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Cedar Fair rolls out Intimidators, re-themed dark rides



AT PHOTOS / SCOTT RUTHERFORD

Carowinds opened its 2010 season with its largest capital investment ever, this \$23 million, 232-foot tall hypercoaster from B&M.

Carowinds newest coaster is another B&M masterpiece

Scott Rutherford
Amusement Today

Thrillseekers and NASCAR fans alike are racing to Carowinds this season to check out Intimidator, the park's new \$23 million Bolliger & Mabillard hypercoaster.

Topping the list as the largest single capital investment in Carowinds 37-year history, the new ride is named in honor of NASCAR's most beloved driver, Dale Earnhardt – "The Intimidator." The park's 13th

roller coaster lays claim to the coveted title of the Southeast's longest, tallest and fastest coaster. "Intimidator has all the elements which make for a great coaster," Carowinds' Vice President and General Manager Bart Knusel said. "It has height, speed, twists, sharp turns and an abundance of incredible air time. We're very excited about our new signature attraction. There's nothing else like it in the Southeast."

Constructed in the South Carolina side of the park and sporting a state-of-the-art color scheme, the 232-foot-tall Intimidator flanks Planet Snoopy – the children's area. ▶ See CAROWINDS, page 4



AT PHOTOS / TERRANCE LIND

Kings Dominion's skyline has a new addition comparable to its landmark Eiffel Tower with this \$25 million, 305-foot tall giga-coaster from Intamin.

Kings Dominion, Intamin reach new heights and speed

Scott Rutherford
Amusement Today

Virginia's Kings Dominion made history on April 2 with the official opening of Intimidator 305, a record-breaking NASCAR-themed giga-coaster. Designed by Switzerland's Intamin AG, the \$25 million Intimidator is the park's 14th roller coaster and the most expensive attraction in Kings Dominion's 35-year history. Intamin is represented in North America by

Maryland based IntaRide.

Taking its name from one of stock car racing's most celebrated drivers, Dale Earnhardt ("the Intimidator") along with the height of the lift hill (305 feet), the new ride absolutely dwarfs almost everything at Kings Dominion.

"Intimidator 305 represents the single largest capital investment in the history of Kings Dominion," said Pat Jones, Kings Dominion's vice president and general manager. "The numbers speak for themselves. At a cost of \$25 million, and with a first drop close to the height of the park's landmark Eiffel Tower, you'll have to see this coaster

▶ See KINGS, page 5

Sally transforms four C.F. dark rides into Boo Blasters

After much speculation by park fans and industry media, the secret is out: The Scooby-Doo-themed interactive dark rides at the four former Paramount Parks now owned by Cedar Fair have undergone a major transformation – Sally Corporation, has re-themed them into Boo Blasters on Boo Hill. Each ride has new characters, new storyline, new music and audio tracks and new, exciting special effects; even the ride cars have a new look.

When Cedar Fair opted not to renew their license for the Warner Bros.-owned Scooby-Doo and Mystery, Inc. properties, major re-branding was necessary in the children's areas of Canada's Wonderland, Carowinds, Kings Island and Kings Dominion. According to Rob Decker, corporate vice president for planning and design at Cedar Fair, "We discussed other uses for the facility, but in the end we knew that a Sally dark ride experience would continue

▶ See BOO, page 4

INTERNATIONAL

SEE PAGES 9-12

AMUSEMENT PARKS

SEE PAGES 13-18

WATERPARKS

SEE PAGES 19-24

BUSINESS

SEE PAGES 25-32

MIDWAY/CLASSIFIEDS

SEE PAGES 33-39

NEWSPAPER

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Your amusement industry NEWS source!

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Orlando competition heats up

The competition in the greater Orlando area continues to heat up and a recent announcement by Walt Disney World will keep that trend in check all the way into 2013.

The first signs of the mercury rising was in 2008 when the then Busch Entertainment Corp. opened the highly themed Aquatica waterpark across the street from SeaWorld Orlando. The 59-acre park was the first new theme to open in Orlando since 2000. To say this park has been a huge success would be an understatement. Near capacity crowds are common sites at the waterpark.

Last year, SeaWorld opened its largest expansion in park history with the massive Manta flying coaster and did it with grand fashion. Alongside the coaster, guests can interact with 10 different aquariums containing more than 250,000 total gallons of water. One aquarium in the ride queue line allows guest to walk under the tank and view the Manta's directly above.

On the other end of of I-Drive in Orlando, Wet 'n' Wild, the nation's first waterpark, has stayed busy keeping its product fresh with several state of the art attractions, all of which were given heavy theming and special effects. In 2008, the popular Black Hole became Black Hole: The Next Generation, just one year after the park added Brain Wash, an enclosed ride encased in lights and special effects.

Across the street, Universal Orlando added Simpsons: The Ride in 2008 and last year entertained guests with Hollywood Rip Ride Rockit roller coaster. Now, next door, Universal's Island of Adventure is ready to debut this June the highly anticipated Wizarding World of Harry Potter, a complete retheme of a section at the park. Park fans worldwide are counting the days until the June 18 opening and their chance to experience Harry Potter and the Forbidden Journey dark ride.

Across town, Walt Disney World has just announced the largest expansion ever in the history of its Magic Kingdom park.

In 2013, the park will increase the size of Fantasyland with five new attractions. Two of the highlights will be a new Dumbo ride that is twice the size as before and Ariel, the Little Mermaid will receive her own ride.

To keep guests entertained before then, the Disney Resort will debut a new 3-D version, with new effects, of its popular Star Tours attraction in 2011 at Disney's Hollywood Studios.

And this is just what's been announced...so far.

—Gary Stacks



Andrew Mellor It's all part of the fun

A day out at a theme park is clearly considered a treat for youngsters, while naturally being something of a breather from the stresses of everyday life for parents too.

The 'treat' aspect, of course, doesn't just stop once the admission price has been paid either. Parents will indulge their children in all sorts of added extras during the day, from cash for coin-op games and other secondary spend attractions to merchandise and F&B purchases. And it is this latter element, such a crucial revenue stream for all parks, that is a regular talking point both within and outside the industry.

Parks often come in for criticism when it comes to the quality of the food they serve, but interestingly a recent independent survey carried out in the U.K. on behalf of the world's second largest visitor attraction operator, Merlin Entertainments, found that parents in fact tend to let their healthy eating guard down when on a day out, allowing their kids the special treat of eating pretty much whatever they like for that one day.



Mellor

The survey asked parents of children 16 and under their views about feeding their kids, in particular on a 'treat' day out. While 94 percent of moms across all age and social groups agreed that they were very careful about what their kids ate at home, they were much more relaxed when it came to what the family ate on a day out. 50 percent of parents said they didn't really mind what the kids ate on the day out, particularly those in the 45 to 54 age group, mainly with older teens, where the figure rose to 67 percent.

Interestingly, the survey also showed that 61 percent of parents overall expect to find a range of healthy eating options at a theme park, this aspect being much higher among parents of younger children, going up to 71 percent among 25 to 34 year olds. 62 percent of parents asked now believe theme parks do offer a good, balanced choice of food.

Significant findings, I think, and maybe some food for thought! (Sorry, couldn't resist).

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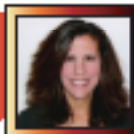
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2 MINUTE DRILL



Compiled by Justin Withrow

Lisa Dominique Sippers by Design

Lisa Dominique is the owner of Sippers By Design based in Miami, which is perfect for someone who loves the beach as much as she does her career. Lisa has been in the business of designing and manufacturing specialty "drink containers" for 20 years, and with more than 100 design shapes for everything from zoos and race tracks to amusement parks and concerts, her company is thriving. Lisa's outgoing personality and zest for life make her fun ... and easy ... to work with.



Dominique

Title
Owner Extraordinaire

Number of years with Sippers By Design
20 years

Best thing about the industry
My wonderful customers.

Favorite amusement ride
Raptor and Top Thrill Dragster at Cedar Point.

Biggest challenge facing our industry
Weather and the economy.

If I wasn't working in the amusement industry, I would be ...
Getting a tan on the beach!

The thing I like most about amusement park season is ...
It's time to have fun and meet all the customer's deadlines.

Favorite rainy day activity
Shopping ... I'm a girl!

After a long day, I decompress by ...
Doing Karate Kombat and crunch and then having a wine cooler.

It's May! On Memorial Day, you will find me ...
On the beach.

What's one item you can't leave the house without?
My cell phone and water (OK, that's two!).

My favorite food on the grill would have to be ...
Filet mignon and lobster.

Pick one: day of fun at the beach or hitting the ski slopes
Fun at the beach, of course!

When it comes to television, I turn the channel every time I see ...
Loud car commercials.

On my pizza, I usually order these toppings ...
Pepperoni and pineapple.

The best advice I ever got was ...
To treat people like you want to be treated.

If I could learn to play one new sport, it would be ...
Volleyball.

The one thing I never seem to have enough time for is ...
Me ... at the spa.

In my opinion, the best national talk show host is ...
Chelsea Handler of "Chelsea Lately."

At a party, my beverage of choice is ...
Vodka with cranberry or a shot of tequila.

If I had to participate on any Reality TV Show, it would be ...
"Dancing with the Stars."

Twenty years from now, I hope to be ...
Happy and healthy in good shape.

I would describe the style of my home as ...
Cmy and warm.

The most money I ever spent on a pair of jeans was ...
\$400.00!

My favorite time of the day is ...
6 p.m. - "the magic hour" of sunset.

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

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►CAROWINDS

Continued from page 1

re-branded with a *Peanuts* theme for 2010 – and stretches all the way down to the South Gate entrance.

Like Canada's Wonderland's Behemoth and Kings Island's Diamondback, Intimidator is only the third example of the next generation of B&M's wildly successful line of hypercoasters. As with its two northern counterparts, the Carowinds ride utilizes three 32-passenger (eight-car) trains offering open-air, stadium-style seating. While the car fronts mirror Dale Earnhardt's 1998 RCR (Richard Childress Racing) No. 3 Chevrolet Monte Carlo, the coaster itself was designed to replicate the speed and intensity of a fast-paced NASCAR race including seven drops – one for each of Earnhardt's NASCAR championships.

The Intimidator experience begins with a rousing "Gentlemen, start your engines" spiel as the train engages the steep lift right out of the station, quickly climbing 23 stories above the park. Once over the crest, the train plunges down the 211-foot first drop at a steep 74-degree angle, reaching speeds of nearly 80 mph. The 178-foot-tall second hill culminates in a right-hand diving S-turn maneuver that leads into the ride's out & back section. Along with a tall over-banked turnaround and diving spiral finale, the ride's remaining major hills – 127, 105, 90 and 60 feet respectively – are all designed to produce the maximum amount of B&M's trademark airtime. Intimidator's unique profile shaping and longer trains work in concert to enhance this prolonged out-of-your-seat float that make these next-gen hypercoasters so popular.

Curiously absent from the Carowinds ride is the spectacular splashdown feature that makes the finale of Kings Island's Diamondback so memorable for riders and spectators. This omission is especially significant – and puzzling – given the fact that Intimidator's station, lift and brake run were built on the site of the former Arrow Development log flume, which occupied the site from Carowinds' opening day in 1973 through the 2008 season. Kinsel explains the decision: "The splashdown finale was



Carowinds new Intimidator features stadium style seating on its trains as well as a 211-foot first drop that leads into an impressive 178-foot tall second hill.

AT PHOTOS / SCOTT RUTHERFORD

not considered for Intimidator. We have a lot of NASCAR fans here in Charlotte and we wanted to construct a tribute to racing legend Dale Earnhardt. We wanted to make the area around Intimidator special for NASCAR fans and Dale Earnhardt fans, and the splashdown finale didn't fit into our vision."

Intimidator's NASCAR-themed midway comes complete with a Victory Lane retail shop/on-ride photo pickup, a video tribute to Dale Earnhardt's racing accomplishments as well as the popular No. 3 car on display.

"Dale Earnhardt was arguably the most exciting, aggressive and skilled driver to ever race on a NASCAR track," said Kinsel. "The name Intimidator pays tribute to a racing legend and gives the ride an identity that many guests can truly identify and connect with."

Dale Earnhardt's eldest son Kerry was among the first to experience Intimidator. Quite impressed with the ride, he said: "Wow, this is really exciting! To have the Southeast's largest roller coaster named after my dad, and to have it here in the Carolinas is pretty awesome."

Kerry added that the Earnhardt family is honored to have something of this magnitude acknowledging his dad's name and legacy. "It's something Dale Earnhardt would have enjoyed. I guarantee you he would have been the first one to try it out."



While Intimidator is getting plenty of attention in 2010, Carowinds didn't forget younger guests not yet tall enough for the extreme thrills of a hypercoaster. The all-new Planet Snoopy, a refreshment of the park's 12-acre kids area, boasts an elaborate collection of *Peanuts*-themed rides and attractions including Woodstock Gliders (Bisch-Rocco Flying Scooter), Joe Cool's Driving School (Mingan electric cars), Flying Ace Balloon Race (Zamperla Balloon Race), Flying Ace Aerial Chase (Velkoma suspended family coaster), Lucy's Crabby Cabbie (E&F Miller Industries kiddie coaster), Carousel (PTC No. 67, 1923) and Woodstock Express (PTC junior wooden coaster).

Planet Snoopy also features a live stage show and daily meet-and-greet opportunities with the *Peanuts* characters such as Charlie Brown, Linus, Lucy and, of course, Snoopy.

"*Peanuts* are an international icon that spans generations," said Kinsel. "Snoopy and his pals are instantly recognizable among children and adults alike. We look forward to the *Peanuts* Gang becoming part of the world-class thrills, fun and family entertainment for our guests."

In addition to Planet Snoopy, an all-new, high-energy ice-skating show debuts in the Carowinds Theater, "Snoopy Rocks on Ice!" The show will run June 12 – Aug. 22.

►BOO

Continued from page 1

to be a good fit – longer term. Dark rides have proven successful for our parks; they give a positive, value-added experience that complements our other attractions quite well."

Created as a family ride, Boo Blasters on Boo Hill pits guests against the mighty king of ghosts, Boocifer, and his cohorts as they try to retain their hold on a stockpile of Scare Tonic, which they need to maintain their frightfulness and thus hold onto their haunted domain. The visitors are charged with zapping the Scare Tonic and driving out the ghosts while accumulating points along the way. Numerous exciting and scary events happen throughout the sixteen-scene black-light ride.

"Boo Blasters on Boo Hill is a simple concept, and simple is often good," added Decker. "Guests understand the interactive dark ride concept: it's primarily a target shoot experience. However, riders come away appreciating the goofy, spooky, interactive elements that make each ride experience unique. It's a laugh in the dark as much as it is a fun gaming experience."

"We've had a long history of success with Sally, and we knew we could count on them to deliver high attraction value for our guests," Decker contin-

ued. "They brought new technologies to the project that we had considered too costly in the past, and effectively inserted new components to freshen the experience and deliver a wow factor."

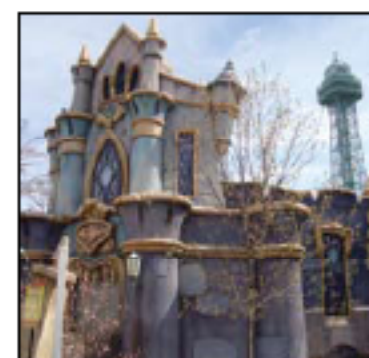
"The concept for Boo Blasters on Boo Hill is based loosely on Sally's Ghost Blasters II at Elitch Gardens in Denver, which is a guest favorite," said Sally Corporation CEO John Wood. "One of the most significant changes (from the *Scooby-Doo* ride) is the color enhancement of all the new ghosts and sets to achieve a 3D experience, using special glasses which are sold separately. In addition to many of the effects we used at Elitch, including a huge, awesome fog screen projection of Boocifer that guests ride through, we've added a second computer graphic image of Boocifer, with an intense flame effect, appearing from a gravestone. And the ending, with its black light to white light transition and the demise of Boocifer, leaves guests smiling every time."

"We were proud of the *Scooby-Doo* rides," Wood added. "They had a good run and were very popular. However, Cedar Fair's decision to make a change has brought a fresh new look and feel to the ride; a whole new experience for visitors to the parks."



Cedar Fair chose Sally Corp. to completely rework the *Scooby-Doo*-themed interactive dark rides at four of its parks. Now known as Boo Blasters on Boo Hill, the attractions received a complete makeover.

PHOTOS COURTESY SALLY





AT PHOTOS / TERRANCE LIND

At \$25 million, Intimidator 305 is the most expensive attraction in Kings Dominion 35-year history. It is also the fastest gravity driven roller coaster in North America topping out at 94 mph.

►KINGS

Continued from page 1

to believe it." With speeds reaching 94 mph Intimidator 305 is the fastest gravity driven coaster in North America. The ride experience is as intense as it is exhilarating."

The 'intimidation' kicks into high gear as guests get their first up-close look at the new ride, which is located in the Congo area behind the Rebel Yell and Anacostia coasters. The substantial, overbuilt red track atop relatively few yellow supports creates an exaggerated profile on a scale that's difficult to comprehend.

Inevitable are the comparisons between Intimidator and the only other North American giga-coaster, Cedar Point's Millennium Force, also an Intamin creation. Though Cedar Point's leviathan exceeds Intimidator's height by five feet, the Virginia ride is clearly the more boisterous and radical.

Intimidator begins with guests boarding one of two eight-car, 32-passenger trains sporting thematic elements based on Dale Earnhardt's 1998 RCR (Richard Childress Racing) No. 3 Chevrolet Monte Carlo. Once secured with Intamin's over-the-shoulder restraints, the "Gentlemen, start your engines" announcement is made and the cable lift hauls the train – surprisingly fast – out of the station and up the 45-degree lift to a height just over 30 stories.

With no time for guests to enjoy the view, the train crests the lift and begins a power dive down an appallingly steep 85-degree first drop, hurtling 300 feet toward the ground. Having attained a top speed of nearly 94 mph, riders are subjected to a massive dose of positive Gs during a sweeping ground-level barrel turn. This is followed by a 150-foot-tall camel back hill loaded with impressive airtime. The remainder of the 5,100-foot-long course is comprised of low-profile hills, ground-hugging turns and intense S-curve maneuvers all negotiated at unbelievable speed. The trains con-

tinually snap left or right, whipping through each section with wild abandon. Finally, at the end of the circuit, the trains are brought to a smooth and silent stop via a fail-safe magnetic eddy current braking system.

While Carowinds' B&M-designed version of Intimidator is large, about straightforward drops and floating airtime calculated appeal to a wide demographic, Kings Dominion's Intamin model seems more geared toward hard core thrillseekers' need for gargantuan physical statistics and speed. The velocity at which the trains tear around the course is a body blistering assault on the senses, a ride that pushes the limit of what regular riders can withstand and what adrenaline junkies crave.

It's clear that Intamin pulled out all the stops with Intimidator, creating one of the most spectacular and challenging steel roller coasters ever conceived. Even seasoned coaster fans are being wowed by its aggressive nature. Some industry insiders have wondered if the ride's intensity levels will be dialed down a bit or will it be allowed to continue operating as it is now. As of press time, the coaster featured only one mid-course trim brake – on the upside of the third hill.

Intimidator's NASCAR-themed area comes complete with a Victory Lane retail shop/on-ride photo pick-up, a video tribute to Dale Earnhardt's racing accomplishments as well as the popular No. 3 car on display.

Also new for 2010 at Kings Dominion is the arrival of Planet Snoopy, a complete re-branding of the park's former Nickelodeon Central section. Along with daily meet-and-greet opportunities with the Peanuts characters such as Charlie Brown, Linus, Lucy and, of course, Snoopy, many of the attractions have been refreshed with a classic Peanuts theme. Additional highlights of Planet Snoopy include Flying Ace (Chance Mungan Aviator), Joe Cool's Driving School (junior auto ride), Peanuts Showplace (live show), Snoopy's Splash Dance (interactive waterplay structure) and Snoopy's Boutique.

Cedar Fair, Apollo Global Mgmt. mutually terminate merger deal

Cedar Fair Entertainment Company has announced that it and affiliates of Apollo Global Management have mutually agreed to terminate the previously announced definitive merger agreement.

Consistent with the terms of the agreement, Cedar Fair will pay Apollo \$6.5 million to reimburse Apollo for certain expenses incurred in connection with the transaction. In addition, both parties will release each other from all obligations with respect to the proposed merger transaction as well as from any claims arising out of or relating to the merger agreement.

As a result of the termination of the merger agreement, the special meeting of unitholders to be held on April 8, 2010 has been cancelled. The company will hold its 2010 annual meeting of unitholders on Monday, June 7, 2010, for unitholders of record as of April 23, 2010.

Dick Kinzel, chairman, president and chief executive officer of the company, said, "The board has heard from Cedar Fair unitholders and it is apparent that the merger transaction does not have the required level of investor support. We are honored and excited by the opportunity to continue to manage and operate Cedar Fair as a public company and to provide our guests with an outstanding experience.

"Our 2010 operating season is upon us, and we have already introduced major new attractions at two of our parks. Intimidator 305, a 305-foot-tall roller coaster at Kings Dominion, and Intimidator, a 232-foot-tall roller coaster at Carowinds, both had very successful opening days. We hope to continue this momentum across the rest of our properties and throughout the operating season. As we execute on our business objectives, we will also be evaluating next steps to address our capital structure. The board and management team remain committed to acting in the best interests of all Cedar Fair unitholders. We appreciate the feedback that we have received from unitholders as well as Apollo's interest in Cedar Fair and their cooperation and professionalism throughout the process."

In order to allow adequate time to evaluate all options, a unitholder rights plan (the "Rights Plan") has been adopted. The Rights Plan is designed to enable all unitholders to realize the long-term value of their investment in the company and to ensure that all unitholders receive fair and equal treatment in the event of any hostile attempt to gain control of the company. The Rights Plan is not designed to prevent transactions that treat all Cedar Fair unitholders fairly.

Under the plan, the rights will initially trade together with the company's units and will not be exercisable. The rights will generally become exercisable after a person or group becomes a beneficial owner of 20 percent or more of the company's units. The rights will expire on April 5, 2013, unless earlier redeemed, exchanged, or amended.

The Rights Plan was not adopted in response to any specific effort to acquire control of the company, but as an appropriate preventative measure to ensure all unitholders are protected while the board of directors considers next steps. A copy of the merger termination agreement and the Rights Plan have been filed with the Securities and Exchange Commission and can also be found on the company's Web site at: www.cedarfair.com/ir/financial/sec.

2010 NORTH AMERICA PARK PREVIEW

CANADA

Alberta

-Calgary Park, Calgary.....Zamperla Acrobat and Baja Buggy Rides 4-U

Ontario

-Canada's Wonderland, Vaughan.....Planet Snoopy - re-themed childrens' area with 3 Zamperla rides
-Marionet, Niagara Falls.....Zierer Flying Fish
-Web's Funworld, Oshawa.....EMF Miller Junior coaster relocated from Jeepers
-In a bin Beach, Seabrook Beach.....Three new coasters, Wisdom powered coaster, Miller Industries kiddie coaster and a looping coaster
-Upper Canada Village, Morrisburg.....Chance Morgan C.R. Huntington train

Quebec

-Calypso Waterpark, Ottawa.....NEW waterpark with multiple Whitewater West attractions including a family boomerango
-La Florida Amusement Park, Montreal.....Edgar, Velocina suspended looping coaster relocated from AstorWorld

UNITED STATES

Arkansas

-Magic Springs & Crystal Falls, Hot Springs.....Jungle Blast - Wave Loch FlowRider

California

-California's Great America, Santa Clara.....Planet Snoopy - re-themed childrens' area
-Castle Park, Riverside.....Larson Riddle Star Dancer
-Happy Hollow Park and Zoo, San Jose.....Pacific Fruit Express - EMF Miller family coaster
-Flying Waters, San Dimas.....Dr. Von Dark's Tunnel of Terror - ProSlide Tumbler/Twist waterslide
-Living Desert Zoo and Gardens, Palm Desert.....Murphy's Merry-Go-Round - Chance Morgan 36' carousel (opened Christmas season 2009)
-Disney's California Adventure, Anaheim.....Jedi theme of park, new World of Color, a light, fire & water show
-Laguna California Resort, Carlsbad.....NEW 5.5 acre waterpark with multiple attractions including Sealife Aquarium
-Marin Cruz Beach Boardwalk, Santa Cruz.....Haunted Castle - refurbishment and expansion of existing ride with new animatronics from Sally Corp.
-Rancho Amusement Park, Ontario.....Climb Apepper - Larson/PJM Super Shot
-Six Flags Magic Mountain, Valencia.....Mr. St. St's DanceCoaster - relocated Velocina Roller Skater from SF New Orleans

Connecticut

-Quassy Amusement Park, Middletown.....Free Fall 'N' - SRF-Mesa Group drop tower

Florida

-Aquatica, Orlando.....Orion's Flock - ProSlide Ropsy Turvy
-Busch Zoo, Melbourne.....Chance Morgan C.R. Huntington locomotive
-Busch Gardens Tampa Bay, Tampa.....NEW Sesame street area and Air Grover - Zierer Junior coaster
-CoCo Key Hotel and Water Resort, Orlando.....NEW indoor and outdoor waterpark with multiple Whitewater West attractions including boomerangs
-Fun Spot, Kissimmee.....Zamperla Twister Coaster from Cypress Gardens
-Lowry Park Zoo, Tampa.....SRF-Mesa Group Mississippi Train
-Miracle Strip at Pier Park, Panama City.....NEW park with carousel and several rides from the original Miracle Strip Park
-Universal's Islands of Adventure, Orlando.....Wondrous World of Harry Potter - re-themed land featuring Harry Potter and the Forbidden Journey dark ride

Georgia

-Lake Winnepesaukee, Rossville.....Sea Warrior - SDC Polys; Chance Mushroom, both relocated from Kiddieland
-Six Flags Whitewater, Atlanta.....Wiggles Water World - interactive water playground
-Wild Adventures, Valdosta.....EMF Miller Jack Rabbit Coaster; Larson Flying Scooters; Eli Scrambler all relocated from Celebration City

Illinois

-Six Flags Great Escape, Galesburg.....Little Dipper - relocated Little Dipper wooden coaster from Kiddieland; MagiQuest - 6,000 sq. ft. interactive game

Indiana

-Holiday World & Splashin' Safari, Santa Claus.....Wildcat - ProSlide HydroMagnetic Rocket water coaster; new Grizzly Knoll trains on the Voyage roller coaster

Iowa

-Adventure Island at Adventureland, Albion.....NEW waterpark with 6 ProSlide attractions
-Loft Island, Waterloo.....William Kippen - ProSlide HydroMagnetic Rocket water coaster

Kansas

-Great Wolf Lodge, Kansas City.....Triple Twist - ProSlide Ropsy-Turvy waterslide

Kentucky

-Beach Blvd, Bowling Green.....waterpark expansion including lazy river and wavepool, Murphy Waves; Zamperla Teacup ride
-Borwick's Splash Waterpark, Somerset.....Whitewater West Superflow, Speed Slide and AquaTube body slide

Louisiana

-Slide Landin', Baton Rouge.....EMF Miller coaster relocated from Not Tree Park

-Baton Rouge Zoo, Baton Rouge.....Chance Morgan C.R. Huntington train

Maryland

-Six Flags America, Largo.....Thomas Town - Matillon Emerald train ride and four Zamperla rides

Massachusetts

-Six Flags New England, Agawam.....Mr. St. St's Splash Island - wavepool, lazy river, cabanas and play area, Murphy's Waves LTD
-Rattlesnake Park Zoo, New Bedford.....Chance Morgan 28' carousel

Michigan

-Michigan's Adventure, Muskegon.....Bumper Boats relocated from Valleyfair

Minnesota

-Nickelodeon Universe, Bloomington.....Brain Surge - Chance Morgan Unicoaster

Missouri

-St. Louis Zoo, St. Louis.....Chance Morgan C.R. Huntington train
-Silver Dollar City, Branson.....Tom & Huck's RiverRat - Mack Rides water battle attraction

Nebraska

-Zorbing Aquatic Center, Omaha.....Whitewater West Speedslides and AquaPlay

New Hampshire

-Carroll's Lake, Salem.....Red Baron relocated from Cypress Gardens
-Whale's Tale Waterpark, Lincoln.....Shipwreck Island - ProSlide Riddle house water play structure
-Marlin's Village, Salem.....Ho Ho H2O - Whitewater West water play structure

New Jersey

-Clementon, Clementon.....Larson Fire Ball
-Meadowlands Theme Park, East Rutherford.....Pepsi Globe - 287-foot-tall Premier observation wheel
-Movie's Place, North Wildwood.....Walk-through attraction
-Six Flags Hurricane Harbor, Jackson.....Tornado - ProSlide Tornado
-Steel Pier, Atlantic City.....SRF-Mesa Group 17m. Drop 'N' Twist Tower and Clapper Train

New Mexico

-CITY's Amusement Park, Albuquerque.....Super Fire Ball - Larson 22m. Giant Loop
-Redstone Hotel Albuquerque, Albuquerque.....new 30,000 sq. ft. indoor waterpark with dual Wave Loch FlowRiders

New York

-Carroll's Lake, Darien.....waterpark expansion including Wave Loch FlowRider and ProSlide complex
-Luna Park, New York City.....new park with 19 Zamperla rides including two roller coasters
-Raintree Amusement Park, Rochester.....Revolution 360-degree - Zamperla Disk'O
-Splashdown Beach, Fishkill.....Bullet Bowl - ProSlide Bullet Bowl

North Carolina

-Carowinds, Charlotte.....Intimidator - B&M megacoaster

Ohio

-Cedar Point, Sandusky.....Shoot the Rapids - Intamin flume
-Great Wolf Lodge, Kings Mills.....Triple Twist - ProSlide Ropsy-Turvy waterslide
-Kings Island, Kings Mills.....Planet Snoopy - re-themed childrens' area; Box Blasters - re-themed interactive dark ride

Oklahoma

-Aquatica Aquatic Center, Oklahoma City.....Whitewater West Superflow

Pennsylvania

-Dorney Park, Allentown.....Intamin Freefall relocated from Cedar Point
-Great Wolf Lodge, Pottsville.....Double Barrel Drop - ProSlide Tumbler/Water Slide
-Six Flags Great Escape, West Mills.....Sky Rocket - Premier Rides - LSM-launched coaster

South Carolina

-Orangeburg County Aquatic Center, Orangeburg.....NEW waterpark with Whitewater West Superflow, AquaPlay and slides

Tennessee

-Dollywood, Pigeon Forge.....Slick Rock Racer - ProSlide 4 lane ProRacer waterslide
-Dollywood, Pigeon Forge.....Adventure Mountain - 2-acre mountaintop challenge course
-Riverview Shores, Nashville.....lazy river and wave pool, WaveTek

Texas

-Hansel Inn Park, Eastland.....Torpedo - Whitewater West four story speed slides with drop hatch
-Hansel Inn Park, Mansfield.....Torpedo - Whitewater West four story speed slides with drop hatch
-Hansel Inn Park, The Colony.....Torpedo - Whitewater West four story speed slides with drop hatch
-Jill Manhart's Hill Country Resort, San Antonio.....River Bluff Water Experience - 6 acre area with pools, waterfalls, waterslides, lazy river and rapids river
-Morgan's Wonderland, San Antonio.....NEW special needs park with Chance Morgan 36' carousel, C.R. Huntington train and Off Road Adventure ride
-Kiddie Park, San Antonio.....Park refurbished and reopened; new Kid Steam land cars
-SeaWorld San Antonio, San Antonio.....Azul Lure of the Sea - new dolphin, whale and synchronized swimming show

» See PARK PREVIEW, page 7

2010 NORTH AMERICA PARK PREVIEW

►PARK PREVIEW

Continued from page 6

-SplashTown, Spring.....Slingshot Racer - 55-foot six-lane racer
-Tivoli Village, San Antonio.....Larson Standstacer

2010 INTERNATIONAL PARK PREVIEW

AUSTRIA

-Flower Park, Vienna.....Parline Group 311-foot StarFlyer

AUSTRALIA

-Adventure World, Bilpin Lakes.....Freefall - Hess FreeFall shot and drop tower
-Thrillseeker World, Cooma.....The Wedge - ProSlide SuperLoop waterslide

BRAZIL

-Mirabilandia, Olinda.....Vekoma Esprit Inverted Boomerang relocated from Six Flags Over Georgia

CHINA

-Chimelong Paradise, Guangzhou.....Flying Horse - Mack Family Coaster; Zamperla Sky Drop
-China Dinosaur Park, Changzhou.....Zamperla Moto-Coaster
-Fantawild Adventure, Shantou.....Rama (Golden Horse) family coaster and Fruit Wurm coaster
-Happy Valley, Beijing.....S&S Power coaster and 4 Zamperla rides
-Happy Valley, Shenzhen.....Zamperla Giant Sky Chaser and Samba
-Light Valley, Shenzhen.....Great Coasters International wooden coaster; Maurer Söhne Skyloop coaster and X-Car launch coaster
-Ranjiang East China (Huanglong) Mall, Nanjing.....Vekoma Moto-Coaster and Vekoma 360° wheel
-Olympic Winter Cube Waterpark, Beijing.....NEW indoor waterpark; ProSlide attractions including Tornado and Bullet Bow; Whitewater West Aqualoop and Aqua Tube body slide
-World Joyland, Changzhou.....NEW theme park with BMW flying coaster and Maurer Söhne X-Car coaster

COLOMBIA

-Parque Recreativo Pádelago, Medellín.....ProSlide slide-house water play structure

DENMARK

-Ballerup Land, Halmø-Odsrup.....Zamperla Discovery 4D
-Djurs Sommerland, Mørkøbe.....Saban (Baron) - ABC Rides Tilt Tower with a cultless theme
-Lagoland Billund, Billund.....Temple of Intuition - Interactive shooting dark ride
-Tivoli Gardens, Copenhagen.....Zamperla Magic Bikes

EGYPT

-Magic Land, Cairo.....S&S-Misa Group family coaster
-Lucerna Mutaarik Family Park, Cairo.....NEW park with rides, shows and an ivory

HOLLAND

-Afton Towers, Alton.....TNTween - Intamin vertical drop partial-indoor coaster
-Chessington's World of Adventures, Chessington.....Wild Asia - themed area with Motra - a Zamperla Disk'O coaster
-Flamingo Village Theme Park, Histon.....Skyrider DD1 - SBF Drop and Twist tower ride
-Gulliver's World, Warrington.....Zamperla Mini Disk'O and Magic Bikes
-Thorpe Park, Chertsey.....S&S Alive - live action horror maze

FINLAND

-Märskensland, Tampere.....Zamperla Moto-Coaster

FRANCE

-Daniel's Parc, Desmarestz.....Miro - Preston family coaster
-Old Land, Montaron Les Bains.....Magic Mouse - SBF-Misa Group spinning mouse coaster
-Parciland, Breteville-Sur-Odon.....Zamperla Mega Disk'O
-Pulcarossa, Poitiers.....Arthur and the Revenge of Mafraud - Jon Vision 4D attraction
-Rig Island, Dolbeault.....Zierer 40-seat Wave Swinger
-Parc du Boccaux, Normandy.....Zamperla Mega Disk'O
-Wild Disney Studios Park, Marne la Vallée.....RC Racer Vitesse Madmated - Intamin Half Pipe Coaster
-Wildgator parc, Mantes-les-Metz.....Monsieur - B&M inverted coaster relocated from Espaland, Japan

GERMANY

-Satan's (Event) Park, Leipzig.....Anatole - custom Gerstlauer Euro-Fighter coaster
-Europa Park, Rust.....White Adventure - Splash Tours - Mack spinning water battle attraction
-Heide Park, Sottau.....Racht der Piraten (Bay of Pirates) - Mack water battle attraction
-Holiday Park, Hirsch.....Holly's Wild Adventure (Holly's Wild Car Ride) - Mack Wild Mouse
-Phantasialand, Brühl.....Wuzie Town expansion with new themed attractions including 3 Zamperla rides
-Potsdam Park, Müritzer.....Turbo-Druck - ABC Rides powered Dynamic Swing Glider
-Schwarzer Park, Kalsersbach.....Force One - Zierer Force One Coaster
-Schwarzwalder park (Black Forest Park), Löffingen.....Zamperla Mini Mouse coaster

GREECE

-Magic Park, Thessaloniki.....Zamperla Flash Tower (shot and drop)

GUATEMALA

-Galerías Primaria, Guatemala City.....Vekoma - Vekoma indoor family coaster
-Parque Recreativo Urbano Patapá, Guatemala City.....Jalisco Loco - Zamperla Tiltster Coaster; Zamperla Moto-Coaster and multiple Zamperla rides

HUNGARY

-Eisack Gardens Williamsburg, Williamsburg.....Europe in the Air - re-themed and upgraded roller coaster
-Kings Dominion, Doswell.....Intimidator 305 - Intamin megacoaster

INDONESIA

-Roni's Ark, Wisconsin Dells.....Scorpion's Tail - Whitewater West Aqualoop

INDONESIA

-Hilipark Sibolangit, North Sumatra.....Zamperla Mega Jumpin Star 6

IRAN

-Luna Park, Tel Aviv.....Vekoma family coaster

ITALY

-Giardino, Castelnuovo del Garda.....Jafels - walk-through horror house; Spangolino 4-D simulator
-Mirtila in Landisapark, Capriate San Gervasio.....Zamperla Togo J
-Zooarium, Rome.....Mortigo - Schwarzkopf Looping Star coaster relocated from Lunenburg, Italy

JAPAN

-Aqua World, Osaka.....Whitewater West Aqualoop
-Tokyo Sunwheel, Tokyo.....Whitewater West Boomerango and Super Bowl
-Universal Studios Japan, Osaka.....Space Fantasy line ride - Mack spinning coaster

KUWAIT

-Infinity Zone, Kuwait City.....360-degree Coaster - Gerstlauer spinning coaster

MALAYSIA

-Genting Theme Park, Genting Highlands.....Turtle Vision and Haunted House - Ad Motion Master Theater movie simulators

NETHERLANDS

-Dippenloot Family Park, Eindhoven.....Zierer family coaster relocated from Tivoli Gardens
-Drieling (De), Batshevel.....Joris en de Draak (George and the Dragon) - Great Coaster International wooden racing coaster
-Hoop Indoor Coasters, Delft.....Pistons - Zierer Force Two coaster; Zierer Freefall tower and Bontid swing boat; Zamperla Magic Bikes and Jump Around

PERU

-Compy Park, Lima.....Zamperla Rockin' Rug

NORTH KOREA

-Eason Youth Park, Pyongyang.....Zamperla Vulture flying coaster and other Zamperla rides

PHILIPPINES

-Enchanted Kingdom, Santa Rosa.....Larson/ARL Super Shot

RUSSIA

-Attractionmania - Attrapark, Moscow.....Pax Company family coaster
-Fillon Mall, Moscow.....Vekoma indoor family coaster
-Gorky Park, Moscow.....Zamperla mini jet red baron

SCOTLAND

-Waterworld at The Time Capsule, North Lanarkshire.....Waterpark expansion including water play structure and ProSlide Tantrum

SINGAPORE

-Universal Studios Singapore, Sentosa.....NEW theme park with Revenge of the Mummy - Premier Indoor LIM-launched coaster; Battletar Galactica - Vekoma sit-down and inverted dueling coaster; Enchanted Airways - Vekoma junior coaster; Canopy Flyers - Setpoint suspended coaster; Chance Morgan 50' carousel and antique car ride

SPAIN

-Isla Mágica, Seville.....Tren de la Mina (Mine Train) - Vekoma mine train coaster
-Park de Atracciones de Zaragoza, Zaragoza.....Zamperla 20m. Vertical Swing

SWEDEN

-Gröna Lund, Stockholm.....Tuff-Tuff Taget (Choo Choo Train) - Zamperla mini mouse coaster
-Parken Zoo, Eskilstuna.....Zamperla Rockin' Rug

TAIWAN

-E-DA Theme Park, Dashi Township.....Two Vekoma coasters and a Vekoma I-Ride suspended ride simulator

THAILAND

-Amazon Falls, Chonburi.....Multiple Whitewater West attractions including Abyss, Python, AquaLoop, Boomerango, and FlowRider
-Siam Park, Bangkok.....Mack flume

UNITED ARAB EMIRATES

-F1-X, Dubai.....Gerstlauer custom Euro Fighter
-Ferrari World, Abu Dhabi.....NEW World's largest indoor theme park; F1 Coaster - Intamin LIM-launched coaster; Maurer Söhne LSM-launched racing coaster

O.D. Hopkins, pioneering ride supplier, dies at 83

Amusement industry pioneer O.D. Hopkins died peacefully in East Blue Hill, Maine on April 3, 2010. He was 83.

Born in 1926 in Beijing, China to Delnoce and Robert Hopkins, O.D. moved with his family to New Jersey when he was two. From an early age he exuded creative ambition and self confidence.

He started out as a farmer and then went on to prove himself proficient in logging, road and bridge contracting, pre-poured concrete, ski lift erection and later in life, amusement ride design and construction.

He is probably most well known for his 1969-formed company, O.D. Hopkins Associates, Inc.

O.D. Hopkins Associates, Inc. is best known for supplying SkyGliders and water rides to small family-owned amusement parks but built for the major theme park chains as well. Along with seven steel roller coasters, the firm designed and/or was involved with well known attractions such as Disneyland's Splash Mountain, The Mall of America's Paul Bunyon Log Flume, Warner Brothers MovieLand Log Ride in Australia and hundreds of other rides in the U.S., Japan, China, Thailand, Taiwan, Indonesia, Philippines, Mexico, Canada, South Africa, Italy, France and The United



Hopkins

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Hopkins' lifelong friend and business associate Jerry Pendleton remembers his mentor with fondness: "O.D. and I had a very unique relationship. We rarely disagreed on things, and I knew that it never paid to argue much with him because 99 percent of the time he was right. He told me once that my job was to be the front man as he was more than content to design things and that was how we functioned for many years. When I think back to those early years of pumping septic tanks, driving trucks, operating backhoes and working with him on mountains, I realize how fortunate I was to have met the man who taught me to drive a tractor and gave me a lifetime education in so many things."

Holiday World in Santa Claus, Ind. purchased two rides from O.D. Hopkins. Park co-owner Will Koch reflected on their log flume and river rapids ride saying, "Holiday World's first two major rides were manufactured by O. D. Hopkins. We truly valued the relationship that we had with his company. I believe that their handshake and verbal commitment meant as much as or even more than a written contract."

Handshake and verbal commitment was commonplace at Hopkins adopted ride



PHOTO COURTESY WONDERLAND

The O. D. Hopkins company built its first Log Flume for Wonderland Amusement Park in Amarillo, Texas. It would be the first of eight rides built in the family-owned park. Taking that first ride on the flume in July, 1979 were front to back: Alethea and Paul Roads and Hope and O.D. Hopkins.

testing grounds, Wonderland Amusement Park in Amarillo, Texas which operates a record eight Hopkins rides in their park, most of which were prototypes.

Paul Borchardt, Wonderland park president and co-owner told AT their business relationship and friendship was the best one could hope for and enjoy. "From the first day that I met O.D. Hopkins in 1976, I can say that he was one of the most interesting 10 men that I have met in my life. Our companies created eight rides for our park - Wonderland Amusement Park - and thru his engineering skills they were made at a price that we could afford. Not only have these rides been proven to be real winners, they have been simple to maintain, and oper-

ate. O.D. always made sure that we could purchase parts locally or made them readily available. This was one great man that I admired in our industry and we certainly will miss his stories and friendly manner."

There is no question that the company O.D. Hopkins built touched the lives of many small parks in the industry, making big rides affordable for parks, no matter their size. For that he will be remembered as a pioneer in the amusement industry.

O.D. Hopkins is survived by his wife, Hope, along with five children and 11 grandchildren.

A memorial service was held April 9 at the East Blue Hill Community Church in Maine.

Hazel Neff, co-founder, Neff's Amusement Park dies at 95 in Texas

Hazel Luella Roads Neff, known as "Mimi" to those who loved her so dearly, passed away on March 21, 2010 at the age of 95.

She was born and educated in Augusta, Kansas, graduated from Wichita Draugham Business School and Kansas Business College. She was a 55-year resident of San Angelo, Texas,



Neff

where she and her husband of 49 years, Roy F. Neff, owned and operated Neff's Amusement Park.

Commonly referred to simply as "Neff's," the park was a popular place for family entertainment for over 50 years. As owner/operator of the business, Hazel was a career-woman ahead of her time. Her happiest moments were at the park, where she demonstrated absolute competence and expertise in every aspect of the operation - pouring cement, running the Ferris wheel, greasing a motor, popping corn, re-shingling a roof, or painting the five-story Super Slide.

She was preceded in death by her husband Roy in 1990 and her brother Paul Roads of Amarillo, Texas who founded Wonderland Park with his wife Alethea.

Following the closing of Neff's Amusement Park in 1997, Hazel moved to Lakeway, a resort community outside of Austin, Texas, to be close to her only daughter, Karen Kay Neff Reed.

She is survived by daughter Kay and her husband Randall Reed of Austin, Texas; granddaughter, KaRan Reed-Mathis and husband Kyle Mathis of The Woodlands, Texas; grandson, Bradley Reed and Jennie Lopez Reed, of Indianapolis, Indiana; her sister-in-law, Alethea Roads of Amarillo, Texas; and her niece, Paula Borchardt also of Amarillo.

Donations in her memory may be made to Austin Hospice at www.hospiceaustin.org.

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CORRECTION

In the April issue of *Amusement Today*, the new paint color for the steel track on the Texas Giant roller coaster should have been listed as Chilean Red. AT regrets the error.

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BRIEF

Maurer building two coasters for Knight Valley

Germany's Maurer Söhne recently confirmed that the Munich-based company has secured a contract to supply two new roller coasters for the Far East. The Shenzhen OCT East Co. Ltd. ordered a SkyLoop and an X-Car Launch Coaster for their Knight Valley park, which is located in Shenzhen north of Hong Kong.

The Shenzhen SkyLoop will be Maurer's second being built for China. The SkyLoop's trademarks are the X-Car, the Humpty Bump Lift, a 360-degree corkscrew and the vertical drop. The SkyLoop has to be customized and structurally reinforced for the region's typhoon wind conditions and seismic loads. The coaster is slated to open in late 2010.

Right after that, Maurer will build its first LSM Launch Coaster for Knight Valley. The X-Car Launch Coaster features extraordinary thrills within a compact space. The LSM drive will catapult the trains upward, accelerating from 0 - 43 mph within two seconds. This will be followed by a Special-Loop, an Immelmann turn, a steep camelback, a Half Cuban Eight and a Heart-roll just before returning to the station. The ride is slated to debut in February 2011.

Supplied by Mack Rides

Whale Adventures adds more water fun to Europa-Park

Andrew Mellor
Amusement Today

A new interactive water ride built by Mack Rides has opened at Europa-Park in southern Germany bringing yet more water based fun to one of the world's most popular theme parks as it celebrates its 35th anniversary year.

Whale Adventures - Splash Tours made its debut on March 27 in the Iceland themed area of the park and takes riders on an "expedition" around the shores of Iceland. Suitable for all the family, riders are accommodated in one of 10 fishing boats, each of which carries up to eight passengers and features a water cannon for each guest to fire at other adventurers as they move around the attraction, or at a variety of interactive targets.

Spectators too can join in the fun by using one of 14 land based water cannon to fire water back at the passing boats, one of which is adapted for disabled persons with wheelchair access.

According to Mack's Maximilian Röser, one of the unique features of the ride is the ability to build it in a fresh water "pool" so that the water cannons take their water from the pool itself. Alternatively, the ride can be installed in a natural lake, in which case an on-board water source is used to supply the cannons. The movement of the boats is another important aspect, as instead of following a rail they are guided along a channel, with the flow of the water



being generated by pumps inside the channel.

The course along which the boats travel is 140 meters (459 feet) in length and the total ride time is five minutes and 45 seconds. Hourly capacity is an impressive 840 riders.

Various other highlights will also feature during Europa-Park's 35th anniversary year, among them a co-op-

eration with the worldwide energy group GAZPROM, a result of which is the new GAZPROM themed world. Located next to the Blue Fire coaster, this takes visitors on a voyage of adventure from Russia to Germany, travelling through Siberia and the Baltic Sea, allowing guests to experience how energy is generated, transported and used.



Top two photos: Europa-Park has added more fun for all the family with the addition of the Whale Adventures - Splash Tours ride from Mack Rides. At left, splashy fun is had with the water cannons by Roland, Thomas, Michael and Jürgen Mack.

PHOTOS COURTESY EUROPA-PARK

Additionally, over 300 events and special features will be organized at the park in 2010, including festivals themed on different countries, a variety of new culinary delights, party nights, a birthday week, Halloween specials and Christmas festivities, to name but a few, to mark this milestone year in style.

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Zierer busy with several 2010 worldwide installations

Andrew Mallor
Amusement Today

German ride manufacturer Zierer Karussell GmbH is involved in a number of new ride installations for the 2010 season, with new attractions being installed at parks in various countries around Europe and further afield.

At Schwabenpark in Germany, the company has delivered a custom family coaster with elevated seating, which is due to open to the public later this month, on May 23. The Force One coaster covers an area of 57.75 meters (190 feet) by 52.5 meters (172 feet) and has a maximum height of 22 meters (72 feet). It will utilize one train made up of eight, two-seater cars which will travel along the 535 meter (1,755 foot) long track at speeds of up to 65 kph (40 mph).

In the Netherlands, Zierer has produced three new rides



Germany's Schwabenpark will open a new Zierer custom family coaster for the 2010 season.

for the Plopsa Indoor Coevorden, in the shape of a family freefall tower, a Kortiki swing boat and a Force Two family coaster. The freefall tower rises to a height of 12 meters (39 feet) including decoration and features five double seats on a circular shaped gondola. It is

themed as a lighthouse.

The Kortiki swing boat, which has a rafting theme, features six bench seats holding four riders in each, while the new coaster, which has a pirate theme, incorporates a track of 230 meters (754 feet) in length and one train with



RENDERING'S COURTESY ZIERER

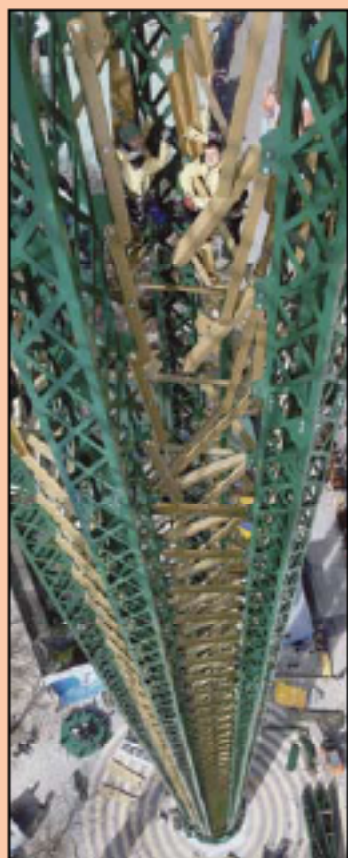
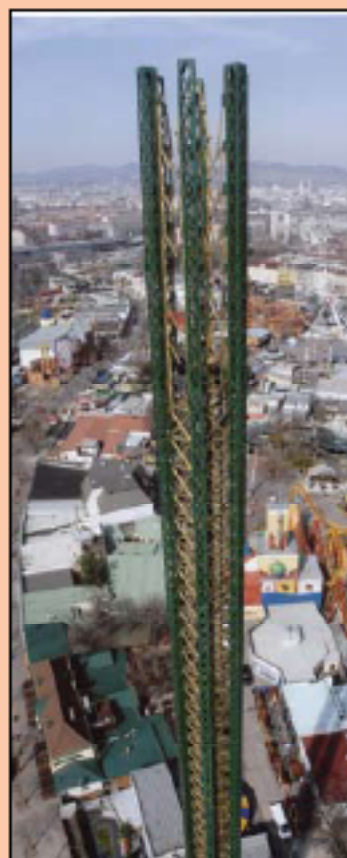
Nigloland in France has taken delivery of a themed Wave Swinger from Zierer.

10, two-seater cars. All three rides have the same layouts and theming as their counterparts in Plopsa Indoor Park in Hasselt, Belgium.

Staying in Europe, in France Zierer has supplied a 40-seat Waveswinger to Nigloland, themed as an apple tree

with a bird's nest on the top, while in the U.S., the company has delivered a Custom Force coaster to Busch Gardens, Tampa, Florida. Additionally, the company has delivered a Flying Fish ride to Marineland, Canada, for the new season.

StarFlyer tower ride opening at Vienna's Prater Park



PHOTOS COURTESY FUNTIME

Funtime will amp up the thrill factor in a major way this season with the introduction of the world's tallest StarFlyer attraction at the Prater in Vienna, Austria. Set to take flight in May, the Prater's new StarFlyer is themed as a giant clock tower and will stand an amazing 360-foot-tall. As riders ascend the tower, guests will enjoy a breezy, panoramic view of Vienna while swinging up to 311 feet above the midway.

ProFun announces operating contract for Expo 2010 in Shanghai

ProFun Management Group has been appointed the operator for the Information and Communication Pavilion at the 2010 Shanghai World Expo. ProFun won the overall operation project for the Information & Communication Pavilion (ICP) at the Shanghai Expo, the second project in China for this southern California based firm. Occupying a building area of over 67,000 square feet, the ICP is one of the biggest enterprise pavilions at the Shanghai Expo and a joint pavilion for the communication giants, China Mobile and China Telecom.

ProFun Management Group will be managing and operating this Corporate Pavilion

along with its partner, Betterway/Publicis-Dialog, a Shanghai based event management agency. ProFun and its sister company, Management Resources, have been involved with World's Fairs and Expositions for over 25 years. Chairman and CEO Dave Schmitt said that ProFun Management Group is excited to continue the Expo tradition with the upcoming 2010 World Expo in Shanghai, China and extending the global presence of ProFun.

Scheduled to open to the general public on May 1, 2010, the Shanghai World Expo is expecting more than 70 million visitors.

U.K. theme parks 'riding high' in recession

With the new season now well and truly underway, a study by Mintel, a leading market intelligence company, claims that theme parks in the U.K. are actually benefiting from the current economic downturn.

The research shows that the U.K.'s theme park sector has traded strongly through the recession, despite lower consumer spending overall. The trend towards holidaying at home – the proverbial 'staycation' – and sustained investment from the sector saw an encouraging three percent of adults visit a theme park in the U.K. for the first time during the past year, equating to approximately 1.2 million new visitors in 2009. And on the back of this, the report reveals that admission levels to theme park in 2010 are set to break through the 14 million figure for the first time, up from 12.3 million five years ago.

Overall, a quarter of Britons visited a U.K. theme park in 2009 and the vast majority (23 percent) of those attendees were making return

visits. The overall market value for the theme park sector is also booming, being valued at £315 million in 2009, up 27 percent from £248 million in 2004.

"The past two years have been very positive for the U.K. theme park industry," commented Mintel senior leisure analyst Michael Oliver, "with the combined effect of economic recession and the weak pound actually working to its advantage because it persuaded more people to stay at home and take more day trips, short breaks and holidays. Just as importantly, operators are reaping the rewards of a sustained period of investment in new rides, attractions and facilities, ensuring consumers return each season and stay engaged with the market."

The report also attributes market growth to an increased focus on multi-day visits, encouraged by the greater availability of accommodation on or close to parks. And Mintel is also predicting a bright future for the sector, pointing

► See PARKS, page 12

Asian Attractions Expo 2010: Destination for Success

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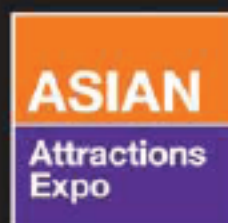
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►PARKS

Continued from page 10

ing to further market value growth of 19 percent between 2009 and 2014 to £374 million and admission growth of 9 percent to 15 million over the same period.

—Andrew Maltor

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Simworx effect theaters proving popular worldwide

Simworx, the U.K.-based 4D effects theater and simulation attraction specialist, continues to enjoy a buoyant 2009 following a burst of successful installations, excellent feedback from operators and continued interest in its wide range of products from the attractions industry and various other sectors.

During a very successful EAS trade show in Amsterdam recently, Simworx Managing Director Terry Monkton was able to take customers to view one of the company's most recent projects at the nearby Familiepark Driviel where, for the 2009 season, a new 4D effects theater was opened.

The addition of the theater has proved a popular move with park guests and represents a full turnkey project for Simworx for which the company converted an existing Cine 180 dome building to create the new theater. Fully themed on the outside (by Joravision), the installation features 51 seats provid-

ing multi-directional movement, along with access for wheelchair users, while effects include seat drop, water spray, leg ticklers, dynamic wind blowers, low smoke, bubbles and aroma.

Special effects lighting further enhances the overall visual experience provided by a Christie HD 3D projection system, which is linked to a 3D screen and surround sound, while the award winning film *Curse of Skull Rock* has proved a big hit with audiences of all ages in what is the only cinematic experience at the park.

"Our visitors like it very much," said Park Director Piet Faaij. "The film is very sharp and the movements are good too and overall we are very satisfied. From a quality point of view our new theater is excellent. And it is a good family attraction so fits in very well with our target market."

Simworx also installed a 4D effects theater at the London Science museum,

the project being the first 4D theater to open in the English capital. Featuring the film *Legend of Apollo*, produced by Red Star and telling the story of Colonel David Scott, commander of the Apollo 15 mission to the moon, the attraction incorporates a four minute pre-show and again utilizes Simworx's multi-directional seats, along with a variety of effects. These include seat drop, water spray, wind, low smoke, leg ticklers, bubbles and aroma which, along with 3D high definition projection combine to provide a truly immersive experience.

"We are very happy with levels of business so far this year," added Monkton, "and the Driviel and Science Museum projects are good examples of how we can cater to very different requirements and create highly entertaining attractions, for all age groups and for a wide range of venue type. Both these installations are proving extremely popular and I am delighted with their success."



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Photo: Coasterandmore.de (left)



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BRIEF

Great Escape restores two attractions

Guests visiting The Great Escape & Splashwater Kingdom this season will experience a piece of history with the newly restored Cinderella's Castle and the all new Storytown Train.

"We are very fortunate to have wonderful traditions here at The Great Escape," said Don McCoy, president of The Great Escape properties. "For 57 years, families have created lifelong memories with us and these two nostalgic offerings will strike a familiar chord as guests recall their childhood visits."

The updated Storytown Train will feature a journey through the early years of Storytown USA and The Great Escape. Popular elements from the nursery rhyme themed park have been renovated and given new homes along the train's tracks. The pieces will also represent the first years of Ghost Town and the popular Jungleland exotic wetland. Exciting additions to the train include Humpty Dumpty, PoPo the Purple Cow along with Hickory Dickory Dock and more.

Cinderella's Castle, which has served as a centerpiece in Carousel Plaza since 1979 has been rebuilt from the ground up. The new structure and surrounding landscape will be the perfect backdrop to the Pumpkin Coach and, of course, Cinderella herself.

The Great Escape opens for the season on May 8.

Three rides relocated from closed Celebration City

Wild Adventures opens with new rides, entertainment, park landscape

Georgia's Wild Adventures Water and Theme Park (WA) opened for the 2010 season on March 6 with the addition of three family rides and new live entertainment among various other improvements.

"Wild Adventures has a tradition of providing families all the excitement of a big theme park at a family affordable scale. It offers all in one for less - a theme park, water park and animal park rolled into one. This year, with 20 concerts, and nearly a dozen limited engagement shows, guests will find something new to see and do every month," said Bob Montgomery, vice president and general manager. "Plus, to help keep guests feeling refreshed, the park has removed more than 350 tons of concrete to make way for more shade trees and a new, interactive water fountain."

The new season offers more thrills with three new family rides relocated from now-defunct Celebration City in Branson, Missouri: Whirling Wildcats (Scrambler, Eli Bridge Co.); Viking Voyage (family coaster, B&F Miller Industries); and Falcon Flyers (Flying Scooter, Larson International).

After an extensive renovation, WA's popular wooden roller coaster, The Cheetah, will also feel like a new ride. A million dollar refurbishment was overseen by Great Coasters International to provide a smoother ride without sacrificing the wild excitement wooden coaster lovers have come to expect.

WA surprises guests all year long with exclusive, limit-



PHOTOS COURTESY WILD ADVENTURES

Georgia's Wild Adventures opened for the 2010 season with three rides relocated from now-defunct Celebration City in Branson, Missouri. Shown here in the left two photos are the Viking Voyage family coaster by B&F Miller Industries; top photo is the Whirling Wildcats Scrambler from Eli Bridge Co. and above is Falcon Flyers Flying Scooter ride from Larson International.

ed engagement shows including a special guest appearance by Captain Robbie Knievel on July 3, who will be attempting a leap over WA's iconic lake.

In April, WA maintains its tradition of offering breathtaking animal performances with the premiere of *Tigers of India*. The award winning

show features seven majestic tigers. The live act highlights the incredible bond of man and tiger while showcasing ▶ See ADVENTURES, page 14

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ADVENTURES

Continued from page 13

the animals' natural behavior.

May brings the opening of *Country Rocks Live!* to WA. With a variety of gifted singers, this new show brings music to life with country hits from yesterday and today.

The summer heats up with high energy performances guests cannot find anywhere else. The Anastasins are eighth generation performers who join the park's show lineup in June with unbelievable juggling, high wire, and acrobatic performances under a big top tent. Also in June, popular hypnotist Tammy Barton takes guests on a journey of the mind.

Starting in July, the antics of the *Dave Kozor High Dive Show* entertain with a mix of high diving tricks and comedy. Man's best friend takes center stage in July with *Doggies of the Wild West*. Marshall Rowdy Yo along with his sidekick, Calamity Jo, amaze and amuse audiences with a cast of "Pooches from the Prairie."

Featuring the region's largest outdoor amphitheater, WA promises families a variety of musical experiences from spring through fall. The park line-up includes 20 concert performances in the rock, pop, country, Christian and gospel genres. More concerts will be announced soon to complete the 2010 concert season. All concerts are free with general park admission or a 2010 Season Pass. Reserved seats are available for an additional \$10.

In 2010, WA also marks the debut of a new, greener landscape plus spots for guests to cool off. The goal is to create shaded spots for the warmer spring and summer months. To create the park-wide changes, more than 400 new trees have been planted along new pathways, creating an overall guest-friendlier environment. A new interactive, jumping water fountain will delight kids and parents alike with 22 jets that spray in all directions.

"Last season, WA unveiled our multi-million-dollar Splash Island Water Park renovation including the opening of the popular Wahee Cyclone. This year, we wanted to add even more spots to help families cool off in the warmer temperatures," said Montgomery.

Chicago's Little Dipper rising again



PHOTOS COURTESY SIX FLAGS

Major construction is well underway on the resurrection of the historic Little Dipper wooden roller coaster at Six Flags Great America. Designed by Herbert Schmeck and built by the Philadelphia Toboggan Company, the beloved ride operated at Kiddieland in Melrose Park, Ill. from 1950 until 2009. The 700-foot-long junior coaster is an ACE Coaster Classic and will be SFGA's 14th coaster when it opens later this season.



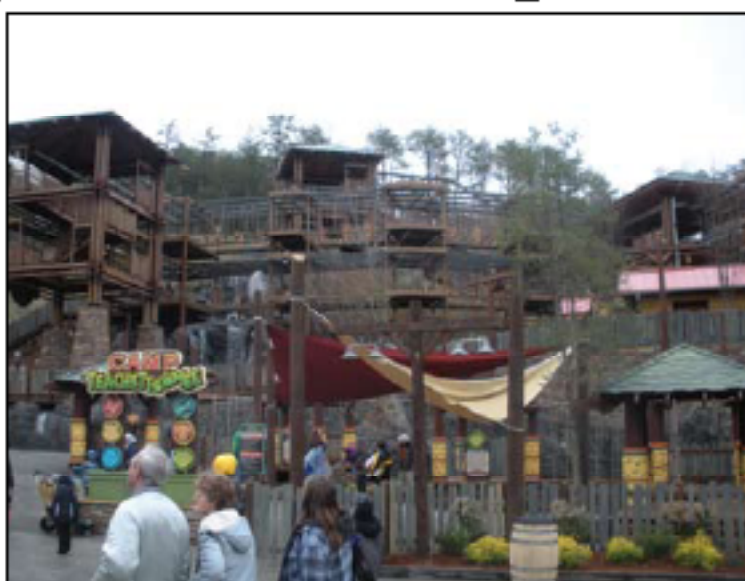
Dollywood opens America's largest challenge course

Dollywood's 25th anniversary season offers guests the opportunity to conquer America's largest challenge course with the Tennessee theme park's new Adventure Mountain attraction, which opened to the public on March 27.

"My new Adventure Mountain is just one of the many fun and exciting additions I have in store for folks during Dollywood's 25th anniversary season," said Dolly Parton. "Adventure Mountain is the perfect way for families to enjoy nature in the beautiful outdoors here in the Smoky Mountains, so I'm officially challenging everybody to try it!"

Designed and built by Dollywood with challenge components supplied by Michigan-based Ropes Course, Inc., Adventure Mountain covers two acres of mountainside outdoor terrain in Dollywood's Wilderness Pass area. Designed exclusively for Dollywood, Adventure Mountain features four courses that range from easy to expert. Camp Teahittinomee, located at the mountain's base, offers a variety of ground-based experiences for younger visitors who can become ranger recruits. Geyser Gorge takes its name from a geyser that must be navigated, while Black Bear Cliff presents a narrow rock ledge along its rim. Rocky Top Trail requires adventurers to cross a thin aerial rope bridge on the way to Adventure Mountain's summit located 100 feet above Wilderness Pass.

Jim Liggett, president of Ropes Courses, Inc., said, "We are thrilled to partner with



Herschend Family Entertainment on such an exciting project. After building a custom course for their Stone Mountain property they came back and asked us to help them design the world's largest ropes course for Dollywood. Of course we were only too happy to oblige."

Designed to test adventurers' strength and skill, Adventure Mountain offers more than 140 obstacles located a few inches above ground to more than 36 feet in the air. Guests encounter rugged rope

trails, net ladders, swinging bridges, a tire traverse, flying islands, and moving beams throughout the attraction to engage participants in individual pursuits or family competitions.

Amusement Today spoke to Dollywood's Pete Owens about how guests are responding to the park's newest attraction. "The reaction has been very positive. This truly is an attraction that photographs do not do it justice," said Owens. "We are seeing families who are experiencing Adventure



Dollywood's new Adventure Mountain is America's largest challenge course with more than 140 obstacles located up to 36 feet in the air. The attraction was designed and built by Dollywood with challenge components supplied by Michigan-based Ropes Course, Inc.

PHOTOS COURTESY DOLLYWOOD

Mountain and are really showing a sense of accomplishment not only at the end of an adventure but at the end of each challenge element. It has been exciting to see teenagers holding hands and tackling challenges together as well as older and younger siblings helping and encouraging one another along."

Ropes Courses, Inc.'s theme park projects are handled by Maryland-based Ride Entertainment Systems.

Elitch Gardens sees major ride overhaul

Colorado's Elitch Gardens, a PARC Management theme park, is getting a facelift for its 120th season. The overhaul includes rehabbing six rides, seven slides and the front gate as well as remodeling the children's area in the water-park along with four restrooms and a funnel cake stand.

"It has been 15 years since the park moved downtown and these improvements will make it look like new again just in time for the 120th anniversary," said Elitch Gardens General Manager John Riggelman.

Rides getting extra attention this season include the Tazka, Bommerang, Shake Rattle & Roll and Sidewinder, a now-rare Arrow shuttle loop coaster that celebrates its 30th anniversary this year. One of the most ambitious projects is the complete repainting of the park's Twister II wooden roller coaster. All 500,000 board feet of lumber is being hand-rolled in traditional white by Baymm Painting, Inc.

Additionally, the park's iconic Big Wheel is being outfitted with a new LED light package that will appear even brighter in downtown Denver's skyline while saving energy. Sup-



Twister II is getting a new coat of paint.

plied by Eworks Pro Inc., the new package includes LED track lighting on all 20 spikes and rim (both sides), ride-mount controllers and a computer with LED Pattern software. "This is a completely customizable lighting system that we can choreograph to music that will add even more excitement to our midway," said Elitch Gardens Director of Operations Chris Kearsing.

Six Flags Magic Mountain's 17th coaster opening this spring

Six Flags Magic Mountain recently announced that its newest roller coaster will be named Mr. Six's DanceCoaster. Themed after the company's iconic dancing mascot, it will be the park's 17th coaster, and will open Memorial Day weekend.

Located near Terminator Salvation: The Ride, Mr. Six's DanceCoaster was designed by Vekoma of The Netherlands. The junior coaster is 679-feet-long with a 28-foot lift hill and will reach speeds up to 21 mph. A single train, built to look like Mr. Six's dance shoes, features eight cars in which guests will sit two-abreast in a single row for a total of 16 riders. Colors for the new coaster are in keeping with Mr. Six's formal attire of black, white and red.

"Six Flags Magic Mountain is always looking for attractions that friends and families can enjoy together," said Jay Thomas, Six Flags Magic Mountain park president. "Mr. Six's DanceCoaster is a ride that I'm looking forward to experiencing with my own children."

The Vekoma junior coaster originally operated as Road Runner Express at Six Flags New Orleans from 2000 until 2005.

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No longer carving up a niche: Carousel Magic closes up shop

Mary Wade Burnside
Amusement Today

Ross Clark and Sherrell Anderson spent their early spring in a way they did not want, packing up their showcase carousel shop and closing down what had been their livelihood for 20 years.

Carousel Magic was an integral part of the revitalized Carousel District in Mansfield, Ohio — and a way of life for Clark and Anderson.

"Nobody is restoring carousels in the current economy," Anderson said. "It's the first thing they stop doing and the last thing they start doing — restoration on antique machines."

Anderson started the business in 1988 in Redburg, Idaho. He had gotten interested in carousels when he helped restore the Idaho Centennial Carousel in Redburg's Porter Park.

"I started out running a carousel in the city park when I was 13 years old," he said. "That was my summer job for the next seven years. A few years later, after I got married, my sisters decided the carousel needed restored and offered to paint it. I was invited to help them."

The carousel horses had broken legs, and Anderson set about to fix them by carving new ones.

"I started carving as a hobby," he said. "I did that for 15 years."

When the carousel need-



PHOTOS COURTESY CAROUSEL MAGIC

Gary Satterfield carves and blends the head and mane into the body of the carousel horse created for Robert Hinrichs. Hinrichs, of Oregon, has had a lifelong love of carousels and custom-ordered a horse from Carousel Magic of Mansfield, Ohio, which just went out of business.

ed restoration again, "I had turned 40 and (my wife) had a midlife crisis."

As a result, he began his carousel company, which he eventually named Carousel Magic.

Clark came on board and the two took on jobs all across the country. The year 1993 proved to be a pivotal one. The town of Mansfield wanted to revitalize a downtown district, centered around a carousel.

"That area of downtown was a very family unfriendly place to be," said Lee Tasseff, president of the Mansfield/Richland County Convention & Visitor Bureau.

"They had a group of people submit studies on what

a good idea would be. They researched carousels and decided that would be the way to go."

So a carousel was created by a company that was supposed to set up shop in a showcase factory in the district, where the sight of workers carving out colorful and flamboyant carousel horses would be on display.

But the initial company that worked on Mansfield's carousel decided to gallop out of town. The city then in turn recruited Anderson and Clark, who relocated their business from Redburg to Mansfield.

Carousel Magic primarily performed carving and restoration work on carousels all over the country, including Elitch Gardens in Denver. Carousel Magic completely dismantled and restored the park's circa-1928 Philadelphia Toboggan Company's No. 51, which features examples of three master carvers, said park historian Betty Lynne Hull. John Zalar carved two Roman-style chariots and teams of fierce chariot horses; Frank Canella carved the remaining horses; and Gustav Dertzel carved two small ponies.

The park's owner, Sandy Guttler, was very pleased with the restoration, Hull said.

"He insisted, in fact, of having his photo taken riding his favorite horse on the restored carousel for all the

► See CAROUSEL, page 17



Elitch Gardens' carousel was restored by Carousel Magic, when the park moved to its new location in downtown Denver. It was originally manufactured by the Philadelphia Toboggan Company and delivered in 1928. Three master carvers spent three years to create 67 prancing and galloping horses, chariots and ornate rounding boards. The carousel replaced a 1906 carousel in which the horses did not "jump," or go up and down.

►CAROUSEL

Continued from page 16

newspaper and television coverage of the opening of Elitch Gardens in its new downtown Denver location," Hull said.

Carousel Magic primarily performs the carving work, Anderson noted.

"We worked with a machine shop when there was mechanical work to be done. We did not do that in-house."

Carousels that the company have restored can be found in Ohio, New York, Massachusetts, Mississippi, South Carolina and Michigan, in addition to Colorado. In addition to amusement parks, examples of their work can be seen spinning around in municipal and private parks, Anderson said.

"There are probably eight states that we've done major projects in and we've done individual animals or restoration projects in 30 different states," he added. "And we did a lot of custom carving for homes and businesses."

Dan Horenberger of Brass Ring Entertainment in Sun Valley, Calif., threw a lot of work Anderson and Clark's way.

"We just had too much work and farmed a little bit to them," he said. "They do excellent work. They did nice animal carving – probably the nicest carving that can be done for commercial carving."

Brass Ring Entertainment performs full-service carousel work, from the gears and bearings to the motor drive, he said. His company repairs both museum pieces as well as commercial rides.

One reason the business for shops like Carousel Magic has slowed down, Horenberger said, is that if a carousel breaks down, an operator pretty much has to fix the mechanisms.

"When the economy is slow, you don't have to paint a carousel," he said. "It will still run. If it's broken, you have to hire someone to fix it. Right now, we're 14 feet in the air fixing a set of gears."

Another problem causing an industry slowdown is uncertainty at parks such as Six Flags and Cedar Fair.

"They're not doing anything now that they don't know what they are going to do," Horenberger said. "Jobs that were talked about but not committed to have disappeared until everybody figures out who is going to own

those companies."

One customer who hates to see Carousel Magic go out of business is Robert Hinrichs of Pleasant Hill, Ore. He heard about Anderson and Clark's work and gave them a custom order to fulfill a dream.

"I wanted a carousel since I was 6 or 7 years old," he said.

Then he saw a Philadelphia Toboggan Company carousel at Expo '86, the World's Fair held in Vancouver, B.C.

"They had to kick me off the carousel," he said. "I rode it several times."

Last summer he ordered a carousel horse, and it arrived in February, sanded and primed and ready to paint.

"I thought part of the fun of it would be doing the painting," he said.

He raves about Ross Clark's workmanship that will go in a spot in his family room when it is completed, "to be enjoyed by one and all."

"It just broke my heart that they went away," Hinrichs said.

Now in his early 60s, Sherrell Anderson is not ready to retire.

"I'm looking for a real job now – probably an office job somewhere," he said. "I can't find a job restoring carousels. I ran the office in the company, so that's what I'm looking to continue."

Although he relocated from his native Idaho to Ohio

because of his carousel business, he has no plans to move back home anytime soon.

"They are both beautiful places," he said. "I miss the mountains and blue skies, but Mansfield has trees and fireflies. We enjoy Mansfield and are not planning on leaving immediately. It's home."

As for the business that started out as a passion and grew into a livelihood:

"I'm going to miss it."

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WhiteWater slides nearing completion at three Texas Hawaiian Falls

Construction is nearing completion at Texas' Hawaiian Falls waterparks on the new Torpedo thrill ride. The ride is scheduled to open Memorial Day weekend at all three Dallas/Fort Worth parks.

Hawaiian Falls will be the first waterparks in the world to install the Torpedo ride. The rides, supplied by Canada's WhiteWater West, are part of a \$2.6 million investment in the three Hawaiian Falls Texas properties located in Garland, The Colony and Mansfield.

"We're very excited about this new thrill ride," said Hawaiian Falls vice president Steve Mayer. "While we have many attractions for younger children and families, this exhilarating ride will especially appeal to school-aged kids, teens and young adults."

Designed for riders 48-inches-tall and over, the Torpedo will feature two speed slides coming off a four-story tower. Riders will step into a capsule at the top of the ride before a hatch will open under their feet, (same launch mechanism as the AquaLoop) turning them into human torpedoes as they free-fall at speeds up to 40 mph down the slide. Two riders can be launched simultaneously from two side-by-side launchers so guests can race to the finish.

A Topsy-Turvy ride supplied by ProSlide

Omaka Rocka opens at SeaWorld's Aquatica

SeaWorld's Aquatica waterpark in Orlando, Fla. recently introduced one of ProSlide's new Topsy-Turvy Surprise Adventure high-capacity family tubing rides highlighted by high-speed tubes and half-pipe funnels.

Dubbed Omaka Rocka, which translates to 'rocking river,' Aquatica's newest adventure features two slides with three open funnels on each that let enough light in so that riders can see the next thrilling twist and turn. Riders travel in two-seat tubes through enclosed sections before dropping into each funnel that replicate the half-pipe experience of extreme sports. They will experience near weightlessness as they go up one side and back

down the funnel before going into the dark enclosed sections and into the next funnel.

Omaka Rocka is the first attraction added since Aquatica debuted nearly two years ago.

Aquatica is a one-of-a-kind waterpark that could only come from SeaWorld. Inspired by a whimsical take on the South Seas, Aquatica immerses guests in the playfulness of the sea, taking them in, over and under the water with the world's most unique water rides and animal encounters. Aquatica mixes animal experiences, waters from serene to extreme, high speed waterslide thrills and wide, sandy beaches.



PHOTOS COURTESY AQUATICA

SeaWorld's Aquatica has introduced Omaka Rocka, the first installation of ProSlide's new Topsy-Turvy Surprise Adventure high-capacity family tubing ride.



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Darien Lake expands waterpark, other areas for 2010

For the 2010 season, Western New York's Darien Lake Resort will grow into two parks: Darien Lake Theme Park and SplashTown at Darien Lake.

Specific additions to the new SplashTown at Darien Lake include a new quad-slide complex, lazy river, wave pool, an additional five acres of completely new park space, a new bathhouse, more food and beverage options, new landscaping, more deck and lounging space, along with new cabanas.

Towering above SplashTown will be Swirl City, a huge, new quad-slide complex featuring four ProSlide waterslide experiences. The new complex delivers fast-paced action through open and enclosed sections of trough – including some translucent sections. Swirl City's four slides

are Mister Twister (Topsy-Turvy), Cannon Ball Run (CannonBowl) and Turbo Twins, two dueling slides utilizing ProSlide's SilkTek translucent flume technology.

The new Flotation Station lazy river from Aquatic Development Group, Inc. will offer a relaxing float down the 16-foot-wide, 1,000-foot-long river while guests enjoy serene landscapes, water features, and soaking up the sun. Guests may float on single or double passenger inflated tubes, perfect for all ages.

ADG is also creating the waterpark's new Lazy Days Lagoon, a 44,500-gallon wave pool featuring surf-friendly waves. The area will provide wide beach-front deck space including plenty of room for families to sun and play at the water's edge.

"The extensive additions



RENDERING COURTESY DARIEN LAKE

SplashTown at Darien Lake, part of the western New York theme's 2010 multi-million dollar expansion, includes a new quad-slide complex featuring four ProSlide waterslides.

underway at Darien Lake Resort will create a true vacation destination for travelers from all over the country including our guests living nearby in upstate New York, southern

Ontario, and northern Pennsylvania," said Resort General Manager Christopher Thorpe. "By transforming Darien Lake into two major parks, our guests will have a world-class theme park and world-class water park to enjoy during their stay at Darien Lake Resort."

In addition to the expansive waterpark additions, Darien Lake Resort will be adding ten Forts-O-Fun backwoods themed rooms inside the Lodge on the Lake Hotel. Log cabin-looking bunkers will provide children with some independence and their own space to sleep and play, all

within earshot of the grown-ups. Forts-O-Fun guest rooms include separate bunk-beds, play space, a television, and Playstation 3 video games.

Darien Lake Resort's camping area is also growing with more than two-dozen, all-new, family-friendly Brown Bear Cabins. The custom-designed cabins feature a fireplace, loft, bedroom, fully-equipped kitchen, eating area, wireless internet, and cable television. Each cabin will also have a front porch and outdoor fire-pit to experience all fun of camping with the amenities of a first-class hotel.

"Our Lodge on the Lake and campground properties have been a huge hit with resort guests from throughout the region," said Thorpe. "The new Forts-O-Fun make a stay at the Lodge even more exciting for families and the Brown Bear Cabins open up options for larger families that want to make a trip to Darien Lake their special family vacation."

Darien Lake is also giving a little TLC to its resident wooden roller coaster, the Predator. For 2010, the park will replace the 1990-built ride's current Philadelphia Toboggan Coasters rolling stock with a set of PTC trains formerly operated on Holiday World's record-breaking Voyage wooden coaster.

The 2010 season begins on May 8 with the opening of Darien Lake Theme Park. SplashTown at Darien Lake is scheduled to open Memorial Day.

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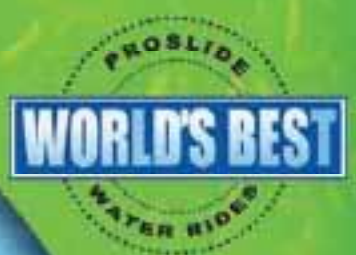
CORRECTION

Last month in AT's coverage of the new waterpark at the Radisson Hotel Albuquerque, we inadvertently credited WhiteWater West as the supplier for the facility's dual FlowRider attraction. Actually, Aquatic Development Group (ADG) is Wave Loch's exclusive partner for FlowRiders sold, built and installed in North America, including the dual FlowRider now open at the Radisson Hotel Albuquerque. Wave Loch, Inc. has a license agreement with WhiteWater West, which is non-exclusive for the rest of the world. *Amusement Today* regrets the error.

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WhiteWater equipment highlights Canada's newest waterpark

Calypso Waterpark – Canada's largest themed waterpark – will open this spring with plenty of signature attractions from WhiteWater West, some of which are the first of their kind to be installed in Canada.

Located 20 minutes from Ottawa, Ontario, the 100-acre Calypso will be home to Canada's first Family Boomerango, which was winner of the 2008 IAAPA award for Best New Product. The ride will take guests vertical as they shoot up a wall, then pause before falling back for a sense of weightlessness as they pass over a transition hump and into a splashdown pool below. This raft ride is ideal for groups and families to share the excitement similarly to the traditional Family Raft Ride, another feature ride in the park.

Those who want to increase the adrenaline rush will experience high thrills



RENDERING COURTESY WHITEWATER

Calypso Waterpark will debut this spring with a large number of WhiteWater West attractions including Canada's first Family Boomerango, Family Raft Ride, SpaceBowl, SuperBowl, and RainFortress multi-level interactive play structure.

sliding down the free fall speed slides, or trying out the eight-lane mat racer for a head-to-head battle through a series of bumps, accelerating towards the finish line. Forces will keep riders heart rates up as they swirl around the walls of the SpaceBowl and SuperBowl, other exciting firsts for Canada.

Younger visitors will find a group of slides all their own that includes two mini slides, an enclosed body slide and a ramp slide.

All the attractions surround WhiteWater's RainFortress—a fully themed, multi-level and interactive play structure and the largest of its kind in Canada. It features a swashbuckling pirate theme and a giant tipping bucket. The structure boasts almost 200 features including numerous slides, bridges, climb nets, arch jets, water guns and pull ropes.

Calypso Waterpark is set to open June 7, 2010.

WhiteWater West unveils MegaTube series waterslides

Canada's WhiteWater West Industries Ltd., recently announced the launch of the MegaTube waterslide series, the industry's newest and largest family raft rides. The MegaTube waterslides offer what is arguably one of the most thrilling raft experience ever conceived, with more twists, turns and surprises than any other raft ride.

The core feature of the patent-pending MegaTube series is a 20-foot diameter fully enclosed cylinder set at a transverse angle to the slide path. Riders enter

the cylinder by way of a steep downward ramp, and then oscillate up and down the inner walls, climbing up to 10 feet as the raft works its way through the cylinder and on down the waterslide. Cylinder length can vary with each unique slide path, which can easily incorporate multiple cylinders and can also be combined with other attractions from WhiteWater West, such as the SuperBowl or the Family Boomerango.

Furthermore, the MegaTube is large enough that

another flume can actually pass through it, creating a sensational experience for riders and spectators alike. For example, a section of WhiteWater's transcendent SilkTek from an AquaLoop or other body slide cutting through a MegaTube, with a rider hurtling by above as a raft serpentine through below.

The first two MegaTube rides are the Viper, a three-person raft ride, and the Python, a six-person raft ride. Additional rides will be added to the MegaTube series over the coming months.



RENDERINGS COURTESY WHITEWATER

Canada's WhiteWater West has launched its MegaTube waterslide series. The first two MegaTube slides are Viper (three-person raft ride) and Python (six-person raft ride).

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BRIEF

Weeki Wachee mermaids return to Ripley's Aquariums

Following standing-room only performances at both Ripley's Aquariums in 2009, the world-famous mermaids of Weeki Wachee Springs State Park in Florida, known for their grace and beauty for the past 63 years, will be returning to both aquariums this summer.

They will appear at Ripley's Aquarium in Myrtle Beach, S.C. July 23-25 and at Ripley's Aquarium of the Smokies in Gatlinburg, Tenn., Aug. 6-8.

The mermaids will perform four shows daily at each aquarium and will be available to meet and greet guests following each show.

The stage at Ripley's aquariums will be Stingray Bay, a 15-foot-deep, 85,000-gallon saltwater tank, populated with five species of sharks and four species of stingrays.

Special photo opportunities and several interactive programs will be offered in conjunction with the mermaid's visit, including a Mermaid Splash, where guests can join a mermaid in the water and splash, pet and frolic with the friendly stingrays.

The mermaid shows are free with paid admission to the aquarium but the interactive programs, available for an additional fee, require a reservation.

GKTW Village opens donated Park of Dreams

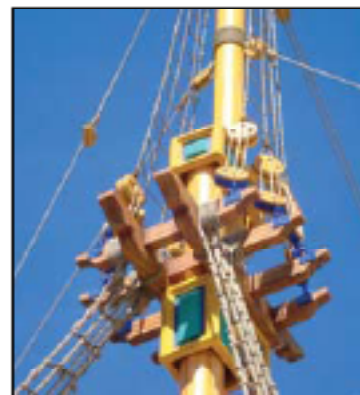
Florida's Give Kids The World is celebrating its 24th anniversary with the grand opening of its latest expansion – Park of Dreams. After two years of planning and construction, the new section's pool, waterplay area and other attractions opened March 7 with a special weekend honoring Give Kids The World Founder Henri Landwirth, who enjoyed the grand opening on his 83rd birthday.

The new Park of Dreams expansion was made possible by a group of generous companies who provided the majority of the area's design and equipment free of charge to GKTW.

The interactive splash pad and water garden, a \$350,000 gift to GKTW from Quebec, Canada-based, Vortex Aquatic Design, allows children of all abilities the opportunity to splash in a waterpark built just for them.

The 80,000-gallon resort swimming pool, designed by executives from Universal Creative and Valleycrest, was built through the generosity of the InterContinental Hotels Group, the International Association of Holiday Inns and Davidson Hotel Company.

Another major highlight of the Park of Dreams' opening ceremonies was the christening of the Serendipity, an enormous double-masted ship custom-built and donated to GKTW by Florida-based theme park environment design firm Environs, Inc. The \$650,000 Serendipity stands 90-feet-long and 60-feet-tall. The project is the largest scenic ship developed by the Environs team



PHOTOS COURTESY ENVIRONS

Florida-based Environs donated to Give Kids The World Village this \$650,000 ship that stands 60-feet tall. Some of the thematic elements are shown above. The ship is part of the facility's new Park of Dreams expansion.

to date. It provides a stage for shows and takes the weekly Pirates and Princesses party at

the Village to a whole new level. Additionally, a giant screen stretched between the masts

will entertain Village guests with "drive-in" movies.

Other donations vital in bringing GKTW's new Park of Dreams to life include: Neptune-Benson (a filter from its Defender series to help keep water costs down); America Locker (lockers for Wish families to store their items while enjoying the water features); and Nassal Company (theming for the pool building).

Pamela Landwirth, President of Give Kids The World said: "Environs has given us an amazing gift – our very own ship of dreams. The Serendipity will truly take our Wish children as far as their dreams can go. The addition of this ship, and the generosity and love the entire Environs team has given to Give Kids The World is priceless. We just can not say thank you enough."

Michael Barsman, director of facilities at the GKTW, reflected on the experience of working with the Environs: "The teams truly went above and beyond in order to have everything ready and sparkling for our families to enjoy. I personally want to share how much I enjoyed working with each and every one of them."

Give Kids The World Village is a nonprofit resort in Kissimmee, Fla. that provides week-long, cost-free vacations to children with life-threatening illnesses and their families from around the world. To date, more than 100,000 children have had their dream wish vacation at Give Kids The World.

For more details, visit www.givekidstheworld.org.

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Experts weigh in on Six Flags bankruptcy settlement

Pam Sherborn
Amusement Today

On April 28, 2010, (just as this issue of *AT* was being mailed) a U.S. Bankruptcy Court, District of Delaware (Wilmington) was expected to approve the Six Flags Inc. bankruptcy settlement. Six Flags Inc. filed Chapter 11 Bankruptcy in June, 2009.

Financial reports state Stark Investments Inc. is the group of bondholders that came forward to bail the ailing company out of bankruptcy. In March, Stark invested \$725 million in new equity and borrowed \$1.1 billion to pay off creditors and provide working capital after the company emerges from the bankruptcy.

Daniel Snyder, owner of the Washington Redskins NFL football team, will remain the chairman. Mark Shapiro, current chief executive, will remain in that position. Other top execs are expected to remain as well.

The company will also remain in debt, about \$1.1 billion worth.

And, in mid-April, this was all circumspective and based on the assumption things would go

forward without a hitch.

Amusement Today was unsuccessful in reaching Shapiro for comments about the settlement or what might be the focus once Six Flags Inc. emerges from bankruptcy.

However, Sandra Daniels, Six Flags Inc. media relations contact, commented through email saying, "Mark is not available to do this interview. I can tell you that there are absolutely no plans for cutbacks or scaling back. With a healthier balance sheet, we will be able to continue investing in the parks with improvements and new attractions. There will not be any layoffs whatsoever either. We will of course always be prudent and responsible with our investments, but once the company completes the restructuring process, we'll significantly be ramping up the investment level in our parks." "Our court date is April 28th at which time we hope the judge will confirm our plan and we can emerge from the BK."

AT asked two of the industry's longest tenured industry experts on what Six Flags must do now to move forward, make the company financially suc-

cessful and once again become the industry leader it once was. Here are their comments:

Mike Jenkins,
Leisure & Recreation
Concepts, (LARC)
Dallas, Texas

"The industry is pleased that it is settled. A \$1.1 billion debt is still significant. I think Six Flags Inc. is going to have to be extremely careful with its capital expenditures. The company will need to look closely at the interest rate, term and cash flow to be able to service the debt. The company needs to be cautious and efficient with available funds."

"The company needs to focus on customer service now and take care of the equipment they have now to bring it up to the highest possible safety standards. The company should look to market each park in its urban setting instead of spending money on national marketing. It should focus on being family-friendly in its own ur-

ban market. Branding the park nationally just doesn't do much anymore."

"I think they really need to do much of their work in cosmetics, cleanliness, getting back to the roots of what it once was; take a breather on the bigger purchases right now."

Dennis Spiegel,
International Theme Park
Services, Inc., (ITPS)
Cincinnati, Ohio

"I think it is time to bring the park back to the basics, that is, running the park and growing attendance. The \$1.1 billion debt is still a lot of debt, but I think they can certainly turn that company around. It will take a while, though."

"We are a mature industry so we don't get the great percentages of growth like we used to. I think the company should control their spending now and look for more sponsorships. It will be important how they manage their capital expenditures. I think if they can stay within the

\$80 to \$90 million billing range annually, they should do well."

"The company should look at each attendance segment, i.e., children, teens, families, adults, when carving out expenditures. The company should take a look at what needs pumping up."

Six Flags Inc. stock is being traded on the NYSE. It closed at 23 cents a share at end of the trading day April 16, 2010.

Although Shapiro wasn't available for this interview, he did take part in a March 24, 2010, phone interview with, reportedly, 75 callers comprising of a mix of park fans and "bloggers." He spent approximately 90 minutes with the callers. He spoke to future plans, additions, and capital improvements to the company's properties.

Next year is the company's 50th anniversary. To that question, Daniels stated:

"In terms of the 50th anniversary, we are excitedly looking forward to sharing this important milestone with our guests and creating a celebratory experience in every park. More details to come on 2011... in the meantime we are focused on the 2010 season."



Jenkins



Spiegel



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Davidson Hotel Company
InterContinental Hotels Group
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Neptune-Benson
American Locker
Aquatic Design and Engineering Inc.
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PEOPLE WATCH

Holiday World adds directors to staff

Holiday World & Splashin' Safari President Will Koch announces the appointment of three new directors to the park's staff, as two new positions are created. The park is located in Santa Clara, Ind.

The two new director-level positions are Director of Information Systems and Technology and Director of Training and Development.

As Director of Information Systems and Technology,

Joseph P. Hurst oversees the park's computer systems, data storage, sound systems, phone systems, servers, camera systems, network cabling and fiber optics. Hurst began his career at Holiday World seasonally in 1990 and was hired full-time in 1996. He is a graduate of Pewest Park High School in Ferdinand and the University of Southern Indiana in Evansville, where he earned a Bachelor of Science degree in Industrial Supervision. Hurst resides in Princeton, Indiana, with his wife, Lana, and their daughter, Katherine.

**Hurst**

Samantha Ramsey is the park's new Director of Training and Development. Her duties include planning and implementing Orientation and Hospitality Training for Holiday World & Splashin' Safari's 2,100 seasonal employees. She also heads up seasonal management training and keeps the operations departments fully staffed throughout the season. Ramsey began her career at the park seasonally in 1997 and was hired full-time in 2005; she was named Director of Cleaning in 2007. Ramsey is a graduate of Tell City High School and Oakland City University, where she earned an Associate's Degree in Business Administration and a Bachelor's Degree in Human Resource Management. She and her husband, Chad, live in Tell City.

**Ramsey**

Replacing Ramsey as Director of Cleaning is Cathy Grenbel, who has worked seasonally at the park since 2005. She is responsible for a staff of 140 seasonal employees who scrub the parks down early each morning before opening, keep the parks free of litter while open, and clean restrooms and dining area continuously throughout each day. Grenbel, who is a graduate of Tell City High School, lives in Tell City with her husband, Gary; they have two children and one grandson.

**Grenbel****Ultimate Special Effects gains new customer service rep**

Rachelle Robson has been hired as the Customer Service Representative for the Ultimate Special Effects order desk for the London, Ontario facility.

Rachelle's responsibilities will consist of processing orders, confirmation of orders, providing product and shipping quotes, providing tracking numbers along with other numerous CSR tasks. Marnie Styles, vice president said, "With Rachelle's experience, organizational and communication skills, she will be a great addition to the team."

She can be reached at (866) 534-5551 or via email at rachelle.robson@ultimatesfx.com.

**Robson****Simworx appoints Albiston to role of sales manager**

United Kingdom based 4D effects theatre and simulation attraction specialist Simworx Ltd. has appointed Ross Albiston to the position of sales manager.

Albiston joins the company from World Golf Systems Group, where he was business development manager and in which capacity he was responsible for marketing and selling the TopGolf game concept and other leisure related golf products. He brings to Simworx an active knowledge of the visitor attractions sector and of the leisure industry in general, his past experience including participation in various key theme park, amusement and leisure industry trade shows such as the IAAPA Attractions Expo in the U.S., Leisure Industry Week in the U.K. and the ATTE show, also in the U.K.

At Simworx, Albiston's role will involve all areas of sales and in particular joint revenue share contracts with attraction venues and other locations where visitor numbers are sufficiently high enough to warrant such an arrangement being offered as an option by Simworx.

"Ross joins Simworx at a very exciting time for the company," explained Managing Director Terry Monkden, "and will provide vital input to support our current sales and after sales activities. His background is particularly relevant to the leisure industry and the various sectors we are involved in and his knowledge of joint venture revenue agreements is another important competence he brings to the role. I'm sure he'll be a tremendous asset to the company."

**Albiston**

Riding the Market

presented by Bryan T. Pope, The Pope Firm



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

Company	Stock Name	Price 04/14/10	High	52 week Low
STOCK EXCHANGE: NYSE, OTC BB*, NASDAQ**, SYDNEY ASX***				
Cedar Fair L.A.	FLR	\$18.39	\$18.80	\$6.83
MGM Mirage	MGM	\$15.41	\$15.80	\$4.50
Six Flags, Inc.	SIX	\$8.54	\$8.80	\$2.88
CBS Corp.	CBS	\$15.59	\$15.68	\$5.04
Walt Disney Co.	DW	\$98.30	\$98.80	\$19.88
Great Wolf Resorts, Inc.	WOLF**	\$3.25	\$3.95	\$1.93
Lendy's Motion Media	LMT	\$38.80	\$38.91	\$7.30
Blackstone Group	BX	\$15.26	\$17.22	\$7.11
Village Roadshow	VLR**	\$11.10	\$11.40	\$2.88
NBC Universal	GE	\$19.35	\$19.40	\$10.50

Region (G.A.)

As of 4/13/10

Change from year ago

ON-HIGHWAY DIESEL PRICES

East Coast	3.882	0.838
Midwest	3.846	0.870
South Coast	3.830	0.837
Rocky Mountain	3.882	0.832
West Coast	3.867	0.867
California	3.821	0.871

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



\$\$\$ TOP 7 MOST TRADED CURRENCIES

0.72388 USD (U.S. Dollar)
0.64761 EUR (Euro)
0.51344 JPY (Japanese Yen)
1.45286 CHF (Swiss Franc)
1.47137 AUD (Australian Dollar)
0.99546 CAD (Canadian Dollar)

IAAPA-hosted golf tourney benefits GKTW Village

The eighth annual IAAPA International Charity Golf Tournament, hosted by the International Association of Amusement Parks and Attractions (IAAPA), is scheduled for Sunday, Nov. 14, 2010 at Hawk's Landing Golf Club at the Orlando World Center Marriott Resort in Orlando.

Registration opened in April, and all IAAPA Attractions Expo participants and members are invited to play. Sponsorship opportunities for companies and individuals are now available.

IAAPA encourages its members to participate in this charity event, which has raised nearly \$300,000 for Give Kids The World (GKTW) since it began in 2003.

"The IAAPA charity golf tournament is the ideal event to start IAAPA Attractions Expo week," said John Gaff, chairman of the IAAPA Golf Tournament Committee. "A golf course provides a relaxed atmosphere for industry leaders to connect and network with colleagues and potential business partners from around the world, regardless of their skill level. According to participants, the ability to positively impact the lives of sick children by supporting Give Kids The World is a key reason for the continued popularity of the tournament."

An 8 a.m. shotgun start will begin the 18-hole scramble

at Hawk's Landing Golf Club, a 6,600-yard par 71 course, which includes extensive practice facilities and an award-winning golf shop. Playing slots are limited to 144 and available on a first-come, first-served basis. Participants are encouraged to register quickly, as past tournaments have sold out weeks in advance. A registration fee of U.S. \$200 includes valet parking, practice facility usage, bag service, a round of golf, breakfast, and networking lunch. An awards ceremony will end the day with prizes for several contests, including closest to the pin, longest drive, and hole in one. Rental clubs are available through the golf shop but are not included in the registration fee.

Sponsorships are essential to produce a top-quality networking function at the best golf courses, and they provide support to GKTW. Leisure Labs LLC is the first Gold Sponsor of the event, but several other sponsorship opportunities are still available: Gold and Silver Sponsors, Breakfast Sponsor, Beverage Cart Sponsor, Patron Sponsor, and individual contest sponsors. In-kind donations are also needed for player gift bags and prizes for the on-site raffle.

For more information visit www.iaapa.org/expos/attractions/charityevents.asp, or email IAAPA's Angela Korman at AKorman@IAAPA.org.

Wild West World's Thomas Etheredge sentenced to five years for securities fraud

The founder of Wild West World, in Wichita, Kansas, was sentenced in a Wichita court on April 2 to five years in prison and ordered to pay \$575,000 in restitution to some of his investors in the defunct amusement park. He was found guilty on seven of nine counts.

Prior to the sentencing, attorneys for both sides came up with the sentence agreement, which would give Etheredge a lighter sentence, and in exchange he would give up his right to appeal.

Judge Ben Burgess could have given Etheredge a sentence for a little under 11 years in prison, but opted to follow the agreement reached by the attorneys.

Etheredge will be given credit for time served, and with his good time credit, could be out of prison in three years and three months.

Etheredge also owes \$180,635.12 in sales tax for December 2006 and February through June 2007. He owes \$42,271.56 in withholding taxes for the fourth quarter of 2006 and the first two quarters of 2007.

Wild West World was only open 66 days having opened on May 5, 2007 and closed July 9, 2007.

**Etheredge**

NEWS IN BRIEF

New Six Flags iPhone app now available

Six Flags has introduced a new app – Six Flags Fun Finder – for iPhone and iPod touch in the App store. This free app is part interactive tour, part thrill guide designed to help guests maximize their fun at the park in an easy-to-use application.

The new Six Flags app offers a variety of innovative features including:

• **Park Pal** – Interactive park maps show guests their exact location in relation to rides, games, entertainment venues, food and retail outlets, ATMs, bathrooms and even characters via the iPhone's GPS capability.

• **Friend Finder** – Connects guests to Facebook Friends who are also using the application, allowing users to chat, see their actual in-park position and post updates to their Facebook pages.

• **Social Club and Hic Scream** – Guests can choose a personally customized interactive park experience to find the coolest spots in the parks and then arrange to meet up with friends.

• **Events Listing** – A complete directory of park events throughout the entire season. Users can learn more about each event and create a reminder.

"This app is like having Six Flags in your pocket," said Angie Vieira Barocas, Six Flags senior vice president, marketing and entertainment. "The Fun Finder provides seamless access to all Six Flags experiences and allows users to navigate the park and better connect with friends; it's the perfect companion for your Six Flags visit."

Money's Piers receives three "Best Of" designations from New Jersey Monthly

Money's Piers received accolades from the readers of *New Jersey Monthly* in its April 2010 edition, whose votes designated them as New Jersey's "Best Kids' Destination," and for having the "Best Amusement Park Ride" and "Best French Fries."

Earlier in the year, *New Jersey Monthly* asked readers to vote for the "Best Of's" in a number of categories including: Food and Drink, Shopping, Health and Beauty and Recreation.

Earning the title "Best Kids' Destination," Money's Piers offers visitors three piers of fun, including two world-class waterparks, plus more than one hundred thrill rides, coasters, games and kiddie rides.

The 110-foot-tall Great White wooden roller coaster, located on Money's Adventure Pier, was voted New Jersey's "Best Amusement Park Ride" by beating out plenty of hi-tech contenders from across the state.

Money's Crisley's Pies eating establishment offers patrons a one-of-a-kind menu, but the restaurant's highlight is its tasty French fries. With two locations on the Wildwoods Boardwalk, Crisley's Pies has been a Jersey shore boardwalk staple for years.

Adrenaline razzies access as ticket provider

Adrenaline Family Entertainment (AFE), an Oklahoma based theme park management company, has expanded its current relationship with access, a leader in ticketing and electronic commerce, by naming access as AFE's exclusive ticketing provider.

Under terms of the multi-year agreement, Alabama Adventure located in Bessemer, Ala., will utilize the same access fully hosted ticketing and commerce solutions currently in place at AFE's Clementon Park & Splash World location since 2008.

"Expanding our relationship with access to include both of our dynamic parks was an easy decision," said Russell Koteman, CEO, Adrenaline Family Entertainment. "Leveraging access's contemporary ticketing technology and highly responsive service

across our system will allow us to streamline operations and improve guest service while placing a higher emphasis on top line revenue growth."

"Kicking off the 2010 season with a new ticketing and eCommerce provider is a great way to enhance our guest's online and front gate experience," said E.J. Randolph, general manager of Alabama Adventure.

"There is no greater compliment than an expanded relationship with a valuable partner," said Steve Brown, CEO of access. "We are pleased to be part of Alabama Adventure's continuing commitment to guest satisfaction and look forward to our solutions making a positive contribution to the parks operating performance."

NJAA now accepting nominations to board

The New Jersey Amusement Association (NJAA) is now accepting nominations for a seat on their board of directors. Nominations should be submitted to: NJAA, P.O. Box 178, Seaside Heights, NJ. 08751.

www.njammusements.com

New Disneyland parking lot transportation provided by OCTA buses/partnership

As part of its current expansion, Disneyland Resort recently celebrated both the opening of its new Toy Story parking lot as well as a unique public-private partnership that is utilizing idle Orange County Transportation Authority (OCTA) buses and providing employment opportunities for OCTA bus drivers.

Transportation to and from the new parking lot is being provided through a partnership with the Anaheim Transportation Network (ATN), which is leasing OCTA buses that were not in service due to recent reductions in bus service. ATN is utilizing 20 buses and has hired 15 former OCTA bus drivers to date.

The Toy Story lot, located on Harbor Boulevard just south of Katella Avenue, is slated to operate daily and adds approximately 2,600 parking spaces to 1,000 already existing spots.

Disneyland Resort, cast members donate \$12 million to local nonprofits

The Disneyland Resort in Anaheim, Calif., released on April 12 its 2009 Community Report that provides a snapshot of its corporate responsibility efforts. The report outlines outreach efforts and contributions of the resort and its cast members, including cash, in-kind donations and volunteer time that totaled more than \$12 million. With a special emphasis on the well-being of children and families, the report addresses the Disneyland Resort's commitment to its employees, its guests, the environment and the community.

The Disneyland Resort is proud of the many accomplishments in this report, which include more than 58,000 Volunteer hours donated, 43,000 tons of materials diverted away from landfills through recycling and donations and more than 500 wish toys granted to children with life-threatening medical conditions.

To read the full report please visit www.disneyland.com/publicaffairs.

Benchmark Games, Core Cashless System now interfaces with Ticket-to-Prizes redemption

After careful testing, Benchmark Games recently announced that the Core Cashless System can now be interfaced with the popular Ticket-to-Prizes Redemption Center.

"We've made certain the interface works and it passed with flying colors," said Al Kress, CEO of Benchmark Games, Inc. "This opens another market

for the Ticket-to-Prizes Redemption Center. Most all facilities offering redemption games can use this system saving money on labor and the cost of tickets."

Holding over 1,200 prizes, the Ticket-to-Prizes Redemption Center is self-contained and can be used in both attended and unattended attractions. The unit also uses a bar code security program with accurate and reliable four-way bar code recognition. It should be noted that the unit has a self-cleaning feature using a high-pressure air blast every 1,000 tickets, thus keeping the optics dust free.

The Core Cashless System allows guests to purchase games using their card system and once the player wins on a ticket redemption game, the ticket value is added back onto the same card, which can later be used to redeem the ticket value at Benchmark's Ticket-to-Prizes Redemption Center. This eliminates the need and cost of tickets; and, in turn eliminates the cost of labor; a win-win for the player and operator.

www.benchmarkgames.com

Attica Zoo goes live with Gateway Ticketing

Gateway Ticketing Systems, Inc. is providing a comprehensive ticketing solution for the Attica Zoological Park, located near Athens, Greece.

The Attica Zoological Park, which initially opened as a bird park and hosted the third largest collection in the world, is the only zoo in Greece. This popular destination offers a variety of educational programs as well as plenty of opportunities for guests to relax and be entertained.

The zoo was looking for a reliable system that could handle the large numbers of visitors to the zoo as well as the group bookings volume for area schools. With a new addition to the park opening later this year, the zoo also needed a resource management system to handle the capacity management and event ticketing requirements for the addition.

The Attica Zoo turned to MTI Systems to provide the solution they needed. MTI Systems is providing Galaxy, a comprehensive ticketing solution from Gateway Ticketing Systems, which delivers fast ticketing and admission control for enhanced guest experience, demographic tracking, and a full collection of statistical and financial information. To meet their requirements, the zoo implemented Galaxy Point of Sale and the Resource Management and Order Entry modules.

Michael Turner, director of international business development at Gateway Ticketing Systems, said of the project, "After the recent successful installation at The Acropolis Museum, our Greece Reseller, MTI Systems, has once again shown their commitment to provide our Galaxy Revenue Management solution to the premier facilities in Greece."

Piscolve wins new photography partnership

OCT East Co. Limited in Damesha Yantian District Shenzhen China recently confirmed a multiyear photography partnership with Piscolve, one of the world's leading ride photography companies. Piscolve installed their Single Shot Ride Photography System on the Fifth Flame ride late 2009 and the operation is now ready for guests to experience.

OCT East chose Piscolve as their photography partner for the Fifth Flame ride due to their successful track record in providing image solutions to both parks and attractions worldwide.

Piscolve currently offers a 4x6 photo and a 5x7 photo on the Fifth Flame Ride and guests also have the chance to purchase personalized key chains and magnets using their own ride picture.

An Amusement Today exclusive!

Health care reform leaves amusement industry wondering impacts

Pam Sharborne
Amusement Today

The outdoor amusement industry will most certainly be impacted by the new federal health care reform legislation, but just how, when and, most significantly, how much in the term of dollars is still a large question.

And, "large" is certainly no small part of what is causing the myriad of questions and concerns. The bill, signed into law by President Barack Obama March 23, is a reportedly 1,000 pages plus addressing sweeping changes to the country's health care system and timelines for those changes.

It's aim is to reduce medical costs while extending medical coverage to uninsured Americans. It provides requirements for employers and puts responsibilities on individuals, medical insurance companies, and drug manufacturers.

And, that signing is leaving in its wake some very confused citizens.

"It's is a complex law and we just don't know how it will all shake out right now," said Bob Johnson, president, Outdoor Amusement Industry Association (OABA).

"Many of the provisions won't go into affect until 2014," said Rick Root, president, World Waterpark Association (WWA). "Our members are concerned on how they will be impacted and we are working on addressing those concerns."

"We are currently going through the health care bill and analyzing how it will affect our members," said David Mandt, vice president communications, International Association of Amusement Parks and Attractions (IAAPA). "We are assembling a group of our members to help with that analysis. As you can imagine,



given the size, scope and complexity of the bill, this process will take some time."

Even though it is still too early to discern the impact, one aspect of the new legislation that is certainly a focus is the requirement of large employers (defined as 50 or more full-time employees) to provide health care coverage or face a monetary penalty. Full-time employees are identified as those working at least 30 hours a week. In addition, under the new legislation, part-time employees are converted to full-time equivalents.

"So, someone working 20 hours per week would count as two-thirds of an employee," said Stephanie Vasconcellos, an attorney with Neal, Gerber & Eisenberg LLP, Chicago, and the daughter of Joe Burum, executive secretary, Showmen's League of America (SLA).

Vasconcellos and colleagues gave a free presentation last month in Chicago to anyone wanting to attend on the reform. She said there is an exception to this part of the legislation, but it is one that most likely won't help many in the outdoor industry.

"The exception that will interest the outdoor amusement industry in particular is the exception

for a company that usually has fewer than 50 full-time employees and seasonal employees cause that number to rise above the 50 for a period of time," Vasconcellos said. "Such a company is not subject to the mandate so long as the number does not rise above 50 for more than 120 days a year. If an organization has employees that work full time from April through October, it does not seem they would qualify for this exception."

This exception, of course, is significant since many outdoor amusement businesses operate more than 120 days annually.

The mandate for the requirement by large employees to provide coverage goes into affect in 2014. At that time, the employer that has 50 or more employees and has at least one full-time employee who receives a premium income tax credit will be assessed a fine for each employee (excluding the first 30), ranging between \$2,000 to \$3,000.

"My take, theoretically," said Burum, "is that this may put some of us out of business. These just might be additional benefits that some won't be able to supply."

Johnson agrees this is a major concern.

"Our employees aren't really specified," Johnson said. "I think it will really be how our employees are defined. We also have many permanent, part-time employees. Our industry also uses foreign labor under the H-2B visa. We wonder how it will impact those employees."

Foreign labor working in the U.S. under the H-2B visas work in non-agricultural industries. They are allowed to work up to 10 months. The current cap on the visas is 66,000 annually.

Another aspect of the new health care bill that may be of interest to the outdoor industry is the small business tax credit.

"Certain businesses with fewer than 25 full-time employees will qualify for a tax credit for providing health insurance to employees," Vasconcellos said.

The new tax credit is effective beginning with tax year 2010. The qualifications for these employers, according to information on the IRS.gov Web site, include:

- The employer must have fewer than 25 full-time equivalent employees for the tax year;
- The average annual wages of its employees for the year must be less than \$50,000 per full-time equivalent employees; and
- The employer must pay the premiums under a "qualifying arrangement" described in the legislation.

Further, the same definition for qualified employer applies to an organization described in the code section of 501a. However, special rules apply in calculating the credit.

Also, according to the information on the site, part-time employees can be included in the 25 count because the part-time employee is based on the number of hours worked, therefore the "full-time equivalent" wording.

Seasonal employees won't generally be counted, however, unless that seasonal employee works more than 120 days.

"Until all the regulations and definitions can be worked out, it is just too early to know what will impact and how we will be impacted," Johnson said. "But, all trade associations have concerns. We just need to understand this a little more."



Johnson



Root



Mandt



Vasconcellos



Burum



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AIMS in 2010

Mark Moore
Uremet Corp.
AIMS president
mark@uremet.com

After surviving a strenuous 2009 and producing two safety seminars in the same year, AIMS International is off to a great start in 2010. We are currently working on two new projects that will be our major focus for the 2010 year. Our agenda will include developing a new Inspection Certification Program and an Operator Training Accreditation Program. AIMS International is dedicated to improving the safety in the industry, as well as, offering cutting edge classes and certification programs for our safety seminar attendees.



Moore

Jeff Borba, with Recreation Engineering Inc., is heading up the committee that is responsible for creating the new AIMS International inspector certification. Work is progressing at a very rapid rate and is proving to be very comprehensive. Jeff has worked both as ride maintenance management and third party inspector, which makes him very diverse in the field of inspection. He has assembled a committee of professionals that represent the inspection discipline in the amusement industry from all sides.

John Niesky, Director of Compliance with Universal Studios Hollywood, has nearly 20 years in management. He has the experience in inspection, not only from the regulatory agency, but also third party inspectors. John will bring invaluable input to the Certification Program.

Mark Hayes, an Inspector Specialist with Clark County building department, Nevada, will also join the committee. He has diversified experience inspecting, not only with the amusement rides and attrac-

tions of Las Vegas, but he also has been involved solving the unique problems that come with such a visible city.

Don Vanhousen represents the state of New Jersey and the state's progressive amusement park standards. Don has worked with ride manufacturers and major theme park organizations. He will add to the committee's insight to the future of inspection in the amusement industry. AIMS International is happy to welcome these distinguished gentlemen to our organization.

Currently an accreditation team is being formed to undertake the task assigned by the AIMS Educational Advisory Board. This team is being formed of professional educators with experience in accreditation from colleges and technical schools. They will be in charge of creating the accrediting operator's training programs. This task will be the most substantial change in the amusement industry education and training since the inception of certification ride maintenance technicians, ride operations, and inspections. Although this is monumental task, AIMS International's goal is to provide the highest level of assurance and quality in this accreditation program.

The 2010 Safety Seminar Team is well into the planning stages of the seminar in Orlando. Hotel space near the convention center where the classes will be held is a priority. We also want a venue that will meet our expectations and price range. The team was able to secure the newly remodeled Double Tree Resort just three blocks from the Convention Center. The resort just completed a \$35 million makeover, and after touring the hotel, I am very excited to have secured the venue for our 2010 training seminar.

AIMS Education Committee begins preparation

Patty Benzley
When Pigs Fly
AIMS seminar director
and educational chairperson
Benzley@comcast.net

Like everyone else, I have been waiting for spring. I have had my feel of freezing temperatures, snow and dreary days. I have been longing for warmer temperatures, sunny skies and a budding landscape that only the spring season can bring. I wait with great anticipation for spring similar to a child who awaits Christmas morning. Spring brings about a rebirth in all of us, both physically and mentally.



Benzley

Finally, spring has arrived. Not only did I know it by the blooming foliage in my yard, but also the calendar told me it was time for the AIMS Education Committee meeting. It's definitely spring when our committee of amusement industry volunteers joins forces to meet and prepare for the upcoming November seminar to be held in Orlando, Florida.

The committee met the first full week of spring and they must have felt as mentally refreshed as I did. During the course of our two-day meeting, goals were accomplished and new ideas were implemented to keep our curriculum strong. The committee reviewed previous classes and developed a core curriculum for the areas of Operations, Maintenance, Traveling Shows, Safety and Family Entertainment Centers. Always a proponent for keeping things fresh, we tweaked existing classes and added over 40 new classes. A sampling of the new classes include:

- Operational Auditing: Putting to Work What you Know;
- Inspections for Aging Rides;
- Electrical Safety for Traveling Show Operators;
- Electric Motor Maintenance for Mechanics;
- ASTM track for Operations, Maintenance & Inspections;
- Safe Sense of Urgency; and
- Inspections at an Aquatic Facility.

Some of the other exciting news that developed from our meeting include that the well-received Aquatic track, introduced in the fall of 2009, is also being revised and elevated. For those who attend Skycoaster

University, you will be happy to hear that all Skycoaster classes offered will be eligible for AIMS CEU credit. The AIMS Education Committee is also pleased to announce that new for 2010, we will be offering an inspection track complete with certification testing.

The AIMS Safety Seminar will begin Saturday, November 13 and close on Thursday, November 18, 2010. During our meeting, we finalized the official AIMS hotel to be the Doubletree Resort on International Drive, which is adjacent to SeaWorld Orlando. The Double Tree just completed a massive \$35 million renovation of the entire property!

We will be announcing a very special itinerary within the next few months as we finalize all of the details. I am not good about keeping all the secrets so I will inform all that our classes will be held at the Orlando Convention Center on the North Side in conjunction with the IAAPA Trade Show. Again, details will be forthcoming.

Yes, the committee was a busy and energetic group for two days. I would be amiss if I did not acknowledge the committee who were instrumental in our successful meeting.

The AIMS Education Committee consists of Mark Moore, Uremet Corporation; Gina Claassen, Herschend Family Entertainment; Tony Claassen, Herschend Family Entertainment; Brian King, Recreation Engineering; Mike Gutknecht, Skycoaster; Maud Hendriks, Volkema Rides Manufacturing, BV; John Niesky, Universal Hollywood; Alan Ramsay, CLM Entertainment; Wally James, Con-Serv Associates; Ed Zakar, Six Flags Great Adventure; Chuck Lighthody, SeaWorld Orlando; Holly Costen, AIMS International; CW Craven, Doppelmayr; Robbie & Lisa Lujan, Great Plains Amusements; Mike Neace, Six Flags St. Louis; Steve Laycock, Chance Rides Manufacturing; Dennis Clark, DC Consulting; Bucky Elkins, West Coast Training & Development; Lori Kampp, Parc Management; Meg Fullbright, Six Flags Hurricane Harbor.

I hope that everyone can catch the synergy that this group has to offer to produce one of our best seminars ever. Stay tuned to our column in *Amusement Today* in the next few months as we reveal more about our November Seminar. Until then and between AIMS planning, I'll be outside admiring spring.



Herschend's Joel Manby featured on hit TV show

Herschend's Joel Manby was featured on the CBS show *Undercover Boss*. Shown here, l to r, is Joel as a boat operator on Ride the Ducks and as a ticket taker at Silver Dollar City. PHOTOS COURTESY CBS TELEVISION HQ/HFE

Joel Manby, president and CEO of Herschend Family Entertainment (HFE), which owns and operates Silver Dollar City and Showboat Branson Belle, was featured on the March 28 episode of the CBS hit show *Undercover Boss*.

Undercover Boss follows a different executive as they leave the comfort of their corner office for an undercover mission to examine the inner workings of their companies. While working alongside their employees, they see the effects their decisions have on others, where the problems lie within their organizations and get an up-close look at both the good and the bad while discovering the unsung heroes who make their companies run.

"*Undercover Boss* gave us the chance to see if we were delivering on what we feel makes HFE different - our people, our 'Servant Leadership' philosophy, and 'Core Values.' Additionally, we knew that our employees' dedication and passion to our company's mission to 'Create Memories Worth Repeating' would be evident," said Manby. "We're proud nearly 50 percent of our full-time employees have worked for HFE for more than a decade. We were eager to discover what we could or should do differently to continue to make HFE a great place to work for great people."

As a result of the episode, Manby is reported to have offered assistance to some of his employees in rather dramatic and generous ways. For example, he helped a young waitress obtain funds for child care, made it possible for a 20-year-old who has worked the front gate at SIDC for six years to attend college; provided a new furnished home for a homeless N.J. aquarium employee and her child; and gave \$10K to help a father of five who lost everything in a flood find a new home for his family.

This episode of *Undercover Boss* can be viewed at www.cbs.com/primetime/undercover_boss.

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Windstorm still in renovation phase

As the season starts opening up for outdoor amusement businesses, independent ride owner Steve VanderVorst, New Braunfels, Texas, also has hit the road.

But, what he leaves at home is the continuing renovation and restoration of the Windstorm coaster he bought from Fun Forest Amusement Park, Seattle, Wash.

VanderVorst bought the coaster, not quite 1,500 feet in length, at the end of 2009. He has been doing a complete renovation of the ride at his shop operations.

"Right now, we are working on the electronics with a company called Applied Electronic Corporation," VanderVorst said. "We are also working on racking the trailers that will carry the ride."

VanderVorst estimates the ride will take eight to 10 trailers to move.

Once the electronics are complete, VanderVorst said they will set up the ride and run it to make sure all the operations are working properly.

"Then, we will take it apart and start painting it," he said.

At this point, VanderVorst expects to have the ride at the Minnesota State Fair, St. Paul, Aug. 26-Sept. 6, and the State Fair of Texas, Dallas, Sept. 24-Oct. 17.

Houston Livestock Show busts through with records

Pam Sherborn
Amusement Today

The Houston Livestock Show and Rodeo's tumbling over the two million mark in attendance this year has been called "an amazing milestone."

The event which ran from March 2-21, drew 2,144,077, never having leaped over the two million mark in the history of the event. The figure beat out last year's general admission attendance of 1,890,332.

"Reaching the two million mark for general attendance is an amazing milestone for the Houston Livestock Show and Rodeo," said Leroy Shaffer, chief operating officer of the show. "Superstars on the stage and in the rodeo arena, great competition in the livestock and horse show arenas, thrilling rides in the carnival, great shopping and education exhibits lured the crowds to the world's largest and greatest livestock show and rodeo."

The general attendance figure wasn't the only record set this year. There was a one-day record set when 141,273 fairgoers went through turnstiles on Sunday, March 14. Paid rodeo attendance also set a record, drawing 1,264,074 this year, compared to the 1,182,128 in 2009.

The World's Champion Bar-B-Que Contest also set a record with 221,229 par-

ticipating in 2010 compared to 217,640. Two out of the three days during the contest were also record setters, with 35,934 participating Thursday evening and 117,097 participating Friday evening of the contest.

"We've found more people opted not to travel this year, and instead, they took advantage of this optimum weather and the great entertainment bargains our event offers," Shaffer said. "We're also very fortunate to have more than 22,000 volunteers, whose commitment to our organization annually helps drive its success."

Ray Cammack Shows, Laveen, Ariz., also enjoyed a record-breaking success on the midway.

"In fact, it was our biggest event in the history of our company," said Tony Fucci, corporate marketing director for the carnival. "They did a great job in marketing and advertising, and the entertainment lineup was great. It was just lots of things that added up to the success."

Ray Cammack Shows fielded about 66 rides for the event. One of those was a new ride for the event, Zamperla's Disk'O.

There were many other records set including the March 14th celebration of Go Tejano Day. It featured rodeo action

and concerts by Pesado and El Trono De Mexico. It broke the show's single day all-time rodeo attendance record with a paid attendance of 74,222, beating out the previous record of 74,147 in 2009.

A record eight RodeoHouston performances were considered sellouts (approximately 70,000 tickets sold). Six RodeoHouston performances landed in the list of the show's top 20 paid rodeo attendance records. They were: Pesado and El Trono De Mexico, 74,222 attending on March 14; Black Eyed Peas, 73,073, March 18; Brooks & Dunn, 72,977, March 20; Justin Bieber and Selena Gomez, 72,883, March 21; Mary J. Blige, 72,150 on March 5; and Jonas Brothers with special guest Demi Lovato, 72,013, on March 7.

More by the numbers:

• More than 220,000 visitors rode the Rodeo Express shuttle buses from four locations.

• The Show hosted 2,001 international guests from 51 countries.

• More than 75,000 children received a hands-on agricultural education through a school tour or field trip in Capital One Bank AGventure. Nearly 80,000 people experienced the Fun on the Farm exhibit.

• RodeoHouston produced four live pay-per-view telecasts, including the

► See HOUSTON, page 34



PHOTOS COURTESY HOUSTON LIVESTOCK SHOW

Packed full of rides, games, and entertainment, the 2010 Houston Livestock Show and Rodeo hit a record-breaking 2,144,077 in attendance, the first time in the history of the event the two million mark was surpassed. Ray Cammack Shows, the carnival providing the midway, brought about 66 rides. Carnival officials reported that 2010 also set a record for them. It was the biggest event in the history of the company.

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Fabbri's Daytona to debut in fall

The Fabbri Group, based in Arlington, Texas, recently announced the first sale of the new Daytona to Mike Wood, Wood Entertainment. The prototype model will be delivered in July and will make its North American debut at the Minnesota State Fair, Aug. 26-Sept. 6. Wood also plans to take the ride to the State Fair of Texas, Sept. 24-Oct. 17, 2010.

This interactive ride enables the driver to steer the car left and right, which extends and retracts the sweep. Developed at the request of the first buyer, the Daytona combines bright and colorful design with a popular theme and is highly portable. Daytona includes an attractive back wall and a 4-degree sloped deck that gives parents good visibility and adds to the experience.

The first unit features eight vehicles and utilizes a ride diameter of 35 feet.



IMAGES COURTESY THE FABBRI GROUP

The Fabbri Group is introducing its new Daytona car ride this fall at the Minnesota State Fair and the State Fair of Texas. The prototype ride was purchased by Wood Entertainment.

For the park models, Fabbri can customize the size of the ride as well as producing any

theme the park may request.
• www.fabbrigroup.com.

HOUSTON

Continued from page 33

RodeoHouston BP Super Series Championship, Saturday, March 20.

• In the Capital One Bank AGVenture Birthing Center, 73 piglets, 22 lambs and 17 calves were born during the Show. In the poultry exhibit, more than

1,000 chicks were hatched.

• More than 300,000 stuffed animals were won at the games in the carnival.

• More than 22,000 young cowboys and cowgirls took a ride at the pony rides.

Food could be found at nearly all areas within Reliant Park.

Below are a few highlights

from 2010 sales.

- 100,000 funnel cakes,
- 91,000 turkey legs,
- 33,000 ears of corn,
- 30,000 caramel and candied apples,
- 15,000 pounds of sugar for cotton candy,
- 10,000 pounds of strawberries,
- 7,500 chocolate-covered cheesecakes on a stick,
- 6,500 orders of chicken-fried bacon,
- 6,000 cans of whipped cream, and
- 4,500 chocolate covered strawberries.

This year's livestock competitions and horse shows boasted 27,013 entries. Each of the Houston Livestock Show and Rodeo junior auctions brought in \$1 million or more. Seven of the junior auction Grand Champion and Reserve Grand Champion records were broken.

Junior auction sales totaled \$7,148,201. The Junior Commercial Steer Sale totaled \$455,833.

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PHOTO COURTESY CENTRAL FLORIDA FAIR
Wade Shows fielded about 75 rides on the grounds of the Central Florida Fair, Orlando. The fair, which ran from Feb. 25-March 7, posted about 198,000 in attendance, on par with 2009. Fair officials were pleased with the attendance.

Weather continued to challenge Florida fairs

Pam Sherborne
Amusement Today

Cool and rainy weather continued to cause challenges for some of the early Florida fairs in 2010.

Even so, some Florida fairs did post some gains, but most have seen attendance either stay on par with 2009 or dip slightly. None have taken the hit like the Florida State Fair, Tampa, took, however, in early February.... a hit which dropped attendance there by about 25 percent.

The Southwest Florida-Lee County Fair, North Fort Myers, was down about 10 percent this year, said Alta Mosley, general manager. The event, which ran Feb. 6-March 7, did have some cooler temperatures than normal. Fortunately, the last week of the fair was "gorgeous."

"Our Mega Pass sales increased again this year which really helped us," Mosley said. "We have seen an increase in sales of the Mega Pass every year since we started it five years ago."

The fair starts selling the Mega Pass before Christmas and advertises them as good-value stocking stuffers. The passes can be used for any day the holder chooses. It is good for admission and unlimited rides on that day.

Reithoffer Shows, Gibsonton, Fla., fielded the midway with about 52 pieces this year. This is the 10th year for that carnival to play this date.

The Central Florida Fair, Orlando, Feb. 25-March 7, also experienced some cooler than

normal temperatures, said Tiffany Lee, marketing director. Yet, attendance was good, with the fair posting 198,000 fairgoers.

"That was right about where we were last year," Lee said.

Wade Shows, Livonia, Mich., brought in about 75 rides. That carnival has been at this event for about 15 years and will be back in 2011.

About halfway through the Strawberry Festival, Plant City, March 4-14, General Manager Paul Davis said the event was up 15 percent, but

► See FLORIDA, page 37



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PHOTO COURTESY MYERS INTERNATIONAL MIDWAYS

This Myers family photo includes, from right, back row, Bobby Myers, Gloria Myers, Bobby Myers, Victoria Weaver, Kelley Myers; and front row, Olivia Gray and Joey Weaver.

Carnival Profile:

Gloria Myers grateful for family and business

Pam Sherborn
Amusement Today

One of the best things about being in the carnival business for Gloria Myers is the ability to mix business with pleasure of family.

"You can be with your family all the time and that is really the good part," said Myers, who owns Myers International Midways. "When my children were growing up, I always knew where they were. They were always within hailing distance. Now, I have grandchildren and great grandchildren that travel with us when school is out."

Currently, her son, Bobby Myers, runs one of the two units that make up the show. His wife, Kelley Myers, is also on the show. She manages a couple of food concessions and they have some games.

Even though her daughter, Angie Myers Weaver, passed away nine years ago, her three children now travel with Myers.

It is a family affair and Myers is grateful for that.

Myers can remember how she and then husband, Bill Myers, started in the business. She remembers that they had one food trailer and played on the independent midway of the West Tennessee Fair, Jackson, where they were living at the time. Bill Myers grew up in Jackson. And, that was 45 years ago.

"We had one food concession, then got another and then a couple more," she said. "Then, my husband met Bob Holing, Mid-South Shows (no longer in business) and worked with him some. After a couple of years, we split off from Mid-South and started on our own."

At that time, they had three or four rides, some games and a popcorn trailer.

"That's all we had," she said.

But, how they went from that spot to today where Gloria Myers has 35 rides, and

two units playing about 35 dates total, she really can't remember. In those years, somewhere about 25 years ago, they moved to Gibsonton, Fla. They were busy years.

"It just happened," she said.

Myers said she and her husband parted ways in 1995 and separated the joint business venture. She bought him out and has kept with the show running. (Bill Myers has since passed away.)

She doesn't have any plans to change her company, either. She has played almost the same route for many years. It is the old adage, "if it isn't broken, don't fix it."

And, as far as ever retiring?

"I think I am too far in to get out," she said, with a laugh. "But, I never get bored."

The current economic climate hasn't impacted her business over the past couple of years as much as the weather. She played some early Florida fairs with her own show and played some with Belle City Shows, Deltona, Fla. The cooler than normal temps along with rain did impact business, but things do seem to be improving.

For this season, Myers sold a Zamperla Power Surge to Burton Brother Amusements, Shirley, Ind. She bought a used Tivoli Remix from Inners Shows, Franklinton, N.C.

"They had bought the ride about one year ago, but only used it four or five times, so it was almost brand new," Myers said.

She is expecting delivery of a brand new A.R.M. Vertigo this August. Last year, her son purchased two kiddie rides, a Zamperla Rockin' Tug and a Seiler Bear Affair.

Myers' operation is pretty much full year, even though she is off the road. She operates her winter quarters just about all winter.

She does find time for fun, though. She bowls every week, when she can, with a league from the International Independent Showmen's Assn. She has also started an annual trek with some friends to travel and tour places they have never been. This year, the group has scheduled a trip for late May. This year, destinations include Rome, Portugal, Spain, Paris and London.

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►FLORIDA

Continued from page 35

that they were expecting some rain later in the week.

"Well, it did happen," Davis said, later. "We had two days of rain and a couple of days of cool weather."

Still, he was pleased. Total attendance was down a little to 512,000, compared to 557,000 in 2009.

The carnival, Belle City Amusements, Deltona, Fla., however, was up about two percent. The show fielded about 90 rides including several new ones to the Strawberry Festival, such as Zamperla's Disk'O, Remix (Tivoli), Inversion (KMG), and the Avalanche (Mack).

The Brevard County Fair, Melbourne, March 18-28, experienced four hours of rain on its first Sunday and five hours of rain on its second Sunday.

"The rain on the second Sunday was a terrible storm," said the fair's Dan McHride. "It was one of those storms that happens once every 10 years. Fortunately, though, it didn't start really raining hard until about 5:30 p.m. We knew ahead of time what the forecast was, but we still had about 100 people here, mostly workers. We had some wind gusts that blew some stuff around."

Even so, the fair drew about 20,000, up from 15,000 last year.

Myers International Midways, Gibbstown, Fla., provided the midway. Carnival owner Gloria Myers said she provided about 25 rides there.

This is the second year of the fair and she played the fair last year as well.

"This year we changed our prices," Myers said. "We went to a total POP, which included the admission into the fair and all the rides. I think that worked better."

The Putnam County Ag Fair, East Palatka, ran March 19-27. Attendance there, which reached about 25,000, was down due to two total rain-outs, said Gwen Motes, board member and acting manager.

Deggeller Attractions, Stuart, Fla., fielded the midway for the event.

Citrus Florida Fair Manager Hal Porter said attendance at this event this year was also slightly down, but it wasn't due to weather. With his dates bumping against Easter weekend, March 29-April 3, and families traveling on spring break in his area, definitely made an impact. His attendance total was about 30,000 with his Saturday being quite soft.

Belle City Amusements, Deltona, Fla., fielded the midway with about 28 rides this year.

The Okeechobee County Fair, March 12-21, missed its opening day with about four inches falling in a 24-hour period.

"We also missed about one-half of our last day due to rain," said Linda Syfrett, fair president.

This is the fourth Okeechobee Fair and Syfrett said, overall, she was very delighted

with the between 20,000-21,000 fairgoers. Wade Shows provided the fair with about 31 rides and "did a great job."

"This is just our fourth year and the first time with Wade Shows," she said. "We loved them and they will be back in 2011. We have had a livestock show here for over 50 years, but the fair has only been around for four years."

Syfrett said they added horse shows for the first time this year as well as competitive education exhibits.



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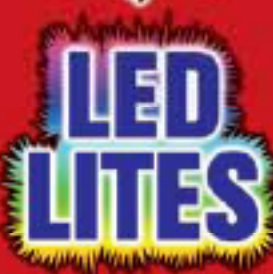
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