line has been announced for the second hotel or the reopening of the waterpark.

The first of what is expected to be a series of small footprint indoor surf parks is set to open in Nashua, N.H. Utilizing **American Wave Machine's SurfStream**, the facility can generate a continuous wave from gentle whitewater to 6-foot barrels with an actual curl. **Bruce McFarland**, president and founder of American Wave Machines, said, "This is the first of a series of our small footprint indoor surf parks opening in North America in the coming months and adding to our growing worldwide commercial surf park network."

Currently under construction and scheduled to open in 2015, the new 453-room hotel and indoor waterpark at **Camelback Mountain** in the Pocono Mountains area of northeastern Pa. is the largest indoor waterpark ever constructed in a single phase in the U.S. The 170,000 square-foot entertainment center features a 125,000 square-foot indoor adventure waterpark, a 30,000 square-foot dry recreation area and four restaurants. The waterpark will boast 19 slides, a wavepool, and a FlowRider surfing attraction. The eight-story **Camelback Lodge & Indoor Waterpark** is the largest capital improvement in the 50-year history of **Camelback Mountain Resort**.

The parks department of the **City of Puyallup**, Washington, will replace a downtown wading pool with a spray park. The popular

wading pool in Pioneer Park no longer meets safety requirements and would be more expensive to retrofit than to replace. A new spray park offers a better solution as it is easier to maintain and can be used for a longer period of time during the year. With no standing water, the spray park will not require the constant supervision that was needed by the wading pool. Construction of the \$550,000 project is expected to begin in April and the city plans to unveil the park on July 4.

CNL Lifestyle Properties has expanded its recently acquired **Wet 'n' Wild** brand to two more of its existing properties. CNL acquired the North American rights to use the Wet 'n' Wild brand from the Australian Firm **Village Roadshow Theme Parks**, at the end of November. The Palm Springs waterpark, which originally opened as **Oasis Water Park** in 2001, and most recently operated as **Knott's Soak City** was purchased from **Cedar Fair** in August of last year, and will be renamed **Wet 'n' Wild Palm Springs**. **Splash Town Houston**, which CNL acquired in November 2010, will be renamed **Wet 'n' Wild Splash Town** when it opens for the 2014 season. CNL Lifestyle properties owns 12 waterparks throughout the United States. The name changes brings the total number of Wet 'n' Wild branded properties owned by CNL to four; the other two are located in Arizona and Hawaii. Village Roadshow operates the Wet 'n' Wild parks in Australia as well as Wet 'n' Wild Las Vegas.

Parks officials in the city of **Denton, Texas**, have persuaded the City Council that a \$4.1 million upgrade to the city-owned **Water Works Park** be presented to the citizen bond advisory committee. The waterpark has not had any new features added in its ten-year history. A concession stand originally planned was cut from the budget and the parks department has offered limited concessions from a trailer. However, the health department declared the trailer no longer compliant and that it cannot be used this upcoming season. Concessions are typically the second-highest revenue stream for a waterpark.

The parks department also stated that the limited attractions are no longer appealing to children and the city's own recreation programs take Denton youth to other waterparks in the area.

The proposal adds a wave pool to the park along with a much-needed permanent concession stand and five-story interactive water play structure.

In December, South Whitehall Township commissioners gave final approval to **Dorney Park and Wildwater Kingdom** to replace the 1985 Rip Tide Run attraction with an \$8 million waterslide complex. The six-slide **"Snake Pit"** will feature three drop-capsule body slides standing 65-feet tall with a near vertical drop and sideways spiraling in an enclosed tube. Three tube chutes including a Constrictor and twin Boa Blasters round out the attraction with all slides provided by **WhiteWater West**. Dorney is also redeveloping other parts of the park including a new locker room building.

Redefining Family Adventure



Another **ORIGINAL** WhiteWater Innovation

AquaCourse™

An Exhilarating Aquatic Course of Ropes, Towers and Bridges
Get Inspired at www.AquaCourse.com



►SYDNEY

Continued from page 19

refunds instead. The promise of refunds did little to appease the thousands of customers — some of whom had flown in just for the event — who suddenly found themselves without plans for New Year's Eve.

With 30 days experience of daily operation, the South Wales waterpark was still having teething problems. Social media and travel review sites were full of complaints from

guests. No place to park, long lines to get in and even longer lines for the attractions were the most common grievances. Guests stated that without a fast pass, the standby lines hardly moved and some waited in the scorching sun for more than two hours just to ride a single attraction. Even the wave pools and lazy rivers were so full, that guests had to wait to get in. Wet 'n' Wild 'n' wait seemed to be the new tagline. Most guests have noted that the potential is there and



the park has a lot of promise if the staff were better trained in customer service, and perhaps a limit was placed on daily attendance.

Guests who are willing to wait out the lines — or shell out additional money for a fast

pass — have been enjoying more than 40 slides and attractions including major installations from WhiteWater West and ProSlide. WhiteWater West provided the original master plan, and Wisconsin-based Water Technology Inc. designed

the park.

Attractions from WhiteWater West include quadruple AquaLoops, a Boomerango, dueling Master Blasters, a Super Bowl, an Abyss, a six-lane mat Whizzard, two family raft rides, two wave pools, two lazy rivers, an AquaPlay structure and multiple tube and body slides.

ProSlide provided a Tornado Wave, Tantrum, and T5 enclosed Tornado 60, all sharing one tower and a common splashpool. Another tower features a ProSlide Double Bowls-eye, Curler and Riptide, again sharing the same splashdown pool.

The park also features two upcharge attractions. A 251-foot-tall double Skycoaster — currently the tallest double Skycoaster in the world — was supplied by Ride Entertainment Group. Australian-based LatiTube supplied The Surf Deck, a surfing attraction that can produce waves up to 6 feet.

Wet'n'Wild Sydney also features RFID technology that has been integrated into the park's infrastructure to allow all guests to make purchases throughout the day without needing their smart phone or wallet. Every guest receives a silicon wristband embedded with an RFID chip that they can load with money and use throughout the day for purchases and locker rentals. Season pass holders are given a multi-use band good throughout the season while general admission guests receive a temporary band that is snapped on. Optional items such as the upcharge attractions or a fast pass can also be loaded onto the My-Band, as it is called by the park. All guests can upgrade their wristband once inside the park to bands in multiple colors and designs. The MyBand system was developed by RFID n Print of New South Wales, Australia.

Wet 'n' Wild Sydney is open daily from 10 a.m. to 11 p.m. and people can come any time and stay as long as they like. There are four main arrival points described as Early Bird, The Lunch Time Shift, Twilight Time, and After Dark.

Village Roadshow is no stranger to the amusement industry, operating several theme parks as well as Wet 'n' Wild Las Vegas and Wet 'n' Wild Water World in Gold Coast, Australia. Hopefully Wet 'n' Wild Sydney will eventually find their groove and manage to provide the positive guest experience their patrons deserve.

DROWNING

It's the leading cause
of accidental death
for children ages 1-5.

It shouldn't be.

**Register NOW to be an official Host Location
for WLSL 2014 on Friday, June 20**

and help spread the word, *Swimming Lessons Save Lives™*.

Drowning is preventable. Your support can make the difference.



WLSL.org | +1-913-599-0300



Advanced LIM Technology

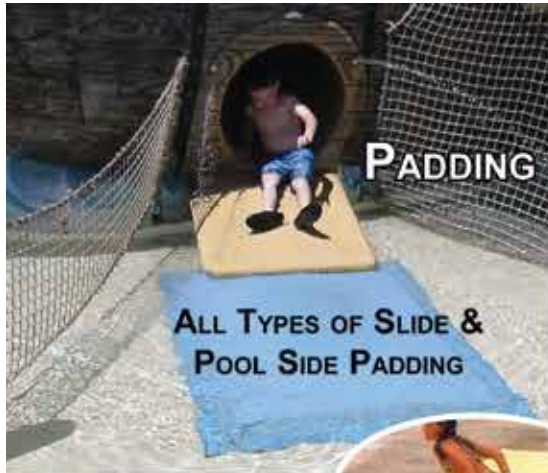


Another **ORIGINAL** WhiteWater Innovation

AdrenaLIM™ Blaster

Now Open at Xocomil Waterpark, Guatemala
Get Inspired at www.WhiteWaterWest.com





PADDING

ALL TYPES OF SLIDE &
POOL SIDE PADDING



**PADDING FOR ANY
LOCATION**



**WATER
TRAMPOLINES**



TUBES



FLOATATION COLLARS

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



**INLINE
RAFTS**



**UPHILL
RAFTS**



**ROUND
RAFTS**



RAFTS



**SIDEWINDER
BUMPER**



**SIDEWINDER
TUBES**



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

HEAVY DUTY TUBES



**Diamond
Raft**



BUMPER BOAT TUBES



**INFLATABLE
BARRIERS**



HT Heavy Triple Tube



**FOAM
MATS**



SNOW TUBES & RAFTS



LILY PAD WALK

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



RAPID RIVER RAFT



PLAY NETTING



ROPE & NETTING



BUSINESS

REVENUE

PEOPLE

SAFETY

SUPPLIERS

The SeaWorld Store opens at SeaWorld San Diego

Store is first area to open in new Explorer's Reef

SAN DIEGO, Calif. — The SeaWorld Store, SeaWorld San Diego's new flagship store, is now open. Located near the front of the park, it is the first area to open at Explorer's Reef. Guests can shop underneath giant coral formations for gifts, souvenirs and collectibles inspired by marine life in the new, open-air marketplace concept.

SeaWorld's newest and largest retail store gives guests the opportunity to shop for all of the latest SeaWorld merchandise the park has to offer. From Shamu-themed gifts, to souvenirs inspired by playful dolphins and majestic sea turtles, to cool arctic collectibles, the SeaWorld Store has everything under one roof.

Explorer's Reef is a 16-month project that is completely transforming the marine park's arrival experience by connecting park guests to the sea like never before. It will open on March 21, 2013, just in time for SeaWorld's 50th Celebration. SeaWorld guests will be transported into an undersea realm as they pass beneath an iconic and stunning wave sculpture. Once inside the park, visitors are immersed in a vibrant tropical coral reef that will give them the feeling of walking on the bottom of the ocean. They will have the opportunity for up-close interactions with shark pups, rays, crabs and cleaner fish in four new state-of-the-art freshwater and saltwater touch pools.

SeaWorld's 50th Cel-



SeaWorld San Diego's newest and largest retail store, the SeaWorld Store, gives park guests the opportunity to shop for all of the latest SeaWorld merchandise the park has to offer. Located near the front of the park, it is the first area to open at Explorer's Reef. Guests can shop underneath giant coral formations for gifts, souvenirs and collectibles inspired by marine life in the new, open-air marketplace concept.

COURTESY SEAWORLD SAN DIEGO



ebration will feature a Sea of Surprises starting March 21. SeaWorld parks in San Diego, Orlando and San Antonio will share the excitement throughout an 18-month celebration that highlights some of the most memorable SeaWorld experiences.



EUROPEAN SPARE AND REPLACEMENT PARTS IMPORTER

SINCE 1982



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

PHONE: (716) 839-4791

FAX: (716) 839-4506

EMAIL: parts@nap-inc.com
www.nap-inc.com

SERVING THE AMUSEMENT INDUSTRY

WE'VE KEPT YOUR RIDES IN MOTION SINCE 1982



Six Flags Great Adventure honored for safe serving

JACKSON, N.J. — Six Flags Great Adventure was named 2013's Community Business Partner of the Year by the DART Coalition of Ocean County and presented with proclamations from both the State Senate and General Assembly and the Office of the Ocean County Freeholders for its outstanding commitment to the safe serving of alcohol.

N.J. Senator Robert Singer presented the award to Six Flags Great Adventure Food Service Manager John Heitzenroeder and Supervisor Dave Stewart at a recent DART Coalition meeting. The Jackson theme park was bestowed the honor for its 100 percent proofing policy regardless of age to ensure minors are never served alcohol, and its limiting of sales per I.D. to ensure proper consumption. This is the second year Six Flags has participated in the DART program, which is part of the Barnabas Health Institute for Prevention and aims to reduce substance abuse among Ocean County youth and the community as a whole.

"We are proud of both the award and our food service team. They epitomize our commitment to the safety of our guests," said park President John Fitzgerald.

Six Flags Great Adventure is currently closed for the 2013 season and will reopen April 5, 2014.

SUBSCRIBE TODAY!



amusementtoday.com

MOBILE EDITION COMING SOON!
(for print subscribers only)

IAAPA's Asian Expo 2014 set for Beijing

BEIJING, China — More than 5,000 people from 60 nations will gather at the China National Convention Center in Beijing for four days of sales, education, and networking at the Asia-Pacific region's largest international trade show for attractions industry professionals, Asian Attractions Expo 2014. Asian Attractions Expo is produced by the International Association of Amusement Parks and Attractions and will take place June 17-20, 2014.

The attractions industry in the Asia-Pacific region is growing quickly as many new resorts, waterparks, theme parks, and other attractions are in development. As the industry has boomed in recent years, Asian Attractions Expo has grown with it and in 2014 will host the most exhibit space in the event's history.

New developments in theme park rides, waterpark attractions, coin-operated and skill games, technology, and more will be on display on the record-setting 8,000-square-meter trade show floor. More than 275 companies will



showcase the attractions industry's latest innovations for executives, supervisors, and managers of world renowned theme parks, waterparks, integrated resorts, museums, family entertainment centers, zoos, and aquariums looking for the next great guest experience to bring to their facilities.

"There is tremendous interest in Asian Attractions Expo 2014 and the trade show is on pace to set another record," said IAAPA President and CEO Paul Noland. "Industry professionals within the Asia Pacific region understand that the learning, the business connections, the ideas, and the innovations that take root during Asian Attractions Expo will shape

the future of the attractions industry in the region."

Asian Attractions Expo 2014 will offer attendees unique perspectives of some of Beijing's historic attractions during visits to the Forbidden City including Tiananmen Square and the Great Wall of China.

Asian Attractions Expo 2014 will also offer attendees a top-notch education program available in both English and Mandarin Chinese. Session topics include employee engagement and retention, improving the guest experience, marketing trends, what's new in Asia, and more. These seminars will give attendees the instruction they need to apply the attractions industry's best practices in their facilities.

Registration for Asian Attractions Expo 2014 begins February 14, 2014, and is open to attractions industry professionals only. Asian Attractions Expo 2014 is not open to the general public. Additional information about Asian Attractions Expo 2014 is available at www.IAAPA.org/AsianAttractionsExpo.

IAAPA Leadership Conference 2014 set

SAN FRANCISCO, Calif. — The IAAPA Leadership Conference 2014 will take place March 5-7 in San Francisco, California, and provide owners and management of amusement or theme parks, waterparks, family entertainment centers, zoos, aquariums, science centers, or museums the tools to identify their stories and discover innovative ways to use them to engage their guests. The conference will also provide attractions industry manufacturer and supplier companies insights as to how to turn stories into engaging guest experiences.

Conference attendees will learn from Roger Gould, creative director, theme parks,

Pixar Animation Studios, who has collaborated with Walt Disney Imagineering to bring the stories behind the Pixar characters and worlds to life within Disney theme parks, resorts, and cruise ships. His credits include Toy Story Mania!; Turtle Talk with Crush; Monsters, Inc. Laugh Floor; Crush's Coaster; Monsters Ride & Go Seek; World of Color; Toy Story Playland and Cars Land.

"In a time when everyone has phenomenal entertainment literally in their pockets, parks hold an incredibly special and maybe even more important place in people's lives now because it's a place they go and have a shared physical experience with their friends

and families," said Gould in a recent interview with IAAPA's *Funworld* magazine.

"The IAAPA Leadership Conference will provide practical tools to help any attractions industry business," said IAAPA President and CEO Paul Noland. "Whether you run a large-scale theme park or a brand new family entertainment center, you will gain valuable insight into how you can grow your business."

Additional information regarding IAAPA Leadership Conference 2014 registration, event details, and sponsorship opportunities are available at www.IAAPA.org/LeadershipConference2014.

FINANCING FUN SINCE 1965!

No one knows how to finance the outdoor amusement industry like Firestone!

- Seasonal payment options
- Secured working capital loans
- Shows of all sizes
- Financing for new and used rides
- Financing available for concession trailers, game trailers, generators and more



To learn more, call us at 1-800-851-1001 ext. 42 or email us at websales@firestonefinancial.com

FIRESTONE FINANCIAL

Benson's Arthur Provencher dies at 83

HENNIKER, N.H. — **Arthur Julien Provencher**, died peacefully at his home in Henniker, Dec. 19, 2013. He was 83. Arthur married his wife, Barbara Beales Provencher, in 1985 and lovingly cared for her in their Henniker home for the three years preceding her death in February of this year.

Arthur is best known as the last owner of Benson's Animal Park in Hudson, N.H. from 1979 until its closing in 1987. Benson's brought Arthur much joy during his ownership period and for years later. He reveled in sharing memories of Benson's with family, friends, and strangers alike.

"Arthur loved animals and the park business. He had big ideas for Benson's, his employees were dedicated to him and his park and he was dedicated to them," said WHR's Bill Robinson. "He invested a lot of his money and

hard work in Benson's and if the banks or investors would have worked with him, the face of the amusement industry in New England as we know it today, would be a lot different. Thanks Arthur — My little company has done quite well since you were my first client back in 1983!"

Arthur had an inventive and entrepreneurial spirit and started his first business while still attending Nashua High School, from which he graduated in 1949. He served in the U.S. Army from 1951 until 1953 when he returned to Nashua and worked for Beebe Rubber until 1970. During the 1970s Arthur was granted two patents related to other successful businesses that he started and then sold. In 1970, Arthur started Star Rental in Merrimack, which he owned and operated until purchasing Benson's.

For many years Arthur was active with international amusement organizations which afforded him the opportunity and enjoyment of traveling the world with his wife, Barbara, and close

friends, Val and Harry Leftwich of Queensland, Australia. He recently served as president of the Circus Fans of America. Arthur was an avid collector of elephants, at one time owning tens of thousands of elephant items and artifacts from around the world. He was a competitive ballroom dancer and played both the piano and the organ. Arthur was active with the men's group at St. Andrews Episcopal Church in Hopkinton.

He leaves behind his son, three stepsons, seven grandchildren and three great-grandchildren, and countless nieces and nephews. His niece, Cynthia Provencher, of New Boston, provided exceptional care to Arthur in his home for the last six months. He was preceded in death by his parents, Bruno and Elmiere Provencher; and his five brothers, Louis, Ralph, Omer, Gerard, and Roland Provencher, all of Nashua.

Memorial donations may be made to Hope Elephants, P.O. Box 2025, Hope Maine 04847.



Provencher

Rick Hagen dies at 49

CEDAR FALLS, Iowa — **Mark R. "Rick" Hagen**, 49, of Cedar Falls, died at home Wednesday, Dec. 11, 2013.



Hagen

A long time employee of Waterloo Tent and Tarp, Cedar Falls, Pete Downs, company president, sent a message to **AT** about Hagen's passing.

In that email, Downs stated: "Rick began his career with Waterloo in 2005 as a Carnival business sales representative.

"He later became territory manager as his business volume continued to grow. Rick was well liked and a respected asset to the Waterloo family. Our prayers go out to Rick's family and friends, Rick will be missed."

Hagen was born March 30, 1964, in Cedar Falls, the son of Richard L. and Delores A. Anderson Hagen. He married Lisa A. Auer on May 14, 1994. She died Oct. 22, 1998.

He then married Terri Denny. They later divorced.

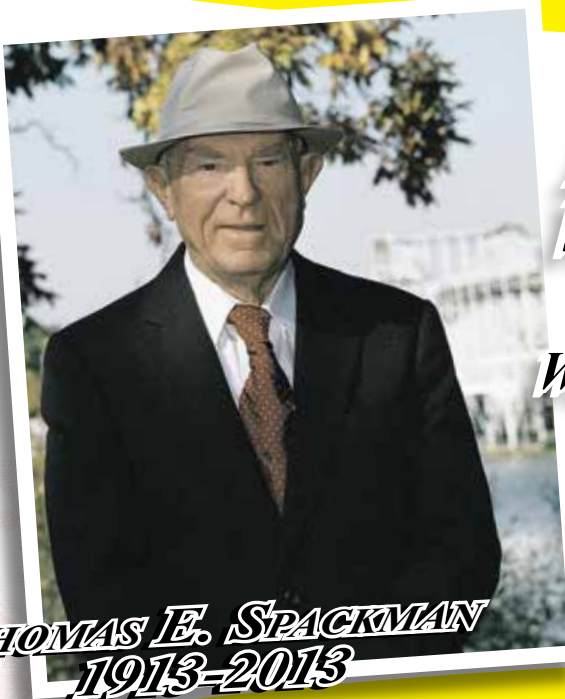
Hagen graduated from Cedar Falls High School in 1982 and attended Hawkeye Community College for tool and die. He was employed with the Stag Shop, Saturn Tool and Die, Waterloo Tent and Awning as a sales rep and Hy-Vee.

He was survived by a daughter, Amber Rose Hagen of Cedar Falls; his father of Stone Mountain, Ga.; a special friend, Tracy Wumkes of Cedar Falls; five sisters, Michelle "Shelli" Hagen and Julie Miller, both of Cedar Falls, Debbie (Brian) Buchanan of Ozark, Ala., Vicki Protraske of La Crosse, Wis., and Julie Hagen of Apache Junction, Ariz.; three brothers, Daryl (Connie) Waters of Waterloo, Dave Waters of Cedar Rapids and Tim Hagen of La Crosse.

He was preceded in death by his mother.

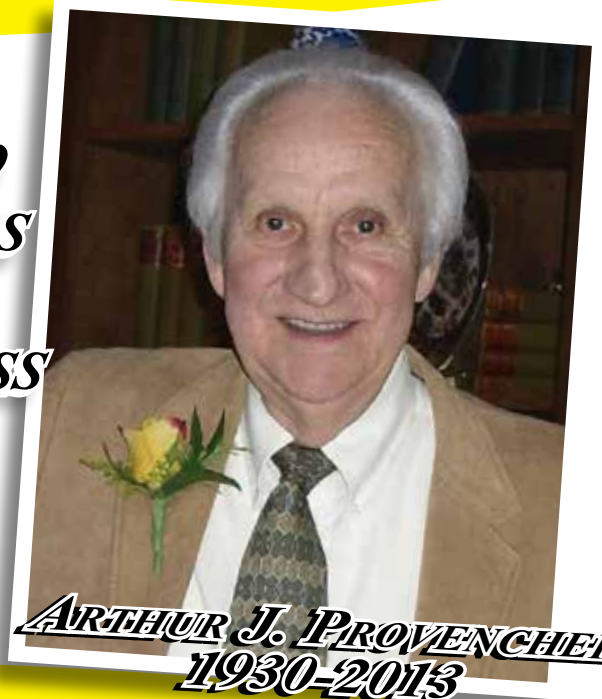
Services were held December 17 at Prairie Lakes Church, with burial in Greenwood Cemetery, both in Cedar Falls.

WILLIAM H. ROBINSON, INC.



THOMAS E. SPACKMAN
1913-2013

*IN MEMORY OF TWO
WONDERFUL FRIENDS
& MENTORS ...
WHO FOUND GREATNESS
IN SOME
"BIG IDEAS!"*



ARTHUR J. PROVENCHER
1930-2013

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

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • www.TheBigIdeaPeople.com

New Arcadia book offers a glimpse of Arizona's Legend City

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

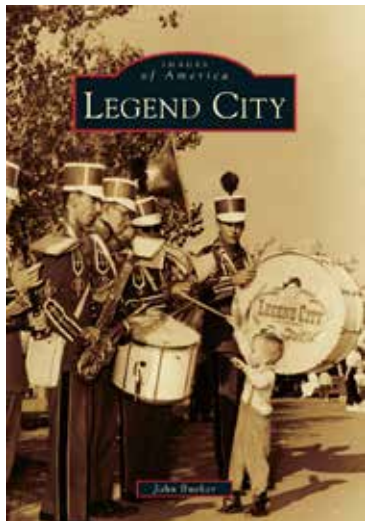
As more books of this nature come into being, those fascinated with the history of amusement parks are now realizing just how often this familiar story is recounted. Inspired by a trip to Disneyland, a local entrepreneur has dreams of building a similar-style regional park in his Phoenix-area hometown.

Many people know that tale as the beginnings of Six Flags Over Texas, which eventually grew to become one of the largest theme park operators in the world. But successes like this were few and far between. Some parks such as Carowinds, were quickly assimilated into other successful chains, but many such as Legend City, struggled for years. The story of Legend City is not a happy one. Faced with financial challenges from Day One, the unforgiving Arizona sun, bankruptcies and multiple ownership changes, the park managed to survive for two decades before finally succumbing to economic realities.

Just released mid-January, *Images of America Legend City* uses photographs to tell the sad tale of one man's attempt to bring a world-class theme park to the Phoenix metropolitan area. Although resulting in broken dreams and economic failure, the park entertained countless Arizonians and forged an enduring place in the hearts and minds of local residents. Legend City is part of an immense series of Arcadia Images of America books that commemorate a town, region, or, as in this case, an attraction with vintage photographs captioned to tell a story.

The book is authored by John Bucker, who was raised in the Phoenix area in the 1960s and 1970s. Bucker started a website tribute to Legend City in 2001 and has assembled an extensive collection of images of the long-lost Arizona park. The 127-page book is divided into five chapters that chronologically cover the park from its inception, heyday, bankruptcies and reorganizations, twilight years, and finally the legacy of the park.

Legend City was the brainchild of Louis Crandall, a Mesa native and Arizona State



All photos reprinted with permission from *Images of America Legend City*, by John Bucker and Arcadia Publishing.

University graduate. In 1961, Crandall assembled a group of prominent businessmen to form Legend City Inc. He purchased an 87-acre parcel of land, on the border of Phoenix and Tempe, by selling one million shares of stock at \$2 per share. 11 months later a second issue of stock for the same amount took place. Of the \$5 million needed for the project, \$4 million came from the purchase of shares of stock by more than 10,000 Arizonians.

Within days of purchasing the property, Crandall started mapping out his plan for the park utilizing the unique topography of the land, which included two ravines. A formal groundbreaking ceremony was held on December 30, 1961, and construction continued for the next year and a half. During that time, Crandall visited other regional parks such as Six Flags Over Texas and California's Frontier Village, absorbing ideas for his new park. When Legend City was finally completed in 1963 the final configuration had changed somewhat from his original plan, but most of what was planned was present in one form or another.

Crandall's original vision was for a family fun park extolling famous legends in Arizona history, particularly from the frontier days — in essence an Arizona version of Disney's Frontierland. The concept was modified to include non-frontier attractions such as sky rides and turnpike cars. At its opening, Legend City was divided into six regions: Gay '90s, Boom Town, Ghost Town, Indian Village, Mexican



A beautiful dancing-waters fountain with flowers and colored lights greeted guests just inside the front gate. The park's Von Roll skyride is visible in the background.

Village and the Modern Section. Chapter two devotes 45 pages of remarkable photos to illustrate the various rides and attractions of Crandall's fabulous family fun park. Sadly, however Crandall's dream was in jeopardy from the day it opened.

Park music director Serge Huff would later say of his friend Crandall, "Louis was an artist and dreamer of the highest quality, unfortunately, he was a trusting, kind-hearted individual who assumed everyone else was as honest and dedicated as he was. A businessman he was not." Gate receipts fell short of projections and the rides frequently broke down requiring expensive repairs. More stock was sold and the park limped through a second season, but the debt continued to ride and Legend City went into receivership. By August of 1964, leadership changes were made and Louis Crandall was out. He left for Provo, Utah later stating "It was the blow of my life when Legend City went under, I lost everything I had." The park struggled for two more years until September 1966 when Legend City closed down and entered formal bankruptcy with a debt of over \$1 million.

Legend City sat dormant for more than two years before being revived by U-Haul
► See BOOK, page 29



Among the live entertainment offered at the park were 1800s-style can-can dancers at the Golden Palace.



One of the most popular attractions was the River of Legends ride where guests floated by scenes of prehistoric beasts, peaceful Indian villages, warring Indians, falling boulders and magical caves.

►BOOK

Continued from page 28

entrepreneur Leonard “Sam” Shoen. When the park reopened in May of 1969 Crandall’s elaborate theme park had morphed into a mere amusement-ride park. Chapters three and four illustrate the changes that had taken place as the park continued to take on more of a carnival atmosphere and Crandall’s original vision had long disappeared. More ownership changes would take place until 1977 when it was purchased by the Capell family, owners of the travelling carnival Dot Amusements. The Capells had grand plans for the park, and for the first time the park was actually making money — as much as a million dollars each season. By the end of the decade, however, the infrastructure had become dilapidated and the land on which the park sat was becoming more valuable. The Salt River Project had its eye on that location for its new corporate headquarters and made an offer in 1982 and acquired the land. Legend



Manufactured by Crown Locomotives, the train (above) carries passengers across one of the high trestles that spanned the natural valleys. Below, a proud Louis Crandall stands at the front gate of his brand-new Legend City Theme Park.

City closed its gates for the last time on September 4, 1983. Just two decades after its glorious and optimistic grand opening, Legend City was no more.

Although many attribute the fall of Legend City to the searing Phoenix heat, other factors were at play. Phoenix in the 1960s had just a fraction of the population that it has now, and it was still several years away from developing a tourism industry. When Legend City opened, Phoenix was just not ready to host a world-class theme park particularly

since the real Disneyland was less than a day’s drive away.

Arcadia’s new publications provides an exhilarating and fascinating photographic journey into the Valley of the Sun’s ill-fated theme park that was just a few decades ahead of its time.

Images of America Legend City retails for \$21.99 and is available at local bookstores, online retailers or through Arcadia Publishing at www.arcadiapublishing.com, (888) 313-2665.



We’ll give your guests’ taste buds a thrill.

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



WWW.MONTGOMERYINN.COM

MARKETWATCH

RIDING THE MARKET



*Six Flags stock split on June 27, 2013

Company	Prices One Month Ago	Prices 01/13/14	52 Weeks High	Low
Cedar Fair L.P.	\$48.25	\$51.36	\$52.22	\$36.00
MGM Mirage	\$21.20	\$25.25	\$26.10	\$11.72
Six Flags Ent. Corp.*	\$35.98	\$36.93	\$40.31	\$30.49
CBS Corp.	\$58.42	\$60.94	\$64.06	\$37.63
Walt Disney Co.	\$69.62	\$73.27	\$76.84	\$50.18
Apollo Global Mgt. LLC	\$30.13	\$35.63	\$36.51	\$19.20
Blackstone Group	\$29.04	\$32.09	\$32.83	\$16.66
Village Roadshow	\$7.43	\$7.45	\$8.05	\$4.15
NBC Universal	\$26.84	\$26.73	\$28.09	\$21.01
SeaWorld Entertainment Inc.	\$29.31	\$30.10	\$39.65	\$27.48

CURRENCY DIESEL PRICES



Region (U.S.)	As of 01/13/14	Change from year ago
East Coast	\$3.940	-\$0.062
Midwest	\$3.854	\$0.020
Gulf Coast	\$3.780	-\$0.044
Mountain	\$3.886	\$0.225
West Coast	\$3.891	-\$0.009
California	\$4.085	\$0.022

TOP 7 MOST TRADED CURRENCIES



On 01/13/14 \$1 USD =
0.7314 EURO
0.6065 GBP (British Pound)
104.15 JPY (Japanese Yen)
0.9021 CHF (Swiss Franc)
1.1111 AUD (Australian Dollar)
1.08875 CAD (Canadian Dollar)

PEOPLE WATCH

ASTM elects Franceen Gonzales to board

ASTM International has announced that **Franceen Gonzales**, vice president, Waterpark Business Development of WhiteWater West, has been elected to the ASTM International board of directors. Her term will run for two years starting January 1, 2014.

The ASTM International board of directors, which consists of 25 people, is responsible for the worldwide affairs of the society which is the globally-recognized leader in the development and delivery of international voluntary consensus standards. Approximately 12,000 standards are used around the world to improve product quality, enhance safety, facilitate market access and trade, and build consumer confidence.

"I am certainly honored and humbled by the confidence being placed in me. ASTM International is made up of more than 30,000 of the world's top technical experts and business professionals representing 150 plus countries. These volunteers tirelessly contribute literally millions of man hours annually all in the name of making the world a better and safer place. I am proud to be among them," expressed Gonzales.

A member of ASTM International since 2001, Gonzales serves on Committees D22 on Air Quality, F15 on Consumer Products and F24 on Amusement Rides and Devices. She is currently Recording Secretary for the Main F24 Committee and Secretary of the F24 Executive Subcommittee. She was Chairman of Subcommittee F24.70 on Water-Related Amusement Rides and Devices from 2006 to 2009.



Gonzales

Holiday World honors nine employees

Holiday World & Splashin' Safari recently honored nine employees for their many years of service at the Santa Claus, Indiana themer.

"Each year, we present Service Awards to employees who have been with our park family for multiples of five years," says Holiday World & Splashin' Safari president **Matt Eckert**. "This year's honorees represent 85 years of service. It's this core of longtime staff members that helps to make the transition smooth each spring as our employee numbers swell from 80 to more than 2,000 — we're very fortunate to have them on our team."

The Holiday World & Splashin' Safari Service Award recipients are: **Tom Berg**, carpenter shop manager, 35 years; **Bethany Bailey**, sales manager, 10 years; **Sean Strahl**, roller coaster maintenance manager, 10 years; **Steven Weedman**, IT technician, five years; **Andy Buehler**, marketing coordinator, five years; **Adam Kuntz**, carpenter, five years; **Tony Perkins**, director of maintenance, five years; **Dale Skinner**, maintenance technician, five years and **Tim Suiter**, waterpark maintenance technician, five years.

Ride Entertainment promotes Adam Sandy

Adam Sandy has been promoted to the chief business development officer for Ride Entertainment Group, based in Stevensville, Md. Previously the company's sales director, Sandy will now oversee Ride Entertainment's sales and contracting, financial partnerships, and marketing efforts across all brands.

"Adam has been a great asset to Ride Entertainment as it has grown. We started as a sales company, selling some of the world's best roller coasters and thrill rides to amusement parks. Ride Entertainment is now a multi-faceted group serving entertainment-based industries like theme and waterparks, and education-based experiences such as zoos, aquariums, and museums," said **Ed Hiller**, the company's CEO. "He is a natural choice as we continue to grow not only our sales, but also our services as the largest revenue share partner across several industries," he noted.

Sandy has been with the Ride Entertainment Group for over a decade and spearheaded some of the company's largest projects with both corporate groups and family-owned parks. In 2001 he started as a sales associate at *Amusement Business* before joining Ride Entertainment as senior sales associate three years later, and was made sales director in 2008.

He graduated from DePauw University in Greencastle, Ind. with a Bachelor of Arts. Sandy currently serves on the Hall of Fame committee for the International Association of Amusement Parks and Attractions, and the board of directors for the B&O Railroad Museum. He lives in Baltimore, Maryland with his wife and daughter.



Sandy

SeaWorld Ent., Inc. announces record performance

ORLANDO, Fla. — SeaWorld Entertainment, Inc. (NYSE: SEAS) recently announced preliminary revenue results for fiscal year 2013. The results are subject to completion of the company's audit procedures.

Driven by record fourth quarter total attendance at the company's three SeaWorld-branded parks, total revenue for 2013 is expected to be approximately \$1.46 billion which would represent a full-year record for the company in its 50-year operating history.

Additionally, the company reaffirmed its full-year 2013 Adjusted EBITDA guidance range of \$432 million to \$442 million.

"We are very pleased with our fourth quarter performance, particularly for the SeaWorld-branded parks in Orlando and San Diego, which helped us to achieve record revenue for the year," said **Jim Atchison**, president and CEO of the company.

The fourth quarter also saw several other notable events for the company, including Standard and Poor's upgrade of the company's corporate credit rating as well as the completion of an underwritten secondary offering by the selling stockholders affiliated with The Blackstone Group L.P. of 18 million shares of the company's common stock and the concurrent repurchase by the company of 1.5 million shares of the company's common stock directly from such selling stockholders.

SeaWorld also achieved a different kind of milestone in 2013 when the company's stranded animal rehabilitation program passed the 23,000-rescue mark.

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

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

"We specialize in products that help you look your best."

UNIFORM APPAREL ★ WICKING SHIRTS
FLAGS & SIGNAGE ★ LED LIGHTING
HEADWEAR ★ CUSTOM ITEMS

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



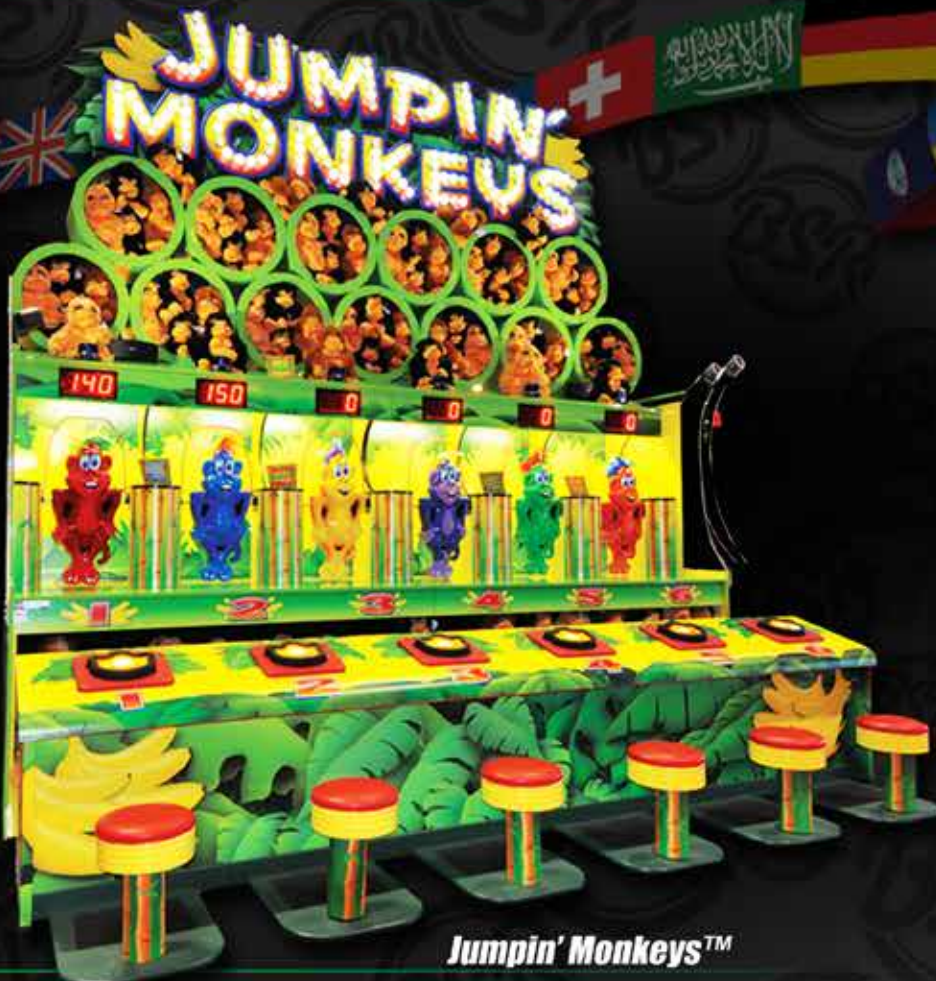
The *Games* The World Plays™



3 IN 1 Event Trailer™



Water Gun Fun™



Jumpin' Monkeys™



Bob's Fishin' Hole™

CRAFTSMANSHIP ♦ QUALITY ♦ CREATIVITY

427 15th ST. DAYTONA BEACH • FLORIDA • 32117

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

WWW.BOBSSPACERACERS.COM

001 AT 11314 TM AND © BOBS SPACE RACERS, INC. 2014

Core Cashless to install system at Jenkinson's South

LENEXA, Kan. — Located on the Jersey Shore, Jenkinson's South sits right on the beachfront and provides guests with everything from arcades to amusement rides. Soon they'll be giving guests the latest in cashless technology, as they have chosen Core Cashless to provide the park with a wide variety of mobile and revenue solutions.

Core introduced the endlessly flexible Paydia cashless payment platform at the IAAPA Attractions Expo in Orlando this past November. The new product suite will allow Jenkinson's guests to use cashless payment at midway games, arcades, redemption centers, a waterpark, and food and beverage locations. Jenkinson's will also be using



Paydia for all online sales, including gift cards and guest

account registration. By supplying the facility with one comprehensive solution, Core looks to make a positive fiscal and environmental difference at the park.

"Jenkinson's South is excited to work with Core Cashless to move our operations toward the future of entertainment," said Toby Wolf, director of marketing at Jen-

kinson's. "Working with Core Cashless will also allow us to take the next step into a sustainable future by helping us to reduce our carbon footprint."

Core will begin installation of the new solutions this winter and will look to be finished in April for the park's operating season.



www.alliedspecialty.com

Kenwood introduces pocket-sized radio

SUWANEE, Ga. — Now available for the 2014 park season, Kenwood has introduced its latest two-way radio in the ProTalk line, the ProTalk LT (PKT-23). The new devices were specifically designed for venue management and recreation.

Weighing only 3.9 ounces, with 1.5 watts of transmit power, four channels and a built-in 1430 mAh Li-Ion battery for up to 15 hours of operation, the radios are small enough to carry in a pocket, clip on a belt or hang from a lanyard. The PKT-23 is only 3.3-inches tall, 1.8-inches wide and less than an inch in depth. The small size is comparable to a credit card. The ProTalk LT has a standard micro USB port for charging and programming, and can also be charged in the conventional charging cup provided.



The radio meets all eleven military standards for durability and features enhanced Kenwood audio quality, making it suitable for use in any business environment. Depending on conditions, the PKT-23 has a range of up to five miles and can reach up to 17 floors in high-rise buildings or cover up to 225,000-square-feet in steel and concrete structures. Competitively priced, the ProTalk LT has a two-year warranty and a selection of headset and other optional accessories, accessible through a 3.5mm single pin audio jack.

•www.kenwoodusa.com

track

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

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

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

"30 Years and 3 Generations"



SPECIALTY INSURANCE

800.235.8774 | Fax 888.345.1588

tellmemore@alliedspecialty.com



MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

IAFE ushers in 2014 chair and names award winners

STORY: Pam Sherborne
psherborne@amusementtoday.com

LAS VEGAS, Nev. — Debbie Dreyfus-Schronk, assistant executive director & chief operating officer of the San Antonio Livestock Exposition (SALE), San Antonio, Texas, was elected the 2014 chair of the International Association of Fairs and Expositions (IAFE) during the 123rd IAFE Annual Convention.

The convention ran Dec. 7-11 at the Paris Hotel.

Dreyfus-Schronk is a native of Louisiana and graduate of Louisiana State University with a degree in psychology. She attributes her love for agriculture and the fair industry to her grandfather, who raised Angus cattle, managed the family farm, and ran a small grocery store in the rural town of Krotz Springs, La., where she grew up.

Prior to serving SALE, she



Debbie Dreyfus-Schronk,
2014 IAFE Chair

was employed by the Houston-based American Brahman Breeders Association (ABBA) where she gained an extensive background in the purebred and commercial cattle industries.

Also during the 2013 event, the IAFE awarded numerous awards to fairs and members of the fair industry

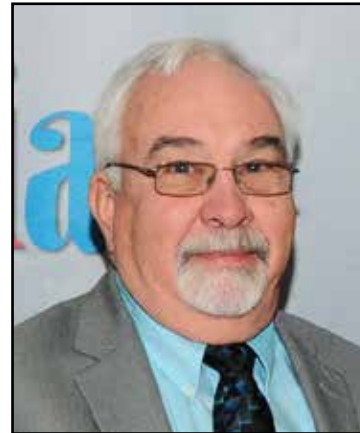


Jessica Klumpp,
Rising Star Award

throughout the world.

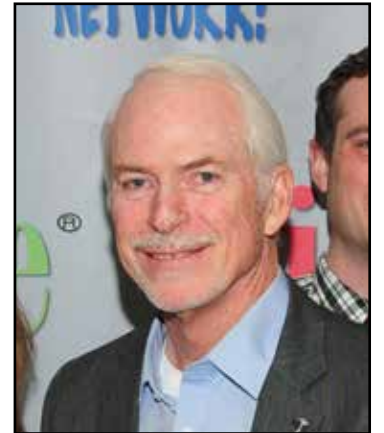
Some of those included:

• Jessica Klumpp, Florence (S.C.) County Fair, was honored with the **Rising Star Award**, which was created by the IAFE Young Professionals Initiative (YPI) to recognize leadership and industry contributions of IAFE members, age 40 and younger.



Gibson "Gib" Gosser,
Executive of the Year Award

• Gibson "Gib" Gosser, executive secretary of the Kentucky Association of Fairs & Horse Shows was named the Federation of State and Provincial Fair Association's Executive of the Year. The **Executive of the Year Award** goes to an association executive who has been in this position for at least five years. They have to be



Jerry Hammer,
Hall of Fame Award

recommended by their association and are judged on their participation and involvement in their local, state, and the Federation of State & Provincial Associations of Fairs.

• The **Heritage Awards** goes to five exceptional individuals in the field of fair management. The 2013 Heritage

► See IAFE, page 36

Florida State Fair officials expecting positive results



Wade Shows brings in several new rides for patrons at the Florida State Fair, set for Feb. 6-11. One of those is this Comet II, manufactured by Schwarzkopf and previously owned by Murphy Brothers Exposition. This is the third major coaster for Wade Shows. COURTESY FLORIDA STATE FAIR

TAMPA, Fla. — As the Florida State Fair gets underway for the 2014 run, fair officials are proud of not only the rides and attractions on the grounds this year, but also the many renovations and improvements done throughout the year leading up to the big event.

The fair runs Feb. 6-11 this year and will offer over 110 rides from about 10 vendors to celebrate the event's 110th anniversary. The vendor with the most rides on the midway this year is Wades Shows, set to bring between 20 to 30 rides, among them being a new ride to the fair, the Comet II.

The Comet II, manufactured by Schwarzkopf and
► See FLORIDA, page 34

Factory wholesale pricing! • Over 100 designs available! • Made in the USA



Toll Free: (800) 395-9980 • email: lisa@sippersbydesign.com • www.sippersbydesign.com





Another new ride for Florida State Fair patrons this year is this Rainbow ride manufactured by Huss. The ride is being brought in by Wade Shows. The fair runs Feb. 6-11. COURTESY FLORIDA STATE FAIR

►FLORIDA

Continued from page 33

previously owned by Murphy Brothers Exposition, is the third major coaster for Wade Shows. This adult-size coaster features banked turns, quick drops and fast speeds. It is being touted as the largest portable coaster in the U.S.

Other new rides for the fair from Wade Shows include the Hit in 2000, by Mack; the Rainbow by Huss; and Surf's Up, Zamperla.

Myers International Midways will bring Wisdom Rides Monster Trucks to the Florida State Fair for the first time. Another new ride for the fair is the Magic Maze, by Owen Trailers, being brought in by Lauther Amusements.

Musical and grounds entertainment will keep patrons busy, as will exhibits, displays and concessions.

Terri Parnell-Longphee, sales and marketing director for the Florida State Fair Authority, said renovations on the grounds would certainly benefit visitor experience.

According to Parnell-Longphee, bathroom renovations in Expo Hall have been completed. In addition, there are now two new family restrooms in the building. Touchless technology for hand drying was installed. This project was about \$700,000.

New guest doors were installed in the Expo Hall for

about \$250,000. The doors are glass, which has added light and should improve the overall patron experience.

Parnell said they have completely rebuilt and expanded the Waterfront Café over the past year. The café is now a 3,600-square-foot facility. New restrooms have been added there as well as new ladies restrooms in the Charles M. Davis Special Events Center in time for this year's fair.

"An area not quite as noticeable to the general public but will greatly enhance the customer experience is new and improved electrical throughout the grounds," Parnell-Longphee said. "We have much more shore power especially in areas that were powered by generators in the past. The electrical project is a three year project and will upgrade all electrical on our 330-acre property."

In addition, there has been \$200,000 worth of footing installed in the Equestrian Gran Prix ring and a brand new bridge has been built that connects the Entertainment Hall and the south inner grounds to Florida Center and Special Events Center. This new bridge, which is really a causeway, is substantial as it will allow both pedestrian and vehicle traffic and has a higher load capacity extremely helpful during the fair and non-fair events for concessionaires and various vendors.



MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

The **Rockingham County Fairgrounds**, Harrisonburg, Va., will add seven acres of new parking area this year. The goal is to increase overall parking capacity during the annual fair.

"This is a significant increase in parking capacity," said **Jeff Ishee**, general manager, Rockingham County Fair Association.

The new lot is located immediately adjacent to the main entrance drive and will be capable of handling at least 750 additional vehicles. Attendance at the 2013 fair set a new record at 88,885.

The fair association negotiated the deal with a neighboring farmer who agreed to rent the acreage on a multi-year term.

The "Keep it Green" parking lot has already been seeded with orchard grass and will only be utilized for parking during the week of the annual fair, set for Aug. 11-16. The remainder of the year it will be used to produce hay as feed for livestock.

The Rockingham County Fair received three Awards of Distinction from the International Association of Fairs and Expositions (IAFE), during its annual convention in December 2013. The competition involved more than 1,100 fairs around the world.

The theme for the 2014 fair will be "Year of the Farm Family."

During its first meeting in 364 days, the **New Mexico State Fair Commission** learned last month that revenues for the 2013 state fair in Albuquerque declined nine percent compared with the 2012 fair.

Citing unaudited figures, **Bill Nordin**, Expo New Mexico's chief financial officer, said revenues from the Sept. 11-22, 2013, fair were \$4,736,251, compared with \$5,205,445 from the previous year's fair. Attendance declined nearly four percent from 2012.

Nordin said revenues took a hit because of heavy rains during the three opening days and on the fair's final day. Despite the decline, he said, the Expo's finances are improving.

"It's been published many times that we were losing money back in 2010 and 2011. You'll see that it turns to the black in 2012. It continues in the black in 2013, though in a lesser amount," Nordin told the governor-appointed commission.

Expo New Mexico, the 236-acre venue that hosts the fair, is a state enterprise fund that must pay for itself. Though the state Legislature does not fund Expo directly, it gives the fairgrounds capital outlay money to maintain and improve its facilities. Expo officials say the state fair typically accounts for about one-third of the fairgrounds' annual budget.

Expo general manager **Dan Mourning**

said planning is underway for this year's fair, which will run Sept. 10-21, including putting out offers earlier than usual for entertainers. He also said officials are considering charging for "preferred parking" areas during this year's fair. Parking has been free the past two years.

Murphy Brothers Exposition provides the midway at the annual event.

The **Michigan State Fair** continues its revival in Novi at the Suburban Collection Showplace for 2014. It will carry a new sponsor's name, The Fifth Third Bank Michigan State Fair.

The event has evolved and grown over the last two years, so much so that it needs a full time committed professional event manager.

The executive director will be responsible for directing the State Fair and all operational activities leading up to the event, implementation of the event and post-event activities.

Iowa State Fair officials decided to shelve their idea of cashless food concessions for the 2014 event after the idea was met with immediate complaints. Two days after the board announced their plan to go to the cashless system last month, the decision was reversed.

The idea was for fairgoers to purchase 50-cent tickets online or at the fairgrounds to use for food concessions. But fair patrons complained that they were afraid this system would lead to a potential additional line for them at the fair. And, even though fair officials said any unused tickets could be used for future events, fair patrons felt they would never be able to keep up with the tickets after the event.

The local newspaper, the *Des Moines Register*, conducted an informal survey and of the 1,600 votes received, nearly 83 percent opposed the plan.

Iowa Gov. **Terry Branstad's** and Lt. Gov. **Kim Reynolds** suggested that the fair board listen to the outpouring of criticism. Fair officials, in a statement, said the board would consider the governor's comments.

Before the decision was announced to shelve the idea, State Fair CEO **Gary Slater** expressed frustration at the public's reaction to the original plan. Fair officials don't believe the move would result in long waits for tickets. Despite this, he said most of this week's clamor was based on unfounded anger that customers would have to suffer through long lines.

"When you don't get the opportunity to say that in a social media world ... it just backs you into a corner," Slater said. "You don't have much power, you don't have much ability to get the real story out there, because everybody thinks you're trying to get them."



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

Prairie Financial

The Outdoor Amusement Division of Boulevard Bank

Paul Muller
pnmuller@blvdbank.net

Wade Muller
wmuller@blvdbank.net

Mark Walker
mwalker@blvdbank.net

816-554-3863 blvdbank.com/outdoor-amusement

A division of



The main background image is a dark blue night sky filled with bright, colorful fireworks. In the upper right, there is a stylized logo for 'ARM' (Amusement Rides Manufacturer) featuring a yellow and orange figure with arms raised. The collage includes several inset photos of amusement rides: 'Frenzy' is a tall, green and yellow drop tower ride with a circular platform at the top; 'Vertigo' is a tall, orange and yellow drop tower ride with a circular platform at the top; 'Drop Zone' is a red and white drop tower ride with multiple cars. The bottom of the collage features contact information and logos for IAAPA and OABA.

ARM

Frenzy

Vertigo

DROP ZONE

1506 Fernwood Road • Wintersville, OH 43953 • Phone: 740-264-6599 • Fax: 740-266-2953
WWW.AMRIDES.COM

IAAPA
MEMBER

OABA
Outdoor Amusement Business Association

►IAFE

Continued from page 33

Award winners were Byron Anderson of the Washington County Agricultural Society in Lake Elmo, Minn.; Doug Brand of Seward County Fair in Seward Neb.; Roger Henrichs of the Gage County Fair in

Beatrice, Neb.; Allen Paulson of the Clearwater County Fair in Bagley, Minn.; and Paul Vaassen of the Iowa State Fair, Des Moines.

•Jerry Hammer, executive vice president and general manager of the Minnesota State Fair, St. Paul, was inducted into the IAFE Hall of Fame. The highest honor bestowed by the IAFE, the **Hall of Fame Award** is presented annually in recognition of an individual's distinguished achievement in, or contribution to, the fair industry.

Police release update on fair accident

RALEIGH, N.C. — Within a day after the Vortex ride malfunctioned at the North Carolina State Fair and injured five people last fall, investigators suspected that someone had tampered with the ride's safety mechanism, according to a search warrant made public last month.

According to a story that ran in the local newspaper there, *News Observer*, investigators obtained the warrant on Oct. 25, the day after the accident, to seize handwritten notes, inspection reports and five jumper wires they think were used to bypass safety mechanisms and keep the machine in operation, according to a court affidavit made public with the warrant.

Two days after the accident, sheriff's deputies arrested ride operator Tim Tutterow, 46, who was at the switch when the accident occurred. The Vortex owner, Joshua Gene Macaroni, 32, was later arrested. Both have been charged with three counts of assault with a deadly weapon inflicting serious injury.

The Vortex is manufactured by Technical Park.

The news report went on to state: "Wake County Sheriff's investigator D. Weaver ob-

tained the search warrant to look for evidence indicating Macaroni and the ride operators knew the machine was malfunctioning. Weaver stated in the court affidavit that he wanted to seize information related to the operation and maintenance of the ride, any tools or devices used to bypass the standard operation of the ride and all communication — handwritten or electronic — between Macaroni and his employees, according to the court affidavit."

The Vortex riders had unbuckled their safety restraints and were exiting when the machine started to move and then speed up. A ride employee and four members of one family were thrown from the ride before the operator stopped it. Their injuries ranged from minor to critical, Weaver wrote.

After questioning Macaroni, Tutterow and other ride employees, sheriff's investigators determined that they were all aware that the Vortex was malfunctioning. The Vortex's glitches were related to "the deployment and release of the safety harnesses (and) restraints for the passengers," Weaver wrote.

—Compiled by Pam Sherborne

Carnivals ink new 2014 dates

Several carnival/show owners have announced new fairs signing for 2014. They include:

Belle City Amusements landed some new fairs for the 2014 season. At the first of January, those dates included the Manatee County Fair, Palmetto, Fla., Jan. 16-26; and the Sarasota (Fla.) County Fair, March 14-23.

Dixieland Carnival signed nine new fairs as of the first week of January 2014. They are: Adair County Fair, Columbia, Ky. July 4-12; Nelson County Fair, Bardstown, Ky.; Pulaski County Fair, Somerset, Ky., July 19-26; and Southern Kentucky Fair; Bowling Green, Ky., July 28-Aug. 2. Other August dates were still

► See CARNIVALS, page 38



**We have the treats
your customers
scream for!**



GOLD MEDAL PRODUCTS CO.
800-543-0862 | gmpopcorn.com

*Leading Manufacturer of
All Your Concession Needs*

MANY MAJOR MANUFACTURERS

Available Under One Roof!



S&S - SANSEI
TECHNOLOGIES INC



RIDES 4U

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



MIDWAY MARKET PLACE

AUDIO INNOVATORS INC.

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

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

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

VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS
WWW.AUDIOINNOVATORS.COM
OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM

Zutter Design
Websites, Advertisements & More

P.O. Box 372
Washington Mills, NY 13479
(315) 725-2714
info@zutterdesign.com
www.ZutterDesign.com

Whatever your Industry...

IT

INDIANA TICKET COMPANY
Design / Quality / Security

Manufacturers of Quality Tickets For over 70 years

1-800-428-8640

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

www.muncienovelty.com
info@muncienovelty.com

MUNCIE NOVELTY INC. COMPANY

We've got your Ticket.

WATERLOO
www.waterlootent.com
1.800.537.1193

Custom Amusement Canvas

"Arch" Ticket Booth
Midway Stainless Fabricators
Hillside, NJ PH 908-624-9660 www.midwaystainless.com

13 feet HIGH

- ATTRACTIVE NEW ARCH DESIGN
- 4 WAY BACK LIGHTED LED UPPER MARQUEE
- LED SCROLLING SIGN BOARD
- HEAVY DUTY POWDER COATED ALUMINUM
- WRAP AROUND INSIDE COUNTERS
- FLIP UP LIGHTED FRONT COUNTER

Fabbri group

North American Representative

Amusement Sales, Inc.

Texas Office:
405 Dodson Lake Dr.
Arlington, TX 76012-3442

Ride Sales
Replacement Parts
Service

Telephone: (817) 275-9393 • Fax: (817) 860-7373
www.fabbrigroup.com • fabbrirides@sbcglobal.net

VILLAGE THAI
Asian Thai Dishes

Chicken On A Stick Cold Drinks

Providing Mobile And Permanent Food Preparation And Sales Solutions.

HITCH-HIKER MFG. 330.542.3052

WAPELLO is the One!
Built in the USA to Your Needs!

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

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

Bates presented with Lifetime Achievement Award



Eric Bates, seen here with his wife Dee Bates, was presented the 2013 Lifetime Achievement Award by the Greater Ohio Showmen's Association at the annual meeting held last month in Columbus, Ohio.

COURTESY AMY BATES

CARNIVALS

Continued from page 36

to be announced.

Miller Spectacular Shows had picked up seven new fair contracts in 2014 by the first week in January. The dates are: Taylor County, Campbellsville, Ky., May 31-June 7; Murray-Calloway County, Murray, Ky., June 9-14; Union County, Sturgis, Ky., June 16-21; Allen County, Scottsville, Ky., June 22-28; Hart County, Munfordville, Ky., June 30-July 5; Hardin County, Elizabethtown, Ky., (TBA), and Barren County, Glasgow, Ky., July 16-20.

Las Vegas-based Todd Armstrong Shows renewed its contract at the Gregg County Fair, Longview, Texas, to play the 2014 event. The 2013 Gregg County Fair had more than twice the number of visitors than in 2012, prompting fair organizers to sign a five-year contract with the carnival. Attendance in 2012, when several evenings were rained out, was between 30,000 to 35,000. Attendance at the 2013 fair, which ran from Sept. 6-14, was 83,246 people.

Mr. Ed's Magical Midways will play the 2014 Lincoln County Fair, Merrill, Wis., for the first time this year. The fair has been set July 30-Aug. 3, 2014. The carnival has signed a contract to play this fair for three years.

—Pam Sherborne

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



MARKETPLACE

AmusementToday.com

AUCTIONS

EQUIPMENT

OPPORTUNITIES

SERVICES

AUCTION

NORTON AUCTIONEERS

THE INDUSTRY EXPERTS!

Professional Auctioneers & Appraisers

Carnivals • Parks • Carousels

FEC's • Museums • Tourist Attractions

P.O. Box 279, Coldwater, MI 49036

517-279-9063

Fax: 517-279-4899

www.nortonauctioneers.com

E-mail: Dan@nortonauctioneers.com

FOR SALE

FOR SALE

"60 Horse Chance Grand Carousel-
Outside row of Bradley & Kaye horses.
2 loads (4 pup trailers) \$425,000

Reverchon Flume II – Excellent condi-
tion, 8 boats, new liner,
5 trailers. \$535,000

Call EJ Dean 978-375-2542

BAND ORGANS

125 Wurlitzer band organ with 13 brass
horns, 14 whistles and drums. All origi-
nal - needs tuning.

\$15,000

Bob Kissel - (812) 839-3255

FOR SALE

Paratrooper: \$24,000
Troika: \$65,000
Calypso: \$22,000
House of Glass Maze: \$1,000
Dual Flume Water Slide: \$15,000
Bayern Curve: \$19,500

ralph@vestil.com
Angola, Indiana



Follow us on Twitter
twitter.com/amusementtoday



Subscribe to our YouTube channel
youtube.com/amusementtoday

FOR SALE



FOR SALE

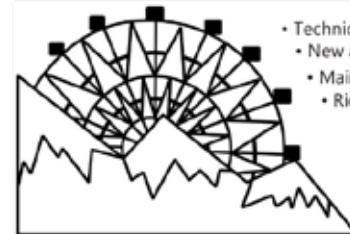
Paratrooper
\$24,000
Indiana Location
ralph@vestil.com

OTHER RIDES AVAILABLE

OPPORTUNITY

We build fun and excitement!

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



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

Contact Joe Bixler
425.778.2552

ILCSEAWA@aol.com

www.INTLEISURECONSULT.com

Looking for a qualified and experienced
all around maintenance person that
posses traveling amusement rides main-
tenance and repairs. Full time position
from April- October or year round in the
New England area. Wage depends on
experience. Starting pay \$15- \$20/hour.

Please email resume to:
MFTAPI@CS.COM or mail to
Fanelli Carnival
PO BOX 249
Rindge NH.03461

SMOKEY MOUNTAIN AMUSEMENTS
INC. Needs Ride Help In All
Departments:
Ride Superintendent - For Green Unit.
Electrician - For Green Unit.

Contact:
Brian (Beaver) Bitner
(919) 272-5627
Billy Clark
(863) 738-1689

NEED RIDE HELP IN ALL AREAS
Supervisor to lead crew of five. Move
and maintain Chance/Wisdom rides; 1)
Century Wheel/Pharaoh's Fury, Zipper,
Merry Go Round 2) Super Sizzler

- Basic hydraulic/electrician knowledge
- CDL Class A license helpful
- Drug test mandatory
- Seasonal position for approximately
9 months, could develop into annual
employment
- Competitive salary and benefits
package

Email resume or work experience to
ownercarnival@gmail.com

WHITEWATER 10 YEAR INSPECTIONS
3rd party insurance and safety inspec-
tions. California QSI inspections. Former
Disney Safety Manager. Amusement and
waterparks.

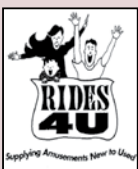
www.safetycertify.com
(916) 772-2698

FOR SALE



LOOPING COASTER

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



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

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

Industry news delivered direct to your desk!

**Subscribe today to
receive 14 issues of
Amusement Today per year!**

**It's
Easy**

amusementtoday.com

or call us at:

(817) 460-7220



AIR RACE

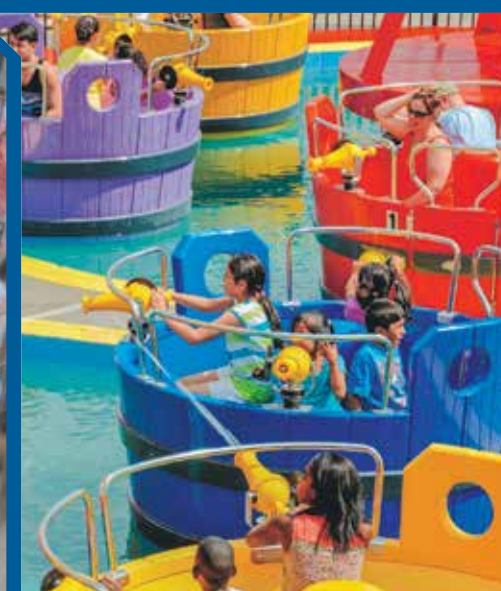


**SOARING
& ROARING**

NEW



**REFRESHING
YOUR PARK**



WATERMANIA

**LAUNCH
INTO FUN!**



MOTOCOASTER