

# AMUSEMENT TODAY™

*Celebrating Our 15th Year*

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FEBRUARY 2012

## Gibtown gears up for annual Extravaganza & Trade Show

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

GIBSONTON, Fla. — In mid-January it was still too soon to release anticipated numbers for the International Independent Showmen's Association (IISA) Gibtown Extravaganza and Trade Show, set for Feb. 7-11.

Teresa Rimes said the club has too many last-minute registrants so giving any

numbers early would not be accurate. Last year, the IISA Extravaganza drew almost 12,000 attendees, representing a 12 percent increase over 2010.

Anticipation is high for the 2012 show as the dates draw near. A schedule of events includes the trade show, educational seminars, charity fund raising events, and social meet and greets.

Beau Pugh, the out-going



### ▶ IISF exhibitor listing...Page 5

IISA president, said the association doesn't hold any separate events while the Extravaganza is going on to make sure there is no split in focus.

"We will have a meeting the Friday (Feb. 3) before and then we will have our installation of new officers the Tuesday (Feb. 14) afterwards," Pugh said.

Pugh, in concessions with Reithoffer Shows, Gibsonton, Fla., was installed as the IISA president for the 2011-2012 year. Mark Popovich, current first vice president, will take over Feb. 14 for the 2012-2013 year.

Pugh expects the show to be good and is looking forward to the 2012 season. The economy may not be back up where it was a few years ago, but the biggest thing that affected industry members last year, he feels, was the weather.

"It was really the focal point for most of us," he said. "There were tornados, hurricanes, flooding. We were flooded out of three spots in a row."

As far as the association, he said they have been trying to hold more fundraising events.

"It is tougher than ever be-

fore to raise money," he said.

The association held a Bike Fest last month, which is turning out to be very successful. Pugh said that four-day event draws thousands from along the west coast of Florida.

Extravaganza attendees will have several opportunities to participate in fundraisers during the week. On Monday, Feb. 6, one day before the tradeshow begins, the 4th Annual Big Hearted Jerry Memorial Golf Tournament has been scheduled for Summerfield Golf Course. On Wednesday, Feb. 8, the 8th Jamboree for the Museum Build Fund is set for the club grounds after the tradeshow closes for the day.

Other weekly functions include: the annual Super

Bowl Party and Extravaganza Kick-off, Sunday, Feb. 5, at the club grounds; the IISA Banquet and Ball, Thursday, Feb. 9; and the Showmen's Shrine annual meeting, the Cemetery Association Memorial Service, the Ladies of the IISA and the drawing for the Museum Corp.'s \$10,000 cash ticket, Saturday, Feb. 11.

"A couple of years ago we added educational seminars to the Extravaganza," he said. "They have also been very successful."

Pugh said they have a full schedule of seminars, which are held in the Carousel Pavilion on the club grounds. Topics this year include information on LEDs, safety harnesses, ride set-up, and the

▶ See GIBTOWN, page 4



Len Soled, Rides-4-U, Somerville, N.J., will bring a large assortment of rides to the upcoming IISA Extravaganza, Gibsonton, Fla., Feb. 7-11. One of those rides is this new KMG Speed. Armstrong Amusements, Marble Falls, Texas, will take delivery after the show. COURTESY RIDES-4-U



Mike Gill, president, A.R.M. Rides Inc., Wintersville, Ohio, will be on hand at the IISA Extravaganza, Gibsonton, Fla., set for Feb. 7-11. One of the pieces he plans to bring is the company's newly designed Super Shot, a design which fits the ride onto a 28-foot long trailer. Gill said the ride has the same capacity, looks the same, has the same feel, same vehicles and the same mechanical braking. But, to get it to fit on the 28-foot trailer, they reduced the height a little, moved the tower to the rear of the trailer and redesigned the floor. COURTESY A.R.M.

NEWSPAPER

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# NEWS TALK

OPINIONS

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AT CONTACTS

## BREAKING NEWS

Due to breaking news, Gary Slade's monthly editorial column was pulled to make room for the stories below. His column will return in next month's issue.

### Dollywood, Gaylord to build water/snow park

NASHVILLE, Tenn. — Two of the biggest names in Tennessee tourism are teaming up to bring a major family entertainment zone to Nashville. Gaylord Entertainment and Dollywood Company have entered into a memorandum of understanding for a 50/50 joint venture to develop a 114-acre family entertainment zone adjacent to the Gaylord Opryland Resort & Convention Center. The Dollywood Company will serve as the operating partner. Phase one of the project is a yet unnamed approximately \$50 million water and snow park, the first of its kind in the United States. A late 2012, early 2013 groundbreaking date is expected with the park opening slated for summer of 2014.

The water and snow park will anchor the project which offers room for future expansion. The park will provide a mix of high energy water activities for the summer season and designated snow activities for winter play. Once open, first year attendance is projected at 500,000, a large portion of which will come from out of state, bringing in substantial tourism revenue to Tennessee and Nashville. Dollywood expects to employ 450 full- and part-time employees.

"We are in the early stages of planning and will make certain that any project we pursue is done so under the appropriate economic conditions and provides adequate returns for our shareholders," said Colin V. Reed, chairman and CEO of Gaylord Entertainment. "We are reserving approximately 35 acres for expansion and complimentary regional attractions and we have been working closely with state and city officials to ensure we have the proper infrastructure agreements in place for the project to move forward. We are looking forward to working on the next steps of this project and to it becoming a valuable part of the Nashville tourism community."

•Story was first reported on [amusementtoday.com](http://amusementtoday.com)

### Obama eases visa rules to boost U.S. tourism

ORLANDO, Fla. — President Obama unveiled a new visa elimination plan during a mid-January visit to Walt Disney World (near Orlando, Fla.) in an effort to boost U.S. tourism, thus hopefully creating more jobs.

The president's visit to one of the nation's largest tourist attractions was aimed to promote U.S. tourism from Brazil and China to name just a few. In the first step of his plan, Obama specifically ordered the departments of State and Homeland Security to boost the capacity for issuing visas in China and Brazil by 40 percent in 2012. 1.2 million Brazilians visited the U.S. in 2010, a one-third increase from the year before. More than 801,000 Chinese visited the same year, a 53 percent increase from a year ago.

Newly opened Legoland Florida, located in Winter Haven, is in favor of the new visa rules.

"This development is a major game-changer for Florida. An improved visa process helps us roll out the welcome mat to our friends in Brazil and will result in record numbers of young families visiting Florida. Cost and convenience historically are two of the biggest barriers in travel. By addressing the hassle factor and making the visa process less onerous, we've just substantially improved our chance of attracting additional guests," said Adrian Jones, Legoland's general manager. "As a brand new theme park that caters to young families this is of course very welcome news for Legoland Florida. The fact that we're already seeing large numbers from Latin America combined with the president's announcement is pushing us to seek out more Portuguese- and Spanish-speaking model citizens to better accommodate our guests from across this region."

•Story was first reported on [amusementtoday.com](http://amusementtoday.com)

## CARTOON: Bubba Flint



## EDITORIAL: Scott Rutherford, [srutherford@amusementtoday.com](mailto:srutherford@amusementtoday.com)

### Saving the Coney Island Cyclone



Rutherford

By now, word has spread that someone's tinkering with the Cyclone, and it has polarized certain groups. The so-called purists are outraged that anyone would dare alter the hallowed ride while the other camp recognizes that if the coaster is to survive and thrive, something must be done to save it and make it profitable.

Anyone who truly knows me recognizes that I am a champion of history and preservation, particularly when it comes to roller coasters. Over the years, I've mourned the loss of far too many grand old parks and their resident thrillers. Places like Cascade, Idora, Ocean View, Paragon, Ponchartrain Beach and West View vanished when people stopped caring about such antiquated institutions in favor of more contemporary diversions. In fact, another player is in grave danger *right now*. Rye Playland's days as an amusement park could very well be doomed by those with little regard for industry heritage.

My current focus, however, is on the Cyclone and what's *actually* taking place there. Central Amusement International (CAI) has tirelessly worked to reinvigorate the Coney Island entertainment scene. They should be applauded for their

successes as well as the fact that they've now turned their attention to the Cyclone, which is in desperate need of an intervention.

Though this is the Cyclone's most comprehensive rehab, it's hardly the first. In fact, the ride wasn't open a single season back into 1927 before it required major surgery. Milton Berger, the legendary Coney Island press agent, remembers riding it on opening day and having his teeth chipped due to the abrupt pullout at the base of the first drop. By 1928, that area had been reassessed and altered. Fixes and patches like these over the past eight decades have left the Cyclone with its profile nipped, tucked and out of synch with its designer's original vision.

The Cyclone is a surviving treasure from the Golden Age. It's an antique requiring constant vigilance to operate safely. CAI has entrusted the ride's makeover to Great Coasters International, Inc. These guys are my friends, and I believe they know what they're doing. They are passionate about classic wooden coaster design and their track record speaks for itself. Once the dust settles and the restoration is complete, I firmly believe we will have a Cyclone that will not only be accessible to a wider range of people but one that will be as wickedly entertaining as it was to our ancestors.

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# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Teresa Rimes, International Independent Showmen's Association

Teresa Rimes is one busy lady ... and she wouldn't have it any other way. A member of the International Independent Showmen's Association (based in Florida) for 35 years, Teresa has held the title of Trade Show Secretary for the last 12 years. In her spare time, she enjoys crafting, bowling and working on her tan. Teresa is currently busy preparing for Relay for Life for the American Cancer Society where she will help raise funds for the organization by walking for 24 straight hours. (Good luck, Teresa!).



Teresa Rimes is shown here all smiles at the International Independent Showmen's Association, l to r: Janice Lane, Teresa Rimes and Al Rimes.

**Title**  
Trade Show Secretary.

**Number of years in the industry**  
42 years!

**Best thing about the industry**  
The family of people I have met along the way.

**Favorite amusement ride**  
Tilt-A-Whirl.

**If I wasn't working in the amusement industry, I would be ...**  
A hairdresser.

**Biggest challenge facing our industry**  
The economy.

**The thing I like most about amusement/water park season is ...**  
Fun in the sun (and enhancing my tan!).

**Favorite cartoon character**  
Mickey Mouse.

**The last thing I bought for my home is ...**  
A flat-screen TV.

**The song I know all the lyrics to is ...**  
Islands in the Stream by Kenny Rogers and Dolly Parton.

**The longest I have ever waited in line for anything is ...**  
One hour.

**The coolest television commercial out right now is ...**  
The E-trade baby!



Rimes

**My celebrity crush is ...**  
Patrick Dempsey.

**The last time I ate pizza was ...**  
Last month.

**If I had an extra day in the week, I would spend it ...**  
On the couch watching Lifetime on television.

**Tabloid magazines ... love them or loathe them?**  
Definitely ... loathe them!

**Growing up, my favorite TV show was ...**  
The Beverly Hillbillies.

**The first thing I do when I get to work is ...**  
Turn on the lights, computer and coffee pot.

**Coollest place to look at the stars**  
The beach.

**You are at the mall. Where do we find you?**  
In a shoe store!

**I would love my next vacation to be ...**  
In Key West, Florida.

**The last thing I watched on YouTube was...**  
The evening news.

**All-time favorite sports team**  
Tampa Bay Rays.

**You just won the lottery. Who do you call?**  
My Mom.

**The most fun city I have visited lately is ...**  
St. Augustine, Florida.

## THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1903:** The Atlanta Constitution reported that work was to begin in mid-February on a new Atlanta amusement park. **Ponce de Leon Springs Park** would open that season (June 1) with all the typical amusements, including a \$25,000 Scenic Railway constructed by William Labb. J. G. Rossman leased the property for a term of 10 years, with Will Sharpe as manager of the park. After the park closed in 1920, Sears and Roebuck Co. built a regional headquarters on the site in 1926.

•**1915:** Owners of **Riverview Park** in Detroit, Michigan announced in early February, that the park would reopen for its eighth season with a new name, **Palace Gardens**. It would include the largest attraction ever built in the park, the Trip Thru the Clouds Racing Coaster. The elaborate ride would extend over the Detroit River, and would be built by Josiah Pearce & Sons, then of New Orleans, La.

•**1925:** **Traver Engineering Co.** began construction of the famous Cyclone roller coaster at Revere Beach, Ma. in mid-February, on the site of one of the early L.A. Thompson Scenic Railways. Designed by Frederick Church, the 90-foot high coaster with 'aeroplane dips' would be marketed as the longest coaster in the eastern U.S., with 500 feet of beach frontage. Two years later, Harry Traver would utilize the curved design in creating the infamous Cyclone triplets in 1927. The Cyclone operated until 1969, and was the last roller coaster at Revere Beach.

•**1932:** The **Steeplechase Amusement Pier** on the Boardwalk in Atlantic City, NJ, famed for two generations throughout the U.S., was destroyed by fire February 14 in front of a large crowd of bystanders. Estimated loss at the time was \$500,000.

•**1958:** Considered one of the most important men in amusement park history, **William F. Mangels** passed away on February 12, at the age of 92. Known primarily for the design and production of the galloping carousel, the Tickler and the Whip ride, he was also an author (*The Outdoor Amusement Industry: From earliest times to the present*) and historian. He was instrumental in the formation of the amusement park association (today known as IAAPA) and with Rudyard Uzzell, assembled historical items for a Museum of Recreation in Coney Island, which opened in 1929.

•**1987:** **Boardwalk and Baseball** amusement park in Haines City, Fla. opened on February 14 under new owners Harcourt Brace Jovanovich (HBJ), which also owned **SeaWorld** and **Cypress Gardens**. The park originally opened in 1974 as **Circus World Showcase**. Built by the Ringling Bros. and Barnum & Bailey it was to be the circus' winter headquarters. HBJ sold all of their parks to the Anheuser-Busch Company in 1989 and Busch closed Boardwalk and Baseball shortly after the sale and sold off its assets.

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

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## ►GIBTOWN

Continued from page 1

H-2B Visas for foreign labor.

The tradeshow runs 10 a.m. to 5 p.m. every day for the five days of the event.

Carlo Guglielmi, Ital International, Nashville, Tenn., said, for his company, Gibtown has been a great place to sell used rides since most buyers tend to buy new rides earlier in the off-season so they can be delivered in time for the next season.

Guglielmi said he has been very busy this winter. So much so that even if he wanted to sell some of Bertazzon's new rides, he couldn't. They are sold out for the 2012 season. Ital International represents Bertazzon, as well as Technical Park, in the U.S.

"We can still sell carousels and bumper cars," he said. "Everything else is sold out until the end of the season."

One new ride he can sell is Technical Park's new Loop Fighter. The only Loop Fighter in the U.S. right now belongs to Reithoffer Shows.

"Technical Park has one completed and ready to go right now at the factory," Gug-

lielmi said. "It is not common to have a super spectacular like this ready to go."

Len Soled, Rides-4-U, Somerville, N.J., said he has been going through a great run of sales. And, it seems, he said, other manufacturers are seeing the same thing.

"I am enthusiastic going into Gibtown," Soled said. "Our sales continue to keep moving."

Soled is bringing quite a menagerie to the Gibtown event this year. He is bringing two brand new KMG rides – a Freak Out, which is going to Poor Jack Amusements, Milton, Ind., and a Speed, which is going to Armstrong Amusements, Marble Falls, Texas. He is bringing a new SBF Airshow, which is going to Amusements Spectaculars in Canada, and an SBF Frog Hopper, which will go to New Jersey Valley Amusements, Wayne, N.J. He is bringing a Dog Ride, manufactured by Visa, which has been purchased by Majestic Midways, York, Pa.

"And, I will be debuting SBF's trailer mounted Groovy Bus train," Soled said. "This will be the first time that is shown."

**This is the brand new Loop Fighter by Technical Park. Carlo Guglielmi, Ital International president, said the ride is ready for purchase.**

**Guglielmi represents Bertazzon and Technical Park as well as brokers sales for used rides. He will be on hand at the upcoming IISA Extravaganza, Gibsonton, Fla., Feb. 7-11.**

COURTESY ITAL INTERNATIONAL



Soled will deliver an LED lighting package to Myers International Midways, Gibsonton, Fla., for that carnival's Mulligan wheel. He will also deliver another LED package for a brand new Mulligan wheel that Jim Frederiksen, Frederiksen Industries, Tampa, Fla., will have at the show.

"Jim is now helping to build Mulligan wheels," Soled said.

Maxtron is the name of the company that manufactures Soled's LED packages.

Myers International Mid-

ways will also pick up a Vertigo 200 from Mike Gill, A.R.M. Rides Inc., Wintersville, Ohio. The Vertigo 200 is an 80-foot tall, 16-passenger ride that will fit onto a 28-foot pup trailer.

"I also will be bring a newly designed Super Shot that hasn't been sold," Gill said.

The new design has taken the drop tower off the 53-foot trailer and put it onto a 28-foot trailer.

"This new design gives the same capacity and has the same look and feel," Gill said. "It has the same vehicle and

the same mechanical braking. The only difference is that we have reduced the height a little. It is 70 feet tall."

Besides reducing the height to make it fit the 28-foot trailer, A.R.M. also moved the tower to the back of the trailer and redesigned the trailer floor.

"We are seeing a lot of great response in sales of our products," Gill said. "I think we have a lot of good business ahead of us."

One trend Gill is seeing is that owners seem to be changing their purchase time.

"They are purchasing much earlier in the build season which allows us to do some great scheduling," he said. "We also are seeing a lot of revitalized sales with some of our existing rides, like the Ali Baba. People are finding a lot of value for the purchase price with this ride."

Because of new technology, the Ali Baba is now easier to retheme than ever before, Gill said. With digital printing and vinyl wraps, "this is not a cookie cutter type purchase." The newest theme for the Ali Baba is the Rock Star.

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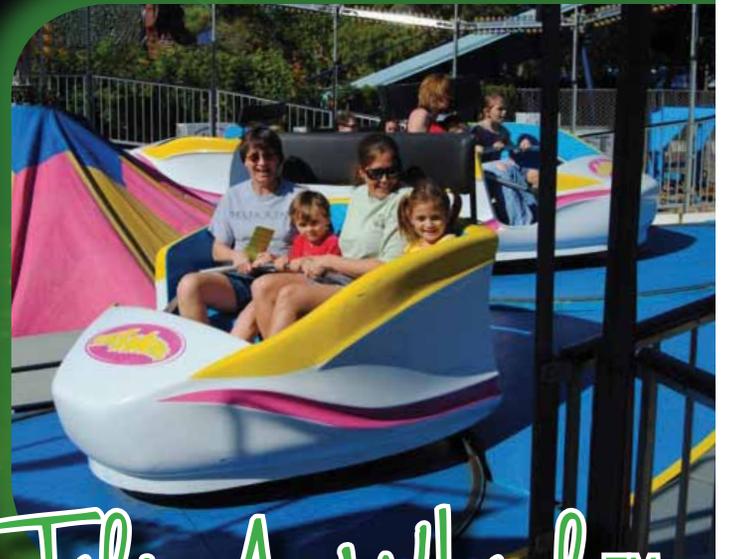
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# INTERNATIONAL

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## BRIEF

### Premier Rides lands India project

BALTIMORE, Md. — Manmohan Shetty, founder of Adlabs Entertainment Ltd., has announced that his company has entered into an agreement with Premier Rides, Inc. to be part of his team that is creating what they feel will be the most advanced theme park in India. The yet-to-be-named park will incorporate the latest technologies and provide patrons with one-of-a-kind thrills. A carefully guarded secret, the park will debut at a location in India that will be announced in the near future. Shetty intends to bring to India a world class theme park unlike anything India has seen before.

Premier Rides will incorporate features that represent the state-of-the-art in theme park ride design, such as its signature magnetic propulsion system. They allow Premier's creative experts the freedom to develop rides that are imaginative and exciting.

Premier Rides will design and fabricate equipment in the United States and export to India using resources through Premier's recently-approved participation in ExportMD, a program administered by the State of Maryland Department of Business and Economic Development (DBED).

## Thrill Mountain adds more thrills to Ocean Park

CHINA — Hong Kong's Ocean Park has opened a new area called Thrill Mountain which adds a host of new rides and attractions to the guest experience.

Located at The Summit, Thrill Mountain features a colorful, upbeat, carnival atmosphere and incorporates six new rides, eight game booths, a retail shop, photo pick up booth, four kiosks and a dining hall.

The rides include the Hair Raiser, Hong Kong's first and only floorless roller coaster. Supplied by Bolliger and Mabillard, it has a track length of 866 meters (2,841 feet) and a maximum height of 41.7 meters (138 feet). It takes riders up to a speed of 88 kph (55 mph) and features two, 28-seater trains.

Additional rides featured are the (Chance Rides Aviator) Whirly Bird, on which riders control their own vintage plane, lifting and dipping it through the operation of a joystick; the Rev Booster, a 20

car Musik Express-style round ride; the Bumper Blasters bumper cars, from I.E. Park, of which there are 24; The Flash, a pendulum thrill ride seating 24 passengers and offering both vertical swing and horizontal spin motion; and the bungee trampoline.

Within the same area is the Challenge Zone, housing eight different game booths including two, four-sided booths offering guests the chance to test their skills in a carnival like environment with accuracy in shooting, throwing, tossing, kicking, aiming etc. The Drop Shop offers 150 new Thrill Mountain merchandise items, all of which are themed after carnivals, the circus and street performers, while food and beverage can be had at the new, 697 square meter (7,500 square foot) Clown Corner outlet. A photo outlet called Slick Picks allows guests to choose their pictures from their Hair Raiser experience.

—Andrew Mellor



Among the new rides within the Thrill Mountain area is the Whirly Bird, an Aviator ride from U.S.-based Chance Rides. COURTESY OCEAN PARK



The new Thrill Mountain area at Ocean Park offers guests a host of new thrill rides and attractions in a colorful setting. COURTESY OCEAN PARK

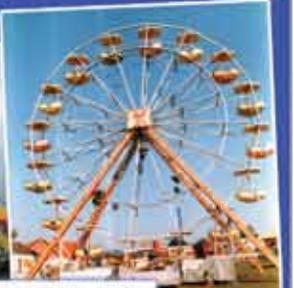


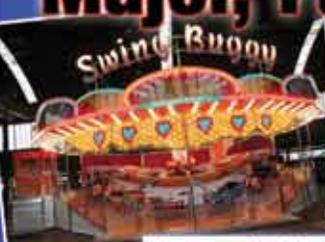
Hair Raiser from B&M is Hong Kong's first and only floorless roller coaster. COURTESY OCEAN PARK



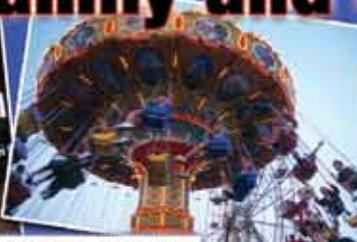
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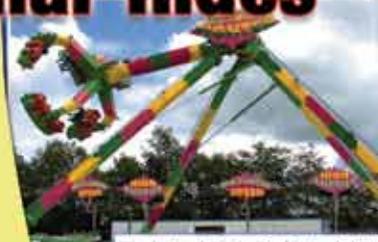




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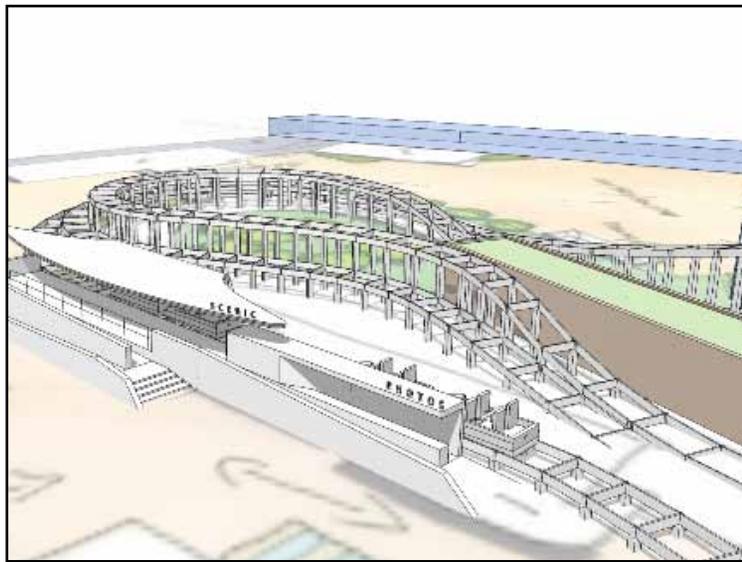
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# U.K.'s Dreamland set to re-open after funding is secured

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

UNITED KINGDOM — The U.K.'s Heritage Lottery Fund (HLF) has confirmed a grant of £3m (U.S. \$4.7 million) towards the Dreamland Margate project, completing all the funding required to reopen the amusement park and secure the future of its listed structures.

The HLF grant is match funding to the Department for Culture, Media and Sport's Sea Change grant of £3.7 million (U.S. \$5.8 million) and Thanet District Council's contribution of a further £3 million. The money will now be used by the Dreamland Trust to restore the Dreamland Margate amusement park which will become a unique visitor attraction for the U.K. — the world's first amusement park of historic rides along with classic side shows, cafés, restaurants, special events, festivals and gardens, as well as a celebration of British seaside and popular

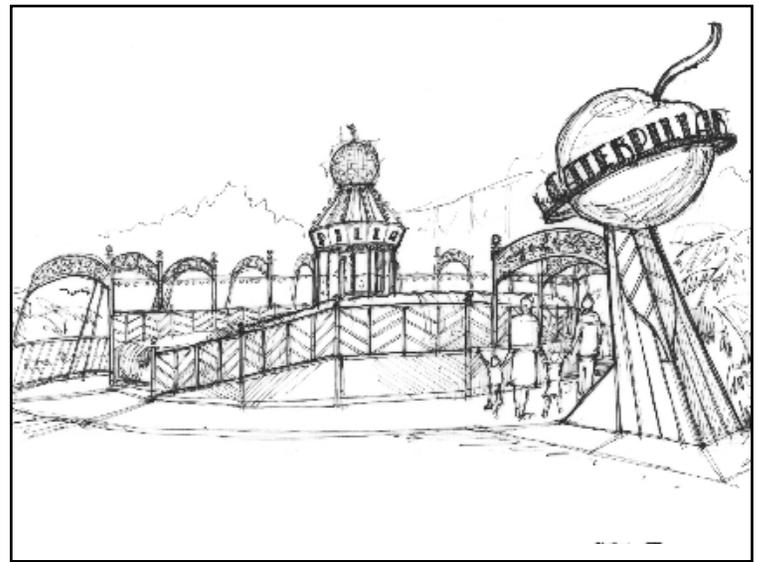


The new Scenic Railway Station as seen in this computer rendering. COURTESY THE DREAMLAND TRUST

culture. The works to the park and cinema building have been divided into five initial stages, with the first stages consolidating the rides and attractions to the northern area of the site. Stage one of the first phase of the project will see the re-establishment of Dreamland as an amusement park including the restoration of the Grade 2 listed

Scenic Railway to full working condition and the construction of a new modernist style Scenic Railway station to replace the original one destroyed by an arson attack in 2008. Other works include the restoration of the menagerie cages and repairs to the Dreamland Cinema, among other things.

A selection of the restored historic rides collection will



This artist's impression gives a look of what the restored Caterpillar will look like. COURTESY THE DREAMLAND TRUST

be installed in the park, along with a mix of replica and hired rides. This approach will allow the Trust to preserve and rotate the collection and bring in new attractions each year to keep the offer fresh.

"The Dreamland Trust is delighted that the HLF has awarded our project a substantial grant," commented Trust Chairman Nick Laister. "This

puts in place all the funding we now need to enable us to reopen Dreamland Margate and at the same time secure the future of its three remarkable listed structures — the Scenic Railway roller coaster, Dreamland Cinema and 'Lord' George Sanger's menagerie cages. These will form the center pieces of the world's first amusement park of thrilling historic rides."

## Interlink introduces new panoramic towers, announces new U.S. log flume for 2012

UNITED KINGDOM — The U.K./France-based water ride specialist Interlink has announced that it is to add a line of second-generation, fixed or transportable panoramic towers to its existing product portfolio along with a new log flume project for a U.S. property in 2012.

Best known as a manufacturer of log flumes, super flumes, river rapids rides, shoot-the-chute and other water-based attractions, Interlink's knowledge also covers various other types of attractions, and the addition of the towers to its own manufacturing base adds more to what the company is able to offer its clients.

The second-generation towers can have either a fixed concrete base or a steel base frame to avoid the need for concrete foundations, thus enabling the structures to be easily dismantled and transported if required. They feature double-story rider capsules that provide the unique opportunity for guests to be seated in the 60-seat top level while also allowing access to a glass-floored 'Skywalk' lower level for those looking to add more excitement to the experience.

"We've enjoyed many years of success with our range of water rides," said Interlink Managing Director John Hudd, "and wanted to add something else to our product range that we knew would be popular but which would also offer operators something slightly different. The panoramic towers we now have available can have either concrete foundations associated with such structures and are fully transportable, so offer a brand new type of tower based attraction which can be installed almost anywhere and moved very easily if required."

"The double level passenger capsule is also unique and offers the chance of a more familiar, seated experience as well as a glass-floored 'Skywalk' for those looking for more of a thrill. It really is an excellent, stand-alone attraction with universal appeal and I'm sure will be a great success."

In addition to the announcement of the new panoramic towers, Interlink has also revealed that it is to commence the installation of a two-lift log flume at a pier in the southern United States for a

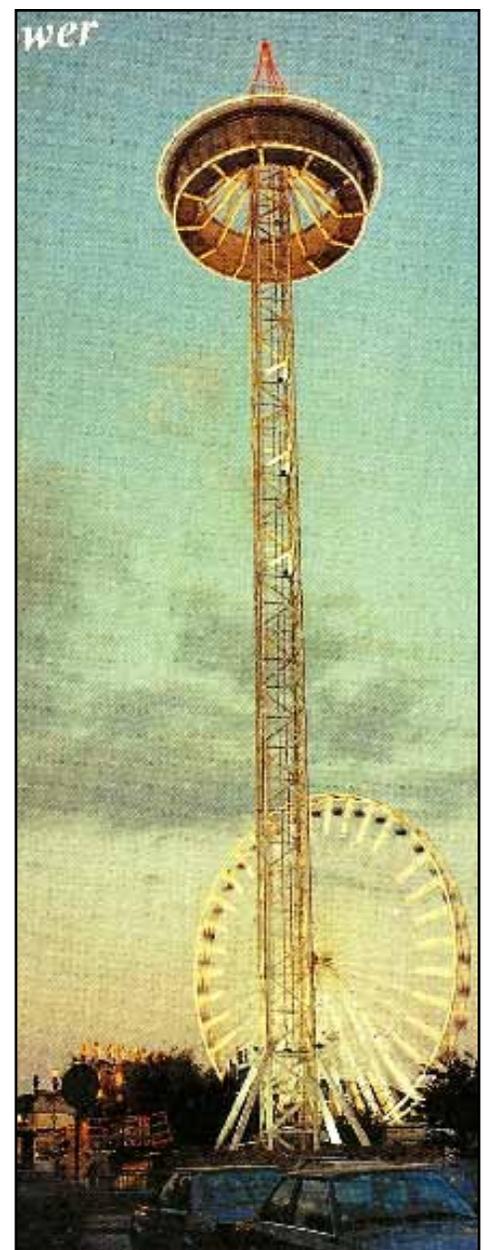
turnkey project that will open in spring 2012. Though it is known that Landry's Restaurants has purchased the flume, the site and further venue details will be revealed at a later date.

This latest project comes after the completion of several installations during 2011 in Europe, Scandinavia and Asia, along with the introduction during the year of a new mini flume ride that was developed for the three-to-eight-year-old age group.

Along with various log flumes and the new mini flume, Interlink's range of water rides includes the rapid river, Water Battle, Spin Boat and kiddy and junior flumes, all of which allow the company to cater to different customer requirements and a wide range of age groups. The new panoramic towers add yet further to the company's growing product range.

**Interlink's new observation towers are equipped with a glass-like floor on the cabin's lower level creating a 'Skywalk' thrill for passengers.**

COURTESY INTERLINK



# Newly formed Dynamic Attractions inks China deal

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

ORLANDO, Fla. — As it often happens, companies will make announcements about selling a ride, signing a project, or making a purchase on IAAPA's trade show floor. But at one booth at the 2011 Expo, it was a two-for-one press conference.

Dynamic Structures, a company that focuses on designing and building complex engineering products, announced on Nov. 15 the formation of a newly formed corporation, Dynamic Attractions. That was followed by a second announcement that Dynamic Attractions had made its first sale — the sale of two flying theater attractions to Daqing Dream City Investment Management Co. Ltd., of China. It is a \$13.3 million project for the new company.

Peter Schnabel, president of Dynamic Attractions, and Harold Hudson, who will work in tandem with Schnabel as vice president technology, were both on hand for the announcement. Both Schnabel and



During the 2011 IAAPA Expo, Dynamic Structures announced the formation of a newly formed company, Dynamic Attractions. And, Dynamic Attractions announced its first sale, two flying theaters to Daqing Dream City Investment Management Co. Ltd. On hand for the announcement are: from left Peter Schnabel, president, Dynamic Attractions; Ryan Kester, project director, Daqing Dream City Investment; Guy Nelson, CEO, Dynamic Attractions; Stefan Oestlunch, CEO for Daqing Dream City Investment; and Harold Hudson, senior vice president of technology, Dynamic Attractions.

AT/SAMMY PICCOLA

Hudson are long-time industry veterans. Schnabel was founder of Premier Rides and

Hudson was a former senior vice president of engineering for Six Flags.

"I want to thank Daqing for placing their confidence in Dynamic Attractions," said Schnabel. "We look forward to bringing this unique experience to China and partnering with Daqing Dream City on this exciting venture."

Dynamic Structures formed Dynamic Attractions to focus on producing and selling attractions, primarily turnkey solutions for flying theaters, dark rides, roller coasters, automatic guided vehicle systems, robotics, and other unique attractions.

Dynamic Structures will continue to focus on the engineering products for international market niches such as the amusement rides, telescopes and complex steel structures. Guy Nelson is the CEO of Dynamic Structures and David Halliday is president.

The two companies are partnering with Daqing Dream City Investment Management Co. to design the entire park that will be located there.

"We are on a very fast track so we will break ground very quickly," Halliday said "Other components include restaurants and themed retail

at the front of the park. Our time table is to open Christmas 2012."

Halliday said it is the two companies' focuses to develop safe and cost-effective rides to the industry.

Dynamic Attractions' flying theaters have the look and feel of a standard movie theater and the wow factor of a simulator. A description from the company's Web site states: "With paralleled experience in the design and manufacture of one of the most innovative theme rides ever created, Dynamic Attractions has evolved to the next generation of large format flight simulators, bundled and integrated with a media based audio-visual system. Positioning guests vertically in a giant spheroidal screen, the Flying Theater provides programmable pitch and heave, creating an unforgettable experience. With surround sound and unobstructed vision, guests are able to feel the sensation of flying into a scene."

"But through ride engineering, we want to give patrons the best experience as well," he said.

# Plan unveiled for new Paramount park in Spain

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

SPAIN — Details of the first Paramount theme park to be built in Europe were revealed recently in Madrid, Spain, when plans for a new project in Alhama de Murcia were announced.

The new park will be part of a major new project which will cover an area of 103 hectares (254 acres) and will also include a major cultural, business and leisure complex known as the LifeStyle Centre.

The budget for the entire project is €1.1 billion (approx. U.S. \$1.5 billion) and it will have a major impact on regional tourism, with more than three million visitors expected annually, comprised of both Spanish and international tourists. The theme park element will cover an area of 550,000 square meters (almost six million square feet) while the state-of-the-art busi-



More than three million annual visitors are expected to go through the gates at the new Paramount park in Spain. COURTESY PREMURSA/PARAMOUNT

ness and leisure complex will spread over 1,030,000 square meters (10.7 million square feet).

The theme park and the LifeStyle Centre will be developed by Proyectos Em-

blemáticos Murcianos S.A. (PREMURSA), which has entered into an exclusive long-term license with Paramount Licensing, Inc., for the development and operation of a theme park in Spain. PREMURSA

partners include Santa Mónica Financial Services S.L., with 80 per cent; Región de Murcia Turística S.A. (REMUTURSA), with 10 per cent; and Instituto de Fomento de la Región de Murcia (INFO), with the re-

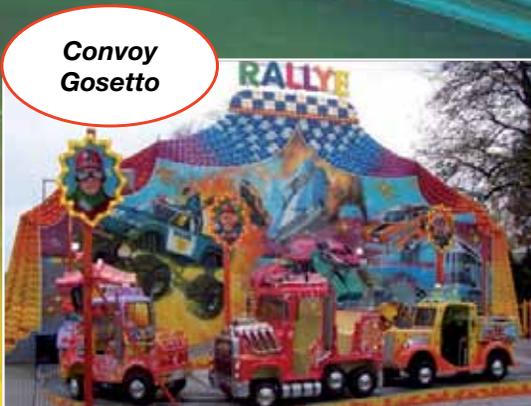
maining 10 percent. While not an investor, Paramount is actively engaged with the developer in the design of the park.

The park will include over 30 attractions in four themed areas, along with the Paramount Promenade, a grand entrance area. The different areas will be Adventure City, which will include scenes from movies such as Mission Impossible; Rango's West, to include Rango 4D, a Raging River Rapids ride and the Spirit of the West Mine Coaster; Woodland Fantasy, a children's area featuring Stardust Wizard's Workshop and an interactive dark ride adventure at the Spiderwick Chronicles; and Plaza Futura, an area dedicated to thrilling and other-worldly science fiction experiences based on Paramount films such as Star Trek.

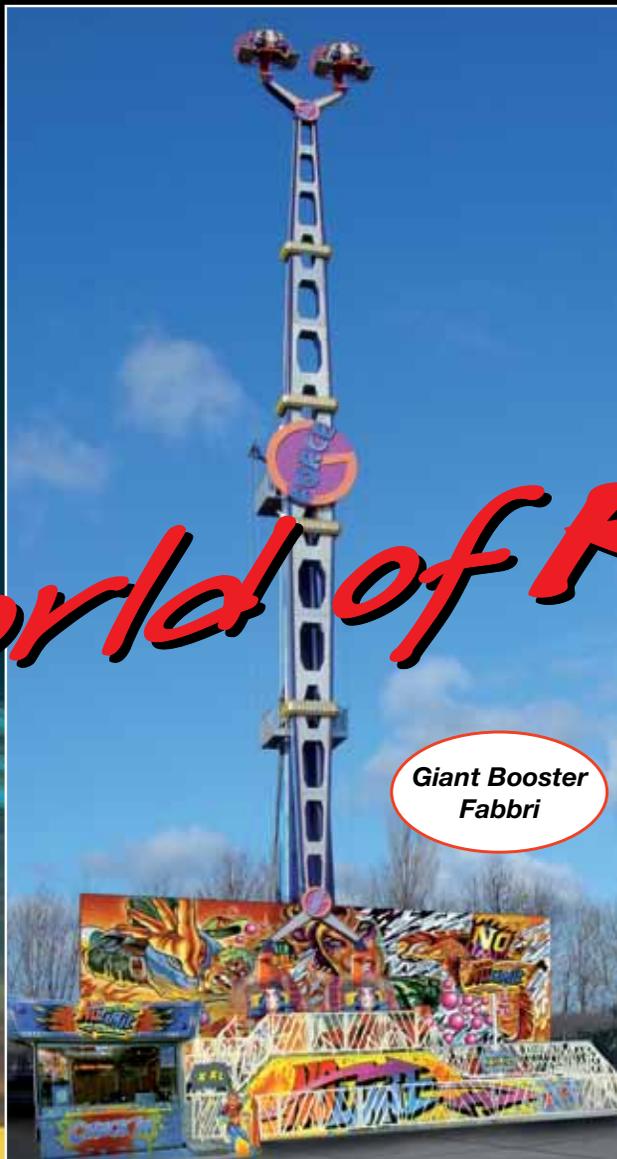
The opening of Parque Paramount Alhama de Murcia is due to take place in 2015, along with the first phase of the LifeStyle Centre.



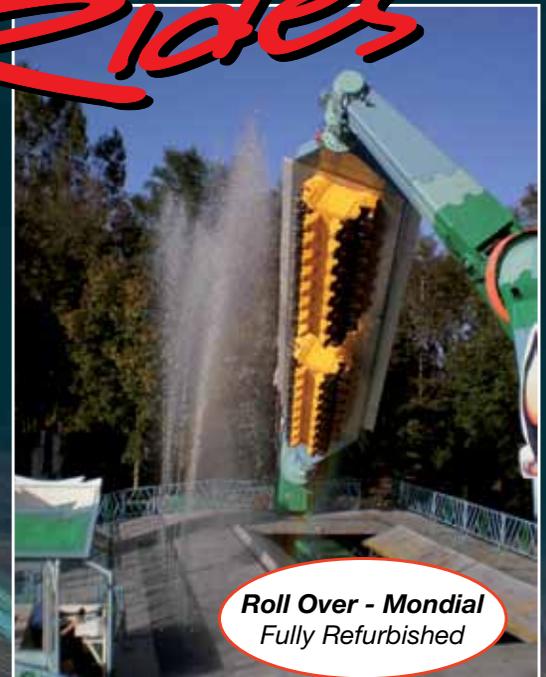
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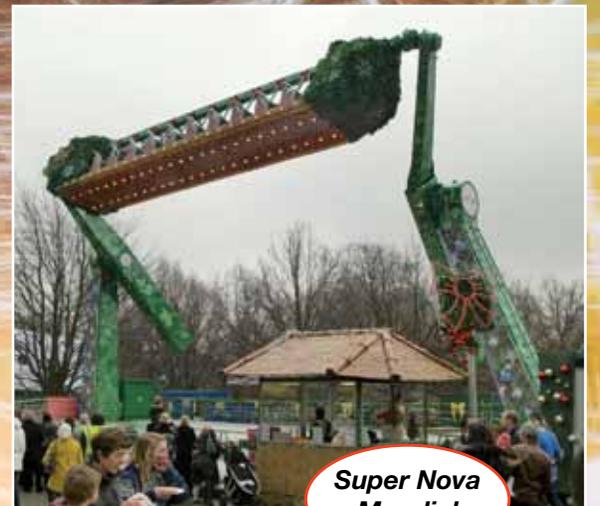
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# PARKS & ATTRACTIONS

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## BRIEF

### Kennywood adding Zamperla Giant Discovery

WEST MIFFLIN, Pa. — Kennywood Park has announced that Black Widow, a Zamperla Giant Discovery 40 swinging pendulum ride, will be the replacement for its Pitt Fall free fall. The 251-foot-tall second-generation Intamin free fall, which operated from 1997 through 2011, has been sold to an unnamed buyer.

"Black Widow will have a combination of height, airtime and thrill factor," said Kennywood General Manager Jerome Gibas. "Kennywood offers a great variety of ride experiences and Black Widow will provide our guests with a new dimension of thrill."

The Black Widow experience starts with 40 riders sitting in outward-facing suspended seats that form a giant circle. With legs dangling freely, each rider is secured with a shoulder restraint. The giant circle begins to swing in a pendulum motion while rotating counterclockwise.

Situated on the spot previously occupied by Pitt Fall, Black Widow will stand 90-feet-tall but will reach a height of 146 feet in full swing with an angle of 120 degrees from the center. The pendulum motion propels riders back and forth at 68 mph. The new ride is slated to open next spring.

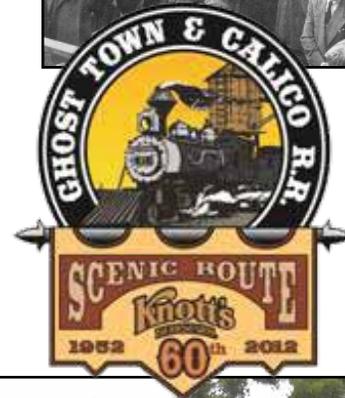
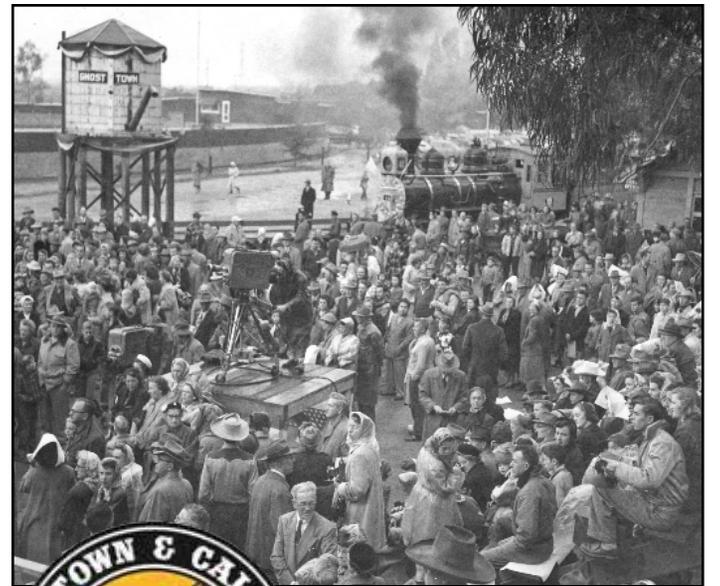
## Knott's celebrates 60th anniversary of Ghost Town and Calico Railroad

BUENA PARK, Calif. — Knott's Berry Farm celebrated the 60th Anniversary of the Ghost Town and Calico Railroad with four days of events held at the park on Jan. 12-15. Activities included tours of the Knott's Calico and Ghost Town roundhouse and private car "Edna," a model train display, atmosphere talent, and a historic photo display.

Kicking off the four-day event was a re-creation of the opening Golden Spike Ceremony that included the rededication and renaming of engine 41, which now sports the name of Knott's founder, Walter Knott. Special guests for the Golden Spike Ceremony were Walter Knott's daughter, Marion Knott and Orange County newscaster and former Knott's stagecoach cowboy, Ed Arnold.



Knott's Boardwalk Ballroom was the site of the Del Oro Pacific Modular Railroad, one of the largest and oldest G-scale model layouts in the United States. The layout includes elaborate displays. ▶ See RAILROAD, page 12



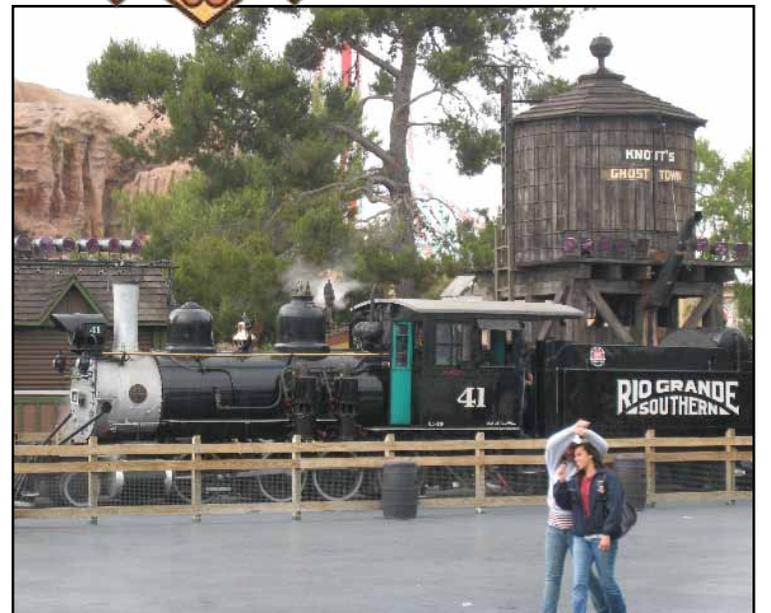
Left photo, actors Sterling Hayden and Laura Elliott pose during the Golden Spike Ceremony on the railroad's opening day, Jan. 12, 1952, shown above.

COURTESY  
KNOTT'S BERRY FARM



Walter and Cordelia Knott (left) in period costume pause before Engine 41 on the railroad's opening day. Today (right), the Ghost Town and Calico Railroad is still entertaining the park's guests.

LEFT PHOTO COURTESY KNOTT'S BERRY FARM; RIGHT PHOTO/AT FILE



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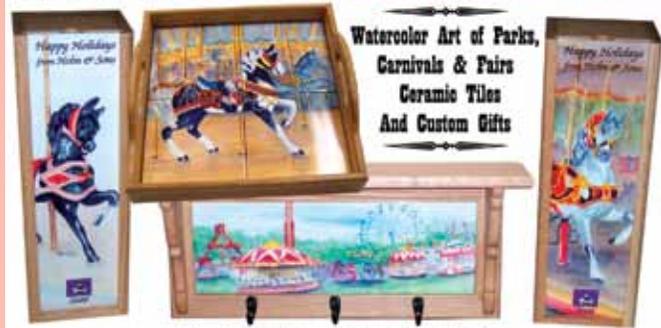
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## RAILROAD

Continued from page 11

plays including a forest scene, Hollywood soundstage, industrial area and a model airplane park. The Boardwalk Ballroom also featured a historic photo display with images from the opening day of the train in 1952.

For a small fee guests could sign up for a tour of the Ghost Town and Calico Railroad Roundhouse and the private car "Edna." Built in 1881 for the personal use of the President of the Rio Grande Southern Railway, the Edna

private car features a sitting/dining room, bedroom and galley. The Knott's Ghost Town and Calico Railroad Roundhouse tour took guests backstage to see where Knott's repairs and stores their locomotives and passenger cars.

Knott's also offered a one-of-a-kind experience, Dinner on the Durango. For \$50 guests could board the "Durango" and were served a three course meal as they rode the rail back to the glory days of the railroad. Built in 1880, the Durango is a 14-seat parlor car featuring swivel chairs, electric lights and a fully functional buffet.

## Giant Inverted Boomerang coaster opening at Six Flags New England in 2012

AGAWAM, Mass. — Six Flags New England has announced the addition of Goliath, a Giant Inverted Boomerang coaster that will debut in late spring 2012. The park's newest thriller will reside in the Crack Axle Canyon section of the park.

Supplied by Vekoma of The Netherlands, Goliath's compact inverted track features two, 177-foot vertical tower drops, a 102-foot-tall vertical loop and 110-foot-tall Cobra roll, which are all experienced in both directions.

Before being transported to its new home in New England, the ride operated as Déjà Vu at Six Flags Magic Mountain from 2001 through 2011.

"Six Flags New England is thrilled to announce the addition of Goliath to our already amazing arsenal of rides," said Six Flags New England's Jason Freeman.

## Manta car now on display at SeaWorld San Diego



SeaWorld San Diego officials show off the lead car of Manta, the park's new-for-2012 LSM launch coaster. Supplied by Germany's Mack Rides, the 2,800-foot-long coaster has 55 percent of the track installed and 65 percent of the loading station completed. The park is aiming for a May 26 debut.  
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## New and renewed attractions for Southern California

# Cars Land to cap wild run of Disneyland Resort expansion, renovation

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

ANAHEIM, Calif. – Never a destination to rest on its venerable laurels, the Disneyland Resort soon will be wrapping up one of the most ambitious periods of expansion and renovation in its nearly 57-year history.

Since last spring alone, the 500-acre property, which generates approximately \$4.7 billion for the Southern California economy annually, has introduced or revamped more than a dozen attractions and guest experiences.

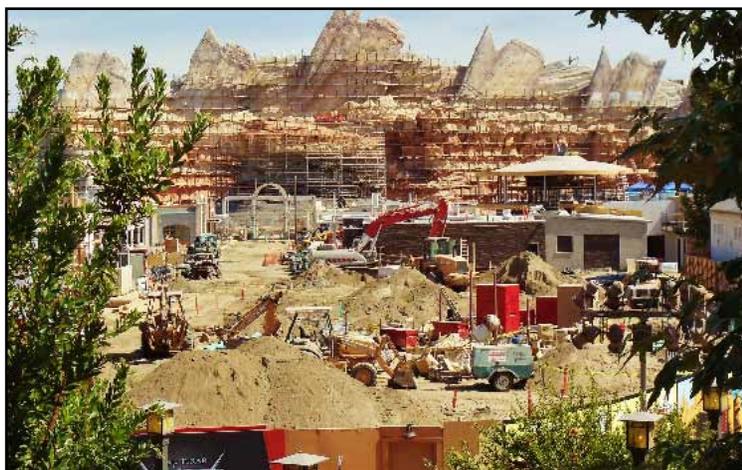
The impressive run of increased fun shifts into its highest gear with this summer's opening of Cars Land, a sprawling themed area based on the Disney-Pixar *Cars* animated films, inside Disney California Adventure (DCA) theme park.

"The openings of these fantastic attractions mark another milestone in our expansion and reinforce our commitment to evolving the Disneyland Resort into a world-class, multi-day destination," said George A. Kalogridis, Disneyland Resort president. "Our continued investment...creates incredible new experiences for our guests and helps ensure that the Anaheim/Orange County area remains a top tourism destination."

*Amusement Today* spent a busy day at the resort exploring what's new and what's in store at both DCA and its flagship sister park, Disneyland.

### DCA in overdrive

Long in need of a cohesive identity and greater repeat patronage, DCA, opened in 2001, has taken giant strides to emerge



By the end of last summer, construction was accelerating on the 12-acre Cars Land and its dramatic, 125-foot-high "rock" backdrop at Disney California Adventure. The ambitious new themed section will feature several major rides plus shows and eateries.

AT/DEAN LAMANNA

from the shadow of adjacent Disneyland during the past several seasons.

The reported \$1.1 billion overhaul of the park gained momentum with the 2008 introduction of the interactive 4-D attraction *Toy Story Midway Mania!*, a major 2009 expansion of the connecting Disney's Grand Californian Hotel & Spa, and the 2010 premiere of the award-winning multimedia water-and-light nighttime show "World of Color."

Makeover activity in and around the Paradise Pier section of DCA intensified thereafter, with the removal of several carnival-level attractions and the reintroduction of others — including the Silly Symphony Swings and the Wild Mouse coaster *Goofy's Sky School* (both re-themed to vintage Disney cartoons). Last spring also saw the transformation of two quick-service eateries into Boardwalk

Pizza & Pasta and the wonderfully Mediterranean-flavored Paradise Garden Grill, among other improvements.

Yet all of this has been a mere warm-up to what is expected to be DCA's decisive one-two punch: last June's debut of *The Little Mermaid — Ariel's Undersea Adventure* and the impending large-scale rev-up of Cars Land.

Based on Disney's classic 1989 animated movie, *The Little Mermaid* is located inside an ornate, early-20th century seaside pavilion-style building fronting Paradise Pier. Colorfully replicating Ariel's underwater world, it combines the enduring appeal of a classic Disney "dark ride" with advanced audio-animatronic technology — with almost 200 moving figures immersing guests in the film's most famous scenes.

Highlights include a multi-character musical extravaganza



DCA's rethemed Wild Mouse coaster *Goofy's Sky School* (formerly *Mulholland Madness*) and the immersive multimedia adventure *The Little Mermaid - Ariel's Undersea Adventure* (based on Disney's hit 1989 animated film) debuted at the park last spring.

COURTESY DISNEYLAND RESORT (*Goofy's Sky School*)  
AT/DEAN LAMANNA (*The Little Mermaid*)

performed to the tune of "Under the Sea" and an encounter with the Sea Witch, Ursula — at over seven feet tall and 12 feet wide, the ride's largest movable figure. Clamshell-shaped vehicles carry passengers on the five-and-a-half-minute journey utilizing the same Omnimover ride system originally created by Walt Disney Imagineering for Disneyland's *Haunted Mansion*.

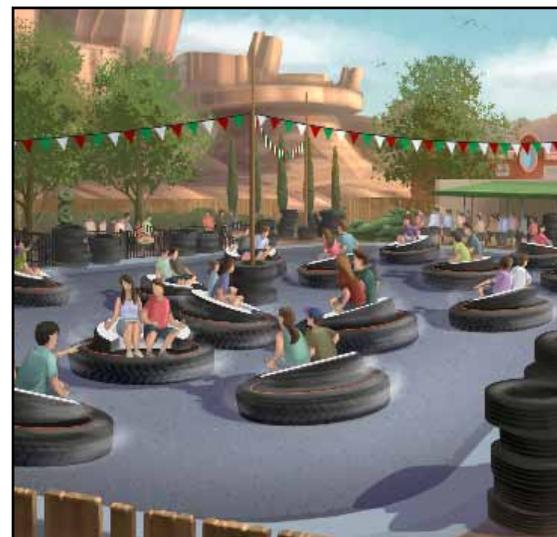
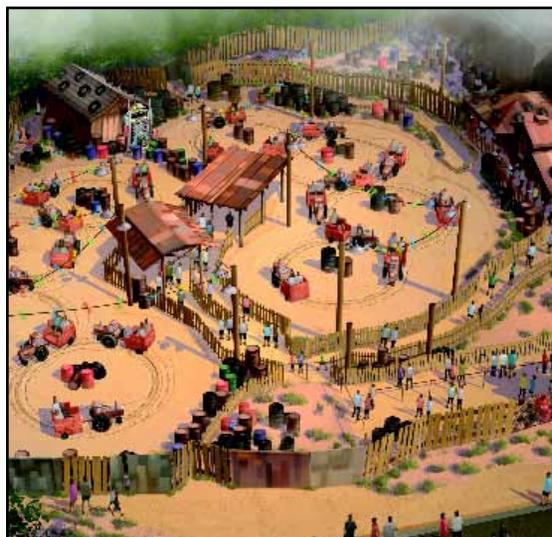
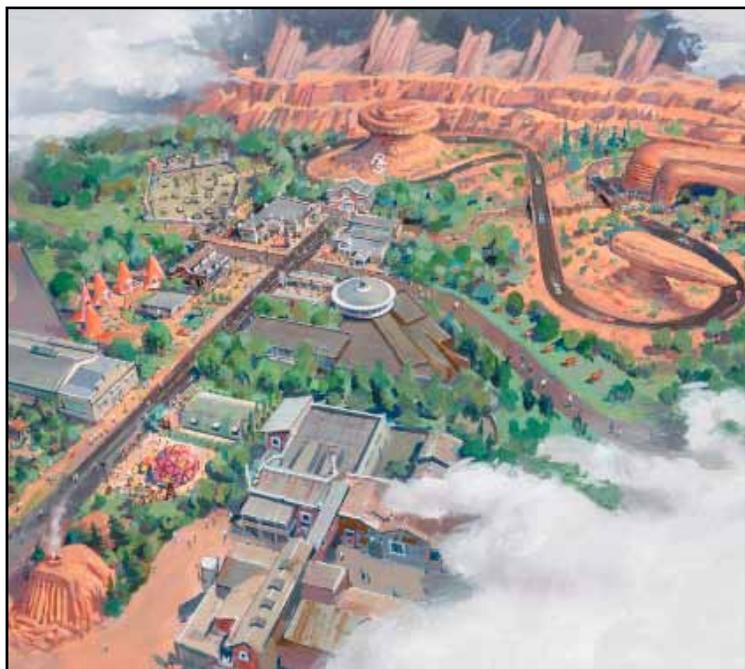
The loading area, accessed through an elaborate domed entry with real seashells embedded in the concrete floor, features an 86-foot-wide, hand-painted mural depicting the story's characters. By night, the building is

outlined in thousands of lights, serving as a gateway to Paradise Pier

Behind the scenes, the *Little Mermaid* is part of the Disneyland Resort's larger strategy to improve cross-attendance between the two parks using tried-and-true company icons.

"We picked [DCA] because we are bringing more and more of the Disney characters into this park, and Ariel seemed like a perfect fit," said Lisa Girolami, Walt Disney Imagineer and *Little Mermaid* senior show producer. "It felt right to have this under-the-sea adventure in this

► See CALIFORNIA, page 15



These renderings show the thrills soon to be found in DCA's Cars Land, including (near top of aerial rendering) the 1.5-mile-long "E-Ticket" speed track ride *Radiator Springs Racer*; the Whip-like *Mater's Junkyard Jamboree*; and the *Luigi's Flying Tires* bumper cars.  
COURTESY DISNEYLAND RESORT

## Walt Disney's Street of Dreams

ANAHEIM, Calif. — This summer's true finishing touch on the revamped Disney California Adventure (DCA) will also be the first that greets visitors: Buena Vista Street.

Fronted by a lavish Art Deco turnstile gate modeled after the now-gone, 1935-built Pan-Pacific Auditorium in Los Angeles, the entirely re-themed DCA esplanade (formerly Sunshine Plaza) is a retro-urban counterpart to Disneyland's Main Street, U.S.A. It will convey more of Walt Disney's early

life as a pioneering animator in L.A. as it celebrates the hope and optimism that attracted him and other dreamers to California in the 1920s.

In addition to the Art Deco design influence of that era, architecture in the Arts & Crafts and Spanish Revival styles will line the new street of gift shops, cafes and specialty storefronts.

Central highlights include the Carthay Circle Theatre, with a restaurant housed within a re-creation



DCA will greet visitors grandly this summer with a new Art Deco turnstile gate and a re-envisioned esplanade based on early-20th century Los Angeles, including a re-creation of the city's famed Carthay Circle Theatre (shown here still under wraps last August).

AT/DEAN LAMANNA

of the great California movie palace where *Snow White and the Seven Dwarfs* pre-

miered in 1937, and the Red Car Trolley, a new park transportation system based on

L.A.'s historic Pacific Electric Red Car Line.

—Dean Lamanna

## ► CALIFORNIA

Continued from page 14

[Paradise Pier] environment."

Entirely separate from Paradise Pier — indeed, seemingly from the rest of the park — the new themed area called Cars Land is the "coupe" de grace the Disneyland Resort expects to deliver upon any remaining DCA critics when it opens this summer.

Occupying fully one-fifth of DCA's 60-acre spread, this section brings to life the animated world of Radiator Springs from the popular *Cars* films. Dramatic landscaping, including a 125-foot-high, 280,000-square-foot artificial-rock backdrop modeled after old Cadillac tailfins and designed to replicate the setting of Ornament Valley, plus new shops and food outlets, will create a park within the park.

Cars Land will contain three new rides: the bumper cars-like Luigi's Flying Tires; the Whip-style Mater's Junkyard Jamboree; and the "E-ticket" thriller Radiator Springs Racers. The latter, occupying half of Cars Land's 12 acres, secures guests in six-passenger "auto-animatronic" *Cars* character vehicles for a four-minute, 1.5-mile-long excursion in and around the Cadillac Mountain Range, climaxing with a high-speed, side-by-side race.

"It's been really exciting to watch the progress at Cars Land," said Suzi Brown, Disneyland Resort director of media relations. "Every time we're out in the park, we see more and more that's new."

### Disneyland do-overs

Across the Disneyland Resort's main plaza from DCA, Disneyland itself — thanks to decades of perfecting its themed



Little imagination has been spared in the two-year makeover of the venerable Disneyland Hotel. A waterslide disguised as Disneyland's classic monorail and, in the extensively redone guest rooms, carved headboards featuring *Sleepy Beauty's Castle* aglow with fiber-optic fireworks have helped win the property a AAA Four Diamond rating.

COURTESY DISNEYLAND RESORT

entertainment experience — doesn't have to work as hard as its young sister park to keep fans happy. A spruce-up of an existing attraction or two is usually enough.

Disneyland's spring 2011 season got off to a rousing start with the new "Mickey's Soundsational Parade," featuring popular Disney characters like Aladdin, Cinderella and Peter Pan. Nine new floats, each designed in the whimsical style of a children's pop-up story book, began tracing the familiar Main Street, U.S.A. parade route in late May.

But the real action came to Tomorrowland in early June, when the 1987-introduced *Star Tours* attraction, based on the *Star Wars* films, re-launched with new hyper-driven 3-D odysseys.

Renamed *Star Tours: The*

*Adventures Continue*, the motion-simulator ride now takes guests into galaxies far, far away with 54 different story combinations. Eye-popping digital presentation leveraging Dolby 3-D delivers a vivid audiovisual experience, while soaring music and fine-tuned synchronized movement complete the illusion of being thrust into the *Star Wars* sci-fi/fantasy world.

The famed droid duo C-3PO and R2-D2 greet guests in the queue area as the *Starspeeder 1000* is prepped for boarding. Anthony Daniels, the only actor to appear throughout the *Star Wars* saga, worked with Walt Disney Imagineering to reprise his C-3PO voice role for the five-minute flight.

Back on terra firma — and outside the park's gates, at the



Disneyland launched its spring 2011 season with the whimsical, character-packed new "Mickey's Soundsational Parade" on Main Street, while over in Tomorrowland, the park's revamped *Star Tours* simulator ride took flight again as *Star Tours: The Adventures Continue* with all-new 3-D space odysseys.

COURTESY DISNEYLAND RESORT

other end of the bustling Downtown Disney shopping promenade — the Disneyland Hotel recently completed a major two-year refurbishment that has led to its AAA Four Diamond designation. The three-tower, 969-room/suite landmark, which grew from a motor inn opened after Disneyland's debut in 1955, has new, contemporary-look guest rooms with carved headboards featuring *Sleeping Beauty's Castle* surrounded by fiber-optic fireworks.

In addition, the hotel has received substantial upgrades to its pool and courtyard areas. A new pool with Disneyland monorail-inspired waterslides and a new tiki-style restaurant/bar opened last spring. Dining options now include Tangaroa Terrace, a "smart casual" eatery

featuring architecture reminiscent of Disneyland's original Tahitian Terrace restaurant; and Trader Sam's, a new bar drawing on the theme of the park's *Jungle Cruise* attraction, complete with worldly artifacts and interactive special effects.

"We've woven important pieces of Disneyland park history into the Disneyland Hotel, particularly with the reopening of the pool and courtyard area," said Tony Bruno, vice president of Disneyland Resort hotels and Downtown Disney. "These nostalgic enhancements not only highlight the hotel's unique heritage, but also our continued investment in the guest experience."

And ironically, the Happiest Place on Earth is becoming one of the hippest.

# Laff In The Dark releases DVD on Waldameer Park

**STORY:** Tim Baldwin  
tbaldwin@amusementtoday.com

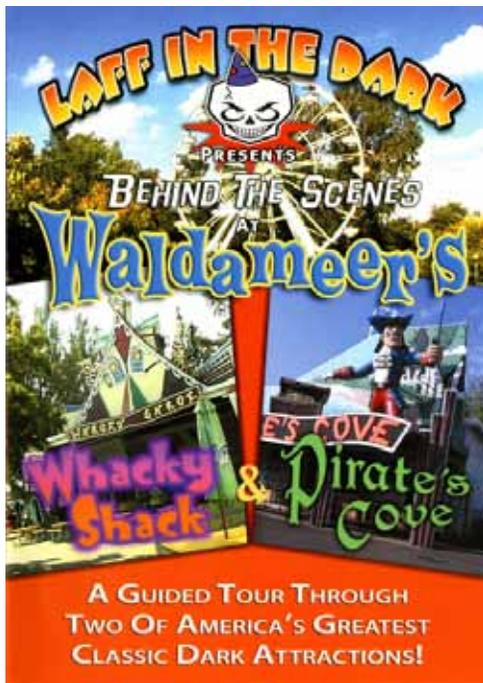
ERIE, Pa. — Laff In The Dark is a Web site dedicated to the recognition of classic spook rides and fun houses. Just recently, Laff in the Dark released a DVD centered on two such attractions at Waldameer Park in Erie, Penn. The long title — “Laff In The Dark’s Behind The Scenes at Waldameer’s Whacky Shack & Pirates Cove” — is indicative of the abundance of information contained on the disc.

## REVIEW

Moderated by George La-Cross and Bill Luca, the pair gives a brief history of the traditional park located near the shores of Lake Erie. Then, all attention is directed toward two attractions credited to legendary dark ride designer Bill Tracy. Luca states, “Whacky Shack is a textbook example of what dark rides are all about.”

Beginning with a typi-

cal journey through the 40-year-old dark ride, the format shifts into an interview mode with Perry Duncan, maintenance supervisor for Waldameer Park. Having started at Waldameer in the early 60s (and nearing 50 years of experience), Duncan has a wealth of knowledge and background of the two Bill Tracy attractions. In sharp contrast to your typical *Discovery Channel* specials that feature strange camera angles, screaming teenagers, and a loud soundtrack — and we’ve all seen those — this is a much slower-paced overview that allows Duncan to go through the details scene-by-scene. For about 20 minutes, the Whacky Shack is seen in its entirety with commentary from Duncan explaining what is original and what has been changed. Following that, the vehicles and how they work



are featured.

An interview with owner Paul Nelson recounts his history with the park, as well as his acquaintance with Tracy. “I don’t think our industry honored Bill as much as they should have,” says Nelson.

Like the Whacky Shack, a scene-by-scene walk through

of Pirates Cove follows. For 30 minutes, numerous details are showcased. A straightforward interview with Perry Duncan follows with both attractions being discussed.

“Waldameer gets it right,” says producer Bill Luca. “They know they have two timeless classics.” A staggering 1 hour, 45 minutes are dedicated solely to the two attractions, which is admittedly lengthy. Seven additional bonus features highlight even more. In retrospect, editing could have cut the content a good 20 minutes or so, not to mention, the interview with Duncan repeats much of the information conveyed earlier. On the flip side, the bonus features contain a lot of material that would have helped the pacing of the DVD if it had been edited into the main feature. The full uncut interviews could have been better utilized as bonus features and

the existing bonus features incorporated into the flow of the program. One bonus feature — a ride aboard the park’s magnificent Ravine Flyer 2 — while welcome, suffers from a handheld camera scenario.

The main audience for this video is for those fans who truly appreciate dark rides and the nostalgic traditions that accompany them. This DVD delivers an abundance of material, and despite the sluggish pacing, accomplishes its goal of sharing the details of Bill Tracy’s work with a clear reverence for the legendary industry figure. With Waldameer’s prize attraction being the only Whacky Shack by Tracy that remains in existence, not to mention being paired with a rare walk-through attraction nowadays, those that have ever visited this beloved park will have an even greater appreciation to the care that goes into these cherished attractions.

•www.laffinthedark.com



# Mankiewicz Conservation Carousel a hit at L.A. Zoo

**STORY:** Scott Rutherford  
srutherford@amusementtoday.com

LOS ANGELES — The latest addition to the Los Angeles Zoo's impressive stable of wildlife comes not in the form of a new habitat but in a magnificent new \$2.5 million hand-crafted amusement ride, the Mankiewicz Conservation Carousel.

Named in honor of Tom Mankiewicz, the late board chairman of the Greater Los Angeles Zoo Association (GLAZA), the carousel opened this past October and has since hosted a steady stream of riders who each paid \$3 for the experience. Funding zoo exhibits and related capital projects since 1963, GLAZA will use the money generated to continue this tradition as well as pay off the machine's construction costs.

The L.A. Zoo's newest attraction was produced by The Carousel Works of Mansfield, Ohio, which bills itself as 'The World's Largest Manufacturer of Wooden Carousels'. In addition to producing carousels for zoos in Atlanta, Birmingham, Miami, St. Louis and plenty of other locations, the company has painstakingly restored a number of classic machines such as the Illions carousel at Worlds of Fun and the Mangels-Illions carousel at Six Flags New England.

As the prolific company's latest project, the four-row Mankiewicz Conservation Carousel features 62 artisan-crafted figures and two chariots along with diverse crea-



The \$2.5 million Mankiewicz Conservation Carousel at the Los Angeles Zoo was built by The Carousel Works of Mansfield, Ohio. COURTESY THE CAROUSEL WORKS

tures like a komodo dragon, poison dart frog, Sumatran tiger and a honey bee. The carousel is highlighted by the quality of its exceptional craftsmanship, vibrant color, sense of fun and lively depictions of endangered wildlife and California flora and fauna. The carousel includes

a centerpiece surrounded by painted murals that take riders around a whimsical dusk-to-dawn pictorial of the world's wild animals in unexpected settings — from Malibu to Hollywood.

Complimenting the carousel's number of unusual animals are its musical offerings.

Instead of traditional waltzes and polkas, tunes of a more contemporary nature are featured. The carousel project's major contributors were Ann and Jerry Moss. Jerry Moss of A&M Records, which he founded with Herb Alpert, are credited with the carousel's playlist. The songs from the

A&M catalog include Herb Alpert & the Tijuana Brass, The Go-Gos, The Police, Janet Jackson, the Carpenters, the Police, Captain & Tennille, Cat Stevens among others.

Additional funds for the carousel's construction came from donations by some of GLAZA's 72,000 members. Fifteen-year animal sponsorships at \$25,000 each were sold to individuals and foundations including Elton John, Holly Robinson Peete and guitarist Slash who all have nameplates on the carousel.

*Amusement Today* spoke with Kate Blakley, director of marketing & operations for the Carousel Works, about the unusual characteristics of the L.A. Zoo's newest attraction. "The new carousel created for the Los Angeles Zoo was a very unique and exciting project. The goal was to capture the essence of California in the design and artwork, while also highlighting a wide array of animals as figures with the main focus being on endangered animals," said Blakley. "From the endangered Sumatran tiger to the komodo dragon, the carousel is designed to be both whimsical and educational at the same time. Some unique figures include the Peninsular pronghorn, maned wolf and serval — they were all designed especially for this project."

For more details on the Mankiewicz Conservation Carousel including sponsoring opportunities, visit: <http://lazoo.org/support/carousel/>



Carvers from The Carousel Works hand-crafted the four-row machine's 62 figures and two chariots, which include diverse and unusual creatures such as a komodo dragon, honey bee and a Sumatran tiger. COURTESY THE CAROUSEL WORKS

## At Walt Disney World Fantasyland expansion

# Zamperla Dumbo attractions highlight Storybook Circus section



LAKE BUENA VISTA, Fla. — Workers are putting the finishing touches on the first half of Storybook Circus in the Magic Kingdom at Walt Disney World Resort. Slated to open in early 2012, Storybook Circus is part of New Fantasyland, a massive expansion that will nearly double the size of the famous land. The project is the largest expansion in Magic Kingdom history.

Storybook Circus is based on Disney's animated film, "Dumbo." Casey Jr., the famous locomotive from the movie, has rolled into town and brought with him the

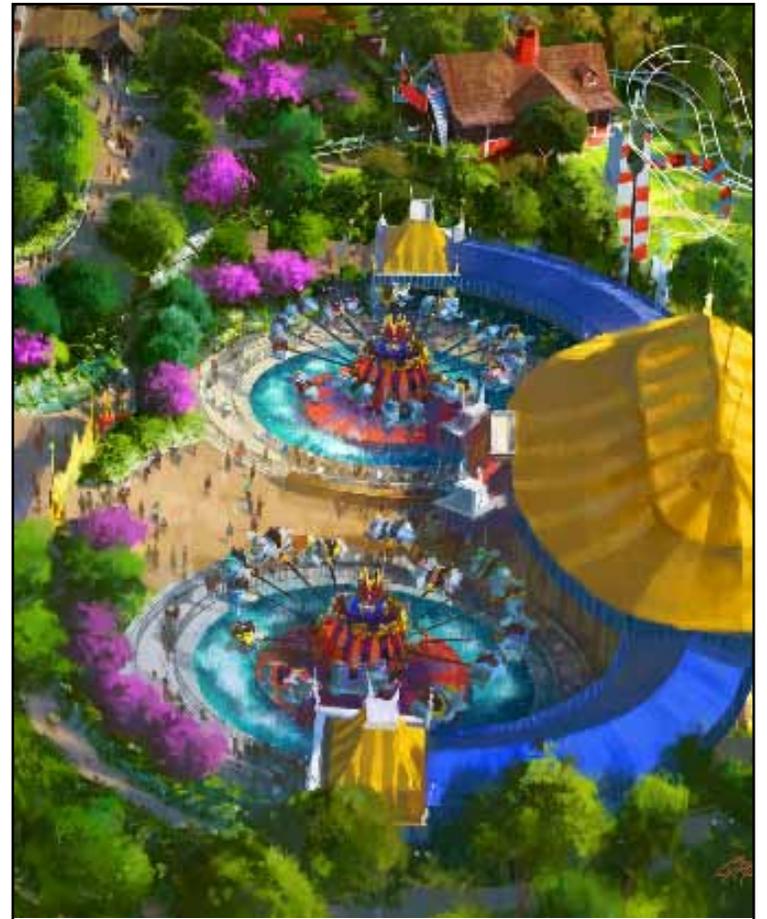
grand Storybook Circus. The area will include colorful circus tents and nods to the famous film. Guests will be able to cool down with Casey Jr., at a new waterplay area near the train station.

A major highlight of Storybook Circus will be dual Dumbo The Flying Elephant attractions that will revolve in opposite directions. Supplied by Italian ride manufacturer Zamperla, a new Dumbo will whirl alongside the existing Dumbo, which will be refurbished and relocated from its location near Cinderella Castle. The original Dumbo — opened with the Magic

Kingdom in 1971 — entertained its last riders on Sunday, Jan. 8. It was then shut down in preparation for the flight to its new location.

In addition to a next-generation interactive queue for the Dumbo rides and other attractions, Storybook Circus will also be home to the Great Goofini roller coaster, a custom Vekoma Junior Coaster that originally opened in 1996 as the Barnstormer.

Additional phases of New Fantasyland, all scheduled to be open by late 2013, will feature a wide assortment of attractions including Under the Sea - Journey of the Little



Dual Dumbo The Flying Elephant attractions, spinning in opposite directions, will be a highlight of Storybook Circus, the first section of the Magic Kingdom's New Fantasyland expansion at Walt Disney World. Supplied by Zamperla, the new Dumbo ride will join the original, which is being refurbished and relocated from its location near Cinderella Castle. COURTESY WALT DISNEY WORLD RESORT

Mermaid, The Seven Dwarfs Mine Train, Be Our Guest Restaurant, Princess Fairytale Hall and Enchanted Tales

with Belle and the remaining half of Storybook Circus with Pete's Silly Sideshow.

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# CAI revamps legendary Cyclone, announces other Coney Island improvements

**STORY:** Scott Rutherford  
srutherford@amusementtoday.com

BROOKLYN, N.Y. — Central Amusement International (CAI), the Boonton, N.J.-based subsidiary of Italian ride manufacturer Zamperla, has without question made phenomenal progress in the revitalization of the Coney Island amusement scene. Both Luna Park and Scream Zone are wildly successful operations. That level of dedication will continue this season with plenty of other improvements.

## The Cyclone

One of the most obvious and historically important examples of CAI's 2012 involvement at Coney Island is taking place at what many feel is the surviving heart of the amusement district — the venerable Cyclone wooden roller coaster. This 1927-built beauty has, for quite some time, been in need of a heady dose of TLC. CAI officials acknowledged this, did their research and settled on one company that they felt has the competence, desire and passion to invigorate the ailing Cyclone, Pennsylvania-based Great Coasters International, Inc.

*Amusement Today* spoke with Valerio Ferrari, president of CAI, about the work taking place on the grand old ride

and why GCII was selected for the project.

"We are very excited for the improvements that have been and will be made to The Cyclone. This ride is rich in history, and being able to preserve it for future generations to enjoy is something that CAI is very proud to be part of," said Ferrari. "CAI chose GCII to renovate the Cyclone mainly for two reasons. First and most importantly, they are an industry leader with a proven track record on renovating existing coasters while maintaining each coasters' "identity." Second, they demonstrated a very strong desire to put their thumbprint on such a prestigious and iconic ride.

"GCII surveyed the Cyclone's track and proposed that by making small adjustments to its profile, we will be able to create a more enjoyable riding experience for our guests. Since this is both financial and labor intensive, CAI concluded that breaking the project into phases will allow us to keep the Cyclone open during our operating season and stay within budget constraints," continued Ferrari. "The Cyclone's track replacement is expected to be completed within four to five years. As part of the final phase, we are looking into either refurbishing or replacing the Cyclone's trains.

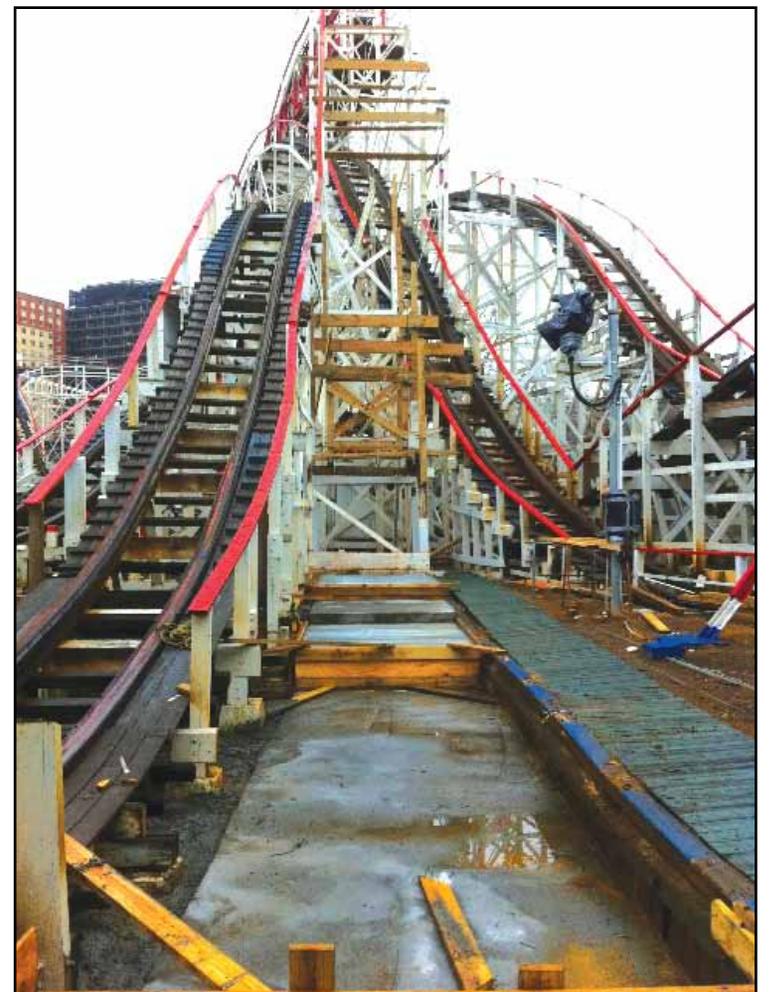
Plans are not final, however, our vision is to keep the trains similar to the original design. When we are finished, the track and other ride systems will be state-of-the-art and will also meet current ride and safety standards."

## Further improvements

Along with the work on the Cyclone, CAI's enhancements of the Coney Island amusement scene continue with a number of other projects.

"This will be the third year of operation and with each year, we at CAI try to bring new attractions to Coney Island. For the 2012 season, a new area next to Scream Zone will feature a Skycoaster, Go Cart racing track, and other interactive games," said Ferrari. "Also, CAI has just signed an agreement with NYC to operate a section of Coney Island neighboring Luna Park known as Jones Walk. We will be fully renovating this area for 2012 and will feature several retail and gaming attractions, along with a new entrance to Luna Park."

And for those looking for dining options at Coney, CAI has that covered as well. "Guests visiting from outside of NYC will be able to experience a true Brooklyn invention at a famous local eatery," said Ferrari. "CAI has signed

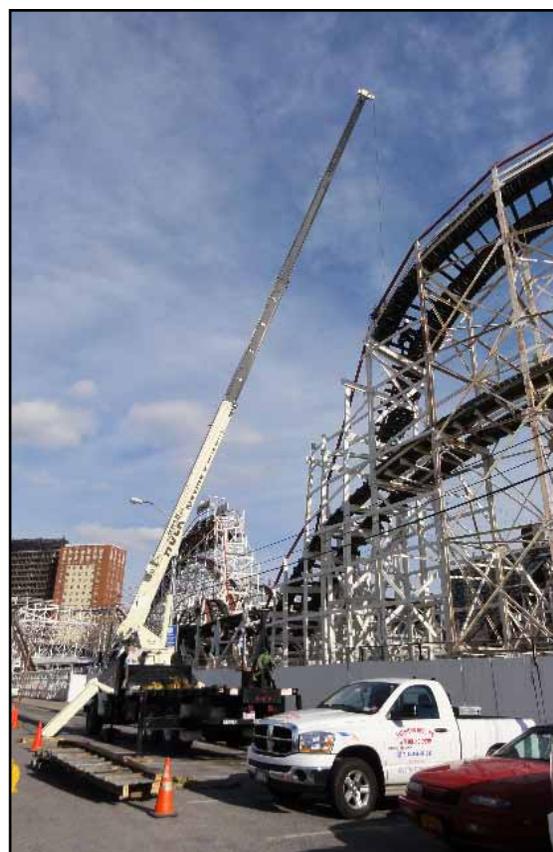


New concrete at the base of the first drop will help support the abrupt pullout, which is being slightly reworked to provide a more palatable transition since this is fastest and most punishing part of the layout. COURTESY CAI

a lease with Tom's Restaurant, famous for their "Egg Cream," and a full service restaurant serving breakfast all day. We are also working with the existing boardwalk restaurants in order to renovate each location, giving an over-

all updated appearance to the boardwalk."

If all goes as planned and the weather cooperates, CAI officials feel the mighty Cyclone will be ready to open on Palm Sunday, April 1, 2012.



Crews from Great Coasters International, Inc. began the initial phase of the Cyclone's rehab by removing all the track from the top of the first drop and all the way up to the beginning of the first turn. COURTESY JIM McDONNELL

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## BRIEF

### Wild Rivers closes after 26 years of operation

IRVINE, Calif. — Wild Rivers waterpark has been operating on the same plot of real estate for 26 years. Unfortunately, the 2011 season was its last at that location. The property's owner [Irvine Co.] has elected to evict the waterpark and construct apartment housing units on the site.

"While I am sad that there will be no park in 2012, it will provide us an opportunity to evaluate opportunities to build a brand new waterpark with great new attractions. While it is unclear, the intended opening would be around the summer of 2013," said Mike Riedel, park president. "We were humbled by not only the recent community support and letters, but for the continued patronage over the last 26 years. We would like to thank all of the people who visited Wild Rivers, as well as the staff that worked diligently to make each guest have a positive experience. We leave here knowing we had a positive impact in lives of our guests and staff."

While some of the equipment has been disassembled and salvaged for possible inclusion in a future waterpark, the pools, concrete water slides and more permanent structures have been destroyed and cleared to make room for the housing project.

## Breakwater Beach to add two new attractions

SEASIDE HEIGHTS, N.J. — Breakwater Beach is adding two exciting new products from ProSlide. The new rides will share one tower but offer two very different riding experiences.

Topsy Turvey will propel riders through a serpentine, enclosed tube with two funnel openings. The ride will feature gentle oscillation and high banking turns along the way. The BulletBowl is a compact bowl that delivers a steep tunneled-in run and tight bowl radius for a thrilling centrifugal experience. Both attractions will utilize a two-person raft for double the fun.

Breakwater Beach will be the only park in the Seaside Heights area to feature either ride. The new attractions are replacing the former Revere's



This artist rendering shows what the new Topsy Turvey and Bullet Bowl will look like when the slide towers complex opens this spring at Breakwater Beach in Seaside Heights, N.J. Both slides are from ProSlide.

COURTESY BREAKWATER BEACH

Run, a pair of single tube slides that had been at the park since 1986. "This is a thrilling time for the park," says Lou Ciri-

giano, general manager of Breakwater Beach. "We're sad to have to take down a tried and true popular ride such as

Revere's Run, but we are very excited about being able to replace it with two distinct high capacity and thrilling rides such as these. I think it will take Breakwater Beach to the next level of enjoyment for our guests!"

Breakwater Beach, part of the Casino Pier amusement park, was created in 1986 when the park's former Water Works area was expanded. The waterpark was then remodeled again in 2003, and now features a variety of water attractions including a water play structure, lazy river, body slides and double tube slides.

The project is expected to be completed before the opening of the park opens for the 2102 season May 26.

—Jeffrey Seifert

## Morey's Piers plans makeovers, new rides for 2012 season

### Raging Waters and Ocean Oasis receive most of the new improvements

STORY: Scott Rutherford  
srutherford@amusementtoday.com

WILDWOOD, N.J. — Despite the winter wind rushing in off the Atlantic Ocean, multi-million dollar renovation and improvement projects are in full swing at Morey's Piers. Along with new rides and attractions, the Morey clan is adding to and re-working several aspects of the popular shore resort to make it more interactive for eager summer crowds.

Amusement Today caught up with Morey's Piers Content Manager Allison

Heller to discuss all the various projects underway.

#### Mariner's Landing Pier

"At Raging Waters, we are completely revamping the Lazy River attraction into River Adventure," explained Heller. "River Adventure invites guests on an endless expedition into family fun with geysers, waterfalls, seating alcoves throughout, a grotto and beautiful rock faces. Jack [Morey] had artists come up with the stunning redesign and then challenged the engineers and architects to bring it to life. It's going to change the whole atmosphere of Raging Waters."

"We've also installed brand new energy efficient LED lights on the Giant Wheel. We purchased the

lights from Eworks Pro in Orlando," continued Heller. "They were installed over six weeks and feature a state-of-the-art design that significantly surpasses the LED lights previously installed on the attraction. The upgrade, consisting of over 300 light panels and more than 300 individual three-by-five lights making up the centerpiece, will create a beachfront light show with infinite colors and hundreds of exciting patterns.

In addition, the Sea Dragon on Mariner's Landing is being replaced with a newer model of the same classic ride manufactured by Chance Rides. The new, custom-designed version, called Rip Tide, will take on the appearance of a Wildwood lifeguard boat.

#### Surfside Pier

"At Ocean Oasis, we are installing a six-lane head first mat slide called Wipeout. It's manufactured by Canada's ProSlide Technology Inc. and has a special appeal to us and our guests because of its resemblance to the Giant Slide, the first ride [in 1969] Morey's Piers ever installed. It was removed at the end of 2010," said Heller. "It's the perfect family water attraction that will thrill future generations and also spark memories and nostalgia for our guests who remember the Giant Slide."

Surfside will also offer a new kiddie attraction dubbed Happy Feet. Manufactured by Zamperla, the ride seats six guests on a large swing.

► See MOREYS, page 23

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# Hawaiian Falls brings \$6.3 million in capital

*WhiteWater West, SplashTacular gain new slide contracts*

**STORY:** Jeffrey L. Seifert  
jseifert@amusementtoday.com

Hawaiian Falls, with four waterparks in the Dallas/Fort Worth Metroplex area of North Texas unveiled plans to spend \$6.3 million dollars improving its four existing parks. This expansion is in addition to the new \$10 million waterpark in Waco, Texas.

At the Roanoke Hawaiian Falls, construction is underway on Cyclone Fury, a new \$1.6 million multi-slide complex. The six-story tower will feature four slides, including the Whirlwind, a two-person tube slide that curls around like a coiled snake before launching riders into a splash pool; two 60-foot tall speed slides, Wiki Waki Plunge and the Lava Flow; and the Hurricane, a family raft ride that will hold up to three guests per tube. The slides on the new Cyclone Fury attraction are supplied by WhiteWater West. The park is also adding more shade, additional food service options and other guest amenities, bringing the total new investment at Roanoke to more than \$2 million after only one season.

Tiki Man was so popular at the Roanoke park that Hawaiian Falls plans to install similarly-themed Aqua Talkers at all of the parks for the 2012 season. The animated statue entices guests to come close then surprises them with a variety of spray features.

Further south in Mansfield, a \$3 million expansion will bring the addition of two major family water slides, including the Cliff Hanger, a three-person tube slide featuring a 40-foot drop; and the Boomerango, a two-person tube slide which will send riders down a huge drop, then catapult them up three-stories, then backwards for a spectac-

ular finish. WhiteWater West will also supply both of these slides. There will also be a new 10,000 square foot Splashwater Harbor water playground with activity areas for kids and adults, slides and lots of shade. In addition, the park is expanding the corporate picnic area and adding theming and shade throughout the park.

Plans are underway to spend \$1 million at The Colony waterpark to add the Whirlwind, a new body slide with a twist. Two riders enter separate launchers at the top of the 60-foot tower. The floor drops and both riders are launched simultaneously, travelling opposite arcs around a large bowl at up to 40 mph. After several revolutions, they come to a gradual stop and climb out on a staircase in the middle of the bowl. This new attraction is provided by SplashTacular and will be the first and only ride of its type in the state of Texas.

The Garland park is adding The Abyss, a two-person dark ride, also from SplashTacular that uses state-of-the-art special effects to create a thrilling, multi-sensory experience with lights, sound and projections on a water wall to simulate sliding into a shark's mouth, spinning blades, etc. The attraction will have the ability to change effects so the ride can offer multiple experiences. Garland's Splashwater Harbor area is being updated and transformed into Keiki Kingdom, a special world of climbing, jumping, sliding and spraying with a floating obstacle course.

With the new additions, Hawaiian Falls has added 10 new permanent positions and plans to hire an additional 50 seasonal employees. A Hawaiian Falls season pass is good at all four North Texas Parks as well as the new park opening in Waco. All five parks operate from Memorial Day weekend through Labor Day.



## NEWS SPLASH

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

**Ocean Breeze** waterpark in Virginia Beach, Virginia, is undergoing another expansion hot on the heels of last year's multimillion-dollar renovation. The new area will encompass three acres and feature a 1,000-foot-long adventure river. Ocean Breeze was purchased last year by former Six Flags executives Gary Story and Kieran Burke. Story and Burke are known for buying underperforming parks then investing in massive capital improvement projects.

**The Clearwater Waterpark Development** team, who used to manage **Wild Rivers Waterpark** in Irvine, Calif., is resurrecting plans to build a waterpark in Temecula, Calif. Originally slated for a 2010 opening, the development of the Temecula project was put on hold because of the economy. However, last year, Clearwater was forced to close the Wild Rivers location when the owner of the land refused to renew its lease, preferring instead to build apartments. Clearwater is hoping to open another park as soon as possible to cover the expected reduction in revenue from the loss of Wild Rivers. Clearwater has talked about at least opening part of the waterpark as early as this summer.

Shortly after resubmitting plans for a waterpark in Temecula, **Clearwater Waterpark Development LLC** entered a long-term lease with **Aladdin Entertainment** to manage the **Splash Kingdom at Pharaoh's Waterpark** in Redlands, Calif. New development plans include a large children's waterplay structure, increased shade, additional lounge chairs, upgraded food and beverage facilities, and 16,000-square-foot wave pool for 2012. Although the new owners have promised to make the park "family friendly" it may difficult to turn around public opinion of the park. In 2009 the previous owners of the park, then called Pharaoh's Adventure Park, held several controversial raves that resulted in multiple drug-related arrests.

**Montego Bay Resort** in North Wildwood, N.J. stays busy in the off-season by keeping its indoor water park open on the weekends. During the off-beach season, tourism plummets and much of the winter business comes from birthday parties for kids. For just \$18, birthday party-goers can enjoy a slice of pizza or a hot dog along with a beverage and a goodie bag as well access to the waterpark. Without the party package, the waterpark is only \$10 per person and guests can stay as long as the park is open.

**The Argent Group**, attempting to redevelop the closed **CoCo Key Waterpark and Sheraton Hotel** in Arlington Heights, Illinois (near Chicago), has reached an agreement, in principal, with an operator to run the waterpark. Although not named, Ardel did disclose the operator is from Wisconsin Dells. The Sheraton Hotel and CoCo Key waterpark closed in 2010 after just three years of operation. Plans call for converting the old hotel into luxury rental apartments, keeping the waterpark, but demolishing the remaining buildings on the property. Plans also include building a new limited-service 300-room hotel, restaurants and a fitness center.

With 90 percent of the earth's population in the Northern Hemisphere, we often forget that it's summer on the opposite side of the world. *The Courier Mail*, Brisbane's local tabloid newspaper picked the Top 10 waterparks in the state of Queensland. Curiously the big three parks — **Wet'n'Wild**, **Sea World** and **Whitewater World** came in eight, ninth and tenth, surpassed by such attractions as the **Caloundra Aquatic Lifestyle Centre**, **Broadwater Parklands** and the **Cairns Esplanade Lagoon**. Closer examination reveals that the top five picks are all free attractions and not "waterparks" as most of the world knows them.

Mother Nature hasn't been kind to the **Deep River Waterpark** in Crown Point, Indiana (Metro Chicago). After a number of cool wet weeks during the summer, unusually warm temperatures this winter have been hurting the attendance at the 14,500-square-foot ice plaza that is formed to provide winter activities, and revenue, in the off-season. Officials are hoping that temperatures and attendance figures will return to normal for the remainder of the season.

**Key Lime Cove** indoor waterpark in Gurnee, Illinois was recognized, in January, with the "Best of Aquatics" award by *Aquatics International*. The magazine highlights the best pools and waterparks worldwide. Winners are selected by a panel of industry experts who base their criteria on programming, promotional materials, aquatic amenities and community involvement.

On January 10, **Kalahari Resort** in Huron Township, Ohio (near Sandusky) opened its new \$22 million expansion to more than double its convention facilities bringing the total square footage to 215,000. At 884 rooms, the Kalahari Resort is the largest hotel in Ohio, and at 173,000 square feet under one roof, the indoor waterpark is the largest in America.

**Xscape Yorkshire**, an indoor entertainment complex featuring a variety of shops, restaurants, bars and clubs, and multiple activities and entertainment venues, added a new venue to its lineup. Flow House Xscape is a completely unique custom built surf facility that will house two 10-meter-wide WaveLoch FlowRiders that will allow patrons to enjoy the water any time of day no matter what the weather is like.

**Sahara Sam's Oasis Indoor Waterpark** in New Jersey scheduled, on Friday, February 3, a special evening for guests with special needs. From 6 p.m. to 9 p.m. guests with special needs as well as their families and friends were invited to have a safe, comfortable experience in the waterpark. The arcade games will be turned off to accommodate guests with light and sound sensitivities and a quiet space is available for guests that would like a reprieve from the sometimes noisy environment. Guests with dietary needs are invited to bring their own snacks. Admission to the event is \$15 for swimmers and \$5 for non-swimming chaperones.

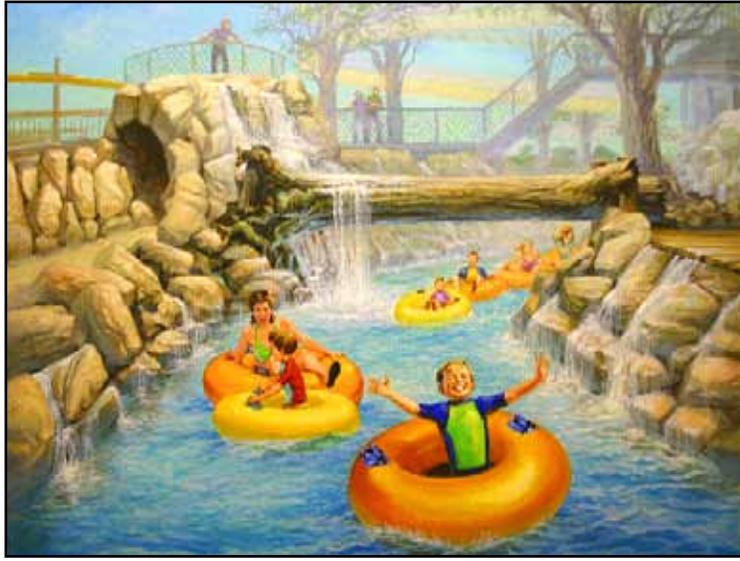
## ► MOREY'S

Continued from page 21

And the big question on everyone's mind, particularly coaster enthusiasts, is the status of the proposed pier-hopping wooden roller coaster. "Of course, we are also still moving forward on the new wooden coaster that will cross the beach via a bridge between Surfside and the old Hunt's Piers," concluded Heller. "We do not currently have a start date for the construction, but we anticipate the attraction will be completed for the 2014 season if not sooner."

Morey's Piers kicks off the 2012 season on April 7.

Artistic renderings illustrate the multi-million dollar renovation and improvement projects underway for the 2012 season at Morey's Piers. These include, clockwise from top left, revamping Raging Waters lazy river into River Adventure; new Chance Rides swinging boat ride; ProSlide six-lane mat waterslide and Happy Feet, a new Zamperla swing ride. COURTESY MOREY'S PIERS



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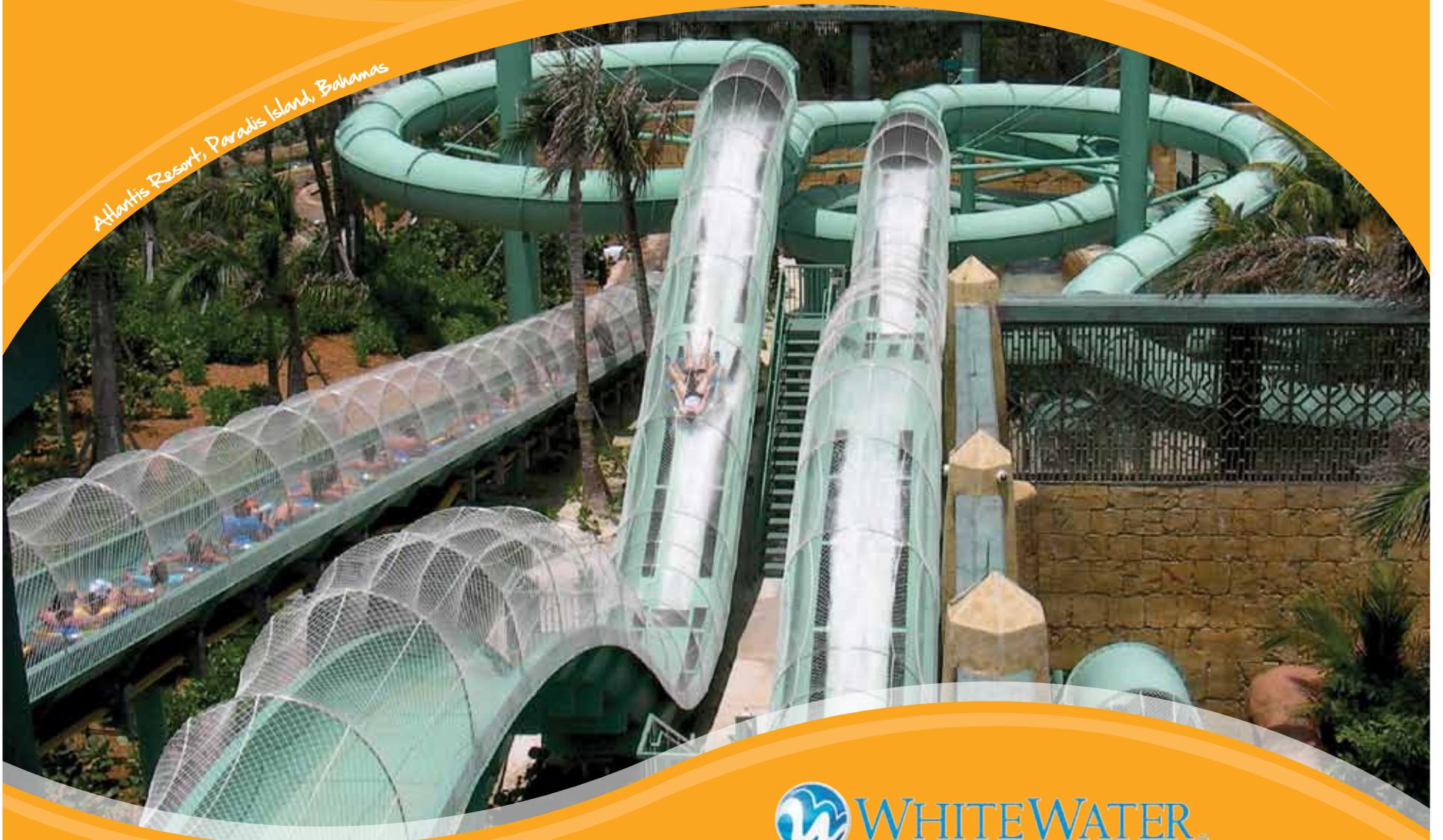
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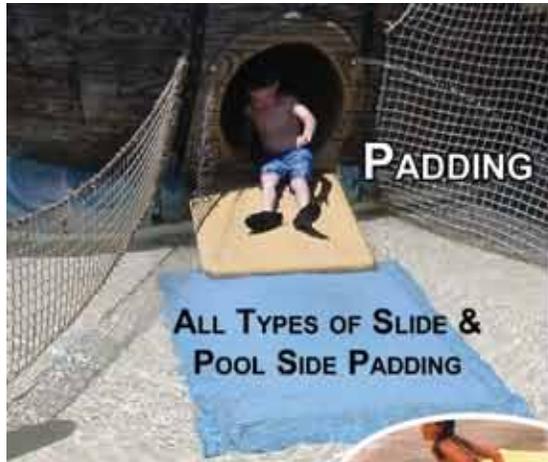
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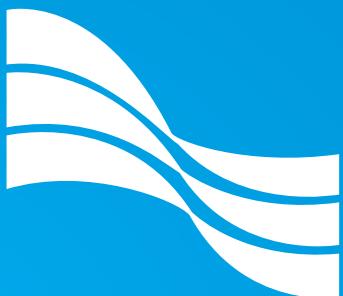
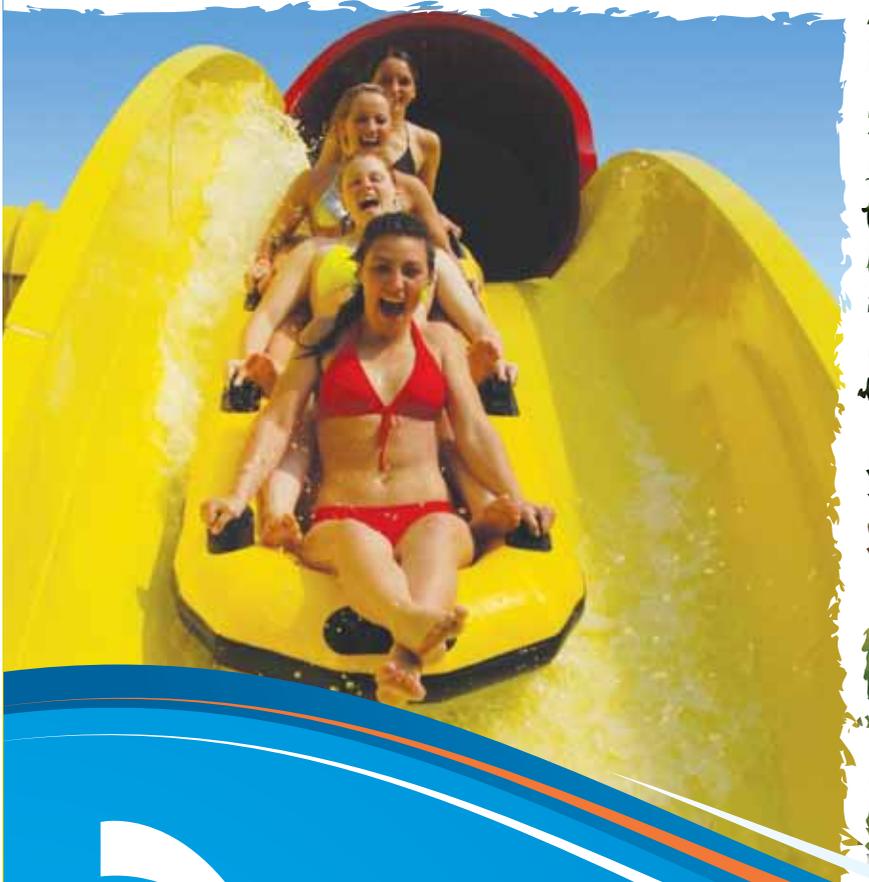


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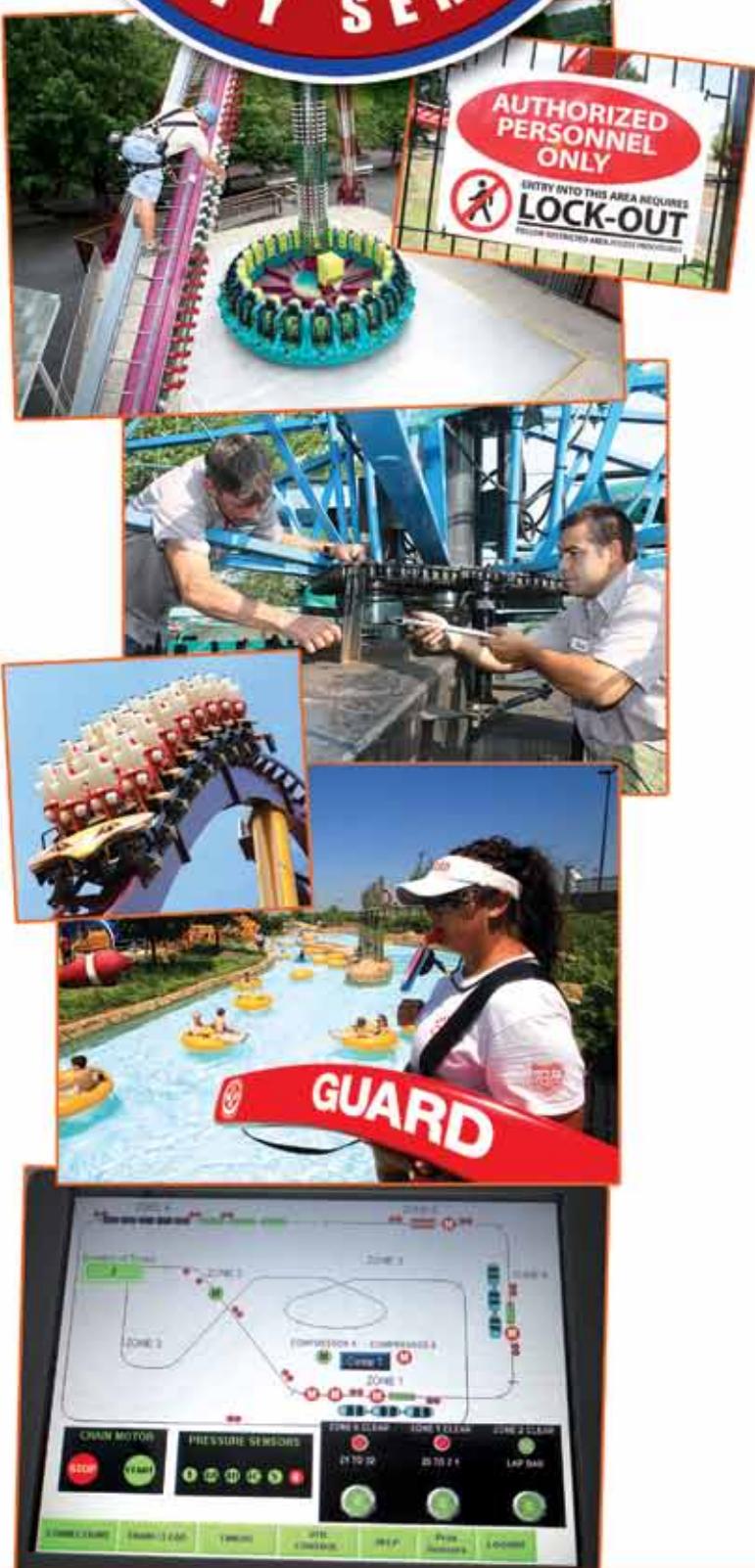
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## BRIEF

### Fun Spot taps construction firm for expansion

ORLANDO, Fla. — The 75-year old, Orlando based, H. J. High Construction Company was selected as the design-builder of the new \$20 million expansion of Fun Spot Action Park located just off International Drive. Fun Spot Parks are a hometown success story being locally owned and operated. "The deep Orlando roots and culture of H. J. High made them the right company for the job," said John Arie, Sr., Fun Spot C.E.O. and owner.

Fun Spot America, as it will be rebranded, will be an amusement park with thematic elements of American culture. The 15-acre expansion is set to add four water rides, a wooden coaster, a steel family roller coaster, a new go-kart track, a new Sky-Coaster, and numerous other rides. Robert High, President of H. J. High Construction, said, "John knows what his customers want and we are excited to help him make his vision a reality."

"It's Huge!" is the well-known catch phrase used in Fun Spot marketing but it can also apply to the local economic impact of this project. With design currently underway and a re-launch planned for February 2013, buying American is important, but it's even more important to buy local," said Arie.

## General Attractions, LLC purchases Alabama Adventure

Group is headed up by Kent Lemasters and Alan Joelson

BIRMINGHAM, Ala. — General Attractions, LLC, an attraction, entertainment, and waterpark acquisition and operating company that specializes in waterparks and attractions, has purchased Alabama Adventure and Splash Beach Water Park. General Attractions is headed up by long-time waterpark leaders Kent Lemasters and Alan Joelson. The deal was announced on Jan. 5, 2012.

A General Attractions

▶ See ALABAMA, page 30



This aerial view shows the land Alabama Adventure has for future growth.

## Four Seasons breaks ground at Walt Disney World Resort



Four Seasons Hotels and Resorts has begun construction of its luxury resort at Walt Disney World. Slated to open in 2014, the 444-room resort will feature several dining venues including a rooftop restaurant with views of the Magic Kingdom; a 14,000-square-foot spa; fitness center; three pools, a lazy river and more.

COURTESY WDW RESORT

LAKE BUENA VISTA, Fla. — Four Seasons Hotels and Resorts has begun construction of its luxury resort at Walt Disney World. Along with joint venture partners Silverstein Properties and Dune Real Estate, the 444-room resort will create approximately 2,000 construction jobs and hundreds of resort positions when open.

"Travelers around the world know and trust Four Seasons, and Walt Disney World is the world's premiere family vacation destination," said Meg Crofton, president, Walt Disney Parks and Resorts Operations U.S. and France. "Together, our two companies offer a brand-new reason to visit and experience Central Florida."

With an opening anticipated in 2014, Four Seasons Resort Orlando at Walt Disney World Resort will feature several dining venues including a rooftop restaurant with views

of the Magic Kingdom; a 14,000-square-foot spa; fitness center; three pools and a lazy river; sports and recreational facilities; as well as meeting and event space, and a business center.

Kathleen Taylor, president and CEO of Four Seasons Hotels and Resorts, spoke of the relationship with Disney: "Each of us is dedicated to creating a product of the highest quality and standards, something that will become a landmark here in Orlando and a destination unto itself for travelers from all over the world. It is truly a one-of-a-kind project and Central Florida will be a valuable addition to our family of resorts, particularly since this is a destination our guests already enjoy."

The development will encompass the existing Tom Fazio-designed Osprey Ridge 18-hole championship golf course, which will be reno-

▶ See HOTEL, page 30

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## ►ALABAMA

Continued from page 29

affiliate company, Southland Entertainment, currently owns 175 acres of real estate surrounding the parks and previously owned and operated Alabama Adventure successfully for over four years until the park's sale to Adrenaline Family Entertainment (AFE) in 2008.

"With more than 30 years of park and attractions experience among the principal operating team of General Attractions, we are very enthusiastic about the opportunity to acquire Alabama Adventure," said Kent Lemasters, president of General Attractions. Furthermore, according to Lemasters, "Our affiliated ownership of the surrounding 175 acres of real estate has allowed us to create a redevelopment vision for the property."

*Amusement Today* asked Lemasters what made the park attractive to purchase, knowing that the entire area is still in recovery mode following the destruction left behind by last spring's massive tornado. "Both parks are very good properties surrounded by a nice entrance with good access to the interstate highway. Combine that with the 175 acres of land we already owned surrounding the park, it was just a natural fit for us. We are very happy of the opportunity that lies ahead."

Southland's 175 acres of property adjacent to the park property (89 acres) is divided

## ►HOTEL

Continued from page 29

vated and subsequently managed by Four Seasons. The first Four Seasons in Central Florida is located within the Golden Oak residential community, created and master-planned by Disney.

Four Seasons first acquired the land from Walt Disney World in 2008 and is working closely with

into three parcels: 74 acres near the administration and support buildings just off the I-20 and I-59 interstates, 36 acres in front of the park and the remaining acres near the waterpark.

According to Russell Kuteman, president of AFE, "Given our decision to exit the investment in Alabama Adventure, Kent and his team are the logical and ideal buyer group. Their prior ownership experience and strategic and comprehensive plan for the future of the park made this an easy call for us."

AFE invested over \$4 million in capital improvements during the three years Adrenaline owned and operated the parks. These funding rounds included the installation of two new water ride attractions — the Upsurge (a double tube water slide ride), and BuzzSaw Falls (a 16 passenger Shoot the Chute water ride).

As the new owners, General Attractions will focus on the development and expansion of the waterpark with an emphasis on family oriented water attractions, rides, entertainment, and recreation. Kent Lemasters told *AT* that immediate and future expansion and improvement plans will be announced later this spring, but something new would be added into the waterpark before summer operation.

Park operating hours and the schedule for 2012 have yet to be determined, but the park will open in early May.

New York-based Silverstein Properties and Dune Real Estate Partners to develop the new resort.

Larry Silverstein, president and CEO of Silverstein Properties, recalled making the decision to back the project. "At the end of the day, it became apparent that the concept was right; that the team superb; the location first class; and the two names — Four Seasons and Disney — as good as you can get."

## FAST TRACK

COMPILED: Scott Rutherford, [srutherford@amusementtoday.com](mailto:srutherford@amusementtoday.com)

**Polyfab USA LLC** announced that **Keyston Bros.** has been appointed as their newest Stocking Distributor of the Polytex and Comtex lines of extra heavy duty fire rated knitted HDPE shade cloth.

**International Theme Park Services, Inc. (ITPS)** has been chosen by **Lotte World** to once again work with them on a business analytical review and strategic planning process for the Lotte World complex in Seoul, Korea. ITPS will assist in developing future planning to systematically grow the Lotte organization.

**Cedar Fair** has announced that attendance at its 17 locations totaled 23.4 million guests in 2011, up 2.6 percent, or approximately 590,000 visits, from the company's record attendance of 22.8 million in 2010.

**New Jersey Amusement Association** announcements for Feb. include three events to be held at the Golden Nuggett in Atlantic City, N.J.: 17th Annual East Coast Expo Feb. 22-23; 22nd Annual Scholarship Cocktail Party, Feb. 23; and NJAA 5th Annual East Coast/Mid Atlantic NAARSO Training, Feb. 22-24. More details at: [www.njamusements.com](http://www.njamusements.com).

The **Disneyland Resort** and Unite Here Local 11 cast members have overwhelmingly ratified a new, mutually beneficial, five-year collective bargaining agreement. The new contract, which applies to the union's 2,100 workers at the resort's three hotels and central bakery, includes wage increases, a choice of affordable healthcare for benefits-eligible workers and their families, and decreased workloads for housekeepers.

**Busch Gardens Tampa Bay** put the park in guests' hands with the launch of its first-ever interactive iPhone application. In response to popular demand, the free app is now available in the Android Market as well. The Busch Gardens app utilizes GPS technology to guide guests through the park and make guests' experience even better by giving them park details at their fingertips and helping them get the most out of their day.

**Hayward Turnstiles** recently announced the addition of New Optical Turnstiles to its portfolio of products. Hayward Turnstiles now offers everything from pure optical lanes to drop arm, swing arm, swing glass and full height glass models. More details at: [www.haywardturnstiles.com](http://www.haywardturnstiles.com).

**Kings Island** invited Jason Hawes and Grant Wilson of SyFy's popular **Ghost Hunters** series to spend the week of Nov. 14 at Kings Island investigating sightings of a "little girl in a blue dress" reported over the years by visitors, employees and security. Kings Island spokesman Don Helbig said he heard about the "little girl in the blue dress" when he was a season pass holder in the 1980s, and invited *Ghost Hunters* to the park to look into the reports.

**Quassy Amusement Park's** Wooden Warrior roller coaster has been named Attraction

of the Year in a poll conducted by the theme park enthusiasts' website Behind The Thrills. The 1,250-foot-long ride was designed by The Gravity Group and is the first junior coaster in the firm's portfolio as well as the first coaster in the U.S. to use the company's Timberliner trains.

Disney parks guests can get the most out of Feb. 29 when **Walt Disney World Resort** in Florida and **Disneyland Resort** in California celebrate Leap Year by keeping a theme park on each coast open for 24 hours of nonstop memory-making fun. For the first time ever, both the Magic Kingdom Park and Disneyland will stay open for 24 hours straight as part of a bi-coastal salute called "One More Disney Day." From 6 a.m., Feb. 29 to 6 a.m., March 1, 2012, local time, guests can fill the extra day of leap year with a marathon of Disney magic and fun.

**Busch Gardens & SeaWorld** allow children ages five and younger to explore the wonders of Africa and the depths of the ocean for free with the new Preschool Pass. Little ones will experience kid-size thrills at Busch Gardens' Sesame Street Safari of Fun and SeaWorld's Shamu's Happy Harbor play areas, get up close to their favorite furry and feathered friends, and see new shows brought to life. The pass is valid for all of 2012 at both SeaWorld Orlando and Busch Gardens Tampa Bay.

**Knott's Berry Farm** has resurrected its Sky Cabin observation tower. Closed since May 2010, the ride was slated to be dismantled and replaced by the Windseeker swing ride that opened last season. Though the Intamin Sky Cabin, which opened in 1976, has had its share of down time, Knott's officials recognized that it was a tradition that guests enjoyed. They elected to place Windseeker in Fiesta Village, and then replaced Sky Cabin's motor, control system and reopened it to the delight of its many fans.

**Hong Kong Disneyland** posted record attendance in 2011. The theme park hosted 5.9 million visitors last year, a 13 percent increase over 2010 attendance. Revenue rose 20 percent to \$463.5 million, and earnings more than doubled to \$65.1 million. Managing Director Andrew Kam Min-ho attributed the success to the debut of Toy Story Land and promotional efforts. This year the resort introduces Grizzly Gulch and Mystic Point. Kam said he is working on the second phase of Hong Kong Disneyland's expansion.

**Legoland Florida** opened the year with a change to one of its stores. Lego Friends, a shop featuring a new line of Lego products geared toward girls age five and older, has replaced the Girl's Shop in the Fun Town section of the park. The store now sells the newly launched Lego Friends, which are Lego-based construction kits for girls. The Lego Friends line includes such products as Olivia's Tree House and Butterfly Beauty Shop.

# ASTM looks to develop zip line, other aerial ride standards

W. CONSHOHOCKEN, Pa. — A proposed new standard is the ongoing result of a collaborative effort between ASTM International and the Association for Challenge Course Technology to develop manufacturing and operations standards for commercial zip lines and other aerial adventure courses.

ASTM WK34049, Practice for Special Requirements for Aerial Adventure Courses, is

## Amusement railway rides are subject of proposed ASTM standards

W. CONSHOHOCKEN, Pa. — Many children (and adults) love trains, and now an ASTM subcommittee has turned its attention to trains as well. Subcommittee F24.60 on Special Rides/Attractions, part of ASTM International Committee F24 on Amusement Rides and Devices, is working on two proposed standards for amusement railway rides, ASTM WK31185, Practice for Amusement Ride Steam Locomotives, and ASTM WK35400, Practice for Amusement Railway Ride Tracks, Devices and Facilities.

Doug Schmidt, director of attraction maintenance, Busch Gardens Tampa, and an F24 member, says WK31185 will provide owners and operators of amusement-related steam locomotives with a reference that will help them maintain, operate and inspect their equipment to promote guest and employee safety. Schmidt may be reached at (813) 987-5458 or by email at: doug.schmidt@buschgardens.com.

According to its proposed scope, ASTM WK35400 will apply "to the design, manufacture, installation, operation, maintenance and inspection of permanently installed amusement railway ride tracks and their associated devices and facilities." Joel Fritsche, executive director, Walt Disney Imagineering, and an F24 member, notes that the proposed standard covers roadway, ties, rail joints, rails, turnouts and related equipment.

under the jurisdiction of Subcommittee F24.60 on Special Rides/Attractions, part of ASTM International Committee F24 on Amusement Rides and Devices.

While ACCT standards have addressed challenge course technology, which includes ropes courses and zip lines, since 1994, those standards were originally written for the educational and therapeutic market. "A recent trend

toward the commercialization of zip lines and other aerial adventure courses has made it necessary to quickly address this growing sector of the industry," says Rich Klajnscek, an F24.60 member and the chairman of ACCT's Installation Standards Committee.

ASTM WK34049 will answer this need by establishing criteria for the design, manufacture, installation, testing performance, operation, main-

tenance, inspection and auditing of zip lines, ropes courses and challenge courses that are specifically intended for concession, commercial recreation or amusement purposes.

ASTM WK34049 is being developed by an F24.60 task group chaired by Mike Teske, director of technical services for Skyline Eco-Adventures. Teske notes that all interested parties are welcome to join in the development of the proposed

new standard. Teske may be reached at gt40guy@earthlink.net or by calling (865) 323-6643.

ASTM International welcomes and encourages participation in the development of its standards. For more information on becoming an ASTM member, visit [www.astm.org/JOIN](http://www.astm.org/JOIN).

ASTM Committee F24's next meeting is scheduled for Feb. 16-18, 2012 in Ft. Lauderdale, Fla.



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## New Year's resolutions

### Mike Gutknecht

Ride Entertainment Group  
of Companies and  
AIMS president  
mike@ride  
entertainment.com

It's well into 2012. If you haven't done it yet, it's time to come up with a New Year's resolution. Personally, I'm not very good at these things; so perhaps my first resolution should be to be better at keeping New Year's resolutions, but more on that later. From my experience, most resolutions deal with health or finance. I can't count the times I've heard statements like "this year I'm going to get in shape" or "this year



Gutknecht

I'm going to pay off all of my credit cards."

Being the type of person that likes to be slightly different from the masses, I was thinking that I should make a resolution of a different type. Alright, I know I have to lose that extra 20 pounds and hopefully I can figure a way to do that without making a formal resolution out of it. The resolution I'm thinking about making has more to do with my contributions to my family, employer and industry.

In today's world, it's so easy to fall into a redundant pattern with our everyday duties. You know how it goes: you get up and take a shower, go do the same job you've done a thousand times over, go home, have dinner, watch some TV then go to bed. Sure, you are going through the motions that make it appear you

are getting the job done, but the real question is, are you adding real value and making a difference with those you are interacting with every day? Therefore, in this public forum and in a manner which is going to make it embarrassing to not follow through, my resolution for 2012 is to make a difference, to approach everyday duties not as a chore or challenge, but as an opportunity to create new solutions and better ideas.

If you see value in making a resolution like this, let AIMS help you make it a reality in your business life. Being a member of this organization shows that you care about safety in our industry and that you want to do your share to help. Attending the annual AIMS Safety Seminar will help you do a better job at your workplace, whether it's being a mechanical technician, front line

operator, or ride inspector; I assure you that the knowledge imparted to you at the AIMS Safety Seminar will give you the tools you need to make a difference in this industry.

It's hard for me to believe that 2011 has already come and gone. My nine months as president of AIMS has been fulfilling and educational. The AIMS board of directors is an incredible group of very talented people, and I am blessed that they have placed their trust in me to hold the position of president. The experience that the board has in the amusement industry is unsurpassed, and it's an honor and privilege to be associated with each and every board member. I look forward to opportunities 2012 brings us and am excited about moving forward to make 2012 a great year for the AIMS organization.

## AIMS member spotlight: Wesley Fisher

*Editors note: This is a series of articles to run in AIMS News & Notes that spotlight an AIMS member who has been active in the annual AIMS Safety Seminar. To suggest a future spotlight on an AIMS member contact Steve Laycock at:*

steve.laycock@rides.com

### Wesley Fisher

Maintenance Manager  
Frontier City,  
Oklahoma City, Okla.

Wesley is a hard working individual who sees the advantage of knowing others and having the ability of being able to call on them in an emergency. He has spent his entire amusement industry career at one facility and loves it. During the 2011 AIMS Safety Seminar in Orlando, Wesley took some time to answer questions regarding his experiences inside and outside the amusement park business as well as his experiences at the AIMS



Fisher

Safety Seminar.

### How did you get started in the amusement business?

"I first started in the amusement park business in a sign shop. This was when Frontier City was a Six Flags park. I was building 3D cartoon character signage such as Bugs Bunny and Daffy Duck."

### What did you do before you were in the amusement business?

"I built concrete statuary. These were different items such as fountains and statues of all kinds."

### What do you do in your free time?

"I love the outdoors. I am an avid bass fisherman and also enjoy camping with my wife and kids."

### Tell us something about yourself that is not commonly known by your amusement industry peers.

"I am addicted to the television show *Law and Order*. Anytime I cannot go outside, I am inside watching *Law and Order*."

### What is so special about the facility for which you work?

"Frontier City is where I started

my career in the amusement park business. It is the first and only park where I have worked. I immediately fell in love with the park, the guests, and my coworkers and decided that I wanted to work in the amusement business the rest of my life."

### How long have you worked at your present facility?

"I have been at Frontier City for 12 years."

### Tell us one thing you have learned from the AIMS Safety Seminar.

"Networking is very important. It is not always what you know but who you know in the industry that is willing to help you solve an issue that may actually turn out to be your biggest asset."

### What was your favorite class at the AIMS Safety Seminar and why?

"The class that I appreciated the most was Math and the Amusement Ride. I take this class every time I attend AIMS and I always learn something new."

### Why should someone attend a training seminar and particularly the AIMS Safety Seminar?

"This goes back to networking. Aside from the technical information you will learn, you will also find that in our industry everyone wants the same thing. We are not in competition, we all want guests to have a fun and safe time at our facilities."

### In general, how was your overall experience at the AIMS Safety Seminar and how prepared were your instructors?

"I found the entire seminar very informative and the instructors are the best in the industry and have a lot to teach us."

### Tell us one person you have met here during a networking opportunity time that has made an impact on you and why.

"Every time I think of AIMS I think of Thom Cammarota. I met him in 2003 and he taught me that networking is the best resource you can have. You can call anyone in the industry with a problem and they will help you."

—Complied by  
Steve Laycock

## Cedar Fair announces promotions of Witherow and Hoffman

SANDUSKY, Ohio — Cedar Fair recently announced the promotions of **Brian C. Witherow** to the position of executive vice president and chief financial officer and **David R. Hoffman** to the position of senior vice president and chief accounting officer.

"After completing a six-month, national search for a new CFO, we concluded that we had the appropriate talent in-house," said Matt

Ouimet, Cedar Fair's president and CEO. "Since joining Cedar Fair in June of this past year, I have been consistently impressed with both Brian and Dave. They have a deep understanding of our business model; are absolutely committed to the integrity of our financial management systems; and, are focused on delivering value to our unitholders. Additionally, they have proven to be highly effective thought part-

ners with our other senior leaders, pushing continued discipline in cost management as well as championing new growth initiatives."

Witherow has been with Cedar Fair for 17 years. During this time he has served in a variety of roles including director of investor relations, treasurer and most recently as vice president and corporate controller. Prior to entering the amusement park industry, he served in various

roles with the accounting firm Arthur Andersen.

Hoffman joined Cedar Fair in 2006 as the vice president of corporate tax. In 2010, Dave took on the additional responsibility of vice president of finance, leading the company's tax and treasury functions. Prior to joining Cedar Fair, he served as a senior tax consultant with Ernst & Young.

### Six Flags Ent. Corp. inks deal with new insurance broker

ORLANDO, Fla. — Insurance Office of America (IOA) has become the official property & casualty insurance broker of Six Flags Entertainment Corporation. Effective January 1, 2012, the new agreement offers IOA the advantage of broad awareness building opportunities and high-profile branding through the use of in-park signage at Six Flags parks, web banner advertising on sixflags.com, Six Flags Television and Radio Network promotional spots and the benefit of premium hospitality.

The partnership brings together the world's largest regional theme park company and the 8th largest privately-held, and one of the fastest growing, insurance brokerage firms in the U.S.

"I am very pleased to be partnering with Six Flags, the industry leader in the regional theme park business. They effectively manage risk and with our innovative software, Compass, we will take them to new levels," stated IOA Chairman & Founder John Ritenour.

"We are truly impressed with the insurance capabilities that IOA brings to the table in handling the unique insurance requirements of our business," said Walt Hawrylak, senior vice president of administration at Six Flags Entertainment.



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# MARKETWATCH

## RIDING THE MARKET



Company	Prices One Month Ago	Prices 01/18/12	52 weeks	
			High	Low
<b>Cedar Fair L.P.</b>	<b>\$21.81</b>	<b>\$23.93</b>	<b>\$24.16</b>	<b>\$16.44</b>
<b>MGM Mirage</b>	<b>\$9.02</b>	<b>\$12.73</b>	<b>\$16.05</b>	<b>\$7.40</b>
<b>Six Flags Ent. Corp.</b>	<b>\$37.48</b>	<b>\$41.90</b>	<b>\$42.84</b>	<b>\$24.72</b>
<b>CBS Corp.</b>	<b>\$25.84</b>	<b>\$28.29</b>	<b>\$29.68</b>	<b>\$17.99</b>
<b>Walt Disney Co.</b>	<b>\$34.75</b>	<b>\$39.02</b>	<b>\$44.34</b>	<b>\$28.19</b>
<b>Great Wolf Resorts, Inc.</b>	<b>\$2.71</b>	<b>\$3.11</b>	<b>\$3.65</b>	<b>\$2.02</b>
<b>Blackstone Group</b>	<b>\$13.62</b>	<b>\$10.51</b>	<b>\$19.63</b>	<b>\$10.51</b>
<b>Village Roadshow</b>	<b>\$2.90</b>	<b>\$2.96</b>	<b>\$4.45</b>	<b>\$2.41</b>
<b>NBC Universal</b>	<b>\$16.86</b>	<b>\$19.02</b>	<b>\$21.65</b>	<b>\$14.02</b>

## FUEL PRICES



Region (U.S.)	As of 01/16/12	Change from year ago
<b>East Coast</b>	<b>\$3.943</b>	<b>\$0.495</b>
<b>Midwest</b>	<b>\$3.746</b>	<b>\$0.375</b>
<b>Gulf Coast</b>	<b>\$3.777</b>	<b>\$0.411</b>
<b>Mountain</b>	<b>\$3.823</b>	<b>\$0.449</b>
<b>West Coast</b>	<b>\$4.037</b>	<b>\$0.528</b>
<b>California</b>	<b>\$4.116</b>	<b>\$0.554</b>

## TOP 7 MOST TRADED CURRENCIES



On 01/18/12 \$1 USD =
<b>0.7855 EURO</b>
<b>0.6512 GBP (British Pound)</b>
<b>76.7637 JPY (Japanese Yen)</b>
<b>0.9562 CHF (Swiss Franc)</b>
<b>0.9632 AUD (Australian Dollar)</b>
<b>1.0148 CAD (Canadian Dollar)</b>

## PEOPLE WATCH

### Hershey Ent. announces board changes

The board of directors of Hershey Entertainment & Resorts Company (HE&R) in Hershey, Pa., recently announced that **Ted J. Kleisner**, chief executive officer and member of the board, has been elected chairman of the board. The position took effect on January 1, 2012.

The board also approved Kleisner's succession plan, which outlines his planned retirement on December 31, 2012. Upon retirement next year, Kleisner will stand for re-election to the HE&R board as an independent, non-executive board member. Kleisner has been a member of the HE&R board since 1996, and he and his wife plan to continue to reside in Hershey.

The succession plan identifies **William F. Simpson, Jr.**, currently the company's president and chief operating officer, as the successor to the position of chief executive officer upon Kleisner's retirement. In a related board action, Simpson was elected to the HE&R Board, effective immediately.

"I am so pleased that the board has embraced Bill as the right person to succeed me as CEO of the company. It's without question that Bill has all the right skills and intangible qualities to excel as the next chief executive officer of Hershey Entertainment & Resorts," Kleisner said. "We'd be hard pressed to find anyone who could match the depth and breadth of Bill's experience in our industries. His comprehensive understanding of the businesses in which we operate will position us well for success."

### Rich Hill named Sally Corp. senior designer

**Rich Hill**, who joined Jacksonville, Fla.-based Sally Corporation 12 years ago as an artist, and four years ago became a member of the company's award-winning design team, has been promoted to the position of senior designer.

A graduate of the Art Institute of Pittsburgh, Hill studied under some of the most noted special effects designers in the movie and theme park industries before joining a small animatronics company as a sculptor and animatronics specialist, building characters for Rainforest Café, Disney World, and Universal Studios. Later opening his own studio, Hill undertook design and sculpting projects for various theme parks and companies before joining Sally.



Hill

"Since joining the design department, Rich has done an outstanding job across the board, and as lead designer on several projects," says Sally CEO John Wood. "He brings knowledge, imagination and dedication to every project, and has become an invaluable part of our team."

Hill works directly with Drew Hunter, vice-president of creative design, on all aspects of conceptualization and design for the company's interactive dark rides, animatronics, and exhibits.

### New park president for Six Flags America

Six Flags America, Bowie, Md., has announced the appointment of **Rick Howarth** as its new park president. Howarth will be responsible for all park operations, strategic direction and general management duties for the 131-acre theme and water park, located 20 minutes from the nation's capital.

A native of Largo, Maryland, Howarth began his career in the theme park industry in 1992 as a finance intern at Wild World (later Adventure World before being rebranded as Six Flags America in 1999) while studying at the University of Maryland in College Park. Howarth has held finance positions at Wild World, Adventure World, Six Flags America, various former Six Flags parks throughout Europe, Six Flags Discovery Kingdom in Vallejo, California, and the Six Flags Entertainment Corporation headquarters in Grand Prairie, Texas. In 2009, Howarth returned to Six Flags America as the park's director of finance.

Howarth replaces **John Winkler**, who was recently appointed park president at Six Flags New England in Agawam, Massachusetts.

### Interactive play leaders join SplashTacular

SplashTacular, Inc., Paola, Kan., has selected industry veterans **Mark Weston** and **Anthony Imbrogno**, creators of FunTraptions products and brand, to become part of the company's expanding team of professionals.

"Mark and Tony have been industry innovators in interactive play," said Steve Levine, SplashTacular CEO. "Their expertise further expands our unique product offerings and client base and has already had immediate impact on our international market."

Weston will serve as director of interactive play while Imbrogno will serve as interactive design specialist.

### Pontchartrain Beach's former president Harry Batt, Jr. dies at 85

NEW ORLEANS, La. — **Harry J. Batt Jr.**, attractions veteran and former IAAPA president died Sept. 18, 2011. He was 85.



Batt

Batt's industry career began while he was an architectural student at the Chicago Institute of Design. His father called him back home to New Orleans to help in the operation of Pontchartrain Beach Amusement Park.

Harry performed various jobs at Pontchartrain including merchandising until he ultimately assumed the position of president of Playland Amusements, Inc., Pontchartrain's parent company. He and his brother, John, managed the beloved park until its closing in 1983. He and John also opened Storyland amusement park, which is still in operation today.

Harry was active in local and national business groups including IAAPA, boards of directors for local banks, the Hermes Carnival Organization and the Rotary Club. He also consulted on projects for Disney and the Seattle World's Fair.

Survivors include his wife, Fay Vilac Batt; three children, Harry Batt, III, David V. Batt, and Barbara Claiborne; and seven grandchildren. Private services were held, with only immediate family members in attendance.

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# Fresh Look - IAAPA

**STORY:** Tim Baldwin  
tbaldwin@amusementtoday.com

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

**Fairy Dust Ltd.**  
[www.fairydust.com](http://www.fairydust.com)

**What is it?**

Founded in 1994, Fairy Dust is a line of products geared toward young women with a focus on glitter and sparkle.

**What made AT take notice?**

During the IAAPA show, Fairy Dust had several "build your own" type stations that

had soaps and products that intrigued passersby to see what was going on. Take home creations ranged from sea shells to sundae looking soaps in a vast array of sparkling colors.

**Amusement Today talks with Diane Clark, founder and managing director of Fairy Dust Ltd. How was your first IAAPA experience?**

"It was amazing! We knew this was a show with great potential, we just didn't know how well our line would be received."

**Did the show meet your expectations?**

"It exceeded our expectations. We were swamped with interested buyers, wrote a number of orders at the show, as well as making many valuable contacts. We have learned that with trade-shows, the best often comes later. This has proven to be true for this show. A number of orders came into the office later as a result of the show.

We have also been contacted by large, interested companies that attended IAAPA."

**What does your product bring to the industry?**

"While the amusement industry is strongly kid oriented, we add a tween element. Our line is primarily very girly, ages 4-12. Parks can offer a make-your-own experience that appeals to a wider range of girls, thereby expanding their market."

**Did you learn something from the experience, or would you have advice for future first-time exhibitors?**

"IAAPA was definitely a learning experience. We were unprepared for the number of interested buyers. There were two people working our booth, next show we will have three. This past show we had additional catalogs and samples overnighted twice. We will bring triple the literature and samples next show. We also learned that this is a great market for



At left, AT's Tim Baldwin displays a personalized Fairy Dust soap sundae. Above, Fairy Dust offers "build your own" stations to make the product sale a fun experience aimed at young girls.  
AT/JEFFREY SEIFERT

**FIRST IN A SERIES**

our line. We are now making changes to the line that will make it even more appealing to the amusement industry."

**What is your biggest success story from the show?**

"We have two stories that we are very excited to share. A few weeks after the show we received a rush or-

der from one of the world's top resorts. They wanted to place our line in their children's area and wanted it immediately. We are also talking with a major theme park and expect our line to be placed there. If this comes to fruition it would be a great success for Fairy Dust."

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'Tiger and Turtle - Magic Mountain' is a unique three-dimensional sculpture created by Heike Mutter and Ulrich Genth for Duisburg, Germany's Capital of Culture project. Resembling a compact looping roller coaster, the \$2.3 million steel and zinc construction features an elegant stairway that allows visitors to follow the twists and turns of the 722-foot-long course.  
COURTESY MUTTER & ULRICH

### Sculpture creates pedestrian roller coaster experience

GERMANY — Opened this past November atop a 100-foot-tall landfill-turned-green space in Duisburg's Heinrich Hildebrand-Heights is "Tiger and Turtle - Magic Mountain," one of the world's most unusual and engaging sculptures. From afar, this amazing work of art looks like a compact steel looping roller coaster but close up, visitors find a sleek stairway where the ride's track should be.

Devised by Heike Mutter and Ulrich Genth, a Hamburg-based pair who have created artistic projects in exhibition venues for the past eight years, Tiger and Turtle - Magic Mountain cost \$2.3 million and is part of the city's Capital of Culture project. The elegant structure required eight weeks to assemble and stands 68-feet-high and features a 722-foot-long course.

Heike Mutter explains the sculpture's name: "the roller coaster represents acceleration and the high speed of a tiger but the sightseer has to investigate it step by step like a turtle."

The sculpture is fashioned of steel and zinc, which creates a link between itself and the park where it is located. The site housed a factory that produced zinc before it was turned into a recreational space. The city of Duisburg is also home to Krupp Mannesmann, a major steel manufacturing company that gives the massive piece of artwork another local connection.

Aside from the signature vertical loop, visitors are able to follow all the twists and turns of the coaster-like course at their leisure.

—Scott Rutherford



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## Busch Tampa opens new new animal care facility

TAMPA, Fla. — Busch Gardens welcomed guests to closely observe and even take part in the animal care experience when the Tampa park opened its new Animal Care Center on Jan. 23, 2012. From nutrition to treatments, X-rays to surgeries, much of Busch Gardens' animal care will be conducted in guest view in this new state-of-the-art facility.

"We are proud of the care we provide our animals," said Mike Boos, vice president of zoological operations. "We welcome the opportunity to share our level of care with our guests, and to continue our mission of connecting guests to animals and the natural world. No other zoological facility can offer the unique, up-close experience that this new facility will provide."

The major guest components of the new facility include a nutrition center, treatment rooms, a clinical lab and an interactive diagnostic activity. The nutrition center will feature a kitchen similar in set-up to a cooking show on television. Educators will lead demonstrations several times a day on the planning and preparation of animal diets. Guests will even have the chance to assist in preparing and doling out the range of food the park provides its animals, from fruits and vegetables to crickets and mealworms. Nutrition demonstrations will take place during scheduled times each day.

The treatment center will allow guests to watch as Busch Gardens' skilled vets do preventative checkups, treatments and surgeries on animals. Guests will be able to see into the rooms through glass walls, and audio capabilities will allow guests to talk to vets working behind the glass. Cameras placed over the exam table will show unique vantage points to guests who can watch on monitors. During treatments and surgeries, zoo educators will also be on hand to talk about what's taking place. Since it is a working center, procedures will vary daily, and will not take place during all scheduled park hours due to field work, office work and other projects requiring the vets' time and attention. Daily schedules will be subject

to change.

In addition to the guest views, the new facility will also include animal recovery and holding rooms and vet offices. The new, nearly 16,000-square-foot facility replaced the rhino exhibit in the Nairobi area of the park. The park's former animal care center was located behind the scenes.

Busch Gardens Tampa Bay's new Animal Care Center allows guests to closely observe the park's vets as they care for the many creatures that call the Florida themer home. The new 16,000-square-foot facility features exam rooms with glass walls, audio capabilities and cameras that offer guests a unique zoological experience unlike other theme park.

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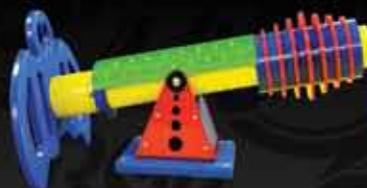
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## Butler's death brings support to family

# Family members ready and comfortable to hit the road in 2012

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

BAKERSFIELD, Calif. — The outpouring of support the family of Earl "Butch" Butler has received since his death Dec. 21, 2011 has greatly touched them. And, although not much time has passed now, this support, they feel, will help them get through the hard times and start looking toward the good times.

"But, I have had so many people say to me 'I can't imagine this world with Butch Butler in it,'" said Jill Butler Moyer, Butch's youngest daughter.

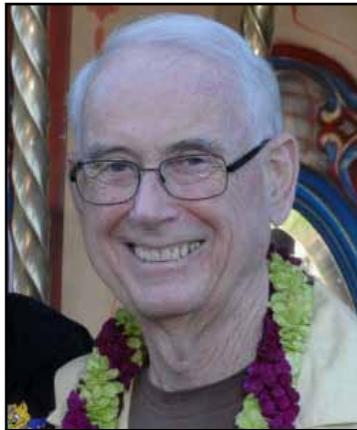
She was speaking with *AT* in the second week of January, not even two weeks after the funeral and reception of her dad drew upwards toward 700 people. Her voice was clear until she came to part of this particular comment.

"I mean, I know I can't imagine it," she said, faltering. "Everyone that ever met and loved my dad will never forget it. But, to hear other people, strangers we have never met, really touched us."

The death of Butch Butler, 69, owner of Butler Amusements, based in Bakersfield, Calif., certainly has been and will be felt for a long time by his family, friends and associates.

But, his family and colleagues have stepped up to the plate to carry on the name and business of Butler Amusements. They say they are comfortable in the role and ready to start the 2012 season this month.

"Last year was one of our best years for the show," said another daughter, Kris Butler Brajevich in mid-January. "We



**BUTCH BUTLER**  
Butler Amusements  
1942- 2011

want to make this year even better out of respect to him."

She said that although her dad was still active in the business and attended many of the events and fair dates, he had been cutting back over the last two years due to health issues. She and her husband, Mick Brajevich, had taken over one of Butch's units. Her sister, Jill, and her husband, Lance Moyer, have been managing another.

"People may think there will be a big change, but we have had a couple of years to feel comfortable in these roles," Kris said.

Butch had apparently been grooming his family and getting them ready for the inevitable — always the businessman.

Butler Amusements was formed in the spring of 1970 by George "Bud" Butler and his son Butch and his wife, Evalyn, who served as treasurer of the company. The show made its debut at a shopping center in Mountain View, California.

But the family had interest in the mobile industry years

before in their hometown of Austin, Minn. Bud worked at the Hormel Meat Company while simultaneously operating a grocery store "Bud & Bob's" in Austin. On weekends, Bud would take game concessions out to carnivals playing in neighboring communities.

When Butch was 13 years old, he joined his father on these weekend and summer excursions through the Midwest, operating games on several carnivals including Merriam's Midways, which is still in operation today.

Soon the father and son weekend avocation became a full time occupation.

By 1960, Bud had built an arsenal of games. In that year, he purchased an Aerofilliate Kiddie Ride and moved, with his wife, to California where he became associated with several West Coast-based carnivals including Foley & Burk Combined Shows, Monarch Pacific, and West Coast Shows.

Butch remained in Austin, attending junior college and managing the family grocery store. During the summers, he



Butch Butler is shown here in this 1970's era family photo. Standing in the front row, l to r: Kris Brajevich and Jill Moyer. Middle row, l to r: Tami Quint, Butch Butler and Kelley Butler. In the back row is Mary Rhodes.



Butch Butler, Butler Amusements, is shown here with his daughters in 2011. Front row, l to r: Kris Brajevich, Butch Butler and Jill Moyer. Back row, l to r: Tami Quint and Kelley Butler. ALL PHOTOS COURTESY BUTLER FAMILY ARCHIVES

continued to operate his food and game concessions with Merriam's Midways as well as with several other shows.

In 1967, married to Mary Lou and with their two daughters — Tami, 5, and Kelley, 3, Butch moved his family west to join his parents on the Mon-

arch Pacific Shows. But the demise of that carnival was imminent and the Butlers began making plans for a carnival of their own.

The sale of the family grocery store in Austin, Minn., provided funding for a new show's first ride — a Tilt-A-Whirl.

In late 1969, the Butlers purchased a small carnival owned by Larry Ferris. Adding their own rides and equipment to the Ferris collection, Butler Amusements officially debuted at a shopping center in Mountain View, Calif., in the spring of 1970. That winter, the Butlers signed their first fair contract at the Redwood Empire Fair in Ukiah, Calif.

From that humble beginning, Butler Amusements has grown into one of the largest

► See BUTLER, page 40

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## ► BUTLER

Continued from page 39

carnivals in North America. The ride arsenal is up to about 140 rides.

"In 2009," said Mick Brajevich, "we played the Evergreen State Fair (Monroe, Wash.), the California State Fair (Sacramento) and the Western Idaho Fair, Boise, simultaneously. We had some rides booked in to make up what we needed, but, for the most part, we played these events with our own equipment."

And, said Rich Byrum, who has been with Butler for 27 years, the carnival will play approximately 125 different events in 2012, which includes 34 fairs.

"We play dates in Idaho, Oregon, Washington, Colorado, Nevada, Arizona and we have some games at the State Fair of Texas," Byrum said. "Butch has really helped set the standards for the carnival industry. He was a visionary. He always wanted to achieve excellence. He not only wanted the best carnival, he wanted the cleanest. He wanted to improve his signage and restrooms. He set the bar."

Kris said her father did take chances, constantly purchasing rides sometimes as many as 9 in one year. But, if it was a good deal, he said once in an interview with this *AT* writer, he didn't want to pass it up.

"For the 2012 season, we will go out with our first water ride," Kris said. "We have a flume ride that we have been renovating."

The ride, said Jill, was purchased from the Celebration City park in Branson, Mo.

Butler was proud of his family, all in the family business. Tami Butler Quint, Butler's first born, is married to Ron Quint and serves as the office manager at Butler Amusements winter quarters and maintenance facility located in Santa Nella, Calif. Ron Quint is the company's director of transportation and is responsible for coordinating the movement of all Butler equipment. The Quints have three children.

Butler's second born is Kelley Butler. She operates and coordinates the routing of food concessions on the show and manages her father's unit office along with her mother, Mary Rhodes. Kelley But-



The Butler Amusements management team is shown here at the 2011 California State Fair in Sacramento. Butch Butler is seen in the center of the front row.

ler has two children and two grandchildren.

Daughter Kris and her husband have been managing one of the units for the show. They have four children.

Butch Butler's youngest daughter, Jill, along with her husband, Lance Moyer, have served as manager of the other unit. They have three sons.

Butler has one son, Sean Murphy-Butler. He is currently attending college but, during the summers, he works on the show.

Kris Butler said the family had some very good quality time with her dad throughout the last few months of his life. He had had surgery to remove an abscess, but because of his difficulties due to malabsorption, the surgery led to a bacteria infection, which led to Butler's death.

"But, we were there with him around the clock," Kris Butler Brajevich said. "We took turns being with him."

And, during that time, apparently recognizing his situation, Butler named Mick CEO of the show and Lance, COO.

Even though Butch died before Christmas, the family decided to wait until after the holidays to have the funeral. So many people are already traveling and being with their own families.

"Butch loved Christmas," Mick said. "He used to decorate his entire court with lights. He would put Christmas trees in everyone's yard. So, it is sort of sad that he passed right before Christmas, but at the same time, it will be an important memory for all the kids."

Mick began working full

time for Butler in 1990. Up until that time, he had hop scotched with games. In 1994 and 1995, he managed a third unit for the show. He said he had met his future wife, but "Butch kept his family close to him. They were all on his unit."

In 1998, he and Kris were married.

"Butch was the hardest working guy I have ever seen," Mick said. "He was very positive. He wanted to be the best, but not by stepping on other people. He wanted to be the best by being the best. He never stopped. We have had a 100 percent return rate in our employees for 2012. We are all ready and feel very comfortable moving forward."

The viewing and rosary was held on Jan. 2 at Saint Christopher's Catholic Church, San Jose, Calif. The reception was held the next day at the Villa Regusa banquet hall in Campbell, Calif. Kris said they had thought about holding the reception at a smaller venue, but the family was very glad they didn't.

"We were counting on having about 400 people and we had enough food for that many," she said. "But we ended up having about 700 people instead to the funeral and about 620 at the reception. They were adding tables and chairs and were able to accommodate us with food. It was beautiful. We were so surprised that many people came. Everyone had the option of standing up and saying something. We were very touched at the number of people that stood up. There were so many stories and there were stories

from people we had never met."

During the opening meeting at the Western Fairs Association, held Jan. 8-11, in Anaheim, Calif., Kris said they showed attendees the video the family had put together.

"After it was over, there was a standing ovation," she

said.

Although the cheers, stories and support doesn't take Butch's place for his family, they feel, over time, it will give them strength to carry on the family tradition and to carry it on in the excellent fashion their father would have expected.



THEN: Butler Amusements as seen playing a high school (Oceana High School) in Pacifica, Calif. in 1974 or 1976. The rides are the Rock-O-Plane (first one Butler ever purchased), Bounce house (red with rounded top), Super Slide, Trabant, and an arcade (dark blue tent top) which was owned and operated by Tom Shobaken, Butch's best friend from childhood and current secretary and treasurer of Butler Amusements.



NOW: Butler's show as seen today (top photo) at the California State Fair. Above, Butler Amusements lights up the night sky during the Riverside County Fair and Date Festival.

## Fort Worth [Texas] Stock Show full of exhibits, rodeo and midway rides

FORT WORTH, Texas — The Fort Worth Stock Show and Rodeo, which began Jan. 13 and was to run through Feb. 4, is full of free exhibits, livestock, entertainment, attractions, and, of course, rodeo.

Rodeos throughout the show include the Best of the West Ranch Rodeo, the Best of Mexico Celebracion, Cowboys of Color Rodeo, Bulls' Night Out and the PRCA Rodeo.

There are also horse shows and a variety of livestock events such as the FFA Children's Barnyard, petting zoo, milking parlor, the Planet Agriculture, Agriculture Magic Show and an art contest.

The legendary Fort Worth Stock Show and Rodeo All-Western Parade filled the streets of downtown Fort Worth on Jan. 14. The parade annually draws in excess of 100,000 spectators. The parade is completely non-motorized and exemplifies Fort Worth's western heritage and caters to generations of local citizens.

The Fort Worth Stock Show and Rodeo debuted its first smart phone application. With this free "app," users can navigate their way around the Stock Show grounds, find the next real-time event or plan an entire day at the Show.

The application was available for Apple and Android users in their respective markets.

Talley Amusements, Fort Worth, is providing the midway this year. Last year, the event was hit with ice, snow and frigid temperatures. Mary Talley said she had to close her 48 rides for four days in 2011.

The event, however, ended up with a total attendance in 2011 of 930,300. That was even with the inclement weather as well as one day short. The show closed one day early last year because of Super Bowl XLV being held at the Cowboys Stadium, in Arlington, on Feb. 5.

Complete results from the Stock Show will be published in the March issue of *Amusement Today*.

—Pam Sherborne



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# 32nd Annual Northwest Showmen's Association Safety Seminar scheduled for Feb. 12-17, Oaks Park and Funtastic Rides

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

PORTLAND, Ore. — The 32nd Annual Northwest Showmen's Club Safety Seminar begins with registration on Feb. 12, and, according to Beverly Burback, the co-chair of the Safety Seminar, the club expects attendance to be on par with the 2011 seminar.

"We usually have between

125 and 175 people for the seminar and we are expecting that this year," Burback said. "We will have some show owners and managers here, but the bulk of our attendance to this seminar comes from the guys that are out in the field."

The annual Northwest Showmen's Club Safety Seminar is a comprehensive safety-training experience of individuals responsible for the care

and safety of the amusement industry's guests as served by the carnival industry. The seminar is renowned for its diverse curriculum and the quality of its volunteer instructors. There are both sit-down and hands-on classes.

The first two days of the four-day seminar (Feb. 13-16) will be held at the Oaks Amusement Park, Portland, Ore. The final two days are

set for the winter quarters of Funtastic Rides Inc., owned by Ron and Beverly Burback, also in Portland.

On the fifth day, Feb. 17, Certification Testing will take place for NAARSO, AIMS and Northwest Showmen's Club Carnival Tech. Also on this day, attendees may choose to participate in first aid training.

"There will be full days of courses all four days," Bur-

back said. "While they are here at Funtastic, they also will be out in the yard working with equipment and machinery."

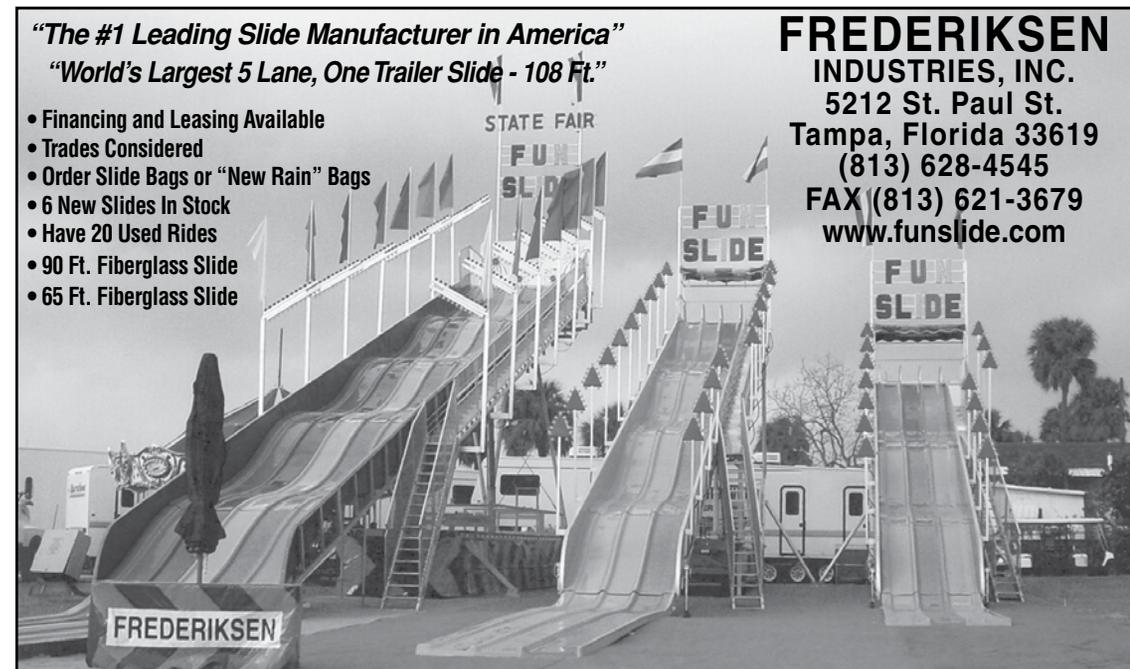
Cost of the seminar is \$100 and includes three meals a day.

"We want to make this affordable so everyone can come," she said. "We are all about promoting safety in the industry."

▶ See SAFETY, page 44

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## OABA honors Circle of Excellence recipients

LAS VEGAS, Nev. — The Outdoor Amusement Business Association (OABA) recognized members who recently achieved the OABA's Circle of Excellence at the 2011 International Fairs & Expositions convention, Las Vegas. To achieve this honor members meet some of the highest standards of safety, quality and service in the outdoor, mobile amusement industry.

**GoldStar Amusements\*** - Mike & Connie Featherston

**Mighty Midway & Kidway** - Minnesota State Fair

**Ray Cammack Shows\*** - Guy & Charlene Leavitt

**Strates Shows** - James E. Strates

**Alamo Amusements\*** - Patrick Sheridan

**Armstrong Concessions** - Gary Armstrong

**Australian Foods\*** - Carmel Dyer

**Cassata Concessions\*** - Tony Cassata

**Bishop Amusement Rides\*** - Jim & Nancy Bishop

**Demas Enterprises\*** - Mike Demas

**Dills Concessions, Inc.** - Doug Dills

**Giant Slide\*** - Fred Pittroff

**Jimmy's Concessions** - James Coffield

**Juicys Outlaw Grill** - Brett Enright

**Lee's Concessions** - Mike & Connie Featherston

**Little Richard's Enterprises** - Richard Thomas

**Lopez Concessions\*** - Chris & Jody Lopez

**Loret Foods** - Brad Ribar

**Mad Hatter Concessions\*** - Michael & Kristin Ousey

**Morton Concessions\*** - Bill & Deborah Morton

**Netterfields Popcorn & Lemonade** - Butch Netterfield

**Odyssey Foods\*** - Dominic & Kim Palmieri

**Showtime Rides** - Nick Pelino

**Sixth Generation Rides** - Bryan Creason

**Sun Side, Inc.** - Sam Raggath

**T.J.'s Ice Cream** - Rob & Tassie Jundt

**Trinity Concessions** - Ben & Joy Pickett

**Wonderland Amusements** - Suzann Shorb

**Wood Entertainment\*** - Michael Wood

\* Circle of Excellence Recipient since 2004

These owners and their staff have exceeded industry guidelines based on generally accepted practices and standards. Through an independent audit and criteria established by OABA, they were rated in applicable operational areas such as product presentation, amusement rides, game concessions, food concessions, human resources, vehicles and transportation equipment, as well as overall public perception.

—Pam Sherborne



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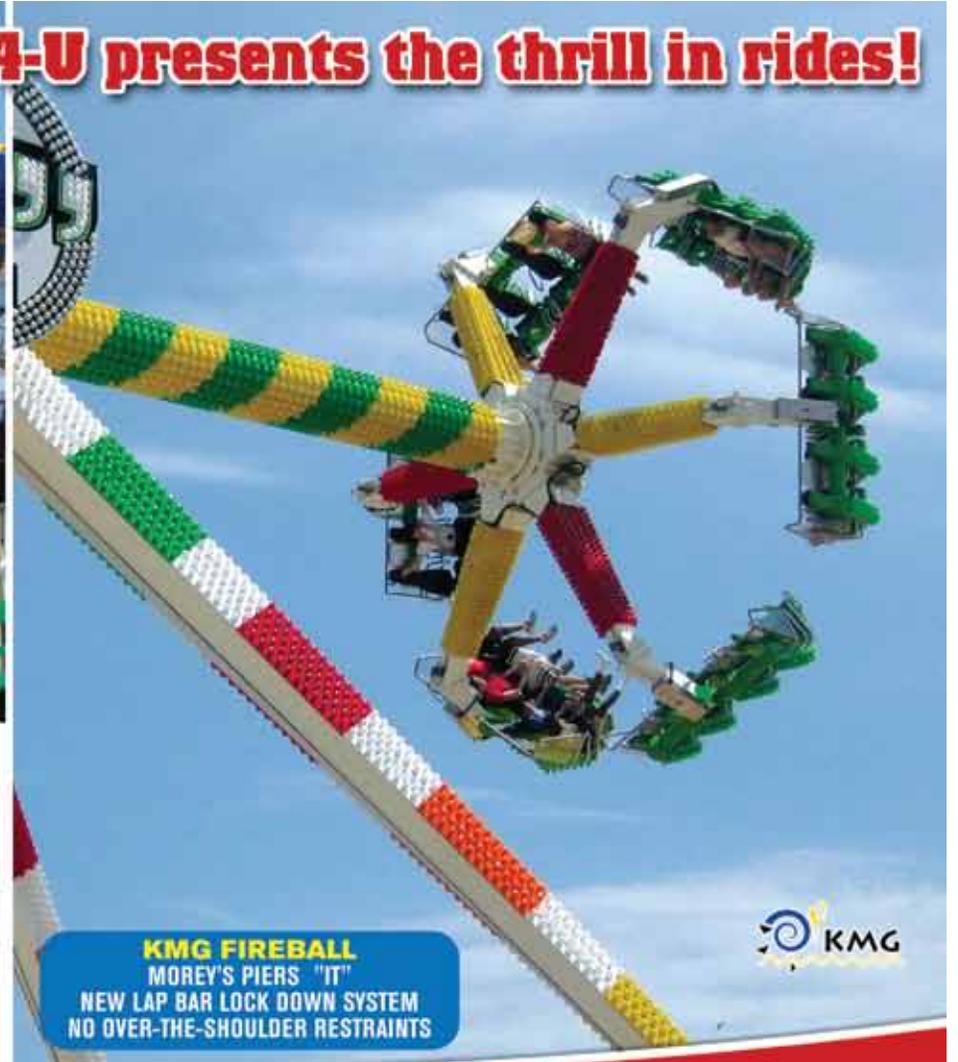
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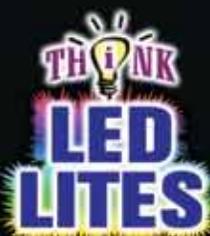
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## ► SAFETY

Continued from page 42

The Safety Seminar has its own separate board, which provides consistency to the annual event.

"While officers of the Northwest Showmen's Club

change every year, our board for the Safety Seminar is able to maintain consistency," she added.

More information on the Northwest Showmen's Club and the Safety Seminar, including suggested area hotels may be found by going to [www.nwshowmensclub.com](http://www.nwshowmensclub.com).

### Safety seminar classes listed

PORTLAND, Ore. — Sample classes have been announced for the 32nd Annual Northwest Showmen's Safety Seminar, Portland, Ore., Feb. 12-17, 2012 include:

- Hydraulic Training;
- Pneumatic Training;
- Legal Advice – Q & A;
- The right tool for the job;
- Fasteners;
- Role of the CPSC in the Carnival Industry;
- Component Terminology and Identification;
- Basic Electrical;
- Advanced Electrical;
- Ask the Experts – Bring your questions;
- GFCI Safety;
- Document Inspections Accurately;
- DOT Safety Classes;
- Inflatable Attractions Safety Training;
- Proper Rigging;
- Fire Rescue;
- Ride Evacuation;
- Amusement Ride Safety for Children;
- Midway Safety;

- Midway Exhibition Inflatable Program;
- Measurement Basics;
- Blue Print Reading & Understanding;
- Fork Lift Certification;
- ASTM – F-24 Update;
- ADA and the Amusement Industry;
- Walk-Through Attraction Safety;
- OSHA Training;
- Fall Protection Safety;
- Amusement Ride Padding – ASTM F-24 Standards;
- Lubrication;
- Welding – 101;
- Incident/Accident Investigation;
- Aerial Lift Safety;
- Crane Safety – Set-up, Operation, Hand Signals;
- Blocking, Blocking and Blocking;
- Climbing Wall – Inspections, Operation and Maintenance, and
- Food Handling & Preparation.



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## MIDWAYLIGHTS

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

Oklahoma residents are seeing a healthy return on their investment thanks to continuing improvements and new buildings at **State Fair Park**, Oklahoma City, fair President and CEO **Tim O'Toole** told representatives of city government in December 2011.

O'Toole presented an update on the ongoing improvement projects to State Fair Park. He said the estimated economic impact in direct spending from events at the fairgrounds last year was \$353 million.

The tax paid for about \$2.5 million worth of improvements to the park in 2011 in the form of new fans and air conditioning for the 70,000-square-foot Cox Pavilion and Performance Arena, and a new feed and bedding building near the horse barns.

The fans, which resemble airplane propellers more than typical ceiling fans because of their large size, and new air conditioning units, help the circulation and climate control in what is the centerpiece venue for the lucrative horse shows the city attracts.

The feed and bedding building provides storage for the city for goods it can sell to horse and livestock owners, which was even more important this year because of the drought, O'Toole said.

Citing soaring temperatures frequently approaching triple-digit territory, along with an increasing number of competing events, the board of directors of the **Marion County Fair**, Indianapolis, decided at the end of 2011 to move the event from its traditional July dates one month earlier.

The 2012 Marion County Fair will be held June 22-30.

**Cathy Clark**, fair board president, said during the announcement of the date change that: "We've weathered back-to-back summers during which temperatures truly affected every aspect of the Marion County Fair. The heat was directly responsible for lower attendance, it created an uncomfortable environment for everyone on the grounds, and bordered on being dangerous for animals on display."

Clark said they also wanted to create some space between the Marion County Fair and the Indiana State Fair, Indianapolis, set for Aug. 3-19, 2012, and Brickyard 400, a NASCAR event held at the Indianapolis Speedway at the end of July. The 2012 Brickyard 400 is set for July 29.

The dates aren't the only change. A new midway operator has been signed. **North American Midway Entertainment**, Farmland, Ind., will play the 2012 event, taking over the contract from **Drew Expositions**, Augusta, Ga. Drew has held the contract for the last 26 years.

**The Florida State Fair**, Tampa, set for Feb. 9-20 this year, announced the "Florida State Fair App" available on the iTunes store to anyone with an iPhone or iPad for free in a continuing effort to provide more customer service.

This interactive App will provide users with a multimedia rich experience during their visit to the Florida State Fair.

It features the "find my car" application that will record where attendees parked their cars with the touch of a button. This will be useful to fair goers that have enjoyed a long

day of rides and entertainment, and aren't sure where they parked their cars. Other features include an event schedule and integrated map feature that shows attendees where they are on the grounds and where highlighted entertainment will be at what time.

With just the touch of a finger, the app will send attendees reminders 15 minutes before the event gets underway.

Plans to release the Android counterpart is in the works and was to be available in just weeks after offering the App from iTunes.

Businessman **Michael Olcott** took over as the chief executive officer of the **Kern County Fair**, Bakersfield, Calif., Jan. 18. The 2012 fair is set for Sept. 13-30. He is taking over the reins from Bill Blair, who held that position for seven years and has been in the fair business for 20 years.

Olcott, co-owner of Olcotts, a family-owned business which carries unique items ranging from home décor to clocks, small electrical items and more, was the president of the fair's board of directors and had served on the board since 2006.

Though the fair's operating organization, the 15th District Agricultural Association, is a state agency, and board members are appointed by the governor.

A new arena on the grounds of the **Berrien County Youth Fair**, Berrien Springs, Mich., may be considered a landmark for green design because of its use of solar panels to generate 100 percent of its energy needs.

Officials of the \$17 million facility have begun working with Inovateus Solar of South Bend, Ind., building general contractor Fiskars Construction Services Inc., and the architectural firm Genesis Engineering on a solar roof design.

Features of the "net-zero" energy design elements include a solar energy installation atop the 6.1-acre Expo Arena roof. The system could be as large as 2 megawatts. Once the solar system is installed, it will generate 100 percent of the Expo Arena's energy needs, creating a "net-zero" facility.

About \$3.7 million has been raised for the Expo Arena. Officials hope the plans for sustainable construction may lure more investors. The arena needs \$5 million to break ground, and that may happen in late winter or early spring — ahead of the previous tentative date of September.

It was a big year for the **South Florida Fair**, West Palm Beach, as it turned 100 years old during its 2012 run. The birthday celebration kicked off Jan. 13. The fair was scheduled to run through Jan. 29.

The expo theme saluted the 100 years and an exhibit housed in the 70,000-square-foot Centennial Exposition building allowed guests to walk through a timeline of significant events in the community and the nation.

A birthday cake made of sand was expected to be a highlight.

There was new entertainment and old favorites on the grounds.

Do you have carnival midway or fair/festival news of interest? Email it to Pam Sherborne at: [psherborne@amusementtoday.com](mailto:psherborne@amusementtoday.com).

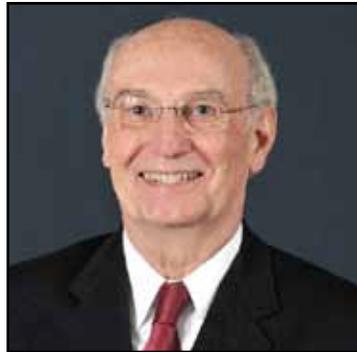
# The Big E sees changes at the CEO level

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

WEST SPRINGFIELD, Mass. — Wayne McCary, president and CEO of Eastern States Exposition (ESE), West Springfield, Mass., home of The Big E, one of the top 10 fairs in North America, announced his retirement December 2011. It is effective June 26, 2012.

McCary will conclude a 36-year career with the Exposition. He has been at the helm of the company since July 1, 1991. He served as Executive Vice President (1989-1991), Senior Vice President (1986-1989) and was initially hired as Executive Assistant in 1973.

McCary plans to stay active in the industry, planning to produce the 2012 Big E Super Circus and continuing to rep-



**The Big E, Outgoing:**  
**Wayne McCary**

resent the OABA as vice president of the Federation Mondiale du Cirque. But, he is also looking forward to more family time.

“There is a season for everything and since I’ve been working since age 13 or 14, it’s time to enjoy my family,” McCary said mid-January. “Annette and I look forward to hav-



**The Big E, Incoming:**  
**Eugene J. Cassidy**

ing more freedom to travel and spend more time in Europe.

“We will also welcome our first grandchild in June. I will evaluate options in the industry that won’t conflict with my goal of enjoying life more.”

McCary said he feels being a CEO for the Big E for 21 years is a “lengthy period of time to provide leadership for any

company.”

“The company is extremely successful and financially strong, and I think it’s a good time to turn over the reins to a younger generation who will be making decisions that will impact ESE for many years to come — just like I did 20 years ago,” he said.

Eastern States Exposition Executive Vice President and Chief Operating Officer, Eugene J. Cassidy, will succeed McCary and take the reins of the Exposition as President and CEO, effective, June 27, 2012. Cassidy, the former director of Finance at ESE, was promoted to his current position March 17, 2011.

Under McCary’s leadership, ESE experienced significant growth in a number of areas:

- In a move to position The Big E for future growth and solve problems of overcrowding and traffic on weekends, McCary spearheaded a successful bid to extend the length of The Big E from 12 to 17 days in 1994.

- He developed the model for a non-profit with the establishment of The Big E/West Springfield Trust whereby one percent of ESE’s gross revenues is contributed to the fund annually with allocations made to worthy organizations and town projects. Exposition contributions since the fund’s inception in 1994 now total \$2,497,845. More than \$36 million was invested in capital improvements to the infrastructure and new facilities including the reno-

▶ See BIG E, page 46

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## ►BIG E

Continued from page 45

vation and development of the midway park area, a new Food Court, the completion of the 129,400 sq. ft. Mallary Agricultural Complex and construction of the Gate 1 Visitors' Center in 2006 and the Equine Arena this past year.

•McCary has grown The Big E into a major economic engine for the region, with an annual, overall impact of \$224,970,000 as a direct result

of visitor spending by guests who visit The Big E from outside Hampden County. During his tenure, ESE has hosted 23,547,514 guests during the fair and more than 20 million have visited for year-round events.

•The calendar of year-round activities grew with more than 120 shows and events now taking place at Eastern States Exposition.

•ESE increased its investment and commitment to agriculture, 4-H and FFA with pre-

mium support to ensure that The Big E continues as the premiere showcase for agriculture and livestock in the Northeast.

•McCary founded and produced The Big E Super Circus, which has received international recognition and is seen by 80,000 fairgoers each year. In 2003, he established the Walkway of Circus Stars, a salute to legendary circus performers who have appeared at The Big E.

•In the early 1970s, he brought the free entertainment

concept to the fair, which had a significant, positive impact on attendance, and he has made great strides in entertainment features, customer service and landscaping of the grounds. He also began to upgrade and modernize the amusement ride area.

•The Big E noted its largest attendance in the history of the fair in 2009 with 1,260,487 visitors.

•In 2009, the American Bus Association designated The Big E as an Internationally

Known Event in the company of other events such as the Super Bowl, the Indianapolis 500 Festival and Macy's Thanksgiving Day Parade.

Growing up in New London, Conn., McCary spent his teen years working at Ocean Beach Park, which sparked his interest and ultimately helped shape his future. Today, he is a dedicated and respected professional with roots in country music, the circus and carnival industries, and arena and amusement park management. He is known as a leader and innovator in the industry and is recognized nationally as having propelled The Big E to new heights.

He is the recipient of numerous awards and accolades including three industry hall of fame distinctions:

•International Association of Fairs and Expositions (IAFE) Hall of Fame – 2001

•The New England Association of Amusement Parks and Attractions (NEAAPA) Hall of Fame – 2009

•Massachusetts Agricultural Fairs Association Hall of Fame – 2010

He received the Founders' Award from the International Entertainment Buyers Association (IEBA), an organization he helped establish, from Country music legend Barbara Mandrell in 2007.

He was named Fair Manager of the Year by *Performance Magazine* in 1988.

McCary is accredited as a Certified Fair Executive by the IAFE and served with distinction as its president in 1997. He was also president of the Midwest Fairs Association and the Massachusetts Agricultural Fairs Association.

He was the first fair manager to be elected a director of the Outdoor Amusement Business Association (OABA) and in 2009, became its chairman. He was also the first fair manager to serve on the board of directors of the Country Music Association (CMA) in Nashville.

He currently represents the OABA at the Federation Mondiale du Cirque, a world circus organization headquartered in Monte Carlo, under the auspices of Princess Stephanie of Monaco, and serves as the Federation's vice president.

He and his wife Annette, a West Springfield, Mass., native, reside in Longmeadow, Mass. They have a son, Michael, and daughter-in-law, Kate.

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Front display has yellow background with pink, purple and teal print with stars. Sides and back are black.  
Text reads: Midway Tokens - Insert Cash Here - Tokens Dispensed Here  
Bill acceptor takes \$1, \$5, \$10 & \$20 bills. Tokens dispense along bottom (7.5" opening) Lock on front left. Three-prong plug comes out of backside.  
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**OPPORTUNITY**

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**MECHANIC**

Company: Quassy Amusement Park  
[www.quassy.com](http://www.quassy.com)

Quassy Amusement Park, Middlebury, Conn., has a full-time mechanic's position available. Applicant must have a thorough knowledge of and experience with mechanics, gear reduction, pneumatics, hydraulics, and electro-mechanical. Must have the proven ability to use these skills to ensure the safe operation, maintenance, and inspections of amusement rides, attractions and company equipment.

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**OPPORTUNITY**

LAGOON Amusement Park, located in Farmington, UT, is accepting resumes for a Mechanical Engineering position. Applications should have substantial amusement ride and / or conveyance system experience.

For more information or to submit a resume, e-mail: [jobs@lagoonpark.com](mailto:jobs@lagoonpark.com)

The industry's top recruiter, Larry Cox, is seeking a General Manager with heavy hands-on ride ops management experience for a small D/FW park.

Please send your resume with salary history (required) to: [larry@premier-recruiting.com](mailto:larry@premier-recruiting.com)

Due to growth at the four North Texas Hawaiian Falls waterparks and the addition of a new park in Waco, Hawaiian Falls Waterparks is seeking senior managers. The following positions are currently open:

- General Manager
- Director of Finance
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Email cover letter and resumé to [jobs@hfalls.com](mailto:jobs@hfalls.com). More info and job descriptions are online at <http://www.hfalls.com/waterpark/employment.html>



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**DATEBOOK**

**FEBRUARY 7 - 11**  
IISF Trade Show, Gibsontown, Fla.

**FEBRUARY 15 - 17**  
EAAPA Expo 2012, Moscow, Russia

**FEBRUARY 22 - 24**  
2012 IAAPA Leadership Conference, Los Angeles, Calif.

**FEBRUARY 28 & 29**  
WWA European Symposium, Coatbridge, Scotland, U. K.

**MARCH 1 - 3**  
IAAPI Trade Show, Mumbai, India

**MARCH 21 - 23**  
RAAPA 2012, Moscow, Russia

**APRIL 17 - 19**  
DEAL, Dubai World Trade Centre

**JUNE 5 & 6**  
WWA Asian Symposium, Hong Kong SAR, China

**JUNE 5 - 8**  
IAAPA Asian Attractions Expo, Hong Kong SAR, China

**SEPTEMBER 6**  
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Crazy Bus T/M (Zamperla) .....\$99,000  
Tomado T/M (Wisdom) .....\$99,000  
Drop Tower (Moser) .....\$89,000  
Americana Carousel 28' (Chance) ....\$119,000  
Traffic Jam T/M (SBF) .....\$219,000  
1989 Orbiter T/M .....\$205,000  
Sea Ray T/M (Mulligan) .....\$249,000  
Bear Affair .....\$44,000  
Baja Buggy T/M (Zamperla) .....\$59,000  
High Flyer (ARM) .....\$189,000  
Deluxe Sizzler T/M (Wisdom) .....\$99,000  
Crazy Surf P/M 60ft. tall 18 people (Sartori) .....\$99,000

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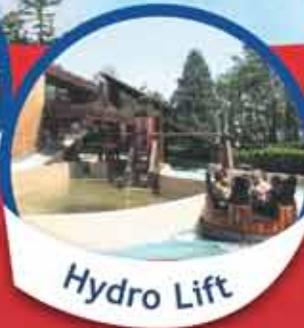
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