

INSIDE:

Main Event scores in out-of-home sector
PAGE 28



March 2017 | Vol. 20 • Issue 12

www.amusementtoday.com

Amusement Expo International plays in Dallas for 2017

New education classes offered prior to show floor

AT: Tim Baldwin
tbaldwin@amusementtoday.com

DALLAS, Texas — It's often said: "Everything is bigger in Texas." Whether wholly true or not, this year's Amusement Expo International (AEI) could potentially offer testimony to that expression.

Peter Gustafson, executive vice president of American Amusement Machine Association (AAMA), said, "I'm happy to report that the exhibition space is more than any previous show. We had to find more [hotel] space to house people."

"We've had to redraw the floor plan like six times," laughed Kelly Glasgow, event coordinator for W. T. Glasgow, Inc., the organizers that manage the event.

"The first Expo was held in 2010," said Gustafson. "That was the coming together of two independent trade shows — the Amusement & Music Operators Association (AMOA) Show in the fall and the Amusement Showcase International (ASI) in the spring. As we saw the economy starting to struggle in the preceding decade, we saw attendance go down. We got our friends together and decided: One industry, one show. We created the Amuse-



ment Expo, renamed a couple of years ago to the Amusement Expo International, intentionally to reach beyond the borders and bring in attendees outside the United States."

Prior to the trade show floor opening on March 15, a full-day education program is on offer for registered attendees at host hotel Sheraton Dallas on Tuesday, March 14.

Tony Leone, sales master with the Sales Funnel seminars, will be the keynote speaker. Leone will share insights and proven methods on how to achieve goals of organic growth, differentiating a company from the competition, improving customer loyalty, building employee retention and more.

The day of seminars will include "Trends and Attractions Within FECs," "Cultivating the Next Generation of Pool/Dart League Players," "Exploring Emerging Growth Opportunities," "How to Compete with the National Chains," "The Evolution of FECs and How to Not Get Left Behind," as well as several other classes dedicated to best practices. Workshops will be centered along two paths: Amusement Route and FEC Focus. A joint clos-

ing session that Tuesday will feature speaker Tim Zahn, American Amusement Arcades, with his presentation: "Making a Big Impression with a Small-Footprint FEC."

"I think there is a lot to learn there," says Jack Cook, president of Bob's Space Racers, an annual exhibitor. "Attendees should definitely look at some of the workshops. IAAPA does a great job with meetings and this show does a great job with meetings. For anyone who is new in the industry, it is definitely a place to learn about things and get started in the right direction. It is very easy to get started in the wrong direction in this business."

Gustafson agreed. "If I was a first-time attendee, I would hit the education programs. If you are a brand-new FEC operator, that's where you will want to start. There is the more traditional operator with the nightclubs and movie theaters and so forth. But, we have a growing attendee [base] with the FEC community. So we have two education tracks. The presenters are people who are successful at what you do every day."

The evening of March 14 will shine with an All Indus-



Amusement Expo International 2017 has moved its show from Las Vegas to Dallas for the first time. The move appears to be a positive one as pre-show exhibition space bookings are the largest ever. This is the event's seventh year. AT/FILE

try Gala, which is open to all showgoers with badges.

"The gala is a cool evolution," said Gustafson. "It used to be after the first day of the trade show, but we have put it to immediately follow the educational program. The results have been well beyond our expectations. The people literally move from the education sessions right into the gala. So, the conversations started in the educational program flow right into the gala. You can listen and network and continue the conversation."

Wednesday and Thursday, March 15 and 16, the expo moves to the Kay Bailey Hutchinson Convention Center (formerly the Dallas Convention Center). There, attendees will see more than

135 exhibitors and vendors promoting the latest in games, products and services.

The event is cosponsored by AAMA and AMOA. It is co-located with the National Bulk Vendors Association and Laser Tag Convention 2017.

"We're trying to create greater relevance for attendees," said Gustafson. "With these various gatherings grouped on one show floor, AEI offers more for those in attendance."

"I think people should attend both IAAPA and AEI," said Cook. "IAAPA is a big show where you can get lost if you are trying to cover everything. If you are an FEC operator, this show is focused

► See EXPO, page 5

NEWSPAPER
POSTMASTER: Dated material.
PLEASE RUSH!
Mailed Tuesday, February 21, 2017

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

Amusement TODAY 1997-2017 YEARS OF NEWS

Digital Edition App now available!

All the Industry News you need - wherever & whenever you need it!

Download our app FREE today!

Every issue available on your Apple or Android Device!



NEWSTALK

EDITORIAL: Gary Slade, gslade@amusementtoday.com

Family fun centers thriving across U.S.



Slade

There is no doubt about it: Travel to just about any city in the U.S. and its almost a sure bet that one will find a family fun center, thriving under the glow of colored LED lights.

Arcade games, laser tag and ropes courses await kids and early teens. Within the same you can brush up on your bowling skills on sleek new lanes outfitted with colorful lighting, video and music for individual or group play. All this fun soon works up an appetite, so food and drink are now offered with menus that rival any high-end sports bar or family restaurants. Top it off with some miniature golf, a go-kart track, and/or a zipline experience, and it's easy to see that today's guests don't have to travel far to enjoy a day, night or weekend out from their normal activities.

Main Event Entertainment, Dave & Busters, Topgolf, SpeedZone, Boomers and many other big chains are just part of the reason the FEC industry is seeing an upward attendance trend.

As Amusement Expo International gets underway for the first time in Dallas, Texas, a packed trade show floor of exhibitors awaits attendees with the latest and greatest in arcade equipment, food and beverage, and new game technologies.

Now, it's time to get back to the bowling lanes and chasing that elusive perfect 300 game!

Safety Seminars see record attendance

Throughout this issue, *AT* recaps several late-January/early-February safety seminars. All seem to be reporting one great common theme: record student attendance!

AT is the only trade newspaper promoting and supporting industry safety in every issue throughout the year, having published 74 pages of news and advertising related to safety, maintenance and education in 2016.

As *AT* continues this coverage in 2017, we invite all suppliers, parks and safety-related associations to keep us updated with your news, people items and crew photos. If you have a product or service related to amusement industry safety, *AT* is your advertising outlet for promoting directly to industry professionals. If you are not yet a subscriber, please call us at (817) 460-7220 to sign-up today.

FLINT'S VIEW: Bubba Flint



INDUSTRY OPINION: Dean Lamanna, dlananna@amusementtoday.com

Out-of-home entertainment's rapid evolution

With Amusement Expo International taking place in Dallas, Texas, this month, it's as good a time as any to take stock of the industry sector known as out-of-home entertainment. Or, perhaps, to buy stock in it: Per reports in January, Chuck E. Cheese's, the 40-year-old family entertainment center (FEC) chain leader, was being readied for an initial public offering valued at more than \$1 billion.

But there's more to the business than a cheeky animatronic mouse-scot. From pizza-serving FECs to roomier, more amenity-filled entertainment venues with better dining, full-service bars and Wi-Fi along with bowling, laser tag and virtual reality (VR)-based experiences, out-of-home entertainment is evolving — and growing — in response to new technology and changing consumer social habits.

The sector's location-based nature, versatility and pay-as-you-play affordability are its primary assets. Entertainment centers of all kinds are providing fun that doesn't require massive acreage — and doesn't dent the average patron's budget. They offer an impulsive, convenient recreational fix.

Expanding chains such as bowling-anchored, Plano, Texas-based Main Event Entertainment (see story, page 28) and metro Atlanta, Ga.-based Stars and Strikes have taken the FEC to a hipper level that



Lamanna

emphasizes a kind of active comfort — attracting young adults as well as families and group outings with sleek décor, hand-crafted cocktails and upgraded menus. Coin-Op Game Room of San Diego, Calif., delivers vintage "barcade" chic on a more intimate urban neighborhood scale; additional locations have opened in Sacramento and San Francisco.

Meanwhile, a just-announced project in Nashville, Tenn., demonstrates that innovation is limitless in this sector. August Moon, a 40,000-square-foot mock indoor drive-in with dining, seating in classic cars and movie set-style atmospherics (including a piped-in "meadow air" scent) beneath an air-supported dome, is expected to open in 2018.

Brent Bushnell, son of Chuck E. Cheese's founder (and Atari co-founder) Nolan Bushnell, also is wading into the entertainment center realm with an immersive, art-meets-science endeavor called Two Bit Circus — a VR/augmented reality-heavy, partly robot-staffed "micro amusement park" that will debut in Los Angeles later this year before a planned nationwide rollout.

"The latest tech," said Bushnell recently, "has just blown the doors open on a whole new world...." Can't wait to see what lies across the threshold.

Amusement TODAY
Your Amusement Industry NEWS Leader

Call **(817) 460-7220** for advertising, circulation or editorial inquiries



Amusement Today is an independent, privately-owned trade newspaper published 14 times per year by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Print issues are \$50 per year and are mailed Presort Standard Postage (permit No. 2069) Pre-Paid Fort Worth, Texas. The entire contents of this newspaper, and its related websites, are Copyrighted and Trademarked 2017 by Amusement Today Inc., all rights reserved.

Address: P.O. Box 5427, Arlington, Texas 76005-5427, USA
Deliveries: 2012 E. Randol Mill Road #203, Arlington, Texas 76011, USA
Phone: (817) 460-7220
Fax: (817) 265-NEWS (6397)
Websites: www.AmusementToday.com, www.GoldenTicketAwards.com

Founder, Publisher and Editor
Gary Slade • (817) 460-7220 x3
gslade@amusementtoday.com

Accounting & Classified
Sammy Piccola • (817) 460-7220 x1
spiccola@amusementtoday.com

Advertising
Sue Nichols • (615) 477-5432
snichols@amusementtoday.com

Special Projects & Editorial
Jeffrey Seifert • (817) 460-7220 x2
jseifert@amusementtoday.com

Social Media & Editorial
Dean Lamanna
dlananna@amusementtoday.com

Editorial
Tim Baldwin
tbaldwin@amusementtoday.com

B. Derek Shaw • (717) 650-8330
bdshaw@amusementtoday.com

Pam Sherborne • (615) 308-3310
psherborne@amusementtoday.com

Monthly Contributors
Dan Feicht, Bubba Flint, Harold Hudson,
Andrew Mellor, Richard Munch,
Janice Witherow

**Print Issue & Extra Extra
Desktop Edition Production
Website Maintenance**
John Robinson • (513) 256-1441
AT@whrobinsoninc.com

Association Memberships
AIMS International, ASTM, IAAPA, IISF, IRT/
iROC, NAARSO, NEAAPA, NJAA, OABA,
PAPA, PACE, TTIA, WWA

Industry Affiliated Charities
Give Kids the World Village,
Morgan's Wonderland,
National Roller Coaster Museum & Archives

2 MINUTE DRILL



COMPILED: *Janice Witherow*

Terry Capener, Lagoon Amusement Park

Having a career in the amusement industry was never what **Terry Capener** intended. He was well on his way to becoming a physician while studying at the University of Utah Medical School when his career path took a big turn. Terry had worked at **Lagoon Amusement Park** in Salt Lake City, Utah, as a 16-year-old flipping buffalo burgers and then held various supervisory positions, eventually becoming the director of food services — all while preparing for a career in medicine. But he just couldn't shake the desire to work long-term at Lagoon and made a life-changing decision to leave medical school for the amusement business... and he hasn't looked back since. Terry's passion, energy and can-do spirit make him a favorite of all who work for him.



Terry Capener worked his way up from burger flipper to vice president and general manager of Lagoon Amusement Park, dropping plans for a career in medicine along the way. AT/ TIM BALDWIN

Title: Vice President/General Manager

Number of years in the industry: 38

Best thing about the industry...

Isn't it great that we are in the business of FUN! While others make widgets, springs and the like, we are making memories, and producing fun every single day.

Favorite amusement ride...

Can you have just one favorite? I love Cannibal at Lagoon, It's a Small World at Disney World, and Pirates of the Caribbean at Shanghai Disneyland.

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

Either working as a personal travel guide or in charge of The Plaza Hotel in New York City.

Biggest challenge facing our industry...

Staffing and regulations.

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

I get to do different "stuff" every day. In most jobs, you basically get to do one thing. In the amusement park industry, especially in my capacity, I get to do a myriad of different things every day.

To me, the most influential person in history is...

John Pemberton. One hundred and thirty years ago he invented the nectar of the Gods: Coca-Cola.

Favorite dessert?

Chocolate cake with fluffy white frosting!

When I say exercise, you say...

Pass me that Diet Coke and that large plate of cookies.

The last movie I saw was...

Rogue One. My son had to keep explaining to me how it all fit in with the other 500.

When on an airplane, I typically...

Read. I love reading and don't find much time to do so at home, so when I am on an airplane, don't expect great conversation!

The food I crave most often is... Mexican.

The concert I would really want front-row seats to is...

CHER. And if I could meet her all the better! No seriously... anyone reading this with connections... call me!

My go-to breakfast is usually...

A Diet Coke and a big piece of chocolate cake. Breakfast of champions!

In 10 years I hope to be...

Doing exactly what I am doing right now. I already have my dream job.

People say I remind them of...

Randy Travis or Kurt Russell. I'll take either!

If I could live next door to any TV family it would be...

The Starks. The Wardens of the North. Winter is coming!

The most useful invention in the last 10 years has to be...

The Squatty Potty—it's like a vacation in the bathroom!

At the ballpark... hot dogs or peanuts?

Peanuts. Hot dogs are of the devil.

Are you a little bit country or a little bit rock and roll?

Did I mention Cher?

Favorite Fast Food? Taco Time.

Three things I would like to do in my lifetime are...

Be a great dad, be a great husband, and be a great human being.

My motto is...

"Remember who you are and what you stand for," or "If that's lunch....we've had it!"

Growing up I wanted to be...

A physician. Started medical school at the University of Utah, but the amusement industry kept pulling me back in. Eventually I said no to sick people and opted for "fun" instead.

California's Great America gets city green light on master plan

AT: *Dean Lamanna* • dlamanna@amusementtoday.com

SANTA CLARA, Calif. — The new year may be young, but California's Great America (CGA) already finds itself fulfilling a resolution to strive for greater things. And especially greater heights.

Thanks to the go-ahead it has received from the City of Santa Clara on its carefully considered, long-in-the-making 20-year master plan, the Cedar Fair operation is poised to receive the kind of major investment and attractions development recently enjoyed by its company sister park Carowinds in Charlotte, N.C.

The good news for the four-decade-old park arrived shortly after 1 a.m. on the morning of Jan. 25, when the Santa Clara City Council unanimously approved the master plan advanced by Cedar Fair. This followed several months of work on an environmental impact report (EIR) and a period of public review.

Part of the approval calls for rezoning that will allow CGA, which sits on 112 acres under long-term lease to Cedar Fair, to undertake major improvements within its existing footprint. These will include a year-round shopping and entertainment district designated Great America Marketplace outside the park gate and expansion of its water park. It also will allow for new rides and roller coasters as high as 250 feet. (CGA's tallest existing ride, Drop Tower: Scream Zone, reaches 227 feet above ground level, according to a diagram in the master plan.)

As formally described in the final EIR: "The Great America Theme Park Master Plan Project, including the rezoning, would continue to allow existing attractions and operating practices and would provide flexibility to allow: the installation of new rides, replacement of aging rides and attractions, extension of the operating season, modified operating practices, and additional hours of operation of the Great America theme park and amphitheater."

No time frame has been offered for the completion of specific or suggested new attractions, which could ultimately number about 20.

Although CGA was not ready to announce the news officially as *Amusement Today* went to press, pending the completion of some details related to the approval process, word spread quickly via park and roller coaster blogs — including that of the Northern California chapter of American Coaster Enthusiasts, the representative of which spoke before the city council in support of the park's plans.

Also attending the city council meeting were Matt Ouimet, president and CEO of Cedar Fair, and Raul Rehnberg, vice president and general manager of CGA, among others.

There was some opposition to the master plan, including from a few residents surrounding the park who feared that noise and traffic would worsen with bigger rides and crowds and longer operating hours. But such characteristics have already been well known to the area, particularly since the completion of Levi's Stadium adjacent to CGA in 2014.

The rezoning is expected to make it easier for the park to invest in upgrades as it continues to mitigate impacts on its neighbors, as it did by adding a soundproofing tunnel to the first drop of its 2013-built wooden coaster, Gold Striker.

Meanwhile, work continues on the park's floorless roller coaster, Patriot, a technical makeover of Vortex, the landmark Bolliger & Mabillard stand-up coaster built in 1991. It will open this season.

—Additional reporting by *Nicholas Laschkewitsch*



The new trains for Patriot, a floorless makeover of the stand-up coaster Vortex, arrived at California's Great America in January.
COURTESY CALIFORNIA'S GREAT AMERICA

Amusement Expo International 2017

Exhibitor Listing • Dallas, Texas

AMI Entertainment Network, LLC	331	Fish Game Kings	1051	PayRange Inc.	1037
ARC Arenas	741	Fish Game Kings	1057	Play Meter Magazine	301
ATM Merchant Services	655	Flagship Carpets	737	Play Time Toys, Inc.	451
AVS Companies	851	Funovation, Inc.	557	Player One Amusement Group	560
a la carte Media	950	Gaelco Darts USA Inc.	751	PlaySmart	454
Adrenaline Amusements	911	Galaxy America Inc. - Galaxy Multi Rides	905	Primero Games, LLC	743
Aluvii Inc.	1038	Global Amusements, Inc.	836	Pro-Games S.C.	1116
American Alpha, Inc.	100	Gold Standard Games/Shelti	508	Pyramid Technologies, Inc.	309
American Amusement Machine Assoc.(AAMA)	1119	Harbortouch	705	QNC/Quik n' Crispy Greaseless Fryers	500
American Changer	306	Heartland MicroPayments	1137	Quattronics.com	1146
Amusement & Music Operators Assoc.(AMOA)	1129	Wayne E. Hesch Educational Foundation	117	QubicaAMF Bowling Products	739
Amusement Products	758	HMS Monaco	305	Redemption Plus	338
Amusement Resources	1141	Hoffman Mint	310	RePlay Magazine	340
Amusement Today	1109	Hot Games	902	Rhode Island Novelty, Inc.	202
Andamiro USA	441	IAAPA	406	Ride Development Company	1060
Apple Industries	731	IGPM Group	863	Rides-4-U, Inc.	750
Arachnid 360	330	Incredible Technologies	621	S & B Candy and Toy Co. Inc.	917
Art Attack	718	Indoor Playgrounds International	659	STW Entertainment Ventures	1011
AstroSystems, Inc.	351	The Inflatable Depot	1105	Sacoa Playcard System	251
BMI Merchandise, Inc.	637	Innovative Concepts in Entertainment Inc	207	Sega Amusements International Ltd.	231
Bandai Namco Amusement America	131	Innovative Technology Americas, Inc.	858	Semnox Solutions LLC	755
Banilla Games	605	InterCard, Inc.	1021	Silent Partner Software, LLC.	312
Barron Games International	551	International Currency Technologies	713	Smart Industries Corp.	316
Battle Company	954	International Play Company	401	SMART Software	463
Bay Tek Games	531	Jennison Entertainment Technologies	841	SpaOnTheGo.com	711
Benchmark Games	141	JRS Ventures	810	Speedy's One Stop Repair Service	400
Betson Enterprises	317	Keystone Amusement Enterprise	854	Stern Pinball, Inc.	313
Big Daddy Games, LLC.	651	King Plush	601	Sureshot Redemption	930
Bissell	860	KLOPP: Money Handling Equipment	738	SUZO - HAPP	631
Bob's Space Racers Inc.	831	LAI Games	931	Symotor Seiko Ltd.	658
Bowling Center Management	852	LaserBlast	342	TACK Electronics, Inc.	501
Cannonball Air Blaster	1052	Laser Tag Museum	1153	Team Combat, Inc.	458
Captain's Auction Warehouse	716	Laserforce International	941	Team Play, Inc.	921
CardConnect	855	LASERTAG.COM by ZONE	409	TouchMagix Media Pvt. Ltd.	1143
Cardinal Xpress	1043	LaZer Runner Laser Tag Systems	856	TouchTunes Music Corporation	415
Coastal Amusements Inc.	431	Live Oak Bank	600	Tourist Attractions & Parks Magazine	752
Cogan Srl	837	Lock America, Inc.	346	Trainertainment, LLC	344
Coin Tech S.A.	404	M.P. Group srl	759	TRESTLE and J&R GAMES	1050
Crane Payment Innovations (CPI)	505	MCM Elements	613	Triotech	405
Creative Works, Inc.	558	Maryland CNC	1017	Unit-e Technologies	250
Cypress ATM	314	McGowan Insurance-Amusement Group	754	Universal Space (UNIS)	641
Delta Strike Laser Tag	656	National Prize and Toy	559	VSR Industries	1047
Digital Centre America Inc.	1000	NECA	734	Valley Dynamo	107
Elaut/Coast to Coast	1035	Neo Fantasy	1147	Venco Business Solutions	341
Elaut/Coast to Coast	1031	Northeast Insurance Center, LLC.	939	Vending Times, Inc.	
Electromatic International, Inc.	957	Omega Pattern Works	547	WhirlwindVR	657
Embed USA	945	PDQ Merchant Enterprises, Inc.	457	Wik Sp.zo.o	1115
Family Fun Companies	343	Party Center Software	1040	Zozi Advance	963
FetchRev	840	Patriot Gaming & Electronics	455	Zydexo Games	857
Firestone Financial	730	Payment Alliance International	509		

EXPO
Continued from page 1

much more on the equipment. You can definitely not [have to] wear yourself out."

Since 2010, AEI has been in Las Vegas. Gustafson admitted that changes are always met with some anxiety, but the growth in exhibit space indicates this was a good move.

Cook added, "I'm definitely glad it is coming to Dallas. We've been in Vegas for a long time. We expect new customers. Dallas is a great, great place for FECs. For example, Orlando is the best place for IAAPA because you have all the small parks, big parks, FECs, etc. Dallas is just like that. You have the Chuck E. Cheese's corporate offices there, Dave & Busters corporate offices, Main Event Entertainment corporate offices — so those are the key players for FECs. So now people can come to the show and visit one of those places just like people can come to Orlando and visit Disney, Universal, SeaWorld, Fun Spot, and see it in operation and have that equipment available to them.

Amusement Expo International 2017

Kay Bailey Hutchinson
Convention Center
Dallas, Texas

Co-sponsored by:
American Amusement
Machine Association &
American Music
Operators Association
Co-located with:
Bulk Vendors Association &
Laser Tag Convention 2017

Conference:
March 14, 2017
8 a.m. - 5 p.m.
All Industry Gala: 5 - 7 p.m.
Trade Show:
March 15 & 16, 2017
10 a.m. - 6 p.m.

This is important for new operators."

Registration hours are 8 a.m.-5 p.m., Tuesday, March 14 (at the Sheraton); 8 a.m. - 6 p.m., Wednesday, March 15; and 8:30 a.m. - 5:30 p.m., Thursday, March 16, with the latter two days of the trade show taking place at the Kay Bailey Hutchinson Convention Center. Expo hours those two days are 10:00 a.m. - 6:00 p.m.

IAAPA FEC Summit 2017 draws 150-plus from 27 states, 10 countries

ALEXANDRIA, Va. — One hundred and fifty (150) family entertainment center (FEC) industry professionals from 27 states and 10 countries gathered in Scottsdale, Arizona, for IAAPA FEC Summit 2017, the industry's leading international conference for FEC owners and operators. The two-day summit, which is organized and hosted by the International Association of Amusement Parks and Attractions (IAAPA), took place at the We-Ko-Pa Resort & Conference Center, Jan.29 – Jan. 31.

On Jan. 30, attendees heard from keynote speaker Amy Bruske, president of Kolbe Corporation. Specializing in human resources consulting, Bruske shared her professional expertise and led participants through a cutting-edge assessment model to help owners and operators select the right members for their team.

On Jan. 31, keynote speaker Kerrell McNeal, owner and operator of the next great

FEC NEWS

event LLC, addressed the process of designing on-site events with maximum profitability in mind. Using real world examples, McNeal also guided IAAPA FEC Summit 2017 attendees through the pros and cons of hosting special events on site. Additional breakout sessions covered a variety of topics, including motivating employees, risk management, and consumer behavior, and featured an attractions/arcade town hall.

In addition to hearing speakers, attendees took part in a networking event at Octane Raceway and an optional post-tour to area FECs, including Amazing Jake's, Main Event Tempe, Tilt Studio, and FlipSide.

IAAPA FEC Summit 2017 provided a collaborative and engaging setting for FEC operators to share, grow, and engage with one another to improve their overall business operations.

"The IAAPA FEC Summit

gives operators an opportunity they might not have otherwise to share information and make their businesses better." David Novstrup, owner of Wylie Thunder Road in Aberdeen, South Dakota.

"We're in a changing environment with more competition. We need more ideas on how to grow and stay on top. We want to be the place that people want to go." Clint Paraday, general manager at Odyssey Fun World in Tinley Park, Illinois.

"The true desire to see others succeed is like no other here." Brian Cohen, vice president of operations of Entertainment Properties Group in Dallas, Texas.

"We love seeing new things and doing comparisons. If we see a good idea, we can multiple it by 10." Felipe Arteaga, of New Projects at Happyland in Santiago, Chile.

This year, 24 sponsor companies contributed to the success of the annual IAAPA event.

living range • indoor attractions • outdoor attractions • games • new games • gaming systems • equipment • equipment
 purchases • rides • security • signage • merchandise • party rooms • conference rooms • inventory • pavilions • hard rid
 3-D video simulators • water features • inventory purchases • electronics • juke boxes • coin operated cranes • pho
 oths • video arcades • arcade games • video games • pinball • air hockey • redemption games • vending • coin-c
 amusement rides • amusement lighting • maintenance equipment • redemption stores • redemption counters • reta
 splays • sport simulators • virtual reality • interactive games • hands-on museums • children entertainment centers
 eet routes • new construction • leasehold improvements • technology upgrades • facility management software
 uipment upgrades • maintenance & repairs • amusement construction • partner buyouts • improvements
 odernization • renovations • refinance • working capital • remodels • acquisitions • cosmetic upgrades • facility upgrad
 upgrades • real estate • expansion • relocation • construction • arena design • dark rides • card systems • coin operate
 mes • live animal exhibits • succession planning • children's museums • climbing walls • roller coasters • redemptio
 erchandise • bowling alleys • Work with a bank that understands your business. • pinspotters • ball return
 umps • furniture grouping • Visit us online to experience the Live Oak difference. • masking units • flooring
 mpolime parks • trampolines • ball pits • ron • bungee • zip lines • eurobungy • water par
 water attractions • water rides • water slides • water play centers • roller skating rinks • rink equipme
 kates • food and beverage • food • vending machines • oven & cooktops • piz
 ens • hoods • fixtures • concessions • snack bar seating • carpet • foc
 d beverage • laser tag centers • laser tag equipment • laser tag design • ciner
 movie theater • digital projection • seating • debit systems • swipe ca
 stems • money handling systems • family entertainment centers • boutique bowling • fam

WE SPEAK YOUR LANGUAGE.

LOANS UP TO \$5 MILLION

Work with a bank that understands your business.
 Visit us online to experience the Live Oak difference.

liveoakbank.com/fec



LIVE OAK BANK

Copyright 2016 Live Oak Banking Company. All Rights Reserved. Member FDIC

Main Event opens facility in Jacksonville

JACKSONVILLE, Fla. — Dallas-based Main Event Entertainment, a fast growing bowling-anchored dining and entertainment destination, opened a new location in Jacksonville, Fla. on Feb. 7.

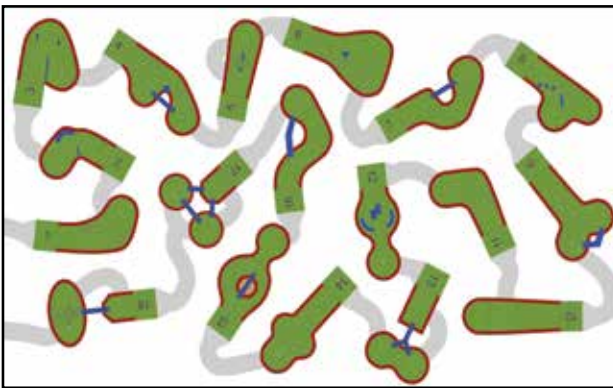
The new entertainment center, located at 10370 Philips Highway, marks the second Main Event in Florida and the 32nd location systemwide. The almost 50,000 square-foot complex creates the new ideal place for groups to get together, share laughs and let their fun out.

The Jacksonville center, located in the previous Latitude 360 space, has been completely renovated and features elements of the brand's newest design prototype that offers a rich, energetic and social experience for guests. The décor features a combination of natural and contemporary finishes that help create a fun and visually rich environment that is appealing to both young adults and families.

The center features a state-of-the-art bowling experience with 22 ice-white lanes and multicolored LED lighting, laser tag, billiards, shuffleboard, more than 60 big-screen TVs and a games gallery featuring more than 100 of the latest interactive and virtual video games. Main Event also offers an elevated culinary experience featuring innovative American fare and handcrafted cocktails in a high-energy bar and an Italian-inspired menu at LaBella's.

"Main Event is truly a unique dining and entertainment experience that allows guests of all ages to enjoy great food, play an assortment of incredible games and engage in exhilarating activities," said Main Event Entertainment CEO Charlie Keegan. "We are thrilled to open our doors and begin sharing our 'Eat. Bowl. Play.' experience with the Jacksonville community. We look forward to becoming a staple of the local entertainment and dining scene."

FEC NEWS



The U-Build-It kit from Adventure Golf Services

Adventure Golf Services offers U-Build-It

TRAVERSE CITY, Mich. — Campground owners, smaller hotel owners and other entertainment venues are now able to build their own small and low cost concrete mini golf courses with the U-Build-It Mini Golf Kit from Adventure Golf Services President Scott Lundmark recently announced.

"The need for this concept was identified by our sales staff as they received inquiries from venues, with limited budgets and/or space. These clients have asked for a small 18-hole concrete miniature golf, which they can build.

The U-Build-It Mini Golf Kit sells for \$5,000 and provides each owner with everything needed to build a 2,100-square foot 18-hole course, according to AGS CEO & Chief Designer Arne Lundmark. "One of the difficult aspects for an owner to build a course is the ability to layout the course while maintaining the same golf hole shapes, contours and topography as specified in the plan or design. We have addressed this issue. The kit includes computer precision cut mini golf

putting turf to match the shape of the golf holes. This streamlines and speeds up the construction process, for an additional fee, a custom layout on the owner's site can be provided if the owner provides site topography," comments Arne Lundmark.

"The Kit includes a pre-loaded budget spread sheet, whereby the owner can fill-in the blanks based on local costs, which auto-populates the spreadsheet with the final numbers," comments Erin Wilson, AGS Controller and creator of this program. "We have included all things needed to build the course such as sub-base material, putting turf, edge system, hole cups, labor hours, concrete, equipment rental and optional features such as props and obstacles to add more fun to your new course. We can even provide an on-site supervisor to assist for an additional fee," added Wilson.

Xtreme Action Park begins expansion

FORT LAUDERDALE, Fla. — Xtreme Action Park has announced details on Phase Two of its ongoing expansion. As part of this multimillion dollar project, the venue has doubled in size and now offers more than 10 interactive attractions and event spaces that cater to a wide range of corporate activities and special occasions. Previously 90,000 square feet, Xtreme Action Park will now offer over 210,000 square feet of exciting, themed attractions under one roof.

Since its launch in 2015, Xtreme Action Park has been wowing its visitors from around the world with the longest and fastest indoor asphalt race track. The track offers a "real" race experience with European gas powered karts on a half mile poured asphalt track for superb handling and grip with carts that can reach speeds of 45 mph.

With the goal of becoming the largest indoor entertainment center in the country, Xtreme Action Park has been expanding in several phases.





INTERNATIONAL

► Iron Man Experience debuts at Hong Kong Disneyland — Page 8

U.K.'s Alton Towers ramps up CBeebies content for 2017

New wooden coaster from Great Coasters, set to open in 2018

AT: Andrew Mellor
amellor@amusementtoday.com

STAFFORDSHIRE, England — Alton Towers Resort in the U.K. is to add further to its popular CBeebies Land for the 2017 season with an extended line-up of rides, attractions and live entertainment to add to the new CBeebies themed hotel which is due to open in the summer.

And while younger guests will be entertained with these new additions this year, details are also now beginning to emerge of a new wooden coaster for the park in 2018.

CBeebies Land at Alton Towers is the first ever such attraction and is an immersive experience for children and young families which aims to inspire learning through play. The latest

additions will both open on March 25 for the new season, joining the existing line-up of 12 other attractions in the area.

CBeebies is the U.K.'s most watched children's channel and this year the themed land will be enhanced by the addition of the Go Jettters Vroomster Zoom ride, supplied by U.K. company Garmendale Engineering, on which riders can join various Go Jetter characters to fly around the world in a Vroomster vehicle. With their own controls, youngsters will be able to guide their vehicle up and down as they launch from the Jetpad.

In the Furchester Hotel Live Show guests can again join various characters at The Furchester Hotel for an interactive experience with singing and dancing.

The CBeebies experience will be further enhanced with the opening of the CBeebies Land Hotel in July. The 76-room, fully themed hotel will



The Go Jettters ride has been supplied by U.K. company Garmendale Engineering. COURTESY ALTON TOWERS RESORT

be home to rooms themed on a number of popular characters and television programs. A comprehensive entertainment schedule and character

meet-and-greet opportunities will also be on offer.

Wooden coaster planned
And looking further

ahead to 2018, the park is set to introduce another major attraction in the form of a wooden coaster from Great Coasters International. With construction costs set to be in the region of £15 million (U.S. \$19 million), time scales noted in the planning application show that the new ride is scheduled to open at the start of the 2018 season.

Currently going by the project name of SW8 (Secret Weapon 8) it will be the park's first wooden roller coaster. It is being constructed on the site of the old Mack-built Log Flume ride which has now been removed after 34 years of operation. It closed for the last time at the end of the 2015 season with the park confirming shortly before the start of the 2016 season that it would not reopen.



The Furchester Hotel Live Show (above left) will be offered at the new Furchester Hotel. The new CBeebies Hotel (above right) will feature a number of themed rooms. COURTESY ALTON TOWERS RESORT



Ital International LLC

Major, Family and Spectacular Rides





Bertazzon: Park Model & One-Trailer Rides





Technical Park: Park Model & One-Trailer Rides

Check out the hundreds of new and used rides at www.italintl.com

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

Iron Man Experience debuts at Hong Kong Disneyland

AT: Andrew Mellor
amellor@amusementtoday.com

LANTAU ISLAND, Hong Kong — Disney Parks' first Marvel-themed ride, Iron Man Experience, made its debut on January 11 at Hong Kong Disneyland.

The experience provides a high-flying adventure alongside Iron Man. The story behind the attraction is that following a previous showcase in New York in 2010, Tony Stark (aka Iron Man) has now selected Tomorrowland at Hong Kong Disneyland to host the new Stark Expo to show off the latest high-tech creations from Stark Industries.

The innovations are extensively displayed in four exhibition halls: the Hall of Legacy, the Hall of Protection, the Hall of Energy and the Hall of Mobility. Iron Man's artificial intelligence computer system J.A.R.V.I.S. and Wendy Wong, vice-president of Stark Industries Asia, are the guides who take guests through the wide range of exhibits, from Captain America's prototype shield to the Iron Man Mark III suit, the first miniaturized Arc Reactor,



Above, the 45-passenger Expo Edition Iron Wing Mark VIII takes guests on the Iron Man Experience during which they fly alongside Iron Man in the Hong Kong sky. An assortment of Iron Man merchandise is available as part of the new Iron Man Experience (right).

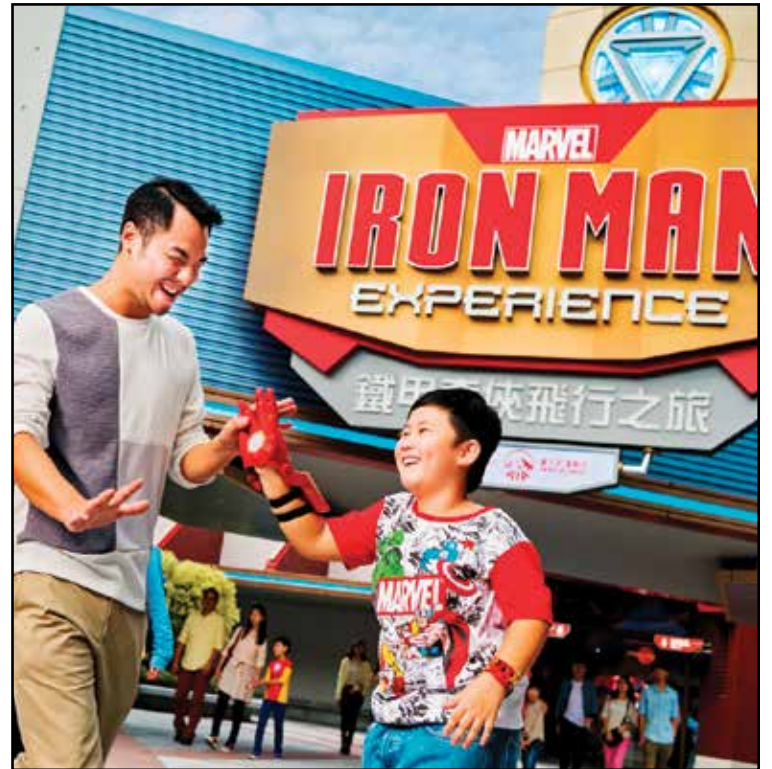
COURTESY HONG KONG DISNEYLAND/MARVEL ENTERTAINMENT

the unbreakable Stark Everglass, the MyJARVIS intelligent home system, StarkVision Glasses and a collection of Iron Wings designed for different functions. There are opportunities to meet Iron Man in person during the adventure and to try on the Iron Man armor virtually.

Guests then board Tony Stark's latest innovation, the 45-passenger Expo Edition Iron

Wing Mark VIII, to embark on the Iron Man Experience and fly alongside Iron Man in the Hong Kong sky for a panoramic view of the innovatively-powered Hong Kong Stark Tower — and a battle against the evil forces of Hydra in the immersive multi-sensory motion experience.

Iron Man Experience is complemented by a range of Iron Man-themed fun. The brand-new Expo Shop lets



guests choose from a range of 70-plus Hong Kong Disneyland-exclusive Iron Man merchandise items and more than 250 Marvel-themed memorabilia items. In the Expo Shop, Iron Man fans get to try on Iron Man's armor suit in the interactive experience Become Iron Man at The Stark Expo

The park and hotel restaurants have also prepared more than 25 Iron Man-themed food and beverage choices for guests to refuel after a trip on Iron Man Experience. And from now to June 30, guests staying in the park's two themed hotels can add on the Iron Man Room Decoration package.

Super-Villains unleashed at Warner Bros. Movie World

Intamin redesigns its popular Suspended Twin Hammer ride to fit requested theme

AT: Andrew Mellor
amellor@amusementtoday.com

QUEENSLAND, Australia — A new themed area, DC Comics Super-Villains Unleashed, has been wowing guests since opening at the start of the summer season at Warner Bros. Movie World in Australia.

In what is a world-first DC Super-Villains themed precinct, park guests are able to embark on a journey with some of the most iconic DC super-villains in an interactive themed area, where, in the park's own words, "it's good to be bad."

The signature attraction and centerpiece ride for the new area is the Doomsday Destroyer, a version of Intamin's all new Suspended Twin Hammer, and park general manager Greg Yong noted at the time of opening that the new precinct offers a range of unique and interactive experiences for the whole family.

"There has always been a focus on DC Super Heroes at Warner Bros. Movie World, but this



new precinct will showcase the Super-Villains from the DC Universe," he said. "On the Doomsday Destroyer guests are taken on a thrilling 21 meters (69 feet) high adventure where they reach speeds of up to 36 kmh (22 mph) and experience 2.4 negative G forces.

"An exciting feature of the Super-Villains Unleashed precinct is the interactive elements where guests can assist super-villains such as The Joker and Lex Luthor in their mission to cause mass destruction throughout the park with the use of innovative RFID technology."

Commenting on the new ride, Intamin's Sascha Czibulka said: "Intamin was contracted by Village Roadshow Theme Parks with the task to supply a spectacular and thrilling round ride. The Suspended Twin Hammer im-

mediately convinced everyone involved as being the best choice for the target audience. Intamin then completely redesigned its existing Suspended Twin Hammer, resulting in an all new ride to not only meet today's norms and standards but especially Intamin's own claim of supplying state-of-the-art rides only.

"The result is an impressive round ride attraction, which despite the thrilling nature of any ride going upside down, features a still comfortable ride experience. Intamin is proud to having contributed to the success of the new Super Villains themed area and highly enjoyed the good cooperation with the team at Warner Bros. Movie World during the execution of this prestigious project. The ride is extremely well received by the visitors," said Czibulka.



The Doomsday Destroyer ride from Intamin is the centerpiece of the new DC Comics Super-Villains Unleashed area. The ride takes guests on a hair-raising 21 meters (69 feet) high adventure. COURTESY WARNER BROS. MOVIE WORLD





WATER PARKS & RESORTS

▶ Frontier City adds Proslide complex to Wild West Water Works — Page 12

Amaazia Water Park opens on 4.5 acres in Surat, India

Polin supplies more than a dozen uniquely themed attractions

AT: Jeffrey Seifert
jseifert@amusementtoday.com

SURAT, India — Amaazia Water Park, the first phase of a larger Amaazia Theme Park project, opened December 2016 in this historic port city known for its diamond industry.

The water park portion of Amaazia, which covers 4.5 acres, can accommodate up to 3,000 visitors daily. It is the first section of an elaborate, multi-element amusement park that is currently in development. The second phase of the facility will include a full-scale family entertainment center that caters to people of all ages. These new sections — which will feature a Bollywood theme — will include an indoor amusement park, bird park, snow park, shopping mall, hotel, banquet halls, rooms for weddings and other functions, a three-screen cinema and "7-D" theater.

The city of Surat, which dates to the 15th century, is one of the fastest developing cities in the world. The city has been an important trade and transit port for hundreds of years and established itself as a major hub for diamond cutting and polishing in the early 1900s. Recently, Surat has experienced a growth in the technology sector thanks to investments from IBM and Microsoft. The city has a modern infrastructure with almost 65 percent of the 4.5 million residents connected to the internet. Its combination of historic temples and architecture along with modern, upscale attractions has significantly increased the tourism potential of the city, allowing for grandiose projects like Amaazia to be developed.

Amaazia is owned by the Rajgreen Group of Companies, a large-scale business conglomerate in India that specializes in hospitality, amusement



and tourism infrastructure. The park's development was estimated at U.S. \$26,327,500 (€25,000,000). Amaazia will eventually cover 16 acres. The far-reaching facility is being developed by Sanderson Group of Malaysia, an international thematic entertainment design and construction corporation. The firm is recognized for successfully delivering projects for entertainment giants such as Disney, Universal Studios, DreamWorks, Nickelodeon, Sea World, Ripley's, Chimelong, Meraas, Village Roadshow and Fox Studios, among many others.

Guests entering the water park will encounter an Amazonian rain forest of brilliantly colored tropical birds, a whimsical menagerie of wild animals — from a pride of lions to elephants, koala bears, polar bears and water buffalo — and aquatic decorations in bright, playful hues. Polin Waterparks installed nearly a dozen waterslide attractions to match the South American theme, including the popular King Cobra waterslide and a large children's water play attraction.

Other highlights from

The Amaazia Water Park (above) at 4.5 acres is amazingly compact considering the number of attractions it offers. Also seen in the left side of the photo are the two different racing slide complexes that allow for competitive fun and keep the lines moving. (Right)

The colorful water play structure, decorated with whimsical animal figures, provides a variety of activities for the park's younger crowd.
COURTESY POLIN WATERPARKS



Polin Waterparks include: a 73-foot tall Looping Rocket with launch capsule, Black Hole, Blackhole/Turbolance combo-slide, Uphill Navigator/Blackhole combo, Space Boat, Twister Racer/Windigo combo, Freefall and Body Slide combo and a B-9 water play structure with tipping bucket. The park also features a wave pool and lazy river that includes a dark, themed section with animated sea creatures. Rain Mist — a specially created dance floor that gives a multi-sensorial experience

with 10,000 watts of hi-fidelity sound, psychedelic laser lights, and perfectly choreographed showers of warm water.

The chief minister of the Gujarat State in India inaugurated the park in December 2016 with a host of other dignitaries in attendance, including the deputy chief minister and popular singer Badshah, who composed and sang Amaazia's

theme song. Sanjay Movalia, executive director of Rajhans Group, and Alpesh Kotadia, executive director of Rajgreen Group, also attended the inauguration.

Being in the southern part of India, the park is in the tropics climate zone with year-round warm temperatures and can operate throughout the entire year.



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

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



WWW.MONTGOMERYINN.COM

Every smile starts
with one
BIG Idea....

- MARKETING
- GRAPHIC DESIGN
- PRESS RELEASES
- TV PRODUCTION
- RADIO PRODUCTION
- PROMOTIONS
- PRINTING

WILLIAM H. ROBINSON, INC.
The Big Idea People!

513.737.9012 • www.TheBigIdeaPeople.com

**DON'T GET
BURNED
WE'VE GOT YOU
COVERED**



DIRECT, CANDID, & EASY TO WORK WITH.

The WWA Insurance Program was created by your fellow members to offer best in class protection for operators just like you. Want to learn more? Call us today and we will connect you to a current member so they can share the real life impact the program has made on their park.

CALL US AT 913.432.4400 HWINS.COM/WATERPARKS



Independent agent representing Westchester, a Chubb Company, Programs Division. Most insurance products are underwritten by insurers within the ACE American Insurance Company.

Westchester
A Chubb Company



Frontier City's Wild West Water works is expanding in 2017 with the addition of a triple slide complex standing 66 feet tall and featuring translucent slide sections from ProSlide Technologies. COURTESY FRONTIER CITY

Frontier City announces new thrill slide complex for Wild West Water Works

OKLAHOMA CITY, Okla. — Frontier City's Wild West Water Works is growing by 1,249 feet of high-speed thrill slides from ProSlide in the summer of 2017.

On the all-new Gully Washer, riders will plunge off of a 66-foot-tall tower down three enclosed body slides, blasting through narrow loops and twisting tunnels on one of the most exhilarating water rides around. This brand new triple slide complex features back-to-back turns, thrilling dips, and tight 360 degree curves that will have riders screaming until the very end.

Gully Washer is the fourth new attraction to come to Frontier City in four years and the first major addition to Wild West Water Works since its opening in 2012. It will join the area's interactive water structure — the largest of its kind in Oklahoma with 198 play elements, eight slides, and a 1,000-gallon tipping bucket. Wild West Water Works also features a spacious lounge deck, ample shade structures, changing/shower facilities, lockers, and concessions and is included with a Frontier City admission or a Double Park Season Pass.

"We are extremely excited to add this super-soaking thrill ride to our skyline," says Stephen Ball, Frontier City's general manager. "Wild West Water Works is one of the park's most popular attractions, and we are eager to add more fun and thrilling ways for our guests to keep cool during Oklahoma's hot summer months."

Frontier City will open for the season on April 8th. Wild West Water Works will open on May 13th.

HIGH PERFORMANCE POLYURETHANE SLIDEARMOR

NEW



BEFORE



AFTER 1 COAT

- ✓ Roll or spray on
- ✓ Self Priming
- ✓ Abrasion Resistance & UV Resistant
- ✓ LONG LASTING

WATERPARK

TECH.COM

by Creative Polymers

p:314-524-0191



NEWS SPLASH

COMPILED: Jeffery L. Seifert
jseifert@amusementtoday.com

Ryman Hospitality Properties has announced an addition to the **Gaylord Opryland Resort** in Nashville, Tenn. — a \$90 million indoor/outdoor water park to be called **Soundwaves**. Although plans are still in the developmental stage, Ryman is showing a massive park with 111,000 square feet placed indoors and 106,000 square feet dedicated to the outdoor portion. An indoor water park of that size would place it among the top five largest in the U.S. The addition of a water park would bring back to Opryland an amusement venue — absent since the closure of **Opryland USA** in 1997.

Colin Reed, the CEO of Ryman Hospitality Properties said, "The closing of that theme park I really don't think was particularly a sensible move to take customers who come for a leisure experience away and put an outlet mall in its place. You can see the occupancy decline in this hotel in the summer months when that park was closed."

Preliminary plans show a multi-level venue that will include a lazy river, rapid river, activity lagoon, sun deck, adult-only pool and plenty of slides catering to thrill seekers, including one being described as a "dramatic family ride." The park will, of course, feature plenty of live music and entertainment. As with several resort water parks, Soundwaves will be only available to guests staying at the Gaylord Opryland Resort, and will not be open to the public.

Volcano Bay, the new water park under construction at **Universal Studios Orlando**, has set an opening date — May 25, 2017. The 3-acre water park will feature 18 attractions including the Krakatau Aqua Coaster, which will have guests winding in and out of the park's centerpiece volcano "Krakatau," on canoe-like rafts propelled by magnetic induction. Other high-profile attractions include drop capsule body slides that will drop from the top of the volcano. Krakatau will feature multiple waterfalls by day that will transform into simulated lava flows at night.

Liseberg, the amusement park in Gothenburg, Sweden, is hoping to expand its facility with a hotel and indoor water park to be opened in 2021. The proposals, submitted to the city last year were recently made public by Liseberg. The park plans to invest \$28 million on the hotel/water park resort and is hoping to get approval on the project in the next two to three months.

Specific attractions for the water park have yet to be announced, but plans call for at least 10 waterslides. The resort would be built south of the existing park, feature 453 rooms, multiple restaurants and a spa.

The owners of **Royal Splash Texas** are targeting a mid-May opening for the new water park in Plainview, Texas. As of the end of January, the pool area had been excavated and slide towers were already erected. The park is being developed by a local business family

Ricky and Teresa King and their son, **Ty**. The park will feature a number of slides that are being designed and manufactured by **Adam Soto** of **Advanced Coatings** in Plainview. "Adam is helping design slides, fabricate the molds and actually create slides that we are going to mount on the tower," said Teresa King. Soto is currently seeking a utility patent for his slide design.

In addition to the water features, the park is constructing a building that will house a restaurant, bar and arcade.

Plans for the **Colorado Grand Resort & Hotel**, one of two indoor water park and resort projects for Colorado Springs, have been scrapped. The project has been on the drawing board since 2012. In January of this year, **Randy Scholl**, the Colorado businessman behind the project has closed his construction company and announced that he and his wife plan to retire.

Colorado Springs has had its fair share of failed hotel/indoor water park resorts. The developer of a planned Renaissance Hotel and indoor water park abandoned the half-constructed hotel in 2009 when he ran out of money. Wisconsin-based **Great Wolf Resorts** eventually purchased the half-finished project and opened Great Wolf Lodge Colorado Springs on December 16, 2016. Scholl said the arrival of a competing resort just a few miles away, was not a factor in his decision.

The Colorado Grand Resort was to have 165 rooms and a 60,000 square-foot indoor water park. It would have been the anchor hotel of **Polaris Pointe**, a 200-acre retail development that is already home to a variety of stores including a Bass Pro and Sprouts Natural Grocers. **Gary Erickson**, the master developer of Polaris Pointe, sold 10 acres of adjoining property to Scholl for the development of the resort. The total 15.7-acre property is being marketed by a local brokerage firm.

BIG4 Adventure Whitsunday Resort in Airlie Beach, Queensland, Australia, is adding a water park. The new addition will feature a number of slides with varying heights, speeds and lengths to accommodate a wide variety of visitors seeking respite from the heat. The slides will come off elevated platforms that are linked by bridges.

Airlie Beach is on the west coast along the Great Barrier reef. This largest coral reef in the world is famous for its multicolored corals and the waterslides are themed to reflect those beautiful colors. The park will also include a large resort pool, water play structure with tipping bucket and mini-slides for younger guests.

BIG4 is a chain of more than 180 holiday parks that are popular with families. They are located throughout Australia near tourist destinations and offer different types of accommodations ranging from deluxe multi-room cabins to basic tent sites.

TQ Aquatics of Townsville, Australia, is providing design and construction of the water park and pool.

Masters in the art of insuring Waterparks

Since 1983, we've crafted risk management solutions solely for the Amusement, Entertainment and Leisure industries.

That's expertise we bring to specialized entertainment venues like water parks.

We find the perfect mix of innovative and affordable insurance programs for each and every individual client, then add 24/7 claims service to give you peace of mind.

We are here for you.
Call and see how we can help:

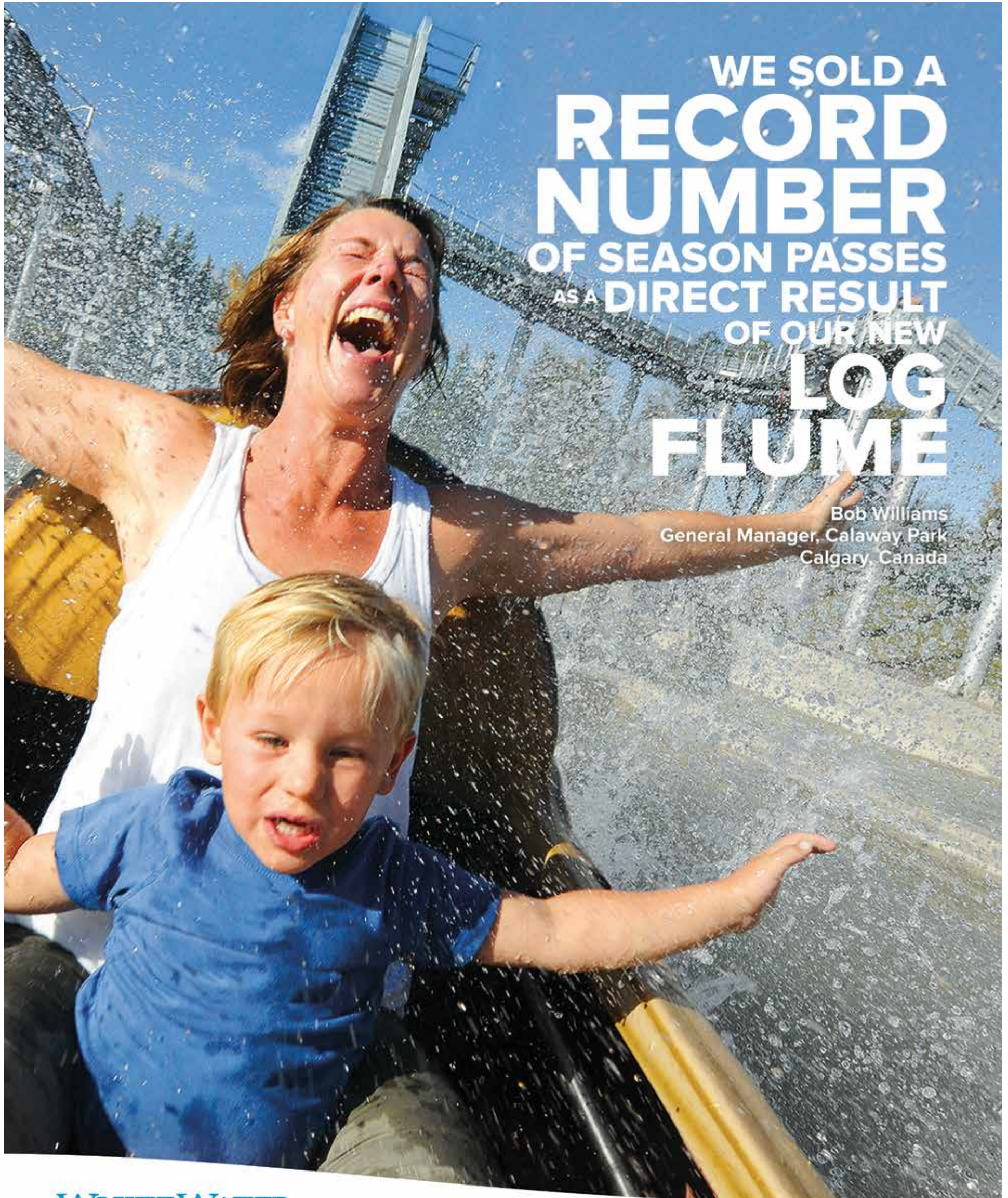
800.235.8774

www.alliedspecialty.com

XL Group and Allied Specialty Insurance are global brands used by XL Group Ltd's insurance subsidiaries. Coverages are underwritten by the following XL Group Ltd insurance companies: Greenwich Insurance Company, Indian Harbor Insurance Company, XL Insurance America, Inc., XL Specialty Insurance Company and T.H.E. Insurance Company. Coverages not available in all jurisdictions.



ALLIED
SPECIALTY INSURANCE
AN XL GROUP COMPANY



WE SOLD A
**RECORD
NUMBER**
OF SEASON PASSES
AS A DIRECT RESULT
OF OUR NEW
**LOG
FLUME**

Bob Williams
General Manager, Calaway Park
Calgary, Canada



PARKS, FAIRS & ATTRACTIONS

▶ Legoland Florida adds Ninjago themed area — Page 16 / Fairs — Pages 19-26

Traders Village Grand Prairie adds three new rides

Larson Giant Loop opens first; Chance rides to follow

AT: Tim Baldwin
tbaldwin@amusementtoday.com

GRAND PRAIRIE, Texas — Opened in 1973, Traders Village (flea market) has found a successful formula in bringing in millions of shoppers each year. This success in the original location — Grand Prairie, Texas — has prompted the opening of two other sister properties in Houston (1989) and San Antonio (2011). All three facilities offer rides.

Open only on Saturdays and Sundays year-round, Traders Village has a season slightly more than 100 days weather permitting. With the properties closing by sunset, Traders Village President Tim Anderson terms the operating



Village Vortex, the attraction was named from an internal employee contest.

Two rides from Chance will shortly follow. Within a few weeks of the loop's debut, a new Chance Yo-Yo and Wipeout will complete the new ride lineup.

"We're going to see how it goes in Grand Prairie and look at putting them in at Houston and San Antonio," said Anderson.

For a flea market, a new three-package addition could be viewed as a big investment. However, the facility does more than 3.5 million visitors a year, so it seems like a logical move.

Traders Village has had a

around on parts. In the flea market business, our focus isn't primarily on the rides, so when we need parts, it's nice to have them here domestically," Anderson told *Amusement Today*.

"We offer a single ride ticket for \$2.29. Right now, our all-day wristband sells for 9.99. This is a value-oriented market. When we add all three rides, we'll probably go up to 12.99," he added.

When *AT* asked if a three-dollar jump might be too much too fast, Anderson said, "I think when people see the new rides we're adding, I think they'll be fine with that. When you look at the competition of people who sell all-day packages, I couldn't find one less than \$25."

To make way for the new rides, three existing shelters were removed. Those aging structures were replaced by three new shelters in an expansion of the property.

"Once we started adding rides, we found that the length of stay changed," said Anderson. "Not only were people buying more, they were also buying more food and drink. It adds another level to our shopping base. It brings in additional shoppers, which is good for the dealers. They make more money because of the rides."

Traders Village Grand Prairie has 65 food stands, the majority of which are owned by the property. About one-third of the outlets are leased



Traders Village Grand Prairie President Tim Anderson is seen in front of the flea market's newest ride, Village Vortex, a Larson International Giant Loop. The ride opened in February. AT/TIM BALDWIN

"Once we started adding rides, we found that the length of stay changed. Not only were people buying more, they were also buying more food and drink. It adds another level to our shopping base. It brings in additional shoppers, which is good for the dealers. They make more money because of the rides."

—Tim Anderson,
Traders Village President

schedule as "compressed."

Anderson thinks of the rides as an amenity to the facility. "At Traders Village, the rides are not necessarily center stage. We're first and foremost in the flea market business," he said.

This spring, the property is adding three new rides. First to open was a Larson Giant Loop in February. Dubbed

good relationship with Larson and Chance with previous ride purchases. The park had nine rides, a play structure and two inflatables, prior to this year's additions.

"Both Larson and Chance have been very responsive. They are both domestic manufacturers and for us, we are looking for simple solutions. We're looking for quick turn-

out and handle more specialized foods.

"Traders Village was originally founded as a flea market, but we are trying to do it a little bit bigger, a little bit better and a little bit cleaner than anyone in the world — and I think we do. Things that set us apart are all our special events and our festivals, and it is also the rides. That's not something the competition has," Anderson said.

"I was looking at family-oriented attractions. Things that would be attractive to a wide selection of people — mom, dads, kids, teens. The 48-inch ride restriction was

important to us. Plus, families like a little thrill to them. I think the drop ride (Larson Super Shot) needed a partner and I think the loop is that ride. I think the drop ride combined with the new loop makes that wristband more interesting to adults than what we had before," he added when explaining the ride selection.

"We're in the real estate business — we lease space to people — so you don't want to invest too much real estate into rides. Both the drop tower and the loop are good footprint rides; they're very compact," said Anderson.



IRG
Intermark Ride Group

- Fabbri Group
- Gosetto
- Moser Rides
- Wattman Trains
- Used Ride Equipment

www.intermarkridegroup.com
TEL 615.370.9625

Creating Memories & Profitability



Gosetto, Dance Party



Wattman Trains



Fabbri Group, Pirate Ship

AMUSEMENT PARK MARKET PLACE

n
Naughton

Insurance, Inc.

EST. 1947

Specializing in Insurance Programs for
Amusement Parks, Water Parks and
Family Fun Centers.

www.naughtoninsurance.com

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



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

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



Aerial Tramway Design & Manufacture



SkyTrans Mfg., L.L.C.

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

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

Parts and Service

(603) 746-4446
Jerry Pendleton or Dan Pendleton



SERVING THE AMUSEMENT INDUSTRY
WITH SPECIALTY STEEL FABRICATION

Phone 801.489.3652
Fax 801.489.5852
P.O. Box 686
Springville Utah, 84663



WWW.INTERMOUNTAINLIFT.COM

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

Legoland Florida Resort expands with new Ninjago themed area

*TrioTech supplies
new dark ride*

AT: Tim Baldwin
tbaldwin@amusementtoday.com

WINTER HAVEN, Fla. — The Legoland Florida Resort continues to grow and expand. The new Lego Ninjago World recently opened this winter and new lodging accommodations are on the horizon.

The theme park capitalized on the popularity of Lego's Ninjago line of products. The main draw of the new land is Lego Ninjago The Ride. This will be the fourth such attraction to open at the chain of parks. "We have [previously] opened Ninjago in Billund, California and Malaysia," said David Brady, senior public relations manager, Legoland Florida. "We are just about to open it in Windsor as well. The goal is for it to be a franchise attraction at all the parks."

TrioTech is the manufacturer of choice once again for the dark ride installation. The true signature of these immersive rides is that they are quite physical. In comparison to interactive dark rides that use light guns, here riders aim for targets using only their hands and arms in martial arts gestures.

"If you want people to come to an amusement park you have to give them 'more' — the large screen, the movement, and kids learn very quickly how to interact. Along with interacting with the technology, it is a chance for parents to interact with their kids, with the children teaching the parents," said Ernest Yale, CEO of TrioTech.

"What makes the interaction so unique is if you go and look at the competitive market set, it's a traditional kind of point-and-click apparatus," said Keith Carr, North American project director — Resorts, Merlin Magic Making. "We actually entertained that idea for a very long time when we were first looking at doing this ride. But we wanted to push the envelope. We do like to take risks in a calculated manner to help elevate the game and push the envelope so to speak, so it felt very right to incorporate these hand gestures into this ride.



Legoland Florida has made a concentrated effort to teach guests the interactive motions before they even arrive to the park. COURTESY LEGOLAND

The hand technology really feels like you're becoming a ninja. It's basically industrializing what our kids are familiar with today, but taking it to a much, much bigger scale into the theme park realm."

When asked about improvements over previous installations, Brady told *Amusement Today*: "As far as the ride vehicles and the hand technology, that's the same. What we've done in Florida is to take a hard look at how people understood the pre-show video and tried to educate guests before they even get to the park on how to do the hand gestures best recognized by the sensors. We actually developed five signature hand motions. We labeled them like a kung fu movie. We put a lot of emphasis prior to the opening through Facebook, our blog and social media. The idea was that kids would be familiar with the moves before they even set foot in the park. The pre-show video itself has been updated to help give the guests the best experience."

Kidz Bop, the No. 1 music brand for kids, was recently called upon to create an exclusive music video. "Lego Ninjago: Masters of Spinjitzu," the theme song for the dark ride attraction, teaches kids the five basic moves to score the highest during the ride experience.

"They are phenomenally popular. They are considered the No. 1 music brand for kids. In Florida, we consciously market ourselves for kids. [Kidz Bop] is a great brand kids identify with. It was a nice synergy," said Brady. "With this music video, it was a subtle way to teach the kids about the movements. The kids sing the theme

song from the TV show they already know. But they learn the moves in a fun way."

Landscaping, Lego models of key characters, character meet-and-greets and the obligatory Wu's Warehouse gift store are also in the area.

"The landscaping by far is our biggest difference," Brady said, pointing out what makes the Florida installation unique. "With the heritage of Cypress Gardens, there is an expectation of beauty. We made a conscious effort when we developed the site plan for trees and bushes and bamboo to make it authentic. We really wanted ours to feel much more lush. Over the years, it will even grow in more and feel even more organic. We have 80 years of history of botanical gardens. It would be remissive to not take advantage of that legacy."

Other differences include more shading than sister properties in response to Florida's warm climate. The queuing is also indoors and air conditioned.

"I'm the father of two daughters. Even before Ninjago World was being developed, they were watching Ninjago on Cartoon Network," said Jackson. "Legoland not only features male characters, but also strong female characters. That's one thing we focused on when we launch attractions. This land is appealing to both boys and girls."

The ride operates with ten pairs of vehicles. Each player is assigned his or her own color so that each rider is aware of their performance on the screen. The theoretical capacity the park is trying to reach is 1,000 riders per hour.



PADDING

ALL TYPES OF SLIDE & POOL SIDE PADDING



PADDING FOR ANY LOCATION



WATER TRAMPOLINES



TUBES



FLOATATION COLLARS

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



INLINE RAFTS



UPHILL RAFTS



ROUND RAFTS



RAFTS



SIDWINDER BUMPER



SIDWINDER TUBES



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

HEAVY DUTY TUBES



Diamond Raft



BUMPER BOAT TUBES



INFLATABLE BARRIERS



HT Heavy Triple Tube



RAPID RIVER RAFT



FOAM MATS



SNOW TUBES & RAFTS



LILY PAD WALK

COMPLETE LILY PAD WALK SETUP

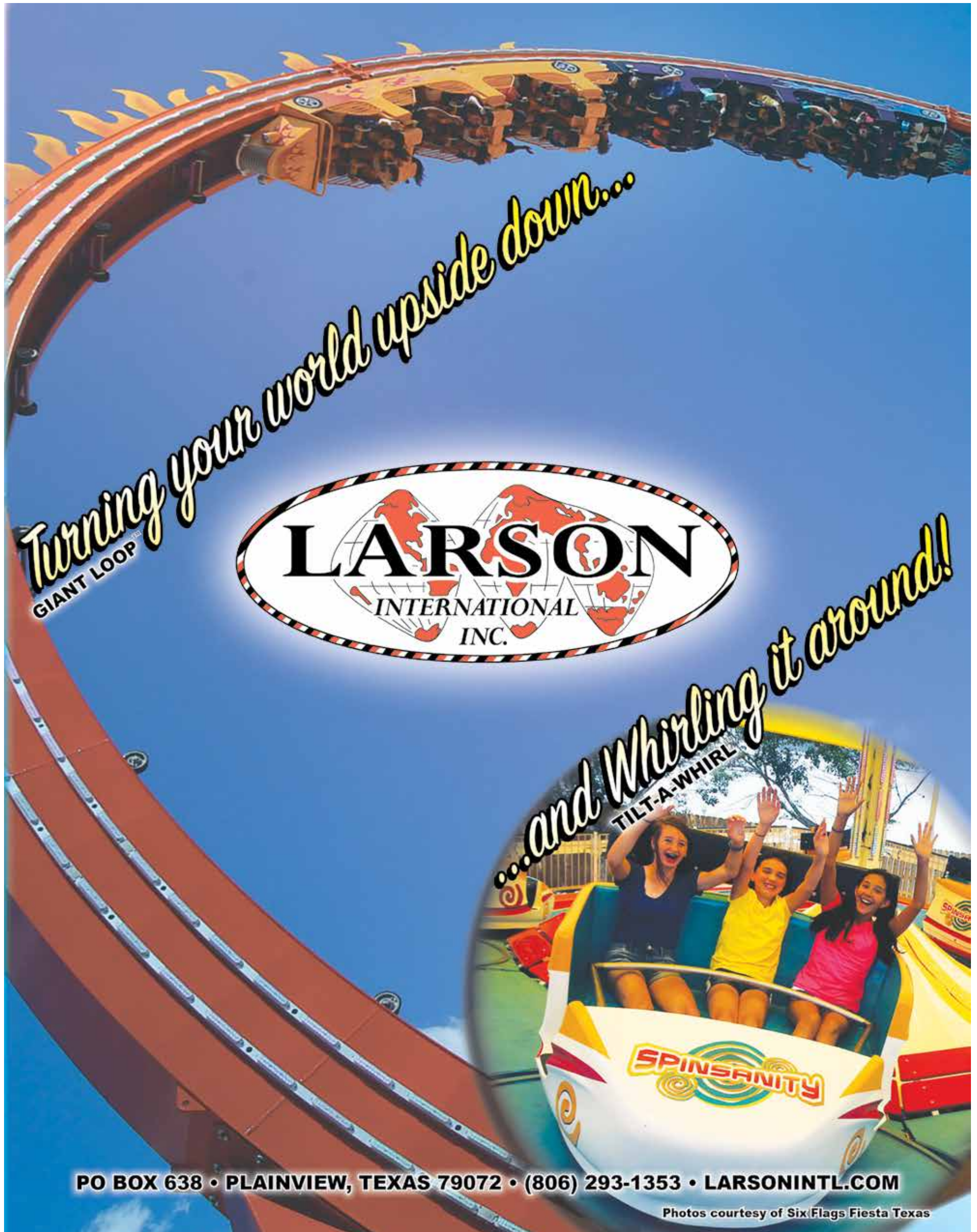
- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding



PLAY NETTING



ROPE & NETTING



Turning your world upside down...
GIANT LOOP



...and Whirling it around!
TILT-A-WHIRL



PO BOX 638 • PLAINVIEW, TEXAS 79072 • (806) 293-1353 • LARSONINTL.COM

Photos courtesy of Six Flags Fiesta Texas

Weather causes slight attendance dip at Fort Worth Stock Show

23-day run hosts 1,219,300 guests; Talley Amusements debuts KMG ride

AT: Pam Sherborne
psherborne@amusementtoday.com

FORT WORTH, Texas — Several days of rain and cooler than normal temperatures caused attendance at this year's Fort Worth Stock Show and Rodeo to slip below 2016 numbers.

Final 2017 attendance was 1,219,300, down from last year's record attendance of 1,257,900 by 38,600. The event ran Jan. 13-Feb. 4.

The last two years at the show set attendance records. The 2015 attendance was 1,248,5000.

Mary Talley, whose Talley Amusements provided the midway, said on Sunday, Feb. 5, immediately after the event, that she didn't know exactly what her final figures would show but she knew she was down from 2016.

"We had some weather issues this year," Talley said. "We were rained out the first weekend and if you can't get your weekends, it is really hard to make it up."

"We had some really cool weather, too" she said. "Today, I have a long sleeve shirt on and I'm hot."

Weather reports showed that the first weekend temperatures hovered in the mid-40s with traces of rain Friday, Jan. 13 and 14. But on Sunday, 15, over three inches fell.

Talley fielded about 50 rides on the six-acre midway, including two new ones for the show. Those rides were the Beast, manufactured by KMG, and a Tivoli Orbiter called the Predator.

Others doing business at the Fort Worth Stock Show and Rodeo on the grounds



Talley Amusements fielded 50 rides at this year's Ft. Worth Stock Show and Rodeo, Jan. 13-Feb. 4. Due to rain and cool temperatures the first weekend of the event, attendance dipped, with 38,600 less visitors than in 2016. The Century Wheel, right, manufactured by Chance Rides, is a popular ride among Stock Show visitors.
AT/SAMMY PICCOLA



New to the 2017 Ft. Worth Stock Show and Rodeo midway lineup was the Beast, manufactured by KMG and brought in by carnival provider Talley Amusements. The ride is the newest version of KMG's Afterburn ride. AT/SAMMY PICCOLA



of the Will Rogers Memorial Center reported mixed business reviews — some up, some down and some the same, as 2016. The Will Rogers Memorial Center encompasses over 86 acres with over 40 acres under roof.

Commercial exhibits cover about four acres spread across the grounds with over 200 vendors.

One business that reported an increase in business was Wild Rags by Lois, located in the Burnett Building in a corner space that is passed by horse owners as they ride or walk their horses from the stalls to the Will Rogers Coliseum. Wild Rags by Lois carries silk scarves worn by both male and female riders, horse tack and some veterinary and grooming supplies.

Wild Rag owners changed the layout of the business for this year's show, creating more open display area. Apparently that helped increase sales for them.

The Fort Worth Stock Show and Rodeo holds a number of different type of rodeos throughout its



run. Some of them include: PRCA Rodeo; Best of the West Ranch Rodeo; Best of Mexico Celebracion; Cowboys of Color Rodeo; Bulls Night Out, and Fort Worth Super Shootout.

The rodeos draw about 1,200 professional rodeo athletes.

Along with the rodeos, there are a gamut of other equine and livestock shows and competitions. Approximately 28,000 head of livestock are annually on exhibit throughout the show.

In the Stock Show 2017 Sale of Champions, the Grand Champion steer sold

for \$240,000; the Reserve Grand Champion steer sold for \$100,000 while both the Grand Champion lamb and goat sold for \$40,000 each.

Agricultural shows abound as well. Some of the free educational entertainment pertaining to agriculture includes: the FFA Children's Barnyard, Petting Zoo, a Milking Parlor and Planet Agriculture, a walk-through, interactive display reconnecting visitors with farming and ranching.

The 4-H and FFA Wildlife Contest also was offered.

The 2018 dates are Jan. 12-Feb. 3.

Nearly 1,700 turn out for PSACF/PSSA Convention

Trade show participation up with 174 booths

AT: B. Derek Shaw
bdshaw@amusementtoday.com

DERRY TOWNSHIP, Pa. — The annual convention and trade show brings together board members, volunteers and staff from most of the 109 county and local fairs held throughout the Commonwealth each year. It is also an opportunity for a few dozen carnival/midway owners/operators, along with food/game concessionaires, attractions, entertainers and suppliers to show off their wares. The theme for the 2017 convention that took place January 18-21 was "Country Scenes – Blue Ribbon Dreams."

The 32,000 square-foot Great American Hall at Hershey Lodge and Convention Center was the venue for the two and a half day trade show from Thursday through noon Saturday. As usual, the trade show floor was brisk with activity. Eight carnival operators had booths: Bates Brothers Amusement Company, C&L Shows, Dreamland Amusements, Lisko Family Midway Amusements, Midway Rides of Utica, Penn Valley Shows, Powers & Thomas Midway Entertainment and Tons of Fun Show. Reithofer Shows along with Variety Entertainment, the fair association and the showmen all



had hospitality rooms. A few of the carnivals also offered similar social opportunities.

Weather wreaked havoc with attendees during the final days and load-out during the 2016 convention. Harry Reffner, PSACF secretary and also with Bedford County Fair commented tongue-in-cheek, about the 2017 event. "Hershey in their contract this year has promised no 30 inches of snow and I'll see if they abide by that!" Attendees enjoyed weather in the low fifties during the entire event.

In addition, educational seminars, daily workshops and table topics along with banquets each evening completed the schedule of events. Some of the topics included: "Off season at your fairgrounds," "Are you really handicapped accessible?" and "Alcohol at your fair — help or hinder." Two sessions were quite popular: Security and Handguns on the Fairgrounds and Social Media 202.

Wednesday evening was the night to showcase en-



Longevity rules as the PSSA is celebrating their 50th anniversary. Of the original 250 charter members, 12 are living and four were in attendance and recognized. (l to r) Wylie Irwin, Rodney Bowers, Clem O'Jevich and Dan Wuchter. COURTESY BEV GRUBER, PSSA

tainment of all types and variety, from musical acts, impersonators, kid shows, magicians, comedians and clowns, western shows and more. The 19 acts were both self-booking and agency managed talent. Many of these acts were also on the trade show floor each day, either strolling or in a booth.

Thursday evening's banquet, held by the PSACF, featured introductions of all 60 Fair Queens who were vying for the 2017 Pa. Fair Queen title. Pennsylvania Department of Agriculture Secretary Russell Redding made a few remarks to the attendees, "Our fairs are the gateway to agriculture for millions of visitors each year. Whether it's the fair volunteers who host successful community celebrations of agriculture and family living each year, or the showmen who partner and bring spectacle, food, and entertainment, everyone at this convention plays a role in the success of agriculture and our commonwealth." New officers for 2017 include President David Hallstrom with the Clearfield County Fair and Dr. Sally Nolt with the Elizabethtown Fair. Ruth Britcher, with the Perry County Fair was the Fair Person of the year honoree. Well known country artist, Jo Dee Messina, provided the entertainment.

The PSSA banquet took place Friday evening with a Hawaiian luau theme that kicked off their 50th year as an organization. Out of 250 charter members, 12 are living and four were in attendance and recognized. (A fifth, George



Immediate Past President Steve Swika III poses with Showman of the Year Sheila Bartlebaugh and her husband, Allen with Bartlebaugh Amusements, Madisonburg, Pa. COURTESY BEV GRUBER, PSSA

Moffett with Variety Attractions left earlier in the day for The Illinois Association of Agricultural Fairs convention in Springfield.) Sheila Bartlebaugh from Bartlebaugh's Amusements, Madisonburg, Pa. was named Showman of the Year. A check was presented to the Pennsylvania Farm Show Foundation for \$21,620 — half the proceeds from the Showman's Herschel Carousel and Hampton mini tractor ride that operated during the eight day Pennsylvania Farm Show earlier in January. Deserving students were presented scholarships. The banquet also featured the installation of the 2017 PSSA President Randy Carper, with Carper Concessions, Inc., Huntingdon, Pa. Entertainment was provided by the Beach Bumz along with Hawaiian fire dancers.

Saturday evening was the Queen Coronation banquet. Since there is no "official" state fair, the banquet serves as the opportunity to announce the 2017 queen who visits any of the 109

fairs in Pennsylvania, upon request, during the upcoming season. 60 contestants representing their local/regional fair participated in three days of judging activities before a winner to this 31st annual event was selected and crowned. Madeline McEachin, representing the Butler County Fair, took those honors.

Incoming PSSA president Carper reflected on the past season, "As long as the weather was decent, the carnivals and food concessions did alright — not fantastic, but OK." Looking toward this season, Carper said, "With a different incoming president with (his) hopes and desires of employment, that should help us." Carper shared his goal for his term, "Just try and do everything I can to make the Showman Association a better organization and that's hard to beat, because they are good."

The 2018 edition takes place January 17-20 at Hershey Lodge.

•pafairs.org



Bob and Kathy DeStefano, principals of Dreamland Amusements, were first time exhibitors at the two-and-a-half-day trade show. AT/B. DEREK SHAW

DANCE PARTY 360°



*Watch the
Dance Party
in action!*



Supplying Amusements New to Used

221 EVANS WAY, SUITE E • SOMERVILLE, N.J. 08876
(908) 526-8009 • FAX: (908) 526-4535 • www.RIDES4U.com

Ferris Wheels, ride mix, dominate outside space at Gibtown

AT: Pam Sherborne
psherborne@amusementtoday.com

GIBSONTON, Fla. — It was a busy week for those attending and exhibiting at the International Independent Showmen's Foundation (IISF) Trade Show and Extravaganza, held here Feb. 7-11.

For example, Poland-based Luna-Park, had five sells and one potential on Friday, Feb. 10, alone. Luna-Park's Isabella Zamojska optimistically hoped the show's last day would produce at least one more sell.

Len Soled owner of N.J.-based Rides-4-U said last November's International Association of Amusements Parks & Attractions (IAAPA) trade show was very strong for his company and, "we have continued to do well."

"We now have had the opportunity to close two spinning coasters (SBF/Visa Group)," said Soled, whose company represents KMG, the Netherlands; S&S Worldwide, Utah; and SBF/Visa Group, Italy, as well as used rides.

On exhibit in Gibsonton was SBF/Visa Group's Groovy Bus and Puppy Love, both sold, and a Drop 'n Twist going to Hammerl Amusements. The KMG Rock It on the grounds was purchased by Crescent City Amusements.

Kolmax-Plus and its two subsidiaries, Flachs Rides and Jung Max Rides, were also very busy writing orders. Last year was the first year this Czech Republic ride manufacturer exhibited rides, although representatives were on hand during the 2015 show.

"We had 26 orders after last year," said Kolmax Plus's Irena Zvarova, adding not all of those sells were completed due to production limitations not planned by the company. "But, we already have a waiting list for next year and the year after next."

Teresa Rimes, the IISF organizer, was excited about the 2017 show. Indoor space was selling briskly prior to the show and she anticipated having more rides and attractions outside than have been there in quite some time.

Luna-Park displayed its Children's Carousel and Ferris Wheel. Zamojska said their list of sales at the show included:

- Children's Carousels to Frazier Shows; Schmidt



It was going to be a long day on the final day of the 2017 IISF Trade Show and Extravaganza, held Feb. 7-11, Gibsonton, Fla., for this crew. That is because they will be taking the Ferris Wheel down and the show owners will move it. Seen here, from left, front row, Tim and Pam Casper, PBJ Happee Day Shows, Marion, Ark., and Carlo Guglielmi, Ital International, Nashville, Tenn., who brokered the ride for Technical Park. Second row, from left, are Cristianano Gruppioni, Technical Park, and Cody Casper, PBJ Happee Day Shows. AT/PAM SHERBORNE

Amusements and Newton Shows.

- Ferris Wheels to: Lisko Family Midway Amusements Inc.; Jack Jeffrey; D.C. Lynch Shows and James Gang Amusements.

Kolmax displayed two Tea Cups this year, one with a new fork lift design to make it easier to load and unload. The company also had a new fold-up design for its elephant ride. Some of the sales posted for Kolmax included:

- Bumper Cars to Powers Great American Midways; Windy City Amusements; All Around Amusements; and Playland Amusements.

- Tea Cups to: River City Amusements; Powers Great American Midways; Amusements of America and All Around Amusements.

- Flying Elephants to Fun-time Shows.

Kolmax subsidiaries sales included: Flachs Rides with the Ferris Wheel, sold to Windy City Amusements, Mac's Carnival and Attractions and River City Carnival. Jung Max Rides Choo Choo Train, was sold to Great American Midway Entertainment.

Other ride companies, aside from Luna-Park, Rides-4-U and Kolmax Plus, with

attractions set up outside included: Colorado-based Wisdom Rides Inc. displayed an Alien Abduction and a Polar Express, the latter going to Blue Sky Amusements.

Battech Ent. LLC in Salem, Ore., displayed several rides including its new Black Widow sold to Skinner's Amusements; Downdraft, saw two orders taken for that ride during the show; Zero Gravity, going to Arnold Amusements and the Cliff Hanger, going to PBJ Happee Day Shows.

Technical Park, represented by Ital International, Nashville, Tenn., sold a wheel to PBJ Happee Day Shows.

Chance Rides, Wichita, Kan., exhibiting for the first time in several years, took an indoor space to display one of its new Zipper seats. Jeff Miller said the new seat can be retrofitted on existing seats. It has over the shoulder restraints as well as a larger viewing capacity for riders.

"If we want to sell to the mobile industry," Miller said, "we have to be here. And, since we have built a lot of wheels over the years and since people seem to want one, we also are offering 35 meter and 45 meter wheels to the portable market."

More ride companies at the show this year included Majestic Manufacturing Co., New Waterford, Ohio, Zamperla, Boonton, N.J., and Eli Bridge Co., Jacksonville, Ill.

There were over 140 exhibiting companies according to this year's IISF exhibitor's directory including companies that sell tents and tarps, safety equipment, fencing, trailers, food, plush and merchandise. Final attendance numbers were not available by AT's press time.

The IISF is the fund raising arm of the International Independent Showmen's Association (IISA). The annual event not only includes the trade show, but also seminars and workshop sessions pertinent to the outdoor amusement industry. The Outdoor Amusement Business Association (OABA) and the Showmen's League of America (SLA) also take the opportunity to have annual meetings and receptions during the IISF Trade Show and Extravaganza.

Most exhibitors at this year's show felt it was definitely a "must be there" event. Representatives may not come home with new business, but they were able to visit with existing ones.

For example, Dale McIntosh, Computerized Accounting Technics, Orlando, Fla., said he and Tom Drake have been exhibiting for 32 years. They represent over 100 carnivals.

"And, while we may not get any other new business while we are here" McIntosh said, "we get to visit with many of our long-time cli-

ents."

Other companies such as Waterloo Tent & Tarp, Inc., Waterloo, Iowa, were writing orders every day of the show. That company has been so busy that they have had to push back delivery orders.

"And, that is a hard thing for us because we are so customer-service based," said Pete Downs, owner. "Our ship date is out to about June right now."

Fred's Tents & Canopies, Waterford, N.Y., had six tents set up outside ranging in size from 10 feet by 10 feet to 20 feet by 10 feet, said Heather Frank. The company also displayed table covers and slide bags.

Owen Trailers, Riverside, Calif., displayed two of its dark rides, the Haunted House was sold to Pride Amusements and Infernal Combustion sold to All Around Amusements.

Florida-based Bob's Space Racers showed off its popular Bob's Fishing Hole, Water Gun Fun, among other offerings.

Lars Koch, Eworks Pro, (Winter Park, Fla.) whose primary vendor is Chance Rides, was glad to be at the IISF show. The company has been in the ride lighting business since 2000.

"But what really put us on the map was when we put an LED ride package on a Vekoma wheel 11 years ago," Koch said.

Action Lighting, Bozeman, Mont., was exhibiting its new and updated rope lighting, along with its other products, said the company's Robert Stone.



This was Kolmax-Plus's second year to bring rides to exhibit at the IISF Trade Show and Extravaganza, held this year Feb. 7-11, Gibsonton, Fla. Seen here, from left, are Alena Tkadlecova, Rudolf Kamenicky, Kolmax-Plus owner, and Irena Zvarova. AT/PAM SHERBORNE



CARNIVAL LIGHTS

COMPILED: Pam Sherborne
 psherborne@amusementtoday.com

Two significant changes will come to the **2017 Arkansas State Fair**, Little Rock. The fair will be one day longer, and the carnival company has changed.

Ralph Shoptaw, the fair's general manager, said the fair will run this year Oct. 12-22. The fair has been a 10-day event starting on a Friday since 1969, he said. The fair, now in its 78th year, ran six days before 1969.

The new carnival operator is **North American Midway Entertainment (NAME)**. The carnival and the fair have a five-year contract.

Deggeller Attractions had been the carnival operator for the previous 22 years, Shoptaw said.

Shoptaw said the extra day will expand the scope of the fair and give patrons one more day to enjoy it.

Two days of rain dampened attendance numbers in 2016, down from 473,106 in 2015 to 450,702 last year.

NAME also plays the **Tulsa State Fair**, which this year runs from Sept. 28 to Oct. 8. The relative proximity of Tulsa to Little Rock will allow the company to get to Little Rock in time for the Arkansas fair.

The Great New York State Fair, Syracuse, has been a priority for New York Governor **Andrew Cuomo** over the last several years. He has now extended that support down to the 56 local fairs.

The governor announced there would be \$5 million going to the 56 fairs, slightly more than \$89,000 each for infrastructure improvements. State officials said the whole idea is to improve the agricultural part of the fair.

This is the first time in nearly a decade the local fairs will receive infrastructure improvement funds.

Each fair must submit projects to the state Department of Agricultural and Markets for approval. The funding can be used to build, repair, replace, acquire or install fairground buildings, facilities or equipment that are used to house or promote agriculture.

Projects must be finished and the awarded funds must be spent by March 31, 2021. Any money remaining after that date will be divided equally among the awardees, who can then submit plans for additional projects.

In other New York fair news, it was announced in January that the New York State Fair will have an additional day starting this year, going from 12 days to 13. Dates this year are Aug. 23-Sept. 4.

WasteCap Nebraska has bestowed a GoZero zero-waste designation on the **Nebraska State Fair**, Grand Island, for excellence in diverting waste from the landfill by recycling and composting at the 2016 state fair.

"In 2016, we had 1,047 pounds of materials recycled or composted," said **Jaime Parr**, facilities director. "This creates a 93 percent diversion rate, which tops the 90 percent needed to be considered a zero-waste business. This is our third designation since 2014, because we divert everything we can from the local landfill. The animal manure and bedding are composted, fryer oil from our food vendors becomes biodiesel, and we also recycle our cardboard, aluminum and plastic."

By being one of the leading events in waste reduction, the Nebraska State Fair demonstrates to all Nebraskans the importance of working toward a zero-waste future, fair officials said in a press release.

The 148th Nebraska State Fair will be from Aug. 25 through Sept. 4 in Grand Island.

The City of Tyler, Texas, released the final three concepts of its Rose Complex Master Plan at the end of January — all of which would require the **East Texas State Fair** to move from its location just off Front Street in downtown Tyler.

Along with the fair, the Rose Complex currently houses the Rose Garden Center, Harvey Convention Center, and Tyler ISD football and baseball fields.

During a community input meeting, a consultant on the project explained the overlapping of these venues in a tight space creates issues.

No matter which design they choose, the city hopes to create more parking, renovate or relocate Harvey Convention Center, develop retail and add a park in the complex.

The consultant said the improvements rolled out over 20 years would also include "a transition plan" for the East Texas State Fair to a new space when its lease with the city expires in 2026.

There are community concerns over what will happen to the fair.

John Sykes, president & CEO of the East Texas State Fair, said the organization faces space and facility limitations in its current location and purchased a larger piece of land 12 years ago in hopes of moving. However, the non-profit has not been able to raise enough money.

According to a time line posted on the city's website, the committee plans to finalize the Rose Complex Master Plan by June.

All that time spent at the **Erie County Fair**, Hamburg, N.Y., could pay off for students who have participated in the fair and agricultural related activities.

A total of \$30,000 in scholarships is being distributed through three programs to eligible high school and college students.

-The Erie County Fair scholarship seeks students enrolled or enrolling in a college or university who have participated in the fair. Participation includes, but is not limited to, employment, exhibition, volunteering, marching band or other performances. Applications are due April 7.

-The Erie County Agricultural Society scholarship is limited to students who are pursuing an agriculture related career. Students must be enrolled or enrolling in a college or university and must be able to describe how their field of study will help them in their agricultural endeavors. Applications are due April 7.

-The Erie County Agricultural Society, in conjunction with the New York State Association of Agricultural Fairs and the New York State Showpeople's Association, will award up to 10 scholarships of \$1,000 apiece for students who participate in agricultural related activities at the fair.

Those eligible for awards must be current New York State high school seniors or students enrolled in college who are pursuing a degree in a field related to agriculture, fair management or the outdoor amusement business. Applications are due April 14.

Information and applications are available at local high schools, the local Erie County Fair main office or by contacting **Maria Lucero** at the fair office, (716) 649-3900, Ext. 6413.

Information on the state scholarship also is available at Cornell Cooperative Extension of Erie County and at www.nyfairs.org/scholarship.htm.

MIDWAY MARKET PLACE



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



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

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

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

OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM



1-800-428-8640

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

www.muncienovelty.com
info@muncienovelty.com

MUNCIE NOVELTY INC. COMPANY We've got your Ticket.



P.O. Box 238

Merino, CO. 80741

800-634-6097

970-522-7515

Fax: 970-522-2902

info@wisdomrides.com

www.wisdomrides.com



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

During the annual Pennsylvania Farm Show

PSSA and Pa. Department of Agriculture raise scholarship funds



AT: B. Derek Shaw
bdshaw@amusementtoday.com

HARRISBURG, Pa. — For over a century the Pennsylvania Farm Show, the premiere agriculture event in the Commonwealth, takes place early in the new year. The past 13 years, the Pennsylvania State Showman's Association (PSSA) has worked in concert with the Pennsylvania Department of Agriculture Farm Show Foundation to raise valuable scholarship funds for deserving youth to further their education in the agriculture and amusement industries.

This is accomplished by setting up and operating two rides, a 1958 Allen Herschel three-abreast carousel in the Family Living area of the Main Hall

This year Skelly's Amusement donated use of their 1958 Allan Herschel three-abreast carousel to raise funds for the Pa. Showman and Farm Show scholarship funds. Previously S&S Amusements provided a similar model. Nearly \$43,000 was raised this year between the two rides that also included a Hampton tractor flat ride. AT/B. DEREK SHAW



near the butter sculpture and a Hampton farm tractor flat ride in the WEIS Exposition Hall. PSSA volunteers wearing shirts with a "Dollars for Scholars"

logo serve as goodwill ambassadors to those who pay the \$2.00 donation per ride. Allen Bartlebaugh, principal of Bartlebaugh Amusements and a PSSA board member, explains the process, "All the money gets divided between the two scholarship funds. We're here every day for the whole week (eight days). We did have Steve Swika's carousel here up until this year, but with his passing away and the estate and everything, we weren't able to use it this year. Mike and Tom from Skelly's Amusements stepped up to the plate and let us use their machine, which is the same machine, just with a different scenery package on it. We still have the capacity which is nice (30 horses, two chariots)."

▶ See FARM, page 25

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

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

STATE FAIR
FUN SLIDE
FUN SLIDE
FUN SLIDE
FREDERIKSEN

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



Kim Blee, manager First Aid at Knoebel's Amusement Resort was greeting attendees with scratch-off game cards good for free tickets and discounted tickets and wristbands.

AT/B. DEREK SHAW



Michelle Browell, social media and special events coordinator for the DelGrosso's Companies was on hand promoting the amusement park, pastas and non-profit fundraising programs the organization offers. The park is celebrating its 70th anniversary this year.

AT/B. DEREK SHAW

SPIDER MANIA!

- 24 Seats
- Up to 48 Children
- Holds Adults Up to 200 lbs.
- Simultaneous Loading/Unloading
- Set-up Fast and Easy!
- Pull with Pickup

Another "family ride" also available...
Big Eli Construction Zone

ELI BRIDGE COMPANY
 Building rides people have enjoyed for over 50 years

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

Load Rings and Lifting Eyes

J.W. Winco offers a variety of top quality load lifting products with the highest safety standards. Explore our full product line on our website www.jwwinco.com or contact us with your application requirements.

Scan to see these products

2815 S. Calhoun Road
 New Berlin, WI 53151
 Phone: 800-877-8351
 Fax: 800-472-0670
 Sales@jwwinco.com

J.W. WINCO, INC.

►FARM**Continued from page 24**

Regarding the Hampton farm tractor flat ride Bartlebaugh said, "Powers and Thomas actually are the ones that let us use this ride. Eddie sent it up from North Carolina for us."

The two rides were staffed by over 80 people from various carnival operations, making it a combined effort by the showmen. "There's eight or 10 shows that send people here. Powers and Thomas are now winter quartered in North Carolina. Skelly's are winter quartered in New Jersey," said Bartlebaugh. "A lot of the Pennsylvania shows send people here. LAM Enterprises sends people, Goodtime sends people, Majestic Midways, Otto's Amusements, Floyd Foods, Bartlebaugh Amusements, Packard's Concessions, Snyders Concessions – a lot of the membership kick in and help too. It's a team effort for the Showman's Association."

Bartlebaugh talked about the total revenue generated from this annual undertaking, "We're donating somewhere in the neighborhood of \$20,000 a year to the scholarship funds, the farm show and ours. The carousel does quite well and this one (tractor ride) is coming along. This is the third year (for it)."

Donna Kramer, PSSA treasurer, explained the history of the collaboration, "Our organization in 2005 thought that since in Pennsylvania our amusement rides come under the jurisdiction for inspection by the Pennsylvania Department of Agriculture, wouldn't it be a great opportunity to showcase our end of the agricultural business and be part of the Farm Show in Harrisburg." That was the beginning of the partnership. In 2017, over \$43,000 was raised and split equally between both scholarship programs, bringing the total funds raised in 13 years to more than \$445,000.

Also participating as commercial exhibitors in the Main Hall were two Pennsylvania Amusement Parks: Knoebels and DelGrosso's, the latter promoting their family of companies. "We are at the farm show promoting the amusement park, DelGrosso's Foods pasta sauce and its fundraisers to the Harrisburg area, trying to raise brand awareness here and to reach out with our fundraising and get some more people to the park next summer," explained Michelle Browell, social media and special events coordinator

for the DelGrosso's companies. The park is celebrating its 70th season in 2017.

Knoebels Amusement Resort was represented by Kim Blee, First Aid Manager. This is the fifth time the park has participated in the annual farm show to promote their park, campground and golf course. Blee (and others throughout the eight days) were handing out scratch-off game cards good for free tickets and discounted tickets and wristbands.

The Pennsylvania Farm

Show is the nation's largest indoor agricultural event, featuring 6,000 animals, 10,000 competitive exhibits, and 300 commercial exhibitors within one million square feet of space on 24 acres with 11 halls and 3 arenas. This is Pennsylvania's equivalent to a state fair, minus the rides (except for the two fundraiser ones.) Estimated attendance is over a half million people during the eight day run which ends the Saturday before Martin Luther King Day each January.

Rose Festival sees a funtastic future ahead

PORTLAND, Ore. - The Portland Rose Festival is thrilled to announce that Funtastic Traveling Shows has renewed its contract to extend the partnership into 2022. The agreement with the popular carnival company means great stability for one of the Festival's major events, CityFair, and compliments the eclectic foods, diverse concerts and fun kids programming at the Rose Festival's scenic riverside location.

"Funtastic Traveling Shows has been a true partner for more than a decade," says Jeff Curtis, Rose Festival Chief Executive Officer. "We feel fortunate to be able to work with a local company that prides itself on safety and customer service that aligns perfectly with Rose Festivals goals."

Masters in the art of insuring amusement risks.

Since 1983, we've crafted risk management solutions solely for the Amusement, Entertainment and Leisure industries.

That's expertise we bring to your business.

We find the perfect mix of innovative and affordable insurance programs for each and every individual client, then add 24/7 claims service to give you peace of mind.



Call and see how we can help:

800.235.8774

www.alliedspecialty.com

XL Group and Allied Specialty Insurance are global brands used by XL Group Ltd's insurance subsidiaries. Coverages are underwritten by the following XL Group Ltd insurance companies: Greenwich Insurance Company, Indian Harbor Insurance Company, XL Insurance America, Inc., XL Specialty Insurance Company and T.H.E. Insurance Company. Coverages not available in all jurisdictions.



America's Premier
Amusement Ride Manufacturer



1506 Fernwood Road • Winterville, OH 43953 • Phone: 740-264-6599
WWW.AMRIDES.COM



BUSINESS, SAFETY & CLASSIFIED

▶MarketWatch — Page 29 / Obituaries — Page 30 / SAFETY — 32-36 / CLASSIFIEDS — Pages 38, 39

Chain's first North American hotel of its type

Legoland California breaks ground on castle-themed lodging

AT: Dean Lamanna
dlamanna@amusementtoday.com

CARLSBAD, Calif. — A new source of family-friendly “medieval times” is coming to Southern California, courtesy of the Legoland California Resort.

The ever-growing theme park destination just north of San Diego, which already is home to the four-year-old Legoland Hotel, is building a second, castle-themed lodge with 250 premium rooms, including 20 suites. It will open in the spring of 2018.

The project's Jan. 18 groundbreaking was hosted by Legoland California's general manager, Peter Ronchetti, who was joined in the ceremony by Carlsbad Mayor Matt Hall, two young shoveling “apprentices” and several costumed characters.

“I am excited to say that next year, Legoland Castle Hotel will be opening right where we stand today,” said Ronchetti, gesturing to an area that once served as employee parking for the resort. “This hotel will completely immerse guests in a castle experience from the minute they enter the grand hall, to dining in an amazing sit-down royal restaurant and engaging in courtyard entertainment by the pool.”

Resort representatives have described the Legoland Castle Hotel experience as an upgraded one, with more atmospheric detail and costumed character interaction with visitors.

Upon entering the hotel, guests first will step into a grand hall, where they will be

“This hotel will completely immerse guests in a castle experience from the minute they enter the grand hall, to dining in an amazing sit-down royal restaurant and engaging in courtyard entertainment by the pool.”

—Peter Ronchetti,
Legoland California

met by a Lego wizard before taking a “magical levitating lift” (elevator) to one of three floors, where differently themed room adventures await.

In the Knight rooms, guests will be surrounded by dragons and knights as they prepare to go into battle to defend the king's castle and protect his treasure. And in the Princess rooms, woodland animals such as butterflies, squirrels, owls and songbirds — all made from Lego bricks — will await discovery.

For fans of magic, the Wizard rooms will show guests how to protect the king's treasure through “giggling potions” and spells.

Other features unique to the Legoland Castle Hotel include a two-story slide in the lobby for kids, Lego building stations in each children's sleeping area, interactive play elements in an expansive courtyard, interactive water play features by the pool, premium

entertainment from Legoland characters and a Lego retail store.

A separate theme park entrance for the exclusive use of hotel guests will be an added convenience.

With occupancy at its existing, toy building brick-themed 250-room hotel averaging 80 percent annually and 100 percent in the summer, according to resort officials, demand for additional park lodging has been strong. Rates at the new premium lodge are expected to run about 10 percent higher than at the Legoland Hotel, which offers both standard and premium accommodations.

“The success of the first Legoland hotel has helped propel Carlsbad's tourism economy to record-setting levels,” said Mayor Hall. “Now with a second one on the way, our residents can look forward to even greater tax revenues, which go to the funding of day-to-day city services like parks, libraries and police.”

•legoland.com/california



Legoland California's second hotel will be the global chain's first castle-themed lodge in North America. Opening in mid-2018, it will offer 250 premium rooms and suites. COURTESY LEGOLAND CALIFORNIA RESORT



EUROPEAN SPARE AND REPLACEMENT PARTS IMPORTER

SINCE 1982



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

PHONE: (716) 839-4791
FAX: (716) 839-4506
EMAIL: parts@nap-inc.com
www.nap-inc.com

SERVING THE AMUSEMENT INDUSTRY

WE'VE KEPT YOUR RIDES IN MOTION SINCE 1982

The turnstile never lies.

We make the turnstile spin.



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

Bowling-anchored fun center chain expands

CEO: Upgrades underpin success of Main Event Entertainment

AT: Dean Lamanna

dlamanna@amusementtoday.com

PLANO, Texas — Growing up in the small seaside town of Yarmouth, Maine, 12 miles north of Portland, **Charlie Keegan** didn't have a lot of amusement options. In fact, the closest park to which his family ventured was one currently known as **Funtown Splashtown U.S.A.**, some distance down the coast in Saco.

Today, Keegan doesn't have to look farther than his office for fun. As president and CEO of metro Dallas-based **Main Event Entertainment**, he leads a growing chain of bowling-anchored centers that is delivering both classic and cutting-edge diversions to more than 20 million guests annually across the U.S.

Founded in 1998, with its first location in Louisville, Ky., Main Event features an "Eat. Bowl. Play" experience for families, young adults and groups that transcends the typical family entertainment center (FEC). In addition to state of the art bowling, billiards, big-screen televisions, gravity ropes, multi-level laser tag, and dozens of virtual and interactive games, its venues — ranging in size from 45,000 to 75,000 square feet — offer chef-inspired dining, bars that serve handcrafted cocktails, and contemporary interior design that fosters a higher-end social atmosphere.

Keegan joined Main Event, a subsidiary of Australia-based attractions company **Ardent Leisure**, 10 years ago following an extended run with Kansas City, Mo.-based **Applebee's International, Inc.** And he is energized by the out-of-home entertainment brand he has helped shape. With 32 centers operating as *Amusement Today* went to press (a location had just debuted in Jacksonville, Fla.; see page 6), the company was on track to open a new location every month through the middle of this year.

"We continuously raise the bar for ourselves and our industry," said the chef-trained executive, who began working in the restaurant



Charlie Keegan, CEO
Main Event Entertainment

business at age 13 and later earned a hospitality degree from Florida State University. Keegan fielded some questions from *AT* about how he and his 5,000 employees are accomplishing just that.

Entertainment centers, in all their variety, have become a major amusement industry growth sector in recent years. What's driving this?

Digital disruption. No longer do you sit around the table and have dinner and do your traditional socializing, because everybody's on a device. People want to outsource their socialization, or just get together and do things.

If you look not just at FECs, but at the landscape of out-of-home entertainment, you're seeing upgraded movie theaters with upgraded seating and upgraded food and beverage, or a **Top-golf** upgraded driving range. Or what we've done at Main Event to upgrade a bowling offering. There's a parallel with these emerging and successful concepts: Everybody wants to be upgraded. Everybody wants upgraded food and beverage, for example, because if you go out with a group of people, you get together around food and beverage to socialize.

So you're tapping into the young adult and singles demographic?

Today there are more single adults than there are married adults. If you really want to compete, the idea of putting a big-box building up and putting some

amusements in it is no longer enough — you have to go after adults as well as the family business to win. And you have to go multicultural, multidimensional; you have to appeal to affluent, because affluent is 70 percent of the spend. That's where we see the market, and where we are focused.

How would you describe your business model, and how has it evolved?

It was recognized 20 years ago that the traditional league-based business model of bowling was not really relevant anymore. Main Event created a broader set of entertainment offerings anchored by bowling, without leagues, draught beer or smoking. The locations are all super-regional, instead of neighborhood, and they've all been successful with that formula.

What we've really tried to do in the last 10 years is just make it a little more relevant, and to get the product ready for sort of a national footprint. That's what we're doing now.

How, specifically, is improved food service helping you do that?

Ten years ago, we basically had bowling alley/snack bars. Today, we have three distinct food offerings. We have a handcrafted grill and bar menu. We've taken what was, in our original centers, a snack bar and recast it in sort of a fast-casual pizza offering. So now you have full service and you have quick service with value. Those are the two distinct offerings for the walk-in guests. And then we have a catering offering for group events.

What are your facilities' most popular activities?

We're a bowling-anchored entertainment venue, but we have sort of a balanced portfolio of offerings — with food and beverage, games and amusements, billiards. All of our centers have a two-story laser tag arena except for Orlando, where we're experimenting with



The latest in arcade game technology (left), plus bowling, billiards, laser tag, full bar service and handcrafted food offerings are featured at Main Event Entertainment's current 32 locations — including North Fort Worth, Texas (above), and Oklahoma City, Okla. (below).

COURTESY
MAIN EVENT ENTERTAINMENT



virtual reality [VR].

VR has been booming over the last year or so. Do you see this technology playing an increasing role in your centers?

For sure. The technology is not yet multiplayer, while you could maybe have 30 people playing in a laser tag arena. But it's getting there. And it's a much more immersive experience. We're watching, and we're incubating. We see some upside potential, but the product has to be right.

What criteria do you use in evaluating potential new locations?

We have identified the core customers that go to our centers — what they're psychographic profile is, where they come from, how far they drive, how much they spend. And we've created a bit of

a model of what we think it takes to drive a successful Main Event. Using that as a domestic overlay, we have identified trade areas throughout the continental U.S. that we think can support our centers.

We have a shopping list, a prioritized list of trade areas that we want to go to, and a strategic plan. It's a combination of building out existing markets and going to new markets in a pacing that we can manage. Taking it international is an obvious extension of our business, at the right time.

What do you enjoy most about leading Main Event Entertainment?

It's a fabulous business. People come in and they want to spend money to have fun. What's not to like?

•mainevent.com

MARKETWATCH



COMPANY	SYMBOL	MARKET	PRICE 02/10/17	HIGH 52-Week	LOW 52-Week
The Blackstone Group	BX	NYSE	30.35	31.69	22.45
Merlin Entertainments Group/ Legoland	MERL	LSE	486.40	494.90	316.79
Cedar Fair, L.P.	FUN	NYSE	63.11	65.23	50.21
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	75.15	76.87	55.59
The Walt Disney Company	DIS	NYSE	109.26	111.99	89.61
Dubai Parks & Resorts	DXBE:UH	DFM	1.15	1.77	1.01
EPR Properties	EPR	NYSE	75.33	84.67	59.23
Fuji Kyoko Co., Ltd.	9010	TYO	1034.00	1568.00	979.00
Haicahang Holdings Ltd.	HK:2255	SEHK	1.78	1.95	1.52
Lefoo Development Co.	TW:2705	TSEC	8.66	9.00	6.62
MGM Resorts International	MGM	NYSE	28.53	30.62	17.33
Parques Reunidos Servicios Centrales S.A.	ES:PQR	MCE	16.40	17.41	11.99
SeaWorld Entertainment, Inc.	SEAS	NYSE	18.94	21.84	11.77
Six Flags Entertainment Co.	SIX	NYSE	60.50	62.69	47
Skyocean International	HK:0593	SEHK	14.92	16.88	7.95
Tivoli A/S	DK:TIV	CSE	482.00	499.50	356.50
Village Roadshow	VRL	ASX	3.89	7	3.75

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

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

—SOURCES: Bloomberg.com; Wall Street Journal

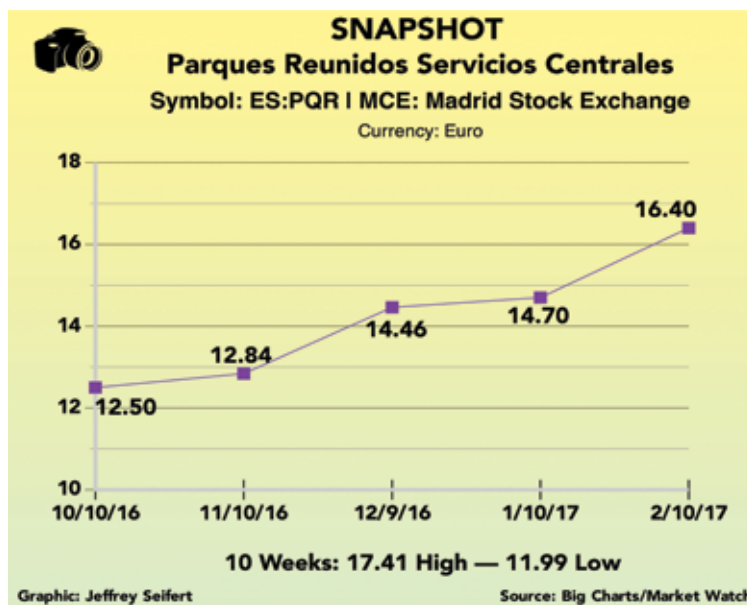
DIESEL PRICES

Region (U.S.)	As of 02/06/17	Change from 1 year ago
East Coast	\$2.719	+\$0.531
Midwest	\$2.492	+\$0.563
Gulf Coast	\$2.403	+\$0.507
Mountain	\$2.515	+\$0.601
West Coast	\$2.748	+\$0.675
California	\$2.944	+\$0.575

CURRENCY

On 02/10/17 \$1 USD =

0.9361	EURO
0.7980	GBP (British Pound)
112.42	JPY (Japanese Yen)
0.9973	CHF (Swiss Franc)
1.3098	AUD (Australian Dollar)
1.3138	CAD (Canadian Dollar)



BUSINESS WATCH

Spaces Inc. raises addition \$6.5 million

PLAYA VISTA, Calif. — **Spaces Inc.**, the virtual reality and mixed reality company launched in 2016 by VR pioneers from **DreamWorks Animation**, has raised an additional \$6.5 million in funding, led by China-based **Songcheng Performance Development Co. Ltd.**, with additional investment from **Comcast Ventures**, the venture-capital affiliate of **Comcast Corporation**, and other leading venture capital groups.

Combined with a previously announced \$30-million **Spaces-Songcheng** theme-park joint venture, the new investments accelerate Spaces' vision to build a bold new era of VR-enabled parks and attractions. Spaces and Songcheng plan to announce details about their theme park projects soon.

At a glance...

•ANAHEIM, Calif. — **Visit Anaheim**, the official destination marketing organization of **Anaheim**, confirmed on Feb. 1 that Anaheim has set a new visitor volume record in 2016. For the fourth year in a row, Anaheim broke the previous record by welcoming more than 23 million visitors.

Overall visitor growth in Anaheim is up 2.3 percent from 2015, leading to a nearly 33 percent growth since 2011. Anaheim visitors also spent 7.2 percent more in Orange County in 2016 than the previous year, contributing \$8.1 billion to the local economy. Over the last five years, total visitor spending jumped 74 percent.

•LAS VEGAS, Nev. — For the third consecutive year, **Las Vegas** continued historic visitation growth, setting a new all-time record. Las Vegas welcomed 42.9 million visitors in 2016, surpassing 2015's record-setting 42.3 million. In addition to hosting millions of leisure travelers, the destination celebrated record-breaking convention visitation in 2016, welcoming more than 6.3 million business travelers during the year.

MAILBAG

Wet 'n Wild Orlando debate continues

Hi Gary,

I enjoyed reading the letter from **Gary Goddard** in the AT January 2017 issue and can certainly understand his question, as I have often had similar conversations about just what makes something the "first."

Having researched the industry's history for over 30 years, I have realized that industry-changing events do not occur in a vacuum. Rather it tends to be an evolutionary process capped by a catalytic event. Although **Disneyland** is considered the first theme park, it was actually the pinnacle of a process that started with places such as **Knott's Berry Farm**, **Storytown USA** and **Santa Claus Land**.

The same process also led to the creation of **Wet 'n Wild**. There were numerous evolutionary steps leading up to that catalytic moment. In 1969, **Phil Dexter** opened **Big Surf** in Arizona with his newly invented wave pool as its sole attraction. Through the early 1970s independent waterslides began to appear and in 1976 **River Country** opened. It was a groundbreaking attraction, but was one feature of the much larger **Walt Disney World Resort**. What made **George Millay's** project the industry's catalytic event was that it was a free-standing business and a destination in and of itself. Imitators sprung up almost immediately and the industry would never be the same.

Jim Futrell, Historian

National Amusement Park Historical Association
thefutrells@comcast.net

NEW
AS LOW AS \$0.99/EACH
Stackable Yard \$0.88/each
\$0.34/EACH

SIPPERS BY DESIGN

(800)395-9980
www.SippersByDesign.com
sales@SippersByDesign.com

AS LOW AS \$0.35/EACH
Includes Custom Full Color Print
Minimum 25k for print

32 OZ
48 OZ
64 OZ

Texas "corny dog king" Skip Fletcher dies at 82

FLOWER MOUND, Texas — **Neil Odrey Fletcher Jr.**, known as "Skip, the Corny Dog King," age 82, passed away on Jan. 31, in Flower Mound, Texas, after a battle with pneumonia.

Fletcher was born on February 12, 1934 in Dallas, Texas, to his parents, Neil and Minerva Fletcher.

Fletcher's Corny Dogs were first sold at the **State Fair of Texas**, Dallas, in 1942, by Vaudeville performers Neil and Carl

Fletcher, Fletcher's father and uncle, respectively. They sold the dogs for 15 cents each.

When the brothers died in 1980, Skip Fletcher and his brother, Bill Fletcher, took over the business.

Fletcher's now sells 600,000 corny dogs annually at the State Fair of Texas alone and debuted a vegetarian corny dog in 2015.

Fletcher has been quoted as saying he grew up as "chief taste taster" in his



Skip Fletcher

parents' kitchen as they perfected their recipe.

"My mother didn't

cook a meal in the kitchen for three months," Fletcher was quoted as saying by local news agencies. "We were taste-testing corny dogs!"

Family and friends said he was known for his endless generosity, giant personality and contagious enthusiasm for life.

He is survived by wife, Glenda (GG) Fletcher; son, Aaron Fletcher; daughters, Beckey and Amber Fletcher; grandchildren, Au-

drey Gardsbane, Monica Welling, Jace Fletcher and Amanda Bandy; 12 great grandchildren; brother, Bill Fletcher; and his dog, Cousteau.

He is preceded in death by his brother, John Fletcher, and sons, Dutch, Craig and Rodney Fletcher.

Memorial donations may be made to the State Fair of Texas Youth Livestock Auction and Scholarship Program.

Industry concessionaire veteran Bobby Leonard passes away in Florida

GIBSONTON, Fla. —

Carnival industry veteran **Bobby Leonard** passed away January 27, 2017.



Leonard

Leonard was a life-long concessionaire and was a supporter of the **International Independent Showmen's Association** in Gibsonton.

A service was held on Jan. 31, 2017, at the International Independent Showmen's Association club in Gibsonton.

Memorial donations may be made to the SRV Scholarship Committee, P.O. Box 3359, Riverview, Fla. 33568.

Carnival truck salesman Ed Murphy dies at 88

BELLEVILLE, Ill. — **Edward F. Murphy**, 88, of Belleville, Ill., passed away on Jan. 26, 2017 at Memorial Hospital here.

Born Oct. 5, 1928, Murphy was president and CEO of **Modern Motors** of Belleville for 56 years.

His professional asso-

ciations were many. Some of those include: the **Showman's League of America, St. Louis Chapter**, where he served as treasurer for 26 years and established the Scholarship Fund; **Showman's League of America; Outdoor Amusement Business Association**, which honored him by inducting him into the Hall of Fame; and the **Arizona Showman's Association** of which

he was a past president.

Murphy also served in the United States Navy.

He was preceded in death by his loving wife of 61 years, Shirley Smith Murphy; two sons, Daniel Murphy and Timothy Murphy; and his parents, Rudolph T. Murphy and Mary Duggan Murphy, Wodohodsky, Ill.

He is survived by a son, Michael Murphy of St. Louis, Mo.; six grandchildren;

five great-grandchildren; three daughters-in-law and two sisters.

Memorials may be made to the scholarship fund of the Showmen's League of America, St. Louis Chapter, c/o Phil Tomber, 2311 Chestnut St., St. Louis, Mo. 63103.

Condolences may be expressed online at www.lakeviewfuneralhm.com.

Playday Amusement's Robin Woodfield dies at 58

TOMS RIVER, N.J. — **Robin M. Woodfield**, 58, a games concessionaire for 38 years at **Casino Pier**, Seaside, N.J., died Dec. 5, 2016, at her home.

Woodfield, who was born in Dover, N.J., in 1972, graduated from Toms River North.

She and her husband, **Douglas Woodfield**, owned and operated 24 games on the Pier. Their company



Woodfield

there was **Playday Amusements**.

They also leased Casino Pier's Sand Castle Building and owned the **Twisted Fish** and other concessions.

Woodfield is predeceased by her parents Matthew and Aurelia Roberts.

Surviving is her husband of Toms River, N.J.; her brother, Douglas Roberts and his wife Marjorie of N.J.; many loving nieces and nephews and Ginger her dog.

Condolences may be sent by visiting www.ryanfuneral-home.com.

IALDA charter member Kurt Anselmi dies after battle with cancer

LAKE ANGELUS, Mich. — **Kurt Anthony Anselmi** passed away at his home surrounded by his family on January 19, after a lengthy battle against brain cancer.



Anselmi

Kurt's youth was spent devoted to the sport of roller skating where he was a perfectionist in style, grace and athleticism. Kurt won many national championships in both singles and pairs, and was a U.S. World Team member multiples times. Roller skating at the Rolladium, his fam-

ily's business in Waterford, is where he met and fell in love with his wife Terry. They continued their passion for the sport through coaching and eventually taking over the business. Kurt was inducted into the **Roller Skating Association Hall of Fame** in 2016.

Kurt was a 1972 graduate of Waterford Township High School. He received his bachelor's degree from University of Michigan (1976) and Juris Doctor degree with Honors from Detroit College of Law (1981). Kurt was licensed to practice law in the States of Michigan, Colorado and Ohio.

Kurt co-founded **Anselmi and Mierzejewski P.C.**

in 1988. With his guidance as Managing Partner, the firm grew over the last 29 years to more than 20 lawyers and is now one of the 50 largest law firms in Michigan. Kurt was one of the most prominent, accomplished and respected attorneys in the amusement industry. In 1991, Kurt was one of six charter members of the **International Amusement and Leisure Defense Association (IALDA)** and served the Association as president and member of the board of directors. He was the author of the Michigan Roller Skating Safety Act of 1988, the first of its kind in the Country. Ten other states followed Kurt's lead.

Kurt was the co-author of the Roller Skating Risk Management Guidelines which were endorsed by the RSA. He was the co-author of dozens of articles on Risk Management and served on the RSA Risk Management Committee. Kurt presented Risk Management and Litigation seminars at the RSA convention, the World Waterpark Association trade show and the IAAPA Attractions Expo. Few people knew as much about the subject of Risk Management as Kurt.

Kurt lived life to the fullest and was admired by many for his adventurous spirit. He was a true and passionate out-

doorsman. His favorite place was the mountains of the West where he enjoyed hunting, skiing and riding his motorcycle.

Kurt is survived by his loving wife Terry Lee (Campbell), children Terese and Tony Anselmi, and his beloved Mother Marilyn Anselmi, Sisters Kim (Mark) Majoros, Holly Anselmi, Brother Tobin (Kim) Anselmi, father-in-law John Campbell and Sister-in-law Kim (Matt) Decovich. He was a loving Uncle to Stephanie (Dan) Levine, Zachary Anselmi, Daniel Anselmi and Ashely (Brent) Meschke. Kurt was preceded in death by his Father Albert H. Anselmi.

KCL Engineering and Ride Ent. join forces to offer LED lighting

STEVENSVILLE, Md. — **KCL Engineering**, a leader in custom lighting solutions, has chosen **Ride Entertainment** as their sales partner in the attractions industry.

KCL burst onto the scene this year with three notable projects at Iowa's **Adventureland Park**, the most innovative being a first of its kind LED lighting system on the park's new **Gerstlauer** roller coaster, **The Monster**. The coaster, which stands 131 feet tall, can be seen throughout the park by day, and at night the ground and track-mounted lights make the attraction a focal point. Beyond an illumination solution, on a coaster designed to confuse riders, the lighting systems adds another layer of intrigue and unpredictability.

"When Adventureland shared the concept for **The Monster**, we had a vision to bring the entire structure to life through dynamic track lighting. Perhaps the fact that this was our first large-scale ride lighting project worked in our favor as we truly felt no limitations. We simply came up with an idea and engineered our way to it," said KCL's Professional Engineer **Kris Kunze**, **The Monster's** lead lighting designer.

"As soon as I saw what KCL could do I knew we needed to work with them," laughed **Adam Sandy**, Chief Business Development Officer at Ride Entertainment. "We are always on the lookout for innovation in the attractions industry and what they created for Adventureland was unlike anything I have seen. We are thrilled to see where they take their unique illumination concepts next," he noted.

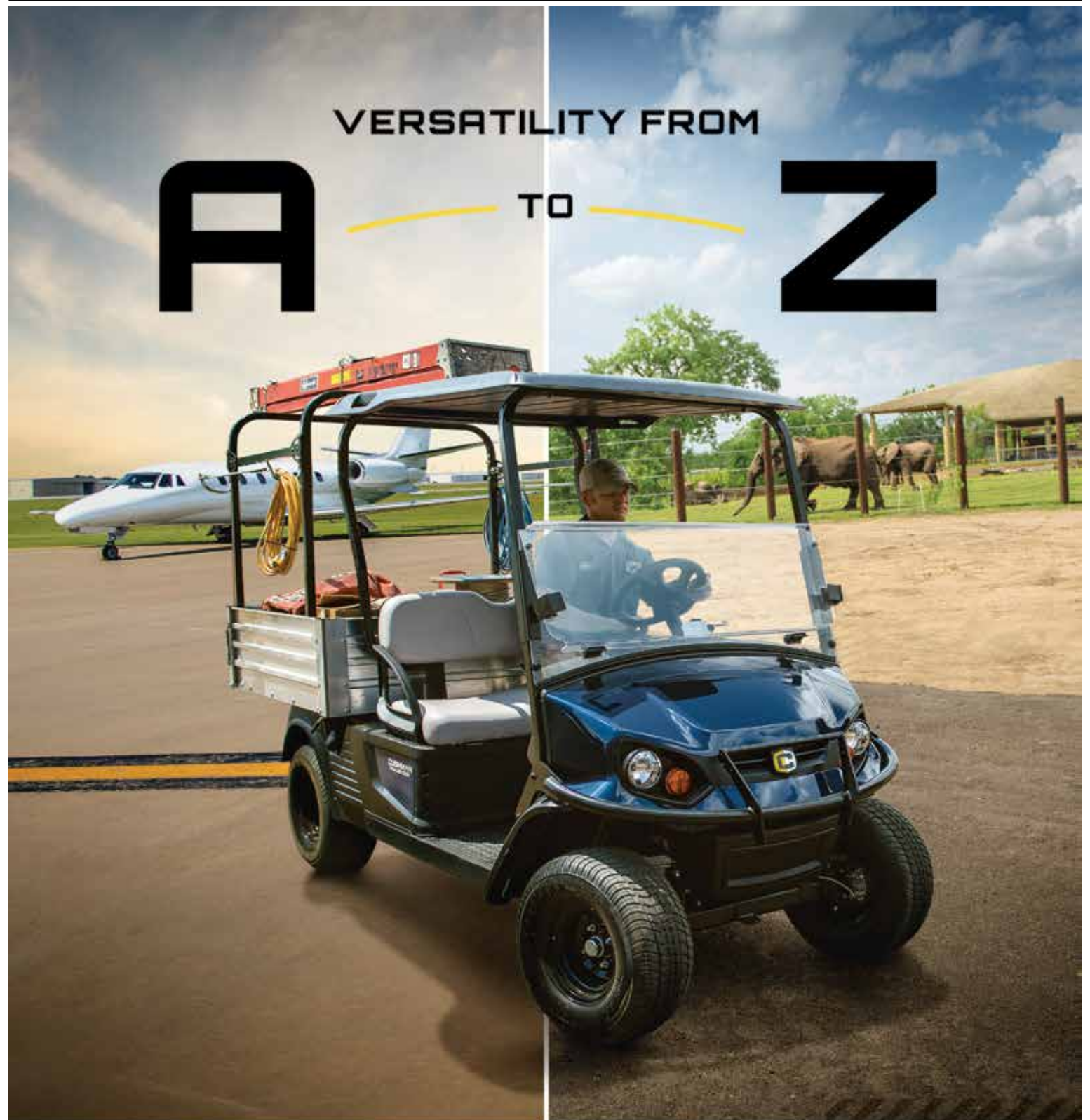
The Iowa-based engineering company is no stranger to working on high-profile projects worldwide. KCL Engineering has implemented LED solutions for **Yankee Stadium**, **Safeco Field**, and numerous skyscrapers around the globe.

"Working with Ride Entertainment is an absolute honor," declared Kunze. "Their partnership provides immediate immersion into

the attractions industry. We look forward to providing a wide variety of custom lighting solutions; from basic LED installations that give an existing attraction new life to park-wide solutions seen nowhere else in the world."

- KCLEngineering.com
- RideEntertainment.com

KCL Engineering, LED lighting supplier to Adventureland's **Monster** roller coaster, has teamed with Ride Entertainment to offer LED lighting services to the amusement industry. COURTESY RIDE ENTERTAINMENT



From airports to zoos, the new Hauler® is intelligently engineered to outwork competing vehicles. Built with input from our toughest customers, it takes productivity to the next level with a smart dash design that offers extra storage and a bed with endless customization options. Combine that with your choice of 13.5hp gas or 72V AC electric powertrain, and you have the perfect vehicle for light tasks, heavy-duty jobs and everything in between.

Visit Cushman.com to learn more and find a dealer near you.

©2016 Textron Specialized Vehicles Inc. All rights reserved.



Amusement ride safety: maintenance

AT: Harold Hudson
Special to Amusement Today

When it comes to ride safety, we can't say that one area of endeavor is more important than another, but we can stress that **maintenance** is very, very, very important. Maintenance is the last area, where we as operators, have direct input to the safety equation. When we get to next month's last area of endeavor, **riders**, we must work in a partnership arrangement with the rider.

The six (6) areas we have identified are:

- **Design/Engineering (Nov.)**
- **Fabrication (Dec.)**
- **Installation (Jan.)**
- **Operations (Feb.)**
- **Maintenance (March)**
- **Riders (April)**

In all our previous discussions, we have always confirmed that it is our moral responsibility to address safety in each of these areas with all we have at our disposal and to the best of our ability. I want to confirm that again because guest and employee safety is of paramount importance.

Good maintenance, an essential ingredient for safety:

To ensure that a machine, in our case a ride or attraction, operates at a high level of performance with low downtime and high standards of safety, there has to be a system in place for checks, inspections and planned preventative maintenance regimes and protocols. These systems must include manufacturers recommended maintenance and inspections as well as learned lessons and best practices. It is the responsibility of the maintenance staff to ensure that the prescribed checks and maintenance activities are performed.

When maintenance functions are performed well, they not only make the park work better but make it safer for guest and employees.

ASTM F24 standards are the standards of the industry and have been adopted by most states and local jurisdictions. ASTM standards are for manufacturers as well as for owner/operators ... so everyone should become familiar with the F24 standards and work to be compliant with their requirements. F24 standards can be obtained from astm.org.

Expectations are high

Just as they should, our guests come to the park expecting the rides to be safe and well maintained. If a ride or ride area appears to be in poor condition then the perception is that it is unsafe and for your guest, perception is reality. In fact, safety, good maintenance and housekeeping run hand-in-hand and it's hard to have one without the other. Neither can



Hudson

PART 5 IN A SERIES: OPERATIONS

be assumed but must be constantly checked, tested and affirmed.

Ride maintenance is the process of "maintaining or preserving the ride" and it is essential to ride safety, performance, reliability and ultimately, the life of the asset. Ordinary use, which is typically many hours per day, can degrade performance and safety, two things that are really important to any ride operator.

The ride maintenance function should be continuously monitored with the goal of improving the competency and skill of the staff as well as overall safety. With this goal the resulting ride performance and safety is not only maintained but improves every day.

Learned lessons

Smart operators want to improve their processes and procedures based on lessons learned. NASA defines lessons learned as "knowledge or understanding gained by experience." The experience may be positive, as in a continuously successful operation or negative, as in a mishap or failure. Most well learned lessons have the qualities of being:

- **Significant** — they have a real impact on operations;
- **Valid** — they are technically correct;
- **Applicable** — they identify a specific design, process, or decision that reduces the potential for failures and mishaps.

In other words, ride maintenance should be guided by good practices and augmented with experience. If a particular issue occurs frequently, then the inspection of that area should be intensified. Intensified because we have been put on notice by our experience or operating history.

While learning from experience is important to not forget that any alteration to an established procedure or process should be fully documented and coordinated with the ride manufacturer, responsible agencies and/or technical professionals. In addition, routine review of your maintenance procedures to confirm their conformance to the latest F24 standards is prudent.

Best practices

Lessons learned leads to best practices and the amusement industry is keen on best practices. Keen for good reason: we want to be the best we can be and this can occur more readily if we share our experiences and borrow/use the successful experience of others. The term best practices is defined as: "A method or technique that has consistently shown results superior to those achieved with other means." Best practices do not mean that an industry standard or manufacturers requirement is violated but that the best approach to achieving the re-



At left, a maintenance worker at Six Flags New England checks the drive tire tread on this Gerstlauer spinning coaster, Pandemonium. Above, this ride part at Carowinds has returned from NDT testing. AT/FILE

quired results is used.

Be vigilant

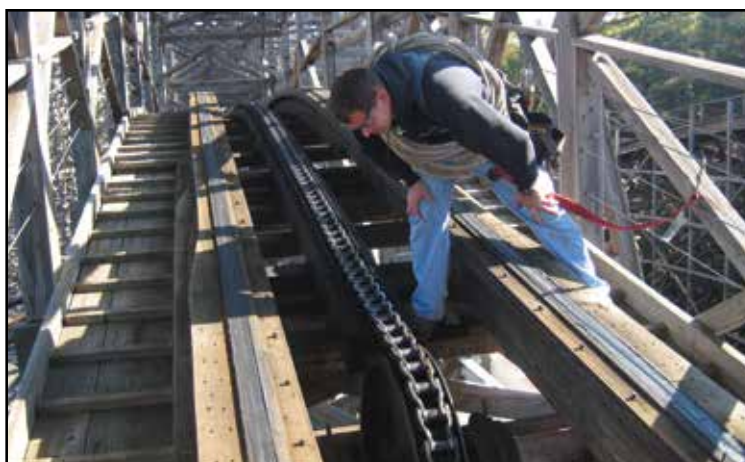
Keeping careful watch for possible danger or unsafe conditions is an important part of park safety. Every maintenance operation needs plans, processes and procedures as well as an understanding of best practices in order to do an exceptional job. In addition, being on the lookout for issues that are not on the checklist is vitally important. Some parks make the mistake of believing that when the checklist is completed the work is done and that's all that's needed. A vigilant maintenance technician is always looking for anything that is "out of place" and always looking for anything that is not on the checklist but could affect safety. **We cannot over emphasize this point... don't just look at what is on the check list. Keep your eyes open for anything that is not right!**

A well-trained staff that is always on the lookout for safety issues and utilizes best practices is

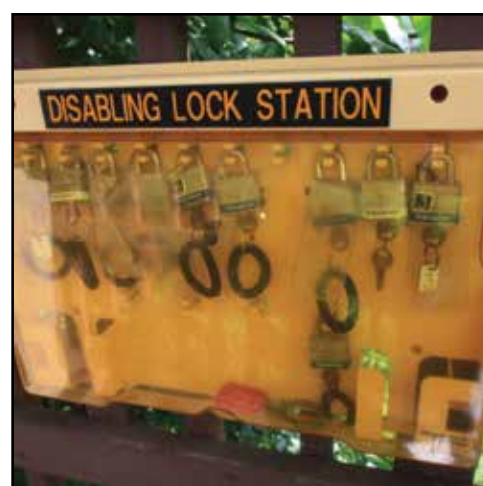
optimal. A well-trained staff comes about by selecting people with direct or relevant experience and then training them on the equipment they must maintain. Vigilance means that they perform inspections and maintenance functions in a strict manner, according to their training, never omitting anything that is prescribed but keeping their eyes open for any issue.

To be vigilant, your ride maintenance process should consist of several components, all of which affect safety. Those components are:

- Training;
- Daily, weekly and monthly ride inspections;
- In operation ride inspections;
- Daily, weekly and monthly preventative maintenance activity;
- Annual ride refurbishment;
- Attention to and incorporation of published Service/Safety Bulletins;
- Investigation of issue reported by operations, maintenance, riders or spectators.



Above, this maintenance worker is tied off in multiple places during his morning inspection of the lift chain on the Twister coaster at Knoebels Amusement Resort. At right, this disabling lock station at Busch Gardens Williamsburg helps maintenance staff as locks and keys are all properly numbered to match the back area ride lock out areas. AT/FILE



Note: Addressing Service/Safety Bulletins is an ASTM requirement. The latest bulletins may be obtained from equipment manufacturers or National Association of Amusement Ride Safety Officials at naarso.com.

Management also needs to be vigilant. They should ask themselves:

- Do I have procedures in place that ensure that my maintenance staff receives orientation and training on the equipment for which they are responsible?
- Do I have procedures that assure maintenance and inspections are performed per manufacturers specifications?
- Do I provide continuing education that will aid my staff in doing a better job?
- Do I monitor the performance of my staff?
- Do I maintain proof of training and certification?

Pressure of the clock

The maintenance department typically starts work very early in the morning or in some cases, they work around the clock. The issue is that typically all rides must open on time, and this is often 9 o'clock or earlier on special occasions. During pre-opening inspections the ride and ride components are checked for any signs of damage or unacceptable wear and when necessary, components are replaced based on this inspection. Performing these daily safety inspections takes time and when problems are found, the corrective actions can take additional and unscheduled time. However, the primary objective is always SAFETY, diligence and getting the job done safely, regardless of the opening hour. In other words, the clock is pressure, but it is not the boss. Safety is the boss.

Refurbishment

Typically rides are refurbished (rehabbed) on an annual basis and if possible, during the off season... if there is one. Webster defines refurbishment as to "make like new" and that is what the effort intends to do. Make like new in order to make safe and reliable... that is the thought and the goal.

► See MAINTENANCE, page 35

SAFETY, MAINTENANCE & EDUCATION

AIMS Safety Seminar attendance climbs again

AT: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — **Karen Oertley**, executive director, **AIMS International**, had just begun, in late January, to go through reviews from attendees of the **2017 AIMS Safety Seminar**, but she already felt comments were getting better every year.

That sentiment seemed to be echoed in attendance to the seminar as well — attendance that is trending upwards. This year attendance was 378 compared to the 340 reported last year and the 300 in 2015.

The 2017 AIMS (Amusement Industry Manufacturers and Suppliers) Safety Seminar was held Jan. 8-13 at the Doubletree by Hilton at SeaWorld, Orlando.

"I am proud to say we also have had an increase in sponsors with 30 this year," Oertley said. "Our Platinum Sponsor is **Mobaro Park**."

Mobaro Park, headquartered in Denmark, provides mobile safety and maintenance for attractions.

Oertley said attendee reviews of the safety seminar show that they love being in Orlando and feel the seminar is getting better every year. She gives credit to **Holly Costan**, AIMS seminar manager, who she describes as the "glue that holds it all together."

AIMS International is a non-profit organization dedicated to industry safety. It consists of manufacturers, suppliers, organizations, and individuals that have an interest in supplying products or services to the amusement industry.

The annual AIMS Safety Seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests. It offers both sit-down and hands-on classes.

Attendees build tailored course curricula that best suit their needs and the needs of their employers. Class scheduling can be challenging for students because they

are able to sign up for about 200 classes during the week.

This year **Jim Seay**, president of **Premier Rides**, presented the opening keynote address. **Greg Hale**, chief safety officer of the **Walt Dis-**

► See AIMS, page 34

The AIMS Safety Seminar opening session featured **Jim Seay**, president of **Premier Rides**, left, delivering the key note address and **Greg Hale**, VP and chief safety officer of the **Walt Disney Company** presenting the opening remarks. Hale is also the current chairman of **IAAPA**.
AT/GARY SLADE





A SPECIAL THANK YOU TO OUR 2017 SPONSORS

PLATINUM SPONSOR



GOLD SPONSORS






SILVER SPONSORS



















BRONZE SPONSORS







FRIENDS OF AIMS

CPI Amusement • JP Hinde • Maclan • Zebec



(714) 697-6654 • www.aimsintl.org



▶AIMS

Continued from page 33

ney Company, and current chairman of IAAPA, gave opening safety remarks.

Attendees had the opportunity to go to **SeaWorld Orlando** and receive behind-the-scenes tours of that park's new Mako roller coaster.

Seminar organizers strive to present new class topics every year. Some of the new topics this year included security, active shooter, terrorism, and guest behavior.

Certification testing is offered in these four areas: ride inspector certification, maintenance certification, operations technician certification, and aquatics operations technician. There are a number of levels offered under each program.

Certification is useful for securing additional business opportunities and jurisdictional accreditation as well as for personal development.

The 2017 AIMS Safety Seminar scholarship recipient for the Mark Moore Craftsperson Scholarship was **David Corcoran, Tayto Park, Ireland**.

IAAPA scholarship recipients for the Alan Ramsay Scholarship were: **Morgan Harp, The Track, Branson; Brian Poppe, Holiday World; Danielle Gillespie, Calaway Park; Frank Hamedl, Universal Orlando and Deanna Johnson, LJM & Associates**.

OABA scholarship recipients for the June Hardin Memorial Scholarship were: **A.J. Jardine, Thomas Carnival; Trevor Grady, Thomas Carnival; D.J. Villarreal, Ray Cammack Shows; and Alejandra Orozco, Ray Cammack Shows**.



Catching up at AIMS after a seminar are Pete Owens, **Dollywood** and Susie Storey, **SeaWorld Parks & Resorts Orlando**. AT/GARY SLADE

2017 Skycoaster Safety Symposium a huge success

AT: Pam Sherborne
psherborne@amusementtoday.com

KISSIMMEE, Fla. — **Mark Rosenzweig, Ride Entertainment Group**, was very pleased at the turnout of the **2017 Skycoaster Owner's Meeting and Safety Symposium** that was held at **Fun Spot Family Theme Parks** in both Kissimmee and Orlando.

"We are very, very thankful for our host's accommodations," Rosenzweig said. "We were able to meet at Fun Spot in Kissimmee and in Orlando."

"Everything went really, really well," he said.

There were over 50 parks represented during the Feb. 1 and 2 symposium with 75 plus in attendance from parks as far away as the U.K.

The safety symposium



Skycoaster safety attendees had three areas of instruction ranging from cable and wench guidelines to flyer cable connection/operations. Here Mike Berge, High Energy Sports, gives details on the flight suits during a pre-flight segment at the seminar. AT/GARY SLADE

focuses on acclimating operations teams with the ins and outs of operating this attraction.

The event features a series of hands-on workshops, ranging from Flight Suit and

Cable Inspections to Hydraulic Winch and Landing Unit maintenance procedures.

Rosenzweig describes the symposium as a round robin, where there are three

equal sized groups that move between the different target groups.

Fun Spot America Theme Parks has the two tallest Skycoasters in the world. The Kissimmee park has been home to the world's tallest installation since 1997. At 300 feet tall, this iconic thrill ride is a well-recognized local landmark.

The Orlando property is home to a 250-foot-tall lattice arch design that debuted as part of the park's major expansion back in 2013.

Skycoaster is in its second year of a two-year 25th anniversary celebration, which saw a new anniversary logo created with customized patches sewn onto all flight suits, both newly placed into service and those returned from their annual inspection.

NAARSO Safety Forum sets new attendance record

AT: Pam Sherborne
psherborne@amusementtoday.com

ORLANDO, Fla. — **NAARSO's 30th annual Safety Forum** scored a touch down this year drawing a record crowd during its Jan. 30-Feb. 3 event held at the Sheraton Orlando North.

According to NAARSO's (National Association of Amusement Ride Safety Officials) **Connie Patton**, total attendance this year was 431 of which 368 were students. There also was a record number sitting for the certification exams, Levels I and II.

"Everything went very smooth," Patton said. "It has been a great week."

NAARSO is a non-profit association dedicated to the advancement of amusement ride and device safety. It offers annual safety forums that provide classroom education and inspection and operations certification.

The annual Safety Forum is broken into three sections: Primary, Secondary and Operational. Participant paths for these two days are determined by previous training experience and/or years in the industry. The forum features both classroom participation and hands-on training.

The hands-on portion



Seen at the 30th annual Safety Forum are NAARSO's board of directors and officers. Front row from left: Len Cavalier, executive director; Jonathan Brooks, president; John Pierce, secretary; Tony Rossi, treasurer. Second row: Laura Woodburn, public relations; Heather Eichenbaum, constitution & ethics; Ed LaSalle, budget & audit (co-chair); Jack Silar, membership (co-chair) and chairman of the board; Bill Costagliola, education (co-chair); Frank Guenther, employee safety (co-chair). Third row: Tom Jones, codes & standards (co-chair); John Dodson, education (co-chair); Michael Mehlhorn, ASTM liaison; John Hartman, employee safety (co-chair). Back row: Clyde Wagner, past president; Jim Caskey, membership (co-chair) and Joe Gallagher, inspector qualifications & certification. AT/GARY SLADE

was held this year at **Fun Spot America Orlando**.

"That was very good," Patton said. "We really appreciate them accommodating us."

An added feature this year was the opportunity for attendees to visit a second amusement facility.

"We went to **Universal's Islands of Adventure Park**," she said. "We had a spe-

cial behind-the-scenes tour of King Kong Skull Island there."

King Kong Skull Island is the park's newest attraction. NAARSO Safety Forum attendees were able to go through the ride with Universal ride experts and were able to experience it as well.

"We also had dinner there and everyone had a really good time and felt it was

very beneficial," Patton said.

NAARSO's classroom sessions held earlier in the week are followed by certification testing. This certification program is recognized and used by approximately 18 states or provinces (including Dubai, Canada, and Singapore) as an identifier of individuals authorized to provide jurisdictional or third party inspections.

General Primary Curriculum covers basic inspection points and techniques as well as basic electric, hydraulics, and other related subjects.

General Secondary Curriculum includes a schedule of elective classes covering different topics that focus on inspection of specific types of devices, codes and standards, employee safety, and other topics not related to basic ride inspections.

The Operational Curriculum includes both Primary and Advanced Operations classes. This curriculum is targeted for those who wish to further their operational knowledge.

Testing for all levels and curriculums are done at the end of the forum.

Patton said the 2018 Safety Forum will be held Jan. 28-Feb. 2 at **Dixie Landin'**, Baton Rouge, La.

SAFETY, MAINTENANCE & EDUCATION

Ride operators converge on Knott's for iROC training course

AT: Dean Lamanna
dlamanna@amusementtoday.com

BUENA PARK, Calif. — For the second consecutive year, the **International Ride Operator Certification School (iROC)** was held at **Knott's Berry Farm**. The program took place Feb. 7-10.

Students in the innovative "train the trainer" course, which is presented annually by **International Ride Training (IRT)**, are given the opportunity to enhance their operational leadership and teaching skills, as well as to share work experiences and network with other industry leaders. The size of the 2017 conference exceeded last year's, drawing about 100 attendees — including ride operations trainers, supervisors, managers and directors — from throughout the U.S. and Canada and from as far as Norway.

New this year, iROC instructors could earn credit hours applicable to IAAPA's certification program.

IRT co-founders and man-



Dino Fazio, director of pier operations and training at Morrey's Piers in Wildwood, N.J. (left), provided instruction for the iROC school at Knott's Berry Farm. Students were trained at rides in the park after hours. AT/DEAN LAMANNA

aging members **Patty Beazley** and **Cindee Huddy**, who in 2000 began offering the training and safety education that has evolved into iROC, gave their 2017 program the theme "Full Steam Ahead!"

"We want to help our students be the best trainers and supervisors for ride operations," Huddy told *Amusement Today* during a midday conference break at the Knott's Berry Farm Hotel. "We know that they will

encounter 'torpedoes' in the workplace, but our message and goal with iROC is that you can overcome those challenges. And a lot of that is through a great foundation of training."

The coursework reflected its creators' own background in theme park operations and commitment to industry safety — incorporating 10 critical components: professionalism, guest engagement, rider screening, ride loading/unloading,

area access control, restraint device security verification, operator communication, operator safe zones, pre-dispatch safety checks and situational/emergency preparedness.

This year's school introduced eight new classes covering 50 new training techniques and exercises led by 16 faculty members and speakers. Course updates were based on iROC participant surveys and best practices observed during park

safety audits conducted by IRT during operating season.

Returning speakers included **Lisa Stephani**, a Dallas, Texas-based educator whose amusement industry passion was sparked early through her work for her father's **Formula K Family Fun Park**, near Kalamazoo, Mich.

"I can't think of anything I'd rather do," Stephani said. "I love watching people grow, and I love what they do for the industry. There's nothing more fun than somebody coming up to you after a presentation and saying, 'Wow! I can use this.'"

IRT's Patty Beazley echoed that sentiment.

"It's very rewarding," she said. "It makes me feel good knowing that we're helping young operators to be their best. It's important for the amusement industry, but I also look a bit deeper: We've taught that young person some life skills. That makes all the difference to me."

•ridetraining.com

►MAINTENANCE Continued from page 32

The annual rehab can include a complete disassembly and inspection of every assembly and particularly, ride vehicles or "rolling stock," an important and critical element of the ride. Ride vehicles are usually completely rebuilt each year. In all cases, any component that exhibits out of limits wear or damage is repaired or replaced. Inspection includes visual inspection, measurements and non-destructive testing (NDT).

At least once per year, critical portions of rides must be NDT inspected. NDT can include Dye Penetrant; Magnetic Particle; X-Ray; Ultrasonic Radiographic and other methods that do not damage the component. Each of these techniques are designed to identify minute imperfections or fatigue cracks that are not visible to the naked eye. NDT is a critical aid to prevent a failure that could compromise safety.

Ride manufacturers are required by ASTM F1193 Standard Practice for Quality, Manufacture, and Construction of Amusement Rides and Devices, Section 12.4. (astm.org) to define components requiring NDT inspection, the type of NDT and the inspection frequency. This information must be provided with the ride and is usually in the ride manual.

Quite possibly your a facility may have a ride that is older or the original manufacturer no long exist. Theoretically these rides have a similar requirement but it may not be listed in any documentation. To

make certain your older ride is safe, there are several things you can do:

- Check with other operators who have the same or similar ride to find out what they are doing.

- Use your staff's experience to identify critical components that should they fail, the consequence would be significant. These should be NDT'd annually.

- Use your staff's experience with similar rides that have NDT requirements to generate similar requirements.

- Retain an industry expert or professional engineer who analyzes the ride and generates a NDT requirement.

In any case, make certain you are using best practices based on the best industry information available. In some cases this may be you and your long term experience.

New technology lends a hand

Making sure all systems are a go before the public takes a ride requires a large amount of resources and planning. Recently the maintenance function has been aided by specialized computer programs that guide the maintenance technician through each aspect of their inspection and maintenance tasks. This aid also makes it more difficult to forget or overlook something important in the process. Something that could present a safety issue.

Computerized Maintenance Management Software (CMMS) has made scheduling and performing maintenance and safety tasks on rides and equipment much easier to manage. Hand held devices store all the pertinent information including,

Editor's note

A new company on hand during the recent **NAARSO Safety Fourm, Ride Books**, has now placed many ride manuals (including older rides) online giving the maintenance staff member instant access to many ride manuals via their smart phone or other electronic device. For more information visit: www.ride-books.com.

There are several companies offering **CMMS** systems. One company with CMMS park experience that had their information on display at the **AIMS Safety Seminar** was **Mobaro Park**. For more information visit: www.mobaropark.com.

manuals, daily, weekly and monthly checks and preventative maintenance schedules. The CMMS system leads the maintenance technician through every step providing instructions and illustrations that leave nothing to chance. All the maintenance technician has to do is follow real time instructions.

In addition, a CMMS system records and keep track of all activity thus providing an automatic and accurate record of work performed... a big plus in any maintenance operation. Accurate records allow management to review and confirm work is done and confirm your parks diligence when/if defending any litigation.

Many rides require that maintenance technicians from several disciplines make safety inspections on a daily, weekly or monthly basis. Technicians that are trained in mechanical, electrical, carpentry and fiberglass, etc. Each are an important part of a safe operation and each may become more efficient and better controlled with a CMMS system.

Safety awareness

Employees should be reminded of their individual responsibility to follow safe work practices and to protect themselves, co-workers and guest, at all times. General safety rules dictate that workers:

- Perform work in accordance with manufacturers recommendations;
- Use proper tools and equipment for the job;
- Check safety devices, tools and equipment before use;
- Avoid rings, jewelry, long hair or clothing that may be caught in equipment;
- Use proper safety gear for the job;
- Use the buddy system when appropriate;
- Utilize lockout devices;
- Practice good housekeeping;

Lockout/Tagout

To reiterate something from the Operations article, for employee safety, the first thing that must happen is the "Lockout" of the ride. Lockout procedures is an article on its own so we won't cover all the wherevers and wherefores but suffice it to say that every ride needs to be "deenergized" before performing any work. This is not only important for the safety of the maintenance workers but it is an OSHA law. Every park should have

a "Lockout/Tagout Policy and Procedure" and the workers should be trained in its use.

Fall protection

OSHA requires that fall protection be provided at elevations of four feet in general industry workplaces and six feet in the construction industry. The ASTM F24 committee has also issued a standard that specifically addresses amusement rides. Familiarity with OSHA and ASTM standards regarding fall protection will help your park meet the law as well as industry standards... and be safer for workers and guest.

Housekeeping

One last word on housekeeping. If a ride or ride area is littered and dirty, the work may be the same but what about safety? Housekeeping is important and should be an integral part of the maintenance operation. Some key points related to housekeeping are:

- Keep work areas clean and tidy;
- Don't allow trash or litter to accumulate;
- Mark fire extinguishers and other safety apparatus properly;
- Identify hazardous materials and store them properly;
- Keep exits clearly marked and unobstructed;
- Handle flammable materials properly;
- Make sure tools and equipment are clean and in good condition.

A well-maintained ride is a clean, neat and orderly ride but above all, is more likely to be a safe ride.

SAFETY, MAINTENANCE & EDUCATION

2017 SkyNext event set for March 10 & 11

Two day event caters to young amusement industry professionals



ORLANDO, Fla. — SkyNext is quickly becoming a "must-do" event for those who are seeking a career in the amusement industry.

SkyNext's 2017 event has been scheduled for March 10-11 in Orlando, Fla. More than 70 attendees are expected this year.

Last year, more than 50 young professionals from 15 states and three countries spent the weekend at the Skyline Attractions facility in Orlando. With presentations from theme park and manufacturing veterans, networking opportunities galore, backstage tours of new and existing attractions and entertaining outings, SkyNext provides an avenue for anyone who is serious about the 'Business of FUN' to start making inroads

into the industry.

Past speakers have included **Bill Kitchen**, inventor of the popular **Skycoaster**; **Sally Corporation's Rich Hill**, **Fun Spot America's John Arie, Jr.**; **Universal Studio's Greg Senner**; **Walt Disney World's Katherine Kelly**; **SeaWorld Entertainment's Jeff Hornick**; **Dynamic Attraction's Mike Haimson** and many more. It's a two day event with presenters talking on a variety of subjects, but mostly their story of how they got into the industry and what they are doing now.

SkyNext's 2017 confirmed speakers include: **Ride Entertainment Group's Adam Sandy**, **Mark Rosenzweig** and **Jake Kilcup** as well as **Morrey's Pier's Jack Morey** as well

as representatives from **IAAPA** and the **Themed Entertainment Association (TEA)**. Other leading supplier and park speakers are pending.

An evening event has been scheduled at nearby **SeaWorld Orlando**. This will include a presentation from **Mark Patton**, SeaWorld's rides engineer, great food and ride time on the Mako coaster.

For more information on attending this event geared for future amusement industry leaders, contact:

Chris M. Gray
Skyline Attractions, LLC
3923 Forrestral Ave
Orlando, Fla. 32806
Office (407) 587-0080
Cell (407) 808-2347
•skylineattractions.com

Katharine Morgan becomes president of ASTM Intl.

NORFOLK, Va. — On Feb. 1, **Katharine (Kathie) Morgan** began serving as president of **ASTM International**, one of the world's largest standards development organizations. Morgan will lead a team that supports thousands of members, customers, partners, and other stakeholders worldwide. She succeeds **James A. Thomas**, who served in the role for 25 years.



Morgan

"I am thrilled and humbled to serve as president of an organization that has played such a foundational role in meeting societal needs for over a century," Morgan said at the organization's first major meeting of 2017 in Norfolk, Va. "We will build on the legacy of Jim Thomas, attracting even more of the world's top technical experts to our committees while also serving people and organizations that rely on our standards and services."

Morgan is a 33-year veteran of ASTM International.

PEOPLE WATCH

Nick Thompson becomes 3rd generation chair

BLACKPOOL, U.K. — **Nick Thompson**, deputy managing director of **Blackpool Pleasure Beach**, has become the first ever third generation chairman of the **British Association of Leisure Parks, Piers and Attractions (BALPPA)**. He follows in the footsteps of his father and grandfather who both previously held this prestigious post.



Thompson

Nick was announced as chairman of BALPPA, which is a 2-year post, at the association's annual AGM and dinner, which took place aboard the Sunborn in London, last month.

Nick's grandfather, **Leonard Thompson**, was one of the founding members of association, and the original chairman, in 1936. He then held the position again almost 25 years later in 1963. Nick's father, **Geoffrey Thompson** carried on the family tradition, holding the post of chairman in 1981 and again in 1992.

Founded in 1936, BALPPA is the non profit-making trade association representing the interests of owners, managers, suppliers and developers in the U.K.'s commercial leisure parks, piers, zoos, family entertainment centres (indoor play and soft play centres) and static visitor attractions sector.

Family Ent. Group welcomes directors

ITASCA, Ill. — **Family Entertainment Group (FEG)**, an operator of family entertainment and amusement facilities, has added three talented team members to meet the needs of the growing company.

Director of Marketing, **Scott Brown**, will be responsible for the marketing program and the execution of brand development for FEG corporate and its properties.

Director of Analytics, **Jesse Wu**, comes to FEG with a wealth of experience in marketing automation and analytics.

Director of Human Resources, **Victoria Duff**, will be overseeing strategic planning and alignment of human capital management.

Faarup Sommerland appoints new CEO

NORTH JUTLAND, Denmark — The new owners and board have chosen the person to lead Denmark's **Faarup Sommerland**. Beginning April 1, **Per Dam Jensen** will be the park's new CEO.

Chairman **Ole Mølgaard** said, "We are very pleased to announce Per as the new CEO. He knows Faarup, we know him and we know what he stands for. He shares the board's and the new owners' desire to continue the robust development of Faarup Sommerland as one of North Jutland's premier experiences and one of Denmark's best amusement parks. His previous experience means he can quickly take up the position, and the new owners and board are confident they have found the right person for the position."



Jensen

Per Dam Jensen is 49 years old and has many years of management experience in the entertainment and amusement park industries. He has worked for Faarup before, as a seasonal employee, human resources manager, board member and CEO in 2012-13, before he chose to resign from his position to become CEO of the film and music company, **Sandrew Metronome**. He lives in Løkken with his wife and two children.

Jensen commented on his new role: "I have previously stated that to lead Faarup Sommerland was a dream position — and it still is. Faarup has a special place in my heart, and even though I'm very happy with my current job, I was incredibly pleased to be approached and asked if I was interested in leading Faarup. The circumstances are different now from before, and I was never in any doubt. I'm really looking forward to applying myself to the development of Faarup with the new board, owners and the incredibly talented staff of permanent and seasonal workers."

California is site for 2017

IAAPA Leadership Conference

Conference set for March 8-10 in Anaheim/Hollywood

ALEXANDRIA, Va. — Top-level international attractions industry leaders will "Be Inspired" when they gather to learn how attractions in Anaheim/Hollywood, California, update and transform their facilities and technology to build staying power during **IAAPA Leadership Conference 2017**. The conference, which will take place March 8-10, 2017, marks the seventh consecutive year the International Association of Amusement Parks and Attractions (IAAPA) has presented the event.

Attendees will hear from **Bob Weis**, president of **Walt Disney Imagineering**, the creative design and development arm of **Walt Disney Parks and Resorts**. He will share his decades of industry knowledge on how to develop and deliver extraordinary products and experiences that enhance guests' emotional connection to the brand. Weis has been vital in designing Disney theme parks and attractions around the world, including the recently completed **Shanghai Disney Resort** and the expansion of **Disney California Adventure Park**.

Conference participants will take part in education sessions, network with industry colleagues, and experience guided tours of some of the area's most popular attractions, including **Aquarium of the Pacific**, **Disney California Adventure Park**, **Great Wolf Lodge**, **Knott's Berry Farm**, **The Queen Mary**, and **Universal Studios Hollywood**.

"As the number of options for how people can spend their leisure time increases, our industry must remain focused on the future by utilizing new technologies, enhancing experiences, and upgrading facilities," said IAAPA President and CEO **Paul Noland**. "The presentations, behind-the-scenes tours, and networking sessions at IAAPA Leadership Conference 2017 will deliver fresh perspectives and unique ideas that will inspire attendees to enhance their guest experience offering to further drive their business."

•IAAPA.org/leadershipconference



MUSEUM PROGRESS REPORT

This space is provided courtesy of *Amusement Today*, a corporate partner of the National Roller Coaster Museum & Archives.

Recent equipment donations and deliveries

PLAINVIEW, Texas — An early Christmas gift to the museum arrived on December 21, 2016. The mystery car (right) came from the collection of **Charles Canfield** of **Santa Cruz Beach Boardwalk**. The park is researching the origins of the remarkable side friction car, although it is believed to have operated at either **Euclid Beach**, Cleveland, Ohio, or **Crystal Beach, Ridgeway**, Ontario. An update will follow when the museum determines its true origins.



Designed by the Japanese firm **Togo, Shockwave** opened in 1986 at Kings Dominion in Doswell, Virginia. At the time it was Togo's third stand-up type coaster. At 95 feet high, the 2,231-foot-long steel roller coaster's unique ride was enjoyed by millions during its 30 seasons of operation.

Shockwave permanently closed in August 2015. This lead car (below left) from the ride was donated to the National Roller Coaster Museum in late 2016 by **Kings Dominion/Cedar Fair**.

A loop section of the action packed **The Great Nor'Easter**, the 1995 suspended coaster at **Morey's Pier**, Wildwood, New Jersey, arrived in Plainview recently. With 90 percent of the track being removed and replaced for

the 2017 season by **Vekoma**, the Morey's Organization generously offered and delivered the track section (below) for a future exhibit. The new track is expected to provide a smoother ride experience. The Morey's have been a great supporter of the museum, having already donated numerous other ride vehicles, including a beautiful vehicle from their **Huss Condor** ride.

—Richard Munch



THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: *Richard Munch*



MARCH

•**1907**: On March 26, a Providence, Rhode Island, newspaper advertised a stock opportunity related to the new park in East Providence. The advertisement stated: "Vanity Fair, when completed and open to the public on Saturday, May 25 next, will be devoted to public entertainment, represented by such 20th century attractions as Fighting the Flames, Scenic Railway, Shooting-the-Chutes, Old Mill, Circle Swing, Roller Coaster and Dancing Pavilion." Shares sold for \$50.00 with an estimated earning capacity of 8 percent per annum. The brainchild of **George Boyden** (who had financed **Crescent Park** earlier) **Vanity Fair** operated only six seasons, closing after a major fire in 1912.

•**1913**: **Idora Park** in Oakland, California, opened on March 22 for its 11th season. In the background, along Shattuck Avenue, construction continued for another month on one of the largest (at the time) wooden racing roller coasters built in California. The big ride, named the **Race Through the Clouds**, was advertised to be over a mile in length and claimed speeds of 90 miles per hour. The \$65,000 ride, using 1,000,000 board feet of lumber, formally opened on April 27, 1913. A collaboration between **Ingersoll Amusement Park Company** and the **L. A. Thompson Scenic Railway Company**, the big ride followed the trend of America's newest interest in racing coasters – more would be built during a 20 year period than at any other time in history. Idora Park would be raised in late 1929 as a new residential neighborhood would eventually consume the North Oakland park.

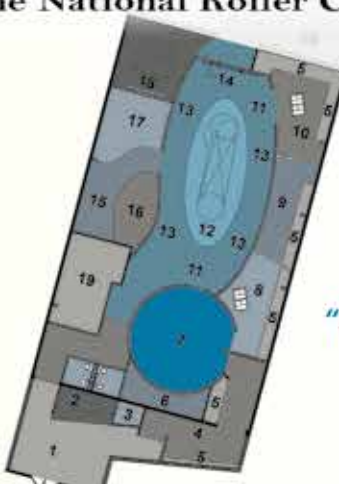

•**1941**: Reported in the March 21 edition of the *Dallas Morning News*, **Barbara Hutton** was to be married to actor **Cary Grant**. **Babs Hutton** was the heir to the Woolworth Empire, the granddaughter of founder **Frank Woolworth**. The article mentioned that Hutton and Grant were spending a lot of their spare time at **Ocean Park**, California, the **Coney Island** of the west coast. Hollywood was noticing that both enjoyed the area so much that crowds were showing up on weekends hoping to catch a glimpse of the happy couple, as well as other celebrities. Ironically Grant used to be a stilt walker in Coney Island, New York, luring passing crowds on Surf Avenue to enter Steeplechase Park. It is likely where, as a young man, he picked up his love for the amusement field.

To donate to the NRCMA mail to:
National Roller Coaster Museum & Archives
 Jeff Novotny, treasurer
 P.O. Box 5424
 Arlington, Texas 76005


Purchase at Amazon:
 select AMAZONSMILE and
 .5% of your purchase benefits NRCMA

MARK MOORE MEMORIAL FUNDRAISER

providing for the
 Mark Moore public showroom expansion
 of the National Roller Coaster Museum

"This memorial fundraiser is a perfect time to donate and create a lasting legacy for Mark and to preserve our history for generations to come."
 —Gary Slade, *Amusement Today*



NRCMA (a 501c3 non-profit organization) • PO Box 5424 • Arlington, Texas 76005-5424 • www.rollercoastermuseum.org

Indianapolis Motor Speedway to host Americana auction

Amusement equipment included in March 11 auction conducted by Norton Auctioneers

INDIANAPOLIS, Ind. — A unique auction will be held at the Indianapolis Motor Speedway on March 11, 2017, involving a host of items not seen by the public in more than 40 years.

The auction includes a rare **Herschell-Spillman** 30-horse, all-wood carousel, and a second **Allen Herschell** 30-horse, 1/2 & 1/2 carousel.

Two vintage **National Amusement Device** miniature trains are featured items that will be auctioned off, along with 12 brass and cast iron bells, an original Horse Drawn Hansom Cab, and a classic **Albert Decap** dance organ built in Belgium in the 1930s.

Three Zinc Cigar Store Indians, **American Star** High Wheel Bicycle, several vintage steam pumpers used for fire-fighting early in the 20th century and an actual 1826 prairie schooner wagon are also in the auction catalog.

These items are being sold as non-collection assets unrelated to the Indianapolis Motor Speedway Foundation's mission because they do not relate to racing or automobiles in any way, and were never intended to be displayed in the Indianapolis Motor Speedway Museum.

"The spectacular items in this one-of-a-kind auction tell important stories about life in America in the days of our grandparents and great grandparents, and deserve to be displayed and used in an appropriate setting. The Indianapolis Motor Speedway Museum was never intended to be that setting and it is time they find a home where they can be enjoyed as treasured examples of American life of 75 to 100 years ago, or more" said **Betsy Smith**, executive director of the non-profit Indianapolis Motor Speedway Foundation that operates the museum.

Proceeds from the auction will be invested in the future of the museum, to celebrate more than a century of the innovation, thrill, and adventure of motor racing at the Indianapolis Motor Speedway.

The sale will be held in the Pavilion at the Indianapolis Motor Speedway.

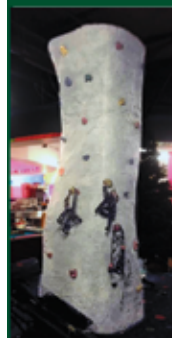
For more information on the auction items contact **Norton Auctioneers** at (517) 279-9063, e-mail: dan@spiethandsatow.com or log onto www.nortonauctioneers.com.

CLASSIFIEDS

AUCTION

CLASSIFIED Ad Rates

- ▶ \$20 minimum, up to 30 words (\$1 per additional word)
- ▶ DISPLAY AD: \$50 per column inch
- ▶ Due 10th of the month prior to issue date



Keenan Auction Company

Keenan Auction Co., Inc.
1 Runway Rd.
So. Portland, ME 04106
207-885-5100
info@keenauction.com

Onsite & Online Bidding

PUBLIC AUCTION 17-22

AMUSEMENT & CONCESSION EQUIPMENT
SKATE INVENTORY - LASER TAG
SOUND SYSTEM- LIGHTING - JUKE BOXES
BALL PIT/GYM - HOME FURNISHINGS
CONTRACTOR'S TOOLS & EQUIPMENT

Re: Great Skates Entertainment Center (Business Closed)

82 SYLVAN RD., BANGOR, ME

THURSDAY, MARCH 23, 2017 AT 10AM

PREVIEW: 8AM MORNING OF SALE

Visit KeenanAuction.com for Details!

TERMS: CASH, Company or Personal Check, in US Funds. Out of State Checks w/ bank letter of guarantee. 10% Onsite Buyer's Premium. REMOVAL: Day of Sale until 5PM & Fri., Mar. 24th, 8-12. For more info call (207) 885-5100 and request auction #17-22. Our 7,523rd Auction & 45th Year. Richard J. Keenan #236. Sale Catered.

Another NORTON of Michigan

of AUCTION

SATURDAY, MARCH 11 AT 10:30 A.M.

AMERICANA AUCTION

2 CAROUSELS • 3 CIGAR STORE INDIANS • ANTIQUE FIRE APPARATUS
AMERICAN STAR HIGH WHEEL BIKE • 2 - 24 GA. TRAINS • DANCE ORGAN
COLLINS & BELL PRAIRIE SCHOONER • BRASS & CAST BELLS
BOAT MOTORS • HANSOM CAB • AND MORE!!

Enter at the main gate (which is also referred to as Gate 2) on the north side of 16th Street, just to the east of the intersection of Polco and 16th Streets. This is marked by a large, white "Hall of Fame Museum" entrance sign suspended about 15 ft. above the street on the west side of the entrance. Please note: If you are entering the address on GPS, you should use: 4790 W. 16th St., Speedway, IN 46224 and follow the auction signs.

On The Grounds Of The Indianapolis Motor Speedway INDIANAPOLIS, INDIANA

AMUSEMENT RELATED: Herschell Spillman 30 horse all wood carousel (mixed horses); Allen Herschell 30 horse 1/2 & 1/2 carousel; (2) National Amusements Century Flyer 24 ga. trains and passenger cars; large quantity railroad track.
HORSE DRAWN: Sleigh circa 1835, Hansom cab with harness; 1826 Collins & Bell Prairie Schooner; life size fiberglass horse.
FIRE RELATED: American La France steam pumper; Merryweather & Sons manual pumper; Combination Ladder Company chemical wagon; hose carts; extinguisher carts used at the Speedway.
CIGAR STORE INDIANS & FIGURES: (3) Zinc circa 1870 cigar store indians including: Indian Chief, Captain Jack, Indian Warrior, Prussian Beehive Soldier.
MISCELLANEOUS ANTIQUES: Circa 1885 American Star high wheel bicycle; 22" brass Captains Salute Cannon; assorted arrowheads; roll top desk; (3) baby buggies; (12) assorted brass and cast iron bells; player piano; De Cap dance organ; 1902 Johnson outboard motor; 1920 Johnson inboard motor.

Indianapolis Motor Speedway Foundation, Owners



FOR MORE INFORMATION: Contact Dan Satow at 517-279-9063 or Darin Spieth at 517-398-6060, or log onto: www.nortonauctioneers.com
INSPECTION: March 10th from 2:00-5:00 p.m. and auction morning at 9:00 a.m. or by appointment with auctioneers.
BUYERS PREMIUM: A premium of 10% of your purchase price will be added as part of the total purchase price.
ADMISSION: A \$10.00 per person admission fee will be charged to attend the auction or preview.
TERMS: Our terms are strictly adhered to so come prepared. All items must be paid for auction day by cash, certified or cashiers check. NO personal or company checks unless accompanied by a letter that guarantees your check up to a certain amount.
REMOVAL: Buyers will have auction day until 5:00 p.m. and March 12th from 9:00 a.m. to 5:00 p.m. Buyers of the larger items will be given additional time for removal. All items must be removed by March 16th.
INDIANA AUCTION LICENSE: AC312000012, AU10700006, AU197000070.

Log onto www.nortonauctioneers.com for photos and more information



NORTON OF MICHIGAN AUCTIONS
PROFESSIONAL AUCTIONEERS
P.O. Box 279 • Coldwater, MI 49036 • 517-279-9063
Fax: 517-279-4899 www.nortonauctioneers.com



Amusement TODAY 1997-2017 YEARS OF NEWS

Follow us!

Facebook icon | Twitter icon

FOR SALE

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



CLASSIFIEDS

EMPLOYMENT



Dixie Landin' Theme Park is located in Baton Rouge, La., and is accompanied by Blue Bayou Water Park. Dixie Landin' has more than 28 rides and attractions including coasters, kiddie rides, and typical family rides and attractions. Blue Bayou features over 20 water attractions including numerous water slides, a lazy river, and a wave pool.



SEEKING

- **ASSISTANT GENERAL MANAGER/DIRECTOR OF OPERATIONS** - This is a full-time position with opportunity for advancement. Candidate must have at least 5 years experience with operations in both water and amusement parks or more than 5 years in one with knowledge and ability to manage both.
- **RIDE OPERATIONS DIRECTOR** - This is a full-time position with opportunity for advancement. Candidate must have at least 3 years experience as a supervisor/manager and knowledge of safe operation of rides.
- **AQUATICS MANAGER** - This is a full-time position with opportunity for advancement. Candidate must have at least 3 years experience as an aquatics supervisor/manager and an Ellis & Associates instructors license..

Salary commensurate with experience, education, & training. Includes paid vacation & annual bonus along w/ other compensations.

PLEASE EMAIL RESUME TO DDENSMORE2@AOL.COM

EMPLOYMENT



Maintenance Mechanic with electrical experience needed at Joyland Amusement Park in Lubbock, Texas.

Will help maintain and repair rides and related equipment. Millwright-type experience preferred. Ability to follow written and oral directions. Ability to work heights and follow safety guidelines. Experience with lighting systems, 3-phase electrical knowledge and ability to trouble shoot electrical controls.

Pay will depend on experience.

Send resume via email to: david@joylandpark.com. EOE

EMPLOYMENT



SEEKING Assistant Director of Maintenance, Water Park Manager, & Maintenance Technicians

Beech Bend Park in Bowling Green, Kentucky is seeking an Assistant Director of Maintenance, a Water Park Manager, as well as Maintenance Technicians to join our operations team. Beech Bend Park is family owned and features more than 3 dozen rides, Splash Lagoon waterpark and a full service campground situated between Nashville, Tennessee and Louisville, Kentucky.

Beech Bend Park offers:

- Salary commensurate with experience, education & training.
- Full medical and dental insurance.
- 401(k) with company matching features
- Paid vacation and annual bonus

See more about the positions and the company at beechbend.com/employment.

Contact: Charlotte Gonzalez, General Manager or Dallas Jones, President at 270-781-7634.

Please email resume to beechbendpark@msn.com with subject line "Employment."

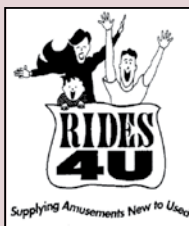
EMPLOYMENT

NOW HIRING IN SUNNY HAWAII RIDE ATTENDANTS

- * CDL Class A Driver Helpful
- * Drug Test Mandatory
- * Seasonal Position for Approximately 9 Months
- * Competitive Wages
- * Air Accommodations
- * Housing Accommodations (BUNKHOUSE)

email Resume to hrmanager@ekfernandez.com

FOR SALE



- Moser Flipping Action Arm P/M.....\$99,000
- Chance Century Wheel P/M.....\$199,000
- Chance Pharoahs Fury T/M..... \$550,000
- Wisdom Tornado T/M..... \$139,000
- Tivoli Orbiter T/M \$399,000
- 2010 ARM Vertigo T/M..... 400,000
- ARM Happy Viking T/M..... \$89,000
- Kolinski Slide T/M..... \$39,000
- Zamperla Tea Cup T/M..... \$49,000
- 2016 KMG Freak Out T/M ... \$725,000
- Zamperla Power Surge T/M..... \$299,000
- Zamperla Shocker T/M..... \$250,000
- Expo Wheel T/M..... \$299,000

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

FOR SALE

1957 Miler Kiddie Coaster

5 car train • 71 feet long
35 feet wide • 7 feet tall
Lift chain 2 years old
Axels 5 years old
5 year old Urethane paint

Park model,
but easily portable

Very fun kiddie coaster
\$31,000

Contact: David Dean
Joyland Amusement Park
(806) 763-2719, #13
david@joylandpark.com



FOR SALE

NEW JERSEY SHORE AMUSEMENT PARK

Family-owned & operated for 32 years!

A premium attraction with:

- 19 rides
- large family Casino Arcade with thousands of prizes
- 18 boardwalk games
- Food Court
- Victorian Ice Cream Parlor
- Employee housing

Turn-key operation and fully-certified, experienced staff.

Please call
Len Soled at Rides-4-U
for further details!
(908) 526-8009



Supplying Amusements New to Used

FOR SALE

SHALLER GO CARTS

- 22 Single, 7 Doubles
- All with 9 H.P. Honda
- Proleg Kartrol Track Control System
- Appr. \$8,000 in parts incl.
- Located: Central California
- Operated until 11/27/2016

\$42,000 • (209) 549-7888



FOR SALE

7 BEAUTIFUL CAROUSEL HORSES

Wood • Large glass eyes • Hair • Tail
All Restored

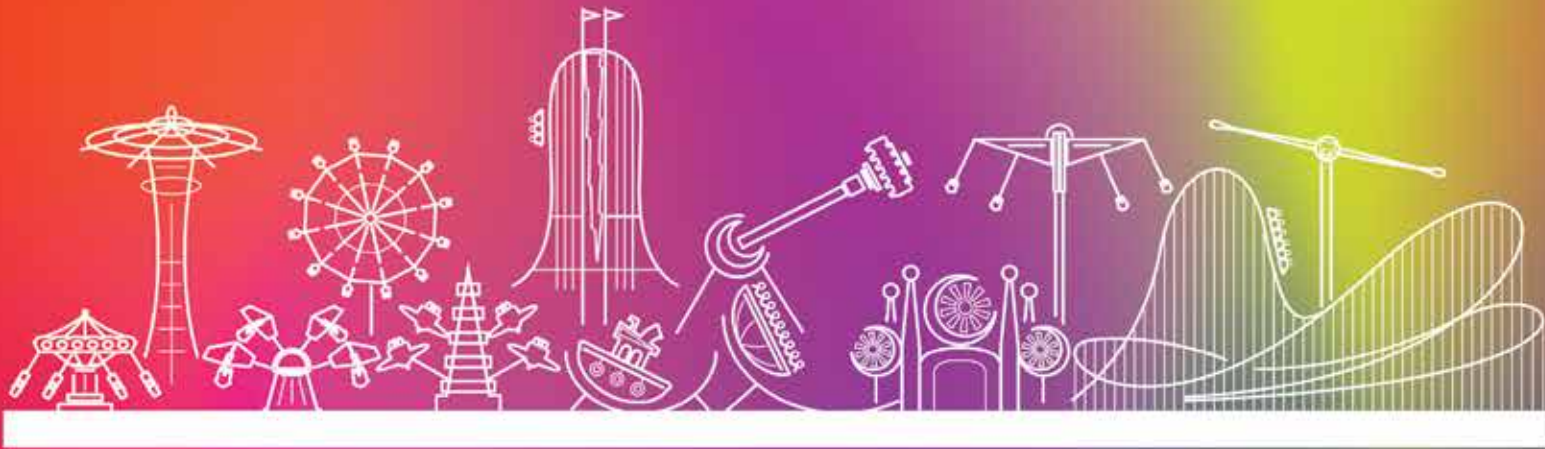
\$1,000 each

Bob Kissel • (812) 839-3255
8253 E. Lee Hill Rd. • Madison, IN 47250

50

ZAMPERLA®

The Amusement Ride Company since 1966



KOLOBOK JUNIOR COASTER PORKIES TRAIN **Nineverted** DISCOVERY
Truckstop **TURTLE TRAIN** MINI TAGADA
 HYDROLIFT RESCUE 911 **Barnstormer**
MOTO COASTER BARNYARD
Red Baron FAMILY SWINGER **Rio Grande**
SKY RACE CHATTANOOGA TRAIN
 AIR RACE **Thunderboxe**
 JUNIOR JET CONVOY BALLOON RACE
 FERRIS WHEEL
Bumper Cars SKY
 FLYING CAROUSEL TOWER
Super Twister Coaster
 JUMP AROUND **SOMBRERO**
 SPEEDY COASTER **Jumpin' Star** SHOCKER
 CLOWN AROUND
 Skater **EL PASO**
 DISK'O COASTER Monorail
ENDEAVOUR
VOLARE DISCOVERY REVOLUTION
 Twist & Bounce **WINDSTARZ**
SURF'S UP MEGABOXE
 VERTICAL SWING PONY EXPRESS
Mini Jet Pony Rodeo **POLYP**
 AERO JET MERRY GO ROUND
 PONY TRAIN DEMOLITION DERBY
Discovery ROCKIN' TUG
 CHOO CHOO TRAIN

SAMBA BALLOON **Zodiac** PEOPLE EXPRESS
SKY DROP Telecombat
 SUPER POWER EXPRESS **Surge** FLYING MIMI FAMILY
MINI MOUSE TIGERS SWINGER
Air Force **Sombrero**
 DRAGON POWER KITE FLYER
 COASTER SURGE **GALLEON**
Wave Blaster **CRAZY BUS**
MONOPLANE Giant Discovery
 ROTOSHAKE TWISTER COASTER
 BACKFLASH SUSPENDED WINDSHEAR **Hawk** Family Gravity
Disk'O ZIP ZAP RACER **TOWER Coaster**
MINI TEA CUP NORTH POLE
CRAZY SURF **Turbo Force**
SAMBA Canoe **REGATTA** FERRIS WHEEL
TOWER River **Jumpin' Star**
SPEEDWAY TAGA JZ-FORCE
 Giant Sky ENERGY **Watermania**
Chaser STORM DEMOLITION DERBY
 SOMBRERITO **THUNDERBOLT**
 Happy Swing AERIAL RIDE MIMI TRAIN **Super Spin**
 Discovery Revolution **U-DRIVE**

YearZ of Amazing Fun

These have been 50 years of hard work, creativity, innovation and successes.

zamperla.com

Antonio Zamperla Spa - Vicenza - Italy - Phone: +39 0444 998400 - e-mail: zamperla@zamperla.it