

AMUSEMENT TODAY TM

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JULY 2011

Quassy Amusement Park debuts new Gravity Group designed Wooden Warrior

New Timberliner train makes debut

STORY: Scott Rutherford
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MIDDLEBURY, Conn.— Quassy Amusement Park’s longtime dream of introducing a new wooden roller coaster was finally realized on April 23, 2011 when the Wooden Warrior roared to life. Geared for Quassy’s target audience – families with children – the Wooden Warrior is a result of Quassy officials working closely with Cincinnati-based The Gravity Group (TGG) to develop an attraction the 102-year-old lakeside park has long envisioned.

“The Wooden Warrior has been in the works with Quassy for many years,” said Korey Kiepert, engineer for The Gravity Group. “The ride went through many iterations. Ultimately, the park was looking for a ride that could be a child’s first wooden coaster. But they wanted it to be something that parents could enjoy along with their children. I believe that we accomplished this with the Wooden Warrior. This T-shaped out & back coaster has oodles of airtime and a fun tunneled turnaround. The Gravity Group worked alongside Quassy to help them successfully complete this project in-house and on budget.”



Wooden Warrior, The Gravity Group’s new-for-2011 family wooden coaster, opened to rave reviews at Connecticut’s Quassy Amusement Park in April.

COURTESY QUASSY AMUSEMENT PARK

Situated at the front of the park alongside the main entrance access road, the 1,200-foot-long Wooden Warrior stands 35-feet-tall yet features a first drop of 45 feet due to the sloping plot of real estate on which it has been constructed. The ride experience is characterized by fast, smooth track, extra-tight turns, an exciting tunneled swoop turn and generous doses of airtime.

Amusement Today spoke

with Quassy owners Eric Anderson and George Frantzis about what it took to bring the Wooden Warrior to their park. “There were certainly a lot of hurdles to clear to make this ride come to fruition,” said Anderson. “After our plans were approved by the town, they were challenged and that put our launch behind by a year. The economy tanked at the same time, but we kept our

▶ See QUASSY, page 5

Six Flags St. Louis opens SkyScreamer See page 6



COURTESY SIX FLAGS ST. LOUIS

NEWSPAPER

POSTMASTER: Dated material.
PLEASE RUSH!
Mailed Friday, May 27, 2011

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FASTFACTS

The Walt Disney Company is expanding its theme parks brand once again, this time breaking ground for a new park in Shanghai, China. Here is a look at the Disney worldwide resort properties with parks, by year:

- 1955, Disneyland (Resort), California
- 1971, Magic Kingdom (WDW Resort), Florida
- 1983, Tokyo Disneyland (Resort), Japan
- 1992, Disneyland Paris (Euro Disneyland), France
- 2005, Hong Kong Disneyland (Resort), Hong Kong
- 2015 est., Shanghai Disneyland (Resort), China

▶ SEE STORY: PAGE 10

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EDITORIAL: Gary Slade, gslade@amusementtoday.com

Tornado skips Alabama Adventure



Slade

When the massive F-5 tornado ripped its way through Tuscaloosa, Alabama on April 27, its damage is still being felt...all the way to our amusement industry.

To date, the tornado claimed the lives of 239 people and 100-plus remain missing. The tornado started in Tuscaloosa, just blocks from the University of Alabama campus, and continued its destructive path for the next 154 miles.

Up the Interstate Highway, 35 miles later, it would come just two miles from Alabama Adventures Water & Theme Park in Bessemer. Across the same highway from the park, it destroyed the entire towns of Hueytown and Pleasant Grove, including homes of park employees and park guests. All now gone.

Longtime industry veteran Larry Cochran oversees the park. He saw the tornado and took shelter to protect himself. He told *AT* that it is the worst thing he has ever seen, that he still cannot wrap his mind around the destruction the storm left. "It looks like a bomb went off," he said. "You just have no idea of the destruction it left."

While the park did not suffer physical damage, it did suffer a loss to its family. A young girl, who worked for the park in cash control and lived blocks away from the the University of Alabama, lost her life to the tornado. Countless others who work at the park have other friends or relatives who have been taken by the storm.

Larry elected to delay the park's opening by a weekend saying, "It was just the right thing to do." While he has no idea what effect the storm damage will have on his business, he expects to be down at least 10 percent, despite the opening of a new Shoot-the-Chutes ride this season.

Through all this damage and destruction, the park found time to give back. It donated \$3,710 from its opening weekend ticket sales to the American Red Cross. It donated four pallets of goods to the local emergency management authority. The park's maintenance team went out into the communities to help remove debris and assist in other cleanup efforts.

This tornado serves as a reminder for our industry. As parks gear up for their summer operation, it's never too late to review your emergency storm procedures and check to make sure your in-park weather systems are providing you the proper information to keep your guests, and employees, safe.

—Gary Slade

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

CARTOON: Bubba Flint



EDITORIAL: Andrew Mellor, amellor@amusementtoday.com

A perfect season opener



Mellor

Well what a fantastic start to the season parks in the U.K. have had this year! As I write my editorial column for this month's issue of *AT* (in early May) the spring sunshine is blazing down outside and all the park operators and owners I've spoken to in the last few weeks have been doing great trade, helped by many weeks of continuous good weather.

Indeed March was the driest it has been for many decades and despite a slightly soggy end to the month in some places, April again loomed dry and warm providing parks and attractions with a tremendous start to the 2011 season weatherwise.

And what better way to head into a new season than with warm, sunny weather, big crowds coming through the gates and a host of new attractions to check out. At the time of writing, I'm not sure how the rest of Europe has fared to date but in the U.K., it couldn't have been better.

I guess such a run of great weather can't

last – it never does here these days – but it's encouraging to note so early in the season and when times are still tough financially for a lot of people, that the public are still willing to come out in big numbers for a day at a park. Increases in fuel prices have been astronomical in the U.K. of late, and they are still rising, while the additional 2.5 percent on VAT (Value Added Tax) on goods and services has also hit hard.

Coupled to the continued poor state of people's finances due to the recession, one could be forgiven for thinking people may not want to travel too far for a day out, if at all. But it seems that's not necessarily the case, certainly at the moment.

Some observers believe people will continue to spend more time doing things in their home countries rather than travelling abroad, including taking more short breaks and days out, which augurs well for the parks and attractions industry. We'll have to wait and see exactly what transpires, but for now at least, while the sun is shining the parks are reaping the rewards.

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2 MINUTE DRILL



COMPILED: Janice Witherow

John Wood - Sally Corporation

When you think of the Sally Corporation, chances are you also think of



Wood

John Wood. How could you not? John has been a key member of Sally Corporation's management team and board of directors since the company's inception in 1977.

He has been especially instrumental in the development of Sally's award-winning interactive dark rides and is particularly proud of its Challenge of Tutankhamen at Walibi Belgium. John has been heavily involved in IAAPA over the years serving on numerous committees and boards and acting as chairman for two terms. His efficiency, casual charm and intellect certainly contribute to his long-standing success.

Title

Chairman & CEO.

Number of years with Sally Corporation

33 years.

Best thing about the industry

The people who work in it. Both the operators and the suppliers are super.

Favorite amusement ride

Our Challenge of Tutankhamen, of course.

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

Missing out on a lot of fun!

Biggest challenge facing our industry

Parks being able to maintain high levels of customer service with fewer resources.

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

It comes every year.

My first job was ...

Working in a warehouse unloading box cars.

The coolest place I have ever seen a sunset is ...

Bayside, in the Florida Keys.

My must-see TV show is ...

"CBS Sunday Morning."

My favorite thing to do alone is ...

Work in my yard.

The last time I wore blue jeans was ...

Last week!



Favorite midnight snack

Oatmeal raisin cookies (but I'm not picky!).

Texting ... like it or loathe it?

Like it most of the time.

The sporting event I would buy tickets for regardless of the price is ...

A very rare championship football game featuring my alma mater Wake Forest University.

When I say Donald Trump, you say ...

Rich wild man.

My morning drink of choice is ...

Coffee.

If I could be on an Olympic team, it would be for this sport

Traveling (or maybe beer drinking).

The first thing I usually notice about people is ...

Their handshake.

The song that best describes my life is ...

"What a Wonderful World" by Louis Armstrong.

The best meal I have had lately would have to be ...

Easter dinner with my family.

For me, the ideal Sunday morning consists of ...

A big breakfast, the morning paper and ample time for contemplation.

If I could be any superhero for a day, I would definitely be ...

Batman — it would be so cool to be filthy rich with all those gadgets!

Complete this sentence ... Summertime is ...

The time for family fun.

My nickname is ...

In college it was "Dr. Wood."

THIS MONTH IN HISTORY

Presented by



www.RollerCoasterMuseum.org

•**1905:** The historic **Hotel Breakers** at Cedar Point welcomed its first guests on June 12. The hotel offered 600 rooms making it one of the largest hotels in the Midwest. Situated right on the beach, the Breakers was oriented towards Lake Erie and featured a five-story rotunda with six three-story wings. Although much of the original hotel has been demolished and replaced, the original five-story rotunda still remains.

•**1906:** **Luna Park**, in West Hartford, Conn., opened on June 23. The new \$150,000 park became a big hit and operated until 1930, in the face of the oncoming Great Depression.

•**1912:** **Point Breeze Park**, in Philadelphia, Pa., opened on June 15, just a month after the sinking of the Titanic. Located west of the Schuylkill River, it had a roller coaster, carousel, circle swing, and boating, along with many other rides and attractions. The park closed in 1923.

•**1919:** The creator behind Coney Island's Luna Park, **Frederic Thompson**, passed away on June 6, after a series of operations related to Bright's disease. Considered the architect of the wonderfully ornate project, he opened Luna Park with Elmer Dundy in May, 1903.

•**1927:** Coney Island's revered **Cyclone** opened on June 26, and has been in continuous operation for 85 seasons. At one time endangered, today it enjoys landmark status and a legion of fans who travel from all corners of the world to ride it. Generally considered the most famous roller coaster in the world, the Brooklyn landmark is the last wooden tracked coaster in the City of New York. The team of Vernon Keenan and Harry C. Baker designed the ride for the Rosenthal brothers, who would eventually operate Palisades Park, in Cliffside Park, N.J.

•**1960:** A dedication ceremony of **Freedomland U.S.A.**, a history-themed amusement park in the Bronx Borough of New York City took place on June 18, with the park opening to the public the following day. The 85-acre park was designed and built by Cornelius Vanderbilt Wood who had previously helped design Disneyland and would later assist with the design of Six Flags Over Texas. Freedomland failed to make a profit and the owners filed for bankruptcy and closed the park just four years later.

•**1963:** The very first **Log Flume**, El Aserradaro, opened to the public on June 15, 1963 at Six Flags Over Texas. Designed by Arrow Development, the ride proved to be one of the most popular attractions at amusement parks all over the world, practically becoming a park staple. The ride was so popular at Six Flags that a second flume was built 1968 to help alleviate the long lines.

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

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LETTERS TO THE EDITOR

Congratulations to AT continue

Hi Gary,
I hope you are well.

Having received the April issue of *Amusement Today*, I note that you are moving into your 15th year of publishing, so I wanted to congratulate you on this milestone. As you say in your page 2 column, where does the time go? It seems to go by faster and faster each year and the older we get.

So congratulations and here's to the next 15 years and beyond!

Kind regards,
Andrew Mellor,
AM Leisure Consultancy, London, England

Hi Gary,

Just reading April's *Amusement Today* and there is a claim that you are having a 15 year anniversary for your publication. Congratulations although it does not seem possible that 15 years has passed since you started AT. Thanks to you and your staff for bringing the industry to us not only monthly but daily through the on line publication. We are a diverse bunch, but you do a great job of keeping us informed and reminding us about the uniqueness and passion of our industry. I say champagne when we are all together to toast the achievement!!

Best,
Jim Seay
Premier Rides, Millersville, Maryland

Gary and the AT Staff,

Who would have thought that 15 years ago, when you began *Amusement Today*, you would go from the new kid on the block to the premier trade magazine? Thank you for your unwavering commitment to significantly, and continually, cover all facets of our industry including carnivals, FECs, manufacturers, suppliers, small parks, large parks, and my personal favorite, waterparks. Your innovative business approach not only encompasses the colorful and in-depth stories that line AT's pages, but also is evident in the creation of the Golden Ticket

Awards. This annual formal recognition of the 'Best of the Best' started with the humblest of beginnings and is now a grand celebration of our industry's greatest accomplishments.

Not only has AT made its own mark in amusement history, but the AT team has also helped preserve our history with countless donations and thousands of volunteer hours in moving the National Roller Coaster Museum and Archives project forward. Today, many of the industry's most insightful documents, images and hardware have found a safe home in Plainview, Texas in preparation of finding a permanent museum location.

Congratulations on 15 successful years and thanks AT team for blazing a trail and taking us all with you for the ride.

Sincerely,
Jeffrey Siebert
Schlitterbahn Waterparks
New Braunfels, Texas

Editor's note: Andrew, Jim and Jeffrey: What can we say but 'Thank You' and hope to see each of you at the 2011 Golden Ticket Awards.

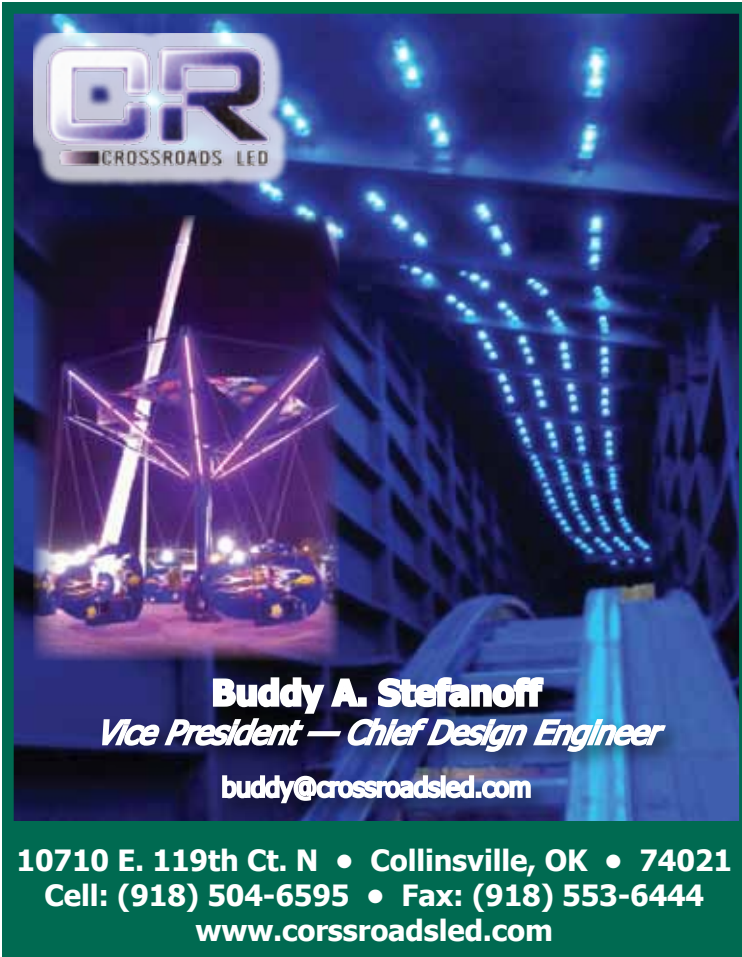
Where is the online cartoon?

Dear Gary,

I am a long time fan of the cartoons on *Amusement Today's* website. I am a seasonal associate of 21 years for my local park Kings Island. I am also a teacher in the "real world" and enjoy viewing the cartoon each month on line. However, since the new website design has come online I have not been able to find the link to the cartoon. Am I overlooking it somewhere? Could you please let me know where I can view the monthly cartoons. I would greatly appreciate it.

Thank You,
Becky Boye
Teacher & Kings Island seasonal employee
Trotwood, Ohio

Editor's note: The cartoons are still at amusement-today.com. Simply go to "Current Issue" then click on "NewsTalk".



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►QUASSY

Continued from page 1

focus and here we are today with our new marquee attraction. The Gravity Group has created an incredible ride."

Another major highlight of the Wooden Warrior is its Timberliner train, which was supplied by Gravitykraft Corp., the sister company to The Gravity Group. "We decided to have the first new coaster in the U.S. featuring a Timberliner train from Gravitykraft. The maneuverability of the six-car train and state-of-the-art seats and restraints have really been a plus to the overall ride experience. Our guests comment on how comfortable the ride is without the restraints being overly restrictive."

The Timberliner's six articulated cars each accommodate two riders. Every passenger has a separate seat and adjustable restraint designed to allow children of appropriate height to ride in the same car as a full-grown adult. In addition to tracking extremely well and able to negotiate the ride's tight corners, engineers from Gravitykraft say the Timberliner train's design will also reduce track maintenance.

The coaster enthusiast community is buzzing about how Quassy and TGG managed to pack such an intense and impressive ride into the Wooden Warrior's relatively constrained layout. And Quassy's owners couldn't be more pleased with that reaction. "This coaster has far exceeded our expectations," said Frantzis. "It's faster and more exciting than we could have imagined. Our guests – especially coaster enthusiasts – just rave about it."

"It's an 'airtime' machine, that's for sure," added Anderson. "We constantly hear positive remarks about how smooth, fast and sleek the coaster is. Everyone is amazed as to how much airtime the 'Wooden Warrior' provides for a medium-sized coaster."



Quassy Amusement Park's new Wood Warrior utilizes the first Gravitykraft Corp. Timberliner to open. The roomy six-car train comfortably accommodates 12 riders – both adults and children – in separate seats with individual lap restraints.

COURTESY QUASSY AMUSEMENT PARK

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SkyScreamer takes flight at Six Flags St. Louis

Austria-based Funtime delivers its first U.S. 32-seat installation

STORY: Scott Rutherford
srutherford@amusementtoday.com

ST. LOUIS, Mo.— SkyScreamer, a next-generation swing ride, has lifted off at Six Flags St. Louis. On hand for the inaugural first flight on May 12 were famed aviator Erik Lindbergh and Wings of Hope pilots (see sidebar for more details). Topping out at 236-feet, SkyScreamer is the tallest ride in the park and the centerpiece of Six Flags St. Louis' 40th anniversary season.

"The SkyScreamer here at Six Flags is awesome!" exclaimed Lindbergh after his first flight aboard the new attraction. "It's like flying in an airplane but there's no engine noise; you can put arms out in the wind and you're going 43 mph. You can see forever. It's as close to flying like a bird as it gets."

Supplied by Funtime of Austria, SkyScreamer is the company's first 32-seat StarFlyer unit to open in the United States. Funtime is represented by Ride Entertainment Group, Millersville, Md.

SkyScreamer is prominently located in the Illinois section of the park (on the former site of the Chance

Rides Yo-Yo) adjacent to the Hopkins Shoot-the-Chutes. The new ride accommodates 32 riders per cycle in 16 double open-air seats suspended on chains, which hang from sweeps radiating from a starburst-shaped central gondola. After riders are secured, the gondola begins its ascent. Near the half-way mark, it begins to revolve and swings riders outward in a 98-foot diameter circle. At its highest point, 20-plus stories above the ground, riders reach a top speed of 43 mph and are afforded spectacular views of the park and the surrounding landscape.

"The StarFlyer at Six Flags St. Louis has found a perfect home in the park. Standing high above the rest of the rides, the SkyScreamer is not only a new park icon from Interstate 44, it stands above almost every attraction in the park," said Adam Sandy of Ride Entertainment Group. "It offers unparalleled views of the world-famous Screamin' Eagle roller coaster and guests look eye-to-eye with riders on the park's drop tower. The best part is that this ride offers Six Flags a great giant flat ride that helps round out their collection of attractions and offers something unique beyond traditional flat rides and roller coasters. The SkyScreamer gives riders a truly different

Erik Lindbergh and Wings of Hope

The grandson of Charles and Anne Morrow Lindbergh, Erik Lindbergh is a commercial rated pilot who in May 2002 recreated his grandfather's historic 1927 solo flight from Long Island to Paris. Lindbergh's love of aviation inspired him to found LEAP whose mission is to inspire, showcase and leverage innovation for a resilient future. Lindbergh is also an accomplished artist, entrepreneur and professional speaker and currently serves on the board of directors of both the Aviation High School in Seattle, Wash. and the Olympic Park Institute.

Wings of Hope is the largest and oldest aviation charity in the world, which was founded by four St. Louis business executives in 1962. The charity has more than 3,000 volunteers around the world, with 600 alone in the St. Louis global headquarters. Nominated



Famed aviator Erik Lindbergh (seated front left) and Wings of Hope pilots serve as SkyScreamer's first official riders. COURTESY SIX FLAGS ST. LOUIS

for the Nobel Peace prize in 2011, Wings of Hope focuses strictly on humanitarian efforts. One of the charity's endeavors is the Medical Air Transportation Program which provides a

way for those locally and from surrounding states who could not otherwise afford it or secure it, access to the best health-care that is available to them.

experience, and that continues to set Six Flags St. Louis apart from their regional

competitors."

Just after the ride's introduction, *Amusement Today*

spoke with Six Flags St. Louis General Manager Dave Roemer about guest reaction to SkyScreamer. "We are very happy with the positive feedback we are receiving from our guests to the new SkyScreamer. It is one of those rides that appeals to a wide range of guests," said Roemer. "Families are riding together and enjoying the overall experience while teens love the extreme height. We're seeing guests ride and then hop back in line for a second trip so that tells us SkyScreamer was a great choice."

Just as this issue was going to press, a second Funtime StarFlyer (also called SkyScreamer) was set to debut at California's Six Flags Discovery Kingdom.

Of interest to park fans is the fact that Six Flags took the name SkyScreamer out of retirement, as it was originally used by Six Flags AstroWorld to name its early day Intamin freefall tower.



SkyScreamer, a 236-foot-tall next-generation tower swing ride opened at Six Flags St. Louis. This new ride, supplied by Austria-based Funtime, is the company's first to feature 32 seats. The ride opened on May 12.

PHOTOS COURTESY SIX FLAGS ST. LOUIS



INTERNATIONAL

PARKS

ATTRACTIONS

RESORTS

SUPPLIERS

BRIEF

Hopi Hari signs Warner Bros. licensing deal

BRAZIL — Hopi Hari theme park, located in Sao Paulo, Brazil has inked a licensing agreement with Warner Bros. that will allow the themer to introduce the Warner character lineup.

The park will spend \$60 million to retheme five themed areas to fit the characters ranging from Bugs bunny to Superman to Wonder Woman to name a few.

No word yet on if the park will change names and take on more of a Warner Bros. Movie World theme as has been done in Australia, Germany and Spain.

Crealy turns to solar energy

UNITED KINGDOM — Crealy Great Adventure Park is installing a solar panel system that, when complete, will allow the Devon, U.K. park to meet approximately 90 percent of the park's energy needs during the peak summer season.

Under the going green plan, the park is installing 200,000 square feet of solar photovoltaic panels on the roofs of selected park buildings and covered car park.

The plan is to have the solar energy power everything from park buildings and restaurants to roller coasters and other rides.

Innovative products, education to highlight AAE 2011

SINGAPORE—Asian Attractions Expo (AAE) 2011, the largest attractions industry trade show and conference in the Asia-Pacific region, takes place at Resorts World Convention Centre at Resorts World Sentosa in Singapore, June 21-24, 2011. Produced annually by the International Association of Amusement Parks and Attractions (IAAPA), AAE 2011 will feature more than 200 companies exhibiting innovative products and services on a 4,000-square-meter trade show floor. The event will also include four days of informative education seminars and a daylong IAAPA Safety Institute. In addition, event participants will experience exclusive behind-the-scenes tours of Singapore's finest attractions as well as multiple opportunities to network and connect with other industry professionals from across Asia and around the world.

"The excitement is building because Asian Attractions Expo is shaping up to be another record-breaking show," said Chip Cleary, president and CEO of IAAPA. "This year attendees will experience more innovative products and services, great industry leader presentations, and unique networking opportunities as well as a brand-new resort to explore."

Trade show floor

The trade show floor at AAE 2011 provides a concentrated buying opportunity for owners, operators, and managers of theme parks, waterparks, family entertainment centers, museums, science centers, zoos, aquariums, casinos, and resorts in the Asian region.

Exhibiting companies



▶ AAE exhibitor listing...page 11

will display products in more than 100 categories, including amusement and theme park rides; architectural and design services; coin-operated games, skill games, redemption prizes; and many more. While on the show floor, attraction professionals will conduct face-to-face meetings, establish new partnerships, and purchase products and services that will grow their businesses in the future. Attendees can extend their conversations and continue to network in the IAAPA Business Lounge sponsored by Cityneon Creations.

Education program

AAE 2011 offers education sessions to promote best practices, new ideas, and industry trends related to the key issues at the core of any successful operation.

IAAPA Safety Institute June 21, 10 a.m. – 4 p.m.

The institute will provide an overview of ASTM Standards and the new Singapore comprehensive framework for regulations on safety operations in the amusement industry. In addition, executives from Walt Disney Parks and Resorts will describe their comprehensive safety approach and outline key con-



The 2011 Asian Attractions Expo will be held in Singapore at the beautiful Resorts World Sentosa. COURTESY RESORTS WORLD SENTOSA

siderations from design to the daily oversight of an attraction. The institute is included with AAE 2011 registration.

IAAPA Leadership Breakfast Events

Sustaining and Growing the Attractions Industry in Asia: June 23, 8:30 a.m. - 10 a.m.

Mario Mamon, chairman and president of Enchanted Kingdom in the Philippines and IAAPA's third vice chairman, will take a historical snapshot of the attractions industry in Asia and explore reasons for the industry's rapid growth in the region. He will examine trends past and present, and discuss the future of the industry in Asia. Ticket required: IAAPA Member U.S. \$35; nonmember U.S. \$40.

The Future and Current Impact of Integrated Resorts: June 24, 8:30 a.m. - 10 a.m.

Sentosa Leisure Group CEO Mike Barclay will discuss the impact of integrated resort development on Singapore's travel and tourism industry. Ticket required: IAAPA Member U.S. \$35; nonmember U.S. \$40.

Education Conference Sessions

Participants registered to attend AAE 2011 can also attend ten education sessions ranging from implementing 'green' initiatives, increasing profitability, and effective marketing strategies to successful risk management, the industry's future growth in Asia, and how to keep the industry new and exciting.

Effective and Impactful Employee Engagement: June 22, 1:30 p.m. – 2:45 p.m.

How to Measure and Reduce Your Attraction's Carbon Footprint: From Fact to Implementation: June 22, 3 p.m. – 4 p.m.

Family and Indoor Entertainment Centers: Growing the Business and the Profitability: June 22, 4 p.m. – 5 p.m.

Growing the Attractions Industry in Asia A Panel Discussion: June 23, 10:15 a.m. – 11:45 a.m.

▶ See AAE, page 8



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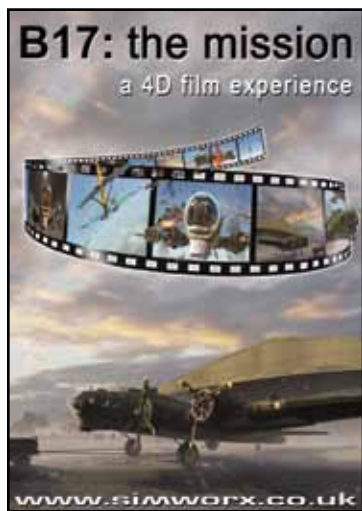
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RAF Museum London adds Simworx 4D effects theater



LONDON—A new 4D effects theater from U.K.-based specialist supplier Simworx has opened at the RAF Museum in London.

Installed within a free-standing enclosure built by Simworx, in the museum's Historic Hangar building, the new theater allows visitors to experience a variety of aviation content that provides the history of aviation in stereoscopic 3D.

Among the films being shown is the award winning *B17 – The Mission*, a World War Two story of a daring bombing raid by a group of young airmen, while another is *Ravine Race*, chosen to add variety and to cater for younger visitors to the museum seeking more of a thrill ride experience. This takes guests on a 600 mph race through the desert in jet powered, fly-

ing cars.

Another film being shown is *Skies to Eternity*, which covers the history of aviation from its very beginnings right up to the present time and presents more than 40 different aircraft and flying devices in real action. Guests are treated to clips on Spitfires and hot air balloons, among many others. Each film benefits from a variety of special effects, including 4D effects lighting, smoke, wind, water spray and aroma, which combine with the 3 DOF (degrees of freedom) motion action seats to immerse participants in the experience. The films will be shown at various times during the day.

The theater at the RAF Museum London is an additional pay attraction, having been supplied by Simworx on a

revenue share basis, an option available to some clients' dependant on the number of annual visitors to a venue. Simworx Managing Director Terry Monkton said: "We are delighted to add yet another museum venue to our list of clients and particularly one as well-known and prestigious as the RAF Museum in London. The 4D effects theater we have supplied provides another aspect to the visitor experience and an entertaining yet educational element suitable for all ages. The two aviation based films chosen are obviously highly relevant to the venue while the third one, *Ravine Race*, enables the operator to provide something a little different for those who want it."

▶AAE

Continued from page 7

What's New In the Attractions Industry:
June 23, Noon – 1:30 p.m.

The Story of Reinventing the Wildlife Reserves Singapore:
June 23, 1:30 p.m. – 2:45 p.m.

Making It Count: Effective Marketing Strategies Everyone Can Use:
June 23, 3 p.m. – 4:15 p.m.

Integrated Resorts: From Theory to Making it Happen:
June 24, 10 a.m. – 11:15 a.m.

Discussion for National Association Members:
June 24, Noon – 1:30 p.m.

Risk Profiling: How to Conduct a Risk Assessment No Matter Your Budget:
June 24, 1:45 p.m. – 3 p.m.

Network and Connect

AAE 2011 will provide a variety of opportunities for industry leaders to share ideas and learn from each other. The opening night event, young professionals event, and multiple behind-the-scenes tours of some of Singapore's finest attractions will offer the ideal environment to meet.

Opening Night Event Universal Studios Singapore:
June 22, 5:30 p.m. – 9 p.m.

Industry professionals will kick off the week at Universal Studios Singapore. After an opening reception, registrants will have an opportunity to explore selected areas of the park. From 7:30 – 9 p.m. attendees can experi-

ence signature attractions such as "Battlestar Galactica," "Revenge of the Mummy," and "King Julien's Beach Party-Go-Round." Ticket required: IAAPA Member U.S. \$90; non-member U.S. \$95. Silver Sponsor: Premier Rides

Young Professionals Reception: Hotel Michael:
June 22, 9 p.m. – 11 p.m.

The industry's future leaders will network while enjoying an evening of music, food, and drink. Ticket required: IAAPA Member U.S. \$25; nonmember U.S. \$30.

Singapore Zoo Behind-the-Scenes Tour:
June 23, 3:45 p.m. – 6:30 p.m.

This behind-the-scenes tour will show firsthand how the Singapore Zoo participates in conservation efforts and cares for 4,000 animals. Ticket required: IAAPA Member U.S. \$65; nonmember U.S. \$70.

Singapore Zoo Networking Event & Night Safari:
June 23, 6:30 p.m. – 10 p.m.

In addition to networking with colleagues, participants will enjoy dinner surrounded by the sights and sounds of the animal kingdom as more than 1,000 nocturnal animals rise. Ticket required: IAAPA Member U.S. \$100; nonmember U.S. \$105.

Post Expo: Resorts World Sentosa Behind-the-Scenes Tour:
June 24, 3 p.m. – 6 p.m.

Participants will take a behind-the-scenes tour of Resorts World Sentosa with a look at daily operations of parks and attractions, includ-

Hong Kong site of AAE 2012

ALEXANDRIA, Va.—Officials from the International Association of Amusement Parks and Attractions (IAAPA) announced Asian Attractions Expo 2012 will take place at the Hong Kong Convention and Exhibition Center, Hall 5BC, June 5-8. Asian Attractions Expo is the largest conference and trade show for the attractions industry in Asia.

"IAAPA is excited to bring Asian Attractions Expo 2012, the industry's premier trade show in Asia, to Hong Kong — one of the most dynamic cities in the world," said IAAPA Chairman Bob Rippey.

"Asia is booming right now and so is the region's attractions industry," said IAAPA Asia Pacific Executive Director Andrew Lee. "It makes perfect sense for industry buyers and sellers to participate in four days of business transactions, education, and networking in the heart of the world's fastest-growing economy."

Since 1997, Asian Attractions Expo has been the premier event for the multi-billion-dollar leisure and attractions industry in Asia. More than 4,500 professionals from 40 countries are expected to participate in the event. The trade show floor will showcase products developed by more than 200 companies from around the world in more than 100 categories, including amusement and theme park rides; architectural and design services; coin-operated games, skill games, and redemption prizes.

Chief executive officers and



senior managers of amusement and theme parks, waterparks, zoos, aquariums, museums, family entertainment centers, casinos, and resorts will experience what's new in the industry and purchase attractions and services to enhance the guest experience at their facilities. The event will include educa-

tion sessions related to safety, operations, and management presented by worldwide industry leaders in each discipline. Sessions will cover industry trends and best practices and participants will network with colleagues to renew old business relationships and develop new ones.

Hong Kong is known for its sophisticated infrastructure, accessibility, business-friendly environment, professional expertise, and vibrant lifestyle. Located within a five-hour flight of 50 percent of the world's population, Hong Kong is recognized as one of Asia's premier destinations for meetings, incentive travel, conventions, and exhibition. While in Hong Kong, Asian Attractions Expo participants can take in spectacular views of the city at The Peak; experience a breathtaking cable car ride, at the Ngong Ping 360; dine and shop at Ngong Ping Village next to the world-famous Buddha; visit Madame Tussauds; explore the world's first full-size replica of Noah's Ark at Ma Wan Park; and enjoy two world-class theme parks, Ocean Park and Hong Kong Disneyland, both of which are undergoing major expansions.

ing Universal Studios Singapore, WaterWorld, Maritime Xperiential Museum, as well

as associated hotels. Ticket required: IAAPA Member U.S. \$55; nonmember U.S. \$60.

For more information visit: www.IAAPA.org/ Asian Attractions Expo.

Peppa Pig World opens at Paultons

Metallbau Emmeln, Zierer provide new ride mix

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM—A new area themed on one of the most popular and successful young children's character brands has been opened at Paultons' Park in the U.K.

Peppa Pig World, based on the children's animated TV series created by Astley Baker Davies and distributed by E1 Entertainment, has been built on a three acre site within the park and features seven themed rides and a range of accompanying buildings and facilities which recreate scenes from the TV series.

The rides include five supplied by German company Metallbau Emmeln, through representative ARC bv in the Netherlands, along with two others from fellow German company Zierer, through representative JN Entertainment and Leisure Consultancy. The former include Windy Castle (a Flying Wheel), George's Dinosaur Adventure (a pony trekking rail ride), Daddy Pig's Car Ride (a vehicle based track ride), Grandpa Pig's Little Train (a small train ride) and Grandpa Pig's Boat Trip (a round boat ride). The Zierer rides are Miss Rabbit's Helicopter Flight and Peppa's Big Balloon Ride, a specially designed helicopter themed ride and a hot air balloon themed round ride respectively.

A variety of additional attractions are also featured, these including the Muddy Puddles area (a water splash zone), an outdoor play area called Mr. Potato's Playground and an indoor play area called George's Space Ship Play Zone, a first for Paultons' housed in a 900 square meter (9,687 square foot) unique grass roofed building.

The initial masterplan for the new area was designed by U.K. based RMA Themed Attractions working closely with the Paultons Park directors and operations management. The result is a totally immersive experience for families with children aged one to six, which as well as the rides incorporates numerous themed buildings and animated attractions, along with much landscaping and planting.

Commenting on the idea for the new area, Paultons



Daddy Pig's Car Ride is one of five rides in Peppa Pig World from Metallbau Emmeln. COURTESY PAULTONS PARK



Peppa Pig World at the U.K.'s Paultons Park opened at the start of the 2011 season. Zierer provided two rides, including this Miss Rabbit's Helicopter Flight shown above. COURTESY PAULTONS PARK



Park's commercial director Stephen Lorton said: "Paultons was one of the first parks to stage a Peppa Pig 'Meet and Greet' around four years ago. This proved popular with our guests and we have seen this popularity gradually increase to where it is today. We were very impressed with the whole ethos of the series and have built a relationship with Entertain-

ment One, the licence holders of Peppa Pig, over a number of years while running Peppa Pig special character weekends.

"We are hoping the introduction of Peppa Pig World will lead to guests traveling from further afield than they have done in the past as Peppa Pig World is totally unique and only available at Paultons."

French and Swedish parks choose Interlink water rides

Interlink, the France/U.K.-based water ride specialist, has announced two new projects opening in 2011.

The two new rides are a mini flume for Euro Park in Vias Plage, southern France, where Interlink has already installed a rapid river and a major log flume, and a log flume for Daftö Resort at Strömstad, Sweden.

The mini flume at Euro Park is a new addition to the Interlink range of rides and has been specially developed to cater for the youngest end of the market, the 3 to 8 year old age range. It will cover an area of just 15 meters by 7 meters and will feature a station length of 5 meters and a single lift and drop of 2 meters in height. Water speed will be approximately 0.4 meters/second and six boats will be used, each seating three passengers. Capacity will be 650 riders per hour and the example at Euro Park will have an Indian theme.

"We already offer kiddy and junior flumes, as well as standard and super flumes but nothing in this line for the youngest children," explained Interlink Managing Director John Hudd. "The example at Euro Park will be the first we have built and will be a custom design featuring a 2 meter drop and a very slow water flow. It allows us to bring our knowledge and expertise of building larger flume rides to the smaller end of the market while at the same time adding an attraction to our portfolio which we think will

be of interest to many other venues too."

The Daftö Resort log flume will be a two lift standard flume ride. With a length of approximately 215 meters, the ride will feature a 9 meter long station section and two lifts of 4 meters and 7 meters in height. Maximum water speed will be 1.5 meters/second and five boats will be used, each seating five passengers. Hourly capacity will be approximately 500 riders.

"The most challenging aspect of this project was the required delivery time from when the client placed the order," noted Hudd. "The order was received at the end of January for delivery by mid-May, but we were pleased to be able to offer this rapid delivery schedule and at a competitive price. We've worked a lot in Scandinavia in the past, particularly in Denmark and Norway, and I'm sure this also helped us win this latest contract."

Interlink has supplied water attractions to a wide variety of venues during the past three decades and offers a number of rides in its product range. Among these are the super flume, log flume, rapid river, water battle and spin boat rides, along with the new mini flume, which allow the company to cater to different customer requirements and a wide range of age groups.

For more information contact Interlink at commercial@interlink-lg.com or visit the Interlink website www.interlink-lg.com



This computer designed image shows what the mini flume for Euro Park will look like upon completion. COURTESY INTERLINK

Shanghai Disney Resort holds ground breaking ceremony

STORY: Andrew Mellor
amellor@amusementtoday.com

CHINA—The Walt Disney Company and its joint venture partner in China, Shanghai Shendi Group, have broken ground on the Shanghai Disney Resort.

The occasion followed approval from the Chinese central government in Beijing for the first Disney theme park to be built on mainland China and both companies marked the start of construction at a ground breaking ceremony in early April.

The ceremony paid homage to the culture and people of China, with traditional Chinese drum music, a female soloist singing in Mandarin, a 50-voice Shanghai children's choir and Mickey Mouse dressed in a traditional Chinese costume all on hand to mark the occasion. Following the entertainment and speeches, Robert Iger, president and CEO of The Walt Disney Company, and Thomas Staggs, chairman of Walt Disney Parks and Resorts, were joined by Shanghai Party secretary Yu Zhengsheng and Shanghai Mayor Han Zheng to officially break ground on the project.

Shanghai Disney Resort



The Shanghai Disney Resort will be both "authentically Disney and distinctly Chinese" according to Robert Iger, president and CEO of The Walt Disney Company.

COURTESY THE WALT DISNEY COMPANY

is slated to open in approximately five years and will be home to Shanghai Disneyland, a Magic Kingdom style park that will blend classic Disney storytelling and characters with all-new attractions and

experiences tailored specifically to the people of China. The park will feature several themed lands complete with iconic Disney attractions and experiences. At its heart will be an interactive Disney cas-

tle that will be an attraction in itself with entertainment, dining and live performances unique to Shanghai Disneyland.

An 11 acre (46,130 square meter) green space at the cen-

tre of the park will differentiate the venue and reinforce the themes of sustainability and nature that will be incorporated throughout the park.

Shanghai Disney Resort will be located on a 963 acre (3.6 square kilometer) site in Pudong, Shanghai, with additional room to expand in the future. On the opening day, the resort will include Shanghai Disneyland, two themed hotels, a large retail, dining and entertainment venue, recreational facilities and a lake. There will be an initial investment of approximately ¥ 24.5 billion (U.S. \$3.7 billion) to build the theme park and an additional ¥ 4.5 billion (U.S. \$700 million) to build the other elements of the resort.

"Today marks a significant milestone in the history of The Walt Disney Company," said Iger at the ground breaking. "Our Shanghai resort will be a world-class family vacation destination that combines classic Disney characters and storytelling with the uniqueness and beauty of China. Working with our Chinese partners, the Shanghai Disney Resort will be both authentically Disney and distinctly Chinese."

Skeleton Cove 'sets sail' at Lightwater Valley

STORY: Andrew Mellor
amellor@amusementtoday.com

UNITED KINGDOM—The U.K. theme park Lightwater Valley, in North Yorkshire, has added five new rides for the 2011 season, all of which have been incorporated into the new Skeleton Cove pirate themed area of the park.

Lightwater Valley is currently in the second year of a five year investment plan which initially saw a £1.2m (U.S. \$2 million) spend during the winter of 2009/10 on attractions which included the Wild River Rapids, a re-theme of the Rat ride into Raptor Attack, the hiring of a Mondial Top Scan ride branded Whirlwind and the establishment of the Frightwater Valley Halloween weekend.

During the most recent winter period a further £1.2 million has been invested in an effort to continue to improve the visitor experience by offering new attractions and decreasing queuing times across the park. Along with the purchase of a similar ride to Whirlwind to make a Top Scan from Mondial a permanent fixture in the park, the latest additions have all been sourced from the now defunct Loudoun Castle theme park in Scotland, which closed its gates for the final time (as a theme park) at the end of the 2010 season, and are all situated in

Skeleton Cove.

The new attractions include the Black Pearl, a Weber-built inverting ship, which is the centrepiece of the new area, reaches 80 feet in the air and carries 40 riders. Additionally, the Flying Cutlass is a Huss swinging ship which carries 35 passengers, while Powder Kegs, a Huss Breakdance ride, has 24 seats on three arms. The two final rides installed this year are Skull Rock, a Zamperla Regatta, and Pirate Swinger, a mini-chair-o-planes ride (manufacturer unknown).

"Having agreed the necessary financial support from our bankers, Lightwater Valley is currently in the second year of a significant five year investment plan," commented Allan Leech, CEO of park owners Heritage Great Britain Plc. "With the launch of Skeleton Cove in 2011, the aim is to build on the purchase of Wild River Rapids and the installation of Raptor Attack in 2010, while placing a firm emphasis on improving the overall customer experience and offering real value for money to our guests."

Along with the rides, Skeleton Cove has also witnessed the redevelopment of the Riviera food court into the Hungry Harbor.



Lightwater Valley's Wild River Rapids is being joined by a number of new attractions for the 2011 season in the new Skeleton Cove area of the park.
COURTESY LIGHTWATER VALLEY



Asian Attractions Expo

Singapore, June 21-24 • Exhibitor Listing

3-D Branded Attractions.....	620	Guangzhou Sealy Electronic Technology Co., Ltd.....	63	Premier Rides, Inc.	700
Aardvark.....	209	Guangzhou Sealy Electronic Technology Co., Ltd.....	98	Premierworld Technology Limited.....	1020
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World's first opening at
Blackpool Pleasure Beach



Twist 'n' Splash

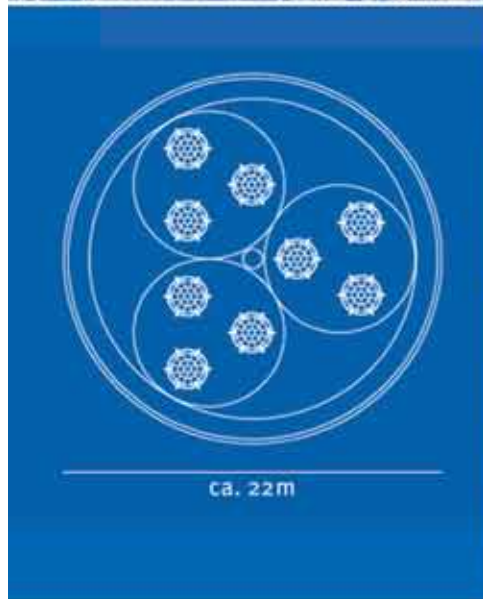


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BRIEF

Universal Orlando announces drive-in themed mini-golf

ORLANDO—Universal Orlando Resort announced plans to premier an all-new, 36-hole miniature golf experience – Hollywood Drive-In Golf – at CityWalk by early 2012. The experience is being designed by Universal's creative team to do for miniature golf what a blockbuster theme park attraction does for a movie: bring it alive in an entirely new way. The two state-of-the-art 18-hole courses will be unlike any other mini-golf experience.

Inspired by the classic drive-in movie era, guests will be whisked into an elaborately-themed environment based on the vintage horror flicks and "little green men" science fiction films of the 1950s. As they experience two family friendly courses, "The Haunting of Ghostly Greens" and "Invaders From Planet Putt," guests will putt their way through elaborate movie-style scenes, passing through a cemetery, under a giant spider, through a flying saucer and into the basement lab in a haunted house. Cutting-edge interactive elements and special effects will immerse guests further into the "double feature," and with LED course edge-lighting they can play day, night and late night.

Wonderland Park celebrates 60th with facelift

Park paints rides; magnetic braking added to popular Zyklon coaster

STORY: Pam Sherborne
psherborne@amusementtoday.com

AMARILLO, Texas—Paul Borchardt is feeling positive about the 2011 season and what it will bring to his Wonderland Amusement Park, Amarillo, Texas.

One early indication was the number of school children he was hosting in his park in early May when schools book groups for end of the year parties.



"I have 5,000 kids in the park right now," Borchardt said, on May 10. "That is the biggest crowd of school kids we've ever had. They are all over the park. I am really excited about this season."

But, the large school group isn't the only reason for his optimism. Everywhere he looks he sees the results of improvements made during the off-season. And, it seemed fitting since the park is celebrating its 60th anniversary this year.

"It was just time to do a thorough update in the park," Borchardt said.

Part of that update was installing new magnetic brakes by Velocity Magnetics on his Mouse Trap roller coaster, a Pinfari Zyklon 210. Borchardt said this coaster was installed in 1972.



"We painted the entire ride as well," he said. "It took us about two months just to complete the painting. We did that back in the fall. Over the winter, we started going through our other rides, one at a time. We repainted our train coaches and our Tornado cars. It was regular, routine maintenance but just at a greater volume. Once we got started, we did it right. We replaced bearings and such. We repainted anything that needed it."

Borchardt actually purchased two sets of magnetic

brakes last fall. The other set will be installed on the Miler Mouse roller coaster. Called the Cyclone, that coaster was installed into the park in 1968.

"Both of these coasters have been extremely popular for us," he said. "I decided to replace the brakes for safety reasons and for future maintenance."

Magnetic braking systems are extremely easy to maintain, Borchardt said. The system eliminates the many man-hours and materials cost to replace brake brass and make



Wonderland Park in Amarillo, Texas is celebrating its 60th anniversary this year. Keeping the park in top form are family owners, l to r: Paula Borchardt, Aletha Roads, Rebecca Parker and Paul Borchardt. From Sky Glider, left photo, to the Texas Tornado, above, Wonderland has built its reputation catering to families. AT / GARY SLADE

repairs to the older system.

"They are just magnets," he said.

Borchardt said he doesn't know when he will install the second set on the Miler Mouse. He plans to take a look at it as the season progresses. Right now, he is busy opening.

In May until Memorial Day, the park opened from 6:30-9:30 p.m., Tuesday-Friday, and all day Saturday and Sunday. Full operation begins after Memorial Day. He does open during the day in May

▶ See WONDERLAND, page 14

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▶WONDERLAND

Continued from page 13

for special groups, such as the school group that brought in the 5,000 children.

No new rides were added this year. He is looking at kiddie bumper cars for the future. Other than the brakes and painting, new cabanas were installed and a new stage was constructed.

"I was really surprised, though, how long it took to just do the painting," he said.

He doesn't know the exact cost of the off-season projects but he said he paid about \$50,000 for the brakes.

"I also hired two new full-time staffers," he said. "I now have a painter and a grounds person. The other staff members have all been here over five years; one has been here for 15 years, 26 years, seven years and 10 years off and on and so forth. It really helps

when you don't have that learning curve. Plus, about 80 percent of our seasonal employees that ended the season with us last year will be back. That also helps."

Extremely dry weather in Texas since the beginning of the year has sparked fires across the state. In a Reuters report on May 9, the Texas Forest Service said that as many as 2.2 million acres have burned this year.

Borchardt said the fires were about 300 miles away and have since been completely put out.

"However, if those types of fires get over here, it will be bad," he said.

He said his area of Texas has had no measureable rain since January.

"Not really any to speak of," he said. "We may have had a few drops, just enough to dampen the ground."



As the largest traditional park in Texas, Wonderland Park has built its reputation on keeping a clean and safe facility. To help give that clean and fresh look for its 60th anniversary this season, the park entered into a massive ride painting plan that included repainting its log flume ride and Shoot the Chutes ride, shown above.

At right, the Mouse Trap, a Zykron 210, not only received paint, but also got outfitted with magnetic braking for even added rider safety.

AT / GARY SLADE



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Toronto's CN Tower to open EdgeWalk on August 1



The CN tower, located in downtown Toronto, has announced plans to open EdgeWalk, a full-circle hands-free walk around the outside edge of the tower's observation platform, 1,168 feet above the ground. Guests who meet the stipulated height and weight requirements will be tethered to an overhead safety rail with a trolley and harness system and will travel in groups of six to eight as they negotiate the 5-foot wide ledge. There they will have the opportunity to experience breathtaking open-air views of Toronto and Lake Ontario. EdgeWalk is expected to open August 1 and tickets will go on sale June 1. The tour costs \$175 (Canadian) and will include a keepsake video and photo as well as a certificate. The complete excursion takes approximately 90 minutes, with about 20-to-30 minutes spent on the walk itself. The attraction is the first of its type in North America and will open during the CN Tower's 35th anniversary year.

COURTESY CN TOWER

SFNE Cyclone latest to get RMC Topper Track



The legendary Cyclone wooden roller coaster at Six Flags New England is one of the latest recipients of Rocky Mountain Construction's Topper Track. The affected section begins after the first drop and ends halfway up the third hill. According to reports, Cyclone passengers are treated to an extremely smooth ride where the Topper Track has been added. COURTESY MIKE THOMPSON

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Wake Nation Houston celebrates grand opening

HOUSTON — Wake Nation Houston, Houston, Texas' only full-scale cable wakeboarding park (and the area's newest family watersports attraction) celebrated its grand opening weekend on June 4-5.

Located near Pearland, south of the Sam Houston Parkway on the 288 Freeway, Wake Nation Houston features five 35-foot-high steel towers carrying a unique

overhead cable system enabling riders to wakeboard, wakeskate, water ski and kneeboard without a boat around a 12-acre lake. Six riders can be on the water at the same time, being pulled around the lake at speeds of 18-20 mph.

The lake is also outfitted with custom-built jumps, grind rails and sliders for more experienced visitors. In addition to the main lake,

there is also a separate area called the Practice Pond featuring an 'easy start' ride system. This area is designed to give kids and wakeboarding beginners a place to learn to ride a wakeboard at a slower speed than on the main lake. All riders must be at least five years of age and are required to wear a Coast Guard Approved (CGA) life vest and a helmet, all of which can be rented at Wake Nation.

A unique feature of Wake Nation Houston is that the cable will move around the lake in a clockwise direction—currently the only clockwise cable system in Texas and only the second of its kind in the U.S. Clockwise cables are ideal for left-foot-forward riders, which is how the majority of today's wakeboarders ride.

"Wakeboarding is the country's fastest growing watersport," said Wake Nation Houston CEO and Co-owner Peter Kennedy. "The cable system approach to wakeboarding and water skiing is particularly attractive to those without access to a motor boat." Currently, there are only 10 full-scale cable wakeboarding parks in the U.S.A.

The Wake Nation Houston complex has a full pro shop, concessions' area, huge outdoor observation deck offering a panoramic view of the entire lake area and numerous other services and amenities. If visitors don't have their own gear, Wake Nation Houston also offers a full rental shop carrying everything a wakeboarder needs to hit the water.

Wake Nation Houston is a 'pay-as-you-play' facility. Parking and admission to the cable wakeboarding complex is free, including access to the outdoor observation deck. Riders will pay only for their 'water time,' and will be charged \$25 for two hours, \$30 for four hours and \$35 for an all-day pass. Wake Nation will offer special group rates and several season pass options.

Wake Nation Houston is the second cable wakeboard complex operating under the Wake Nation brand. Wake Nation's first cable wakeboard complex, called Wake Nation Cincinnati, opened in May, 2009 to rave reviews from the local community as well as professional wakeboarders worldwide. The popular venue has already hosted two nationally sanctioned tournaments, won several 'Best Of' awards and last year set an officially sanctioned Guinness World Record for longest distance traveled on a wakeboard in a 24-hour period.

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Lagoon marks 125th anniversary with new family steel coaster

Park started planning in-house coaster more than two years ago

STORY: Scott Rutherford
srutherford@amusementtoday.com

FARMINGTON, Utah — Utah's Lagoon Amusement Park is celebrating its 125th anniversary season with the introduction of BomBora, a custom-designed, one-of-a-kind family steel roller coaster.

At a cost of \$5 million, this dynamic new attraction is the park's ninth coaster. It features a beach theme with an on-board audio system that randomly plays six different surfer-inspired songs during the ride.

Lagoon's newest coaster stands 45-foot-tall and features 1,000 of track. Utilizing two eight-car trains each seating 16 passengers (two abreast), BomBora does away with the traditional chain lift. Instead, the new ride uses a friction tire drive to quietly propel trains to the highest point. Once released, riders are treated to a satisfying collection of banked turns and quick directional changes. Thanks to the expert track bending and fabrication, the ride is smooth and fast.

While Lagoon's other eight coasters were all purchased from well known ride manufacturers, the story of BomBora's realization is quite unique in the industry. *Amusement Today* spoke with

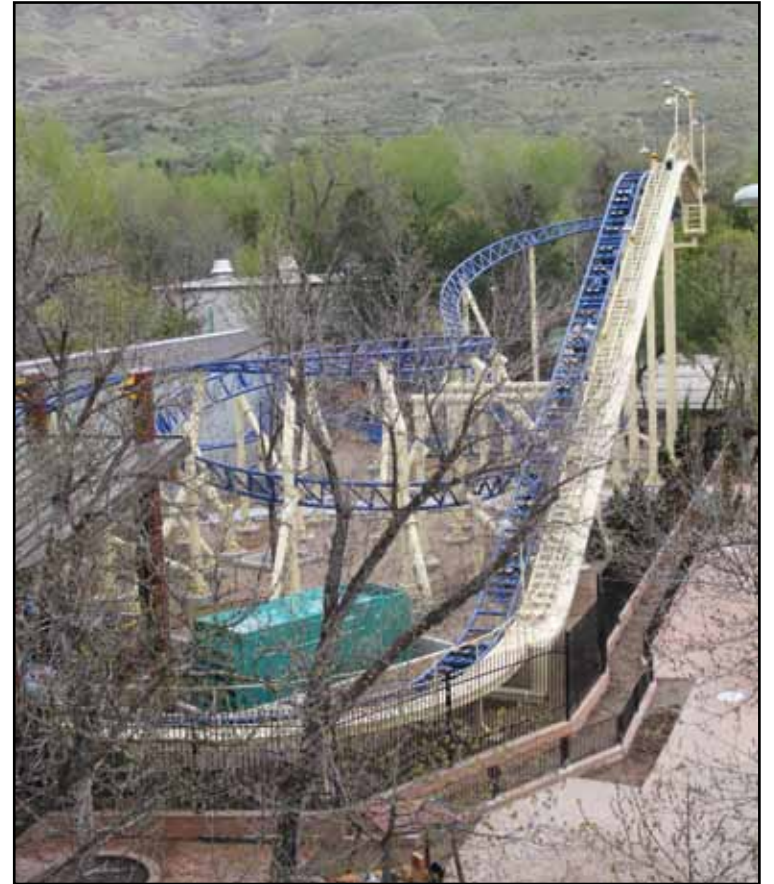


BomBora, Lagoon's new-for-2011 \$5 million steel coaster, was developed, designed and built using a number of individual suppliers. The result is the exact ride the park wanted – a smooth, exciting family-style coaster experience.
COURTESY LAGOON

Lagoon Park Engineer Dal Freeman about the unorthodox circumstances surrounding the development, design and construction of BomBora. "Lagoon worked with several manufacturers in the beginning as we tried to obtain a family coaster that would meet our safety, maintenance and operational requirements," said Freeman. "We tried to locate a coaster manufacturer who would work with us to meet our park standards. After several months of meetings and visits to parks with the coasters that were offered,

we concluded that the ride we wanted was not available, and the manufacturers at that time were not willing to make the ride changes we desired.

"Two and one half years ago, we made the decision to select and organize several companies and individuals to create the BomBora attraction," continued Freeman. "Lagoon basically was the participating client in organizing and directing this work. When we started the project, we believed the work required would be relatively small since this was a family coaster.



At the conclusion of the project, we now believe the work required to create and install a small coaster may not be much different from creating a larger one."

Concerning manufacturers or individuals who helped with the development, Lagoon's goal was to locally source as much of the work as possible. "This created great interest and pride in the community as various companies and individuals used their expertise in the development and installation of the ride," explained Freeman. "Several

companies have scheduled summer picnics at Lagoon so their employees can enjoy the final product.

The various entities involved in the creation of BomBora, as provided by the park and through *AT* research, are: ride engineering was done in Germany and Utah; concrete was designed by Dunn Associates in Salt Lake City; the maintenance facility was designed and manufactured by GEM buildings of Brigham City, Utah, and the station was designed by Johansen Engineering, Inc. and built by Lagoon. Track and supports were manufactured in Utah by Intermountain Lift while the trains and control system were designed and built by the German company Kaltenbach. Lagoon installed the ride's concrete and erected the coaster itself.

After all this work and combined effort, the real question is what guests think of the ride. "Lagoon's newest ride, BomBora, is an exciting coaster that has been designed to have broad family appeal," said Dick Andrew, Lagoon's vice president of marketing. "Its thrilling elements provide plenty of excitement for young and old alike. BomBora has been warmly received by guests at Lagoon and is appropriate for the whole family. I haven't talked to anyone yet who's been disappointed."



The beach-themed BomBora utilizes two eight-car trains that feature an on-board audio system that randomly plays six different surfer-inspired songs.
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Idaho's Silverwood Theme Park recently debuted an interactive shooting gallery supplied by Daniels Wood Land, Inc. The 10-gun gallery features 60 targets including a 1940's Dodge pickup truck with a number of animated features. COURTESY DANIELS WOOD LAND

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Daniels Wood Land installs interactive shooting gallery at Silverwood

ATHOL, Idaho — Daniels Wood Land, Inc. (DWL) has installed an interactive shooting gallery at Idaho's Silverwood Theme Park for the 2011 season. The 10-gun gallery features 60 targets, the most impressive being a real

1940's Dodge pickup that was fully animated to rock back-n-forth, open and shut its doors, talk and sing, and blink and look around.

"We're extremely excited to have our shooting gallery as part of Silverwood Theme Park", says DWL President Ron Daniels. "It's fun to see people's faces light up when they play and activate the targets, especially the truck, and see everything come to life."

Other targets include egg laying chickens whose necks stretch; dancing cow skulls; fly up cans; a fully-animated fox who turns his head, raises his shotgun, rocks back-n-forth, and heckles players; and our exclusive 'quick shot challenge.'

DWL is a full service theming company providing turn-key products and services from concept development through installation. Their products include tree houses that come with their own tree, shooting galleries, facades, artificial trees, interactive theming elements, animatronics, foam and fiberglass props, and old growth redwood chainsaw carvings. For more information, visit: www.danielswoodland.com.

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WhiteWater's first zoo install opens in New Orleans

NEW ORLEANS—One of America's most beloved zoos, the Audubon Zoo, in New Orleans, welcomes WhiteWater's first North American zoo installation. A new wild and wet splash park, the 'Cool Zoo' comes to life with WhiteWater's award-winning AquaPlay multi-level interactive structure, adding a refreshing new element to the popular zoo.

ZOOS

WhiteWater's designers have created a custom 360-degree themed focal point on its AP550 structure to mimic Spot, the zoo's rare white alligator. However, this AquaPlay alligator doubles Spot in size; it's



New Orleans' Audubon Zoo is home to WhiteWater West's first North American zoo installation. The 'Cool Zoo' comes to life with WhiteWater's award-winning AquaPlay multi-level interactive structure. COURTESY WHITEWATER WEST

28-feet-tall and 33-feet-long. One-of-a-kind, the gigantic alligator chomps down on a tipping bucket, drenching guests. Its tail doubles as a waterslide engaging them in the overall experience.

This patented AquaPlay

AP550 offers an additional 60 features including interactive tipping cones, jets, spray nozzles, valves, water guns, as well as waterslides, pull ropes and a climbing net. In addition, sound effects with programmable timing have been



added to the Cool Zoo's AquaPlay structure, another first for WhiteWater.

"We've been chomping with anticipation – pun intended – to announce this AquaPlay installation," said Geoff Chutter, WhiteWater's

CEO. "WhiteWater is proud to assist the Audubon Zoo in its dedication to nature; we had a great time designing and constructing Spot's oversized AquaPlay twin."

Morey's Piers' Ghost Ship becomes more immersive for 2011

WILDWOOD, N.J.—Last year, Morey's Piers scored a major hit with their new attraction, the Ghost Ship. As the end result of the legendary 'Philadelphia Experiment' gone terribly wrong, the Ghost Ship took the Jersey Shore by storm, entertaining and terrifying hundreds of thousands of guests and gaining recognition as 'Best New Theme Park Attraction for 2010' in About.com Reader's Choice Awards. The Ghost Ship placed third for Best Funhouse/Walk-Through Attraction in the 2010 Golden Ticket Awards survey conducted by *Amusement Today*.

The Ghost Ship gave the Wildwoods boardwalk back the kind of high intensity scare attraction that had been missing for nearly a generation. Thrilled as Jack and Will Morey were with the first year success of the attraction, they have never been ones to rest on their laurels.

As such, Morey's Piers has announced that Ghost Ship 2011 will offer an almost completely new scare show, as well as a number of physical changes to the ride's interior maze itself that will more fully immerse guests into the horrifying experience.

"Ghost Ship was a great attraction last year, no doubt. It would have been easy to come back with the same



Morey's Piers' award-winning Ghost Ship haunted walk-through attraction is bringing even more scares to the Wildwood boardwalk during the 2011 season. In an effort to offer a more immersive experience for guests, new rooms, acting and lighting changes have been added. The attraction will also feature an all-new costume and make-up scheme designed by industry professionals. COURTESY MOREY'S PIERS

show in 2011. But I was not surprised when Will and Jack sent me to various parks in the U.S. and Europe to research how we can make it even better. That's just how they operate. Good enough is never good enough," said Ghost Ship Manager Terry O'Brien.

Many of the cages and fences that separated guests from hungry zombies have been stripped down, leaving guests face to mangled

face with the creatures of the Ghost Ship. Several new surprises are meant to immerse, impress and impart a deeper sense of gloom on the adventurous as they wind their way through the derelict vessel.

In addition to the many new rooms, acting and lighting changes, the Ghost Ship will also feature an all-new costume and make-up scheme, designed by industry professionals.



Theming gives New Texas Giant a different vibe

Editor's note: In our previous issue of Amusement Today, many aspects of Six Flags' New Texas Giant were covered. Due to space limitation, AT completes coverage of this innovative new project this issue with a look at the in-house effort to give the ride a unique theme.

STORY: Tim Baldwin
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ARLINGTON, Texas—In an era of misnamed rides, Six Flags Over Texas says they didn't have to fight to keep the name Texas Giant (albeit inserting "New"). Management feels strongly about Texas ties, and clearly received the support of the corporate powers that be. "We wanted to be sure to project to people that this is a different ride, different look and different feel," says Martindale, Six Flags Over Texas park president.

Close fans to the original Giant will feel a familiarity in regard to the ride, but will notice a lot of changes. While the layout and ride experience is dramatically different, theming to the ride is apparent all over the attraction. A new painted and gussied-up station, exit ramp, and gift shop will make locals take notice. Signage is in full Texas mode with state flags and longhorns in various places. The station has been re-worked into a garage feel, complete with a control panel made from a Snap-On tool cabinet. The front of a Chevy signals the dispatch of each train with honking fanfare and flashing headlights. Deciding not to ride? Six Flags has a clever waiting area called the Chicken Coop complete with chicken wire and rubber chickens adorning the escape. Be aware, going into the coop sets off a chicken sound as each coward enters the gate.

The original Giant had a sign at the top of the lift with Wyle E. Coyote clutching a board saying "Wait! Let's Dis-



Clockwise from top left: Theming efforts on the New Texas Giant include a updated sign atop the lift hill, a tribute to park founder Angus Wynne, Jr. with this newly built oil derrick and tunnel names, LED lighting in three tunnels, and a car repair/garage theme for the ride's station area. AT PHOTOS/GARY SLADE; LED PHOTO COURTESY CROSSROADS LED

uss This." The new version has updated the portal to a newer western feel, beefing up the entrance into the initial plunge with the same words, but in a larger way with a huge cow skull adorning the left and a new three-dimensional Wyle E. Coyote still clutching the structure on the right.

After the exhilarating first half, riders exit the block brake into a twisting dive not far from a newly built oil well. Large letters on the side spell Angus Oil, giving a tip of the hat to Six Flags' founder Angus Wynne, Jr. A fiery explosion bursts from the well as riders drop to the ground, catching the attention of guests in the queue, building anticipation for those about to ride.

The finale to the ride is a plunge into three tunnels on the home stretch. When asked why not do just one long tunnel, Mike Sossamon, director

of maintenance and construction, answers, "First, it was just to interrupt the senses. Going from daylight to dark makes it feel longer and faster. The sensations at each point...I just can't say enough about it. It's very effective."

Misty fog accents the tunnels. The first tunnel has signage indicating a mine shaft. "In the first tunnel, the fog started out light in the beginning and then got thicker as you travelled through it," says David Lipnicky, public relations director for American Coaster Enthusiasts. "The way they do the lights in the second tunnel really grabs your attention. It's a party atmosphere." Humorously, as you enter the tunnel, it clearly says Honky Tonk before the train dives in. The final tunnel simply states Adios.

LED lighting helps accentuate the first two tunnels. Lit

from below in the Mine Shaft, the lighting is more subtle than the Honky Tonk. There, changing colors surge overhead really capturing the attention of the rider.

"There are 2,400 red, green, and blue LED's mounted to the ceiling of the tunnel," says Buddy Stefanof of Crossroads LED, LLC. "The LED's are generating approximately 45,000 lumens while consuming only 600 watts of power. The system is fully programmable and can generate a variety of flashing, chasing, and fading effects."

AT asked Stefanof whether the idea of fog came first, or the inclusion of LED lighting. He replied, "During our initial meetings with Six Flags, the topic of combining a water-based fog effect with LED lighting was discussed. As our discussions continued, the LED lighting and the fog effect

were combined to generate the effects.

"Six Flags was very pleased with both the amount of light that was generated in the tunnel and with the interaction of the LED effects and the fog," adds Stefanof. "Crossroads LED will be demonstrating our latest product — the Infinity Series — to Six Flags for another upcoming project. The Infinity Series is the first high-output LED system to utilize a full authority, non-addressable, computer control system. The advantage this system offers over DMX-based lighting packages is that our system provides high speed advanced lighting effects and features without the cumbersome and antiquated physical addresses DMX-controlled lighting requires. The Infinity series is the first true 'plug and play' system for amusement parks and carnivals."

Once the ride ends, guests exit the train and head to the rear of the station. There they see the back end of a Cadillac car heading out of a garage door and off onto the open road. They, however, are more likely be off to check out their on-board photo and then head back in line for another go.

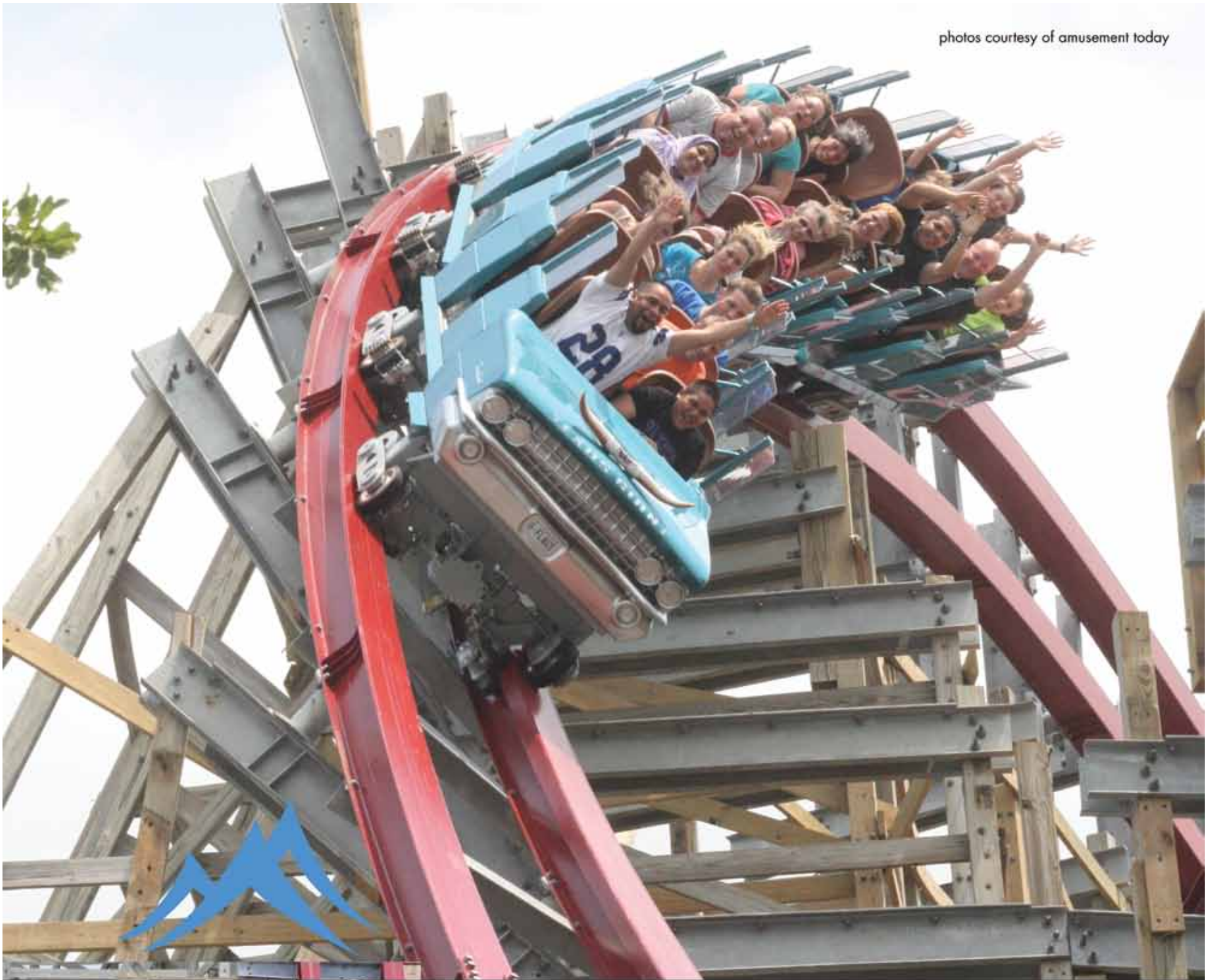
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BRIEF

Lo-Q launches new waterpark virtual queuing

LITHIA SPRINGS, Ga.—Lo-Q plc, a leading supplier of virtual queuing systems for theme parks, launched Q-credits at the IAAPA Attractions Expo 2010.

Created initially for waterparks, Lo-Q's innovative new product is lightweight and fully waterproof and allows all of the park patrons to enjoy the slides and attractions free of long queue lines. The device has a cashless function that means guests do not need to carry money or credit cards around with them, making it totally secure and convenient. Q-credits has been tested at Aquopolis, one of the largest waterparks in Spain, where visitors were invited to try out the new product for the last week of the 2010 season.

Q-credits is simple to use. Guests wear a lightweight, waterproof wristband that starts to clock up credits the minute they enter the waterpark. The wristband clearly displays the number of credits. Guests compare this with the number of credits required for each ride, then choose their ride and enjoy the whole experience without a long queue.

Lo-Q virtual queuing solutions are used in major theme parks around the world, including numerous Six Flags parks, Dollywood, Legoland Windsor Dreamworld in Australia, Parque Isla Magica in Spain, Mirabilandia in Italy, and Lake Compounce.

Waterparks continue to expand as 2011 season begins

STORY: Pam Sherborne
psherborne@amusementtoday.com

2011 Waterpark Roundup

As waterparks across the country, and world for that matter, open for the 2011 season, guests will be greeted with many new features.

AT has been running what's new for waterparks in 2011 information for the last several months. Here is another edition.

Hawaiian Falls Waterpark, Roanoke, Texas

The new Hawaiian Falls Waterpark in Roanoke, Texas, is expected to open June 3 for a pre-opening event. The next day, June 4, will be the grand opening.

Dave Busch, president, Hawaiian Falls Waterparks, based in El Dorado Hills, Calif., was in Texas where the company already has four waterparks. This one opening in Roanoke, although a small city of about 7,000 people, will position the new park in the middle of an affluent area with strong demographics to which the company gears its parks.

"It will also help us fill in the gaps and cover all the areas in the region," Busch said. "Texas has been very good for us."

The other four Texas parks are located in Garland, The Colony, South Dallas and Mansfield.

The \$10 million waterpark is actually a joint venture between Hawaiian Falls and the City of Roanoke. The city will own the park and Hawaiian Falls will operate it under a long-term lease.

Officials expect the park to attract about 175,000 guests each year.

At the heart of Hawaiian Falls Roanoke is the Water World, a large AquaPlay structure by WhiteWater West Industries, B.C., Canada. The six-story interactive playground will have 20 slides, including a three-lane racer, a family raft ride and several body slides. There are two dump buckets, a 500-gallon

and 1,000-gallon, with numerous interactive pulleys, wheels and water features.

"This structure is like a park within a park," Busch said.

In addition, the park will have a 16,000-square-foot wavepool, a 1,000-foot-long lazy river with rapids and geysers and a water walkway.

The park plans to host "Dive-In" movies and concerts during the season and will offer private cabanas for daily rental, corporate picnics and group areas, birthday party rooms and a variety of food and beverage operations.

It is geared toward families with children up to about 14 or 15 years old.

Greeting guests will be Hawaiian Falls' new Tiki Man. The interactive statue will appear to be a fountain but is automated.

"It sings songs and dances, and calls out to guests as they enter," Busch said. "Also, off and on throughout the day, one of our employees will be able to get a visual on guests and actually interact with them in real time."

Hawaiian Falls is building the Tiki Man. The one in the Roanoke park will be a prototype. The other Hawaiian Falls should get one as soon as they are ready.

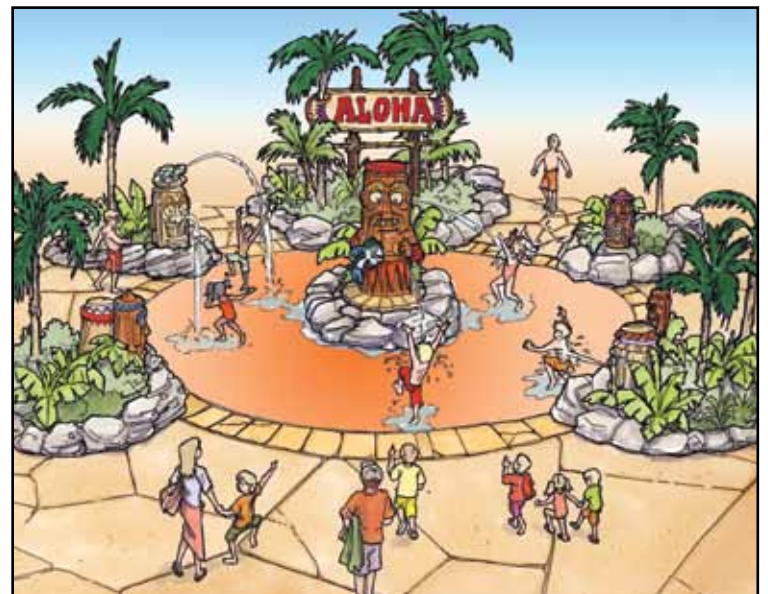
Season pass sales to the Roanoke park are doing well. Busch said they had sold about 3,000 by May 11. He expects to hit the 30,000 mark for all the parks.

"Our brand is known in the area which is helping our sales," he said. "Staffing is also going great. We had about 5,000 applicants for the jobs at the parks."

Silver Dollar City's White Water, Branson, Mo.

White Water is presenting its largest expansion ever: Aloha River at Hula Hula Bay. This \$3 million river expansion

► See WP, page 26



Hawaiian Falls, Roanoke, Texas, is expected to open to the public June 4. The play structure, by WhiteWater West Industries, B.C., Can., will be the centerpiece to the park with 12 slides, two dumping buckets and a variety of other interactive features. Tiki Man, above, will greet guests as they enter the new park. The fully interactive Tiki Man, being created in-house, will sing, dance and, at times throughout the day, will be able to communicate with the guests. The Roanoke Tiki Man is the prototype.

COURTESY HAWAIIAN FALLS



Silver Dollar City's White Water park will debut its biggest expansion yet this year. The \$3 million river expansion holds 300,000 gallons of water and takes guests on a Polynesian-themed adventure.

COURTESY WHITE WATER



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►WP Continued from page 23

sion is 800-plus-feet long (longer than two football fields) and holds 300,000 gallons of water.

At Aloha Bay, tube riders cast off and float while maneuvering the waters through the tropical greenery, meeting unexpected twists and turns, water features, fountains, misters, geysers and more. The immersive atmosphere of Hula Hula Bay includes elements such as colorful carved totems, plentiful fresh flowers and vegetation, and a 30-foot tall tiki tower spraying water in all directions. Along the way are new seating areas and shade, plus cabanas for riverside relaxing.

Lisa Rau, park spokesperson, said the new river is being constructed in-house. The river is equipped with flow pumps. She said they were Berkley and Aurora pumps from ASC Company.

White Water offers more than 12 acres of attractions including a seven-story, six-slide thrill ride, with two 75-foot free-fall drop lanes and four mat racing lanes over 310-feet long.

Other attractions include a double speed slide and an interactive family attraction with slides, pumps, geysers and a 700-gallon tipping bucket.

Splish Splash Water Park, Riverhead, N.Y.

Splish Splash Water Park is celebrating the 2011 season by debuting the new Kahuna

Bay body boarding wavepool. On May 12, General Manager Mike Bengtson said the wavepool was up and running.

"We are now just waiting on the board of health inspection," he said.

The wavepool is the largest addition for this year, but Bengtson said there are other improvements as well.

"Some of the things we did this year are more internal," he said. "We updated some of our UV equipment. We changed out our sand filters. We added a new chemical tank which will utilize less chlorine."

More VIP cabanas were added as well as additional tables and chairs.

At the end of the 2010 season, the park added a new diner. That will be new to



At this year's AALARA Trade Exhibition and Conference, held at the Gold Coast, Australia, May 25-29, WhiteWater West Industries showcased two of its recently completed Australian projects. One is the four dueling AquaLoops at the Wet 'n' Wild Water World, Gold Coast. This park was the first park in the world to debut the ride. The other project was at SeaWorld Gold Coast where WhiteWater introduced Prime Play's premier Family Adventure Park.

COURTESY WHITEWATER WEST

many guests this year.

Splish Splash adds a new attraction about every two years, said Bengtson. The last addition was in 2009 with the Dr. Von Dark's Tunnel of Terror.

"It is a ProSlide (Technology, Ottawa, Ont.) Tantrum," he said. "We themed it ourselves. Inside, while riders are on WhirleyWheel tubes, they go through several walls of water where we project an image. For example, they might go through an image of a shark eating them. The ride has done very well."

An attraction they are looking forward to installing sometime in the near future is a Proslide Magnetic Rocket.

WhiteWater West Industries, B.C., Canada

WhiteWater West Industries was expected to showcase some of its new projects in Australia at the 2011 Australian Amusement, Leisure and Recreation Association Trade Exhibition and Conference, which was held at Australia's Gold Coast, May 25-29.

Wet 'n' Wild Water World is the first waterpark in the world to debut four dueling AquaLoops providing the ultimate head-to-head race through the world's only fully introverted waterslides.

Wet 'n' Wild also features a pirate-theme AquaPlay AP1050, WhiteWater's award-winning multi-level interactive play structure complete with a giant tipping bucket, water guns, net bridges and a variety of interactive spray jets.

SeaWorld Gold Coast introduced Prime Play's premier

Family Adventure Park, bringing a world of imagination to life with a marine-themed adventure playground and ropes course complex. Prime Play is an industry leader in interactive dry play and continues to create active family attractions.

Magic Waters, Cherry Valley, Ill.

This publicly owned waterpark continues to grow. Greeting patrons this year will be a renovation of the park's tube slides as well as a transformation of the children's play structure from "Island Play" to Tiki Island.

Jessica Steinberg, director of Magic Waters and the aquatic department for the Rockford Park District, said that Splashtacular is doing the renovations to the existing tube slides for the 2011 season.

The new Tiki Island will feature a 1,000-gallon tipping pineapple bucket and interactive six-foot tall mascot replicas.

Rockford Park District officials have already approved other upgrades as well as a brand new water attraction set for the 2012 season.

"That will be a new thrill slide for next season," Steinberg said. "It is being supplied by Whitewater West Industries."

Steinberg said earlier that she felt the new attractions would help maintain the high guest satisfaction at the park and continue to make the park competitive.

In 2009, Magic Waters added a Splashblaster, a tantrum ride from ProSlide Technology. That attraction has

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Splish Splash Waterpark, Riverhead, N.Y., is celebrating the 2011 by opening the new Kahuna Bay body boarding wave pool. The park was opened with the new addition on May 28.

COURTESY SPLISH SPLASH



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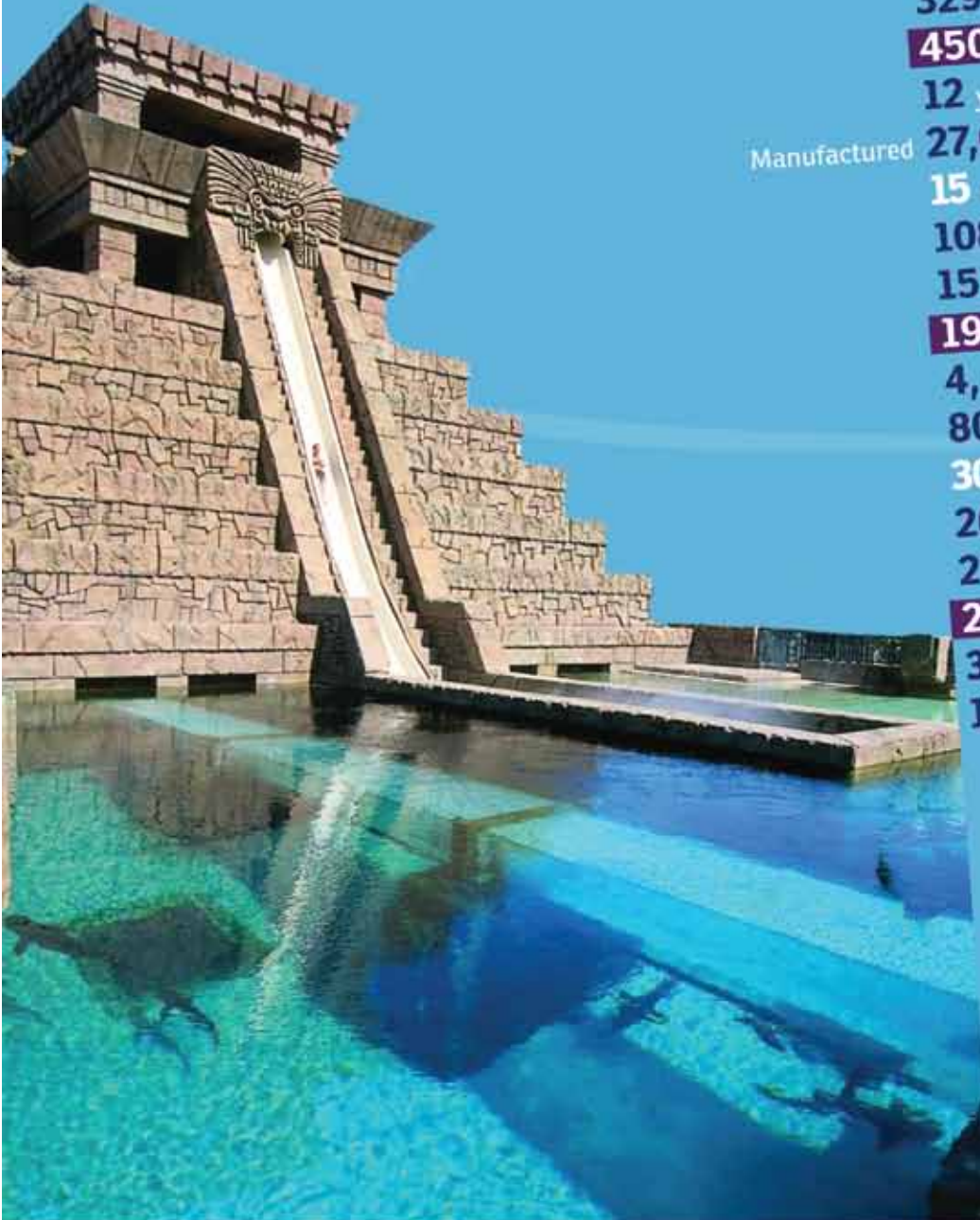
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►WP

Continued from page 26

continued to be popular with guests.

Hurricane Harbor at Six Flags America, Baltimore/Washington D.C.

Among an array of improvements and additions to

greet park patrons at this facility for the 2011 season, will be the re-opening of upgraded body slides through the Amazon rainforest.

"We are actually upgrading our tube slides that were closed after the 2007 season," said Julia Filz, communications manager for the park. "We are bringing back the body slides

on that ride and adding more water elements such as waterfalls."

The new attraction at Hurricane Harbor will be called ZoomAzon Falls, because, Filz said, "You will be zooming your way through the rainforest we have there."

The equipment for the new water attraction is being sup-

plied by Aquaman, she said.

Guests will climb to the top of the Amazonian-themed forest at ZoomAzon Falls. Then, guests can choose their descent path on one of four, twisting, turning, body slides, each enhance by waterfalls, tropical décor, jungle soundtracks and more. ZoomAzon Falls goes for more than a half-mile.

ZoomAzon Falls joins the 15 water attractions already in Hurricane Harbor, including a large wave pool, a six-story Tornado by ProSlide Technology, and two children's areas. In 2010, Six Flags America upgraded the 70,000-sq.-ft. pool deck and added shading around the Hurricane Bay area.



Children attending Magic Waters Waterpark, Cherry Valley, Ill., this season will be greeted by a transformed children's play structure. The park is completely renovating "Play Island" and turning it into "Tiki Island" for the 2011 season. It will feature a 1,000-gallon tipping pineapple bucket and interactive six-foot tall mascot replicas.

COURTESY MAGIC WATERS



Guests to Six Flags America's waterpark will be greeted with an updated and upgraded water attraction. Called ZoomAzon Falls, the upgrade took an existing tube slide that had been closed after the 2007 season and turned it into a half-mile body slide with four descents through an Amazon-themed area.

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BRIEF

Six Flags Great America's American Eagle celebrates 30th

GURNEE, Ill.—Six Flags Great America kicked off the 2011 season with a trip down memory lane. The theme park celebrated 30 thrilling years of American Eagle, the park's iconic wooden racing roller coaster. The anniversary was marked with a special opening day ceremony and discounted admission. In honor of the year the coaster opened, fans of the American Eagle were able to purchase a \$19.81 ticket online good for opening weekend, May 7-8.

The American Eagle is the tallest, fastest and longest racing wooden roller coaster in the world. Built in 1981, it features a 147-foot first drop, 4,650 feet of track on each side, and travels at 66 mph. The American Eagle has delivered more than 45 million rides since it was built in 1981 and is home to 'Tiny', the promotional 200 pound black spider that makes her return to the side of Eagle's structure every Fright Fest.



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Animal care becomes part of Busch Tampa guest experience

*New facility educates guests,
offers access to park's animal care*

TAMPA, Fla.—Busch Gardens will welcome guests to closely observe and even take part in the animal care experience when the Tampa park opens its new Animal Care & Nutrition Center this winter. From nutrition to treatments, X-rays to surgeries, much of Busch Gardens' animal care will be conducted in guest view in this new state-of-the-art facility.

"We are proud of the care we provide our animals," said Mike Boos, vice president of zoological operations. "We welcome the opportunity to share our level of care with our guests, and to continue our mission of connecting guests to animals and the natural world. No other zoological facility will offer the unique, up-close experience that this new facility will offer."

The new, nearly 16,000 square-foot facility will be built where the rhino exhibit is currently located in the Nairobi area of the park. The park's current animal care center is located behind the scenes.

"What many people probably don't realize is that our veterinarians, technicians and animal care staff spend most of their day confirming the health of our animals by doing preventative efforts such as annual physicals and checkups," said Bill Street, SeaWorld Parks & Entertainment corporate curator of conservation and education. "There are great lessons we can share with guests by offering this up-close look at

our high level of animal care."

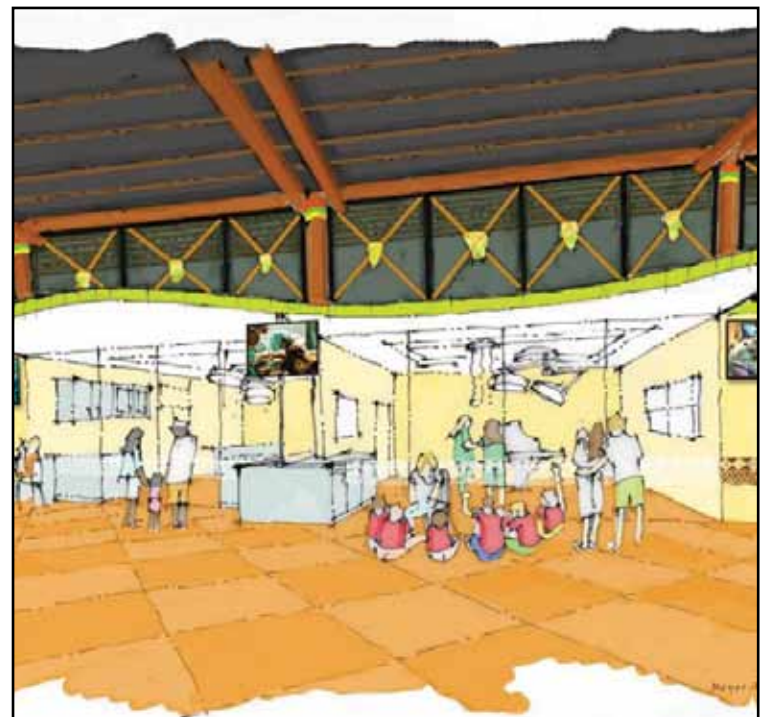
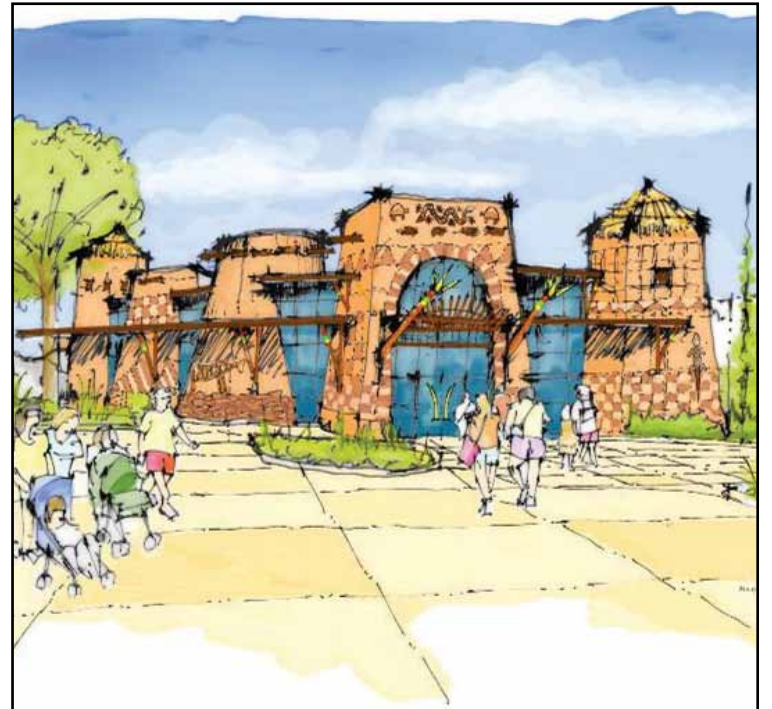
The two major guest components of the new facility will be a nutrition center and treatment rooms. The nutrition center will feature a kitchen similar in set-up to a cooking show on television. Educators will lead demonstrations several times a day on the planning and preparation of animal diets. Guests will even have the chance to assist in preparing and doling out the range of food the park provides its animals, from fruits and vegetables to crickets and mealworms.

The treatment center will allow guests to watch as Busch Gardens' skilled vets do preventative checkups, treatments and surgeries on animals. Guests will be able to see into the rooms through glass walls, and audio capabilities will allow guests to talk to vets working behind the glass. Cameras placed over the exam table will show unique vantage points to guests who can watch on monitors. During treatments and surgeries, zoo educators will also be on hand to talk about what's taking place.

In addition to the guest views, the new facility will also include animal recovery rooms, vet offices and research stations.

Guests can also participate in a diagnostic exercise by scanning an interactive activity card at several stations as they follow an animal from diagnosis to treatment to blood and lab work to a final outcome.

Busch Gardens, and its



These artist renderings show what the new Animal Care & Nutrition Center will look like when it opens to park guests this winter at Busch Gardens Tampa. COURTESY BUSCH GARDENS

parent company, SeaWorld Parks & Entertainment, are world leaders in animal care. The company cares for more than 60,000 animals and has

one of the world's largest zoological collections. Busch Gardens Tampa cares for more than 2,000 animals representing 307 species.

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COMPILED: Scott Rutherford, srutherford@amusementtoday.com

Six Flags Entertainment Corporation has announced an agreement for the measurement of Six Flags Television and In-Park Digital Networks as part of The Nielsen Company's OnLocation Measurement Service. Nielsen will provide monthly audience reporting for the network, and include Six Flags Media Networks in its quarterly Fourth Screen Report.

MEI awarded Steve Mims, owner and operator of Columbia Snacks (Columbia, S.C.) a 32GB iPad for speaking candidly about vending technology trends. Mims entered to win the iPad via an online 14-question survey and was chosen at random as the winner. MEI conducted the iPad give-away in order to benchmark vending technology trends and operator needs. "We wanted to understand what operators value most and how MEI can help them succeed," said Chuck Reed, marketing director at MEI. "The iPad was an ideal prize choice because it signifies the same quality and reliability standards that MEI strives to deliver."

In a national poll of its members, made up of experienced and well-traveled amusement park enthusiasts, The **National Amusement Park Historical Association** (NAPHA) gave first place honors to Pennsylvania's Idlewild & SoakZone as the World's Best Park for families. "We now have another reason to celebrate during what was already shaping up to be one of our most exciting summer seasons ever," said Idlewild's Jeff Croushore. "It is a great honor to receive this recognition from the members of NAPHA. This is fantastic news for our loyal guests, our local community, and members of our team."

Maine's **Funtown Splashtown USA** is adding a new tattoo stand dubbed Glitter Grotto this season. Located near the Dragon's Lair Arcade, Glitter Grotto offers guests the opportunity to get a variety of tattoo designs and colors.

Ripley's Aquarium of Myrtle Beach has opened an innovative, educational and fascinating new exhibit, Sharks - Perfect Predators. Featuring over a dozen species of sharks along with over 30 hands-on interactive displays, Sharks takes visitors beyond the superstitions surrounding sharks and shark attacks, and explores their daily struggle to survive. The show, created specifically for Ripley's Aquarium, is free with paid admission and will be on display throughout 2011.

Six Flags Entertainment Corporation announced that it has received the arbitrator's award in the company's pending arbitration with its former Chief Financial Officer, Jeffrey Speed. The arbitrator found in favor of Speed's claims and denied others. The amount of the award was \$23.65 million, plus interest and attorney's fees. Any potential costs associated with this case would be treated as a one-time restructuring charge. The company is disappointed in and disagrees with the arbitrator's award and is currently evaluating its options, including an appeal. Speed also has filed a claim with

the Department of Labor relating to his discharge. The company vigorously denies the allegations contained in such claim and will be filing its response shortly.

Mall of America recently announced its plan to replace 5,400 metal halide and high pressure sodium fixtures in the parking ramps with specially designed new fixtures featuring Light Emitting Diode (LED) technology from Acuity Brands, one of the world's leading providers of luminaires, lighting control systems and related products. The installation will begin in July of 2011. "To continue with our dedication to being environmentally responsible, we are thrilled to announce a project of this magnitude," said Rich Hoge, director of technical operations for Mall of America. "It is incredible to be able to reduce our parking ramp energy demand by two-thirds or in excess of an 800KW demand reduction."

Lo-Q plc won a 2011 Queen's Award for International Trade, in recognition of its outstanding business success in international markets. Lo-Q wins the award for the first time for its success in more than doubling exports and increasing overseas sales by 120 percent over three years. More than 90 percent of Lo-Q's sales are overseas, mainly in the United States, with growing presence in Australia, Italy, Spain and Germany as well as the U.K.

Herschend Family Entertainment has signed with Definition 6 to rebuild the Web sites for five of its largest properties, including Dollywood.com, SilverDollarCity.com, StoneMountainPark.com, NewportAquarium.com and AdventureAquarium.com. The goals of the project are to create a seamless booking experience for the company's guests.

EDSA has been designated with a Top Honors Gold Award for site plan design and utilization for the St. Regis Punta Mita Resort as distinguished by the American Resort Development Association (ARDA). The project was recognized for its overall design aesthetic, environmental sensitivity in planning and positive impact on the local community.

IpAuctions will sell the U.S. and foreign IP the assets of Electronic Game Card, Inc. EGC had signed licensing agreements among leading designers and manufacturers as recently as 2009. The company's lead product is their Game Card, a unique credit card-sized pocket game combining patent and patent-pending proprietary technology of interactive capability with 'instant win' excitement.

Back by popular demand, the **Kennywood Park Laser Spectacular** is all-new for 2011. This nightly laser show will take place over the lagoon and feature an awe-inspiring array of lasers, fire, and favorite songs all set to the sights and sounds of America's heartland on a huge screen next to the Racer. Also of interest to families, Kiddieland will be home to a new set of family restrooms.

BRIEFS

Private collection to be sold at Norton auction

ORLANDO, Fla. — On Saturday, September 24, several private collections will be sold at the Central Florida Fairgrounds in Orlando, Florida. The auction will be held inside a modern, climate-controlled building on the fairground site.

Among the outstanding items will be carousel horses and animals, circus posters, banners, elk mount, amusement park memorabilia in addition to related collectibles.

Quality consignments are being accepted to be included in the national advertising and color brochure. For more information, contact David Norton, Norton Auctioneers of Michigan at (800) 279-9063, by email at: nortonsold@cbpu.com, or visit their Web site at: www.nortonauctioneers.com.

Great Wolf Resorts selects new ad agency

MADISON, Wisc. — Great Wolf Resorts, Inc., recently announced that it has aligned with one of the country's leading advertising agencies, Hill Holliday. As the company's new agency of record, Boston-based Hill Holliday will provide full-service marketing communications and advertising programs for each of the company's 11 Great Wolf Lodge brand properties in the U.S. and Canada, effective immediately.

"We're thrilled to partner with Hill Holliday," said Nikki Donofrio, senior vice president of strategic brand marketing for Great Wolf Resorts. "As one of the most highly regarded agencies in the business, their innovative, forward-thinking approach to marketing solutions will be a true asset to our company as we continue to promote our portfolio of existing resorts, and launch new properties emerging from our business development pipeline."

Hill Holliday responded to an RFP issued earlier this year. Acting as lead agency, they will handle a full range of marketing needs for Great Wolf Resorts, including strategic planning and research, creative development, brand management, media planning and purchasing, direct marketing, data analytics, and account management.



Blue Mountain Station overview

Blue Mountain Station breaks ground

DAYTON, Wash. — Blue Mountain Station, the world's first eco-friendly natural and organic specialty food park, celebrated the official Phase 1 infrastructure groundbreaking on April 15, 2011.

Approximately three years in the making, Blue Mountain Station was developed by the Port of Columbia in Dayton, Washington, and designed to be the catalyst of a vertically-integrated program blending sustainable, locally-grown produce and natural and organic specialty food processing with the fun and entertainment of food tourism, all in a setting that respects the historical, environmental and architectural integrity of the region. It is planned that people from around the world will visit Blue Mountain Station to learn about agriculture and natural and organic food processing, tour specialty food companies, sample and purchase delicious healthy food at the on-site market.

SeaWorld San Diego saying goodbye to plastic bags

New paper and reusable bags will be available

SAN DIEGO—Starting this summer, SeaWorld San Diego will no longer use plastic bags at the park's gift shops. The marine-life park, which currently goes through more than one million bags each year, will be asking park guests to take a paper bag option or purchase a reusable bag.

The plastic bags will go away starting June 18 just as a new attraction opens at SeaWorld: the park's multi-level attraction "Turtle Reef," which takes guests on an interactive journey through the life cycle of sea turtles, including the threats they face in the wild and what people can do in their everyday lives to help these threatened and endangered species.

Plastic bags happen to be a huge problem for certain species of sea turtles, especially leatherbacks, as they sometimes mistake them for jelly-

fish. Turtle Reef, which opens June 18, will demonstrate this devastating impact, with dual aquariums on display in the attraction's gift shop: one with jellyfish and one with plastic bags.

"I think it's important that our guests can learn that they too can play a role in keeping trash and pollution out of the sea turtles' ocean environment," said Thad Dirksen, SeaWorld's curator of fishes.

Dirksen added that Turtle Reef will feature more than 60 threatened and endangered hawksbill and green sea turtles, including some that hatched at the marine-life park in 2009.

"We're proud of SeaWorld San Diego as they continue to demonstrate their leadership role in environmental stewardship by eliminating plastic bags in their park," said John Valencia, executive director of the San Diego Oceans Foundation. "Hundreds of thousands of sea turtles, whales and other marine animals die every year from ocean pollution by ingestion or entanglement of marine debris."



SeaWorld San Diego has announced that beginning June 18 the San Diego park is doing away with all plastic bags in its gift shops. Guests will be asked to take a paper bag option or to purchase a reusable bag.

COURTESY SEAWORLD

Doing away with plastic bags is just one element of SeaWorld's conservation practices: Every year, the park recycles millions of pounds of paper and plastic products, metals, greenery, food scraps, wetsuits, pallets, cooking oil, construction demolition debris and batteries, in addition to more traditional recyclable materials (3.5 million pounds in 2010 alone). Since 1996, the park has received a San Diego Recycler of the Year award 14 times and is a 12-time recipi-

ent of the prestigious State of California Waste Reduction Awards program.

In addition to recycling practices and eliminating plastic bags, SeaWorld is always looking to implement new and innovative ways to maintain nutritious diets for the park's animal population while being mindful of effective re-use practices. Examples include re-purposing items from the culinary operations department, such as feeding beef-baron bones to the polar bears

at Wild Arctic, and bread, fruits and lettuces to the domestic animals at "Pets Rule!"

SeaWorld also has hosted six electronic recycling events over the last four years. Since 2007, these events have collected 271,212 pounds and raised approximately \$27,370. These free collection events allow California residents to get rid of unwanted electronic items — such as TVs, VCRs, cell phones, computers and monitors — while helping out the environment at the same time. Proceeds from each event are donated to a conservation organization, which have included the SeaWorld & Busch Gardens Conservation Fund, the Chula Vista Nature Center and the San Diego Flyway Cities Coalition.

"SeaWorld is proud to be a responsible steward of the environment, not just here in our park, but in the oceans and the world we share," says SeaWorld park president, John Reilly. "We hope our actions will inspire others to take similar steps that, combined, can make a huge difference."

Preparations well underway for 2011 Golden Ticket Awards at Holiday World



Information on host hotel now available

STORY: Janice Witherow
jwitherow@amusementtoday.com

SANTA CLAUS, Ind. — Preparations for *Amusement Today's* 2011 Golden Ticket Awards hosted by Holiday World & Splashin' Safari in Santa Claus, Ind., on Friday and Saturday, Sept. 16-17 are well under way, and the two-day event promises to be a fun-filled "don't miss" industry occasion.

Information on the host hotel was recently finalized, and attendees can begin making reservations. Santa's Lodge, the closet hotel to Holi-

day World, will serve as the host hotel for the event. Rates are \$79.99 per night; plus tax. Reservations can be made by calling (812) 937-1902. Please use the code "Golden Tickets" when making reservations.

Special behind-the-scenes tours, a luau-style party and cocktail reception are being planned to kick-off the event on September 16. Other activities such as guided park tours, a day of experiencing Holiday World & Splashin' Safari in operation and the anticipated awards' show followed by a special dinner will entertain attendees on September 17.

To check out the general itinerary for the Golden Ticket Awards, please log on to www.GoldenTicketAwards.com.

GoldenTicketAwards.com. A more specific agenda for the event, which will outline all of the activities planned, will be released at a later date. This event is reserved for working professionals in the amusement industry; representatives from parks and attractions, manufacturers, suppliers and consultants are invited to join Holiday World and *Amusement Today* at this fun-filled celebration.

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*.



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	One Month Ago	05/17/11	High	Low
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MGM Mirage	\$13.40	\$14.54	\$16.94	\$8.92
Six Flags Ent. Corp.	\$69.55	\$78.45	\$78.39	\$31.85
CBS Corp.	\$24.60	\$26.07	\$27.72	\$12.26
Walt Disney Co.	\$42.04	\$41.01	\$44.34	\$30.72
Great Wolf Resorts, Inc.	\$2.08	\$2.90	\$3.35	\$1.78
Blackstone Group	\$19.00	\$16.04	\$19.63	\$8.93
Village Roadshow	\$4.17	\$4.15	\$4.45	\$1.82
NBC Universal	\$20.40	\$19.59	\$21.65	\$13.75

FUEL PRICES



Region (U.S.)	As of 05/17/11	Change from year ago
East Coast	\$4.075	\$0.966
Midwest	\$4.015	\$0.948
Gulf Coast	\$3.996	\$0.954
Mountain	\$4.134	\$0.977
West Coast	\$4.248	\$1.044
California	\$4.371	\$1.133

TOP 7 MOST TRADED CURRENCIES



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0.88864 CHF (Swiss Franc)
0.94607 AUD (Australian Dollar)
0.97164 CAD (Canadian Dollar)

PEOPLE WATCH

Tim Viox joins Leisure Labs team

Bob Dean, president of the Leisure Labs LLC based in Sarasota, Fla., announced that **Tim Viox** has joined the team. "Tim brings with him a set of engineering, project and technical skills that will immediately enhance the way we represent our partners (Mack Rides, Great Coasters International, Mondial Rides and I.E. Park/SOLI)" says Dean.



VIOX

Before joining the Leisure Labs LLC team, Tim served as the senior vice president of design/engineering/maintenance for PARC Management, LLC. In this role Tim led design and development for PARC, encompassing new business ventures in addition to improvements and expansions of existing properties. He was also responsible for overseeing engineering and maintenance. Tim's background includes 13 years at Busch Entertainment Corporation (BEC) in various roles directing design, engineering, maintenance, and project management activities.

Tim oversees the ASTM subcommittee that is responsible for developing standards related to Maintenance & Inspection of Amusement Rides & Devices. He is also a current member of the board of directors for AIMS (Amusement Industry Manufacturers & Suppliers, International).

Catherine H. Pilarz named 2011 ASTM chair

Catherine (Kitty) H. Pilarz, senior director of Mattel/Fisher-Price product safety in East Aurora, N.Y., has been named 2011 chairman of the board of directors of ASTM International, one of the world's largest and most diverse standards developing organizations. The chairman of the board is the highest elected position in the Pennsylvania-based ASTM International.

Pilarz, who has served on the ASTM board of directors since 2006, is vice chairman of new projects for ASTM Committee F15 on Consumer Products, co-chairman of Subcommittee F15.18 on cribs, toddler beds, play yards, bassinets, cradles and changing tables, and a participant in many other F15 subcommittees.

Pilarz is a member of the American Society of Mechanical Engineers and the American Society for Quality. Through ASQ,

she has earned the designations of certified reliability engineer and certified quality engineer.

Leadership team in place at Legoland Florida

With the appointment of the last five directors at Legoland Florida, the 150-acre Winter Haven, Fla. theme park is positioned to hire the remaining employees – anticipated to reach 1,000 by the park's October opening.

"After interviewing internal and external candidates from around the globe, I know that we've hired the absolutely best leadership team possible," said Adrian Jones, Legoland's Florida's general manager.

Jan Mahoney has been tapped as the director of operations. Joining the Florida team from Legoland California, Jan is a native Floridian who moved to California in 1998 to open the Legoland park in Carlsbad. Previously, Jan spent 14 years in a variety of escalating operational roles at Busch Gardens Tampa Bay.

Kim Jensen has been chosen to be the director of food and beverage. Moving to central Florida from Legoland Deutschland, Kim has been with the Legoland parks for 23 years after starting his career in a popcorn stand at Legoland Billund.

Teresa Vaughn joins the team as director of human resources and carries 20 years of theme park experience from Walt Disney World and SeaWorld Orlando. Her most recent position was working in Polk County at Bunch & Associates.

Erik Hendrickson is the new director of retail and joins the opening team with 15 years experience in the retail business including stints at Universal Studios and Lego. While on the Lego team, Erik was responsible for overseeing operational support for 25 retail store locations and warehouse facilities.

David Johnson is moving to central Florida from one of Merlin Entertainments Group U.K. resort theme parks, Warwick Castle, to become Legoland Florida's director of finance. David brings 15 years of experience in the leisure and attractions sector.

The five directors join **Kim Isemann**, director of sales & marketing and **Jim Miller**, director of ride maintenance on the leadership team reporting directly to **Adrian Jones**.

Triple Five to operate complex at Meadowlands

EAST RUTHERFORD, N.J.—Triple Five, owner of some of the world's largest and most visited retail destinations, announced design plans and a new name for the Meadowlands entertainment and retail complex in East Rutherford, New Jersey. Triple Five will transform the existing space, now renamed the American Dream Meadowlands, into what is billed as the world's largest and premier tourism, entertainment and retail destination eventually reaching 7.5 million square feet. The complex, at a cost of U.S. \$3.7 billion, is expected to attract 55 million annual visits.

Triple Five has 35 years of experience in the development and management of large entertainment and retail projects, most notably, Mall of America in Minnesota, United States, and West Edmonton Mall in Alberta, Canada. Combined, the two complexes attract more than 60 million visitors annually.

"We selected the name American Dream because it connotes opportunity," said Nader Ghermezian, chairman, Triple Five. "It represents opportunity for new jobs, to drive tourism, to generate tax revenue and to offer people of all ages from around the world a unique place with unparalleled retail, entertainment and attraction options every day of the year."

American Dream will provide three million square feet of retail and amusement offerings and 4.5 million square feet in hotels and entertainment venues.

American Dream at Meadowlands is scheduled to open in late 2013.

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NEWS & NOTES

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Perfect relationships

Mike Gutknecht

Ride Entertainment
Group of Companies
and AIMS president
mike@ride
entertainment.com

My dad's name is Leroy, but you better not call him that. He prefers Nick, a name he was given when he was in the Air Force back in the early 1950's. Quite frankly, I don't know what happened to the last guy that called him Leroy, but I'm sure he regrets it to this day.



GUTKNECHT

When dad got out of the service, he pursued an engineering degree at Drake University in Ames, Iowa. Shortly thereafter, he began his career as a mechanical/design engineer designing items as diverse as tractor cabs, dragsters and amusement rides. During the last 30 years, he's become recognized as one of the best gaming machine designers in the country. If you've ever played slot machines in Las Vegas, chances are you've had a hand in designing. He's one of those guys I almost hate, but trust me, it's only because I'm jealous of his talents more than I could ever put in words.

Like most dads, my dad has offered me varied advice from time to time. Of all the random bits of advice I've received, there is one in particular that seems to stick with me. He told me that "the perfect relationship is one in which each partner complements the other." I'm fairly certain that he was referencing a personal relationship when he offered me this tidbit; however, I can't help but think that it goes way beyond personal relation-

ships. I started thinking how a simple comment like this can be applied to the business world as well.

When I meet new acquaintances and we begin to talk "shop." I am often confronted with the comment of how cool it must be to work in this great industry; and I never fail to I reply that it is indeed very cool and I am certainly blessed. I think it's a fair statement to say that this industry has complemented my career. I can only hope that by my work and dedication, I am complementing the company I work for as well as other organizations I am affiliated with.

Taking it one step further, AIMS is the perfect complement to the amusement industry. Whether attending the maintenance, operations, waterpark, or inspector track, the knowledge imparted to each student at the annual AIMS Safety Seminar complements the knowledge base of that student. Likewise, by taking this information and applying it to their environment to make the amusement industry safer, each student complements the AIMS organization. Today's students are tomorrow's teachers. AIMS is proud to offer an educational program that complements the careers of its students, teachers and the amusement industry as a whole.

Speaking of complements, I'd like to welcome the new members to the AIMS board of directors. Francee Gonzalez, Maud Hendricks, Timo Klaus, Doug Schmidt and Tim Viox took their place on the AIMS board April 1. We are very proud to introduce them as the perfect complement to the already prestigious AIMS board of directors.

AIMS member spotlight: Torsten Denka

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

Torstsen Denka Morey's Piers Maintenance Supervisor

Torstsen Denka is employed by Morey's Piers in Wildwood, N.J. and enjoys working in an environment that keeps him close to the ocean. In 2010 he attended the AIMS Safety Seminar in Orlando, Florida. While there, he took a little time to answer some questions for AIMS News & Notes.



DENKA

How did you get started in the amusement business?

"I grew up going to Wildwood Amusement Park. During those developmental years I acquired a love for the amusement park business and thought that working on amusement rides would be an awesome career. Finally after many years of visiting Wildwood, I had the opportunity to move here for my father's business. He sold the business a few years later and the door opened for me to work at Morey's Piers. From that moment on I have been in love with the amusement industry!"

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

"I did a couple of different things. I worked as a partner in my father's vending machine business and I was also a professional motocross racer. Both careers gave me the tools needed to be a technician and I was able to carry my knowledge into the amusement business!"

What do you do in your free time?

"I enjoy cycling and photography but most of all I like playing with my 4 year old son!"

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

"It is a seaside resort! I can combine a couple of things I really enjoy such as being at the beach while being in the thrill of amusement rides. Watching the sun come up in the morning over the ocean while standing at the top of our Vekoma SLC is

also a bonus!"

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

"Typically it would be kiddie rides but perhaps that is because they are not as sophisticated as the bigger rides. Generally the Hampton Cycle and the Kiddie Boats give us the least amount trouble."

How long have you worked at the present facility?

"I have been at Morey's Piers since 2000."

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

"I have learned how to better handle the day-to-day issues with my team technicians and better communicate with the various other departments at our facility."

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

"'Dealing with Today's Workforce,' taught by Patty Beazley with When Pigs Fly. She presented a very interesting class that covered techniques on how to deal with a variety of employees from the teenager to the more mature worker. She presented specific ideas that I could directly use in my job."

Why should someone attend the AIMS Safety Seminar?

"The classes definitely provide an opportunity of learning but the networking with others is particularly important. Being able to share with others from a variety of facilities who may have the same issues is extremely valuable. One is able to learn and get new ideas that can be carried back to their own facility."

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

"There are advantages and disadvantages of being with the IAAPA Expo but overall it was a very good experience, one I would recommend for anyone in the amusement industry who wants to network with others and learn new things. I found the instructors to be well prepared and organized for the classes they were presenting."

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

"The person that stands out in my mind is Patty Beazley. From her, I have learned better ways to manage my team and how to deal with the day to day issues with more confidence and skill."

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Premier Rides Jim Seay kicks off AIMS safety conference

COLOMBIA – Premier Rides' president and ASTM's F24 chairman, Jim Seay, delivered a keynote speech on ride safety standards and the importance of training at the 2011 Latin American Amusement Expo held April 6-8 by the Colombian Amusement Association.



SEAY

SAFETY

The keynote presentation focused on the accomplishments the industry has shared over the last decade with the overall reduction of incidents, but also highlighted concerns raised by recent international incidents. Seay discussed the need for countries to both adopt current global safety

standards like ASTM F24 and to establish effective training and certification programs. Statistics from the United States were presented that showed a downward trend in incidences and Seay credited both the International Association of Amusement Parks and Attractions (IAAPA) and safety education groups like AIMS, for their dedicated efforts on safety through education, outreach, and notification.

Seay then presented the significant current activity of the ASTM F24 Safety Standards Committee and focused on a new global F24 subcommittee that has been set up to allow countries to adopt F24 and have a country specific section to address unique priorities. While a significant number of countries around the world have already ad-

▶ See SAFETY, page 40

AIMS INTERNATIONAL AMUSEMENT INDUSTRY MANUFACTURERS AND SUPPLIERS INTERNATIONAL



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► SAFETY

Continued from page 39

opted F24, including the conference host country, Colombia, the novel approach of having a system to recognize country specific policies such as specialized electric codes has been well received. Seay announced Canada has been the first to get their own standard.

Seay went on to strongly encourage facilities establish a culture of safety that includes training and certification so that standards are not only understood and followed, but there is a clear understanding of how important safety standards are and that they can make a difference. Seay reviewed the AIMS certification program and suggested that ACOLAP, IAAPA, and AIMS work together to develop in Colombia a pilot program for Latin America that creates local safety ambassadors that can provide education and certification services. This can be done both in the native tongue and in a manner where a significant financial investment is not a barrier.

About ACOLAP

ACOLAP is a nonprofit amusement industry association that promotes development, innovation and growth of entertainment and fun in Colombia. The organization focuses on establishing and promoting good management practices, security, maintenance and operation of the fun sector. For more information, please visit <http://www.acolap.org.co/>.

Seay commented, "In spite of an enviable safety record, our industry must be vigilant when it comes to the safety of our guests and employees. It is critical that each person understands why we must be passionate about safety and how their actions can impact the lives of others."

Julio Vanegas, Carruseles' general manager and one of ACOLAP's board members and founders noted, "I very much appreciate the spirit of cooperation that Jim Seay offered. The Latin American amusement industry is growing rapidly with many new high quality facilities. We look forward to working with our global partners so that we can continue to offer our guest safe clean fun."

IALDA gathers during IAAPA Attractions Expo



Members of the International Amusement and Leisure Defense Association (IALDA) took time out of their meeting schedule during the IAAPA Attractions Expo this past November for AT. Shown here standing, left to right, are: Jerry Landers, Joe Hassinger, Don Ornelas, Paul Tetreault, Kurt Anselmi, Dave Daly, Jeff Johnson, Bryan T. Pope, Lary Zucker, Boyd Jensen and Joe Brownlee. Seated left to right are: Alicia Schweyer, Debbie Sweeney, Joe McCarthy and Gaylee Gillim. During their Orlando meeting the group put on a mock trial at the AIMS Safety Seminar, taught a deposition class during AIMS and hosted the legal roundtable segment during IAAPA. IALDA also nominated and re-elected its officers for another year of service, those being, Joe Hassinger, president; Bryan T. Pope, vice president; Gaylee Gillim, secretary and Dave Bennett, treasurer.
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MIDWAY

CARNIVALS

STATE FAIRS

REVENUE

SUPPLIERS

BRIEF

California budget cuts could hurt many of the state's fairs

As California state lawmakers continue to struggle to come up with a budget, California's 78 fairs are keeping a close eye on the proceedings.

That's because one recommendation presented earlier in the year from Governor Jerry Brown's office proposed cutting \$32 million that has been going to the fairs.

This cut for the fairs would not affect them equally. Some may not be impacted at all while some may be forced to close.

According to a report posted March 10 by the Californiawatch.com, "larger fairs in populated areas have a more diversified revenue stream and are less dependent on the state funding."

A report posted April 23 by the San Francisco Examiner stated that the San Mateo (Calif.) Event Center could lose about \$100,000 in state fair funds. But, officials are predicting no impact on the nine-day San Mateo County Fair, set for June 11-19, 2011, because it is largely self-sufficient.

Officials did say they had cut pre-sale ticket prices by \$2 and added more free entrance days in hopes of boosting attendance, which dipped to 110,000 last year from 135,000 in 2009.

That report went on to state that the Cow Palace ▶ See BUDGET, page 42

Brinkleys have found diversification, creativity profitable for successful business

STORY: Pam Sherborne
psherborne@amusementtoday.com

WALNUT GROVE, N.C. — Bess Brinkley is adapting to the times.

She and her family have found it more profitable in these difficult economic times to diversify and offer a variety of services. She and her husband, Bobby Brinkley, own Brinkley Entertainment, a carnival with a total of between 20-25 rides, at any given time. The couple also partnered with her mother, Bettie McBride, with McBride Concessions, which is famous for their barbecue, among other products. Brinkley said her grandfather, Woody McBride, started that business.

CARNIVALS

Both companies are based in Walnut Grove, N.C., where Brinkley's husband has an extensive shop. And, she said, he is very adept at refurbishing and, actually, rebuilding rides. His abilities there have reduced their costs in purchases. For example, last year they were moving their Eyerly Hog Drop down the interstate near Charlotte, N.C.

"The hydraulics shorted and it lifted under a bridge," she said. "We had to total it. We got it back to the shop, but, in order to fill some of our ride obligations, we had to make a purchase late in the season. So, we purchased an Eyerly Rock-O-Plane."

They used this ride for the remainder of the season.

"But, like my mom said, the ride was nice but just hadn't been 'Brinkleyrized,'" she said. "That is, Bobby hadn't gotten it into the shop."



Not only did he fix and refurbish the Hog Drop, he bought another Rock-O-Plane and made one ride out of two, taking the best of both. The Hog Drop came out of the shop about two weeks ago, along with several others.

"He goes over our rides every two years or so," she said. "By the time we've had a ride for a while, you really can't tell who the original manufacturer was."

And, Bess has taken another step in another direction. When the economy went into its tailspin, she lost quite a few of her large corporate picnics. Her festivals were also hurting. She wasn't content to ▶ See BRINKLEY, page 46



This Eyerly Rock-O-Plane was purchased by Brinkley Entertainment, Walnut Grove, N.C., last season. During the off-season, Bobby Brinkley purchased a second Rock-O-Plane and, in his shop, combined the two rides to make one. Along with their rides, the Brinkleys also carry this Treat Street trailer to some of their dates, depending on size. This trailer was manufactured by Uni-Glide, Venice, Fla.

COURTESY BRINKLEY ENTERTAINMENT



McBride Concessions, owned by Bess and Bobby Brinkley in partnership with Bess Brinkley's mother, Bettie McBride, is the largest independent concessionaire at the Dixie Classic Fair, Winston-Salem, N.C., and the North Carolina State Fair, Raleigh, where they set up a large food concession to sell their famous barbecue as well as other offerings.

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Dartron's The Rave to be completed by August

STORY: Pam Sherborne
psherborne@amusementtoday.com

SALEM, Ore. — Albert Frieden, managing member, Battech Enterprises LLC, is getting ready to see his first ride under the Dartron name hit the road this season.

The ride, called The Rave, was purchased by Kyle Brady, Playworld Amusements, Alma, Mich., and should be ready by this August. Frieden said it has already been booked into the Minnesota State Fair, Minneapolis, set for Aug. 25-Sept. 5, and the State Fair of Texas, Dallas, Sept. 30-Oct. 23.

"The Rave is a rotor-type ride which is mounted on a 28-foot trailer," Frieden said. "When it is set up, it has a midway presence of 46 feet long and 27 feet tall."

Riders stand inside a 14-foot diameter circle. That circle begins to spin and when it gets up to 33 mph, the floor drops out. Riders are stuck to the walls for 30 seconds. The ride lasts for about one and half minutes.

"It takes about 30 seconds to get up to speed and then the floor drops out for another 30 seconds," Frieden said. "It takes another 30 seconds for the reduction of

speed and then it stops."

There are no straps. It is the speed of the ride, along with gravity, that holds the rider against the walls.

Ride capacity is 20 adults or 30 children per ride.

Frieden said he has had a lot of interest in the ride. When he showcased it at the International Independent Showmen's Association trade show last February, it was still in design phase. There were renderings, but it was still not the actual ride.

"We are happy it is going to Minnesota," he said. "All the new rides debut there.

The fair is good at publishing how the rides do there so everyone looks there."

Frieden's partnership purchased Dartron in November of 2009. The company is still manufacturing rides and parts in Salem, Ore. This is the first new ride to come out under the Dartron name, a name that will soon be something of the past.

"We kept the name as vendor and customer service, until everyone gets used to the change," he said. "We expect to totally phase out the name Dartron within the next year or so. Then, everything will be under Battech Enterprises LLC."

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►BUDGET

Continued from page 41
could lose \$140,000 of its \$4.5 million budget, "which the Daly City venue currently uses to support the Junior Grand National during the nine-day Grand National Rodeo in October."

Cow Palace General Manager Joe Barkett told the Examiner that the rodeo will go on, but the state cut would likely mean reducing the several hundred prizes — ranging from \$2 to several thousand dollars — for the cows, sheep, pigs and other animals presented at the show.

The Salinas Valley Fair, King City, Calif., which was held May 12-15, 2011, could lose about \$150,000 and the Monterey (Calif.) County Fair, set for Aug. 31-Sept. 5, 2011, could lose about \$115,000 or about six percent of its budget.

Even though some fairs may feel little impact from this proposed cut, these fairs could still face higher costs if smaller fairs are forced to close, Steve Chambers, president of the Western Fairs Association, was quoted as saying.

"Traveling ride operators and food vendors who rely on a network of fairs could charge higher fees, and the joint insurance pool that all fairs use could get more expensive, he said."

It has been estimated that state fairs generate as much as \$127 million in revenues for the state, primarily in sales and income taxes.



Winds blew in spring, Brown's still upbeat

STORY: Pam Sherborne
 psherborne@amusementtoday.com

MESA, Ariz. — Extreme weather seems to be a trend across the U.S., whether rain, heat, snow and wind.

For Brown's Amusements, Mesa, Ariz., it has been the wind in 2011.

"It has been the windiest spring that I can remember in Arizona," Danny Brown said. "There has just been wind, wind, and lots of wind, all the way through April."

On May 12, Danny was in Colorado on his way to his first spot in that state. He and his wife, Sherry Brown, both second generation industry members, began their season the first week of February. They spent the late winter and early spring playing county festivals.

CARNIVALS

As long as the wind gusts held down, business has been pretty good for them.

The Browns didn't make any major new purchases this year.

"We bought a new truck last year," Brown said. "We really spent our off-season working on the equipment we already have."

The show has about 32 rides. They painted, cleaned and refurbished them over the winter to get ready for the 2011 season.

The show will go into two units during parts of the season, carrying 15 and 16 rides or splitting into 18 and 14. For example, the show will be together for most of the month in September, then split for October. They will come back together in the middle of November and finish out the season together.

"It really just depends on what we're doing," he said. "We meet up and then split up again."

He did change his route some this year to accommodate for the rising fuel prices. Traveling north into Colorado the second week of May, he was seeing diesel prices range from \$4.09 to \$4.15. He had heard talk about the possibility of the prices dropping. He hopes that is true.

▶ See BROWNS, page 44

Brown's Amusements, Mesa, Ariz., carries about 32 rides when not split into two separate units. The carnival has had a windy start to the 2011 season, but in the first week of May, things looked like they were improving.

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MIDWAY BRIEFS

Compiled by Pam Sherborne

Washington Co. Fair has high hopes for 2011

HILLSBORO, Ore.—The Washington County Fair held here annually in July is expected to increase in attendance this year.

According to local reports in the *Hillsboro Argus News*, the fair board hopes to reach an attendance of 100,000 this year.

One reason for the optimism when the fair rolls around July 28-31, 2011, is a change in carnival operator. Butler Amusements, Fairfield, Calif., is expected to bring in 20 percent more rides than previous vendors.

Funtastic Shows, Portland, Ore., had been the carnival provider.

Construction is also taking place on the grounds. In March, the fair board approved altering the amphitheater by tearing part of it down to allow seating for more than 3,800 patrons.

In addition, the county is working with a new nonprofit, the Memorial Fund for Veterans of Washington County, to place paving stones bearing the names and service of veterans at the entrance of the fair. Each stone will cost \$75

Headline entertainment set for Wisconsin Fair

WEST ALLIS, Wis.—Officials at Wisconsin State Fair announced headline entertainment slated for the Cousins Subs Amphitheater during the 160th celebration of the Wisconsin State Fair, set for Aug. 4-14.

The Cousins Subs Amphitheater with evening entertainment presented by Leinenkugel's will offer fairgoers an assortment of musical and variety acts that are free with admission.

Featured headliners include: Texaco Country Showdown with Danielle Peck and Ty Brown; Here Comes The Mummies; Daryl Stuermer: Genesis Rewired; Kids From Wisconsin; Foghat; Ricky Nelson Remembered; Uriah Heep; Vertical Horizon; Blackberry Smoke; Stephen Percy the Voice of Ratt; Brian Stace, and Mr. & Mrs. State Fair Physique Championships.

New at the amphitheater this year, fairgoers will be entertained by Magician Dan Sperry who will perform twice each evening Aug. 4-8. Sperry was featured on season five of NBC's "America's Got Talent."

The Wisconsin State Fair offers 30 free entertainment stages, thousands of animals, endless family activities, contests, vendors and culinary delights.

Murphy Brothers Expositions, Tulsa, Okla., will provide the midway for the 2011 Wisconsin State Fair.

Guadagno goes green, finds dates good

GARDEN GROVE, Calif.—Tony Guadagno, owner, Guadagno & Sons Amusements, Garden Grove, Calif., has made the commitment to go green by eliminating over half of its daily paper usage by using computers to aid in daily operations.

Currently, all of the daily ride inspections are conducted via tablet computers and don't require any paper.

Guadagno is in a good location to think green, but it hasn't really improved his show's profitability. He said his money goes much quicker than it comes.

"Our dates have been going really, really well," Guadagno said. "But, with insurance, taxes and everything else we have to pay out, we can make it but we can't keep it."

Guadagno has been in the business since he was 16 years old. He father, John Guadagno, started the show in 1954. He took over from his father. Two of his sons, Chris and Joe Guadagno, are now his partners.

"My other son, Tony, Jr., is the midway coordinator at the Del Mar County Fair," Guadagno said. "He also has his own show, Carnival Midway Attractions."

Guadagno plays about 40 to 50 dates a year, providing rides to city events, Catholic events and other festivals. He also plays the Del Mar County Fair's independent midway, as well as Ventura's independent midway.

He has about 30 rides and a candy wagon. He will book in games and other food vendors for some of his dates.

HitchHiker concession trailer goes to Butler Amusements



Holly and Jeff Swartz, owners of HitchHiker Mfg., New Middletown, Ohio, stand in front of one of the company's new Funnel Cake trailers. It was just about ready to go out to Kris and Mick Brajevich, Butler Amusements, Fairfield, Calif. The trailer has add-on counters on both sides and foldout panels if it is used in a line-up style instead of center style. AT/SUE NICHOLS

► BROWNS

Continued from page 43

Last year, his show traveled under 6,000 miles. This year, he is looking at about 5,300 miles.

"We also cut down some of our operating hours," he said. "Some of our spots want us to open early, but we talked to some of them to change that. They like us to open, but if there is no one on the grounds, it costs us. So, in some of our spots, we will be opening later in the day."

The show started changing from paper tickets to tokens a little over two years ago. The changeover is complete now and Brown said it has had excellent results. He has seen a much better control on money.

There are several kiosks throughout the midway where guests can purchase their tokens.

Another thing that has been going well is their pre-sale program on wristbands.

"Everyone is looking for a bargain," he said. "So, we work with that."

Brown has also managed to continue his foreign labor program. He uses about 50 workers whom he is able to get back year after year. His foreign work force is from Mexico.

"We use them for our rides, games and food," he said. "We started it about seven years ago and they do a great job for us. It has really been a plus for us."

Sippers By Design introduces The Wedge

GIBSONTON, Fla.—Lisa Dominique, owner and president of Sippers By Design, Miami, has been busy this season getting the word out about her new 32-ounce Wedge citrus-shaped cup. She is offering the cup in both green and yellow. It has a straw that can fold over when not in use and has a strap that makes carrying it around easier.

Dominique first showed her Wedge at the International Independent Showmen's Association trade show, held in Gibsonton, Fla., last February. She said it was getting a lot of attention.

She was also showing her new Sip-n-Plate, a handy way to carry a drink and plate of food for those social events such as tailgating, festivals, concerts and more. The product makes it possible to keep one hand free while carrying a drink and food.



Sippers By Design displayed their new Wedge cup during the IISA Gibtown show. Shown here at the Sippers booth were l to r: Christie Walker and Lisa Dominique, company president.

AT PHOTOS





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Wapello enjoys Gibtown show

Nikki Hardin, left, and June Hardin, both with Wapello Fabrication Co. of Wapello, Iowa reported good leads during the IISA Gibtown show this past February. The company, now more than 30 years in business, is a leading manufacturer of inflatable attractions for the fixed and outdoor mobile amusement industry.

AT PHOTO



►BRINKLEY Continued from page 41

sit back and watch that happen.

About two years ago, she began to do some marketing. Some of the companies that had been holding corporate picnics no longer had that kind of money, but they had some.

"So, I would get them together with the festivals and they would become the corporate sponsor for the event,"

she said. "Then, we offered the company a mini three-hour picnic to their employees, say on a Thursday evening of a four-day festival. I got my festivals connected and everyone benefited."

It has worked very well.

Brinkley Entertainment travels as far north as the Washington, D.C., area; as far south as Charleston, S.C., and over into Ohio and West Virginia. They play festivals and book into larger fairs as independents.

"McBride is the largest independent concession at the Dixie Classic and the State Fair in North Carolina," she said. "Sometimes we will take a popper for some of our festivals, or a grab, lemonade or turkey leg."

The Dixie Classic Fair, held in Winston-Salem, N.C., is scheduled for Sept. 30-October 9, 2011, and the North Carolina State Fair, Raleigh, is set for Oct. 13-23.

They divide their carnival into two units for some festivals, carrying between eight and 12 rides in each.

She hopes the season will be a good one this year. She doesn't expect her corporate picnics to ever come back like they were before. Some companies that used to hire her, such as Baptist Hospital and American Express, had as many as 14,000 to 16,000 people at one event.

"I don't think that will ever happen again," she said. "Even if they have the money now, I doubt they will spend it like that. I am picking up picnics for about 400 or so."

Which has been good.

She said they also purchased a water game from Bob's Space Racers, Daytona Beach, Fla. That has given them another offering to guests.

"We also have several picnic-type games," she said.

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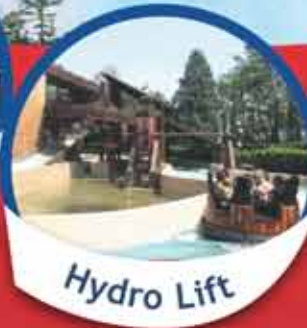
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