

# AMUSEMENT TODAY <sup>©</sup> <sub>TM</sub>

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JANUARY 2013

## Spotlight on Safety

### Dollywood to host NAARSO Safety Forum

PIGEON FORGE, Tenn. — The board of directors and education committee members for National Association of Amusement Ride Safety Officials (NAARSO) are excited as they are headed to Pigeon Forge for the 26th Annual Safety Forum. Scheduled for January 27 to February 1, 2013, this will be the  
▶ See NAARSO, page 4



For its 2012 Safety Forum, NAARSO used the Family Kingdom Park in Myrtle Beach, S.C. for its on-site ride training and inspection classes. For 2013, Dollywood will serve as the host park for ride training and inspection classes.  
COURTESY NAARSO

### AIMS Safety Seminar registration expected to show jump in increase for 2013

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

ORLANDO, Fla. — The annual AIMS International Safety Seminar is coming up this month, Jan. 13-18, and Kelly Bernish, the organization's newly hired business consultant, said registration for the event is going very well.

AIMS or the Amusement Industry Manufacturers and Suppliers (AIMS) Trade Association was evolved from the American Recreational Equipment Association in February 1994. The organization is "Dedicated to Continuing Safety in the Amusement Industry."

The host for the seminar this year is the DoubleTree by Hilton Orlando at SeaWorld.

"We are up to 180 right now," Bernish said, the first week in December. "We are all hoping to get to 250, but I am being optimistic that we will reach 300. We are definitely feeling optimistic about it."

AIMS Safety Seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests. The seminar offers a diverse curricu-



lum. And, this year, there will be 50 brand new courses.

These 50 courses are replacing some of the older ones that have been offered.

"We are offering over 30 hours of coursework," Bernish said.

Attendees build a tailored course curriculum that best suits their needs and the needs of their employers. Safety information is carried home and shared with colleagues and co-workers back on the job.

Attendees also build long-lasting relationships with colleagues and instructors. The instructors are all volunteers and are some of the industry's top professionals.

Bernish said AIMS had a great experience at IAAPA this year, another reason she

feels seminar attendance may hit the 300 mark.

"We have kept up our efforts to keep this strong," she said.

Bernish came on the job this past year. She said she is a contract employee hired to help strategize on how to grow the organization toward the future. "I think having someone full time to just focus on the marketing will help," she said. "Among other things, we have expanded our social media. We are Tweeting a lot."

The AIMS Safety Seminar has both sit-down and hands-on classes. This participation is a requisite for all professionals in the amusement industry.

The upcoming seminar is offering: Certified Maintenance Technician - Level I; Certified Maintenance Technician - Level II; Certified Operations Technician - Level I; Certified Operations Technician - Level II; Certified Aquatics Operations Technician - Level I; Associate Ride Inspector - Level I; Certified Ride Inspector - Level II; and Professional Ride Inspector - Level III.

The Inspector Certification  
▶ See AIMS, page 11

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**CONTINUING COVERAGE:  
SUPERSTORM SANDY  
SEE PAGES 2, 34-37**



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# NEWTALK

OPINIONS

CARTOON

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AT CONTACTS

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## Tid bits



**Slade** If your park has not yet signed up your key staff for any of the upcoming safety seminar and training sessions, it's not too late. This is the perfect time to get your maintenance and safety teams caught up on the latest rules, tips and regulations in the amusement industry that will help you keep your facility safe in 2013.

Sign up today for one of the following:

- **AIMS Safety Seminar**, Jan. 13-18, Orlando, Fla., [www.aimsintl.org](http://www.aimsintl.org)
- **NAARSO Safety Forum**, Jan. 27 - Feb. 1, Pigeon Forge, Tenn., [www.naarso.com](http://www.naarso.com)
- **ROTC Training School**, Feb. 5-7, Las Vegas, Nev., [www.creativeoperationalconcepts.com](http://www.creativeoperationalconcepts.com)

Don't forget that our amusement industry friends in New Jersey are still suffering from the damage left behind by Superstorm Sandy. The NJAA has established a First Responders Relief Fund, a registered charity for all the volunteers, firefighters to medical personnel, where they can come to get fresh clothing and grab a meal before going back out into the field, where many homes remain without power, while far many more have no homes to return to. Through this fund, the NJAA is helping feed 300 people three meals per day in the Seaside Heights area. For most of us, meals are a common part of our day, but in some hardest hit areas of N.J. a meal is a treasured gift. Check out the websites below.

To donate to the First Responders Relief Fund:

[www.njamusements.com](http://www.njamusements.com)

To make a donation for clothing assistance:

[www.FashionDelivers.com](http://www.FashionDelivers.com)

To assist with the Coney Island recovery:

[www.coneyrecovers.com](http://www.coneyrecovers.com)

To purchase a "Restore The Shore" tee shirt:

[www.blueclaws.com](http://www.blueclaws.com)

or

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

► **AT's Sandy coverage continues on pages 34-37**

**CARTOON:** Bubba Flint



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

## Exhibiting history



**Rutherford**

Happy New Year! If you're reading this, I am guessing we dodged a cosmic bullet. The end of the Mayan long count calendar, the rare galactic alignment and-or a massive solar storm did not befall the earth with calamity on December 21, 2012 as predicted, and now business can carry on as usual.

But this past year was tainted by a number of low points. The absolute lowest of these was, of course, Superstorm Sandy. Despite its festive name, Sandy was anything but. Not since the brutal New England Hurricane of 1938, one of the most powerful, costliest and deadliest hurricanes in New England history, has the amusement industry been so adversely affected by a natural disaster. That 1938 storm, also known as the Yankee Clipper and Long Island Express, did a phenomenal amount of damage to amusement operations from Delaware to Maine, particularly those on

the Connecticut and Rhode Island coastlines. In Rhode Island, both Rocky Point and Island Park suffered extensive damage as did the pier-based parks in Savin Rock, Connecticut.

Since then, we have been relatively fortunate as most storms roaring in off the ocean were weathered quite well. That is, until Sandy charged up the east coast with a ferocity that surprised and horrified, well, nearly everyone with a mind-bending degree of destruction.

This was not more apparent than in New Jersey's Seaside Heights area. I was fortunate to have visited both Funtown Pier and Casino Pier last year, and I found both home to an incredibly diverse and entertaining mix of classic and modern rides and attractions. And now, to see them in such abject disrepair is beyond disheartening. Can they recover in time for the season that begins in a few short months? Only time will tell.

Here's wishing everyone prosperity and good luck – and calm weather – in the coming New Year!

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# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Kevin Norris, Knott's Berry Farm

Kevin Norris' career took a detour in 1978 when he began working part-time at Knott's Berry Farm in the admissions department; he was studying criminal justice at the time and planned on pursuing a career in law enforcement. However, Kevin was immediately drawn to the industry, and after being offered a full-time position as a horse trainer at Knott's he hasn't looked back since. Today he serves as Director of Operations for this beautiful California amusement park. Kevin met his wife, Karen, at Knott's in 1986 and she works in the park's entertainment department; they have two daughters, two dogs and three cats. When you meet Kevin, you can't help but notice his gentle spirit and true affection for his job.



Kevin Norris began his Knott's Berry Farm career as a horse trainer but now serves as the Director of Operations for the year-round theme park.

AT/GARY SLADE

### Title

Director of Operations.

### Number of years in the industry

34 years.

### Best thing about the industry

Being able to provide an environment where people can come and enjoy a special day.

### Favorite amusement ride

S & S Screamin' Swing.

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

In law enforcement.

### Biggest challenge facing our industry

Increasing operating expenses, including government regulations and ADA compliance costs, along with an unstable economy.

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

Since we are a year-round park, Christmas is special because of the extra festive atmosphere and the charm and appeal of our park.

### Choose one: popcorn or peanuts?

That's a tough one. But I would have to say popcorn.

### The best museum I have ever visited is ...

The John F. Kennedy Presidential Library and Museum was fascinating.

### You are lost in the woods. What survival skill helps you the most?

The ability to adapt and persevere.

### The most breathtaking scenery I have ever seen would have to be ...

Sitting on a beach chair at dusk on Sunset Beach overlooking the ocean.



Norris

### It is 7 a.m. What are you typically doing?

Getting ready for work.

### My favorite place for lunch is ...

Chili's. I like to order the salad there.

### When people come to visit the LA area, I always take them to see ...

Usually I take them to Knott's first, of course, and then to the beaches along the coast.

### My favorite weekend getaway location is ...

Mountains and the beach (we are lucky to have both in California!).

### For work purposes, I could not live without ...

My reading glasses and cell phone.

### If I had an extra day in the week, I would use it by ...

Spending it with my family.

### For late-night TV, I tune in to ...

NFL channel, News or Friends.

### The last gift I bought was ...

Wine glasses.

### It's January ... one of my New Year's Resolutions is ...

Work on my house and spend more time with my family.

### When I say Donald Trump, you say ...

Real estate mogul.

### For some reason, I seem to know all the words to this song ...

Satisfaction by the Rolling Stones.

### People are always surprised to know this about me ...

I really like to cook!

### I loathe doing this household chore ...

I don't like emptying the dishwasher or vacuuming.

### The sports team I root for the most is ...

The San Francisco 49ers!

## THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1900:** The *Washington Post* reported that the new salt water resort at **Chesapeake Beach**, Maryland, was quickly being readied for the 1900 summer season. The article stated that a majority of Washington locals were not aware that within an hour's ride of the city was being prepared an amusement resort that would fill every expectation. Reached by the Chesapeake Beach Railway, the park would open in June 1900 with the **Great Derby**, a large side-friction coaster, built over a beach inlet.

•**1910:** Major changes to **Brandywine Spring Amusement Park** in Wilmington, Delaware were expected when *Billboard* magazine reported in mid-January that the **Jahn Amusement Company** of Philadelphia had purchased the park's **Scenic Railway**. The company planned to tear down and replace the old ride with the **Ben Hur** racing coaster. Cost of the all improvements were estimated at \$50,000.

•**1914:** **Washington-Park-On-The-Delaware**, in Westville, New Jersey, would close in 1911. Many of its rides would be purchased in late January 1914 and moved to **Point Breeze Park**, in South Philadelphia, Pennsylvania. Point Breeze operated until 1923 and was sold to **Pennsylvania Railroad**. Later it would serve as an oil refinery storage area.

•**1928:** A major storm moved through the eastern states and into New England on January 25, with damage to buildings, ships and other structures. Sections of the roller coaster at **Newport Beach**, in Rhode Island, were leveled, including a group of summer cottages. At **Island Park**, in nearby Portsmouth, sections of the **Giant Coaster** were damaged, with one section completely leveled.

•**1934:** Three men were indicted by a Chattanooga, Tennessee grand jury on January 10, in connection with the burning of the roller coaster at **Warner Park**, Chattanooga, in 1931. A former New Jersey District Attorney, James Bolitho, and two other men were charged with arson and insurance fraud.

•**1954:** Recognized as the first book to document the history of the American carnival industry, **Monster Midway** is released in early January. Written by William Gresham, it provided an in-depth background about the carnival business, including the various attractions, novelties and oddities found across the country in the 1920s. It was said that Gresham was favorably drawn into his research after seeing a "stately Italian who wore, attached to his abdomen, a vestigial twin in a checkered suit."

•**1975:** **Space Mountain**, an indoor roller coaster, opens at the **Magic Kingdom**, Florida, on January 15. It was the first coaster at **Walt Disney World**, and the second coaster to open at a Disney property since the original 1959 **Matterhorn Bobsleds** at **Disneyland**.

•**1990:** On January 17, a few months after the cash-strapped **Harcourt Brace and Jovanovich** sold all of its theme park holdings to **Anheuser-Busch, Boardwalk and Baseball Theme Park** in Haines City, Fla., closed its gates. The park was open for the day and at 3:00 p.m. an announcement was made over the public address system that the park would be closing early. About 1,000 guests were offered refund vouchers. The park never reopened and Busch relocated some rides to its other parks it owned and sold off all of the remaining rides and attractions.

•**2001:** On January 10, **Six Flags Inc.** purchased the 232-acre **SeaWorld Ohio** marine-life park from the **Busch Entertainment Corporation** for \$110 million. The park was combined with **Six Flags Ohio** and opened later that year as **Six Flags Worlds of Adventure**, a 532-acre combination ride and marine-life park. Three years later Six Flags sold the combined park to **Cedar Fair** for \$145 million.

—Compiled by Richard Munch, NRCMA and Jeffrey Seifert, AT

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On site training is part of the annual NAARSO Safety Forum. COURTESY NAARSO

## ▶NAARSO

Continued from page 1

second visit to Dollywood, having last visited in 2009.

"If you have ever had the occasion to attend any events at this park, you know how accommodating they are," said NAARSO's Connie Patton.

The week of training will include instruction in the basics of amusement ride safety as well as many advanced

classes for those individuals with multiple years of experience. Additional training will occur in the area of Zip Lines and Ropes Courses, inflatables, climbing walls, and other rental type devices.

Wednesday will be NAARSO's hands-on day at the Dollywood park to include a look at their new coaster, Wild Eagle. The NAARSO Level I and Level II exams will be offered on Friday afternoon, February 1.

In addition to the instruction classes, NAARSO will also introduce their new certification program on operations. This new certification targets the complete operations side of permanent parks, traveling shows, and other amusement organizations and will test the applicant on their knowledge of safe operating procedures. Seminar classes will include Ride Training, Emergency Evacuations, Weather Preparedness, Blood Borne Pathogens, and many other related subjects prior to this exam being offered on Thursday night, January 31.

Classes and other training will take place at the Music Road Hotel located at 303 Henderson Chapel Road in Pigeon Forge, Tennessee. Cost for the Safety Forum is \$445 for tuition with \$82 hotel room rates.

The training and certification exams are just another way NAARSO promotes its motto of Safety Through Communication.

• [www.naarso.com](http://www.naarso.com)



## 26th ANNUAL SAFETY FORUM January 27 – February 1, 2013

It's that time of year to begin planning on attending the 26<sup>th</sup> Annual Safety Forum for the most up-to-date training and Hands-on activity experience. This year we will be traveling to Pigeon Forge, TN with a visit to the Dollywood.

### NEW THIS YEAR – OPERATIONS LEVEL I CERTIFICATION

We are please to announce our new certification, Operations Level I. In addition to the new certification our curriculum this year will include Operational classes to support the requirements for taking the exam.

Registration will begin on Sunday, January 27, 2013, with a class that evening before the Welcome Reception. Classes will end after noon on Friday, February 1 and the Level I & Level II certification exams will take place later that afternoon. Tuition cost is \$445 for current 2013 members of NAARSO, non-member's tuition cost is \$495.

The event will be held at the Music Road Hotel located at 303 Henderson Chapel Rd, Pigeon Forge, TN 37863.

Room rates are \$82 single/double – breakfast included in pricing Transportation from Knoxville Airport can be arranged in advance through Rocky Top Tours, 877-315-8687.

Membership Meeting will be held at the Music Road Hotel on January 27, 2013, at 1:30 p.m.

More information can be found on the website, [www.naarso.com](http://www.naarso.com) beginning November, 2012

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#### Mission

NAARSO is dedicated to the advancement of amusement ride and device safety through the doctrine of "Safety Through Communication".

#### Profile

•NAARSO is a non-profit organization that provides resources for amusement industry professionals dedicated to the safety of the industry and its patrons.

•NAARSO provides education and resources to amusement industry safety professionals.

•NAARSO administers a certification program for amusement device inspectors.

•Some of the benefits of membership include newsletters, membership directory and seminars.

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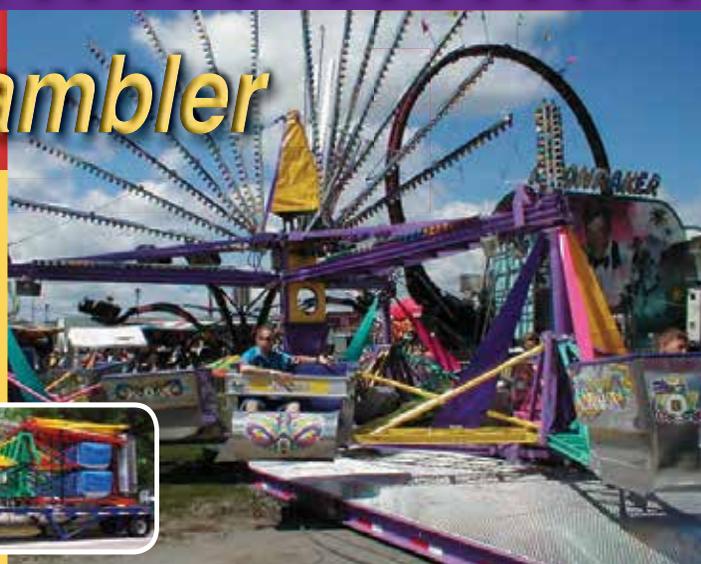


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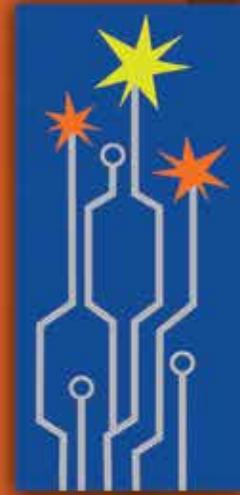
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# ROTC school set for Circus Circus, training at adjacent Adventuredome

## Hosted by Creative Operational Concepts

LAS VEGAS, Nev. — The team of When Pigs Fly: Creative Operational Concepts, LLC recently announced that their 2013 ROTC school will be held February 5-7, 2013 in Las Vegas, Nevada. ROTC (Ride Operator Trainer Certification) will be hosted at the Circus Circus Casino and Hotel with exclusive use of the Adventuredome Park.

The ROTC program is open to anyone who is involved with ride operations. The program has proven to be a great way to standardize and improve the front line teams' standard of performance in ride and attraction operations. Currently used by 25 parks worldwide, ROTC is designed for trainers to return to their venue with tools to successfully train their front line team.

Through the use of the methodical instruction of Learn It, Link It, Live It, trainers will understand how to successfully train individuals on the critical components of ride operations. An interactive teaching method combined with creative scenarios allows trainers to have the tools to implement their job.

Used by more than 25 parks worldwide, the ROTC School offers many benefits including:

- Achieve a Trainer Certification.
- Receive a ready to implement program.
- Discover new teaching tips for training the Critical Components of ride operation.
- Take the AIMS Level I Certification Exam (optional).  
**NEW for 2013**
- Training will be done at the Adventuredome rides.
- Interactive class on "Handling Frontline Challenges."
- Learn how to conduct Teambuilding.
- Exclusive hands-on experience with large equipment at Dig This in Las Vegas, Nev. This is a very unique opportunity you won't want to miss!

Registration can be completed online at [www.creativeoperationalconcepts.com](http://www.creativeoperationalconcepts.com). Circus Circus Casino

and Hotel will be the host site with discounted rates for rooms ranging from \$28 to \$38 per night. Please reserve your room using the affiliation of Ride Operator Trainer Certification and Group Code: CCW02WPF.

Creative Operational Concepts is a hospitality and

safety consulting company that has existed for 10 plus years.

The 2013 ROTC school will feature hands on ride training inside the Adventuredome at the Circus Circus hotel and Casino in Las Vegas.  
AT FILE



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## AIMS's success is due to its dedicated volunteers

**Kelly Bernish**  
 AIMS business consultant  
[kellyb@aimsintl.org](mailto:kellyb@aimsintl.org)

Like many amusement industry professionals, I have participated in AIMS in just about every way possible including as a seminar attendee, committee volunteer, instructor and donor. Developing the future strategy for AIMS, primarily focused on achieving our goal of exceeding the needs of our members through the growth and development of the products and services that we offer is a dream assignment.



**Bernish**

As a 29-year veteran of the amusement industry, my experience as a Safety, Health & Environmental (SH&E) professional, previously serving as a senior SH&E leader at both the **SeaWorld** and **Disney** organizations, as well as serving in leadership roles of a variety of non-profit organizations, makes my new assignment

as a full time business consultant for AIMS a perfect fit!

I am proud to say AIMS has so much positive momentum. Our hallmark annual Safety Seminar event will be held January 13-18, 2013, once again at the beautiful DoubleTree at SeaWorld Orlando. This world-class seminar, taught by industry professionals from all over the world, will offer over 300 different course hours with 50 brand new courses!

Certification will be offered for inspectors, operators, maintenance and aquatics. A great complement to the great selection of courses, is the networking opportunities which are second to none at this concentrated, week-long event. There is still time to register as an attendee and of course sponsors and silent auction donations are needed.

The AIMS booth at IAAPA this year was a huge success, one of my first assignments to drive awareness



**Laycock**

of our organization. Teaming up with AIMS staffer **Holly Coston**, I was able to greet and discuss AIMS with hundreds of IAAPA attendees. That feedback will really be an important part of our future direction.

The cornerstone of AIMS however continues to be our volunteers and sponsors. Without all of the global talent we draw from, AIMS would not exist! I have been blessed to be able work with a very talented board and literally hundreds of people who devote countless hours to teaching and supporting our organization.

Regrettably, in March 2013, we will say goodbye to two longtime board members, **Steve Laycock** of **Chance Rides** and **Gary Slade** of **Amusement Today**, both having contributed immeasurably to AIMS. Their shoes will be huge to fill in the coming months.

AIMS board member **Tom Sheehan** was recently honored at the



**Slade**

IAAPA Attractions Expo this year for his contributions to our industry at the GM's Service Award breakfast. A tremendous honor that is well-deserved.

In September, **Amusement Today** Publisher **Gary Slade** was honored with the Golden Heart Award at the 2012 Golden Ticket Awards held at **Dollywood**. The award was given for his work with **AIMS**, the **National Roller Coaster Museum** and his dedication to the amusement industry.

Our industry is known for its volunteerism and your continued support of AIMS is appreciated and needed. For those of you who would like to become more involved, please contact me at [kellyb@aimsintl.org](mailto:kellyb@aimsintl.org) or visit [aimsintl.org](http://aimsintl.org) for more information about our great organization.

See you in Orlando at the 2013 Safety Seminar!



**Sheehan**

## AIMS members participate in charity motorcycle run

Supported by AIMS members, **Jim Seay, Premier Rides; Mark Moore, Uremet; Roger Berry, Ralph Alberts Company** and **Tom Sheehan, The Sheehan Firm**, (co-founder of this annual event) the **IAAPA/Give Kids the World (GKTW) Motorcycle Run** was a huge success again this year.

Among the 30 participants both by motorcycle and car, AIMS riders included President **Mike Gutnecht**, **Lisa Stephani** and **Kelly Bernish**, also co-founder of this event.

"This year was unique in that we decided to incorporate "hot" cars to join in this great event that takes people on an amazing ride to parts of central Florida that most people never



Attendance at the 2012 IAAPA/GKTW Motorcycle Run reached an all-time high with more than 30 participants, including a strong show of support by AIMS members.

COURTESY IAAPA

see," says Sheehan.

AIMS President Mike Gutnecht attended train-

ing and received his motorcycle license specifically for this event.

The ride started at the Orlando Harley Dealership and concluded at the an-

nual **IAAPA/GKTW Golf Tournament**. Along the way this year, the route was primarily through Osceola and Polk counties, through beautiful orange groves and Florida wetlands with stops at industry supplier **Martin & Vleinckx Rides, LLC** and at **Fantasy of Flight Museum**.

A great time was had by everyone, but most importantly, through the support of AIMS members and other sponsors, more than \$20,000 was raised for **Give Kids the World!**

Plans are underway for the November 17, 2013 event already. For further information please contact Tom Sheehan at: [ridelaw1@aol.com](mailto:ridelaw1@aol.com).

## ▶AIMS

Continued from page 1

tion, the Maintenance Certification, Operations Certification and the Aquatics Operations Certification programs are all designed to test the knowledge of individuals working in the specific field within the amusement industry.

All have three levels of certification except for the Aquatics, which has only one.



### AIMS Intl. hires Kelly Bernish as business consultant

ORLANDO, Fla. — AIMS International President Mike Gutknecht recently announced that Kelly Bernish has been hired as the association's new business consultant.

"For many years, Kelly has been actively involved with the AIMS Safety Seminar as an attendee, instructor and committee volunteer." Gutknecht told *Amusement Today*, "We are now very fortunate to have her as part of our team and excited to announce that she has joined this great organization. Her 25 years of industry experience as a safety, health and environmental professional make her a perfect fit for the AIMS."

Bernish will be developing the future strategy for AIMS — focusing on achieving the goal of exceeding the needs of our members through the growth and development of the products and services AIMS offers to the amusement industry. She will also head up all publicity and advertising for the association as well as taking an active role in day-to-day operations of the organization. Bernish will be at the annual Safety Seminar where she will be working closely with member services, sponsorship and seminar planning/organization.

Kelly Bernish can be reached via email at: KellyB@aimsintl.org.

FAST FACTS

### 2013 AIMS Safety Seminar January 13-18, 2013 Orlando, Florida

Classes and lodging at the Doubletree by Hilton Orlando at SeaWorld

• **Registration:** Jan. 13, 2013 (2 p.m.—6 p.m.)

• **Classes:** Jan. 14-18, 2013 (8 a.m.—5:15 p.m.)

• **Certification Testing:** Jan. 17, 2013 (3 p.m.—5:15 p.m.)

• More than 320 instructional hours, with 40 brand new classes for 2013 including two international instructors confirmed

2013 AIMS Safety Seminar cost is \$595

### Certification testing includes:

Certified Maintenance Technician - Level I

Certified Maintenance Technician - Level II

Certified Operations Technician - Level I

Certified Operations Technician - Level II

Certified Aquatics Operations Technician - Level I

Associate Ride Inspector - Level I

Certified Ride Inspector - Level II

Professional Ride Inspector - Level III

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**INFORMATION: CALL (714) 425-5747**



**WEB SITE: WWW.AIMSINTL.ORG**

# AIMS Intl. still accepting items for annual silent auction

ORLANDO, Fla. — The Amusement Industry Manufacturers and Suppliers, Ltd (AIMS) is proud to announce the continuation of the silent auction at the 2013 Safety Seminar scheduled for January 13-18, 2013. Those participants who have been to the annual safety seminar have experienced the excitement this annual silent auction creates. This auction is not only thrilling for all attendees, but aids AIMS in its ongoing process of improving the quality of the safety seminar experience by providing state of the art AV equipment to the classrooms.



**AIMS Silent Auction items are displayed each day during the annual Safety Seminar. Proceeds from the auction are used to purchase and update audio/visual equipment used in the classroom presentations.**

COURTESY AIMS INTL.

"We are grateful to those of you who have donated in the past and we hope that once again we can count on your generous support for items that can be included in this year's silent auction," said AIMS silent auction coordinator Holly Coston.

Commonly donated items included lapel pins, Tee shirts, ball caps, pictures, tickets, weekend stays at resorts as well as numerous other amusement industry memo-

abilia. However AIMS loves to see donors "think out of the box" and donate other unique items related to the amusement industry.

The AIMS silent auction team is asking that before facilities look over their remaining 2012 merchandise and all the other logo items, as possible silent auction donation items. Silent auction proceeds benefit new and additional audio/visual equipment used during

the many Safety Seminar presentations. Your donation can and does make a difference!

All items donated will be beautifully displayed during the seminar from Monday, January 14th through Thursday, January 17th, 2013. Each item will be displayed listing the person or organization donating the item(s).

To donate items, simply send items to the following addresses:

For arrival PRIOR to January 4, 2013 mail to:  
**AIMS Silent Auction**  
attn: **Holly Coston**  
1829 N. Richmond  
Wichita, Kan. 67203  
(714) 425-5747

•  
For arrival AFTER January 4, 2013 mail to:  
**SeaWorld Orlando**  
attn: **Chuck Lightbody**  
AIMS Silent Auction

7007 SeaWorld Drive  
Orlando, Fla. 32821  
(407) 363-2589

Please mark the outside of each package "Attn: AIMS Silent Auction" and include a business card in your package.

For further questions about making a donation call Holly Coston, AIMS silent auction coordinator at (714) 425-5747.



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## ASTM International expands resources for college educators

W. CONSHOHOCKEN, Pa., — ASTM International has announced a new academic offering for university professors to include technical standards as part of their engineering and business curricula. The ASTM Professor's Tool Kit contains various informational tools to help educators promote awareness of standards in the classroom.

Familiarity with standards can enhance a student's knowledge and skills before entering the workplace.

The Professor's Tool Kit offers a col-

lection of ASTM materials in one place, so instructors may pick and choose which components work best for their classes. Some of the supplies featured in the kit include:

- Five scripted PowerPoint modules;
- Sample syllabi and standards;
- Short videos on the value of standards and student membership in ASTM;
- Articles about standards education;
- ASTM industry sector overviews (metals, energy, construction, chemi-

cal, consumer products, healthcare and more);

- Standards case studies; and
- Informational brochures on student membership and benefits, ASTM's digital library, copyright and more.

ASTM International promotes standards education in colleges and universities through its free student membership program, which offers several benefits for full-time undergraduate or graduate students. Students have the opportunity to learn more about standards with free

subscriptions to ASTM's magazine and newsletter, free attendance at ASTM symposia and workshops, publishing opportunities, scholarships and paper competitions. Upon graduation, students are eligible for full ASTM membership at a reduced fee.

To access the Professor's Tool Kit online, visit [www.astm.org/toolkit](http://www.astm.org/toolkit). To learn more about how to incorporate standards into your curriculum, contact Jim Olshefsky, ASTM International ([jolshefsky@astm.org](mailto:jolshefsky@astm.org)).

## FEC Phoenix set for Feb. 26-28

ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions (IAAPA) has announced an event for family entertainment center operators: FEC Phoenix, a two-day conference for FEC operators by FEC operators. This new business-building event is for the industry's leading family entertainment center (FEC) operators, suppliers, manufacturers, and professionals. FEC Phoenix will take place Feb. 26-28, 2013 at Millennium Scottsdale Resort & Villas just outside Phoenix, Arizona.

FEC owners, operators, and professionals will meet face-to-face to discuss the latest trends, build a network of business colleagues, gain insight from others, and share best practices all with a keen focus on improving sales and the bottom line. Attendees will participate in fast-paced meetings, information-filled presentations, and conversations with successful FEC operators. Topics to include discussions on: trends and what's next, attraction and revenue performance, food and beverage, group sales, parties, management and human resources, the future of the industry, and more.

"IAAPA's FEC Phoenix will give FEC owners, operators, senior managers, manufacturers, and suppliers practical ways to grow their businesses during two days of network building, idea generation, and learning," said Gregg Borman, senior vice president of operations, FEC Division at Palace Entertainment and chair of the IAAPA Family Entertainment Center Committee.

Registration and additional event information is available at [www.IAAPA.org/expos/fecphoenix](http://www.IAAPA.org/expos/fecphoenix).

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## Reporter's Notebook

### Polin wins export award

**TURKEY** — Polin Waterparks and Pool Systems was awarded First Place in the 2012 Export Awards of Turkey. The award was presented in the capital city of Ankara, Turkey, during a special ceremony on Nov 20, 2012. Basar Pakis, CEO of Polin received this prestigious award from Turkey's Prime Minister Tayyip Erdogan. Regional and national television and press representatives attended the event to report on the prestigious news. Exports from Turkey increased to nearly U.S. \$130 billion up from \$120 billion last year making it one of the top 15 gross domestic product exporters in the world.

Polin Waterparks and Pool Systems was founded in Istanbul, Turkey, in 1976 and has become one of the world's leading companies in the design, manufacture and installation of waterparks, waterslides and waterplay attractions. Polin's manufacturing base occupies a production area of 50,000 square meters and total plant area of 70,000 square meters. Polin has completed more than 1,500 projects in 70 countries.

## Quoted

**"Over 85 percent of visitors are already repeat visitors, and that's the clearest possible acknowledgement of our concept."**

—Europa-Park owner Roland Mack on more than four million guests visiting the German themer in 2012

## New Alton Towers Gerstlauer coaster will be park's 'biggest ever ride'

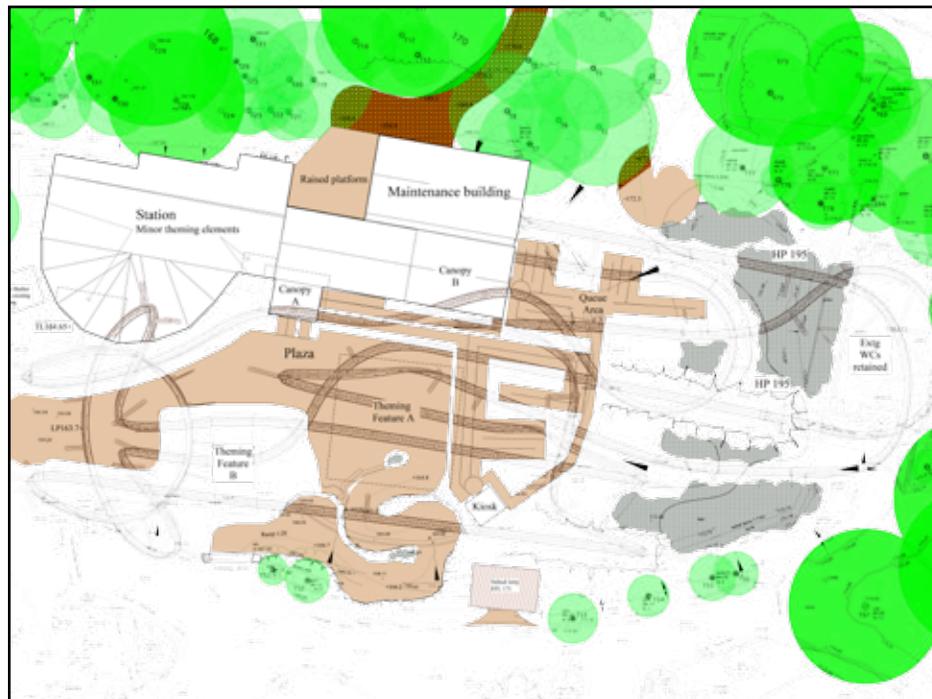
**STORY:** Andrew Mellor  
amellor@amusementtoday.com

**UNITED KINGDOM** — The start of the 2013 season at the U.K.'s Alton Towers Resort will see the launch of the park's biggest ever ride in the shape of a new roller coaster that will also be the first of its kind in the world.

Representing the largest ever investment in a ride at the venue at £18 million (U.S. \$28.8 million), details of the Gerstlauer-built coaster, code named Secret Weapon (SW) 7, remain a closely guarded secret although some are out in the public domain.

The ride is being built on the site of the former Black Hole indoor coaster within the park's X Sector and will feature a very compact layout.

► See **ALTON**, page 16



This site plan reveals the coaster's overall tight layout and the eight inversions, if one looks closely. COURTESY UK GOVERNMENT PUBLIC ACCESS

## Copenhagen's Tivoli Gardens to expand

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

**DENMARK** — The world famous Tivoli Gardens in Copenhagen, Denmark, is to be expanded in 2013 with a new themed area featuring a number of rides and attractions for all ages.

The new area, in a part of the Gardens called Merry Corner, will cover a total of 1,200 square meters, of which 600 square meters will be an extension to the park. The inspiration for the area is the Danish astronomer Tycho Brahe and the theme will be based around stars, galaxies and planets. Among the attractions in this section of the venue will be an Air Race from Zamperla, themed on the Tycho Brahe universe, a Drop Tower, also from Zamperla, and a dragon themed, interactive merry-go-round from Chance Rides.

Making way for the new rides and

► See **TIVOLI**, page 16



Despite limited opportunities to expand due to its location, Tivoli Gardens in Copenhagen will add a further 600 square meters for 2013. COURTESY TIVOLI GARDENS COPENHAGEN

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# Australia's Luna Park celebrates 100th anniversary

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

AUSTRALIA — The well-known Luna Park in Melbourne, Australia, where the Mr. Moon face entrance facade has become an iconic image in the worldwide amusement and theme park industry, celebrated its 100th anniversary on December 13, 2012.

The historic milestone for the country's oldest pleasure park is being marked in a number of ways, initially with a program of special events that allowed the park, its guests and the city of Melbourne to celebrate the occasion.

What was described as a little Luna Park magic took over Melbourne's Central Business District with fun in the city from November 29 to December 4. The well-known Luna Park "Purples," the park staff in their distinctive purple uniforms, popped up in unexpected places to share their special brand of fun with the activity culminating on December 4 in Federation Square, with the park bringing a mad-cap carnival atmosphere to the heart of the city.

December 10 saw Luna Park giving back to the local St. Kilda community with a Friends and Neighbors Day on which special guests were able to ride free all evening, while on December 12 the park threw a party like no other as it counted down to the big day. On December 13, exactly 100 years since the first visitors entered the park through Mr. Moon's mouth, Luna Park opened its gates to thousands of lucky ticket holders for the Luna Park Centenary Community Day, the venue's way of thanking those in the community who do so much for others. Guests on the day were treated to special shows including the aerial acrobatics of Strange Fruit, roving performers and performances by popular Australian music artists Anthony Callea and Daryl Braithwaite.

More musical entertainment, something St. Kilda is renowned for, was held the following day to kick off the park's Summer Nights, the season of late night opening, and on December 15 and 16 the park went Back to 1912 with staff in historic uniforms,



**Above, the Great Scenic Railway has entertained visitors to Luna Park since it opened in 1912. At right, top, the Mr. Moon face entrance to Luna Park is an iconic image within the worldwide amusement and theme park industry; Middle, the Great Scenic Railway has entertained visitors to Luna Park since it opened in 1912. Bottom, Luna Park has been a popular place to visit for 10 decades, as seen in this 1940's park photo.**

COURTESY MATT DELLER;  
BOTTOM TWO PHOTOS  
COURTESY LUNA PARK

vintage delights and roaming performers recreating the scene as it was 100 years ago.

Also for its centenary summer, Luna Park will bring in two additional rides, a Zamperla Power Surge operated by Greg Webster's company and a Reverchon Spinning Coaster called the Crazy Coaster, operated by the Pickett family. The park has ordered a new Power Surge from Zamperla which is due to be installed in 2013.



## ▶ALTON

Continued from page 14

out incorporating a vertical lift hill and numerous inversions, as well as a 'world first' element. The length of the track will be 1,170 meters (3,838 feet) and the highest drop will be from 30 meters (98 feet), although the maximum height above ground is just over 22 meters (72 feet).

Plans for the ride show a layout with eight inversions in the section which is outdoors, but there is also an indoor section which may well contain more inversions; as yet the track features in this part of the coaster are unknown but it is likely that this is where the "world first" element will be.

The newly designed ride trains will carry four rows of four passengers and will reach a maximum speed of approximately 85 kmh (53 mph). Minimum rider height will be 1.4 meters (4.5 feet). The scheduled opening date of SW7 is March 16.

The new coaster is part of the updated Long Term

Development Plan (LTDP) for the Alton Towers Resort which maps out plans for the future. Among other things, the document shows environmental aspects along with development points for the park which include new major rides, the refurbishment of existing themed areas, an improvement of the product offer, improvement of visitor circulation within the site, car park improvements and transport improvements.

The document also states that investment will be made in phases, the first of which includes SW7 and a proposal to install a number of family lodges to the east of the Alton Towers Hotel, to cater to increasing overnight stays which in turn will cement the resort as a multi-day attraction. Exciting new ride ideas and the creation of an entertainment complex incorporating the hotels are just some of the other possibilities shown in the plan which makes fascinating viewing.

## ▶TIVOLI

Continued from page 14

other developments in the area are the Blue Sapphire children's ferris wheel and the Inspector's Lodge, which is being replaced with new Copenhagen-style houses and fountains. The cost of transforming the extending Merry Corner will be in the tens of millions of Danish kroner.

Commenting on the development, Tivoli's CEO Lars Liebst said, "The last time Tivoli got a new major attraction was in 2009 when Vertigo flew into the Gardens at 100 kmh (62 mph). Since then, we have added new experiences to a number of existing rides, but we think now is the time to improve our portfolio with brand new attractions. The new ride for teenagers is an exciting addition because it is both fun and wild, but also unique because there are very few like it in the world. Also, we are proud to be able to offer new experiences for both children and tourists who, we hope, may also learn something from becoming acquainted with Old Copenhagen, Tycho Brahe and his universe."

The park's 2013 season gets underway on April 11.

## Europa-Park sets attendance record

GERMANY — The results are in and records were set as Europa-Park welcomed more than four million guests during the 2012 summer season. The number of visitors to Europa-Park is therefore growing constantly and visitors are increasingly coming from countries other than Germany, France and Switzerland. A record number of visitors came from France this year, while visitor numbers from the Arab region went up considerably.

The four-million visitor threshold was exceeded as early as the beginning of October, about a month earlier than in 2011. "Over 85 percent of visitors are already repeat visitors, and that's the clearest possible acknowledgement of our concept," says Roland Mack, owner of Europa-Park. "Conference business has also seen another double-digit increase, as it did last year. A strong push is coming from the new four-star superior Hotel Bell Rock, which opened in July 2012. The themed hotels, of which there are now five, are currently full to over 95 percent of capacity. Europa-Park is therefore consistently enhancing its position as a national and international destination for short breaks. More and more people are visiting the park several times a season and an increasing number of guests are staying overnight."

Europa-Park officials also credit their new wooden coaster, Wodan Timbur coaster, with being an absolute visitor magnet. Since its opening on March 31, 2012, more than 2.5 million passengers have enjoyed the ride, which was supplied by U.S.-based Great Coasters International, Inc.

Europa-park expects to add even more to the growing 2012 tally with its winter event, which runs Nov. 24, 2012 through Jan. 6, 2013. During that time, 2,500 Christmas trees, 2.5 million fairy lights on strings covering five kilometers and countless bonfires turn Europa-Park into Germany's largest winter wonderland. New shows with great international artists take care of the entertainment.





# PARKS & ATTRACTIONS

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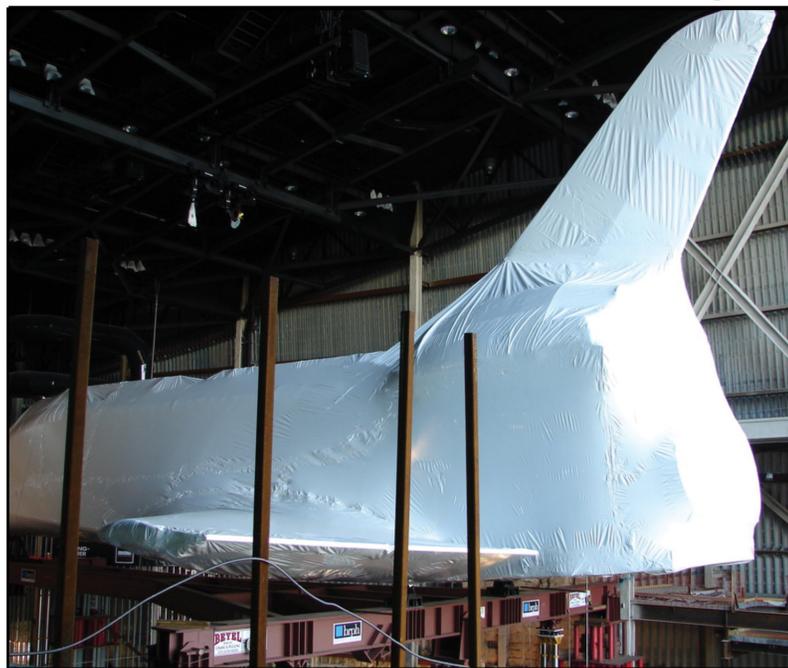
## Kennedy Space Center prepares Space Shuttle Atlantis for July 2013 debut

MERRITT ISLAND, Fla. — Space Shuttle Atlantis has arrived at Kennedy Space Center Visitor Complex to begin its new mission as the dramatically displayed centerpiece of a \$100 million exhibit scheduled to open in July 2013.

Atlantis completed its historic final journey — the last of any of NASA's space shuttles — with NASA officials and thousands of visitor complex guests looking on. A parade of more than 30 former astronauts joined the orbiter for the final leg of the trip from Kennedy Space Center before it parked in front of the remaining open wall of the 90,000-square-foot exhibit building.

Atlantis has been moved into the building and raised 36 feet off the ground. The complex operation has included rotating the shuttle about 43 degrees so that it will be showcased on an angle as if it were in space — only as the astronauts from its 33 missions have had a chance to see it. When it is displayed, its payload bay doors will be open and the Canadarm (robotic

► See SHUTTLE, page 18



Space Shuttle Atlantis is now at the Kennedy Space Center Visitor Complex to begin its new mission as the dramatically displayed centerpiece of a \$100 million exhibit scheduled to open in July 2013.

AT/TIM BALDWIN; COURTESY KENNEDY SPACE CENTER

### FAST FACTS

#### Space Shuttle Atlantis

##### Atlantis position:

Orbiter height: 30 feet  
Orbiter tilt: 43.21 degrees  
Portside wing tip: 7.5 ft. high  
Starboard wing tip: 108 ft. high  
Atlantis weight: 153,996 lbs.

##### Atlantis covering:

Atlantis was shrink-wrapped in 12-millimeter thick white plastic coating, similar to that used to transport boats, in early November. A total of 16,000 square feet of wrap was used to protect Atlantis from dirt and dust as the construction process continues.

##### Atlantis lifting:

To prepare for the lifting process, a full-scale, full weight gravity model on a square frame, was created and tested at Beyel Bros., to ensure the orbiter could be lifted and tilted.

Forward jacks, formerly used at the Orbiter Processing Facility, were used to raise Atlantis high enough to lower the landing gear and then back the Orbiter Transporter System (OTS) from underneath Atlantis. The OTS was used on November 2, 2012, to transport Atlantis 9.8 miles from the Vehicle Assembly Building to Kennedy Space Center Visitor Complex.

Support frames were connected to fittings on Atlantis enabling four 800-ton jacks to gradually raise the orbiter, using dunnage to support the weight of the orbiter during the process.

The covering and lifting of Atlantis began on November 12 and was completed on November 17, 2012.

##### Atlantis positioning/tilting:

The tilting process began on Nov. 26 using two jacks to lower Atlantis on the portside and two jacks to raise the orbiter on the starboard side. A swivel piece of steel supported the orbiter as the center of gravity changed during the tilting process.

The tilting process completed one day ahead of schedule on November 27.

## GCII continues roster of off-season wooden coaster rehab projects

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

ARNOLDS PARK, Iowa — While Great Coasters International, Inc. is renowned for building new and unique wooden roller coasters around the world, the company is also delegating plenty of time and energy to keep a number of existing coasters in top operating form.

One of the most interesting of these off-season projects took GCII crews to Iowa where they have undertaken a makeover of Arnolds Park's signature thrill ride, the Legend.

Originally designed by John Miller and built between 1927 and 1930, the Legend (aka Giant Coaster and Speed Hound) has undergone a number of cosmetic alterations during its long life but none as extensive as those currently underway.

According to Arnolds Park General Manager Scott Pyle, "A survey was completed by GCII that provided a profile of our coaster and what could be done to make it one of the best (smoother) wooden coasters in the country. And with the Legend reaching the ripe old age of 86 years, the board of directors and staff at Arnolds Park had an additional, more pointed survey completed. An additional evaluation was done on the 1,492 feet of wooden track and the structure that supports it.

During the survey it was determined that the coaster is still in excellent shape as a whole, but the overall ride quality would be greatly improved and the speed would be increased if the first drop were reconfigured to a smoother more flowing angle. Along with that, the bottom of the second drop could be raised slightly to improve ride quality and allow for updated concrete footings as well as ease of future maintenance.

These changes will affect one third of the total track length and will be the first of four planned projects over the next several years. This first phase will be completed prior to opening in the spring of 2013. "We are looking forward to this improvement as we have been planning some significant updates to the Legend for a few years," said Pyle. "The cost of this project is just over \$250,000 and for us that is a big expense. Our staff and Board have been working very hard planning and budgeting for this renovation."

"The Legend Roller Coaster is our number one attraction, so we know our visitors love it as much as we do. We are planning to continue with more updates as we move into the future so she can thrill our guests for another 86 years," added Di Lorenzen, communications manager.

In addition to the Legend,

► See GCII, page 18

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## ▶SHUTTLE

Continued from page 17

arm) extended.

"We think visitors to Kennedy Space Center Visitor Complex will be awed and inspired by how they will see and experience Atlantis," said Bill Moore, chief operating officer of Kennedy Space Center Visitor Complex.

"Complementing Atlantis will be more than 60 interactive, immersive exhibits about the entire shuttle program — including its key role with the International Space Station and the Hubble Telescope, and how it paved the way for today's new space programs," Moore said.

Atlantis's day-long, 10-mile trip from Kennedy Space Center's Vehicle

Assembly Building aboard NASA's 76-wheel Orbiter Transportation System featured stops for a signing ceremony at NASA's Kennedy Space Center headquarters and guest viewing opportunities at Space Florida's Exploration Park and later as it entered the visitor complex.

During the Atlantis ceremony, Moore thanked NASA Administrator Charles Bolden and Kennedy Space Center Director Robert Cabana and pledged that the visitor complex would be a great steward of NASA's orbiter in displaying it for the public for generations.

Delaware North Companies Parks & Resorts has operated Kennedy Space Center Visitor Complex for NASA since 1995. The exhibit building is being designed by

PGAV Destinations, architects headquartered in St. Louis, Mo., and being constructed by Whiting-Turner Contracting Company in Orlando. The six-story exhibit is being built adjacent to the existing Shuttle Launch Experience.

A work of art in itself, the exterior of the Atlantis exhibit features two sweeping architectural elements, or "wings" representing the space shuttle's launch and return. The outer layer of the building, which is being cloaked in iridescent hues of orange and gold, represents the fiery-glow of re-entry. The taller, internal wing of the building is being covered in a shimmering tile pattern in varying tones of gray designed to represent the tiled underside of the orbiter.

## ▶GCII

Continued from page 17

GCII has also dispatched crews to a number of other parks for new and ongoing rehab projects. These parks and coasters include Morey's Piers, Great White; Lake Compounce Wildcat; Coney Island, Cyclone; Carowinds, Thunder Road; Dutch Wonderland; and Knoebels, Flying Turns for transfer table construction.



**For breaking news, videos and more, visit us at:**  
[amusementtoday.com](http://amusementtoday.com)

Great Coasters International, Inc. kicks off another round of off-season wooden roller coaster rehab projects this winter with major multi-phase reconstruction and overhaul of the Legend at Iowa's Arnolds Park. The first phase will be completed prior to opening in the spring of 2013 and will include smoothing out the angle of the twisting first drop and the bottom of the second drop along with the addition of new concrete footings. COURTESY ARNOLDS PARK

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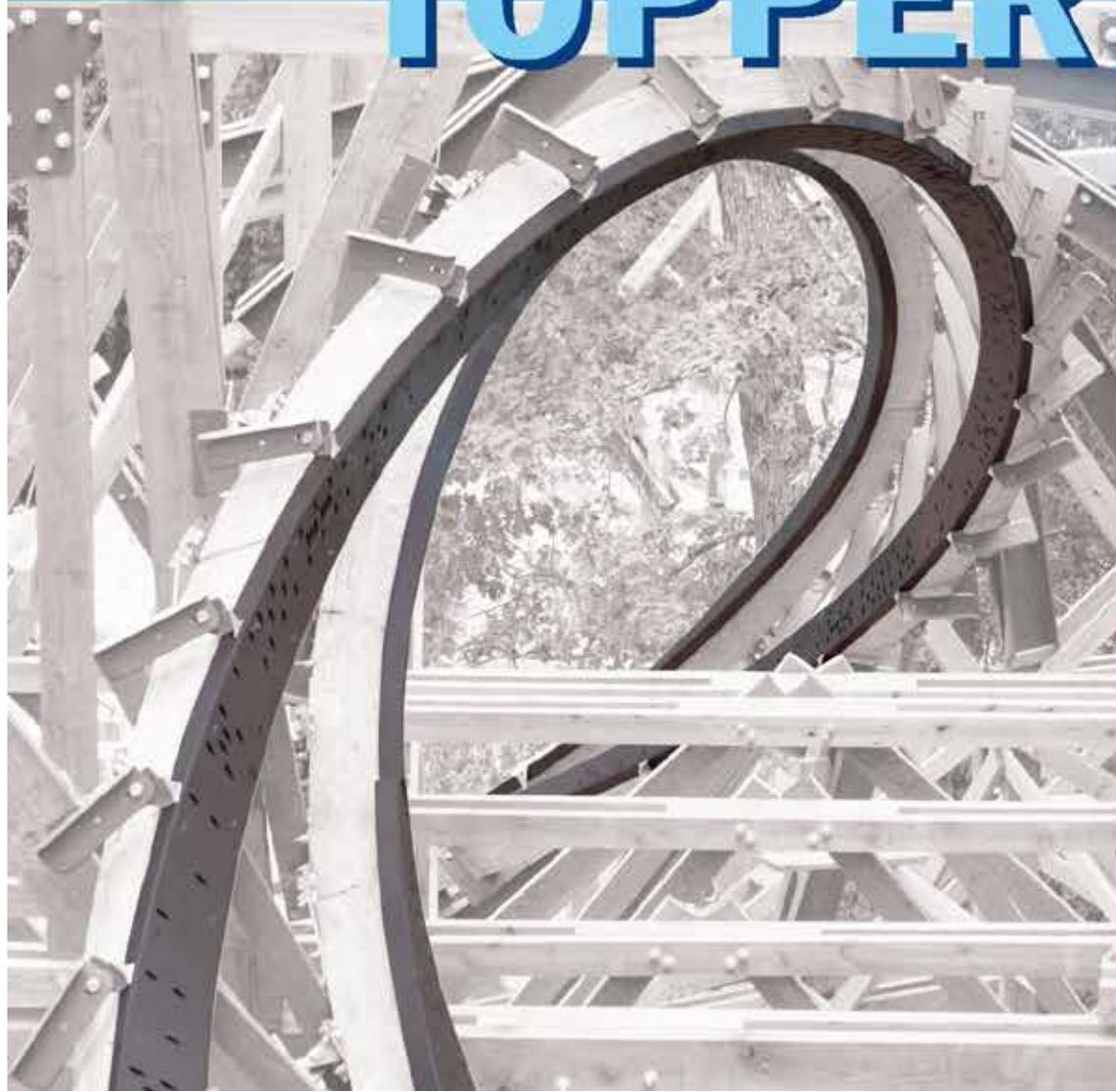
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# WATERPARKS & RESORTS

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## Reporter's Notebook

### WhiteWater acquires Apptivations LLC

RICHMOND, B.C., Canada — During the IAAPA Expo 2012, WhiteWater unveiled its newest acquisition, Apptivations LLC. WhiteWater, in partnership with Denise Chapman Weston and Rick Briggs, will put the best that mobile and contemporary technology has to offer in the hands of park guests.

From live action storytelling to fun and/or educational interactive games, Apptivations LLC has created downloadable apps that come to life in real time. These apps engage and entertain guests while creating additional ways to reward and generate additional revenue streams with devices that are already in use by consumers.

Once amusement parks and waterparks become a part of the growing app world, there are many engaging opportunities to sell upgrades, reinforce marketing and create memorable takeaways including photo-imaged comic books and postable social media videos, starring guests!

Putting their 30 years of creativity, innovation, imagination and expertise to work, Apptivations has combined hands-on interactives and storytelling to enhance mobile gaming, game-embedded waterpark sliding and "night glow" integrated experiences.

## SeaWorld San Diego to gain Aquatica brand with newly acquired waterpark

SANDUSKY, Ohio and SAN DIEGO, Calif. — As amusementtoday.com first reported, Cedar Fair Entertainment Company recently sold its Knott's Soak City near San Diego, a stand-alone waterpark in Southern California, to SeaWorld Parks & Entertainment. Terms of the agreement were not disclosed and are not material to Cedar Fair's results of operations.

"For this particular property, a unique opportunity presented itself to team with SeaWorld to offer a premium product to its guests in the San Diego region," said Matt Ouimet, president and chief executive officer. "The net proceeds from this sale will be re-invested in our core assets including the multi-year refreshment of our hotel properties in Sandusky, Ohio that was announced earlier."

SeaWorld Parks & Entertainment, the Orlando-based owner of 10 U.S. theme parks, will transform the Knott's Soak City — San Diego. The waterpark will undergo extensive renovation over the winter and re-open next spring as SeaWorld Parks & Entertainment's third Aquatica-branded park. Both SeaWorld Orlando and SeaWorld San Antonio now operate Aquatica parks.

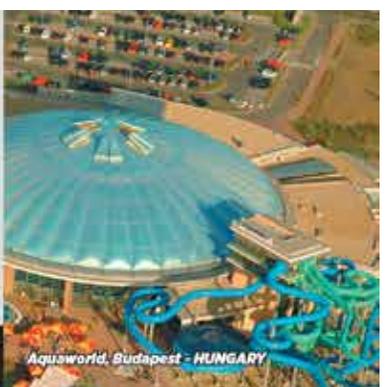
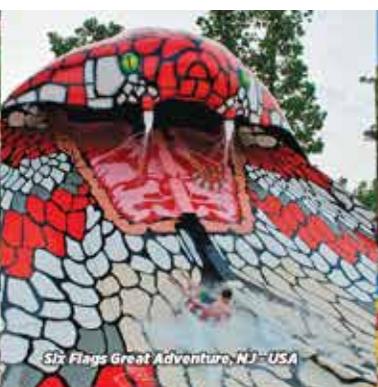
SeaWorld will make significant changes over the off-season transforming the park into an Aquatica. "These parks reflect the highest standard of quality in attractions, entertainment and theming, but the presence of animals makes the experience something truly special. Aquatica San Diego, like its sister parks, will feature guest experiences with a variety of exotic animals," said Jim Atchison, president and chief executive officer of SeaWorld Parks & Entertainment. "Having animals in our Aquatica parks adds an educational component to a waterpark visit that is both unexpected and enriching."

No new slides or other attractions had been announced as of press time.

▶ See AQUATICA, page 28



These artist illustrations give a first look at the rebranding that will change Knott's Soak City near San Diego into Aquatica. The waterpark is now owned and operated by SeaWorld Parks & Entertainment, the parent company of SeaWorld San Diego. COURTESY SEA WORLD SAN DIEGO



# Schlitterbahn South Padre Island opens hotel, indoor waterpark

SOUTH PADRE ISLAND, Texas — Schlitterbahn, respected worldwide for ground-breaking water-based entertainment destinations, is now welcoming guests to the new beachfront hotel and indoor, year-round resort waterpark at Schlitterbahn Beach Resort, South Padre Island, Texas.

Located on the pristine beaches of the Gulf of Mexico, this exciting new 221-room beachfront resort destination includes lodging, family suites, great Gulf beaches, fantastic dining location options and unlimited use of both the resort's indoor and outdoor waterparks.

The new indoor waterpark features two large 70-foot-tall intimidating tube slides, two adventurous tidal wave rivers, a whimsical kids' area with several slides, a giant heated pool with swim-up refreshments, a beachfront pool, several wild-wave beaches and the Grand Carousel. Both the tube slide tower and Chance Rides Grand Carousel were relocated from the closed Geauga Lake (Ohio) amusement park.

Not only will hotel guests enjoy the new spacious upscale accommodations, but resort guests also receive a variety of VIP amenities including unlimited use of the outdoor waterpark (during operating season) for the duration of their stay, beach access, Wi-Fi and free onsite parking.

As part of Schlitterbahn's ongoing commitment to the environment, many wooden structures in the park, and



**Schlitterbahn Beach Resort guests now have an indoor waterpark and a carousel as part of their stay to the South Padre Island, Texas property.**  
COURTESY SCHLITTERBAHN

much of the furnishings in the hotel including the nightstands in the guest rooms, are made from wood reclaimed after the devastating forest fires near Bastrop, Texas. Much of these salvaged trees are loblolly pines from the "Lost Pines" region.

For more information on resort lodging, or to view the indoor waterpark operating schedule and hours of opera-



tion visit the park's website at [schlitterbahn.com](http://schlitterbahn.com).

Family-owned and operated, Schlitterbahn Waterparks has been a leader in family-friendly water-based entertainment since 1979. The company operates three waterparks in Texas and one in Kansas, all of which offer family amenities that include free parking and free inner tubes.



**NEWS SPLASH**

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

The city of **Mt. Vernon, Ill.**, broke ground in October on a new safari-themed **Aquatic Zoo** that will feature water slides, a splash pad with animal-spray features, a lap pool, leisure pool, lazy river and an alligator walk suspended between two trees. The design and features included in the waterpark were chosen after input was received from Mt. Vernon residents along with various studies. The new facility, expected to open by July 4, will be paid for by a half-cent sales tax.

**Arlington County, Va.**, asked its voters to approve a \$50.55 million bond to help finance an \$80 million natatorium, and as they have done in every bond election for the past 30 years, the citizens of Arlington County voted to approve it. Arlington County, just outside of Washington D.C., is one of the wealthiest areas in the country. The proposed **Aquatics Center** will sit on the banks of the Potomac River and overlook D.C.'s monuments. The massive glass-enclosed facility will include a 50 meter pool, indoor waterpark with slides and a lazy river, family leisure and therapy hot-water pools, a teaching pool, an indoor fitness area along with a community meeting space and child care facilities.

**Jeff Henry**, co-owner of **Schlitterbahn Waterparks** was named Inventor of the Year at the annual Austin, Texas Intellectual Property Law Association's Judges' Dinner hosted at 7 p.m. Monday, November 12, 2012 at the Stephen F. Austin Hotel.

Known worldwide for his ingenious waterpark designs and attractions, Jeff Henry currently holds more than 60 patents and trademarks representing award-winning innovations such as interconnected Transportainment attractions, Master Blaster uphill water coasters, tidal-wave rivers, convertible waterparks and the Aquaveyer uphill rider-friendly conveyer belt systems.

**KSB**, one of the leading manufacturers of water pumps for stormwater and wastewater applications has found a new use for its popular Amacan P submersible motor pump — in the amusement industry. The pump can be used in wave machines at waterparks, in flume rides and river-rafting rides. The current Amacan P can pump 110,000 gallons per minute and KSB is working on a design capable of pumping 300,000 gallons per minute. KSB hopes to be able to tap into what is estimated to be \$13.2 billion market by the year 2017, by supplying, reliable, efficient and safe water pumps.

Working closely with **Fox Studios** and producer **Michael Malone**, **Aquatic Development Group** recently designed, manufactured and provided the WaveTek wave generation system as well as the design for the special effects wave pool used in shooting the "Life of Pi." The 246 foot (75 meters) by 98 foot (30 meters) by 10 foot (3 meters) deep wave pool was constructed in Taichung, Taiwan on a site reportedly destined to become a movie park with the wave pool as its centerpiece.

The WaveTek system, entirely manufactured in ADG's facility in Cohoes, N.Y., includes 12 pneumatic wave generators producing a total of 2,400 horsepower. Through its sophisticated controls, the system is capable of producing dozens of wave patterns and heights to replicate open ocean conditions. With waves ranging from placid swells to raging storm conditions, the WaveTek system provided Academy award winning director **Ang Lee** with ideal conditions for filming the open ocean sequences.

In addition to the "Life of Pi," ADG has designed and manufactured wave systems for additional motion pictures, including "Master and Commander" and the "Guardian."

## Schlitterbahn Beach to connect parks with underground system

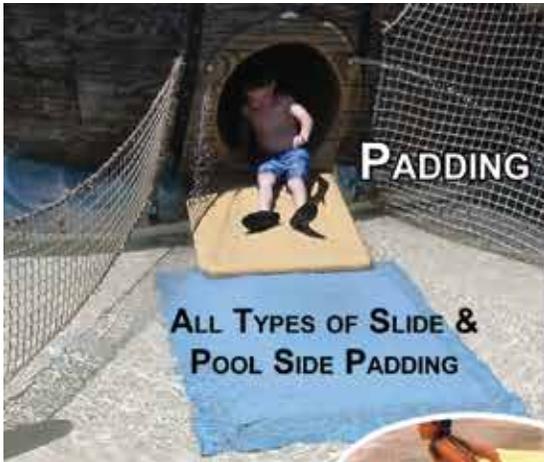
SOUTH PADRE ISLAND, Texas — The newly-opened Schlitterbahn Beach Resort and Indoor Waterpark and the neighboring outdoor Schlitterbahn Beach Waterpark on South Padre Island will be joined together next summer by a themed water transportation system unlike anything ever built before.

A long-time leader in innovative waterpark attractions, Schlitterbahn's Jeff Henry announced the start of construction on a new water transportation system that will take riders between the existing waterpark and the new resort and indoor waterpark via a series of slides, rivers and conveyors. Guests will board four-person rafts at either of two loading stations — one at the out-

door waterpark and the other at the nearby indoor waterpark — then drop nearly 25 feet into a 380-foot-long underground cavern filled with fog, sound and lighting effects. A conveyor system will then return guests to ground level and their destination.

"It would have been far easier to build a simple walk-through underground tunnel to connect our two great facilities, but that's not the way Schlitterbahn does things," said Henry. "Our guests expect world class waterpark fun and we deliver by keeping them entertained even as they move from one section of our property to another."

Schlitterbahn's outdoor waterpark will open for the 2013 season on April 20.



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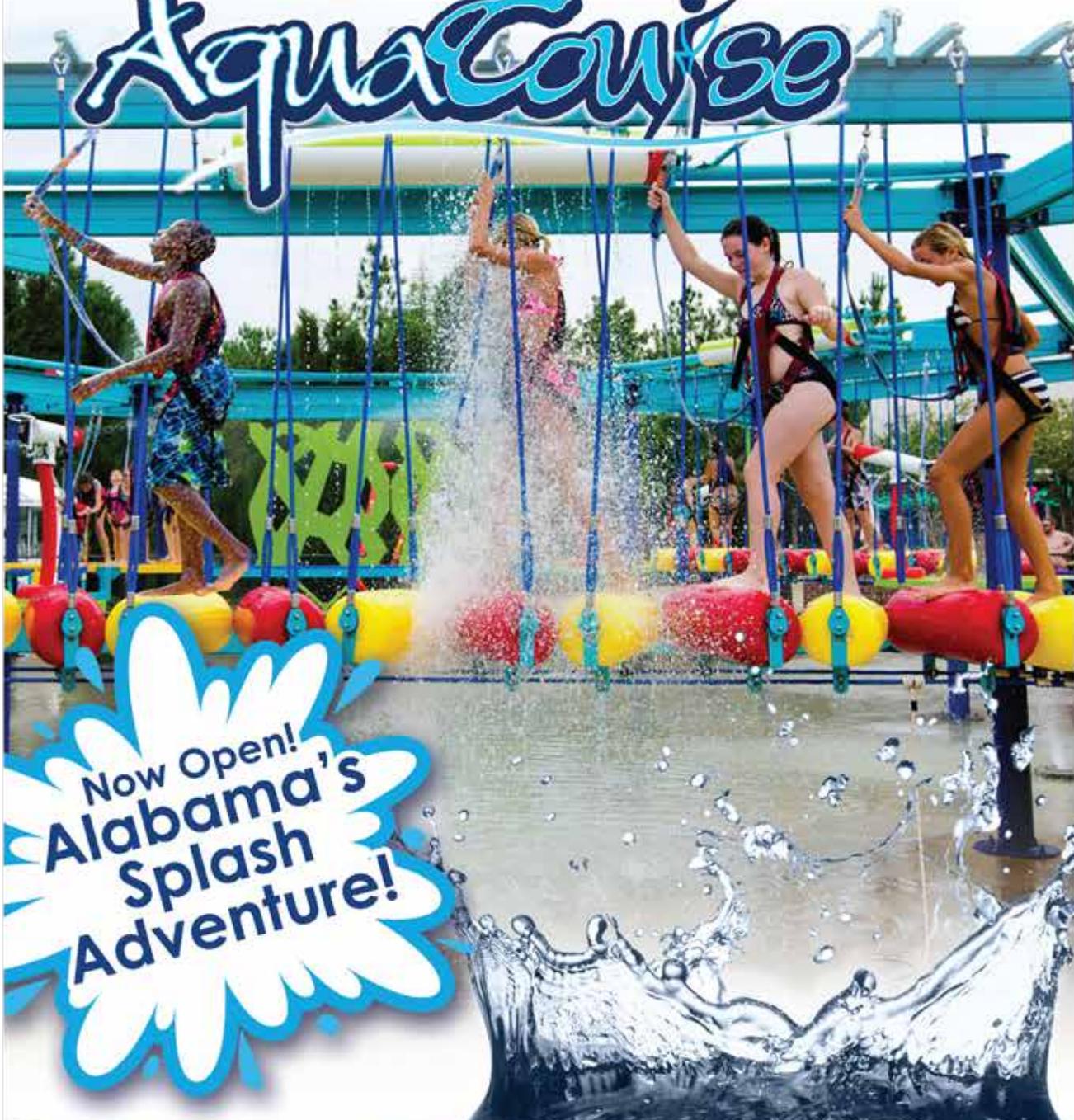
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## ►AQUATICA

Continued from page 23

The first Aquatica opened adjacent to SeaWorld Orlando in 2008. It is now among the nation's most visited waterparks, with annual attendance of roughly 1.5 million guests. In addition to birds and tropical fish, Aquatica Orlando features Dolphin Plunge, the park's centerpiece water slide, which includes an enclosed acrylic slide that allows riders to see animals underwater.

Last year SeaWorld San Antonio unveiled its own Aquatica, with some of the region's best ride attractions, along with displays of kookaburra, spoonbills and southern stingrays.

"When the gates of Aquatica San Diego open for the first time next June, guests will see what visitors to Orlando and San Antonio already know: No theme park company can deliver a waterpark experience quite like SeaWorld," said John Reilly, president of the company's San Diego attractions. "Aquatica will be a great complement to SeaWorld and help us continue to



bring value to our guests and enhance this destination."

Unlike the other two Aquatica-branded parks that are adjacent to their respective SeaWorld parks, Aquatica San Diego is located in Chula Vista, Calif., nearly 25 miles away from SeaWorld San Diego.

The sale of the San Diego waterpark has no impact on Cedar Fair's other properties located in California. Cedar Fair will continue to operate Knott's Berry Farm and the adjacent Knott's Soak City, both located in Buena Vista, as well as Knott's Soak City in Palm Springs.

—Jeffrey Seifert

## WhiteWater's popular Family Constrictor debuts in Arizona

YUMA, Ariz. — Despite a brief closure from a storm-induced mud-slide, the brand new Waylon's Water World, which opened in July has been enjoying much success.

Waylon's premiered WhiteWater's Family Constrictor waterslide. The Family Constrictor features a flume size that expands from 7 feet to 10 feet and then back again. As rafts holding 3 adults or 4 children wind their way down the waterslide they encounter the tightest, highest banking turns a family can experience together. The Family Constrictor is themed with a snake-skin like façade of orange and yellow.

Waylon's Water World offers a selection of WhiteWater attractions including an AquaPlay Rainfortress called "Syd's Zone" as well as a multi-lane mat racer, a SuperBowl, body slides and kids' slides.

—Jeffrey Seifert



WhiteWater's popular Constrictor waterslide as seen at the mid-summer opening of Waylon's Water World in Yuma, Arizona. COURTESY WHITEWATER



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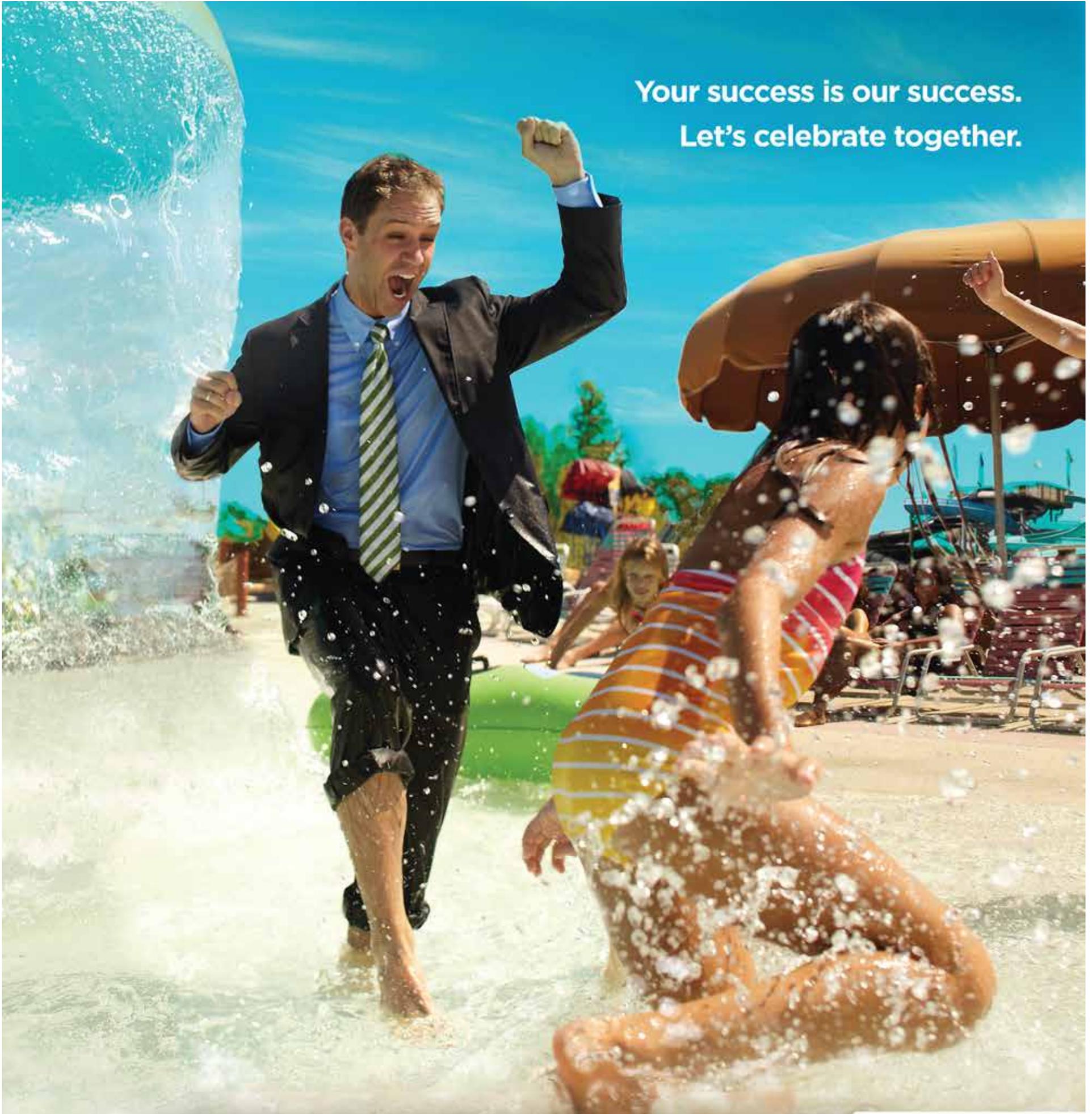
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## Two industry non-profits benefit from IAAPA Expo

### Three IAAPA fundraiser events raise \$81,000 for Give Kids the World Village

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) and attractions industry professionals raised more than \$81,000 for its 17-year charity partner, Give Kids The World (GKTW) in Kissimmee, Florida, through three events held during IAAPA Attractions Expo 2012.

Proceeds from IAAPA's 10th annual International Charity Golf Tournament, third annual Motorcycle Ride, and sixth annual GKTW Fun Run and Walk, Footprints from the Heart, were donated to Give Kids The World Village, a non-profit resort that provides cost-free vacations for children with life-threatening diseases and their families.

"IAAPA's contributions to Give Kids The World have been extremely significant over the last 17 years," said Pam Lindwirth, president of GKTW. "We're proud to have such generous partners in IAAPA and the attractions industry."

#### IAAPA International Charity Golf Tournament

One hundred and forty-three attractions industry professionals hit the links and enjoyed a day at Hawk's Landing Golf Club at the Orlando World Center Marriott Resort on Sunday, Nov. 1. The foursome of Walt Bowser of Six Flags, John Andrews of Baynum Painting, and Bill Wright and Chas Kuhn, both of Ride Entertainment, won the golf tournament, with a score of

54. The foursome of John Conway of National Ticket Company, Clark Robinson, former president and CEO of IAAPA, and John Cunningham and Randy Bagley with Encoded Guardian finished second with a score of 58.

Jordan Hurley, of Formula One Driver, and Jessica McNaulo, of Picsolve won the longest drive contest in the men's and women's categories, respectively.

"I'm so pleased we continue to be a great international tournament—we have players from many, many countries, who enjoy this day as the opening of IAAPA Attractions Expo," said Bill Alter, co-chairman of the event. "Nothing could be greater than making a

sizable contribution to Give Kids The World while having this much fun."

#### IAAPA Motorcycle Run

While some opted to spend their day on neatly trimmed Bermuda Grass, others opted for asphalt and the open road. IAAPA's third annual motorcycle ride sent 38 riders from Orlando Harley Davidson, the ride's start and end point, cruising through the hills, farmlands, lakes, and forests surrounding Orlando.

The ride took place in conjunction with the International Charity Golf Tournament on Sunday, Nov. 11, and was broken into two parts, allowing riders to join golfers at Hawk's Landing for a networking lunch.

#### IAAPA 5K Fun Run and 1K Walk:

**Footprints From the Heart**  
Thursday, Nov. 15, IAAPA held its third annual 5K Fun Run and 1K Walk, Footprints From the Heart to support GKTW. The event raised \$6,400 for the Village.

On the men's side, the 5K was won by Martell Munguia of American Wave Machines, Inc., who finished with a time of 18 minutes and 50 seconds. Mario Cantarinella of Parque Diverciones finished second with a time of 19 minutes and 23 seconds, and Brett Clark of Wet 'n Wild finished third, coming in at 19 minutes and 37 seconds.

For the women, Jenna Munguia, also of American

▶ See KIDS, page 32

## Estate of Barbara Knoebel donates \$25,000 to National Roller Coaster Museum



The Estate of Barbara Knoebel made a \$25,000 donation to the National Roller Coaster Museum during the 2012 IAAPA Attractions Expo. On hand during the check presentation are, l to r: Dick Knoebel, Rick Knoebel, Gary Slade (museum chairman) and Brian Knoebel.  
AT/TIM BALDWIN

ORLANDO, Fla. — Celebrating the life of an amusement park icon, the estate of Barbara Knoebel donated \$25,000 to help preserve the history of an industry she loved. The family presented the check at the IAAPA Attractions Expo in Orlando on November 14, 2012.

"Barbara loved the amusement business," husband and partner Dick Knoebel said. "To Barbara, (National Roller Coaster Museum (NRCMA) chairman) Gary Slade was more than a colleague, he was a good friend and she respected the work the museum was trying to do. We know the donation is going to the right place!"

"The time, effort and dedication of those involved in the NRCMA mirrors that of Barbara's in the industry," son, Brian Knoebel added.

The donation will ultimately create the much needed space for the NRCMA's climate

controlled archives. "The board and I are humbled and honored to receive such a generous donation," Gary Slade, NRCMA chairman said. "Barbara was a cherished friend and this will carry her legacy into the future." The "Barbara Knoebel Wing" will open in mid-2013.

A separate building expansion, donated earlier by Gary & Linda Hays, Cliff's Amusement Park, will be erected at the same time as the Knoebel addition.

The Museum's first traveling exhibit will reopen at Dollywood for the park's 2013 operating season. The National Roller Coaster Museum and Archive is a 501c3 non-profit organization dedicated to the preservation and protection of the history of the roller coaster and the amusement industry. Cash and artifact donations can be made by contacting the NRCMA: P.O. Box 5424, Arlington, Texas 76005-5424.

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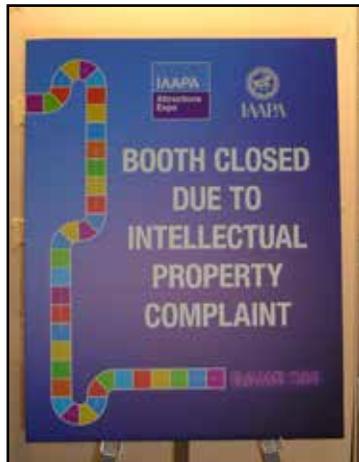
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# Zamperla awarded judgement for trademark infringement

ORLANDO, Florida — Zamperla SpA and Zamperla Inc. announced on November 13, 2012, during the start of the IAAPA attractions Expo, that they obtained judgments in U.S. Federal Court in Orange County, Fla., against three amusement ride manufacturers in excess of \$138 million dollars. The verdicts were based on violations of Florida's Unfair Competition Law, the Florida Deceptive and Unfair Trade Practices Act, Common Law Trademark Infringement and Unfair Competition under the Lanham Act.

In his ruling favoring Zamperla, Federal Court Judge Roy B. Dalton found the defendant's actions in copying Zamperla's products to be "deliberate, willful and intentional." The court further stated, in issuing a Permanent Injunction barring the defendants for continuing their illegal copying of Zamperla products: "The public interest is served in this case because an injunction will ensure imitation amusement rides, which may not meet the safety standards of the Zamperla Plaintiffs' rides, are not passed off as, or confused with the amusement rides manufactured and sold by the Zamperla Plaintiffs." The final judgment further provided for triple damages, as allowed under the Lanham Act. In achieving the verdicts Zamperla demonstrated that the defendants had copied at least 183 rides of Zamperla's design.

The defendants are Golden Horse Amusement Equipment Co. Ltd., which was



On Nov. 13, Federal Marshals seized all materials in the booths of several IAAPA show exhibitors that were ruled to be in violation of IAAPA's Intellectual Property rules.

AT/JEFFREY SEIFERT

found to have illegally copied at least 83 rides and adjudged liable for \$91.2 million, Beijing Tongjunweida Play Equipment Co. Ltd. who copied at least 34 rides is liable for \$2.4 million, and Beijing Jiuhua Amusement Rides Manufacturing Co. Ltd. who copied at least 66 rides is liable for \$45.2 million. Each of the three companies are based in China.

On Tuesday afternoon Nov. 13, Federal Marshals seized all materials in the IAAPA trade show booths of the defendants and served them with papers requiring them to appear for additional legal proceedings.

Zamperla was represented by amusement industry attorney Tom Sheehan, of the Sheehan Firm PC, working with Orange County Counsel, Ric Keller of Hill, Rugh, Keller & Main, P.L.

## ►KIDS

Continued from page 31

Wave Machines, Inc., won the race with a time of 18 minutes and 17 seconds. Gina Classsen of Herschend Family Entertainment finished second with a time of 23 minutes 11 seconds, and Diane Williams of IAAPA and Chloe James of Jack Rouse Associates tied for third, coming in at 26 minutes 7 seconds.

The highest individual fundraiser was Joanna del Moral of TEA Eastern Division, who raised \$675. The most successful team fundraiser was TEA Eastern Division, who raised a total of \$1,007.

The top 3 finishers in the men's and women's race, as well as the top individual fundraiser and top team fundraiser were awarded prizes at the conclusion of the event.



# FAST TRACK

COMPILED: Scott Rutherford,  
srutherford@amusementtoday.com

In 2013, **The Official Disney Fan Club** will travel to Boston, Newark, Seattle, San Diego, Chicago, San Francisco, Phoenix, Washington, D.C., and Los Angeles as well as **Disneyland** and **Walt Disney World Resorts**. Starting in March, D23 takes the party on the road once again with their second D23 Disney Fanniversary Celebration. The event will commemorate dozens of magical milestones, each celebrating an anniversary in 2013. Fanniversary events will be open to the public, with special admission and surprises created especially for D23 members in attendance.

**Universal Entertainment Corporation** has announced that **Universal Entertainment Hong Kong Limited**, a wholly owned subsidiary, has signed a non-disclosure agreement with the **Shinsegae Group** of South Korea. The agreement was signed in preparation for commencing discussions regarding the commercial facilities at the casino resort complex development project at **Yeongjongdo Island**, Incheon, Korea being undertaken by the Shinsegae.

**Cashless Express**, the new low-cost, turn-key debit solution from Ideal **Software Systems**, gives arcades and small-scale FEC operators a simple card-swipe system that enables them to easily transition to a cashless environment for increased revenue and tighter controls. Cashless Express combines innovative, reliable optical card-scanning technology with a double-sided bar-code reader to keep customers playing, while the attractive, back-lit LED reader unit creates an exciting multimedia reward environment with stunning, full-motion video and sound.

Festival promoter and producer **Premier Festivals** has announced a new partnership with **Six Flags Entertainment Corporation** to produce Christian music events for all 13 Six Flags theme parks located across the United States and in Mexico City and Montreal, Canada. In this new role, Premier Festivals will develop and manage Christian music events as another level of entertainment for guests who visit the theme parks.

**Walt Disney Co.'s** (DIS) board has increased the company's annual cash dividend by 25 percent, as the entertainment giant seeks to enhance shareholder return. The annual dividend of 75 cents a share, up from 60 cents the previous year, was payable on Dec. 28 and cost the company about \$1.36 billion. Disney has about 1.8 billion shares outstanding. A number of companies have recently declared special dividends or pulled payments into 2012 ahead of a potential increase in the dividend tax rate in the new year.

**Gateway Ticketing Systems** has officially signed on **VTicket** as a Value Added Reseller to serve the attraction and amusement markets in Australia and New Zealand. VTicket is a new arm of VLocker, one of the leading providers of locker systems for the entertainment and leisure industries worldwide. Long known for specializing in locker design, manufacture and installation, VLocker is now leveraging its industry

knowledge as a distributor of Gateway's ticketing, access control and revenue generation solutions through VTicket.

The **Akron Zoo** has set a new all-time annual attendance record, surpassing its 2008 record on Nov. 30 by 107 visitors. Officials there say several factors contributed to the success, but perhaps the biggest was the May opening of the **Journey to the Reef** exhibit. For the first time in its history, the zoo has hosted more than 330,000 people.

Plans have been approved for a major new amusement park in **New South Wales, Australia** that is being tipped as a possible rival to the **Sydney Opera House** as a tourist draw. Set to be built in Wyong Shire, about 50 miles north of Sydney, the attraction will have a Chinese theme with features including a full-size replica of the gates to Beijing's Forbidden City and a nine-storey temple housing a giant Buddha.

**Dubai Aquarium & Underwater Zoo**, one of the world's largest aquariums, owned and operated by **Emaar Retail**, has been honored with the 2012 "Certificate of Excellence" by **TripAdvisor** following exceptional traveller reviews and ratings. The attraction was honored with the prestigious international accolade for achieving outstanding visitor reviews of four or higher out of five from the world's largest travel site. The judging criteria also accounted for a high volume of reviews in the last twelve months.

The **Rock and Roll Hall of Fame and Museum** have announced that **Gregory S. Harris**, its vice president of development since 2008, will become president and chief executive officer. Harris, who holds a graduate degree in museum studies and whose industry background also includes curatorial, membership and sponsorship experience, was approved by the Rock and Roll Hall of Fame and Museum, Inc. board following a nationwide search.

**Merlin Magic Making** (MMM), **Merlin Entertainments** creative and development organization has appointed **Michael Braithwaite** as the company's shows director.

Reporting directly to Merlin Group Creative Director, **Paul Moreton**, Braithwaite's role will be to review all the show formats in Merlin's resort theme parks, hotels and midway attractions; creating a clear strategy for the future which not only raises the overall quality of both the content and performance but also ensures the entertainment reflects the positioning of the individual brands, and the audience profile.

**Disney Cruise Line** has announced its 2014 itineraries. With all four Disney ships sailing from Florida ports, not only will guests have more options to visit **Castaway Cay**, but they can also combine their cruise with a visit to **Walt Disney World Resort** and experience the expanded new **Fantasyland** at the **Magic Kingdom** park.

Have a news item of interest for FastTrack? Email it to Scott Rutherford at: srutherford@amusementtoday.com.

# MARKETWATCH

## RIDING THE MARKET



Company	Prices		52 Weeks	
	One Month Ago	12/11/12	High	Low
<b>Cedar Fair L.P.</b>	<b>\$35.41</b>	<b>\$33.75</b>	<b>\$37.69</b>	<b>\$21.30</b>
<b>MGM Mirage</b>	<b>\$9.59</b>	<b>\$10.93</b>	<b>\$14.94</b>	<b>\$8.83</b>
<b>Six Flags Ent. Corp.</b>	<b>\$56.73</b>	<b>\$62.71</b>	<b>\$64.95</b>	<b>\$36.86</b>
<b>CBS Corp.</b>	<b>\$34.53</b>	<b>\$35.84</b>	<b>\$38.32</b>	<b>\$24.49</b>
<b>Walt Disney Co.</b>	<b>\$47.45</b>	<b>\$49.48</b>	<b>\$53.40</b>	<b>\$34.51</b>
<b>Apollo Global Mgt. LLC</b>	<b>\$14.52</b>	<b>\$16.38</b>	<b>\$16.47</b>	<b>\$10.42</b>
<b>Blackstone Group</b>	<b>\$14.52</b>	<b>\$15.01</b>	<b>\$17.25</b>	<b>\$11.12</b>
<b>Village Roadshow</b>	<b>\$3.70</b>	<b>\$3.80</b>	<b>\$3.88</b>	<b>\$2.85</b>
<b>NBC Universal</b>	<b>\$20.89</b>	<b>\$21.51</b>	<b>\$23.18</b>	<b>\$16.30</b>

## CURRENCY DIESEL PRICES



Region (U.S.)	As of 12/10/12	Change from year ago
<b>East Coast</b>	<b>\$4.069</b>	<b>\$0.097</b>
<b>Midwest</b>	<b>\$3.997</b>	<b>\$0.129</b>
<b>Gulf Coast</b>	<b>\$3.874</b>	<b>\$0.080</b>
<b>Mountain</b>	<b>\$3.938</b>	<b>-\$0.053</b>
<b>West Coast</b>	<b>\$3.982</b>	<b>-\$0.008</b>
<b>California</b>	<b>\$4.093</b>	<b>-\$0.029</b>

## TOP 7 MOST TRADED CURRENCIES



On 12/11/12 \$1 USD =
<b>0.7742 EURO</b>
<b>0.6231 GBP (British Pound)</b>
<b>82.38 JPY (Japanese Yen)</b>
<b>0.9347 CHF (Swiss Franc)</b>
<b>0.9537 AUD (Australian Dollar)</b>
<b>0.9874 CAD (Canadian Dollar)</b>

## MAILBAG

### Knott's Haunt museum recognized

Dear Gary,

It was so nice to see Dean Lamanna's article and photos on Knott's 40th Halloween Haunt Museum in the *Amusement Today* November IAAPA convention issue.

I was so glad that Jeff Shadic was asked to put together the Halloween Haunt Museum. Before the Museum opened, Norman Gidney, MiceChat, introduced me to Jeff during a tour of the park's Prop Dept. Jeff showed me an old friend, one of the ghosts from the Haunted Mine Ride that I had made back in the 1970's that he had found and was refurbishing to be displayed in the museum. What memories that brought back to me of the early years of the Haunt.

Thanks again for publishing the article in such a great informative newspaper. Also, I wanted to congratulate you on the recent Golden Ticket Awards event that you put on at Dollywood in September.

My best,

**John Waite**  
Former Knott's Halloween Haunt Specialist  
glowmanjw2@juno.com

## PEOPLE WATCH

### Steven J. Fram joins Morey's Piers

Wildwood, N.J. — November 6, 2012 — Morey's Piers has announced that **Steven J. Fram** will be joining its management team as vice president and general counsel. He was most recently a shareholder in the law firm of Archer & Greiner, P.C., where he has been chairman of the firm's 70-attorney Commercial Litigation Practice Group since 1998.

Fram brings to Morey's Piers nearly 30-years of legal experience as an attorney with a specialization in the areas of technology law, business disputes and litigation. He is the past chairman of the Computer and Internet Law Committee of the New Jersey State Bar Association and a recipient of the State Bar's Legislative Recognition Award.

### Hershey Entertainment names new CEO

HERSHEY, Pa. — The board of directors of Hershey Entertainment & Resorts Company (HE&R) announced that it has approved the appointment of **William F. Simpson, Jr.**, as chief executive officer, replacing former CEO, **Ted Kleisner**, who retired at the end of 2102.

A year ago, HE&R announced its succession plan that identified Simpson, currently the company's president & chief operating officer, as the successor to the position of CEO. Simpson assumed this new position, in addition to his current role as president, beginning January 1, 2013.

"It is a tremendous honor to have the opportunity to lead this company — so intertwined with the history of **Milton Hershey** — and I am grateful for the faith that Ted and the rest of the board have in my leadership," Simpson said. "As a service-oriented company, we will continue to place our emphasis on employee and guest service."

Simpson began his noteworthy career at HE&R in 1996 as the general manager of Hershey Lodge and Convention Center (now Hershey Lodge). He oversaw the extensive expansion of the Lodge in 1998 and guided that property to record years during his tenure.

In April 2002, he became vice president of the Entertainment Group overseeing the operation of Hersheypark Entertainment Complex. He guided the park to achieve all-time records in its performance categories and unprecedented levels of guest-satisfaction scores.

## Sylvia Pendelton dies at 74 following lengthy illness

CONCORD, N.H. — **Sylvia Allen Pendleton**, passed away peacefully at Pleasant View Nursing Home in Concord, N.H. on November 27, 2012 with her loving family at her bedside. She had battled bi-polar disorder, heart and lung disease with great courage for the last 38 years of her life. Sylvia was the wife of Jerry Pendleton, President of SkyTrans Mfg., LLC.

Sylvia Allen Pendleton was born in Concord, N.H. on November 26, 1938, the second daughter of John and Sarah (Mock) Allen. She and her three sisters, Elsie Cook of Belton, Texas; Sally Lake of Webster, N.H. and Susan Whitney of Penacook, N.H. grew up on their parent's dairy farm, Allen Acres, on Allen Road, Webster, helping their parents raise Registered Brown Swiss dairy cattle. She and her sisters were active in the 4-H club showing their Brown Swiss cattle at many of the fairs of N.H. and New England for many years as children.

She graduated from Hopkinton High School in 1956 and married her classmate

and husband of 54 years, Jerry, on June 14, 1958. Together, they raised their five children in the home that she and her husband, along with her father and many others, built on Pearson Hill Road in Webster.

She was well known in Webster for her life-long support of the Webster Congregational Church, the Webster Church Booth at the Hopkinton State Fair.

She leaves her husband Jeremy (Jerry) L. Pendleton Sr.; her five sons, Jeremy, Jr., who faithfully took care of her in her final years; John and his wife Evelyn, and her grandchildren Paige, Aaron and Tucker; James and her grandchildren John, Adam, Elizabeth, Travis and Hannah; Daniel and his wife Melissa and step-grandchildren Robert and Samuel; Mathew and his companion, Tina Boothe and granddaughter Rebecca, all of Webster, N.H.; her sisters and many nieces and nephews scattered around the country.

Services were held December 1 at the Webster Congregational Church in Webster, N.H. with committal services immediately following in the Pendleton Family plot at the Courser Hill Cemetery in Webster.

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# Storm-stricken park operators start on road toward recovery

NJAA creates First Responders Relief Fund; IAAPA begins strategic outreach, others step forward

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

SEASIDE HEIGHTS, N.J. — In the nearly two months since Superstorm Sandy swept and swamped the northeastern U.S. coast, media coverage has offered a grim portrait of the devastation and the region's slow, painful emergence from collective shock and disrupted daily living.

Tackling what will surely be a protracted recovery, phalanxes of utility workers and volunteers, combined with federal relief and fundraising drives both public and private, have rushed to the fore. Within the amusement industry, the **International Association of Amusement Parks and Attractions (IAAPA)**, regional organizations and individual companies have been mobilizing to assist stricken amusement park operators.

No one has been closer to the nexus of these efforts than **Kimberle Samarelli**, executive director of the Seaside Heights-based **New Jersey Amusement Association (NJAA)**. While journalists and

officials have been flying overhead to survey the storm's aftermath, Samarelli is among those "boots on the ground" who have been dealing with the harsh reality at the storm's epicenter.

"It's like a war zone," she said of the barrier island on which Seaside Heights sits. "There's debris on every curb, and everything that used to be inside people's homes is now piled out front. It's scary because there's no playbook here: We're taking it hour by hour, day by day — and you just try to do what you can. Everyone's working together genuinely and very patiently to clean up."

NJAA immediately recognized the vital role of emergency services, establishing the **First Responders Relief Fund**, a registered charity, for volunteers — including firefighters and medical personnel, many of whom suffered losses of their own — within a week of the storm's passing. In mid-November, the **New England Association of Amusement Parks and Attractions** voted to match up

## Casino Pier cleanup underway...



Cleanup and removal of rides and other equipment has begun at the hard hit Casino Pier in Seaside Heights, N.J. Rebuilding and other repair work must be done to the wooden pier before the park can begin its reopening plans. Superstorm Sandy ripped away a complete section of the pier, nearest the ocean. COURTESY NJAA/ERIN MCGOWAN

to \$1,000 of member donations to this fund. (For more on how to contribute, visit [www.njamusements.com](http://www.njamusements.com).)

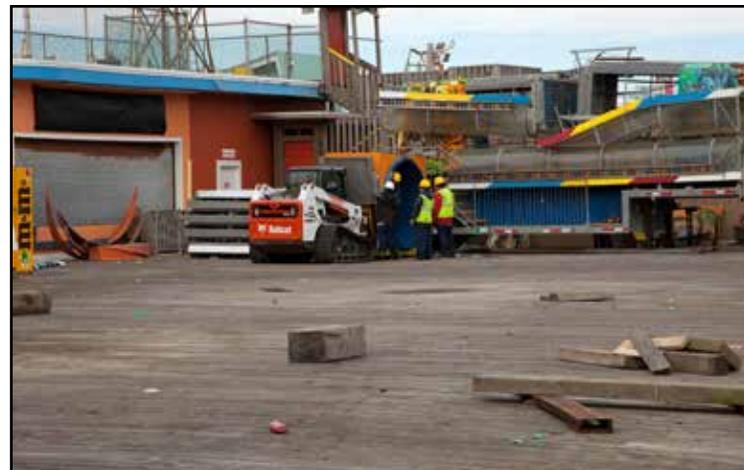
"We still have a lot of active first responders," said Samarelli, who was also coping with severe damage to her own home. "We're feeding 300 people breakfast, lunch and dinner every day."

### Industry rallies support

As *AT* went to press, a small contingent from IAAPA — led by the organization's newly named chairman of the board, **Will Morey**, president and CEO of **Morey's Piers** in Wildwood, N.J. — was preparing to meet with NJAA and tour Seaside Heights and several other hard-hit localities in central and northern New Jersey to begin assessing members' needs.

Morey established his post-Sandy priorities in a release issued the day IAAPA announced his appointment.

"This honor comes following the devastation of Hurricane Sandy to amusement facilities and communities along the Eastern Seaboard..." he



stated. "My goal is to use this unique opportunity to create greater exposure for the rebuilding effort and aid in coordinating assistance from our domestic and international colleagues."

Following up with *AT*, Morey noted that IAAPA was already focusing on government relations in the relief effort — reaching out to state politicians and government agencies.

"We spent some time talking about this issue at a committee meeting [during the IAAPA convention] in Orlando," he said. "We're working to identify areas where we can help, rather than just waiting to be asked. 'Proactive' is the word."

In advance of its NJAA field trip, IAAPA contacted the office of New Jersey governor **Chris Christie** to not only express its appreciation for his push to rebuild, but "to set forth what a value the Jersey Shore is to the industry and how it's a treasure within the international community."

"We all expect that there will be a discussion on coastal

construction — what is appropriate, and should it be done or not at all?" Morey said. "It's an important part of IAAPA's responsibility to make sure the whole story is taken into consideration. Certainly there are environmental issues, but there are also quality of life, economics, tax revenues and other issues to be considered."

### New York feels the love

Across the expansive bays that mark either side of the New Jersey / New York state line, Sandy's human and property tolls were high in the New York City boroughs of Staten Island and Queens. The metro region's post-storm crisis situation has improved only gradually since early November as public transportation has been repaired and power has been restored.

On the Brooklyn beachfront, **Luna Park** worked with its online community and the local community board to organize a successful event called "Clean Up Coney Island Weekend," held November 10 and 11. Extending past

## Surf artist to create mural for storm charity



WILDWOOD, N.J. — In December, noted local artist David Macomber began work on a donated 8 by 20 foot mural at Morey's Piers to benefit the state's Superstorm Sandy relief efforts.

After seeing the widespread devastation along the coast, Macomber wanted to create something that would raise awareness as well as funds. "We need to come together to help the larger community," he said. "The shore is what drives our economy... it affects us all."

Macomber, who gave the shipping containers at Morey's Adventure Pier an artistic makeover last July and will also paint this mural onsite at one of the piers, intends his creation to offer "the light of hope in the midst of a darker [shore winter] environment."

Once completed, the mural will be cut into about 30 segments and auctioned off. All proceeds will go to [www.wavesforwater.org](http://www.wavesforwater.org).

▶ See SANDY, page 35

## CONTINUING COVERAGE | SUPERSTORM SANDY

## ►SANDY

Continued from page 34

the boundaries of the park itself, which reportedly has about \$8 million in mostly flood-related damage, it drew volunteers from all five New York boroughs — with a few from as far away as California, Florida and even Argentina.

“We spread the word through our website, social media, email and word of mouth, which brought us over 300 volunteers throughout the entire weekend,” said **Nicole Purmal**, Luna Park’s marketing manager. “What impressed our team the most was how enthusiastic the volunteers were, and how much they were willing to do to clean up the area, the parks, the boardwalk, local homes and the streets that were covered with debris.”

Similar cleanups were undertaken at **Deno’s Wonder Wheel Park**, which reportedly needs about \$3 million in mostly electrical system repairs; the Surf Avenue headquarters of the local arts and culture nonprofit **Coney Island USA**; and the **New York Aquarium**. (For more on how to contribute, visit [www.coneyrecovers.org](http://www.coneyrecovers.org).)

“With a long-term, concerted effort on the part of local leaders and the continued generosity of Coney Island fans around the world, we will continue the Coney Island renaissance,” said **Dennis Vourderis**, owner of Deno’s Wonder Wheel Park and chairman

of the nonprofit **Alliance for Coney Island**, who expects most attractions to reopen next spring. “To rebuild this unique neighborhood — where roller coasters coexist with residential developments, sea lions with merchants, tourists with locals — we all are pulling together.”

That the world-famous Cyclone roller coaster successfully completed its first post-Sandy test run on November 10 has made the collective recovery push extra sweet.

**Renewing the Garden State**

As with the previously highlighted cleanup efforts, social media has played a crucial role in Atlantic City, where the **Atlantic City Alliance** has introduced an informational blog for locals and visitors called “Can-Do AC” ([www.candoac.tumblr.com](http://www.candoac.tumblr.com)) that documents and celebrates the city’s recovery.

Elsewhere along the Jersey coast, the owners of **Jenkinson’s Boardwalk** in Point Pleasant and **Keansburg Amusement Park** have said they expect to have their properties ready for an Easter opening. In Seaside Heights, there is no target date for the reopening of **Casino Pier**, which was partly sheared away by Sandy’s waves and suffered millions in damage.

While a photo posted on Casino Pier’s Facebook page of pier-hired divers exploring the partly submerged Star Jet roller coaster stirred fascination, reports that the mayor



Casino Pier Amusement Park operations managers Josh and Debbie Karu look at the park’s Star Jet roller coaster sitting in the Atlantic Ocean after Superstorm Sandy swept away part of the pier. COURTESY DEBBIE KARU | CASINO PIER

of Seaside Heights, Bill Akers, felt that leaving the ride in the surf would make for “a great tourist attraction” raised public outcry. (The notion was retracted quickly.) More favorably received were the city’s plans, estimated to cost \$10-12 million, to have the boardwalk rebuilt by Memorial Day.

An increasing number of companies and other entities have been stepping up to help.

**The Walt Disney Company** made a \$2 million cash commitment to support hurricane relief and rebuilding efforts — \$1 million to the American Red Cross for immediate,

critical assistance, and another \$1 million to organizations working on rebuilding efforts. **Six Flags Great Adventure** in Jackson, N.J., united with the American Red Cross and NJAA in mid-November and turned its third annual “Grape Adventure” regional wine-sampling event into a staging area for donations.

Even the cast of MTV’s “Jersey Shore,” in a hybrid television special / telethon titled “Restore the Shore” that aired November 15, returned to Seaside Heights to mourn and wax hopeful for its old stomping and romping

grounds.

“Everyone across the board is pitching in,” said NJAA’s Kim Samarelli. “There isn’t a person or group who isn’t working, volunteering or doing something. We’re also thankful to *Amusement Today* for generously donating a full page for NJAA’s free use in every issue this year. And IAAPA, which gave us a high-visibility booth location in the main lobby at the convention in Orlando, has been just great. It’s a tremendous all-around effort that’s been nonstop.”

Grateful that his Wildwood amusement piers were spared a direct hit by Sandy, IAAPA chair Will Morey pointed out the need to see the disaster as a wakeup call.

“We all recognized the power of Mother Nature and the phenomena of hurricanes, but they have drifted by so many times before,” he said. “This storm was originally tracking to come in just about over the top of the Ferris wheel [on Morey’s Mariner’s Landing pier] — and then it pushed to the north. Thirty miles or so up the coast from us, the level of destruction is hard to get your hands around.”

It’s a test, he acknowledged, of both his home state and the amusement industry.

“We’d like to wave a magic wand and fix it all, but there isn’t one,” Morey said. “It’s really a gigantic challenge.”

**Coney Island Boardwalk, Luna Park cleanup....**

Luna Park used social networking and word of mouth to round up several hundred eager volunteers for the successful “Clean Up Coney Island Weekend” it hosted in mid-November. Volunteers are seen here removing sand from the Coney Island Boardwalk. COURTESY LUNA PARK



# NEW JERSEY AMUSEMENT ASSOCIATION

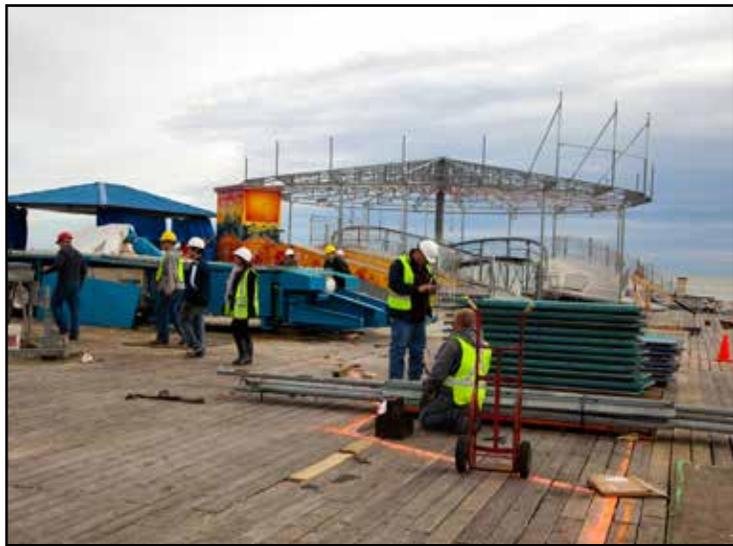
## SUPERSTORM SANDY

# Restore, Rebuild and Reopen

### Cleanup underway at Casino Pier



Work crews are in full cleanup mode at Casino Pier in Seaside Heights, N.J. As seen here, many of the rides and other attractions that can be easily moved are being dismantled and removed from the wooden deck pier so repairs to the amusement pier support structure and deck can get underway. COURTESY NJAA/ERIN MCGOWAN



### New Jersey Amusement Association: launches Restore, Rebuild and Reopen

*Monetary donations still needed for NJAA members*

SEASIDE HEIGHTS, N.J. — Restore, Rebuild, and Reopen is the motto of the New Jersey Amusement Association (NJAA) following the vast devastation the industry endured from Superstorm Sandy

With nearly every NJAA member effected somehow, Executive Director Kimberle Rolle-Samarelli has been visiting hard-hit businesses in the wake of the natural disaster.

Recently, Samarelli visited one of the worst spots, the Casino Pier in Seaside Heights. Here, work was being done, and plans are for at least the bottom section of the pier to reopen for the summer of 2013.

The NJAA has also created a charity known as the NJAA First Responder Volunteer Relief Fund. To benefit this cause, a special concert was held on Saturday December 1, 2012. The concept for the concert was the idea of 16-year old Amanda Kacperowski and 14-year-old Sara Brilliant of Toms River. Together, the girls arranged for six bands to perform, with a portion of the proceeds go-

ing to the NJAA fund. Appearing in the concert were groups like Honor Society, Reverse Order, Kicking Daisies, The Dedication, and Over The Edge.

The NJAA continues to need the help of the entire amusement industry. Now is the time to assist those who risked their personal safety to help others survive Hurricane Sandy.

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

Monetary donations may be made to:  
**NJAA Volunteer First Responders Relief Fund**  
**Charitable Registration NJ CRI-300R**  
**Mail to: 720 Woodchuck Lane,**  
**Toms River, N.J. 08755**  
**Or wire transfer to:**  
**TD Bank, Routing #031201360, Account #:**  
**4274682058**

### Fashion Delivers makes delivery of clothing, goods at Seaside Heights

SEASIDE HEIGHTS, N.J. — Fashion Delivers works with manufacturers and retailers to donate new clothing, shoes, accessories and home goods that help people in need.

Burlington Coat Factory is one of Fashion Delivers generous partners, and provided \$50 gift cards from their stores to help people affected by Superstorm Sandy.

Fashion Delivers visited Seaside Heights on December 5 to distribute cards to residents that are working on town clean up and repairs. When more residents are allowed back to Seaside Heights in a few months, Fashion Delivers will be returning with a larger distribution of new clothes and other items to help people recover



NJAA Executive Director Kimberle Rolle-Samarelli (far right) was on hand recently when Fashion Delivers delivered and distributed at the local fire station much needed clothing and other items to residents in the Seaside Heights, N.J. area. COURTESY NJAA/ERIN MCGOWAN

from the destruction and devastation of Superstorm Sandy.

For more information visit [www.FashionDelivers.org](http://www.FashionDelivers.org), or to made a monetary donation contact:

**Fashion Delivers**  
**Peter Paris**  
**Director of Marketing**  
**1359 Broadway, 18th Floor**  
**New York, N.Y. 10018**  
**Office: (646) 786-2681**  
**Mobile: (917) 528-0401**

# Restore The Shore tee-shirts raising funds

LAKESWOOD, N.J. — The BlueClaws minor league baseball club, Atlantic Physical Therapy Center and Ergo Clothing are out to help “Restore The Shore” and assist those impacted by Superstorm Sandy. The organizations have partnered with “Restore The Shore Fridays” as a six-month fundraiser leading into Memorial Day weekend.

or Dave Manzo  
Atlantic Physical Therapy  
Center (732) 240-9296

The BlueClaws announced that Minor League Baseball Charities donated \$10,000 to BlueClaws Charities “Restore The Shore” efforts.

The donation is the largest received to date by BlueClaws Charities for Sandy relief.

## SUPERSTORM SANDY

On hand in Nashville at the MLB Winter Meeting to promote Restore The Shore were Lakewood, N.J. BlueClaws ticket manager Robert McGillick, Jr. (left) and Virginia State University intern Alex Todd, shown wearing the shirt.  
AT/SUE NICHOLS



### About Restore The Shore Fridays

The BlueClaws, Atlantic Physical Therapy Center, and Ergo Clothing would like to raise money directly for those impacted by Hurricane Sandy. Here’s how the program works:

- Businesses order shirts for their staff members.
- Staff members wear the shirt to work each Friday through Memorial Day weekend and make a donation of at least \$1 each day.
- Businesses can match their employee donations and each week make a contribution to the BlueClaws Charities “Restore The Shore.”

Business registration: Businesses are encouraged to register by emailing [restore@blueclaws.com](mailto:restore@blueclaws.com). Participating businesses will be honored during a ceremony at a 2013 BlueClaws home game (exact date TBD). Shirt ordering is done using the Ergo Clothing site:

<http://shop.ergoclothing.com/>

Individual participation: Families that would like to participate in the program are certainly welcome to do so as well. Email: [restore@blueclaws.com](mailto:restore@blueclaws.com).

### Where does the money go?

The BlueClaws and Atlantic Physical Therapy Center are committed to supporting families impacted by Superstorm Sandy. In early 2013, those impacted will be able to fill out an application and donations will be made to as many families as possible (depends on amount of money raised through this program).

Any further inquiries can be directed to:

Greg Giombarrese  
BlueClaws  
(732) 901-7000 ext 111



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For more information, please contact Amusement Expo Show Management,  
W. T. Glasgow, Inc., at 708-226-1300 or [www.AmusementExpo.org](http://www.AmusementExpo.org)

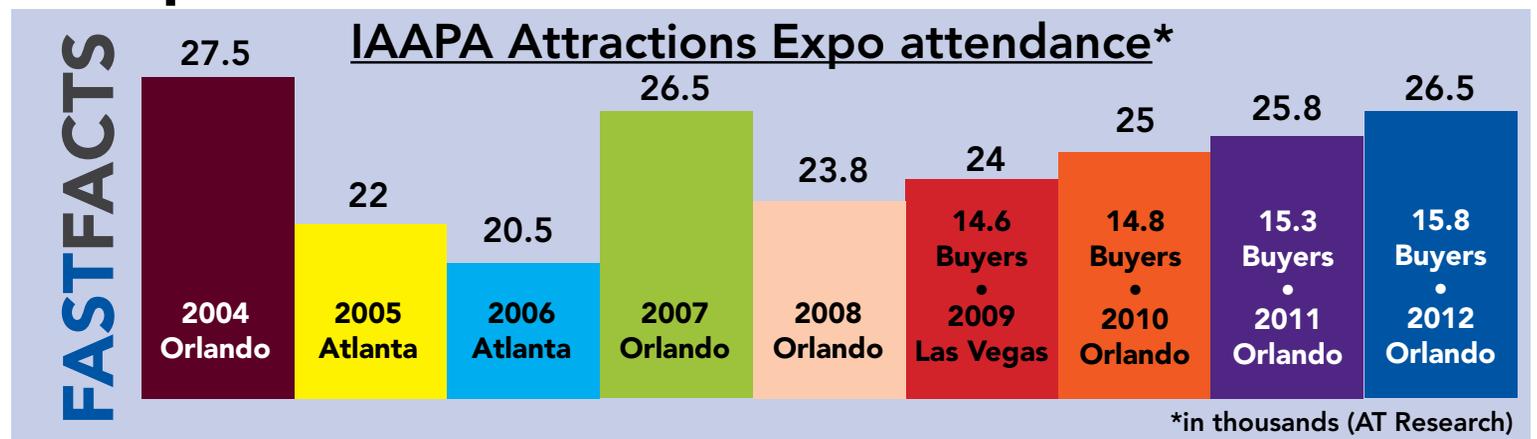
# 2012 IAAPA Expo increases in numbers and successes

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

ORLANDO, Fla. — In all regards, it seems the 2012 International Association of Amusement Parks and Attractions Expo was a success. The event was held at the Orange County Convention Center, Nov. 12-16.

The trade show floor with its almost 480,000 square-feet of exhibit space was the largest in four years. And, the floor was busier than in past years with 15,800 qualified buyers from every aspect of the amusement industry looking at the newest products and those tried and true products. In 2011, IAAPA reported 15,300 qualified buyers and in 2010 there were 14,600 reported.

The increase of qualified buyers may not be growing by leaps and bounds, but any



increase during a questionable economy speaks volumes to many exhibitors on the floor who found themselves very busy the first day of the show.

"We have been swamped," said **Chelsea Ogilvie, ProSlide Technology**, Ottawa, Ont. ProSlide won its third Impact Award for a new product, Hydromagnetic Mammoth, during IAAPA's Brass Ring Awards presentation.

**Stefano Moser, Moser Rides**, said he had been very busy during the show and attendees were showing a lot of interest in his new ride, the Freestyler.

**Audio Innovators' Dale Hershberger** said he wrote three new orders the first day of the show.

Total 2012 Expo attendance reached approximately 26,500 this year, compared to the 25,800 reported in 2011. That number represented professionals from 102 nations. The latter may be the only figure that is down from 2011. Last year, there were 118 nations represented.

But, that decrease could have come from the overall increase in IAAPA's Asian Attractions Expo, held in Hong Kong, June 5-8, and the Euro Attractions Expo held in Berlin, Oct. 9-11. Both shows were reported to be record-breakers.

Also reported from IAAPA this year was that the outdoor exhibit space was the largest the show had experienced in almost a decade. The 2012 space totaled 57,150 net square feet.

Total number of exhibiting companies this year reached 1,167, an increase over 2011's 1,106.

Another growth area was the increase in attendance to IAAPA's 115 educational seminars, luncheons, roundtable discussions, behind-the-scenes tours, daylong institutes, and half-day symposiums designed to keep attractions industry professionals up-to-date with the latest trends and developments in attractions management. That number, 9,100, was 14 percent over 2011.

IAAPA created two new half-day symposiums this year — Inflatables Symposium

and the Incident Management Symposium. The Inflatables Symposium was designed for inflatable attractions operators. Discussion topics included risk management, indoor operations, and more.

The Incident Management Symposium was designed to give participants experience in decision making in a dynamic setting and learn best practices on incident management, command structures, critical response teams, and maintaining essential business operations.

"IAAPA Attractions Expo 2012 is the one time of year when the amusement park and attractions family gathers to conduct the business of fun and this year was a homerun for the industry," said **IAAPA President and CEO Chip Cleary**. "The dynamic show floor was filled with innovative products, comprehensive education sessions were filled to capacity, and countless business connections were established throughout the week."

One of the most notable changes to the trade show floor this year was the presence of the IAAPA Theatre presented by **The Wanda Group**. The addition of the theater to the

trade show floor gave attendees easy access to the Expo's marquee events. Those events included the Kickoff Event, Opening Reception, GM and Owners' Breakfast, and the IAAPA Brass Ring Awards.

Always keeping up with new technology, the association introduced its new mobile app, ExpoNavigator. Participants could use the app to create a personalized agenda, access a detailed exhibitor listing and map, customize an exhibitor list, receive Expo news, and engage with other attendees and exhibitors, all on their mobile phone.

There was an abundance of networking opportunities during the Expo this year, including the **IAAPA Celebrates at Universal Studios Florida**. There were 1,785 people in attendance that evening to enjoy food, drink and Despicable Me Minion Mayhem, The Simpsons Ride, Men in Black Alien Attack, Shrek 4-D, and Hollywood Rip Ride Rockit.

The association and Expo participants raised \$94,000 for **Give Kids The World** through three charity events.

The five-day Expo had an estimated \$47.7 million economic impact on the Orlando area.

## IAAPA Attractions Expo by the numbers

- 350** young professionals attended a reception at Fat Fish Blue Restaurant.

- 450** industry leaders enjoyed the keynote address by Jim Reid-Anderson, president, CEO, and chairman of Six Flags Entertainment Corporation.

- 1,200** participants met, socialized, and shared ideas at the Opening Reception.

- 1,167** companies displayed innovative new products and services on 494,770 net square feet of trade show floor space, including an outdoor exhibit area measuring 57,150 net square feet, the largest at the Expo in almost a decade.

- 1,785** people enjoyed Despicable Me Minion Mayhem, The Simpsons Ride, Men in Black Alien Attack, Shrek 4-D, and Hollywood Rip Ride Rockit during IAAPA Celebrates at Universal Studios Florida.

- 1,800** plus attended the Kickoff Event, the week's official opening session, for an update on IAAPA's accomplishments; to see the exciting new attractions introduced around the world in 2012; and to preview new developments for 2013.

- 9,100** people participated in 115 education programs which included multiple-day Institutes, behind-the-scenes tours, panel and roundtable discussions, and half-day symposiums.

- 15,800** total qualified buyers including executives from amusement parks, water parks, family entertainment centers (FECs), zoos, aquariums, museums, science centers, resorts, and roadside attractions from around the world participated.

- \$25,000** was donated during IAAPA by The Estate of Barbara Knoebel to the National Roller Coaster Museum & Archives to continue their future building expansion.

- 26,500** people from 102 nations attended the 2012 IAAPA Attractions Expo in Orlando, Fla.

- \$94,000** was raised for Give Kids The World, Kissimmee, Fla., a resort for children with life-threatening illnesses with a golf tournament, motorcycle ride, fun run and walk, and a chance-to-win.



The 2012 IAAPA Attractions Expo was a success with a total of 26,500 attending from 102 nations. Qualified buyers totaled 15,800 on hands to see the 1,167 exhibiting companies. AT/TIM BALDWIN

## IAAPA 2012 | ORLANDO, FLA.

# IAAPA exhibitors busy with business at IAAPA Expo

**STORY:** Compiled by Tim Baldwin, Jeffrey Seifert and Pam Sherborne

ORLANDO, Fla. — The 2012 edition of the IAAPA Attractions Expo enjoyed a record attendance with 26,500 attendees from 102 nations visiting the trade show held Nov. 13-16 at the Orange County Convention Center in Orlando.

Here is a recap from the show:

**Allied Specialty Insurance** writes insurance policies for amusement facilities, fairs and festivals, motorsports, special events and outdoor amusement businesses.

This past year was a good year for the company and the booth was busy during the IAAPA Expo.

The company's Linda Roth said they had no property insurance contracts with amusements hit by Hurricane Sandy.

"We did have some liability policies for some companies in that area," said Linda Roth.

The 2012 IAAPA show went very well for **ARM Rides**, said Mike Gill.

"We had great response to our newly themed Ali Baba as 'Rock Star,'" he said. "I'm happy to say that we have sold a Vertigo to the Vallee Family, Beauce Carnival in Quebec; a Vertigo to Reithoffer Shows, and a park model Vertigo to Wild Life World Zoo in Arizona."

Gill said he also has had sales of a Rock Star to Bob Destefano at Dreamland Amusements, and a park model Super Shot Drop Tower to Knoebel's Park in Pennsylvania.

"We are now offering a conversion of the DC drive system of an Ali Baba to a newly designed A/C Drive system to improve performance and reliability," Gill said. "Jay Clements, Triple Treat Amusements, has purchased the most recent A/C Drive conversion."

"As for the Frenzy, it has achieved the attention we had hoped for and we are working toward its debut mid 2013," he said.

Dale Hershberger of **Audio Innovators** said he had an extremely busy 2012. His company supplies amusement parks of all sizes and ride manufacturers with ride safety message repeaters and communication equipment.

"I had a great year," Hershberger said. "I got contracts for six international speedways. And, I wrote three new orders on the first day of this show."

Hershberger said he has been at the IAAPA Expo since 1975 and, since that time, his company has continued to grow and expand. For example, in 2002, Audio Innovators introduced the first weather-proof message repeater that was made exclusively for the outdoor amusement industry focusing on the water park industry.

He feels 2013 will be just as good for business.

Walter Bolliger of **B&M** smiled at the firm's Golden Ticket Award for Best New Ride for Dollywood's Wild Eagle. Of the company's numerous 2012 installations, B&M introduced the new wing coaster to North America this past season, as well as built their first coaster that surpassed the 300-foot mark. On display was a wing vehicle for Flying Over the Rainforest, the first wing coaster in Asia, landing at Chimelong Ocean Kingdom in China. With a bird motif, the train vehicles also feature pinpoint LED lighting. The addition of lights was at the request

of the park. Along with GateKeeper at Cedar Point, both wing coasters are designed to operate with three-train operation.

Albert Frieden, **Battech Enterprises**, was showing the company's new Hog Rally ride at the 2012 IAAPA Expo. The new Battech motorcycle ride has seating for either two older children or one younger child and one adult. It is built to resemble a motorcycle with a sidecar. The rider on the motorcycle can actually do a wheelie.

Frieden had already sold a Hog Rally to Tim Casper of PBJ Happee Days Shows. He expected to be able to deliver the new ride by May 1, 2013.

Glenda Cook, **Bob's Space Racers**, said her company had a very busy 2012 and, if the trade-show was any indication, 2013 should also be good.

The company, which provides games and management services for the arcade, park and trailer industries, introduced several new products at the show. Those new products include Bob's Fishin Hole, where participants can catch a fish and weigh it on a scale. There was also the Strike Zone Group game, which is basically the popular arcade Strike Zone converted into a group game.

The company increased the size of its Lucky Duck game.

On the arcade side, the company introduced the Crazy Canz, a game where players try to sink a number of balls; the Puppy Jump, where the player helps the puppy jump rope; and Pirate Loot, a quick coin skill game.

Cook said Bob's Space Racers also introduced its first portable three-sided trailer geared toward the event marketplace. The trailer consists of a water race game, basketball game and Goblet Toss game. The one on display at IAAPA was 16 feet long. The company is offering it in a standard configuration as well as a customized version.

Cook said they have seen a steady growth in business in the Middle East.

**Chance Rides** displayed a full-sized R80XL cabin at the IAAPA show and there was quite a buzz.

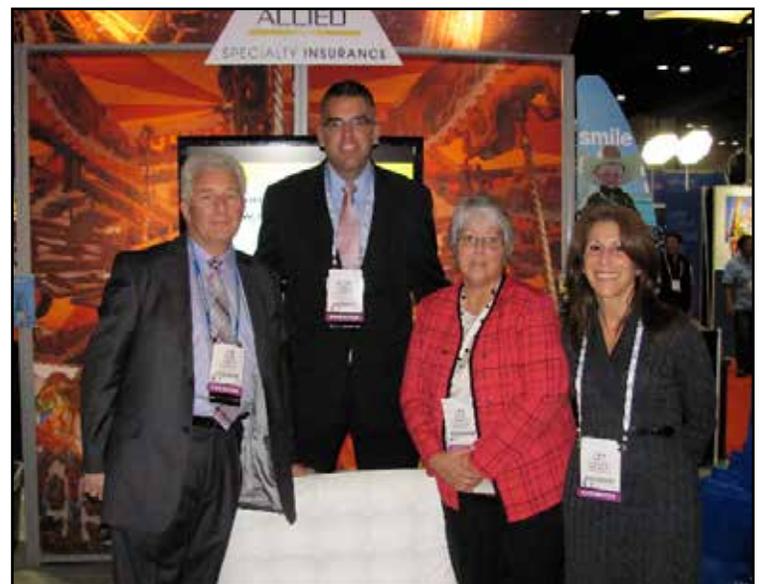
Chance announced in September that the company had signed a long term license agreement with Bussink Design GmbH for the exclusive rights to manufacture and sell the R80XL Giant Observation Wheel in North America. Chance Rides will market the R80XL under an affiliate company, Chance American Wheels.

The R80XL Giant Observation Wheel is a non-stop revolving wheel that stands over 250 feet (78 meters) tall and is the highest wheel built to date in North America since the original Ferris Wheel built in 1893 for the Chicago Worlds Fair. It has 54 eight-passenger or 27 sixteen-passenger climate-controlled cabins.

Cabins are available in many different configurations including standing, seated back to back or facing. There is even an option for lush VIP cabins. The cabins allow for full 360-degree views of the surrounding area making the R80XL Giant Observation Wheel a great stand-alone tourist attraction in any qualified location.

The first R80XL is currently in final assembly in Munich, Germany and will be delivered in the beginning of next year.

► See IAAPA, page 40



Representatives from Allied Specialty Insurance Co., Treasure Island, Fla., were on hand during the IAAPA Expo. Seen here, from left, are Gene Berger, Rodney Gerbers, Chris Raphael, and Linda Roth.

AT/PAM SHERBORNE



ARM's new Frenzy ride is expected to be ready for a mid 2013 debut. Mike Gill reported much interested in the new portable swing-type ride.

COURTESY ARM



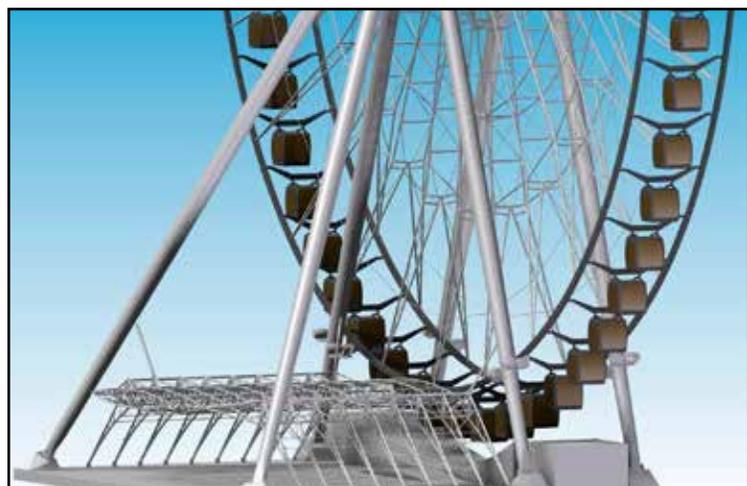
Walter Bolliger, B&M, shows off the Golden Ticket Award for which his Dollywood wing coaster, the Wild Eagle, took the Best New Ride (2012) category.

AT/TIM BALDWIN

## IAAPA 2012 | ORLANDO, FLA.



Above, Bob's Space Racers, Daytona Beach, Fla., exhibited several new games at this year's IAAPA including this Strike Zone Group game. At left, the company also displayed this new arcade game called the Puppy Jump. The player helps the puppy jump rope. The more he jumps, the faster the rope goes around.  
AT/PAM SHERBORNE



Chance Rides showcased computer renderings and the vehicle from its new R80XL Giant Observation Wheel. Standing 250 feet tall, the wheel has 54 eight-passenger or 27 sixteen passengers climate controlled vehicles to choose from.  
COURTESY CHANCE



Patty Sullivan, right, president and CEO, Eli Bridge Company, Jacksonville, Ill., gets ready for a busy day at the company's booth during the IAAPA Expo.  
AT/PAM SHERBORNE

## IAAPA

Continued from page 39

Chance American Wheels will promote the R80XL Giant Wheel.

Chance Rides President Mike Chance also said the company soon will complete an installation of its R60 Giant Wheel in Pigeon Forge, Tenn. It will open this spring.

The company has also manufactured a new ride, the first ones to be portable. Called the Freestyle, the new ride has a classic spinning, tilting motion with outward facing seating for up to 24 riders. It boosts over-the-shoulder restraints and the pre-programmed, electric variable-speed drive offers a variety of ride experiences. It has ground-level entry and comes on a completely self-contained on one 48-foot trailer.

"We call it a Trabant on steroids," Chance said.

Ray Cammack Shows has already purchased one and should receive delivery sometime in the first of the year.

Chestnut Identity Apparel's booth at the IAAPA Expo this year was packed with its apparel offerings, but the lights were bright over all of it. That is because the company had its new round LED monitor over the booth and was showing off its new and tried and used LED lighting systems.

Bob Chestnut said the new round LED monitor was drawing a lot of attention. And, the new replacement LED bulbs were also very exciting.

"They are made that you can just unscrew your incandescent light from a 120 volt socket and screw these LED bulbs right in," Chestnut said.

The bulbs are also color changing.

"And, they don't just switch on and off, they blend so it gives a rainbow effect instead of just an off and on effect," he said.

He said it is a great solution for customers that don't want to spend the money for an entire LED lighting system.

CPI Amusement, a manufacturer of tubes, rafts and inflatables used in the water park industry, had a very challenging week at the show. Positioned directly across from Moser Rides they had to contend with two attention-grabbing attractions that practically swung out over the show aisle. Despite the difficulty in getting noticed, CPI had a good show at the WWA expo and felt they could salvage the week at IAAPA by meeting with a few high-profile clients.

Core Cashless representatives stayed busy throughout the IAAPA Expo, showing attendees its new technologies in the market of cashless payment systems. One system the company was promoting for 2013 is Paydia, a mobile app that can be used for cashless payments. Patrick Fricke, marketing manager, said the new system will launch some time in 2013 after the company completes fine tuning the system.

"We don't even have it on the market yet," he said.

Dennis Bartosik, Denny's Electronics, said his company was having a very busy IAAPA trade show.

The company was showing off their offerings of a wide variety of custom trailers for the carnival industry, including custom built gaming centers, custom built concession trailers, refurbishing of existing rides and concessions, a full graphics center for design and installation

and worldwide installation of the company's brand LED lights.

"We are just learning the LED lights," Bartosik said. "That is what is happening."

Harold Hudson of Dynamic Attractions said the company had a very busy 2012 with attractions in Macau, China and Malaysia. The company is busy promoting its Automated Guided Vehicles (AGVs) that are known for their reliability and accuracy. Each AGV is laser guided and has its own onboard computer allowing the vehicle to traverse a course with incredible accuracy without the use of a track. Dynamic Attractions has now taken that concept one step further by combining the AGV with a multi-axis motion platform. Some of these AGV platforms can weigh up to 80 tons and are capable of lifting a platform holding guests several feet into the air. These new vehicle-platform rides can be equipped with traditional batteries or lithium ion batteries to provide power throughout the entire day. These vehicles use the most advanced control devices available today and create a smooth and seamless experience with high throughput and maximum safety. Another concept under consideration is a dark ride "train" that is capable of splitting apart with each car taking off in a different direction, then reassembling back into a train.

Patty Sullivan, president and CEO, Eli Bridge Company, was staying busy in her booth on the trade show floor. Her company has a rich family history of over 100 years. Long-time favorites include such rides as the park model Big Eli Wheel to the newest signature series Eli Eagle 16 Electric Rim-Drives.

The Scrambler continues to be a popular ride and the new generation Mobile Scrambler is a flashy high-capacity version of that same tried and true.

The company also sells Construction Zone, a mobile and fixed ride as well as the SpiderMania, also with mobile and fixed versions.

Empex Watertoys continues to do very well in Asia, Australia, and Europe and are often included with Polin's projects in Eastern Europe. New for 2013 is Empex expansion of their popular Aquacircus line with Aquabats — interactive acrobatic spray figures, each with an interactive push button. The Aquabats can be featured on their own in a smaller venue or be part of a larger Aquacircus. Other expansions include more flora and fauna attractions for the Aquatropica product line, a fire truck and choo-choo train added to the Aquamotives. The Aquatot line features small spray features with gentle waterflow suitable for younger children and preschoolers. With its continually expanding product line, Empex now features over 160 different whimsical toy-like interactive products all designed to squirt, spray, splash or douse. Wyeth Tracey, president, said he had several interested planners visit during the show and he expects 2013 to be another strong year.

Looking toward 2013, Gerstlauer has many projects in the works. Following the success of New Texas Giant in 2011, Gerstlauer will provide the trains at Fiesta Texas for the new Iron Rattler hybrid coaster. They will also be delivering a new train and launch system for the Schwarzkopf shuttle loop at the Walabi park in Belgium. Elsewhere in Europe, Gerstlauer will manufacture a new launch coaster for Tripsdrill that will feature eight-seat vehicles. In Austria, a new bobsled coaster will feature a rat theme.

► See IAAPA, page 41

## IAAPA 2012 | ORLANDO, FLA.

## ▶ IAAPA

Continued from page 40

Still under wraps, a substantial installation will be going into Alton Towers with trains that seat 16 passengers four-abreast. Unreleased at the time of the show was news of a new coaster going into the Southern Hemisphere, but Gerstlauer couldn't release details at the time.

The **Gold Medal Products** booth at IAAPA was full of interested potential customers and Pierre Tally acknowledged foot traffic had been steady.

The company was exhibiting an array of its food units such as popcorn poppers, hot dogs cookers, and nacho makers. Tally said new for them this year was the three-compartment hot dog table-top cart. "It is made to look like a push cart," he said.

**Gravity Group** created some news, along with Mt. Olympus owner Nick Laskaris, by announcing Hades 360, a retrofit of the groundbreaking coaster that will now feature a barrel roll-type inversion. Larry Bill and Chad Miller comment that the inversion concept has been in Laskaris' thought process for a long time. Miller reports that the company's Timberliner trains were designed from the beginning with the prospect of going upside down. Two new trains will debut at Holiday World on the park's Gravity Group coaster — The Voyage. This change follows a reworking of the ride's far turnaround. Both Gravity Group and the park have felt the modifications have been very successful.

Chris Gray of **Great Coasters International, Inc.** is very excited about 2013. Each of the company's new projects has its own unique attributes. California's Great America will debut Gold Striker, which will encircle the park's observation tower. "One spot on the ride changes directions four times very quickly," says Gray. "It's kind of hidden and tucked away. It's going to be very cool." Fun Spot America's newest ride — White Lightning — will actually be one of GCII's shortest in stature, but a shorter train will allow the coaster to have the steepest drop out of any of the company's projects to date. "It is going to feel a little more progressive than a lot of the other rides. The short train can get in and out of shapes very quickly. A lot of action." The ride will also feature a 90-degree turn. Gray remarks how John Arie of Fun Spot had certain specifics on the train that he wanted, and GCII prides themselves on working with the customer and looked at and met the changes that Arie envisioned.

A new concept displayed by GCII was a 35-foot wooden shuttle coaster called Back Track. "In recent years, smaller shuttle coasters have been offered to parks," Gray says. "It fits a need...that somebody wanted. It's not overly aggressive. It is for families." With 1,000 feet of track (each direction), it offers a lengthy ride in a very small footprint.

**Gull Wing's** Angie Wadsley felt she had been busy the entire time throughout the IAAPA Expo.

"It's not that there have been so many new potential customers, but our regular customers are here and are coming by," she said.

Gull Wing's portable power distribution systems continue to expand with new technology. One of its more popular products is the Silencer Pup, which was designed and built from the ground up specifically for the modern mid-way. This model is equipped with Gull Wing

Distribution of up to 2,000 amps.

The company was also showing off its GFlex flexible power distribution systems. The light-weight units come in four sizes and are great for construction sites, convention centers, trade shows, emergency management, festivals, rental fleets and carnivals.

Joe James, **Haas & Wilkerson Insurance**, said the insurance company had had a good 2012. Haas & Wilkerson is an independent insurance brokerage that provides insurance solutions to organizations throughout North America.

The company wrote its first specialty amusement policy in 1939, finding a niche in the sector of amusements, fairs, festivals, rodeos, waterparks and youth sports.

The company also offers expertise in standard commercial insurance, life and health insurance, personal insurance lines and employee benefit products.

The company has liability contracts in the area hit by Hurricane Sandy in 2012, but no property insurance contracts.

**Hopkins Rides** attractive new space won IAAPA's Brass Ring Award for best exhibit in the 300 – 599 square feet category. Hopkins, now part of WhiteWater West was set up near the WhiteWater and Prime Play exhibits. Some of the new concepts the companies are working on is having a waterplay structure in the splash zone of a shoot the chute ride. Jim Glover of Hopkins Rides said they spoke to a number of potential clients and he expects to have such an application installed in the near future. WhiteWater has moved some of their non-waterpark product line such as the Spinning Rapids Ride and Water Coaster under the Hopkins umbrella. Glover also said the new alliance with WhiteWater opens a lot of doors for Hopkins Rides, now and into the future, with WhiteWater having so many sales offices around the world.

**Intamin** has a line of installations going in for 2013, but they were pleased to see their Skyrush coaster at Hersheypark win Best New Product for Major Ride at the trade show. The State Fair of Texas will debut a new observation tower provided by Intamin. "It's a milestone for us," says Executive Vice President Sascha Czibulka. "It is the highest observation tower we've ever built." Europe will see a new launched themed coaster at Djurs Sommerland that hugs the terrain. "It's the fastest coaster in Denmark," says Czibulka, being slightly faster (85 kph) than Intamin's Piraten at that park. Turkey will see an LSM launch coaster of a mine train style. Three 10-inversion coasters (Brazil, Italy and China) in the layout that was produced for Thorpe Park will arrive in 2013. New trains and a cable lift will be improvements over the original, as well as a slightly taller lift height and a longer length. A new impulse coaster opening in China, this time with new trains with riders on both sides of the track with riders facing back to back, will seat 32 passengers at a time. Czibulka says the design of the coaster has a new "Omega shape." At the time of the show, a new halfpipe coaster in Saudi Arabia had just opened.

Water rides are also on the table. Four water rides will debut in one park in Turkey. A prominent park in Germany will debut a spectacular water ride of undisclosed type. A recent contract for a coaster wheel will see a 35 meter version and be erected in China. Other projects for 2013 and 2014 could not be discussed but

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Here is Gold Medal's new three-compartment hot dog table-top cooker. The Cincinnati, Ohio, based company exhibited an array of its products this year at the IAAPA Expo, and, as always, stayed very busy.

AT/PAM SHERBORNE



Gravity Group, shown here with the Nick Laskaris family from Mt. Olympus, announced that the Wisconsin Dells park would be adding an inversion to its popular Hades wooden coaster for 2013. Laskaris said it was something he has wanted to do for a long time.

AT/TIM BALDWIN



Left: Great Coasters International displayed a model of its new shuttle coaster called Back Track. It features 1,000 feet of track, making a full ride 2,000 feet of track in a compact site. Right: Karen Oertley, Hopkins Rides, shows the Brass Ring Award the company won for Best Exhibit in the (300-599 square foot) category.

AT/TIM BALDWIN; JEFFREY SEIFERT

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Above, Larson International has completed this new America-themed Tilt-a-Whirl for the new Fun Spot America in Orlando. It is the 923rd Tilt to be built, but the first for Larson, since their acquisition of Sellner last year. Left, Interlink displayed this model of an observation tower complete with bottom glass floor and top floor restaurant/lounge area. COURTESY LARSON; AT/TIM BALDWIN

### Italia Trade Commission makes first appearance at IAAPA Attractions Expo

ORLANDO, Fla. — The Italia Trade Commission was a first-time exhibitor at the 2012 IAAPA Expo, which was held here Nov. 12-16, 2012.

Fabrizio Giustarini, trade commissioner, said being at the show this year was more or less to test the waters for the commission in an effort to increase the number of businesses in the commission that represent Italian products.

"We will evaluate our year here and make a decision later about whether we will back next year," Giustarini said.

Giustarini said the commission is more geared helping smaller and medium size businesses, but welcomes all of them. The booth at the show was set up where business representatives, those without booths at the show, could schedule time for meetings. He said there were 37 Italian companies represented at the 2012 show.

The Italian Trade Commission is funded from both private and public money. It has hundreds of offices worldwide, with five in the U.S.



Representatives of the Italia Trade Commission attending the 2012 IAAPA Expo were, from left, Lavinia Lucai, Fabrizio Giustarini, and Veronica Tanzi. AT/PAM SHERBORNE

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were in development, including wheels, drop towers and a suspended dark ride.

Mike Anderson of **Interlink** pointed out some interesting features behind a newer approach to observation towers. A complete revamp would include a lower level that would sport a glass floor, and an upper level that has a restaurant or cafe. Each trip up could be a different course of the meal. Anderson points out that it features the same aspects of a wheel at half the price. Water rides are still Interlink's core business. Opening in 2013 will be the new Super Flume in Finland at PowerPark. It features seating for six in a side-by-side configuration, and the ride will use the theme of "The Bridge Over the River Kwai." Undisclosed at the present is another custom flume project to open near the fall of 2013. Interlink also serves as a ride brokerage business for a new park in Nigeria, and will supply a new flume for the park, as well as some relocated rides. Anderson says the big news for 2014 will be towers with two going into the Philippines and six in Malaysia, as well as other serious interest for others.

**Intermark Ride Group** President Gina Guglielmi has a number of ride companies she represents as well as acts as a broker for many used rides. The companies she works with include Moser Rides, abc Rides, Cogan Kiddie Rides and Wattman Trains and Trams.

Moser's new Freestyler was gaining lots of attention at the IAAPA Expo this year. (See Moser Rides information below.)

Guglielmi said abc Rides premiered their new Vertical Chute Ride, which is 35 meters (114.82 feet) tall with an elevator lift system bringing boats to a height of 24 meters (78.74 feet). The ride debuted this summer at Klotten Park, Germany.

"abc Rides also finished installations this year at Legoland Malaysia and Universal Japan," Guglielmi said.

Guglielmi felt the IAAPA show was outstanding this year.

"Less floor traffic, but qualified buyers who were in a buying mode," she said. "Traffic and scheduled meetings at both abc Rides and Moser Rides booths were back-to-back.

She added that Cogan Kiddie Rides sold their entire floor display of rides, all licensed characters (Smurf, Tom & Jerry, Hello Kitty).

Wattman Trains and Trams had a solid run as well.

Carlo Guglielmi was very busy during the 2012 IAAPA Expo. His company, **Ital International**, sells both used and new rides, the latter including rides from Bertazzon, manufacturers of carousels, bumper cars, Musik Express, Matterhorn and swing carousel; Technical Park, manufacturers of gondola wheels, tea cup rides, majors and spectaculars; and L&T Systems, manufacturer of flumes and coasters.

Bertazzon has been so busy that many of that company's rides have been sold out.

Guglielmi also brokers a large inventory of used rides. The company website stated the second week in December that there were 373 used rides for sale at that time.

Jeff Novotny of **Larson International** was beaming at IAAPA. "Things are very good, very upbeat." Novotny says no one particular product is dominating their sales. Tilt-a-Whirls, drop towers, Flying Scooters, children's rides, and of

course the Super Loop that was the company's claim to fame — 108 to date so far — are all on the books. Having acquired the old Sellner rights to Tilt-a-Whirl, Larson's first to be produced will be the 923rd to be built, which will debut in Fun Spot America's new expansion. A modern upgrade to the ride will be the LED light package. The firm's next loop will be installed in Texas during the 2013 season. Flying Scooters are scheduled for Wildlife World Zoo, Knott's Berry Farm, The Great Escape and one still to be announced. Two drop towers are being installed for Knoebels in Pennsylvania and Bogota Columbia. Knoebels' version will be 148 feet, a bit taller than the company's standard model. Novotny adds, "We have our standard, but custom is always available."

In addition to new products, Larson also keeps busy refurbishing rides from Sellner and Larson as well as some custom roller coaster train projects. "We're at capacity and beyond," Novotny beams at his company's success.

Steve Drake, COO, **Lo-Q Inc.**, was very busy during the 2012 IAAPA Expo. The company was awarded IAAPA's Brass Ring Award for the Best New Product for the Q-Band, a RFID waterproof virtual queuing wristband.

The Q-Band is just one of the products that Lo-Q offers. Others include Q-Smart, virtual queuing on a smartphone; Q-bot, virtual queuing on a hand held device; and Q-pay, the mobile ticketing, payment and cashless solution.

**Mack Rides** has several new projects for 2013. Bob Dean of Leisure Labs, who represents Mack, says, "2013 capacity is completely consumed. Mack has been very busy. 2014 is all consumed on track rides. In 2013 Etnaland in Italy will debut a new Megacoaster. The big product in 2014 will be the massive launch coaster at Liseberg, which will be almost a 5,000 foot long ride." Dean points out the ride will feature two launches and six inversions using the topography of the park's terrain. Europa-Park will be unveiling a partially indoor spinning suspended powered coaster. With dark ride sections of the attraction, the final details of this new ride should be fascinating. Riders will even have options to choose specific directions at points. Another new concept on offer that Dean says Mack is ready to move on is inversions on a spinning coaster. Four Twist 'n' Splash rides are underway with the first one in North America to debut at La Ronde. Dean says various sizes are now available on this type of water attraction. Dean also says a higher end of the Halfpipe type coaster ride is on offer as well.

**Maurer Söhne** will manufacture spinning coasters for both the U.S. and Asian markets, with the American version — called Undertow — landing at Santa Cruz Beach Boardwalk. Five new Sky Loops are on the horizon for China, with two opening in 2013 at Fantawild City Park and Fantawild Adventure. A 24-seat train is under development for next year. Maurer Söhne likes their "flying launch" concept that accelerates and re-accelerates where energy is recaptured.

**Millennium Elastomers** is busy manufacturing urethane, polyurethane, rubber and nylon wheels for roller coasters, carnival and amusement rides — anything from road wheels and guide wheels to drive tires and casters. The company is one of the largest polyurethane processors in North America and has more than 45 years of experience. In addition to supply-

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ing new wheels, the company also recoats and remachines existing wheels. Michael North, vice president, said he met with a mix of prospective customers for 2013.

**Mondial** couldn't reveal the projects lined up for 2013, but did confirm Germany would be one of the locations. Froukje Knijpstra, general manager for Mondial says high-thrill rides are the projects that are in demand. A new product is Sky Riser, an 85-meter 60-passenger observation tower that is transportable. Sky Seeker is a new concept for tower rides with riders seated in eight-passenger gondolas. "For the price, capacity and height, it is a very good competitor for wheels," says Knijpstra. Theo van Zwieten also reports that a new 64-passenger family ride is under development that Mondial hopes to bring to the show in 2013. A new attraction to keep one's eyes out for will be Blender.

**Moser Rides** exhibited a brand new ride this year called the Freestyler, a ride that simulates the sensation of skateboarding or snowboarding while the riders are safely harnessed in with an adjustable restraint while standing.

Specifications include a base size of 9.3 by 15 meters (30.5 by 49.21 feet) and a total height of 7.6 meters (24.93 feet). The two arms carry two riders each.

Stefano Moser said the new ride was getting a lot of attention during the IAAPA Expo. Gina Guglielmi, Intermark ride Group, said the Freestyler at the show was the second one Moser has built.

"They are also looking at making a 12-seat version," she said.

**National Ticket Company's** booth at the 2012 IAAPA Expo was very busy this year. The company provides ticketing services to a wide variety of industries including amusement parks, museums, zoos, aquariums, sporting events, fairs, festivals and family entertainment centers.

The company, which was established in 1907, continues to offer the latest innovations in consecutively numbered printed media, produced on state-of-the-art equipment by highly trained operators.

Among some of the more recent offerings, National Ticket Company has partnered with two leading thermal ticket printing companies: Practical Automation and Stimare. Both of these companies offer high quality, state-of-the-art thermal printer products that meet the thermal printing needs of multiple industries.

**nWave Pictures** was showing three new 3D/4D attraction films at the IAAPA show this year.

Eric Dillens, company chairman, said those films were Turtlevision 2, Castle Secret and 20,000 Leagues Under the Sea 4D.

Since its release in 2009, Turtlevision has been licensed to more than 80 theme parks, amusement parks, aquariums and attractions worldwide.

Just as the expo began, **Oceaneering** unveiled the new car design for SeaWorld's Antarctica: Empire of the Penguins. Vehicles will be trackless and guests will have the ability to choose their own intensity level for their ride experience. With multiple programs, guests should be able to expect the unpredictable. The vehicles seat eight passengers, and the attraction is slated to open in spring of 2013.

Tom Rebbie, owner and president of **Philadelphia Toboggan Coasters, Inc.**, reports the company has had a busy 2012. Looking ahead, 108 cars are currently in the shop being refurbished and two new trains (12 cars) are being prepared for Tianjin in China. Rebbie also says 24 cars will be manufactured for another client for 2013. With his long-standing relationships with many clients, Rebbie says, "The parks have been great." 2013 looks to be busy for PTCI as well.

**Polin Waterparks & Pool Systems** continues to dominate the European market, but also has a strong presence in Asia and is making headway into North America. Two major projects in Iran will include one expansion and one new waterpark. Sohret Pakis is excited about their new projects in Asia, including a waterpark inside the Great Mall of China. That park, in the middle of the mall, will have glass walls so shoppers will see the excitement and fun that is going on in the waterpark. It will feature the popular King Cobra slide, but this one will be themed to a dragon. Bugis waterpark in Indonesia was so successful that the park has already contracted with Polin for an expansion including a King Cobra custom themed to look like a ship. The King Cobra continues to be extremely popular with 20 installations to date and Polin can now provide any theme to that slide that the client can imagine.

The Cartoon Network waterpark in Thailand will feature custom-themed water attractions that will look like cartoon characters. Cowabunga Bay in Las Vegas, will feature a number of Polin products including the new Surf Safari. Although no formal announcements have been made, Pakis said to expect to see more projects from Polin in North America. Polin is maintaining its relationship with the Aspro Group that now owns 41 leisure parks throughout Europe, as they continue to expand their existing waterparks. Elsewhere in Europe, Polin will open Aqua Colors in Croatia. With 38 attractions, it will be the first large, standalone waterpark for that country. In Greece, the Santorini Water Fantasy is expected to open in 2013 along with two more waterparks in Russia. All of these projects feature Polin's extensive line of products.

Sara Ingram, director of marketing for **Premier Rides**, couldn't release all the details on the company's projects, but discussed some of the 2013 installations. Full Throttle announced for Six Flags Magic Mountain will sport the world's tallest inversion. Deep Space in India will be a launched indoor dark ride coaster. Premier is also designing a drop element for the India park, but would be on a different attraction other than the coaster. Another project is in The Great Mall of China, which will feature the world's tallest indoor coaster.

The **ProSlide Technology** booth stayed swamped, said the company's Chelsea Ogilvie. Company President Rick Hunter, as well as the rest of the ProSlide crew, were delighted to have won their third Impact Award for Best New Product from IAAPA for the Hydromagnetic Mammoth.

The company was showing its latest Hydromagnetic advancements including HM Tornado, which was to launch at Yas Waterworld, Abu Dhabi last month.

ProSlide was displaying other new rides such as the Sharkwave and Duelling Dragons water rides. A model of the newest two-man

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nWave Pictures, Brussels, Belgium, was showing three of its new 3D/4D films at this year's IAAPA Expo. Here is a sign promoting one of them, Turtlevision 2. AT/PAM SHERBORNE



Cowabunga Bay's Shane Huish and Polin's Sohret Pakis stand in front of the company's new Surf Safari slide that will go to Huish's new Las Vegas waterpark. AT/TIM BALDWIN



On the opening day of the IAAPA Attraction Expo in Orlando, SeaWorld Orlando Senior Director of Attraction Design, Brian Morrow, debuted the vehicle that will take guests on a first-of-its-kind ride to the frozen south in the park's 2013 attraction and all-new realm, Antarctica: Empire of the Penguin. COURTESY SEAWORLD ORLANDO

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ProSlide Technology President Rick Hunter had a captivated audience during a meeting at the 2012 IAAPA Expo. Proslide is based in Ottawa, Ont.  
AT/PAM SHERBORNE



Irvy, the robotic frozen yogurt server, served up plenty of treats during the IAAPA show this year. Seen at Robofusion Interactive Kiosks' booth, this kiosk with its two arms is able to serve 45 four-layer treats per hour. The company, based in Charleston, S.C., had earlier come out with a one-armed robot server. That was also on hand during the show. The two-armed robot kiosks is a prototype. The unit should be ready for the market sometime after the first quarter of this year.  
AT/PAM SHERBORNE



Lisa Dominique, Sippers By Design founder, shows off some of the company's newest and popular cup designs with company representative Eddie Abral.  
AT/PAM SHERBORNE

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PipelineWave and the four-man TornadoWave were visible.

The company was also marketing its newly-released Skybox launching system.

**Ride Entertainment Group** reported a great show in 2012. Companies represented include Gerstlauer, Funtime, 3DBA, Ropes Courses, Inc., and Sky Coasters. Two Star Flyers are on tap for Six Flags parks. Six Flags Over Georgia will see a 242-foot version, which have proven popular in sister parks at St. Louis and in New Jersey. Six Flags Over Texas will debut the world's tallest version close to 400 feet. Three Sky Coasters will open in 2013. "Sky Coasters have had a real resurgence in the past couple of years for us. They've become one of those legacy rides that perform really well," says Adam Sandy of REG. The installations will be in Australia, Mexico and Orlando. The version in Mexico will swing out over the gorge of Copper Canyon. A Slingshot will also be added to Six Flags Magic Mountain. Mark Rosenzweig of REG adds, "Toronto Zoo is seeing a phase II of a Navigator Sky Trail adventure ropes course. The addition will encompass the Sky Tykes portion." A new restraint for the Gerstlauer launched trains (such as the Tripsdrill installation) will be a sleek design with new "clam shell" restraint with pedestal seating.

Attendees at the IAAPA Expo seemed to be amused by watching Irvy, the robot, serve frozen yogurt, two cups at one time, at the **Robofusion Interactive Kiosks** booth.

Customers can design their own treats by selecting two types of frozen yogurt and then choosing two types of toppings creating four-layer treats.

According to Allan Scott Jones, CEO, the yogurt-serving robot is a prototype. The new unit can serve two customers at one time because this newer version has two arms, unlike the older model, which was also on hand at the show, that has one arm.

Irvy or its female counterpart, Reis, can serve up to 45 treats in an hour. The treats are delivered in 14-ounce plastic souvenir cups. The units accepts credit, cash, or/and RFID.

"These units are very venue-driven," said Jones. "These units are self-contained and totally moveable. They are very easy to use and maintain. It takes about 15 or 20 minutes every morning to get it ready."

Jones said the new two-armed model would be ready for the market by the end of the first

quarter in 2013.

**Rocky Mountain Construction** has certainly grown and made a name for itself. Debuting the carriages for Silver Dollar City's Outlaw Run, Fred Grubb of RMC said the interest in the coaster vehicle was big. In addition to the SDC coaster, which will feature Topper Track throughout and barrel roll inversions, RMC will do the extreme makeover at Six Flags Fiesta Texas on Iron Rattler, transforming it from a once-wooden coaster record holder into a new hybrid, such as the successful transformation of Texas Giant two years prior. Beaming, Grubb says, "There's more to come."

Rich Allen, CEO of **S&S/Sansei Technologies, Inc.**, found his calendar at IAAPA busy with appointments throughout the show. "You can't ask for more than that," says Allen. Partnering with Bill Kitchens, which is introducing the Poler Coaster, the new concept combines an observation tower with a roller coaster with various elements as the trains ride the rails down to the bottom of the tower. Allen says the iconic concept has received a lot of attention at the show. He foresees them not only in amusement parks, but also in destination attractions. For 2013, S&S has several projects in the works, but at the time of the trade show could not reveal the locations. Allen said they were launched coasters, El Loco, as well as tower rides both in the U.S. and international. The coaster in the U.S. will be an El Loco coaster with four-seat cars. An eight-seat version will be debuting in China. Expanding now with Sansei, Allen says the partnership brings an expansion of engineering expertise for S&S, as well as a ride/client list for Sansei. "We've combined the synergies of our two companies. We look to expand their products globally in conjunction with our products and combine our creativity with their depth of engineering," says Allen.

Lisa Dominique, founder, **Sippers By Design**, stayed very busy during the IAAPA Expo, especially reconnecting with many customers. Her booth was full with many of her top selling and popular cup designs. There were also new designs such as her mason jar design and the conch shell design cups.

She was also showing her line of glassware and several of the special cup designs she has made specifically for ride manufacturers, such as the Windseeker cup made specifically for the Mondial ride that opened at Kings Dominion.

Dominique has done a variety of specialty designs for ride manufacturers and they have done very well.

**Skyline's** big announcement was SlotZilla, a permanent zip line attraction that will have thrillseekers zipping along the Fremont Street Experience Viva Vision canopy in downtown Las Vegas. Construction is expected to start in January, just after the first of the year. SlotZilla will feature two zip lines at a 100-foot and 70-foot level and because of the limited slope will utilize a first-of-its-kind propulsion launch system which propels the rider from the platform at speeds of 35 mph. Stopping will take place with a proprietary braking system, giving riders a smooth landing to the ride. The 11-story takeoff platform is designed to look like a giant slot machine, complete with a moving arm, spinning reels and flashing lights. It will sit a few hundred feet outside of the canopy. Riders on the 100-foot level Zoomline will ride in the prone position to a platform on top of the new

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Rocky Mountain unveiled the vehicle design and new technology used on its new for 2013, Outlaw Run at Silver Dollar City.  
AT/JEFFREY SEIFERT

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Main Street stage 1,700 feet way. The dome itself is only 90 feet tall so riders will be looking at the top of the dome at the start, then descend low enough to go under the dome. Riders on the lower Zipline will have a more traditional experience riding 850 feet to a mid-point landing platform at 3rd Street and Casino Center. Both will be equipped with interlocking safety features and automatic opening doors. In order to accommodate construction, the current temporary platforms for the Flightlinez zip line will be relocated so that ride can remain open during construction of the permanent SlotZilla structure. SlotZilla is scheduled to open in June 2013.

A first time exhibitor on the show floor was **SkyRide Technologies**. Founder and inventor Scotty Olson, who happens to be the inventor of rollerblades, says, "We're trying to combine the fitness industry to the amusement industry, more specifically the roller coaster." Pedaling can allow vehicles to travel even faster along the overhead track. Vehicles can be designed to work with foot pedals, rowing or simply coasting by gravity. "We think coming down a mountain would have a great flying sensation," says Olson of the swinging motion of the design.

Stan Checketts is quite excited about the new zip line experience **Soaring Eagle** has on offer. Their new version is suitable for riders 42 inches and taller, with seating for two with a simple seatbelt restraint system. Further, the unique reverse lifting system means that riders load and unload guests at a single access point at ground level, eliminating the requirement of any stairs or towers. A new spring braking system allows for a newer, smoother stop for zip lines.

**SplashTacular** is excited about their "power of six" projects for Six Flags New England and Six Flags America. These are the first two installations of the DownUnder attraction utilizing six "Adrenaline Drop" capsules that will be facing each other at the top of the 70-foot ride tower. All six can drop at once or the drops can be staggered in random mode adding an element of surprise. The slides are all relatively the same length but each takes a different path

along the 225 feet of translucent fiberglass, allowing spectators and guests waiting in line to see the riders race to the bottom. **SplashTacular** also has a new project in Texarkana, Arkansas — Holiday Springs waterpark will feature a hunting and fishing theme.

**Sweet Monkey Frozen Yogurt** brought one of its self-serve yogurt and cupcake trailers to the IAAPA Expo this year. The unit allows customers to select frozen yogurt from a variety of flavors and add their own toppings. There is also a refrigerated section for a selection of cupcakes. The company makes a version without the cupcake section as well.

James Miller, Sweet Monkey COO, said the company creates all its own flavors of frozen yogurt and cupcakes. Some of the yogurt flavors include strawberry, chocolate, pomegranate, Tahitian Vanilla, chocolate custard, triple chocolate, Dole pineapple, cheese cake, watermelon sorbet, apple pie, blue berry tart, birthday cake, and banana pudding.

Some of the cupcake flavors include chocolate coconut, banana Nutella cream, coffee cake swirl, pineapple upside down cake, Boston cream, Heath bar, Oreo, ice cream sundae, Reese, chocolate coffee bourbon, banana banana, carrot cake with cream cheese frosting and cannoli.

The variety of toppings range from nuts and berries to candy and fruit.

Miller said the tradeshow was very busy for them, and they had given out a lot of frozen yogurt.

Always busy, **Vekoma Rides** has many projects lined up for 2013. Peter van Bilsen of Vekoma said, "The IAAPA show is fantastic. Europe and Asia shows are getting bigger, but we still have a great show here in Orlando." Confirmed are family suspended coaster installations going into Fårup Sommerland and Fun Spot America in Orlando. A suspended looping coaster will be going into Iraq. An I-Ride will be installed in Vancouver themed to "Fly Over Canada." Six more I-rides are confirmed, with two more expected to be announced. A large project in a Kiev shopping mall will also debut in 2013. A "Splash Party" Vekoma water coaster recently won recognition from WWA at their

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Skyline's new SlotZilla is being designed for the Fremont Street Experience in downtown Las Vegas and will look like a giant slot machine. When complete in June 2013, it will feature zip lines from two different levels.

COURTESY SKYLINE



Skyride Technology revealed a new suspended vehicle concept that fits into parks, zoos and resorts with a variety of seating configurations.

AT/TIM BALDWIN



Left, Sweet Monkey Frozen Yogurt, Buford, Ga., gave out quite a bit of the company's flavorful frozen yogurt at the 2012 IAAPA Expo. The company brought one of its self-serve trailers to the show. Here are the company's Mike Hudson, left, and James Miller. Middle, Stan Checketts, Soaring Eagles, displayed his controlled Zip Line for the second year.

AT/PAM SHERBORNE; TIM BALDWIN



Three generations from Waterloo Tent & Tarp Co., Waterloo, Iowa, were on hand at the company's booth during the IAAPA Expo. Pete Downs, right, Waterloo president, stands with his son, Cody Downs, who is holding his son and Pete Downs' grandson, Bryson Downs. The three were wearing matching Waterloo vests.

AT/PAM SHERBORNE

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2012 trade show.

June Hardin, president, **Wapello Fabrications**, wasn't able to make it to the IAAPA Expo this year due to health problems, but her company was still represented as it has been for many years.

Wapello Fabrications offers an array of inflatables.

The company's booth was

busy this year and reported good leads from the show.

Cody Downs, of **Waterloo Tent & Tarp**, said the trade show had been very busy for the company. Waterloo provides canvas and shade products to a variety of industries including carnivals, amusement parks, landscape architects, aquatic facilities, as well as the tent rental industry and the parks and recreation industry.

He said the family company had been doing a lot of digital print products and had been trying out LED lighting.

Pete Downs, Cody Downs' father, was proud to have his grandson, Bryson Downs, at the show this year. That makes three generations.

Although **WhiteWater West** Marketing Director Julie Zakus thought traffic at the show was a little lighter this year, WhiteWater was very,

very busy during IAAPA. Whitewater is excited about their partnerships with Hopkins Rides, Prime Play and Interactive Entertainment Concepts. At the start of the show WhiteWater announced its latest acquisition, Apptivations. The technology available from Apptivations allows for a variety of downloadable apps, from live action storytelling to fun and/or educational interactive games. These down-

loadable apps come to life in real time and entertain guests while creating additional ways to generate revenue streams with devices that consumers already own. Imagine an aquatic scavenger hunt-type game with guests using their own smartphone.

The opening of the first AquaCourse (ropes course combined with a waterplay structure) was very well received and has generated a lot of interest with many proposals for next year. Zakus is anxiously awaiting the opening of Yas Island waterpark in Abu Dhabi and the waterpark at Lotte World in South Korea as both projects have been in the works for a number of years and all of their efforts will finally come to fruition this summer. Wet 'n Wild in Las Vegas, scheduled to open in 2013, will feature some first-of-their-kind attractions such as the Rattler. Whitewater is also excited about the first installation at Bali waterpark in China of the flume through flume waterslide that has a traditional waterslide inside a portion of one of their large 20 to 30-foot flumes. Zakus hopes more parks take a look at this feature as it is very visually appealing.

A recent change in government regulations prohibiting the use of a certain chemical in the manufacturing process of waterslides has resulted in recent installations not holding onto their color as well after a few years. Zakus said that WhiteWater has now come up with a new manufacturing process that will allow for much better color retention for the company's new slides.

In addition to new sales, **Zamperla** had more reasons to celebrate. Alberto Zamperla can find some satisfaction from IAAPA taking action against companies that have infringed upon their intellectual property. "We have to give a lot of credit to Chip Cleary — fantastic!" says Mr. Zamperla. "We also credit your justice system. It would have been impossible to have done all this without the judgment of your American justice system — it was very efficient." Looking at sales of rides on the horizon, Zamperla reports that the Disk'O and Disk'O Coaster are still selling well. On display and open for rides on the show floor was the newer Air Race. A new one will go into Tivoli Copenhagen. This ride is find-

► See IAAPA, page 47



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## ▶IAAPA

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ing more exposure around the world each year, notes Zamperla. "We have a good balance of rides," says Zamperla in regard to the companies offerings of thrill rides and family rides. Happy Swing is still selling well to both carnivals and the park segment. Waterland is a new concept from Zamperla which incorporates some of their flat ride product into water-related elements. They sold four teacup/water rides from the show floor. Waterland is actually a themed area of water rides along with amenities to complete a specific park section. The company is also developing a new concept of an interactive coaster that they are presenting to major theme parks at this time.

**Zebec Water Sports** had an unusually long booth space set up in the middle of the tradeshow floor with another space across the aisle serving as a place to meet with clients. The long booth space allowed the company to display its extensive product line and have it easily viewable from the adjacent aisle. As a major supplier to waterparks everywhere they are always kept busy supplying equipment. They met with a number of clients and pros-



**WhiteWater West** showed off its newest concept for its new **AquaCourse**, which made its debut this summer at **Splash Adventure in Alabama**. Additional units are on schedule to debut in 2013 worldwide.

AT/JEFFREY SEIFERT

pects during the course of the show. The company provides tubes of all sizes and types for the slide suppliers and their parks. Scott Snyder reports that much of their business has now shifted to overseas customers, where very large, themed waterparks continue to be built.

**Zierer** has numerous projects underway. Currently all projects appear to be landing outside the U.S. Turning out to be one of the company's most popular rides currently, Jet Skis rides are ordered for parks in five different compa-

nies. Two of Zierer's renowned 48-passenger Wave Swingers are in production for Indonesia and Turkey. A custom Force coaster will be going into Bellewaerde Park in Belgium, and a custom elevated seating coaster will be going into Familienland Pillerseetal in Austria. Jungleland in Indonesia has ordered an elevated seating coaster as well as a Force coaster. Among other projects, two Kontiki rides are sold, as well as a family drop tower.

## Beech Bend inks deal for Chance Revolution at IAAPA

BOWLING GREEN, Ky. — Beech Bend park owner Dallas Jones and family signed a contract to purchase a Revolution attraction from Chance Rides while attending the IAAPA trade show in Orlando last November.

The Revolution, a revolving swing, will take riders 60 feet into the air reaching a maximum arc angle of 240 degrees. Riders will sit facing each other to maximize the interactive experience, and at the maximum height of the swing, each will be suspended upside down.

"This is one of my all time favorite rides, and its addition will truly alter the landscape of our already fantastic park," said Reed Gonzalez, Beech Bend rides supervisor and grandson of the Jones'.

The Revolution will be



**With family members looking on, Beech Bend's Dallas Jones shakes hands with Mike Chance, Chance rides to secure the deal for a new Chance Revolution to open this spring at the family's Kentucky park. The deal was made official during the IAAPA Attractions Expo.**

AT/TIM BALDWIN

unlike anything else in the park and in the region. The exact location of the ride, the color scheme and the ride name are still being discussed. This new attraction will offi-

cially join the impressive thrill ride lineup at Beech Bend Park on May 18, 2013. Additional updates will be released in the near future.

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## IAAPA 2013 officers, board, committee participants confirmed

*Will Morey, Morey's Piers takes over as IAAPA's chairman of the board*

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) announced **Will Morey**, president and CEO of Morey's Piers in Wildwood, New Jersey, will chair the worldwide trade association's board of directors in 2013.

A veteran of the attractions industry, Morey started his career in 1975, shortly after his father and his uncle founded Morey's Piers in 1969. Morey served in a number of seasonal positions in the company and then worked closely with his father and brother in residential resort development. During that time, the company created Seapoint Village, a 521-unit oceanfront community in Wildwood Crest, New Jersey. The team also joined with additional partners to develop



two water parks; one in San Jose, Calif., and one in Salt Lake City, Utah.

Morey assisted in various aspects of the company's operations until 1994 when his full attention was focused on amusement operations in New Jersey. Morey was named president and CEO of Morey's Piers in 1997.

Morey has been very involved in IAAPA for many years. He was a member and chair of the association's government relations committee and was elected to the board of directors in 2008. He also served on the executive and audit committees for IAAPA. He started the path to chairman of the board when he was

named third vice chairman in 2010 and has subsequently worked his way through the roles of second and first vice chairman.

As chairman of the board, Morey will lead IAAPA for the next year and oversee the ongoing development and implementation of the association's 2013-2015 Strategic Plan. He will travel around the world to represent the association and the global industry.

### 2013 IAAPA officers

The IAAPA board of directors elected the following officers for the organization for 2013:

First Vice Chairman – **Mario Mamon**, chairman/president, Enchanted Kingdom, Philippines; Second Vice Chairman – **Gerardo Arteaga**, general manager, Fantasilandia, Chile; Third Vice Chairman – **John McReynolds**, senior vice president, Universal Parks and Resorts, United States

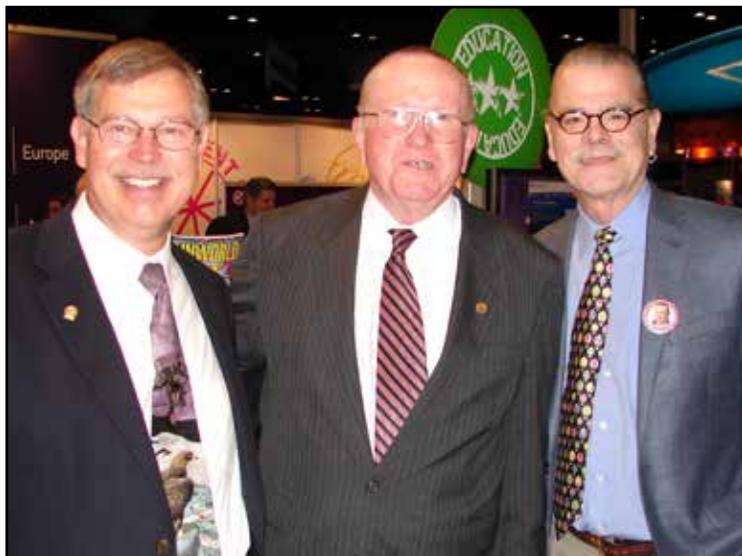
IAAPA Treasurer **Rob Nor-**  
▶ See PEOPLE, page 49

## Bob Masterson and PT Barnum inducted into IAAPA Hall of Fame

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) inducted two legendary contributors to the attractions industry into the IAAPA Hall of Fame, **Bob Masterson** and **PT Barnum**. The awards were presented Tuesday, Nov. 13, during the Kickoff Event for IAAPA Attractions Expo 2012 in Orlando, Florida.

Masterson and Barnum enter the IAAPA Hall of Fame as the 87th and 88th inductees. The IAAPA Hall of Fame was established in 1990 to honor legends and pioneers for their significant and lasting contributions to the growth and development of the attractions industry, an industry that depends on the imaginations, talents, and vision of its dream builders.

The IAAPA Hall of Fame inductees are not chosen by



**Bob Masterson (center) was inducted into the 2012 class of IAAPA's Hall of Fame. Here he is seen on the show floor with longtime friends Ron Gustafson, Quassy (left) and Tim O'Brien, Ripley's.**

AT/TIM BALDWIN

virtue of their personal success alone, but rather for significant contributions to the entire industry, their community, and the world.

### Bob Masterson

Bob Masterson is a prime example of how far a vision  
▶ See HOF, page 49

## Marcelo Gutglas, Tom Sheehan, and Denise Beckson get Service Awards

ORLANDO, Fla. — On Nov. 14, during the IAAPA Attractions Expo, the association presented awards for extraordinary service to **Marcelo Gutglas** with Playcenter; **Tom Sheehan** with The Sheehan Firm and **Denise Beckson** with Morey's Piers. The Awards were presented during the GM and Owner's Breakfast.

### Lifetime Service Award

#### Marcelo Gutglas, Playcenter; Sau Paulo, Brazil

The Lifetime Service Award recognizes a member, individual, or organization's continual service to the attractions industry.

During his 43-year career in the attractions industry, Marcelo Gutglas was instrumental in the development of the South American market, founding the first theme park in Brazil, Playcenter, as well as Hopi Hari and the Playland FECs. Gutglas opened his first attraction in 1969, an arcade incorporating 20 pinball machines, and since then his name has become synonymous with the South American amusement industry. He founded the Brazilian Association of Amusement Parks in 1989 and served as president of the Latin American Association of Amusement Parks from 1995 to 1997, where his steady hand helped bring the South American attraction industry back on track after a period of economic difficulty. In addition to his contributions in his region, Gutglas has been active in the worldwide IAAPA community, serving on the board of directors, executive committee, world council, strategic planning committee, and currently as a member of the Latin American advisory committee.

### Outstanding Service Award

#### Tom Sheehan, The Sheehan Firm; Cary, Ill.

The Outstanding Service Award is presented to the member individual who fosters a spirit of goodwill, professionalism, and high levels of performance within the industry.

Tom Sheehan's unique set of skills has truly set him apart in his field. In his first role in the industry, he was behind the scenes working as a ride mechanic and technician for a major theme park. Today, he serves on the IAAPA Safety Committee and is a member and former officer of the ASTM International F-24 Committee on Amusement Rides and Devices. During his career, Tom has served as executive director and general counsel for AIMS (Amusement Industry Manufacturers and Suppliers), is a founding director of IALDA (International Amusement & Leisure Defense Association), and has shared his technical expertise at nearly every attractions industry trade show and conference. Sheehan is the only attorney in the United States who holds both Level 1 and Level 2 NAARSO (National Association of Amusement Ride Safety Officials) Amusement Ride Inspector's Certificates.

In addition to his professional accomplishments, Sheehan has been a key contributor to IAAPA's charity efforts, founding the Give Kids The World Motorcycle Ride in 2010. The annual ride took place for the third straight year earlier this week.

### Meritorious Service

#### Denise Beckson, Morey's Piers; Wildwood, N.J.

The Meritorious Service Award goes to the member individual or organization that has gone to great lengths to promote safe operations, global development, professional growth, and the commercial success of the industry.

Denise Beckson has made a name for herself protecting the interests of the U.S. attractions industry among lawmakers on Capitol Hill. She has worked tirelessly to promote the J1 Visa Program many U.S. IAAPA members depend on for seasonal employment. She has provided real-world feedback on U.S. State Department proposals, drafted comments on proposed rules, and came to Washington, D.C. on short notice to meet with State Department officials on the program and share the benefit it has on exchange students, Morey's Piers, and the Wildwood community. In addition, Beckson has been active in IAAPA's effort to address the unique challenges U.S. businesses will face under the Patient Protections and Affordable Care Act. She has played a vital role in contributing to the U.S. congressional testimony given by Will Morey, president of Morey's Piers, on the effect of the law on employers. Beckson has also served as a member and chair of IAAPA's waterpark committee and currently serves on the IAAPA government relations and education committees.

## IAAPA 2012 | ORLANDO, FLA.

## Annual Brass Ring Award winners announced

ORLANDO, Fla. — The International Association of Amusement Parks and Attractions (IAAPA) Brass Ring Awards, recognizing the best of the best in the attractions industry, brought hundreds of finalists from amusement parks, water parks, zoos, aquariums, museums, and family entertainment centers around the world to hear the 2012 IAAPA Brass Ring Award winners announced. The ceremony took place in the IAAPA Theatre presented by the Wanda Group located on the IAAPA Attractions Expo 2012 trade show floor.

Some marketing awards are divided into the following class distinctions: Class 1: Family Entertainment Centers (FECs) and attractions with annual attendance less than 250,000; Class 2: Zoos and aquariums; Class 3: Amusement parks and attractions—including water parks—with annual attendance of 250,001-1 million; and Class 4: Amusement parks and attractions—including water parks—with annual attendance of more than 1 million.

The 2012 IAAPA Brass Ring Award winners are:

**Television Commercial**

Class 1: **Triple Play Family Fun Park**, Hayden, Idaho, U.S.; Class 2: **St. Louis Zoo**, St. Louis, Missouri, U.S.; Class 3: **Calgary Stampede**, Calgary, Alberta, Canada; Class 4: **Grona Lund**, Stockholm, Sweden.

**Radio Commercial**

Class 1: **Triple Play Family**

**Fun Park**, Hayden, Idaho, U.S.; Class 2: **The Florida Aquarium**, Tampa, Florida, U.S.; Class 3: **Elitch Gardens**, Denver, Colorado, U.S.; Class 4: **Legoland California**, Carlsbad, California, USA; Carlsbad, California, U.S.

**Public Relations Programming**

Class 1: **Adventure Landing**, Jacksonville Beach, Florida, U.S.; Class 2: **Cleveland Metroparks Zoo**, Cleveland, Ohio, U.S.; Class 3: **Six Flags America**, Upper Marlboro, Maryland, U.S.; Class 4: **Dollywood**, Pigeon Forge, Tenn., U.S.

**Outdoor Advertising**

**Hopi Hari**, Sao Paulo, Brazil. **Integrated Marketing Detroit Zoological Society**, Detroit, Michigan, U.S.

**Digital Marketing**

**Ocean Park Hong Kong**, Aberdeen, Hong Kong, SAR, China.

**Live Entertainment**

The **Heart Beat Award** recognizes the show that demonstrates superior overall ability in reaching the hearts of its audience. Winner: **Iceploration**, **Busch Gardens Tampa**, Tampa, Florida, U.S.; The **Spirit Award** recognizes IAAPA members committed to excellence in training and professional development in the area of entertainment. Winner: **Meghan Hakey**, **Santa's Village**, Jefferson, New Hampshire, U.S.;

**Atmosphere/Street Show Performance** winner: "The Longshoremen" in **Bubble Trouble**, **SeaWorld Orlando**, Florida, U.S.;

**Edutainment Show** winner:

"Dollywood's Imagination Playhouse Featuring the Penguin Players," **Dollywood**, Pigeon Forge, Tennessee, U.S.;

**Sports Show** winner: "Iceploration," **Busch Gardens Tampa**, Tampa, Florida, U.S.;

**Female Performer** winner: **Chandler Nicole Sherrill**, **Hersheypark**, Hershey, Pennsylvania, U.S.;

**Male Performer** winner: **Peter Vawter**, **Universal Studios Japan**, Konohana-ku, Osaka, Japan.

**Production: \$25,000 or Less** winner: "Skulls Eye—The Search for the Enchanted Crown," **Legoland California**, Carlsbad, California, U.S.;

**Production: \$25,001 – \$50,000** winner: "Carnevil," **Six Flags Over Georgia**, Austell, Georgia, U.S.;

**Production: \$50,001 – \$100,000** winner: "Scaremonies," **Ocean Park Hong Kong**, Aberdeen, Hong Kong;

**Production: \$100,001 – \$200,000** winner: "Liseberg Isshow," **Liseberg**, Goteborg, Sweden;

**Production: \$200,001 – \$400,000** winner: "Imperio Show," **Europa-Park**, Rust, Germany;

**Production: \$400,001 – \$700,000** winner: "Pop City," **Pacific National Exhibition**, Vancouver, British Columbia, Canada;

**Production of \$700,001 – \$1,000,000** winner: "Mysteria," **Europa-Park**, Rust, Germany;

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## ►HOF

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can take you. After returning to San Francisco in 1973 from United States military service in Vietnam, Masterson was a manager at a roadside oddity museum called Ripley's Believe It or Not! Thirty-six years later, Masterson retired as the president of Ripley Entertainment.

In Masterson's time with Ripley Entertainment, 25 years of which he spent as president, the business grew from 11 locations to a diverse and global small attraction chain with more than 73 museum attractions, aquariums, theaters and more in 13 countries.

In addition to his contributions to Ripley Entertainment, Masterson has remained a loyal ambassador for the attractions industry. He has served on several IAAPA committees, the IAAPA board of directors, and was the association's chairman of the board

for 2008.

Currently, Masterson is the chairman of Amusement Management Partners LLC.

**PT Barnum**

PT Barnum's name and legacy will forever be associated with the circus and mobile attractions industry as the Ringling Bros. and Barnum & Bailey Circus (better known as The Greatest Show On Earth) that has toured the United States for more than 142 years and remains a popular family experience for children of all ages. However; his contributions to the attractions and museum industry and the art of selling tickets, though less celebrated, perhaps surpass the importance of his achievements under the big top.

Barnum pioneered The American Museum, which operated from 1841 to 1865 in New York City. He used his legendary promotional skills to draw attention to his newly created attraction of the strange, the educational, the

whimsical, and the mysterious.

Offering exhibits such as the Fiji Mermaid, exotic snakes and animals, and General Tom Thumb – the 25-inch dwarf who Barnum would turn into a worldwide celebrity – Barnum built the reputation of the museum as a must-see attraction of New York City. For 23 years, it was recognized as the city's most popular attraction.

Though Barnum would go on to make an even larger name for himself through the mobile attractions industry, his marketing ability and inclusion of attention-grabbing acts propelled him and the museum industry to new heights, laying the groundwork for many of today's most popular attractions.

Kathy Maher, executive director/curator for the Barnum Museum in Bridgeport, Connecticut, accepted the award on behalf of PT Barnum's family.

## ►PEOPLE

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**ris**, president of Seabreeze Park in New York and incoming IAAPA President and CEO **Paul Noland** will also be an officer of the association.

**New board members**

The following IAAPA members were elected to the board of directors at the association's annual business meeting on Nov. 12:

Facility and Life Directors **Gregg Borman**, Palace Entertainment, U.S.; **Richard Koh**, World Entertainment SDN, BHD, Malaysia; **Julie Moskalyk**, Science North, Canada; **Chris Perry**, Jumeirah Group/Wild Wadi Waterpark, United Arab Emirates; **Amanda Thompson**, Blackpool Pleasure Beach, England; and **Julio Vanegas**, Carruseles, Colombia. Manufacturer and Supplier Director **Michael Turner**, Neptune Benson, U.S.; and Advisory Board Member Director **Tom Wages**, International Attraction Services, U.S.

**2013 executive committee**

The IAAPA Executive Committee is appointed by the chairman of the board. In addition to the IAAPA officers, 2013 Executive Committee members are:

**Michelle Kapuscinski**, Fiesta Village Family Fun Park, U.S.; **Roland Mack**, Europa-Park and immediate past chairman, Germany; **Michael Turner**, Neptune Benson, U.S.; and **Alexander Weber, Jr.**, Kings Leisure Partners, U.S.

**2013 committee chairs**

IAAPA is guided by the work of the board of directors and 32 member committees. The chairs of the committees are selected by the chairman of the board. Committee chairs for 2013 include:

**Board committees**

Audit, **Hal McEvoy**, Busch Gardens Williamsburg, U.S.; Compensation, **Will Morey**, Morey's Piers, U.S.; Executive, **Will Morey**, Morey's Piers, U.S.; Investment, **Tom Wages**, International Attraction Services, U.S.; Nominating, **Darrell Metzger**, Themed Attractions & Destination Resorts, Malaysia;

Strategic Planning; and **Mario Mamon**, Enchanted Kingdom, Philippines.

**Advisory committees**

Asian Advisory, **Mario Mamon**, Enchanted Kingdom, Philippines; European Advisory, **Bart de Boer**, Efteling B.V., The Netherlands; Latin American Advisory, **Julio Vanegas**, Carruseles, Colombia; Communications, **Pete Owens**, Dollywood, U.S.; Education, **Doug Stagner**, SeaWorld Parks & Entertainment, U.S.; Government Relations, **Barbara Heffernan**, SeaWorld Parks & Entertainment, U.S.; Membership, **Franceen Gonzales**, Great Wolf Resorts Inc., U.S.; Safety and Maintenance, **Steve Blum**, Universal Orlando Resort, U.S.; and Space Allocation, **Jeffrey P. Hudson**, Skee Ball Inc., U.S.

**Constituency committees**

Amusement Parks and Attractions, **John Norris**, Seabreeze Park, U.S.; Family Entertainment Centers, **Gregg Borman**, Palace Entertainment, U.S.; Manufacturers and Suppliers, **Michael Turner**, Neptune Benson, U.S.; Museums, **Ike Kwon**, California Academy of Sciences, U.S.; Waterparks, **Chris Perry**, Jumeirah Group/Wild Wadi Waterpark, United Arab Emirates; and Zoos and Aquariums, **David Rosenberg**, Monterey Bay Aquarium, U.S.

**Program committees**

Entertainment, **Robbi Lepré**, Busch Gardens Tampa, U.S.; Facility Operations, **Jon Storbeck**, The Disneyland Resort, U.S.; Financial Management and IT, **Eli Stovall**, Amusement Management Partners, U.S.; Food and Beverage, **Ken Whiting**, Whiting's Foods/Waves for Success, U.S.; Games, **Greg Morrow**, Lake Winnepesaukee, U.S.; Human Resources, **Shaun McKeogh**, ProFun/Happyland, Vietnam; Marketing, **Heather Moyer**, Legoland California, U.S.; and Merchandising, **Adrea Gibbs**, Dolphin Quest, U.S.

**Awards committees**

Exhibitor Awards, **Bob Logan**, Innovative Leisure Partners, U.S.; Hall of Fame and Archives, **Ron Gustafson**, Quassy Amusement Park, U.S.; and Service Awards, **Bobbie Wages**, International Attraction Services, U.S.

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►RINGS

Continued from page 49

**Production: \$1,000,001 or More** winner: "Disney Dreams!," **Disneyland Paris**, Marne la Vallée Cedex 4, France.

**Food and Beverage Best Innovation in Food and Beverage** Co-winners: Country specific food in European Section, **Europa-Park**, Rust, Germany and Polles Keuken pancake restaurant, **Efteling**, Kaatsheuvel, The

Netherlands; **Best New Menu Item** winner: Boardwalk Blonde and Horse-tale Ale, **Santa Cruz Beach Boardwalk**, Santa Cruz, California, U.S.

**Human Resources Innovation Training Program** (more than 1 million in attendance) winner: **The Disneyland Resort**, Anaheim, California, U.S.; (under 1 million attendance) winner: **Rainbow's End Theme Park**, Auckland, New Zealand.

**Employee Reward and Recognition Program** (more than 1

million attendance) winner: **Dollywood**, Pigeon Forge, Tennessee, U.S.; (under 1 million attendance) winner: **Rainbow's End Theme Park**, Auckland, New Zealand.

**Retail Soft Good** (more than 1 million attendance) winner: **Morey's Piers**, Wildwood, New Jersey, U.S.; (under 1 million attendance) winner: **XPlor**, Cancun, Mexico; en.xcaretexperiencias.com/Xplor;

**Hard Good** (more than 1 million attendance) winner: **Movie Park Germany**, Bottrop, Germa-

ny; (under 1 million attendance) winner: **Walibi – Campagne Des Alpes**, Boulogne-Billan Court, France;

**Visual Display** (more than 1 million attendance) winner: **Ocean Park Hong Kong**, Aberdeen, Hong Kong, SAR; (under 1 million attendance) winner: **Dolphin Quest**, Waikola, Hawaii, U.S.

**Judges Choice Award** winner: **Disneyland Hat**, **The Disneyland Resort**, Anaheim, California, U.S.

**Family Entertainment Center**

(FEC)

**North America** winner: **Fun-spot America**, Orlando, Florida, U.S.; **International** winner: **Skemtigardur Smaralind**, Iceland.

**Best New Product Impact Award** recognizes the best new product or service in the amusement parks and attractions industry.

**Major Theme/Amusement Park Ride/Attraction** winner: **Skyrush**, **Intamin**, Glen Burnie, Maryland, U.S.;

**Kiddie Ride/Attraction** winner: **Sky Tykes**, **Ropes Courses, Inc.**, Allegan, Michigan, U.S.;

**Waterpark Ride/Attraction** winner: **Hydromagnetic Mammoth**, **ProSlide Technology Inc.**, Ottawa, Ontario, Canada;

**Family Entertainment Center Ride/Attraction** winner: **Thunder Volt Speedway Gas Go-kart** operating system, **Amusement Products**, Chattanooga, Tennessee, U.S.;

**Coin-Operated Kiddie Ride** winner: **Skatebart**, **MPGroup Srl-Dedem Automatica**, **Reggio Emilia**, Italy;

**Technology Applied to Amusement** winner: **SilkGel**, **WhiteWater West Industries Ltd.**, Richmond, British Columbia, Canada;

**Coin-Operated Arcade and Redemption Equipment** winner: **Stinky Feet**, **Bob's Space Racers, Inc.**, Daytona Beach, Florida, U.S.;

**Revenue & Admission Control/Wristbands/RFID Technology** winner: **Q-Band**, **Lo-Q plc**, Twyford, Berkshire, U.K.;

**Services/Equipment and Supplies** winner: **Avius Optimus**, **Avius**, **Bournemouth DORS**, U.K.;

**Arcade Video Game or Prize Dispensing Attraction** winner: **Dark Escape 4D**, **Namco America Inc.**, Elk Grove Village, Illinois, U.S.;

**Games and Merchandise** winner: **GSX**, **Picsolve International Ltd.**, Orlando, Florida, U.S.;

**Food Services** winner: **Robofusion Frozen Yogurt/Ice Cream Single Arm Kiosk**, **RoboFusion Inc.**, Charleston, South Carolina, U.S.;

**Show Production & Entertainment/Displays** winner: **RT-ES4 Retrofit 90-watt Luminaire**, **Crossroads LED LLC**, Owasso, Oklahoma, U.S.

**Best Exhibit at IAAPA Attractions Expo 2012 Image Award** given to the best exhibit based on booth design, branding, staffing and overall appeal at IAAPA Attractions Expo.

**100 – 299 square feet** winner: **Themendous**, Union City, New Jersey, U.S.;

**300 – 599 square feet** winner: **Hopkins Rides**, Richmond, British Columbia, Canada;

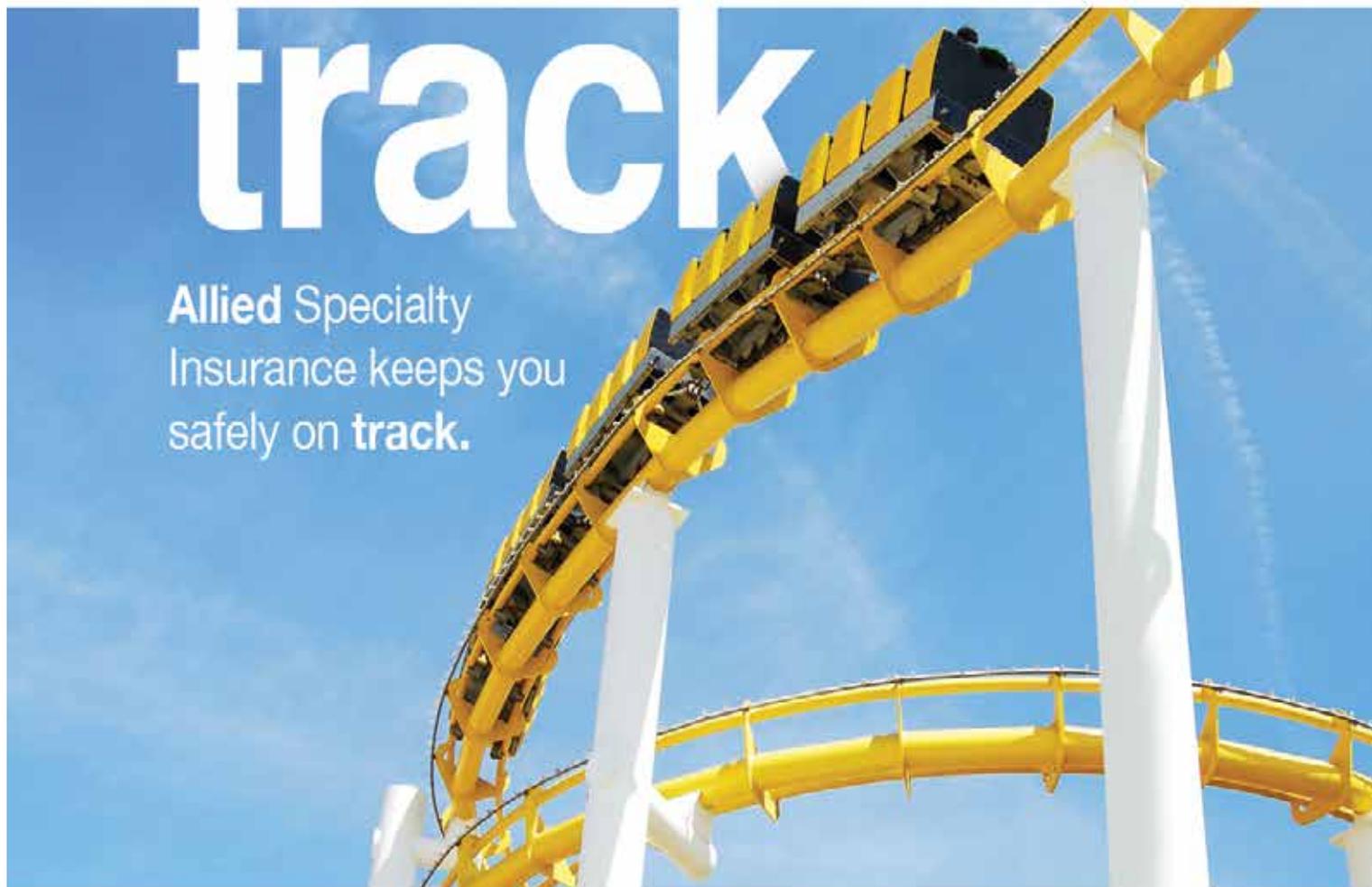
**600 – 1,099 square feet** winner: **Funtopia**, Sofia, Bulgaria;

**1,100 + square feet** winner: **Daniels Wood Land Inc.**, Paso Robles, Calif., U.S.

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## Reporter's Notebook

### 2013 IAFE chair took reins at 2012 annual November convention

LAS VEGAS, Nev. — Marlene Pierson-Jolliffe, CEO of the State Fair of West Virginia, Lewisburg, was elected the 2013 chair of the International Association of Fairs and Expositions (IAFE) during the final business session of the 122nd IAFE Annual Convention.

The convention was held Nov. 25-29, 2012.

Pierson-Jolliffe has served as CEO at the Fair of West Virginia since November of 2004. Prior to becoming fair manager, she was assistant manager and sales & marketing coordinator for the fair from 1989-2003. Between her stints with the state fair, Pierson-Jolliffe served as the executive director of the Greater Greenbrier Chamber of Commerce in Lewisburg, W.Va.

## Quoted

**"I'm extremely proud of our staff for receiving so many awards among the tough competition we face within the various categories."**

—Wisconsin State Fair Park CEO Rick Frenette on the fair winning 31 awards at the IAFE meeting.

# SLA has successful 2012 convention, looking toward its 100th anniversary

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

LAS VEGAS, Nev. — The Showmen's League of America's annual Convention and Exhibitor's Lounge was held Nov. 26-28, in Las Vegas, and by all accounts the event was a success.

"Vegas was a great success," said Chris Atkins, the SLA's incoming president. "Sam (Johnston) did a great job in planning this year's event."

Atkins took over the reins as president of the organization from Sam Johnston during the annual meeting.

Johnston said there were 55 exhibitors participating in the tabletop exhibitor's lounge and that it was well attended.

"We had our annual meeting, memorial service and our banquet and ball," he said.

A big surprise for visitors to the banquet and ball was a visit from the elephant Tai, the star in the movie "Water for Elephants," based on a novel by Sara Gruen.

"It was quite a hit," Johnston said, "for people to walk in and see Tai standing there. Everyone was able to get their photos taken with Tai if they wanted."

Johnston was also able to present his 2012 travel experiences to attendees of the banquet and ball. He visited 45 carnivals over a three-month period last summer.

"I was promoting the Showmen's League," he said. "And, as far as support, I would say 99 percent of the shows I visited support the league completely. But, turning that support into enough support to keep the SLA alive is an-



The Showmen's League of America inducted Chris Atkins, left, as the 2013 president during the association's annual event in Las Vegas, Nov. 26-28. Atkins received a congratulations from his father, Tom Atkins, a past SLA president, during the annual meeting.

COURTESY JOE BURUM

other question."

Johnston said the SLA has not been able to elevate its fund raising to a point to make the organization completely viable.

"We need to find a way to bring in more money," he said. "This is the first year in a while that we went into our Vegas event in the black. Now, whether we came out of the Vegas event that way, I still don't know."

► See SLA, page 55

## 2012 York Fair enjoys 13 percent attendance increase

**STORY:** B. Derek Shaw  
Special to Amusement Today

YORK, Pa. — The York Fair showed a 13 percent increase in attendance mostly due to the mild weather and no precipitation nine days out of the 10-day run. "We had the kind of fair we have been wishing for. Good luck and great planning are cousins, but nothing beats fantastic weather," said York Fair

► See YORK, page 52



The 2012 York Fair drew 642,363 visitors, up 13 percent from last year. Deggeller Attractions provided the midway area with 52 rides, shown here. COURTESY TOM WALES

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## ►YORK

Continued from page 51

President Gene Schenck.

The 248th edition, that started the Friday after Labor Day, drew 642,363 visitors to the 85-acre site, surpassing Allentown that drew 535,000 and Bloomsburg with 416,613 after a one year absence due to extensive flooding following Tropical Storm Lee in 2011. Typically these three Eastern Pennsylvania fairs jockey for the top attendance honors each year, out of a field of 114 fairs and carnivals throughout the Commonwealth. There is no state fair held in the Keystone State, although the indoor January Pennsylvania Farm Show has been considered the equivalent. York Fair attendance was up by about 75,311 over the 10-day run.

Most days, York Fair attendance was in the 30,000 to 60,000 range with opening day being the best ever with 50,718. The final weekend was strong with 91,449 on September 15 and 88,357 on September 16 respectively.

The 2012 York Fair was their third year of re-designed midways. "Our General Manager, Mike Froehlich has been cleaning up the pathway bottlenecks and making a more open, wider midway environment with tables for families to sit down to eat. Changing a fair worries people when you start, but they're warming up to it. People seem to really like the fair again and many of them kept coming back during the week," said Schenck.

Back for a second run was Deggeller Attractions with 52 rides on two midways. This compares with 50 the Stuart, Florida ride operator brought to the Maryland State Fair and 60 to the Virginia State Fair. "Deggeller did another great job for us this year. The partnership is a good one. Customers even commented on the great condition of the rides," said

Schenck. He continued, "We have some challenges related to when the rides open. If the Fair opens at noon, but the riders show up hours later, you can't justify a noon start for the rides. I think it's a communications issue. We need to estimate when there will be enough riders and then let everybody know when the rides come on — that means advertising, signs at gates, pass the word so people aren't disappointed. We can make good business decisions and also make the customers happy if we pass the word properly."

When asked about one of their entertainment challenges, Schenck said "We seem to have the 'Fair-ground Fun' stuff nailed down. People liked the on-grounds experience. The hard part now is the big shows on the Toyota Grandstand. Do we need more shows or fewer shows with bigger stars? — that's always the puzzle." The grandstand featured Jeff Dunham, REO Speedwagon, Blake Shelton, area high school Bands on Parade, R5 and All Star Weekend musically along with Tommy Peterson's Hell Drivers Thrill Show and two mornings of harness racing.

Food is always a major component of any fair and York is no exception. Of the 250 vendors, 117 were food concessions. (This does not include any that travel with Deggeller). Schenck commented about the relationship the fair has with concessionaires, "The same food vendors who criticize us when we don't renew a stand complain about too much competition making it hard for them." Continuing, he said, "It's interesting that some vendors say they lost money and their second complaint is we don't allow them to renew early enough. They are business partners, and we need to improve that relationship for everyone's benefit."

The York Fair is America's oldest fair, dating back to 1765.



## MIDWAYLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

The **Clay County Fair**, Spencer, Iowa, received six awards from the **International Association of Fairs and Expositions (IAFE)** at the 122nd Annual IAFE Convention, Nov. 25-29, 2012 Las Vegas.

The IAFE awards program allows member fairs to enter competitions based on competitive exhibits, agricultural education, sponsorships and communications. The entries are evaluated and judged by teams of industry leaders.

For the awards program, the more than 3,000 member fairs of the IAFE are split into five categories based on attendance. The Clay County Fair competes in Division 3, which is limited to fairs across the globe with an attendance of 250,000-500,000.

**Clay County Fair Manager Jeremy Parsons**, who currently serves as vice chair of the IAFE Young Professionals Initiative steering committee, received recognition as a **McKoy Scholarship** recipient. McKoy Scholarships, named after **State Fair of Texas CEO Errol McKoy**, are given to students enrolled in the **IAFE Institute of Fair Management**.

The next Clay County Fair is set for Sept. 7-15, 2013.

The **International Association of Fairs and Expositions** awarded the **Nebraska State Fair**, Grand Island, six first place awards during its annual convention.

This is the third year for the fair to be in Grand Island, having been relocated from Lincoln, Neb.

"I think people from all over Nebraska know we have an outstanding fair here but it's good to be recognized by your peers from across the country and the world," Executive Director **Joseph McDermott** was quoted in a local news article after the awards were presented.

The 2013 dates for the fair are Aug. 23-Sept. 2.

The awards continue to pile up for the **Wisconsin State Fair**, held each summer near Milwaukee. Fair office officials announced that the event won 31 awards at the 122nd annual IAFE convention.

The total marks the highest number of awards the fair has received in the history of the convention.

"I'm extremely proud of our staff for receiving so many awards among the tough competition we face within the various categories," said **State Fair Park CEO Rick Frenette** after receiving the awards. "Awards like these are a source of pride and encouragement for our staff at a key time during our planning for the 2013 Fair, and are something our fairgoers and partners can be very proud of."

The Wisconsin State Fair also won first place for Best Advertising Campaign in the largest and most competitive division, which is for fairs with attendance of 500,000 to 1 million.

The **Illinois Farm Bureau** is asking for the **Illinois State Fair** to be held one week earlier. Farm Bureau delegates meeting in Chicago passed a resolution requesting the change.

If the fair were held earlier, there would be less conflict with the state's school students who show livestock at the fair.

Illinois Agriculture Director **Bob Flider** said

in a local news report that he's taking the suggestion seriously, but he makes a change sound unlikely.

Obstacles include potential conflicts with county fairs across the state, and the ever-encroaching earlier start to the school year.

The State Fair traditionally begins on the second Friday of August and runs 10 days. In 2013, it'll be Aug. 9-18.

A proposal to make the **Lyon County Fair**, Marshall, Minn., a free fair was discussed during a regular meeting of the Lyon County Board last month. County commissioners heard both a report and appropriations request, but commissioners opted for more discussion rather than taking immediate action.

Fair officials reported that the 2012 event had a good response and good attendance at special events like the rodeo and demolition derby, although the weather didn't cooperate for a draft horse show. Fair organizers wanted to get more people to attend the fair. They feel a free admission would do that.

However, a free fair would require more funding from the county, to help offset the revenue that is currently brought in by parking fees, they said. The fair board was requesting county appropriations of \$40,000 for 2013.

A nonprofit association was selected to run the 2013 **Tennessee State Fair** after another bidder said it wasn't ready to make a formal presentation.

The **Tennessee State Fair and Exposition Commission**, a state agency, picked the **Tennessee State Fair Association** to operate the fair next September. The commission also said it hopes eventually to start designating a fair operator for multiple years rather than a year at a time.

The Tennessee State Fair Association also ran the 2011 and 2012 fairs.

**Metro Nashville's Fair Board** still controls use of the **Tennessee State Fairgrounds** and must decide whether to lease the site to the state fair association next year. And the state and the association still need to put together a written agreement.

The **South Florida Fair**, West Palm Beach, set for Jan. 18-Feb. 3, 2013, has a full schedule of events. From top name entertainment to roving, free entertainment, there will be something for everyone this year.

Some of the 2013 entertainment includes new attractions such Elephant Encounters. There will also be a variety of community events such as the Community Creative and Crafts exhibit and the Fair's Starz of the Future, a talent competition.

The Hambone Express racing pigs will be back as will the petting zoo and pony rides, Denny the Clown, and model railroad exhibits.

**Wade Shows** will provide the midway with more than 200 rides, games and attractions.

The fair is offering a pre-opening Ride-A-Thon this year set for Thursday, Jan. 17. The carnival will open for a sneak preview from 5-10 p.m. that evening. Admission will be \$10 with a coupon from [www.southfloridafair.com](http://www.southfloridafair.com). All rides will be included in that admission as well as a fireworks show.

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## Seen at the 2012 IAAPA Attractions Expo

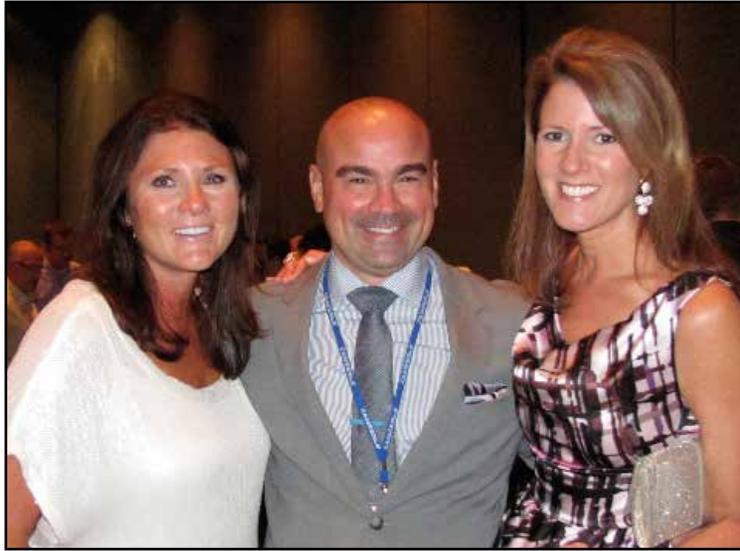
ORLANDO, Fla. – The carnival industry is always well represented at the IAAPA Expo. They are on the trade-show floor shopping for rides, games and equipment. And, they are surely on hand during the Carnival and Showmen's Reception, held traditionally on the Wednesday evening during the Expo.

This year the reception was held at the convention center and offered food, beverages and a great time for visiting.

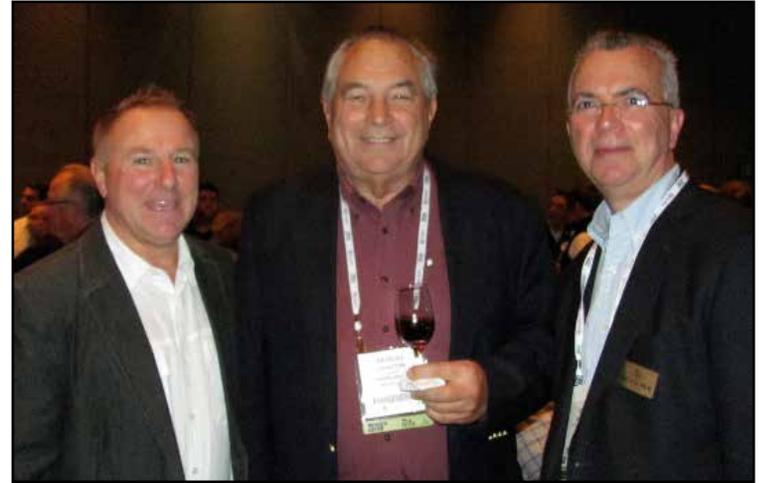
The following are some photos from last November's IAAPA Expo.

### AMUSEMENT TODAY PHOTOS PAM SHERBORNE

A group of Australian showmen stopped by to visit the Mondial World of Rides booth during the 2012 IAAPA Expo. From left, are Stan March, March's Amusements; Lionel Brown, Brown's Amusements; Michele and husband Keith Emmett, U.K. reps for Mondial; and Max Laurie, Laurie Amusements.



Also finding time for fun during the reception, are, from left, Mary Chris Smith, Allied Specialty Insurance; Ramon Rosario, Zamperla; and Annie Shugart, Allied Specialty Insurance, and sister to Mary Chris Smith.

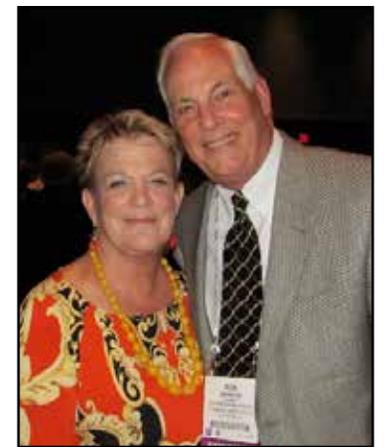


Here, from left, are Bobby Hauser, West Coast Amusements; Sam Johnston, Funderland Amusement Park; and Joe Burum, executive secretary, Showmen's League of America, socializing during the carnival reception.



Dale Hershberger, left, Audio Innovators, and Bill Owen, Mucnie Novelty, share a few laughs at the reception.

Guy Leavitt, left, Ray Cammack Shows, and David Margulies, The Margulies Communication Group, Dallas, catch up on times during the carnival reception.



Outdoor Amusement Business Association's President Robert Johnson and his wife, Alex, find a brief moment for each other during the IAAPA Expo's Carnival and Showmen's Reception.

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►SLA

Continued from page 51

During the 2012 annual International Independent Showmen's Association trade show, held in February at Gibsonton, Fla., SLA members held a long-range planning meeting.

"That was one of the best things we have done in a long time," Johnston said. "We plan to do that again next month."

Atkins said he was excited to come into the organization as president during the 100th anniversary. He has several plans he hopes to implement during the year. One of those is to create an annual spring event.

"We are planning a St. Patrick's Day party at our offices in Chicago," he said. "It will take place March 15-16. We want to open our office to our members and non-members alike. We also want to have a float in the St. Patrick's Day parade in Chicago. We are still working on that."

Another thing he plans to do for the 100th anniversary during the Las Vegas event is to hold a "Show People Have



Chris Atkins, right, incoming Showmen's League of America president, and Sam Johnston, outgoing SLA president, recognize each other during the annual SLA event in Las Vegas, Nov. 26-28. COURTESY JOE BURUM

Talent" contest.

"We would create a website for that and people could go on and sign up," Atkins said. "It would be a fund raising event that would take place during the Vegas convention."

For the past several years, the organization has held a dance competition. This year's winners were Ron and Marie Thomas with first place. Second place went to the International Association of Fairs and Expos President and CEO Jim Tucker and his wife Nancy. Johnston and his wife, Gail, came in third.

The IAFE's annual convention runs at the same time as the SLA's event in Vegas.

"We just want to give people another reason to come to our Vegas event," Atkins said.

Johnston said the SLA is very proud to have Atkins as president for the 100th anniversary.

"He has a long history with the association," Johnston said. "His father, grandfather and uncle are all past presidents."

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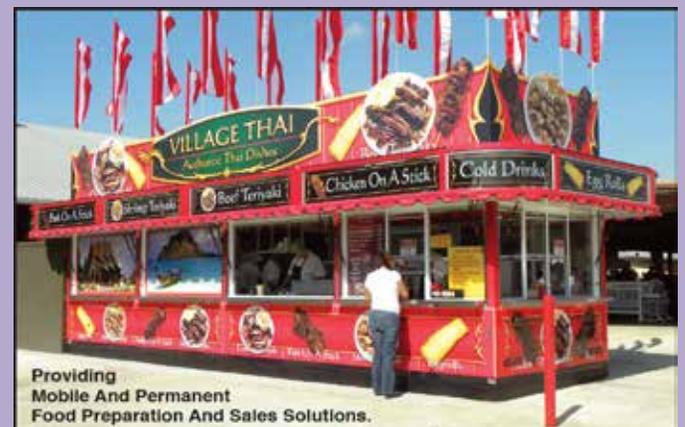
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