

International Independent Showmen's Association 2011 Trade Show and Extravaganza set for Feb. 8-12

Optimism in the air as mobile industry gears up for Gibtown

Pam Sherborne
Amusement Today

In early January, exhibitors were eager to get to Gibsonton, Fla., for the International Independent Showmen's Association 2011 Trade Show and Extravaganza, set to run Feb. 8-12, in hopes of continuing the flow of optimism generated at last fall's industry shows.

"We have had a very good run of sales starting back at the IAAPA (International Association of Amusement Parks and Attractions) trade show in November and moving through the IAFE (International Association of Fairs and Expos) event in early December," said Mike Gill, A.R.M., Wintersville, Ohio. "The majority of feedback we are getting from our customers is very optimistic."

Patty Sullivan, Eli Bridge, agrees.

"I am looking forward to going to Gibtown this year," Sullivan said. "I am getting a very positive feeling about the upcoming season. There seems to be a definite upturn this year already. We are busy right now and that is good."

This is the 43rd annual IISA's Trade Show and Extravaganza. Traditionally there are



IISF exhibitor listing
Page 30

more than 300 different exhibits to browse, both inside and outside on the association's club grounds. Exhibitors providing a range of products including rides, food supplies and equipment, concession trailers, electrical supplies, insurance companies, novelty items, plush, jewelry and more, will be on hand.

Registration numbers for the event seems to be on par with last year.

"Registration is coming in good and steady," said Elena Wynn, IISA. "We don't have final figures yet."

The festivities actually kick off on Sunday, Feb. 6 with the traditional IISA Super Bowl and Trade Show Kick Off Party. On Monday, Feb. 7, is the Big Hearted Jerrys Memorial Golf Tournament at the Summerfield Golf Course, Riverview, Fla.

The trade show will run from 10 a.m.-5 p.m., Feb. 8-12.

There are various social



AT FILE PHOTO

The 43rd edition of the IISF Trade Show and Extravaganza is set for Feb. 8-12 in Gibsonton, Fla. with more than 300 different exhibits booked. Numerous suppliers are looking forward to this year's event as potential buyers seem to be in a purchasing mode.

events as well. These include the Exhibitors Cocktail Party, Tuesday, Feb. 8; the Jamboree for Museum with Dinner, Wednesday, Feb. 9; and the IISA Annual Banquet and Ball, Thursday, Feb. 10. Events for Saturday, Feb. 12 include the Showman's Shrine Annual Meeting; the Cemetery Association Memorial Service; Sant' Yako Knight Parade; Ladies of the IISA drawing; and the Museum Corporation drawing.

The association concludes its events on Feb. 15 with the installation of its new officers

after most of the crowd is gone.

There are also various educational seminars presented throughout the week of the trade show. Presenters will prepare daily workshops on topics that affect the industry on a daily basis. The workshops, which include audio/video presentations, handouts and roundtable discussions, are available to all attendees at the IISA Trade Show & Extravaganza.

One of the exciting aspects of this year's show is that the

Museum of the American Carnival will be open each day during the week for attendees and exhibitors of the trade show.

"It's not complete yet, but it will be open to the carnival industry for this week," said Jim Frederiksen, Frederiksen Industries, Tampa, Fla.

The museum, he continued is not ready for the public at his point.

"And, we don't have a date for that yet," he said. "We really need to get people to donate more things. One of these days, this museum will become a tourism spot."

Exhibitors gearing up for the show hope the good feelings coming from the industry early on will continue throughout the 2011 season.

Frederiksen will be exhibiting six of his slides at the show.

Gill said A.R.M. will feature its portable Vertigo in its outdoor booth during the show.

Victor Wisdom, Wisdom Manufacturing, Sterling, Colo., said he is also seeing customers in a better mood than in the past couple of years.

"At IAAPA, they seemed
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FAST FACTS



- In 1923, Herbert W. Sellner invents his first ride, a Water-Toboggan Slide.
- In 1926, he also invents a circular ride to be used at carnivals. He would name it the Tilt-A-Whirl. Sellner Mfg. Co. is formed in Faribault, Minn.
- A total of 922 Tilt-A-Whirls were produced by Sellner from 1926-2010.

▶ Sellner Manufacturing Company has been acquired by Larson International. See complete story...Page 22

AMUSEMENT TODAY™

Your amusement industry NEWS source!

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Remembering Mr. Tom

While many in the amusement industry may not have known, or even heard of Arlington's longtime mayor, locals knew very well who this longtime titan of a politician was.

He was Mr. Tom Vandergriff, the 25-year-old (in 1951) newly nicknamed 'boy mayor' of Arlington, Texas.

Mr. Tom ran with the best, and demanded the best. While his accomplishments reached out in countless directions, let's take a look at the amusement industry road.

Having visited Disneyland in 1958, and liking what he saw, he made a point to visit with Walt Disney himself. He asked Disney to consider building a second Disneyland in Arlington, and even offered the land in Angus G. Wynne's new Great Southwest Industrial District. While Walt was intrigued, he declined, "saying it was too soon to consider building another park."

Not to be declined, Mr. Tom turned to developer Wynne saying he needed to hop on a plane and go look at this new Disneyland park, telling him, "a park like that would be a cash cow for your industrial district."

Angus G. Wynne returned from Disneyland in full agreement. On August 5, 1961, Wynne's new \$10 million Six Flags Over Texas opened and was an immediate success.

Mr. Tom didn't stop there. Although his touch wasn't gold on this endeavour, it was under his watch the city opened the gates on the short lived Seven Seas marine life park in 1972. It was here, during its only year of success Mr. Tom formed a lasting relationship with George Millay, founder of SeaWorld.

Although Mr. Tom had left the Mayor's office a few years earlier, it was his relationship with Millay that would lead to Millay building his second Wet 'n Wild waterpark in Arlington, this one three times the size of his original Orlando concept.

Tom Vandergriff was always about making Arlington a better place. He not only did that, but thanks to his drive to bring amusements to the city he loved so much, he brought amusement industry jobs to the city as well. And it is that job connection that we celebrate today, and countless careers for many in the amusement industry.

This newspaper publisher is one of them.

Thanks Tom Vandergriff for all you did for Arlington's Entertainment District. This city will miss you greatly. And thanks for bringing baseball to Arlington, even if it didn't sit well with then President Nixon. But that's a whole other story...

► SEE OBITUARY — PAGES 4 & 5

—Gary Slade



Andrew Mellor Brand Magic!

Like many visitors to last November's IAAPA Expo in Orlando, I took the opportunity during my time there to visit the magnificent Wizarding World of Harry Potter (TWWofHP) at Universal Studios — and like everyone else, I was blown away by what Universal has created and how those involved have brought this worldwide phenomenon to life for its millions of fans.

In a discussion with various industry experts a month or two prior to my trip to Orlando, I'd been left under no illusion that the TWWofHP was truly "awesome" (to pinch an oft used word from my teenage kids) and that nothing in the attractions world came close to how well it had been done. I wasn't disappointed. But having witnessed what is clearly (currently) the ultimate use of a brand within the theme park and attractions industry it made me sit back and think of just how much intellectual property and branding is used in parks these days.

That use, of course, stems from the fact that, given the right IP/brand aimed at the right target market, the level of success can



Mellor

be huge, as has been proved in many cases. From what I've seen, those aimed at pre-school kids are particularly successful, while those for other age groups can also reap big rewards when implemented in the right way.

Of course one of the main issues with a mainstream IP/brand is the licensing costs involved — not every-

one has the budget to enable them to make use of a big name brand — while another is actually reproducing the brand faithfully and with an accuracy rights owners strictly enforce.

TV, film, DVDs, books, toys and other outlets have all led to a much wider impact of IPs and brands on our daily lives and today help to influence the consumer like never before. That scenario will continue and will help parks attract higher numbers of guests while also providing excellent opportunities for operators to create wonderful new attractions, expand F&B and retail options and make use of additional marketing opportunities. TWWofHP leads the way, but the magic of brand use should and will continue to spread elsewhere too!

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2 MINUTE DRILL



Compiled by Janice Witherow

Tony Fiori Ray Cammack Shows

For Tony Fiori, life is one big carnival. As Vice President/Media Marketing for Ray Cammack Shows (RCS), Inc., Tony certainly knows his way around the midway scene; RCS is a leading carnival company with more than 70 rides, specialty food service units and 50 game booths. Nine million customers annually experience the RCS midways at some of the largest county and state fairs throughout the western United States. Tony resides in Lake Tahoe, Nevada, with his wife and loves spending time with his grandchildren. RCS is based in Laveen, Arizona.



Fiori

Title
Vice President/Media Marketing.

Number of years with Ray Cammack Shows
25.

Best thing about the industry
No doubt about it, the people we work with.

Favorite amusement ride
La Grande Wheel.

If I weren't working in the amusement industry, I would be ...
Believe it or not, owning a hot dog cart and having a great time.

Biggest challenge facing our industry
The fast changing times.

The thing I like most about amusement/waterpark season is ...
Every event is a new challenge, and I love the thrill of making it all work.

What is your favorite restaurant to take people to?
It depends what city I am in, when in Houston, I love Damian's (authentic Italian); in Del Mar, Calif., Jake's is amazing (beachfront dining); and when in Los Angeles, Dan Tana's is my place to go (1950s-era Italian).

Favorite author
Ken Blanchard, who is a top expert on leadership and management training.

Most people think I am ...
Argumentative! But I disagree.

The sport I really stink at is ...
Golf.

What's your typical breakfast?
I like to start the day with oatmeal, bacon and tea.

What's one thing you do on Friday to jumpstart the weekend?
Every day in my business feels like a weekend, so actually, nothing special.

Favorite childhood TV show
The Three Stooges.

When I say 2011, what comes to your mind?
Time moves way too fast!

Who's in charge of dinnertime in your house?
I have to give credit to my wife.

If money were no object, I would ...
Retire in a minute and gladly spend more time with my family.

My favorite one-stop shopping store is ...
Costco Wholesale ... what a great store!

The busiest day of the week for me always seems to be ...
For some reason, it's Wednesday ... the middle of the week.

The one place I would rather be more than anywhere is ...
Honestly, home.

If you were seated next to the President on an airplane, what would you want to ask him?
Something simple and casual like "How is your day going?"

What's really worth waking up for?
The anticipation of what a new day will bring.

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

► GIBTOWN Continued from page 1

to be satisfied with how the 2010 season turned out," Wisdom said. "And, that is good."

Wisdom said his company will exhibit a Monster Truck ride and a Looney Lagoon spinning coaster.

"We had a Looney Lagoon car at the IAAPA show but we will have the whole coaster set up in Gibtown," he said. "We will also have a Venture Cobra conversion with us as well."

Len Soled, Rides-4-U, Somerville, N.J., who represents, among others, ride manufacturers SBF, VISA, and KMG, will exhibit a variety of kiddie rides from SBF.

"KMG will have an Inversion set up again like last year," Soled said. "I also have two new relationships. One is Dartron and I will have a Dartron Zero Gravity at the Gibtown show.

I have a new relationship with Hi Lite Rides, a company based in South Carolina. I will have a Hi Lite Scat 2 at Gibtown."

Games manufacturer Bob's Space Racers, Daytona Beach, Fla., will also be on hand in Gibsonton. That company, too, has had a good run of sales since the IAAPA show, particularly with the new Stinky Feet, a multi-target water game.

"It has been extremely successful at IAAPA," said Glenda Cook, CEO, Bob's Space Racers. "We are sold out of the arcade version and are behind on production of that. We have had quite a few orders on the park model."

Cook said in mid-January that they were putting the finishing touches on the trailer-mounted version of Stinky Feet.

"I'm excited about it going to Gibtown," Cook said. "It may not have the seat that resembles a toilet seat for the trailer-mounted version, however."

The seat is made of fiberglass and Cook said because the seats will have to be taken in and out of the trailer for the mobile operator, the fiberglass has more of a chance to break or crack.

"So, we probably will have a traditional seating for the trailer-mounted version," Cook said. "I think it will be a big hit."

Bob's Space Racers will also exhibit the large Whopper Water trailer mounted game and the Lucky Duck, an electronic duck pond game.

Show Me Fabrications, Sedalia, Mo., will exhibit a 16-foot Funnel Cake-Corn Dog trailer unit, said the company's Bill Fike.

"This unit has all the necessary equipment plus very colorful graphics," Fike said. "We will also have on display a Ticket Box trailer with ticket boxes included."

New this year for Show Me is the Midway Maze, a 30-foot bumper-pull glass house that

also features a barrel – "always a crowd favorite."

"Putting a barrel in a glass house is a new idea which makes this unit inventive and strong," Fike continued. "The 30-foot trailer lays out 60 feet and is 18 feet tall and comes equipped with all the necessary safety items including an automatic sprinkler system."

Waterloo Tent & Tarp, Waterloo, Iowa, will exhibit a center joint at the company's inside booth as well as a solar-powered center joint outside.

"We will also have our discounted merchandise barn," said Billie Wood, sales and marketing coordinator, Waterloo. "We will have a lot of merchandise that wasn't quite the right color or size, etc., for sale at a great discount. We have done this for a while and has been successful for us."

Gold Medal Products, Cincinnati, Ohio, will be exhibiting their unit that makes caramel

corn, cheese corn and regular corn.

"This is not new but is really hot right now," said Bo Wilson, Gold Medal's eastern regional sales manager. "It is a low cost, high mark-up item."

The company will also bring its Saratoga Swirl Potato.

Carousel Softtoys Inc. Caravan Concessions, Quebec, Can., will be in Gibtown exhibiting its new crane products, new soft toys as well as its new plush cats and new plush monkeys. Sean Magill, director of sales, said plush companies traditionally wait until the IISA trade show to display new products.

Plush products will increase in price this year, Magill said. Those increases are coming from the increase of the product, material and labor in China. Magill's prices will most likely increase about 30 percent this year over last.

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Tom Vandergriff, longtime mayor and politician, dies at 84

'Boy mayor' credited with bringing General Motors, Six Flags Over Texas and Texas Rangers to Arlington

Longtime Arlington, Texas mayor and politician Tom Vandergriff died at Texas Health Harris Methodist Hospital Fort Worth on Dec. 30. He was 84.

Born in Carrollton, Texas on Jan. 29, 1926, he was 12 when his family moved to Arlington, which at the time was home to only 3,500 residents.



Vandergriff

He earned a bachelor's degree from the University of Southern California in 1947 and married his high school sweetheart, Anna Waynette Smith, in 1949. He moved back to Arlington to work for his father's Vandergriff Chevrolet dealership downtown. At age 23, Vandergriff became president of the Arlington Chamber of Commerce.

Known as Arlington's 'boy mayor' when he was elected at the age of 25, Vandergriff is credited with luring the Texas Rangers baseball team and General Motors assembly plant to the city. He secured land to build Lake Arlington and raised money for the city's first real hospital, Arlington Memorial.

Vandergriff also supported



Six Flags Over Texas, a private-public partnership built with the Great Southwest Corp. In the 1950s, he had visited the newly opened Disneyland. "I became a fan myself," Vandergriff said of the amusement park, "so much so that I convinced the Great Southwest Corp. this was worth exploring."

The company was planning a large industrial park in Arlington and Grand Prairie, but
▶ See VANDERGRIF, page 5

Above, Tom Vandergriff, takes a front seat ride with daughter Valerie on the park's Big Bend roller coaster. Above right, Vandergriff returns to SFOT in 2001 to help cut the ribbon on the park's 40th anniversary, while at right, he chats with some of the park's gunfighter show cast.

SFOT ARCHIVES



Tom Vandergriff is seen here in the Six Flags Over Texas Petting Zoo.

Industry remembers Tom Vandergriff

"I heard about the passing of Tom Vandergriff and wanted the industry to know that my heart is sad. Mr. Tom was always my hero. When I joined Six Flags at the ripe age of 20, he was mayor of Arlington at the ripe age of 34 and I always said I wanted to be like him. He was and will always be such an icon and we are better off having known him personally and the area of Arlington is better off for all his efforts and accomplishments. He will be greatly missed."

—Larry Cochran CEO, Adrenaline Family Parks; Six Flags Corp., 1961-2000

"Angus Wynne, Jr. and Luther Clark both told me when Tom Vandergriff visited Disneyland in the fall of 1958 (I believe), he was intrigued with the idea and arranged a meeting with Walt Disney. Disneyland was relatively new and just finding its 'legs,' so Walt was not ready to commit to a second project at that time.

"Angus, who was developing the Great Southwest Corporation, was looking for an iconic development to interest people from both Dallas and Fort Worth and thought that Arlington was not that far away from either city for an industrial park.

"Luther told me some years ago that Vandergriff invited Angus and Luther to lunch and proposed the idea. He told me the name of the restaurant in Arlington but, quite honestly, I cannot remember. Angus was looking for a cash flow generator to finance the infrastructure of his massive development — 4,800 acres originally (comprising the old Waggoner Ranch and the BF Ellington Dairy Farm). Thanks to Tom's encouragement, the dairy farm eventually became the 204-acre development of Six Flags Over Texas.

"Tom Vandergriff was a terrific encourager to Angus and Luther. He was also a mentor to me. The very last line in the Broadway production of *Wicked* is: 'Because we knew you, we have been made better.' When I hear this line it totally exemplifies the life of Tom Vandergriff."

—Michael A. Jenkins, President, LARC; Six Flags Over Texas 1961-1969

"I truly admire Judge Vandergriff's vision for the city of Arlington. Just about everything he touched turned into tourism gold. He was ahead of his time and for that, all of us in the Arlington Entertainment District are grateful.

"He truly loved Six Flags Over Texas and Hurricane Harbor. He was our biggest cheerleader. I can recall one day, when I was the Operations Director, I was standing in the middle of the toll plaza at Six Flags helping direct traffic and getting extra people positioned to handle the flood of cars that were pouring in. Suddenly, I noticed a car driving ever so slowly in the drop-off lane. I looked up and there in the passenger's seat was Judge Vandergriff. He had the biggest grin on his face, which truly stood out amongst the majority of angst expressions that were surrounding me. He got it. He knew that the crowd was not only good for Six Flags, but also for the city of Arlington.

"Tom Vandergriff was a hero to Arlington and Six Flags Over Texas."

—Steve Martindale, Park President, Six Flags Over Texas

Key moments in time for Tom Vandergriff

1951—Tom Vandergriff is elected Arlington Mayor at age 25. He would remain Mayor for the next 26 years. During first year in office begins courting General Motors to build a plant in Arlington.

1954—A \$33 million General Motors assembly plant opens on 250-acres in Arlington.

1955—Lobbies State of Texas to construct Texas Highway 360 from Hwy 183 south to Texas Hwy 80. The road is expanded two more times to finally connect to I-20 on the city's south side. Today, the road is now known as the Angus G. Wynne, Jr. Freeway.

1956—Angus G. Wynne, Jr. forms the Great Southwest Corp. and begins work on the massive Great Southwest Industrial District located in both Arlington and Grand Prairie, Texas.

1957—The Dallas-Fort Worth Turnpike opens (now I-30 and the Tom Landry Highway) connecting the city with its neighboring big cities. Once the toll road bonds were paid for (17 years early), Vandergriff lobbied in 1979 to have the toll booths removed, resulting in a free road. His dream to provide water needs for the city came to light with the opening of the new \$6 million Lake Arlington. The lake is made up of 2,250 surface acres and features a 143-square-mile watershed.

1958—Vandergriff forms a committee to pursue a Major League Baseball franchise. Arlington Memorial Hospital opens, largely a result of his fundraising efforts.

1961—Vandergriff would meet with Walt Disney in the fall of 1958 to bring a Disneyland-style theme park to Arlington on available land that was being provided in the new Great Southwest Industrial District (GSW). Disney would decline, saying it was too soon for him to consider building another park. Not to be turned down, Vandergriff convinces GSW's developer Agnus G. Wynne to go look at Disneyland stating, "a park like that would be a cash cow for your industrial district." The rest is history as Vandergriff sees his park dream come true with the opening of the \$10 million Six Flags Over Texas theme park on Aug. 5, 1961, a project of Angus G. Wynne, Jr.'s new Great Southwest Corp. It was an instant success.

1965—Arlington lands a minor league baseball team. The Dallas-Fort Worth Spurs play in Arlington's new taxpayer financed \$9.5 million, 10,000-seat Turnpike Stadium.

1971—Washington Sentors owner Bob Short announces he's moving the team to Arlington and renaming it the Texas Rangers. Turnpike Stadium is expanded and renamed Arlington Stadium. President Richard Nixon is unhappy by the loss of baseball in Washington.

1972—Seven Seas, a \$15 million city-owned sealife aquatic park opens on 10-acres of land adjacent to Arlington Stadium. It's a financial failure and closes after three years.

1975—Vandergriff brings in Sea World's founder, George Millay to run Seven Seas. Millay teams up with the American Broadcasting Corp. to pump money into the closed park. The movie "Jaws" opens, helping to contribute to the one-year profitable success of the park. Millay determines the park's creditability is shot and declines to renew his management contract. Through this, Millay and Vandergriff form a close friendship. The park would operate for one last season by a another operator, rebranded with a Hawaii theme, before closing for good in 1976.

1977—Vandergriff resigns as Mayor.

1982—Vandergriff runs for U.S. House as a Democrat and wins.

1983—Although no longer Mayor, due to his friendship with George Millay, Vandergriff convinces Millay to open his second Wet 'n Wild waterpark in Arlington. Millay's second park opens May 21, on 47-acres of land across I-30 from Arlington Stadium at a cost of \$22 million. Its debut is three times the size of Wet 'n Wild in Orlando. It is an instant success. The park would be purchased by Six Flags Corp. in 1997 and renamed Hurricane Harbor.

1990—Vandergriff runs for Tarrant County (Texas) judge as a Republican and wins.

2005—Vandergriff announces his retirement once his current political term is over.

2010—Vandergriff watches his beloved Texas Rangers defeat the New York Yankees on Oct. 22 to win their first American League championship and advance to their first World Series.

—Compiled from AT archives and various newspaper reports



Six Flags Over Texas as seen in early 1960's



When the Texas Rangers relocated to Arlington, the MLB team would call Arlington Stadium home.



Seven Seas, the sealife/marine park struggled, but did turn a profit the one year George Millay operated it.



Millay's second Wet 'n Wild waterpark would open in Arlington, three times the size of his Orlando park.

►VANDERGRIFF

Continued from page 4

Vandergriff suggested to developer Angus G. Wynne Jr. that he should also go look at Disneyland. He met with Walt Disney and tried to convince him that his next theme park should be in Arlington, and Wynne offered land for the project. That effort went nowhere, but Wynne decided to build his own park called Texas Under Six Flags. Several years, \$10 million and one name change later, Six Flags Over Texas opened in 1961. Since then, Arlington has been a tourist destination.

Vandergriff was also a supporter of Seven Seas, a short lived marine-life park in Arlington and the building of the nation's second Wet 'n Wild waterpark. He also fought for state highway funds to help develop key roadways around Arlington and lobbied to get Arlington State College converted from a 2-year college into the 4-year college known today as the University of Texas at Arlington (UTA).

His 55 years in politics also included one term as a Democrat in the U.S. House of Representatives in the early 1980s and 16 years as a Republican while serving as Tarrant County judge until his retirement in 2006.

His last public appearance was seeing the Texas Rangers beat the New York Yankees to win the American League baseball pennant, and advance to the club's first ever World Series.

Several places around the city of Arlington are named in Vandergriff's honor including Vandergriff Park, the Vandergriff Building known as the Historic V, Vandergriff Town Center, Vandergriff Plaza at Rangers Ballpark, and Vandergriff Way adjacent to the General Motors plant off Abram Street in east Arlington.

Vandergriff is survived by his sister Virginia Deering of Arlington; daughter Vanessa Watters of Los Angeles; son Victor Vandergriff of Arlington; daughter Valerie Kelton of Mansfield; daughter Vivica Vandergriff of Mansfield; and grandchildren Katharine Vandergriff, Kendall Kelton, Rachel Kelton, Parker Vandergriff and Caroline Vandergriff.

A public visitation and memorial service was held in Arlington.

A private ceremony was held for family and relatives with burial following at Moore Memorial Gardens in Arlington.

Bud Hurlbut, ride designer and park developer, dies at 93

Credited with building Knott's Berry Farm's Log Ride, Mine Rides; also created Castle Park

Bud Hurlbut, the creative genius who produced some of Knott's Berry Farm's centerpiece rides, died January 5, 2011. He was 93.

Wendell "Bud" Hurlbut worked for years with Walter Knott, the founder of Knott's Berry Farm. Hurlbut designed and built the Calico Mine Ride and the Timber Mountain Log Ride – two attractions that are still among the park's most popular rides.



Hurlbut

Hurlbut became known in the industry for his innovation, like the locomotives' electric motors on the Mine Ride, and attention to detail. Even into his nineties, he could be found in the middle of his workshop, just across La Palma Avenue from Knott's Berry Farm.

"Here's the thing, I always was independent. I didn't have to answer yes or no to no one," Hurlbut told the *Orange County Register's* Mark Eades in an interview last year. "I paid my bills. And I've kept the shop going and kept working because this is my golf game. It's my enjoyment, and that's why I keep doing it."

"He loved to create those things. That was his life," said Marion Knott, Walter Knott's daughter.

The news spread quickly among Knott's employees,

many of whom have known Hurlbut for years. "There would not be a Knott's Berry Farm theme park today if it were not for the talent, determination and creativity of Bud Hurlbut," said Marty Keithley, general manager of Knott's Berry Farm. "We will be forever grateful for the attractions that he created. His legacy will live on and generations to come will know of his talent."

Landmarks all over Southern California display Hurlbut's work. He crafted the Liberty Bell replica that hangs in Independence Hall at Knott's Berry Farm. Hurlbut toiled for two weeks to make sure that the bell in Buena Park sported a crack exactly like the original. Hurlbut designed the replica 1880s steam train that now runs at the Santa Ana Zoo. The train originally rode the rails around Santa's Village in the San Bernardino Mountains before the zoo bought it in 1999. After selling his two rides to Knott's, he used the profits to design and develop Castle Park in Riverside, Calif. Opening in 1976, the 25-acre FEC was an instant hit with guests due to Hurlbut's attention to detail. His park, and its four award-winning landscaped miniature golf courses quickly nicknamed Castle Park as the Disneyland of FEC's.

In the late 1950s, Hurlbut built the Calico Mine Ride on a contract basis for Knott. Hurlbut agreed to build and maintain the ride, paying Knott a portion of the ride's proceeds. It required a year of design and construction, all of which cost about \$1.5 million. As work continued and Hurlbut needed more money, he sold

part of his ranch outside of Whittier, his Cadillac and his home to finance construction.

"One day," Hurlbut recalled in an interview earlier this year, "Knott came over and said, 'Bud, are you sure you know what you're doing?' I told him, 'Yeah, sure.' I never lied to him again."

He knew what he was doing. The ride was an instant hit when it opened in 1960.

Hurlbut, Marion Knott, said, "lived the true life of an entrepreneur. That's why he and dad got along so well."

Hurlbut's work made an impression on the industry. Walt Disney frequently came to watch Hurlbut's work on the Calico Mine Ride.

Bud Hurlbut was the first to create themed rides, Marion Knott said, ideas that later were imitated elsewhere.

A cost of \$3 million, the Timber Mountain Log Ride was opened by John Wayne and his son, John Ethan, who took the first ride down the flume as part of the opening ceremonies July 11, 1969.

Since opening day, Timber Mountain Log Ride, located in Ghost Town, has been one of the most popular rides at Knott's.

"Both of the rides he did were just as viable today as when he built them. There isn't a log ride at any other park that compares to the log ride at the Farm."

Even after selling off his amusement interests at Knott's and Castle Park, Hurlbut never left the amusement industry, as he continued to work at his Buena Park-based Hurlbut Amusement Company where they continued to build minia-

ture trains for the amusement industry. Longtime friend Harry Suker told *Amusement Today* by phone the company will remain open for much of the coming year to complete all current train orders. It's the right thing to do and what

Bud would have wanted."

Hurlbut's wife of 63 years, Lucille, passed away in May of 2004. They had no children.

Services were held on Jan. 10, at Rose Hills Memorial Park in Whittier, Calif.

Industry remembers Bud Hurlbut

"We were deeply saddened to hear of the passing of Bud Hurlbut, one of the pioneers of Knott's Berry Farm, on January 5th at the age of 92.

"There would not be a Knott's Berry Farm theme park today if it were not for the talent, determination and creativity of Bud Hurlbut. Bud designed and built what is known today as the heart of the park, Knott's very first major attraction the Calico Mine Ride, and what continues to be one of the most popular rides in the park, the Timber Mountain Log Ride. Bud also designed an exact replica of the Liberty Bell for Knott's Independence Hall. Bud was not only a close friend of Walter Knott, but a friend of the entire Knott family. He will be truly missed by those who worked with him here at Knott's and we will be forever grateful for the attractions that he created. His legacy will live on and generations to come will know of his talent."

—Marty Keithley, General Manager, Knott's Berry Farm

"It is sad to hear of Bud Hurlbut's passing as he was a fine man in every way and truly one of the giants of our industry.

"I don't know when I first met Bud but it was many years ago. He was always happy and I never heard him say a bad thing about anyone. In later years he would always stop by our Arrow booth at the trade show. He always had a story to tell and he was one great story teller. One of the things I remember about Bud is that he always told these stories (some of them were of the off color variety) in a very loud voice that could be heard by every one in the same room.

"He was truly a hands on guy who liked to build things and he could always be found in his shop across the road from Knott's. Whenever I would go to Knott's I made it a point to go over to his shop to chat which was always a worthwhile thing to do. I remember that he had an old carousel in the yard that he was planning to rebuild someday...I wonder if he ever did?"

"There are not many of Bud's kind left in our industry to help us remember what was."

—Ron Toomer, retired from Arrow Development Corp.

"I had the pleasure of spending a lot of quality time with Bud and became good friends with him, although I haven't seen him in 10 years or so. He was a designer, inventor, builder of many things that others could only dream of. He made me think of O.D. Hopkins every time I talked with him. I sold him a Log Flume for his Castle Park in Riverside, Calif.

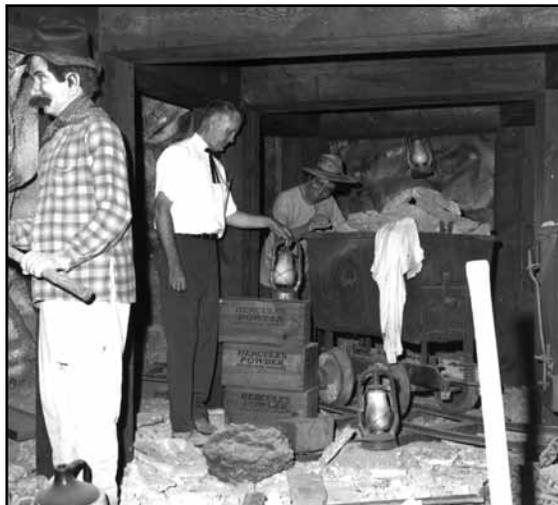
"Bud was a story teller and I had the privilege of touring the Knott's Log Flume and Calico Mine Train with him on several occasions. He spent all day once telling me how he had designed and built the Log Flume and Mine Train.

"He had made a deal with Walter Knott where he got paid so much a head for everyone that entered Knott's Berry Farm. The deal which probably seemed like a good deal to Mr. Knott at the time, paid Bud a bunch of money in the long run. He had mortgaged practically everything he had to build the rides, but as others have said the rides are without a doubt the most famous rides in our industry. Unfortunately, there aren't any more like Bud Hurlbut that I know of. He will be missed. May God rest his soul.

—Jerry Pendleton, former President of O.D. Hopkins

"Bud was a true pioneer in our industry. He was way ahead of his time in everything he did. He was also a great engineer with exceptional intelligence. His work was nothing short of perfection."

—Jack Falfas, former Cedar Fair executive



PHOTOS COURTESY KNOTT'S BERRY FARM

Above left, In 1960, Bud Hurlbut is seen inspecting a scene inside the Calico Mine Ride. Above right, Walter Knott, waving his hat and Bud Hurlbut, seated in back, take a ride on the Timber Mountain Log Ride. Designed by Hurlbut, both rides remain icons at Knott's Berry Farm today.



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ABC Rides details current projects, corporate changes

Along with a number of water-based attractions ABC Rides is supplying for both Legoland Malaysia and Legoland Florida, the company is also providing a Freefall Tower for the Blackpool Tower Dungeon. In addition, two German parks turned to ABC for their latest attractions: a Dynamic Swing Glider for Potts Park and a Multi-Motion Tower for Taunus Wunderland.

In an effort to offer lower priced equipment during the current economic downturn, ABC is introducing its new ABC Smart Rides product line. ABC feels that this new offering will cater not only to the smaller parks, but also help fill in the 'gaps' at some of the larger facilities. Some of ABC's Smart Rides include Monkey Tree (junior drop tower); AirRace (tubing ride); and the Pedalo Helicopter (swing ride).

Peter Ziegler (formerly of Bear Rides) has joined the sales force of ABC Rides Switzerland. As director of sales, he will be involved in international transactions as well as technical project sales support.

Though ABC is now a limited (Ltd) company and is using the new legal name of 'ABC Engineering AG' they will continue to conduct business under ABC Rides Switzerland.

•www.abc-rides.com.

Mack water coaster planned for Djurs Sommerland

Andrew Mellor
Amusement Today

A new water coaster from Mack Rides is set to open at Djurs Sommerland in Denmark for the 2011 season.

Representing the park's largest investment in its history at approximately €7.5 million (U.S. \$10 million), the ride will be located in the relatively new pirate themed area which currently features a number of other rides and attractions. Among these are the "Piraten" Mega-Lite coaster from Intamin, a Kontiki ride from Zierer and a mini Log Flume and Tilt Tower from ABC Rides.

The new Mack ride will bring yet more family fun to the venue and is being built on an unused area within the park. It will be a total of 455 meters (1,493 feet) in length and will have a maximum height of 28 meters (92 feet),



RENDERING COURTESY DJURS SOMMERLAND

Djurs Sommerland is aiming to attract guests from further afield in 2011 with its thrilling new water coaster from Mack Rides.

representing the highest such ride Mack has ever built. It will utilize six, eight-seater boats with individual lap bars and the maximum speed will be approximately 72 kph (45

mph). The total ride cycle time is around 178 seconds and the theoretical capacity of the attraction is 970 riders per hour.

"We chose the Mack coaster because we think it is the

ultimate water ride, combining high speed roller coaster elements, including a 22 meter (72 foot) finale drop into the water, and a water ride," explained park Managing Director Henrik Nielsen. "The ride is very impressive and interesting to look at and it appeals to most of the family, which is very important for us.

"A part of the strategy behind building this big ride is that we want Djurs Sommerland to have more national appeal and be able to draw guests from a larger catchment area. We hereby also indicate that we expect growth in the number of visitors. The ride is scheduled to open on May 7."

Djurs Sommerland currently attracts more than 575,000 visitors per year in just over 100 days of operation, an increase of almost 50 percent since the year 2000.



PHOTOS COURTESY DJURS SOMMERLAND

The Mack-built water coaster is taking shape at Djurs Sommerland. When it is completed, it will stand 28 meters tall, making it the tallest ride of its kind Mack has ever built.



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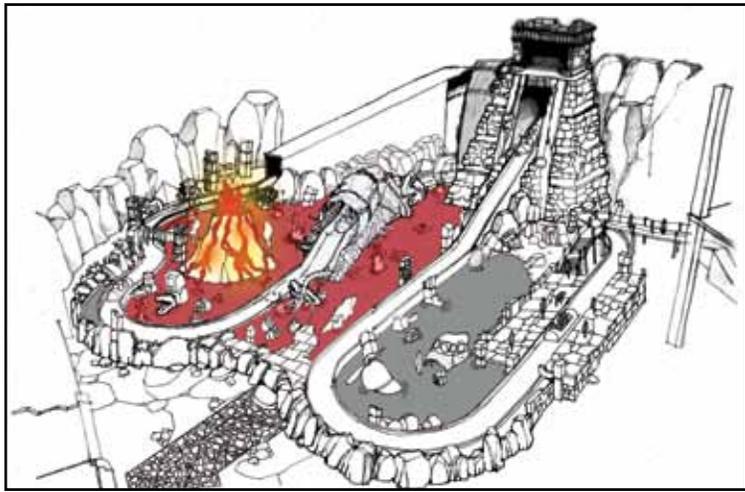


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Interlink to deliver indoor dual-lift Super Flume to Indonesia



RENDERING COURTESY INTERLINK

Interlink will supply a dual-lift Super Flume for an indoor leisure project in Bandung, Indonesia. Slated to open in 2011, the Aztec-themed ride will utilize Zodiac-style boats and feature a large volcano, rock work and other related décor.

Officials at the France/U.K.-based water ride specialist Interlink has announced it is to supply a dual-lift Super Flume for an indoor leisure project in Bandung, Indonesia for opening in 2011.

The custom-built attraction will feature double-seat, Zodiac-style boats specially designed at the client's request, which will subsequently become available to others on future ride installations.

The Super Flume will feature two lifts and drops — 10 feet and 30 feet-high, respectively. The length of the ride will be approximately 909 feet, with the station section being 39 feet in length. Water speed will be 4.9 feet per second and a total of seven, six-seater boats will be utilized. The ride will be fully themed in an Aztec style, incorporating a large volcano feature, rock work and other related décor and surroundings.

"This will be a very special ride and will add further to our ever-growing portfolio of

world class water ride installations," said Interlink Managing Director John Hudd. "It will be the first time we have used these themed double-seat boats on a flume ride, which will help provide a new type of experience, while the theming and décor throughout the ride will make it a truly stunning attraction.

"We were particularly delighted to win this contract as it has given us the opportunity to do some innovative new elements on a flume ride attraction and I'm sure it will be a great success," added Hudd.

Interlink has supplied water attractions to a wide variety of venues during the past three decades and currently offers a number of rides in its product line. Among these are the aforementioned Super Flume, Log Flume, Rapid River, Water Battle and Spin Boat rides, which allow the company to cater to different customer requirements and a wide range of age groups.

•www.interlink-lg.com.

Toy Story Playland brings new world of fun to Disneyland Paris

Andrew Mellor
Amusement Today

New family-friendly adventures came to Disneyland Paris in 2010 with the opening of Toy Story Playland, the first Toy Story based land in any Disney theme park in the world.

An expansion of Toon Studios, inside Walt Disney Studios Park, the new area features attractions based on some of the most popular characters from the Disney Pixar Toy Story films. Guests enter a land where they feel as though they've been shrunk as they are dwarfed by giant blades of grass and oversized toys in an outdoor play area inspired by the back yard where Toy Story character Andy took his toys to play.

"When you are in this land, nothing is human scale and everything is made of toys," comments Chrissie Allen, Walt Disney Imagineering senior show producer. And to help create the sense that guests have shrunk to the size of toys, Disney Imagineers took advantage of a more than 100 year old forest that edges the play area and tower over Toy Story Playland.

"The landscape naturally reinforces the sense of being immersed in the play world," Allen added.

There are two entrances to Toy Story Playland. At the main entrance is a giant, four

meter tall Buzz Lightyear action figure, while at the other end of the land, monkeys from a giant blue Barrel of Monkeys welcomes guests with letters from a Scrabble game.

Three new attractions were introduced at the opening of Toy Story Playland. The Toy Story Soldiers Parachute Drop is themed on the tiny green army men figures that feature in all three Toy Story movies. The ride simulates their parachuting exploits, with visitors being carried to the top of a 27 meter (88 feet) tower and "parachuted" gently back down to earth. Manufactured by Intamin, the ride is a custom version of parachute drop attractions found at various other parks around the world.

The RC Racer attraction is based on the remote control car that plays a key role at various points in the Toy Story movies and is a Half Pipe roller coaster, again from Intamin. Themed to resemble the Hot Wheels track that RC rides in the films, riders soar backwards and forwards several times on the Half Pipe track.

The Slinky Dog ZigZag ride is again a customized version of a classic Intamin attraction, in this case a Caterpillar-style flat ride, with the theme seeing guests seated in the "springs" of Slinky Dog as he chases his tail around a food bowl.



PHOTOS COURTESY DISNEYLAND PARIS

Above left, a four meter tall Buzz Lightyear greets guests at one of the two entrances to Toy Story Playland. Above, the Disney Pixar Toy Story movies inspired Disneyland Paris' new Toy Story Playland and its attractions. Below, thrill seekers will find an Intamin Half Pipe coaster recreating thrills based on the RC Racer remote controlled car.





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IAA offers Soquet's Galloping Horses ride to U.S. parks

International Amusement Alliance announces the availability of Soquet's unique Galloping Horses attraction for parks in the United States.

"Galloping Horses' is the most popular children's ride in every amusement facility where the ride is installed in Europe," said George Laibe, principal of International Amusement Alliance LLC, representative of Soquet S.A. "We have recently renewed our exclusive representation with Soquet, France's largest ride manufacturer and the manufacturer of this ride.

"The ride is basically a carousel horse on a closed rail track circuit. Horses or a variety of other available animals, travel on a single rail circuit, with a mild and smooth horse galloping action. Two or more rails can be utilized to have a real horse race for added capacity as well as the excitement of a race environment," continued Laibe. "While the minimum recommended length of the rail is about 600 feet for 10 horses, the rail can be designed to any length to accommodate more horses per rail, per circuit. The seats are configured so that an adult can ride with a child, but a child of any age fully enjoys the experience."

•www.iaaamusement.com.

CNL Lifestyle Properties acquires Pacific Park

CNL Lifestyle Properties Inc., a real estate investment trust (REIT), has acquired Pacific Park amusement park from Santa Monica Amusements LLC for \$34 million. The amusement park, located on the historic Santa Monica Pier in southern California, will continue to be operated by Santa Monica Amusements under a net-lease agreement.

Pacific Park is a two-acre amusement park on the Santa Monica pier that offers family-style entertainment with 12 rides, 18 midway games as well as multiple attractions, an oceanfront food plaza, entertainment and specialty shops.

"Pacific Park matches our strategy of owning properties that are located in or near large population centers," said Byron Carlock, president and CEO of CNL Lifestyle Properties. "This is an iconic property in a city with significant character; we are very pleased to have it in our portfolio."



PHOTO COURTESY PACIFIC PARK

CNL Lifestyle Properties Inc. has acquired California's Pacific Park for \$34 million. Located on the historic Santa Monica Pier, the facility will continue to be operated by Santa Monica Amusements under a net-lease agreement.

The park is a unique property located on a nationally known historic pier and attracts more than four million visitors annually. CNL Lifestyle Properties also owns three marinas, three ski resorts, two resort

village properties, one family entertainment center, one waterpark and six golf courses in California. The acquisition of Pacific Park boosts the company's amusement park portfolio to 22 nationally. CNL Lifestyle

Properties owns the ground lease and physical assets of Pacific Park. The park will be leased by tenant Santa Monica Amusements and will continue to be run by CEO and General Manager Mary Ann Powell. Powell has been managing Pacific Park for 13 years and will continue to be responsible for all operations as well as the development and execution of the park's long-term plans.

"We are excited about the partnership with CNL Lifestyle Properties, which allows us to continue to develop the vision of the park," said Powell. "Our goal and objective as the management team is to continue to maintain the park's stellar safety record and continually improve operations while enhancing the guest's experience."

For park visitors, employees and the Santa Monica community, the operations of the park will not be impacted by this transaction.

Lake Compounce adding Zamperla Mega Disk'O

Officials at Connecticut's Lake Compounce have confirmed that the park's historic Rotor will be replaced for the 2011 season with a new Zamperla Mega Disk'O.

The ride is a newer version of Zamperla's Disk'O, and can seat 24 to 40 adults and carry as many as 1,000 people per hour when operating at full capacity. The new ride will be painted blue and orange with highlights of green.

While Mega Disk'O is the factory name for the ride, it will sport the moniker of Rev-O-Lution when it debuts at Lake Compounce.

According to Jerry Brick, the park's general manager, the name was chosen by fans of Lake Compounce, who picked between two names — The-Rev-O-Lution and Spin Cycle. The contest wasn't even close, with 60 to 70 percent of the respondents choosing The Rev-O-Lution.

More than 1,000 votes were cast, and while the contest raged, the park's marketing department designed a logo for each name. Now they're trying to figure out a theme for the ride.

The park has the permits and has already begun work on the foundation for its newest attraction. Located near kiddieland, it is expected to debut in May.

The fate of the Rotor is unclear. It may be refurbished and moved to another park or sold. "Because of its limited capacity, it's unlikely to return to Lake Compounce. Right now it's packed away in trailers," said Brick. "It's well past its time. I just don't see it fitting in our park anymore."

Lake Compounce, the nation's oldest amusement park, opens for its 166th season on May 13.

Construction starts for Knott's new Mondial-built ride

Construction has begun for Knott's Berry Farm's next new attraction, Wind-Seeker. The location will be in the Knott's Fiesta Village area situated between Knott's Carousel and the Jaguar! roller coaster.

"This addition will add another exciting attraction to one of the park's most historic areas, Fiesta Village, which first opened to the public in 1969," said Marty Keithley, Knott's gen-

► See **KNOTT'S**, page 11

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► **KNOTT'S**

Continued from page 10

eral manager. The attraction is scheduled to open sometime between Memorial Day and the 4th of July 2011.

Rising more than 300 feet in the air, WindSeeker will take 64 passengers to new heights as it ascends above the theme park and then swings passengers for a unique ride high above Buena Park.

WindSeeker will be designed and manufactured by Mondial, a company based in the Netherlands that has been creating thrill rides for the amusement park industry since 1987. Mondial is known for their innovative and unique rides and maintains the highest standards in regards to quality and safety. Mondial is represented in North America by Bob Dean, Leisure Labs, LLC.

WindSeeker will feature 32, 2-person gondolas that will ascend to a height of 300 feet. Once it has reached the top of the tower, WindSeeker will spread its metal arms swinging riders for a 60 second flight at a 45 degree angle at a speed of 8 rotations per minute.

"Due to the long airtime, riders will experience a spectacular sense of weightlessness. This, combined with the fact that riders legs will be unrestrained, will create a sense of exhilaration which will enhance the feeling of free flight," said Keithley.

The new location of the WindSeeker is good news for fans of the historic Knott's GyroTower from Intamin. Originally scheduled to be replaced by WindSeeker, the tower with its icon neon-lit 'K' atop the tower will now remain.

Darien Lake Resort announces Android App

New York's Darien Lake Resort has launched a brand new Android application that will give guests another way to be connected to the property. The free application, created by Macroview Labs, gives users instant access to hundreds of pages of interactive maps, ride information, phone directories, dining and shopping information, weather updates, concert information and more.

The new app incorporates both illustrated park maps and satellite GPS maps, to provide users with directions to the resort, show key locations within the resort and even help them remember where they parked their car in the parking lot. Users will also have the ability to view up-to-the-minute information on the latest shows, rides, promotions, weather, nearby attractions and more.

"We were thrilled last summer when the Darien Lake Resort iPhone app launched, and now that Android phones are gaining market share, the Android app is another great resource for our guests to utilize during their visit," said Christopher Thorpe, general manager of Darien Lake Resort. "This innovative and exciting mobile app provides our guests with a fun and easy way to plan their day and enhance their experience at Darien Lake Resort."

Users can download the Android application by using the link below, but note that this link is only accessible by Android powered devices, not standard web browsers: <http://market.android.com/details?id=com.mvl.darienlake>.



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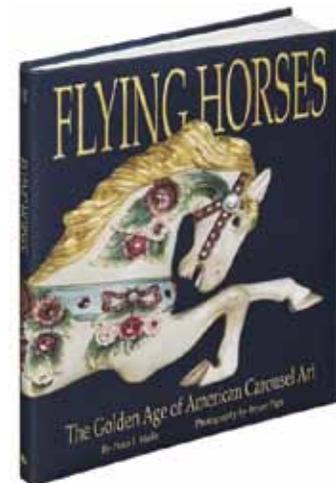
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Roller Coaster Museum recognizes Cliff's
 Gary and Linda Hays from Cliffs Amusement Park joined National Roller Coaster Museum (NRCMA) board members Gary Slade, Jeff Novotny and Pete Owens at the International Amusement Parks and Attractions expo in Orlando. The Hays donated \$25,000 to the NRCMA to aid its ongoing efforts to preserve and protect the history of the amusement industry. The cut glass commemorative plaque was hand made for the Hays to honor their donation and their commitment to the history of family-owned parks and attractions. The NRCMA also just completed converting all of the Cliff's historical park photo prints into a digital format.
 AT PHOTO



National history of American carousels book issued

The New England Carousel Museum and The Connecticut Press have announced the national publication of *Flying Horses: The Golden Age of American Carousel Art, 1870 - 1930* by Peter J. Malia and photographer Bryan Page.

The book, an illustrated history of the American carousel, features more than 250 color and b&w photos and illustrations — many never before seen in print — *Flying Horses* is the first comprehensive, annotated American carousel history ever published. It is also the first ever written by a social historian in close cooperation with carousel specialists and one of America's top studio photographers.

According to award-winning historian and author Peter J. Malia, *Flying Horses* is much more than the story of an amusement park ride. It mirrors the rise of America's ascendance onto the world stage.

"There was a revolution underway in industry, mass entertainment, transportation, the electrification of cities, and, most importantly, the waves of immigrants that included so many incredibly talented carvers coming to America," Malia says. "These artisans initially may have only spoken their native languages, but they allowed their chisels and imaginations to speak the universal language of their art."

For further information on *Flying Horses* contact: <http://www.connecticutpress.com> or email pjmalia@connecticutpress.com. Orders can also be placed through Amazon.com.

Flying Horses: The Golden Age of American Carousel Art, 1870 - 1930 (200 pp., 250-plus color & b&w photos and illustrations, notes, index), ISBN 978-0-9825468-2-6. Limited edition, signed & numbered, \$75.00.

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SFMM's Superman sporting new colors

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Six Flags Magic Mountain is preparing to introduce **Superman: Escape from Krypton**, a re-imagining of its 1997-built Intamin Reverse Freefall Coaster, **Superman The Escape**. Along with new streamlined backward-facing ride vehicles, the 100 mph coaster features a striking new color scheme that was realized by high-flying crews from Baynum Painting, Inc. The Kentucky-based firm executed a new paint job featuring classic Superman colors, with red on the top third of the 415-foot-tall track and blue on the lower portion, plus yellow rails. The revamped coaster is scheduled to re-open March 19.

Aquatic Development Group to acquire Vermont-based Alpine Products

Upstate New York-based Aquatic Development Group, Inc. (ADG) is pleased to announce that it has signed a letter of intent to purchase Vermont-based Alpine Products, LLC manufacturer of the Alpine Supercoaster mountain coaster and the Superslide. With more than four decades of experience in the design and manufacture of engineered recreation and amusement product systems, ADG is proud to add Alpine Products to its portfolio of companies.

Alpine Products is North America's only manufacturer of mountain coasters. "Incorporating innovative and proprietary ride safety systems while providing an exhilarating and exciting guest experience the Alpine Products Supercoaster is an ideal addition to our prod-



uct mix," said Ken Ellis, president and CEO of ADG. "Combining leading edge coaster system technology with the strength and stability of ADG's engineering and manufacturing base makes this acquisition an ideal fit for our company," said Ellis.

"With its long history of consistently delivering aquatics, recreation, and major design/build waterpark projects on time and on budget, we are convinced that becoming a part of the ADG family of companies is key to continuing our successful growth," stated Stig Albertson, founder of Alpine Products.

Alpine Products developed and manufactured the

Alpine Supercoaster, which incorporates many unique safety systems including the patent-pending collision avoidance system. The first Alpine Supercoaster has been installed at Attitash Ski Area and opened in November 2010. Alpine Products also offers their innovative Superslide, which has taken the popular Alpine Slide and reinvented the system by developing the Augie Sled, which incorporates a patented rear wheel speed restrictor. The Augie Sled, along with Alpine Product's Superslide track has provided tremendous improvement in rider safety and enjoyment. Alpine Products is the exclusive agent to the US Ski Industry of the Zip-Flyer zip line system.

- www.aquaticgroup.com
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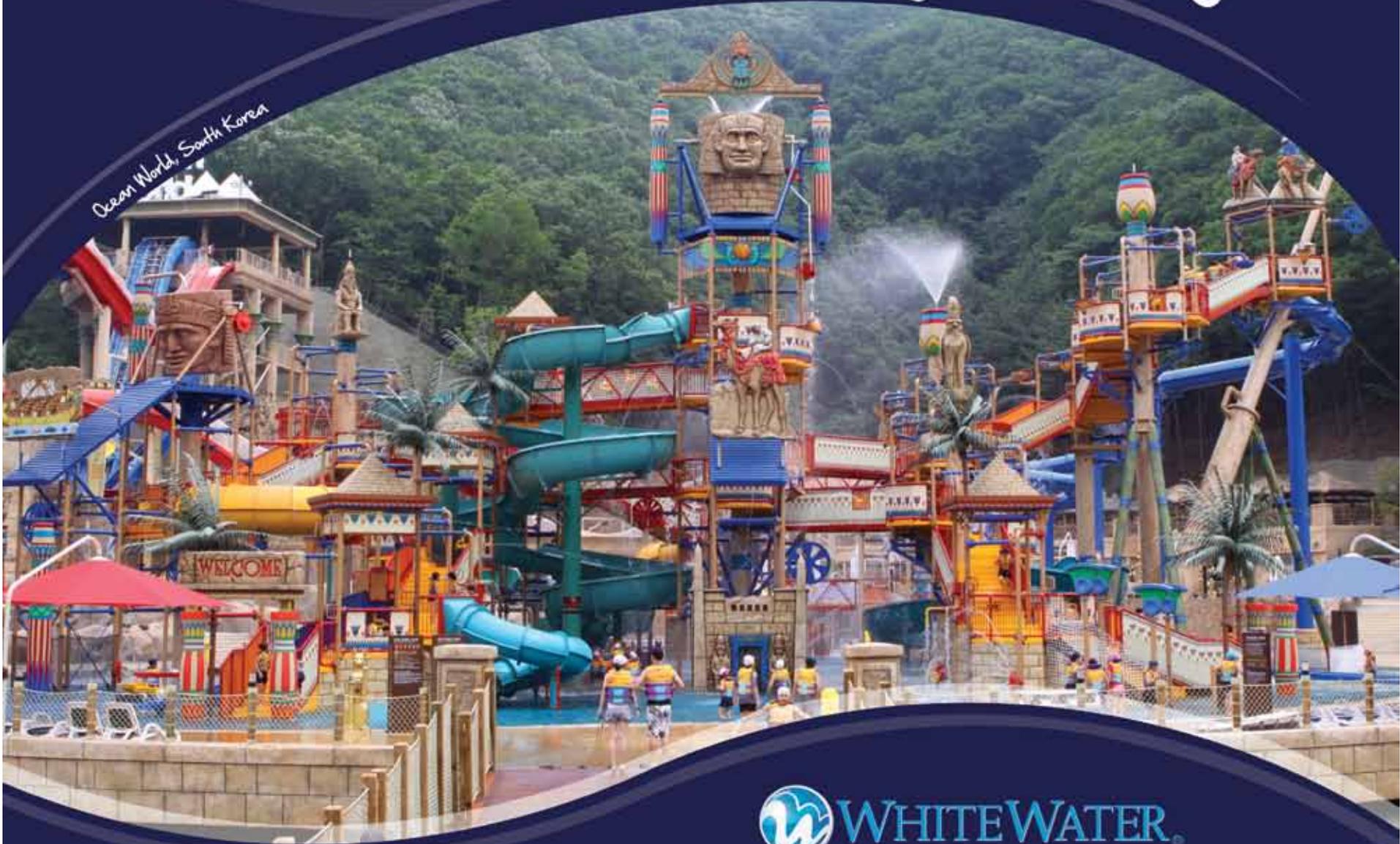


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BRIEFS

Kalahari Sandusky plans \$22 million expansion of resort convention center

Kalahari Resort, Sandusky, Ohio, has announced a \$22 million expansion of its resort convention center, doubling its size.

The expansion will add 120,000 square feet to the convention center, bringing its total size to 215,000 square feet. The work will also include a 38,000-square-foot Grand Ballroom and other new rooms.

Work on the expansion will get underway in March and is expected to be completed this December.

PurePlay expands operations into Seoul, Korea

PurePlay, a provider of waterpark restoration services in North America, has expanded its reach by developing a relationship with Seohee Construction & Apple Tree D&I of Seoul, Republic of Korea.

This relationship will make available the exclusive PurePlay products and services to the Korean waterpark market. The PurePlay approach to park maintenance and repair is unique and has achieved wide acceptance in North America. Pure Play expects these products and services to have a major impact in the Korean market.

Product and service training began in Jan. 2011 with the introduction of PurePark, a comprehensive, three phase approach to operating and maintaining waterparks. Further product and service expansion is scheduled through the first quarter of 2011 to include maintenance and sanitization of dry play parks with the introduction of PurePlay's BioLine.

Additional details can be found at: www.pureplaywaterparks.com.

ADG announces opening of Canada's Maeva Surf FlowRider

Aquatic Development Group, Inc. recently announced the completion and grand opening of a new indoor Double FlowRider at Maeva Surf in Laval, Canada. The new FlowRider will bring unlimited boogie boarding, knee boarding and flow boarding to Maeva Surf's new cutting edge entertainment and retail complex. Aquatic Development Group manufactured and installed the FlowRider at this exciting new venue.

An exciting new concept combining retail and entertainment in one facility, Maeva Surf boasts Canada's first 'stand alone' indoor FlowRider — not attached to a waterpark or hotel — and combines the attraction with 4,000-square-feet of modern retail space and a dedicated food service and viewing area.

"Our vision is to offer our customers an exciting interactive experience, by combining state of the art retail and the FlowRider to provide our customers an exciting new experience beyond traditional shopping," said Patricia Dupuy,

owner of the new Maeva Surf.

The FlowRider portion of the store has its own entrance with modern changing rooms and both elevated and floor-level table seating; allowing guests to take in the action. The flow boarding and boogie boarding draws many spectators, some also likely to shop while they visit Maeva Surf. Patrons watch the action in the same room as the FlowRider, though large windows do provide some viewing from inside the store. The moisture-rich environment is handled by a powerful and sophisticated system that keeps the air fresh and condensation from developing on the windows.

Aquatic Development Group manufactured and installed the FlowRider at Maeva Surf in Laval, Canada. The new FlowRider brings unlimited boogie boarding, knee boarding and flow boarding to Maeva Surf's cutting edge entertainment and retail complex.

PHOTOS COURTESY ADG



Shark Reef Water Park selects SplashTacular as supplier

SplashTacular, a U.S.-based waterslide manufacturer, has been selected to provide Shark Reef Water Park, Kennewick, Wash., with waterslide attractions that incorporate the company's recently announced SplashTacular Enhancements line of products, including the Splash-Challenge, HydroStyling and HydroLighting systems.

Shark Reef Water Park will be a premier seasonal family park complete with year-round indoor dry attractions. Phase one will be designed and built on ten acres. The facility will include car parking that will convert into a drive-in movie theater in the evenings. The project is scheduled to open Memorial Day 2012 and is on schedule for a July 2011 ground breaking.

Successful local business and project owners, Mike Hillman and Dave Schlotthauer, have always been kids at heart and wanted to bring more family-oriented activities to their community. "Many

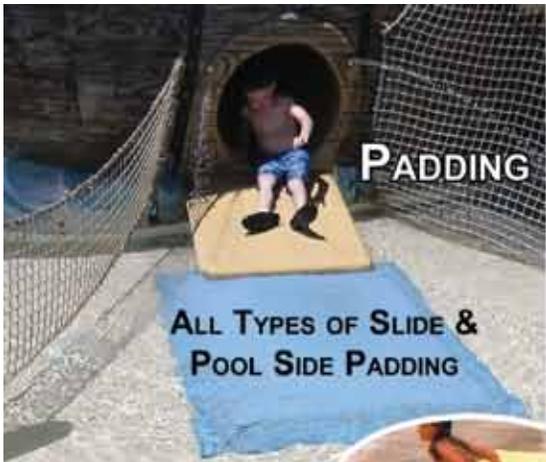
people in other areas of the country have questioned us regarding an outdoor waterpark in Washington State," said Hillman. "What they often don't realize is that we are perfectly located on the desert side of the state with an ideal dry climate that typically enjoys more than 300 days of sunshine a year."

Although Hillman and Schlotthauer are accomplished business executives with experience in startup operations, this is their first project in the entertainment industry. They felt it was critical to team up with industry leaders to ensure that Shark Reef Water Park is put in the best possible position to be a successful endeavor. Due to SplashTacular's impressive and extensive resume of successful projects, they felt confident that SplashTacular signature waterslides and

waterpark attractions would be the best choice to fulfill their waterslide and waterpark attraction needs. Offering quality equipment along with an experienced and innovative staff, SplashTacular has proven to be the right move. In concert with the Shark Reef strategy for success, Water Technology was selected to fulfill all design and engineering aspects of the project. With Water Technology's reputation for innovation and safety, the Shark Reef team has positioned themselves to improve the quality of life for residents of the Tri-Cities region and to become a remarkable community destination.

Using SplashTacular's creative insight, routine water slides are upgraded to include the recent launch of their new SplashTacular Enhancements line of products. SplashChallenge will incorporate a raft ride that allows riders to score points while competing for the fastest time. HydroLighting will enhance both

► See SHARK REEF, page 20



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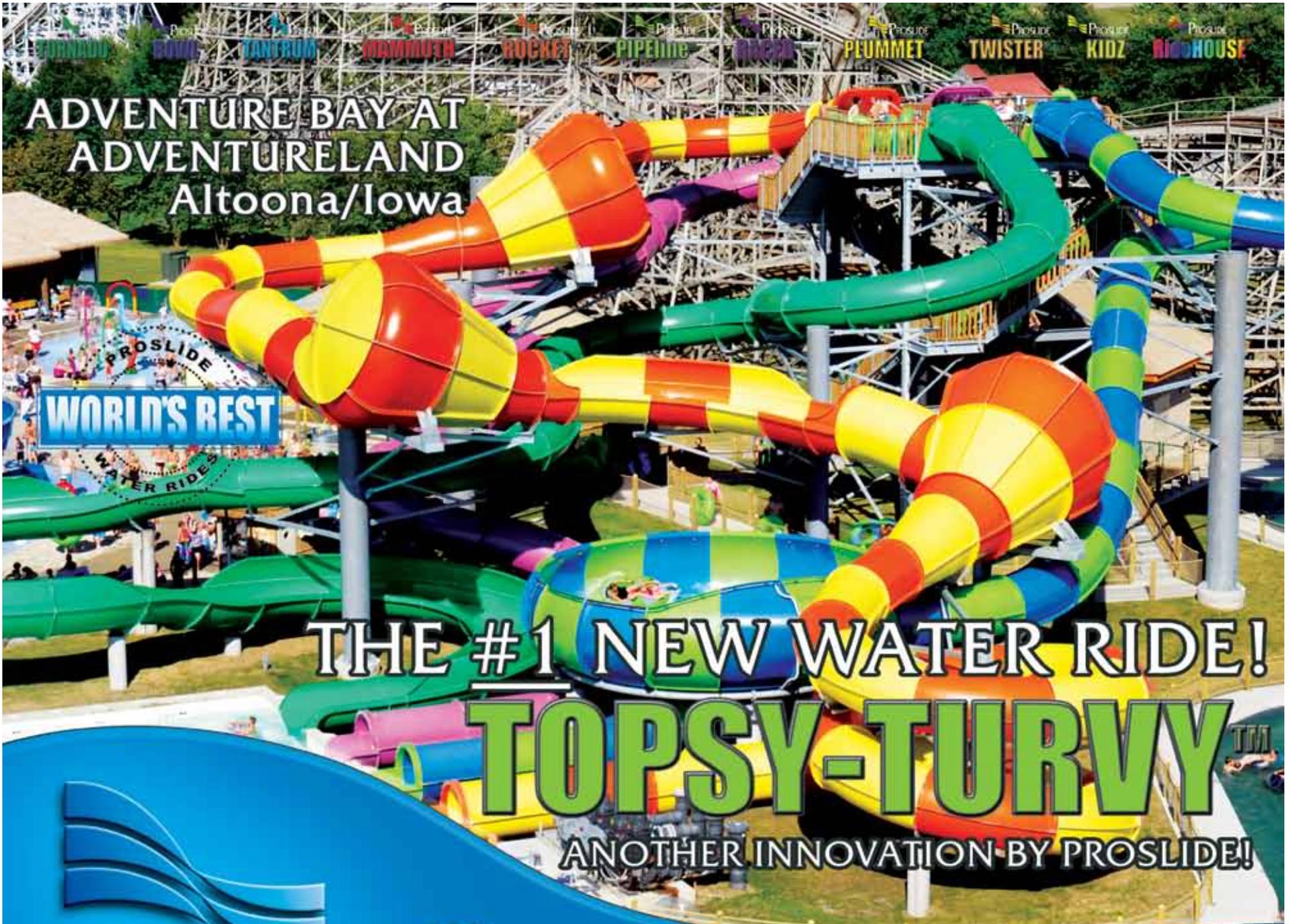


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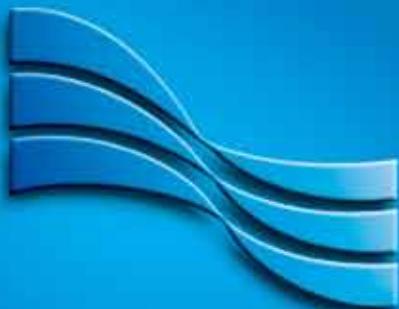




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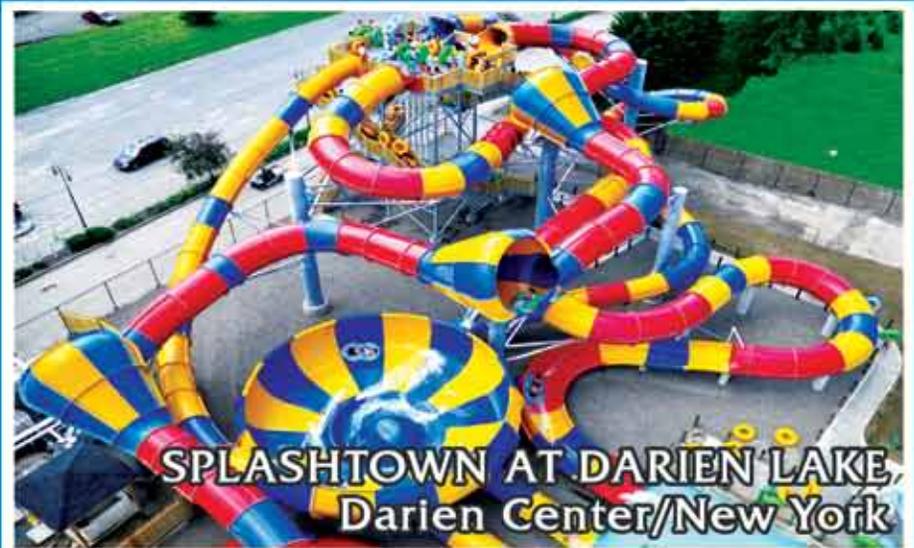


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► SHARK REEF

Continued from page 17
the inside and outside of the enclosed raft waterslide with multiple pre-programmed lighting effects. The addition of the Splashtacular Enhancements will transform the ride into an entertaining show for both riders and spectators.

Initially the project design consisted of strictly a seasonal

waterpark, but after requests from numerous sources, Shark Reef has evolved to include several exhilarating dry features for the community. At the top of the list is a drive-in movie theater. While typically a difficult form of entertainment to self-sustain, the Shark Reef drive-in theater will complement other year-round activities and is expected to add a synergistic effect, generating greater visitor draw to dry attractions. Additional dry features will include indoor bathing cages, indoor black light miniature golf and a high-end arcade.

Waterslide races, evening movies, and more will be offered at Shark Reef. With the full support of Kennewick, an all-star design team working with the innovative minds at Water Technology and Splashtacular, Shark Reef Water Park is sure to be a destination of choice. The countless hours of fun and excitement all start in the summer of 2012.

To learn more about Splashtacular, visit www.splashtacular.com. For more information about the Shark Reef Water Park visit www.sharkreefwaterpark.com.

Ellis & Assoc. reach out with training program

In order to provide life-guard training competency to a wider audience, Jeff Ellis & Associates, based in Ocoee, Florida, is making its International Lifeguard Training Program (ILTP), an exclusive component of its acclaimed ILTP Comprehensive Aquatic Risk Management Program (CARMP), available to non-client aquatic facilities, resorts, training companies, educational institutions and individual lifeguard instructors. Ellis & Associates' goal is to provide objective-based lifeguard training and assure the highest level of safety for all aquatic venues.

Since 1983, Jeff Ellis & Associates has led the aquatic industry in safety, innovation, and training with the successful Comprehensive Aquatic Risk Management Program (CARMP). The ILTP component of CARMP, now available through new ILTP Training Centers, provides lifeguards with the most extensive training program available that meets all client water safety needs. It offers objective-driven

and performance-based training that results in a more confident and competent lifeguard. ILTP lifeguards and facilities currently service over 100 million guests each year and boast the aquatic industry's best safety record.

The decision to make ILTP Training Centers an option for non-client facilities was the result of two major considerations according to Richard A. Carroll, Sr. VP/COO of Jeff Ellis & Associates, Inc. "Number one, by making ILTP available to more lifeguard instructors, facilities and organizations, we know it will increase lifeguard skill and retention levels. And the second reason? Explains Carroll, "our goal is to provide lifeguard training competency and performance to achieve our mission of zero drownings. ILTP delivers that competency and can be a critical first step for facilities that ultimately opt for the expanded services of the Comprehensive Program.

As an authorized ILTP Training Center, aquatic facilities, organizations, and

individuals will be entitled to participate in official ILTP lifeguard instructor training courses, which provide the critical lifeguard training and mandatory licensing necessary for them to then be able to conduct their own authorized ILTP Lifeguard courses and ECSI courses.

The ILTP Client Service on-line site offers access for class registration, course postings, documentation submission, facility templates, operational forms, training videos and ILTP Course Completion Credential management systems. To assure the integrity of the lifeguard training program, and to verify that skills are current and up-to-date, Ellis & Associates requires each ILTP Training Center to participate in an annual ILTP E&A oversight review.

ILTP Training Centers have been piloted for the last two years with great success. More than 25 ILTP Training Centers have been launched and more than 3,000 individual lifeguards have participated in the training.

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CBS Consumer Products renews deal with Ride Entertainment Group

CBS Consumer Products, New York, N.Y., has renewed its brand management partnership with Ride Entertainment Group of Stevensville, Maryland.

From *Survivor* and *The Amazing Race* to *CSI* and *Star Trek*, Ride Entertainment Group works with CBS' renowned brands in developing uniquely themed licensed attractions. "Our company is honored to work with CBS and their highly-valued brands and we look forward to our continued success together," said Ride Entertainment Group CEO Ed Hiller.

Ride Entertainment Group, with offices in Maryland and Salt Lake City, Utah, is a highly-diversified entertainment industry leader comprised of companies in sales and branding, financing and leasing, installation, and service.

More information can be found at: www.rideentertainment.com.

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Orlando's Fun Spot Action Park makes land purchase

Fun Spot Action Park, located just off International Drive in Orlando, Fla. is growing. The 13-year-old, five-acre park has just purchased an adjacent 10 acres to triple its size. Plans are being developed for the expansion of rides, tracks and jobs at the Orlando facility. The new, expanded park will include more tracks, more rides, including some possible water rides, and a smaller version of the SkyCoaster thrill ride located in the company's Kissimmee location. Paint Ball and batting cages have also been suggested but no commitment has been made.

With more than a million visitors to its two parks, Fun Spot is becoming the largest of the second tier attractions in Central Florida. Known for their multi-level go-kart tracks, and value pricing, Fun



PHOTO COURTESY FUN SPOT ACTION PARK

Orlando's Fun Spot Action Park has purchased an adjacent 10 acres of real estate that will triple its size. The expansion will allow the Florida FEC to install more go-kart tracks, more rides and a SkyCoaster swing ride.

Spot holds four U.S. patents on go-kart track design. It is locally-owned and family-owned. For several years, Fun Spot Action Park was named

the 'Best Budget Attraction' by *The Orlando Sentinel* newspaper.

In addition to the five-acre park near Universal Studios,

there is Fun Spot USA, a 10-acre park in Kissimmee near Walt Disney World. Fun Spot USA is expanding with a new Soaring Eagle Ride, birthday/meeting room, and is planning on opening its first roller coaster, a Wild Mouse ride, this March.

Owner and CEO, John Arie Sr. said, "This dream of mine has grown far larger than I ever expected. I was set to retire but I wanted to do this for my family, for the employees, for the community."

John Arie, Jr., the company's COO and television spokesperson said, "Everyone is talking about job creation, well we are doing it. We presently have 200-plus employees. With this expansion we hope to add another 200. For us, this expansion is huge!"

Premier Rides opens new European office

Premier Rides announced on Jan. 4 the establishment of a new European office located in London, England. The office will serve primarily to support the after sales service for Premier's push into the very promising European market, duplicating Premier's worldwide commitment to its customers for 24/7/365 days a year after market service and supply of parts.

Neil Foster, a longtime engineer and associate with Premier Rides will oversee the new European office. His role will be to support Premier's sales efforts and assist in all



Premier Rides, Inc.

technical matters.

Recent highly successful Premier Rides' projects like the Revenge of the Mummy attraction at the new Universal Studios Singapore and the Sky Rocket launch coaster at Parques Reunidos' Kennywood Park, combined with the very attractive exchange rate between the U.S. dollar and the Euro, have resulted in

a significant increase in Premier's European workload. The new office demonstrates Premier Rides' ongoing commitment to the European market.

Jim Seay, president of Premier Rides, commented, "We are presently working on a number of exciting projects in Europe and wanted to ensure our clients have excellent access to our technical team and support on all levels. Premier maintains a very close relationship with our valued customers. Premier Rides is known for its 24/7/365 approach to supporting our cli-

ents through our Premier Rapid Response Network. The opening of our new office will confirm that effort."

Premier Rides is headquartered in Baltimore, Maryland and has additional U.S., Canadian, European, and Asian offices. For more information, please visit www.premier-rides.com or contact the European office direct at:

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S&S issues statement about false China 4th Dimension Coaster

S&S Worldwide, Inc., based in Logan, Utah, repudiates recent news reports out of Dongguan, China, regarding a 4th Dimension roller coaster to be installed in Changzhou, China, this year. It was erroneously reported in the *Dongguan Today* news that a local company in Dongguan is "making" the first 4th Dimension coaster in China.

S&S Worldwide, Inc. is the sole owner of the 4th Dimension Coaster technology (through the company's 2002 acquisition of Arrow Dynamics). Under a contract with Dinosaur Park in Changzhou, China, S&S Worldwide is currently building a 4th Dimension coaster, arguably one of the most technologically advanced coasters on the planet. As is typical with coaster and amusement ride projects, S&S is contractually responsible for all aspects of the 4th Dimension coaster, including design, engineering, fabrication, and installation oversight and supervision. It was falsely reported that the coaster is being built by Guangdong Qiguang Group Co., Ltd.

S&S Worldwide, Inc. uses a large number of subcontractors and suppliers in a project as massive and complex as a 4th Dimension coaster, including Robeta Technologies, Chicago Gear, and Qiguang (who is the vendor responsible for fabrication of the coaster's track, in cooperation with their Canadian partner, DSL). None of these subcontractors and suppliers are responsible for more than supplying certain limited components for the coaster, none of them are responsible for the design and engineering of the coaster, and none of them hold any rights to the intellectual property of the coaster's mechanical design.

"This coaster is so amazing that it is not surprising that a vendor might want to take credit for it in their local news," said Kevin Rohwer, vice president of sales and marketing for S&S. "However, it is important to the integrity of the amusement industry that S&S immediately correct any misconceptions that may have been caused by the false and misleading news report in China."

Larson gains new dimension with Sellner purchase

Pam Sherborne
Amusement Today

By the time this issue of *Amusement Today* comes out, Sellner Manufacturing, Faribault, Minn., will no longer be, but the Sellner name will continue on in Plainview, Texas.

Jeff Novotny, Larson International, purchased the landmark ride manufacturing company, closing the last half of January 2011.

Novotny acquired everything from the Minnesota factory except the building — all plans, all molds, computers, office furniture, equipment, machines, etc. He declined to disclose the purchase amount, saying he felt that was personal.

He worked throughout January, moving his acquisition to Plainview. He expected to load between 25 to 30 semis.

"We are very excited about this," Novotny said. "It gives us wonderful opportunities."

Novotny also acquired the Sellner name and plans to keep the name on the Sellner products "out of respect for the long history of this company and the family and out of industry recognition of the Sellner product. I intend to keep the Sellner name."

This is a door of opportunity that has opened for Novotny. But, one had to close to allow him this opportunity. That door, unfortunately, closed for the Sellner family who had been building rides since 1923. But, according to reports, the company had been dealing with financial difficulties for several years.

Novotny didn't approach the Sellner family. Instead a State Bank of Faribault management representative approached him. He spent New Year's eve signing a letter of intent.

Erin Sellner, president of the company, penned a column for the local *Faribault Daily News*. It ran Jan. 7 online.

In that column, Sellner wrote: "Historically, 80 percent of Sellner's new ride business came from traveling carnivals. The national recession, years of extreme weather conditions, third-

and fourth-generation family ownership issues, fuel costs and increased and costly regulations have forced some of Sellner's customers out of the business entirely; others have had to merge into corporate-owned carnivals. This merging combines ride inventory assets and decreased sales for Sellner."

The State Bank of Faribault foreclosed on the property, the column continues, and called all the business loans secured by equipment, inventory and trademarks — every asset of Sellner Manufacturing Company — in 2007.

Outside investors were sought, but nothing came to fruition. Yet, the company was allowed to continue to operate, employing local community persons and buying locally produced products.



But, when all personal resources were exhausted, the bank stepped up efforts to sell, finding Larson International.

Novotny said he actually did consider keeping the factory in Minnesota, but "at the end of the day, it just wasn't feasible." And, unfortunately, Novotny said "no one from the Minnesota plant seemed to be jumping up and down to move to Plainview."

Sellner Manufacturing Company was founded by Herbert Sellner 88 years ago. The elder Sellner's love of woodworking led to the invention of several rides. His first ride was the Sellner Water-Toboggan Slide in 1923. The Water-Toboggan Slide was an enormous wooden slide that was suspended over water. Riders climbed to the top of the slide, with their toboggan-like sleds, zoomed down the slide and glided up to 100 feet across the water. The water slides were installed at beaches around the world.

In 1926, Herbert Sellner invented an amusement ride

to be used at carnivals. He developed a wooden platform that dipped and whirled nine wooden passenger cars. The ride was powered by a four-cylinder gasoline engine. He called the ride the Tilt-A-Whirl.

The Tilt-A-Whirl was an instant success. Tilt-A-Whirls were shipped to hundreds of carnivals and amusement parks throughout the country.

Shortly after inventing the Tilt-A-Whirl, Herbert Sellner formed Sellner Manufacturing Company in Faribault, Minnesota, the birthplace of all his inventions. The business became a family affair with his sons, Walter and Arthur Sellner, taking an active role in the company. Bruce Sellner followed in the father's footsteps, Arthur Sellner, and grandfather, Herbert Sellner, by becoming presi-



dent of the company and even inventing a line of Spin Rides.

In 1987, Bruce Sellner invented the first Spin Ride and called it Spin-the-Apple. Four to six giant apples rotate in a circle while passengers control the spin of their individual apple. Four adults or five children can ride in each apple. Spin-the-Apple was so popular, he introduced three additional Spin Rides with different themes: Berry-Go-Round, Barrel-Of-Fun and Bear Affair. All Spin Rides were designed in both portable and park units as well as single units.

Bruce Sellner served as president until 1995. Following his death, Erin Sellner (Bruce's daughter and Herbert's great granddaughter) served as president until the sell to Novotny. Bruce Sellner's wife, Tovah Sellner, was also still involved.

The Windjammer is another ride produced by Sellner and is made up of six hang gliders that rotate in a circle and can be moved upward or downward by the patron.

"There is a lot of histori-

cal data in that building," Novotny said, of the Minnesota Sellner factory. "There are communications, journals, awards Sellner was rewarded over the years. There is also a large working model of a wooden Tilt. I am donating all of this to the National Roller Coaster Museum. There is a lot of great information and it should be preserved."

Novotny feels the Sellner line will enhance his business and his line of rides, which include such rides as the Fire Ball, Star Dancer, Flying Scooters, Mega Bounce, Super Shot, 22 Meter Loop, and the Kiddie Star Dancer.

"It is not a competing line," he said. "It will broaden our opportunities."

His first line of business will be to begin filling part orders (through Larson's parts division) for existing parks. The second will be to start manufacturing Sellner rides, along with his own.

"It has been an incredible effort," he said.

He plans to exhibit at the International Independent Showmen Association's trade show set for Feb. 8-12, Gibsonton, Fla.

"We'll put up some Larson stuff and some Sellner stuff," he said. "I won't really be there to sell, but to communicate, to help understand what this deal is all about."

Novotny said he knows this has been a very trying time for the Sellner family.

"They have been nothing but gracious," he said. "Everyone there has been."

Novotny has been in the amusement industry since 1988 when he started with Larson as a draftsman "for a whopping \$6.25 an hour." He stayed with the company, moving up in title. He bought the company a little less than five years ago.

As for the Sellner family, it was too early to know what comes next but not too early to know what direction.

"I've worked at Sellner's since was I was 14," said Erin Sellner, the second week of January. "I have thoroughly enjoyed working with amusement parks and traveling carnivals. I would love to find a new job within this industry."

Fresh Look - IAAPA

Tim Baldwin
Amusement Today

Fresh Look is a new monthly feature that spotlights a first time exhibitor at the recent IAAPA trade show. *Amusement Today* sought out new and engaging vendors that may not have caught the eye of everyone at the show. As *AT* continues this new feature throughout the winter and spring, be sure to take note of some new ideas that just might be a good fit for your park.

MistyStix
www.MistyStix.com

What is it?

MistyStix are dry ice swizzle sticks that create a misty fog effect in beverages. By loading MistyStix with dry ice, beverages can become extraordinary as they start to create a fog and will delight guests of all ages with a fun visual experience. MistyStix are the last touch that will increase the allure of the drinks served. Parks or retail vendors can draw in new customers with the addition of this thematic effect with beverages. At IAAPA the product was clearly demonstrated for anyone interested in the new concept. Of note, the addition of dry ice to the drink also helps chill it.

What made Amusement Today take notice?

Ideas immediately came to mind! While it could be the coolest thing to hit a bar, there are several restaurant outlets in parks and facilities that could see a surge in revenue just by adding a theatric touch to drinks. More than ever, it would be an ideal addition to a Halloween event for any park to tie in the seasonal theme with increased revenue.

Amusement Today talked to Victor Yeung of Mistystix about this past November:

How was your first IAAPA experience?

"It was great to see the other exhibitors showcase their products and ideas. When working in your own company, it's easy to develop tunnel vision and to only see your segment of the market. The IAAPA show is such an eye opener to how much breadth there is in the industry."

Did the show meet your expectations?

"I was surprised by the number of international attendees I met at the show, especially since IAAPA already has separate shows overseas. In



MistyStix

addition I wasn't expecting to see children at the show (even though they were with adult supervision). My guess is that the children were being employed as consultants to assess the viability of products."

What does your product bring to the industry?

"MistyStix makes serving drinks an extraordinary experience for guests. Our stix allow dry ice to be safely added to drinks to create a mystical fog effect inside guests' glass. Serving foggy drinks will get the wow-factor that ensures creating memorable experiences."

Did you learn something during the show, or would you have advice to future first-time exhibitors?

"A lesson learned is to persist on asking for a business card or contact info no matter who the person is. I met several employees from one of the major theme parks (Universal Orlando) and they LOVED the product! But they assured me that that they were "just" techies and that the "proper" person from their company, the head of Food and Beverage, would come by and visit. Alas, the head of Food & Beverage never came. And I'm still kicking myself for not getting that "techie's" contact info."

What is your biggest success story from the show?

"Our booth generated a lot of attention and excitement at the show. The interest and curiosity in our product was evident in the foot traffic of attendees and even other exhibitors. However I would say our biggest success story was our product's ability to attract young children and stop them in amazement. Seeing the look of wonder in a child is pretty amazing. I think there is something innately blissful about dry ice and fog that appeals to all of us."

Additional revenue producers popular at the 2010 IAAPA Expo

Pam Sherborne
Amusement Today

The International Association of Amusement Parks and Attractions 2010 Expo was deemed a success by exhibitors showcasing revenue producing products such as games, food, retail merchandise and shows.

Games

Bob's Space Racers, Orlando, Fla., showcased brand new games, including Stinky Feet, a new highly themed water game featuring multiple targets.

Glenda Cook, CEO, Bob's Space Racers, was pleasantly surprised at the number of orders for the new game.

"Everything has been all gloom and doom, but we tried to hold down the price and we sold the product," she said.

The booth of **Gold Medal Products** was busy showcasing a variety of products including a small electric snow cone machine and a unit that makes caramel corn, cheese corn and regular popcorn.

"We have been busy since I got here," said **Dan Kroeger**, president, Gold Medal Products, Cincinnati, Ohio, during the show.

Sureshot Redemption, based in Ontario, Calif., found two of their new products extremely popular at IAAPA and first-time food exhibitor **Fruktsno**, from Ontario, Canada, ran out of bowls for their frozen treats the first day of the show.

Following the show, which was held Nov. 15-19, in Orlando, IAAPA released attendance numbers that certainly proved that optimism within the industry was high. There were 25,000 attendees, and 14,800 buyers from 96 nations around the world. There were 1,140 exhibiting companies with 6,484 buying companies.

"Stinky Feet was extremely successful," Cook said. "And, the thing I liked was that everyone who played the game or watched, laughed. And, that is what I want to see. I want to create a game that makes people do that."

Cook said they sold out of the smaller arcade version of Stinky Feet. The company also brought



AT PHOTOS/PAM SHERBORNE
Kern Jennison, left, and brother Justin Jennison, Jennison Entertainment Technologies, Daytona Beach, Fla., stand in front of their new game Space Bally at the 2010 IAAPA Expo.

with them several new arcade games. They were Strike Zone, which Cook said is a huge hit; Skippy, a tiny tot game; Whac A Mole Pro, a version of the popular Whac A Mole; Tune Town, which looks like another hit; and Hittin Hoops.

Kern Jennison, Jennison Entertainment Technologies, Daytona Beach, Fla., manufacturer of arcade and redemption games, showcased its new arcade game called Space Bally.

"The show has been excellent for us," said Jennison, during the event. "It has been one of the best."

Of the new game, Jennison said: "It is bright and has caught lots of attention. We even had a competitor come by and tell us they liked the game. That really means a lot."

Holly Meidle, a spokesperson for BayTek

► See REVENUE, page 25



Stinky Feet, Bob's Space Racers' brand new game, was certainly a hit at the 2010 IAAPA Expo. CEO Glenda Cook said the company, based in Orlando, Fla., said the company took quite a few orders for the park model and sold out of the smaller arcade model. At the first of January, they were working on a trailer-mounted model to take to the International Independent Showmen Association's trade show set for Feb. 8-12, Gibsonton, Fla.



IAAPA 2010 - ORLANDO

►REVENUE

Continued from page 24

Games, Pulaski, Wis., pointed out the company's new Crank It game that was going to start shipping the week after the IAAPA show.

"Another new one for us is the Bike Rally, which started shipping last August and has done very well," she said. "We started shipping Pull My Finger last month."

The company also redid the Alley Bowlers, updating the looks and features, and creating two games Fireball Fury and Alley Oop. The company also displayed the new Beer Ball.

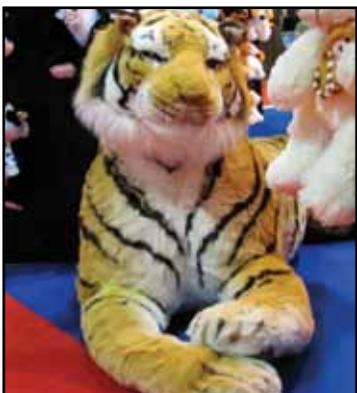
WhirlWhims LLC, Parsippany, N.J., not only showcased its carnival games such as interactive water and race games during the IAAPA show, the company also announced a new agreement during the show and announced a second agreement later in November. The agreements, said **Bill Holsten**, owner and managing member, WhirlWhims, are to "help extend our reach to more customers."

The company announced a marketing alliance in which **Water Wars**, Pequot Lakes, Minn., assumed U.S. sales responsibilities for WhirlWhims water and race games. This agreement added Pitchburst, Downpour Derby, Spin Soaker and Boom Blaster to the Water Wars portfolio.

WhirlWhims also announced that **AAA Inflatables Ltd.** in England has been named exclusive licensee for the Pitchburst and Boom Blaster in the U.K.

Food

From **Perky's Pizza**, Oldsmar, Fla., to **Lil' Orbits**, Minneapolis, Minn., to **Electro Freeze**, East Moline, Ill, **MistyStix**, Ontario, Can., and **The Coca-Cola Company**, Atlanta, as well as



The large plush tiger has been very popular for **Carousel Softoys Caravan Concessions**, Quebec, Can. It continued to be at the 2010 IAAPA Expo.

Mini Melts, Norwich, Conn., and **Dippin' Dots**, Paducah, Ky., food exhibitors were abundant.

Bill Sweet, Perky's Pizza, served 4,576 slices of pizza during the show. With that, he also used up 15 gallons of sauce, 120 pounds of cheese, 20 pounds of pepperoni, and 30 pounds of Italian sausage.

Perky's won IAAPA's Best Exhibit in the category for booths between 100-200 square feet.

Lil' Orbits, a veteran IAAPA exhibitor, kept up with attendees coming by to sample the little donuts.

Glo Cone International LLC, Simi Valley, Calif., was exhibiting its light up cotton candy cone as well as the company's new light up bucket that can hold candy, popcorn and any type of liquid. The buckets were to have been available by this month (February, 2011).

"We have had a lot of interest," said **Gary Lauber**, company owner.

And, first-time food exhibitors, although perhaps not start-up companies, found the optimistic attitude at the show welcoming.

"It's been an amazing show for us," said **Crystal Colwell, Fruksno**. "We thought we had enough bowls, but we ran out of them on the first day and had to go buy some more."

The family-run company was serving up flavored snow that was mechanically shaved off a cylinder of the frozen treat. Flavors included mango, strawberry, chocolate, coconut, passion fruit and tropical.

"We can basically do any flavor," Colwell said.

This was the first IAAPA show for **Snyder's of Hanover**, which was showing its new pretzel ice cream cone.

"We have had a very interesting reaction to this," said spokesperson **Mark Budd**. "It is an interesting taste, combining sweet and salty. This show has been very good for us."

There was also another pretzel company exhibiting for the first time last November. **Peter's Pretzels**, Hollywood, Ala., was introducing its hard twisted pretzel for the amusement industry.

"Our parent company is **Great Western Products LLC** and that company has been in business for 30 years," said the company's **Wayne Hemmerly**. "We introduced Peter's Pretzels about six months ago. This has been a great show for us. We think we will get some business from it."



AT PHOTOS/PAM SHERBORNE
Here is BayTek's new Crank It game that was featured in the company's booth at the 2010 IAAPA Expo. This game was among just several new games on display for the company, based in Pulaski, Wis

Plush and more

Plush merchandisers were very busy, but somewhat frustrated during the IAAPA 2010 Expo.

"We are very busy, but we can't write any orders," said **Sean Magill**, director of sales, **Carousel Softoys Caravan Concessions**, Quebec, Can. "Like most plush manufacturers, we have our product made in China and China is refusing orders because prices haven't been set. Everything is going up, but until we know the end result, we can't quote prices to anyone."

Magill said in early January that the issue had been resolved with the end result of a 30 percent increase for him.

"If we had something that sold for \$2 last year, it will be selling for \$2.25 this year," he said. "There is an increase on everything we order. Some are even feeling more of an increase. We had to fight for some of our prices."

Magill said his company wasn't exhibiting brand new products at the IAAPA show.

"Most of us wait until Gibtown (the International Showmen's Association in Gibsonton, Fla., in February). That way no one has time to copy anybody's stuff by the time the season kicks out."

However, his booth was full of some of the more popular items such as the large tigers, which measures seven feet, 52 inches long.

Kellytoy, Woodbury, N.Y., also had a booth full of plush, but, like Magill, was unable to quote prices. **Andrew Rauch**, vice president amusement division for Kellytoy, said it was making sales difficult.

Companies like **Sureshot**

weren't having trouble quoting prices or showing off new items. The company's **Aaron Graves** showed off the company's new techno boots and techno gloves, both generating a lot of interest.

"These are the two hottest things at IAAPA for us this year," he said. "We are also still having a lot of interest in our picture balloons that we debuted last year."

Thad Burgess, Light Up Toys, Gardena, Calif., also had a good show. They were exhibiting their tried and true light products as well as their new ones, which included light up gloves, spike Mohawk, fiber optic Mohawk and sword.

Lisa Dominique, Sippers by Design, Miami, Fla., showed off her new glassware, which included a variety of hues, as well as her lusterware and beads.

New exhibitor **Paul Russell, Splatback**, Mesa, Ariz., found a lot of interest with the small squishy toys that can be thrown and splat, but then bounce back into shape.

Shows/special effects

When offering product that produce additional revenue to amusement facilities, shows and special effect and/or interactive movies can certainly add to the bottom line. One unique interactive offering comes in the form of **PopNoggins**, which uses interactive video technology to put a patron on video. The company, located in Orlando, Fla., had a busy IAAPA show.

Both **Lightwave International**, with several offices nationwide, and **Salvin Design**, Kingston, N.Y., exhibited water screens at the show.

Lightwave, a production company specializing in laser shows and special effects, showcased a water screen and fog

screen at the show.

Salvin's **Gina Conigliano** said the company's rear projection water screen has been very popular in nightclubs, waterparks, and special events.

Alison Jamele, owner, **MediaMation Inc.**, Torrance, Calif., said she was receiving inquiries for the company's new virtual fountain software.

"We have had it for several years and it is still very popular," she said. "It allows you to program your fountain on your PC."

The company also specializes in motion effects theaters. The company exhibited its newest innovation and that is the X4D EFX Attraction seat. The flexibility of the new seats allows the programmer to simulate the exact movement that is seen on the screen.

Fantastic Fountains, Tampa, Fla., was exhibiting its package system fountains.

"We are showing this smaller system which is pre-packaged and geared really more toward consumer," said spokesperson **Mike Dodd**.

The water fountain system in the booth was six feet square and only 18 inches deep.

"Most of our work is customized, but this pre-packaged system makes it easy for anyone to have a fountain," Dodd said. "It comes with five different programs and we have added LED lights."

Theming and Animatronics Industries, Germany, was featuring its theming capabilities, bringing in a shipwreck theming example. **Christian Angenvoort**, international sales and project manager, said the shipwreck had been very popular.

"The show is excellent for us this year," said Angenvoort, during the show.



Salvin Design, Kingston, N.Y., exhibited its H2O Screen at the 2010 IAAPA Expo. The screen can be used indoors and/or outdoors—in nightclubs, waterparks and for special events.

Riding the Market



This information is believed to be accurate, but is not guaranteed. Returns provided do not include reinvestment or dividends.

Company	Stock Name	Prices 1/13/11	52 weeks	
			High	Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.P.	FUN	\$17.99	\$17.86	\$10.92
MGM Mirage	MGM	\$16.29	\$16.66	\$8.92
Six Flags Ent. Corp.	SIX	\$58.82	\$58.70	\$31.85
CBS Corp.	CBS	\$19.87	\$20.00	\$12.26
Walt Disney Co.	DIS	\$39.26	\$40.00	\$28.71
Great Wolf Resorts, Inc.	WOLF**	\$2.98	\$3.75	\$1.78
Blackstone Group	BX	\$15.70	\$15.49	\$8.93
Village Roadshow	AU:VRL***	\$2.45	\$2.65	\$1.89
NBC Universal	GE	\$18.60	\$19.70	\$13.75

Region (U.S.)	As of 01/10/11	Change from year ago
East Coast	3.364	0.442
Midwest	3.302	0.458
Gulf Coast	3.284	0.438
Rocky Mountain	3.334	0.520
West Coast	3.445	0.474
California	3.516	0.484

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

ON-HIGHWAY DIESEL PRICES



TOP 7 MOST TRADED CURRENCIES

On 01/13/2011 \$1 USD =

0.76806 EURO
0.63883 GBP (British Pound)
83.19532 JPY (Japanese Yen)
0.97252 CHF (Swiss Franc)
1.01110 AUD (Australian Dollar)
0.98807 CAD (Canadian Dollar)

PEOPLE WATCH

Iain Scouller named GM at Grapevine's Merlin attractions

Merlin Entertainments Group, the world's second largest visitor attraction operator, recently relocated **Iain Scouller** from Scotland to serve as the general manager for its two new venues – Legoland Discovery Center Dallas/Fort Worth (opening in April) and Sea Life Grapevine (opening in July) — that will open at Grapevine Mills mall in Grapevine, Texas. Scouller is taking his new position within Merlin after four years of managing Merlin attractions in Scotland including Loch Lomond Sea Life Aquarium, Scottish Sea Life Sanctuary in Oban and the historic horror attractions, the Edinburgh and York Dungeons. In his new role, Scouller will be responsible for all of the operations and daily management functions for both attractions.



Scouller

Prior to joining Merlin in 2007, Scouller worked for Hilton Hotels as a lifeguard right out of college and eventually become general manager of Hilton's Premier Health Club in Glasgow, Scotland. With his experience managing a highly acclaimed health club, Scouller took a position at David Lloyd Health Clubs in Dundee managing a club with 6,500 members.

He began his duties in Grapevine in early December and will move his family, wife Julie and two young children, from Glasgow in early 2011.

Cory Hutchinson named GM at Funtown Splashtown USA

Cory Hutchinson has been named general manager of Funtown Splashtown USA. Kenneth D. Cormier, president and CEO, Funtown Splashtown USA made this announcement on November 1, 2010. Hutchinson previously held the position of general manager of Splashtown USA Water Park for the company.

In this expanded role, Hutchinson will now oversee the day-to-day operations of both parks, and will continue to oversee future development of the water park property.

"As both Funtown USA and Splashtown USA continue to grow, Cory has stepped up and really demonstrated that he is ready for this new challenge," said Cormier. "Over the years, his commitment to safety at the park and the industry has been exemplary. I am confident that in this new role, he will bring even greater contributions to the organization as a whole. I look forward to working more closely with him as the park continues to grow."

Two waterpark assistant managers were promoted at the same time. **William Gagnon** and **Rebecca King**, both long time employees of the waterpark have been named Water Park Operations Managers. Gagnon and King will oversee the operations of Splashtown USA. **Benjamin Santos-Rogers**, who has been in the position of Park Operations Manager since 2008, is now Ride Park Operations Manager, overseeing the operations of Funtown USA.

Karen Staley named IAAPA Europe executive director

The International Association of Amusement Parks and Attractions (IAAPA) announced IAAPA Europe deputy director **Karen Staley** has been named executive director for IAAPA's operations in Europe, effective Jan. 1, 2011. Staley will lead IAAPA's efforts to expand and enhance its programs and services in Europe and will oversee government relations, communications, membership development, education, and the Euro Attractions Show.

"Karen has done an outstanding job for us for many years," said Charlie Bray, president and CEO of IAAPA. "Her proven record of performance, combined with her passion, drive, and vision for our European operations make her the ideal person to continue to grow and develop our member services and programs in Europe."

Staley started at IAAPA in 2004 as manager of marketing and exhibit sales for IAAPA's conference and trade shows in the United States, Europe, and Asia. In 2006, she assumed the role of operations manager for IAAPA Europe and the Euro Attractions Show (EAS). She was promoted to director of operations in 2008 and was named deputy director of IAAPA Europe in 2009.

Staley grew up in Germany and speaks German and English fluently. She also speaks French conversationally. She will reside in Germany, report to IAAPA's president and CEO, and work closely with IAAPA's European advisory committees and subcommittees.

BPAA names Bart Burger VP of business development

The Bowling Proprietors' Association of America (BPAA) announced that it has appointed **K. Bart Burger** to serve as VP of business development.

Burger joins the BPAA after a long and successful career with Brunswick Bowling. Having spent more than 25 years with one of the industry-leading bowling retailers and manufacturers, Bart advanced through the ranks from center-level management, regional trainer, director of operations, both domestically and internationally, to his most recent position of VP of marketing for their 100 bowling centers.

EMAIL PEOPLE NEWS TO: GSLADE@AMUSEMENTTODAY.COM

York's Wild Kingdom owner, Nat Golzbein, dies at 82

With regret and deepest sympathies, the NEAAPA informs the industry of the passing of longtime member Nat Golzbein of York's Wild Kingdom. Golzbein died Dec. 5, 2010 at the age of 81.

Golzbein was the owner of York's Wild Kingdom Zoo and Amusement Park in York Beach and the Old Orchard Beach Pier in York Beach.

Golzbein was born in Brooklyn, N.Y. in 1929. He graduated from Brooklyn Technical Institute and went to work in the gift shop business in Old

Orchard Beach in 1950 after marrying Marilyn Woolf, his lifelong love. Marilyn passed seven years ago after 53 years of marriage.

Golzbein was a life-long Mason and Shriner and was involved as a fund-raiser for several charitable organizations including the Shriner's Burn Hospital. He was a past-president of the Miami Showman's Association where he helped to establish a scholarship award trust which has assisted dozens of students to complete their college educations. He was the recipient of numerous awards for his charitable activities but preferred to avoid personal acclaim by acting anonymously.

Locally, he was a fund-raiser

er for the Old Orchard Beach High School Band Boosters, local scholarship organizations and charities. During his life he employed thousands of local young people and touched many lives.

Golzbein was interred at Vista Memorial Park in Miami, Fla., where he spent his winters since 1951. Golzbein is survived by his brother Albert of Miami, Fla. and spouse Lois; his sister Anita of Boca Raton, Fla. and spouse Dennis; his three children, Roberta Golzbein Sauls and spouse Gene Sauls of Miami, Fla., Paul Golzbein and spouse Karen of Old Orchard Beach, and David Golzbein and spouse Susan also of Miami, Fla. He has seven grandchildren.



Golzbein

Indiana tourism office honors Koch

The Indiana Office of Tourism Development and the Koch family announce the creation of the Will Koch Indiana Tourism Leadership Award.

The new award is named for the late Will Koch, long-time owner and president of Holiday World & Splashin' Safari and chief executive officer of its parent company, Koch Development Corporation. It celebrates and pays tribute to Koch's business and philanthropic achievements, recognizes outstanding

accomplishments in economic and community development through tourism and showcases the important role tourism plays in a diversified economy.

"Will Koch worked tirelessly to make Indiana a wonderful place to live and visit," said Lt. Governor Becky Skillman. "It is fitting to recognize exceptional partners in the tourism business community with an award dedicated to a great man and true leader."

An award will be given an-

nually to a deserving Hoosier who demonstrates the following qualities:

- Strong leadership and an ability to inspire others;
- Entrepreneurial spirit and willingness to invest in Indiana;
- Commitment to tourism and business development in Indiana;
- Dedication to improve Indiana's travel and tourism profile; and
- Distinguished service to community.



MIDWAY

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REVENUE

SUPPLIERS

North Texas gears up to showcase region to the world

Fort Worth Stock Show, Fair Park just two Super Bowl event sites

Pam Sherborne
Amusement Today

The 2010 State Fair of Texas gave patrons a small sample of what was to come when the NFL Super Bowl XLV comes to town.

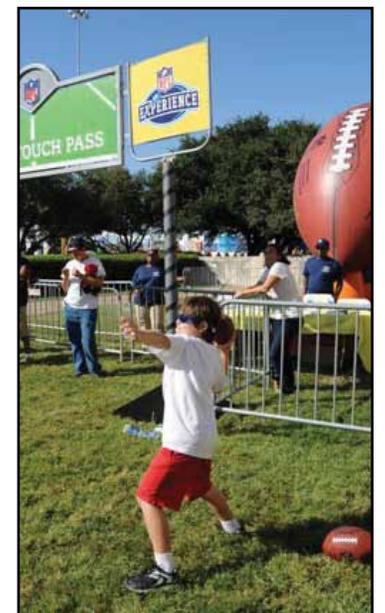
Now that the big game, set for the Cowboy Stadium, Arlington, Feb. 6, is almost upon North Texas, the cities of Arlington, Dallas and Fort Worth are on board to bring great experiences to not only their community but to out-of-towners alike.

From nine days of the largest NFL Experience, the NFL's interactive theme park, to the NFL Charities Super Bowl Celebrity Bowling Classic, NFL sponsored events are abundant.

There also are a variety of locally presented events such as those set for Fair Park that

The 2010 State Fair of Texas, Dallas, gave fairgoers a sampling of what was to come to North Texas during Super Bowl XLV set for the Cowboys Stadium, Feb. 6. The NFL Experience, an interactive theme park, brought a sampling of activities to the fair. The NFL Experience is being held in the Dallas Convention Center for the 2011 Super Bowl.

PHOTOS COURTESY
STATE FAIR OF TEXAS



include the XLV Party being presented by the Friends of Fair Park. There are parties, tailgates — something for everyone.

The Fort Worth Stock Show, Jan. 14-Feb. 5, will be

in full swing leading up to the Super Bowl. Officials there hope to see some of those in town for the big game at their event as well.

Shanna Weaver, publicity manager, said prior to the start

of the Stock Show, that it will go on in traditional fashion, but "there is nothing like the Fort Worth Stock Show to give people a taste of North Texas."

"We did toss around some ideas to present for the Super

Bowl," she said. "But, in the end, we decided we owed it to our patrons to put on the best Stock Show we could. We certainly hope people that come to town will want to come ex-
▶ See SUPER BOWL, page 28

2011 Florida State Fair has something for everyone

The Florida State Fair, Tampa, will run this year Feb. 10-21 and fair officials are bringing new exhibits, rides and promotions to entice the fairgoer.

According to Katie Pendergast, fair public relations and marketing, they are expecting 106 rides on the grounds of the independent midway.

Some new attractions to look forward include the Daytona, manufactured by Fabbri, being brought in by Wood Entertainment Co., San Antonio, Texas and the Remix (Mack Rides), being brought in by

Myer's International Midways, Gibsonton, Fla.,

"Hans, the four-month-old baby seal will be making his fair debut with his mom at the Sea Lion Splash exhibit," Pendergast continued. "Hans is too young to perform, but it will give guests a chance to look at the adorable baby."

A new concert for the fair this year is Corndogs and Country, set for Feb. 11. It will feature Craig Morgan, Joe Nichols, Jake Owen, Sunny Sweeney and Brett Eldredge.

Other musical entertainment includes the Leroy Van



Dyke Country Gold Tour with Jim Ed Brown, Helen Cornelius, Moe Bandy, Joe Stampley, and Bobby Bare.

Circus Hollywood will be on the grounds as well as a variety of grounds entertainment such as racing pigs, petting zoo, strolling entertainment, a rodeo and a high school jazz

festival.

The fair is offering an array of special promotions and discounts. For example, Opening Day Armband will take place on Feb. 10. For that day only, armbands will be \$20 after 3 p.m. There are other special discount days including senior discount day, veterans discount day, and student day.

"Another great savings opportunity is the advanced purchase general admission," Pendergast said. "This will save attendees up to \$4 per adult ticket."

These tickets were to be

available through Feb. 9 online or at local Sweetbay Supermarkets.

This year the fair has been running a "Fan of the Week" contest on Facebook. Fans were able to submit their favorite Florida State Fair photos for a chance to win four free tickets to the fair.

"Fans can also subscribe to our Twitter page and our Corn Blog for the latest fair updates and any contest we may be running," Pendergast said.

—Pam Sherborne

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► SUPER BOWL Continued from page 27

perience the North Texas flavor at the Stock Show."

Weaver said the show did change their gate, however. Instead of running 24 days and closing on a Sunday, which would have the event closing on Super Bowl Sunday, the Stock Show will run 23 days and close on Saturday, Feb. 5.

"We will go out with a big bang," she said.

The State Fair of Texas, which ran Sept. 24-Oct. 17, 2010, had several exhibits to give fairgoers a glimpse inside Super Bowl activities.

State Fair spokesperson Sue Gooding said during the 2010 State Fair of Texas, the North Texas Super bowl XLV Host Committee, a local group that worked to bring the game to the Cowboy Stadium and continued to work to present it locally, presented "A Cen-

tury in the Making."

"Basically, it celebrated 100 years of North Texas football moments," Gooding said. "They held press conferences every day for five days, celebrating 20 moments each day, working up to the top moments."

In addition, the NFL Experience, an interactive Super Bowl experience that the NFL has presented for the last 18 years in Super Bowl host cities, gave a sample of what they planned to bring in January and February 2011. The NFL Experience set up outside the Hall of State during the fair for four days leading up to the annual Texas/Oklahoma football game played in the Cotton Bowl.

"We really wanted to show our fair patrons a small taste of what was to come," Gooding said. "In our daily parades, we had an NFL float and local celebrities, like our mayor, rode on the float. It was

all very cool."

Gooding said the State Fair of Texas isn't hosting any events, but there will be events at Fair Park.

"We basically lease the grounds from Fair Park," said Gooding. "So, even though most of us are involved in events here, the Fair isn't actually involved in hosting any Super Bowl events."

Daniel Huerta, executive general manager, Fair Park, said they are very busy, but it is also very exciting.

"It is a great time to showcase Dallas and the region to the world," Huerta said.

The Friends of Fair Park XLV Party, a ticketed event, will run Feb. 3, 4 & 5, in the Cotton Bowl at Fair Park. The infield of the Cotton Bowl will be under a climate-controlled tent. Expectations are to host between 7,000-8,000 people each night.

Entertainment includes
► See SUPER BOWL, page 31

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Carolina Atm Services Inc.....905-906
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..... Non-Exhibiting Supplier
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Decap Organ Co. InternationalOutside Space
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Gotek Cart Systems Inc. 521
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Rides-4-U, Inc.Outside Space
Rocken Graphics 1107-1108
Seatbelt Solutions Llc..... 1021
Shalom Toy Co., Inc.824-827
Show Me Fabrication, Inc.....Outside Space
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Sippers By Design 701
Sobyco Electric Supply Inc.....Outside Space
Space Craft Mfg., Inc.....Outside Space
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Taylor Freezer Of Albany Inc.Outside Space
Tourist Attractions & Parks Magazine.....Breezeway
Toy Factory, Llc.....922-927
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Vertical Reality.....Outside Space
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Continued from page 28

the Village People, Sublime, Lady Bunny, Rhymin' N Stealin', The Space Rockers, DJ Hector Fonseca, Lance Herbrstrong, DJ Enferno, DJ Martison, and DJ Pullano.

Other Fair Park events include ticketed events: Gene Simmons' Aces & Angles poker tournament, set for Feb. 1 & 2 in the Centennial Building; and three events in the Music Hall: Step Show, Feb. 3; the NFL Super Bowl Gospel Celebration, Feb. 4; and a comedy show, Feb. 5.

Maxim magazine is hosting a private event on Feb. 5. There is a GBK Productions event set for Fair Park's Tower Hall Friday, Saturday, and Sunday. This is a private ticketed event.

The NFL Experience has set up at the Dallas Convention Center and is taking over the entire center, spanning more than 850,000 square-feet. The NFL Experience was set to run Jan. 27-30; then again, Feb. 2-6, said Noah Gold, NFL representative.

This event features activities such as interactive games and sponsor activities, live entertainment, player autograph sessions, NFL Shop, the Vince Lombardi Trophy, and an exclusive Super Bowl rings display.

Fans can test their skills in a variety of football attractions in which they can run, throw, punt, kick and tackle just like the pros. A sampling of interactive areas include "Run to Daylight," where fans can clock their 40-yard dash time, "The Drive," the ultimate resistance training test with the participant struggling to reach the goal line while being restrained by a bungee harness and "Quarterback Challenge,"

where fans show off their parking on moving targets.

This year's NFL Experience also features the largest "NFL Rush Zone" to date, offering games and attractions designed for kids aged 3-10 years old.

Football players representing all NFL teams, except from the two teams playing in the Super Bowl, were to be on hand at some point throughout the Experience to sign autographs.

New this year is the NFL

Network exhibit, said Gold.

"They will be broadcasting live from the NFL Experience," he said. "In addition, those attending will be able to try their hands at broadcasting."

Also new is an exhibit with memorabilia from the NFL Hall of Fame in Canton, Ohio. There will be a live auction of sports memorabilia, which is a first.

"That money will go back into North Texas charities," Gold continued. "We will

have the largest NFL Shop in the history of the Super Bowl."

Average attendance for the past 10 years at the NFL Experience is between 150,000-175,000.

"The first week we are open, we see a lot of the local community," Gold said. "The second week, we see a lot of out-of-towners."

Another official NFL event is the Sixth Annual NFL Charities Super Bowl Celebrity Bowling Classic. It has been extended to two days for the

first time this year. It will be held Feb. 2 and 3, at 300 Dallas in Addison, Texas, and at the Main Event, Fort Worth, respectively.

Six Flags Over Texas, Arlington, although closed for the season, is also getting into the action. That park's parking lots have been leased by the NFL for additional parking spaces. Although the park is located within walking distance to Cowboys Stadium, free shuttle services come with the price of the spaces.

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Showman's League of America Christmas party fun for all

The Showmen's League of America held its annual Christmas 2010 party on Dec. 10 at the Hanson Park Elementary School in Chicago. The annual event, which was started in 1946, is held for hundreds of under-

privileged children in the community to help make their holidays joyful. The children are entertained by live performances and are provided with toys, cotton candy and popcorn. A bevy of volunteers come together the night before to decorate and provide donations. At left, is the entire group of volunteers for the 2010 SLA Christmas Party. Below, helping to prepare for the annual Christmas event are, from left, Graham Putnam, 2010 SLA Hall of Honor recipient and owner of Fun Inc., a Chicago based novelty company; Don Massie III, current SLA President and with Alpine Amusements, Naperville, Ill.; and Joe Burum, SLA Executive Secretary. Bottom photo, Tosca Zoppe performs on the rope for the children at the 2010 SLA Christmas party, while her husband, Jay Walther, holds the rope for her. They are members of Circus Zoppe.

AT PHOTOS/SUE NICHOLS



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New NAME ownership plans no inventory changes

There are no planned changes to the ride inventory this year for North American Midway Entertainment, even after the company announced earlier this year that the company was now under new ownership.

Amber Swedgan, director of communications and media relations, NAME, said in mid-January that the carnival had made considerable recent investments in its current ride portfolio. The new ownership team of Danny Huston and Jeff Blomsness would not change that portfolio.



"However, looking forward," she said, "We plan to continue building and improving the company's ride offerings."

North American Midway Entertainment was formed in 2004 and 2005 with the merging of five carnival companies: Astro Amusements; All Star Amusements owned by Blomsness; Mid America Shows owned by Huston; Conklin Shows, owned by the Conklin family; and Farrow Amusements, owned by Mike Williams.

Huston and Blomsness will serve in co-CEO roles with defined areas of individual responsibilities. Mike Williams, who was the former CEO, has become Senior Advisor.

Huston and Blomsness purchased NAME from the Cypress Group, a New York based private entity firm that has owned the company since its inception.

Swedgan said that the Cypress Group had in the last year "begun winding down its operations."

"In the late 1990s and 2000, the Cypress Group was among one of the largest U.S. private equity firms," she said. "The company has returned to being an owner-operator company."

"The new management team will be making internal adjustments with the continuing goal of improving customer value and service," Swedgan said. "The focus of the new ownership is to continue building and improving on its leadership roles in

customer service."

According to NAME's Web site, the company provides midway attractions to approximately 19 million fairgoers at over 140 events annually in four Canadian provinces and 20 U.S. states. The company owns approximately 250 carnival rides.

—Pam Sherborne

North American Midway Entertainment provided the midway for the 2010 Canadian National Exhibition, Toronto, Ontario, Canada. The 2010 Expo drew 1.3 million visitors.
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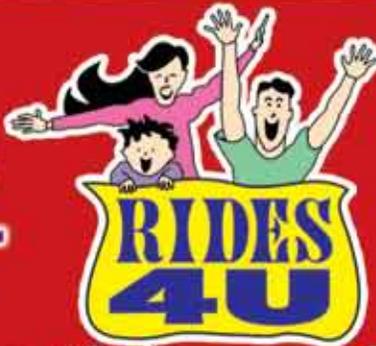
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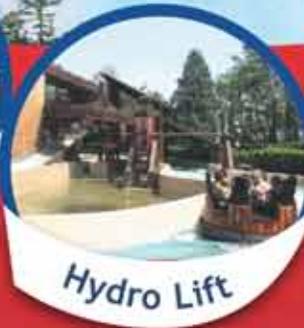
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