

# AMUSEMENT TODAY™

*Celebrating Our 15th Year*

Vol. 15 • Issue 6.1

SEPTEMBER 2011

*Euro Fighters from Gerstlauer Amusement Rides GmbH*

## Canobie Lake Park, Six Flags Over Georgia add coasters

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

German ride manufacturer Gerstlauer Amusement Rides GmbH is having a tremendous year with its line of Euro-Fighter compact steel roller coasters. Two opened in Italy and Japan respectively while another pair made their debut stateside at Canobie Lake Park and Six Flags Over Georgia.

### Untamed Canobie Lake Park

Canobie Lake Park's guests have come to expect rides and attractions of only the highest caliber. The Berni, Captell and Ulaky families that maintain and operate the classic New Hampshire trolley park make sure to offer this on a daily basis. CLP's newest resident easily lives up to those lofty standards.

From the moment one approaches Big Bear Plaza where the ride is located, it's clear just how much time and effort went into making certain Untamed blended into its environment. The upright steel supports have been painted to resemble a vast forest of birch trees while much of the hand-made fencing is fashioned of wood and capped off with carved bear-shaped finials. The Adirondack features extend to and are amplified in the coaster's amazingly detailed sta-



Canobie Lake Park's new Untamed, left, is themed to the park's new Big Bear Plaza and its Adirondack station. Six Flags Over Georgia's Dare Devil Dive takes on the theme of an air school complete with hangar and control tower. Both coaster are from Germany's Gerstlauer.

CANOBIE LAKE COURTESY BRIAN PLEMMONS / SFOG COURTESY PARK



tion, which resembles a rustic hunting lodge complete with deer antler chandeliers.

Serving as a replacement for the Rockin' Rider, an SDC Galaxi coaster that operated at the park from 1970 until 2004, Canobie Lake Park's new Untamed is a Euro-Fighter Model 320. The compact ride features a 1,184-foot-long course that begins with a 72-foot vertical lift and beyond-vertical (97-degree) first drop. After

the initial plunge, the two-car trains, which each seat eight riders in two rows, zip around a tight layout that includes three inversions — a vertical loop, an Immelmann, and a zero-g roll.

Chris Nicoli, Canobie Lake Park's marketing/entertainment manager explains how guests have reacted to the new coaster and just how much went into making Untamed the ride it is. "We, at Canobie Lake Park, are extremely

proud at the guest response we have received from our new Euro-Fighter this season. We opened the attraction, affectionately called Untamed, in early June and have heard excellent comments and feedback from our riders. The concept, acquisition and installation of Untamed was developed in-house by our design and development team and has been themed strategically to blend in with the indigenous beauty and nature of

New Hampshire. The structure was designed to feel as if the coaster is being supported by a network of Birch trees. Our station is hand crafted with New Hampshire Granite and the incorporated stones and logs were found on-site here at the park. There are approximately 70 hand-carved bears and our three cars were custom molded to resemble grizzly bears gliding along the track."

► See COASTERS, page 5

NEWSPAPER

POSTMASTER: Dated material.  
PLEASE RUSH!  
Mailed Friday, July 29, 2011

SUBSCRIBE TO  
AMUSEMENT TODAY  
(817) 460-7220

amusementtoday.com

www.GOLDENTICKETAWARDS.com

IT'S COMING!  
SEPTEMBER 16-17

Visit  
www.GoldenTicketAwards.com  
for complete details



2011 Golden Ticket Awards • Holiday World & Spashin' Safari • Santa Claus, Indiana

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





# NEWTALK

OPINIONS

CARTOON

LETTERS

AT CONTACTS

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

## Register now for the 2011 Golden Ticket Awards



Slade

It's not too late to register for the 2011 Golden Ticket Awards, but the clock is ticking so don't delay!

This year's event will be held at Holiday World & Splashin' Safari in Santa Claus, Indiana on September 16 & 17.

Presented by *Amusement Today*, the Golden Ticket Awards event has become a great way for park professionals to cap off their summer season. The two day event is filled with social time, good food, behind-the-scenes tours, and many other learning opportunities. The highlight of the event is the actual awards ceremony, which is always filled with memorable moments as we look back on the past year in our industry.

The 2011 Golden Ticket Awards are open, and free to attend, to all professionals who are employed in the amusement industry. All attendees must pre-register for the event via the Web site: [GoldenTicketAwards.com](http://GoldenTicketAwards.com). Event schedule, hotel and other key information can be found at the Web site, or see related story on page 37.

We look forward to seeing everyone there!

*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.*

## IT'S COMING! SEPTEMBER 16-17



**REGISTRATION  
DEADLINE  
SEPT. 2**

**GO TO  
GOLDENTICKETAWARDS.COM  
AND REGISTER TO ATTEND NOW!**

**CARTOON:** Bubba Flint



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

## Good help is hard to find



Rutherford

Good customer service is a skill that requires patience and empathy. It's not something that can be easily taught or explained; it has to be experienced, learned and practiced. Having traveled the world both as a tourist and working as a customer service agent and crew member for several large commercial airlines, I feel I have a pretty good idea what good customer service entails.

Over the course of the summer, I visited a great number of this country's amusement and theme parks. During these trips, I witnessed many examples of good customer service in action. Starting in central Florida and working my way up the Atlantic seaboard all the way up to New Hampshire, I witnessed employees interacting with guests in ways that ensured visits were joyful and memorable. However, there was one dark spot on the trip that was beyond dismaying. I was excited to show this place off to my traveling companion (a fellow park fan) as it would be his first visit. Crowds were light on this sunny afternoon. We were there not as members of the working media but as customers.

I realize finding competent workers can be a

problem for certain parks. The pool from which they hire is often a murky one. But some of the employees we encountered at this park should NEVER have been allowed to interact with the public on any level. More than 95 percent of those we dealt with couldn't have cared less that we – or any other guests – were there. In some instances they were downright rude and confrontational. Even a security guard on the platform of a closed ride responded to my question about when it might open with utter, unprovoked hostility. I was shocked. After several run-ins with employees such as this, my friend and I elected to leave after less than an hour. I won't publicly name this park but I have drafted a letter to the operator.

Less than an hour's drive north, we arrived at another park where employees were the polar opposites of those we dealt with earlier. From the very moment we stepped onto the property, we were met with nothing but smiles and a welcoming attitude. It was such a relief to be at a place where people enjoyed their jobs and passed that on to their guests.

I suppose we get spoiled by places like Dollywood and Disney where an emphasis on superior customer service is simply a way of life. What it all boils down to is simple human kindness. Treat others as you would like to be treated, with dignity and respect, and often everything falls into place.

### AMUSEMENT TODAY STAFF

**Gary Slade, Founder**  
Publisher and Editor-in-Chief  
(817) 460-7220  
[gslade@amusementtoday.com](mailto:gslade@amusementtoday.com)

**Stacey Childress**  
Web & Graphic Design  
(817) 889-4441  
[schildress@affinitymm.com](mailto:schildress@affinitymm.com)

**John Robinson / W.H.R. Inc.**  
Daily E-mail Newsletter  
[johnwrobinson@cinci.rr.com](mailto:johnwrobinson@cinci.rr.com)

**Tim Baldwin**  
Editorial  
[tbaldwin@amusementtoday.com](mailto:tbaldwin@amusementtoday.com)

**Pam Sherborne**  
Editorial  
[psherborne@amusementtoday.com](mailto:psherborne@amusementtoday.com)

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

**Bubba Flint**  
Cartoonist  
[bflint@amusementtoday.com](mailto:bflint@amusementtoday.com)

**Sammy Piccola**  
Accounting / Circulation  
(817) 460-7220  
[spiccola@amusementtoday.com](mailto:spiccola@amusementtoday.com)

**Sue Nichols**  
Advertising  
(615) 662-0252  
[snichols@amusementtoday.com](mailto:snichols@amusementtoday.com)

**Beth Jenkins**  
Advertising  
(615) 794-7288  
[bjenkins@amusementtoday.com](mailto:bjenkins@amusementtoday.com)

**Contributors:** Andrew Mellor, Richard Munch, Brian Plemmons, Jeffrey L. Seifert, Janice Witherow, WHR Inc.

## AMUSEMENT TODAY

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

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

Subscription rates are: 1 year (14 issues) \$50 in the USA; \$70 elsewhere; 2 years (28 issues) \$90/\$130; 3 years (42 issues) \$130/\$190. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

Amusement Today is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related Web sites are copyrighted and trademarked by Amusement Today 2011, with all rights reserved.

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



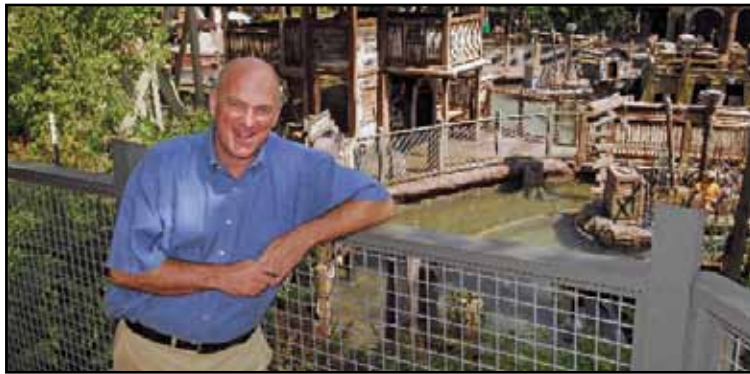
# 2 MINUTE DRILL



COMPILED: Janice Witherow

## Brad Thomas, Silver Dollar City

Brad Thomas began his career with Silver Dollar City in 1991, holding leadership roles in merchandise, special events and park management before being promoted to general manager in 2000 followed by senior vice president in 2008. Brad is very active in the local Branson community as well as the state of Missouri and the amusement industry serving on several committees and boards. Those who work with Brad enjoy his pleasant demeanor, zest for life and encouraging spirit!



Silver Dollar City's Brad Thomas enjoys his time in the park as much as his job as senior vice president.

### Title

Senior Vice President, Silver Dollar City Attractions in Branson, Missouri.

### Number of years with Silver Dollar City

20 years.

### Best thing about the industry

Creating fun memories for our guests that they may well remember for the rest of their lives.



Thomas

### Favorite amusement rides

Tower of Terror at Disney's Hollywood Studios and Wildfire (B & M inversion coaster) at Silver Dollar City.

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

Teaching marketing in a university setting.

### Biggest challenge facing our industry

Keeping pace with our guests changing expectations and ensuring we don't lose our heritage of "high touch" in this "high tech" world.

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

The adrenaline rush we all get when we see families having fun together.

### Something I bought recently that I really regret is ...

I usually ponder purchases; no recent regrets.

### You live in Missouri. What's the coolest thing about your home state?

The diversity of lifestyles, culture, food and music within the state. Plus, being in the geographic center of the USA, we are a day's drive to Chicago or Dallas!

### I'd love to be famous for ...

Inspiring and energizing those around me to appreciate life and appreciate each other.

### Three things on my "bucket list" are ...

1. Backyard living space project; 2. Trip to Africa; 3. Expand my culinary skills. All this, while always seeking God's guidance through each of life's chapters.

### Favorite meal of the day

Dinner, but actually any of them that include great food and laughs.

### When it comes to college football, I root for ...

I'm a regional guy ... Missouri State and University of Arkansas.

### The last time I rode in a limo was ...

On a recent trip to Southern California.

### The fall TV show I am most looking forward to is ...

"Harry's Law."

### Under my bed is ...

Hopefully nothing!

### If I had an extra hour of free time, I would ...

Get to the next thing on the list sooner versus later.

### Are you more of a steak or hamburger kind of guy?

Chicken!

### If I could sing on stage with any band, it would definitely be ...

I am diverse, but constant, in my musical performances! I perform often (thanks to my iPod) with Stevie Nicks/Fleetwood Mac and also with Chris Tomlin.

### If someone opened my freezer, they would find ...

Healthy Choice/Lean Cuisine dinners and lots of blueberries and blackberries from a very famous local berry farm.

### When people meet me for the first time, they are surprised that ...

I'm a preacher's kid.

### The last thing I ate really late at night was ...

Usually yogurt (sometimes cultured, but sometimes the frozen ice cream-kind).

### When I say vacation, you say ...

Beach ... palm trees!

### When I'm 80, I hope to be ...

Healthy, laughing and cooking.

### The store I shop in most often is ...

Home Depot.

## THIS MONTH IN HISTORY

Presented by



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

•**1916:** A major early morning fire on September 10, at **Paragon Park**, in Nantasket Beach, Mass., started at the north end of the park, and swept down the east side of the grounds, destroying the roller coaster, dance hall, the Palm Garden and administration building.

The cause of the \$100,000 fire may have been a lit cigarette that was dropped during a dance. Out of this major fire came some good news: Paragon Park would hire **Philadelphia Toboggan Company** to build the largest side friction roller coaster in the world for 1917.

•**1926:** The Westchester County Park Commission announced plans on September 17, to replace **Paradise Park** and **Rye Beach Pleasure Park**, both in Rye, N.Y., with a county operated amusement park in 1928. The two parks would be razed, and the lowland areas would be filled in, with beach access, according to plans submitted by the commission. Eventually the new park would become the beautifully designed **Playland**, situated on Long Island Sound, which will celebrate its 85th season in 2012.

•**1937:** A 30-year-old rider stood up on the **Wildcat** roller coaster, at **Lake Compounce Park**, Bristol, Conn., on September 4, and fell to his death. Ironically, while roller coaster fatalities were numerous in the early part of the century, the investigation into the accident would discover that the man had been part of the original construction crew that built the coaster a decade earlier.

•**1946:** The famous **Venice Amusement Pier** was razed during the month of September, at Venice, Calif. The pier was the brainchild of **Abbot Kinney** who built the amusement palace in 1906, along with many of the other attractions in the area. Constructed at a cost of over \$1 million, it was one of the largest piers in California when it opened. With its closure, there would only be two amusement piers remaining on the west coast.

•**1959:** On September 19, it was reported that **Russian Premier Nikita Khrushchev** would not be permitted to visit **Disneyland**, in Anaheim, Calif., during his United States tour. During a luncheon in Los Angeles, he was visibly upset when told that he would not be able to see the four-year-old theme park due to security concerns. While officials could not guarantee his safety, there are many other theories as to why his visit was cancelled. Many believe that Disneyland would have had to close areas and attractions during the Khrushchev tour, a publicity nightmare, while there is the theory that Khrushchev not only wanted to see the new park, but was prepared to imitate the park with a similar operation in the USSR. There is no available evidence to collaborate any of the many stories about that non-visit in 1959.

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

**AMUSEMENT TODAY™**

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

**IAAPA**

5-time Award Winner

**facebook**

Find us on Facebook  
[facebook.com/amusementtoday](http://facebook.com/amusementtoday)

**twitter**

Follow us on Twitter  
[twitter.com/amusementtoday](http://twitter.com/amusementtoday)

**YouTube**

Subscribe to our YouTube channel  
[youtube.com/amusementtoday](http://youtube.com/amusementtoday)

Get the free mobile app for your phone  
<http://gettag.mobi>



**SUBSCRIBER NOTICE**

Subscribers are reminded that *Amusement Today* publishes two issues in September, due to the annual Golden Ticket Awards. This regular September issue, will be followed by the mailing of a second September issue all themed to the 2011 Golden Ticket Awards. **The 2011 GTA issue will mail on Monday, September 19.** For earlier results of the Golden Ticket Awards interested persons are asked to log onto [www.amusementtoday.com](http://www.amusementtoday.com) on Saturday, September 17 at 4:30 p.m. to view the complete results. Results will not be posted on AT's Web site until the conclusion of the Golden Ticket Awards ceremony being held Sept. 17 at Holiday World & Splashin' Safari. The ceremony should conclude by 4:30 p.m.

**ADVERTISING NOTICE**

Suppliers are reminded that *Amusement Today* will have bonus distribution at two upcoming industry trade shows. Advertising space is limited as these issues typically sell out fast, so suppliers interested in advertising are asked to reserve their ad space early.

In **October**, *Amusement Today* will exhibit and distribute extra copies at the World Waterpark Association's 31st Annual Symposium & Trade Show in New Orleans, La., Oct. 3-7. Issues will be distributed during seminars and during the two-day trade show. Visit AT at WWA booth #434!

**OCT. AD SPACE DEADLINE: Sept. 5**

In **November**, *Amusement Today* will once again publish two issues, both of which will be distributed at the International Association of Amusement Parks & Attractions Expo in Orlando, Fla., Nov. 15-18. Both issues (Pre-Convention and Convention) will distribute from the IAAPA show floor in the publication bin area as well as at AT booth #4215. As an annual tradition and added bonus, both issues are delivered door to door Tuesday morning at the Peabody Hotel to rooms who registered as IAAPA attendees.

**NOV. I (Pre-Convention) AD SPACE DEADLINE: Oct. 3**

**NOV. II (Main Issue) AD SPACE DEADLINE: Oct. 10**

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

**Making the most of what you've got**

Mellor

*Editor's note: Due to a computer error in the August issue, an older editorial ran in Andrew's column on page 2. His correct column appears below. AT regrets the error and any confusion it may have caused.*

In the past, the amusement and theme park industry was very much a seasonal business with venues opening from April to maybe early October at the latest. Today, however, as we all know, this is no longer the case for many.

Yes, there are still those parks that operate for just five or six months of the year – for some there's little choice if they are situated in tourist areas that simply don't sustain the right numbers to stay open any longer than during the summer – but for many years now, more and more parks have been looking to operate, in some way, all year round to ensure their valuable assets are not lying idle for long periods of time when they could be adding to the bottom line.

I'm reminded of this situation when I attended the recent opening of a new children's play center at The Flambards Experience theme park in Cornwall in the U.K. The

park wanted to add a new play facility for park guests, but with some further thought and additional advice from an outside consultancy (with many years of operational experience, too) Flambards has, in fact, ended up with not only a great new facility for park guests, but also with a second gate attraction for visitors just wanting to utilize the play center.

This has been achieved by some careful planning, the positioning of the building itself and the re-routing of entrance ways, thus allowing guests to enter from the park without paying anything further, or from outside the park, in which case they pay an entrance fee as they would at any stand-alone play center.

As a result, the new attraction can be operated as part of the park when it is open during its main season, and also as a year-round facility catering not only for the tourist trade in the summer months, but also for the locals throughout the year. Thus the park has created a second gate which has also, importantly, been separately branded, giving it an individual identity which brings its own advantages.

It's a great addition to Flambards and will no doubt be a major asset to the business – in more ways than one.

# WILLIAM H. ROBINSON, INC.

The  
**B!g idea**  
People!

**CREATIVE MARKETING**  
**TV COMMERCIALS**  
**JINGLES**  
**BROCHURES & ARTWORK**  
**PHOTOGRAPHY**  
**INTERNET SOLUTIONS**  
**PROMOTIONS**  
**GROUP SALES TRAINING**  
**& MORE!**

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

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • [www.TheBigIdeaPeople.com](http://www.TheBigIdeaPeople.com)



## ► COASTERS

Continued from page 1

"Our Euro-Fighter has truly become a member of the Canobie family. From a mechanical perspective, Untamed seamlessly transitioned from being a 'new ride' to part of our daily operation and we are pleased with its performance," Nicoli added.

Mark Rosenzweig of Ride Entertainment Group, which represents Gerstlauer, extolled the virtues of Canobie's new coaster. "Untamed was the first installation of a Gerstlauer EuroFighter coaster in an American family owned park and everyone at Gerstlauer and Ride Entertainment Group is thrilled with the result. The Compact 320+ model brings all of the EuroFighter's signature thrilling elements from the vertical lift to beyond vertical drop to a breathtaking arsenal of inversions and other elements all packed up into an incredibly compact layout that is within the price range of small parks looking to up their coaster ante. Everyone on the park's team in design, maintenance, and administration all took great care and pride in the application of theming and general presentation, which resulted in one of the most impressive coaster stations and overall installations in the country."

### Dare Devil Dive Six Flags Over Georgia

Six Flags Over Georgia's 11th roller coaster, the highly anticipated Dare Devil Dive, opened this spring to rave reviews from both coaster enthusiasts and park guests alike.

Located in the park's USA section, DDD is built on real estate that was formerly home to the Drive-in theater building, Shake, Rattle and Roller indoor Scrambler and a first generation Intamin Freefall. The custom-designed Euro-Fighter utilizes the world's first V-shaped ride vehicles, which are fitted with lap bar restraints and offer stadium seating.

Six Flags Over Georgia welcomed professional test pilots from Lockheed Martin Aeronautics to experience the new coaster. Bret Luedke, chief test pilot for Lockheed Martin's F-22 program, was one of the first to give the ride a go. "Dare Devil Dive is as



Canobie's Untamed loading station takes on a hunting lodge look while the coaster's support columns have been painting to resemble the trunks of Birch trees. COURTESY BRIAN PLEMMONS



exciting as flying a modern day fighter jet," said Luedke. "From the first drop to the barrel rolls and dives, it's a fantastic ride."

A flight on DDD begins with a quick climb to the top of a 10-story vertical lift followed by a 95-degree first drop to the ground. Traveling at 52 mph, the sleek black cars then race through the 2,090-foot-long course that includes three inversions (diving loop, Immelmann, heartline roll), zero-gravity hills and high-speed turns as well as a tunnel

and various special effects.

"We wanted to provide our guests with a truly unique, thrilling experience here at Six Flags Over Georgia," said Park President of Six Flags Atlanta Properties Melinda Ashcraft. "The introduction of Dare Devil Dive continues our tradition of building innovative attractions that entertain the thrill-seekers in every family. We have taken thrills to the next level: Dare Devil Dive is that must-ride attraction of the year, providing an incredible experience for everyone who

dares to ride."

*Amusement Today* spoke about DDD's innovation's with Adam Sandy of Ride Entertainment Group. "Dare Devil Dive is a great addition to Six Flags over Georgia and a giant step in restraint design from Gerstlauer. As the first Gerstlauer looping coaster to utilize lap bars, this thrilling experience has been a hit with every demographic. The ride's unique layout was expertly shoe-horned into the park by Siegfried Gerstlauer and the park's Director of Maintenance

and Construction, Ron Ebert. It fit in an under-utilized part of Six Flags over Georgia and now the vertical-lift and beyond-vertical drop offer a commanding centerpiece in the area. The layout, which features three inversions, flies through Six Flags' great aeronautical theming and offers guests a fantastic thrill different from any other coaster on property."

"We are extremely happy to announce this great milestone" said Melinda Ashcraft, ► See COASTERS, page 6

# Two One-Trailer Bertazzon Rides

*Easy Up and Down*

Swing Buggy

Matterhorn 16 cars

Swing Carousel 48 or 64 seats

Bertazzon 3B srl Via Trevigiana 178  
Sernaglia, TV 31020- Italy  
tel : +39 0438 966 291  
e-mail: sales@bertazzon.com

North America sales:  
Bertazzon America LLC- Carlo Guglielmi  
cell: (615 ) 347 5295  
e-mail: carlo@bertazzon-america.com

**Check out  
our options!**



## ►COASTERS

Continued from page 5

park president. "Dare Devil Dive is a wonderful addition to our park and the 100,000th rider represents the success this exciting coaster has achieved."



Six Flags Over Georgia's Dare Devil Dive is the first Gerstlauer Euro-Fighter to utilize the new V-shaped ride vehicles which also feature individual lap bars and stadium seating. Dare Devil Dive is the park's 11th coaster. COURTESY SFOG

Visit us at the  
EAS in London,  
Sep. 27 - 29  
Booth 719



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



Launched  
Euro-Fighter  
"Takabisha"

Dive down the  
world's steepest  
drop of 121° at  
Fuji-Q Highland,  
Japan!







# INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS

## BRIEF

### Europa-Park to open GCII wooden coaster in 2012

GERMANY — Along with the addition of yet another hotel – the Bell Rock Hotel – slated to debut at Europa-Park next year, the popular German theme park has also confirmed it will open its first wooden roller coaster. The new ride will be supplied by Pennsylvania-based Great Coasters International, Inc.

Currently under construction behind the Whale Adventures, the new coaster will actually be located within the park's Iceland area. It will stand just over 114 feet above the ground and feature 3,445 feet of track. The coaster will utilize GCII's Millennium Flyer trains that will reach a top speed of 62 mph. Up to 26 carpenters, including numerous German colleagues besides the experts from the U.S., will take part in the construction process.

Europa officials describe the park's 11th roller coaster: Besides the high speed, racy bends and numerous airtime phases that will make all roller coaster fans' hearts beat faster, the attraction offers another spectacular feature: the new ride will integrate itself into the current roller coaster landscape, and, moreover, cross the tracks of two other attractions – Atlantica SuperSplash and Blue Fire.

## Euro Attractions Expo heads for London

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

UNITED KINGDOM — This year's Euro Attractions Show (EAS) is due to take place at London's Olympia Exhibition Centre later this month, September 27-29, and is set to be a record breaking event with more than 300 exhibitors in attendance, the highest number ever in the event's history.

EAS is the largest conference and trade show for the attractions industry in Europe and the three day event will feature manufacturers and suppliers offering the latest products and services for the industry, alongside a comprehensive seminar and workshop program.

The Olympia Exhibition Centre was recently renovated and will provide a dramatic setting for the EAS with its



► Exhibitor listing  
See Page 9

stunning Victorian architecture. The event is expected to attract more than 8,000 visitors from 60 countries and is being organized by the European office of IAAPA.

"Going to London for EAS is a natural progression for IAAPA and the Euro Attractions Show," stated Mats Wedin, chairman of the IAAPA European advisory commit-



EAS 2011 will be held in the dramatic setting of the London's Victorian Olympia Exhibition Centre.  
COURTESY EAS/IAAPA

tee. "With our strong relationship with BALPPA (the British Association of Leisure Parks, Piers and Attractions) and the large number of attractions

in the United Kingdom it is, without question, one of the best places to take EAS."

The show floor will host  
► See EAS, page 8

## Poland to get world-class theme park



The Exotic Harbor section of Adventure World Warsaw will incorporate a Main Street area offering a variety of F&B and retail outlets.  
COURTESY ADVENTURE WORLD WARSAW

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

POLAND — Plans have been unveiled for the creation of Poland's first world-class theme park and resort by developer Las Palm.

Adventure World Warsaw (AWW) will be built in Grodzisk Mazowiecki, approximately 30 kilometers (19 miles) south west of Warsaw, and will cover an area of around 240 hectares (593 acres). Funding for the project is being provided by an international consortium of private and institutional investors, who are providing €400 million (U.S. \$565 million) for the first phase, which will feature  
► See POLAND, page 10

## Major, Family and Spectacular Rides

Check out the hundreds of new and used rides at [www.italintl.com](http://www.italintl.com)

Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: [sales@italintl.com](mailto:sales@italintl.com)



# Legoland Windsor adds new underwater ride experience

*Mack Rides  
supplies submarines  
for £8 million ride*

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

UNITED KINGDOM — Legoland Windsor in the U.K. is offering guests a new, underwater ride experience in 2011 with the opening of the new £8 million (U.S. \$13 million) Atlantis Submarine Voyage.

The multi-million pound attraction forms part of a wider £30 million (U.S. \$49 million) investment at the park by parent company Merlin Entertainments Group and is the first Lego-themed underwater ride in the world.

Guests are taken on a marine voyage inside one of eight custom-built, Lego themed submarines, each of which holds up to 14 people. Inside, visitors are able to explore a one million litre ocean tank featuring over 50 species of rare sharks, rays and tropical fish. Almost 100 bespoke Lego brick models and features have also been hand built by the Lego model building team to bring the ride to life and approximately 2,683 hours of work were involved in completing these. Over 1,000 guests per hour can enjoy the ride.

The bright yellow submarines themselves, which each weigh 11 tons, were built by the well-known German ride manufacturer Mack Rides and transported by road a distance of 586 miles from the company's production facility in southern Germany to the park,



**The new Atlantis Submarine Voyage at Legoland Windsor takes guests on an underwater ride experience. The submarines for the attractions were supplied by Germany's Mack Rides.**

COURTESY LEGOLAND WINDSOR

situated just outside London.

The new attraction has created a number of new jobs at the park, including three specialist jobs for the aquarium – a displays curator and two aquarists. Marine experts based at the Windsor attraction will be working with Sea Life colleagues at the forefront

of global marine conservation. Regular research projects will be carried out at the new aquarium and education programs will also be offered.

Sue Kemp, divisional director of Legoland Windsor, commented: "This is Legoland Windsor's biggest attraction investment ever by the Mer-



lin Entertainments Group and is testament to the continued success of the park. Atlantis Submarine Voyage represents a unique partnering of a Legoland park with Sea Life, Merlin's global number one aquarium brand, and will offer families something they've never seen before."

And looking further ahead, in March 2012 the park will open a new 150 bedroom Legoland Hotel, transforming Legoland Windsor into a destination resort in order to meet the growing demand from visitors wanting to extend their stay at the park.

## ►EAS

**Continued from page 7**

exhibiting companies providing a wide range of products and services for theme and amusement parks, waterparks, aquariums, zoos, FECs, museums, carnivals, shopping centers, resorts, casinos and more, with the exhibition being open from 11 a.m. to 6 p.m. on the first two days and until 4 p.m. on the final day.

A diversified program of conference and networking events will also be available to attendees, with seminar topics covering subjects such as the latest social media tools, the use of intellectual properties in

the attractions business, new developments in ride safety, maintenance and compliance issues and how to recruit, train and retain employees. Additionally, a special seminar on waterparks and a three day Institute for Attractions Managers will be offered.

On September 27, the second Legends discussion session will take place, featuring John Collins, Colin Dawson and Olivier de Bosredon, while the first edition of the EAS Leadership Breakfast will also be held, featuring a keynote presentation by Nick Varney, CEO of Merlin Entertainments Group.

Tours to various London

attractions will be available, while a post EAS tour will also offer attendees the chance to visit a number of other major U.K. attractions, including Pleasure Beach, Blackpool, the various Merlin attractions in Blackpool, Drayton Manor Theme Park and Warwick Castle on the weekend after the show.

Visitors to the show can register online at [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS), where more information is also available.

**This year's EAS show in London will host more than 300 exhibitors, the most ever for the event.**

COURTESY EAS/IAAPA





080 Leasing dba Hurricane Simulator.....	1246
3-D Branded Attractions.....	531
ABC Rides Switzerland.....	419
Ace Inflatables Ltd.....	1628
Active Hire (Leeds) Ltd.....	1225
Adalio Srl.....	315
ADMAR.....	1302
Aerophile S.A.....	202
AFP-Technology.....	1308
Air Inflatables Ltd.....	1425
Air-Joe.....	1101
Airquee Limited.....	1332
Alinco Inc.....	231
Alterface S.A.....	538
Altus.....	144
Amazing Interactives Limited.....	659
American Locker Security Systems, Inc.....	762
AMG Leisure.....	1728
Animalive.....	1744
Antonio Zamperla SpA.....	525
Aoqi Inflatables Ltd.....	1334
API WATER FUN GmbH.....	1134
Aqualeisure International.....	957
Arihant Industrial Corporation Ltd.....	1117
Art Attack Europe.....	461
atlantics GmbH.....	1109
atv-action team GmbH.....	826
Automatic Toys Modena.....	221
Avius Experience.....	1135
Axess AG.....	1416
B-token.....	855
B.N.Performance Rides Srl.....	832
Bandai Namco.....	1542
Bandai Namco.....	1606
Battlefield Sports.....	129
Battlefield Sports.....	82
Beijing Airhouse Product Engineering Company.....	1324
Bernd Wolter Design GmbH.....	758
Bertazzon 3B Srl.....	352
Bob's Space Racers, Inc.....	805
BOER.....	801
Bombay Amusement Rides Private Limited.....	927
Bounceabouts Leisure Limited.....	1328
BRC Imagination Arts.....	115
Brunk Technology S.L.....	921
Brunswick Bowling & Billiards.....	142
BUDGAST S.C.....	600
BUDGAST S.C.....	80
Bumper Boats Inc.....	1223
Bumper Boats Inc.....	1123
C.and S. Srl.....	116
Carmi Flavor & Fragrance Co., Inc.....	949
Carpenteria del Sud Sas.....	240
Cetec Systems.....	1642
Chengteh Chinaware (Thailand) Co.Ltd.....	862
City Train GmbH.....	1010
Clarity Commerce Solutions plc.....	261
COGAN Srl.....	518
Comfy Edutainment Centers.....	307
Core Cashless.....	159
cosmoproducts GmbH.....	1245
Costumes with Character Limited.....	757
CPI Amusement.....	1321
Crazy Jump S.n.c.....	502
Crazy Jump S.n.c.....	504
Crazy Play Limited.....	661
Creations JCT inc.....	952
Crown Direct.....	1620
Dalo S.A.S.....	759
Darsie Srl.....	252
de pinxi s.a.....	120
DEDEM - MP Group.....	451
Deltrain -Fabricacao Veiculos e Atrcados Espec.....	1007
Directional Data Systems Ltd.....	844
Dotto Srl.....	509
Dutch Wheels BV.....	523
Effeci Srl.....	1421
eibe Produktion + Vertrieb GmbH & Co.KG.....	1133
Electrocroin Sales Ltd.....	1707
ELTON GAMES Ltd.....	806
Embed Playsafe.....	1713
Emiliana Luna Park Srl.....	136
Emotion Media Factory Laserland GmbH.....	462
Empex Watertoys.....	233
Engineered Arts Ltd.....	123
Entertainment Booking Concepts ApS.....	646
Entertainment Resource GmbH.....	1417
ETF Ride Systems.....	602
ETF Ride Systems.....	604
EuroAmusement Professional.....	500
Eurogames Srl.....	548
Eurojumper s.c.....	448
Eurolockers B.V.....	948
European Body Art.....	941
Euroviva GmbH.....	1406
Exhibitor Logistics LLC.....	1222
Extreme Engineering.....	753
Fabbri Group.....	210
Facto Edizioni Srl.....	760
Factory Play Inflatable Games.....	1407
Felimana Luna Park.....	113
Ferretti International Srl.....	551
Finger Foods.....	828
Formula K International Ltd.....	1112
Forrec Ltd.....	226
Fotosmile Pegaso Control System Srl.....	148
Fountainworks.....	156
Future Beach Leisure Products.....	1306
G+G Rescue Products BV.....	945
Galaxy Multi Rides.....	1403
Gamma Dataware Ltd.....	243
Garmendale Engineering Limited.....	347
Gateway Ticketing Systems.....	507
Gerstlauer Amusement Rides GmbH.....	719

# Euro Attractions Expo

## Exhibitor Listing

### London • September 27-29

#### Exhibitor Listing as of 8/15/11

Ghesa.....	102
Gibbons Fan Products Ltd.....	1432
Gosetto Srl.....	301
Great Coasters International, Inc.....	610
GS Engineering Ltd.....	1521
Guzzi Eugenio.....	1439
Gymbounce.....	1733
HAFEMA Water Rides GmbH.....	258
Hankook Leisure Co., Ltd.....	1218
Harry Levy.....	1616
Hartwigen Freizeitanlagen GmbH.....	400
Haystack Dryers Limited.....	847
HEEGE Freizeittechnik.....	648
Heimotion.....	816
Henan Hengtaihua Amusement Equipment Co; Ltd.....	1420
Herborner Pumpenfabrik J.H.Hoffmann GmbH & CO.KG.....	546
Hofmann Figuren/Christian Hofmann GmbH.....	1513
Hofmann Figuren/Christian Hofmann GmbH.....	1411
Hopkins Rides, Llc.....	700
House of Play Limited.....	450
Huss Park Attractions GmbH.....	807
Husson UK Ltd.....	1238
I.E. Park - Soli Bumper Cars.....	520
IAAPA Europe.....	2000
IAAPA Europe.....	2002
Idea Vending BV.....	1244
Image + Digital BV.....	501
Image + Digital BV.....	503
Imagininvest.....	505
Inflatable World Leisure Ltd.....	1525
Innovative Leisure Ltd.....	944
Intamin.....	715
Interlink LG Ltd.....	405
International Play Company.....	929
Interplay.....	2006
IREC - Ticketing Technology.....	946
Isco Co Srl.....	1110
Ital-Resina di Di Talia Angelo.....	238
IVAN X TEAM Srl.....	208
Jack Rouse Associates.....	514
Jacobs Engineering UK.....	132
Jakar Jacek Nowak Sp. J.....	1221
JLC Hospitality Consulting.....	2001
JNC Sales Ltd.....	1602
JOEF b.v.....	657
John H. Rundle Ltd.....	362
Jolly Roger (Amusement Rides) Ltd. /Photo Me.....	227
Jora Entertainment.....	1402
Jora Vision bv.....	1001
Josef Wiegand GmbH & Co.KG.....	1344
Jump Jump Limited.....	1327
Kazall A/S.....	106
KCC Entertainment Design.....	747
Kidsport.....	1500
Kinderland Emsland Playground.....	100
Kirmes & Park Revue / Gemi Verlags GmbH.....	161
KMG International B.V.....	725
Kuenstlerische Holzgestaltung Bergmann.....	561
Lagotronics B.V.....	713
Laserforce.....	1443
Laserlight Showdesign.....	951
Leisure Technical Consultants Ltd.....	625
LifeFormations Inc.....	130
Lo-Q plc.....	614
loop 21 Mobile Net GmbH.....	1300
Losi Francesco Elettronica Industriale.....	931
Mack Rides GmbH & Co.KG.....	510
MADEAconcept.....	1544
Martin & Vleminckx Rides, L.L.C.....	799
Maurer Rides GmbH.....	810
Maxifoto International BV.....	556
mbm Systems GmbH.....	859
Mediatoys S.A.S. di Licci Romano.....	761
Metallbau Emmeln GmbH & Co.KG.....	200
Mondial World of Rides.....	506
Mor Bahee Oyun Parklari - Mustafa Ziya Arikan.....	851
Moser's Rides Srl.....	325
MTFX Ltd.....	1400
Murphy's Waves Ltd.....	152
N/A.....	1539
National Ticket Co.....	943
Neptune Benson.....	723
Neveplast S.R.L.....	158
Neverland Themepark Projects.....	447
Nicco Parks & Resorts Ltd.....	1002
Northern Leisure Group Ltd.....	1108
nWave Pictures S.A.....	534
Off Piste A /S.....	201
Omes New Park Srl.....	122
OmniTicket Network.....	819
One World Studios GmbH.....	532
Open Aire, Inc.....	1125
Open Frontiers.....	858
P&P Projects bv.....	526
Pan Amusements.....	135
Panel System Srl.....	1413
Park Rides, Lamborghini.....	242
Parkprod.....	424
Parkworld Magazine/Data Team Business Media.....	2005
Party Center Software.....	1241
Pax Company Ltd.....	206

Philadelphia Toboggan Coasters, Inc.....	947
Picsolve International Ltd.....	218
Plasticas Reiner, S.L.....	1440
Play Mart Co.Srl.....	209
Play Park di Melania Scapini.....	1202
PMS International Group Plc.....	145
Polin Waterparks and Pool Systems Co.....	838
Premier Rides, Inc.....	401
Premierworld Technology Ltd.....	117
Preston & Barbieri S.r.l.....	731
Prime Play by Whitewater.....	1127
Pro-Fab S.L.....	1433
Proslide Technology Inc.....	516
Qendix.....	216
QiQi Inflatable Co.Ltd.....	1429
QubicaAMF.....	1111
Race Room Entertainment AG.....	1639
Rainbow Productions.....	652
Rainbrook Projects LLP.....	1207
Realking Inflatables Co.Ltd.....	1325
Renco Nets.....	1004
Revel Match LLC.....	359
Ride Development Company.....	404
Ritter.....	1604
RMA Ltd.....	128
Rover International (UK).....	155
S&S Worldwide.....	641
Sacoa Playcard System.....	1729
Sally Corp.....	705
Sany 5D di Marini Simone.....	162
SAPIR.....	2008
Sarner Ltd.....	457
Sartori Int'l Group.....	356
Saturn Imagineering Ltd.....	662
SBF - Visa Group.....	232
Scandimatic AB.....	146
Scandinavian Minigolf AB.....	1000
Schuurkot.be Polyservice.....	1545
SCS Interactive.....	1240
Sega.....	1612
Sela Cars Srl.....	822
Semnox Solutions Private Limited.....	1346
Severn-Lamb.....	1006
Shades of Comfort Ltd.....	1633
Shenzhen Hongmen Technology Corporation.....	842
SIK-Holzgestaltungs GmbH.....	552
SimEx-Iwerks Entertainment.....	749
Simtec Systems GmbH.....	737
Simworx.....	741
Smaps Sminketeatret.....	1515
SOCRATES Digital Video B.V.....	547
Sokol.....	125
Solid Rock Productions, Inc. dba True American Cl.....	1107
SOPARK di Lazzarin Carlo.....	357
Sound Leisure Ltd.....	1644
SPI Play (Europe) Ltd.....	110
Subway International B.V.....	1342
Sunway Manufacturing Limited.....	616
Suzhou Fwu-Long Amusement Equipment Co; Ltd.....	1103
Swedice BV.....	257
Swiss Rides AG.....	1316
Syndicate Printers Limited.....	1438
Technical Park snc.....	220
Tejix.....	1121
The Juice Brand Ltd.....	800
The Play Providers Association.....	2007
The Playbus Company.....	84
The Soft Brick Company.....	459
Theme Park Nerd.....	559
Themebuilders Philippines, Inc.....	813
Themed Entertainment Association.....	1201
Theming and Animatronics Industries.....	515
Timberplay Ltd. + Richter Spielgeraete GmbH.....	629
Tippmann Sports.....	2004
Total Interactive Technologies.....	1301
Tourist Telescopes.....	860
Trans-Force Ltd.....	358
Travelmania.....	1725
Triotech Amusement Inc.....	539
Triotech Amusement Inc.....	543
Triotech Amusement Inc.....	542
Tschu -Tschu Road Trains.....	1310
TUEV Nord Systems GmbH & Co.KG.....	1216
TUEV SUEDE Industrie Service GmbH.....	248
ulockers limited.....	1501
Unique Vending Carts.....	846
United Distributing Co.Ltd.....	1624
Valera Ltd.....	1637
Van Egdom.....	1236
VEKOMA Rides Manufacturing BV.....	519
Vennersys.....	1323
VEQTOR UK.....	820
Vortex Aquatic Structures International.....	701
Vulkoprin.....	950
Water Slides de Mexico, SA de CV.....	861
Water Technology, Inc.....	823
Waterplay Solutions Corp.....	1320
Wattman Europe bv.....	1013
Wave Loch Inc.....	1229
Whirley-DrinkWorks!.....	1731
Whitehouse Leisure LLP.....	934
Whitehouse Leisure LLP.....	930
Whitewater West Industries Ltd.....	1129
Wooddesign Amusement Rides B.V.....	138
World Waterpark Association.....	959
Xtraice.....	751
Youstunt Concepts GmbH.....	1600
Zebec, Inc.....	1104
Zeppelin Hellas.....	126
Zhengzhou Wolong Amusement Equipment.....	1338
Zierer Karussell- und Spezialmaschinenbau GmbH.....	709
Zone EU Ltd.....	1136



# Meticulous creativity enhances attractions in U.K., Sweden

**UNITED KINGDOM** — U.K.-based theming and design specialist Meticulous Ltd. has completed high profile contracts at several attraction venues for the 2011 season, including theme parks in the U.K. and Sweden and a world famous U.K. museum.

At Drayton Manor Theme Park in England, Meticulous Ltd. won the bid, against some stiff competition, to carry out all the internal theming on the new Ben 10 – Ultimate Mission family coaster, specifically in the queue line area. Working with Cartoon Network, to concept drawings already completed, the company was given a free hand to “create it and make everything work physically,” and within a remarkably short time period – around two and a half months — completed the work on time and on budget.

In total, three different environments make up the interior of the entrance and the queue line area of the ride – a dynamic recreation of Asmuth’s Laboratory, the Decontamination Chamber and the Alien Chamber. In the first area of the queue line, Asmuth’s Laboratory, guests are introduced to Asmuth, the creator of the Omnitrix which is used by Ben to transform himself into a range of different aliens. The area incorporates interactive screens, through which kids learn about the mission they will be undertaking when they ride



**U.K.-based theming and design specialist Meticulous Ltd. provided the internal queue line theming for Drayton Manor’s new Ben 10 – Ultimate Mission family coaster. The project included dynamic recreations of Asmuth’s Laboratory, the Decontamination Chamber and the Alien Chamber.**  
COURTESY METICULOUS

the coaster.

A funky Decontamination Chamber comes next, followed by the dramatic Alien Chamber that successfully brings the animated series to life, even for those not familiar with Cartoon Network’s *Ben 10*. The theming work totally immerses guests in Ben 10’s world with life-size alien characters, props, interactives and decoration, including laser beam blasts and lighting effects, all created by Meticulous Ltd.

Commenting on the work carried out by the company, Drayton Manor’s general manager park operations, Edward Pawley, said: “I was impressed when I visited the

Meticulous premises. They were very busy with a variety of projects and it was good to see first-hand the expertise and capabilities they could offer. It certainly gave me much confidence in what they could do. They’ve done an excellent job on our new Ben 10 – Ultimate Mission ride and have created a truly immersive and entertaining queue line area which has gone down well with guests of all ages.”

At the Natural History Museum (NHM), Meticulous Ltd. has completed work on a travelling dinosaur exhibition, *Age of the Dinosaur*, for which the company was commissioned to create two immersive environments, one



Jurassic and one Crustaceous. Plants and trees, made using special molds designed from drawings of tree bark from the time, muddy landscaping and other related themed elements ensure the dinosaur figures are seen within carefully detailed and realistic environments.

“The two projects are different extremes – one fantasy and the other museum factual detail,” said Meticulous Director Dean Weal, “but they show very well the type of work we can produce and the expertise we have. We are delighted with the results of the work on the Ben 10 attraction, particularly in view of the very short time we had

to do this, just two and a half months. It really sets the scene for guests before they go on the ride. At the NHM the accuracy and detail we achieved on the plants, trees, foliage and other elements was extremely satisfying and rewarding to do and in fact, as a result of our work there we are now also working with other museum venues, so it speaks for itself.”

Additionally, continuing a long-standing creative relationship the company has with Liseberg in Sweden, Meticulous Ltd. was also recently contracted to provide all the 3-D entrance signage for the park’s new AtmosFear tower ride.

## ►POLAND

Continued from page 7

a theme park, waterpark, two hotels and an entertainment area with cinemas, restaurants, clubs and shops.

The project will be the first of its kind in this area of Europe and will include a number of elements that will operate throughout the year. The theme park is set to feature over 25 attractions within a number of themed ‘islands’ based on myths and legends from around the world. During the design stage these have the working titles of Adventure Harbour, Creature Lagoon, Castle Island and Land of Legend and various rides and attractions will be available in each area.

Among these will be roller coasters, a flume ride, a rapid river, dark ride, monorail, mine train, round rides, carousels, interactive fountains, boat rides and more, all suitably themed to the area in which they are housed.

Several companies are currently involved in the development of AWW, including a number of familiar theme park industry suppliers, such as Vekoma Rides Manufacturing, Jora Vision and Hafema, along with AGS Architects and International Destination Strategies (IDS).

Of the different areas of the park, Adventure Harbour will also feature a themed main street with retail and F&B outlets, while Polski Plaza will be an imaginary fantasy city inspired by old Warsaw



**Adventure World Warsaw will include a theme park featuring several themed ‘islands,’ one of which will be Legendary Island, shown here.**

COURTESY ADVENTURE WORLD WARSAW

and Polish architecture.

The indoor waterpark, which will feature over 10 attractions and will be linked to one of the two hotels, will operate throughout the year and will offer a heavily branded experience. Likewise, the En-

tertainment Village will also operate year round, offering a mix of night clubs, restaurants and cinemas. This initial phase is expected to attract two million visitors per year from Poland and neighbouring countries.

A second phase of the project is also planned for a later date, with this set to include a second theme park, an extensive conference and business center and a luxurious wellness center.





# PARKS & ATTRACTIONS

RIDES

ENTERTAINMENT

REVENUE

SUPPLIERS

## BRIEF

### Universal Orlando launches official mobile application

ORLANDO, Fla. — For the first time ever, Universal Orlando Resort has launched an official mobile application, designed to help guests effortlessly navigate its two theme parks and entertainment complex.

Available as a free download for iPhone and Android users, the app relies on GPS to provide detailed information relevant to your position — whether you're in Universal Studios Florida, Universal's Islands of Adventure or Universal CityWalk.

With the new app, you can pinpoint your exact location on the app's highly-visual interactive maps, discover nearby attractions, dining locations, guest services and more using the application's GPS-based carousel navigation.

Created by Universal Orlando in partnership with Geodelic, the Universal Orlando Resort Mobile Phone App Version 1.0 is available as a free download in Apple and Android app stores. A Blackberry version of the app is currently being developed.

For more information, visit [www.UniversalOrlando.com](http://www.UniversalOrlando.com).



Lake Winnepesaukah revamped its Bill Tracy ride-through dark ride — the Castle — into the more family-friendly Wacky Factory. Utilizing concepts borrowed from classic fun houses and haunted houses, the retooled ride transports guests into a distorted world of illusions and surprises.

COURTESY LAKE WINNEPESAUKAH

*Ride's interior makeover done inhouse; exterior by The Wow Factory*

## Lake Winnie transforms dark ride into Wacky Factory

**STORY:** Scott Rutherford

[srutherford@amusementtoday.com](mailto:srutherford@amusementtoday.com)

CHATTANOOGA, Tenn. — For the 2011 season, Lake Winnepesaukah revamped its classic Castle dark ride into the Wacky Factory, a whimsical amalgamation of ideas and concepts borrowed from classic amusement park Fun Houses and Haunted Houses. The result is a ride-through attraction that transports guests into a distorted world of illusions and surprises.

"Travel through the creaks and groans of a twisting mine shaft into the zany world of the Wacky Factory," said Lake Winnepesaukah's Talley Green. "Water comes to life as it glows in the dark; your own reflection is distorted beyond recognition; and hilarious surprises hide around every corner as your world is turned upside down!"

The Wacky Factory began life as The Castle, a classic Bill Tracy ride-through attraction that debuted at Lake Winnie in 1970. The building and ride systems have

been retained while an entirely new audio system has been installed. Additionally, new scenery replaced the former stunts.

Greg Morrow, Lake Winnie's games and merchandise manager, oversaw The Castle's transformation into the park's newest hit. He explains the metamorphosis: "The ideas for the Wacky Factory came from the original Castle ride as well as the park's old Wacky Shack walk-through fun house, which were both designed by Bill Tracy," said Morrow. "We took some of the best elements from these attractions, updated them, and added our own twist."

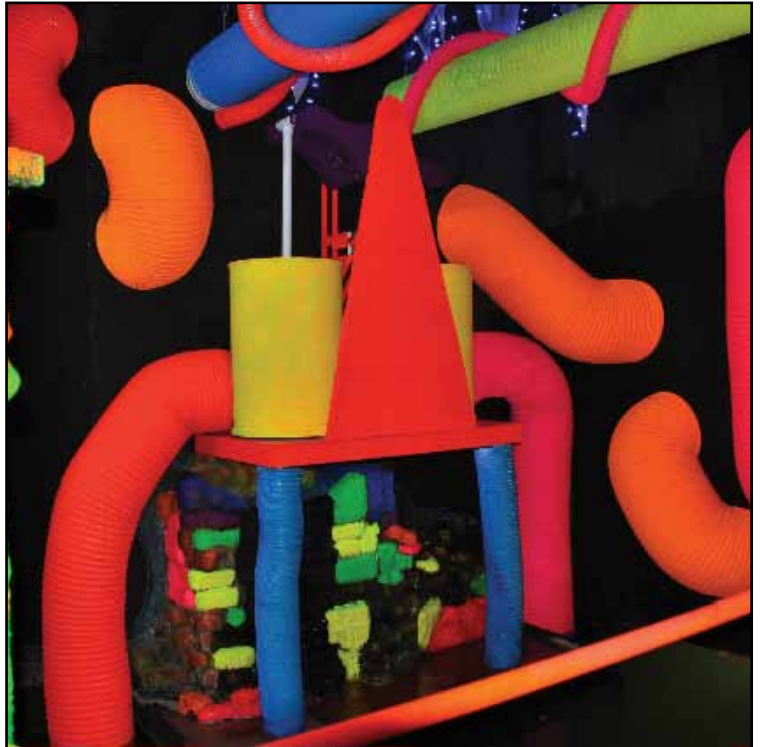
The new Wacky Factory was entirely constructed in-house with the exception of the exterior façade which was designed by The Wow Factory of Cleveland, Tenn.

When asked about the Wacky Factory's most impressive elements, Morrow responded with: "The best effect inside is a toss up between the water works room where we have surrounded the riders with bright, glow in the dark,

pipes coming from every possible direction with the sounds of dripping water and a broken pipe pouring glow-in-the-dark water down right in front of the car. The other effect is what we have affectionately called the 'Mylar Room.' Every surface of this room is covered in crinkled sheets of Mylar film with thousands of LED mini lights imbedded into it. It is a very disorienting experience."

As the 2011 summer season was winding down, *Amusement Today* caught up with Talley Green to see how visitors were reacting to The Castle's new look. "Our guests have really enjoyed the new Wacky Factory," said Green, "In fact, more seem to enjoy it than the previous Castle ride because it is not scary. It is just pure fun!"

Though the summer season may be fading, Lake Winnie is gearing up for its popular Halloween event, Lake WinnepeSpookah. Details can be found at: [www.lakewinnie.com](http://www.lakewinnie.com).





**Intermark Ride Group**

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

[www.intermarkridegroup.com](http://www.intermarkridegroup.com)  
TEL 615.370.9625 FAX 615.370.8852

### Creating Memories & Profitability



**Dynamic Swing Glider, abc rides**



**Sidewinder, Moser Rides**



**Wattman Mini Express**



# Hersheypark to debut IntaRide mega/hyper coaster in 2012

HERSHEY, Pa. — After months of online clues and cryptic hints from Hersheypark's clever marketing department regarding the park's new-for-2012 attraction, the intense speculation by roller coaster fans was finally assuaged when it was revealed on Aug. 3 that the Pennsylvania themer would open SkyRush, a steel mega/hyper coaster with innovative winged seating.



Described as a "whole new breed of roller coaster," SkyRush will cost approximately \$25 million and rank as the park's 12th coaster as well as its tallest, fastest and longest yet.

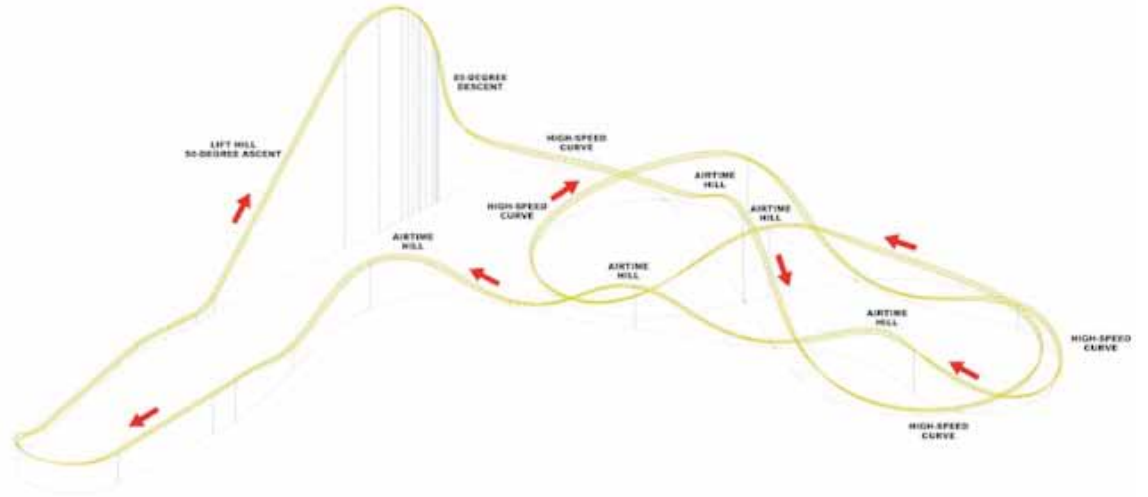
"The winged seating is the first of its kind in the United States," explained Hersheypark's Reilly Fies.

"In the train, the seats are four across and the two ends are floorless, so you've got a 270-degree panoramic perspective to the ride. If you're brave enough to sit in the winged seating, you will be looking out sideways with no floor below you. The view will be spectacular!"

Skyrush will begin with 32 riders being secured in one of two eight-car cantilevered trains. When the brakes are released, the train will begin a brisk skyward ascent – at 26 feet per second. After cresting the 200-foot peak, riders will be treated to a steep 85-degree first drop, which will culminate at ground level into the first of four high-speed, high-banked turns taken at the top speed of 75 mph.

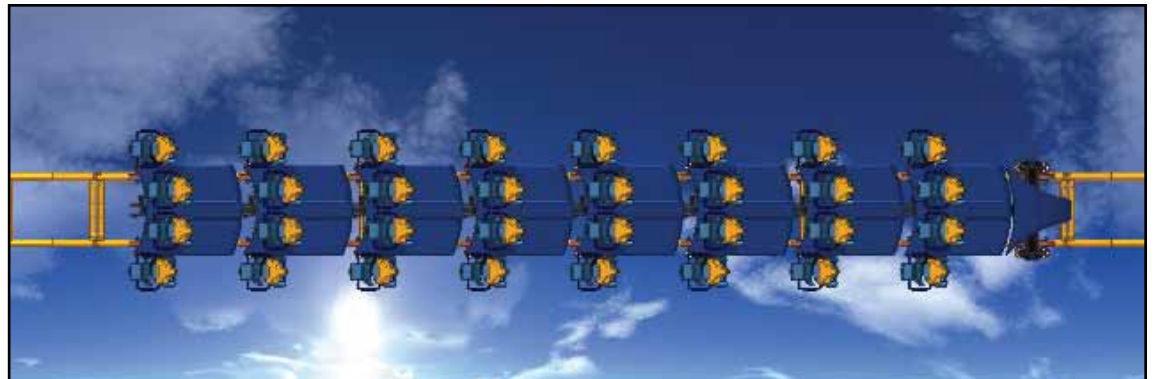
Skyrush riders will also experience five exhilarating airtime hills along the 3,600-foot-long course, transitioning from positive to negative gravity as they soar over the entire length of the Comet wooden coaster. Skyrush will also travel over Spring Creek,

► See **HERSHEY**, page 14



Sporting a price tag of \$25 million, Skyrush (shown above) will stand 200 feet-tall and feature 3,600 feet of track that will soar over the the park's Comet wooden coaster and Spring Creek. Shown below, it features a new winged seating design from Intamin/IntaRide.

COURTESY HERSHEY PARK





# Big Rides, Big Fun - Small Spaces

We have the perfect ride and application for your space!

Giant Loop



Bear Affair



Super Shot



Flying Scooters



PO BOX 638 • Plainview, Texas 79072  
(806) 293-1353 • [www.larsonintl.com](http://www.larsonintl.com)



## AMUSEMENT MARKET PLACE

### Aerial Tramway Design & Manufacture



#### SkyTrans Mfg., L.L.C.

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

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

#### Parts and Service

(603) 746-4446  
Jerry Pendleton or Dan Pendleton

### Magnetic Brake Retrofit

The best stop is a smooth one. EMG is proud to be the exclusive representative for Velocity Magnetics magnetic retrofit braking systems.

### Replacement Chain

As the representative for Elecon Chain EMG can provide replacement chain, sprockets and drive systems for roller coasters, water rides, and flat rides.

### Custom Spare Parts

If you are having trouble finding a pump, commutator or piece from an old ride contact EMG. We have the ability to track down and source rides from any era.



Entertainment Management Group  
1-410-643-9300, ext. 303  
Rides@EntertainmentManagementGroup.com

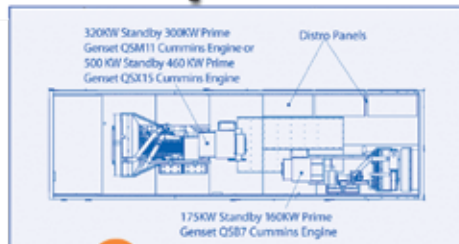
### Structural Technologies Inc



New Construction  
Renovations  
Daily Maintenance  
Relocations  
Track Replacement  
Demolition  
Inspections  
Emergency Work

380 Bad Man Hill Rd. • Paxinos, Pa 17860  
(570) 590-3255 or (570) 590-9880  
STICoasters@yahoo.com

### Twin-Pup 28 Genset Package



Both gensets controlled with a Woodward Easygen 3200 controller which will start and stop the units automatically on an as-needed basis.

**Gull Wing**  
Portable Power Equipment

Fax: 712-200-1936 www.gull-wing.com



Phone:  
712-200-2747  
or 800-838-1482

### Building Materials for Amusement Park Maintenance & Wooden Roller Coasters

(All wooden coaster components as well as doors, windows, siding, etc.)

- National Buying Power
- Worldwide Shipping Capabilities
- Personal Attention & Involvement
- Time Line Management
- Accountability

**TreeDog**  
Timber Sales

PO Box 858 Athol, ID 83801 www.treedogtimber.com  
ph: 208-818-8566 fax: 208-683-1657

### R&R CREATIVE AMUSEMENT DESIGNS, INC.

DESIGNERS OF THEMED ADVENTURES



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

### GOLD LEAF GALLERIES

860-261-5923 • FAX 860-845-8339

P.O. Box 174 • Bristol, CT 06011-0174

www.wurlitzerrolls.com • E-mail: sales@wurlitzerrolls.com

**\$70.00 PER ROLL**

PLUS \$5.00 FOR SHIPPING

**NEW HALLOWEEN ROLL**

**No. 14527 Style 150**

Please check our Web page for upcoming new rolls!

**IT'S COMING!**  
**SEPTEMBER 16-17**



**WWW.GOLDENTICKETAWARDS.COM**

## ►HERSHEY

Continued from page 12

the body of water that was a centerpiece when chocolate magnate Milton S. Hershey opened his park in 1907.

The third Intamin/IntaRide coaster in Hersheypark's steel coaster line-up, Skyrush will join crowd favorites Storm Runner (2004), and Fahrenheit (2008). It promises to deliver the same high-intensity thrills that park guests have come to expect from this renowned coaster manufacturer.

Skyrush will also bring a new coaster sightline to the Comet Hollow section of Hersheypark, where it will interact with the Comet, a classic PTC/Schmect wooden out-and-back coaster that dates to 1946; sooperdooper-Looper, which opened in 1977 as the first steel looping coaster on the East Coast; and Great Bear, which debuted in 1998 as the first looping, inverted steel coaster in the Commonwealth of Pennsylvania.

Hersheypark, well known for blending the past with both the present and the future as it offers guests a one-of-a-kind experience, is reclaiming three acres of real estate that have been closed to the public since 1972. The land is the site of the park's former Sunken Gardens, a popular place for early visitors to Hershey to take a stroll. The area is now being transformed not only by the new coaster, but also by a renovation that will result in the creation of a scenic observation path that will be lined by globe streetlights, fencing, trees, landscaping and flowers. The area will allow guests to reflect on the park's history while watching riders on a state-of-the-art roller coaster.

The coaster's station house is being modeled after historic train stations in the Hershey area. New restroom facilities, games and food stands will replicate the park's buildings of yesteryear, and a new floating fountain in Spring Creek will bring back memories of days gone by.



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





PATENT PENDING

## TOPPERTRACK

Need coaster repairs? Our Patent Pending Topper Track is the perfect solution for those areas that need frequent rebuilding. Our steel topper track replaces the existing top two wood layers, creating a smooth low maintenance solution for those high stress areas.



TWO PROVEN TRACK TECHNOLOGIES

# RMC

TO MEET YOUR COASTER NEEDS

photos courtesy of amusement today

WE BUILD DREAMS



## IBOXTRACK

Would you like to turn your coaster into a state of the art attraction? Or looking to build a new, one of a kind coaster? Our Patent Pending I Box Track may be the perfect solution. Using our steel I Box design, the wood stack is eliminated and the steel track sits on new wood or steel ledgers. Barrel rolls, high banking corners and steeper drops can be incorporated into the design to create a smooth, virtually maintenance free ride. This system was recently used on the new Texas Giant coaster at Six Flags Over Texas.



PATENT PENDING

Both track technologies come with a 5 year track warranty - which is unheard of in the coaster industry.  
Call Today to Join the Future!

rockymtnconstruction.com

208.772.8181

rmcgroup@live.com



# Gillian's Wonderland, Funland get new rides

*Rides-4-U sells two rides to Wonderland Pier*

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

With the 2011 season wrapping up, *Amusement Today* caught up with Jay Gillian who operates two popular amusement parks in New Jersey – Gillian's Funland in Sea Isle City, and Gillian's Wonderland Pier in Ocean City – to check on how his parks fared this summer.

"For our Ocean City property, we bought two rides from Rides-4-U – a new SBF Airborne Shot and a previously-owned Zamperla Rock-n-Tug," said Gillian, "Plus we added a new smoothies concession stand."

The Wacky Worm coaster from Gillian's Wonderland was swapped with the Eli Bridge Scrambler at Funland

while Wonderland's Chance Sling Shot was sold to make room for the Scrambler.

"New rides in O.C. and those in Sea Isle are doing great. We are ahead of last year but the season is still a little flat," explained Gillian. "The weather has been hot and dry. That's tough for rides. It keeps people on the beach longer, so daytime attendance is very slow."

But Gillian feels there may be another reason, attendance has been less than spectacular. "I think with all the summer camps and sports camps running all season, more families are staying home or taking shorter vacations," he said. "It's almost like year-round school. I know my own son has been playing baseball and basketball. Everyday he seems to have a sport occupying his time. We need to let kids be kids. Let them enjoy their summer."



Gillian's Wonderland Pier in Ocean City, N.J. purchased two rides from Rides-4-U – a new SBF Airborne Shot (above and at right) and a previously-owned Zamperla Rock-n-Tug. The two new attractions have helped improve the park's attendance over that of last year.

COURTESY JAY GILLIAN





## CPI Amusement Bumper Collars

## Air-Retention Bladder System



8 Person Boat



12 Person Boat



Air Valve/D Rings

CPI AMUSMENT BUMPER COLLARS



AP - 8T



AP - 12T



OD # 3

AIR-RETENTION BLADDER SYSTEM



# Prime Play

## *Creating Active Family Attractions*

Facility Design • Theming • Manufacturing • Installation



### GLOBAL OFFICES

NORTH AMERICA EUROPE MIDDLE EAST ASIA

### CORPORATE OFFICE

T. +1.604.232.4505  
[www.primeplay.com](http://www.primeplay.com)  
[info@primeplay.com](mailto:info@primeplay.com)



## Six Flags Over Texas timeline

**1960:** Ground is broken for new theme park, Great Southwestland. Name is later changed to Texas Under Six Flags before final name Six Flags Over Texas is chosen.

**1961:** The \$3.4 million Six Flags Over Texas park opens on Aug. 5 for its first operating day. 8,374 visitors paid \$2.75 to enter the 41-acre park that featured 46 rides and attractions.

**1962:** Chapparal Cars, second Freeway track, Caddo War Canoes and Casa Magnetica added to the park.

**1963:** Park expanded with new Boomtown section, including Sky Hook, Dentzel Carousel and new train station. First Arrow Log Flume debuts.

**1964:** The SpeeLunker Cave indoor dark water ride added.

**1965:** El Sombrero (Chance Trabant) added.

**1966:** Runaway Mine Train, first Arrow Mine Train debuts.

**1967:** Spindletop (Chance Rotor) added.

**1968:** Amphitheater enclosed to create Southern Palace, Sid & Marty Krofft Puppet theater and Flume 2 added.

**1969:** 300-foot tall Oil Derrick observation tower debuts. It is Intamin's first amusement ride.

**1970:** Las Voladores Flying Indian show takes place in Arena.

**1971:** The Big Bend (Schwarzkopf) speedracer coaster opens.

**1972:** Texas Travel Exhibit (scale model) is displayed.

**1973:** Good Time Square section with Bumper Cars and Crazy Legs (Eyerly Monster); games of skill introduced.

**1974:** Music Mill Amphitheater built to host concerts.

**1975:** Cyrus Cosmo mascot and Rotoriculous ride introduced.

**1976:** First modern-day parachute drop, Texas Chute Out, (Intamin) debuts.

**1977:** Spinnaker, a Schwarzkopf Enterprise ride is added.

**1978:** Shock Wave (Schwarzkopf) double loop coaster debuts.

**1979:** Sensational Sense Machine (motion simulator) added; The Big Bend removed at the end of season.

**1980:** Judge Roy Scream wooden coaster opens, Dallas engineer William L. "Bill" Cobb is the designer.

**1981:** Conquistador (Intamin Swinging Ship) added.

**1982:** Texas Cliffhanger (first Intamin Freefall ride) debuts.

**1983:** Roaring Rapids (Intamin river rapids ride) opens. Pac-Man Land added.

**1984:** The Great Six Flags Air Racer (Intamin) added.

**1985:** Looney Tunes Land added to the Modern Texas section.

**1986:** Avalanche Bobsled moved from Magic Mountain.

**1987:** Splashwater Falls (Hopkins Shoot-the-Chutes) added.

**1988:** Silver Star Carousel opens at front of park after two-year refurbishment.

**1989:** Flashback (Vekoma Boomerang) coaster added.

**1990:** Record-breaking Texas Giant (Dinn Construction) wooden roller coaster opens.

**1991:** No additions to the park.

**1992:** Yosemite Sam's Gold River Adventure replaces The Cave dark ride.

**1993:** Summer season: Batman Forever night show on tower.

**1994:** Judge Roy Scream turned backwards for one season.

**1995:** The Right Stuff: Mach One Adventure is added.

**1996:** Runaway Mountain (Premier Rides) indoor coaster opens.

**1997:** Mr. Freeze (Premier Rides) roller coaster added, but is unable to operate.

**1998:** Mr. Freeze roller coaster opens after one-year delay.

**1999:** Batman – The Ride opens in new Gotham City Section.

**2000:** Missile Chaser (Eli Bridge Scrambler) returns to park.

**2001:** Titan (Giovanola Megacoaster) opens along with remodeled front entry and new Looney Tunes Land.

**2002:** Space Shuttle America is shown in motion simulator.

**2003:** Superman Tower of Power (S&S combo tower) debuts.

**2004:** Spongebob Squarepants 4-D is shown in motion simulator.

**2005:** "World Class Entertainment" at three park show venues.

**2006:** Ten new rides and attractions are added to the park.

**2007:** COOBRLA, a nighttime closing show takes place at the Music Mill Amphitheater.

**2008:** Tony Hawk's Big Spin (Gerstlauer spinning coaster) opens.

**2009:** Glow in the Park parade takes place nightly during the summer. Texas Giant closes for a 17-month rebuild.

**2010:** No additions to the park.

**2011:** Park celebrates 50th anniversary; \$10 million New Texas Giant (Rocky Mountain Construction) opens; Casa reopens.

# Scenes from Six Flags Over Texas 50th anniversary reception August 5, 2011

AT / GARY SLADE



Six Flags management team from past and present swap industry stories. Shown l to r are: Harold Hudson (retired from Six Flags); Steve Martindale, current park president; Larry Cochran (retired from Six Flags); Al Weber, current Six Flags COO and Errol McKoy (retired from Six Flags), current State Fair of Texas president.



All smiles over the Six Flags Over Texas 50th anniversary event were, left, Jim Brothers, SFOT director of marketing and Mike Sossamon, SFOT director of maintenance.

Friends catching up for a quick visit during the SFOT event were, l to r: Jay Thomas, Ada Walker and Ashley Thomas. Walker, who retired from Six Flags several years ago, began her career with Great Southwest Corp. working for park founder Angus Wynne, Jr. before moving to SFOT where she was the executive assistant for several park general managers.



Celebrating the parks 50th anniversary with a little cake are (l to r) SFOT's: Bruce Mather, entertainment manager; Cal Brim, security and guest services manager, and Mike Apple, director of operations.



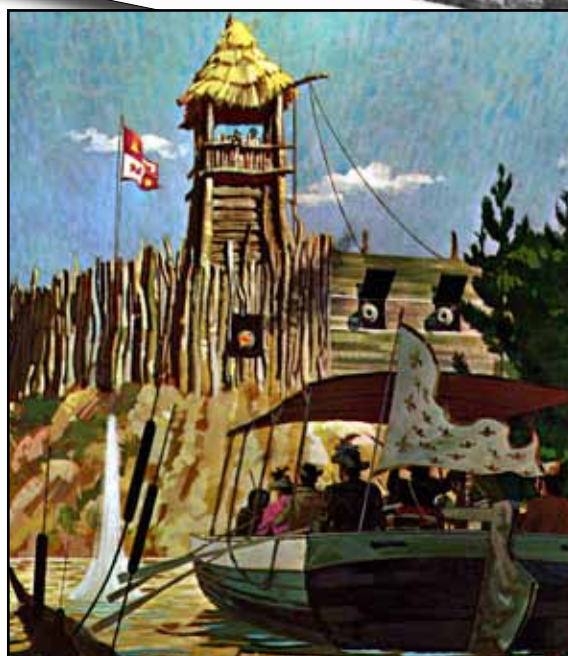
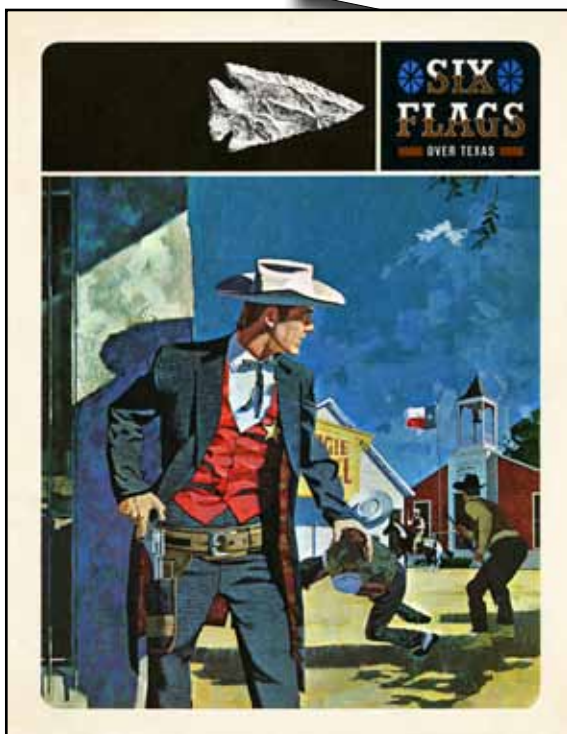
## Six Flags Over Texas promoted park via printed pieces

At right, the Six Flags Gazette was a weekly tabloid newspaper published by the Daily News Texan (a subsidiary of the *Dallas Morning News*) to help promote the new Six Flags Over Texas theme park. It contained information on the park by section as well as helpful information for tourists. Below, Angus G. Wynne Jr. printed this 28-page pre-opening booklet to help describe through colorful art what his new park would look like. Shown here bottom three photos l to r: the Texas-section gunfight show, LaSalle's River Boat Adventure (France) and Confederate soldier reenactment takes place in the Confederacy section.

1961 SIX FLAGS GAZETTE/  
SFOT ARCHIVES  
REPRINTED WITH PERMIS-  
SION  
DALLAS MORNING NEWS

SIX FLAGS PRE-OPENING  
BOOKLET/AT ARCHIVES

IMAGES RESTORED BY  
DAN FEICHT





## Waldameer's North End expansion includes three Zamperla rides

*Section includes Wave Carousel, Midi Tea Cups and Rockin' Tug*

ERIE, Penn. — Pennsylvania's Waldameer Park welcomed guests this summer with the North End, an expansion that included three new family rides supplied by Italian ride manufacturer Zamperla.

Located between the Sea Dragon and the award-winning Ravine Flyer II wooden roller coaster, the North End's new ride's include the Flying Swings (Wave Carousel), Wendy's Tea Party (Midi Tea Cups) and the SS Wally (Rockin' Tug).

"The Flying Swings has already proven to be very popular, currently ranking No. 6 of our 32 rides," said Waldameer's Steve Gorman. "Wendy's Tea Cups and SS Wally are our most popular children's rides that accom-



Located between Waldameer's Ravine Flyer II wooden roller coaster and the Sea Dragon is a new section of the park, the North End. This new area opened this spring and is home to three Zamperla family rides as well as benches and an eight-foot tall water fountain in a relaxing garden setting.

COURTESY WALDAMEER

modate adults. This expansion has been well-accepted and is a wonderful addition to our family park."

In addition to the trio of new rides, the North End offers an eight-foot-tall water

fountain and a 20-foot arch that contributes to the relaxing, carefree garden atmosphere.

Along with Waldameer's new section, the park's L. Ruth Express Train received

a new engine in 2011. This C.P. Huntington allows riders to enjoy a smooth and relaxing ride through the park. In addition to the new engine, Waldameer's train now has a new handicap accessible

coach that enables riders in wheelchairs to be able to enjoy a ride on the train with their family and friends.

—Scott Rutherford



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

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



WWW.MONTGOMERYINN.COM



# The Force

## Behind the Attractions

### Products, Ideas, and Connections to Drive Your Business Forward

Build momentum for your business by attending **IAAPA Attractions Expo 2011**—the year's only business opportunity to deliver such a powerful ROI. Be first in line to test new products and discover the biggest new trends. Get expert advice and practical tools for increasing per-cap spending—without increasing costs. And make powerful connections while you experience the energy of the premiere industry-shaping event. It's the best investment you'll make all year.



### IAAPA Attractions Expo 2011

Orlando, Florida USA

Conference: November 14–18, 2011

Trade Show: November 15–18, 2011

Orange County Convention Center

North/South Building

For more information visit [www.IAAPA.org](http://www.IAAPA.org).







Family  
**Python**

*Ocean World, South Korea*

Swallowing riders whole into its  
colossal one-of-a-kind MEGAtube!

*NR420 Waterpark, Texas*



Brand-Splashing  
New for  
**2011**



**WHITEWATER®**

The Waterpark Company





# WATERPARKS & RESORTS

INDOOR FACILITIES AQUATIC CENTERS RECREATION SUPPLIERS

## BRIEF

### Six Flags White Water debuts virtual queue system

MARIETTA, Ga. — Six Flags Atlanta Properties and Lo-Q plc have once again teamed up to introduce the newest technology in virtual queuing designed to shorten wait times for guests at the Southeast's largest water park, Six Flags White Water.

The virtual queuing system, aptly dubbed The Flash Pass after the popular system used at Six Flags theme parks, utilizes a revolutionary new RFID wristband that is lightweight and waterproof. Guests can use The Flash Pass wristband to reserve a virtual place in line at the park's most popular slides. When the reservation time arrives, guests enter via a separate entrance, avoiding the need to stand in line.

"Six Flags Over Georgia debuted the world's first theme park virtual queuing system 10 years ago," said Six Flags Atlanta Properties Park President Melinda Ashcraft. "It is certainly fitting that Six Flags White Water would be the world's first water park to feature this exciting new technology."

**Visit  
Amusement  
Today  
at  
WWA!  
Booth  
#434**

## Expansions and additions succeed in bringing out the crowds to Nashville Shores waterpark

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

NASHVILLE, Tenn. — Nashville Shores 2011 multi-million dollar addition, Kowabunga Beach, a four-story treehouse and sprayground for the entire family, has done just what park officials hoped it would — fill a void.

"One of the things we felt was lacking here was something for smaller kids," said Daniel Strobel, Nashville Shores director of marketing and public relations. "This has filled that void. The response from guests has been fantastic."

Kowabunga Beach, a WhiteWater West Industries (Vancouver, B.C.) creation, opened with this season at Nashville Shores. This was just one year after the largest expansion in park history that doubled the park size. The 2010 additions included a giant new wave pool and lazy river.

"There is a general excitement in Nashville and Middle Tennessee about Nashville Shores because of the tremen-



Nashville (Tenn.) Shores opened the 2011 season with the new Kowabunga Beach, designed by WhiteWater West Industries, Vancouver, B.C. The new attraction features a large tipping bucket, four slides, multiple water sprays, water jets, and dozens of other water play elements.

COURTESY NASHVILLE SHORES

dous changes and additions we have made the past two years," Strobel said. "I think that reflects in our attendance,

which has been really strong."

Kowabunga Beach utilizes thousands of gallons of water in more than 70 interactive

features including four colorful water slides, a giant bucket that tips hundreds of gallons of water every few minutes, water jets, bridges, tunnels, and dozens of other water play elements.

The new attraction is located just steps away from the Nashville Shores' beach, along the shores of Percy Priest Lake and on the site of the existing miniature golf course and its surrounding area. Kowabunga Beach has a beach theme with multiple surfboards, fish and coral murals, and other ocean features.

With the height of the attraction, guests get a great view of the lake.

Nashville Shores also provided 2011 guests with a variety of upgrades including additional new signage, fencing, landscaping and renovation of other areas of the park.

"The addition of Kowabunga Beach and these other improvements is another major step in our continuing commitment to transform Nashville Shores into a regional family destination," said Rick

► See SHORES, page 26



These yet to be named slides from WhiteWater West are new for next season at Funtown Splashtown USA in Saco, Maine.

COURTESY FUNTOWN SPLASHTOWN USA

## Funtown Splashtown USA opening thrill slides in 2012

SACO, Maine — The skyline on U.S. Route 1 in Saco, Maine will be changing again when Funtown Splashtown USA opens its newest water-slide tower in 2012. The new tower will feature six new water slides with the latest technology.

The new slide tower is scheduled to open in June 2012 and has six new waterslides. "These new thrill slides will really make a big splash with our hundreds of thousands of guests," stated Ken Cormier, founder and CEO of Funtown Splashtown USA.

Each of the new water slides have features that are not found at any other water

park in the country. The slide tower will have two levels; one at 49 feet high, and the other at 60 feet.

The two waterslides on the top level are probably the most thrilling waterslides in the country. Unlike with many traditional water slides where the slider either pushes themselves or is taken by the water current, these two slides will have launch capsules. Guests will stand inside the capsule that leans back slightly. While the guest waits in the capsule the floor will drop out from under them, hurtling them down the water slides at over 40 feet per second. Each slide

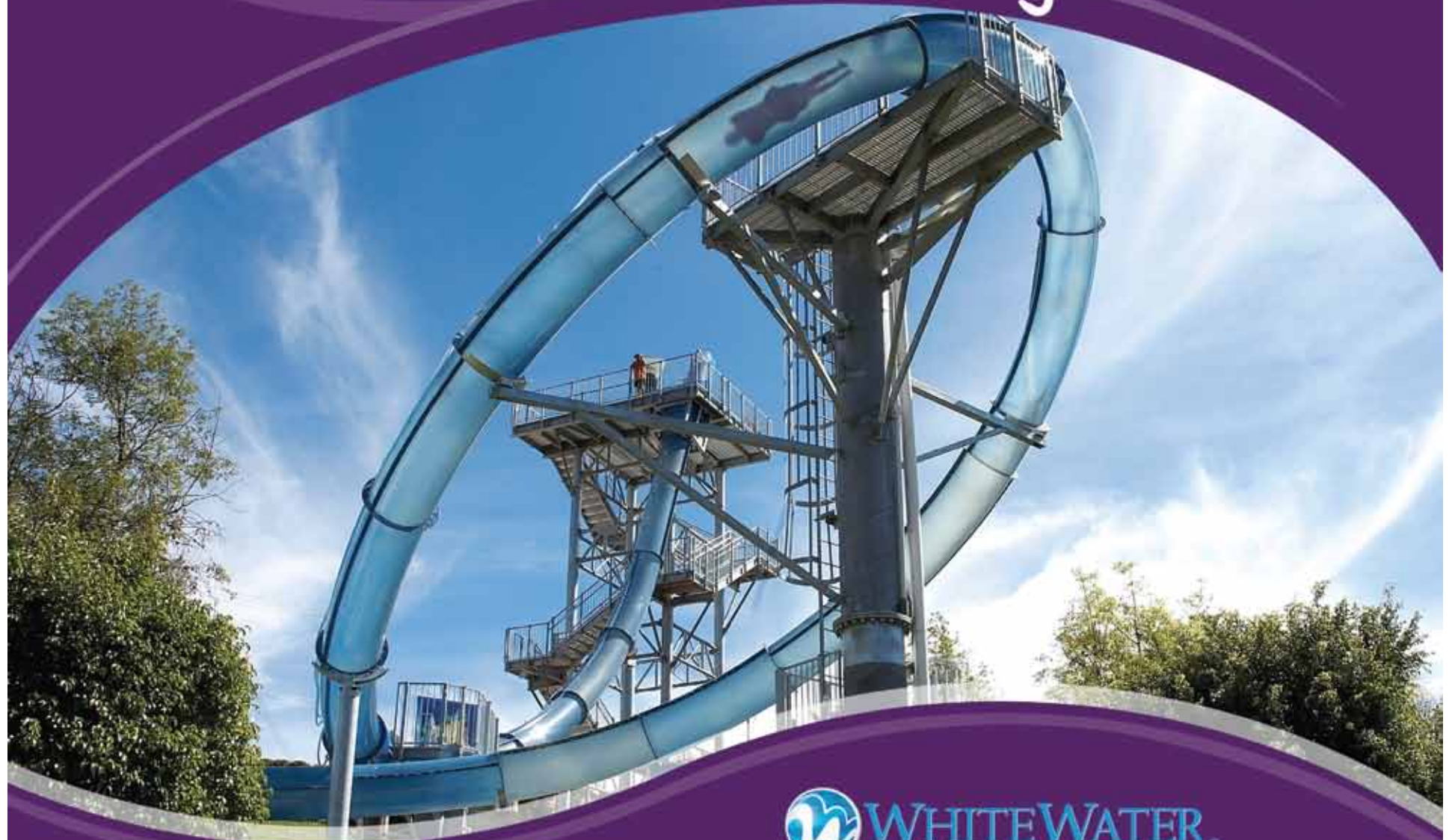
► See FUNTOWN, page 26





**AquaLoop™**  
by WhiteWater

Greatest waterslide  
I've ever been on in my entire life!



 **WHITEWATER.**

The Waterpark Company

Tel: +1 604 273 1068 • [www.whitewaterwest.com](http://www.whitewaterwest.com)

Licensed by AquaRena



# Proud to be celebrating 30 years as The Waterpark Company

The AquaLoop accelerates to **91** years combined of waterpark design experience  
**2.5g** in <2 seconds  
**38** awards won

Built world's largest slide complex with **50** slides off 1 tower  
**360°** custom theming

Named one of Canada's **4000+** projects worldwide  
**1,800,000** people dueled it out on AquaLoops in 2010  
**50** Best Managed Private Companies  
Highest waterpark attendance of **1,000,000** in 3 months  
**180,000 ft<sup>2</sup>** of company-owned manufacturing facilities

The Abyss towers **30m** high

Built world's largest wave pool: **50** waterslide colors available  
**139,880 ft<sup>2</sup>**  
**65,000,000 gals** of Waves  
**329** tipping buckets dumping gallons of water daily

**450** full-time employees

Manufactured **12** years ISO 9001 certification  
**27,000,000 ft<sup>2</sup>** of waterslide  
**15** offices worldwide

**1080** Family Boomerango rider capacity per hour  
**151** wave pools across the globe

**19/20** of the world's top waterparks

**4,600,000** Surf Waves rode  
**80** award-winning Master Blasters

**30** patents

**2640 ft** of speed slide vertical drop

**2000+** interactive multi-level structures sold

**2011:** Chosen as "World's Greatest!..." creator of waterparks

**321** AquaPlay RainFortress features

**1** commitment to exceed the expectations of our clients and delight their guests

# 30 YEARS



## ►SHORES

Continued from page 23

McCurley, general manager of Nashville Shores.

Nashville Shores is a 385-acre family recreation destination. Aside from the waterpark, it is comprised of multiple group event sites hosted by an event manage-

ment team, festival areas, a 310-slip marina, boat and jet ski rental business, and other attractions.

In addition to the exciting new Kowabunga Beach attraction, last year's wave pool and lazy river, the water park features multiple waterslides, three pools, Kayak Cove, and thousands of feet of beach.

AMUSEMENTTODAY.COM  
AMUSEMENTTODAY.COM

**KING COBRA** by Polin

No Other Waterslide Offers this much Fun!

The World's First Circular Racing Tube Slide!  
High-Speed, Energetic, High-Capacity, Sophisticated!  
Unique Fiberglass Theming and Coloring!  
Strong Visual Impact & Strong Spectator Appeal!  
Visual, Auditory, Foggy Effects Available!

**Polin**  
WATERPARKS & POOL SYSTEMS  
www.polin.com.tr

## ►FUNTOWN

Continued from page 23

also will be made of fiberglass that is translucent, allowing the slider to see outside of the slide tunnel and guests to watch the slider navigate to the bottom. "You could put a newspaper up to the inside of the slide and clearly read it from the outside," said Cory Hutchinson, vice president and general manager of the company. Talking about the unique water slide designs Hutchinson added, "The 'Flat-line Loop' design is unique to our park in that one water slide goes through one of the loops. It's a first-in-the-world design feature, and we'll have

it here in Saco Maine."

The four water slides on the lower level will allow for the park's guests to race each other to the bottom of the slide, with each sliders finish being ranked first to fourth place. Guests will use special mats on these slides as they race head first to the finish line.

Hutchinson went on to say that, "The Cormier Family is very excited to bring these unique water slide attractions to Maine and the guests of Funtown Splashtown USA."

The new waterslide tower will be located at the current Kartland Picnic Area. As part of this new water park area, the park will be opening a

brand new restaurant and restroom facility. Additionally, Candy Land, the Funtoberfest Beer Garden, and two group picnic areas will be relocated to make way for these brand new water slides.

The waterslides have been designed and will be manufactured and installed by WhiteWater West of Richmond, British Columbia, Canada. Engineering has been done by Oak Point Associates of Biddeford, R. W. Gillespie & Associates of Saco, and International Aquatic Design of Danvers, Massachusetts. Construction is slated to begin on this project in mid-September with a completion in late-May.

## Holiday World to add Mammoth

*ProSlide to supply record \$9 million HydroMagnetic Water Coaster*

SANTA CLAUS, Ind. — Holiday World's Splashin' Safari waterpark is expanding yet again in 2012 with the addition of Mammoth, a HydroMagnetic Water Coaster supplied by Canada's ProSlide Technology. The ride represents the largest single-ride investment in Holiday World's history.

"We added the Wildebeest water coaster last year and it was a runaway hit," said Park President Dan Koch. "So we asked our designers for something even bigger. It's so huge, we're calling it Mammoth."

The park's Wildebeest claimed the title of World's Longest Water Coaster when it opened in 2010. But Wildebeest bows to the mighty Mammoth and turns over the title as this new ride will be taller, longer and wider.

Located east of Wildebeest, Mammoth will begin with a conveyor ride up the water coaster's 69-foot-tall lift hill. Following a five-story drop at a 45-degree angle, eight linear induction motors (LIMs) will propel the six-person round boats up additional hills, into dark enclosed sections and through twists and turns along the 1,763-foot-long course. Mammoth will cover three acres, increasing the waterpark's size to 30 acres.

"The new twist to this water coaster is the six-pas-



**Eight linear induction motors (LIMs) will propel Mammoth's six-person round boats through twists and turns along the 1,763-foot-long course offering numerous instances of airtime.**

COURTESY HOLIDAY WORLD

senger boats—this is a brand-new design," added Koch. "These round boats add tremendous capacity, plus riders may be facing forward, backward or even sideways. It's all the fun of Wildebeest, plus Mammoth is taller, longer and wider. Starting next season we'll have the two longest water coasters on the planet!"

Mammoth's tallest elevation is 69 feet higher than its lowest drop. The conveyor-style lift hill replaces any slide-tower stairs, making the attraction accessible to riders who might have difficulty

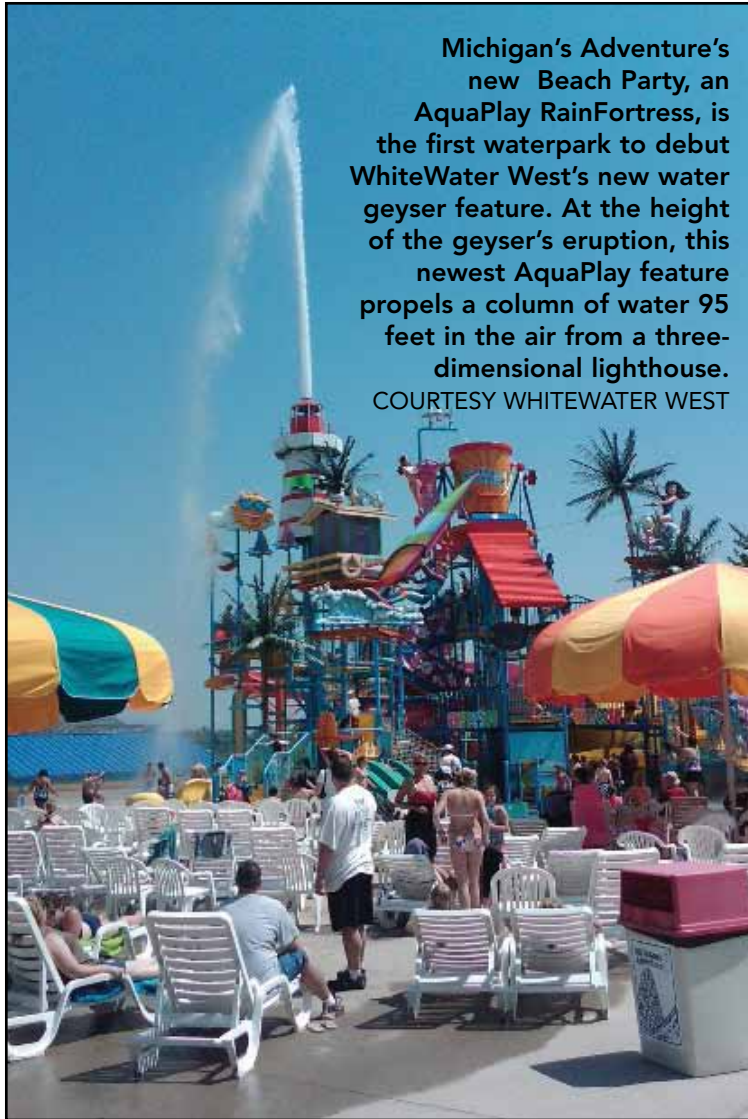
walking up stairs.

Mammoth's announcement took place on Aug. 3, which just happened to be the 65th anniversary of the park's opening as Santa Claus Land. Koch says the price tag for Mammoth is \$9 million. In addition, he announced that the park's 2012 season will be extended to include a family-friendly event called Holiday World's Happy Halloween Weekends throughout the month of October.

Mammoth is expected to debut in May 2012.



## Michigan's Adventure opens Beach Party; first AquaPlay structure with water geyser



Michigan's Adventure's new Beach Party, an AquaPlay RainFortress, is the first waterpark to debut WhiteWater West's new water geyser feature. At the height of the geyser's eruption, this newest AquaPlay feature propels a column of water 95 feet in the air from a three-dimensional lighthouse. COURTESY WHITEWATER WEST

## SplashTacular's Keep It New program provides slide rehab



Keeping waterpark slides and waterplay elements and other attractions in a waterpark looking new and fresh can be a challenge. Over time, the harsh chemicals and the sun can take its toll and make park equipment look unappealing. SplashTacular has launched a new program called Keep It New that provides maintenance services to parks wanting to increase the life span of their slides, regardless of who manufactured the equipment. A double slide complex at Magic Waters in Rockford, Ill. (see photos above, before and after) and a waterplay structure at Eldorado Park in Scottsdale, Arizona (see photos below, before and after) were recently refurbished by SplashTacular. COURTESY SPLASHTACULAR



## Polin supplies new waterslide for Turkey's Aqua Fantasy Waterpark

TURKEY — Aqua Fantasy Waterpark, a part of Aqua Fantasy Hotel and Spa built on a 45-acre site along the Aegean coast in Izmir, Turkey, celebrated its 10th anniversary last year by adding two unique water rides designed, manufactured and installed by Polin. Those attractions – a Family Rafting Slide and Wave Slide – proved so popular with guests that Aqua Fantasy decided to expand once more and retained Polin as the designer, manufacturer and installer of the new ride.

"The design of this third slide is a combination of our Rafting Slide and our Uphill Flying Boats," explained Zeynep Canbaz, senior architect, Polin. "This ride is also very unique because it has two uphill portions. The great thing about this design is that it uses the same tower as the previous slides and it works without water jets, which lowers the operating costs for the waterpark."

Custom designed for the park, Master Blast is a 48-foot-



Turkey's Aqua Fantasy Waterpark expanded in 2011 with yet another attraction from Polin. The new double-tube slide – Master Blast – is a combination of Polin's Rafting Slide and Uphill Flying Boats. It features two uphill sections that work without water jets. COURTESY POLIN

tall, 430-foot-long double-tube slide that sports a dark blue and turquoise color scheme. The slide offers riders a surprisingly speedy experience, especially during the double uphill portions.

Muharrem Atilla, Aqua

Fantasy Waterpark manager, added: "The adrenaline is high, people are so happy and the lines are very long. Due to the high amount of excitement that the two slides we added last year brought, we were interested in adding another

slide from Polin. We have a great relationship with Polin and they understand our needs. It is amazing to see that once the riders leave the slide there faces are glowing with joy."







**PADDING**

ALL TYPES OF SLIDE &  
POOL SIDE PADDING



**PADDING FOR ANY  
LOCATION**



**WATER  
TRAMPOLINES**



**TUBES**



**FLOATATION COLLARS**

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



**INLINE  
RAFTS**



**UPHILL  
RAFTS**

**RAFTS**



**ROUND  
RAFTS**



**SIDEWINDER  
BUMPER**



**SIDEWINDER  
TUBES**



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

**HEAVY DUTY TUBES**



**Diamond  
Raft**



**BUMPER BOAT TUBES**



**INFLATABLE  
BARRIERS**



**HT Heavy Triple Tube**



**FOAM  
MATS**



**SNOW TUBES & RAFTS**

**LILY PAD WALK**



**COMPLETE LILY PAD WALK SETUP**  
• FOAM Lily Floats  
• Overhead Netting  
• Entry Pool Side Padding



**RAPID RIVER RAFT**



**PLAY NETTING**



**ROPE & NETTING**





SIX FLAGS GREAT AMERICA, IL



WWW.PROSLIDE.COM

Global Headquarters-2650 Queensview Drive, Suite 150-Ottawa-Ontario-K2B 8H6 Canada



# WRISTBANDS

## without the mess!



Simply fold back the tab – no tab to dispose of!

- Reduce maintenance and cleaning costs
- Made of strong, waterproof, lightweight material
- Wristbands comfortably adjust to any size
- In stock or custom printed

**Sta-Put Tab Wristbands are great for venues like:**

• Amusement Parks	• Waterparks	• Concerts
• Science Centers	• Museums	• Zoos
• Parks & Recreational	• Campgrounds	• FEC's
• Sporting events like football, basketball, baseball, 5K runs, biking events, triathlons, and more		



P.O. BOX 547 • SHAMOKIN, PA 17872  
 (800)829-0829 • FAX (800)829-0888  
 (570)672-2900 • FAX (570)672-2999  
[www.nationalticket.com](http://www.nationalticket.com)  
[ticket@nationalticket.com](mailto:ticket@nationalticket.com)

## Kay Park Recreation Corp.

### 1-800-553-2476



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

Making people-places people-friendly since 1954

## WATERPARK BRIEFS

### **Wisconsin waterpark making waves with experimental green practices**

EAU CLAIRE, Wisc. — Chaos Waterpark, inside Metropolis Resort in Eau Claire, Wisc., is the only waterpark in the world currently using a product called sphagnum moss to keep its water fresh and clean. The moss, which is grown in New Zealand and used to pack orchid plants, allows Chaos to use half the chemicals typically used in a water park.

Mark Steil, co-owner of the resort, says this is groundbreaking technology with a naturally grown product, making the waterpark a green facility.

Chaos Waterpark is currently in the fourth month of a six month trial with sphagnum moss. Steil is working with a vascular surgeon and a microchemist from Minneapolis, Minnesota to administer the trial. These two Minnesotans believe so strongly in the positive effects of the moss both have quit their jobs to pursue moss research and testing on a full time basis.

Steil began researching sphagnum moss more than a year ago and visited a public pool in Minnesota using the green material. Impressed by what he saw and didn't smell (chlorine), and water quality results, Steil petitioned the state departments of commerce and health seeking approval for a moss trial. After months of discussions, both state departments approved the six month process, which is being closely monitored by officials on the local and state levels.

After being shipped from New Zealand the moss is packaged in waterproof tubes that are then used in the water park's filter system. All water and pipes are then automatically treated and cleaned on a minute by minute basis. This process reduces the amount of chlorine and other chemicals needed by more than half. Steil says swimming in water treated with sphagnum moss is safer, cleaner and allows for people with allergies to once again swim in public places.

"I hate chemicals", says Steil. "This option is perfect. It's like a super drug with no negative consequences and what's even better is that it grows naturally. Anything we can use from nature is going to be beneficial."

After the six month trial ends, state and local officials will review the water quality tests, reviews from Chaos patrons, and the dollars spent versus saved on other chemical treatments. If legislators and officials from the departments of commerce and health like what they see Steil says sphagnum moss could be legalized and even promoted for use in Wisconsin. Currently the only state that has officially approved use of the moss is Minnesota. Steil says 60 commercial applications for its use in public pools in Minnesota are pending.

### **Utah's Cowabunga Bay launches new birthday packages**

DRAPER, Utah — Now children born in the winter months can celebrate their birthdays in the summer thanks to Cowabunga Bay's new Beach Party packages. The popular Utah waterpark is offering a unique way to celebrate a winter birthday with sunshine, slides and the "World's Biggest Splash."

"Over half of our guests have birthdays in the months of October through May," said Cowabunga Bay's Shane Huish. "We wanted to create a fun way for them to come to the park, invite their friends and have a summer party."

For the low price of \$79.99, the 'Winter Birthday Child' can invite four friends and splash around the park for four hours. One supervising adult is included as well as a reserved beach pavilion. Each guest has his/her choice of a cool Tropical Sno shaved ice, or a Pucker Powder sweet treat. And to top it all off, each guest will receive a beach party souvenir to remember their summer celebration. A Junior package is available

According to Huish, guests have been tremendously responsive to this convenient, cost-effective option to celebrate with their families. Further details can be found at: [www.cowabungabay.com](http://www.cowabungabay.com).

### **Aquatic Development Group gains exclusive distributor rights**

COHOES, N.Y. — Aquatic Development Group, Inc. (ADG), located in Cohoes, N.Y., announced that it is now the exclusive distributor of Engineered Treatment Systems (ETS) ultraviolet disinfection technology in upstate New York and New England.

"The uncomfortable and even harmful effects of high chloramine levels in public swimming facilities have always been a concern of the pool and leisure industry," said Ken Ellis, president and CEO of ADG. "As a leading manufacturer of filtration systems it is important to support safer and more user-friendly options. We are excited to leverage our presence in this industry to promote ETS ultraviolet disinfection technology and the quality it delivers to our clients."

ETS UV disinfection tackles the long-standing problem of removing chloramines. Where swimmers once complained of difficulty breathing, dry, itchy skin, and red-eyes, a UV system delivers water and air quality that is not only much safer but produces almost no such irritation. "Water now looks like it came from a glacier and the air quality is excellent," said W.F. Newborg, executive director at Moorestown Community House.

UV technology provides a 99.9 percent inactivation rate of harmful bacteria and microorganisms, significantly reducing the potential for a waterborne illness outbreak. UV is an effective safeguard against all known bacteria, viruses, and pathogens, including organisms such as Cryptosporidium and Giardia which are highly chlorine-resistant.

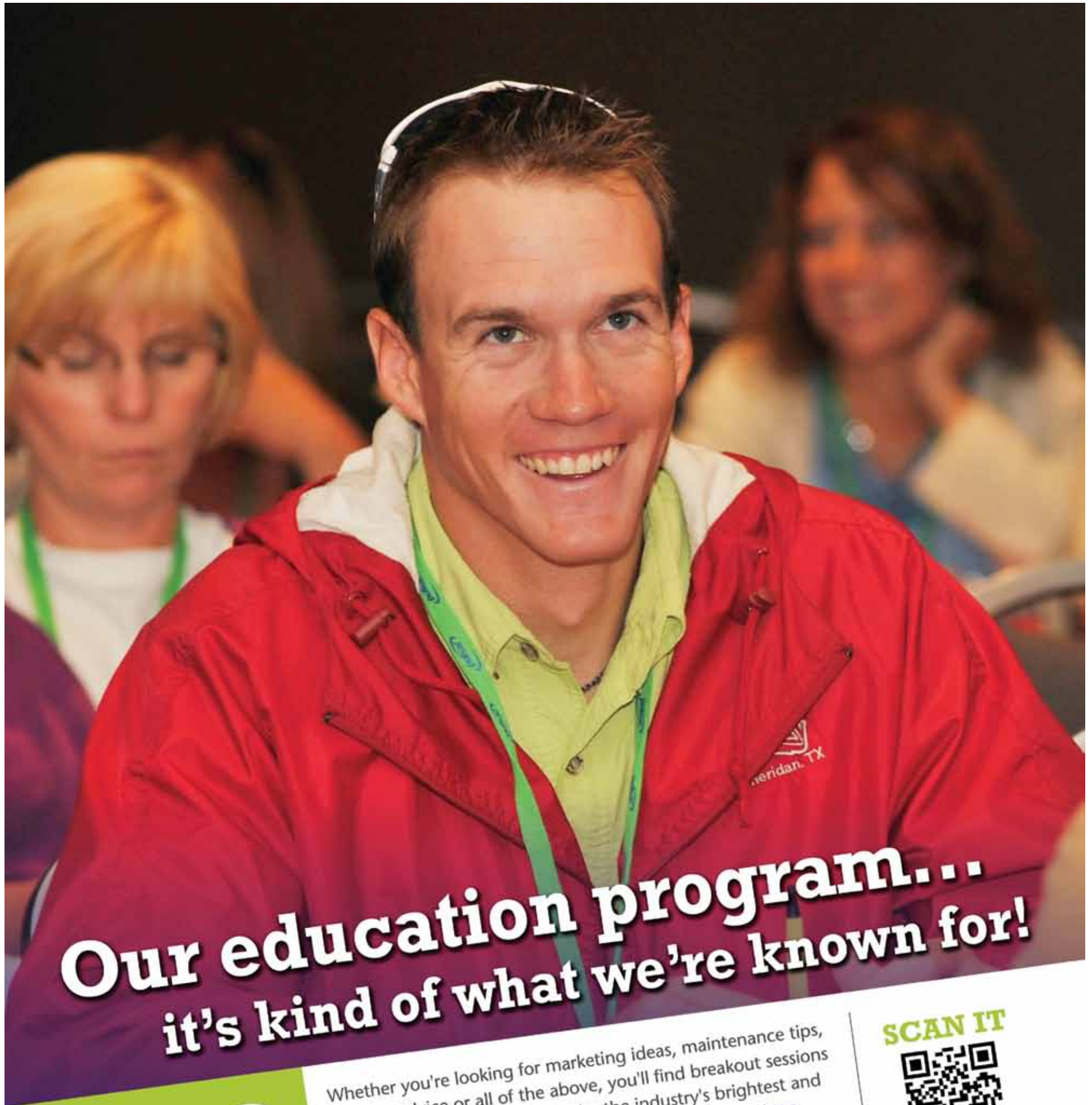
### **Wildwood's Splash Zone introduces new Boardwalk Central retail area**

WILDWOOD, N.J. — Splash Zone Water Park in Wildwood, N.J. has introduced Boardwalk Central, a new area that is home to eateries, attractions and shops designed to revitalize the heart of the famed Wildwood boardwalk.

Located on the boardwalk, between Schellenger Avenue and Cedar Avenue, the fully revamped facilities feature the Super Bull mechanical bull ride; the Five-Mile Marketplace, a market style retail store, along with Philadelphia favorites Chickie's & Pete's and Potito's Italian American Pastries. Boardwalk Central also offers the classic Wildwood favorites with a new face – Original Idaho Potatoes, Polish Water Ice, Kohr Bros. Ice Cream and Little Roma Pizza.

New this season at Splash Zone Water Park is Close Encounters, where guest can 'Expect the Unexpected' and The Beach, a tropically themed area for the family.





# Our education program... it's kind of what we're known for!

**It's NEW  
ORLEANS** 

Symposium: Oct. 3-7, 2011  
Trade Show: Oct. 5-6, 2011  
✦ Louisiana, U.S.A. ✦

Whether you're looking for marketing ideas, maintenance tips, training advice or all of the above, you'll find breakout sessions and specialized workshops led by the industry's brightest and most experienced minds. **Register for the Symposium Package by October 2nd and receive a free download code to sessions recorded at this year's show.** Who says you can't take it with you?


**SCAN IT**



for show details!







# Get Schooled At WWA!

Our show is the best place to network, benchmark and commiserate with water leisure professionals from across the nation – many of whom face the same unique challenges of operating water leisure facilities as you! Join your colleagues in New Orleans, Oct. 3-7 for fresh ideas and innovative products.



- **Hear a new take on daily focuses like:** safety, legal, staff development, maintenance, marketing, operations, revenue and get updates on industry standards like the CDC's Model Aquatic Health Code.

- **Learn from seasoned professionals from leading operators like:** LEGOLAND California Resort, Great Wolf Resorts, Palace Entertainment, Schlitterbahn, Universal Orlando Resort, Hershey Entertainment Group and many others.

- **Take advantage of new specialized workshops like:** Just for GMs, Magical Selling Skills: A Sales Workshop & Inclusion U: A Guide to Welcoming People With Disabilities.



It's an **EASY** decision to attend the WWA show in the **BIG EASY!** See all the details on our web site: [www.waterparks.org/convention!](http://www.waterparks.org/convention!) And, follow us at [Twitter.com/WWA!](https://twitter.com/WWA!)





# BUSINESS

REVENUE

PEOPLE

SAFETY

SUPPLIERS

## BRIEF

### Redemption Plus celebrates 15 years

LENEXA, Kan. — Redemption Plus is celebrating 15 years of providing the Family Entertainment, Educational Learning and Fundraising Industries with redemption and incentive toys, tools, and training. The Lenexa, Kansas-based company has transformed how merchandise is purchased, supplied, and managed. It also developed a number of industry firsts to make it easier, while offering a solid value to help increase their customer's profitability.

During the last decade and a half, the company has grown exponentially to become a direct wholesale importer with four distinct brands, in addition to their extensive line of redemption merchandise. The company now reaches into the markets for crane & merchandiser kits through HIP Prizes, party supplies with Party Pack Plus, amusement plush with Emerald Toy, and consulting through Pinnacle Entertainment Advisors.

"When I founded this company, I had a vision to bring technology to the industry to make our customers' lives easier. I'm lucky to have found such a fantastic team that can bring that vision to life," says Ron Hill, president and CEO. "We don't plan on stopping here. We'll continue innovating to help make our customers more successful."



Atlantic City's 113-year old Steel Pier was sold to the Catanoso family and partners for \$4.25 million.  
COURTESY STEEL PIER

## Atlantic City's Steel Pier sold for \$4.25 million

ATLANTIC CITY, N.J. — Trump Entertainment Group recently sold Atlantic City's Steel Pier for \$4.25 million to the Catanoso family and their partners, who have been leasing the property and operating an amusement park there for two decades.

The 113-year-old industry landmark was slated to be sold at auction on Aug. 25 until Steel Pier Associates LLC purchased the property from Trump several weeks before the auction. The sale included the pier, buildings and rights to

the name Steel Pier.

Steel Pier President Anthony Catanoso, a co-owner of Atlantic Pier Amusements said: "To become a stakeholder in the city rather than a tenant means a lot to us, helping us to be a solid participant in the tourism district."

Steel Pier Associates includes Catanoso, his brothers Charles and William, longtime partner Ed Olwell and new partner, entertainment architect Paul Steelman.

According to Anthony Catanoso,

ownership gives the company options to develop portions of the property, add amusements and build wind turbines to generate electricity. "It will be a gradual thing. We'll sit down and make our plans, secure additional financing for improvements."

Catanoso commented that guests shouldn't expect any noticeable changes this year though he hopes to bring additional attractions to the pier next season, including a new roller coaster.



Seen at PAPA, Jason Bartlebaugh, president of Pennsylvania Showmen's Association and Carl Crider, president of PAPA.

AT/SUE NICHOLS

## 80 attend PAPA summer meet

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

LANGHORNE, Pa. — About 80 people were in attendance at the 2011 Pennsylvania Amusement Parks Associations summer meeting, held here July 25 and 26 at Sesame Place theme park.

Carl Crider, Jr., DelGrosso's Amusement Park, Tipton, Pa., is the current president of the association. He said the "park and entire staff were

phenomenal."

"The Sesame characters were on hand for our evening social gathering and there was just something about interacting with Elmo, Big Bird, Cookie Monster and the rest of the Sesame characters that truly brought out the kid in all of us," Crider said.

The association, which was formed in the 1930s by a group of amusement park owners and managers, cur-

► See PAPA, page 34

## Looking for a part? E-mail us!

Email: [parts@nap-inc.com](mailto:parts@nap-inc.com)

NORTH AMERICAN PARTS, INC.  
(716) 839-4791 x101

# NAPi

## The turnstile never lies.

We make the turnstile spin.



**TURNSTILE**  
ADVERTISING

FOR MORE INFORMATION CALL JOHN SEEKER AT (214) 210-5981

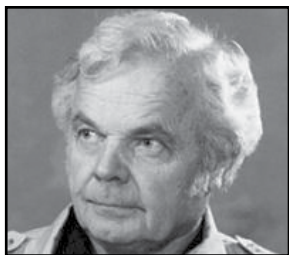


## OBITUARY

## Lee W. Merrick, founder of Little A-Merrick-A, dies at 92

Lee W. Merrick, founder of Wisconsin's Little A-Merrick-A Amusement Park, died peacefully on Aug. 5, 2011 at his home after a brief illness. He was 92.

Merrick was born Jan. 13, 1919, in Greene, N.Y. to Stanley and Florence (Woodman) Merrick. He had two older brothers who preceded him in death; and two sisters who survive him, Esther Duncan of Watertown and Eleanor Tobias of Medina. He was the



Lee W. Merrick

youngest child of a farming family in northern Illinois. He was the founder and owner of Marshall Stock Removal, 1968, Karem, Inc. and opened Little

A-Merrick-A in 1991.

Besides his sisters, he is survived by his two sons, Roger (Bunny) Merrick of Redgranite and Garth (Susie) Merrick of Amarillo, Texas; his daughter, Jorja Merrick of Lake Dallas, Texas; nine grandchildren and three great-grandchildren.

The family would like to thank St. Mary's Hospital staff, HospiceCare in his home and As You Wish for their superior care and support.

## FAST TRACK

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

Hong Kong's popular **Grand Aquarium** in **Ocean Park** has been enhanced with a new, superior sound system from **One Systems**, which included the installation of sixteen units of 106IM/70V. 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. When Sound Classy of Hong Kong was awarded this contract they chose One Systems speakers based on their experience with previous installations.

**Six Flags Great America** officials confirmed last month that the park's **Iron Wolf** stand-up roller coaster, which debuted in 1990, will be shut down on Labor Day for removal. When the B&M-designed Iron Wolf opened, it was billed as the world's tallest and fastest stand-up looping coaster in which riders are secured in a standing position over a bicycle-style seat. The ride is believed to be part of a 2012 ride relocation program by Six Flags that includes this and other rides.

**Merlin Entertainments** has selected public relations consultant Brazen to re-launch the **Blackpool Tower**. The Tower was slated to re-open to the public on Sept. 1, just in time for the switch-on of the Blackpool Illuminations, following a major 10-month restoration program. Merlin will re-launch the Tower with two new attractions, The Blackpool Tower Eye and 4D Cinema experience and The Blackpool Tower Dungeon.

**Cedar Fair Entertainment Company** has announced it has purchased 61 acres of land adjacent to the company's Carowinds property located south of Charlotte, NC. This land acquisition will enable the company to achieve future development and expansion of the facility.

After initially offering her king-sized bed, **Dolly Parton** is now putting the contents of her former Dollywood apartment's bedroom suite on ebay to benefit the Dr. Robert F. Thomas Foundation. The winning bidder can recreate the bedroom where Parton slept in her apartment at her Dollywood theme park. Parton, one of the many babies delivered

by Dr. Thomas, is the foundation's honorary chairperson.

**Busch Gardens Williamsburg** recently launched its first Smartphone app. Available for download from the App Store on iTunes, the new app sends park-specific information such as coaster wait times, restaurant menus, show schedules, restroom locations and more to guests' smartphones. An interactive map lets GPS-compatible phones navigate the park easily. An Android-based version of the app will be available soon.

**Freestyle Music Park** in Myrtle Beach, S.C. has a new owner. The mortgage holder FPI US LLC recently bought the amusement park out of foreclosure and hopes to re-open the park within the next year.

The Dark Harbor Halloween event returns to the **Queen Mary** in Long Beach, Calif., on Oct. 7. Fifteen nights of fiery frights will include seven mazes and attractions on the ship and on the shore as well as an entertainment complex with live entertainment, cocktails and food.

**Desert Wake**, a waterpark with cable wakeboarding, has opened at Sunset Ranch Oasis in Mecca, Calif. The 163-acre ranch was previously a privately owned resort with four man-made lakes. The park is one of the first of its kind in Southern California.

**The Loeff Carousels** at the **Santa Cruz Beach Boardwalk** is celebrating a century of entertainment this summer. The music has a vintage sound, provided for 100 years by a 342-pipe Ruth und Sohn band organ built in 1894. In 2007, the Boardwalk acquired a Wurlitzer band organ from the closed Playland-at-the-Beach amusement park in San Francisco, and there is a third small Wurlitzer organ. Look for more details on this celebration in the November issue of *Amusement Today*.

A **Star Trek**-themed attraction is set to boldly go ahead in Jordan thanks to U.S.\$1.5 billion of funding that has been secured for a major tourism and theme park development. The Red Sea Astrarium project in Aqaba will include four hotels and 17 entertainment offerings.

## PAPA

Continued from page 33

rently has a total of 82 members. Members not only include the park and attractions industries now, but also manufacturers and suppliers associated with the industry.

"We have six committees, which cover various areas including Safety, Operations and Legislative," Crider said. "Our board meeting discussion cen-

ters around those areas and the impact that the various items may have on our industry as a whole."

PAPA's purpose is to promote the amusement park industry by gathering and disseminating information, secure the interchange of knowledge among members relating to better management and methods of doing business, and uphold a good public image.

## Scenes from 2011 PAPA Summer Meeting Sesame Place - July 25 & 26

AT / SUE NICHOLS



Debbi Perry, PicSolve and Jim Seay, Premier Rides.



Gina Gugliemi, Intermark Ride Group and Pat Clark, Haas & Wilkerson.



Gary Chubb, Hersheypark; Tim Timco, TJ Timco Agency and Will Morey, Morey's Pier who spoke to PAPA about current projects at IAAPA. Below: Bill Dauphinee; Andy Quinn, Kenywood and Scott Silar, Hersheypark.





# Cruise industry's first ropes course from Prime Play a hit aboard Carnival Magic

RICHMOND, B.C., Canada — Carnival, "The World's Most Popular Cruise Line," has enlisted the professional expertise of Prime Play to bring an active family attraction to its newest ship, Carnival Magic. Launched in May, the massive 130,000-ton "floating resort" is the first cruise ship ever to feature a ropes course designed and installed on board. Featuring Prime Play's unique Sky Trail Ropes Course, guests can take advantage of an active on land type family excursion in a distinctive shipboard environment.

Incorporating two parallel tracks – one easy, one difficult – the custom-designed Sky Trail creates a cruising experience that offers a 360-degree view while suspended 150 feet above sea level. Located above the top deck SportSquare complex, each climber can traverse through their own course at their own skill level, while still participating in the same active experience together. Prime Play's Sky Trail both challenges participants and keeps them completely safe, harnessed into the closed tracking system above. This custom truss system was also designed to decrease the amount of weight on the deck and reinforces Prime Play's and Carnival's shared commitment to providing safe, family fun.

"The main objective for the Carnival Magic's SportSquare was to bring families together in an active, fun way and a large component of that was the ropes course. We knew that to create the industry's first on-board ropes course we would need the expertise of Prime Play and their portfolio of attractions," said Lania Rittenhouse, Carnival's vice president of product development.

Carnival Magic's ropes course was specially built by Prime Play's team of experts to withstand harsh marine elements, such as sea water and UV exposure.



Carnival Magic recently became the first cruise ship ever to feature a ropes course designed and installed on board. Prime Play's unique Sky Trail Ropes Course offers two parallel tracks – one easy, one difficult – suspended 150 feet above sea level.

COURTESY PRIME PLAY

# Annual IAAPA Charity Golf Tournament to benefit GKTW 2nd Annual Motorcycle Run to raise funds

ORLANDO, Fla. — Two fund raising events to benefit Give Kids The World Village in Kissimmee, Fla. are scheduled prior to the start of the IAAPA Attractions Expo in Orlando, Nov. 15-18.

They are:

• **The 9th Annual IAAPA International Charity Golf Tournament** will be held at Hawk's Landing Golf Club at Orlando World Center Marriott on Sunday, Nov. 13, 2011. The tournament begins sharply at 8 a.m. with a shotgun start. Cost is \$200 per person. Registration deadline is October 31, 2011. Don't delay as this event quickly sells out. To register contact the IAAPA golf team at: [www.gktwgolftournament@iaapa.org](http://www.gktwgolftournament@iaapa.org).

Gold sponsor is Vekoma Rides Manufacturing.

Tournament organizers are also looking for a golf shirt sponsor. Interested parties should contact organizer Bill Alter at: [balter1@optonline.net](mailto:balter1@optonline.net).

• **The 2nd Annual IAAPA Motorcycle Run** will also be held on Sunday, Nov. 13, 2011. Riders are asked to meet at the Harley Davidson Orlando fa-

cility at 3770 37th Street in Orlando. The ride, approximately 130 miles and completely escorted by Harley Davidson Orlando, begins at 8 a.m. and will conclude at the Hawk's Landing Golf Club around 1 p.m. This will be about the same time the IAAPA golfers finish their rounds, giving all participants more networking time.

Registration for the Motorcycle Run is \$100 per rider. Riders needing to rent a bike for the event can do so with a \$100 rental on any bike available at the Harley Davidson Orlando dealership.

Gold sponsor is Uremet.

Organizers are looking for a sponsor to make or pay for a patch that will be distributed to all participants.

Contact Tom Sheehan at [ridelaw@aol.com](mailto:ridelaw@aol.com), or at (847) 516-3200 or check [www.IAAPA.org](http://www.IAAPA.org) for more details.



## VIRGINIA BEACH AMUSEMENT PARK RIDE LIQUIDATION HIGH QUALITY RIDES IN SEARCH OF NEW HOMES



**Rides-4-U**

221 Evans Way, Suite E  
Somerville, NJ 08876

Phone: (908) 526-8009  
Fax: (908) 526-4535  
[www.Rides4U.com](http://www.Rides4U.com)



**QUALITY USED RIDES  
AT EXCELLENT PRICES**

**ALSO AVAILABLE:**

**MUSIC EXPRESS  
MACK**

**TILT-A-WHIRL  
SELNER**

**TOWER-SPRING RIDE  
MOSER**

**TRAMPOLINE  
EUROBUNGY**

FOR MORE INFORMATION AND PRICES PLEASE CONTACT YOUR SALES REPRESENTATIVE





# MARKETWATCH

## RIDING THE MARKET



Company	Prices One Month Ago	Prices 08/11/11	High	52 weeks Low
Cedar Fair L.P.	\$20.05	\$18.75	\$22.69	\$10.99
MGM Mirage	\$15.42	\$11.16	\$16.94	\$8.92
Six Flags Ent. Corp.	\$35.47	\$32.76	\$40.25	\$15.925
CBS Corp.	\$28.74	\$24.63	\$29.68	\$13.01
Walt Disney Co.	\$39.36	\$32.07	\$44.34	\$29.60
Great Wolf Resorts, Inc.	\$3.48	\$2.76	\$3.65	\$1.78
Blackstone Group	\$16.26	\$12.84	\$19.63	\$9.89
Village Roadshow	\$3.25	\$3.04	\$4.45	\$2.19
NBC Universal	\$18.79	\$15.66	\$21.65	\$14.25

## CURRENCY



### TOP 7 MOST TRADED CURRENCIES



Region (U.S.)	As of 08/08/11	Change from year ago
East Coast	\$3.936	\$0.936
Midwest	\$3.875	\$0.909
Gulf Coast	\$3.868	\$0.921
Mountain	\$3.851	\$0.860
West Coast	\$3.949	\$0.825
California	\$4.067	\$0.884

On 08/11/2011 \$1 USD =  
 0.69904 EURO  
 0.61587 GBP (British Pound)  
 76.77267 JPY (Japanese Yen)  
 0.72574 CHF (Swiss Franc)  
 0.97013 AUD (Australian Dollar)  
 0.98504 CAD (Canadian Dollar)

## PEOPLE WATCH

### Kellen joins Creative Entertainment Concepts

Creative Entertainment Concepts, LLC in Indianapolis, Ind. announced that **Bill Kellen** has joined their team. Bill is a lawyer by trade and brings years of experience in the entertainment experience to the company. He will be working to expand the company's Municipal Program on work directly associated with cities around the country to bring an entertainment venue to their market.

### Gina France joins Cedar Fair's board

Cedar Fair, based in Sandusky, Ohio, announced that unitholders elected **Gina France** to a three-year term as a Class III Director of its general partner, Cedar Fair Management, Inc., effective immediately. France, 52, is the fourth new independent director added to the Cedar Fair Board since 2008 and brings more than 30 years of strategic planning, investment banking and corporate finance experience to the position. Gina received favorable votes from 65 percent of the units present and entitled to vote at the meeting and will replace Richard Ferreira who is retiring from the board.



France

The company also announced that 92 percent of unitholders voted in favor of the proposal to reappoint Deloitte and Touche LLP as the Company's independent auditors, and 57 percent of unitholders voted in favor of the company's executive compensation proposal. Additionally, unitholders approved the board's proposal to conduct advisory votes on executive compensation annually.

### IMAX named new chief marketing officer

New York-based IMAX Corporation announced that **Marc de Grandpre** has joined the company as chief marketing officer. Marc de Grandpre, who will lead IMAX's global brand and marketing initiatives, will report directly to IMAX CEO Richard L. Gelfond.

"Marc has the business acumen, the leadership skills and the experience to help us further develop our brand and our reputation," said Gelfond. "He will help us determine new paths that can tap into the emotional connection consumers

have with The IMAX Experience. We are very pleased to welcome him onboard."

Marc de Grandpre's 15-year career spans a distinguished group of consumer products and sports entertainment brands.

### Technomedia Solutions hires John Erickson

Continuing a steady expansion of its talent roster, Orlando, Fla.-based Technomedia Solutions announced it has hired accomplished project manager and technical director, **John Erickson** to help the fast growing company answer rapidly increasing demand for its advanced audio visual design and integration services. Erickson's vast theme park experience will be well served directing and overseeing one of the company's Theme Park Studios, focusing primarily on audio, video, projection, and control design and integration for theme parks and other various themed venues. He brings with him a sterling reputation developed over 20-years of experience working for top tier companies in the theme park industry.

### TJ Timco Agency adds PTC as client

The TJ Timco Agency, provider of business development management services including strategic planning, marketing and sales management, is very pleased to announce their newest client Philadelphia Toboggan Coasters, Inc., based in Hatfield, Pa.

Company President, Tim Timco, said that his agency will be concentrating specifically on improving marketing efforts for PTC as well as the development and implementation of a very focused sales plan that will incorporate some new product ideas along the way.

"I'm very excited about the new opportunities and growth potential that I foresee taking place for Philadelphia Toboggan, it is an absolute pleasure to be working with an organization with such a great reputation that is so well respected in the amusement industry."

•Email People Watch items to: [gslade@amusementtoday.com](mailto:gslade@amusementtoday.com).



Timco

### AIMS Safety Seminar scholarships offered in memory of Alan Ramsay

As a tribute to Alan Ramsay, IAAPA has generously donated five scholarships to the AIMS Safety Seminar in Alan's name. To apply for one of the scholarships, go to [www.aimsintl.org](http://www.aimsintl.org), click on the seminar page, then look for the link to the Alan Ramsey Scholarship. This link will bring up a copy of the application in pdf form. Fill out the form and email it to [info@aimsintl.org](mailto:info@aimsintl.org) or fax it to (714) 276-9666. All applications must be received by October 15, 2011. A committee will review the applications and pick the five recipients who will be acknowledged at the IAAPA attractions expo kick-off breakfast at the Peabody Hotel in Orlando, Fla. on Nov. 15, 2011.



Ramsay

### Dolphin Calf born at SeaWorld Orlando



A dolphin calf was born July 26 at 9:36 a.m. at SeaWorld Orlando. The calf weighs 35 pounds and is 40 inches long, with the sex unknown at this time. It was seen nursing and bonding with its mom, both a good indication that the calf is doing well. Park guests can see the pair at SeaWorld's Dolphin Nursery. COURTESY SEAWORLD

**LEDs** as low as **\$1.09**

Highest Quality LEDs

UNIFORM APPAREL • WICKING SHIRTS • LED LIGHTING • FLAGS&POLES

Chestnut Identity Apparel, Inc.  
**AMUSEMENT LINE**  
[www.amusementline.com](http://www.amusementline.com)  
**800-336-8977**

HEADWEAR • BALLS • PRIZES • APRONS



## Adrenaline Family Entertainment looking to sell two properties

EDMOND, Okla. — Adrenaline Family Entertainment, Inc. (AFE), based in Edmond, Okla., has announced that it is currently considering strategic alternatives, or a possible sale, for Clementon Park & Splash World in Clementon, N.J. and Alabama Adventure Water & Theme Park in Birmingham, Ala.

AFE is the management company overseeing the parks for the New York-based private equity funds manager PE Partner, which is seeking to rotate their portfolio of investments by selling the two park properties.

AFE's President & CFO told Amusement Today that Clementon has had a good year, will beat its budget numbers and close the season with a good profit. Alabama Adventure is a different story. Although it introduced a new Shoot-the-Chute water ride this season, it wasn't enough for the park to overcome the deaths, destruction and shock left by the massive F5 tornado that hit the greater Birmingham area this past spring.

Interested parties may contact Russell Kuteman, president & CFO of AFE at (405) 340-9111 or via email at: rkuteman@afeparks.com.

At [www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com)

## Golden Ticket Registration now open

**STORY:** Janice Witherow  
jwitherow@amusementtoday.com

SANTA CLAUS, Ind. — Get your ticket ... it's a "don't miss" industry event, and registration and the complete itinerary for *Amusement Today's* coveted Golden Ticket Awards are now available at [www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com). The deadline for attendees to register is Friday, Sept. 2. The two-day event will be hosted this year by the charming Holiday World & Splashin' Safari in Santa Claus, Ind., where the staff is hard at work preparing to roll out the red carpet for the industry on Friday and Saturday, Sept. 16-17.

Special behind-the-scenes tours, a casual luau and evening reception hosted by Pat Koch are being planned to kick-off the event on September 16, while a day of experiencing Holiday World & Splashin' Safari in operation and the anticipated awards' show will entertain attendees on September 17.



**September 16 & 17, 2011**

To check out the itinerary for the Golden Ticket Awards, as well as to register, please log on to [www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com). This event is reserved for working professionals in the amusement industry. Representatives from parks and attractions, manufacturers, suppliers, consultants and more will come together to celebrate another industry season – all in the name of fun.

This is the 14th annual year for the Golden Ticket Awards; they are presented to the "Best of the Best" in the amusement industry and are calculated from an international poll conducted by *Amusement Today*.

# THE 2011 GOLDEN TICKET AWARDS ARE COMING SEPTEMBER 16-17!



HOSTED BY:



Hotel information for 2011 GTA now available at:

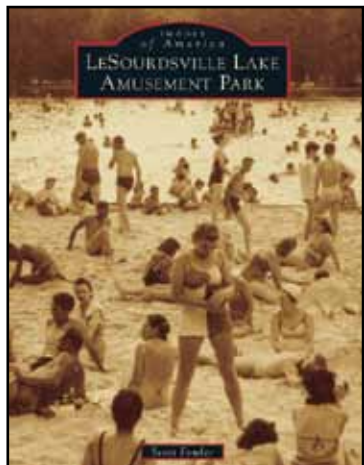
**[WWW.GOLDENTICKETAWARDS.com](http://WWW.GOLDENTICKETAWARDS.com)**



# Arcadia releases book on LeSourdsville Lake Amusement Park

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

Most people are likely to have heard of Americana Amusement Park in Cincinnati, but few are probably aware of the long and storied history of what was originally known as LeSourdsville Lake. *Images of America — LeSourdsville Lake Amusement Park* went on sale on May 23, 2011. The book takes a look at the history of the park through photographs and images dating all the way back to the grand opening on June 10, 1922.



Scott Fowler, cofounder of the Southwest Ohio Amusement Park Historical Society and a former employee of LeSourdsville Lake provided the written text for each of the four chapter prologues and all the photo captions. Fowler maintains a park archive consisting of six decades worth of souvenirs, postcards, photographs and other park memorabilia.

LeSourdsville Lake was an 18-acre man-made lake fed from deep water wells. For many years the lake itself was the main draw with its cool, clear water and white silica sand beach. Seven diving boards, two toboggan water-slides, a Sellner Water Wheel, ladder swings and a 20-foot high diving platform kept the guests occupied during their visit to the lake. Cabins and cottages were built along the nearby Miami River and along the shores of the lake to encourage people to spend more than just a day at the resort. Eventually other amusements were added to entertain guests such as miniature golf and fishing decks. The first ride appeared in 1930 in the form of Dodgem bumper cars.

The 1930s saw the addition of Stardust Gardens

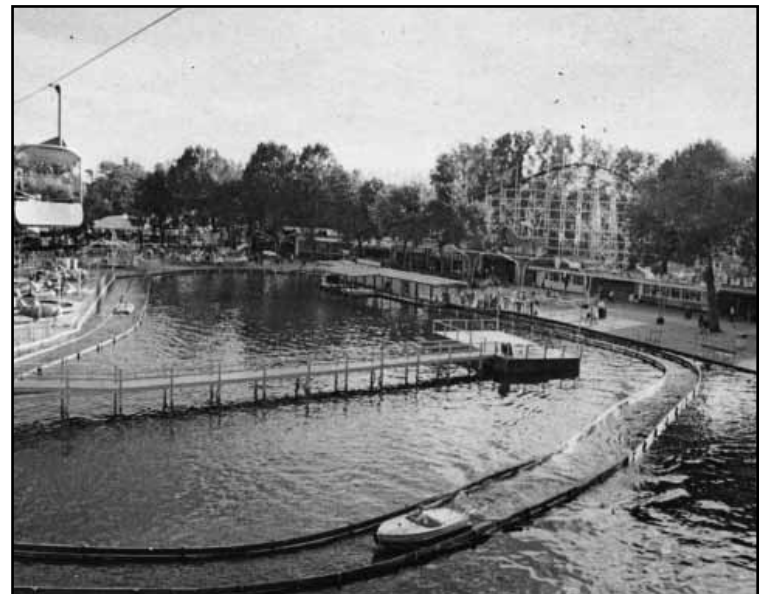


Above left, LeSourdsville Lake's original bathhouse was designed to handle 250 customers. The number of swimmers increased enough that by 1931 a larger bathhouse (shown here to the right of the Sellner Water Wheel) was built to handle 4,000 swimmers daily. Above right, the park added a showboat in 1956 that permitted groups of people to enjoy a peaceful ride across the lake.

COURTESY ARCADIA PUBLISHING



Above left, in 1956, a turnpike car ride was developed in house. The cars were so popular that the Streifthau Manufacturing Company was formed to build and sell turnpike cars to parks across the country. Above right, in 1964, a new stage for musical and comedy acts was built over the lake and in the middle of the Water Skooter ride.



dance pavilion and several more amusement rides, including a roller coaster. The coaster, known as the Cyclone, was built in 1928 for Moxahala Amusement Park in nearby Zanesville, Ohio and was moved to LeSourdsville Lake at the end of the 1939 season. The park continued to grow over the next few decades, but the lake remained the main draw. In 1952 the beach area was expanded to encompass nearly four acres, and sand was shipped in from Siesta Key in Florida. By the 1970s the park was drawing nearly 600,000 people annually. But this decade was to bring about big changes to the park.

In 1972 Kings Island, a massive new theme park, opened in nearby Mason, Ohio. The popularity of lake

swimming began to dwindle and by 1976 the beach area was removed and parts of the lake were filled in to accommodate more rides. Swimming now took place in the new Blue Dolphin pool. In 1978 the park name was changed to Americana. For the next few decades the park, always in the shadow of Kings Island, was holding its own, but a devastating fire in January of 1990 destroyed the bathhouse, Stardust Ballroom and ride parts from several attractions that were stored in the buildings. The resulting damage was estimated at more than \$5 million, but the insurance company only paid \$3 million. The park filed for bankruptcy later that year.

Americana managed to stay open in the 1990s under

various park owners and park managers, and the future was starting to look good again. That quickly changed in 1997 when park owner Ronald Walker died unexpectedly and his family members put the park up for sale. A local businessman, Jerry Couch, purchased and reopened the park in 2002 but income was not high enough for the new owner to pay off the \$3 million he had invested in the park. Couch announced that he would concentrate on expanding his camper sales business on the property and the amusement parts of Americana/LeSourdsville Lake never reopened. Many of the park's rides were sold at auction a few years later. Many of the buildings and some attractions such as their

log flume are still standing but slowly deteriorating. In 2007 the beautiful lake that was the centerpiece of the park for nearly eight decades was permanently drained.

*Images of America — LeSourdsville Lake Amusement Park* is an interesting, if somewhat melancholy, look back at the growth then ultimate decline of what was a popular amusement park enjoyed by generations of families in the Ohio Valley area. The few errors that appear should not distract from an otherwise well-researched book.

The book retails for \$21.99 and is available at local bookstores, online retailers or through Arcadia Publishing at [www.arcadiapublishing.com](http://www.arcadiapublishing.com) or by calling (888) 313-2665.





# NEWS & NOTES

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

Amusement Industry Manufacturers and Suppliers International, Ltd. • 3026 S. Orange • Santa Ana, Calif. 92707  
Phone: (714) 425-5747 • Fax: (714) 276-9666 • E-mail: [aims.office@gmail.com](mailto:aims.office@gmail.com) • Web: [www.aimsintl.org](http://www.aimsintl.org)

## AIMS remembers a friend while looking ahead

### Mike Gutknecht

Ride Entertainment Group  
of Companies and  
AIMS president  
[mike@rideentertainment.com](mailto:mike@rideentertainment.com)

For those of you who haven't yet heard, the 2011 AIMS Safety Seminar will once again be held in conjunction with the annual IAAPA Attractions Expo this coming November in Orlando, Fla. In these economic times, it only makes sense to get as much "bang for your buck" as possible and combining the trip to the AIMS Safety Seminar with the IAAPA Attractions Expo clearly makes sound financial sense. Where else can you find the biggest icons in the amusement industry at one location at the same time? AIMS is proud of its heritage of providing the best instructors, the small student to instructor ratio and perhaps the most recognized networking opportunity in the industry. When you combine all these attributes with the chance to visit the IAAPA Attractions Expo in the same trip, it becomes a winning decision and is synergy at its best.



**Gutknecht**

The amusement industry recently lost a dear friend on June 12, 2011 when Alan Ramsay passed away at the young age of 41. Alan was a friend to anyone he met and a true fan of our industry possessing a passion and commitment for the amusement industry rarely found in today's fast paced world. Alan recently sat on the AIMS education committee and was instrumental in providing many of the recommendations for the Safety Seminar to the

AIMS board of directors. He was also very active with both IAAPA and NEAAPA. I know I speak for many when I say he will be missed.

In tribute to Alan Ramsay, IAAPA has generously donated five scholarships to the AIMS Safety Seminar in his name. Additionally, OABA has donated four scholarships to the AIMS Safety Seminars as it has for the last several years. Commitments such as these say a lot about AIMS and the importance leading organizations in our industry place in the safety and training classes offered at the AIMS Safety Seminars. We encourage those parties interested in applying for scholarships to refer to the scholarship information article or to visit our website at: [www.aimsintl.org](http://www.aimsintl.org).

The 2011 AIMS board of directors meeting will be held on September 15, 2011 at Santa's Lodge in Santa Claus, Indiana. This will be the second year that the meeting is being held in conjunction with the Golden Ticket Awards. Gary Slade, the founder, publisher and Editor-In-Chief of *Amusement Today* is the driving force behind the Golden Ticket Awards and has turned the ceremony into a must-attend event for anyone in the amusement industry. As a member of the AIMS board of directors, Gary suggested holding the annual meeting in conjunction with the GTA as it makes sense from a costs and time perspective. The synergy created during this event is incredible as the networking opportunities are boundless. Gary has done a wonderful job in creating a new tradition for members of the amusement industry and I hope that we can look forward to many more years of GTA and AIMS meetings being held together.

## AIMS member spotlight: Benjamin Santos-Rogers

*Editor's note: This is a series of articles to appear in AIMS News & Notes that spotlights 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](mailto:steve.laycock@rides.com)

### Benjamin Santos-Rogers

Funtown Splashtown USA  
Operations Manager

As operations manager for Funtown Splashtown USA in Saco, Maine, **Ben Santos-Rogers**, credits his mother for pointing him toward a summer job that later became a career. Ben got hooked on the amusement industry as a teenager and now can't see himself working in any other industry. In November he will be presenting at two different educational sessions during the IAAPA Expo. He attended the 2010 AIMS Safety Seminar and while there took some time between classes to answer questions for AIMS News & Notes.



**Rogers**

### How did you get started in the amusement business?

"It was the beginning of summer, I was 15-years old, and I was looking for a summer job. My mother who is a dental hygienist mentioned my job hunting to a patient, Kenneth Cormier, who is the president and CEO of Funtown Splashtown USA. He suggested that I apply to Funtown and with that my life was changed."

### What do you do in your free time?

"As a native of Maine but a frequent visitor to Arizona, I love the outdoors. I snowboard and play disc golf. I do just about anything that revolves around mountains, rivers, and lakes."

### What is so special about the facility for which you work?

"It's a family owned and operated facility. The Cormier family is amazing and has become a second family to me. You know you are at a very special place when there is a genuine concern about how your day is going both inside and outside of the workplace. This second family is also very focused on education and one's self improvement which is evident by my attendance here at the AIMS Safety Seminar."

### Which amusement rides that you work on give you the least amount of trouble?

"Our Dragons Descent, an S&S Turbo Drop runs flawlessly. Never is there an issue with this attraction that our maintenance department can't handle."

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

"Just one thing? It is hard to nail it down to just one thing because there are so many areas that the seminar touches on. I have gained a whole array of tools, ideas, and knowledge ranging from such areas as human resources to effective training techniques. I am very eager to implement some of these in the upcoming season. One of the greatest aspects of the seminar was being able to share and diagnose various situations with other operators who have experienced similar situations."

### What was your favorite class at the AIMS Safety Seminar and why?

"Hands down, it was 'Operations Supervisory Basics' with Matt Heller. The content was very well presented and beneficial giving me some great ideas to implement for the season ahead. Matt is a great presenter and I jump at any opportunity to hear him speak."

### Why should someone attend the AIMS Safety Seminar?

"The presenters are very knowledgeable. Many of them included time for networking and the sharing of ideas and experiences. One of the greatest aspects of this industry is the willingness that everyone has, regardless of their position, in sharing their experiences, and ideas which allows everyone to learn from each other."

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

"The experience was amazing! The instructors were knowledgeable in a variety of areas. It showed that they were all passionate about safety through educating and in giving back to the industry. The presentations were very well prepared and most were interactive and stayed away from the standard lecture format."

### Tell us one person you have met here during a networking opportunity time that has made an impact on you and why?

"John Edds is one person I will not forget because he provided some great insight on training and motivational tools."

—Steve Laycock, AIMS





AMUSEMENT INDUSTRY MANUFACTURERS AND SUPPLIERS INTERNATIONAL



# 2011 SAFETY SEMINAR AND CERTIFICATION PROGRAMS NOVEMBER 9-15, 2011 ORLANDO, FLORIDA

DOUBLETREE BY HILTON ORLANDO AT SEAWORLD

AIMS STUDENTS ARE WELCOME TO ATTEND  
THE IAAPA ATTRACTIONS EXPO  
NOVEMBER 15-18, 2011  
ORANGE COUNTY CONVENTION CENTER  
ORLANDO, FLORIDA

**IAAPA**  
Attractions  
Expo

**REGISTER ONLINE: [WWW.AIMSINTL.ORG](http://WWW.AIMSINTL.ORG)**  
**ONLINE REGISTRATION NOW OPEN**

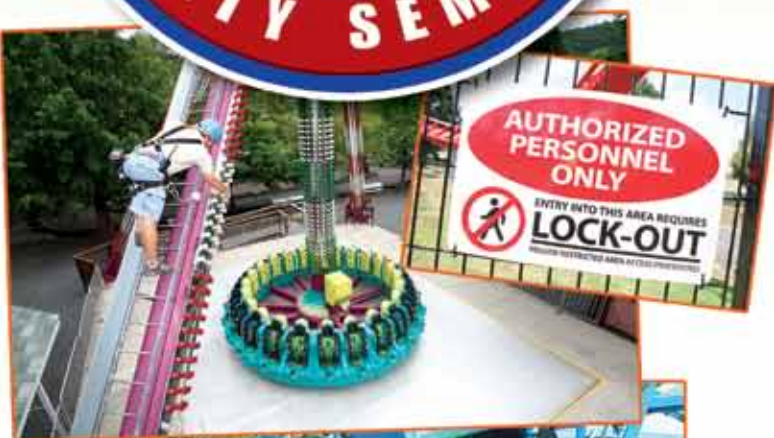
**REGISTRATION:**  
Wednesday, Nov. 9  
4:00 pm - 8:00 pm

**CLASSES:**  
Nov. 10-14, 2011

**TESTING**  
Nov. 13, 2011  
**IAAPA EXPO STARTS**  
Nov. 15, 2011

## SKYCOASTER U

MONDAY, NOVEMBER 14  
TUESDAY, NOVEMBER 15 (MORNING ONLY)  
CHECK [WWW.AIMSINTL.ORG](http://WWW.AIMSINTL.ORG) FOR DETAILS



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



**WEB SITE: [WWW.AIMSINTL.ORG](http://WWW.AIMSINTL.ORG)**





# MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

## BRIEF

### Minot flood victims get help from Murphy Bros.

MINOT, N.D. — The North Dakota State Fair held annually might have been canceled for the 2011 year, but that didn't stop the carnival provider for the state fair from providing carnival rides to those needing a break from flood clean-up.

When Murphy Brothers Exposition, Tulsa, Okla., the carnival that had been scheduled to provide the midway for the North Dakota State Fair heard about the cancellation, they decided they wanted to help Minot.

They split up the carnival between Bismarck and Fargo. A portion of every wristband, every ticket, and every corndog sold was to go to help rebuild the homes that had been submerged for weeks.

"Since Murphy Brothers have played the state fair continuously for over 40 years, being good friends with the state fair board there, we figured we'd try to raise some money for the Minot relief fund," said Ted Murphy.

Murphy Brothers was at the Red River Valley Fair, West Fargo, before they were supposed to move on to Minot. The mini-carnival took place at the Fargo Dome until July 31, and at the Gateway Mall in Bismarck through July 28th.

## All is going well in Canada for North American Midway Entertainment

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

EDMONTON, Alberta — On the final day of Edmonton's Capital EX, North American Midway Entertainment was on par in the areas of revenue and attendance as the carnival, based in Farm-land, Ind., has been there for the last three years.

In fact, Canadian dates for NAME have gone exceptionally well. Those dates include such events as the Manitoba Summer Fair, Brandon, Manitoba, which ran June 8-12; Red River Exhibition, Winnipeg, Manitoba, June 17-26; Calgary (Alta.) Stampede, July 8-17; Westerner Days Fair and Exposition, Red Deer, Alta., July 20-24; and Edmonton's Capital EX, which ran July 22-31.

"The economy in Canada is strong," said Amber Swedgan, NAME's director of media and communication. "Our revenues and fair attendance have been great."

Attendance at the Manitoba Summer Fair this year was 99,865, the highest it has been in the last five years. The 2010 attendance was 92,000.

NAME set a new ride revenue record at the Brandon event, where they provided 34 rides on the midway including the new Tivoli Spin Out.

Karen Oliver, manager, Manitoba Summer Fair, reported that weather was a bit cool during the event's run so she was very pleased with the attendance. She reported that the most popular rides on the 2011 midway were the Mega Drop (Fabbri), Zipper (Chance) and the Fireball



Above left, Wisdom's Monster Trucks ride made its first appearance at the Westerner Days Fair and Exposition, Red Deer, Alta., this year. The event ran July 20-24. West Coast Amusements, Langley, B.C., manages the midway there for North American Midway Entertainment. The Monster Trucks is owned by West Coast Amusements. Above, Tony Cassata, left, Bob's Space Racers, Daytona Beach, Fla., visits with NAME's Operations Manager Wayne Kunz, at the Edmonton's Capital Ex. That event ran July 22-31. Left, NAME purchased a new food trailer this year. Called the "Spiral Spud," the trailer came from Hitch-Hiker Mfg., located in Middletown, Ohio.

COURTESY NAME

(KMG).

Perfect weather helped Winnipeg's Red River Exhibition set an attendance record. The event drew approximately 220,000 fairgoers. That was a 25 percent increase over 2010 and well beyond the last record of 191,000 set in 1997, the first year the fair was in its cur-

rent site.

NAME provided 46 rides at this event including the new Spin Out.

The Calgary Stampede had a great run. Although attendance fell slightly short of the current record of 1,262,518 set in 2006, the event drew 1,174,697 patrons. That rep-

resents a 29,303 increase over 2010.

Swedgan said NAME came within two percent of setting a brand new ride revenue record in Calgary. The carnival provided 58 rides for the Stampede including the new Monster Trucks owned

► See NAME, page 42

32 OZ. THE WEDGE HAS ARRIVED! • ORDER IN YELLOW OR GREEN • LOGO SPACE AVAILABLE



MADE  
IN THE  
USA!



TOLL FREE: (800) 395-9980 • EMAIL: SALES@SIPPERSBYDESIGN.COM • WWW.SIPPERSBYDESIGN.COM



## MIDWAYTALK

Compiled by Pam Sherborne

Organizers of the **Stanislaus County Fair** in Turlock, Calif. had near record-breaking attendance during its centennial celebration.

More than 245,000 people visited the fair during its 10 days open, which was a nearly 20 percent increase over last year.

According to a press release, food sales were up 25 percent and carnival revenue saw a 35 percent increase over last year. **Butler Amusements**, Fairfield, Calif., provided the midway.

Organizers said the fair's numerous attractions helped draw fairgoers. The year the fair showed a Centennial Exhibit, which featured images from the last 100 years of the fair. There was also a Wetlands Exhibit, displaying recreational outdoor activities in the region, concerts, outdoor motor sports events, and rodeo.

Attendance at the 2011 **Linn County Fair**, Albany, Ore., which ran July 21-24, topped 27,000, up about 12 percent over last year.

Despite competition from other events, including a Kenny Chesney concert in Portland, Calderon said Saturday evening's Main Stage show attendance was up 1 percent.

The carnival provider this year was **Davis Shows Northwest Inc.**, Clackamas, Ore.

Beautiful weather greeted fairgoers with the majority of the days being in the 70 to 80-degree range.

Every year, the **Georgia State Fair** (Macon, Ga.) board meets after the fair, and it always votes on whether to have another fair.

When the board met in July, about 70 active members present put on hold a decision about running a 2012 fair.

"That is something that has been a possibility for the last couple of years, because the fair has not been as successful financially because of the competition of the (Georgia National Fair in Perry), and the economy and other things going on," said Don Johstono, fair board president, to a reporter in a local Macon newspaper.

One of those "other things" is the aging of the board.

"Our membership is definitely aging and that definitely has an impact," Johstono was quoted as saying.

The state fair has been held in Macon consecutively since 1851, with the exception of four years during the Civil War and in 2009, when the Exchange Club of Macon changed the fair dates from October to April/May, according to the fair's website.

The fair ran April 29-May 8 this year. **Dixie-land Carnival**, Phenix City, Ala., provided the midway.

While the fair board does not disclose financial information, attendance at this year's fair was estimated at 35,000 to 40,000, Johstono said. This figure is based on ticket sales because there are no turnstiles or other ways to count attendance.

That was a slight increase over 2010.

When the **Wyandotte County Fairgrounds** (Kansas City, Kan.) were converted into a shiny new waterpark, many thought that the old-time affair would quietly slip away.

But the fair — one of the last prominent reminders of the county's pastoral past — finally

has a permanent home after four long years of homelessness and shifting from place to place.

The fair ran July 26-30 this year on former farmland in western Kansas City. The search for space had become so difficult that the Wyandotte County event moved to Leavenworth County for the past two years just to be sure 4-H kids could show off their prized pigs and projects.

In a news story that ran in *The Kansas City Star*, fair officials had warned 2011 fairgoers that the event could be somewhat rustic in its debut. But, there would be carnival rides provided by **Pride Amusements LLC**, Galena, Kan., as well as a demolition derby and food concessions.

The grounds remain a work in progress. The 109-acre site was purchased using money obtained when the fairgrounds were sold to Schlitterbahn, fair officials said.

Officials of the **California State Fair**, Sacramento, were certainly enjoying the trend being set during this year's run, July 14-31. In mid-fair, paid attendance had risen 17 percent, according to Cal Expo spokesman Brian May.

People weren't just showing up either. They were spending money, too. Food and drink spending was up 24 percent during the fair and the midway reported a 33 percent increase in revenue mid-fair. **Butler Amusements**, Fairfield, Calif., provided almost 70 rides.

The betting handle at the racetrack had improved 13 percent.

Cotton candy, wild rides, popular entertainers, 4-H animals and homemade pies were all a part of the **2011 Fond du Lac (Wisc.) County Fair** during its July 19-24 run.

The grand finale this year was a demolition derby in front of the grandstand. Other entertainment included TESLA, The Beach Boys, and Theory of a Deadman.

With the exception of the loss of one 4-H exhibit pig, excessive heat didn't deter the steady stream of fairgoers. An estimated crowd of over 40,000 was expected to turn out.

A sprinkler system was set up on the roof of the livestock barn to cool down temperatures that soared into the mid-90s during the fair.

Some changes to this year's fair included the moving of the sound stage to a different space to keep alcohol sales away from the children's area, which featured an enhanced playland. The Ag Venture area was brought back this year in accordance with the mission of the fair, to enhance agriculture education.

Antique Car Show Coordinator Les Horn, known for his Disabled American Veterans and Inner Harbor Antique Car Shows and currently his work on the movie "My One and Only," returned to host this year's **Maryland State Fair** in Timonium, Md.

The fair started Aug. 26 and runs through Sept. 5.

The Maryland State Fair's Antique Vehicle Display had its beginnings in the early '70s. It featured antique vehicles from as early as the 1920s up to 1982 including Model A's, Corvair Convertibles, Camaros, Corvettes, GTOs, Mustangs, Triumphs, Zephyrs and more.

## Slide at Illinois State Fair sold

SPRINGFIELD, Ill. — The 40-foot-tall, 130-foot-long Giant Slide that's been a staple of the Illinois State Fair since 1968 has been sold but will remain at the fair.

The 2011 Illinois State Fair ran Aug. 12-21.

According to local reports, Dennis Herrington, who's owned the slide since 1995 and put it up for sale just recently, said the winning bidder is someone local. He wouldn't disclose the name of the new owner, saying in July that the new owner didn't want to be immediately identified. He did say, however, that the new owner plans to keep operating the attraction at the fairgrounds.

Herrington, 57, said he decided to sell the slide due to health problems.

The asking price was \$175,000, but the final sale price wasn't disclosed. Private owners erected the slide in 1968. The fair's historian, Pam Gray, said she wasn't immediately sure who built the slide.

The Bud Shymansky family purchased the slide in time for the 1973 fair and operated it until 1993, when Springfield businessmen Herrington, Lars Buchloh, David Mayes and Steve Vincent bought it.

By 1995, Herrington had bought out the other partners.

Herrington said five bids were submitted.

## NAME

Continued from page 41

by West Coast Amusements, Langley, B.C., and manufactured by Wisdom.

The carnival also presented a new game in Calgary — the Flip-A-Chick by Global Midway Games. The new game entails trying to flip the rubber chicken into a soup pot.

It was hit, as was the carnival's new Hitch-Hiker (New Middletown, Ohio) food trailer the "Spiral Spud." The new food concession serves about every variety of the French fry, including curly, fully loaded to the original fry. The fries are cut thin and lightly fried.

A new ride revenue record was set for NAME at Westerner Days in Red Deer by eclipsing the old record by nine percent. Bob and Wendy Hauser, West Coast Amusements, manage the Westerner Days event for NAME.

Overall, Westerner Days experienced a great run this year, setting three new attendance records. Total attendance was 93,965 setting an all-time. The 2010 attendance was 92,689. Two single-day attendance records were set as well. On Sat., July 23, 26,825 fairgoers attended Westerner Days. That broke the previous record of 24,729 set in 2008.

The next day, on Sunday, July 24, 18,355 people attended, breaking the record of 16,210 set in 2008.

Also, on that Sunday, almost 3,000 kids enjoyed the

new \$10 Unlimited Ride Pass promotion.

NAME provided 41 rides for the Red Deer event. New rides included: West Coast Amusements' Mega Drop by Fabbri; West Coast Amusements' Alien Abduction by Wisdom; West Coast Amusements' Monster Truck by Wisdom.

"Vic (Victor) Wisdom and his wife were at the Red Deer Westerner Days visiting the show and Bob and Wendy Hauser, seeing the two new rides debut," Swedgan said.

Presale ride tickets are also going well this year. For some of NAME's Canadian dates there was an increase. Those include: the Manitoba Summer Fair, up 24 percent; Red River Exhibition, up eight percent; Westerner Days up four percent; and Edmonton's Capital EX, up 11 percent.

NAME was also to play Buffalo Days, Regina, Sask., Aug. 3-7; Prairieland Exhibition, Saskatoon, Aug. 9-14; and the Canadian National Exhibition, Toronto, Ont., Aug. 19-Sept. 5.

(Final attendance figures for the Capital EX were released after this interview took place. The carnival had a good run there and fair officials were, overall, pleased with the event even though attendance figures were down. Figures released showed that the 2011 attendance was 713,546 compared to 747,000 last year. Rainy weather this year was to blame.)



# Concession business good for O'Brien

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

CHAMPAIGN, Ill. — It's getting harder to make a living working in the mobile outdoor amusement industry, according to those out on the road. The economy, cost of fuel and the weather inconsistencies over the last few years have challenged outdoor operators in many different ways.

"You just have to find money wherever you can," said Tim O'Brien, O'Brien Food Service, based in Apollo, Fla.

He has found some extra money by doing his own trailers. Three years ago he purchased three trailers, all shells, from United Trailers. Then, he finished them out.

"I did everything," O'Brien said. "I did the electrical, cabinetry, graphics, glass — everything. I have \$130,000 in those three trailers including the flatbeds to carry them. If I hadn't done the work, I would have spent about \$280,000. I have the ability to do that for myself."

Another thing O'Brien has done is to keep his overhead down. He has a total of six trailers, all 14 feet long.

"I only need two people to man them," he said.

In addition, he dropped his cafeteria business a few years ago.

"We retired it," O'Brien said. "It took too many staff and with everything going up, it just didn't pay to do it. We had 55 different items and a lot of seating. We enjoyed doing it, but it was just too much."

The last week of July, O'Brien was in Urbana, Ill., at the Champaign County Fair, which ran July 22-30. He had three stands there. Tinsley's Amusements, High Hill, Mo., was providing the midway at the event.

At the same time, O'Brien's son, Cody O'Brien, was at the DuPage County Fair, Wheaton, Ill., which ran July 27-31.

"We do split up some like that, but not often," O'Brien said.

O'Brien said he has been adjusting his prices some this year, just as he does most years. If an event raises its prices, then he usually has to pass it along. But, at the Champaign County Fair, he actually reduced his prices — 50 cents

off a corn dog.

And, what he has been seeing for the 2011 season is pretty much the same as the last several seasons.

"As long as you have the weather, you get the event," he said. "Some will be up and some will be down, up and down."

O'Brien has been in the business for 32 years. His father, Gene O'Brien, started the

company in 1949. O'Brien had his own company at one time, and then he merged with his father. About 10 years ago, he bought his father out when he retired.

He has hung onto the fair food staples, such as corn dogs, sausage sandwiches and turkey legs. Normally, his prices run \$3.50 for his sweet potato fries and his regular

► See O'BRIEN, page 44



Tim O'Brien finished out these three food trailers himself. They were purchased from United Trailers. COURTESY O'BRIEN FOOD SERVICE

**ARM**  
www.ARMrides.com

Your guests  
—and your profits—  
will soar!

**VERTIGO**

Photos: Dan Feicht / dan@danfeicht.com

VERTIGO MODELS & STATISTICS		
► 100-ft. Portable Model with 53-ft Retractable Trailer	► 80-ft. Portable Model with 53-ft Retractable Trailer	All Models Feature: ► Dyna-Brake® Safety System Provided by Velocity Magnetics ► LED Lighting (Optional)
► 140-ft. Park Model	► 80-ft. Park Model	
► 24 Passenger Capacity	► 16 Passenger Capacity	
Space Requirements (All Models): 50-ft. Ground Space Footprint / 80-ft. Operational Diameter		

**A.R.M. INC. • 1506 FERNWOOD ROAD • WINTERSVILLE, OHIO 43953**  
**ERIC BATES** Cell: 412.916.9210 • **MIKE GILL** Cell: 740.632.6815 • **Office:** 740.264.6599  
 email: ericjbates@prodigy.net email: mike@ARMrides.com



## ►O'BRIEN

Continued from page 43

fries; \$3 and \$5 for corn dogs; \$7 for sausage sandwiches; \$7.50 for his Philly steak sandwiches; \$7.50 for his steak-on-a-stick; and \$8 for turkey legs. His drinks run \$3 and \$5.

"Those are the fair staples and people still want them," he said. "We have tried some new things. Our sweet potato fries are fairly new."

He doesn't have a large crew traveling with him. He hires mostly local when he gets to a spot. He plays 15 dates a year and said, "I am fine the way I am."

O'Brien starts his season in February. Some of his dates include the Florida State Fair, Tampa (2011 dates were Feb. 10-21), the Titusville (Fla.) Airshow (2011 dates March 11-13) and the Dade County Fair, Miami (2011 dates were March 17-April 3).

"Then, I take April, May and June off," he said. "Then, I am up in Champaign, Wheaton, the Illinois State Fair (DuQuoin, with 2011 dates Aug. 12-21) and The Sandwich (Ill.) Fair, running this year Sept. 7-28."

In September, he goes to the Virginia State Fair, Doswell, set for Sept. 29-Oct. 9, 2011, on to the North Carolina State Fair, Raleigh, set for Oct. 13-23, 2011, and then home. He and his wife, Justine, do get some time off during their route.

"We use that time for some vacation time," he said. "When our children were young, Justine would stay home with them. But, now, we do things like go to Washington, D.C., and places like that."

Jared O'Brien, said his dad, has no interest in going into the business. He is in Florida and works fulltime in a business other than the amusement industry.

# Wheelock Rides sees the people when the weather cooperates

UNION SPRINGS, N.Y. — All in all, business has been pretty good for Wheelock Rides, based in Syracuse, N.Y.

"When we get the weather, the people come out," said Corey Ward, the son-in-law of the founders of the show. "We do a lot of fireman's events. People continue to support the local organizations that we are sponsoring. So, we are doing pretty well."

Corey Ward is married to Angel Wheelock Ward. Her father is Avery Wheelock.

Wheelock Rides was playing a fireman's event in Union Springs when AT visited them.

Ward said the weather hasn't been completely cooperative. It either been really hot, with temperatures cresting 100 degrees or higher at

some of their dates. Or, it has been raining.

"Right now, it is about 73 or 74 degrees," Ward said, during the evening of July 30. "But, it is really, really humid."

The show normally carries 17 or 18 rides, but at the Union Springs event, they had 14 with them. The show operates from the first of May through October. They travel in a 135-140-mile radius from their home in Syracuse. They play two-day festivals, four-day fireman's carnivals, seven-day county fairs and "anything in between."

"We also book in with Strates Shows (Orlando, Fla.) in Elmira, N.Y., and Reithoffer Shows (Gibson, Fla.) for two dates," Ward said.

—Pam Sherborne



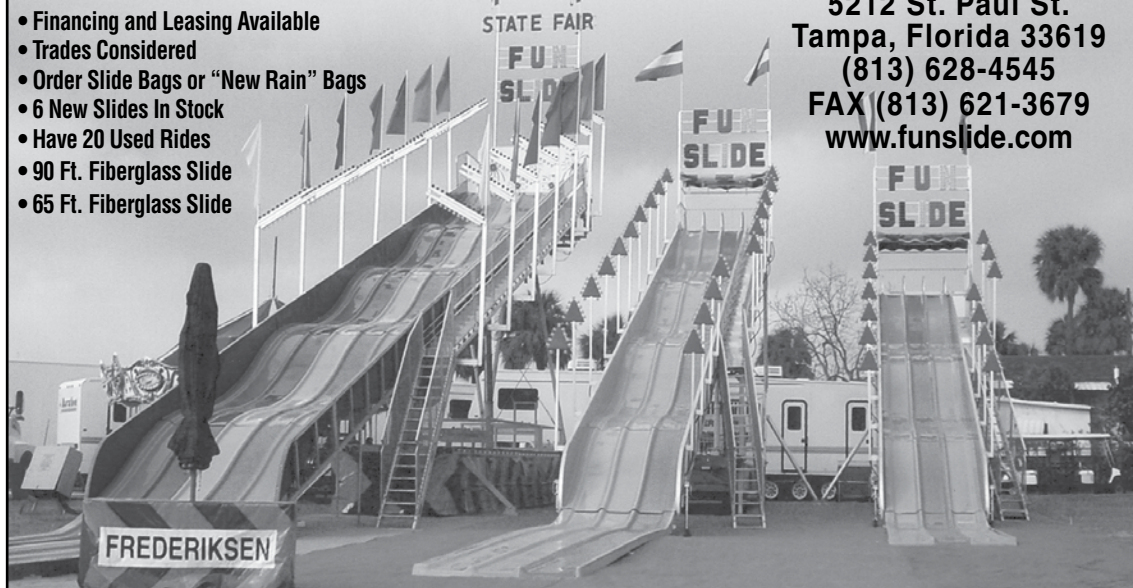
Wheelock Rides, Syracuse, N.Y., carries about 17 or 18 rides to their dates, including this 1969 A.J. Sunny wheel.

AT/SUE NICHOLS

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

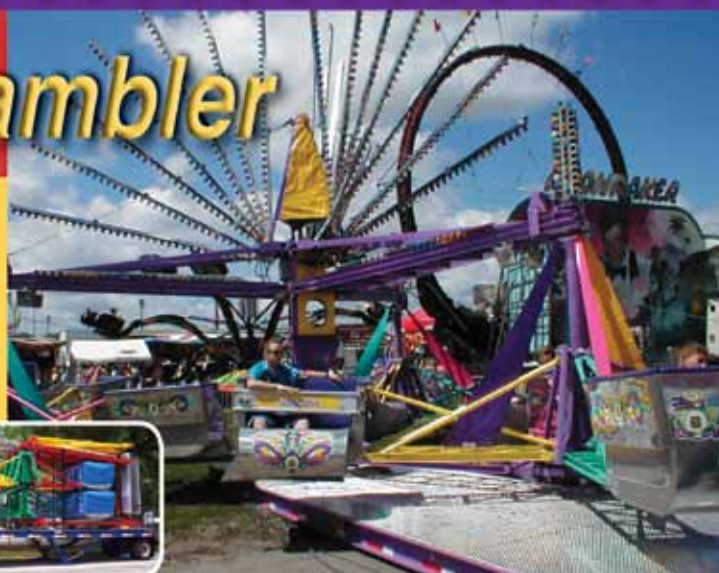
- Financing and Leasing Available
- Trades Considered
- Order Slide Bags or "New Rain" Bags
- 6 New Slides In Stock
- Have 20 Used Rides
- 90 Ft. Fiberglass Slide
- 65 Ft. Fiberglass Slide

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



## The Scrambler

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



**ELI BRIDGE COMPANY**  
Building with people have enjoyed for many years

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

**AMUSEMENTTODAY.COM**  
**AMUSEMENTTODAY.COM**

**BERRIES GOING BAD??**  
**WE'LL FIX THEM!**



If your Berry-Go-Round, Barrel-of-Fun, Dizzy Dragon or any other Sellner Spin Ride has rotted or soft floors, or needs a complete makeover, give us a call. Our new technology offers a permanent, affordable alternative to replace your floors. Plus, our state-of-the-art paint and fiberglass departments can refurbish your old spin rides to look and perform like new at a price much less than replacement.

**GoldStar**  
MANUFACTURING

515 Fowler Street

507-209-1940

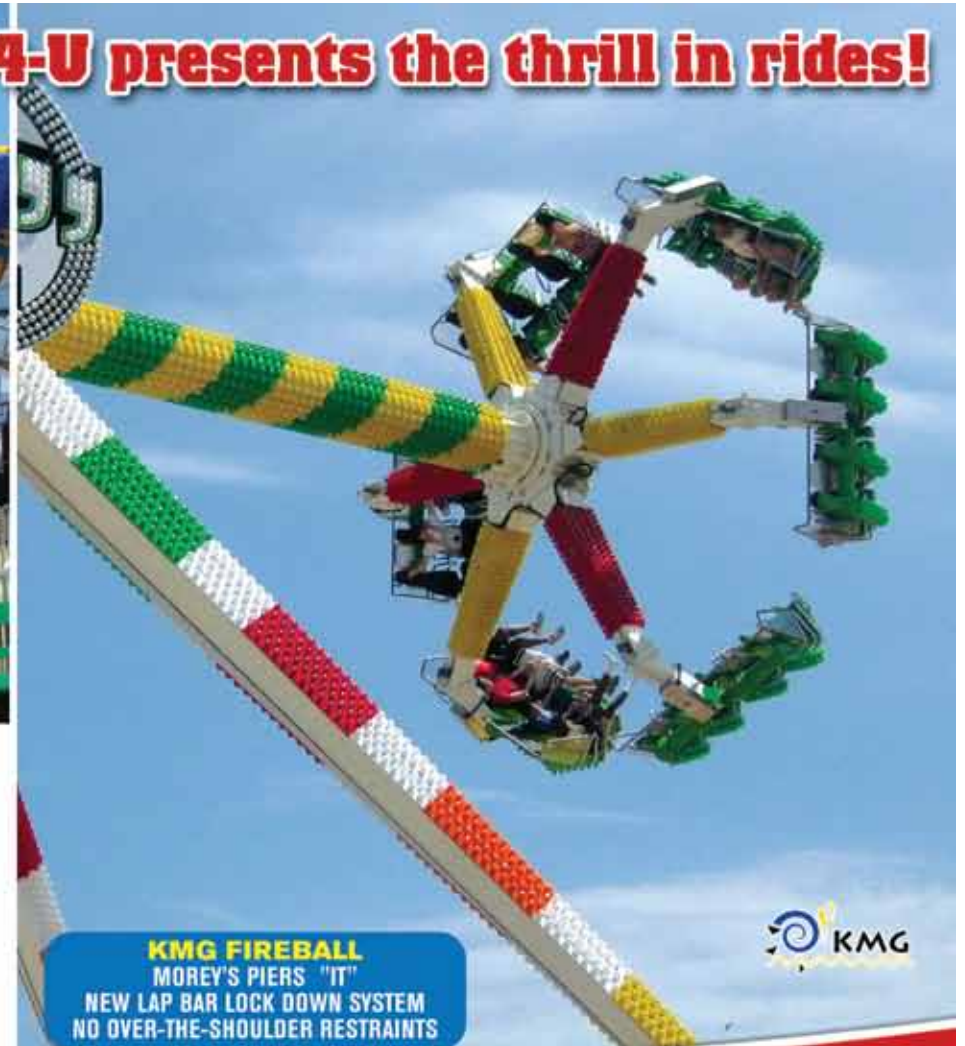
Faribault, MN



## Rides-4-U presents the thrill in rides!



**SBF AIRBORNE SHOT**  
GILLIAN'S WONDERLAND PIER  
FAMILY RIDE, 8 ARMS, 16 PASSENGER, COMPACT SPACE



**KMG FIREBALL**  
MOREY'S PIERS "IT"  
NEW LAP BAR LOCK DOWN SYSTEM  
NO OVER-THE-SHOULDER RESTRAINTS



Airborne Shot Trailer Mount

## Rides-4-U

221 Evans Way, Suite E  
Somerville, NJ 08876

Phone: (908) 526-8009  
Fax: (908) 526-4535



Supplying Amusements New to Used

Visit Us  
On The Web:

**www.  
Rides4U  
.com**

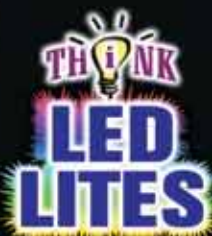
REPRESENTING



# LED LITES

- ✓ ENERGY EFFICIENT
- ✓ LONG LIFE LED BULBS
- ✓ REDUCES POWER COSTS
- ✓ EXTREME VISIBILITY

**GO GREEN WITH LED LITES!**





## MIDWAY MARKET PLACE

**WAPELLO is the One!**  
*Built in the USA to Your Needs!*



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

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



Whatever your Industry...



**INDIANA TICKET COMPANY**  
Design / Quality / Security  
Manufacturers of Quality Tickets For over 70 years

**1-800-428-8640**

- Redemption Tickets
- Admission Tickets
- Direct Thermal Tickets
- Reserved Seating
- Wristbands
- Credentials



www.muncienovelty.com  
info@muncienovelty.com

A  
MUNCIE NOVELTY INC.  
COMPANY

We've got your Ticket.

**AUDIO INNOVATORS INC.**

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



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

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

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

**OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM**

**OURS** **WHY WE HAVE THE BEST!!**

**SOCKET GLUED** **SURFACE GLUED**

SOCKET GLUED PROTECTS FROM SNAPPING FROM OVERTIGHTENING AND HUMIDITY FOR THE LONGEST LIFE

**16/18 LED Turbos!**  
**Clear #HO-16/18**  
**16 - \$2.35 each!**  
**18 - \$2.65 each!**

\*16 & 18 Highest Output LED's Built In!  
\*Brightest Is Now The Cheapest!  
\*Direct From The #1 LED Factory  
\*Highest Luminance Available!  
\*Best Quality Available!  
\*Uses a Fraction of the Power!  
\*Extremely Durable For Extended Life!  
\*Hi Resin Water Resistant Coating!  
\*Available in 120 & 60 Volt!

MIDWAY STAINLESS FABRICATORS, HILLSIDE, NJ 07205 USA PH-001/908-624-9660 WEB-www.midwaystainless.com

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

# Young carnival sports some old and restored rides

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

LEXINGTON, Va. — Having a fleet of rides that range in date from 1915 to the mid-1970s may not seem ideal for the majority of carnival owners, but for Lee Harris of Buffalo Brothers Amusements based here, that is exactly what it is.

Harris, along with his brother, Tommy, and their dad, Will, began operating about four years ago. They were up to 15 antique rides in mid-July, which include a 1915 Spillman carousel, a 1950s authentic Herschell Sky Fighter and an 1895 Gypsy caravan wagon they use for an office. They will do about 12 dates before the 2011 season is over, playing events such as Firemen's fairs, and a July 4th event this year at Gypsy Hill Park in downtown Staunton.

Harris said his dad is with them part-time as he has a lumber business in Lexington. But, it was his dad's love of the Spillman carousel that set this whole thing in motion.

"Mr. (Dick) Taylor (Taylor Amusement Co.) actually owned it at the time my dad saw it," Harris said. "Mr. Taylor has retired now.

"It took me over a year to rebuild that thing," he said. "There are a couple of replacement aluminum horses on it, but the rest are wooden."

Restoration is a huge part of what they do, obviously. But, because Harris' dad also restores old rail cars, the workshops and expertise were already at hand, making the job much easier. They have one workshop in downtown Staunton, Va., and another larger one in Goshen, Va.

Harris said the space ships on the 1950s Herschell Sky Fighter were made from left-over bomb shells from World War II that were converted.

They purchased the Gypsy caravan wagon from a museum in North Carolina that was closing.

Aside from the Sky Fighter and carousel, the list of rides include:

- 1958 Eli Bridge Company Scrambler;
- 1970 Hampton kiddie car ride;



It was this 1915 Spillman carousel that set things in motion for the Buffalo Brothers Amusements, Lexington, Va. The Harris brothers, along with help from their dad, have totally restored this piece of history. Below, this 1895 Gypsy caravan wagon came out of a museum in North Carolina that was closing. The wagon is now used as an office on the midway, Lee Harris, shown here, told AT.

AT/SUE NICHOLS



- 1974 Watkins Swinger;
- Eli Bridge Company 10-seat Ferris Wheel;
- 1970 Eyerly Octopus;
- 1972 Hrubetz Paratrooper;
- 1960s Allan Herschell Helicopter ride.
- 12-foot kiddie tubular slide;
- 1960s Allan Herschell boat ride;
- 1930s Biplane ride (mfg. is unknown);
- 1920s Mangles Kiddie Whip;
- 1960s Flying Saucer (mfg. is unknown);
- 1970 Canoe ride (currently being restored; mfg. is unknown).

Asked whether he feels their show's growth will continue in the direction of antique rides, Harris said, "It just makes sense for us to do this right now. We are already set up for restoration and know how to do it. My dad just finished totally restoring a 1950 Pullman rail car."

The older rides, however, are extremely heavy and labor intensive for set up and tear down, Harris said.

"This old stuff was built when you expected a lot of man power," he said. "Take, for example, our Eli Bridge wheel. Every metal piece has to be put together like a giant Erector Set."

It takes a crew of about six going "full throttle" for two to three days to set up the rides. It takes a little less time to tear down.

All things considered, Harris feels the show is doing well. They began their business as Buffalo Brothers Amusements in 2007, not having any idea how bad the economy would get the next year. But, they have weathered the storm now and are growing. The growth in rides has been about two a year. The number of dates has also grown and Harris hopes that will be a continuing trend.





# MARKETPLACE

AmusementToday.com

## AUCTIONS

## EQUIPMENT

## OPPORTUNITIES

## SERVICES

### AUCTION

#### Another NORTON

## AUCTION

Complete Family Entertainment Center  
Located Just South Of Route 109 & North Of  
Southern State Parkway At 229 Route 110  
(Broadhollow Road) In...

**Farmingdale (Long Island), New York  
Thursday ★ Sept. 22 ★ 10:30 AM**

**RIDES \* 200+ VIDEO & REDEMPTION  
GAMES \* COIN-OP RIDES**

**RIDES:** Wisdom Tornado \* Zamperla Mini Balloon \* Sorian Mosier Flying Dragon \* Max Flight 2000 \* Rock Wall \* **PLUS MORE!** **GAMES:** Over 200 Video & Redemption Games Including: Deal Or No Deal \* Deluxe Ice Balls \* Coin Op Kiddie Rides \* Operation \* Air Hockey Tables \* Fast/Furious \* Color Photo Booth \* Big Buck Hunter \* And Much More!

#### FUNZONE AMUSEMENTS, OWNERS

**FOR MORE INFORMATION:** Contact Dan Satow at 517-617-1104 or log onto [www.nortonauctioneers.com](http://www.nortonauctioneers.com).

**INSPECTION:** Auction day at 9:00 a.m.

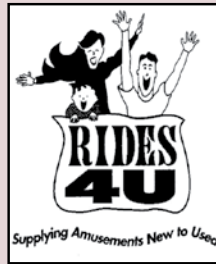
**BUYERS PREMIUM:** 10% of your successful bid price will be added as part of the total purchase price.

**SALES TAX:** New York State and local taxes will be charged unless you are buying for resale and complete the required paperwork.

**TERMS:** Cash, certified or cashiers check **NO PERSONAL OR COMPANY CHECKS** unless accompanied by a bank letter that guarantees your check up to a specific amount.

**NORTON AUCTIONEERS**  
**PROFESSIONAL AUCTIONEERS**  
PEARL AT MONROE • COLDWATER, MICHIGAN USA 49036-1967  
(517) 279-9063 FAX (517) 279-9191  
E-mail: [nortonsold@cbpu.com](mailto:nortonsold@cbpu.com) Website: [www.nortonauctioneers.com](http://www.nortonauctioneers.com)  
**NATIONALLY RECOGNIZED AWARD-WINNING AUCTIONEERS**  
NATIONWIDE AMUSEMENT AUCTIONEERS

### FOR SALE



Bumper Cars (24 cars) 40x80 (SBF) ...	\$125,000
Twister/Maverick (Moser) .....	\$599,000
Drop Tower T/M (ARM) .....	\$249,000
Super Truck (SBF) .....	\$19,900
Ali Baba T/M (ARM) .....	\$249,000
Scooter 1800 T/M (Majestic) .....	\$224,000
Crazy Bus T/M (Zamperla) .....	\$99,000
Tornado T/M (Wisdom) .....	\$99,000
Drop Tower (Moser) .....	\$89,000
Americana Carousel 28' (Chance) ....	\$119,000
Traffic Jam T/M (SBF) .....	\$219,000
1989 Orbiter T/M .....	\$205,000
Sea Ray T/M (Mulligan) .....	\$249,000
Bear Affair .....	\$44,000
Baja Buggy T/M (Zamperla) .....	\$59,000
High Flyer (ARM) .....	\$189,000
Deluxe Sizzler T/M (Wisdom) .....	\$99,000
Crazy Surf P/M 60ft. tall 18 people (Sarton) .....	\$99,000

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

**GLOW NOVELTY VENDING BUSINESS FOR SALE** - Site: <http://nglbiz.biz>  
Van, trailer, tent pics, bottom of page.  
Nationwide credibility; 30+ years;  
\$100,000 gross for 5 months. All shows are exclusive contract, cash only business. Pro Web site.

Details on all, call Robert  
Home: (727) 447-4447  
Cell: (727) 542-4519

### FOR SALE

FOR LEASE OR SALE



QUARTERTIME AMUSEMENTS  
(410) 358-8311 MICHAEL



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

#### AMUSEMENT TODAY

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

#### facebook

Find us on Facebook  
[facebook.com/amusementtoday](http://facebook.com/amusementtoday)

#### YouTube

Subscribe to our YouTube channel  
[youtube.com/amusementtoday](http://youtube.com/amusementtoday)



**5-time Award Winner**

### DATEBOOK

#### SEPTEMBER 15

AIMS Board of Directors annual meeting (8 a.m. - 5 p.m.)  
Santa's Lodge, Santa Claus, Ind.

#### 16 & 17

2011 Golden Ticket Awards presented by Amusement Today, Holiday World & Splashin' Safari, Santa Claus, Ind.  
•[www.GoldenTicketAwards.com](http://www.GoldenTicketAwards.com)

### FOR SALE



CLASSIC RIDES FOR SALE

The following rides are for sale by the Springfield Volunteer Fire Department in North West Pa: Allan Herschell Merry-Go-Round, Pillow Bounce by Wapello, Antique Cars by Hampton Manufacturing, Space Train by Kiddie Rides USA, Airplane Ride by King Manufacturing, Chair Swing by Smith and Smith, Rocket Ride by King Manufacturing.

Our desire is to sell these rides as one lot.

For additional information and photos please e-mail [svfdadmin@windstream.net](mailto:svfdadmin@windstream.net) or call (814) 922-3595, attention David V.

### OPPORTUNITY

**2012 JOINT VENTURE OPPORTUNITY** - You own a high visibility location in a family oriented, seasonal resort and you have successful marketing / promotion experience in your market.

We own factory new condition, family oriented amusement rides and attractions valued at more than \$1 million. In addition, we have outstanding credentials producing magic shows throughout the U.S. and own a custom century show mobile along with magic, props and effects valued at an additional \$500,000.

We seek to join with you in creating a high quality, family oriented, seasonal attraction for your community.

**INTERESTED PARTIES CONTACT:**  
Merlin's Magical Adventure  
22 Monroe Drive  
Laurel Springs, NJ 08021  
(609) 206-5244

### EMPLOYMENT

**SMOKEY MOUNTAIN AMUSEMENTS INC.** Needs Ride Help In All Departments:  
Ride Superintendent - For Green Unit.  
Electrician - For Green Unit.  
Contact:  
Brian (Beaver) Bitner  
(919) 272-5627  
Billy Clark  
(863) 738-1689  
Winter Quarters Now Open!  
(843) 362-0022

**LAGOON AMUSEMENT PARK**, located in Farmington, Utah, is accepting resumes for a Mechanical Engineering position. Applicants should have substantial amusement ride and/or conveyance system experience.

For more information, see  
[www.lagoonpark.com/jobs](http://www.lagoonpark.com/jobs) or  
e-mail [jobs@lagoonpark.com](mailto:jobs@lagoonpark.com)



Follow us on Twitter  
[twitter.com/amusementtoday](http://twitter.com/amusementtoday)

### FOR SALE

**KIDDIE RIDES FOR SALE**  
Turtle:\$7,500  
Pony Cart: \$5,000  
Tubs of Fun: \$6,000  
Bulgy Whale: \$6,000  
Wet Boats: \$6,000  
Hampton Cars: \$9,000  
Space Train: \$4,000  
Little Dipper Coaster: \$7,000  
Bounce Room: \$500

[ralph@vestil.com](mailto:ralph@vestil.com)  
Angola, Indiana

**AMUSEMENT PARK BUSINESS FOR SALE** - NJ existing park on 10+ acres. 25 rides plus games.

[sam.amusements@yahoo.com](mailto:sam.amusements@yahoo.com)

**TRAINED PARROT SHOWS FOR SALE OR LEASE** - 40 years experience. Technical, clinical, intellectual, audio, effects, and more. Perfect in parks, casinos, islands, any tropical venue. Domestic or global.  
[www.parrotshow.com](http://www.parrotshow.com)  
E-mail: [birds@airmail.net](mailto:birds@airmail.net)



LOOPING COASTER

Launch Loop Shuttle Coaster  
Arrow Dynamics all steel with  
G-Force 4, 56' high x 635' long  
Built in 1977, excellent condition in  
Indiana. \$160,000  
For photos and details:  
[ralph@vestil.com](mailto:ralph@vestil.com)  
22 Other Rides

amusementtoday.com



THE NEWEST ZAMPERLA RIDE

# AIR RACE

IT'S PURE SPEED !



A FAN FAVORITE SINCE  
ITS DEBUT AT LUNA PARK,  
CONEY ISLAND.

6 PLANES, EACH WITH 4  
SEATS FOR A TOTAL CAPACITY  
OF 24 RIDERS PER CYCLE.

EACH PLANE IS EQUIPPED  
WITH STADIUM STYLE  
SEATING, GIVING ALL  
RIDERS A BIRDS-EYE-VIEW.

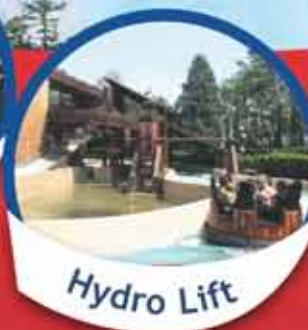
AIR RACE'S UNIQUE  
MOTION PROVIDES  
A SPECTACULAR  
SHOW FOR THOSE  
ON THE GROUND.

VARIOUS CYCLES THAT  
CAN ADAPT TO YOUR  
TARGET AUDIENCE.

RIDERS WILL EXPERIENCE  
THE SENSATION OF  
AEROBATIC FLIGHT WHILE  
ACCELERATING TO 3GS.



Moto Coaster



Hydro Lift



Vertical Swing



Twister Coaster

  
**ZAMPERLA®**  
is speed

"Take a ride" to our corporate website.  
[www.zamperla.com](http://www.zamperla.com)

Antonio Zamperla Spa - Vicenza - Italy - Phone: +39-0444-998400 - e-mail: [zamperla@zamperla.it](mailto:zamperla@zamperla.it)