



Garner Holt's career began in backyard - PAGES 52 & 53

October 2014 | Vol. 18 • Issue 7

www.amusementtoday.com

WWA anticipating great things for Annual Symposium and Trade Show

STORY: Pam Sherborne
psherborne@amusementtoday.com

LAS VEGAS, Nev. — World Waterpark Association (WWA) coordinators of the 2014 WWA Annual Symposium and Trade Show are anticipating big things this year when members and suppliers get together later this month for the event.

The 2014 symposium is set for the Paris Hotel, Las Vegas, Nev., Oct. 27-30. The trade show will run Oct. 28 and 29.

The WWA last hosted its show in Las Vegas in 2012 and the turnout for that event was the association's strongest since 2006.

"Early indications show we are going to have a strong turnout this year, both on the park operator and supplier side," said Rick Root, WWA president. "In fact, our exhibit hall is essentially sold out. We are employing all of our creative floor planning skills to add more booths to the hallway areas of the Paris Conference Center to meet the demand for booth space."

This year, attendees can expect to browse 100,000 plus square feet of exhibit hall space. The hall is expected to be full of innovative water park related goods and services.

"Every WWA convention showcases the newest developments in the industry, from inspiring ideas and best practices to exciting product and attraction innovations," Root said.



"The new water parks and attractions that opened in 2014 offer outstanding examples for success," he continued. "We are pumped to be headquartered back in the heart of 'the entertainment capital of the world' – Las Vegas!"

Root said the association is particularly excited about being in town with two new water parks to explore, Cowabunga Bay and Wet 'n' Wild Las Vegas. Both parks have seen strong responses to their leisure offerings.

"Nothing makes operators and suppliers happier than seeing water park attractions live and in-person and hearing answers to operational questions during behind-the-scenes tours of new facilities," Root said.

Aleatha Ezra, WWA director of park member development, said they are expecting attendance figures to increase over the last time the association was in Las Vegas in 2012.

"This is due in large part to the fact that the industry continues to expand on a global scale," Ezra said. "In fact, we are seeing parks being built around the world that people only dreamed about a



New programs and education sessions as well as new products on the trade show floor will greet attendees at the 2014 WWA Symposium and Trade Show, set for Oct. 27-30, at the Paris Hotel, Las Vegas. Coordinators of the show are very excited about the show this year, saying they expect attendance to be high and those attendees will be able to not only participate in the sessions and workshops but also browse the 100,000 plus square feet of trade show space. AT FILE

few years ago."

Ezra said this year saw openings that represent some of the best and most innovative new facilities located in North America, Asia, the Middle East and Australia. And 2015 is shaping up to launch more amazing properties in Europe, Asia and the United States.

Highlights of this year's event are anticipated to be experienced in the show's extensive education program. There will be a vast offering of water leisure education and training programs, which will, in turn, feature some of the industry's most experienced operators, developers and suppliers.

Even though the event

officially kicks off on Oct. 27, programming actually begins on Oct. 25 with certification courses and lifeguard programs.

"Providing the strongest education program possible for waterpark operators is what we promise to our members and this year's program is one of the best ever," Root said. "Our illustrious speaker round-up features the biggest brands in the business including: Great Wolf Resorts, Splash Kingdom water park, Six Flags, Disney's water parks, Zoombezi Bay, Hurricane Alley, Camelbeach Mountain Waterpark, Water World, Grand Lodge Resort Waterpark, just to name a few."

Specific education program highlights include:

- **Water Slide Dispatch Operator Training:** New this year, this half-day course will highlight key concepts and basic principles for loading and dispatching guests onto water slide attractions. Presented jointly by aquatic safety and risk management experts, Jeff Ellis & Associates, and ride operator training professionals, International Ride Training (IRT), attendees will leave with hands-on techniques and concepts.

- **Reclaim Those Sponsorship Dollars: Land Mutually Beneficial Sponsorships & Partnerships That Yield Additional Revenue & Build Good Will:** In this workshop attendees will find new ways to sell, package and promote what they have to potential national and local-level sponsors and business partners.

- **WWA University: Waterpark Maintenance School:** Back by popular demand, this full-day water park maintenance workshop features top industry experts presenting topics designed to help water park operators improve their periodic, routine and preventative maintenance programs.

There is an abundance of other topics that will be addressed during the sessions including design, development, expansion, maintenance, food and beverage, social media, training and merchandise.

Root said in addition to

► See WWA, page 4

NEWSPAPER

POSTMASTER: Dated material.
PLEASE RUSH!
Mailed Thursday, September 25, 2014

PERMIT # 2069
FT. WORTH TX
PAID
US POSTAGE
PSRT STD

24 PAGES OF
WATER PARKS
NEWS – INSIDE





NEWTALK

EDITORIAL: Gary Slade, gslade@amusementtoday.com

World's Largest Swim Lesson



Slade

This summer, more than 35,700 people in 18 plus countries participated in a record breaking world-wide swimming lesson. On June 20, 2014, the World's Largest Swimming Lesson (WLSL), coordinated by the World Waterpark Association (WWA), beat their own Guinness World Record by more than 10 percent over last year's attendance numbers and had more than 600 host locations. The event aims to build awareness on the importance of teaching children to swim to help prevent drowning. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children aged one to four, yet many kids do not receive formal swimming or water safety training.

The initiative was inspired by the month of May, being designated as National Safety Month, and the industry coming together for a united cause. WhiteWater West, a leading sponsor of the WLSL, supported the cause in its own way.

On June 20, at 8 a.m. (PST), the Newton Wave Pool in British Columbia, Canada, kicked off their first round of swimming lessons. A true WhiteWater original, the Newton Wave Pool was installed 25 years ago and seemed like the perfect place for many of the WhiteWater employees to experience the World's Largest Swimming Lesson. All total, 350 individuals registered at the Newton Wave Pool and learned some swimming basics, like floating on their backs, treading water and the front stroke.

From an event that has grown nearly ten-fold from 4,000 attendees in 2010 to over 35,000 attendees world-wide, the World's Largest Swimming Lesson is a fantastic event that brings water parks, aquatic centers and everything in between from all over the world together for a great cause.

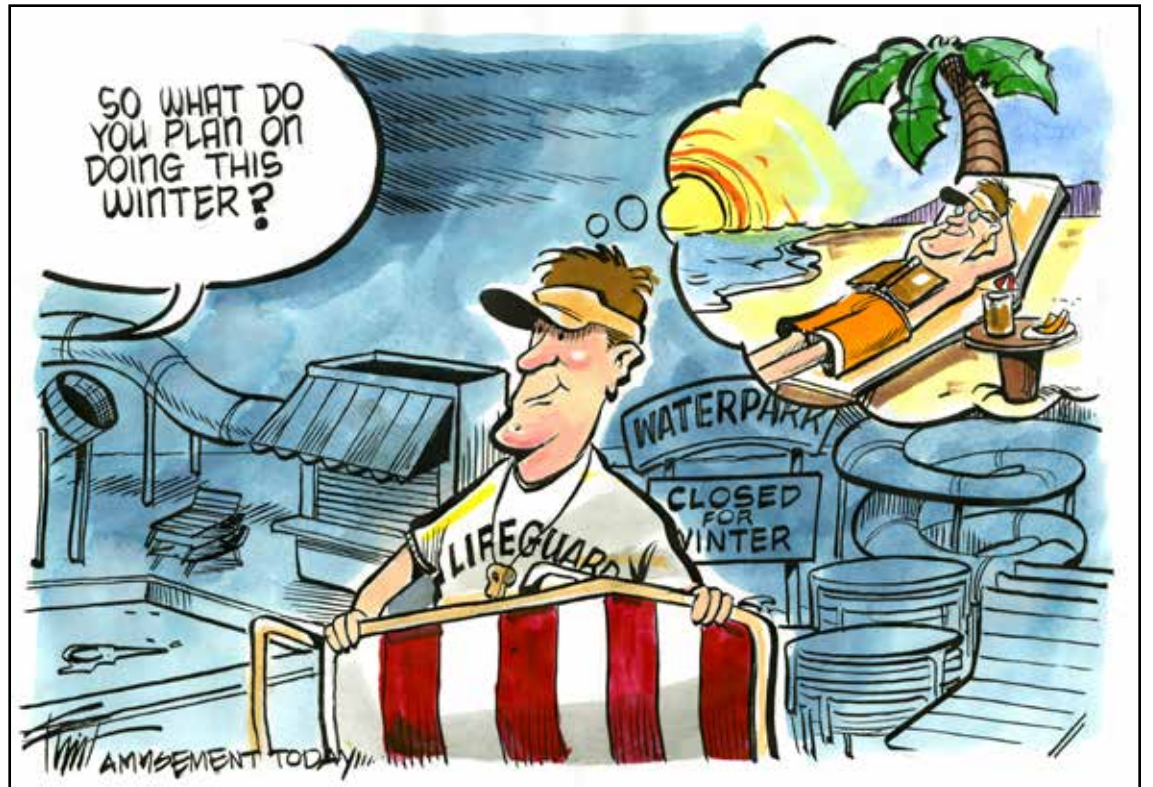
Amusement Today salutes the WWA, WhiteWater West and all of the WLSL sponsors for their participation in making this year's event such a success. If your water park, or other water-based facility has not yet participated in this event, now is the time to add this to your 2015 operating calendar.

About WLSL:

Swimming is a life-saving skill for children, and a vital tool to prevent drowning, the second leading cause of unintended, injury-related death for children ages 1-14. The World's Largest Swimming Lesson was created to serve as a platform to help local community aquatic facilities and the many different national, regional and state-wide water safety and drowning prevention organizations work together to tell this important story on a local and national level.

•<http://www.worldslargestswimminglesson.org/>

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Embracing Change



Rutherford

Life is loaded with ups and downs. That fact is illustrated each and every day for those of us who live and breathe the amusement industry. Even the best-laid plans are susceptible to change. It's just the nature of the beast.

Each year at this time, amusement operators usually make their next-season announcements. For the most part, these are met with excitement and enthusiasm. But not always. For example, Walt Disney World recently confirmed that Epcot's Maelstrom dark ride will be retrofitted with a new "Frozen" theme inspired by its blockbuster animated film. Passionate fans of the Norway pavilion and Maelstrom vociferously objected. Another example of change not sitting well with everyone is the ongoing rehab of the Coney Island Cyclone. An astonishing degree of negative criticism has been aimed at Zamperla and Great Coasters for the work they're doing. While some offer praise, others vehemently bash these companies. In this case, the

Cyclone needed many of these changes. Time has not been kind to the old man. Decades of operation and maintenance 'fixes' have left the ride but a shadow of the smooth, exhilarating thriller that opened in 1927. The bottom line: the Cyclone had to be repaired if it was to remain operational. Just as with Maelstrom, we have to "Let It Go."

Change can be unsettling if unexpected. But it can also prove beneficial. That's something I'm dealing with at the moment. Though I enjoyed living in the Carolinas for a great many years, a wanderlust has been brewing in me for a while. I realized how much I'd missed life near the sea. I've always drawn inspiration from the Earth's waters, whether it is a mountain stream, a river, quiet lake or endless ocean. Mostly, the ocean. So when the opportunity to return to a former place of residence opened up — Key West, Fla. in this case — I took the chance and I said yes. I've been back in the Keys for less than a month now, but I can already feel the difference. I needed this.

Embracing change can do wonders for the soul. I encourage others to seek it out.

AMUSEMENT TODAY STAFF

Gary Slade, Founder
Publisher and Editor-in-Chief
gslade@amusementtoday.com

Stacey Childress / Childress Media
Web & Graphic Design
stacey@childress-media.com

John Robinson / W.H.R. Inc.
Daily E-mail Newsletter
johnwrobinson@cinci.rr.com

Tim Baldwin
Editorial
tbaldwin@amusementtoday.com

Dean Lamanna
Editorial
dlamanna@amusementtoday.com

Pam Sherborne
Editorial
psherborne@amusementtoday.com

Scott Rutherford
Editorial
srutherford@amusementtoday.com

Jeffrey L. Seifert
Editorial / Special Projects
jseifert@amusementtoday.com

Sammy Piccola
Accounting / Circulation
(817) 460-7220
spiccola@amusementtoday.com

Sue Nichols
Advertising
(615) 662-0252
snichols@amusementtoday.com

Bubba Flint
Cartoonist
bflint@amusementtoday.com

Amusement TODAY
Your Amusement Industry NEWS Leader

Deliveries
2012 E. Randol Mill Rd., Suite 203
Arlington, Texas 76011

Member of:
IAAPA, AIMS International, PAPA,
NEAAPA, NJAA, OABA, WWA, TTIA,
NAARSO and IISF

Subscription rates (U.S. & International) are: 1 year (14 issues) \$50; 2 years (28 issues) \$100; 3 years (42 issues) \$150. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

Amusement Today is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related websites are copyrighted and trademarked by Amusement Today 2013, with all rights reserved.

POSTMASTER: Please send address changes to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427.

Contributors: Dan Feicht, Andrew Mellor, Richard Munch, B. Derek Shaw, Janice Witherow

2 MINUTE DRILL



COMPILED: Janice Witherow

Rick Fuller, Hyland Hills Park and Recreation District

Rick Fuller isn't your average attorney. He spends his summer days walking around Hyland Hills Park and Recreation District in beautiful Colorado wearing shorts while he serves as its in-house counsel and marketing and promotions guru. Rick is an active presence in the amusement industry serving on committees for IAAPA, WWA and the ASTM F-24 Committee on Amusement Rides and Devices. His efficient manner and strategic thinking make him ideal for his job, while his passion for wine makes him just plain fun.



Title

I have two: The first is Administrative Counsel; the second is Marketing.

Number of years in the industry
22.

Best thing about the industry

The chance to work with dedicated and fun-loving people.

Favorite amusement ride

Voyage to the Center of the Earth at Water World in Denver, Colorado.

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

Probably stuck being a regular attorney doing boring legal work.

Biggest challenge facing our industry

How to abide by all federal, state and local regulatory requirements and still provide a fun, challenging and exciting guest experience.

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

I get to be outside wearing shorts every day.

The last time I was on a boat was ...

Probably way, way back when I was in the Navy.

It's your birthday ... how do you typically celebrate?

Spend time with family and friends with a very special bottle of wine.

On my screensaver right now is ...

A rocky beach at full tide.

Take your pick: a nice filet or a fresh lobster?

Filet.



Fuller

My last purchase under \$5 was ...

Wine tasting at a Boulder winery.

Favorite place to catch up on reading

In bed with my tablet.

My first job was ...

Newspaper delivery boy.

All-time favorite cartoon

Rocky and Bullwinkle.

If I were to join the circus, I would be a ...

Probably assigned to sweeping up after the horses and elephants.

My ideal Sunday evening consists of ...

A quiet meal with my girlfriend on the deck on a wonderful Colorado evening.

On life's "to do" list, everyone should have this on it ...

Visit Butchart Gardens on Vancouver Island and watch the fountains at sunset.

My favorite mode of exercise is ...

Walking.

The last home improvement I did was ...

Put in a new bathroom sink.

Some people might be surprised that I ...

Have been an attorney for over 30 years.

My nickname is ...

I don't really have one that I use, but I am sure some of my colleagues have one or two not fit to print – especially if I mention the Model Aquatic Health Code.

My next vacation will be to ...

Las Vegas for the WWA tradeshow and symposium.

I never miss this on TV ...

Denver Broncos football games (maybe with the exception of Super Bowls).

When I look out my backdoor, I see ...

My deck surrounded by green grass, trees and flowers with a peak of the Rockies in the distance.

THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: Richard Munch



•**1895:** An October 20 story in the *Atlanta Constitution* detailed the story of three boys who built a miniature scenic railway on the south side of Atlanta, Georgia. The unconventional ride, based on the **L.A. Thompson Scenic Railway** at **The Cotton States and International Exposition**, was the work of **Willis, John** and **Joe Erskine**. The newspaper claimed that there was "nothing remarkable in their personal appearance," although they appeared to be the talk of the town for several days. Meanwhile the **Atlanta Exposition** ran from September 18, 1895 to December 31, 1895, attracting nearly 800,000 visitors.

•**1906:** Ohio businessman **George Blanchat** purchased **Shadduck's Grove** in Vermilion, Ohio, on October 27. Over the next eight months he would add rides, concessions and attractions to the waterfront property on Lake Erie. The new park, **Crystal Beach**, would open on May 30, 1907. The park would compete with **Cedar Point**, as the only two amusement parks between Cleveland and Toledo. Years later, Blanchat would add a roller coaster, the **Crystal Flyer**, which would serve as the main attraction until the park closed in 1962.

•**1921:** In mid October, **John Freidle** and **Arthur Loeff** announced their partnership and interest in developing two big midways along the Great Highway, on the West end of **Golden Gate Park**, in San Francisco, California. While both were early concessionaires at the existing **Chutes** at the **Beach Park**, their new project would increase the size of the property, adding 10 rides including the operating **Bobsled Dipper (Bobs)** and a new coaster for 1922, the Loeff designed **Big Dipper** (which replaced the short lived **Figure 8**). The *San Francisco Chronicle* would report that the team "had spent \$150,000 to produce 10 spectacular new rides....to realize their vision of creating the grandest amusement park on the Pacific coast." It would not be until 1926 that **George Whitney** would change the name of the park to **Playland at the Beach**.

•**1922:** Nine persons escaped serious injury on October 8, when the **Tango Coaster** at **Lincoln** (formerly Eastlake) **Park**, in Los Angeles, California, jumped the track while traveling through a tunnel, hurling the passengers, including three woman and several sailors, against the wooden sides. Fortunately the two-car train was not traveling at high speed when the accident took place. Park officials claimed the cause was undetermined. Located at the corner of Mission Road and Lincoln Park Avenue, Lincoln Park survived into the early 1950s with several privately owned tourist attractions including an ostrich farm, alligator farm, the **Selig Zoo** (also known as **Luna Park**), a hot springs and an Indian village.

•**1984:** A two day auction began on October 20, to sell rides and attractions from **Idora Park**, Youngstown, Ohio. The park did operate that season, then was closed for good Sept. 26, 1984, after a fire destroyed parts of the park's legendary **Wildcat** roller coaster, the **Lost River** ride, park offices and other concessions. Today, beside some of the auction items displayed in a private museum, the 1922 **PTC** carousel still survives and now operates in Brooklyn, New York, in the shadow of the Manhattan Bridge. Although many of the cars from the Wildcat are in private collections, most of the smaller rides were sold at the auction, including the antique cars, **Tilt-A-Whirl** and bumper cars.

AmusementTODAY
Your Amusement Industry NEWS Leader

P.O. Box 5427
Arlington, Texas 76005-5427
(817) 460-7220
Fax (817) 265-NEWS (6397)



Get a free QR Code scanner for your phone by visiting www.mobiletag.com.



5-time Award Winner

facebook

Find us on Facebook
facebook.com/amusementtoday

twitter

Follow us on Twitter
twitter.com/amusementtoday

YouTube

Subscribe to our YouTube channel
youtube.com/amusementtoday

►WWA

Continued from page 1

the core program, this year's show also features two outstanding keynote speakers, Ed Hart, a partner in the current Kentucky Kingdom LLP, and Justin Sempstrott, with Lifeguards Without Borders.

Hart and his team successfully reopened Kentucky Kingdom in 2014 after \$44.5 million in redevelopment including 20 new rides and attractions. Hart will share that success story during the Opening General Session on October 28th.

Sempstrott will present a keynote on "Drowning Resuscitation."

Looking at 2014

It's been a bit of a mixed bag this year for seasonal operators in North America. Most U.S. water parks opened very strong in May, according to Root, which is always how operators like to start.

However, there have been pockets in the Midwest and East Coast that were impacted by cooler than normal temperatures in June and July. It seems that the summer version of the Polar Vortex landed across the middle part of the U.S. during the mid-summer mark.

Still, Root noted, there were large swaths of the south and west coasts areas that experienced record turnout

throughout much of the season.

"What this year lacked was consistency in terms of weather," he said. "Weather is always the one element that operators cannot control or even plan for in many ways. We had a harsh winter and were told to expect a hot summer, but that hasn't necessarily played out across the U.S."

Trends for this year were seen in the areas of expansion and reinvestment, Ezra said.

"As consumer confidence continues to rise and everyone is feeling better about the state of the economy, we've seen a plethora of new attractions being introduced at parks all over the world," she said.

And, the WWA has big plans for 2015.

"We will be celebrating our 35th year in 2015 by continuing to focus our energy on meeting the ever changing needs of our members and providing services to help them grow their business and enhance the safety and services they provide their guests," Root said.

One of those new enhancements will be a new industry web site.

"We are incredibly excited to unveil a new member web site at the WWA Show this year," Ezra said. "We think it is going to be a huge benefit in the way our members interact with each other and with the association."

She said the goal is to make WWA's cadre of information, publications, resources, training tools, and such, more easily available to all our members.

In addition to the new web site, the WWA plans to retool its World's Largest Swimming Lesson event, set for June 18, 2015.

The 2014 WLSL event marked its fifth year. It set a record with 36,564 participants hosted by 480 host locations in 22 countries. This represents a 13 percent increase over 2013.

"We are just blown away by the amount of support the entire water leisure industry has shown the WLSL event over the past five years," Ezra said. "To have started out with 3,854 participants at 71 host locations in the first year and to have come to this point in year five, it really illustrates how much this event has grown and what an impact it is having in the drowning prevention community."

Mark Moore takes over reins of WWA

LAS VEGAS, Nev. — Mark Moore, Gulf Islands Waterpark, Gulfport, Miss., and incoming chair of the World Waterpark Association (WWA), feels the upcoming WWA Symposium and Trade Show, set for Oct. 27-30, Paris Hotel, Las Vegas, offers some of the most important industry safety information those attending may receive.

Here Moore spends some time answering questions regarding his upcoming chairmanship of the WWA with *Amusement Today*.



Moore

As in-coming chair of the WWA, what goals are the most important to you?

"I believe that in 2015 we will continue to focus on supporting our members by offering great services. The WWA has a diverse membership around the globe and we will continue to be the best resource for owners, operators, developers and suppliers who are looking for timely information on water park safety, maintenance, customer service, among other topics. Next year will bring new education programs and member-to-member networking opportunities with the best water park professionals from all over the world."

What do you think are the most important roles the WWA provides its members?

"Safety is the number one priority for water park professionals and so the WWA will continue to play a role in offering programs and services that make safety a key focus. One example of the association's work within the safety realm within the U.S. market is evident in the Model Aquatic Health Code where over one-third of the comments came from the water park industry."

Another key safety program is the annual show. The WWA provides the largest gathering of water park professionals each year at our Symposium and Trade Show. At this show, the most knowledgeable water park professionals in the industry gather to share their ideas and successes.

"The role of the WWA is to promote this passion among its members all over the world. This open communication is vital to WWA success and it's undeniably the backbone of our association and industry."

"We also support our members through work done at the committee level, through digital communication and regional in-person member gatherings, which we launched in 2014."

In speaking with other members of the water park industry, how do you think the 2014 season has been compared to the 2013?

"There have been ups and downs among the parks that I have visited with this summer. So much of a park's success is tied to weather and that has been good in spots and terrible in others."

What direction do you see the industry going?

"Our industry suppliers continue to innovate and create unique opportunities to have fun and interact with water. New rides and attractions come out every year. New methods are learned and taught to others constantly. The association's supplier membership continues to grow around the world."

How long have you been in this industry?

"I got started in the industry in 1987 and have worked in many segments, from YMCA's and college settings to water park resorts and outdoor parks. As expected, there always have been challenges to overcome, things to learn and plenty of excitement within every place I have worked."

How did you get started?

"I was just a typical teen who started life guarding at a YMCA which led to life guarding my way through college at the University of Southern Mississippi. Upon graduation, I then took a Graduate Assistantship from Indiana University and completed my Master's degree in Recreational Sport Management."

"After a season of auditing with Ellis & Associates, my first water park job was with Blue Bayou Waterpark in Baton Rouge, La."

What challenges might you face this coming year?

"The WWA has some amazing opportunities in 2015 to expand our services to members throughout the world, including the launch of a new industry website. In a digital world, we feel that this new site will help us fulfill our global goals of being the industry's resource of choice for information and community."

—Pam Sherborne

FAST FACTS

Water Park Openings (2014)

- **Cowabunga Bay**, Las Vegas, Nevada
- **Wet'n'Wild Sydney**, New South Wales, Australia
- **Hurricane Harbor at Six Flags Over Georgia**, Austell, Georgia
- **Tianmu Lake Water World**, Jiangsu Province, China
- **Kentucky Kingdom & Hurricane Bay**, Louisville, Kentucky
- **Great Wolf Lodge New England**, Boston, Massachusetts
- **Al Montazah Water Park**, Sharjah, United Arab Emirates
- **Cartoon Network AmaZone Waterpark**, Chonburi, Thailand
- **Nantong Adventure Kingdom Water World**, Nantong, China
- **Surf and Fun Waterpark**, San German, Puerto Rico
- **Aqua Mania Waterpark**, Albena, Bulgaria
- **Club Hotel Bolero Aqua Park**, Golden Sands, Bulgaria
- **OCT Yunnan Spa & Waterpark**, Yunnan, China

Splash Kingdom Wild West

- Hudson Oaks, Texas
- **Holiday Springs Water Park**, Texarkana, Ark.
- **Hawaiian Falls White Settlement**, White Settlement, Texas
- **Hawaiian Falls Pflugerville**, Pflugerville, Texas
- **Water Park Openings (2015 Planned)**
- **Splashworld, d'Avignon**, France
- **Vana Nava Water Jungle**, Hua Hin, Thailand
- **Lotte World Waterpark**, Gimhae, South Korea
- **PlopsaAqua Indoor Water Park**, De Panne, Belgium
- **Schlitterbahn Corpus Christi**, Corpus Christi, Texas
- **Camelback Lodge & Aquatopia Indoor Waterpark**, Poconos, Pennsylvania
- **Splash Kingdom**, Greenville, Texas
- **Splash Kingdom**, Nacogdoches, Texas
- **Corsicana Water & Adventure Park**, Corsicana, Texas

—Source: WWA, AT



Giant Loop



Flying Scooters™



PO BOX 638 • Plainview, Texas 79072
(806) 293-1353 • www.larsonintl.com



Super Shot



Tilt-A-Whirl™

BIG STARTS HERE

Want big results? Look no further than IAAPA Attractions Expo 2014.



Whether you are investing in a new ride or simply searching for your next big idea, everything you need for your attraction is waiting for you in Orlando. IAAPA Attractions Expo delivers super-sized results for everyone — no matter the size of your facility or budget.

Go big in 2014 with IAAPA Attractions Expo.
REGISTER BY OCT. 31 AND SAVE 25%.



CONFERENCE: NOV. 17–21, 2014 • TRADE SHOW: NOV. 18–21, 2014
ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA USA

www.IAAPA.org/IAAPAAttractionsExpo



INTERNATIONAL

► Europa-Park planning major waterpark expansion, will include indoor and outdoor attractions — Page 10

Italy's Leolandia planning a HalLEOween treat

STORY: Andrew Mellor
amellor@amusementtoday.com

CAPRIATE, Italy — Visitors to Leolandia in the northwest of Italy this October will be able to enjoy the park's various Halloween activities along with a special meet and greet with the popular Peppa Pig.

Every weekend from October 4 to November 2 the park will offer a variety of child-friendly, Halloween themed entertainment, including a witch party at Mr. Bull's worksite where guests will find Peppa Pig in her witch costume for a trick or treat meet and greet.

New shows and spooky theming will abound



Italy's Leolandia park will be themed for some special HalLEOween activities during the month of October. COURTESY LEOLANDIA

throughout the period. Thousands of giant and enchanted pumpkins will grace the park along with three tons of real pumpkins

which will mysteriously grow in Cowboy Town, a new area for 2014 dedicated to the Far West which will be transformed into HalLEOw-



Peppa Pig and friends will have a new home at Leolandia in 2015 and the popular children's characters will be part of the park's Halloween offering. COURTESY LEOLANDIA

een Town. Cowboys, saloon girls, gold diggers and Indians will turn into scarecrows, funny witches, silly ghosts and strange bat pumpkins,

and storm the most popular attractions such as the Mine Train and Gold River.

Also new for 2014 are
► See LEOLANDIA, page 9

Puss In Boots themed coaster set for Universal Singapore



Guests at Universal Studios Singapore can now watch Puss In Boots dance off with Kitty Soft Paws at the Milk Bar, in The Dance for the Magic Beans, the new stage show in the Far Far Away Zone. COURTESY UNIVERSAL STUDIOS SINGAPORE/DREAMWORKS ANIMATION LLC

STORY: Andrew Mellor
amellor@amusementtoday.com

SENTOSA, Singapore — An all new adventure with the legendary character Puss In Boots is set to debut at Universal Studios Singapore in the shape of a new suspended roller coaster.

The attraction, Puss In Boots' Giant Journey, will be the first coaster in the world to be based on the popular franchise and will be complemented by a new stage show featuring Puss In Boots and his accomplice, Kitty Soft Paws, called The Dance for the Magic Beans. Both will become part of the Far Far Away themed zone at the park.

Although yet to be offi-

cially confirmed, the strongest indications are that the ride is manufactured by Italian company Zamperla and will take guests on a swash-buckling journey with an original storyline. The opening of the coaster is slated for the end of 2014, while the new stage show is already up and running. With a duration of 20 minutes, the show also encompasses meet and greet sessions with the characters.

John Hallenbeck, senior vice-president of Attractions at Resorts World Sentosa, said: "We are excited to expand our collaboration with DreamWorks Animation. DreamWorks characters have been popular and

► See SINGAPORE, page 9

Ital International LLC

Major, Family and Spectacular Rides

Bertazzon: Park Model & One-Trailer Rides

Technical Park: Park Model & One-Trailer Rides

Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: sales@italintl.com

The logo for Amusement TODAY features the word "Amusement" in a large, red, italicized serif font. Below it, the word "TODAY" is written in a bold, blue, sans-serif font. To the left of "TODAY" is a large, red, stylized graphic of a lightning bolt or a jagged 'Z' shape. To the right of "TODAY", the tagline "Your Amusement Industry NEWS Leader" is displayed in a smaller, blue, sans-serif font, with the word "NEWS" in red.

\$50 per year



Digital



Print

Access all of the professional NEWS content you expect from Amusement Today right on your tablet, phone or laptop! Plus, it's Android and iOS compatible!

☐ New Subscription ☐ Renewal ☐ Change of Address☐ 1 Year (\$50) ☐ 2 Years (\$100) ☐ 3 Years (\$150)

[Domestic or International]



FIRST AND LAST NAME

CREDIT CARD NUMBER

COMPANY NAME

EXPIRATION DATE

3-4 DIGIT SECURITY CODE

ADDRESS

NAME AS IT APPEARS ON CARD (Company Name and/or Cardholder Name)

CITY, STATE, ZIP CODE (or Province and Postal Code)

TELEPHONE NUMBER (REQUIRED)

COUNTRY

EMAIL ADDRESS (REQUIRED)

QUESTIONS? CALL (817) 460-7220 ♦ Mail to: Amusement Today, PO Box 5427, Arlington, Texas USA 76005

►LEOLANDIA

Continued from page 7

the Witches Dance and the HalLEOween shows. The protagonist, Conte Zucca, has assigned to the two cleverest witches in Leolandia, Clorofilla and Fiammetta, the task of organizing a big show in HalLEOween Town, the beginning of a succession of unexpected events. Adults and children will be immersed into the story as soon as they arrive, thanks to the welcome animation, and they will live it until the end of the day when they witness the Witches Parade.

In addition, the hugely popular Peppa Pig, who moved to Leolandia in June to oversee the construction of her new house which will be ready in 2015, will welcome youngsters for a trick or treat dressed as a witch. Other characters from the Peppa Pig series will also be suitably attired, while Mr. Bull's worksite will feature small cats, spiders and a range of Halloween theming.

►SINGAPORE

Continued from page 7

the expansion will allow our guests to experience more of Puss In Boots, a franchise beloved by families and youths. The new ride is designed based on the popularity of our other crowd-pleasing suspended coaster and will cater to not only families but thrill-seekers as well."

DreamWorks Animation's Global Head of Location Based Entertainment, Yoshi Maruyama, added: "Puss In Boots enjoys a legion of adoring fans across the globe and his swashbuckling antics appeal to all ages. We are delighted to partner with Universal Studios Singapore and bring everyone's favorite feline to Asian visitors."

The new ride is being jointly developed by Resorts World Sentosa, DreamWorks Animation and Universal Parks & Resorts and will bring the total number of attractions based on DreamWorks Animation films to seven.

First stone laid at Gardaland for parks' new for 2015 coaster



Gardaland officials give the thumbs up and showcase the first stone laid for their new 2015 roller coaster project. Shown here are from left: Chief Executive Officer, Aldo Maria Vigevari; General Manager of Parks, Danilo Santi and Marketing and Sales Director, Luca Marigo. COURTESY GARDALAND

CASTELNUOVO, Italy — A landmark moment took place in late August, at Gardaland, with the laying of the first stone of the attraction that will be inaugurated at the beginning of season 2015. The great brick, a solid, unusually orange item was placed in the middle of the building site by: Chief Executive Officer, Aldo Maria Vigevari; General Manager of Parks, Danilo Santi and by Marketing and Sales Director, Luca Marigo.

The most imposing, adrenaline-filled rollercoaster ever to be made at Gardaland will be built on an extremely vast area of the park: from the Western Village to the Flying Island and Space Vertigo.

After only two months of work the numbers are already record-breaking: the surface involved extends over 13,000 square meters, as big as the combined size of the wings of as many as 25 Boeing 747 airplanes. The foundations have been laid for the insertion, at a deepness ranging between 12 and 14 meters, of over 200 foundation posts, employed to anchor the soil; for their realization an astounding 1,000 cubic meters of concrete were employed. 50 columns will support the imposing structure that will animate the pulsating heart of Gardaland.

Turmoil and anticipation are already running high among followers and fans of the park, attracted by the mystery surrounding the new attraction as on the gardaland2015.it site.



We'll give your guests' taste buds a thrill.

Your hungry guests will flip over pulled-pork sandwiches featuring our world-famous Montgomery Inn Barbecue Sauce.



WWW.MONTGOMERYINN.COM

Europa-Park plans major water park expansion

STORY: Andrew Mellor
amellor@amusementtoday.com

RUST, Germany — Europa-Park, Germany's largest theme park, has announced initial plans for the construction of a water park close to the existing park.

Over the next few years, a combination of indoor and outdoor water-related activities is being planned on a 33-hectare expansion area in the south east of the district of Rust. And with the construction of a water park, Europa-Park will continue on its course towards developing into a destination for short family holidays.

Commenting on the plans, park owner Roland Mack said: "It is extremely important for

us to secure business at this location. Surveys conducted over an extensive period of time have shown that Europa-Park visitors would enjoy having access to a water park. We cannot afford to be inactive if we want to keep this region attractive to guests who travel greater distances to visit the park."

In order to meet the increasing demand for overnight stays, Europa-Park is also planning to create additional accommodations, which will complement the five existing, very popular hotels and other accommodation facilities already available at the venue.

The development of the new water park complex and associated facilities will be completed in several steps



Germany's Europa-Park will be complemented by a major water park development in the coming years. The new water park will feature both an outdoor water park and an indoor (year-round) water park. The expansion will be the largest in Europa-Park's history and will cost in the hundreds of million of euros. COURTESY EUROPA-PARK

and it will be the largest investment ever made in the history of the family-owned company. According to the park,

the total investment amount will run into the hundreds of millions of euros and will not be subsidized through federal

grants.

The water park's indoor activities will be available on a year-round basis, while the outdoor attractions will remain open – weather permitting – from mid-June to the beginning of September. The water park will include a wave pool, lazy river, surfing simulator, waterfall, a beach themed rest and relaxation area and a water playground. This range of attractions will ensure that the new water park will create the ideal extension to Europa-Park and will in particular be suited to the family market.

The project will also result in the creation of several hundred new jobs, as well as new sources of income for the participating communities.



Family Coaster „FireChaser Express“ Dollywood, USA

America's first
dual-launch forward
and backward
Family Coaster



Gerstlauer Amusement Rides GmbH
Industriestraße 17
D-86505 Münsterhausen
Tel. (49) 8281 - 99 68 0
Fax (49) 8281 - 99 68 33
www.gerstlauer-rides.de
info@gerstlauer-rides.de





WATER PARKS & RESORTS

► **NEW PARK OPENINGS:** Cowabunga Bay — Pages 14 & 16; Hawaiian Falls — Pages 18 & 20

ProSlide equipment thrills Carowinds' summer water park visitors

STORY: Scott Rutherford
srutherford@amusementtoday.com

CHARLOTTE, N.C. — Guests searching for a way to cool off this summer found it at Carowinds' Boomerang Bay water park thanks to the addition of two new water slides. Supplied by ProSlide, the new attractions stand over four stories high and add an additional 600 feet of sliding adventure to the park's impressive arsenal.

Sharing a common tower, the new slides offer two distinctively different rides unique to Boomerang Bay:

- **Surfer's Swell** travels a total of 263 feet and allows riders to plunge downward through a tunnel then swoop up onto an angled wall that mimics the sensation of catching an ocean wave. They then gracefully enter a final tunnel for a landing into a splash pool at the bottom of 45-foot-tall experience.

- **Dorsal Fin Drop** offers 351 feet of slide and sends riders swirling through a curved-tunnel that blasts them into a bowl and finally into a corkscrew exit.

The slides opened just in time for the first official day of summer and were the first phase of a multi-year, multi-million dollar, capital investment plan at the park initiated by its parent company Cedar Fair.

Carowinds' newly-appointed Vice President and General Manager Mike Fehnel said: "The two new waterslides were the first part of a multiyear expansion and renovation plan for Carowinds that include improve-

ments to all areas of the park. Overall guest experience will be improved through dining, entertainment and park attractions. Dorsal Fin Drop and Surfer's Swell were an important first step in this plan, bringing new excitement to the waterpark and many smiles to our guests."

The official first riders consisted of a group of special kids from the University City YMCA, a branch of the YMCA of Greater Charlotte. When the slides were announced in September 2013 they didn't know how to swim, and never could have imagined themselves racing down the exciting twists and turns. After nine months of weekly lessons sponsored by Carowinds, the kids became the honorary first riders down Dorsal Fin Drop and Surfer's Swell.

"We are so grateful to Carowinds for providing the opportunity for these 15 children to learn to swim," said Matt Fitzwater, University City YMCA executive director. "This is not just a fun activity but a life-saving skill. This group represents the confidence and safety that comes with swim lessons."

"Dorsal Fin Drop and Surfer's Swell have been a great addition to Boomerang Bay. The slides added two unique, new ride experiences to our waterpark," said Julie Whitted Carowinds public relations manager. "It's been a great summer watching guests slide down, enjoying the ride, laughing at the finish, then getting back in line to enjoy it all over again!"



ProSlide provided the equipment for Carowinds' newest additions to its Boomerang Bay water park. The two new waterslides – Surfer's Swell and Dorsal Fin Drop – stand 45 feet tall and add 600 feet of sliding adventure to the park's impressive arsenal.

AT/SCOTT RUTHERFORD



Factory wholesale pricing! • Over 100 designs available! • Made in the USA



Toll Free: (800) 395-9980 • email: lisa@sippersbydesign.com • www.sippersbydesign.com



Dorney Park's Wildwater Kingdom has success with Snake Pit

Six WhiteWater slides include three different experiences

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

ALLENTOWN, Pa. — Dorney Park and Wildwater Kingdom guests enjoy getting the two parks under one admission ticket. The hillside property features a variety of towering coasters and classic flat rides as well as some drenching water rides. However, if the guests want to get really wet to cool off, then Wildwater Kingdom is the direction they head.

New for this past summer, Dorney Park and Wildwater Kingdom introduced Snake Pit. Manufactured by WhiteWater West, the new attraction features six different slides into one tower complex. The most daring of the slides comprise three drop capsules called Python Plummet. This popular thrill ride begins at the peak of the 65-foot tower. Following a countdown, a trap door releases riders into steep plunges and sends them spiraling through one of three twisting courses ranging from 337 feet to 449 feet, depending upon which capsule they enter. The flat loops and s-curves are taken at high speeds through trans-

lucent colorful tubes. Constrictor, starting from a platform level just over 50 feet tall, slithers riders through an enclosed chute — including four tight spirals — for 449 feet. Boa Blasters is a pair of slides dedicated to high speed drops, taken in either single or double tubes. In enclosed turns, the slides feature rings of translucent color to enhance the sensation of speed. The two slides are 274 feet and 326 feet long.

This impressive addition builds upon the many popular attractions in place at Wildwater Kingdom. The water park celebrates its 30th season in 2014. Two full wave pools and two lazy rivers complement

four children's play areas and 26 waterslides spread throughout the facility.

Brad Marcy, vice president and general manager, says, "Wildwater Kingdom is a large draw for our regional guests. The number of attractions and size of the water park is unmatched in the regional area. Our two parks for the one price offering allows our guests to have a thrilling summer experience for a great value."

Snake Pit features multi-colored slides with a balance of warm and cool colors. The drop capsule slides feature amber and burgundy slides in translucent hues, allowing spectators to follow riders inside. The other slide colors include magenta and turquoise, making for a striking palette altogether. Marcy credits Rob Decker and the Cedar Fair Planning and Design team that worked with WhiteWater for determining a color layout that would draw guests' attention to the new attraction.

Two major new facilities were also added for 2014, including a new locker facility that sports 2400 locker doors. This facility changed procedures from using keys to a digital system. Best Lockers was the provider. Another new facility is the Marketplace which offers dining seating with Coke beverage refreshments and fresh fruit.

The new complex follows a removal of an earlier attraction built in the 1980s — Riptide Run. Built in-house, the in-ground rapids-style attraction was selected to retire, mostly due to age and the lack of manufacturer's safety standards, the park reports.

Marcy tells AT, "We are always looking for ways to improve and enhance our guest experience. Unfortunately, in order to bring in new attractions with the magnitude of Snake Pit, we must make some hard decisions to remove attractions to make room. In this case, we looked at an area of the

water park that was fairly untouched since its opening in 1985."

With the removal of Riptide Run, a close-by eatery named Riptide Refreshments changed its name to Snake Bites. Carrie Basta, communications manager for Dorney Park and Wildwater Kingdom, laughs when telling the process behind the change. "We were trying to figure out what to name it, and there was a tagline that Kings Island used with Diamondback that said 'get bit,' so we played around with that idea," Basta reports, "Someone suggested Snake Bites. We laughed at first, but it stuck."

Basta also reports that the park added more than a thousand new chaise lounges. Guests were excited about the chairs on Facebook, and Basta was amusingly surprised that it was one of the most liked posts outside of the final Snake Pit construction photo.



Snake Bites is a remodeled concession stand where guests can find various food and drink options. The park also added more than a thousand new chaise lounges, which have received positive comments on Facebook.

AT/TIM BALDWIN

— WATERPARK WISDOM: —

You can't take a SELFIE ON A SLIDE.



Create memorable, *shareable* spaces with Waterfronts™ by ADG. Boost revenue generating opportunities and give your guests the free-form fun they look for in a destination experience.



Cabanas. Food & Beverage. Retail. Photo.
#WaterRevenue to see how it all comes together.
Don't let your profits slide. Visit » aquaticgroup.com

ADG
AQUATIC DEVELOPMENT GROUP

Polin provides dynamic attractions package

Cowabunga Bay slides into Las Vegas water park market

STORY: Dean Lamanna
dlamanna@amusementtoday.com



HENDERSON, Nev. — With a splash heard 'round the Las Vegas Valley, Cowabunga Bay, a new water park, sent water coursing through its Lazy River and colorful collection of slides and finally threw open its gates to the public the first week of July.

The 23-acre property, located at the intersection of Galleria Drive and N. Gibson Road just east of Interstate 515, features 25 rides and attractions in a setting that combines Hawaiian, East Coast boardwalk and 1950s California beach culture themes. The park enjoyed an enthusiastic welcome from its host city and the media, as well as brisk attendance, through the remainder of its partial first season.

The second water park to open in the metro Las Vegas area since the Wet 'n' Wild brand reentered the market in 2013, Cowabunga Bay — also originally set to open last year — cost \$26 million to build. It faced several hurdles between its December 2012 ground-

breaking and completion this past summer.

Changes in the investor group, delays in overseas shipments of critical steel slide support structures and a couple of geological surprises onsite delayed the park's opening twice.

"It's tough to get a brand-new park off the ground, and we've had a few challenges along the way," acknowledged Shane Huish, general manager, whose family is a 50 percent investor in the Henderson property and the sole owner of Cowabunga Bay's identically named sister park in Draper, Utah.

The Huishes, who also own and operate three entertainment properties called Family Fun Center & Bullwinkle's Restaurant in suburban Seattle and Portland, Ore., were approached by local developers about bringing their popular water park brand to the Las Vegas area.

"They had already done a lot of the legwork here," Huish said. "They came up to Utah, we started talking and decided to partner with them. We got a late start last year, and along the way, our partners had a problem coming up with their portion of financing. So we got half of the park built with our contribution."

Construction crews working on the site encountered a naturally occurring, but not uncommon, desert obstacle in the form of caliche — a sedimentary rock similar to concrete.

"We had a slide, our Mat Racer, designed to go down 20 feet under the ground, with an uphill finish," Huish said. "When we started digging, not only did we hit caliche, but 14 feet down groundwater suddenly started pouring in. This was bad news. There's like an underground river; you could go 20 feet to either side and not hit it. We have other foundations that go 30



The colorful theming at Cowabunga Bay Las Vegas encompass several fun zones evoking Hawaiian, East Coast boardwalk and 1950s California Beach cultures. The Caban-A-Rama (below), which has a mid-century flavor, offers private cabanas and quiet exclusivity, while the Surfin' USA mat racer slide (bottom) rocks out. COURTESY COWABUNGA BAY



feet down, and it's still dry."

This development would have pushed the park's opening so far into the 2013 season that it was determined a less-rushed construction schedule targeting a 2014 opening made more sense. Completing the park's financing, however, remained an issue.

"In the off season, our partners either had to come up with their money or we had to find new partners," Huish said. The latter occurred. "The owner of R&R Construction, the contractor building the park, came to us and said, 'Hey, if you guys are looking for another partner, I'm interested.' And it worked out.

► See COWABUNGA, page 16



FAST FACTS

Name/Location

Cowabunga Bay Water Park
900 Galleria Drive
Henderson, Nev.

Opening

July 4, 2014

Facility Size

23 acres

Number of Rides/Attractions

25

Number of Employees

About 400

General Manager

Shane Huish

Attraction Supplier

Polin Waterparks & Pool Systems,
Gebze, Turkey

Contractor

R&R Construction,
Las Vegas, Nev.

2500 WATERPARK
PROJECTS
IN 90 COUNTRIES.



Polin[®]
WATERPARKS & POOL SYSTEMS

Carnival Sunshine - Cruise Waterpark



/polinwaterparks www.polin.com.tr



►COWABUNGA

Continued from page 14

R&R is local here and they're also in Utah; they know construction, which is what they focused on, and we know operations. It's synergetic and it works great. That's how it all came together."

Huish added that the City of Henderson has also been supportive.

"When you're a project of this sort of magnitude, and when you bring it to a city, it's like everybody's on your team. Henderson has been great. It's so nice to have a city that is pro-business, that wants your project. We've also had the chamber of commerce on our side."

High praise for Polin

Huish, whose amusement industry background includes years of creative direction for Paramount Parks, Six Flags and others, gave Turkish attraction manufacturer Polin Waterparks & Pool Systems its largest U.S. water park project to date with Cowabunga Bay

"Polin is one of the best companies I've ever worked with," he said. "Whatever I've wanted to do here within engineering reason, they've worked with me on it. I went (overseas) to inspect their factories, met with them, saw their techniques. And they're just great."

Designed exclusively by Polin for Cowabunga Bay is a waterslide called Wild Surf. The giant slide features a four-person raft that begins with a long, rushing trip through the dark followed by a dizzying 55-foot drop into the world's largest man-made parabolic "wave." Riders

twist and turn along the course, speeding through unexpected changes in momentum until they shoot through the wave's crest, get drenched by a water shower spilling from the lip of the wave and then oscillate before splashing into the pool below.

"It offers a creative twist to a ride that already offers lots of great heart-pounding excitement," Huish said. "Plus, it presents an added thrill to guests waiting in line at the top of the slide tower. From their vantage point, they get a bird's-eye view of what's in store as they look down into the funnel and see the riders zipping around inside."

In addition to its aquatic attractions two restaurants and private cabana rentals, Cowabunga Bay's highlights include:

• **Surf-A-Rama Wave Pool:** Set amidst a 1950s drive-in theater, this 32,000-square-foot wave pool is the park's centerpiece and generates waves up to four feet high.

• **Zuma ZOOMa:** Designed for thrill seekers, this slide (Polin's Looping Rocket), the park's tallest attraction, features a unique "launch capsule" 73 feet in the air with a trap door on which riders stand. When the door drops open, riders are sent into a high-speed horizontal 360-degree loop.

• **Point Panic:** Riders on this slide (Polin's Black Hole) experience a midnight surf run down a fully enclosed, pitch-black water slide.

• **Surfin' USA:** This one-of-a-kind racing slide (Polin's Uphill Multisurf) allows six guests at a time to plunge face-first downhill from a 55 foot starting point, and then



The Cowabunga River offers riders a heated, leisurely drift past giant surfboards, water features, vintage vehicles and the park's delightfully twisted array of Polin-manufactured slides, including the fully enclosed Point Panic (below left) and the oscillating Surf-A-Go-Go (bottom right). COURTESY COWABUNGA BAY



it's up and over a unique speed bump finish.

• **Beach Blanket Banzai:** This giant raft slide (Polin's Family Rafting) allows up to four family members and friends to ride together down 600 feet of twists, turns and drops before a gushing finale.

• **Rock-a-Hoola:** Riders brave a 300-foot-long slide (Polin's Space Boat) before entering a giant bowl and whirling around for several revolutions before the splash-down.

• **Surf-A-Go-Go:** This 600-foot-long slide (Polin's Space Shuttle) features two giant "rebound chambers" that send riders up the walls and rebounding from side to side.

• **Cowabunga River:** Riders floating on this heated leisure river cruise by giant surfboards, water features and a groovy 1967 VW bus.

• **Boardwalk Bay:** Relaxation rules in this carefree pool. Guests splash in playful fountains or just enjoy the sun as they float their cares

away.

• **Cowabunga Splash:** This water-play structure (Polin's Aquatower) — part of Cowabunga Bay's future expansion — is designed with kids in mind and features six stories of bridges, tunnels, net climb and water toys.

Huish noted that an ongoing issue at his family's Utah water park was oxidation of the slides' finishes. Figuring into his decision to go with Polin as Cowabunga Bay's aquatics design firm was the company's patented Magic Shine finish, which Polin adds to all of its slides. The desert temperature-resisting finish, which is smooth and shiny on both sides of each waterslide component, utilizes resin transfer molding technology.

Room for growth

Although Wet 'n' Wild, located in Summerlin, got a head start in the market, Huish said there's plenty of room in the Las Vegas Valley for two major water parks.

"They are literally on the opposite side of Las Vegas, with I-15 right down the middle," he pointed out. "I'm sure there will be some degree of (customer) blending — people will be curious to try both parks — but for the most part, residents in this valley tend to stick to one side of the freeway or the other. It's pretty evenly split, and it may come down to a matter of convenience."

Huish also noted that Cowabunga Bay offers "a little bit more of a unique experience. We've spent a little more effort on theming." And that, he feels, is a valuable contribution to the appeal of both Henderson and the recreational offerings of Greater Las Vegas.

"I'm excited because the market is here to support Cowabunga Bay. We've started off with the basics, but we're not just going to run it, we're not just here to serve. We're here for the long haul, and we're here to grow."

• cowabungabay.com



Shane Huish, general manager of Cowabunga Bay Las Vegas, enjoys a moment with a vintage Volkswagen Beetle that now serves as a prop for Surf-A-Rama, the park's drive-in-themed wave pool.

AT/DEAN LAMANNA

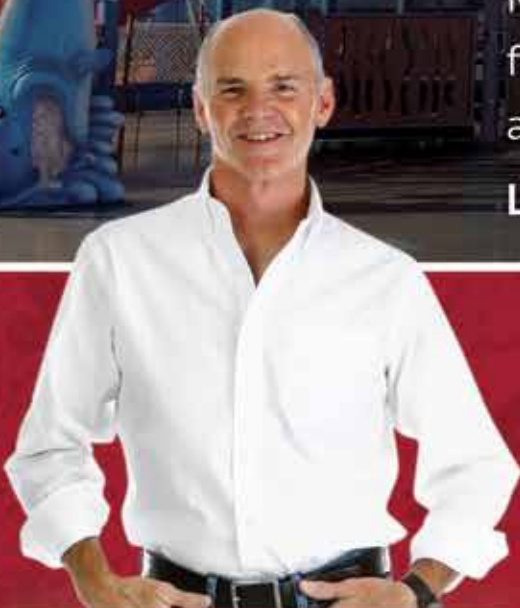
LIVE OAK BANK
CAN HELP

RENOVATE

SEE US AT
WWA SHOW
BOOTH 932

Revitalize your FEC! Live Oak Bank can provide up to 100% financing for renovations, expansions, modernizations, acquisitions and more.

LIVE OAK BANK CAN MAKE IT HAPPEN.



Ben Jones - FEC Expert
910.798.1210
ben.jones@liveoakbank.com



LIVE OAK BANK
liveoakbank.com/fec

©2014 Live Oak Banking Company. All rights reserved. Member FDIC

Live Oak Bank offers financing solutions to family entertainment centers, bowling centers, roller skating centers, small parks and water parks nationwide.

Faith-based formula working well for Dave Busch

Hawaiian Falls creates new park model with two new parks

STORY: Pam Sherborne
psherborne@amusementtoday.com

IRVING, Texas — Dave Busch, president Hawaiian Falls water parks, was happy with one water park. That was the one he opened in Garland, Texas, in 2003. Little did he know that was just the beginning.

He now has seven, two of which opened this season. All, so far, are located in Texas. The newest ones are located in Pflugerville and White Settlement. And, not only does he continue to open his family-based venues, he is also creating a unique model with these last two parks. That model includes the water park, and adds a year-round Adventure Park with zip lines, rope courses, rock walls and challenge courses as well as conference centers offering areas for special events, team building and conferences as well as arcades, restaurants and activities such as indoor laser tag.

"We have been searching for something else, something to drive the off-season," Busch said. "I think we are on the edge of something as far as our industry goes. This combination gives our industry a dimension it didn't have."

Opening two new parks in one season has been a challenge, however. Winter weather caused construction delays. And, those delays caused late openings for both parks. Plans were to have the water park portions of both parks up and running by Memorial Day. They were close but not quite on time. The White Settlement water park



Two new Hawaiian Falls water parks opened in Texas this past summer, one in White Settlement and the other in Pflugerville. Here is a look at the White Settlement park. Clockwise, from top left, shows an overview of the park, which cost a total of \$17 million to build; the six-lane Reef Racer is a competitive mat racer; Niko's Landing, a children's play area and one of the slide towers providing both enclosed and open slides. All rides were supplied by WhiteWater West.

COURTESY HAWAIIAN FALLS/DAVID ALVEY

opened June 5. Pflugerville water park opened June 9.

The Adventure Parks opened later. The Adventure Park in Pflugerville opened July 31; White Settlement by Labor Day.

The 22,000-square-foot conference and entertainment centers opened at both locations the week of Aug. 18.

The 23-acre Pflugerville park cost a total of \$23 million, with construction costs

being \$18.5 and land \$4.5 million. The White Settlement park cost a total of \$17 million, with construction costs coming in at \$13 million, with land at \$4 million.

According to Busch, Pflugerville is a regional park that will attract from a 100 mile radius. White Settlement will attract from a 15-mile radius surrounding the park. Plans are to market the latter heavily in the West Texas markets of Abilene, Lubbock, and Midland-Odessa.

"When we opened the water parks, we were about 80 percent of where we should have been as far as completion," Busch said. "All the attractions were open. Landscaping wasn't complete and all amenities weren't in place. But, by July 4, we had the parks where we wanted them to be."

And, response to both parks has been strong. Busch said there were over 5,000 guests in Pflugerville on Saturday, Aug. 9.

"We feel when the season is done, we will meet about

70 percent of our objective," he said. "I think we will catch the numbers by the end of the year, because of our Adventure Parks."

WhiteWater West supplied the water attractions for both of the new parks.

In Pflugerville, that includes:

- Breaker Beach, a 22,000-square-foot wave pool;
- Three Aquatube slides, one completely enclosed while others offer thrilling twists and turns, all accessed from a 45-foot tower;
- A Sky Pfall (called the Pflyin' Hawaiian in Pflugerville), a free fall slide, 55 feet high, 280 feet long;
- Diamond Head Drop, a tube slide, 55 feet high, 265 feet long;
- The Rush, a completely enclosed slide designed for one or two riders, 48 feet tall, 260 feet long;
- Pipeline, half open and half enclosed tube slide, 48 feet tall, 260 feet long;
- Lazy river, 1,100 feet long, 15-22 feet wide;
- Reef Racer, six-lane,

head-first competitive racing slide, 55 feet high, 310 feet long; and

•Splash Harbor, a 8,000 square-foot children's play area.

White Settlement offers many of the same options. Those that are the same as Pflugerville include: Pipeline, Reef Racer, The Rush, Diamond Head, and the free fall slide called Flying Hawaiian at this park. The children's play area, called Niko's Landing, is 6,000 square feet. The wave pool and the lazy river is the same.

► See HAWAIIAN, page 20

FAST FACTS

Hawaiian Falls
water park locations as of August 2014 (all in Texas)
Garland (2003)
The Colony (2004)
Mansfield (2008)
Roanoke (2010)
Waco (2012)
Pflugerville (2014)
White Settlement (2014)



Hawaiian Falls White Settlement Revenue Manager Justin La Fond (left) and General Manager Don Smith, in the newly opened family arcade inside the new Aloha Event Center.
COURTESY HAWAIIAN FALLS/DAVID ALVEY

AquaCourse™
Alabama Splash
Adventure Waterpark, AL



LEADING THE INDUSTRY
WITH THE **MOST INNOVATIVE NEW PRODUCTS** SINCE 1980

►HAWAIIAN

Continued from page 18

The Adventure Park complexes were designed by Russell Moy and offer the same attractions, although the Pflugerville location is slightly larger.

"This is the first time many of these elements in the Adventure Park have ever been built anywhere in the world," said Moy. "We created this unique assemblage of challenges just for Hawaiian Falls. We spent more than two years in the design process before we ever started manufacturing the first piece of steel."

Adventure Park attrac-

tions include:

- Big Island Adventure Trail, featuring 18 rope bridges and tunnels on three levels;
- The three-level Challenge Course with 15 different ropes activities on each level, ranging from two feet to 60 feet off the ground, for a total of 45 distinct challenges. The course ends with the Tiki Zip Line;
- Pineapple Express Zip Tour includes three, 500-foot long, 60-to-15-foot high zip lines that traverse the park;
- Free Fall offers the experience of jumping off a seven-story tower and free falling;
- The Cargo Climb, a 45-foot rope ladder; and



Above, this park rendering shows the new Pflugerville Adventure Park and its various attractions. Below, the overview of the massive interactive structure designed by Russel Moy is a first of its kind to be built. Bottom, riders on the lazy river float under the many net climbing walkway challenges. COURTESY HAWAIIAN FALLS/DAVID ALVEY



The new Hawaiian Falls water park in Pflugerville, Texas, the second Hawaiian Falls park that opened this summer is slightly larger than the White Settlement location with 23 acres. It is being marketed as a regional park targeting potential patrons within a 100-mile radius. At right is just one of the many water attractions at the park, all of which were supplied by White Water West.

COURTESY HAWAIIAN FALLS/DAVID ALVEY



- A 45-foot tall Rock Wall.

Hawaiian Falls selected a full-body harness and Smart Belay System by EDELRID. The Smart Belay System is a set of two lobster-claw lanyards in which one is always connected to the safety line. Unless one claw is locked on the line, the second claw will not open, ensuring the guest is always secured.

Busch is excited about this new model for Hawaiian Falls parks.

"We are currently in negotiations with each of our other five cities to expand those (existing) water parks by adding the Adventure Park and the conference center," Busch said. "By the end of September, we should have at least two, if not all of them, signed up. As we go forward, this is our model."

Busch said his financial model has become standard as well. Basically, Hawaiian Falls borrows from the cities' coffers, then pays them back in full instead of borrowing from financial institutions. He has done this for the last five parks he has opened. The first two were basically a 50/50



It still surprises David Busch, CEO of Hawaiian Falls Water Parks, that at the end of the summer of 2014 he has a total of seven parks. The two that opened this summer in White Settlement and Pflugerville, both in Texas, have actually launched a new model for his parks. Here, from left, are Busch, Patricia Gervan-Brown, Pflugerville Chamber of Commerce president & CEO; Amy Madison, assistant executive director, Pflugerville Community Development Corporation; and Evan Barnett, Hawaiian Falls Vice president – regional director. COURTESY HAWAIIAN FALLS/DAVID ALVEY

partnership.

"We are looking at other cities, too, at this time," Busch said, adding some are in state and some out of state.

Along with the other model components, Busch's parks also have a religious mission. All parks have,

among other things, Bible verses posted, host Bible studies and have chaplains on hand for those that need it.

Asked if he would go into a city that wanted all components except for the religious mission, he said, emphatically, no.

Fusion Boomerango + Manta™
Nagashima Resort, Japan

FUSION



FUN



FAMILY



LEADING THE INDUSTRY
WITH THE **MOST INNOVATIVE NEW PRODUCTS** SINCE 1980

Blue Harbor Resort & Spa opens first area glow-in-the-dark mini golf

SHEBOYGAN, Wis. — Blue Harbor Resort & Spa, on Wisconsin's Lake Michigan coast, introduced Sheboygan County's first indoor glow-in-the-dark miniature golf course called The Lost Temples. It opened on August 5, 2014.

Located above the resort's 43,000 square foot Breaker Bay Waterpark, this family addition to Blue Harbor is well suited for guests and groups of all ages.

The Lost Temples provides a visual extravaganza designed by Adventure Golf and is loaded with two unique nine-hole courses, The Mayan Temple and The Egyptian Pyramid. Both courses are only \$7.95 per person, and children three and under play for free. Group rates are available for birthdays, reunions, team building exercises, and gatherings of all kinds.

According to David Sanderson, Vice President and General Manager of Blue Harbor, this new amenity was created to further enhance the Blue Harbor experience for guests and groups.

"This development is part of the \$1.7 million investment announced earlier this year. In addition to this indoor mini golf facility, other enhancements planned for 2014 include a new fitness center, an expanded spa and salon, and a double FlowRider, a new indoor surfing simulator that will appeal to children, teens and adults," said Sanderson.

"Combined, these enhancements further position Blue Harbor as the resort of choice for leisure travelers, families and groups," added Sanderson.

Blue Harbor features 244 suites and villas, more than 17,000 square feet of meeting and event space, a 54,000 square-foot indoor waterpark entertainment area, a full service spa, three restaurants, and recreation amenities including watersports and access to the Bull golf course.



Kay Park Recreation

AMERICAN MANUFACTURER SINCE 1954

www.kaypark.com
1-800-553-2476



NEWSPLASH

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

The newest proposal for repurposing the **Houston Astrodome** envisions turning the now-empty stadium into the world's largest indoor park. To protect the structure from demolition, the stadium was added to the National Register of Historic Places in January 2014.

Harris County Judge Ed Emmett revealed his idea at a news conference on August 26 on the top floor of the 49-year-old building, once known as the Eight Wonder of the World.

Emmett said his idea would include spaces for festivals and other gatherings, as well as hiking, biking and fitness trails on the stadium's upper levels. He had no cost estimate or firm plan for its funding, though he suggested creating private-public partnerships to pay for it.

Many might remember that it was another Harris County Judge, **Roy Hofheinz**, who was the driving force behind **Astrodome** amusement park, **Astro Hall** convention facilities, **Astro Arena** and the **Astro Village Hotel**.

Although **Schlitterbahn Upper Padre** in Corpus Christi, Texas, is not yet finished, the park opened its **Crystal River**, one of Schlitterbahn's famous torrent/tidal wave river systems, on August 24. The park also gave tours of Veranda, the in-park, full-service restaurant featuring seafood and southwest cuisine. In addition to the river system, the park had tube chutes, a swim-up bar, kids area, beaches and the Veranda restaurant ready in time for Labor Day weekend. Admission is reduced until the full water park experience is available.

ProSlide has updated its website with new features. Additions to the website include: best practices in water park design; detailed information on the ProSlide ride experience including 30 high-definition videos; and downloadable resources such as a style guide with suggested color choices and patterns for every ride.

Turkey's **Crystal Waterworld Resort & Spa** in Belek, celebrated its first successful year in August. Owned by the **Kilit Group**, which owns several luxury hotels and resorts, Crystal Waterworld represents the company's first venture into an all-inclusive water park resort. Positive comments on TripAdvisor and Facebook include remarks about the fantastic waterslides at the resort.

"When guests first see the King Cobra, you can literally see their jaws drop," **Turan Kilit** explained. "They simply don't expect a ride like that to be offered at a resort. Most King Cobras are found at major theme parks and water parks. So to have access to a phenomenal waterslide like that at a family resort just truly sets us apart."

Suleyman Kilit, owner of the group, said that the King Cobra isn't the only waterslide that is enticing guests to book return trips before they have even checked out from their first visit. He said the wide variety of other slides and attractions gives families all the entertainment they need in one place.

"Once guests arrive at Crystal Waterworld, they have no reason to leave. Between the first-class cuisine, high-end beverages, luxury spa treatments and the amazing aquapark, guests have everything they need for a complete family vacation," he explained. He compared the resort to a miniature version of the major water parks with which guests already are familiar. "But we have greater vacation appeal because we offer so many more amenities," he pointed out.

Among the other waterslides **Polin** installed at Crystal Waterworld are: Flying Boats, Multi Slide, Space Boat, Turbo Lance, Rafting Slide, Black Hole, Freefall, Body Slide, Aquatower 500 Water-Play Structure.

Although water parks span the globe, there are still plenty of countries who are without an oasis of aquatic fun and adventure. Such was the case for Croatia, but not anymore. **Istralandia Aquapark** opened in June as the country's first water park. The 20-acre water park located an hour north of Pula, features a full array of waterslides and attractions from **Polin** of Turkey. Attractions include a Kamikaze, Flying Boats, Black Hole and Family Rafting slide combination Octopus slide, Aqua Tower 500 and several smaller slides exclusively for children.

The construction firm **Istrakop** spent €10 million (U.S. \$13.13 million) to build Istralandia and installed more than 1.2 kilometers (0.75 miles) of pipe beneath the park's extensive grounds to supply the water that feeds such attractions as the park's 27-meter-high (88.6-foot-high) waterslide and 2,500-square-meter (26,910-square-foot) wave pool, the largest in the Mediterranean. The pool creates one meter high (3.2 feet) waves large enough for surfing. The facility pulls its water from local groundwater wells and recycles 90 percent of it. The additional 10 percent goes through a biological purifier.

Bucking the trend of adding a revenue-generating water park to an aquatic facility, the **Elk Grove, Illinois**, city council approved plans for a \$17 million **competitive aquatic center**, but without the proposed water and adventure theme park. The aquatic center will instead feature a competition pool, diving pool and bleacher seating for up to 1,000 spectators and is expected to draw 36,000 visitors. The \$34 million water park that was to be built next to the aquatic facility, utilizing public and private funds, was expected to draw for than 250,000 visitors per year. Despite the developers' declarations that the waterpark would help pay for the competition pools, residents voiced their objections, claiming the water park would change the atmosphere of the facility.

The new aquatic center will provide a home for high school, college and club teams. Although swim teams are popular within the Elk Grove Unified school district, none of the schools have pools and students must practice at community pools or the privately-owned Sunshine Swim & Fitness Center.

School district officials acknowledged that the district does not receive funding to build or maintain pools and must therefore rely on public facilities.

Kings Dominion plans WaterWorks expansion

DOSWELL, Va. — Kings Dominion is adding a splash to its 40th anniversary celebration with a major expansion to its 20-acre water park, WaterWorks. The newly expanded water park will open to the public next spring.

In addition to the water slides, rides and wave pool that have been a part of WaterWorks, the new expansion feature elements include a mega waterslide complex from WhiteWater West, a family splash zone from Vortex, expanded cabana accommodations and amenities.

The 65-foot-tall slide complex features three new attractions. On Paradise Plunge, thrill-seekers will step into one of three capsules and wait anxiously for the floor to drop out from underneath their feet, sending them in a high-speed, almost vertical free fall through a series of loops and s-curves in a translucent flume. Aqua Blast will send riders twisting and spiraling through an enclosed chute featuring four intense 360-degree loops across 449 feet of slide before they're dropped out into a pool. Thunder Falls will have guests climbing into a single or double raft before being launched down a series of intense drops and turns.

Splash Island will be a space geared toward younger guests and their parents and will double the current size of the children's options available in WaterWorks. Features include small slides designed for young children and multiple jets of streaming water that spray up from the ground, as well as overhead. Little ones can let their imaginations run wild as they get soaked underneath large cascading flowers, take a trip down a slide, or pump and direct water that shoots out from one of the many splash pad creatures.

Splash Island will also offer options for parents and family members looking to relax and soak up the sun in the adjacent lounge area.

"This major expansion to WaterWorks will allow family members of all generations to experience water park fun together with our

new splash zone," said Kings Dominion's vice-president and general manager Pat Jones. "We are keeping with our traditions of providing entertainment and fun to all ages. We chose this six-slide complex to give our thrill-seeking guests a completely new waterslide experience and Splash Island to provide a relaxing environment for more family fun."

Kings Dominion has announced a major expansion to its 20-acre water park, WaterWorks, as part of the 40th anniversary celebration continuing into 2015. The new expansion includes a mega waterslide complex (WhiteWater West), a family splash zone (Vortex), and expanded cabana accommodations and amenities. COURTESY KINGS DOMINION



www.alliedspecialty.com



At Allied Specialty Insurance we understand your business and its risks better than any of our competitors. Our clients have been guided down the right **track** for 30 years. Our coverage is innovative and affordable.

Our **24/7 claims service** lets you know that you can count on us.

"30 Years and 3 Generations"

800.235.8774 | Fax 888.345.1588



SPECIALTY INSURANCE

tellmemore@alliedspecialty.com

Valleyfair expanding Soak City Waterpark for 2015 season

SHAKOPEE, Minn. — New for 2015 at Valleyfair's Soak City Waterpark is a massive water slide complex with six new slides. Breakers Pipeline features four tube slides that will enclose riders in a capsule, 65 feet up. Once inside, the floor will fall out from underneath riders sending them through a series of drops, twists and turns. Breakers Plunge consists of two speed slides that drop riders ninety feet, virtually straight down. The slide



complex is a perfect addition to the existing 34,000 square foot wave pool at Breakers Bay. WhiteWater West of Canada is supplying the new six-slide complex.

The expansion also includes Barefoot Beach, an interactive family-friendly



New for 2015 at Valleyfair's Soak City Waterpark is this 65-foot tall six-slide tower complex from WhiteWater West. COURTESY VALLEYFAIR

R&R CREATIVE AMUSEMENT DESIGNS, INC.
DESIGNERS OF THEMED ADVENTURES

DESIGN & PLANNING - SHOW DESIGN - THEMATIC DEVELOPMENT
(714) 776-5234 www.randrdesign.com

splash pad spanning nearly an acre. This area features multiple water play elements such as small slides, aim-and-spray water shooters and jets of streaming water that spray up from the ground and cascade down from overhead.

"This expansion will give guests more choices in

how they enjoy Soak City water park," said Dave Frazier, vice president and general manager of Valleyfair. "Whether guests are looking for relaxation at Barefoot Beach or want to seek out thrills on the Breakers slide complex, the new Soak City Waterpark will appeal to every age and interest

level."

Construction on the project will begin this fall and the expanded Soak City is expected to open in the spring of 2015. Guests will continue to enjoy two parks for the price of one throughout the season with Valleyfair and Soak City Waterpark.

CPI Amusement Bumper Collars Air-Retention Bladder System

8 Person Boat

12 Person Boat

Air Valve/D Rings

CPI AMUSMENT BUMPER COLLARS

AP - 8T

AP - 12T

OD # 3

AIR-RETENTION BLADDER SYSTEM

Extreme slide raises desert thrill temperature

ProSlide Tornado brings new twist to Wet 'n' Wild Las Vegas

LAS VEGAS, Nev. — Wet 'n' Wild Las Vegas took a turn for the extreme this past season with the addition the Tornado funnel slide.

The award-winning slide, a product of Ottawa, Ontario, Canada-based ProSlide Technology, Inc., has brought a storm of added fun to the water park's arsenal of more than 25 slides and attractions.

The Tornado is a four-person raft attraction that catapults riders from 36 feet in the air through a 110-foot tunnel before dropping them into the 45-foot-wide funnel, where they spin back and forth through swirling water before plummeting through the "drain." As the raft sweeps up the Tornado's wall and crosses its centerline, guests experience an extended moment of weightlessness or zero gravity.

Just how extreme is The Tornado? With their raft nearly vertical on the funnel wall, riders report feeling as though they are about to tip over — but the structure's curved wall keeps them perfectly safe. After a series of oscillations, the raft descends through a tube to the exit pool.

"The Tornado is an exciting addition for our guests, who now have a new shared extreme slide experience, and for our park in adding a 'must-have' slide," said Tim Fisher, CEO of Village Roadshow Theme Parks, the majority owner and day-to-day operator of Wet 'n' Wild Las Vegas. "And we're pleased to continue our great partnership with ProSlide Technology. The company's creativity in developing slides continues to innovate within the water park industry."

"Finally, Nevada thrill-seekers can enjoy the most popular, iconic ride in the world at Wet 'n' Wild Las Vegas," said Rick Hunter, president and CEO of ProSlide. "The Tornado is the only ride anywhere with a true funnel shape. It generates an unbeatable excitement level with a big drop into the massive funnel and zero-g sensations."

The Tornado's unique design, patented by ProSlide, can't be replicated, added Hunter. "It's the physics of the shape that create the unparalleled experience for riders," he said.

In addition to the Tornado, Wet 'n' Wild Las Vegas added more hours, more days, more parking and more shade, among other improvements, during the 2014 season. Free sunscreen was offered to guests at kiosks throughout the park.

"We had a very successful first season in 2013, but we're always looking for ways to enhance the guest experience," Fisher said. To add more value for the 2015 season, the park will offer free tubes at the Red Rock Bay wave pool and Colorado Cooler lazy river, which were previously available to rent.

Season passes for 2015 can be purchased online. See website for details and special offers.

• wetnwildlasvegas.com

—Dean Lamanna



Wet 'n' Wild
Las Vegas

The Tornado, from ProSlide Technology, Inc., of Ottawa, Ontario, Canada, is a four-person raft attraction that catapults riders from 36 feet in the air through a 110-foot tunnel before dropping them into the 45-foot-wide funnel, where they spin before plummeting through the "drain."

COURTESY WET 'N' WILD LAS VEGAS



The Tornado's award-winning design sends each raft sweeping up the funnel's wall and crossing its centerline (far left), causing passengers to experience momentary weightlessness or zero gravity. The extreme slide has brought a storm of added fun to Wet 'n' Wild's Nevada desert arsenal of more than 25 slides and attractions. COURTESY WET 'N' WILD LAS VEGAS



Before

Don't let your
Water Park's
favorite slides
fade away.



Before

Baynum
PAINTING Inc.



After

Specializing in high
gloss, UV resistant
fiberglass coatings that
will make your rides shine
beautifully for years
to come.



After

visit baynumpainting.com for more info

WILLIAM H. ROBINSON, INC.

NOW IS THE TIME!
ENSURE YOUR MARKETING IS THE
"BEST OF THE BEST" IN 2014!
CALL US TODAY!

The
B!g idea
People!

LET OUR "BIG IDEAS"
WORK FOR YOU!



*A Creative Services Company Serving the Amusement, Water Park
& Support Industry for over 50 Years!*

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • www.TheBigIdeaPeople.com



PADDING

ALL TYPES OF SLIDE &
POOL SIDE PADDING



**PADDING FOR ANY
LOCATION**



**WATER
TRAMPOLINES**



TUBES



FLOATATION COLLARS

+1(513) 829-5533
FAX +1(513) 892-7466
ZEBEC@ZEBEC.COM
WWW.ZEBEC.COM



**INLINE
RAFTS**



**UPHILL
RAFTS**



**ROUND
RAFTS**



RAFTS



**SIDEWINDER
BUMPER**



**SIDEWINDER
TUBES**



Heavy-Duty Single, Double, Tear-Drop, 3 and 4 Person Clover Tubes made in USA with extra heavy material and overlapped, heat-welded seams

HEAVY DUTY TUBES



**Diamond
Raft**



BUMPER BOAT TUBES



**INFLATABLE
BARRIERS**



HT Heavy Triple Tube



**FOAM
MATS**



SNOW TUBES & RAFTS

LILY PAD WALK



COMPLETE LILY PAD WALK SETUP

- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding



RAPID RIVER RAFT



PLAY NETTING



ROPE & NETTING



BACK-TO-BACK ICONS.

Combining massive features for the ultimate Hybrid water rides.

Visit us at WWA, Booth 601 & IAAPA, Booth 5140

Copyright © 2014 ProSlide Technology Inc. All rights reserved. ProSlide, the ProSlide logo and any other marks used herein are trademarks or registered trademarks of ProSlide Technology Inc. in Canada, the United States of America and other countries.



Six Flags Over Georgia, USA

ProSlide **Hybrid water rides** are the perfect anchor attractions: tailor-made for water parks looking to create massive differentiation.

Like Six Flags Over Georgia, whose new multi-million dollar water park, Hurricane Harbor, is the largest expansion in their 47-year history. They needed an iconic ride that would attract visitors and keep them coming back. And ProSlide delivered.

This world's-first Hybrid combines the **BehemothBOWL™ 40 + TornadoWAVE®** into a single ride. It delivers an unforgettable experience: smooth serpentine curves, centrifugal thrills, a deep steep plunge, zero-g sweeps, and a smooth exit. Pure thrills!

Only ProSlide has the deep design expertise, predictable ride paths, and the widest range of features and fiberglass profiles to create hybrid rides that are equally thrilling, safe and efficient.

See for yourself: proslide.com/hybrids

WATERPARKS MARKET PLACE

Shade Creations
by Waterloo

Custom Shade Environments Since 1884



SHADE CREATIONS

www.shadecreations.com
1-800-537-1193

AUDIO INNOVATORS INC.

YOUR ONE SOURCE FOR ALL DIGITAL MESSAGE REPEATERS & COMMUNICATING EQUIPMENT NEEDS.

WATER PARK SAFETY - GO-KART PIT SAFETY - KIDDY RIDES
FRONT GATE - COASTERS - GROUP GAMES
SAFETY MESSAGES SYSTEMS OF ALL KINDS.
ALL ARE WITCH TURN-KEY.

WE SERVE AMUSEMENT PARKS OF ALL KINDS.
AIRPORTS, WATER PARKS, TRANSPORTATION COMPANIES.

VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS
WWW.AUDIOINNOVATORS.COM

OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM

BIG SQUIRT!
WATER SQUIRT TOY

NEW

**IN-PARK
INTERACTIVE GAMES**

SQUIRT'EM



INTERACTIVE FUN!

- Squirt! it
- It squirts back
- Custom themes
- Guest fun & sales

Refillable Squirts water 30 ft.

bigsquirt.com

Gift Shop • Waterpark • Amusement • Resort
Redemption • Carnival • Events/Games • Parks & Rec

GET A FREE SAMPLE at
www.bigsquirt.com/freesample
or call 1-888-388-8872

Big Squirt! Inc.
1741 Torrance Blvd., Ste. D
Torrance, CA 90501

Keep our amusement park industry strong!
Buy products and services from these suppliers.

Virginia's Water Country USA adds ProSlide Colossal Curl slide

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

WILLIAMSBURG, Va. — This past season, Water Country USA introduced its newest attraction — Colossal Curl. It's placement says it all. As guests arrive at the park entrance, this yellow and blue towering water-slide gets one's immediate attention. If visitors weren't aware of something new before they came, that immediately changes.

Built by ProSlide Technology (Ottawa, Canada), Colossal Curl stands 68 feet tall right as guests approach the park's gates. Overall, the park is built on an undulating terrain, keeping the sense of discovery and hidden secrets tucked away here and there. Colossal Curl changes that. Thrills are imminent.

"We considered several locations for Colossal Curl," Engineering Director Suzy Cheely tells *Amusement Today*. "We chose its current location because we liked the idea of having it right at the park entrance. A ride like Colossal Curl generates a lot of excitement the moment guests arrive at the park." When asked if there was anything in that particular location prior, Cheely adds, "There was a smaller ride called Atomic Breakers that was removed from this same location a few years ago."

Four riders at a time can experience the attraction together, making it perfect for families. The tower has 108 steps to the platform where riders are grouped and loaded. Jeff Thomas, vice president, tells *AT*, "Colossal Curl's throughput is similar to our other family raft attractions. We redesigned the ride's start tub to maximize capacity and used a more efficient dispatch system. The new system builds excitement for guests even before they enter the flume."

What makes Colossal Curl a bit unique is that it is the only slide in North America to have both a 24-



Water Country USA, in Williamsburg, Va., opened Colossal Curl this season. The 68-foot tall, 552-foot long slide is from ProSlide and features both a 24-foot funnel with a 40-foot wave element on one slide. Riders are seated in four-person CloverLeaf tubes. AT/TIM BALDWIN



foot funnel featured with a 40-foot wave element on one slide. When riders swoop up this wall-like element, they experience a feeling of weightlessness. Guests ride in cloverleaf tubes, which are carried to the top of the attraction via conveyor. The slide's length is just over 552 feet. Enclosed portions of the ride as well as water curtains tend to elicit screams. Riders must be 48 inches or taller to ride.

"Customer surveys are important, but the true measurement of a guest's enjoyment and satisfaction is the expression of excitement on his face when he experiences an attraction like Colossal Curl for the first time," says Park President Carl Lum.

"We have purchased at-

tractions from ProSlide in the past," reports Lum. "In this case, their attraction design provided a superior and safe guest experience while ensuring we invested our resources wisely."

Like many attractions at the park, Water Country USA provides compartments for footwear at the base of the slide. The park also utilizes a reservation system called Quick Queue. Colossal Curl is one of the attractions featured.

"For three decades, Water Country USA has been a family-fun destination," says Lum. "With the addition of Colossal Curl, the park has a thrill attraction that can be enjoyed by the entire family."



**Thank you from SeaWorld and Amusement Today
to all who attended the 2014 event.**

Belmont Park • SeaWorld • The Midway • San Diego Zoo • Aquatica San Diego



Your success is our success.
Let's celebrate together.



When waterpark owners discover what they've been missing, they're happy to have the full protection of the World Waterpark Association Insurance Program, the only one developed specifically for WWA members. With better coverage at low rates and no deductibles, it's reason to celebrate. For a free policy comparison, call Tim O'Donnell at 913-676-9217.

NO DEDUCTIBLE. LOW RATES. BETTER COVERAGE.



WWA
INSURANCE
by HAAS & WILKERSON

HWINS.COM/WATERPARKS

Independent agent representing ACE Group Programs Division. Most insurance products are underwritten by insurers within the ACE Group of Insurance Companies.





PARKS & CARNIVALS

►NEW FOR 2015: Six Flags — Pages 36 & 38; Silver Dollar City — Page 39 / Carnival news — Pages 42-46

Newest Hersheypark coaster variation on a classic theme

STORY: B. Derek Shaw

bdshaw@amusementtoday.com

HERSHEY, Pa. — Laff Trakk, opening May 2015, in the Midway America section of Hersheypark, will bring all the antics of a midway fun-house and thrills of a spinning roller coaster into one attraction. The ride, when open, will be the first indoor, spinning, glow-coaster in the United States, bringing the classic fun house experience into the 21st century.

Maurer Söhne is building the enclosed spinning coaster for Hersheypark. The four passenger (two people back to back) cars will be immersed in black lights and colorful images along with appropriate sound effects as it traverses the 1400 foot track. The model is a Maurer Spinning Coaster 2000. "The ride is different for Hersheypark than what they have done in the past," said Steve Boney, executive business development for Maurer/ABC Rides. "This ride hits their demos well, allowing a lot more people to ride it. It's new for them and new for the market." (Riders must be 42" or taller.)

Raven Son Creative in Middle Grove, N.Y. is the firm providing the creative content. They are an immersive entertainment design firm specializing in innovative experiences for the location based entertainment industry. Their relationship with Hersheypark came out of meetings at last November's IAAPA Trade Show. "We met with the Hershey team to discuss some of the work we had done in China for Wanda Wuhan and Hen-

dian World Studios in addition to our previous work with Maurer, which included Rockit and Saturn V," said Louis Alfieri, principal/chief creative officer. He continued, "We followed up our meeting with a trip to Hershey the following week to meet with all of their teams to discuss their brand, demographic, history, and goals for the new attraction. From there we worked to craft several concepts for the team to review. They are great partners to work with."

Laff Trakk features an Immelman turn, multiple high-banked curves (up to 85-degrees) along with camelback hills. Some of the fun house elements will include: Laffing Sal, a hall of mirrors and house of cards. The 70 second ride experience will utilize seven cars for an 850 person throughput per hour. Top speed is 40 mph. The braking system will utilize both magnetic and pinch brakes.

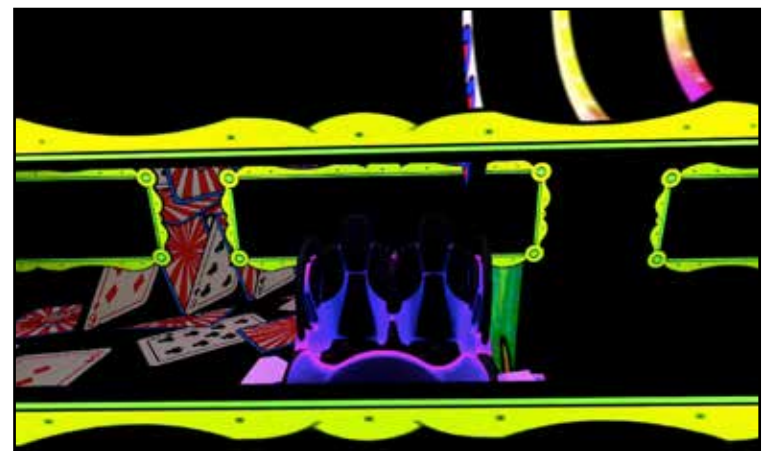
"We are very happy with the opportunity to capture the nostalgic elements of the past funhouses, with the theatrical elements of classic dark rides, with the latest in coaster technology for a great family attraction experience", said Alfieri. Laff Trakk will include: a rotating tunnel, visual illusions, sound effects,



Laff Trakk, a Maurer Söhne Spinning Coaster 2000, themed to a funhouse by Raven Son Creative, is new for 2015 at Hersheypark. COURTESY HERSHEY PARK

distorted mirrors, characters, sensations, and laughter. "We hope it inspires others to create attractions that offer a wider range of experience opportunities to the guests", said Alfieri.

"Fun Houses are an American amusement park treasure and an important part of the historical fabric at Hersheypark," said Kevin Stumpf, general manager, Attractions & Entertainment. "We are thrilled to bring back some of the timeless elements from these classic attractions and, quite literally, put a new spin on them." At the mid August press conference Stumpf also paid homage to their founder, Milton Hershey, when explaining this part family coaster, part dark ride, "His vision is our focus."



When asked about screen based entertainment which has become big throughout the amusement industry, Alfieri said, "While I am certainly a strong advocate for that type of experience (I was the creative director for Universal for Transformers) I also think other types of immersive experiences need to be created and innovated to keep guests engaged, entertained, and coming back."

Laff Trakk will bring Hersheypark's coaster count to 13 for the second time.

Roller Soaker, manufactured by Setpoint, was removed after the 2012 season. Previous fun houses at Hersheypark, where some of the creative inspiration for Laff Trakk was gleaned, include: Fun House, (later called Whoops), Death Valley, (later called Laugh Land) and Funland.

The new attraction will be located within a 130 feet long by 75 feet high red, white and blue building in the Midway America section of the park, between the Whip and Midway Tent.

IRG
Intermark Ride Group

- abc rides switzerland
- Moser Rides
- Used Rides & Games
- Wattman Trains

www.intermarkridegroup.com
TEL 615.370.9625 FAX 615.370.8852

Creating Memories & Profitability!

Moser Rides
Revolving Tower 75 Mt.

Wattman Trains

abc rides, Rapids Ride

Carowinds building record-breaking coaster in 2015

STORY: Scott Rutherford
srutherford@amusementtoday.com

CHARLOTTE, N.C. — Carowinds will celebrate its 42 anniversary in 2015 by unleashing Fury 325, one of the world's tallest and fastest mega coasters. Fury 325 will simulate the wild, daring and spontaneous flight of the fearsome hornet. The new ride will be visible from uptown Charlotte, renewing the park's skyline and serving as a symbol of many changes to come.



In 2015, Carowinds will unleash Fury 325, one of the world's tallest and fastest mega coaster. Supplied by B&M, the coaster will stand 325 feet tall and reach a top speed of 95 mph as it travels along the 6,602 foot long course.

ALL RENDERINGS COURTESY CAROWINDS



Fury 325 is part of a planned \$50 million dollar multi-year investment to bring new life to founder Pat Hall's original vision for Carowinds. The park will be revamped from top to bottom to celebrate Carolina culture including new rides and attractions, signature Carolina food offerings and entertainment. Opening in Spring 2015, Fury 325 will be the centerpiece of a new 8.2 acre main entrance plaza that includes a state-of-the-art ticketing and season pass processing area and expanded guest service facilities.

"Starting with Fury 325, we plan to make Carowinds a

destination for thrillseekers to celebrate the Carolinas," said Mike Fehnel, Carowinds vice president and general manager. "The new ride will build on the heritage of the park, creating new memories and traditions for our loyal fans and future guests from around the world."

Sitting four-abreast, riders will board one of three 32-passenger open-air trains and begin their ascent to the top of a 325-foot-tall (over 30 stories) lift hill. This is followed by a steep 81-degree first drop. Like an angry hornet chasing its target, Fury 325 will race through a series of hills, curves and quick transitions while reaching speeds of up to 95 mph.

Riders will roar along 6,602 feet of track during the nearly three and one half minute ride.

"The tradition of the park is so important to those who have grown up here," added Fehnel. "It's long overdue that we gave our fans a new energy surrounding Carowinds, which will build on our legacy as the premiere entertainment destination for generations of Carolinians."

Fury 325 is designed and manufactured by Bolliger and Mabillard (B&M) of Monthey, Switzerland, the same firm that brought Vortex to Carowinds in 1992, Afterburn in 1999, and The Intimidator in 2010.

Carowinds to get new toll plaza and front gate in 2015

CHARLOTTE, N.C.—In addition to the record-breaking Fury 325 mega coaster, Carowinds 2015 season will also see southern hospitality brought to the forefront. A revamped grand parking entrance with new toll booths, additional entrance lanes and added parking spaces will create a much-improved traffic flow for guests entering the park.

The current North Gate main entrance will soon close so construction can begin on a much larger, more spacious and welcoming front entrance plaza. Pergolas and plenty of greenery will give a nod to the prevalent Carolina heritage, and larger ticketing and Season Pass processing areas will

help improve the guest experience.

In addition to entertainment offerings being bigger, better and bolder than ever with an expanded live show program within the park, Carowinds is preparing to serve up the very best in new dining options. The park recently welcomed an executive chef and culinary team who will completely revamp the existing menus with all-time Carolina favorites. In 2015, guests in all areas of the park will be able to enjoy authentic Carolina fare.

—Scott Rutherford



Rendering of new toll plaza.



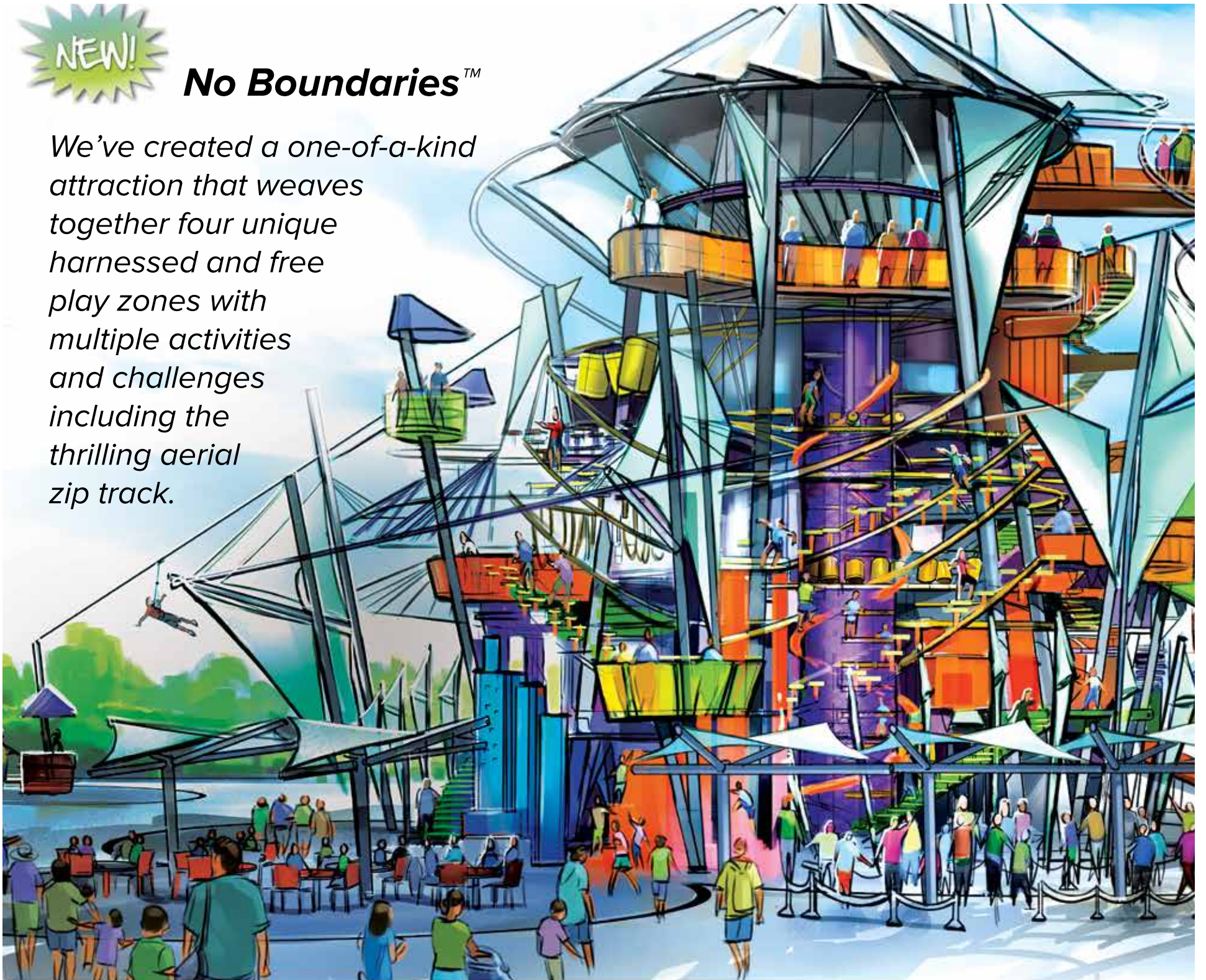
Rendering of new front gate.



NEW!

No Boundaries™

We've created a one-of-a-kind attraction that weaves together four unique harnessed and free play zones with multiple activities and challenges including the thrilling aerial zip track.



PLAY EXPLORE RIDE

WHITEWATER®
Attractions

WhiteWater Attractions is the integration of Hopkins Rides and Prime Interactives to create unique experiences for the entire amusement industry.

www.WhiteWaterAttractions.com

Six Flags details 2015 season improvements, additions

GRAND PRAIRIE, Texas — Six Flags Entertainment Corporation recently announced the new offerings for each of its 18 parks for 2015. The upcoming season will include unique attractions, new interactive dark rides and a collection of unique, record-breaking rides.

“Innovation is part of our DNA and we look forward to introducing another exhilarating roster of rides and attractions for our guests in every park next season,” said Jim Reid-Anderson, Six Flags chairman, president and CEO. “News in every park has driven all-time-high guest satisfaction and record financial results over the last four years, and we are excited to build on our strong momentum.”

Highlights of the 2015 season will include:

- **Six Flags Magic Mountain** plans to unleash the world-record-breaking hybrid coaster, Twisted Colossus, a four-minute journey through nearly 5,000 feet of track and two lift hills. Twisted Colossus is the next evolution of the original Colossus, the beloved International Amusement Device-built wooden racing coaster that thrilled millions of guests during its 36-year reign. Rocky Mountain Construction will replace the traditional wooden laminated rails with I-Box Track. Twisted Colossus will feature numerous components including a “Top Gun” element, the western hemisphere’s first “High Five” maneuver and a Zero G Roll.

- **Six Flags New England** will introduce Wicked Cyclone, a Rocky Mountain Construction reworking of the 1983-built Bill Cobb Cyclone wooden coaster. Wicked Cyclone’s steel rails provide riders with a smoother and much different experience along its 3,320 feet of track. Standing 10-stories-tall and reaching speeds of 55 mph, Wicked Cyclone will offer a Zero-G Stall, two Zero-G Rolls and plenty of airtime.

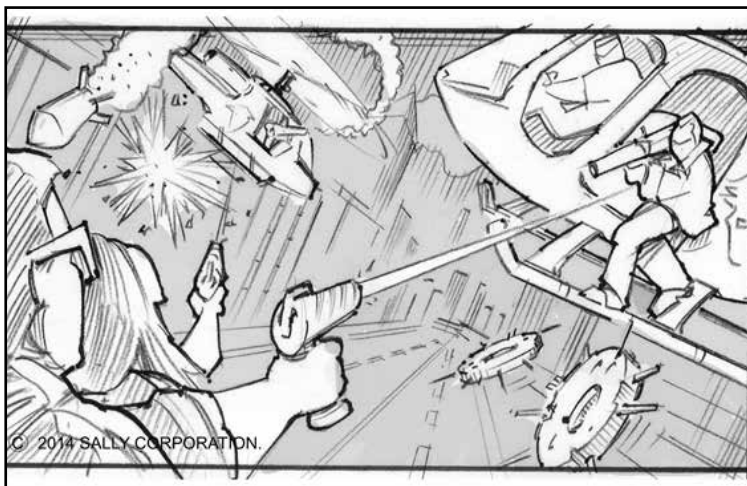
- Sally Corporation’s new interactive dark ride, Justice League: Battle For Metropolis, is set to open in
▶ **See SIX FLAGS, page 38**



Six Flags Magic Mountain: Twisted Colossus, Rocky Mountain Construction



Six Flags New England: Wicked Cyclone, Rocky Mountain Construction



Six Flags Over Texas and Six Flags St. Louis: Justice League: Battle For Metropolis, Sally Corp. & Oceaneering



Six Flags Great Adventure (Looping Dragon); Six Flags Over Georgia (The Joker Chaos Coaster); Six Flags America (Bourbon Street Fireball) and Six Flags Discovery Kingdom (Devil Chaos Coaster): all 22M Giant Loops from Larson Intl.



Six Flags Fiesta Texas: Batman The Ride, S&S/Sansei



Six Flags Great Escape: Buccaneer Beach



THIS IS HOW WE ROLL

RMC

Re-riding coaster history

(208) 772-8181
www.rockymtnconstruction.com

►SIX FLAGS

Continued from page 36

2015 at both **Six Flags Over Texas** and **Six Flags St. Louis**. This unique new attraction will bring the world's most famous super heroes to life...battling alongside park guests in a fight to defeat two of the most feared villains in the DC Universe, The Joker and Lex Luthor.

Created in partnership with Six Flags, Warner Bros. Consumer Products and DC Entertainment, this dynamic adventure features Superman, Batman, Wonder Woman, The Flash, Green Lantern, and Supergirl in a fight to save the city of Metropolis from chaos.

Sally Corporation assembled their own team of industry superheroes to help build these two new incredible attractions. Oceaneering is supplying the all new, custom designed six-passenger, multi-DOF, motion-based ride vehicles. Lexington Scenic is fabricating the dimensional sets and scenery that will immerse guests in the dangerous city streets of

Metropolis. Pure Imagination is creating incredibly realistic interactive 3D media. They've also enlisted the help of Alterface, Wyatt Design Group, RealD 3D, and Bose Audio to help them create a truly amazing interactive dark ride that reaches new heights of immersive storytelling and gameplay.

•**Six Flags Fiesta Texas** has unveiled plans to debut one of the most unique coasters in the park's 22-year history — **Batman The Ride**. Riders on the first example of a 4D Free Spin from S&S/Sansei will flip head-over-heels at least six times along the journey. The ride features an imposing track frame in which ride vehicles begin their journey by traveling up a 120-foot vertical lift before being released for the unpredictable adventure, which will include two beyond-vertical free falls in addition to the six spins.

•**Six Flags Great Adventure** is gearing up for more thrills and Halloween scares in 2015. The 510-acre theme park will debut the park's latest ride, **Looping Dragon**

(a Larson International, Inc. 22M Giant Loop). The park is also expanding its notoriously scary **Fright Fest** Halloween festival in 2015 with two new indoor mazes — "Big Top Terror," a 3-D, black light experience, and "Condemned," which takes guests inside the walls of a prison. Next door, **Hurricane Harbor** introduces its first outdoor grill and new luxury cabanas.

•**Six Flags Over Georgia** will have guests rocketing up seven stories —forward, backward and upside down — on **The Joker Chaos Coaster** (another Larson 22M Giant Loop) and enjoy the spinning fun of a **Tilt-A-Whirl** being relocated from another Six Flags property. At **Six Flags White Water** water park daredevils are invited to slip into a clear capsule with a trap door then plummet down more than 100 feet at nearly 90 degrees for a zero-gravity experience on the **Dive Bomber** water slide from ProSlide Technology.

•**Six Flags Great America** has planned a celebration of 40 Seasons of Thrills in 2015. From its launch in 1976

through today, Six Flags Great America has lead the way in innovation with the addition of world-class coasters, state-of-the-art shows and a 20-acre water park. Next season Six Flags Great America will upgrade the signature areas, **Carousel Plaza** and **Hometown Square**, and reintroduce children's rides for families to share with the next generation of thrill-seekers.

•**Six Flags Great Escape** will debut the newly renovated **Buccaneer Beach** in 2015 from N.Y.-based Aquatic Development Group. The restoration and transformation of a popular children's area in **Splashwater Kingdom** makes way for this re-themed pirate adventure featuring children's slides and interactive water elements. The expansion of the water park also includes new pool deck space and increased shaded seating.

Six Flags America will introduce **Bourbon Street Fireball** (a Larson 22M Giant Loop) that will feature a train holding 24 riders seated in forward and backward, face-to-face positions. As with the

other installations, the train rotates pendulum style to a completely suspended position at the top of the loop, hanging guests momentarily upside down.

•**Six Flags Mexico** will add **SkyScreamer**, a 242-foot-tall open-air swing tower ride from Funtime Industries of Austria. The journey begins as 32 riders seated two-abreast are quickly lifted to the top of the tower. At full swing, guests revolve in a 98-foot circle at speeds of 35 mph for a full two minutes. The Six Flags globe at the top of the tower will serve as a new icon.

•**La Ronde** is turning up the fear factor in 2015 with the addition of an all-new, year-round haunted attraction. Guests will be treated to plenty of scares when walking through **Maison Rouge** — **Labyrinth of Fear** funhouse.

•**Six Flags Discovery Kingdom** will open **Dare Devil Chaos Coaster**, Six Flags' fourth 2015 installation of the Larson 22M Giant Loop.

— Compiled by
Scott Rutherford



Fireman's Landing, Globetrotters on tap at Silver Dollar City in 2015

Zamperla, S&S, WhiteWater West supply rides to new themed area

BRANSON, Mo. — Silver Dollar City recently confirmed that Fireman's Landing, an \$8 million development with 10 new family adventures in an all-new area, plus the world famous Harlem Globetrotters in their first-ever extended-run show, is heading to the park in 2015.

Set to open in Spring 2015, Fireman's Landing increases the park's attractions, adding 10 family adventures in all. The new area has six rides and four interactive play zones for kids and families in a themed area, saluting the spirit and training activities of community volunteer firefighters. The area, with theming recognizing the contributions of community heroes who serve as firefighters, is an 1880s volunteer recruitment fair.

In June, Silver Dollar City's family-focused festival Star-Spangled Summer features slam-dunk hit entertainment with the Harlem Globetrotters headlining, performing in an exhibition of basketball expertise. This will be the first time for the team to present a basketball experience encapsulated into 30-minute performances presented three times daily for six weeks, showcasing highlights from the

Globetrotters' one-of-a-kind touring show. The legendary world-touring team, with an 88-year tradition of family entertainment, will exhibit their trademark basketball wizardry in a unique and innovative display of amazing skills, athleticism and humor.

"We know that families want adventures and activities they can experience together. With our new, unique Fireman's Landing area and the global popularity of the Harlem Globetrotters, 2015 will be Silver Dollar City's biggest family year ever," said Silver Dollar City General Manager Brad Thomas.

Fireman's Landing expands into a new previously undeveloped region of the park, adding 10 adventures, six family rides and four interactive play zones. The development brings the number of the park's rides and attractions to over 40 and increases ride capacity to over 21,000 per hour.

Centered around the headquarters of "Fire Station #3," five rides from Zamperla include Fire Spotter, with soaring balloons for spotting fire dangers; Fire Wag-on Frenzy, a bouncing ride for bucket brigade volunteers; Roundabout, a bouncy ride on Dalmatians racing



Silver Dollar City has announced that Fireman's Landing, an \$8 million development with 10 new family adventures in an all-new area, plus the world famous Harlem Globetrotters in their first-ever extended-run show, will headline at the park in 2015. The new rides and attractions will be supplied by Zamperla, S&S/Sansei and WhiteWater West, respectively.
COURTESY SILVER DOLLAR CITY



around a fire hydrant; Up The Ladder, a smaller tower drop ride for junior recruits; and Fireman's Flyers, a low-flying swing ride for young firefighters; and FireFall, an eight-story fire tower free-fall drop ride being refurbished by S&S/Sansei. The

ride is from SDC's closed Celebration City.

Attractions to be provided by WhiteWater West include Firehouse Splash Yard, with squirting water jets and pump hoses; Firefighter's Fire Drill, with buckets, pumpers, foam

ball cannons and targets for showering mock fires; Firefighter's Fire Escape, an obstacle course of tubes, mazes, climbing structures and slides, and Firefighter's Junior Fire Escape, a soft play area for toddlers.



Beginning next June, Silver Dollar City's Star-Spangled Summer festival will feature the Harlem Globetrotters in 30-minute performances presented three times daily for six weeks. Included will be highlights from the Globetrotters' one-of-a-kind touring show. The team will exhibit their trademark basketball wizardry in a unique and innovative display of skills, athleticism and humor.
COURTESY SILVER DOLLAR CITY

The Scrambler

- Seats remain on ride for transport
- Fast Set-up and Tear-down
- 36-Passenger Capacity
- Simultaneous Loading
- Fan Light Package
- Mast Covers
- Sweep Panels
- 28-Foot Trailer

1-800-274-0211 fax 217-479-0103
info@elibridge.com elibridge.com



Legoland Florida Resort has introduced a unique and interactive way for guests to meet and mingle with their favorite Lego characters, titled Buddy's Character Corner. Based in the historic Magnolia Mansion, families visiting now have the opportunity to interact and take pictures with fan-favorites Buddy, Max, the Lego Friends and even Emmet from *The Lego Movie*, all inside the comfort of air conditioning. COURTESY LEGOLAND FLORIDA

Legoland Florida introduces Buddy's Character Corner; hotel bookings underway

WINTER HAVEN, Fla. — Legoland Florida Resort has introduced a unique and interactive way for guests to meet and mingle with their favorite Lego characters, titled Buddy's Character Corner. Based in the historic Magnolia Mansion inside the Fun Town

section of Legoland Florida Resort, families visiting now have the opportunity to interact and take pictures with fan-favorites Buddy, Max, the Lego Friends and even Emmet from *The Lego Movie*, all inside the comfort of air conditioning.

"We are excited to finally unveil this unique experience to our fans," said Legoland Florida Resort Product Excellence Manager Phil Royle. "This gives us another way for our guests to interact with the characters here at the park, adding to our already exciting 50 rides, shows and attractions and Legoland Water Park."

The experience starts as visitors enter the Magnolia Mansion, being welcomed by various characters and Lego theming. Children and parents will then have the opportunity to take their own photos or purchase an exclusive photo with their favorite character, with unique backgrounds to choose from. The background scenes include parts from *The Lego Movie*, Legoland Florida Resort, Lego friends and various Lego backgrounds. Other character meet and greet opportunities still take place throughout the park.

The Magnolia Mansion, originally opened in 1941 and part of Cypress Gardens in various forms throughout the later 1900s, was restored in preparation of the new experience. Previously used for Legoland meetings, the addition of Buddy's Character Corner adds to attractions found under cover, and in air conditioning.

The announcement comes after the resort released information on bookings for the Legoland Hotel. Opening Summer 2015, the five story Lego-themed hotel will feature 152 brightly colored and highly themed rooms and suites, thousands of Lego models and interactive play areas. The addition of the Hotel gives guests the opportunity to extend their stay and explore Legoland Florida Resort for more than one day giving them an expanded family experience.

AMUSEMENT MARKET PLACE

WAPELLO is the One!

Built in the USA to Your Needs!



Let Wapello high-performance products go to work for you. Give us a call or write today. Custom sizes, shapes and colors.

Wapello Fabrications Company
201 North Second Street • Wapello, IA 52653
(319) 523-8371 • wafabco@louisacom.net



BERK
Concession Supply
800-323-3547
www.BerkConcessionSupply.com

Call 800-323-3547
www.BerkConcessionSupply.com
Our Concession Sales Reps are ready to take your order.
Call & Place your order early!

Midway Stainless Fabricators

Hillside, New Jersey
PH 908-624-9660
www.midwaystainless.com
mikecurci@midwaystainless.com

BEHIND THIS CURTAIN IS YOUR ROLLER COASTER'S DREAM COME TRUE!

ENTERTAINMENT MANAGEMENT GROUP
A RIDE ENTERTAINMENT GROUP COMPANY

PROVIDING:

- RIDE INSTALLATIONS
- REPLACEMENT CHAIN
- MAGNETIC BRAKE RETROFITS
- REPLACEMENT CABLE

1-410-643-9300, EXT. 303
WWW.RIDEENTERTAINMENT.COM

Aerial Tramway Design & Manufacture



SkyTrans Mfg., L.L.C.

106 Burnham Intervale Road
Contoocook, N.H. 03229
Phone: (603) 746-4446 Fax: (603) 746-4447

- Specializing in sales & refurbishment of used aerial tramways
- Replacement parts for aerial tramways and amusement rides
- New ride control systems and modifications
- Rebuilt used chairlifts - one year guarantee

Parts and Service

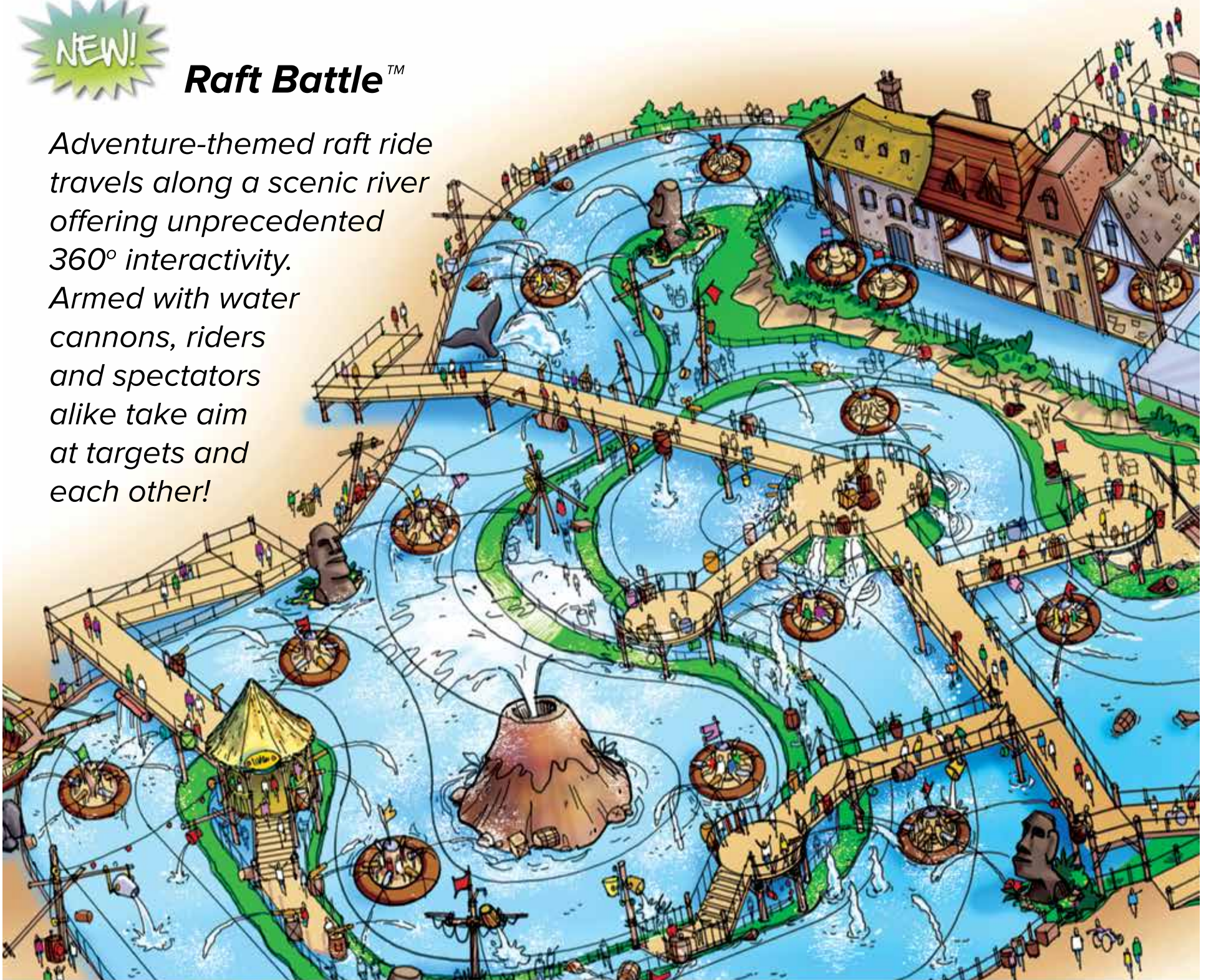
(603) 746-4446
Jerry Pendleton or Dan Pendleton

Keep our amusement park industry strong!
Buy products and services from these suppliers.

NEW!

Raft Battle™

Adventure-themed raft ride travels along a scenic river offering unprecedented 360° interactivity. Armed with water cannons, riders and spectators alike take aim at targets and each other!

**PLAY****EXPLORE****RIDE**

WHITEWATER®
Attractions

WhiteWater Attractions is the integration of Hopkins Rides and Prime Interactives to create unique experiences for the entire amusement industry.

www.WhiteWaterAttractions.com

Salem Va. Fair sets record attendance mark

SALEM, Va. — The Salem (Va.) Fair, which ran July 2-13 this year, wrapped up with the highest attendance in the fair's history.

Fair Manager Carey Harvey reported to local news agencies that total attendance for 2014 was approximately 340,000.

"For the most part, the weather was outstanding and as a result, ticket sales for rides were way up and the independent food operators also reported very solid gains," Harvey reported.

Attendance for the opening night of the fair was the highest since 2010 and July 4

attendance was greater than any other Independence Day in the history of the fair.

In addition, when patrons were asked to bring canned food to the fair on July 8 for the Salem Food Pantry, they responded by contributing 13,000 pounds of non-perishable food items and boosting attendance on that evening by nearly 50 percent.

Creative arts and horticulture exhibits also were up 30 percent this year.

Deggeller Attractions provided more than 40 rides for this year's midway.

—Pam Sherborne



Deggeller Attractions was on hand at this year's Salem (Va.) Fair, which ran July 2-13, as it drew its highest attendance in the history of the fair. The carnival provided more than 40 rides for the midway including this Wisdom Rock'N Out. AT/SUE NICHOLS

For late-breaking news, exclusive stories, videos and more, visit:

Amusement
TODAY.com

Williamson County Fair officials anticipate 2014 was a record

FRANKLIN, Tenn. — When it is all said and done, and all numbers are tallied, officials at the 2014 Williamson County Fair, held here Aug. 1-9, expect that this year's fair drew the most visitors in its 10-year history.

Fair attendance is always an estimate because the fair does not have turnstile counters and many get in free with various offers.

"Based on various reports, we will have an estimated attendance number in the coming weeks or so," said Diane Giddens, a volunteer event coordinator for the fair.

Drew Expositions provided the midway this year as it has since the fair's inception. The carnival brought its new A.R.M. Rides Vertigo ride to the fair.

—Pam Sherborne



Drew Expositions brought its new A.R.M. Rides Vertigo amusement ride to the Williamson County Fair, Franklin, Tenn., held Aug. 1-9. When all numbers are tallied, fair officials anticipated this year will be a record-setter for the event.

AT/SUE NICHOLS

"The #1 Leading Slide Manufacturer in America"
"World's Largest 5 Lane, One Trailer Slide - 108 Ft."

- Financing and Leasing Available
- Trades Considered
- Order Slide Bags or "New Rain" Bags
- 6 New Slides In Stock
- Have 20 Used Rides
- 90 Ft. Fiberglass Slide
- 65 Ft. Fiberglass Slide

FREDERIKSEN INDUSTRIES, INC.
5212 St. Paul St.
Tampa, Florida 33619
(813) 628-4545
FAX (813) 621-3679
www.funslide.com

LED LIGHTING
www.amusementline.com
800-336-8977

HIGH POWER LED BULBS
COLOR CHANGING LEDS
STRIP & TUBE LIGHTING
MONITORS & FLOODLIGHTS

IMAGE IS EVERYTHING! WE HELP YOU LOOK YOUR BEST!

UNIFORM APPAREL ★ WICKING SHIRTS
FLAGS & SIGNAGE ★ LED LIGHTING
HEADWEAR ★ CUSTOM ITEMS

CHESTNUT
AMUSEMENT LINE
by Chestnut Identity Apparel, Inc.
www.amusementline.com
800-336-8977

SUBSCRIBE TODAY!
14 issues for
\$50

(817) 460-7220
amusementtoday.com



Giant Loop



Flying Scooters™



PO BOX 638 • Plainview, Texas 79072
(806) 293-1353 • www.larsonintl.com



Super Shot



Tilt-A-Whirl™

CARNIVAL MARKET PLACE



Providing
Mobile And Permanent
Food Preparation And Sales Solutions.

HITCH-HIKER MFG. 330.542.3052

GAME TOPS | CONCESSIONS | BALLY'S
RIDE TOPS | CUSTOM PRODUCTS | TENTS



Providing Superior Outdoor Amusement Fabric &
Frame Products for over 100 years



800.322.8368 | www.anchorinc.com



P.O. Box 238
Merino, CO. 80741

800-634-6097 970-522-7515 Fax: 970-522-2902

info@wisdomrides.com www.wisdomrides.com



1-800-428-8640

Redemption Tickets
Admission Tickets
Direct Thermal Tickets
Reserved Seating
Wristbands
Credentials



www.muncienovelty.com
info@muncienovelty.com

A
MUNCIE NOVELTY INC.
COMPANY

We've got your
Ticket.

Keep our carnival and fair industry strong!
Buy products and services from these suppliers.



CARNIVAL LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

As the sun set on the midway of the **Erie County Fair**, Hamburg, N.Y., on Aug. 10, high wire artist **Nik Wallenda** eased his way along a 1,400-foot wire, 125 feet in the air as record-breaking crowds watched.

Mid-walk, in typical Nik Wallenda fashion, there was a pause where Wallenda welcomed the crowd and released himself from the tether he was wearing. The crowd erupted in wild applause as the tether was released and Wallenda completed the walk solo with just a small safety net standing between him and the race track.

And, so another story is told about the 175th edition of the Erie County Fair.

The 2014 Erie Fair broke an attendance record, drawing 1,220,101 guests. **Strates Shows** provided the midway.

When fairgoers stepped onto the **State Fair of Texas** fairgrounds Sept. 26, they should have noticed several changes, including an emphasis on "Texification."

Having selected the theme "Deep in the Heart of Texas," fair officials redressed the grounds to show off Texas pride. The State Fair of Texas icon, **Big Tex**, of course was on hand, as well as the addition of new Texas-themed floats and music for the nightly Starlight Parades and new 30-foot by 50-foot state flag flying 120 feet into the air.

One million new decorative lights illuminating Fair Park's historical buildings, fairgrounds and fountain will help fairgoers find their way until the close of the event set for Oct. 16.

A new colorful area near Fair Park's Leonardt Lagoon, Kids' Boardwalk, now offers several free interactive activities for kids, including a Ronald McDonald show, pumpkin painting, fun games, photo opportunities and more.

This year is marking the 10th anniversary of the Fair's **Big Tex Choice Awards** contest. Winners selected during the Labor Day event are keeping fairgoers fed. Finalists included Fried Sriracha Balls (a mixture of shredded chicken, corn, tomatoes, and Sriracha), Chicken Fried Loaded Baked Potatoes (a battered baked potato loaded with bacon and cheddar served with ranch), and Funnel Cake Ale. The 2014 winner was Fried Gulf Shrimp Boil.

Generally good weather, the debut of the new **Fairgrounds Coliseum** and the return of beer and wine helped make this year's **Indiana State Fair**, Indianapolis, Aug. 1-17, the third most attended in history.

Fair officials said the fair attracted 954,884 people. The new **Indiana Beer and Wine Exhibition** drew 48,259 visitors. More than 70 different breweries and wineries took part in the exhibit, which featured up to four different brewers and four different wineries during each day of the fair.

North American Midway Entertainment provided the fair with more than 50 rides and attractions on the midway.

Temperatures during the fair were seasonably low, and rain hindered attendance for three of the fair's 17 days.

The **Rockingham County Fair**, Harrison-

burg, Va., which ran Aug. 11-16, set a new, all-time attendance record both for its single-day and for the week as a whole.

Preliminary figures indicated 20,041 people attended the fair on Saturday, Aug. 16, the largest single-day crowd in its 65-year history.

Total attendance for the week came in at 91,595, a three percent increase from the 88,885 attending in 2013.

The 2014 Fair concluded with three consecutive record-breaking days:

- Thursday, Aug. 14, was the biggest Thursday in the history of the Fair (16,838);

- Friday, Aug. 15, was the biggest single day in the history of the Fair (18,176)

- The very next day, Saturday, Aug. 16, was the (new) biggest single day in the history of the Fair (20,041). Deggeller Attractions provided the midway.

The 2014 **Iowa State Fair** is in the books. The fair, which ran Aug. 7-17, drew a total of 1,015,092 this year. That was down 32,136 attendees from the 2013 fair.

There were over 99,000 people who attended the last day of the fair.

The record attendance was set in 2008, when 1,109,150 people visited the Iowa State Fair.

Belle City Amusements provided the midway.

There were 1,337,167 fairgoers on the grounds of the 2014 **Orange County Fair**, Costa Mesa, Calif., July 11-Aug. 10. The theme for this year's 23-day event was "Summer Starts Here" and it was certainly packed full of food, rides, exhibits, animals, music, action sports and fun.

Ray Cammack Shows provided the midway. There were 60,000 guests on Wednesdays and Thursdays of the fair to take advantage of the \$30 Unlimited Ride Wristband specials.

Top rides on the midway included the **La Grande Wheel**, manufactured by **Carousel Holland**; **Sky Ride** by **Seatrek**; and the **Crazy Coaster** by **Reverchon**.

The 2014 **Kentucky State Fair**, Louisville, Aug. 14-24, saw a drop in attendance this year compared to 2013. Attendance fell below 600,000, at 515,937. Officials attribute this drop primarily to weather. There were plenty of days of over 100 degrees heat indexes and rain and thunderstorms.

North American Midway Entertainment provided the midway.

The **Wilson County Fair**, Lebanon, Tenn., Aug. 15-23, closed with a total attendance of just over 484,000, about 105,000 off 2013's record year, as the nine-day event endured rain and the threat of rain over several days.

On Aug. 16, the first Saturday of this year's fair, the event drew more than 114,700. But rain the next day held down the usually high Sunday attendance to just over 19,000, a day that drew more than 70,000 last year.

Storms on August 20 also limited attendance to 6,000.

Amusements of America provided the midway.



Vertigo



Visit us at the 2014 IAAPA Show.
Indoor Booth 4220 Outdoors 7430.



Rock Star



Frenzy



Super Shot

1506 Fernwood Road • Wintersville, OH 43953 • Phone: 740-264-6599 • Fax: 740-266-2953
WWW.AMRIDES.COM



MANY MAJOR MANUFACTURERS

Available Under One Roof!



S&S - SANSEI
TECHNOLOGIES INC



RIDES 4U

221 EVANS WAY, SUITE E • SOMERVILLE, NJ 08876
PHONE: (908) 526-8009 • FAX: (908) 526-4535 • WWW.RIDES4U.COM





BUSINESS & CLASSIFIEDS

► PeopleWatch — Page 49 / AIMS News — Page 50 / MarketWatch — Page 51 / CLASSIFIED — Page 55

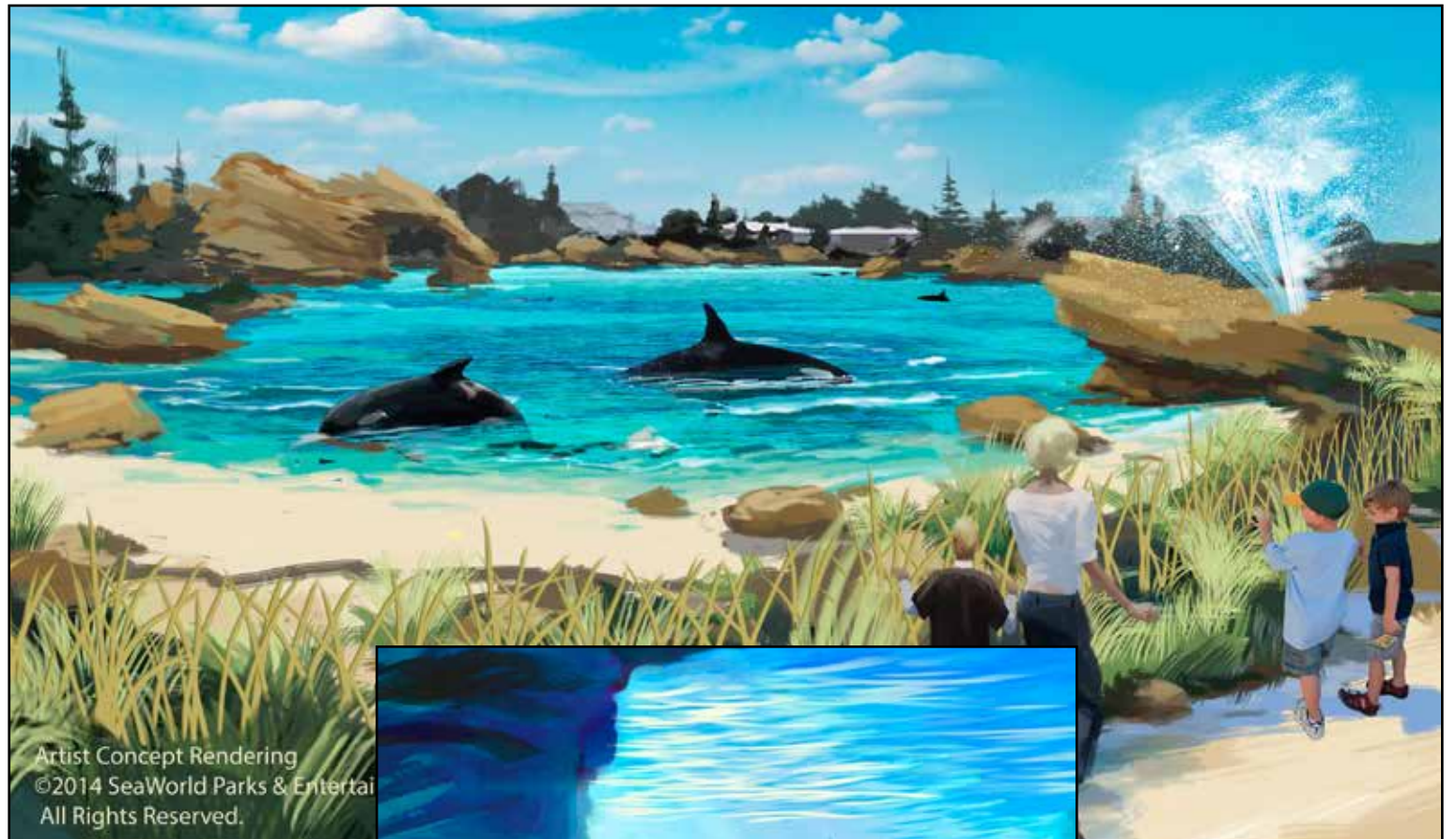
SeaWorld Entertainment announces first-of-its-kind killer whale environments, \$10 million research funding

SAN DIEGO, Calif.—SeaWorld Entertainment, Inc. has announced that it plans to build new, first-of-its-kind killer whale environments and that it will fund new programs to protect ocean health and killer whales in the wild.

The new projects will build on SeaWorld's legacy of providing state-of-the-art, innovative homes for its animals, and will offer park guests unique and inspiring killer whale encounters for generations to come. As part of its vision for the future, the company also pledged \$10 million in matching funds for killer whale research and is embarking on a multi-million dollar partnership focused on ocean health, the leading concern for all killer whales and marine mammals.

"For 50 years, SeaWorld has transformed how the world views marine life. The unprecedented access to marine mammals that our parks provide has increased our knowledge of the ocean and inspired generations," said Jim Atchison, chief executive officer and president of SeaWorld Entertainment, Inc. "Our new killer whale homes and research initiatives have just as bold a vision: to advance global understanding of these animals, to educate, and to inspire conservation efforts to protect killer whales in the wild."

The first of the new environments will be built at SeaWorld San Diego where the killer whale environment is planned to have a total water volume of 10 million gallons, nearly double that of the ex-



Artist Concept Rendering
©2014 SeaWorld Parks & Entertainment
All Rights Reserved.

isting facility. With a planned maximum depth of 50 feet, surface area of nearly 1.5 acres and spanning more than 350 feet in length, the new environment will also have views exceeding 40 feet in height, providing guests with the world's largest underwater viewing experience of killer whales.

Named the Blue World Project because of its size and scope, the new environment will allow for increased engagement with SeaWorld experts through new enriching experiences and other interactive programs. The environment will enhance the educational experience for guests,

► See SEAWORLD, page 48



Artist Concept Rendering
©2014 SeaWorld Parks & Entertainment
All Rights Reserved.

SeaWorld Entertainment, Inc. has announced that it plans to build new, first-of-its-kind killer whale environments and that it will fund new programs to protect ocean health and killer whales in the wild. The first expanded habitat is slated for SeaWorld San Diego in 2018 with the Orlando and San Antonio parks following later. COURTESY SEAWORLD



EUROPEAN SPARE AND REPLACEMENT PARTS IMPORTER

SINCE 1982



NORTH AMERICAN PARTS INC.
61C AERO DRIVE,
CHEEKTOWAGA, NEW YORK
USA 14225

PHONE: (716) 839-4791

FAX: (716) 839-4506

EMAIL: parts@nap-inc.com
www.nap-inc.com

SERVING THE AMUSEMENT INDUSTRY

WE'VE KEPT YOUR RIDES IN MOTION SINCE 1982



Innovative Attraction Mgmt. to provide Aquatic Risk Program to Atlantis

WINDERMERE, Fla. — Innovative Attraction Management, LLC (IAM) announces a partnership with Atlantis, Paradise Island, Bahamas, to provide the IAM Elite Aquatic Risk Prevention program at the destination resort location in the Bahamas.

IAM and Starfish Aquatics Institute, LLC (SAI) formed a broad strategic alliance using their complementary strengths and expertise to create a new option for aquatic training and elite risk prevention services. The IAM Elite Aquatic Risk Prevention Program utilizes SAI's StarGuard lifeguard program as its foundation. SAI's programs have been in use in all 50 states in the United States and around the world since the agency was formed in the late 90's, and together the two organizations provide the aquatic industry with client-based and cost-effective services that set the industry standard.

"We are incredibly fortunate to have this opportunity to partner with the team at Atlantis, Paradise Island" IAM President Mike Friscia said. "Their facility is incredibly unique that exceeds their guests expectations and we are prepared to exceed Atlantis expectations with the implementation of the IAM Elite Aquatic Risk Prevention program".

The Elite program has the following features and is designed for water park and resort clients:

- Exceeds recognized safety standards
- Audit reviews for lifeguards and dispatch positions
- Aquatic incident investigation support
- Litigation support
- Annual pre-season park inspection and in-service training session
- IAM/StarGuard Instructor and Instructor Trainer sessions that fit the needs of the client
- Experiential, objective-based training that results in a certificate of completion and a site-specific license and accountability program.

•www.i-amllc.com

►SEAWORLD

Continued from page 47

foster deeper knowledge of killer whales and their ocean environment and inspire them to celebrate and conserve the natural world.

"Through up-close and personal encounters, the new environment will transform how visitors experience killer whales," said Atchison. "Our guests will be able to walk alongside the whales as if they were at the shore, watch them interact at the depths found in the ocean, or a birds-eye view from above."

The enlarged environment will provide killer whales with even more dynamic opportunities. It will support the whales' broad range of behaviors and provide choices that can challenge the whales both physically and mentally. Among other things, it is planned to include a fast water current that allows whales to swim against moving water, thus functionally increasing speed and diversity. Innovative features focused on husbandry and animal care will offer SeaWorld's animal health

professionals and independent scientists unique access to the whales that can lead to a better understanding and care of the animals both in the parks and in the wild.

The San Diego environment is expected to open to the public in 2018 with new killer whale homes to follow at SeaWorld Orlando and SeaWorld San Antonio.

As part of the Blue World Project, SeaWorld has committed \$10 million in matching funds focused on threats to killer whales in the wild, especially those identified by the National Oceanic and Atmospheric Administration related to the endangered Southern Resident Killer Whale. That includes new projects already funded this year: one that will help to understand the hearing ranges of killer whales and the other that will provide insight into nutritional status and reproduction of the Southern Resident Killer Whale. The matching funds will be in addition to killer whale research conducted by SeaWorld's scientists, which includes nearly 50 studies to date.

OBITUARIES

Interlink's Mike Anderson dies at 70

NEW CASTLE UPON-TYNE, England — **Mike Anderson**, well-known throughout the amusement and theme park industry as part of the Interlink team, passed away at the end of August.

Anderson began his career in the industry somewhat by default after he was asked to build a monorail for the U.K. park Flamingoland in North Yorkshire in 1983. In that same year he founded ride manufacturer Mimafab Ltd. and subsequently went



Mike Anderson

on to work for Interlink in 1986/87.

Anderson's particular areas of expertise were in engineering and fabrication, in particular with water based leisure attractions, while he also had many years' experience in the operation of rides in parks. He managed Interlink's U.K. company, working as technical and commercial director, and was also responsible for the company's rides installation sub division. He celebrated his 70 birthday on July 15.

Six Flags Over Texas 'Pink Thing' inventor C. Russel Smith, Jr. dies in Texas at 82

GRAPEVINE, Texas — **C. Russel Smith, Jr.** of Dallas, Texas, passed away on Aug. 10, 1914 at Woodridge Nursing Home in Grapevine after a brief battle with colon cancer. He was 82.

Smith was born in Dallas and graduated from Highland Park High School. He received a bachelor's degree from Texas A&M in 1952 and served as an Army captain during the Korean War.

His grandfather, Charles W. Smith, entered the ice cream business in Dallas in 1989. C.W. Smith started operating the ice cream equipment of one of his milk route customers who went bankrupt. A plaque near the Trammell Crow Center in the Arts District in Dallas marks the location of the original Smith's Ice Cream.

Russel Smith, Jr. joined the family business as a plant superintendent after completing his military ser-



C. Russel Smith, Jr.

vice. He was president of the company when Smith Ice Cream became an original Six Flags Over Texas vendor. It was during this time that Smith invented the Pink Thing, which was popular at the theme park during the 1970s-80s.

"We had the first ice cream stores at Six Flags," said his son, David Smith.

The Pink Thing was introduced as the Pink Buried Treasure for the small plas-

tic character hidden inside the treat.

"My brother [Charles] named it, because kids would request 'that pink thing.' That's how it got named," Smith added.

Six Flags management estimated that one out of every four or five visitors bought a Pink Thing during its heyday. The Pink Thing was also popular at Rangers games and the State Fair.

"The Pink Thing has been the one single most successful novelty product sold in the history of Six Flags Over Texas," said Carey Don Risinger, food operations State Fair of Texas and former Six Flags foods employee. "Jim Stucker from Borden's Ice cream played a role in it's development. There is no question that the Pink Thing was THE food item in its heyday."

During his career, Smith was a chamber of commerce leader and active in politics and fund raising. He retired in 1965, about the same time the family sold the business. Other vendors later sold the Pink Thing.

Preceded in death by his wife, Barbara, Smith is survived by three sons, Charles, Stuart and David; three grandchildren; and on great-grandchild.

Donations may be made in his name to Faith Hospice or the American Cancer Society.



The Pink Thing ice cream cart as seen at Six Flags Over Texas in the 70s and 80s. The ice cream is still available today at the park, but not in its original taste. AT/SFOT FILE

PEOPLE WATCH

Oertley named AIMS executive director

SANTA ANA, Calif. — The board of directors of **AIMS International (Amusement Industry Manufacturers & Suppliers International)** recently announced the appointment of **Karen Oertley** to executive director. Oertley brings nearly 30 years of industry experience to AIMS International and will assume overall responsibility for day-to-day management and operation of the association. Based in Nashville, Tenn., she will report to the board of directors.



Oertley

"Karen brings wealth of industry knowledge and relationships along with a strong business background to AIMS. On behalf of the entire board of directors, we are thrilled to have her at the helm," said Roger Berry, president of AIMS International board of directors.

In accepting this position, Oertley commented, "I am more than honored and very excited about this opportunity. I have the utmost respect for AIMS International and its mission to improve safety, which is essential to the entire industry. I see tremendous potential for the future of the organization and I look forward to working with our board to accomplish great things!"

Oertley may be reached at: AIMS International, P.O. Box 92366, Nashville, Tenn. 37209, phone: (714) 425-5747, email: k.oertley@aimsintl.org.

Dollywood adds to marketing staff

PIGEON FORGE, Tenn. — **Dollywood** recently expanded its Senior Marketing leadership team by adding two talented marketing veterans to the team responsible for promoting the company's award-winning properties.

Tim Megginson was appointed as Dollywood's director of Marketing. Megginson joins Dollywood after spending several years at Universal Orlando Resort, most recently as senior Marketing manager. **Sunni Hickman** also joined Dollywood's Marketing team as director of Marketing, Parks and Attractions. Hickman came to Dollywood after serving as vice president of Marketing and Media at Creaxion, a marketing agency in Atlanta.

"Tim and Sunni bring a wealth of knowledge and experience to the Dollywood team," said **Craig Ross**, president of The Dollywood Company. "Tim has an exceptional understanding of the theme park and resort industry due to his involvement in creating effective and compelling marketing strategies while at Universal Orlando Resort. Sunni's time with one of Atlanta's leading agencies provided her with a number of unique opportunities to develop a strong foundation in the marketing world. The insights they are able to provide will greatly benefit us as we continue to grow The Dollywood Company."

Santa Cruz Boardwalk hires new sales director

SANTA CRUZ, Calif. — **Chuck Ryder** has re-joined the Santa Cruz Beach Boardwalk as the company's new director of Sales. Chuck will lead the Boardwalk's sales team, bringing groups from the San Francisco Bay Area to the Boardwalk and Cocoanut Grove for company picnics and other special events. Chuck first worked at the Boardwalk as a teenager, starting as a ride operator and working his way up to Promotions manager before leaving the Boardwalk in 2000. He was most recently director of Sales and Marketing for Hilton Santa Cruz/Scotts Valley. Chuck replaces **Kathie Keeley** who retired after 33 years at the Boardwalk.



Ryder

Carowinds announces new park GM

CHARLOTTE, N.C. — Carowinds recently announced changes in its executive team. **Mike Fehnel** has been appointed to the position of vice president and general manager of Carowinds and will oversee all aspects of Carowinds operations and its planned expansion. Fehnel replaces **Bart Kinzel**, who resigned earlier this month. In addition, **Gary Chadwick** has been promoted to the position of vice president, Resale. He will report to Fehnel and oversee all aspects of in-park revenue.



Fehnel

Fehnel comes to Carowinds with more than 20 years of experience at **Dorney Park** in Allentown, Pa., where he most recently held the position of V.P. and G.M.



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Earlier this summer, **Disneyland Resort** donated a model version of Chuck Yeager's X1 plane that soared above **Taste Pilot's Grill** at **Disney California Adventure** park since its opening in 2001 to Planes of Fame Air Museum in Chino Hills, Calif. The Glamorous Glennis, which was removed during the recent park expansion, has a wingspan of 17 feet and weighs nearly 1,000

Legoland Florida Resort once again honored police officers, fire fighters and EMS personnel with a free single day admission to the park during the month of September. Legoland Florida Resort's special offer gave first responders a chance to experience the park's more than 50 rides, shows and attractions with their friends and family.

Celebrated Grammy Award-winning musician, **Slash** is joining forces with **Universal Studios Hollywood** to compose an original score for the theme park's new 3D maze, **Clowns 3D Music by Slash at Halloween Horror Nights**.

Hersheypark is ranked in the Top 5 for Best Theme Park in the 10 Best Readers' Choice travel award contest sponsored by **USA Today**. With more than 70 rides and attractions, including 12 roller coasters and The Boardwalk at Hersheypark included in the one-price admission, Hersheypark was founded in 1907 by chocolate magnate **Milton S. Hershey** and has grown to be a world-class theme park.

Universal Orlando Resort and **Warner Bros.** will host the second annual A Celebration of Harry Potter event – a special event for fans celebrating the global phenomenon that is Harry Potter. Beginning January 30, 2015, fans will enjoy three days of experiences – including the A Celebration of Harry Potter Expo, Q&A sessions with Harry Potter film talent and more.

The City of Wildwood, New Jersey, recently unveiled a new art piece at the Wildwoods: **Dog Beach**. An ode to man's best friend, the 25 feet tall, fire-engine red hydrant art display is a gift to the city from **Morey's Piers** in celebration of the Wildwoods' first-ever, dog dedicated beach.

Activation ReACT, a national nonprofit focused on disaster relief based in New Jersey, announces its partnership with **Diggerland USA**. Diggerland USA is a construction themed adventure park where families drive, ride, and operate heavy machinery in a safe environment. Together companies, individuals of all ages and Activation ReACT can help communities come together after natural disaster situations like Hurricane (Super Storm) Sandy.

Orlando-based **Ripley Entertainment, Inc.** offered free admission to teachers at Ripley's attractions in Florida from Sept. 2 to Oct. 19, 2014. Teachers, administrators, counselors, and support staff for kindergarten through high school are eligible for the offer. Up to five accompanying guests were able to receive 50 percent off their admission.

A new exhibit will open next spring at **Baltimore's National Aquarium** featuring horse-shoe crabs and moon jellies among waves, beaches and dunes. The \$5.5 million **Living Seashore** exhibit, which will span 2,700 square feet, is designed to teach visitors about the ever-changing Mid-Atlantic seashore. More than 150 animals will live in the display that will include two large touch pools filled with 5,331 gallons of salt water and a replicated sandy shore.

Ohio's **Kings Island** has presented checks of \$62,000 each to the Pink Ribbon Girls, The Dragonfly Foundation and Melanoma Know More. The money was raised during the park's Kicks Cancer campaign. The park laid claim to possible world records for most people getting their heads shaved at the same time, most applying sunscreen, and most applying lipstick. The records are subject to verification by Guinness World Records.

In exchange for \$12.5 million from the San Francisco 49ers, **California's Great America** has agreed to close the park on game days – both this season and in the future – and turn over their 6,500 parking spots to fans at the parking-challenged, \$1.3 billion Levi's Stadium.

Zimbabwe Tourism Minister **Walter Mzembe** took full advantage of the recent U.N. World Tourism Organization summit his country is co-hosted with Zambia to announce the government's ambitious plan to build a \$300 million 'Disneyland-like' theme park by Victoria Falls, the world's largest sheet of falling water and the nation's biggest tourist attraction.

The **Brooklyn Children's Museum** in New York is putting the finishing touches on a futuristic multi-million dollar rooftop canopy made of sci-fi-grade material that will reflect sunlight away from visitors. The high-tech sunshade will cover an \$8.7 million, 20,000-square-foot space designed to bring a new dimension to the museum's rooftop that will bring new revenue through rentals for private parties and receptions.

The **Haunted Attraction National Trade-show and Conference**, sponsored by Dark-Light, has announce that **HAuNTcon 2015** will be held in Baton Rouge, La. at the Belle of Baton Rouge Hotel and Conference Center February 6 to 11. HAuNTcon has a group discount at the hotel and they provide free shuttle service to and from the Baton Rouge Airport to the Hotel.

For the first time ever, **Marvel** characters recently appeared in a **Walt Disney World** theme park as part of the one night event, **Villains Unleashed**. At the Awesome Mix Tape Dance Party, Guardians of the Galaxy characters Star-Lord and Gamora mingled with guests of the special after-hours event. There was no formal line formed to meet the duo. Instead, they simply paced back and forth behind velvet ropes, interacting with fans and taking plenty of pictures.



NEWS & NOTES

www.aimsintl.org

Amusement Industry Manufacturers
and Suppliers International, Ltd.
P.O. Box 92366 • Nashville, Tenn. 37209
Phone: (714) 425-5747 • Fax: (714) 276-9666
Karen Oertley • k.oertley@aimsintl.org
Holly Coston, (714) 697-6654, aimsoffice@gmail.com

There's a lot going on at AIMS Intl. this fall!

Roger W. Berry
AIMS International
(727) 458-5072
Rwb.com@att.net



Berry

ORLANDO, Fla.
— On behalf of the board of directors, I'm pleased to welcome **Karen Oertley** as our new executive director for AIMS. With nearly 30 years of industry experience, more than 25 of those with *Amusement Business*, Karen is a familiar face to many in the industry. As Publisher and Editor in Chief of the international live entertainment newsweekly, she maintained a highly visible industry presence serving on boards and



Oertley

committees, writing columns and articles, and speaking at events. She is the former chair of the Amusement Business/Liseberg Applause Award Board of Governors and was a member of the AIMS International board of directors for eight years. She also served on several IAAPA committees including the Manufacturers & Suppliers (M&S) Committee, Small Parks Committee and Exhibit Awards Committee. Most recently, Oertley was director of marketing for Hopkins Rides and held marketing and communications responsibilities for WhiteWater. Based in Nashville, Tenn., she can be reached at k.oertley@aimsintl.org.

I am also please to report that **Michael Withers**, vice president of Ride Engineering at Walt Disney Imagineering, has joined the AIMS International board of directors,

bringing a wealth of safety knowledge and experience to AIMS. In addition to his job responsibilities, he is project manager for the Disney Global Ride Safety Enhancement Program reporting to the CSO of the Walt Disney Company. As chairman of the ASTM World Standard Task Force, Mike is responsible for the coordination and development of the new F-2291 Standard Practice for the Design of Amusement Rides and Devices. He served three years on ASTM COTCO and represents ASTM F-24 on the Euro Norm CEN Technical Committee 152 for Fairground and Amusement Park Machinery and Structures – Safety (prEN 13814). Mike also serves on



Withers

the ASTM board of directors.

Safety Seminar update – focus on aquatics classes for water parks

AIMS will offer 16 aquatics-specific classes at the upcoming Safety Seminar in January as well as many other classes applicable to waterpark maintenance, operations and instruction. Certified Pool Operator (CPO) and Water Park Certificates will be offered as well as certification testing for Certified Aquatics Operations Technician – Level I. Maintenance, Operations, and Instructor Level I examinations will also be offered in Spanish. For more information please stop by AIMS' booth at the WWA trade show in Las Vegas or contact Safety Seminar coordinator **Holly Coston** at (714) 697-6654 or by email at: aims.office@gmail.com.

Space for this AIMS page is provided courtesy of *Amusement Today* as a corporate partner of AIMS Intl. Content is provided by AT & AIMS.



**DON'T MISS OUT ON THE INDUSTRY'S
TOP SAFETY SEMINAR!**
**WITH OVER 300 CLASSES
THERE IS SOMETHING FOR EVERYONE**



**AIMS SAFETY SEMINAR
AND CERTIFICATION PROGRAM**
JANUARY 11–16, 2015
ORLANDO, FLORIDA
DOUBLETREE BY HILTON ORLANDO AT SEAWORLD
REGISTRATION FEE: \$595 PER STUDENT



INFORMATION: CALL (714) 425-5747 WEBSITE: WWW.AIMSINTL.ORG

MARKETWATCH



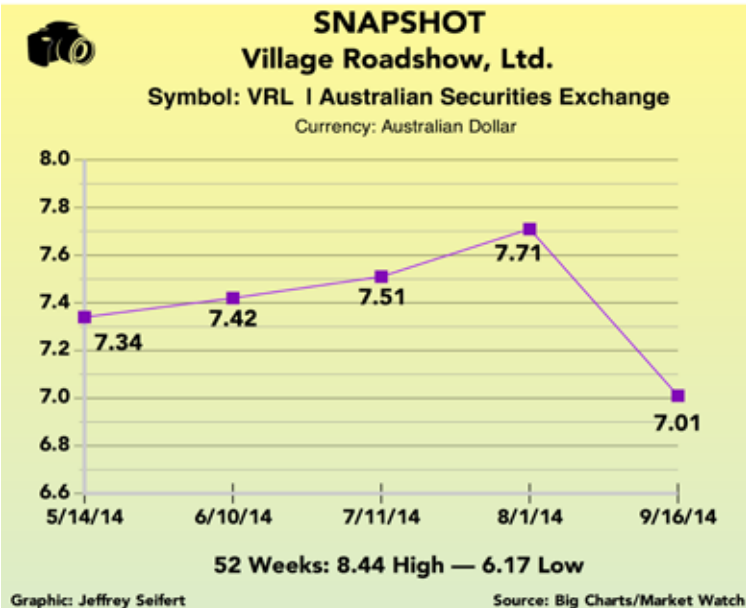
COMPANY	SYMBOL	MARKET	PRICE 9/16/14	HIGH 52-Week	LOW 52-Week
Apollo Global Management (Great Wolf Resorts)	APO	NYSE	22.95	36.51	22.75
The Blackstone Group	BX	NYSE	32.50	36.08	23.60
Merlin Entertainments Group/ Legoland	MERL	LSE	342.90	353.50	3.20
Cedar Fair, L.P.	FUN	NYSE	46.97	55.76	42.66
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	57.23	57.49	43.19
	CMCSK	NASDAQ	56.91	57.16	41.79
The Walt Disney Company	DIS	NYSE	90.27	91.20	63.10
Fuji Kyoko Co., Ltd.	9010	TYO	1160.00	1213.00	716.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.18	2.27	1.02
Leofoo Development Co.	TW:2705	TSEC	11.70	13.70	11.15
MGM Resorts International	MGM	NYSE	22.82	28.75	18.40
SeaWorld Entertainment, Inc.	SEAS	NYSE	20.53	35.30	17.83
Shenzhen Overseas Chinese Town Co., Ltd. (OCT)	000069	SZSE	5.36	6.42	4.30
Six Flags Entertainment Co.	SIX	NYSE	34.83	43.19	31.86
Tivoli A/S	DK:TIV	CSE	3100.00	3216.00	2880.00
Village Roadshow	VRL	ASX	7.01	8.44	6.17

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: **ASX**, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Exchange, Corp.; **TYO/TSE**, Tokyo Stock Exchange
—SOURCES: Bloomberg.com; Wall Street Journal

DIESEL PRICES		
Region (U.S.)	As of 09/15/14	Change from 1 year ago
East Coast	\$3.825	-\$0.154
Midwest	\$3.743	-\$0.214
Gulf Coast	\$3.706	-\$0.183
Mountain	\$3.858	-\$0.083
West Coast	\$3.967	-\$0.065
California	\$4.062	-\$0.166

CURRENCY	
On 09/16/14 \$1 USD =	
0.7724	EURO
0.6155	GBP (British Pound)
107.23	JPY (Japanese Yen)
0.9347	CHF (Swiss Franc)
1.1091	AUD (Australian Dollar)
1.1077	CAD (Canadian Dollar)



BUSINESS WATCH

Cedar Fair reports 2nd quarter, Labor Day results

SANDUSKY, Ohio — Cedar Fair Entertainment Company (NYSE: FUN), announced on Aug. 5 results for the second quarter ended June 29, 2014, provided preliminary attendance and net revenues through Sunday, August 3, 2014, and declared a quarterly cash distribution.

The company reported net revenues of \$403 million for the six months ended June 29, 2014, which is equal to the record net revenues reported in the prior-year period ended June 30, 2013.

Comparable-park revenue trends were positive through July, with preliminary net revenues up approximately one percent through August 3, 2014, versus the similar period in 2013, on the strength of a four percent increase in average in-park guest per capita spending.

The company now expects to achieve record, full-year 2014 net revenues between \$1.16 billion and \$1.18 billion and Adjusted EBITDA between \$435 million and \$445 million.

The company declared a quarterly cash distribution of \$0.70 per Limited Partner (LP) unit payable September 15, 2014, consistent with its annualized rate of \$2.80.

For the 2014 second quarter, Cedar Fair's net revenues were \$363 million, comparable with the \$362 million in net revenues reported for the second quarter ended June 30, 2013.

In other news, Cedar Fair announced that preliminary year-to-date net revenues, through the Labor Day holiday weekend concluding on September 1, 2014, were a record \$939 million on attendance of 19.0 million — an average in-park guest per capita spending of \$45.53 and out-of-park revenues of \$96 million.

SeaWorld reports 2014 2nd quarter results

ORLANDO, Fla. — SeaWorld Entertainment, Inc. (NYSE: SEAS), reported on Aug. 13 financial results for the second quarter of 2014.

Reported highlights were:

- Attendance of 6.6 million, a 0.3% increase versus the second quarter of 2013 and revenue of \$405.2 million versus \$411.3 million in the second quarter of 2013;
- Adjusted EBITDA of \$126.1 million versus \$127.0 million in the second quarter of 2013;
- Net income of \$37.3 million versus a \$15.9 million net loss in the second quarter of 2013;
- The company's board of directors authorized a \$250 million share repurchase program effective January 1, 2015, and
- Entered into a Letter of Intent with Village Roadshow Theme Parks, a division of Village Roadshow Limited, an international entertainment and media company, to co-develop theme parks in Pan-Asia, India and Russia.

Six Flags announces quarterly cash dividend

GRAND PRAIRIE, Texas — Six Flags Entertainment Corporation (NYSE: SIX) announced on Aug. 20 that its board of directors declared a quarterly cash dividend of \$0.47 per share of common stock payable to shareholders of record as of September 3, 2014. The dividend will be payable September 15, 2014.

IAAPA opens office in Orlando

ALEXANDRIA, Va. — The International Association of Amusement Parks and Attractions (IAAPA) recently expanded its services for the attractions industry in the United States and Canada by establishing a North American Regional Advisory Committee, opening an office in Orlando, Florida, and naming Richard M. Jackson vice president of North American operations.

The North American Regional Advisory Committee was established to recommend programs and services for IAAPA members in the United States and Canada. The committee is chaired by Richard Sanfilippo of Sam's Fun City in Pensacola, Florida, and is comprised of industry leaders from throughout North America.

The board also approved the opening of a regional office in Orlando, Florida. The new office is located in space provided to the association by IAAPA member Ripley Entertainment.

Long-time attraction and hospitality industry veteran Richard M. Jackson oversees the new regional office as vice president of North America operations. Jackson most recently worked for Universal Orlando Resort, Wyndham Vacation Resorts and Visit Florida. He can be contacted at RJackson@IAAPA.org or (407) 692-9711.

THROUGH the SMILES, the SEASONS & the MILES –
Financing everything for the outdoor amusement industry since 2000.

Prairie Financial
The Outdoor Amusement Division of Boulevard Bank

Paul Muller
pnmuller@blvdbank.net

Wade Muller
wmuller@blvdbank.net

Mark Walker
mwalker@blvdbank.net

816-554-3863 blvdbank.com/outdoor-amusement

A division of

BOULEVARD BANK Member FDIC

Backyard haunted house begets global success

Animatronics wizard Garner Holt moved by enterprising spirit

STORY: Dean Lamanna

dlamanna@amusementtoday.com



SAN BERNARDINO, Calif. — Hollywood isn't Southern California's only dream factory. In this unassuming city barely more than an hour east of the glitzy entertainment capital, secreted away in a couple of sprawling but otherwise nondescript industrial park buildings some distance from the nearest freeway, the fantasies of our wildest imagination — and many of Tinseltown itself — are rendered in striking three-dimensional life.

This is the home of Garner Holt Productions, Inc. (GHP), named for the local native who is its founder, president and primary creative force. The multi-award-winning, 37-year-old company is the largest designer and fabricator of animatronics in the world — with nearly 5,000 individual animatronic figures in 31 countries on six continents.

GHP's hundreds of clients include the major theme park operators as well as Coca-Cola, Mattel, Foster Farms, General Motors, Lockheed-Martin, NASA and the U.S. military. The company's ingeniously intricate, character-driven mechanical figures and show elements also appear in the theming of museums, retail stores and restaurants; in fact, its breakthrough account was the Chuck E. Cheese's pizza-and-games family fun chain, for which it has supplied the eponymous rockin' rodent mascot in almost 500 outlets.

Garner Holt, the man, credits the latter company with the only celebrity he enjoys among the general public. "You know, it's really funny — kids come up to me and say, 'You built this stuff?' he noted during the June reintroduction of the classic, fully GHP-refurbished Calico Mine Ride at Knott's Berry Farm in Buena Park, Calif. "They usually don't care who I am until they find out I make Chuck E. Cheese!"

At 53, Holt himself is a big, bearish kid replete with energetic enthusiasm and glints of mischief. His congenial demeanor belies the daily stresses and vast responsibilities of working with clients on multimillion-dollar attractions while rigorously protecting

their brands and brainchildren.

How Holt became the amusement industry's lord of illusions, growing his business from a backyard haunted house attraction in the latter 1970s to a 70-employee, 65,000-square-foot operation that is the largest vendor for Disney animatronic figures worldwide, is legend within the attractions community. A dream that began with a nine-year-old's visit to Disneyland came full circle last April, when the Themed Entertainment Association presented Holt its 2014 Buzz Price THEA Award for a Lifetime of Distinguished Achievements in a ceremony at the Disneyland Resort in Anaheim, Calif.

Amusement Today spent a Willy Wonka-esque afternoon with Holt at his facility, roaming through various workshops where magic is made and sitting down to learn more about his passion for the industry.

How did you get your start in the amusement business?

Looking back, I didn't have much of a company — basically a couple tables in the garage at age 16. It began many years earlier, when I saw something (on TV) about the Haunted Mansion in Disneyland. I asked my parents, who were in the horse-racing business, if we could go there. I was really excited. On the way home from the park, I told them: "I want to build rides like the Haunted Mansion for the rest of my life." And they're like, "Yeah, sure. You're going to be a veterinarian." Later, they realized they made a horrible mistake by taking me to the park. (laughs)

I built this little shack in the backyard, which was my version of the Haunted Mansion, and I sold tickets to my friends for 10 cents. Over the next few years, the shack grew and grew until it was fairly big. I went down to the newspaper and tried to take out an ad, but they wouldn't sell me one

because I was on my bike and all I had was my allowance. A reporter overheard all this and said, "I'm going to come out and take a look at your haunted house." So I gave him a tour.

When we awoke to his article in the paper, I was delighted and my parents were horrified — especially when 400 people showed up in the yard to see the shack. My haunted house was a success, even if it did nothing more than feed us pizza.

But the value of the publicity...

Yeah, the local mall heard about it. They called and said, "Could you build one for us?" I said, "Absolutely." So I became what I considered a businessman. They only had a couple thousand dollars, which to me was like a million dollars. So I bought this old, burned-out construction trailer from my neighbor, took it into the backyard and spent a whole year renovating it. I put a walk-through maze in it and painted it all black. A mall in Orange County also called, and it became my traveling haunted house.

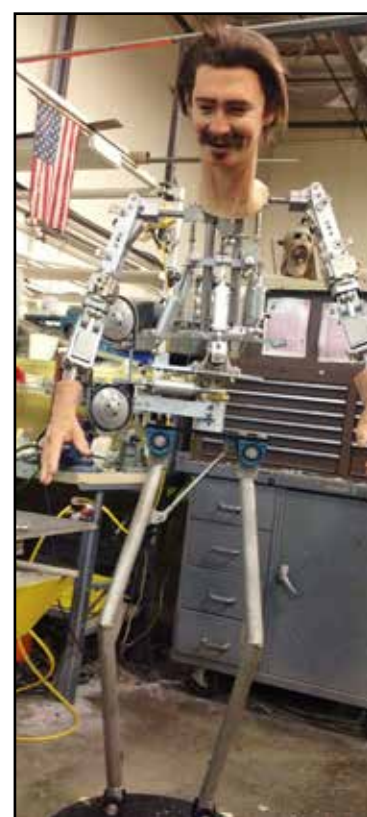
Before the haunted house really took off, I wanted to create an Uncle Sam figure for my high school for the Bicentennial in 1976 — my first animated figure. I had found a dog-eared copy of the August 1963 issue of *National Geographic* and was astounded to find an article about the talking President Lincoln figure being built for the 1964 New York World's Fair. Up to that point, I had never seen what the inside of an animatronic figure looked like.

I was in ninth grade and convinced my teachers to let me work on Uncle Sam as an official school project. So I wrote the script in English class, drew the mechanical frame in drafting class and worked on the electronics in shop class. I learned to weld some door hinges to the metal to make a very rudimentary frame. I found out where I could get some pneumatic cylinders that I had been reading about and talking about with Disneyland maintenance people I'd see in the park. I wound up doing this Uncle Sam show in the same local mall; he stood up from his seat and gave a little speech on America.



An early visit to Disneyland inspired Garner Holt (above, age 17; below, today) to delight others with his ingenuity, first through a mobile haunted house and soon after through cutting-edge animatronics — such as those shown here prior to "skingineering."

COURTESY GARNER HOLT PRODUCTIONS



That brought me into the 1980s, but I was pretty much my only employee and I struggled (financially). I created and sold chopped-off rubber hands as mail-order novelty items through an ad in the back of the monster movie magazine *Fangoria*. Somebody took one and slammed it in the trunk of their car in Los Angeles; the cops chased them and it got on the news. The hands became really popular. I sold them all over this country, other countries.

You created some very advanced things as a teenager. How?

I'm pretty much self-taught. I started out basically with hinges and pieces of wood; mechanically, I had to tinker. The best way for me to learn was that if I built something and it broke, I didn't do it that way again. (laughs)

When I could drive, I'd

go to the Los Angeles Public Library and sit in front of the microfilm machines, where for a nickel a page I cranked out copies of Disney's patents — the animation systems and everything else — to see how their controls worked. And I literally memorized them.

Disney knows this story, right?

(laughs) Yes. But it almost backfired on me when I eventually showed my Uncle Sam figure to WED Enterprises (today known as Walt Disney Imagineering). They said, "You know too much. Somebody here is giving you all this information." They thought it was a scam. I finally told them I pulled all the patents, and then it made sense to them. They realized I was just trying to be one of them.

What else did you do to drum up business early on?

► See HOLT, page 53

►HOLT

Continued from page 52

Like Walt Disney often did, I would have photos taken of myself standing in front of what looked like computers but were actually old phone company cabinets I bought at a swap meet. It looked like equipment but did absolutely nothing. (*laughs*) In some shots, I even wore a lab coat like the ones worn at Imagineering.

In animatronics at that time, everybody had a strumming bear or something, and I wanted to build a character that was so unique that nobody could figure out how it worked. So in 1988 I developed and introduced Wendell the Animatronic Unicyclist. It's kind of a magic illusion: Wendell balances, waves, tips his hat and talks while riding his unicycle with no visible means of support.

That's an impressive calling card. Was it a turning point?

Around 1990, I heard that a theme park was going to be built in Las Vegas called MGM Grand Adventures. I talked my way into seeing Fred Benninger, the chairman of MGM Grand Inc., and took my film of Wendell to show him. I said, "If I can do this, I can build all the figures in your largest ride." I just talked and talked, and I think he took a liking to me. He said, "If you do a good job here, I'll get you other jobs in Vegas." I had never worked for a theme park. But I told him I could do better figures for cheaper than anybody and figured out how to get it done.

There were no hitches?

Well, one of the chairman's people called and said, "We want to come out and see your facility." By this time, I had a small, 2,000-square-foot shop and no employees. So I went around to all my friends and relatives and said, "I want to hire you for the day for \$10, because that's all I can pay, but you will truly be my employee for the day." My mom was the receptionist, and I had some cousins come in. I had my dad in the back with his metal grinder and told him, "When the suits walk by, just shove metal in the grinder and make as much noise and sparks as possible." The MGM people came out and looked, saw what appeared to them like a working facility, and I got the job. Over the next six months, I

made more than 40 animatronic humans, animals, props and special effects.

Benninger referred me to a guy named Gary Primm, who was building the Western-themed Buffalo Bill's casino hotel in Stateline, Nev. I created animal and prospector figures for the log ride there. Getting those projects under our belt truly made us a commercial company, with five or six employees, and then we started attracting clients like Knott's and smaller theme parks. Eventually, my work caught Disney's eye.

But had you'd tried approaching Disney's Imagineering division earlier...

In the very beginning, when I built my Uncle Sam figure, some friends convinced me to send footage of it to Disney. I didn't know if I would hear a peep. Two weeks later, a Disney secretary called and said, "We have some executives who'd like to come out to your house and see it." One of them was Wathel Rogers, someone I had looked up to, who is considered one of the fathers of animatronics. And they were really interested in having me involved. But was based around me getting a college education — and I was such a horrible student. I told my parents, "I'm going to try to get my own little company going. If I can, I'll stick with it; if not, I'll go back to school, go to Disney and learn the trade." I was fortunate to have parents who — even though it wasn't what they envisioned me doing — were totally supportive.

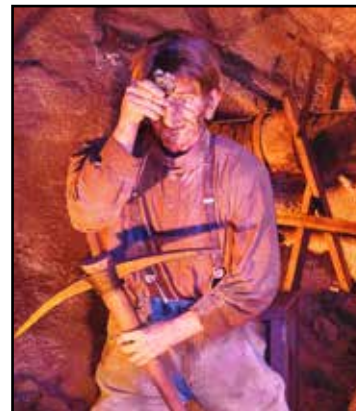
After my projects, Disney hired me to do some small parade float stuff and little pieces. And then one day they said, "We want you to do a figure for a parade float" — a Hercules figure. They threw a few more at me while I was doing that, and then I did the *Mulan* parade. In 2001, they had me create Jack Skellington (from *The Nightmare Before Christmas*) for a Haunted Mansion holiday overlay.

This was the first time a company outside of Imagineering was ever allowed to put any kind of a figure into a classic Disney attraction. It proved we could match Disney quality and innovation, and it branched out from there. We now have about 500 individual installations in Disney properties all over.

My life is a weird, twisted thing of parallels — a little like



Garner Holt has tackled the refurbishment of classic attractions, including Knott's Berry Farm's Bud Hurlbut creations Timber Mountain Log Ride (above) and Calico Mine Ride (right), and Kings Dominion's Singing Mushrooms, with reverential passion.
COURTESY KNOTT'S;
AT/SCOTT RUTHERFORD
(MUSHROOMS)



The Twilight Zone. I played the (Disney) Haunted Mansion record to my class in fourth grade. I dreamed about the Haunted Mansion, and I created my version of it in the backyard. My favorite TV show was *The Munsters*; there was nothing I wanted more as a kid than to have a fire-breathing dragon living under the stairs. Later, I built the biggest fire-breathing dragon in the world for Disneyland's "Fantasmic!"

Have you ever felt an impulse to work in Hollywood?

A couple times over the years, people got in touch and really wanted me to be involved in some big films. But very early on, I met a lot of people there who were not good people. I kept hearing things like, "You'll be lucky if you get paid" and "You'll be lucky if your work actually appears on the screen." I kind of made them all go away. We've done a few quick jobs on some movies, such as *Hellboy*, but nothing like building a dinosaur.

Don't get me wrong: If Steven Spielberg walked in here

tomorrow and said, "I'm building *Jurassic Park 6* and I need the world's largest animated dinosaur," I would say, "Yes sir, Mr. Spielberg!" (*laughs*) But I've been really happy with location-based entertainment.

How big of a responsibility do you feel when you're working with iconic characters belonging to Disney, DreamWorks Studios and the like?

It's a big deal to me, because those intellectual properties are the children and family of (those companies). These people are serious about our ability to stay on character. And that's something we pride ourselves in. When Jeffrey Katzenberg of DreamWorks looks at our stuff, smiles and says, "That's the best recreation three-dimensionally I have ever seen of our characters," I know we've really succeeded. I feel a great responsibility to get it just right—not just the shape of the character, but the paint, sound, movement and everything else. We do that better than anybody.

Do you envision the industry turning more toward immersive themed entertainment attractions as thrill ride technology reaches its outer limits?

Everything goes in waves. Naturally, I'm biased, but one of the things that has stood the test of time is a truly immersive environment with really clever figures and effects. The Haunted Mansion, Pirates of the Caribbean... when you take things like that, which mix creativity with a completely immersive environment — along with good sound and lighting, a well-thought-out story, good figures — that's a winning combination. Look at Cars Land's Radiator Springs Racers at Disney California Adventure, for which we did 12 characters. It's an animatronics-based attraction. I have nothing against film-based attractions if they're well-done, such as *Soarin'*, which is a perfect film-based ride.

Obviously, there's going to be a limit to how many ways you can twist somebody's stomach around and how many Gs they can pull. People have come to us and talked about theming for roller coasters flying through elaborately immersive environments, so there's the possibility of further mixing the two. But I tend to believe that animatronics is pretty darn successful in a dark ride environment. If you took that all away, there wouldn't be a lot of great theme park rides.

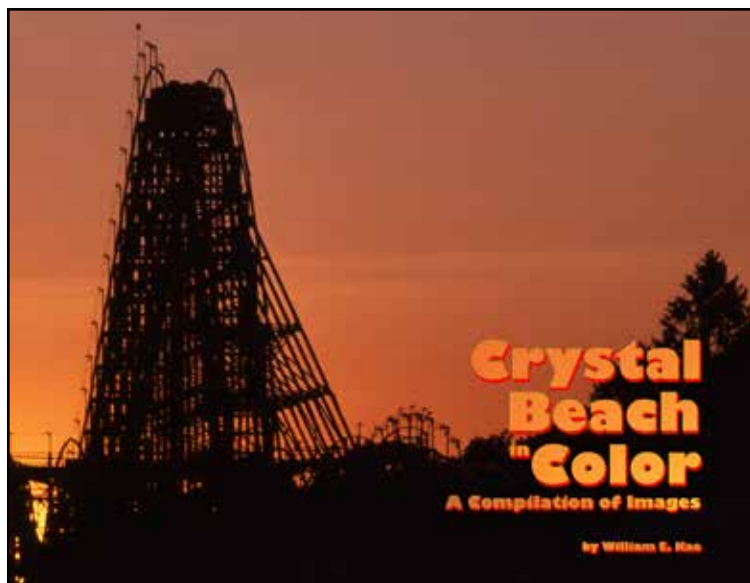
What strikes you most about how far GHP has come?

When we started out, we were a job shop — we built animation and special effects. And we continue to do that. But we love when the phone rings and it's something challenging. When we opened our creative division next door, GHP Creative, it was about putting together all of our skills and experience to offer turnkey attractions. Our clients can save a lot of money by having everything done under one roof. The only things we don't do are build the ride system or the building that houses it, although we'll provide specs for both.

I stay involved in all of it, from concept and design to quality control. I am honored to work with our clients, and I love what we do. I love getting up in the morning and coming to my big sandbox and playing with my toys. I wouldn't trade it for anything.

• www.garnerholt.com

New Crystal Beach book commemorates 25 years since park's demise



Twenty-five years ago Crystal Beach Park, a popular and long-time amusement park on the northern shores of Lake Erie, closed its doors forever following the 1989 season.

After the shock and disbelief settled, its legions of fans did what they could to help preserve the fond memories from the parks' century of existence. Among those was William E. Kae, who has published three books on the subject of Crystal Beach: *Steamers of the Crystal Beach Line*, *Crystal Beach Live* and *Crystal Beach Park ~ A Century of Screams*. Now, a quarter of a century after the park's closing, Kae has published another book: *Crystal Beach in Color*.

As the name implies, this 154-page soft cover book features over 100 pages of rare color images from private collectors. In addition to the rare color photographs, the final chapter contains over 30 pages of Crystal Beach before color. These images, taken before the widespread use of color film include rare photos of the midway dating back to the late 1890s.

Unlike the previous volumes in this series, which contained a detailed history of the park, here Kae allows the pictures to tell the story. Following a brief introduction, the book concentrates on the spectacular color photographs with brief captions to keep the reader informed.

The book is a must-have for any person remotely interested in the fascinating history of this Niagara treasure, and particularly for those who had the pleasure of experiencing a day at "Crystal."

Crystal Beach in Color, as well as the previous three volumes from Bill Kae, are distributed by Buffalo Books (wnybooks.com) of Western New York Wares and is available for purchase at local book stores, gift shops and specialty stores.

—Jeffrey Seifert



This midway shot from 1955 shows the colorful grounds and a very different style of dress from amusement parks of today.



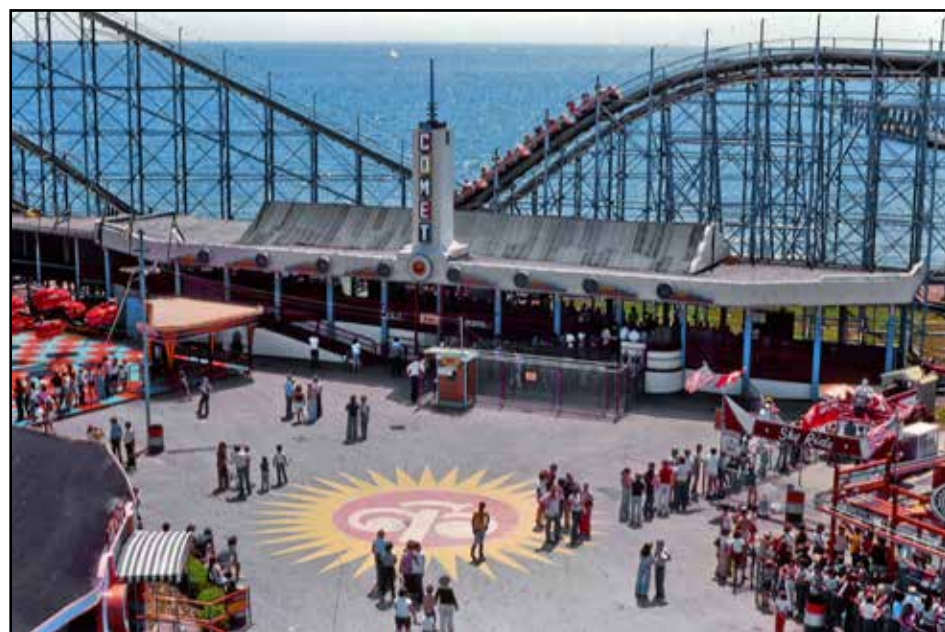
The side friction Giant Coaster was one of the oldest in the world when it closed in 1989.



This Zierer Flitzer operated at the park throughout the 1970s and 1980s. It was removed from the park just prior to the end of the 1989 season.



This aerial view shows the Comet roller coaster right along the shore of Lake Erie. The bright yellow, side friction Giant Coaster is to the right.



The Comet's art deco station reflects the architecture that was popular at the time. Neon lights highlighted the bold colors at night.



CLASSIFIEDS

AUCTION

NORTON AUCTIONEERS

THE INDUSTRY EXPERTS!

Professional Auctioneers & Appraisers
*Carnivals • Parks • Carousels
FEC's • Museums • Tourist Attractions*

P.O. Box 279, Coldwater, MI 49036

517-279-9063

Fax: 517-279-4899

www.nortonauctioneers.com

E-mail: Dan@nortonauctioneers.com

FOR SALE



Check out the latest premium new and used rides at:
[facebook.com/internationalridesmanagement](https://www.facebook.com/internationalridesmanagement)
or call (609) 425-1220 to receive a current list.

WANTED

Building an Oddity Park, want to buy anything that creates visual interest. Art, Transportation, Movie props, Theme Park items, Nautical, Western, Architectural Collectible. The more unusual, the better.

Call Mel at 920-426-1681 or

920-426-2015.

Email: mschettl@ntd.net.

OPPORTUNITY

WHITEWATER 10 YEAR INSPECTIONS
3rd party insurance and safety inspections. California QSI inspections. Former Disney Safety Manager. Amusement and waterparks.

www.safetycertify.com

(916) 772-2698

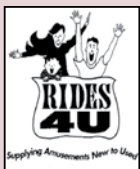
FOR SALE



LOOPING COASTER

Launch Loop Shuttle Coaster
Arrow Dynamics all steel with
G-Force 4, 56' high x 635' long
Built in 1977, excellent condition in
Indiana. \$100,000
For photos and details:
ralph@vestil.com

FOR SALE



Chance Sea Dragon T/M..... \$149,000
Moser Top Spin T/M..... \$449,000
Zamperla Mini Jet 10 Sweep P/M.....
..... \$19,000
Zamperla Swing 20 P/M..... \$14,900
Zamperla Fire Chief T/M..... \$99,000
S & S Frog Hopper T/M..... \$59,000
Zamperla Family Coaster T/M.....
..... \$79,000
Chance Pharaohs Fury T/M Completely
Rebuilt..... \$695,000
Moser Flipping Action Arm P/M.....
..... \$169,000
Tivoli Remix T/M..... \$425,000
Zamperla Truck Stop T/M..... \$24,000

Call Len or John
(908) 526-8009
FAX: (908) 526-4535



30 GTP GO KARTS. Complete with new engines in 2012. Engines are all 6.5 hp with 5:1 Gear Ratio clutches. These karts are great for a large track and when used for concession karting, driver should be 56" & taller. Karts are equipped with 13" racing tires and aluminum wheels. Also included is 15,000 in new parts and tires. Karts are currently in operation.

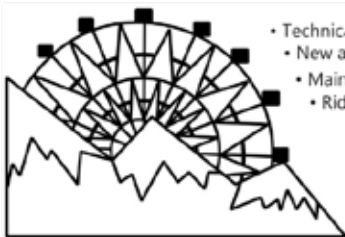
\$2000 per kart (lots of 10 only) or \$50,000 takes all 30 Karts and parts.

Call Kevin Bryan at
(757) 646-5484

OPPORTUNITY

We build fun and excitement!

International Leisure Consulting, Inc. has been in business since 1988. As a team, our company has over 100 combined years of hands on practical experience.



- Technical and maintenance service and support
- New and used ride assembly and disassembly
- Maintenance and operation program design
- Ride restoration

Contact Joe Bixler
425.778.2552

ILCSEAWA@aol.com

www.INTLEISURECONSULT.com



FOR SALE

Paratrooper
\$21,000
Indiana Location
ralph@vestil.com

OTHER RIDES AVAILABLE

FOR SALE

Paratrooper: \$21,000
Calypso: \$18,000
House of Glass Maze: \$1,000
Dual Flume Water Slide: \$15,000
Bayern Curve: \$19,000

ralph@vestil.com
Angola, Indiana



Follow us on Twitter
twitter.com/amusementtoday



Subscribe to our YouTube channel
youtube.com/amusementtoday



FOR SALE

Gas J&J Bumper Boats, (10) well maintained and clean. Complete new motors in 2010, licensed and inspected in 2013. Priced to sell at \$750 each or complete w/ \$1500 of parts for \$5000.00. Ohio
(440) 466-8650
woodygotl@roadrunner.com



Old Western Train made by SBF. Ride is in great shape and has over 70 ft of track.

\$18,000 OBO

Call Kevin Bryan at
(757) 646-5484

AMUSEMENT TODAY

NEW

DIGITAL EDITION

EXCLUSIVELY FOR PRINT SUBSCRIBERS



Access all of the professional NEWS content you expect from Amusement Today right on your tablet, phone or laptop! Plus, it's Android and iOS compatible!

Try the Digital Edition FREE today at
www.amusementtoday.com/digital



AmusementTODAY

THUNDERBOLT



THIS SIZE CAN FIT ANY PARK



Total track length
681 m (2234')



Maximum track height
35 m (115')



Maximum Speed
25 m/s - 90 km/h - 56 mph



Max Vertical
+4.3 G's



Passengers per vehicle
9



Number of inversions
5



First 9 seats vehicle and new
patent pending lap bar restraint.

