

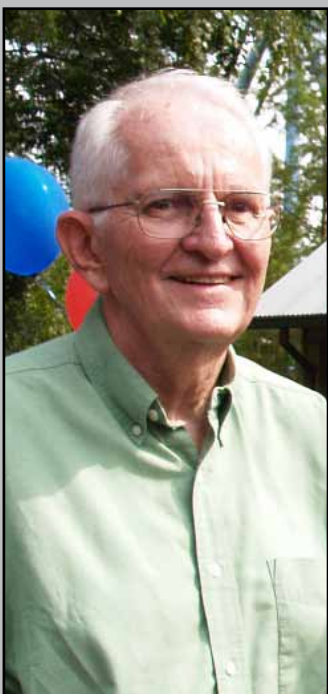
AMUSEMENT TODAY™

Celebrating Our 15th Year

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NOVEMBER 2011

Industry remembers Ron Toomer 1930-2011



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IAAPA officials expect 2011 turnout to be on par with 2010 expo

STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — Twenty years ago the International Association of Amusement Parks & Attractions (IAAPA) held its expo in Orlando, Fla. Attendance reached 19,200. There were 725 exhibitors using 191,200 net square-feet of exhibit space.

Times have changed.

This year when the Expo begins Nov. 15 in Orlando, IAAPA officials are expecting at least 25,000 industry professionals from 100 countries. IAAPA officials are anticipating more than 1,100 companies from nearly 30 countries, using about 450,000 net square-feet of exhibit space, including 30,000 net square-feet of outdoor exhibits.

The 2011 event has been set to run Nov. 13-18, with the tradeshow starting Nov. 15.

"We are looking forward to a great show in Orlando," said David Mandt,



vice president, communications. "The exhibit floor will be packed with ideas just waiting to be discovered. More than 100 education sessions and tours will provide perspective on hot topics and inspire operators to take their business to the next level. And, the networking events will allow everyone to exchange stories about what works and make new connections that will drive their business forward."

Last year's event was the first year of a 10-year agreement between IAAPA and

Orlando's Orange County Convention Center to hold the Expo there. In 2010, there were 1,140 exhibitors using 452,739 square-feet of exhibit space. There were about 25,000 people attending, which include 14,800 buyers.

As of Friday, Oct. 7, Mandt said 1,035 companies including more than 160 first-time exhibitors, had reserved exhibit space on the floor. That number is consistent, he said, with the same time period as last year.

Average booth size is slightly up so the total number of net square-feet covered by the exhibitors is over 456,000, compared to the 452,739 in 2010.

Advance buyer registration is also similar to last year at this same time. Mandt said IAAPA will provide registration updates on its Web site starting the weekend before the show and continuing each day through the close of the show like they did last year. "IAAPA Attrac-

► See IAAPA, page 4

Incoming chairman, Roland Mack, shares thoughts on industry

STORY: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — **Roland Mack** of Europa-Park, Germany will take the reins from Bob Rippey of Jungle Rapids, Wilmington, N.C., as the 2011-2012 chairman of the International Association of Amusement Parks & Attractions.

The official turnover of chairman will take place at IAAPA's Attractions Expo set for Nov. 14-18 at the Orange County Convention Center in Orlando, Fla.

Here, Mack visits with AT about the coming year.

What are your goals this coming year as the chair of IAAPA?

"First of all let me say that it is an honor for me to serve as the chairman of this association and I am look-

ing forward to sharing all my experience with colleagues from around the world. Together with the board of directors and the staff, I want to contribute to IAAPA's success.

"For the upcoming years we developed five goals:

- We will promote safety and keep working on international safety standards;

- We will enhance member benefits to fulfill our members' needs;

- Through that we will further grow and retain IAAPA's memberships;

- By implementing global management structures, we will continue strengthening the regions; and

- Last, but not least, the association will focus on the core values of our industry."

What is the associa-



Roland Mack

tion's primary focus for the upcoming year?

"There are many areas of activity for IAAPA. If I had to mention just one it might be the creation of a global governance and management structure, as I said be-

fore. With the regions growing stronger, we also notice growing member numbers. This in turn leads to growing visitor and exhibitor numbers at our trade shows like the EAS or the Asia Show. The association has become more and more international.

"Of course, for me as an engineer who is supplier and operator of a park at the same time, safety has and will always be an issue of special interest, which is why I supported the idea of safety being our most important goal."

What do you see as the future of the IAAPA organization and where do you see the most potential for membership growth?

"Asia and Europe are developing dynamically which shows that the decision to

strengthen the regions was right. As mentioned before, this development also led to growing member numbers. With IAAPA growing bigger, it also gains influence. It is a great networking platform and it provides know-how and experience to its members. We have to focus on our core business and adjust to the changing requirements of the industry. Our members are interested in a wide range of topics. Therefore, the association needs experts who are able to help in the different subjects. If we keep up with all this, I am sure that member numbers will keep growing."

During the past year, there has been a leadership change in IAAPA with Chip Cleary becoming IAAPA's

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NEWTALK

OPINIONS

CARTOON

LETTERS

AT CONTACTS

EDITORIAL: Gary Slade, gslade@amusementtoday.com

Remembering Ron Toomer



Slade

Ron Toomer may have left us, but he will not be forgotten.

The man who brought us the Corkscrew, over-the-shoulder restraints, countless other roller coaster innovations under the historic Arrow brand, died Sept. 26 following a short four month bout with cancer.

Ron was a quiet man. He never asked for the spotlight. He never asked to be the center of attention. He never asked for favors. That's what made Ron...well, Ron.

It doesn't mean he didn't have fun. Outside of his roller coaster designs, he enjoyed time with his family. Family came first in his life. He loved the outdoors. He loved to work with wood. He loved puzzles. He loved to cook and share time with friends over good, cold beer.

A simple life for a simple man. Ron managed to slow time down and enjoy the moment.

Only in his later years, after retirement, did he start to realize the mark he had left on our amusement industry. That mark, 93 coaster designs strong, helped build and shape an industry with record attendance at parks that had installed one of his masterpieces. Those designs became a must-do for all coaster enthusiasts on their summer travels. Those designs helped lay the groundwork for other steel coaster designers when the roller coaster arms race was full speed ahead.

It has been said that during our time on earth, God places people in our lives that are there to be a positive influence on us. If you were one of those people in this industry that got to know Ron, then you knew he was one of those angels. You knew it was an honor to have him as a friend and to have him as a part of your life.

It is also said, that when one of these angels leave us, we are introduced to another special person. If that's the case, then Ron's replacement will certainly have big shoes to fill.

Ron left us before we were ready to let him go. His passing reminds us to slow down the time we share with family and friends to enjoy those moments just a little longer. That was Ron's way and it should be ours as well.

We will all miss you my friend.

—Gary Slade

Gary Slade is the founder and publisher of Amusement Today. His love for amusement parks began at age six when he first visited Pontchartrain Beach Amusement Park and Six Flags Over Texas. His long newspaper career helped lead to the launch of AT in 1997.

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

History lesson



Rutherford

I recently covered the debut of Chance Rides' SkyWheel that opened in Myrtle Beach, South Carolina. The new ride fits well at its coastal home on the boardwalk in downtown. While there, I took a stroll a few blocks down the street to what is unquestionably the heart of Myrtle Beach – the corner of 9th Avenue and Ocean Boulevard. Prior to Sept. 30, 2006, this would have

been a place absolutely crackling with energy and excitement. The scents of popcorn and cotton candy mingled with a salty ocean breeze would wash over teeming crowds bathed in music and splashes of neon. This would have been the famous Myrtle Beach Pavilion Amusement Park. The Pavilion, as locals called it.

This plot of real estate was home to the quintessential American seaside amusement park. It was an intrinsic facet of the Myrtle Beach experience for 58 wonderful years. It was the place to which vacationers flocked after a long day on the beach. It was the place where a dance craze called the Shag was born. It was the place where countless memories were made, where budding romance blossomed and flourished. It was home to an enviable collection of rides and attractions, both old and new, that catered to perennial crowds that took for granted they would be here next year.

And then it ended. With what seemed an appalling display of casual indifference, the Pavilion's owner, real estate mogul Burroughs & Chapin, closed the park at the end of the 2006 citing 'financial instability' as the cause.

Really?

Myrtle Beach welcomes 14 million visitors each year. B&C has owned and operated much of Myrtle Beach and its environs for a century. I find it difficult to believe that this little 11-acre park that meant so much to so many people couldn't be spared. B&C promised to replace the Pavilion with 'upscale year-round entertainment.' Now, five years later, the site is a forlorn and barren place. Completely devoid of life or structure, the property is surrounded by shuttered businesses that died when the Pavilion's crowds never returned. Save for the crash of the surf, it's a place of silence. Very few venture to this part of town anymore.

With the two-time failure of the Hard Rock Park property several miles inland, Myrtle Beach visitors are left with very few real 'amusement park' options. Thankfully, they have the new SkyWheel and Family Kingdom, a park just down the beach that is privately-owned and safe from B&C's reach.

Like all of my 'lost park' sermons, this one ends with a familiar moral: enjoy, patronize and support your local park. Once it's gone, you'll be left with an empty lot that entertains no one.

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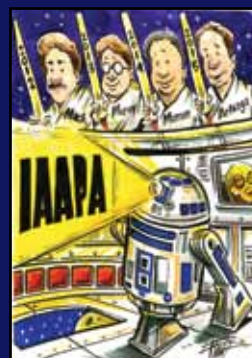
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On the cover



As an annual tradition, *Amusement Today* has highlighted, on our Pre-Convention issue cover, the chairmen of IAAPA and the vice-presidents that will follow in the coming years. Featured are: Roland Mack, incoming 2012 chairman; Will Morey, first vice chairman (2013); Mario O. Mamon, second vice chairman (2014) and newly elected Gerardo Arteaga as the third vice chairman (2015). The cartoon was drawn by AT's longtime cartoonist Bubba Flint, whose work can also be seen in the *Dallas Morning News*, *Dallas Business Journal* and the *Dallas Cowboys Star*.

2 MINUTE DRILL



COMPILED: Janice Witherow

Gina Guglielmi, Intermark Ride Group

With 24 time zones worldwide and potential customers in all of them, Gina Guglielmi's work in the amusement industry is truly a 24/7 commitment. A veteran in the industry, she began her career straight out of college working for *Amusement Business*, an industry trade magazine. Today, Gina is President of Intermark Ride Group. Over the years she has volunteered for several IAAPA seminar sessions and is currently on the IAAPA Manufacturers & Suppliers Sub-Committee. Gina loves spending time with her two daughters, two dogs and two cats and has a passion for music, cooking, the beach, gardening, travel and the Nashville Predators hockey team.



Gina Guglielmi presents during the 2011 Golden Ticket Awards.

selling rides and raising two pre-adolescent daughters, both very challenging jobs.

I would love to vacation here
Seychelles.

In one word, living in Nashville is ...
Fantastic!

The last concert I bought tickets for was ...
Aretha Franklin, Queen of Soul.

When I say the Kardashians, you say ...
Way too much girl drama!

Choose one: beer and pretzels or wine and cheese ...
That's difficult ... depending whether I am in Germany or not ... but primarily wine and cheese.

My idea of relaxing is ...
Beach...ocean...waves and more beach!

Favorite magazine
Conde Nast Traveler ... too many places, too little time.

My last good night's sleep was ...
Twenty-one years ago, before my oldest daughter was born. I live in a state of perpetual sleep deprivation.

The most interesting person I have ever met would have to be ...
The former Ambassador of Argentina to the U.S., Jose Octavio Bordón.

If I could "do over" something from yesterday, it would be ...
Stop working and watch the sunset from my deck – amazing.

When my alarm goes off, I ...
Hit snooze! Remember the sleep deprivation notation above?

Favorite place to hang out and "think"
My backyard, poolside, near the waterfall.

It's November! I can't wait to check this out at the IAAPA Expo
The new rides and attractions, of course!

If I was named after a planet, it would be ...
Mercury (named after the messenger god, which is what we are in the sales business – messengers).

Title
President.

Number of years in the industry
30+ (and please don't ask how many " + "s!).

Best thing about the industry
It is the people. Our industry allows us to meet and work with the most amazing people from so many different countries, cultures and businesses.

Favorite amusement ride
Tough one ... abc rides switzerland's vertical spinning splash ride at the Prater in Vienna or any Moser Rides spring ride. I am a kid at heart ... I love to bounce!

If I wasn't working in the amusement industry, I would be ...
A Michelin Guide inspector traveling the world, a chef or working in some type of international youth exchange program.

Biggest challenge facing our industry
Spiraling operating costs, government regulations and a dramatic decline in the public's attitude about personal responsibility and accountability, for their actions and choices, when visiting amusement facilities.

The thing I like most about amusement/water park/carnival/FEC season
Definitely visiting the park, carnival and FEC properties.

If I had to appear on a reality show, it would be ...
This would never happen. I have a very low tolerance for watching people behave badly in public. Although a new reality show on the amusement industry would not be a bad idea!

Cooldest television attorney
Somehow "attorney" and "cool" sound like an oxymoron ... and I have the greatest respect and admiration for my attorneys. I actually don't watch much television.

The one sports team I always root for is ...
Nashville Predators.

Ten years ago, I was ...
Doing what I am doing now. Working in the industry,



Guglielmi

THIS MONTH IN HISTORY

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•**1912:** Management of **Kennywood Park**, near Pittsburgh, Pa., announced plans to rebuild the old 1911 **Speed-O-Plane** coaster, removing the old style dips and providing steeper drops, making it faster at the finish. The ride operated until 1923.

•**1916:** By mid-November, the last remains of the **Panama-Pacific International Exposition**, in San Francisco, Calif. were sold to various companies for eventual housing. Beside the marina, only one major building, the **Palace of Fine Arts** was saved from demolition, at the insistence of local preservation groups. It is one of the oldest fair structures still existing in the United States. Other cities have also saved and preserved buildings from their fairs, including New York, Chicago, Dallas and San Diego. So important is the Palace, that the decaying structure was demolished in 1964, and fully rebuilt by 1967.

•**1921:** In late November, **John A. Miller & Harry C. Baker** were commissioned to remodel the old Mountain Ride, at **Forest Park Highlands**, St. Louis, Mo. Originally designed by Miller (1909) as an employee of the LA Thompson Scenic Railway Co., Miller had just redesigned the Racing Coaster, a year earlier, adding more thrilling dips. With an estimated cost of \$15,000, Miller suggested that the remodeled Mountain Ride would last another eight to 10 years. It lasted until 1933, to be replaced by Bartlett's and Miller's Flying Turns.

•**1926:** The **Kennywood Park** and John A. Miller relationship would continue, with the announcement, in mid-November, of the removal of the old Racing Coaster, and the start of construction of a new **Racing Coaster** for 1927. The famous one-track coaster, where the train begins on one side of the station and finishes on the opposite side, is still in operation today. One of the most popular attractions at the park, it was recently presented landmark status, by American Coaster Enthusiasts.

•**1944:** **Joseph C. Lusse**, passed away on November 1 in Philadelphia, Pa. The famous inventor of the **Auto-Skooter** bumper car ride and other amusement devices was 80 years old. The original Lusse bumper car was built as an improvement on the earlier Dodgem cars, and made the Lusse Brothers great profits even after Joseph's passing during World War 1.

•**1997:** Eight months into its first year of operation, new startup trade publication **Amusement Today** was awarded the coveted **Impact Award** for Best New Product by IAAPA during the annual trade show and convention held in Orlando, Fla.

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

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IAAPA 2011 - ORLANDO

► IAAPA

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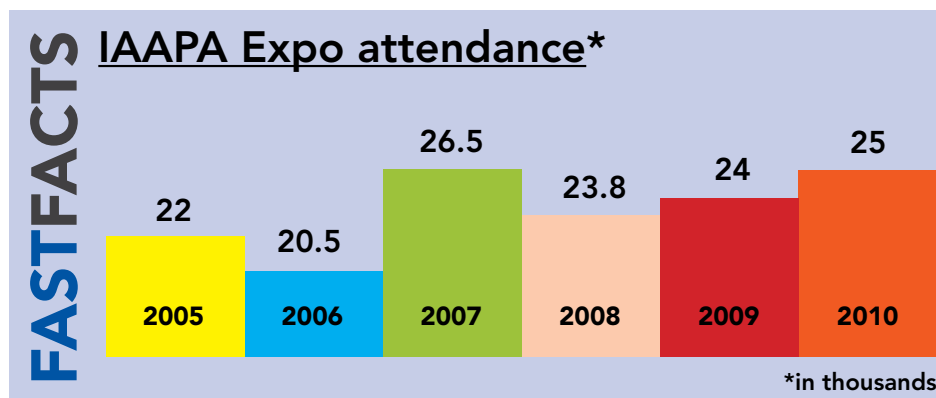
tions Expo offers the largest industry exhibit floor in the world with one-stop shopping where owners and operators can find the latest and greatest the industry has to offer," said Chip Cleary, president and CEO of the association.

The association describes the Expo as the international marketplace for owners, operators and managers of theme and amusement parks, water-parks, family entertainment centers, zoos, aquariums, museums, science centers and resorts.

IAAPA officials expect about 200 exhibiting companies to display new products.

Special guided trade show vendor tours will be available to buyers for seven different product types including suppliers in point-of-sales systems, museums, games and plush, water-parks, inflatables, food and beverage, and haunted attractions.

The association's learning opportunities this year, among other things, will showcase industry leaders. These leaders will help those attending examine the current state of the attractions industry and will provide peer-to-peer learning opportunities. Anticipated hot topics include the new



U.S. Americans with Disabilities Act recreation rules, travel trends based on the 2010 U.S. Census, new attraction development and expansion around the world, building and maintaining a strong brand identity, and making use of new technologies.

This year's education conference also includes 15 sessions translated into Spanish and one into Portuguese.

The week of learning will culminate with a half-day mobile marketing, communications and technology symposium. New this year, this symposium will focus on this increasingly popular mode of communications.

Also this year, Expo participants will have several opportunities to learn from top-level executives and leaders, including James Atchison, president and CEO of SeaWorld Parks & Enter-

tainment. Atchison will be the keynote speaker at the GM and Owner's Breakfast. He is expected to address the transition and evolution SeaWorld has undergone over the past few years and its current strategic direction.

During the GM and Owner's Breakfast, the IAAPA Service Awards will be presented. Those awards honor members for their service to the association and the industry. This event will take place Wed., Nov. 16, in the Windermere Ballroom at the Peabody Orlando.

"We have long valued IAAPA's role in advancing the interests of this great industry and I'm delighted to share our vision for the future of SeaWorld Parks & Entertainment," Atchison said. "While this is a time of growth and expansion for our company, we

remain firmly rooted in the principles and values that have defined us since the opening of Busch Gardens in Tampa more than five decades ago: guest service, quality attractions and shows; environmental stewardship and animal care, safety and respect for the 21,000 men and women who make up our team."

Other industry experts to address attendees include Pat Koch, director of values, Holiday World & Splashin Safari; Joel Manby, president and CEO of Herschend Family Entertainment; Kim Schaefer, CEO of Great Wolf Resorts; Jim Reid-Anderson, chairman, president and CEO of Six Flags Corporation; and Lim Tit Meng, chief executive of Science Centre Singapore.

Additional program highlights include a presentation by Disney legends that will share their experiences and offer advice for lasting success in the attractions industry. There also will be a session featuring six young, creative thinkers and designers who will provide insight into emerging trends and attempt to predict the next "big thing."

"The IAAPA Attractions Expo 2011 education conference delivers fantastic learning opportunities for all types of attractions and operational areas," said Doug Stagner, IAAPA Education Semi-

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MACK

Continued from page 1
president and CEO. As with many corporations, a change in leadership also brings some changes to overall operations. What have you seen as regards to this?

"Chip taking over responsibility as CEO of our association has been an excellent development. He has been working in the industry and in our association for many years. Further, he has the global view and the attention for detail at the same time. Together with the whole IAAPA team and the board of directors, we have the great opportunity to continue pursuing the strategic development of IAAPA. I am looking forward to an excellent cooperation with Chip, the IAAPA staff, the board and all the committees.

What strengths do you see yourself bringing to IAAPA as chairman?

"The roots of our family business, Mack Rides, go back until 1780. Grow-

ing up in a family so highly involved in the attractions industry, I was in touch with the industry all my life and also learned to see it from an international perspective very early. I then started Europa-Park together with my father Franz in 1975, just one year after I graduated from university. Being a founding member of the VDFU, I was able to learn even more about our industry and I have been working with experts for many years.

"The combination of running a manufacturing company as well as a theme park is unique and allows me to understand both sides. This experience is very valuable and I am looking forward to sharing it."

What do you think you will leave with in 2012?

"I think I will leave with a lot of interesting encounters and an even better insight in what our industry is all about. I hope to leave with a lot of new friends who will work together with us for the success of our industry."

IAAPA

Continued from page 4

nar Committee chair. "The knowledge gained is invaluable and practical enough to be implemented immediately. Professionals in the attractions industry will hear about current trends and best practices from respected industry leaders and experts."

The conference is comprised of general interest sessions and roundtable discussions in operational areas such as communications and public relations, entertainment, facility operations, food and beverage, finance, games, government relations, safety, human resources, marketing and technology.

Also being offered once again are targeted tracks designed to address specific interests of IAAPA member constituencies, including amusement parks and attractions, waterparks, family entertainment centers, zoos and aquariums, and museums and science centers.

Special events this year include the behind-the-scenes tours, which will take place at Legoland Florida; Star Tours at Disney's Hollywood Studios; Cheetah Hunt and Cheetah Run at Busch Gardens Tampa; Fun Spot USA, and at Aquatica SeaWorld's waterpark.

Receptions scheduled for 2011 are:



•Monday, Nov. 14: Museums and Science Centers Tour and Reception at Universal Studio for a behind-the-scenes look at two of Universal Orlando's main attractions, including The Wizarding World of Harry Potter, and Aquarium Day Dinner and Reception, for a dinner reception and entertainment at Key West at SeaWorld Orlando.

•Tuesday, Nov. 15: Opening Reception, great for networking with industry professionals, suppliers, and colleagues as IAAPA Attractions Expo 2011 gets into full swing, and the Young Professionals Reception, to meet, mingle and mix with the future leaders of the amusement and attractions industry.

•Wednesday, Nov. 16: FEC Reception: Fun in a Flash, to join friends and colleagues and end your day at this annual networking reception exclusively for FEC member operators; the Carnival Amusement Industry and Showmen's Reception, for showmen, carnival industry owners, and outdoor amusement business operators; European Reception, where fellow industry professionals from Europe meet for drinks and networking; Latin America Reception, to meet with fellow industry professionals from Latin America for drinks and networking; Waterpark Reception, to enjoy a night of drinks, dancing, food, and fun at Discovery Cove.

IAAPA also has scheduled three events to support Give Kids the World Village, a resort that creates magical moments for children with life-threatening illnesses and their families. The Village is celebrating its 25th anniversary in 2011.

The events include the Ninth Annual IAAPA International Charity Golf Tournament. It will take place at Hawk's Landing Golf Club, Orlando World Center Marriott Resort on Sunday, Nov. 13 shotgun.

The Second Annual IAAPA Motorcycle Run will also be held on that Sunday. It will start and end at Orlando Harley Davidson and includes lunch with those playing in the golf tournament at Hawk's Landing Golf Club.

The third event, which is set for Thursday, Nov. 17, is the IAAPA 5K Fun Run and 1K Walk at GKTW Village.

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IAAPA Expo prayer
breakfast planned

ORLANDO, Fla. — Harvest Family Entertainment and CNL are sponsoring a prayer breakfast during the IAAPA Attractions Expo in Orlando, Fla.

The breakfast will be held on Thursday, Nov. 17 at the Orange County Convention Center. Guest speaker during the breakfast will be Bill Hendricks, author, consultant and founder of the Giftedness Center in Dallas, Texas.

Exact room location and cost for the breakfast will be announced in the near future using various electronic media outlets, including www.amusementtoday.com.

The breakfast is open to all interested parties. Those wishing to attend must RSVP before Nov. 11 to:

RSVPbreakfast@hfalls.com

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About IAAPA

The International Association of Amusement Parks and Attractions (IAAPA) is the premier trade association for the attractions industry worldwide.

Founded in 1918, IAAPA is the largest international trade association for permanently situated amusement facilities and attractions and is dedicated to the preservation and prosperity of the amusement industry.

IAAPA represents more than 4,000 facility, supplier, and individual members from more than 90 countries. Member facilities include amusement/theme parks, waterparks, attractions, family entertainment centers, arcades, zoos, aquariums, museums, science centers, resorts, and casinos.

IAAPA is a nonprofit organization. Revenue generated for the association by its involvement in trade shows and other activities is returned to the association to fund services for its members and the industry.

The association's global headquarters office is in Alexandria, Virginia, United States. The association maintains regional offices in Brussels, Mexico City, and Hong Kong.

•www.IAAPA.org

IAAPA board of directors elects Gerardo Arteaga as 3rd vice chair

General manager of Fantasilandia to lead IAAPA in 2015

LONDON — The International Association of Amusement Parks and Attractions (IAAPA) board of directors elected Gerardo Arteaga third vice chairman during its meeting Sept. 26 in London. Arteaga, general manager of Fantasilandia in Santiago, Chile, will move through the positions of third, second, and first vice chairman before leading the association as its chairman of the board in 2015.

"Gerardo is a dedicated and accomplished leader and has given a great deal of time to IAAPA and the attractions industry," said Bob Master-son, chairman of IAAPA's



Gerardo Arteaga

Nominating Committee and chairman of Amusement Management Partners LLC. "He

is innovative and regularly breaks new ground with the new developments in his park and family entertainment centers in Chile and Peru. We are confident his leadership, dedication, and industry expertise will help advance the key initiatives of IAAPA in the years ahead."

Arteaga grew up in the attractions industry. His family built Fantasilandia amusement park in Santiago in 1978. In 1998, Arteaga was named operations manager for the Happyland family entertainment centers (FECs) and in 2000 he moved to Fantasilandia as customer service manager. After two years, he was promoted to general manager.

Arteaga has served in a number of volunteer capacities within IAAPA. He was a member of the marketing committee in 2003 and the FEC committee in 2006. From 2007 to 2009 he served on the IAAPA board of directors. He was also a member of the IAAPA Executive Committee in 2008, and is currently a member of the association's advisory committee for Latin America.

Arteaga has been an active member of the Latin American Association of Attractions and Amusement Parks (ALAP) for many years. He served as the association's vice president in 2004 and as its president from 2006 to 2008. Arteaga is an active member of the Make-A-Wish foundation in Chile and is a part of the national council of Hogar de Cristo, the largest Catholic nonprofit organization in Chile. He has also led his company's involvement in Navidad con Sentido ("Christmas with Sense"), which provides a visit to Fantasilandia for 5,000 underprivileged individuals.

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2011 IAAPA Attractions Expo exhibitor listing

The list of the 2011 IAAPA trade show exhibitor names and booth numbers were provided by IAAPA. The list is current as of Oct. 10, 2011. For last minute changes and booth additions and cancellations, consult the IAAPA show directory.

3-D Branded Attractions	4843	AnimaLive	3075	Bruce D. Robinson Design Group	2054
3DME Photo Novelties	4471	Aoqi Inflatables Limited	5974	Brunswick Bowling & Billiards Corporation	1331
A & A Global Industries	2910	Apple Industries, Inc.	803	Bumper Boats, Inc.	2219
A & E Sculpting and Paint Studio	4318	Aquakita	1631	Buzzpark Oyun Parklari Ekipmanlari Ins. Tur.San.ve Tic. Ltd. Sti.	4662
A.S.A. Mfg., Inc.	4335	Aquatic Development Group, Inc.	2857, 2654	C. Cretors & Co.	3202
Aardvark	2215	Aquatics International/Hanley Wood	3118	C.P.I. Amusement Division	1935
abc rides switzerland	3045	Aquaventronics	4265	Calplush Manufacturing Corp.	2804
accesso - Ticketing & eCommerce	3854	Arachnid, Inc.	727	Camp Iliff	4206
Ace Inflatables Ltd.	5685	ARCA	2788	Carmi Flavor & Fragrance Co., Inc.	3669
ACIGI Relaxation/Fujiiryoki	3259	Arihant Water parks	3028	Carolina ATM Services, LLC	4356
Action Innovators	3778	Armor Safe Technologies	3060	Carousel News & Trader	3617
Action Lighting, Inc./Division of American West Machines	4520	Art Attack	2203	Carousel Softtoys A Division of Caravan Concessions	626
AdFactor, Inc.	4179	Artistic Contractors, Inc.	159	Carousels & Carving Inc.	4319
admar	4675	Ashley Nostalgia	145	CarrierBid Communications	4659
Adrenaline Amusements	1211	Astro Carpet Mills	1819	Castle Golf, Inc.	2629
Advanced Animations, LLC	1652	Atkins (formerly PBS&J)	447	Cavalier Entertainment	1751
Adventure Golf Services	4233	Attraction & Entertainment Solutions	9	Cawley	4119
Adventure Tech	3880	Attraction Media & Entertainment	1054	Celina Tent, Inc.	3510
Adventureglass	4615	Audio Innovators, Inc.	2827	Centaman Systems	4274
AECOM	1852	Aures Technologies	2171	CenterEdge Software	831
Aerophile SA	3010	Aus Leaders Themed Entertainment Pty Ltd	3678	CETUSA	4212
AET / Amusement and Edutainment Technologies	2060	Autograph Foliages	2662	Champion Shuffleboard Ltd./Valley-Dynamo	600
AGRIC (Advanced Arcade Game Regional Innovation Center)	1665	Automated Batting Cages Corp.	2831	Chan Silk Flowers	3979
AIMS International	4136	auxel S.r.L.	1936	Chance Rides	5124
Air-Joe-Germany	203	Avian Productions	3464	Character Dynamics, Ltd.	556
Airglow Co., Ltd.	5983	Avius Experience Ltd.	1569	Characters Unlimited, Inc.	150
Airlite Plastics	3142	Axiom Insurance Managers	2774	Cheer Amusement Equipment Corporation	6035
Alberts Co. Inc., Ralph S.	3024	B J Toy Manufacturing Co., Inc.	3006	Chef's Fun Foods	3072
Alcorn McBride, Inc.	652	B-Air Blowers (Intertex)	5440	Chestnut Identity Apparel	3824
Alinco Costumes, Inc.	4164	B-Token BVBA	336	Chick'N'mation	1959
Alliance Abroad Group	3071	Bad Dog Tools	937	China Association of Amusement Parks and Attractions	733
Allied Specialty Insurance, Inc.	3221	Baden Sports, Inc.	2856	Chipperry, Inc.	3269
Allstar Vending	419	Barron Games International	3406	Christmas USA	4777
Alterface S.A.	4847	Baton Lock & Hardware Co.	1710	Chuck Wagon Old-Fashion Soda	4558
Altus	4358	Bay Tek Games, Inc.	1024	CIEE	4336
Amaze'n Mazes	4609	Bayou Billy	4475	Circo Atayde	3479
Amazing Interactives Limited	1060	BBF Integrated Solutions	2110	Cirque Bravo LLC	2071
Amazon Adventure	4444	Bears Playgrounds	5417	Classic Toy Company, Inc.	3215
amaZulu, Inc.	254	Bears2Go.Com	1711	ClearView Financial, Inc.	5518
American Amusement Machine Association (AAMA)	2100	Beckman Insurance Agency	5408	CLM Entertainment, Inc.	3427
American Changer	2779, 1604	Beijing Airhouse Product Engineering Company	5454	Cloward H2O	2050
American Coaster Enthusiasts (ACE)	4619	Beijing Jiuhua Amusement Rides Manufacturing Co., Ltd.	3473	CMD Enterprises L.L.C.	4565
American Express	4110	Beijing Shibaolai Amusement Equipment Co. Ltd.	4559	CNL Financial Group	1
American Holtzkraft, Inc.	4464	Benchmark Games, Inc.	1315	Coast To Coast Entertainment	1606
American Locker Security Systems, Inc.	4600	berg USA LLC	4654	Coastal Amusements, Inc.	1821, 1824
American Paper Optics, LLC	4617	Berk Concession Supply	4556	COBALT/AV	3081
American Ramp Company	4249	Bertazzon 3B Srl	4836	Coby Electronics Corporation	3571
American Specialty Insurance & Risk Services, Inc.	4602	Best Lockers LLC	835	Cogan Kiddie Rides	4013
American Wave Machines, Inc.	4069	Betson Enterprises	2015	Coin Tech S.A.	3403
Americo, Inc.	4219	Big Sky Miniature Golf Construction	3775	Cold River Mining	4213
Ameristar Fence Products	3419	Big Squirt!	2829	Colortime Crafts	3471
Amerizyn	4787	Big T Toys	3611	Com-Pac Filtration, Inc.	634
AMI Companies	4747	Big Top Concession Carts	2942	Comfy Edutainment Centers	3462
AMI Entertainment	1802	Billings Productions, Inc.	1658	Commercial Recreation Specialists	2984
Amico Seasafe, Inc.	3458	Birket Engineering, Inc.	1749	Conductix-Wampfler, Inc.	4327
Amusement Advantage Guest Experience Measurement	4510	Black Hills Institute of Geological Research, Inc.	3417	Contract Furnishings International, Inc.	2958
Amusement Electronics Co., Inc. dba Taylor Engine	1321	Black Inc.	4466	Control Play	3981
Amusement Insurance Resources	6041	Blacklight 3D Productions	4481	Convergence.net	3475
Amusement Products, LLC	5118	Blacklight Attractions	456	Cool Dog Productions	636
Amusement Rides By Bailey	4126	BLD Oriental Co., Ltd.	4862	core Cashless Inc.	638
Amusement Supply Company	5462	BN Performance Rides SRL	4738	Corsair Display Systems, LLC	3173
Amusement Today	4215	Bob Kramer's Marionnettes, Inc.	2651	Cost of Wisconsin, Inc.	3924
Amusements International	4673	Bob's Space Racers, Inc.	2615, 2815	Costume Specialists, Inc.	4227
Amusements Unlimited	5464	Bolliger & Mabillard Consulting Engineers, Inc.	4815	Createk Stone	647
Anchor Industries, Inc.	4626	Bombay Amusement Ride (P) Limited	3919	Creations Jean-Claude Tremblay, Inc.	2842
Andamiro USA Corp.	815	Bonita Marie International, Inc.	1624	Creative Imagineering, Inc.	4410
		Bounce Magic Inc./PTS Pro	2673	Creative Kingdoms LLC	2680
		Bounceabouts Leisure Ltd.	5508	Creative Visions	2677
		Bouncin Bins, Inc.	7016, 5669	Creative Works, Inc.	2228
		Bouncing Angels, Inc.	5169	Crescent Group International, Inc.	3819
		Bowling Center Management	518	Crossroads LED, LLC	4744
		Bowling Proprietors' Association of America	837	Cruden B.V.	1847
		Brady Distributing Co.	613	Crunchy Logistics	3382
		BrainSalt Media GmbH	559	Crystal Lagoons Corporation	2847
		Branan Medical Corporation	2873	Custom Ice Inc.	2971
		BRC Imagination Arts	1052	Cutting Edge Creations	5613, 7001, 5618
		Bromley, Inc.	1319	Cyrun	3465

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D3D Cinema	258	Fajume S.A. de C.V.	4564	Hafema Water Rides GmbH	4429
Daniels Wood Land, Inc.	603, 847	Falcon's Treehouse, LLC	1357	Haining Jinda Coating Co. Ltd.	6028
Darklight: Precision Lighting System.	1864	Falgas Industries	3871	Hankook Leisure Co., Ltd.	3811
Dartron	5356	Family Fun Companies, Inc./ Division of J. Richard	1309	Happy Feet USA, Inc.	1872
Dekra-Lite Industries Inc.	649	Family Fun Corp.	4062	Happy Jump, Inc.	7011, 7015, 7013, 7012
Delfield	3180	Fancy Pants Productions	2688	Harris Miniature Golf Courses, Inc.	3231
Delice Global, Inc.	428	Fantasy Entertainment	1020	Haystack Dryers Ltd.	3252
Delta Strike International	2943	Fathom it Distributing	4742	Health and Beauty Connection	3082
Deltronic Labs, Inc.	2006	Felimana Luna Park SA	2209	Healthy Bacs, LLC	2887
Denny's Electronics	2750	Fibrart	2852	Heartbeat Productions, Inc.	15
Design Plus Industries, Inc.	1917	Fiesta Concession Corp.	3818	HEC Worldwide	5608, 7009
Designmaster Fence by Deacero	4418	Firestone Financial Corp.	2000	Heege Freizeittechnik	4433
Designs In Motion, Inc.	4703	Flagship Carpets	3239	Henan Hengtaihua Amusement Equipment Co., Ltd.	6039
DH Recordings, LLC	213	FlagSource	4064	Herborner Pumpenfabrik	4456
DigiGames, Inc.	4717	Flashing Blinky Lights	3682	Hi Striker Co.	5641
Digital Centre America	827	Florida Attractions Association	233	High Mountain Enterprises	2837
Dinosaurs Unearthed	629	Fluke Inc.	4381	Hindustan Amusement Machines	4108
Dippin' Dots, Inc.	3600	Fogco Systems, Inc.	140	Hitch-Hiker Mfg.	4342
Directboats.com	3875	ForeverLawn Inc.	3372	Hiti Digital	1651
DNP IMS America Corp	2675	Formula K Ltd.	5106	HJC Water Fountain Equipment Co. Ltd.	1662
Dobco Enterprises Limited	4624	Forrec Ltd.	1654	HMS Monaco	2612
Dominic Fun Rides PVT LTD	942	Foto Master	4511	Hoffman Mint	1603
Doppelmayr CTEC, Inc.	2928	FotoSmile Pegaso Control System	3033, 3036	Hogan Company, Inc.	5841
Dorfman Museum Figures, Inc.	1971	Franchini Toys SRL	4260	Hopkins Rides, LLC	4803
Doron Precision Systems, Inc.	2652	Freedom Outdoor Furniture	3582	Hot Games	337
Dotto S.r.l.	5136	Frightprops LLC	2072	Hot Headz Direct	3773
Double Summit, LLC	147, 4139	Froggy's Fog	4075	Hot Shots Photography	2069
Dreampark International	3862	Frukt Sn	3612	Huffer Amusements LLC	4781
DuPont Co.	4527	Fun & Fun Toys Inc.	1831	Huss Park Attractions GmbH	2604
Dynamic Designs & Architecture	2742	Fun Attractions USA/Magical Enterprises	5688, 7028	Hytechnology, Inc.	2273
Dynamic Motion Rides GmbH	1063	Fun Express, Inc.	1815	I.C.E. Infinite Creative Enterprises	106, 122, 112
Dynamic Structures Ltd.	4840	Fun Industries, Inc.	736	I.D. Edge	551
E & F Miler Industries, LLC	4519	Fun Parts Xpress	2738	I.E. Park S.r.l./Amusement Rides & SOLI Bumper Car	5420
E.P. Sales, Inc.	3620	Fun Pro by Thomco	5418	IAAPA Central	3532
Eastern-European Co.	540	Fun Works	4073	Ice-World International	3284
Eball International	2106	Funovation, Inc.	4669	Icyblue, LLC	4686
Eco Adventure Technologies	4077	Funtraptions, LLC	3262	Ideal Software Systems, Inc.	1811, 234
Economy Tent International	3400	G.A. Printing	3111	Ideas Extremas, S.A. de C.V.	4203
Eddie Cole's Jumpshot	4606	Gabino's Wholesale Jumpers	5178	IdeAttack, Inc.	1360
Edge Designs & Theme Decor, Inc.	859	Galaxy America	4874	IGPM Group / Kalkomat	1806
eibe Produktion + Vertrieb GmbH & Co. KG	4254	Gale Pacific USA, Inc.	2974	Image Engineering	2173
elInflatables.com	5456, 5654	Game Art (Hong Kong) Limited	610	Image Sunwear	4740
Elaut USA, Inc.	2840	Game Time International (GTI)	2935	Imprint Plus	3364
Electric Time Co., Inc.	1758	Garner Holt Productions, Inc.	1347	Impritor	3273
Electro Freeze/Division of H.C. Duke & Son, Inc.	3002	Gary Goddard Entertainment	1342	InCord	2157
Electrosonic Inc.	2052	Gatmaster Systems	4415	Incredible Technologies, Inc.	1702
Eli Bridge Company	4621	Gateway Ticketing Systems, Inc.	2269	Indian Association of Amusement Parks and Industries	3238
Elite Entretenimientos	204	Gayla Industries	4112	Industrial Frigo ICE	5402
Elton Games Limited	421	GEL	3627	Inflatable 2000, Inc.	7002, 7005, 7003, 7006, 7004
Embed International Pty Ltd	1031	GEO Production Corp.	402	Inflatable Games, Inc.	5662
Emerald FX LLC/Mazur North America	1856	GEP Productions, Inc.	424	Inflatable Office LLC	6017
Emiliana Luna Park S.r.l.	2645	Gerstlauer Amusement Rides GmbH	4028	Injoy Motion Corp.	406
Emperor Aquatics, Inc.	2771	GigaTera	443	Innovative Concepts	4680
Empex Watertoys	3806	Gilderfluke & Co., Inc.	1854	Innovative Concepts in Entertainment, Inc. (ICE)	806, 1006
Encoded Guardian, LLC	3481	Give Kids the World	3935	InPark Magazine	1858
Enertrons, Inc.	2950	Glimmer Body Art, LLC	1629, 3869	InScribe	3177
Engineered Treatment Systems, LLC	4250	GlitterTainment LLC	3077	Intamin	3224
Entertainment Concepts, Inc./Peter F. Olesen	4702	Glo Cone International	637	Intera Imports Inc.	3757
Entertainment Sciences Group, Inc.	557	Global Impressions USA	320	Interactive Game Warehouse	4631
EOS - Rides	4813	Global Innovation, LLC	1345	InterAmerica Stage, Inc.	1057
Epson America, Inc.	3680	Global VR	2003	InterCard, Inc.	1312
ETF Ride Systems	4752	Globe Ticket and Label	2602	Interlink LG Ltd.	4004
Eurobungy	3004	Gloworks Imports, Inc.	2033	Intermatic Manufacturing, Inc.	431
Eurogames SRL	2869	Goffa International Corp.	2606	International Cordage, Inc.	4533
Eurolink Development LLC	1320	Gold Medal Products Co.	2200	International Currency Technologies	1919
European Body Art	3000	Golden Global Mfg/ TikiMundo.com	2972	International Expo-Consults LLC/ DEAL 2012	3572
Event Planners Association	4774	Golden Horse Amusement Equipment Co. Ltd.	631	International Laser Tag Association	2650
Event Rental Systems, Inc.	5502	Good Stuff/A Division of Win Stuff, Inc.	3012	International Mascot Corp./IMC	3054
Eworks Pro Inc.	3213	Gordon's Action Products, Inc /Aeroball	5400	International Play Company, Inc.	3065
Exhibitor Logistics	2218	Gosetto S.r.l.	2845	International Total Project Solution	4684
Exploration Playgrounds	3277	Gould Manufacturing	2642	InterPark Magazine	3719
Extreme Engineering	3700	Graftobian Make-Up	3042	Interplay Magazine	335
EyeClick Ltd.	3038	Gravity Works/BCI	4613	Intrax	3359
Eyeprize Technology	104	Great American Recreation Equipment, Inc.	2031	Invest Hong Kong	19
EyeTech Digital Systems	2674	Great Coasters International, Inc.	2040	Iowa Rotocast Plastics, Inc.	4413
EZ Inflatables Inc.	5474	Guangzhou Channal Inflatable Carnie Facility Co. L	6037	Isabella's Best Baked Goods	4379
F.A.S.T. Corp./Fiberglass Animals, Shapes & Tradem	2640	Guangzhou Sealy Electronic Technology Co. Ltd.	206	ISERA Evolution Insurance Brokers	4608
f'real Foods	3580	Gull Wing Industries, Inc.	3829		
Fabbri Group	4820	Gum Wizard Sales	3171		
Facto Edizioni S.r.l.	4743	Gymbounce	6031		
Fairy Dust Ltd, Inc.	3482	Haas & Wilkerson Insurance	4421		

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ISODISC	3781	Mack Rides GmbH & Co. KG	2240	Ninja Jump, Inc.	5424, 6025, 6021, 5631, 5624, 5431
Ital International LLC	4835	Maclan Corporation	4235	Nitto Fun Technology Co. Ltd.	317
Ital-Resina di Di Talia Angelo	2644	Magian Media Studio	750	Noble Roman's Pizza	4229
ITT Flygt Corporation	3254	Magic Carpet Lifts, Inc.	4458	Noel Industries, Inc.	1920
ITW Futura Coatings	3558	Magnet World, Inc.	3509	Northeast Insurance Center	4436
J & J Snack Foods Corp.	3672	Magnetic Autocontrol Corp	2743	Novelty Crystal Corp.	4012
J&J Amusements, Inc.	2631, 2638	Magnetic Cash	2102	Novelty Inc. Wholesale	1908
Jack Rouse Associates	850	Mahoning Valley Manufacturing, Inc.	4726	Nowstalgic Toys, Inc.	3759
Jack's Games, Inc.	1338	MAI Architects	440	nWave Pictures S.A.	5147
JackJaw Extractors	4780	Maida Engineering, Inc.	4712	O.K. Manufacturing	101
Jackson Digital Imaging Corp./J.D.I.	3415	Mainline Carpets	3782	OASE North America	247
Jane Farrell Turf & Carpets, Inc.	3853	Majestic Manufacturing, Inc.	4021	Ocean Amusement Machine Co., Ltd.	221
JDZ Productions	2982	Mall Silks	749	Oceaneering Entertainment Systems	2044
Jeff Ellis & Associates, Inc.	4052	Manley Toy Direct LLC	3019	OCT Technology Inc.	3377
Jelly Belly Candy Company	4571	Marshall Air Systems, Inc.	4103	Old World Cone	3519
Jennison Entertainment Technologies	1003	Martin & Vleminckx Rides LLC	4804	Olympus Group	3860
Jerith Manufacturing	3156	Mask U.S., Inc.	4518	OMA Entertainment	3381
Joape USA	3410	Mason Corporation	3026	Omega Pattern Works	4010
Johnny Rockets Group, Inc.	4359	Master Pitching Machine, Inc.	2808	OmniTicket Network	2862
Jokers Import Inc.	4878	Matt Davenport Productions, Inc.	13	Onlyfactorydirect.com	3980
Jolly Roger (Amusement Rides) LTD / Photo-Me International	606	Maurer Rides GmbH	4827	Open Air Cinema	1362
Jump N' Jump Rentals & Sales LLC	5676	Max-R	4710	OpenAire, Inc.	1838
Jump With Joy, Inc.	7031, 7032	MaxFlight Corporation	3050	Orca Coast Playground Ltd.	4408
Jumpions, Inc.	5678	McNichols Company	4647	Ori Ind.	4237
Kay Park Recreation Corp.	3821	Mecanarc Inc.	3358	Orlando Special Effects, Inc.	756
KCC Entertainment Design	1340	Medallion Vending Fun	3480	Outdoor Gravity Inc.	3663
Kellytoy U.S.A., Inc.	1636	Medialon	1647	Owen Trailers, Inc.	4411
Kemps, LLC/IttiBitz	4247	MediaMation, Inc.	654	P&H Crystalite	3204
KettenWulf USA	4350	MediMassager.com	4017	Pacific Lights, Inc.	1835
Kevin's Wholesale	4454	MedTech Wristbands	3206	Pageantry World	1931
Kiddie Kab Strollers by Central Specialties Ltd.	4718	Mee Industries, Inc.	257	Pale Night Productions	959
Kids Attractions	4788	MEI	1600	Palmetto Specialty Tire	3258
Kidspotter	3573	Melissa & Doug	4210	Pan Amusements	1000
Kingdom Photo Booth LLC	3466	MGC Developers, LLC	2936	Paokai Electronic Enterprise Co. Ltd.	840
Kirmes & Park Revue-Gemi Verlag GmbH	3159	MICROS Systems, Inc.	635	Park World Magazine	4720
KLOPP International, Inc.	2603	Midpoint Leisure Boulevard	4542	Parkash Vikem Amusement Pvt. Ltd.	4242
Klubber Lubrication North America L.P.	4138	Midway Stainless	4604	Party Center Software	4006
KMG International B.V.	5151	Milanguages Corp.	4486	Party Direct, Inc.	3310
Kodak Event Imaging Solutions	2669	Millennium Elastomers	4881	Pax Company Ltd.	2647
Kona Ice, Inc.	4664	Millionaire Gallery/Gotta Have It Golf	3606	Paycom Payroll LLC	2980
Koolfog, Inc.	758	Milspec Industries	5542	Payment Alliance Intl.	302
KSB Inc.	4066	Mini Melts, Inc.	3069	PE Systems	3379
KUKA Robotics Corporation	1860	Miniature Golf Solutions by Bailey Consulting	4579	Peavey Electronics Corp.	845
Kusser FountainWorks	2066	Mirage Entertainment, Inc.	2047	Pebble-Flex Services Co.	2781
Kwik Tek, Inc. - Airhead	4636	Mississauga Mint Ltd.	235	Peek-A-Boo Toys	3511
Kwik-Covers of New York	3102	MistAmerica Corp.	3275	PEM Fountain Co.	2279
L.A.I. Group	212	Mitsubishi Electrical Visual Solutions America, Inc.	3477	Pentavision Global, Inc.	412
Lagotronics BV	1869	Mondial World of Rides	5144	People Vision FX	2156
LAI Games USA Sales, Inc.	1034	MoneyTree ATM	3774	Perky's Pizza	100
Lake Country Corporation	3281	Montana Artistic Impressions Inc.	4682	PermaCoatings Distributed By Marketing World	3574
Landmark Studio & Design	2686	Moon-Walker Sales, LLC	7008, 7010	Peter's Pretzels LLC	3272
Larson International, Inc.	4220	Moonwalk USA	5444	Philadelphia Toboggan Coasters, Inc.	2824
Laser Star Amusements, Inc.	415	Moser's Rides SRL	2243	Philadelphia Water Ice Factory	3182
Laser-Blast	2833	Mosley Erecting	4259	Philly Pretzel Factory	4477
Laserforce International	838	Motoi Group SRL	4252	Photoguys Imaging, LLC	2057
Lasertron, Inc.	800	MPGroup-Dedem	824	Picsolve International Ltd.	3228
Launch Logic	4535	MT&L Card Products	342	Pinkerton Employment Screening	3080
Lava Heat Italia	4460	Mueller Recreational Products, Inc.	202	Pizzaovens, Inc.	4152
Lazer Frenzy Lazer Maze	2229	Mulberry Studios	3982	Plastic Card Systems, Inc.	519
Lazer Images	3309	Muncie Novelty Company, Inc.	2011	Play Mart - Global Attractions	3652
Lazer Mazers	4640	Murphys Waves Ltd.	3517	Play Meter Magazine	1709
LaZer Runner Laser Tag Systems	2028	MuseumPix	3877	Playtop L.L.C.	4435
LCI Ltd.	356	Namco America, Inc.	1300	PLI	2012
LearningZen.Com	4473	Namco Cybertainment, Inc.	836	PM Productions Entertainment Inc	437
Leisure & Recreation Concepts, Inc./LARC, Inc.	4024	Nana Wall	3756	Poligon by Portercorp	3813
Leisure Activities Co., LTD.	7007	Nancy Sales Company, Inc. / Nanco	2613, 2810	Polin	5162
Leisure Craft, Inc.	4256	Nation Pizza Products/Connies	3126	Poly Pong, Inc.	2880
Liberty United Insurance Services, Inc.	4773	National Amusement Park Historical Assn.	2836	Pony Toy (Dalian) Co., Ltd.	3609
LifeFormations	854	National Aquatic Safety Company (NASCO)	2137	PopcornPetes	4377
LightUpToys.com	2706	National Association of Amusement Ride Safety Officials	4019	PopNoggins	658
Lil' Orbits, Inc.	3015	National Fiber Technology, LLC	2056	Powerbreezer	3581
Lilliput Play Homes, Inc.	2850	National Prize and Toy	4117	Precision Dynamics Corp.	2664
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BRIEF

Ocean Park's Grand Aquarium installs speakers from One Systems

CHINA — Hong Kong's popular Grand Aquarium in Ocean Park has been enhanced with a new, superior sound system from Nashville, Tenn.-based One Systems. One Systems' distributor, Sound Classy led the 16 unit project.

The recently completed Grand Aquarium consists of coral tanks, a man-made beach decorated with numerous sand sculptures, a touch pool, a beautiful Reef Tunnel, and the world's largest aquarium dome standing at 18.2 feet (5.5 meters) in diameter. When Sound Classy of Hong Kong was awarded this contract they chose One Systems speakers based on their experience with previous installations.

The 16 (106IM) speakers are wall mounted and hung with brackets underneath the glass top of the aquarium dome, and atop the outdoor escalator entrance, adjacent to the indoor information display. Chris Fung of Sound Classy explains the need for One Systems speakers with this particular installation. "The speaker's placement position is very narrow with limited space, therefore we chose the 106IM due to its compact size yet powerful output."

360 Play FEC to open in Stevenage, U.K.

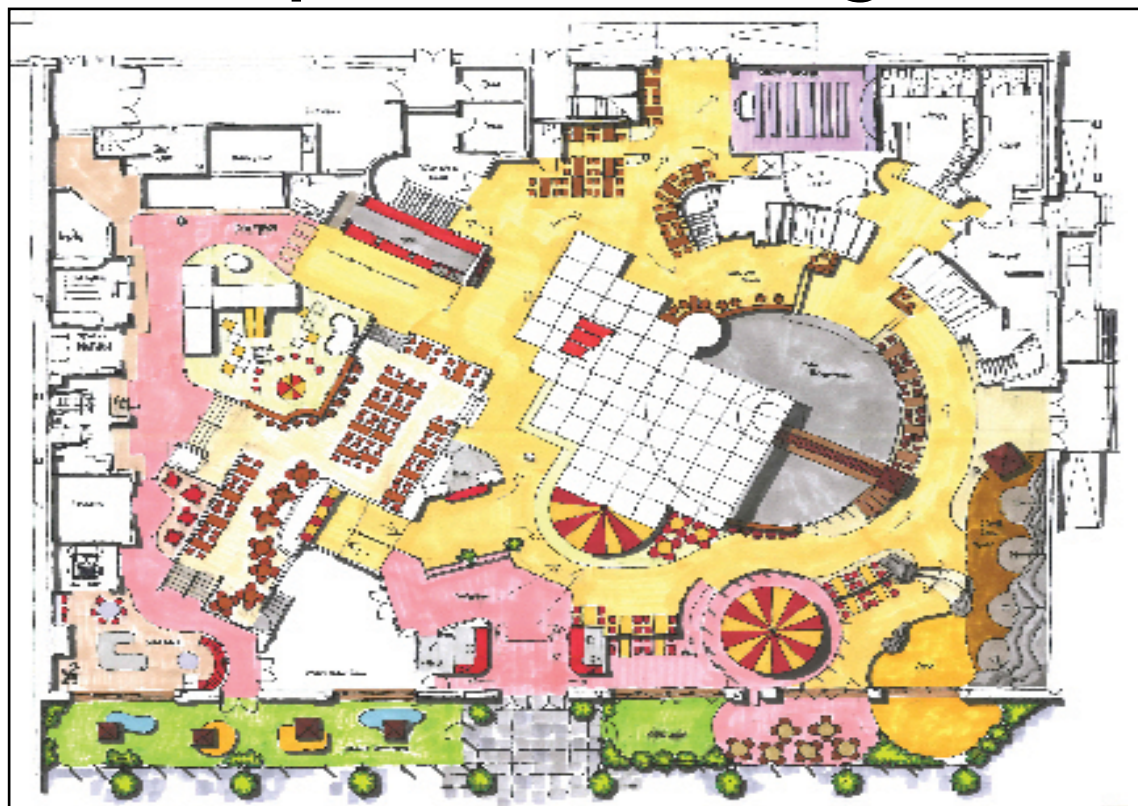
UNITED KINGDOM — DP Leisure (DPL), operator of the 360 Play family entertainment center in Milton Keynes, has announced that it plans to open a second venue in Stevenage, Herts., in the U.K.

Following the successful launch and product development of the first 360 Play center, DPL will open another, larger center at Stevenage Leisure Park, with a planned opening date of late 2011. The new unit, at over 24,000 square feet, will feature the familiar blend of creative play and amusement which has proved so successful at the company's Milton Keynes site.

DPL's sister company DP Associates (DPA) has been working on concept designs, master plans, planning applications and more for the project for the past six months, with planning approval being granted at the end of August.

"It's now full steam ahead in all departments to ensure we are ready to open as planned later this year," said company Managing Director Duncan Phillips. "We are delighted to have found such a great site in which to create our second 360 Play venue and I'm sure the success we've enjoyed in Milton Keynes will be replicated in Stevenage."

The new center will feature a wide range of children's/family-orientated activities and attractions now key to the 360 brand experience and there will be three main zones offering different types of experience, encompassing



This concept master plan illustrates DP Leisure and sister company DP Associates' new 360 Play family entertainment center slated to open later this year in Stevenage, Herts., in the U.K. The new center will feature a wide range of children's/family-orientated activities and attractions now key to the 360 brand experience including three main zones offering different types of experience, encompassing physical play, creative play and skills play. COURTESY DP LEISURE

physical play, creative play and skills play. Rising through the center of the building and forming the core activity for physical play will be a major three story play structure with a variety of slides, climbing elements, obstacles, crawl through tubes, ball zones and other familiar soft play features.

360 Street forms the heart of the creative play zone with Luigi's Pizza Parlour, Vets and Pets, Twizzel's dressing up shop, 'build it, break it, make

it' and 360 supermarket. New for Stevenage, this area will also feature a fire station, the car body shop, music store and baby care rooms.

The skills zone will feature rides and hands-on activities, with a floor powered dodgem track, interactive carousel, climb zone and a sports skills area incorporating interactive giant sports games.

Other facilities will include a reserved classroom for 360 mini chef and 360 cookery classes, a private hire

suite, party zone and a café area. The site also has an outdoor zone 'Club 360,' due to open in June 2012, featuring sand/waterplay, outdoor dining and outdoor play space.

"We have created a popular and very successful mix of attractions, activities and facilities at our first site," added Duncan Phillips, "so we will be including similar elements within the Stevenage site, as well as further developing some of these to enhance them still further."

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U.K. parks add DigiWall climbing attractions

UNITED KINGDOM — Two leisure venues in the United Kingdom have added a DigiWall climbing attraction from the U.K.-based interactive family attractions and climbing wall specialist Innovative Leisure.

Kidzworld, at the Cornish Market World in Cornwall, and Hop Farm, in Kent, have both turned to the DigiWall to add a completely new experience to their current offering for visitors of all ages. The attraction is a climbing wall brought to life with handholds that light up and allow climbers to play a wide range of software based games.

DigiWall provides a completely new take on the familiar climbing wall. Best described as a computer game that is played through a climbing wall interface, it is made up of several different sections. The standard version consists of six sections and can be placed

against a flat wall, in a corner or as a freestanding unit. Customized walls are also available.

Each section of the DigiWall features 24 grips for hands and feet incorporating a sensor and light which in turn, are linked to a computer. A surround sound system is also included and a variety of games can be played by users as they climb over the wall, each using its own sound design. Unlike ordinary computer games, DigiWall provides physically challenging, computer based entertainment for a wide age range and brings many new elements into the climbing wall experience.

At Kidzworld, the newly installed DigiWall became the center of attention as soon as it opened when it was used in a fundraising event by visitors young and old who collectively 'cliff climbed' the distance of the local Par to Polperro cliff walk in aid of



Two leisure venues in the U.K. – Kidzworld, at the Cornish Market World in Cornwall, and Hop Farm, in Kent – have added a DigiWall climbing attraction from Innovative Leisure. DigiWall is described as a computer game that is played through a climbing wall interface. COURTESY INNOVATIVE LEISURE

the Children's Hospice South West. The challenge was completed on the DigiWall with participating families traversing the wall 5,006 times to

cover the equivalent distance of the real walk.

Commenting on the new attraction, external project management consultant

Chris Webster said: "We wanted to create a venue where parents can enjoy doing activities with their children, rather than just sit and drink coffee getting bored. DigiWall delivers on this in a great interactive and fun way. It's really good to see the moms never alone and the dads take on their children in competitive activities on the wall. It's simply great fun for all."

At Hop Farm, another DigiWall installation has added further to the range of attractions on offer to the venue's family target market and is also proving a popular addition, as the venue's Carl Partridge explained. "The DigiWall has been a great addition to the park," he said. "Not only does it cater to a wide variety of ages and add to the volume of indoor attractions, but it's virtually staff and maintenance free. Would I buy it again? Yes I would!"





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BRIEF

Dollywood hosts Light the Way 5K walk/Run

PIGEON FORGE, Tenn. — Running will be allowed at Dollywood's Smoky Mountain Christmas festival on Nov. 18 as the theme park hosts the Light the Way 5K Walk/Run at 11 p.m.

"The beauty of Dollywood's Smoky Mountain Christmas festival combined with the challenge of a course that only a theme park can provide makes our Light the Way 5K a one-of-a-kind event for runners and walkers," said Laura Howard, Dollywood's Splash Country's director of operations and event co-chair. "But most importantly, this event will help us provide financial assistance to our employees for such basic necessities as utilities and food. The timing is perfect since demand is often greater around Christmas."

Proceeds from the benefit the Share It Forward (SIF) program. SIF is a non-profit charity established for the purpose of raising and using funds to assist The Dollywood Company employees and their families in times of need. The program is funded through employee donations which are matched dollar for dollar by The Dollywood Company and Herschend Family Entertainment.

Register online: www.raceit.com/register.

N.J. iPlay FEC plans November opening

FREEHOLD, N.J. — iPlay America, an innovative and upscale indoor theme park where 'city meets the boardwalk' announced its grand opening date as Nov. 11, 2011 in Freehold, New Jersey. This complex that also includes Encore Event Center, a 20,000-square-foot event space, will redefine family entertainment by offering a one-of-a-kind experience that is sure to keep people of all ages coming back for more.

"iPlay America provides families with a unique experience of great entertainment, quality food and unforgettable family fun within a pristine and climate controlled environment. We are extremely excited to open to the public," said Marcy Edwards, director of marketing and promotions. "Our staff has been working diligently to perfect every finishing touch and provide exceptional customer service training to our talented new staff."

The opening of iPlay America has been greatly anticipated in the local com-



munity for several months, and the buzz around this incredible indoor theme park has been growing as the public has watched the complex take shape.

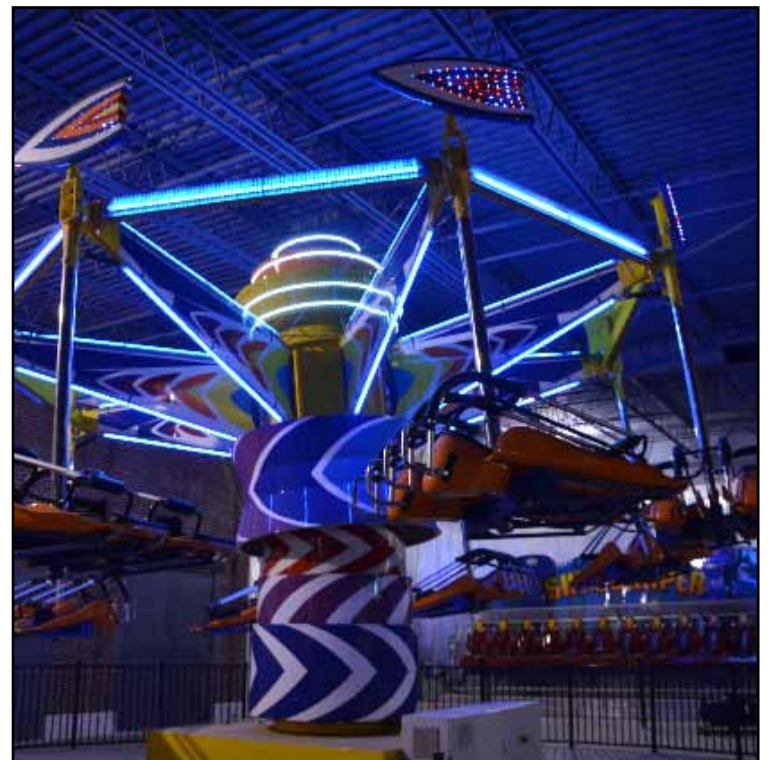
iPlay America offers an extensive variety of rides and activities including indoor go-karts on the banked 'iPA Speedway,' a multi-sensory 4-D movie-motion theater, Cosmic Battle two-level laser tag, Spin Zone bumper cars, a variety of midway games, and mini bowling lanes, along with more than 200 modern and classic video games in a massive, state-of-the-art arcade located in the heart of iPlay. Guests will also enjoy a selection of traditional boardwalk rides suitable for all ages. Younger children will enjoy 'Just iKidz,' a softplay area. The redemption counter,

► See IPLAY, page 18



iPlay America, an innovative and upscale indoor theme park where 'city meets the boardwalk' announced its grand opening date as Nov. 11 in Freehold, New Jersey. The new FEC offers a number of games, eateries, and attractions including three family rides from Zamperla and a pair from Amusement Products.

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Continued from page 17

which will be stocked with exciting prizes like name-brand electronics, gaming consoles, high end sporting goods, and much more.

Major ride suppliers for the FEC include Amusement Products (Go Karts and Bumper Cars) and Zamperla (Happy Swing, Jump Around and Kite Flyer) and Sellner (Dizzy Dragons).

iPlay America has a vari-

ety of dining options sure including a gourmet pizza fresh from the oven at City Square Grill; CSG Express for sandwiches and salads; Sonny's for fried Oreos, hot dogs and funnel cakes; Mixx, a self-service frozen yogurt shop; and Broadway Sweets, a unique candy store featuring a blend of modern day confections with old-fashioned favorites.

Event planners have already started taking reservations for birthday parties

starting this December. Each party is given their own private 'Brownstone' room to celebrate with their guests, in addition to all of the fun that iPlay America has to offer. There are a variety of birthday party packages available that can be customized for the perfect event.

Those looking to host an elegant affair or a corporate luncheon can turn to the Encore Banquet & Event Center, which is connected to iPlay America. Encore is

Central New Jersey's fresh alternative to traditional banquet and event spaces. The flexible accommodations encompass 20,000 square feet and include two luxury VIP Suites, two large banquet rooms which can be combined into one grand banquet room, and a 12,000 square foot multi-purpose event center. Encore provides superb, onsite catering capabilities, an array of amenities, and experienced event planning professionals to provide everything neces-

sary to create a unique and memorable affair perfectly customized for any guests.

"At iPlay America and Encore we are dedicated to delivering stellar customer service and total guest satisfaction," added Edwards. "From the smallest details in iPlay to grand-scale events at Encore, we thrive on making sure your family has an unforgettable experience."

• www.iPlayAmerica.com

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Kentucky Kingdom 2013 re-opening still targeted

LOUISVILLE, Ky. — The Kentucky Kingdom amusement park has spent a second straight summer behind locked gates, as the state fair board seeks a new operator.

Board officials say they're committed to getting the park back up and running.

It appears the park will stay closed for a third summer, with officials most likely looking toward a 2013 reopening.

Kentucky Kingdom has been shut down since early last year, when its previous operator, Six Flags, declared bankruptcy.

State Fair board spokeswoman Amanda Storment says the property and remaining rides are being maintained in the meantime.

"The grounds staff of the Kentucky Exposition Center continues the upkeep of the Kentucky Kingdom property, which includes our horticulture personnel, who maintain the physical grounds. The operations staff, which includes plumbers and electricians, are now in the process of winterizing the park, and the property itself continues to be a part of our regular maintenance schedule," she said.

The fair board and developer Ed Hart negotiated for months toward a deal that would have Hart's company run the park, but the talks fell through late last month.

Fair board President Harold Workman has said there are other firms interested in operating the park.

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Soak City waterpark expansion slated for Kings Island in 2012

KINGS ISLAND, Ohio — Soak City is a \$10 million dollar expansion of Kings Island's current waterpark, nearly doubling in size to 33 acres. The new waterpark will incorporate many of Kings Island's current popular and innovative water attractions along with the addition of new attractions and elements including:

- **New Wave Pool** – Bigger, more aggressive and thrilling than the park's original wave pool, measuring 39,000-square-feet and featuring more than 650,000 gallons of wild waves. Water depth will be up to six feet deep with wave heights of more than four feet.

- **New Action River** – Renovation of the current Lazy River. New features include interactive areas for spectators and river guests, new waterfalls, rain curtain, tipping buckets, spray hoses, spray units, jets located in the bottom of the trough to shoot up, creating turbulent water effects.

- **New Entrance** – The entrance plaza to the waterpark will be changed as part of the big makeover to Soak City. The outside plaza area will feature a new walkway, new fencing, ticket sales windows, trees and grass. A new



Soak City, a \$10 million dollar expansion of Kings Island's current waterpark, will double its size to 33 acres. The waterpark makeover will include a new entrance, new wave pool, action river, sand volleyball courts and many more amenities.
COURTESY KINGS ISLAND

façade will welcome guests at the entrance turnstiles.

- **More Amenities** – New family changing rooms, more secluded shade-covered areas and cabanas that feature tele-

visions and fans, including a party cabana by the new wave pool. New menu items will also be available.

- **Sand Volleyball Court** – New professional quality sand

volleyball court area designed for both casual and competitive play. Fun and enjoyable activity for families and friends at Soak City.

- **More Lounging** –

Capacity increase of the lounging areas will be the size of three football fields. There will be more than 1,000 additional chairs available for guests to

► **See SOAK CITY, page 24**

SplashTacular delivers slide, play unit to court club

KENNEWICK, Wash. — The Tri-City Court Club enjoyed great success this season with the installation of its new waterslide and 'day at the beach' themed aquatic play unit from SplashTacular. Dubbed SplashDown Cove, the new water features topped off the health club's \$2 million waterpark addition.

SplashDown Cove was unveiled to members on July 30 with a grand opening party. Nearly 500 people tried out the waterpark each day of the grand opening weekend.

"This project was completed in a record short amount of time, thanks to

► **See CLUB, page 24**



SplashTacular provided a waterslide and 'day at the beach' themed aquatic play unit for Washington's Tri-City Court Club's SplashDown Cove for the 2011 season. Featuring a 212-foot-long open body slide, the \$2 million installation also offers 17 different water features including a water blaster, tipping buckets and SplashDome. SplashDown Cove is the second aquatic play unit designed, manufactured, and installed by SplashTacular.

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HOLIDAY WORLD SPLASHIN' SAFARI, IN



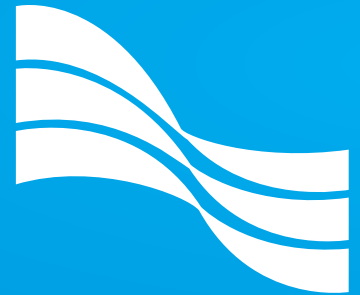
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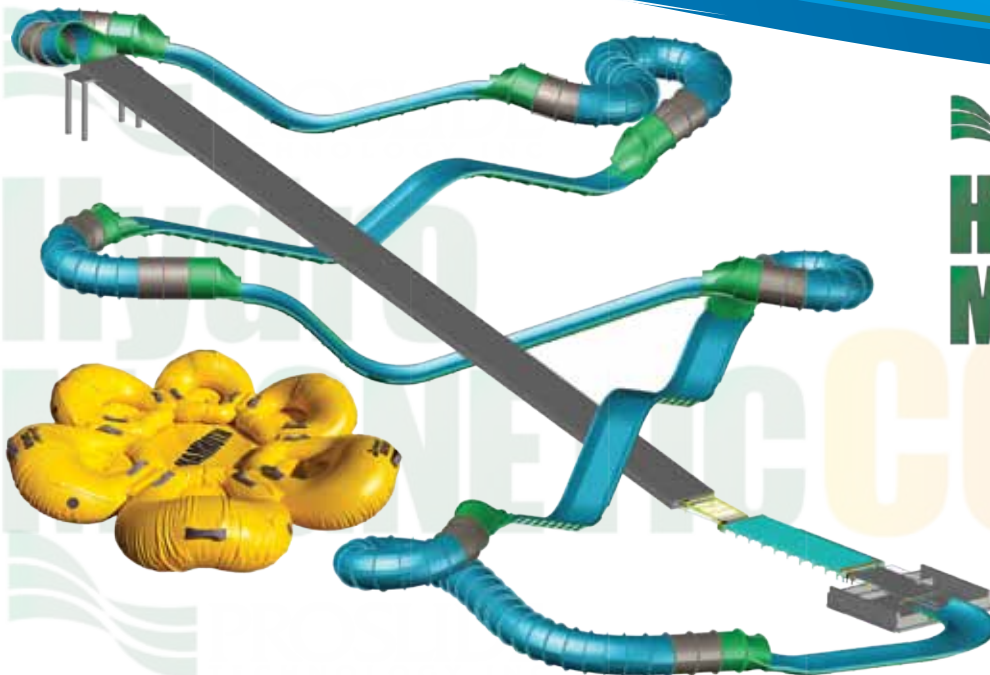
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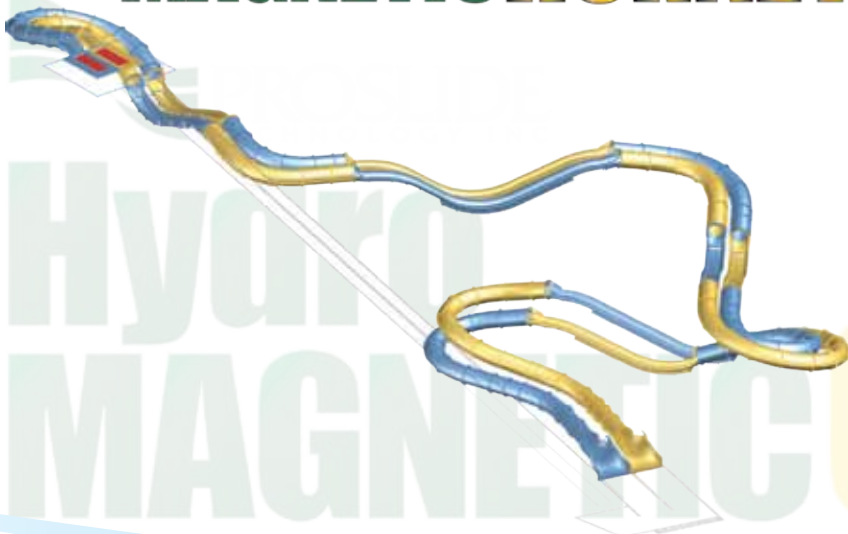
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►SOAK CITY

Continued from page 21

relax and soak up the sun in Soak City or lay out in the grass.

When the expansion is complete, Soak City will offer more than 50 water activities, including 30 water slides, two wave pools, tropical lagoons, rushing rivers, three family activity areas, sand volleyball courts and careening waterfalls, all surrounded by lush landscaping.

"If you liked Boomerang Bay, then you're going to absolutely love Soak City," said Kings Island Vice-President and General Manager Greg Scheid. "Soak City has something for everyone in the family and will be the premier waterpark around."

Soak City will open in the spring of 2012 and is included free with park admission tickets and season pass. The name of each of the attractions in Soak City will be announced at a later date.

►CLUB

Continued from page 21

the efforts and performance of SplashTacular," said Matt Ruzicka, vice president from The Pool Company, Inc., who participated in the installation. "The entire project was completed in four months."

SplashTacular installed a beach-themed children's aquatic play unit, which was designed to match the bright color scheme at SplashDown

Cove with a thatched roof, bamboo poles, conch shells, and a toucan perched on the rail. At 20 feet in height, the play unit offers club guests 1,200 square feet of play area and 165 square feet of deck space on two levels.

"It is refreshing to see the same creative design, superior service, and sustainable quality in SplashTacular's new aquatic play unit line that we have come to expect from all of SplashTacular's slides," said Douglass G. Whiteaker,

principal at Water Technology, Inc. "The quality of their products, combined with the entertainment value their innovative designs bring to projects, meets or exceeds our client's expectations for years to come."

In addition, SplashTacular designed, manufactured, and installed a 212-foot-long bright yellow waterslide for SplashDown Cove. The 42-inch open bodyslide stands on a 28-foot tower.

A total of 17 different water features including two waterslides, a water blaster, and tipping buckets adorn the outside of the aquatic play unit. At the top, the SplashDome delivers a 30-second 'curtain of water' to children below every five minutes. "What's really cool about this play unit are the surprises. It's great to watch the kids discover each of the features," said Klashke. "This is really fun, really interactive play. There is water squirting out everywhere — you are definitely going to get wet. This is top-of-the-line quality. This goes way beyond our expectations."

This is the second aquatic play unit designed, manufactured, and installed by SplashTacular. The first one was installed earlier in 2011 at Brighton Oasis Park in Brighton, Colo. It is also the company's first themed play unit. "Since this is one of our first play units, it was very satisfying to watch it come together," said Fred Breedlove, project manager at SplashTacular. "The whole construction was very clean, with good design and assembly."

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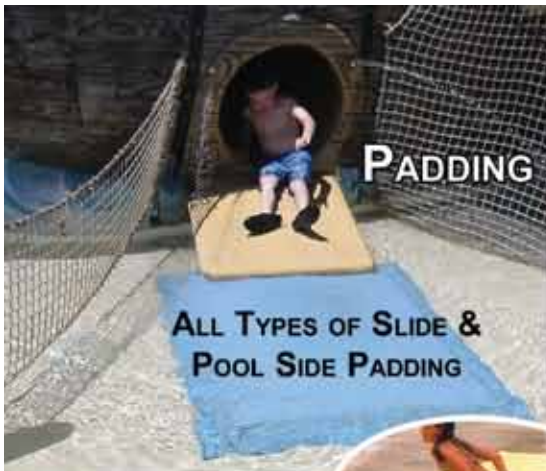
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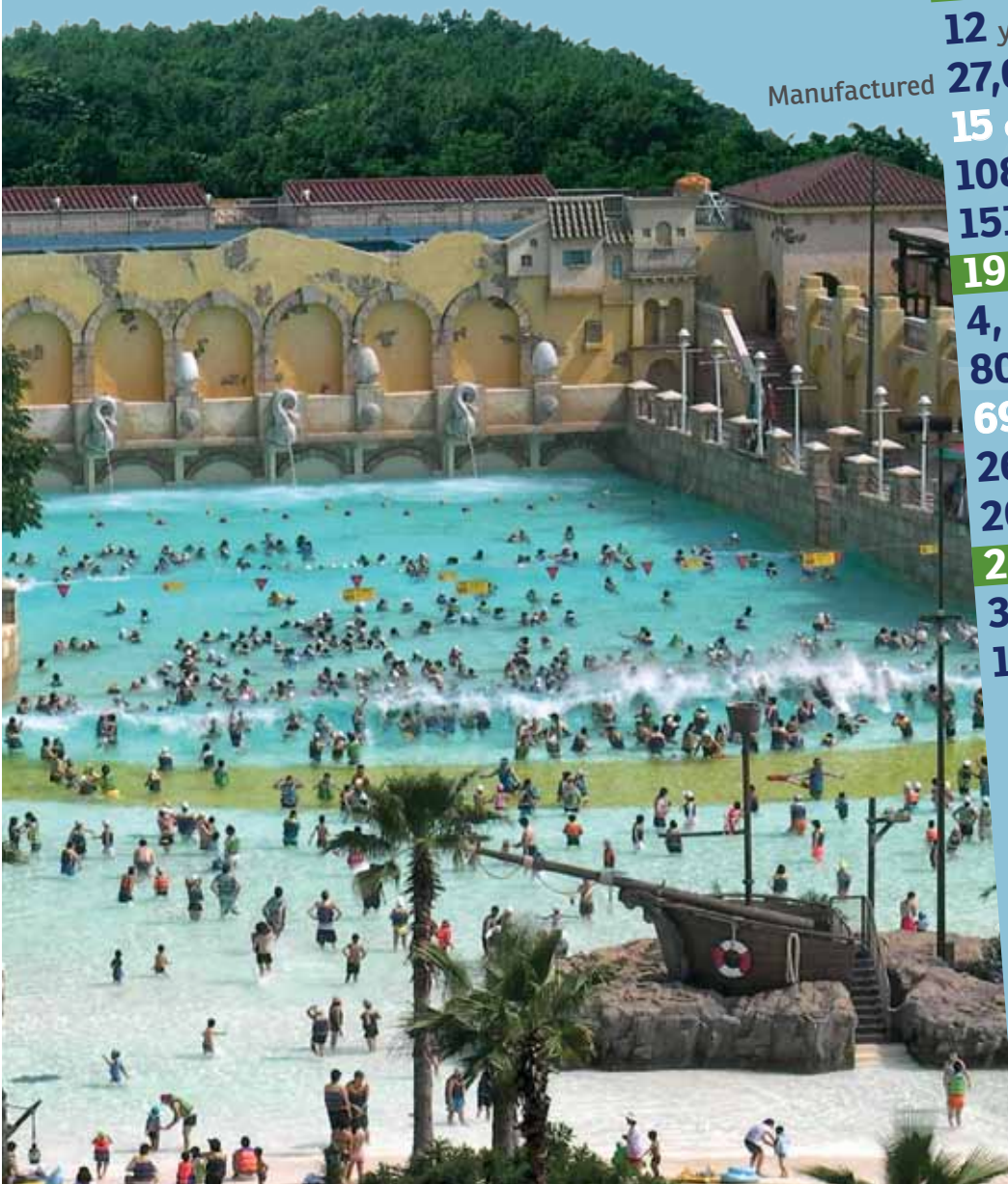
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BRIEF

Ken Vondriska named AIMS new 2nd VP

Ken Vondriska is Vice President of Loss Control for Essential Services & Programs, LLC (ES&P), a subsidiary of Sterling & Sterling, Inc. insurance located in Woodbury, N.Y. His responsibility is to provide on-site safety inspections for Family Entertainment Centers, Bowling Centers, Jewish Community Centers and Assisted Living Facilities insured under Sterling & Sterling association programs.

Ken has more than 37 years of experience as a safety professional, project manager, park operator and appraiser working with such companies as International Theme Park Services, Inc. and Six Flags Corporation. He serves as a member of ASTM F-24, IAAPA, and is a former Board of Directors and Chairperson for the International Association for the Leisure and Entertainment Industry ("IALEI").

AIMS welcomes Ken to the recently appointed post of second vice president and looks forward to his injection of knowledge and experience into the association. Part of his responsibilities as second VP with AIMS will be to chair the nominating committee for new AIMS board members and officers.

NEAAPA conducts annual summer meeting

STORY: Ron Gustafson
Special to Amusement Today

WEST SPRINGFIELD, Mass. — The New England Association of Amusement Parks and Attractions (NEAAPA) paid tribute to Alan Ramsay, its secretary/treasurer who passed away unexpectedly this past spring, at its 86th annual summer meeting held Wednesday, Sept. 21, at the The Big E.

Ramsay, 41, died June 12 at his Cumberland, R.I., home. The owner and president of CLM Entertainment, he was a lead trainer and certified risk evaluator, known throughout the amusement industry for his expertise and passion for the business.

The first Alan E. Ramsay Safety Award was presented to Dana Perkins, a ride operator at Funtown/Spashtown USA, Saco, Maine, at NEAAPA's evening dinner, which was held at the Storowtown Tavern on the exhibition grounds. Perkins was cited for his outstanding dedication and understanding of safe operation of amusement rides at Funtown/Splashtown.

Ramsay's mother, Mrs. Judy Culgin, was on hand to help present the award along with NEAAPA Secretary Ed Hodgdon.

NEAAPA President Gregory Chiecko led a moment of silence in Ramsay's memory prior to the awards ceremony. Nearly 80 NEAAPA members were in attendance at the day-long event.

Other honors:

- Amanda Gilnack, a college student who works in the retail division at Quassy Amusement Park, Middlebury, Conn., was the recipient of NEAAPA's Sixth Annual



Pinnacle Award, which honors an individual for outstanding customer service. Quassy accepted the award in her absence as she is currently studying overseas. Miss Gilnack resides in Naugatuck, Conn., with her parents, Mr. and Mrs. Ralph Gilnack, and will return to the park in the spring.

- Quassy Amusement Park also won the Sixth Annual Paragon Award for excellence in graphic promotion. The park's submission focused on its new Wooden Warrior roller coaster. Accepting the award for Quassy was Ron Gustafson, the park's director of public relations and marketing.

- Also accepting a plaque for hosting the meeting was Wayne McCary, president and CEO of the Eastern States Exposition, home of The Big E.

The NEAAPA Awards Committee Chair is Charlene Conway of Carousel Family Fun Centers, Fairhaven, Mass.

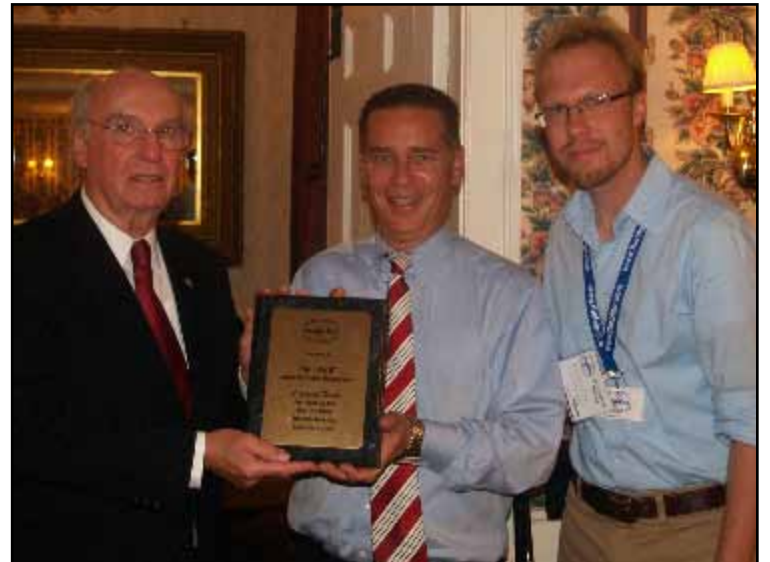
Great Day At The Fair

NEAAPA members converged on The Big E for a 9 a.m. registration and morning refreshments followed by some free time to enjoy the sprawling exhibition before a buffet lunch.

An afternoon tour of the North American Midway Entertainment midway followed lunch with a NEAAPA board meeting at 3 p.m.

Summer-like weather

► See NEAAPA, page 32



Wayne McCary (left), president and CEO of the Eastern State Exposition, and Gregory Chiecko, sales director for the exposition, accepted a plaque from the New England Association of Amusement Parks and Attractions as The Big E hosted NEAAPA's 86th Annual Summer Meeting. NEAAPA Secretary Ed Hodgdon (right) presented the plaque. Chiecko is also president of NEAAPA while McCary is in the organization's hall of fame.



The Alan E. Ramsay Safety Award was presented to Dana Perkins (third from the left) during NEAAPA's 86th Annual Summer Meeting. Perkins was honored for his outstanding operation of rides at Funtown/Spashtown, Saco, Maine. From the left are: Bob and Judy Culgin, Perkins and NEAAPA Secretary Ed Hodgdon. Mrs. Culgin is Ramsay's mother. He died unexpectedly in June and was an industry icon for the promotion of safety.

PHOTOS COURTESY NEAAPA/RON GUSTAFSON

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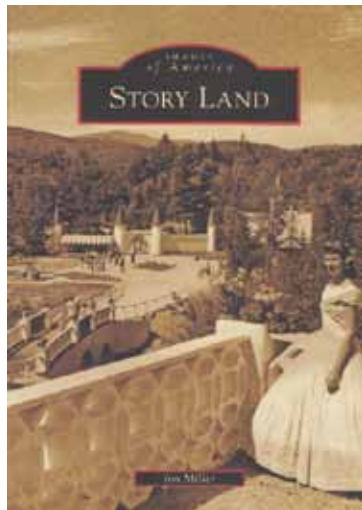
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Arcadia Book tells story of New Hampshire's Story Land

STORY: Jeffrey Seifert
jseifert@amusementtoday.com

In a book from Arcadia Publishing's *Images of America Series*, vintage photographs document the enchanting history of *Story Land*, New Hampshire's beloved amusement park.

The inspiration behind the business was a storybook collection of dolls purchased by Robert Morrell and his wife Ruth while he was posted overseas with the United States Army. The dolls depicted familiar storybook characters and the doll maker suggested they consider building a storybook village when they returned to the U.S.



At the completion of Bob's tour, the Morrells found a 100-acre wooded plot of land in Glen, New Hampshire. Story Town opened in 1954 but the name was changed to Story Land one year later to avoid confusion with Storytown U.S.A., a park that had opened that same summer in Glen Falls, New York. The 1954 inaugural season drew about 15,300 visitors. With a good economy and positive feedback from the guests, the Morrells put as much of the profit as they could afford back into the park to aggressively grow the business through the rest of the 1950s. To supplement their income, Bob Morrell worked full time each winter at a local ski shop through 1961.

As the park continued to grow, additional buildings relating to different stories were added. 1957 saw the addition of Cinderella's Castle, which would become the signature building featured in Story

► See BOOK, page 31



Iconic Story Land attractions including Cinderella's Castle, the Pumpkin Coach, Huff Puff and Whistle Railroad, and the farm-themed Tractors ride are featured in the Arcadia book. COURTESY ARCADIA PUBLISHING



►BOOK

Continued from page 30

Land's promotional materials for the next five decades. As the park continued to gain in popularity, rides were added including the Huff Puff and Whistle Railroad in 1969, Model T antique cars in 1961, The Story Land Queen passenger boat in 1963 and an antique German carousel in 1967.

When the seventies rolled around, Story Land embarked on a five-year development plan but continued to emphasize its warm personal interaction with the guests. The five S's: safe, smooth, smiling, spotless service became a Story Land hallmark.

Expansion involved the construction of a food stand, gift shop, theater, walk through attraction, amusement rides and additional

As seen in the Story Land book, the O.D. Hopkins flume utilizes an existing hillside. Landscaping is used to complement the theme and blend the ride in with the natural environment.

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animals all under the theme of a child's visit to other lands. The Morrells maintained the park's focus on families with young children, insisting that the park would never be just another amusement park. 1975 saw the addition of the park's first roller coaster, the Iceberg coaster. The tubular steel tracks and structure appeared to have been made in-

house with vehicles supplied by Bradley and Kaye.

In the 1980s Bob and Ruth Morrell's children had grown and gone their separate ways. Their son Stoney, however returned to the park in 1982 to join his parents in the business. In the late 1980s Story Land undertook another ambitious growth program adding major new rides and

features. The park turned to ride manufacturer O.D. Hopkins who supplied the Polar Coaster, a junior steel coaster that replaced the aging Iceberg coaster in 1987, a river raft ride in 1991 and a flume in 1993.

Bob and Ruth Morrell both passed away in the 1990s and their son Stoney continued to run the park. Sadly, stricken with cancer, Stoney passed

away in 2006 at only 50 years of age. Story Land passed to his sister, Nancy, who sold the park a year later to the Kennywood Entertainment Company. Although Bob, Ruth and Stoney are now gone, the park, their legacy, lives on.

Story Land was written by Jim Miller who worked with Stoney Morrell as the marketing coordinator and later general manager from 2001 to 2009. He has put together a comprehensive detailed chronology of the park from its birth as the tiny little Story Town to its growth into one of the most cherished destinations in New Hampshire.

Story Land retails for \$21.99 and is available at large book stores, any of the popular online book retailers, or it can be ordered directly from Arcadia Publishing at www.arcadia.com or via phone at (888) 313-2665.







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►NEAAPA

Continued from page 29

made the fair experience an enjoyable one before association members met at 4 p.m. for a social, which included a balcony view from atop the administration building for the Connecticut Day parade.

The next NEAAPA gathering will be during the International Association of Amusement Parks and Attractions Expo in Orlando, Fla. Members will meet on Wednesday, Nov. 16, for the Tom Morrow Social, a gathering honoring the late NEAAPA president and hall of fame member.

About NEAAPA

Started in 1912 as the Massachusetts Amusementmen's Association, NEAAPA has transformed into the premier regional association representing amusement parks, attractions, and their suppli-



From the left: NEAAPA Secretry Ed Hodgdon, Past President and hall of famer Ed Connor, National Ticket's Tom Tessitore and Allied Specialty Insurance's Rick D'Aprile.

PHOTOS COURTESY NEAAPA/RON GUSTAFSON

ers. NEAAPA works with its members on education opportunities, legislative and policy

issues, as well as promotion of the association's members.



The afternoon NEAAPA social was a big hit with time to chat and watch the Connecticut Day parade from the balcony at The Big E's administration building. Chatting (from the left) are: NEAAPA President Gregory Chiecko, of The Big E, and Centerplate's David Sugrue and David Oberlander.



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Industry legend, roller coaster designer Ron Toomer dies at 81



Ron Toomer as seen through the years at Arrow Dynamics (and in second photo with Arrow's Alan Harris and Melree Zamorano) and various functions, the IAAPA trade show and at home with his IAAPA Hall of Fame award.
AT FILE PHOTOS



BEDFORD, Texas — The amusement industry lost one of its brightest stars on Sept. 26, 2011 with the passing of Ronald Valentine Toomer who died peacefully in his sleep following a four-month battle with cancer. He was 81.

Born in Pasadena, Calif. on May 31, 1930, Ron spent his early life in the Golden State before being drafted into the U.S. Army in 1952. After 13 months in Germany, he returned home to continue his education. As a graduate of the University of Nevada-Reno (1961, B.S.), he worked for the Hercules Powder Company as a mechanical engineer on the nozzle section of the second stage Minuteman solid rocket motor. For Thermatest Laboratories Inc., he served as a mechanical engineer responsible for research and testing of high temperature materials for use in the aerospace industry including the design, development and manufacturing of the heat shield sensors for NASA's Apollo space program.

Privately, Ron enjoyed working with wood. He hand carved waterfowl and enjoyed assembling wooden car kits. He was an avid reader, enjoyed crossword puzzles, picture puzzles, cooking and gardening. In his younger years, he most enjoyed the days when he could hike and camp in the High Sierras and visit the nation's National Parks.

Publicly, though, Ron is perhaps most well known for his work in the amusement industry with Arrow Development (aka Arrow Dynamics) and the creation of a vast number of attractions, particularly the modern steel roller coaster. While his first assignment with Arrow was tackling water issues at Disneyland's Pirates of the Caribbean ride, the Runaway Mine Train at Six Flags Over Texas was his first roller coaster project. Working alongside Karl Bacon, he helped produce a coaster that paved the way for an amazing collection of coaster and ride projects. In 1975, Toomer designed and opened four Corkscrew coasters. His design for the Cedar Point Corkscrew, one year later, included a vertical loop. He missed the coaster record books for the opening of a modern-era coaster with a vertical loop, when Magic Mountain opened the Anton Schwarzkopf-designed Great American Revolution, just seven days earlier.

During his tenure at Arrow, Toomer's coasters became the must-have at parks all around the world. His track design would lead the way beyond Corkcrews to include interlocking loops and boomerang elements. In 1981, he took coaster technology to a new level with the creation of The Bat at Kings Island, Arrow's first suspended coaster. In 1989, he would partner with Cedar Point to build the first steel coaster to break the 200-foot-tall height limit with the Magnum XL-200. With that ride, the term Hypercoaster was ushered in. He also teamed up with Six Flags to create three massive seven-inversion coasters from 1988-90.

All total, Toomer would be credited with 93 steel roller coasters. He assisted with countless other amusement rides including the initial layout for the hillside setting of Six Flags Magic Mountain's log flume.



Toomer

Prior to his death, he admitted that when it comes to professional achievements, he was most proud of his contribution to the development of the first practical upside-down coaster elements (The Corkscrew) and his induction into the International Association of Amusement Parks and Attractions Hall of Fame in the year 2000.

Carolyn Weaver, S&S Worldwide, who worked many years with Toomer at Arrow, told *Amusement Today*, "We had such great years together at Arrow. Ron was such a good man and did so many good things for so many of the employees. He was kind and compassionate. He is the reason I have stayed and have been successful in this industry. He was not only a mentor but a friend as well. Anyway, this is a sad time for all of us that knew Ron. I am certainly thinking of him and his family."

Cedar Fair's CEO, Dick Kinzel reflected on Ron's passing telling *AT*, "Ron Toomer was not only an outstanding engineer, but an outstanding individual. He contributed enormously to the growth and development of our industry. I always considered him a colleague and more importantly, I considered him a personal friend."

Six Flags' Pat Hoffman worked with Toomer during his early days at Cedar Point saying, "I first met Ron in 1969 during the installation of the Cedar Creek Mine Ride and later on both the Corkscrew and Gemini coasters. Throughout all the construction phases, testing and initial openings he was always there to take care of anything that might come up. I was young and just starting my career, but Ron always took time to answer my questions. He became my mentor and was truly a great guy who will be missed by many."

National Roller Coaster Museum Historian Richard Munch said, "His importance in the industry can be measured by the quality and quantity of rides produced by Arrow under his direction, from 1966 to his retirement. Working mostly with Karl Bacon, Toomer excelled under his guidance creating some of the most important coasters of the modern era, including the corkscrew element, improvements of the loop element and the suspended coaster. Arrow was instrumental in providing all types of successful attractions, from coasters to flumes, to an assortment of rides that provided the draw for millions who visited the nation's parks during that period. Rides like the Loch Ness Monster, Magnum XL-200 and the fun Mine Rides, have thrilled millions of riders, and will continue to gain new fans, even as taller and longer high-tech rides corner the market."

Ron is survived by his wife, Betty of 54 years, four children and their spouses: Gregory and Christie Toomer of Darien, Ga.; Carol and Jeffrey Thornton of Bedford, Texas; Gary and Alana Mitchell of Keller, Texas; Christopher and Kristi Toomer of Parker, Colo. and nine grandchildren.

A memorial service for family and friends was held on Oct. 1 at the Martin United Methodist Church in Bedford, Texas.

Ron Toomer:

Coaster pioneer leaves legacy of innovations, thrills

STORY: Scott Rutherford
srutherford@amusementtoday.com

Despite the legion of breathtaking thrill rides he created during his long career, Ron Toomer was a relatively quiet, unassuming individual. Thanks to a series of interviews and informal talks with Ron over the years, I was afforded a unique insight into the creative man he was, which was one of intelligence, kindness and a dogged determination.

Arrow Development completely reinvigorated the amusement industry, particularly the field of steel roller coasters with Disneyland's Matterhorn Bobsleds in 1959. It was just a few years later when they furthered this evolution with the Runaway Mine Train at Six Flags Over Texas, which was Ron's formal introduction to Arrow.

Runaway Mine Train

Creating this groundbreaking ride was a lesson in experimentation, Ron recalls: "Karl Bacon and I started from scratch and sort of invented the whole thing as we went along. We began working on the ride in the middle of July 1965, and we had it open to the public a year later. We really didn't

ARROW DYNAMICS INC.

Ron Toomer's roller coaster design history... see page 35

know how it would turn out since no one had ever built one."

The faces of Arrow

Over the years, the company went through a succession of changes including new ownership, new name and bankruptcy. Ron moved up through the ranks until he was named president of Arrow Dynamics in 1986. He and the other engineers pioneered and developed a truly varied assortment of water rides, park transportation systems and roller coasters, 93 of which he had a hand in creating. "It wasn't until the '80s when I really started to look back and thought, Holy Toledo, there's a lot of stuff that we've done, and nobody else has done as much. I tell the guys today to do their job, do it right and everything will come along."

Major accomplishments

When asked what he feels are his greatest industry contributions, Ron said: "The Knott's Berry Farm Corkscrew was special because it was the first successful upside-down ride. The Loch Ness Monster at Virginia's Busch Gardens was the biggest expanded ride we had done; it was a major ride for its time. I really like Cedar Point's Gemini, as it was the only racing coaster I ever did and I felt good about that. Of course, the Magnum XL-200 at Cedar Point is distinctive for what it is – the first full-circuit coaster to break the 200-foot barrier."

On the Industry

"It's been a pretty exciting and interesting thing. The people you work with, it's just like a big family. I never really had a yearning to get out of it," Ron said wistfully. "I've had the pleasure of meeting many wonderful people in the industry – Angus Wynne, Walt Disney... the list is huge. It's been fun. That's what this business is all about. I think that when you lose sight of that, well, you're in trouble."

Post Arrow

Following his retirement in 1998, Ron finally decided it was time to turn his attention to family and more personal pursuits. "After Arrow, people kept asking me if I want to go start a new company. I didn't want to do that. After a while you decide that you have some time left in your life and that you want to do whatever you want to do."

And that's exactly what he did. He and Betty moved to Texas to be closer to their children and grandchildren. When *Amusement Today* Publisher Gary Slade asked Ron why the move to Texas, Ron said: "Two reasons: first was that two of the four children lived in the Dallas-Fort Worth area so it seemed like a natural fit and second, I didn't want to shovel snow during my retirement years."

Bravo, Mr. Toomer. You leave behind a rich legacy of rides and attractions that will continue to entertain generations for many years to come. Thanks for the thrills.



ROARING 20's CORKSCREW



LOCH NESS MONSTER



RUNAWAY MINE TRAIN



GEMINI



BIG BAD WOLF



VIPER



ORIENT EXPRESS



Shown at right are some of the most notable of the 93 coasters that Ron Toomer helped design during his 33-year tenure with Arrow.
AT FILES

The 205-foot tall Magnum XL 200 at Cedar Point in Sandusky, Ohio, is undoubtedly Ron Toomer's most famous coaster.
AT FILE PHOTO

Arrow Development/Arrow Dynamics roller coaster history during Ron Toomer's tenure

FAST FACTS

Interesting facts on roller coaster projects Ron Toomer was involved with during his tenure at Arrow.

Total number of roller coaster projects: 93

Types of coasters:

- Mine Trains: 15
- Mini Mine Trains: 4
- Coasters with at least one inversion: 54
- Suspended: 10
- Mega-Coasters: 4
- Steeplechase style: 2
- Hybrid (steel/wood): 2
- Family: 1
- Mad Mouse: 1

Tallest coasters (in feet)

- Pepsi Max Big One: 213
- Desperado: 209
- Magnum XL 200: 205
- Viper: 188
- Dragon Mountain: 186

Longest coasters (in feet)

- Desperado: 5,843
- Dragon Mountain: 5,500
- Pepsi Max Big One: 5,497
- Magnum XL 200: 5,106
- Titan V: 5,019

-AT research

1966	Runaway Mine Train, Six Flags Over Texas, U.S.	1981	Dragon Fyre, Canada's Wonderland, Canada
1967	Dahlonega Mine Train, Six Flags Over Georgia, U.S.		The Bat, Kings Island, U.S.
	Petites Montagnes Russes, La Ronde, Canada	1982	Turn of the Century, Calaway Park, Canada
	Mini Mine Train, Six Flags Over Georgia, U.S.		Corkscrew, Sea World, Australia
1969	Cedar Creek Mine Ride, Cedar Point, U.S.		Viper, Darien Lake, U.S.
	Serpent, AstroWorld, U.S.	1983	Dragon Mountain, Marineland, Canada
1971	Mini Mine Train, Six Flags Over Texas, U.S.	1984	Big Bad Wolf, Busch Gardens: The Old Country, U.S.
	River King Mine Train*, Six Flags St. Louis, U.S.		XLR-8, AstroWorld, U.S.
	Gold Rusher, Magic Mountain, U.S.		Loop Corkscrew, Rocky Point Park, U.S.
1972	Rock n' Roller Coaster, Opryland USA, U.S.		Dragon, Ocean Park, China
	Dexter Freebish's Electric Roller Ride, AstroWorld, U.S.	1986	Coca Cola Rollercoaster, Rainbow's End, New Zealand
1973	Carolina Goldrusher, Carowinds, U.S.		Crazy Roller Coaster, Nanhu Amusement Park, China
1974	Runaway Train, Great Adventure, U.S.		Scream Machine, Expo 96, Canada
	Trailblazer, Hersheypark, U.S.	1987	Vortex, Kings Island, U.S.
1975	Roaring 20's Corkscrew, Knott's Berry Farm, U.S.		Iron Dragon, Cedar Point, U.S.
	Wabash Cannonball, Opryland USA, U.S.		Halilintar (Thunderbolt), Dunia Fantasi, Indonesia
	Corkscrew, Magic Harbor, U.S.	1988	Ninja, Six Flags Magic Mountain, U.S.
	Chicago Loop, Old Chicago, U.S.		Shock Wave, Six Flags Great America (Ill.), U.S.
1976	Cycle Chase, Knott's Berry Farm, U.S.		Yagiyama Cyclone, Benyland, Japan
	Turn of The Century, Marriott's Great America (Ill.), U.S.		Double Loop & Corkscrew, Yongin Farmland, South Korea
	Turn of The Century, Marriott's Great America (Calif.), U.S.	1989	Excalibur, Valleyfair!, U.S.
	Corkscrew, Cedar Point, U.S.		Magnum XL-200, Cedar Point, U.S.
	Python, Busch Gardens - The Dark Continent, U.S.		Great American Scream Machine, Six Flags Great Adventure, U.S.
	Screamroller, Worlds of Fun, U.S.	1990	Viper, Six Flags Magic Mountain, U.S.
1977	Double Loop, Geauga Lake, U.S.		Vampire, Chessington Worlds of Adventure, England
	Double-O, Boardwalk and Baseball, U.S.	1991	Steel Phantom, Kennywood, U.S.
	Steeplechase, Blackpool Pleasure Beach, England		Anaconda, Kings Dominion, U.S.
	Screamin' Demon, Kings Island, U.S.		Vortex, Canada's Wonderland, Canada
	Corkscrew, Yatsu Yuenchi, Japan		Adventure Express, Kings Island, U.S.
	Black Widow, Riverside, U.S.	1992	Drachen Fire, Busch Gardens Williamsburg, U.S.
1978	Loch Ness Monster, Busch Gardens: The Old Country, U.S.		Hayabusa (Hawk), Tokyo Summerland, Japan
	Gemini, Cedar Point, U.S.		Eagle Fortress, Yongin Farmland, South Korea
	Ragin' Cajun, Pontchartrain Beach, U.S.	1993	Lightning Bolt, MGM Grand Adventures, U.S.
	Corkscrew, Geauga Lake, U.S.		Canyon Blaster, Grand Slam Canyon, U.S.
	Lightning Loops*, Great Adventure, U.S.		Top Gun, Paramount's Kings Island, U.S.
1979	Corkscrew, Deer Park, U.S.		ThuNderaTion, Silver Dollar City, U.S.
	Screw Coaster, Nara Dreamland, Japan		Fantasia Special, Tongdo Fantasia, South Korea
	Corkscrew, Nagashima Spa Land, Japan	1994	Pepsi Max Big One, Blackpool Pleasure Beach, England
	Corkscrew, Toshimaen, Japan		Desperado, Buffalo Bill's Resort & Casino, U.S.
	Cork Screw, Benyland, Japan	1995	Titan, Space World, Japan
	Revolution, Libertyland, U.S.		Diablo, Port Aventura, Spain
	Revolution, Blackpool Pleasure Beach, England		Big Dipper, Luna Park, Australia
1980	Boomerang, Korakuen Amusement Park, Japan	1996	Roller Coaster, Al-Sha'ab Leisure Park, Kuwait
	Space Salamander, Expoland, Japan	1997	Roadrunner Express, Six Flags Fiesta Texas, U.S.
	Corkscrew, Valleyfair!, U.S.	1998	Mad Mouse, Myrtle Beach Pavilion, U.S.
	Carolina Cyclone, Carowinds, U.S.		
	Orient Express, Worlds of Fun, U.S.		
	Roaring Tornado, Magic Springs, U.S.		

—Compiled by AT/Jeffrey L. Seifert

*two coasters in one project



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MARKETWATCH

RIDING THE MARKET



Company	Prices One Month Ago	Prices 10/10/11	52 weeks High	Low
Cedar Fair L.P.	\$19.56	\$18.84	\$22.69	\$13.29
MGM Mirage	\$11.03	\$9.59	\$16.94	\$7.40
Six Flags Ent. Corp.	\$31.28	\$29.36	\$40.25	\$21.87
CBS Corp.	\$23.76	\$22.91	\$29.68	\$15.99
Walt Disney Co.	\$32.31	\$33.00	\$44.34	\$28.19
Great Wolf Resorts, Inc.	\$2.80	\$2.38	\$3.65	\$1.99
Blackstone Group	\$13.15	\$13.15	\$19.63	\$10.51
Village Roadshow	\$2.80	\$2.80	\$4.45	\$2.19
NBC Universal	\$16.04	\$16.14	\$21.65	\$14.02

FUEL PRICES
CURRENCY



Region (U.S.)	As of 10/03/11	Change from year ago
East Coast	\$3.765	\$0.768
Midwest	\$3.699	\$0.709
Gulf Coast	\$3.693	\$0.773
Mountain	\$3.846	\$0.822
West Coast	\$3.927	\$0.762
California	\$4.007	\$0.828

TOP 7 MOST TRADED CURRENCIES



On 10/11/2011 \$1 USD =
0.73859 EURO
0.64003 GBP (British Pound)
76.71250 JPY (Japanese Yen)
0.91437 CHF (Swiss Franc)
1.01104 AUD (Australian Dollar)
1.03124 CAD (Canadian Dollar)

PEOPLE WATCH

Pacific Park's Mary Ann Powell honored

Powell has enjoyed 13-year career with Pacific Park

SANTA MONICA, Calif. — This season, the Santa Monica Chamber of Commerce honored **Mary Ann Powell**, CEO and general manager of Pacific Park on the Santa Monica Pier, with the Roy E. Naylor Lifetime Achievement Award.

Roy E. Naylor was president of Naylor Paints and an active participant in Santa Monica service organizations, including the Chamber of Commerce.

"Mary Ann has, and of course, will continue to work tirelessly not only to improve the business community, but Santa Monica as a whole," said Laurel Rosen, president and CEO of the Santa Monica Chamber of Commerce. "We are proud to have her as the 2011 Roy E. Naylor Lifetime Achievement Award winner."

Powell, who leads Pacific Park on the Santa Monica Pier, has the ingredients of a solid business plan and park success begins with safety and includes one-part model



Mary Ann Powell, CEO and general manager of Pacific Park on the Santa Monica Pier, has been honored by the Santa Monica Chamber of Commerce with the Roy E. Naylor Lifetime Achievement Award. COURTESY PACIFIC PARK

tenant, one-part family focus and a big heaping of community support; precisely what's been cooking for the past 14 years.

"I'm truly grateful to be honored with the Roy E. Naylor award from the Santa Monica Chamber. His commitment to community and family is precisely the same long

term objectives I've had for Pacific Park and the Pier," said Powell. "We will continue to focus on the community and entice families to the Pier and provide a memorable experience in a safe and fun environment."

Pacific Park's recipe for success has been the drive to recreate a nostalgic pier

experience for the popular seaside destination that's layered with an overall sense of safety on the Pier and in the park.

"Safety and security is serious business, but Mary Ann makes it as effortless as a turn on the Ferris wheel. During her 13 years on the Pier she has been a vigorous supporter and partner of the Police Department," said Tim Jackman, Chief of Police of the Santa Monica Police Department. "Her support for the Police Activities League is both financial and personal for programs such as PALoween, PALpalooza and the annual PAL Golf Outing. Mary Ann's commitment is a testament to her resolve in making Santa Monica a better, safer place for visitors, businesses and locals alike."

As the major tenant on the Santa Monica Pier, the two-acre amusement park is always preparing something new to enhance the visitor experience with 12 amusement rides, 18 midway games and an oceanfront food plaza, drawing more than four million visitors annually.

Kings Island names new inductees to park's Hall of Fame

KINGS ISLAND, Ohio — Former Kings Island employees **Chuck Ingram** and the late **Ruth Voss** were inducted as the newest members into the Kings Island Hall of Fame.

The 2011 Hall of Fame class was inducted on October 8 at Kings Island during a morning ceremony on International Street.

Ingram worked as a seasonal associate at Kings Island from 1978 to 1985. He spent his first two years in the merchandise department before transferring to entertainment, starting out in tech services. He was promoted to an area supervisor responsible for the park's roving entertainment, including the Clown Band, Juggles and Mimes.

Voss spent 15 years as Kings Island's public relations manager from 1974 until her retirement in 1989. During her tenure she met and worked with Dick Van Dyke, Jonathan Winters, Dinah Shore, Evel Knievel, Joe Barbera and Bill Hanna on park projects and special events. She is credited for naming The Beast roller coaster in 1979. She came to Kings Island after 29 years in journalism. United States President Richard M. Nixon invited her to meet with him at the White House on Oct. 21, 1971, after reading the articles she had written in The Cincinnati Enquirer and learning about the amount of time she had given working on projects for teens.

The class of 2011 was selected by the Kings Island Hall of Fame Selection Committee, raising the number of inductees to nine.

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Acronyms — LOL

Mike Gutknecht

Ride Entertainment Group
of Companies and
AIMS president
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entertainment.com

I like acronyms. The idea of creating catchy words from initials appeals to my artistic side. From what I've been able to put together, acronyms go back to Roman and Hebrew times thousands of years ago, but they didn't gain popularity until literacy rates skyrocketed in the 19th and 20th centuries. And with the advent of texting, the use of acronyms has risen to a whole new level. In order to take a good look at them, I think we could break acronyms



Gutknecht

down into three categories; a) those that are pronounced as letters, b) those that create words that already exist, and c) those that create words that weren't words before the acronyms were created.

The first category of acronyms is the simplest form. Among the most popular are ESPN (Entertainment & Sports Programming Network), KFC (Kentucky Fried Chicken), IBM (International Business Machine), and UPS (United Parcel Service). Very few of us will refer to any of the companies above by their full name, but the acronyms flow freely from our lips.

It takes a little more imagination to come up with acronyms that fall into the second category. SEAT, a Spanish car manufacturer, is a good example of this type of acronym. The name

comes from the first letters of Sociedad Espanola de Automoviles de Turismo. Another automotive acronym used quite a bit is CAFÉ (Corporate Average Fuel Economy). Everyday slang also uses acronyms that fall into this category, such as PIN (Personal Identification Number) and KISS (Keep It Simple, Stupid).

The third category is the most intriguing to me by far because words are created that have no real meaning. IKEA is a good example of this type of acronym as it is a composite of the first letters in the company's founders name in addition to the first letter of the names of the property and village in which he grew up (Ingvar Kamprad Elmtaryd Agunnaryd). Our good friends at IAAPA (International Association of Amusement Parks and Attractions) fall into this

category as most people simply pronounce the word the letters form (most say it eye-app-ah). Another good example is RAGBRAI (Registers Annual Great Bike Ride Across Iowa) which incidentally I am going to try to do next summer.

All this brings us to AIMS (Amusement Industry Manufacturers and Suppliers), an acronym for a fantastic company servicing this great amusement industry. Now it can be argued that AIMS stands for many different things most of which I've overheard: Airport Information Management Systems, Agile Intelligent Manufacturing Systems, Abnormal Individuals Marketing Stuff, Acutely Intelligent Managers Socializing, Am I Making Sense. While there can be some confusion as to the meaning of the name, there can be no mistaking the ben-

efits the AIMS Safety Seminar brings to its students. Those attending the AIMS Safety Seminar are taught by the icons and masters of our industry. This gives each student the rare opportunity to learn from and network with the best our industry has to offer. In addition, once the seminar is complete, each student is invited to attend the greatest collection of amusement industry manufacturers and suppliers on earth at the IAAPA Attractions Expo. So, IMHO, DIN and enjoy the FAB of AIMS and you'll never say OMGIN-TOT. G2G!

TRANSLATED: So, in My Humble Opinion, Do It Now and enjoy the Features, Advantages and Benefits of AIMS and you'll never say Oh My Gosh, I Never Thought Of That! Got to Go!

AIMS member spotlight: Sharon Hupalo

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

steve.laycock@rides.com

Sharon Hupalo

Co-Owner
MAH Consulting

Sharon Hupalo enjoys a work life style that presents new and interesting opportunities on a daily basis. As co-owner and president, she and her companies work with the carnival industry to help provide a safe and fun entertainment environment for people of all ages. Sharon and her husband, Mike, are common attendees at the AIMS Safety Seminar. Their attendance at the seminar is a testament of their concerns for safety and the desire to stay current in the amusement industry. During the 2010 AIMS Safety Seminar Sharon answered ques-



Hupalo

tions regarding her experiences at the seminar.

How did you get started in the amusement business?

"Twenty-five years ago a sound engineering job fell through. In order to get back home to Florida I joined a carnival company working as a ticket seller. I enjoyed the travel and the carnival life so the next year I went back to work for Farrow Shows working as part of the office staff. Part of my job was to handle the daily inspection program. After six years on the road I went to work for Bobby Gill which enabled my husband and me to start MAH Consulting for risk management and inspections for the amusement industry. Later we added Technical Service Alliance for nondestructive testing and Amusing Paper Trails for creating and providing documentation for the amusement industry."

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

"I was a sound engineer for different bands that ran the bar circuit throughout the South."

What do you do in your free time?

"I enjoy attending NASCAR races and rodeos."

What is so special about the com-

pany/facility for which you work?

"With our different companies we provide a wide variety of services not only to the amusement ride industry but all across the leisure industry. Because of this variety no two days are alike. I really like this variety and also have great satisfaction in being able to assist different businesses in their ability to operate safely."

How long have you worked at the present company?

"MAH Consulting has been in business for 18 years."

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

"There are just too many topics discussed during this seminar that I can not possibly pinpoint just one thing, but I can tell you there is plenty of opportunity for people from all walks of the amusement industry to come together and learn new things."

What was your favorite class at the AIMS Safety Seminar?

"That is a tough one. It is between two different classes, the welding class and the fall arrest class. The welding class explained a lot of things to do with documentation of repairs which my clients should be following. The fall arrest class demonstrated the different types

of equipment that are available. This goes to show that there is no excuse for not using the proper equipment for tying off when climbing. Both of these classes provided valuable information that I can use with my companies and my clients."

Why should someone attend the AIMS Safety Seminar?

"Safety is not just one person's job or responsibility. It is accomplished from many directions. Inspectors, operators, maintenance personnel, and manufacturers all contribute to the safety of amusement ride passengers. With the wide variety of courses and training tracks that AIMS offers you are able to tailor a program that is applicable to you and the company you work for. Therefore, everyone in the industry can benefit from what is offered at the AIMS Safety Seminar."

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

"It has been a good experience and everyone in the industry should be able to have this experience. In general I found the instructors well prepared and informative."

IAAPA to host three events to benefit Give Kids The World

ORLANDO, Fla. — Attractions industry professionals and their families will swing a golf club, ride a motorcycle, and lace up their shoes this November for three charity events hosted by the International Association of Amusement Parks and Attractions (IAAPA) to benefit Give Kids The World (GKTW). GKTW Village is a resort that creates magical moments for children with life-threatening illnesses and their families. The events will take place during IAAPA's annual conference and trade show, IAAPA Attractions Expo 2011, Nov. 14-18, in Orlando.

"IAAPA is proud of our more than 15-year partnership with Give Kids The World," said Chip Cleary,

IAAPA president and CEO. "These unique and exciting events are ways for our members to get involved and give back. We look forward to being a part of the year-long celebration of Give Kids The World's 25th anniversary."

The IAAPA International Charity Golf Tournament, the IAAPA Motorcycle Run, and the IAAPA 5K Fun Run and 1K Walk each provide an opportunity for trade show attendees to gather with friends and colleagues and meet other attractions professionals in a fun, engaging way, while also giving back to a worthwhile cause.

The Ninth Annual IAAPA International Charity

Golf Tournament will take place at Hawk's Landing Golf Club, Orlando World Center Marriott Resort, Sunday, Nov. 13. The 18-hole scramble tournament will begin with an 8 a.m., shotgun start. Playing slots are limited and available on a first-come, first-served basis. In addition to a round of golf, the \$200 registration fee includes practice facility time, bag service, and breakfast and lunch. The registration deadline is Oct. 31; however, members are encouraged to register early as past tournaments have sold out weeks in advance. Information about sponsorship opportunities are available at www.iaapa.org/expos/attractions/2.



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Landmark Disneyland Hotel earns AAA Four Diamond Award

ANAHEIM, Calif. — For the first time in 25 years, AAA has bestowed its coveted Four Diamond award upon the Disneyland Hotel, located in Anaheim, Calif. The designation is presented to only four percent of the 31,000 hotel properties AAA reviews nationally, according to the Auto Club.

"This is tremendous news, especially for the 1,000 cast members who work at the Disneyland Hotel and create magical experiences for our guests," said Tony Bruno, vice president resort hotels and Downtown Disney. "The award underscores our continued investment in the guest experience and all our ongoing work, which has transformed the Disneyland Resort and Anaheim into Southern California's world-class, multi-day tourist destination."

The recognition follows major enhancements to the iconic hotel, which is now the second property at the Disneyland Resort to secure the award. Disney's Grand Californian Hotel & Spa is also a AAA Four Diamond award winner. The two properties are currently Anaheim's only AAA Four Diamond hotels.

The award was announced in September.



MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

BRIEF

Tennessee State Fair down but spirits up

NASHVILLE, Tenn. — The 2011 Tennessee State Fair has come to a close and preliminary figures showed more than 100,000 people turned out for the 10-day event, Sept. 9-18.

This number was an unaudited attendance figure as some advanced ticket sales had been counted.

While most state fairs have nine months to a year to plan and put on the event, the Tennessee State Fair gates opened with only 65 days of planning.

Organizers were already looking forward to the 2012 Tennessee State Fair even though attendance in 2010, which was almost 250,000, was more than double that of this year's fair.

The fair was pulled off with an abundance of volunteers from other Tennessee county fairs, many of whom are involved with their own county fairs. Officials of the Tennessee State Fair said these volunteers made this year happen.

Just a few months ago, there was no certainty that the fair would be held this year.

North American Midway Entertainment provided the midway.

This year's fair was operated and managed by the Tennessee State Fair Association.

York Fair (Pa.) on roller coaster ride

STORY: B. Derek Shaw
Special to Amusement Today

YORK, Pa. — The York Fair showed a seven percent decrease in attendance mostly due to the sagging economy and the remnants of Hurricane Irene and Tropical Storm Lee that bullied through Central Pennsylvania along the Susquehanna River. When asked about the attendance decline, York Fair President Gene Schenck said, "I'm thrilled with that, given the fact we had rain every other day. He continued, "I can only imagine what it would have been like with good weather." York Fair General Manager Mike Froehlich chimed in, "It was a very challenging fair for all of us," referring to the weather and the economy.

The 10-day event, that started the Friday after Labor Day, drew just under 567,052 visitors to the 86 acre site, surpassing Allentown that drew just 492,000 and Bloomsburg that was not held for the first time in 157 years due to extreme flooding in that area. Typically these three Eastern Pennsylvania fairs jockey for the top attendance honors each year, out of a field of 114 fairs and carnivals throughout the Commonwealth. York Fair attendance was down by about 50,000 over the ten day run.

Fair officials point out that parking lot revenue was off 68 percent this year. "Heavy rains made some lots un-useful — that hurt us a lot," said Schenck.

Most days, York Fair attendance was in the 37,000 to 72,000 range with the first Saturday generating over 93,000, thanks in part to Big

► See YORK, page 41



The 2011 edition of the York Fair in York, Pa. drew 567,052 visitors, down seven percent from last year due to rains from tropical storms Irene and Lee. Despite the decline, the York Fair is still the state's largest attended fair. New this year was Florida-based Deggeller Attractions which provided 55 rides on the midway.

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Gillette Shows hoping for good fall fair season

WHITNEY POINT, N.Y. — Betty Gillette, Gillette Shows, said the 2011 season seems a little down from 2010, “but we are just getting into our fairs. It seems for the last few years, the spring has been down but then we bounce back.”

She hopes this is the case again.

Gillette, whose show is based in Pittsfield, Mass., travels into the states of New York, Connecticut, Vermont, Maine

and New Hampshire. When she spoke with *Amusement Today*, she was playing the Broome County Fair, Whitney Point, N.Y., which ran July 26-31.

“We try to keep our moves close together,” Gillette said. “We play in Massachusetts and New York, then head north to our full fairs.”

She has 30 rides but doesn’t carry all of them all of time. She didn’t make any

purchases for this season and she plans to hold tight to what she has right now and hope things improve. She feels the increased cost of fuel has been the real kicker. That has affected her and has affected potential patrons.

“We take some of our rides off the road, do maintenance, then bring them back on the road after a while,” Gillette said.

Gillette Shows has been

in business for more than 60 years, since 1947 when it was started by brothers Art and Jules Gillette. Through the years the show has updated and purchased new equipment and concessions.

Gillette Shows most recently redecorated all of their ticket boxes with new more attractive signage, new stainless steel counters and a new sound system that provides all of the pertinent facts as to ride costs.

In order to comply with Massachusetts’ new safety codes, Gillette Shows has changed their living quarters

to include exits on both sides, windows large enough from which a person can escape, fire extinguishers, and hand rails along the steps.

The show is now operated by Betty Gillette who oversees the operation along with her sons Jerry and Jules (Mims), who take care of all of the set-up and running of the show. During their off-season when they are not refurbishing or updating their equipment, the Gillette family owns a bowling alley as well as a trailer rental business.

—Pam Sherborne

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Betty Gillette, Gillette Shows, based in Pittsfield, Mass., was waiting to open at the Afton (N.Y.) Fair when AT visited. Gillette Shows’ Century Wheel by Chance and a Hampton kiddie ride are shown here.

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Gillette Shows owns about 30 rides, but all aren’t used at every location. Here is the show’s Air Force 1, manufactured by Technical Park.

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►YORK

Continued from page 39

Time Rush, a Nickelodeon act scoring big with the tween crowd. The Tuesday, midway through the ten day run, was strong with Student Day pricing and Joan Jett on the Toyota Grandstand that evening. Other grandstand acts throughout the run included Toby Keith, TNA Wrestling Live, 3 Doors Down and Greyson Chance.

New this year was Stuart, Florida Deggeller Attractions with 55 rides on the midway. This compares with 50 Deggeller brought to the Maryland State Fair and 60 to the Virginia State Fair. Since 1980, the fair midway had been serviced by Gibsonton, Fla.-based Reithoffer Shows. The York County Agricultural Society re-aligned and expanded the ride midway area, along with wider lanes and picnic bench eating areas anchoring the center of the newly created Boulevard midway. "We received 90 percent positive comments. People like to walk around and not have a log jam of pedestrians," said Schenck about the upgrade. This is the continuation of a project that was started a few seasons prior.

When asked about Deggeller's operation Schenck said, "It was remarkable the number of unsolicited comments we had about Deggeller. They were clean and courteous." "They were a first class company that worked well with us," said Froehlich.

Other new things for the 2011 York Fair included a nightly Laser Light show outside Old Main and an expanded animal birthing center, allowing fairgoers the chance to see Mother Nature at its best. This nicely fit in to one of the missions of the York Fair of showcasing agriculture and educating people.

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



Deggeller Attractions fielded 55 rides on the York Fair midway. COURTESY B. DEREK SHAW





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2012 Wisconsin State Fair to be independent midway

STORY: Pam Sherborne
psherborne@amusementtoday.com

WEST ALLIS, Wis. — Violence on the first night of the 2011 Wisconsin State Fair, which ran Aug. 4-14, caused West Allis police and other city officials to question whether a midway for the 2012 event

would even be wise.

But, in the end, a decision made in mid-September by the fair board, has the midway returning. In addition, the board also decided that, beginning next year, fair officials will directly manage ride, games and food operations in the amusement area, thus turning the

2012 Wisconsin State Fair into an independent midway.

"A significant number of families and fairgoers make visiting the amusement ride area a large part of their trip to the Wisconsin State Fair each year," John Yingling, the board's chairman was quoted as saying after the announcement. "We plan to offer this traditional form of entertainment and enjoyment as part of our fair for years to come."

Rick Frenette, the fair's executive director, said it was a great decision by the board. Fair officials had reasoned that the fair-managed midway area would give the fair the freedom to establish working relationships with different vendors for rides, games and concessions.

"We have placed a much greater emphasis on the guest experience in recent years," Frenette said. "The additional seating and new shaded areas at the 2011 fair were one element of that. For 2012, fairgoers will not only see the return of the amusement ride area but will see all new rides and attractions."

The change also gives the fair an opportunity to generate more revenue.

The contract with Murphy Brother's Expositions expired after this year's fair.

Adam Heffron, formerly with the Minnesota State Fair in St. Paul, which also has an independent midway, will be head up the midway efforts. Heffron's crew will select the rides, games and some food outlets.

Frenette said there might be fewer rides in 2012 than in years past, but he believes the quality will be higher.

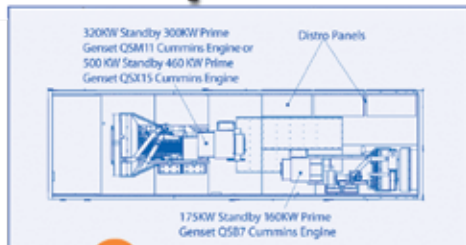
The violence at the 2011 fair began in the midway area on the night of Aug. 4 when fights broke out among black youths. At closing time, an undetermined number of black youths attacked white fairgoers as they left the grounds.

Despite the opening night of violence, the fair drew 911,231 visitors during its 11-day run, a 4 percent increase over the previous year. It was the first time in at least 10 years that more than 900,000 visitors came to the fair.

The 2012 fair will be held from Aug. 2 to 12.

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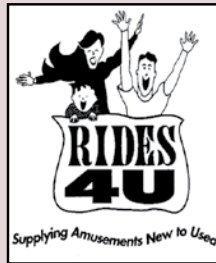


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