

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

**Your Amusement Industry NEWS Leader!**

**Vol. 17 • Issue 12**

**MARCH 2014**

*Revamped exhibits, educational emphasis in play*

## Amusement Expo 2014 to get a new 'game on' in Las Vegas

**STORY:** Dean Lamanna  
dlamanna@amusementtoday.com

LAS VEGAS, Nev. — The 2014 edition of Amusement Expo, the annual conference and trade show of the coin-op and revenue-generating amusement, music and family entertainment center (FEC) industry, is rolling out at the Las Vegas Convention Center on March 25-27. And this year's event will sport a new format featuring new programs.

Co-sponsored by the American Amusement Machine Association (AAMA) and the Amusement & Music Operators Association (AMOA), this year's expo will include a day of comprehensive industry education sessions in addition to two full days of exhibits. Vendors specializing in coin-op machines, electronics, go-kart equipment, laser games, photo booths, plush / novelties, redemption equipment / merchandise, sports games, tattoos, token dispensers, video games and much, much more are participating.

Amusement Expo's new format will commence with a full day of "Knowledge Sessions" on Tuesday, March 25, at the nearby Las Vegas Hotel & Casino. These informative, interactive and fun educational sessions will address timely topics and provide useful information to attendees. Three customized tracks will be of-



**Amusement Expo 2014**

Las Vegas Convention Center, Las Vegas, NV

**Conference: Tuesday, March 25 • Trade Show: Wednesday & Thursday, March 26-27**

fered: management, operator rescue and FEC / technical.

Two full days of exhibit time will follow on Wednesday and Thursday, March 26-27. As with previous events, an enthusiastic and powerful buying audience is expected.

Special marketing opportunities, including Show Specials and the Innovator Awards Program, are expected to help generate buyer traffic at vendor booths.

In another first for Amusement Expo, AAMA and AMOA are partnering with the International Association of Amusement Parks and Attractions (IAAPA) to provide free admission to the trade show to all operator attendees at the IAAPA FEC Las Vegas program. The IAAPA program will be conducted March 23-25 at the JW Marriott Las Vegas Resort.

Other scheduled Amusement Expo highlights:

• **15th Annual AAMCF Charity Golf Tournament** (Monday, March 24): All trade show attendees are invited to enjoy a day of sun and golf prior to the event at the newly renovated Las Vegas Country Club. A portion of proceeds

benefit the American Amusement Machine Charitable Foundation.

• **Wayne E. Hesch Scholarship Raffle** (Wednesday, March 26): This fundraiser is the primary source of scholarship monies raised. All attendees are encouraged to stop by the Hesch booth, purchase raffle tickets and qualify for a chance to win some great merchandise while supporting the industry's longest-running charitable program.

• **AMOA Breakfast & Membership Meeting** (Thursday, March 27): The 2014 Annual Meeting of AMOA will be conducted at this event. AMOA President John Pascaretti will update attendees on current association business affairs and lead a presentation of service and industry awards.

• **Industry Gala Reception** (Wednesday, March 26): This gathering will provide guests with an opportunity to mix and network with exhibitors and fellow operators. Cocktails, hors d'oeuvres and live entertainment provided.

Registration is available in Hall N4 from 8 a.m. to 5 p.m. Tuesday, March 25; 8 a.m. to



The American Amusement Machine Association (AAMA) and the Amusement & Music Operators Association (AMOA) are co-sponsoring this year's Amusement Expo, which will include a day of comprehensive industry education sessions in addition to two full days of exhibits by a wide variety of industry vendors and support businesses. AT FILE

6 p.m. Wednesday, March 26; and 8:30 a.m. to 5 p.m. Thursday, March 27.

The Exhibit Hall is open from 10 a.m. to 6 p.m. on Wednesday, March 26, and Thursday, March 27.

Official accommodations for Amusement Expo are being supplied by the Las Vegas Hotel & Casino, Hilton Grand Vacations and Springhill Suites — all located con-

veniently near the convention center.

The event will once again have the advantage of seeing additional buyers drawn by the co-located National Bulk Vendors Association Conference, which has continued to grow each year. For additional information and hotel reservations, visit [www.amusement-expo.org](http://www.amusement-expo.org).

**NEWSPAPER**

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# NEWTALK

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

## Remembering Bill Rea



Slade

The day was August 4, 1961. It was media preview day for the sparkling new Six Flags Over Texas theme park in Arlington, Texas, which would hold its official grand opening the next day.

That preview was attended by thousands of local media and their families as Six Flags Over Texas owner and developer Angus G. Wynne, Jr. would showcase his new park to city leaders, investors and the media for the first time.

Everything was in tip top order. All food and drink were on the house. The marching bands played. The show performers dazzled audiences while the rides told the stories of Texas and its rich history.

Amusement Today's own Bill Rea, then a member of the Dallas Morning News advertising staff, was among the media invited to the Wynne's Six Flags party.

This publisher spoke with Bill many times about that preview party during his 11-year advertising career with AT. He knew the park was something special, and little did he — or the rest of the media there that day — know the impact this new theme park would have on both the local economy but on the history of the amusement industry as well.

During his days of selling ads for AT, Bill worked hard to quickly learn the amusement industry. His vast advertising knowledge and experience was a blessing during AT's early years. But perhaps the best part of our relationship was Bill's vast newspaper knowledge. Having a veteran newspaper man on staff to bounce ideas off of was a big key to AT's early success. For that this publisher will always be thankful.

Those that got to know Bill during the various trade shows knew him for his love of family, football (mainly the Texas Christian University Horned Frogs) and the countless stories of his experiences as an aircraft radio operator during World War II.

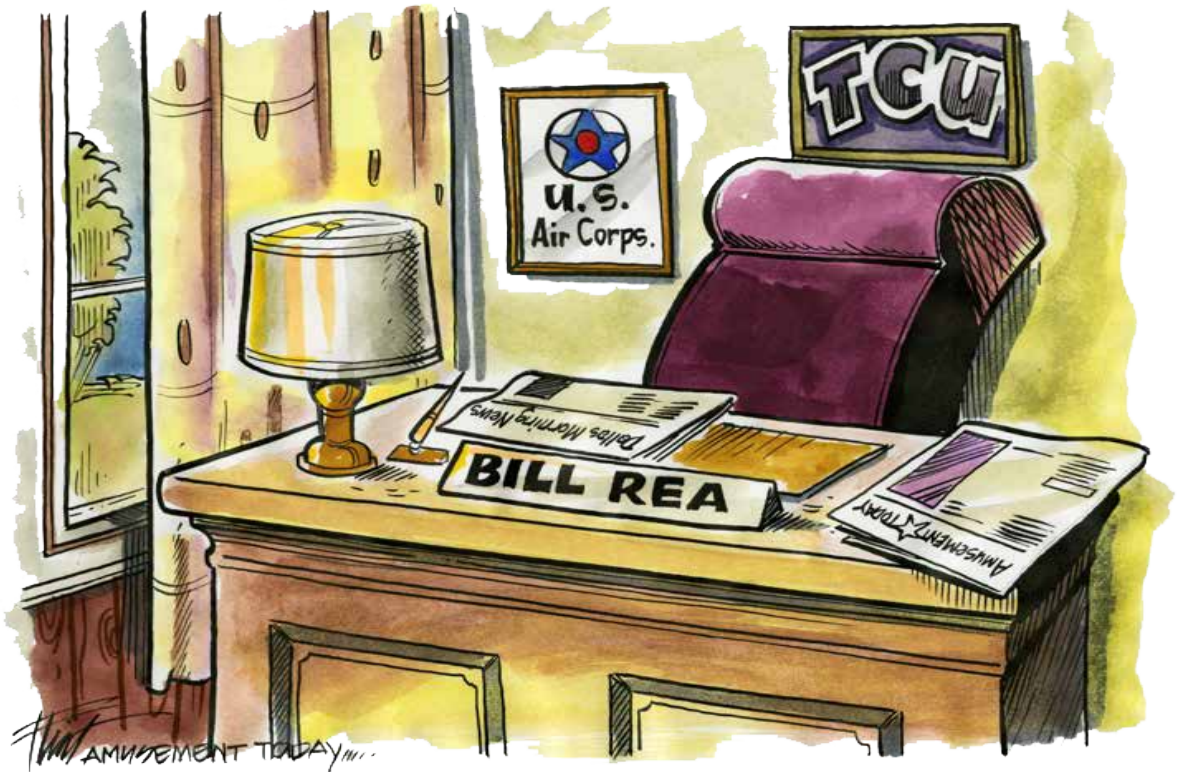
Bill was a great man who had the heart the size of Texas. I'm honored that I got to have him and his family in my life.

I will miss my dear newspaper friend and will close by saying: Go TCU!

—Gary Slade

► **Bill Rea's obituary — see page 33**

**CARTOON:** Bubba Flint



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

## Impressive figures prove a point



Mellor

It's always good to get out from behind the keyboard to attend different industry events and one I recently went to was the annual general meeting of the U.K. parks association, BALPPA.

In his annual report, Chairman Bob O'Connor mentioned the continued work the association carries out in lobbying government on various subjects and in also trying to make "the powers that be" realize just how important the leisure and tourism industry is to the country's economy. Theme and amusement parks, of course, play a huge part in many a country's tourism industry and he also regaled his audience of some impressive figures relating to the income our sector generates for the economy, its importance for employment and the associated benefits it creates for other, supplier sectors.

While at last November's IAAPA Expo in Orlando I also picked up details of a recent study that had been carried out on the impact of the amusement park and attractions industry in the US. This too showed that the attractions indus-

try is a significant driver of the U.S. economy, revealing that it generated a total economic impact of nearly \$219 billion in 2011.

As noted, attractions also generate a ripple effect of economic activity, and in the U.S. during the period covered the figures showed direct industry sales of \$34 billion, capital expenditures of \$5 billion and ancillary spending of out of town visitors at local establishments outside the attraction, such as hotels, restaurants and retailers, of \$52 billion.

The report also reveals that the U.S. attractions industry grew at nearly twice the rate of the overall U.S. economy from 2004 to 2011. Within the sector, amusement and theme parks (including waterparks) had the largest impact, generating \$122 billion on total economic activity, including \$40 billion in total labor income and 1.3 million total jobs.

I could go on, but you get the picture. Our industry in many, many countries is a key element of the economy and governments should clearly be taking it more seriously. The figures prove it and they could be even better with a better understanding from those who make the decisions.

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**Contributors:** Andrew Mellor, Richard Munch, Janice Witherow

# MAILBAG

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## SeaWorld CEO Jim Atchison issues open letter

*Editor's note: The following is an open response to the 2013 feature documentary Blackfish from SeaWorld Parks & Entertainment. The film conveys a negative depiction of SeaWorld's orca training and care program. To address allegations raised by the documentary, SeaWorld also has created a detailed website: [www.seaworld.com/truth](http://www.seaworld.com/truth).*

ORLANDO, Fla. — Inaccurate reports recently have generated questions about SeaWorld and the animals in our care. The truth is in our parks and people, and it's time to set the record straight.

The men and women of SeaWorld are true animal advocates. We are the 1,500 scientists, researchers, veterinarians, trainers, marine biologists, aquarists, aviculturists, educators and conservationists who have dedicated our lives to the animals in our care as well as those in the wild that are injured, ill or orphaned. Whether it's a sea lion, manatee, sea turtle or whale, we are on call 24/7.

Here are some important facts about SeaWorld and our work:

**SeaWorld does not capture killer whales in the wild.** Due to the groundbreaking success of our research in marine mammal reproduction, we haven't collected a killer whale from the wild in 35 years. In fact, only two of the whales in our care were collected by SeaWorld and they continue to be in our care today. In addition, our research has led to a much greater understanding of whales in the wild, giving researchers important scientific insights surrounding marine mammal reproduction.

**We do not separate killer whale moms and calves.** SeaWorld recognizes the important bond between mother and calf. On the rare occasion that a

mother killer whale cannot care for the calf herself, we have successfully hand raised and reintroduced the calf. Whales are only moved to maintain a healthy social structure.

**SeaWorld invests millions of dollars in the care of our killer whales.**

In the last three years alone, we have invested \$70 million in our killer whale habitats and millions of dollars annually in support of these facilities. Our habitats are among the largest in the world today. They are state-of-the-art, multi-million-gallon environments of cooled and filtered water that allow for the highest and safest standards of care. We give our animals restaurant-quality fish, exercise, veterinary care, mental stimulation, and the company of other members of their species.

**SeaWorld's killer whales' life spans are equivalent with those in the wild.**

While studies continue to define the average life span of killer whales in the wild, the most recent science suggests that our killer whales' life spans are comparable — indeed, five of our animals are older than 30, and one of our whales is close to 50.

**The killer whales in our care benefit those in the wild.** We work with universities, governmental agencies and NGOs to increase the body of knowledge about and the understanding of killer whales — from their anatomy and reproductive biology to their auditory abilities. Some populations of wild killer whales have been classified as endangered or threatened, demonstrating the potential critical nature of these research opportunities. This type of controlled research and study is simply not possible in the wild, and has significant real-world benefits to the killer whales that live there.

**SeaWorld is a world leader in animal rescue.**

The millions of people who visit our parks each year make possible SeaWorld's world-renowned work in rescue, rehabilitation and release. We are constantly innovating when it comes to this care: Our veterinarians have created nursing bottles to hand-feed orphaned whales, prosthetics to save sea turtles, and a wetsuit to help injured manatees stay afloat during rehabilitation. Whether it's the result of natural or man-made disasters, SeaWorld is always on call and often the first to be contacted. We have rescued more than 23,000 animals with the goal of treating and returning them to the wild.

Naturalist Baba Dioum put it best when he said, "In the end we will conserve only what we love; we will love only what we understand; and we will understand only what we have been taught."

At SeaWorld, this has been our calling since we first opened our doors 50 years ago. It is a responsibility we do not take lightly. More than 400 million guests have visited SeaWorld. We are proud that their experiences here have a lasting and positive impact on them, and on the world in which we live.

The truth about SeaWorld is right here in our parks and people. Our guests may enter our gates having never given much thought to the remarkable animals in our oceans. When they leave with a greater appreciation for the importance of the sea, educated about the animals that live there and inspired to make a difference, we have done our job.

**Jim Atchison**  
CEO and President,  
SeaWorld Parks & Entertainment  
[www.seaworldcares.com](http://www.seaworldcares.com)

## Wiegand Sports issues statement on mountain coaster

SALT LAKE CITY, Utah — Wiegand Sports, and its parent company, Wiegand GmbH, would like to correct a recent press release by Aquatic Development in the February 14, 2014 issue of *Amusement Today*.

Aquatic Development announced that they are building the longest mountain coaster in North America at Berkshire East Ski Area, Charlemont, Mass. However, the longest mountain coaster in North America is the Wiegand Alpine Coaster, which was installed in 2006 at Park City Mountain Resort, in Park City, Utah.

The Park City coaster has a total track length of 5,850 feet. The uphill track is 1,950 feet and the downhill track is 3,900 feet. The Park City coaster is 500 feet longer than the announced Aquatic ride. Wiegand invented the mountain coaster in 1997 and has installed 200 mountain coasters worldwide. Sixteen of the coasters have been installed in North America beginning in 2006.

Wiegand just wanted to set the "record" straight to the amusement industry.

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## Canada's Accredited Zoos and Aquariums issues statement on Copenhagen Zoo

*Editor's note: This is a statement from the Executive Director of Canada's Accredited Zoos and Aquariums (CAZA) in reaction to the recent decisions by the Copenhagen Zoo with respect to a giraffe in its collection.*

OTTAWA, Canada — The story from the Copenhagen Zoo raises two key issues: whether euthanasia is an acceptable form of population control among captive populations; and whether the decision to use that event as a teachable moment was appropriate.

**Population control:**

CAZA members work closely with other accredited zoos in Canada and around the world to ensure the healthiest and most diverse genetic makeup for the animals in our care.

In addition to helping ensure the health of these animals, these practices have resulted in a number of important conservation and species reintroduction success-stories — the black-footed ferret and the Rocky Mountain Northern leopard frogs being two examples.

One aspect of any effective and ethical captive breeding program is taking steps to

ensure responsible population management control (i.e. birth control, separate males/females to control breeding, relocation, and euthanasia).

The euthanasia of animals is a very difficult and sensitive practice that must be done following careful reflection and search of alternatives, including transfer. Each CAZA accredited zoo must have a detailed euthanasia policy in place and follow generally accepted procedures to ensure the practice is carried out in a humane fashion.

**Education:** One of the key missions of Canada's ac-

credited zoos and aquariums is to promote a better understanding of the natural world. Our members act as bridges between an increasingly urban population and a natural environment under growing human encroachment.

The animals in our care are ambassadors for their species in the wild. They are key players in our education programs. And visitors to our institutions interact with them in ways that are appropriate for the species involved and that create a positive learning environment and clear lessons for all age groups.

While we understand that the Copenhagen Zoo saw this as a "teachable moment" and an opportunity to educate visitors on what, in the wild, is a natural occurrence, we believe that the educational value of such demonstrations must be assessed very carefully against their potential to shock and desensitize, and to raise additional and difficult questions, particularly among children."

**Massimo Bergamini**  
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# 2 MINUTE DRILL



**STORY:** Janice Witherow

## Wolfgang Brost, Maurer Söhne Rides GmbH

After a successful career in the automotive industry with BMW as his client, Wolfgang Brost switched gears and took a chance to begin working for Maurer Söhne in 2011. He hasn't looked back since making the move to the amusement industry and is reveling in the challenges and rewards that come with his job with one of the leading premium ride suppliers. Wolfgang's can-do attitude, approachable and easy-going personality and responsiveness are ideal traits for his position as Vice President of Sales and Marketing for Maurer Söhne.

### Title

Director Sales and Marketing worldwide.

### Number of years in the industry

Way too short (2011); if only I had known about the possibilities in this industry earlier.

### Best thing about the industry

Seeing people enjoying our attractions.

### Favorite amusement ride

Maurer's Skyloop ... it's amazing how much thrill our engineers squeezed out of 150 meters (450 feet) of track.

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

Really sad.

### Biggest challenge facing our industry

Regulations, which unfortunately are necessary because of some people acting irresponsible otherwise.

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

To be able to have a look into parks in operation and the reactions of the people coming off the rides.

### My first car was ...

A Citroen 2CV, which could hardly be called a car even in these days (2 cylinders, 23 horsepower, maximum speed of less than 60 mph), but kind of a classic, and I was really proud about it because I had restored it all by myself.

### A recent life-changing moment for me was ...

The retirement of my predecessor Horst Ruhe at the end of 2013. He is such an energetic and enthusiastic person, and he will be hard to replace. There is still so much I need to learn about this industry and the people involved.

### Favorite midnight snack

Chocolate milk and cookies.

### My perfect day is spent ...

With my children in an amusement park.

### The longest I have ever gone without sleep is ...

A 72-hour drill in the German Federal Armed Forces.



### The worst movie I have ever sat through would have to be ...

The English Patient. I found it tiresome and wanted to leave the cinema after 15 minutes, but my wife insisted we stay (she felt sorry about that afterwards, and we never ever saw the movie again).

### Ten years ago, I was ...

Overwhelmed everyday by seeing my children (back then ages 4 and 2) experiencing their own way into this world.

### I can't stand being around people who ...

Are selfish and/or arrogant.

### My favorite pizza topping is ...

Salami and (swiss) cheese.

### The last time I traveled more than 100 miles away was to ...

Kidding? I'd rather count the times I am within the 100 miles radius!

### My least favorite word is ...

Impossible!

### I am afraid of ...

Wasting too much time stressing about things that wouldn't matter a week later.

### On my last birthday, I ...

Had a really nice evening having dinner with some friends and my family.

### Dream vacation

A space trip to see the world from above.

### The last time I danced was ...

My wedding (at least this was the last time I danced that really counts).

### I wish I would have invented ...

The wheel; I could never imagine how we did without it. However, I'd rather live these days instead of back in time when I would have had the chance to become the inventor.

### Pick one: country house or big-city condo

Country house.

### Favorite sports team

The German Soccer National team.

## THIS MONTH IN HISTORY

*Presented by*



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

•**1904:** On March 25, a new roller coaster and a Laughing Gallery were announced for **Robison Park**, in Fort Wayne, Indiana. The announcement suggested that the new roller coaster would be massive and erected by the **Ingersoll Company** of Pittsburgh, Pennsylvania, for a May opening. Considered one of the most delightful summer resorts of the Middle west, the beautiful park, on the St. Joseph River park would operate through the 1919 season. The "massive" new coaster was a Figure Eight design and would be named **Blue Streak**.

•**1910:** An early March announcement brought news to The Bronx, New York, that a new park, **Fairyland**, was being planned. Located at Clason Point, a peninsula in Long Island Sound, it would compete with North Beach, Glen Island, Rye Beach and Fort George for ferry traffic, although the park could also be reached by trolley. Planning included a complete midway, with roller coaster, carousel and scenic railway. It would go on to be one of two great parks in the county, the other being **Starlight Park**, which opened after the **Bronx Exposition** in 1918.

•**1912:** A March 16 announcement excited the growing populations of eastern Tennessee. Having had two **Appalachian Expositions** since 1910, on the grounds of **Chilhowee Park**, Knoxville, Tennessee, the **National Conservation Exposition** was being organized for 1913. It was expected to be larger with more educational displays than the former events. Many of the former exposition buildings would be reused, and the site would contain several rides. The National Conservation Show Company organized the new exposition with \$1,000,000 in capital and suggested it was necessary to bring attention to the area for the growth of industry and the population.

•**1942:** **Herbert Schreck** and **Frank Hoover**, both of the **Philadelphia Toboggan Company**, Germantown, Pa., arrived March 16 in Port Arthur, Texas to supervise construction of the new **Comet** roller coaster at the **Port Arthur Pleasure Pier**. Because this was wartime and supplies were limited, parts of the coaster were taken from another ride in Indianapolis, Indiana, and shipped by rail to the Texas port. The ride is considered one of Schreck's best designs, full of curves, low high-speed sections, and fabulous views of the Gulf of Mexico. The coaster and the park closed after a June 1957 hurricane damaged much of the property and the exposed wooden coaster structure.

•**1961:** Management at **Glen Echo Amusement Park** in Glen Echo, Maryland made the announcement on March 14 that it planned to drop its ban on African American admissions when it reopened later in the month. The management announced that the park would operate "on a completely non-segregated basis for the first time" after much criticism had damaged the parks credibility. It would be one of the first urban parks to set the precedent to allow visitors of all races to enjoy the amusements, although several incidents afterward eventually hurt patronage forcing the park to close after the 1968 season.

—Compiled by Richard Munch, NRCMA historian

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★**Iconic Kiddieland Carousel Heading To Auction**  
Chicagoans whose first amusement park experiences happened at the carousel from the former Midway Park will be heading to the auction block next month. Donley Auction Services will be selling the 88-year-old merry-go-round as part of a 300-item auction Nov. 16 at Donley's Willamette. The carousel was built in 1925 for Kiddieland by the Philadelphia





# INTERNATIONAL

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## Tivoli Copenhagen to build new themed hotel

**STORY:** Andrew Mellor  
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COPENHAGEN, Denmark — Having enjoyed considerable success with the Tivoli Hotel and Congress Centre since it opened in 2010, the world renowned park in Copenhagen has teamed up with the Arp-Hansen Hotel Group to continue their strategic partnership with the construction of a new themed business hotel that will form an integral part of the existing Tivoli Hotel.

The 12-story hotel will be completed in 2016 and will be characterized by Tivoli's spirit and design history. It will offer 25 new meeting and conference rooms and 288 guest rooms, which, as with the existing Tivoli Hotel, will

meet the needs of business guests as well as those of the family market. The total capacity of the Tivoli Hotel will subsequently be 700 rooms plus meeting facilities that will be able to accommodate 6,000 guests.

"It makes perfect sense to continue our collaboration with the Arp-Hansen Hotel Group, which is able to create unique hotels in central locations in Copenhagen," says Lars Liebst, CEO of Tivoli. "We have been working in a focused manner for some years to expand our business areas in the tourism value chain and a Tivoli Hotel which is more in the family class, but also accommodates the business segment, harmonizes well with our strategy to make Tivoli a year-round business."

The price of the hotel, designed by internationally-renowned Danish architect Kim Utzon, will be "in the hundreds of millions of kroner" and Dorte Krak, CEO of the Arp-Hansen Hotel Group, commented: "Arp-Hansen's strategic collaboration with Tivoli is a perfect match between two experienced players in the Copenhagen tourism trade. Together, we are creating a new framework for tourism and conference guests in Copenhagen."

"We are now in the process of fine-tuning the project. In partnership, we will develop and adapt parts of the hotel to ensure that emerging markets like China and Russia will also find us attractive. We believe that this will benefit Copenhagen as a congress city



An illustration of the new Tivoli Hotel — to be sited on Kalvebod Brygge at the Tivoli Hotel & Congress Center.

COURTESY TIVOLI

and holiday destination."

Copenhagen's Tivoli Gardens first opened to visitors in

1843 and today attracts almost 4 million people each year.

## Raving Rabbids 5D attraction debuts at Futuroscope

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

POITOU-CHARENTES, France — Futuroscope in France has opened a new 5D attraction inspired by the world of the Raving Rabbids.

Based on the hugely popular video game from Ubisoft, the new attraction, La Machine à Voyager dans le Temps (The Time Machine), takes visitors on a journey through time where they travel with the crazy little French rabbits, the Lapins Crétins. After a host of amusing experiences as they enter the ride, guests join a train in the company of the Raving Rabbids which is then sucked into a strong, spatial, temporal vortex and transported in time through

► See 5D, page 8



Riders on The Time Machine at Futuroscope will enjoy a journey through time with the Raving Rabbids.

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# Magic Memories partners with new Melbourne Star Observation Wheel

MELBOURNE, Australia — The new Melbourne Star Observation Wheel, which opened in late December, has partnered with Magic Memories to ensure guests can leave with a special photographic souvenir of their Star experi-

ence.

Magic Memories was founded in New Zealand in 1995 and partners with more than 100 major tourism attractions around the world to offer unique photographic memories of tourism experiences.



The Melbourne Star Observation Wheel has selected New Zealand-based Magic Memories as the special souvenir photographic experience partner. The wheel opened in late December. COURTESY MELBOURNE STAR

At the Melbourne Star, the partnership will provide guests with the option of a personalized, high-quality, exclusive photo book, allowing them to take home a customized detailed account of their experience. The book will contain three photographs and an online access card to download their visit to, and ride on, the Melbourne Star.

Melbourne Star Management Group CEO Chris Kelly said the partnership with Magic Memories was one of a number of new initiatives and features incorporated into the Melbourne Star that would ensure it offered far more than a ride on a giant observation wheel.

"Melbourne Star will be a unique and important tourism landmark for Melbourne and our focus has been on developing a memorable and comprehensive guest experience," he said. "Magic Memories will be a key part of this."

The Melbourne Star Observation Wheel will be the Southern Hemisphere's only giant observation wheel and the first, more complex, solid steel wheel design to be built in the world to this size. At 120 meters high, the Melbourne Star is double the height of the West Gate Bridge carriage way and equivalent to a 40-story building.

The Melbourne Star is owned by Sanoyas Rides Australia Pty Ltd and is managed by the Melbourne Star Management Group.



The Raving Rabbids has proved hugely successful as a video game and is sure to be a popular theme for Futuroscope's latest attraction. COURTESY FUTUROSCOPE

## ►5D

Continued from page 7

five scenes from the Ice Age to Ancient Greece, via the Indians, to the rabbits' laboratory.

Created as a fun attraction for all ages, The Time Machine features a combination of 3D projections, lighting effects, customized ride vehicles and the newest interactive dark ride techniques, with Dutch company Jora Vision and other companies within the group, namely Jora Entertainment and Jora Graphics, providing major input into the design of the attraction and engineering production, which includes a host of special effects, animated scenery and moving backdrops.

"Inasmuch as we are an intergenerational theme park, we thought it essential to bring content that addresses adults

and children alike and that incorporates a lot more humor in our content," said Dominique Hummel, president of Futuroscope. "Our collaboration with Ubisoft has allowed us once again to showcase French expertise, both artistic and technological."

"We are absolutely delighted to participate for the first time in this new Raving Rabbids adventure with a theme park as prestigious as Futuroscope," commented Yves Guillemot, president of Ubisoft. "We have followed and encouraged the creative exchanges between our teams. We have concentrated on arriving at an exceptional, immersive experience for the visitor that is both fun and yet respectful of the off the wall character of the Raving Rabbids. This is a BIG first!"

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# Next-gen Skycoaster headlines at Wet'n'Wild Sydney

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

SYDNEY, Australia — For more than two decades, the Skycoaster has remained one of the most unique and enigmatic upcharge amusement attractions available. The ride's iconic arch is instantly recognizable and becomes a landmark for each venue at which it is erected. This is perfectly illustrated at Wet'n'Wild Sydney where the skyline is dominated by the lofty arch of its new Skycoaster, which opened to eager summer crowds in late 2013.



Wet'n'Wild Sydney's towering 250-foot-tall dual model represents the next evolution of the popular Skycoaster brand. While maintaining the familiar arch and lattice, the support structure has been completely re-engineered by utilizing a tube/pipe system instead of the former angle iron found on the majority of the earlier versions. Not only does this offer a sleek and more aesthetically pleasing appearance, it requires less time to assemble and substantially reduces wind resistance compared to previous models. The latter aspect was especially important to Wet'n'Wild Sydney since the park must be prepared to deal with the battering winds generated by the occasional typhoon that roars in off the South Pacific Ocean.

"We are very excited about the opening of the 250-foot dual Skycoaster at the Sydney Wet 'n Wild park," said Mike Gutknecht, managing director of Ride Manufacturing Inc. (RMI), Ride Entertainment Group's manufacturing and design arm. "The beautiful Skycoaster arch shape that has become an icon in amusement park landscapes steals your attention as soon as you walk into the park. With the addition of new electric winches, being pulled to the top of the 220-foot launch tower in 30 seconds is an incredible rush

in itself. The ultimate thrill however comes after you pull the ripcord, drop 214-feet and find yourself flying over the low point just six feet off the ground. That huge drop combined with the ground rush is what separates this ride from the others."

Over time, the Skycoaster has repeatedly demonstrated that it has incredible staying power. Many upcharge rides tend to lose their appeal after several seasons when the thrill has worn off. But not Skycoaster; these attractions continue to draw daredevils and generate income for their operators

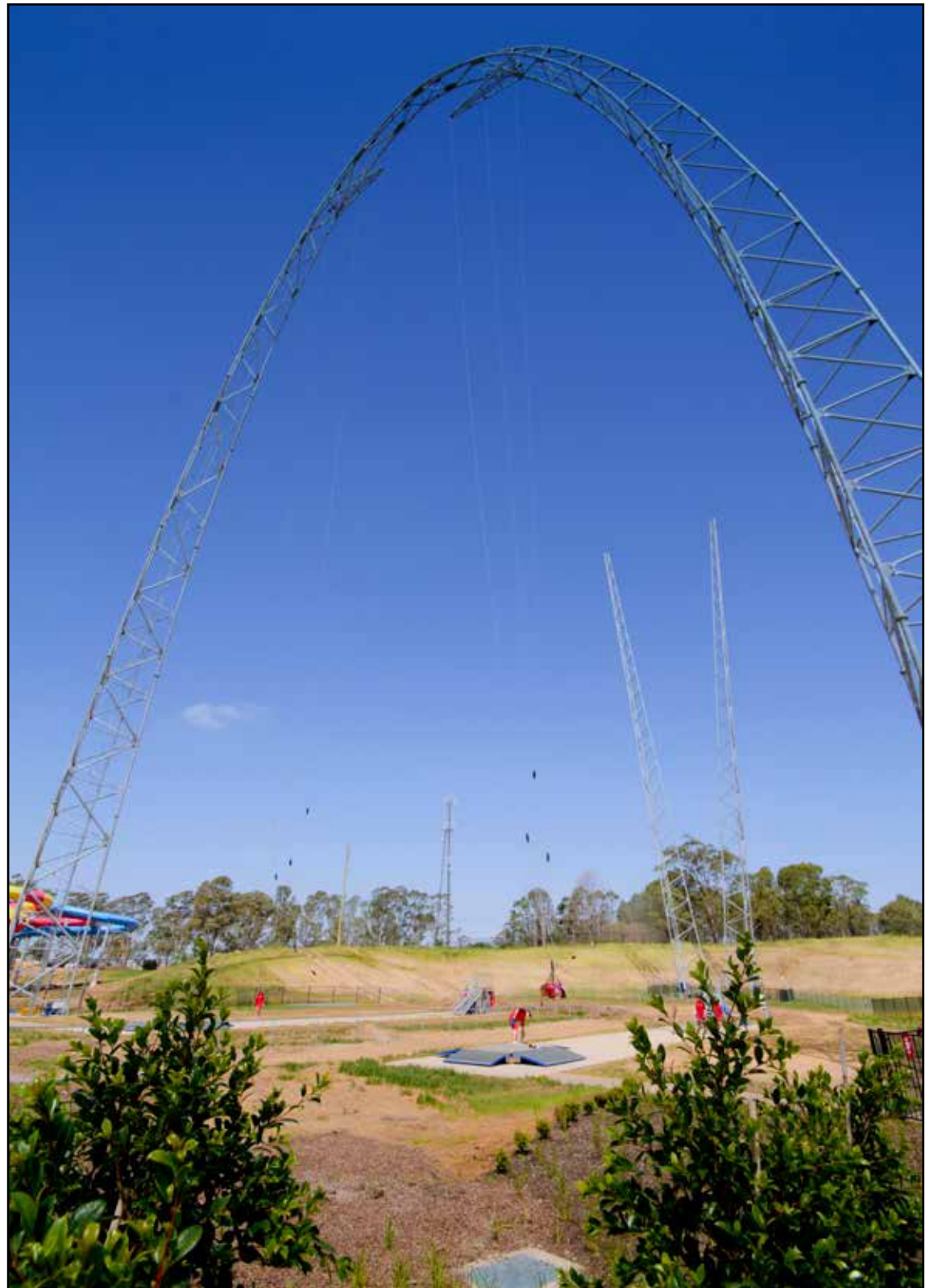
wherever they are installed.

AT spoke with Skycoaster's Managing Director Mark Rosenzweig about this next-gen model and the future of the brand. "After the successful launch of a 180-foot Single Skycoaster at the Brisbane Wet 'n Wild park back in 2011, we were thrilled to have the opportunity to debut an even larger unit for the Sydney park's debut in late 2013," said Rosenzweig. "With over 80 Flightlines on six continents, we are elated that Skycoaster continues to serve as the Attractions Industry's most successful extreme thrill upcharge attraction and look forward to many more installations in the future."

"In addition, we are now offering single Skycoasters with this [pipe] structure, and the new half-arch design allows them to be built with only two foundations," he added.

And so, Skycoaster continues to flourish. This winter, one of the most unique news installations is expected to open. A custom monopole design, it will be perched on the edge of Mexico's world-famous Copper Canyon. Located at Parque de Aventura Barrancas del Cobre in Chihuahua, Mexico, this Skycoaster will swing out over a canyon floor that is 50 percent deeper than the Grand Canyon.

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



Summer crowds are enjoying the first installation of the next generation Skycoaster at Wet'n'Wild Sydney, which opened in late 2013. This 250-foot-tall dual model represents the next evolution of the popular Skycoaster brand. While maintaining the familiar arch and lattice, the support structure has been completely re-engineered by utilizing a tube/pipe system instead of the former angle iron. Additional improvements include new electric winches that pull flyers to the top of the 220-foot launch tower in 30 seconds.

COURTESY RIDE  
ENTERTAINMENT GROUP



# Sentosa/Merlin partnership to bring Madame Tussauds to Singapore

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

SENTOSA, Singapore — Sentosa Development Corporation and Merlin Entertainments plc has announced a new partnership which will see Merlin take on the management of Sentosa's well-known Images of Singapore (IOS) attraction and the creation of one of Merlin's own iconic global attractions in Singapore for the first time — Madame Tussauds Singapore.

The world-famous celebrity wax attraction will open at Imbiah Lookout on Sentosa later this year and the two attractions will operate alongside one another, bringing to life Singapore's rich history with enthralling figures and audio-visual technology.

Merlin's role will see the

group use its specialist knowledge and expertise to enhance the current visitor experience of the IOS attraction. This will include a significant investment program to relaunch it as an exciting, contemporary, world-class attraction aimed at visitors of all ages from both the Singapore and international markets.

Madame Tussauds Singapore will be Merlin's first Singapore-based attraction and naturally complements the IOS. It will bring the best and most life-like wax figures in the world to the popular tourist destination and will be uniquely tailored to reflect the culture and excitement of its Singapore and south east Asia location. This will not only be in its design but also in the choice of figures which will be included — a



**Meike Schulze, divisional director of Merlin Entertainments plc Midway Attractions in Asia, and Mike Barclay, CEO of Sentosa Development Corporation, with some of the figures that will be featured at the new Madame Tussauds Singapore.** COURTESY MERLIN ENTERTAINMENTS plc

combination of historical and contemporary figures from the region, as well as global celebrities.

It will also be the only Madame Tussauds outside

of the flagship London venue to incorporate a ride into the experience. The unique ride, which will be similar to the dark ride experience at Madame Tussauds in London,

will incorporate the latest AV effects and will reflect the fascinating and colorful culture and history which can only be found in Singapore.

Madame Tussauds Singapore will join other popular and successful Madame Tussauds locations which currently operate in Asia — in Hong Kong, Shanghai, Tokyo, Bangkok and Wuhan.

"We are excited to partner with Merlin Entertainments to offer our guests two world-class attractions at the same location," said Mike Barclay, CEO of Sentosa Development Corporation. "The development of these two attractions, which will educate and entertain in equal measure, is part of our ongoing efforts to refresh Sentosa's existing attractions."



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## Sahara Sam's building first U.S. Diggerland park

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

WEST BERLIN, N.J. — The owners and senior management of Sahara Sam's Oasis unveiled plans at a January 14 press conference to construct Diggerland USA, a construction-themed adventure park where children and their families drive, ride and operate heavy machinery in a safe environment. Sahara Sam's hopes to again set the bar for amusement innovation as Diggerland USA becomes the first park of its kind in North America. Four Diggerland adventure parks currently exist in the United Kingdom.

The new theme park will be centrally located behind the existing Sahara Sam's Oasis indoor and outdoor waterpark in West Berlin, N.J. The facility footprint covers 14 acres and will feature over 23 attractions, all slated for an early summer 2014 opening. The majority of the attractions are comprised of modified JCB heavy construction equipment pieces. The rides have been engineered to allow parents and children the ability to safely operate the machines by themselves or together.

Diggerland incorporates hands-on operation of machinery for the entire family. Children and parents alike have the opportunity to drive skid-steer loaders, backhoes, tractors, mini dumpers and small excavators. Diggerland's equipment is JCB construction machinery purchased new from H.E. Services (www.heservices.co.uk). Modifications to the machines is done in the U.K. by MasterHitch Europe Ltd. An amusement engineering marvel and staple attraction for the park, Spin



Dizzy, booms the arm of a 20 ton JCB JS220L excavator up and down while spinning in circles with eight passengers harnessed into the seats of a modified bucket attachment. In The Backhoe Adventure, four riders and a ride marshal climb aboard the cab of a modified JCB 3CX backhoe for a mystery tour while taking turns behind the wheel.

Other attractions include rock climbing, multiple train rides, a ropes course, an arcade, and a swamp buggy attraction. Smaller guests will enjoy the playground equipment in the Kid Zone, or may opt to take a ride up on the Sky Shuttle, a JCB 540 Telehandler capable of moving 15 guests at a time five stories into the sky.

AT spoke with Chris Pe-  
▶ See DIGGERLAND, page 12



Diggerland USA is a 14-acre construction-themed adventure park that allows families to drive, ride and operate heavy machinery in a safe environment. The park will offer more than 23 attractions and is slated for an early summer 2014 opening.  
COURTESY DIGGERLAND USA



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The majority of the attractions are JCB heavy construction equipment pieces purchased new from H.E. Services with modifications made by MasterHitch Europe Ltd.  
COURTESY DIGGERLAND USA

## ►DIGGERLAND Continued from page 11

ters, director of marketing and P.R., Diggerland USA and Sahara Sam's Oasis, about the new project. "Our entire facility is ecstatic about this project. The opportunity to drive, ride on and operate construction equipment in an affordable and fun environment is a dream of children and parents alike. The buzz in the industry and in the market is tremendous. It's levels of excitement like this that make all the hard work behind bringing a radical entertainment concept like Diggerland to the U.S. well worth the efforts."

More information on the park can be found: [www.DiggerlandUSA.com](http://www.DiggerlandUSA.com)



Smaller guests will enjoy the playground equipment in the Kid Zone, which features scaled-down attractions tailored just for them.  
COURTESY DIGGERLAND USA

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# Farm animals arrive at Legoland Florida's new Duplo Valley

WINTER HAVEN, Fla. — A herd of cows, goats, chickens, and sheep arrived at Legoland Florida to graze about in their new homes in the park's latest expansion, Duplo Valley, specifically geared to toddlers ages two to five. Duplo Valley will officially open to guests on May 23, 2014, just in time for family-fun over Memorial Day weekend. The Duplo farm animals will be key features in two of the attractions, the mini tractor ride and the waterplay area. Duplo Valley will be the ideal place for park guests to play and relax with their toddlers with new farm-themed attractions, an air-conditioned indoor play area, and a water play area.

The central feature of Duplo Valley will be the Duplo Train where toddlers will be able to board a train on their own or with their parents to explore countryside-themed scenery passing through farms, fishing holes and campgrounds. Just across the way, toddlers will be able to jump on a tractor their size and help the farmers plow the cornfields and hunt for missing farm animals. For those looking to cool off, the new splash and play area will be fun with intermittent water spouts and interactive water elements set among larger than life farm animals with a soft deck for safety.

Another key element will be the existing Duplo Barn which will feature significant



## NEW DUPLO VALLEY

enhancements to allow kids to play indoors in the comfort of air conditioning. Existing attractions will be enhanced with additional Duplo farm-themed play areas and a toddler room where parents can

relax while kids build with Duplo bricks. The barn's Baby Care Center will continue to provide all the amenities to take care of young children. It offers private nursing stations, rocking chairs, microwaves,



A herd of cows, goats, chickens, and sheep recently arrived at Legoland Florida to graze in their new homes in the park's latest expansion, Duplo Valley. Slated to officially open to guests on May 23, 2014, the new section will feature a mini tractor ride, waterplay area and Duplo Train. Existing attractions will be enhanced with additional Duplo farm-themed play areas and a toddler room where parents can relax while kids build with Duplo bricks. COURTESY LEGOLAND FLORIDA

bottle warmers, high chairs, changing stations, cell phone charging stations and more.

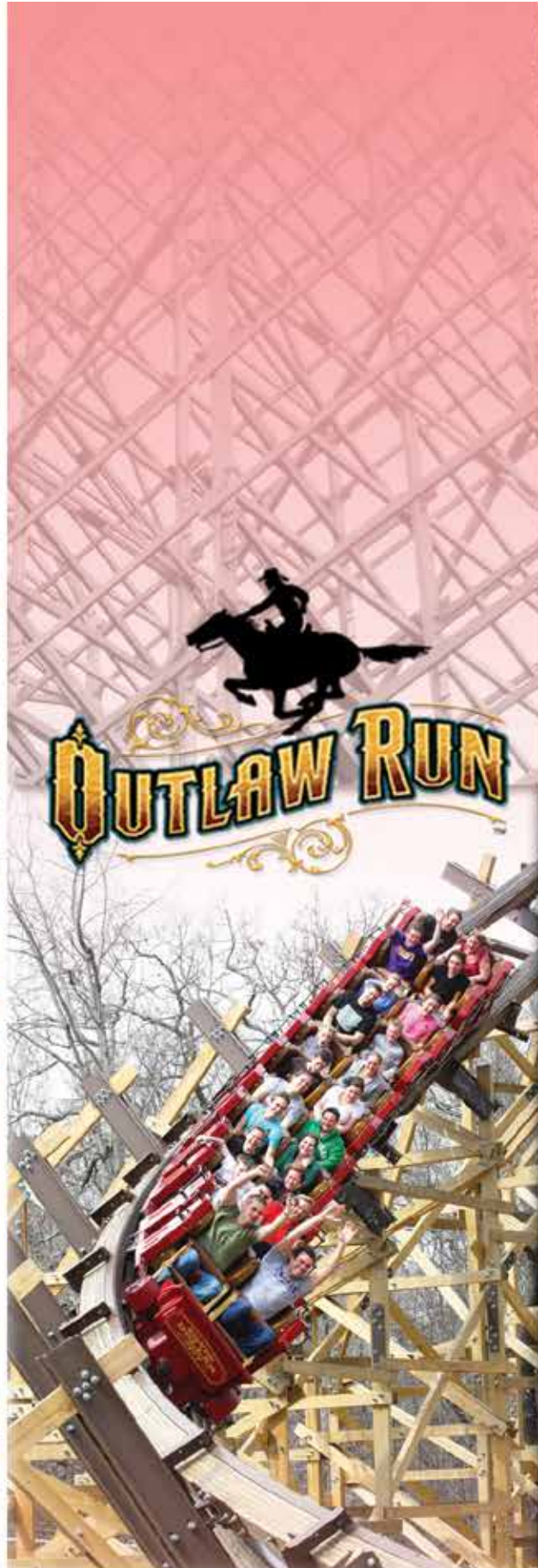
During construction, park guests with toddlers are encouraged to explore the many other attractions the entire

family can enjoy including the newest attractions in The Lego World of Chima presented by Cartoon Network. A complete list of toddler-based attractions can be found at: [www.Legoland.com/toddlers](http://www.Legoland.com/toddlers).



This Duplo Train ride (left) is just part of the fun kids will have when the new Duplo Valley area opens at Legoland Florida in May. COURTESY LEGOLAND FLORIDA





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# Indiana Beach announces four new rides for 2014 season

## Popular Galaxi roller coaster to be retired

MONTICELLO, Ind. — Indiana Beach has announced the addition of four new rides for the 2014 season. These are just the first of several upgrades planned for the park this year.

Each of the new attractions was acquired with children and families in mind. The ride package includes: The Baby Baron bi-plane (Zamperla); Rockin' Tug boat ride (Zamperla); Dragon Wagon powered coaster (Wisdom Rides); and the Growler swing ride (Wisdom Rides Tornado).

"We are excited to introduce these new attractions in 2014," said Bob Gallagher,



park president. "They add something fresh and fun for the families who visit year after year, and we hope they will be a draw for others con-

sidering a family vacation to Indiana Beach.

"We also have to announce that after 42 years of thrilling guests from across

the country, the Galaxi, our park's first major steel coaster, is being retired. Fans and thrill seekers can rest assured that plans are underway for a new thrill coming in 2015," continued Gallagher. "There's still more in store for 2014; be sure to watch for fantastic additional news."

Indiana Beach will open for the season on May 10, 2014.

# Circus Circus Adventuredome is Loco for NRCMA display

## History of the Roller Coaster on display at Las Vegas landmark through August

LAS VEGAS, Nev. — The National Roller Coaster Museum and Archives is banking that some Las Vegas visitors are game for some history in 2014.

A timeline that features milestones in the history of the roller coaster will be prominently displayed in the lobby of Circus Circus Hotel and Casino through August 2014 as a part of their grand opening display for the El Loco roller coaster located inside the casino's Adventuredome.

"With the opening of El Loco just around the corner, now is the perfect time for us to have this exhibit on display," said Tom Nolan, vice president of operations for The Adventuredome at Circus Circus. "We're excited for



our guests to learn about the fascinating history of the roller coaster and soon they'll be able to experience the newest roller coaster technology with El Loco."

The display is a labor of love by a group of historians and NRCMA board members who felt the timing was ideal to remind the leaders of the amusement industry of its remarkable past.

"Our organization is committed to preserving and protecting the history of this industry. We hope visitors to Circus Circus will see this small installation generating some interest in amusement park history and the important work the NRCMA is do-



The History of the Roller Coaster, as presented by the National Roller Coaster Museum, is on display in the lobby of the Circus Circus Hotel through August. It is the same timeline that IAAPA Attractions Expo attendees saw as a sneak preview last November.

COURTESY CIRCUS CIRCUS

ing," Gary Slade, NRCMA chairman said.

Thanks to donations by industry leaders Gary and Linda Hays from Cliffs Amusement Park and by the Knoebel family, the NRCMA recently began

the expansion of its archive building in Plainview, Texas. Ongoing acquisition of artifacts from Cedar Point, Knott's Berry Farm, Circus Circus Adventuredome, White Water Branson and Adventure City

forced the NRCMA to outgrow its current facility.

The NRCMA's mobile exhibit completed its second year at Dollywood in Pigeon Forge, Tennessee. The multimedia installation was viewed by nearly 50,000 guests during its limited two-year run.

"We are always looking for facilities interested in our mobile or custom exhibits," Slade said. "In order to continue to acquire artifacts and create exhibits like the one at Dollywood, we need the industry to support us and to help us expand. If we don't preserve our history for generations to come it will be lost."

*Editor's note: The new El Loco roller coaster at the Circus circus Adventuredome was opening to the public just as AT was going to press with the March issue. Look for full coverage on this S&S coaster on amusementtoday.com's Extra! Extra! and in the April issue.*

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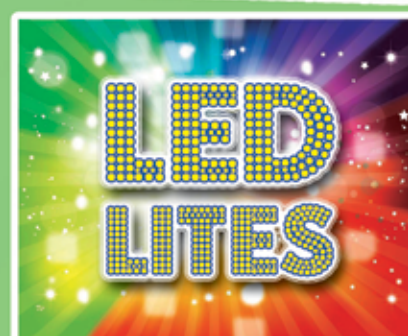
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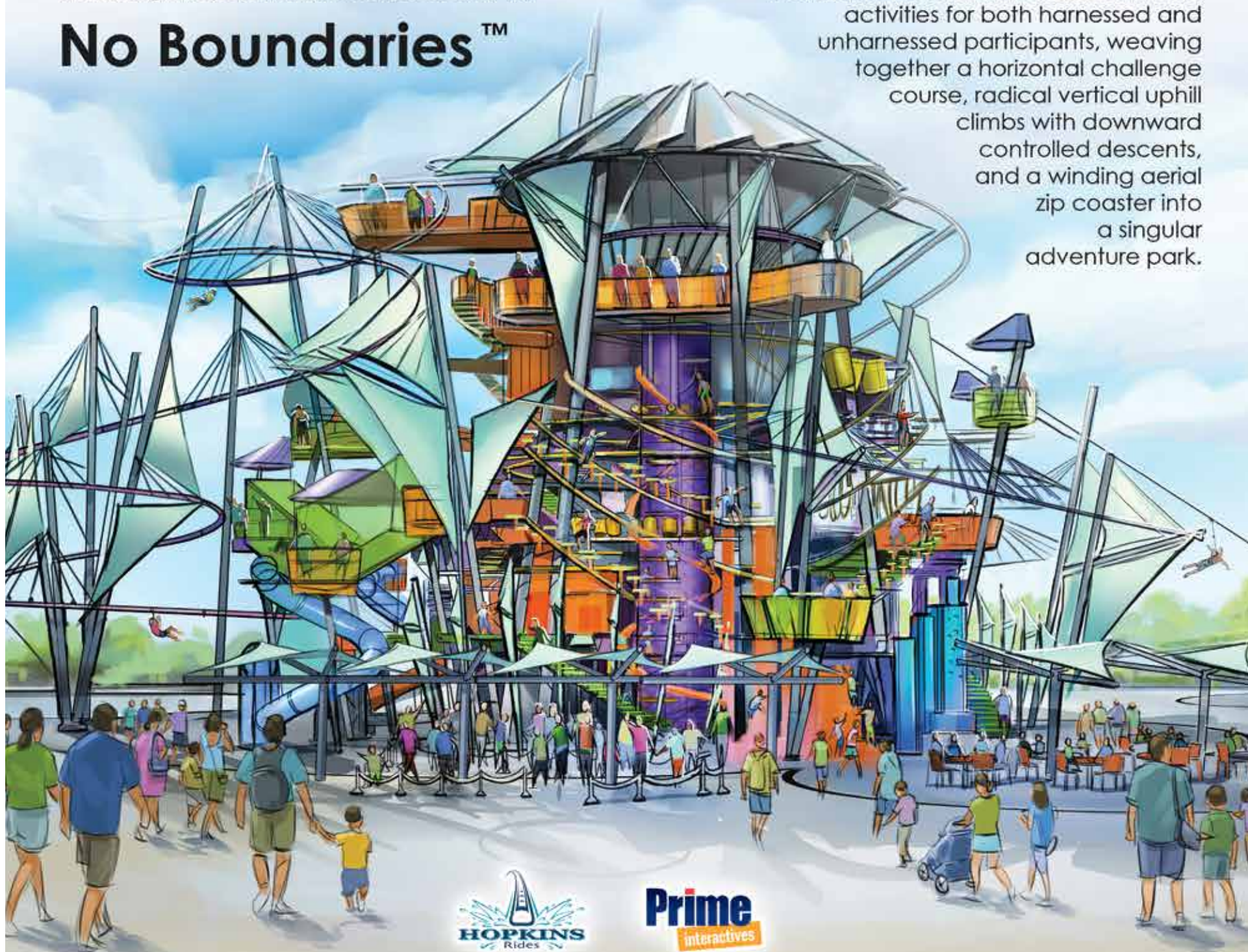
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## Wet 'n' Wild SplashTown will undergo multi-million dollar transformation

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

SPRING, Texas — Following the January announcement of the rebranding of Houston's SplashTown as Wet 'n' Wild SplashTown, Premier Parks LLC released details of a multi-million dollar expansion that aims to deliver a whole new, family-friendly experience to the waterpark.

Anchoring the transformation will be the addition of three new rides: A WaveLoch double FlowRider will finally give Houstonians the ability to "surf" a perfect wave that rolls out at 35 mph. Flowboarding is quickly becoming an international sport that appeals to both riders and spectators.

The Big Kahuna raft ride, a ProSlide Dark Mammoth, can seat up to five passengers in a round raft that traverses a dark, winding tunnel before emerging into daylight then sending the raft full of thrill-seekers through an S-shaped waterway that will have the raft climbing the high-banked walls. To be installed adjacent to the existing Tornado, both attractions will share a new conveyor that will transport the tubes to the top loading platform.

Wet 'n' Wild Jr, gives younger visitors their own wet world of thrills as new pint-sized attractions are added to the existing kids' area. A new waterplay structure, with eight new waterslides, will be surrounded by seat walls so parents can stay close to their children. Wet 'n' Wild Jr., will also feature an exclusive toddler-only play zone with shade and low-intensity activities such as a floor bubbler and clam shell toddler slide. Also included in the expansion



sion of the kids' area is a new restroom building with two private changing stations outfitted with large shelves, baby wipes, hand sanitizer and diaper disposal.

Along with the new attractions are infrastructure improvements that will enhance the guest experience. Outside of the facility, guests will find a second parking lot for increased parking capacity, more toll booth lanes, a circle drive for future tram service and an expanded picnic area.

► See SPLASHTOWN, page 24

Above, this overall rendition shows the multitude of improvements that guests will discover when Wet 'n' Wild SplashTown opens for the 2014 season. At right, there may not be any surf on the Gulf Coast, but two steady waves at Wet 'n' Wild Splashtown in North Houston will give surfers a chance to strut their stuff.  
COURTESY WET 'N' WILD SPLASHTOWN



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## Polin Mini Turbulance opens at China's Chimelong Paradise



As first reported last year in *Amusement Today*, Polin's Mini Turbulance opened at Chimelong Paradise in Guangzhou, China. Now, AT has these updated images of the new slide to share with the industry. The Mini Tubulance is a kid-sized version allowing children at least 1 meter (39 inches) in height to ride along with a parent. The ride offers the same thrilling ride experience scaled down for children. This first-of-its kind offering for Chimelong is themed with the image of a large pink and purple smiling snake. Now part of Polin's ride catalogue, the Mini Turbulance can be designed to match whatever theme a park chooses. COURTESY POLIN

## Six Flags Hurricane Harbor adding Wahoo Racer for 2014

ARLINGTON, Texas — Six Flags Hurricane Harbor, the largest water park in North Texas, is going to the races with the introduction of the all-new Wahoo Racer in 2014. The thrilling multi-lane water slide complex will complement the park's already impressive line-up of more than 40 rides and attractions.

Standing nearly 60 feet tall, Wahoo Racer is a two-tiered slide mat racer that first sends riders on an intense, winding stretch through colorful tubes before shooting them out into six racing track-styled lanes. Riders then zoom down head first, at speeds of up to 40 feet per second, on aero-dynamically designed water toboggans for the final stretch. Each course is timed, allowing guests to challenge themselves, along with family and friends to reach the checkered flag for the win.

"This massive slide structure is a great addition to our park," said Steve Martindale, Six Flags Hurricane Harbor park president. "No other water park in North Texas offers this much thrilling variety and



**Guests to Six Flags Hurricane Harbor in 2014 will have the opportunity to test their head-first downhill speed skills on the all-new Wahoo Racer.**

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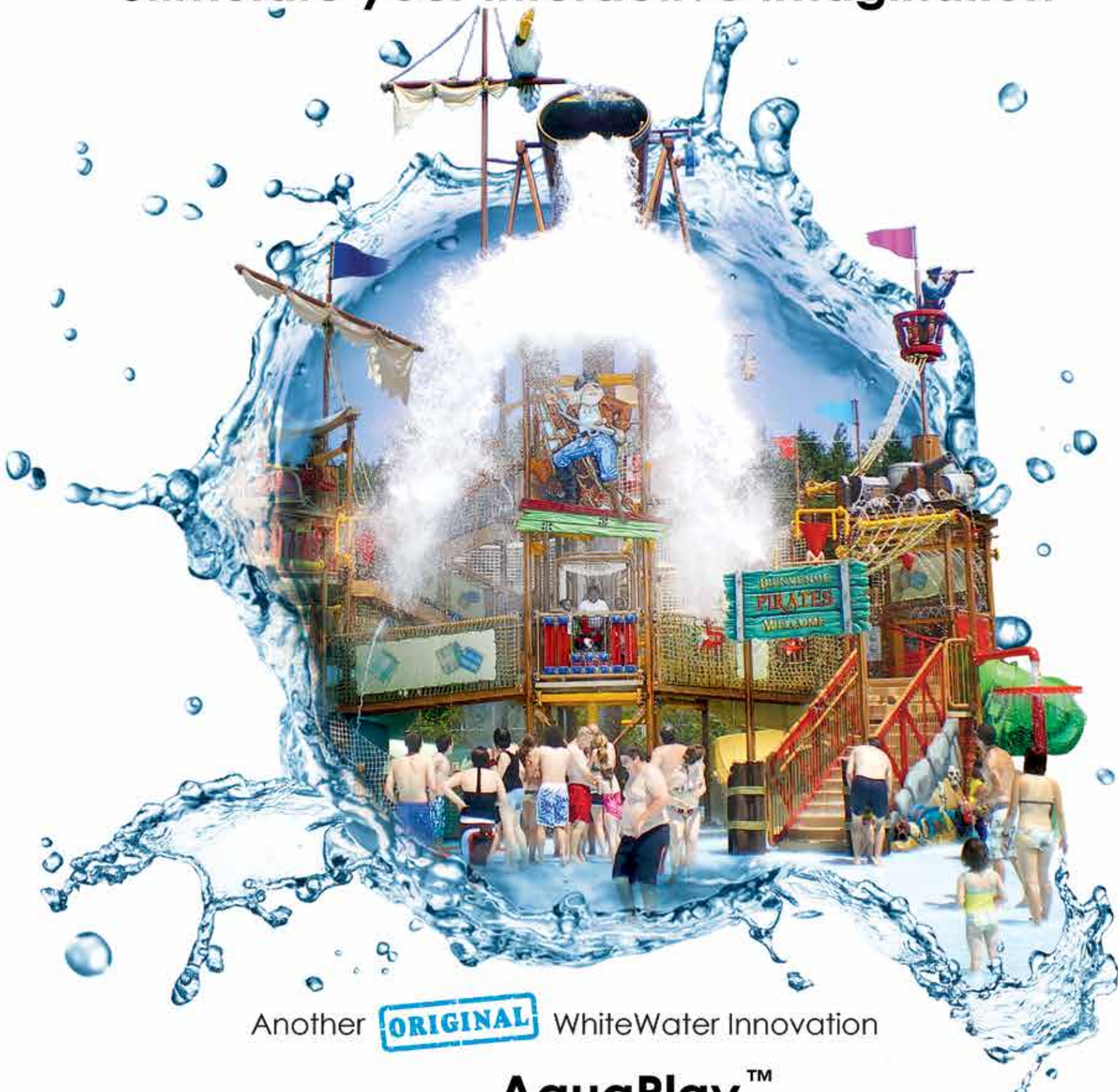
Wahoo Racer is supplied by Canada's Whitewater West. It is part of the second phase of Hurricane Harbor's multi-year enhancement project which

includes a new retail location, season pass processing facility and redesigned restrooms.

Wahoo Racer is scheduled to open Memorial Day weekend. Six Flags Hurricane Harbor opens for the 2014 season on Saturday, May 10.



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## ►SPLASHTOWN

Continued from page 19

nic area. The front gate will also be expanded with shaded ticket booths, exclusive season pass processing and will be spruced up with new landscaping.

Once through the gate, guests will encounter an expanded entrance plaza, wider walking paths and reconfigured stroller-friendly walkways, increased shaded lounge areas, additional premium cabanas, an expanded changing area, more women's restrooms and updated men's restrooms. An updated kitchen will improve the food and beverage offerings at the park, the air-conditioned dining areas have been enhanced.

"The substantial investment in this exceptional property represents our commitment to enhancing the overall entertainment value and experience for all our visitors," said Kieran Burke, president of Premier Parks LLC.

amusementtoday.com



## NEWSPLASH

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

After more than three decades of providing recreation for the residents of Silver Springs and Ocala, **Wild Waters** water park in Ocala, Fla. could end up closing. An advisory group charged with shaping the future of **Silver Springs State Park** has recommended that the water park be dismantled. The park opened in 1978 at a cost of \$5 million. The State of Florida, which owns the land, has been looking for a new operator after the previous owners, **Palace Entertainment** terminated its lease. The report noted that although the park offered something to do in the area, was highly visible and is located on already disturbed land, it has an aging infrastructure and was covered by too much pavement. The advisory group recommended using the area for cycling, hiking or horseback riding, in keeping with the long term goal to help beautify the area and return it to a more natural state. Local residents complained there are already enough places in the park for natural activities and the waterpark was one of the few places where families with kids could spend quality time on a hot summer day.

Problems continue for the new **Wet 'n' Wild Sydney** as a third festival scheduled at the waterpark has been cancelled since the park opened in December. As reported last month in *Amusement Today*, promoters cancelled a planned New Year's Eve event with just six hours notice. That event was rescheduled for Australia Day just a few weeks later, but that too was cancelled. Now a third event that had been scheduled in September, before the park opened, has been postponed at least a year. All parties involved have been pointing fingers at each other, but the reasons for the latest cancellation remain unclear. **Darrin Davies**, a spokesman for operator **Vil-**

**lage Roadshow Theme Parks** announced there will not be any events scheduled at **Wet 'n' Wild** in the near future and the company is not currently taking any requests to lease the venue for shows or festivals.

After many years of planning amidst some controversy, the city leaders of **Fort Smith** and **Sebastian County** in Arkansas finalized plans this past January for a multi-million dollar water park. With a projected cost of \$10.9 million the water park is expected to become a tremendous boon for the local economy. Plans call for a 5,000-square-foot wave pool, lazy river and towering water slides. The original proposal was \$8 million but officials decided to increase the amount in order to add more features to attract more customers. The park is expected to be ready for Memorial Day weekend, 2015.

Sandusky, Ohio, long known as the home of **Cedar Point** Amusement Park, is gaining notoriety for its collection of indoor waterparks. While nowhere near the number of indoor waterpark hotels in Wisconsin Dells, Wis., Sandusky comes in with a respectable four, now that the once-bankrupt **Maui Sands** resort has reopened. **Great Wolf Lodge** took the first indoor plunge with the 2001 opening of a Great Wolf Lodge on Route 250. Not wanting to be outdone, Cedar Fair converted the former Radisson Harbor Inn at the front of Cedar Point into **Castaway Bay**, a 38,000-square-foot Caribbean-themed waterpark resort. Then in 2007 **Kalahari Resorts**, having made a name for itself with its massive Wisconsin Dells Resort, built an even bigger facility in Sandusky, claiming to be the largest in the U.S. Maui Sands also opened in 2007, but soon ran into financial difficulty and closed on Thanksgiving Day 2008. According to statistics from TourismOhio, overnight trips have become more popular in the state with a four percent increase in overnight leisure travel in the fourth quarter of 2012.



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## PAPA Spring Meeting to cover safety standards, state tourism

**STORY:** Dean Lamanna  
dlamanna@amusementtoday.com

HERSHEY, Pa. — A new website, the latest ride safety standards and the possibility of bolstering state tourism promotion with private funding will be on the discussion docket at the Pennsylvania Amusement Parks Association (PAPA) Spring Meeting.

The annual conference, now in its 79th year, returns to the Hershey Lodge in Hershey, Pa., March 3-4. A cocktail reception and dinner, a membership breakfast, a board meeting and a general membership meeting are included in the itinerary.

According to PAPA President Brian Bossyut, who is also director of sales and marketing for the Camelback Mountain Resort in Tannersville, a highlight of the meeting will be the introduction of a brand-new and more interactive PAPA website.

"Our current website is really bad," Bossyut said. "We're working with a company to rebuild it and we'll relaunch it at the meeting."

Chief among the topics to be broached will be ride safety standards.

"We're trying to get the state in line with the national standards," Bossyut noted. "We're going to be talking about indoor waterparks in Pennsylvania, because there's a lot more coming online — Camelback, Kalahari and Great Wolf are among them. We're also going to go over the new World Waterpark Association standards that have come out so that parks are up to standard when they open



this summer, and we'll be bringing everyone up to speed on the NAARSO standards."

Another key topic will be state tourism promotion.

"We've been working with the state to create more private promotion of leisure tourism," Bossyut said. "State funding for tourism has gone done considerably over the few years, so we're trying to do what other states have done by combining money from the state with funding from private partners for promotion."

In addition to representatives of PAPA's 19 member parks and the association's 65 other members comprised mainly of manufacturers and suppliers, the conference typically draws state representatives, an IAAPA leader and a representative from Pennsylvania's Department of Agriculture. Vendor attendees travel from as far as Florida and California.

Last's year's PAPA spring event drew about 100 attendees — one of its largest showings.

Bossyut, who became PAPA president last year and whose duties at Camelback Mountain Resort include Camelbeach Mountain Waterpark, has been attending the association's spring and summer meetings (the latter are held at a different park each year) since 2002. Having worked primarily in the



Above, The Hershey Lodge is once again the host hotel for the 2014 PAPA Spring Meeting. Below, PAPA Chairman of the Board Carl Crider, Jr., of DelGrosso's Amusement Park (left) and PAPA President Brian Bossyut of Camelbeach Mountain Waterpark at last year's PAPA Spring Meeting. COURTESY HERSHEY LODGE AND PAPA

recreational realm of skiing, Bossyut has found the conference valuable professionally.

"All of us are moving so fast," said Bossyut, "and I find value in getting to know more about the amusement industry every time I go to these meetings. They keep me up to date on the safety standards and the new regulations for waterparks. It's also a great networking tool for vendors. For the last four years, we've had a really well-attended roundtable discussion at the end of the meeting."

PAPA has kept the event at the Hershey Lodge because it's "centrally located for everybody," he added.

Although initial registration for attendees and sponsors had passed as *Amusement Today* went to press, space



and opportunities remained available. Contact Bossyut at brianb@skicamelback.com or (570) 517-7137. For information about accommodations at the Hershey Lodge, call (717)

533-3311 or (800) 437-7439 and identify yourself as a PAPA member.

AT will have a recap of the PAPA Spring Meeting in the April issue.

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# 2014 iROC School draws 97 students, school a success

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

LAS VEGAS, Nev. — There were 97 students representing 42 parks worldwide attending the 2014 International Ride Operator Certification school held at Circus Circus Adventuredome Feb. 5-7.

The iROC school is presented by International Ride Training LLC (IRT). Attendees that successfully completed this year's course achieve an iROC Instructor License certifying them to teach the program at their property.



According to IRT partner Patty Beazley, IRT launched its course to provide students with new course materials including detailed lesson plans for teaching the ride operator/attendant 10 safety critical components in a user friendly, simplified format along with a new electronic database to manage course certifications.

Beazley's partner is Cynthia Huddy.

Over the course of the three-day school, students participated in hands-on learning



iROC school students left this year's program, which ran at Circus Circus Adventuredome, Las Vegas, Nevada, Feb. 5-7, with much enthusiasm. The presenting company, International Ride Training LLC, is already looking toward the next school, tweaking the program and finding new ideas. COURTESY iROC

sessions designed with specific learner outcomes. Sessions included learning and applying the 10 critical component concepts that ride operators/attendants need to perform at a standard level while operating any attraction.

Other sessions included: learning professional teaching skills that apply to training ride operators, a class focusing on updating attendees on industry related ADA guidelines, and ways to manage employee's performance to a standard.

Students demonstrated applying and teaching the

course's 10 critical components to a standard of performance using simulated ride scenarios and actual ride attractions as props while teaching.

Attendees also participated in an offsite learning experience. First year attendees were able to relive what it feels like to be a new ride operator trainee again by being placed in the "hot seat" without direction and expected to operate heavy construction equipment machinery such as an excavator or a bulldozer at the Dig This Las Vegas attraction.

Returning students at-

tended a tour followed by a question and answer session at Zappos, an innovative Las Vegas company.

"All iROC attendees departed the school with enthusiasm and new ideas to incorporate into their park's training program for the 2014 season," stated Beazley in a written statement about the school.

"We have received comments such as 'best three days of my professional career' and 'this was amazing.' We attribute those comments to our entire program and know that our volunteer facility instruc-

tors who taught students the core curriculum along with spectacular speaks," she said.

Two of those speakers this year were Erik Beard, Wiggins and Dana law firm, and Matt Heller, Performance Optimist.

"iROC is thrilled with the attendance, the participation and enthusiasm for the school and the program," Beazley said. "iROC school will continue to identify the needs of the industry's ride operators and bring those needs to the school annually so as one industry, we will be able to work together to find solutions."

## NAARSO experiences huge turnout for 2014 inspection forum

CHARLOTTE, N.C. — The National Association of Ride Safety Officials (NAARSO) experienced its largest attendance ever during its 2014 Annual Ride Safety Inspection Forum.

The forum was held at Carowinds and at the Sheraton Charlotte (N.C.) Airport Hotel, Jan. 26-31.

"We were very excited to have our biggest school yet," said Laura Windburn, public relations for NAARSO. "We had over 310 attendees and over 60 instructors this year. That means we had over 370 people on hand."

"It tells us that we are doing what our members want us to do," Windburn said.

Windburn also gave a "hat's off" to those at Carowinds, where the hands-on sessions were held.

"It was very challenging due to the weather," she said. "We had to change it up a little but it worked out great. Charlotte had gotten about an inch of snow and it was very, very cold."

This was the second year for the added operations certification program, giving the forum two main tracks, the inspection certification program and the new operations program.

Windburn said 50 people took the operations program this year.

The development of the Operations Certification Program was driven by the outdoor amusement industry as it continues to strive to promote safety not only for its patrons but also for the employees working within the industry.

This certificate targets the complete operations side of permanent parks, traveling shows and rental facilities.

Individuals taking this certification are tested on their knowledge of the safety operation procedures for amusement rides, devices and attractions.

A qualification to take the Operations Level 1 exam is one year of experience in the industry in the area of design, manufacturer, maintenance, repair, operation or inspections of amusement rides or devices along with a high school diploma or equivalent.

Individuals can hold an Operations Certification and the Level I, II, or III Inspector Certification.

The Train the Trainer program has also been very popular.

Some of the other classes offered, other than those for the operations program, include: Rigging Inspections, Go Kart Inspection and Maintenance, Welding 360, Lubrications, Wooden Coasters, Steel Coasters, Corrosion Analysis, Visual Weld Inspections, Fasteners, Bearings, General Midway Safety, OSHA/Personnel Safety-Lock Out/Tag Out Program, Non Destructive Testing, Foam Padding, ASTM Standards, Recognizing and Avoiding Ethical Traps for the Inspectors, Dark Rides and Walk Through Inspections, Water Park Inspections, Miniature Trains, and Wire Rope Inspections.

The 2015 Annual Ride Safety Inspection Forum is scheduled to take place at Myrtle Beach, S.C.



Outgoing NAARSO President Clyde Wagner addresses the 2014 attendees of the Annual Ride Safety Inspection Program held Jan. 26-31, Charlotte (N.C.) Airport Hotel and Carowinds. Charlotte, N.C. The incoming president for the association for this year is Jonathan Brooks.

COURTESY NAARSO



## Universal Orlando Resort to create nearly 3,500 new jobs In 2014

*Growth includes new 1,800-room Cabana Bay Beach Resort, eight new CityWalk venues and summer opening of The Wizarding World of Harry Potter—Diagon Alley*

ORLANDO, Fla. — Universal Orlando Resort announced in early February that it will hire nearly 3,500 new team members during 2014 for a wide range of managerial, professional, high-tech, guest service and other positions.

The new jobs will be permanent positions due to growth across Universal Orlando's entire destination. They are in addition to more than 3,500 new jobs Universal Orlando has already created since 2009.

Florida Governor Rick Scott announced the new jobs Friday during a news conference at Universal Orlando following a tour of The Wizarding World of Harry Potter — Diagon Alley construction site. The more than 20-acre site will be home to Universal Orlando's newest theme park entertainment project. The Wizarding World of Harry Potter — Diagon Alley will be located at Universal Studios, one of two Universal Orlando Resort theme parks. It complements The Wizarding World of Harry Potter — Hogsmeade, which opened at the adjacent Universal's Islands of Adventure theme park in 2010.

Universal Orlando is also opening a new, 1,800-room hotel called the Cabana Bay Beach Resort later this year. The new hotel will be Universal Orlando's fourth on-site hotel and will feature 900 family suites and 900 standard guest rooms. In addition, a transformation of Universal's CityWalk began in late 2013 and will continue through 2014 — bringing a total of eight new venues to the entertainment complex.

The new positions will serve The Wizarding World of Harry Potter — Diagon Alley, Universal's Cabana Bay Beach Resort, Universal CityWalk and other areas. They include: management opportunities in theme park operations, food and beverage, retail and hospitality; skilled technical positions; culinary positions; hourly positions in guest services, theme park operations, food and beverage, retail, hospitality and other areas.

About 40 percent of the new jobs will be managerial, high-tech or other highly skilled positions. Hiring will begin immediately. People can visit <http://www.universalorlandojobs.com> for information and to apply for the new positions.

## NEAAPA Annual Meeting scheduled

STURBRIDGE, Mass. — The New England Association of Amusement Parks and Attractions (NEAAPA) will conduct its 101st Anniversary Annual Meeting on April 1 & 2 at the Sturbridge Host hotel and Conference Center in Sturbridge, Mass.

Educational session, board of directors meeting, annual meeting dinners and the 2014 NEAAPA Hall of Fame inductions of John & Beth Bowen and Robert Harkins are all on the agenda for the two-day event.

Persons interested in attending may do so by contacting NEAAPA at: [secretary@neaapa.com](mailto:secretary@neaapa.com) or by calling Ed Hodgdon at (877) 999-8740.

## Brass Ring Entertainment has new contact

SUN VALLEY, Calif. — Brass Ring Entertainment, [carousel.com](http://carousel.com) and Daniel Horenberger have announced new website and contact emails. They ask the industry to update their address books to reflect the following:

New website: [www.brassringcarousel.com](http://www.brassringcarousel.com)  
 New company email: [sales@brassringcarousel.com](mailto:sales@brassringcarousel.com)  
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# FAST TRACK

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

Disney's **Bob Iger** recently said *Frozen* is going to be showing up in lot of places very soon. With the animated film surpassing *The Lion King* as **Walt Disney Animation's** highest-grossing feature to date, the company is developing new ways to expand what it already considers a new franchise. He said there's a lot of active development on new iterations of *Frozen* including as an adaptation for Broadway, sequels and integrations into its theme parks, video games and other opportunities. *Frozen* has earned \$865 million worldwide to date and continues to play well overseas.

The **Birch Aquarium** in La Jolla, Calif., has reopened its large kelp forest one month after it was temporarily closed and drained to give workers time to repair a small leak that had the potential to become a problem. **Nigella Hillgarth**, the aquarium's executive director, said that the 70,000 gallon tank developed some rust on its rebar, which caused areas of concrete to expand and crack. The \$120,000 repair job involved removing all of the tank's creatures, including an old, giant sea bass. Hillgarth said the problem never posed a safety problem at the hillside aquarium, which attracted more than 440,000 visitors last year.

The **Smithsonian's Cooper-Hewitt, National Design Museum** has received a \$10 million gift from the **Morton and Barbara Mandel Family Foundation** on behalf of longtime trustee and board chair **Barbara Mandel** and her husband Morton. The gift is the largest in the history of the museum and will support the new Cooper-Hewitt, which opens in fall 2014 with 60 percent more gallery space after a major renovation of the historic **Carnegie Mansion** and grounds.

**Polyfab USA LLC** has released to their customers a new seal, promoting the fact that the complete product range of Polyfab Shadecloth is 100 percent lead free as well as Phthalate free. Just over three years ago, Polyfab answered the demands of the marketplace and began the process of testing and developing new compounds and replacing the heavy metal in their pigments with lead-free components. This was not a quick or simple process, since all variables — FR, color retention, UV resistance — had to be in balance for the fabrics to meet the stringent requirements of Polyfab worldwide. Polyfab fabrics are available in the USA from their network of quality distributors.

The **Panama Canal** celebrates its 100th birthday in 2014. Along with lock expansion, the **Panama Canal Authority** has been working with **Gateway Ticketing Systems** over the past year to update the ticketing and access control systems at the **Miraflores Locks Visitor Center** (Pacific Ocean side of the Panama Canal) and the **Panama Canal Expansion Observation Center** (Atlantic side of the Canal). The expansion and update of its ticketing capabilities will help enhance the Canal's overall customer experience.

**Crawford County** officials are moving forward with plans to sell Pennsylvania's **Con-**

**neaut Lake Park** at the county tax claim sale in September. The county commissioners recently approved engaging a Pittsburgh law firm to begin the process of legally preparing the various parcels of park property for sale. The historic amusement park consists of more than 40 individual parcels of land. It all stands to be sold September 26th because the park board of trustees has failed to find a way to pay more than \$850,000 in back property taxes, penalties and interest.

**Shedd Aquarium**, a global leader in research and conservation, announces the hiring of **Kristine Stump**, Ph.D. as a postdoctoral research associate for the aquarium's **Daniel P. Haerther Center** for Conservation and Research. Dr. Stump will oversee Shedd's Marine and Island Ecology college course and lead field work in the Bahamas studying the Nassau grouper (*Epinephelus striatus*), an endangered fish listed on the International Union for Conservation of Nature (IUCN).

**Flamingo Land Theme Park and Zoo** in Ripon and the **University of York** have developed a blueprint to help zoos plan strategies for the conservation of native wildlife in and around their gardens. As well as housing thousands of exotic species, modern zoos are playing an increasingly important role in native biodiversity conservation. Activities include conservation breeding and reintroduction, community education programs and habitat improvement.

Electronics manufacturer **Panasonic** has become the first top-tier partner of the **International Olympic Committee** to extend its deal through to the 2024 summer Olympic Games. Panasonic, which has been a worldwide Olympic partner since the IOC's global sponsorship program began in 1985, will continue to enjoy exclusivity within the audiovisual product category. The category includes home entertainment equipment such as televisions, cameras, professional video equipment, professional displays including large in-venue screens, professional audio equipment and video surveillance equipment.

**Kennywood Park** is getting its first sit-down restaurant in 30 years. The Pennsylvania traditional park is adding a **Johnny Rockets** for 2014. Known for its singing and dancing staff, the restaurant will serve burgers, melts, hot dogs, salads, appetizers and desserts. Johnny Rockets will take over the spot formerly occupied by the Carousel Food Court. The building will remain, but the inside will be renovated.

The **Four Seasons Resort Orlando** at **Walt Disney World**, five miles outside the **Magic Kingdom**, is now taking reservations before opening Aug. 3. A Tom Fazio golf course, spa, three restaurants — including a rooftop steak house with views of Disney's nightly fireworks — and an elaborate fantasy pool will create a virtual theme park for the 444-room hotel. Prices start at \$645 per night.



# Images of America Carowinds celebrates 40th anniversary of Carolina themer

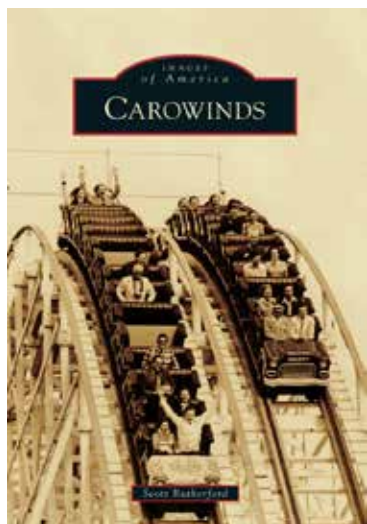
**STORY:** Jeffrey L. Seifert  
jseifert@amusementtoday.com

Stop me if you've heard this before: A local businessman visits Disneyland and is inspired to build a similar theme park in his local community. Those of you who have been reading these book reports know that is how Six Flags Over Texas, Frontier Village, Legend City and numerous other parks were conceived.

Add to the list, Carowinds, the brainchild of real estate developer Earl Patterson Hall, who built a massive theme park straddling the North Carolina, South Carolina border. The Carolina themer is the subject of *Carowinds*, a new Arcadia Images of America book — part of an immense series that commemorates a town, region, or attraction with vintage photographs captioned to tell a story.

This particular book was written by a name that should be familiar to most — Scott Rutherford, a former employee of the park's marketing department is a well-known writer, photographer and historian specializing in amusement parks. Rutherford has been a staff writer and photographer for *Amusement Today* since it was founded in 1997. In addition, Rutherford has authored multiple books on the subject of amusement parks and has written articles for several journals including *ACE News*, *RollerCoaster!* and *First Drop*.

The 128-page book is divided into six chapters, providing a pictorial account of the 40-year history of the park. Chapter one introduces Carowinds' founder E. Pat. Hall, followed by a chapter on the construc-



Reprinted with permission from *Images of America Carowinds*, by Scott Rutherford

tion of the park, the first years, the park under the ownership of Taft/KECO, the Paramount years and finally the new millennium. A foreword by Jerry Helms, vice president of operations at Carowinds and an introduction by Scott Rutherford provide background information. Most of the photos, placed in chronological order, are from the park's own archives. *Carowinds Images of America* was released in 2013 to coincide with the 40th anniversary of the park.

After serving in the army during World War II, Earl Patterson Hall became a successful real estate developer. He discovered Disneyland in 1957 while on a business trip to California, and started thinking about opening a park in the Carolinas. Over the next decade, Hall researched the amusement industry and kept a close eye on the numerous theme parks that were sprouting up across the country. Hall acquired several hundred acres



A view from one of the aerial ropeway towers shows the huge Carolina Sternwheeler, Gold-rusher mine train and Cable Skyway.

of land straddling the North and South Carolina border and by 1969 he was ready to involve the community. At a media conference held in October, Hall announced his ambitious plans of building a theme park resort and hotel to newspaper, radio and television reporters. The initial plans included high-rise luxury hotels — complete with a monorail station, shopping center, golf course, and a sports stadium. Construction on the theme park began in early 1970 with an expected opening date of 1972. Weather and other problems caused delays and the park held its grand opening on March 31, 1973. The monorail was completed in time for

daily operation, which began on June 2, 1973.

Like many of the theme parks of that era, Carowinds was divided into themed lands: Plantation Square, Contemporary Carolina, Frontier Outpost, Pirate Island, Indian Thicket, Country Crossroads and Queens Colony. The park featured a variety of attractions including an Arrow Development Mine Train, Log Flume and Antique Cars. A Von Roll aerial ropeway, monorail, and one of the first Gyro 1200 rotating observation towers to be brokered by Intamin, all provided overhead views of the park. Ground level views could be appreciated from a 36 inch

gauge railroad with authentic steam engines, and a custom-built triple-level paddleboat that traversed the manmade Carolina Lake. A couple of flat rides from Chance, Eyerly and other suppliers rounded out the ride package.

Guests were entertained at Harmony Hall, a large show venue that could seat up to 600 guests for musical variety shows. Across the park, the Magic Theater also featured musical shows, and a country show entertained guests in the Country Crossroads section. Restaurants and shops were scattered throughout the park giving guests opportunities to dine and shop for souvenirs.

Despite the immense popularity during its first year of operation and the well-thought-out plan, the oil crisis of 1973 and 1974 had a negative impact on the park. Pat Hall convinced the Carowinds Corporation that in order for the park to succeed it would need to be sold to an operator that could continue investing in the park. When Carowinds opened for the 1975 season, it was under the ownership of Family Leisure Centers, a joint venture of the Taft Broadcasting Company and the Kroger Company. Taft also operated Kings Island Theme Park in Ohio and along with Kroger had just completed construction of Kings Dominion Theme Park in Virginia. Since Taft

► See CAROWINDS, page 31



The monorail, with just one station, served as an observation ride as the planned hotel and second station were never built.



E. Pat Hall stands in front of the triple-deck Carolina Sternwheeler at the opening of his dream park.



## ►CAROWINDS

Continued from page 30

owned Hanna-Barbera Productions, all three parks featured the studio's beloved characters such as the Jetsons, Flintstones, Yogi Bear and Scooby Doo.

Taft followed the same formula that made its first park successful introducing new rides and wooden roller coasters. By 1976 Carowinds had a junior wooden coaster and a massive racing coaster, similar in layout to the wooden coasters at Kings Island and King Dominion. Taft and its successor, Kings Entertainment Company (KECO), continued to invest in the Carolina themer and over the next 15 seasons the park grew and matured, becoming a major player in the regional theme park industry. However, as with most theme parks of this era, the founder's original dreams never came to fruition — the luxury hotels, sports stadium and shopping center were never built.

On July 31, 1992, KECO announced that it had sold all of its parks to Paramount Communications. When the park opened for the 1993 season, the

Paramount brand was prominently featured throughout the property. Chapter five highlights the Paramount years with photos of the various movie company's branded characters including a Klingon riding a kiddie coaster, and a new section of the park themed to the short-lived Wayne's World franchise. The 13 Paramount years would bring significant hardware to the park, usually themed to one of its properties. By the time Paramount decided to exit the theme-park business, seven new coasters, an interactive dark ride, and a variety of flat rides had been added to the park. Names like Top Gun, Borg, Scooby Doo, Taxi Jam, Rugrats, Nickelodeon, Drop Zone, Dora the Explorer, SpongeBob and Wild Thornberrys were assimilated into the original Carolina-themed lands.

Corporate changes at parent conglomerate Viacom left the CBS Corporation with ownership of Paramount Studios and Paramount Parks. Not wanting to be in the theme park business, CBS announced on January 24, 2006, it was selling the Paramount Parks division. Less than five months later,

the parks became the property of the Cedar Fair Entertainment Company. Although the agreement allowed Cedar Fair to use the Paramount name through 2017, that name was removed when the park opened for the 2007 season and the licensed monikers were eventually phased out, with little left of Paramount when the park opened for the 2008 season.

Cedar Fair added its brand to the park and two more coasters including a massive B&M hyper coaster in 2010. Using a license from NASCAR's famous Dale Earnhart, the ride was named Intimidator and themed to the race-car industry. It is with photos of the massive hyper coaster that the book comes to an end.

*Images of America Carowinds* offers a remarkable collection of vintage and modern images to illustrate the rich history of this famous institution that brought the Carolinas together. The book retails for \$21.99 and is available at local bookstores, online retailers or through Arcadia Publishing at [www.arcadiapublishing.com](http://www.arcadiapublishing.com), (888) 313-2665.



Above, the track of the Arrow mine train dips below ground in this construction photo. Below, Carowinds and sister park Kings Dominion opened the first two prototype launched shuttle loops from German manufacturer Anton Schwarzkopf. It was sold in 1998 to a park in South Africa where it continues to thrill guests.



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MARKETWATCH

RIDING THE MARKET



\*Six Flags stock split on June 27, 2013

Company	Prices One Month Ago	Prices 02/14/14	52 Weeks High	Low
Cedar Fair L.P.	\$51.54	\$52.71	\$52.71	\$36.16
MGM Mirage	\$25.78	\$26.02	\$26.70	\$11.72
Six Flags Ent. Corp.*	\$36.98	\$37.97	\$40.31	\$31.79
CBS Corp.	\$60.65	\$64.96	\$65.93	\$42.05
Walt Disney Co.	\$74.45	\$79.23	\$79.47	\$53.59
Apollo Global Mgt. LLC	\$36.22	\$30.82	\$36.51	\$20.86
Blackstone Group	\$32.07	\$31.20	\$33.41	\$18.14
Village Roadshow	\$7.40	\$7.40	\$8.05	\$4.34
NBC Universal	\$26.97	\$25.74	\$28.09	\$21.11
SeaWorld Entertainment Inc.	\$30.78	\$33.25	\$39.65	\$27.48

CURRENCY DIESEL PRICES



Region (U.S.)	As of 02/10/14	Change from year ago
East Coast	\$4.116	-\$0.036
Midwest	\$3.969	-\$0.111
Gulf Coast	\$3.788	-\$0.044
Mountain	\$3.868	-\$0.096
West Coast	\$3.901	-\$0.286
California	\$4.080	-\$0.251

TOP 7 MOST TRADED CURRENCIES



On 02/14/14 \$1 USD =
0.7331 EURO
0.6013 GBP (British Pound)
102.17 JPY (Japanese Yen)
0.8963 CHF (Swiss Franc)
1.1147 AUD (Australian Dollar)
1.0994 CAD (Canadian Dollar)

PEOPLE WATCH

**Cedar Fair announces organizational changes**  
Sandusky, Ohio based Cedar Fair Entertainment Company announced **Carrie Boldman** as the company's corporate vice president, merchandise and games. In addition, the company announced the promotion of **Matt Shafer** to corporate vice president, strategic alliances.

"We are thrilled to have Carrie join our team and to announce Matt's promotion," said Richard Zimmerman, Cedar Fair's chief operating officer. "Our focus is on continually enhancing our guest experience. We believe both Carrie and Matt possess the knowledge and drive to help us elevate the high-quality entertainment value our parks are known for. We look forward to working with both of them in their new roles."

Boldman has 16 years of experience in the amusement park industry, all of which were with the Walt Disney Company.

Shafer has 14 years of experience in the amusement park industry and most recently served as corporate director of marketing where he led the implementation of Cedar Fair's e-commerce programs.

**Gateway names new marketing manager**

Boyetown, Pa. based Gateway Ticketing Systems announced that **Tricia Szurgot** has joined the company to develop, deepen and manage the company's image as the ticketing and access control expert for the amusement and attractions industries.



Szurgot

Szurgot comes to Gateway with a wealth of marketing experience, including more than 20 years of strategic planning, marketing, business development and relationship management experience in both business-to-business and business-to-consumer environments in North and South America, Europe and Asia.

She joins Gateway as marketing manager.

**Holiday World celebrates employees service**

Santa Claus, Ind. based Holiday World & Splashin' Safari recently honored nine employees for their

many years of service with the theme park. The Holiday World & Splashin' Safari Service Award recipients are: **Tom Berg**, carpenter shop manager, 35 years, Chrisney, Ind.; **Bethany Bailey**, sales manager, 10 years; Winslow, Ind.; **Sean Strahl**, roller coaster maintenance manager, 10 years, Boonville, Ind.; **Steven Weedman**, IT technician, 5 years, Tell City, Ind.; **Andy Buehler**, marketing coordinator, 5 years, Huntingburg, Ind.; **Adam Kuntz**, carpenter, 5 years, Ferdinand, Ind.; **Tony Perkins**, director of maintenance, Lamar, Ind.; **Dale Skinner**, maintenance technician, Dale, Ind. and **Tim Suiter**, waterpark maintenance technician, Lamar, Ind.

**Sally Corp adds two to board of directors**

Sally Corporation has announced the election of former IAAPA president **Tom Wages** and **Todd Gillrup**, vice-president of operations at Sally Corporation, to the company's board of directors.

Tom Wages is a noted veteran of the parks and attractions industry: During his extensive career he served as president of The Great Escape in Lake George, N.Y., as general manager of Lake Compounce (Conn.) and on the board of Kennywood Entertainment Corporation. He was a founding member and first president of the New York Parks and Attractions Association, and served on the Governor's New York Tourism Advisory Commission, in addition to serving on the IAAPA board, or as an officer, from 1980 until 2005. He became president of the organization in 1986, playing a major role in the acquisition of the Asian Expo and Euro Show and currently, even though he is officially retired, he is again a member of the IAAPA board.



Wages

Todd Gillrup, a graduate of the Pittsburgh Institute of Art, joined the animatronics and dark ride company in 1992 as a staff artist. Rising through the ranks, he was promoted to operations director in 2001, and named vice-president of operations in 2005.



Gillrup

**CenterEdge Software sees increasing demand for products, adds to staff**

ROXBORO, N.C. — Entertainment facility solutions provider CenterEdge Software ([www.centeredgesoftware.com](http://www.centeredgesoftware.com)) is celebrating its 10th year in business by hiring eight new employees and expanding its office space to keep up with demand for products and support.

The added manpower is helping the company successfully implement innovative point of sale and reservation applications as well as reporting, cash and control, and time clock solutions for new customers including trampoline parks, theaters, water parks, skating facilities and general FECs with attractions such as bowling, laser tag and climbing walls.

"We go on-site for eight or nine out of every 10 new client installations," said **Marcus Mayer**, CenterEdge Software director of operations. "Our new staffers are going to enable us to keep up with increasing demand and make implementation smoother for all our customers."

The new CenterEdge employees are Web and mobile device developers **Chris Barrett** and **Bill Bailey**; technical writer **Tim Jewett**; bookkeeper **Vicki Carr**; and project managers **Kris Echols**, **Henry Lopez**, **Crystal Gusler** and **Charlie McNeill**.

CenterEdge has seen an uptick in customer requests for help with issues related to online indirect competition and labor costs, not to mention waivers as owners and managers of laser tag and roller skating facilities in particular are raising concerns about potential injuries and ways to mitigate liability.

"As our company has grown we've been doing the best we can with our existing space, but we hit the wall in recent months," said Mayer. "After this major expansion we're going to have a lot more elbow room — roughly three times more square footage in our North Carolina headquarters, which we need for training, support, and meeting with clients."

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# Amusement industry loses two print advertising greats

## Bill Rea, World War II veteran and former AT ad manager dies at 90

CLIFTON, Texas — **Bill A. Rea**, a retired World War II U.S. Army Air Corps staff sergeant and the former advertising manager for *Amusement Today*, passed away on Feb. 7 after a short illness. He was 90.

Rea was born in Pottsville, Texas, on Jan. 26, 1924, to William A. Rea and Alma C. Wied. He married Bess Ivey Cummins in 1954 in Dallas and they remained husband and wife until her death 54 years later. The couple had three children.

In the Pacific Ocean theater of WWII, from 1943-45, Rea served in the U.S. Army Air Corps as Staff Sergeant, Aerial Radio Operator, in a C-47 military transport aircraft. At different times during his life, he lived in the Texas communities of Pottsville, Fort Worth, Lamesa, Dallas, Lancaster, Richardson, Clifton and, most recently, in an assisted living facility in Hewitt.

Rea's civilian work encompassed journalistic, editorial, advertising sales and general publishing work with various companies and print publications, including Southwestern Dailies, Inc., the *Dallas Morning News* (1955-1969), Austin-based *Travel Magazine* and Ar-

lington-based *AT* — where he served as advertising manager from 1997 through 2008.

Rea graduated from Texas Christian University in 1949 with a degree in journalism. He was a sport journalist at the *TCU Daily Skiff*, where he could be found interviewing legendary football coach Dutch Meyer during TCU's football season.

In addition to participating in U.S. history through his military service and later writing endeavors, Rea inadvertently found himself part of the historic record in another way. He was called to testify during the 1963-64 Warren Commission investigation into the assassination of President John F. Kennedy regarding his knowledge of Jack Ruby, the Dallas nightclub operator who fatally shot Lee Harvey Oswald two days after the assassination and after Oswald had been charged with the crime.

Rea, then working in advertising sales for the *Dallas Morning News*, had dealt with Ruby on a newspaper advertising account. Rea was unable to offer any insight into Ruby's character that would have shed light on Ruby's fateful confrontation with Oswald.



**Billy A. Rea  
1924-2014**

tation with Oswald.

Rea was a member of the Lutheran Church at Pottsville, First Christian Church of Lancaster, First Christian Church at Richardson and First United Methodist Church in Clifton. He also was a 32nd degree Mason.

Among Rea's hobbies were writing articles for *WWII Magazine*, golf, travel and flying. He loved football and baseball, and he enjoyed talking about Texas Six-man football. (Rea himself played the latter sport at Pottsville High School.) He was known as both a passion-

ate storyteller and, even among his advertising clients, an engaging personality.

"I always enjoyed visiting with Bill — especially at the IAAPA Attractions Expo," said Marilee Grey of Kay Park Recreation, Rea's last pre-retirement advertising account with *AT*. "I got to meet his wife, Bess, at IAAPA and found them to be the perfect couple. We laughed many times and found out how much we had in common. I still think of Bill often — he was truly a great guy!"

"I first met Bill during our working days at DFW Suburban Newspapers," said *AT* Publisher, Gary Slade. "When I founded *AT* in 1997, Bill was the first call I made — he agreed to come out of retirement and help guide me on ad sales during my startup. We became huge friends and shared the love of sports over many games watched together on TV. I can't thank him and Bess enough for all they did to help *AT* through those early — and very rough — years. I will miss my dear friend."

Rea was preceded in death by his wife, Bess; sons, Sandy and Andy; and brothers, Wil-

ford and James Rea.

Survivors include Rea's daughter and son-in-law, Kathy Arbaugh and Wayne Arbaugh of Hewitt; sister, Mary Bergman of Clifton; grandchildren, Jana Buckley of Virginia, Billy Rea II of Corpus Christi, Kriste O'Shea of California, Huck Arbaugh of Richardson, Dr. Jason Arbaugh of Austin and Dr. Jesse Arbaugh of Dallas; and great-grandchildren, Natalie, Samantha, Kyle, Tyler, Corey, Devin, Taryn, Lexailee and Dayton; and a large extended family.

Funeral services for Rea were held Feb. 12 at First United Methodist Church, with interment at Clifton Memorial Park. He received full military honors with a 21-gun salute.

Bill Rea was a respected, enthusiastic and unflaggingly amiable employee of *AT* since the publication's inception — always quick to laugh and happy to tackle the miles of aisles at industry conventions in order to meet and befriend others working in the business of fun. The entire *AT* staff extends its condolences to Bill's family. We will miss him, and we will always value his contributions.

— **Dean Lamanna and AT staff**

## Long-time Amusement Business ad manager Ray Pilszak dies at 82

CHICAGO, Ill. — **Ray Pilszak**, 82, a long-time employee of *Amusement Business*, died January 18, 2014, in the city of his birth, Chicago. He would have turned 83 years old on March 5, 2014.

Known in the industry as a tenacious ad salesman, Pilszak had only one job his entire adult life and that was with Billboard Publications/*Amusement Business*.

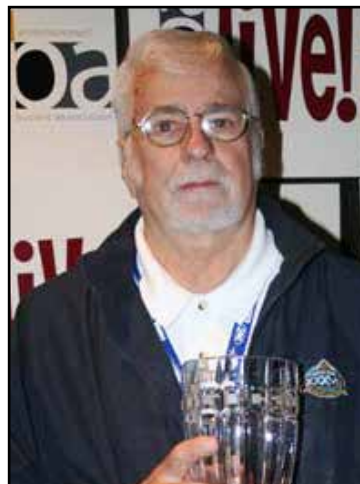
Pilszak had put together a bio most likely when he was inducted into the International Entertainment Buyers Association's Hall of Fame in 2012.

In it, he stated: "After eight years in the (United States) Marines, I joined Billboard Publications in Chicago as a trainee in the production department, then moved into advertising sales. I transferred to the New York office and was

appointed Ad Manager for *Amusement Business*, publishers of Arena, Auditorium and Stadium Guide, Calvacade of Acts & Attractions and FunParks Directory, in addition to weekly issues of *Amusement Business* (this was in the late 1960s).

"*AB* relocated to Nashville in 1970. I always serviced ad accounts for arenas, fairs, talent and carnivals. Weekly ad campaigns included Reba McEntire, George Strait, Randy Travis, Barbara Mandrell, Louise Mandrell, Alabama, Ricky Nelson. I served on the board of directors of Gospel Music Association and the Academy of Country Music. I received both the Mae Boren Axton Award from the ACM and the Maynard L. Reuter Award from Billboard Publications."

Pilszak remained in Nashville until he retired



**Ray Pilszak  
1932-2014**

in 2001. He continued being a part of the industry and remained in Nashville until the last couple of years when family members' health needed attention so he went to Chicago to help tend to them.

Pilszak was well-known in the industry and he excelled in the talent area of

advertising.

Former *AB* employees have been remembering Pilszak by relating numerous "Ray Pilszak stories" of how he never took no for an answer and never knew a deadline.

He also was known to do anything he could for his friends and, according to Beth Jenkins, who had known Pilszak since she began working in *AB* sales shortly after the magazine moved to Nashville, "he considered everyone he worked with and did business with his friends."

Tom Powell, former *AB* editor who now writes for the Outdoor Amusement Business Association, worked with Pilszak for more than 40 years. In *OA-BA's ShowTime Xtra*, Powell writes: "We used to joke that he drove everybody nuts, but everybody eventually

learned to love him. He had a good heart and, literally, would give you the shirt off his back."

Powell's column is filled with affectionate humor for a friend he said he would deeply miss...a friend with which he spent much of his life.

Jenkins said: "Ray was a leader in the fields that *AB* covered. He was a valuable source in all industries and was one of the leaders in the country music industry at a time when its growth was taking off in Nashville."

Tim O'Brien, a senior editor for *AB* for 18 years and who afterwards was employed by Ripley's for 10 years, worked closely with Pilszak during his years at *AB*.

Upon hearing about Pilszak's passing, O'Brien said: "Ray was loved by every-  
► **See PILSZAK, page 34**



## Cedar Fair chooses eConnect for its POS system

SANDUSKY, Ohio — Cedar Fair Entertainment Company, based in Sandusky, Ohio, and eConnect, Inc., a leader in POS loss prevention software, have entered into an agreement to add a high-tech cash transaction monitoring system to their POS registers across each of their 11 parks.

eConnect's POS Connect module proactively identifies potential cash theft transactions by park employees operating POS cash registers. The first phase of the roll-out included installations at Knott's Berry Farm, Cedar Point, Kings Dominion & Dorney Park. eConnect's cloud-based system harvested live transactions from these parks' POS systems and immediately started to identify transactions indicative of cash theft.

Park-level management was able to significantly curtail

this negative behavior and believes this had a favorable impact on food & beverage and merchandise revenues. eConnect also provided the Cedar Fair parks with its LiveAnalyst remote investigative services. This service combines a team of expert POS & Loss Prevention analysts who collaborated with the loss prevention teams at each park to identify suspicious cash register transactions.

Mike Hasman, corporate vice president of compliance at Cedar Fair said, "The investment in eConnect's software let us leverage our investment in our POS system and we saw a reduction in suspicious cash register transactions which translated directly to increased revenue."

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## Worldwide Ticketcraft joins Top 400 List

BOYNTON BEACH, Florida — Worldwide Ticketcraft recently announced that *Printing Impressions* Magazine has included the company in the annual edition of its "Printing Impressions 400" list of the leading printing companies in the United States and Canada.

Erik Covitz, president & CEO of Worldwide Ticketcraft said, "We are truly honored to be included in the Printing Impressions 400 list at No. 316. The magazine is highly respected within the printing industry and this is the 30th annual edition of their list. The list is compiled each year based upon annual sales volume."

Worldwide Ticketcraft is a privately held company founded in 1999 and headquartered in Boynton Beach, Florida.

## ►PILSZAK

Continued from page 33

one, but no one could really figure him out. As a salesman, he was great because he really knew how to work the room, and he loved to drop names of celebrities! He knew a lot of them and would often invite them to come into the AB offices to impress us.

"He kept his personal life close to his vest, but he could talk about the industry and its history for hours," O'Brien said. "I always felt that he had an issue with how the publication was run and he was always quick to point out how it could be improved, but he hung in there and did his best because he loved the industry, especially the talent side. When I close my eyes now, I think of the kind smile he had, the annoying whistle that always seemed to emanate from his mouth, and how he could nurse one bottle of beer during an entire event. He was quite the man."

At Pilszak's request, no funeral services were planned. Survivors include his wife, of 56 years, Georgia, and a daughter, Krisa Pilszak, a dance instructor, and one granddaughter.





# MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

## Attendance tops 1 million for Fort Worth third straight year

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

FORT WORTH, Texas -- Attendance at the 2014 Fort Worth Stock Show and Rodeo, held Feb. 8-17 topped the one million mark for the third straight year.

Total attendance this year was 1,137,100. Record attendance was set in 2012 when 1,166,000 people attended the show.

"We had a very successful run this year," said Shanna Weaver, event spokesperson. "We had a record 28,000 head of livestock that entered the livestock show. Sales in the junior livestock show was a re-

### FORT WORTH STOCK SHOW & RODEO

cord \$3.3 million. Our Grand Champion sold for \$200,000, which isn't a record but is very good."

Weekends proved to be very popular with fairgoers. A one-day record was set on Saturday, Feb. 1, with 157,800 on the grounds.

For over a decade now, Talley Amusements has provided the midway for this event. Mary Talley and her husband, Tom Talley, set up about 50 rides there this year.

New rides for the show was a Chance Zumur. Mary Talley said they have completely refurbished the ride adding Denny's Electronics LED lights.

Also, last year they purchased an SBF Groovy Bus and took delivery mid-season.

"So, that was also new to the Fort Worth event," Talley said. "We had great weather the first half of the show but then we lost a Sunday to sleet. It was about 24 degrees during the week so there were a few days the midway didn't open."

"The people at the Stock Show are absolutely lovely to work with," she said. "They are a pleasure to work with."

Talley signed a new date this year, the De Leon (Texas) Peach and Melon Festival, set this year for Aug. 5-9. Other than that, they have been renewing contracts that have come up.

"For the next few weeks, we will be working a mall date in Dallas," she said. "Since we never know what the weather will be this time of year here, this is just a safe choice for us."

Weaver said a new addi-



A very popular midway ride among many others on Talley Amusements' midway at Fort Worth (Texas) Stock Show and Rodeo, held this year Feb. 8-17, is this Fabbri Fast Trax Super Slide. Mary Talley said her show has played this event since 2003 and working with the staff there has been great. She provided about 50 rides for the event this year.  
 COURTESY FORT WORTH STOCK SHOW AND RODEO

tion to the rodeo lineup this year was a new tournament style rodeo called the Super Shootout. Held for one night, it featured champions from each of eight legendary rodeos, including the Calgary Stampede, Rodeo Houston, the Reno Rodeo, the San Angelo Stock Show & Rodeo, Cheyenne Frontier Days Rodeo, Rodeo Austin, the National Western Stock Show & Rodeo in Denver, Colo., and the Fort Worth Stock Show & Rodeo.

The champions competed in bareback bronc riding, steer wrestling, saddle bronc riding, barrel racing and bull riding in a tournament format with each rodeo's team wearing the same colored shirt for easy identification.

"This was very successful," Weaver said. "It carried a \$100,000 purse."



Rodeo events draw a huge crowd at the Fort Worth (Texas) Stock Show and Rodeo. This is the third straight year the event has topped out over one million, with 1,137,100 folks attending during the 2014 run.

COURTESY FORT WORTH STOCK SHOW AND RODEO

### FAST FACTS

2014 Fort Worth [Texas]  
 Stock Show and Rodeo  
 By the Numbers

**1,137,100** — total attendance at the Fort Worth Stock Show and Rodeo.

**\$3,305,919** — raised in this year's Sale of Champions.

**\$3,700** — bales of prairie hay distributed; 3,680 bales of straw.

**28,917** — head of livestock shown.

**11,000** — steers, barrows, lambs and goats shown in the junior livestock shows.

**6,000** — sack lunches handed out by the Tarrant Area Community of Churches to homeless workers and other laborers at the Stock Show.

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## Seen at the 2014 Gibtown show..

AT PHOTOS/GARY SLADE



Rhode Island Novelty/NANCo had this duck-themed plush playing off the popular TV show.



The Paris Revue show set was just one of several new displays added to the Carnival Museum.



These puppy dog plush 'Noggin Doggies' garnered much attention at the Classic Toy display.



Maegan Wallace, Maclan Corp. and Jim Glover, White-water Attractions/Hopkins Rides, visit during the show.

Don Hardin and Nikki Hardin received much interest at the Wapello booth during the show.



Tim O'Brien, Ripley's and Dick Knoebel, Knoebel's Amusement Resort catch up on news at a local ale house.

Richard Munch, National Roller Coaster Museum historian, and Ramon Rosario, Zamperla, talk roller coasters.



Larry Wine was on hand at the Redbone Products booth pushing the River Duck concepts to both parks and midway operators.



Bob's Space Racers displayed three games including their new 3-in-1 game seen in the left side of the photo.



Led Soled, Rides-4-U, had much interest with his new SBF/Visa Spinning Coaster. This unit, was heading to Western Playland (N.M.) after the show.



ARM is re-introducing an old favorite, the Music Express, much to the delight of the many operators who stopped by to inquire about pricing.



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The main image is a collage featuring several amusement rides. At the top center is the 'ARM A.R.M.' logo, which is stylized with the letters in a bold, blocky font and includes silhouettes of people riding. The background of the collage is a dark blue sky with bright, colorful fireworks exploding. On the left side, there are palm trees. The collage includes several inset photos of rides: 'Frenzy' is a tall, green and yellow drop tower ride with a large, colorful spiral logo at the top; 'Vertigo' is a tall, orange and yellow drop tower ride with a large, colorful spiral logo at the top; 'Drop Zone' is a red and white drop tower ride with multiple cars and a large, colorful spiral logo at the top. The collage also includes a photo of a carousel and a photo of a Ferris wheel.

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# Erie County Fair begins countdown for 175th edition of annual fair

HAMBURG, New York — The Erie County Agricultural Society began its 175 days until the gates open campaign on Feb. 12 for the 175th Erie County Fair, scheduled for August 6-17th, 2014. The countdown to this landmark anniversary will be accelerated as the fair inaugurates a "Think Fair Thoughts" marketing campaign via social media.

"Only 175 days will separate Western New York from the food, rides, shows, blue ribbons and livestock the fair brings," said Jessica Underberg, assistant fair manager. "Although snow covers the grounds and temperatures hover in the single digits, we invite fairgoers to think of hot August days filled with friends, family and fun at the fair."

As excitement builds for the biggest and best fair in its history, the fair launches an interactive campaign to get the millions of fairgoers in Erie County and beyond ready for the upcoming celebration. The campaign, "Think Fair Thoughts" challenges guests of the fair to bring to top of mind all their best

fair memories and the emotions they evoke. It will be a call to the anxiously awaiting public to join the countdown and begin to share their stories through social media outlets such as Facebook and Twitter.

By using the tag "#ThinkFairThoughts," fairgoers are encouraged to post their memories, stories and photos to the Erie County Fair Facebook, Instagram, and Twitter pages.

The Erie County Agricultural Society is a private not-for-profit membership organization. Established in 1819, the society is the oldest civic organization in Western New York. The society does not receive funding from New York State or from Erie County. The mission of the Erie County Agricultural Society (ECAS), sponsors of the Erie County Fair, is to preserve and enhance, by educational endeavors, the agricultural and historical legacy of New York State. The fair strives to fulfill appropriate aspects of the agricultural, educational, entertainment and recreational needs of Western New York.

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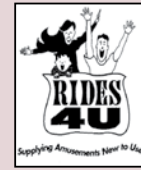
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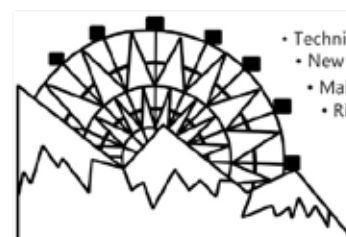
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