

IAAPA 2005 Annual REPORT





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Message from the Chair



My year as chair has been one of the most rewarding experiences of my professional career. This past year has presented some unique challenges, but also many opportunities to reach out to our members and be an ambassador for IAAPA.

Catastrophic weather events from around the globe—The Tsunami, Earthquakes and Hurricanes Katrina, Rita and Wilma—caused loss of human life, the destruction of facilities, loss of animals, and the displacement of many workers. And certainly, it will take time, money, and volunteers to restore and rebuild facilities to their former glory.

During this difficult time, IAAPA and many member facilities responded quickly with donations, volunteers, and supplies. And as chair, this global response underscored what our industry is truly about—kindness, friendship and generosity.

The path of the Association is lead by our strategic plan. One of our top priorities was to form partnerships with regional and international associations. The Global Alliances program was created and this past year we signed agreements with several Associations. It is vital that these associations have become our partners, as our industry grows. IAAPA now serves 95% of our membership in their own language with an office within their own geographic region. Our industry, our members, and the association will thrive because of these new partnerships.

As I move into the next phase of my career and position with IAAPA, I will remember 2005 as a rewarding and enriching year for myself and the organization.

Jane Cooper
IAAPA, Chair 2005

Message from the President



During the past twelve months our industry has been faced with serious challenges, from the devastations caused by natural disasters to the rising costs of fuels and materials. As an industry, we have responded to the needs of our facilities, our members and our friends. When called upon for assistance, our members have made great things happen, I applaud you for your commitment and dedication to our industry.

I am pleased to say that through it all, our industry has not only survived but we have thrived. Many members have reported increased sales, revenues and attendance.

As an international association, one of IAAPA's top priorities is to meet the needs of our members from around the world. The Global Alliance program is a cooperative partnership agreement to provide better services to members and to promote growth of the industry worldwide while strengthening local industries. Under this program, national, regional and state associations act as business partners in the region while providing direct services to members in their own language. A solid foundation has been formed and I am excited about our future global growth.

Our members give so much to this great industry, by volunteering to serve on boards and committees, supporting the association and its officers and providing the best products and services to our patrons. You have given to those in need, dedicating your time and talent, money and materials to those who you only know need your help. I have proudly been a part of this industry for almost 60 years and look forward to great things ahead!

Clark Robinson
IAAPA, President and CEO

Communications Services

Media Responses—Just a Telephone Call Away!

2005 was a busy year for the IAAPA Communications Team, the Association, our members and partners. In response to industry incidents in the United States in 2005, IAAPA responded to numerous members of the media with a strong overall safety message:

“The amusement industry is a responsible, regulated one. Under today’s regulatory system, amusement rides are exceptionally safe, and government data shows that there is virtually no safer form of recreation. Additionally, if laws in specific states need to be augmented, then we encourage such action.”

Working with members, the Communications Committee, and the California Attractions and Parks Association (CAPA), IAAPA’s response to the Common Carrier ruling in the state of California was as follows:

“This new ruling ignores the wise practicality of the original ruling, which found that the transportation feature of an attraction is merely an ‘incidental consequence of what is essentially entertainment.’ Moreover, treating amusement park attractions the same as common carriers like buses and airplanes will not make them any safer. Because of the dedicated partnership of parks, regulators, and guests alike, hundreds of millions of people already safely enjoy amusement park attractions every year without such a classification.”

Additionally, strategies were researched, and talking points developed for the Pigeon Forge, Tennessee court case, the Markey bill introduction, foreign student workers at U.S. parks, 15-year-old lifeguard issue in U.S. parks, and the cryptosporidium issue in New York.

Resources regarding the 15-year old lifeguard issue in U.S. parks, and the cryptosporidium issue in New York were distributed to members. Through the work of the Communications Committee, USA Agencies partners, and IAAPA staff, vital information was discussed, distributed, and media responses were managed.

IAAPA’s new Waterpark Safety White Paper was provided to members worldwide for reference and use with media and other audiences as necessary. The document summarizes the industry’s dedicated and ongoing efforts to provide every patron with the safest possible experience on waterpark attractions.

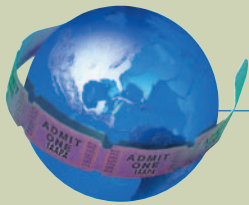
Ticket For Fun—Award Winning and on the Move!

Ticketforfun.com, the only industry-wide consumer media campaign, was developed in 2004 to serve consumers as an information resource on traveling to amusement parks and attractions, has received two design awards for the consumer campaign. The web site contains a worldwide database of amusement parks and attractions, industry news and promotions, fun facts, and safety tips.

The two awards were received through the American Corporate Identity/21 Competition and Creativity 35 Competition. The American Corporate Identity/21 Competition is a showcase for the best graphic design work in the area of corporate identity in the United States. The Creativity 35 Competition recognized Ticket For Fun for outstanding publication design amongst entries from 40 states and 31 countries. Both competitions produce publications that will highlight Ticket For Fun’s campaign components.

The Ticket For Fun web site received more than 1.8 million visitors in 2005 and,

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“provides valuable consumer information about parks and attractions worldwide,” said J. Clark Robinson, IAAPA president and CEO. “Seeing the campaign win two awards demonstrates we are presenting a solid and exciting message.”

In September 2005 the Ticket For Fun campaign introduced Phase Two of the consumer campaign, interactive activity pages for children and families. Four games/activities were added to the site and intended for children or parents to print out worksheets to take on the road. The game pages include options like a maze, riddles, or word find and are the perfect solution for filling empty time for the restless traveling child. The Ticket For Fun campaign was developed in partnership with Dever Designs of Laurel, Maryland, USA.

A lively face to the popular consumer web site was also created, a friendly new character shaped like a ticket and fashioned with a big smile and athletic shoes. To give this mascot a name, IAAPA asked kids from around the globe to develop names for the little ticket with a happy face! IAAPA accepted name nominations from children ages 5 to 12. To enter the contest, contestants were asked to visit www.TicketForFun.com and access the link, “Fun Competition.” The contest also hoped to evoke fun feelings about past or future experiences at amusement parks for children.

The final selection of the ticket character’s name took place during the IAAPA Attractions Expo 2005 Annual Conference and Trade Show Atlanta, Georgia, where more than 22,000 industry professionals were asked to vote for their favorite choice from the nominations. “Stubs” was selected as IAAPA’s newest team member’s name.



Families can find a new friend at www.ticketforfun.com, a web site filled with resources on amusement park and attractions travel.

Research Strengthens Our Resources

Since 1991, a research study conducted by IAAPA, offers insight into the habits and favorites of amusement park patrons in the U.S. The survey polls attitudes towards amusement parks, park safety and visitor habits. General traits include:

1. More than 328 million people visited amusement parks and attractions in the U.S. in 2004.
 - 28 percent of Americans say they have visited an amusement park or theme park within the last 12 months.
 - 82 percent of visitors, who said they visited a park last year, indicated that they are likely to visit a park again this year.
2. Amusement parks and attractions have long been considered mainstays of summer fun, but fun at amusement parks and attractions is not limited just to the summer months. Almost half of Americans surveyed prefer a non-summer option as their favorite time for visiting an amusement park.
3. Amusement parks are seeing visitors take advantage of its attractions over a few days versus a one-day period.
4. Favorite Foods: There are several “favorite” amusement park foods! 28 percent of American adults prefer funnel cake, 17 percent prefer ice cream, 14 percent prefer pizza, 13 percent prefer hot dogs, and 12 percent prefer cotton candy.
5. Favorite Park Features: 49 percent of American adults say their favorite park feature is the rides, 15 percent prefer shows, 12 percent prefer special events and festivals, 6 percent like seeing the characters, and 6 percent prefer playing games.
6. Favorite Rides: 46 percent of adults say they like roller coasters best, 13 percent prefer bumper cars, 10 percent prefer log flumes, 9 percent prefer Ferris wheels, and 7 percent prefer carousels.

New Staff Creating New Opportunities



Mary Perez joined the IAAPA team in February as the media relations manager. She was formerly the public relations manager at The Pier in Tampa, Florida. As a member of The Pier's staff, Mary handled public relations efforts and consumer promotions, as well as newsletter development, special events, and community outreach. Mary brings an array of skills to the communications team, including a strong tourism and travel background.

She received a bachelor of science degree in Public Relations at the University of Florida.



Robert Ek has also joined the IAAPA Communications Department as the Technical Writer. Rob was most recently a contractor for Washington Homeland Security Round Table and Madison Government Affairs. He holds a BA in Political Science from Rider University and an MA in Political Science from the University of Delaware. He brings a wealth of skills and talents in written communications, public policy, and research. Rob's role will include research and analysis of industry

trends, key issues, and legislative and regulatory issues. He will write and produce the Carousel of Capitals newsletter.

The Industry Resource Guide— New and Improved

The Industry Resource Guide was introduced as the new online guide during the IAAPA Attractions Expo 2005. The development of the final phase offers the members a more robust and user-friendly product replacing the International Directory and Buyer's Guide.



FUNWORLD—Continues Its Transformation

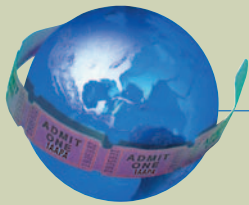
A full year has completed with the new design and format of FUNWORLD magazine, which has been greeted by positive feedback and praise. By offering features from around the globe, members remained informed on key issues.

Additionally a new advertising firm was selected in June for IAAPA publications. The McNeill Group, of Yardley, Pennsylvania, USA, a full-service publishing services firm, was selected. They have helped trade, consumer, and association publishers increase their revenue and lower their costs through outsourced advertising sales, custom publishing, and reprint programs. The agency's award winning staff will focus on advertising sales for FUNWORLD magazine, the web sites (www.iaapa.org and www.ticketforfun.com); show program for the IAAPA Attractions Expo; address and telephone directory; and online directory and buyers guide, The Industry Resource Guide.



FUNWORLD is also a member of SNAP (Society of National Association Publications). This will allow the magazine to participate in the awards program and staff to attend publishing seminars.

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Education, Professional Development and Training Services

New staff, new tools and new services... expanding throughout the world



Association veteran, Pam Magnani joined the Education, Professional Development and Training Services team as its new Vice President.

Pam brings almost 20 years of association meetings and education experience to IAAPA. In her role, she manages the development and creation of education programs and products for the Association and its three trade shows—Euro Amusement Show, IAAPA Asian Expo, and IAAPA Attractions Expo.

“Pam will play a key role in ensuring cutting-edge programs will be available to IAAPA’s constituents,” said J. Clark Robinson, IAAPA President and CEO. “As our industry continually evolves, we look to Pam to create programs that will enable our members to remain competitive, informed, and savvy.”

Most recently, Pam served in a role similar to her new IAAPA position at the American Gastroenterological Association/Foundation for Digestive Health and Nutrition (AGA). As AGA’s Vice President of Education and Meetings for 10 years, she managed more than 75 meetings and education offerings every year.

Pam is a graduate of Virginia Commonwealth University with a bachelor of science in marketing. She also serves on advisory councils for Convention, Tourism and Visitors Bureaus in San Diego, California, Chicago, Illinois, and Washington, D.C.

The Amusement Industry Institute Program— New Spaces...New Places

Amusement Industry Institute Program—Cornell University, Ithaca, New York

The 2005 program successfully hosted 17 participants on January 24-27. The Education Committee, along with IAAPA staff sought proposals to select an academic partner with whom to work on the executive management program, operations management program and internship program. Six proposals have been received. The review process has begun with the goal to select a partner by the end of the first quarter, 2006.

Amusement Industry Institute Program—Mexico City, Mexico

Based on the success of the program in Buenos Aires in August 2004, the Latin American association presented an introductory program in Mexico in May.

Amusement Industry Institute Program—Madrid, Spain

Board member Lamberto Fresnillo, through AEPA, developed a five-day program in Madrid, which was held February 14-18. The program hosted 27 participants. Jeff Bertus represented IAAPA at the program. Board member Marcelo Periales and IAAPA staff assisted Fresnillo with support materials and extensive meetings based on experiences at Cornell and Buenos Aires. The full cost of the program was the responsibility of AEPA; however, the Education Committee endorsed the program. IAAPA also provided marketing support.

New Training Tools Available

Web Cast Success Story

More than 200 people logged on to IAAPA’s web casts on sexual harassment, supervisory management, and mid-season burnout in April, May, and August. IAAPA’s education department described the events as “extremely successful” with tremendous participation by IAAPA’s members. Additionally IAAPA has archived a number of its education workshops programs as well as its three web casts. The archived seminars include audio and PowerPoint files and can be

accessed on the IAAPA web site. These sessions are free and represent the association's next step in developing e-learning opportunities for its members.

Skill Builder Debut

The first in a series of five new training products debuted at the IAAPA Attractions Expo. Replacing the former training videotapes, *Skill Builder for Retail Operations* is the first training product formatted in Microsoft PowerPoint instead of video or DVD, giving attractions trainers a solid training program that can be highly customized for specific needs. It can be used as a group training tool or for self-instruction and can be customized with photos or videos of the facilities choice. It is easier and less expensive to translate, thereby allowing for more languages to be offered.

Training On Demand Debut

Training On Demand was introduced at the IAAPA Attractions Expo. It is an updated version of the former On-Site Training Program. It is a goal-oriented, action-driven, flexible program that allows facilities to select qualified trainers to work with a staff to address critical training issues. IAAPA will provide a trainer and reimburse costs up to \$1,000 toward the cost of training. If they partner with other amusement facilities in their area, IAAPA will contribute an additional \$500 per facility, to a maximum of \$2,500.

Online Bookstore

IAAPA's bookstore, which carries almost 300 titles in 15 categories covering all the operational areas of a typical park or attractions, is now online. The store carries books, manuals, DVDs, and videos of material related to the amusement and attractions industry.

Exhibitions, Conferences & Meeting Services

Trade show Honored In The Top 15%

The IAAPA Orlando Annual Convention and Trade Show 2004 was honored by *Tradeshow Week* magazine's 31st Annual edition. Placing in the top 15 percent of the largest trade shows in the U.S., IAAPA's Orlando show ranked 31st place. The rankings, compiled by *Tradeshow Week*, are based on paid exhibit space and include the 200 largest trade shows in the United States and the 50 largest in Canada.

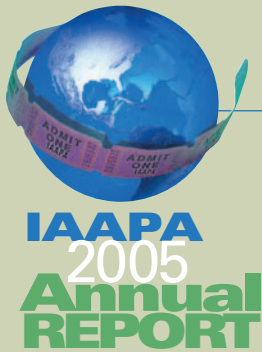
The IAAPA Orlando show is the largest amusement and attractions industry convention in the world. Held at the Orange County Convention Center in Orlando, Florida, the 2004 trade show filled 1 million gross square feet with more than 26,750 attendees and 1,100 exhibitors.

IAAPA Welcomes New Exhibit Sales and Sponsorship Executive

Pete Barto was extremely excited to join the IAAPA team as the newest member of the convention sales force. Pete brings a wealth of sales, marketing, and public relations experience, having had the opportunity to work for such companies as Domino's Pizza, McDonald's, Kiddie Academy Child Care Learning Centers, and Billy Casper Golf Management. His trade show knowledge comes from years of experience as an exhibitor with Gutter Helmet Systems and having managed and trained a sales exhibit force that participated in nearly 200 trade shows a year. Pete is a graduate of James Madison University, Harrisonburg, Virginia, USA.



As our industry continually evolves, we look to create programs that will enable our members to remain competitive, informed, and savvy.



The Euro Amusement Show 2005

A successful 2005 Euro Amusement Show (EAS) welcomed more than 7,200 attendees to the four-day event, January 28-31.

A joint partnership between the European Association for the Amusement Supplier Industry (EAASI) and the International Association of Amusement Parks and Attractions (IAAPA), the EAS is the region's largest amusement and attractions trade show. Now in its fifth year, the 2005 edition took place at the Messe Wien Exhibition & Congress Center in Vienna, Austria.



The event's 250 exhibitors reported steady buyer traffic amongst the more than 8,600 net square meters of exhibit space, featuring the industry's latest rides, games, and food. The comprehensive educational program of seminars, keynotes, and tours was equally well attended and well received.

Special events proved popular as well. More than 1,000 attended Friday night's Welcome Reception, and more than 750 guests attended the fabulous Viennese Gala on Saturday evening. Attendees were treated to a spectacular evening of Viennese dining, entertainment, and dancing.

The Euro Amusement Show has been renamed for 2006 to the Euro Attractions Show and will return to the Messe Wien, February 3-5. The new name more closely represents the genre of the show, which encompasses all areas of the amusement and attractions industry.

IAAPA Asian Expo 2005

The IAAPA Asian Expo 2005 was held July 13-15 at the Hong Kong Convention and Exhibition Centre. There were 138 exhibitors occupying more than 2,300 total square meters of exhibit space. More than 2,500 people attended the expo. This included more than 100 participants in the Attractions Management School and workshops.

This year the Wednesday evening social event was held at Ocean Park. The event was attended by more than 100 people, who enjoyed a cocktail reception and dinner, a ride on the famed Ocean Park cable cars, as well as a performance by dolphins and sea lions at Ocean Theater.



The IAAPA Asian Expo 2006 will be held at the Shanghai New International Exhibition Center, Shanghai, China, July 12-14, and future Asian Expos are being planned for Thailand, Japan, and other destinations in Asia.

Proposals have been received and are being reviewed for an Asian Exposition Management firm. Finalists were interviewed in December 2005, and a selection will be made following these interviews.



Herschend Family Entertainment Hosts Heartwarming IAAPA Summer Meeting 2005

The Herschend Family Entertainment Group, led by Jack and Pete Herschend, welcomed industry professionals in a warm and friendly Ozark fashion. Silver Dollar City and Celebration City acted as official hosts to more than 230 attendees at the 2005 Summer Meeting held

September 19-21, 2005, in Branson, Missouri, USA.

Many exciting events were offered, including visits to Silver Dollar City, Celebration City, Marvel Cave tours, the Showboat Branson Belle, and many other local attractions. New for this year's event was the IAAPA Summer Golf Tournament.

More than a dozen companies sponsored the meeting. Sponsors included the Branson Convention and Visitors Bureau, Titanic, Dippin' Dots, S&S Worldwide, Great Coasters International, Syrup Systems, Butler Rosenbury & Partners, Nancy Sales/Nanco, Coca-Cola, Zamperla, Skee Ball, and Fun Express.

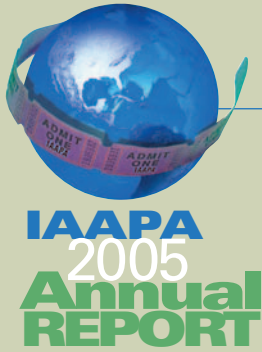
During the final evening, guests were treated to an incredible fireworks display aboard the Showboat Branson Belle, followed by a Broadway style musical production, including amazing comedy acts!



The 2006 Summer Meeting will be held in Italy at member facilities Mirabilandia and Gardaland with tours to many surrounding attractions and points of interest. The 2006 IAAPA European Conference will also be held in conjunction with this meeting.

The 2007 Summer Meeting will be held at Hersheypark, Pennsylvania, to coincide with the park's 100th Anniversary Celebration.

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IAAPA Attractions Expo 2005 Excites and Educates More Than 22,000

For 2005, the IAAPA Attractions Expo moved to the Georgia World Congress Center in Atlanta, Georgia, November 14-19. The IAAPA Attractions Expo offered educational seminars and social events in addition to its trade show.



New "Hook" for Media

IAAPA Communications Department created a new hook for 2005 "Kids Test IAAPA" to secure media attention to the Expo and for the exhibitors. A small team of selected "Kid Testers," who were chosen for their math, science, and citizenship prowess from local Atlanta schools, toured the trade show floor. They, followed by the media (national and local), "tested" the latest and greatest in new rides, simulators, products, and foods.



In September the communications team also took over the production of the *IAAPA Show Daily* from Amusement Business when it was determined they would no longer produce the product. Editorial was determined, writers and photographers secured, design created, and advertising sold, resulting in three well received issues.

Meetings and Events

A wonderful welcoming reception was held on Wednesday evening at the Georgia World Congress Center. On Thursday night, many spectacular events provided attendees an opportunity to network, socialize, and enjoy hotspots of Atlanta and the surrounding area.

Bernie Marcus was selected as the keynote speaker for the "General Managers and Owners breakfast." As co-founder of The Home Depot, Inc., the world's largest home improvement retailer, Marcus has worked in the manufacturing and home retail business for more than 30 years. He also invests his time in civic projects to give back to the Atlanta and Georgia community that propelled his success. One of Marcus's current projects includes the development of the Georgia Aquarium, which opened in fall 2005. Marcus donated \$200 million to the attraction, which will rank as the largest aquarium in the U.S.

"IAAPA is pleased to bring a professional of such high caliber and experience to speak to our industry leaders," said J. Clark Robinson, IAAPA president and CEO.

A final grand event was the Friday Night Extravaganza. The theme was "Elements- Earth, Wind, Fire, Water, Metal." This amazing evening was sponsored by Galaxy Productions and organized by Tom and Bobbie Wages. In addition to a grand event, the evening provided a fun networking opportunity to attendees and exhibitors with great food and entertainment. The Changing of the Gavel Ceremony also took place during this event. The evening was topped off by an incredible live auction, raising more than \$92,000.00 to benefit Give Kids The World.

New General Contractor Selected

Freeman Decorating Company was selected as the General Services Contractor for the 2005 and 2006 IAAPA Attractions Expos in Atlanta. Freeman was selected through a rigorous bidding process that was conducted by IAAPA staff and M&S Committee members.

Exhibit Sales

The exhibit space assignment process was improved this year. Instead of hosting two separate Space Allocation Committee meetings as in past years, IAAPA staff assigned the top 50 senior exhibitors, and the Committee met once to assign exhibit space to an additional 480 exhibitors who qualified for space assignment.

Government Relations Services

“Access to Fun” Contest Provides Student Engineers an Opportunity to Excel!

The Access to Fun contest asked participants to develop design concepts for a device that would facilitate access for persons with mobility impairments into and out of an amusement ride seat that is located below the surface of a loading platform, such as a water flume ride.

The three winning teams were from the University of Kansas School of Engineering. Teams won a monetary award of \$5,000 for first place, \$500 for second place, and \$200 for third place. The first place team was provided with funding to construct a mock-up of its design, which was showcased at the IAAPA Attractions Expo 2005 Annual Conference and Trade Show.

Entries from engineer and accessibility design professionals to college students were judged on criteria including cost efficiency, durability and reliability, operational systems, safety, and more. Each proposal was evaluated by a panel consisting of engineers and accessibility experts gathered by IAAPA and the U.S. Access Board.

The U.S. Access Board is the federal agency responsible for developing rules governing access to every sphere of American life. During the past decade, provisions for access to amusement rides were written by the Access Board in close consultation with the industry, establishing minimum standards for accessibility to rides and attractions.

The winners of the “Access to Fun” design project were:

- First place: University of Kansas School of Engineering, Tyler Docking, Matthew Hess, Carla Hines, and Francis Hitschmann
- Second place: University of Kansas School of Engineering, Chris Anderson, Jesse Burns, Chris Dorvak, and Tanner Rinke
- Third place: University of Kansas School of Engineering, Adrien Bender, Randy Clover, Paul Rankin, and Mark Wolfe

ADA Accessibility Guidelines

The U.S. Department of Justice published an Advance Notice of Proposed Rulemaking (ANPRM) to begin the process of revising ADA regulations to adopt design standards that are consistent with the revised ADA Accessibility Guidelines published by the U.S. Access Board. Over the past decade, IAAPA has worked with the U.S. Access Board to develop minimum standards for accessibility to amusement rides and attractions. The Justice Department, responsible for administering ADA regulations, issued an ANPRM to solicit expert input on the development of final accessibility guidelines. IAAPA and its members will continue to provide comment as rule making continues.

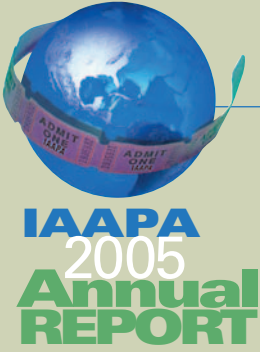
CPSC Jurisdiction over Fixed-Site Rides

Congressman Ed Markey (D MA-7) introduced H.R. 2500 on May 19, 2005. It is identical to his previous bills extending the jurisdiction of the United States Consumer Product Safety Commission (CPSC) to include fixed-site amusement rides. The bill has 13 cosponsors out of a possible 425. Twelve of these signed onto the bill when it was introduced, and only one has joined since then. H.R. 2500 has not made further progress.

Comments Filed Regarding H-2B Visa Issue

On April 8, 2005, IAAPA filed comments on proposed regulations related to workers who enter the U.S. on H-2B visas. Although the majority of IAAPA members who employ workers from overseas utilize J-1 visas, the H-2B visas are used by some. Over the past

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two years, the total number of H-2B visas that are available in a given year has been reached early in the year, before summer employers can even apply for them. This comment attempted to address this and related issues involved in this program.

Ride Injury Reporting

The important task of refining the database of facilities that operate rides has been generously addressed by Jerry Aldrich. The National Safety Council then provided more accurate reports on the number of facilities with rides that have and have not reported their injuries during each year of the program. This step was needed before a true understanding of the level of participation could be assessed.

At the same time, the process of collecting data for 2004 was completed. The reports responding to a follow-up mailing from the National Safety Council were collected, and the final stage was a round of telephone calls to the random sample to collect data.

In March, the board has stated that ride injury reporting will become mandatory for membership in IAAPA for facilities that operate rides, beginning in 2005. Ride Injury Reporting is vital to demonstrate IAAPA's commitment to safety of the industry. Through the works of IAAPA Communications, Government Relations, and Membership and Marketing committees, this message was discussed, supported, and communicated throughout the membership.

IAAPA Europe

*On the Move throughout Europe—
Delivering Solid Member Services*

The European Conference Connects Operators to Guests

The IAAPA European Conference 2005 was held on May 26-27, 2005, in Port Aventura, Salou, Spain, during which the park celebrated its 10th anniversary. This year's conference, titled "Heart & Soul—Connecting to Your Guest from the Inside Out," emphasized the importance of emotions in attracting guests to the thrilling amusement and attractions industry. The two keynote speakers at the conference were Susanne Piët and Luis Huete.

As a journalist for more than 20 years, Piët continually investigated the effects of information transfer through the mass media and the dynamics of group processes. Most recently, Piët published "The Emotion Market, the Future of the Experience Economy," and she impressed the audience with her findings, experience, and insight.

Huete, considered a world authority in the services field, shared his knowledge of strategic services management, clienting, value-added loyalty creation, and leadership. His past seminars were distinguished by *Actualidad Economica* magazine as one of the "100 best ideas of the year," and he most recently published "Build Your Own Dream."

An experienced panel of speakers also included Mercedes de Pablo, CEO of Port Aventura; Bart Dohmen of BRC Imaginations Arts; Pablo Heinig of the University of Cordoba in

Argentina; Vicenç Veses, also of Port Aventura; Kurt Grötsch, who is developing a Flamenco museum in Seville; and Salvador Anton Clavé of the University of Tarragona.

On The Road Developing Global Alliances

In cooperation with the membership and marketing services team, IAAPA Europe has worked to secure an alliance agreement with the members of Europarks, which was signed at the IAAPA Attractions Expo 2005. IAAPA Europe has been



All documents for collection of 2005 data have been revised. Members were informed prior to the request for 2005 data that injury reporting is now mandatory for U.S. members who operate rides. Data for 2005 was due on December 2, 2005, for facilities that have ceased ride operations for the year. For year-round facilities, the deadline was January 27, 2006.

IAAPA PAC

Following a successful year in which IAAPA PAC distributed more than \$30,000 to candidates for federal office, the IAAPA PAC Board reviewed a comprehensive solicitation plan that would run through the duration of the 2005-2006 election cycle. In April, an e-mail was sent to all facilities that have given permission to solicit their executive personnel asking them to identify a key IAAPA PAC contact through whom all future PAC communications will be filtered.

An e-mail was sent to the newly compiled IAAPA PAC Key Contact list outlining an important Federal Elections Commission ruling regarding fundraising for trade associations. The FEC voted to allow member companies of a trade association to collect PAC contributions by using automatic payroll deductions. Prior to this ruling, only labor unions were permitted to use this approach. This should be viewed as a major

“on the road,” making several presentations to potential member companies and other organizations to promote membership, including Syntens, a consultancy financed by the Dutch Ministry of Economic Affairs, and Fontys University who is looking to establish a new study on the leisure industry.

The BALPPA AGM and Parliamentary Luncheon was supported by a visit from U.S. Congressman Tom Feeney. David Cam of Blackpool Pleasure Beach and member of the IAAPA Government Relations Committee was elected chair. A translation of the summary of the European Union’s report “Assessment of Best Practices in Fairgrounds and Amusement Parks in Relation to Safety of Consumers” was also provided. This important report was discussed at the AGM of SNELAC.

Europarks held the 58th Europarks Council Meeting at Walibi Belgium. Members of the European Parliament were invited. Six members attended. EUROPARKS NEWSFLASH 2005 Issues 1,2 and 3 were produced in English, French and German.

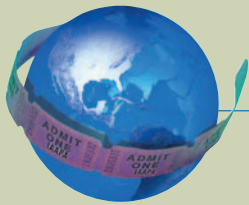
Dutch Amusement Parks and Fairs Improve Safety Record

According to the Dutch foundation, “Consumer & Safety,” the number of accidents in amusement parks and traveling fairs has decreased by almost 50% in the period 1999 to 2003.

Spreading the Word

IAAPA Europe attended several European conferences and trade shows to further promote IAAPA’s mission and the association’s events and programs. Those events included TiLE 2005 on September 27-29 in Maastricht, the Netherlands, the Visitor Attractions Conference in London on October 12, and Technofolies 2005 in Italy, on October 27-29, as well as a tourism policy event organized by the European Commission, on October 19-21.

“ The industry participants in the meeting responded by emphasizing our commitment to safety—both of workers and guests.



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victory for IAAPA members, as it will significantly enhance the ability of the Political Action Committee to receive regular contribution streams. IAAPA will work with key contacts at facilities that have given permission to solicit to ensure the success of this very vital program.

Safety Standards Harmonization

Members of the acceleration task group of the ASTM F-24 committee met following the regular ASTM meeting in Phoenix, Arizona, USA, in October. They discussed the major issues that remain unresolved in this area, including children's acceleration tolerance limits, change in velocity, onset-jerk limits, data filtering - 5 Hz vs. 8/10 Hz, rotational (roll axis) limits, coaster data analysis, and defining duration. This meeting was in preparation for a summit meeting on acceleration that was held during the second Standards Harmonization session on November 18, 2005.

The IAAPA.org web site now contains an area in which the group can continue its work between meetings. This facility will help the group to share information and discuss sections of the standards so that the meetings can make greater progress.

Fifteen-year-old Lifeguards—IAAPA Takes Action

On July 12, 2005 IAAPA learned of the publication of Fact Sheet #60 by the Wage and Hour Division (WHD) of the U.S. Department of Labor. Additionally, a member of IAAPA and the World Waterpark Association (WWA), was told by the Department of Labor (DoL) that it could not employ 15-year-old lifeguards on waterslides, wave pools, lazy rivers, and other waterpark attractions.

IAAPA immediately joined with WWA, the National Recreation and Park Association (NRPA), the American Red Cross, Jeff Ellis and Associates, NASCO, and Starfish Aquatics Institute to form a coalition to increase the areas in which 15-year-olds can serve as lifeguards.

A meeting was held with the Deputy Administrator and current head of the Wage & Hour Division, Child Labor Team Leader, and other key DoL staff members. The DoL officials explained that in the area of child labor, 16- and 17-year-olds may perform any work unless the Secretary of Labor says that a certain occupation is prohibited. Fourteen- and 15-year-olds may not perform any work unless the Secretary says they may. The occupation of lifeguard is not specifically authorized under the department's regulations for 14- and 15-year-olds, and for many years, the department did not allow individuals under 16 to be lifeguards.

In 2003, following contact by a city government, DoL allowed the employment of 15-year-old lifeguards at municipal pools. In 2005, upon inquiry by a swimming pool management company, the department allowed private employment of 15-year-old lifeguards, but indicated that this employment was limited to traditional swimming pools. The DoL stated that it prohibited employment of 15-year-old lifeguards at "pools that feature elevated slides, artificial waves, or other amusement-type "rides" or "mechanical devices." Overall, the DoL believes that it has expanded the opportunities for 15-year-olds to be employed as lifeguards.

The industry participants in the meeting responded by emphasizing our commitment to safety—both of workers and guests. The attractions that are typically present at waterparks were described and the similarities noted between their mechanical operation and that of a traditional swimming pool. After hearing the description of a lazy river, the Deputy Administrator indicated that his initial reaction was that he could see no difference between it and a traditional pool with regard to the safety of the lifeguard. A site visit to a local waterpark was proposed for a better demonstration of safety so the DoL could make a more informed determination about what lifeguard work was safe for 15-year-olds. The DoL determined that there was no problem with 15-year-olds serving as lifeguards at lazy rivers, waterslide catch pools, and play areas. The only location not agreeable was at the top of slide towers. The reasoning was based both on height concerns and "tending" of the slide. Workers under 16 are not permitted to tend machinery, including amusement rides, and while no machinery is directly involved, the DoL believes that the position at the top of a slide is more that of an attendant who is tending the ride, and therefore prohibited employment for 15-year-olds.

Cap Wiz

In August, the Government Relations portion of the IAAPA.org web site received an upgrade with the debut of Capitol Advantage's CapWiz XC program. While both federal and state legislation and regulations will continue to be monitored and updated on the site, several new features have been added to enhance member benefits regarding government relations services.

Perhaps the most exciting element of the new program will be the ability to mobilize IAAPA members and supporters to impact legislation and regulations affecting them through the use of a web-based grassroots communications system. IAAPA identifies federal and state bills and regulations that would greatly impact the industry, and issues e-mail "Action Alerts" to targeted members on those issues. Association members can then visit the site, and add their contact information to a form letter communicating IAAPA's position on those issues. With a click of a button, the message can be sent to the office of every senator or congressman by whom that member is represented. The member can modify the letter to include anecdotal information.

CapWiz also provides biographical and contact information for Members of Congress, federal agency heads, as well as state assembly and senate representatives who represent the individual member. State monitoring has been bolstered by allowing members to receive information on relevant state agencies, bills currently pending in their state legislatures, a media guide to news organizations within that state, and updated information regarding whether a legislature is currently in session.

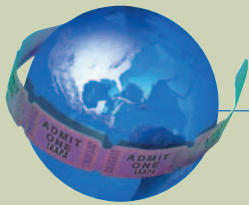
Additional features include tracking of the voting record for key bills considered by the U.S. Congress, with the ability to have voting results sent automatically via e-mail. The program also offers a tutorial entitled "Capitol Hill Basics," which includes the most effective ways to contact a legislator, etiquette for scheduling and making visits to Capitol Hill, a glossary of various job descriptions for congressional staff, and a brief review of the legislative process. Members can also view daily House and Senate



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Amusement Industry Suffered the Loss of Biodynamics Expert, Dr. Richard Brown

On Thursday, June 23, 2005, the global amusement industry lost a great friend and practitioner with the passing of Dr. Richard Brown. Combining his engineering and medical backgrounds, Dr. Brown was one of the leading biodynamic experts in the industry for more than two decades, helping numerous parks and manufacturers with individual ride projects, as well as the collective industry through his experienced leadership of ASTM International's Committee F-24 on Amusement Rides and Devices. His technical expertise and the ability to explain it to the public in layman's terms has been of particular value to IAAPA and the entire industry during the discussions of ride forces over the past few years. Dr. Brown's dedication and warmth of spirit will be sorely missed, but his proud legacy of providing guests with an ever-safer ride experience lives on every day.



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schedules, as well as the schedule for upcoming committee hearings. Finally, the Cap Wiz XC program allows IAAPA members to get information on state and federal elections, as well as links giving them an opportunity to register to vote in their state.

Membership and Marketing Services

Expanding Services Throughout the World

By the end of 2005, IAAPA is effectively servicing 95% of the membership in their own language through an office within their own geographic region.

In 2004, the World Council and The International Representatives program transitioned into the Global Alliances Program. The program was approved by the Board of Directors as part of the 2004-2007 Strategic Plan and incorporated into the FY05 budget.

The Global Alliances Program is a cooperative partnership agreement to provide better services to members and promote growth of the amusement industry worldwide while strengthening local industries. Under this program, national, regional and state associations act as business partners in the region while providing direct services to members in their language. As a partner, IAAPA provides benefits that include education, communications and government relations, and resource support.

"The real power of the industry resides within the partnerships created through alliances with state, regional and national amusement associations," said IAAPA president and CEO J. Clark Robinson. "Forty-five percent of all IAAPA member facilities are located outside of the United States. These partnerships provide an exceptional opportunity for continued growth within our industry."

The first agreement was signed on March 31 with the Latin American Association of Amusement Parks and Attractions (ALAP), an umbrella organization for the Mexican association (AMAP), the Brazilian association (ADIBRA), the Argentinean association (AAPA), the Peruvian association (ASPPA), and the newly formed Colombian association (ACOLAP), as well as the members from the rest of the Latin American countries that don't have a national association. To service our Latin American members in 19 countries, ALAP will utilize its three offices in Argentina, Brazil, and Mexico.

Agreements with the China Association of Amusement Parks and Attractions (CAAPA), the Australia Amusement Leisure and Recreation Association (AALARA), and the Indian Association of Amusement Parks and Industries (IAAPI) were signed on July 14 during the IAAPA Asian Expo in Hong Kong.

A meeting was also held in Hong Kong with leaders from Southeast Asia to determine the best way to serve the region. As a



result, the Association of Southeast Asian Nations (ASEAN) signed their agreement during the IAAPA Attractions Expo in November in Atlanta. The ASEAN is a federation consisting of the Association of Singapore Attractions (ASA), the Malaysian Association of Amusement ThemePark & Family Attraction (MAATFA), and IAAPA members in Indochina, Thailand, Indonesia, and the Philippines. ASEAN will

act as the global allied partner for the Southeast Asian region with an office in Singapore.

An agreement was also completed with nine Western European associations under the Europarks federation umbrella during the IAAPA Attractions Expo in November. These agreements complement the work of IAAPA Europe: the Belgian Association of Amusement Parks (BELGOPARKS), the British Association of Leisure Parks, Piers and Attractions (BALPPA), the Danish Association of Amusement Parks (FFD), the Dutch Association of Leisure Parks (CLUB VAN ELF), the Finnish Parks Association, the French Parks Association (SNELAC), the German Amusement Parks Association (VDFU), the Spanish Amusement Parks and Attractions Association (AEPA), and the Swedish Amusement Parks Association (SNF). Discussions have also started to sign an agreement of this kind with the Italian association, Unionparchi.

In 2006, IAAPA will explore global alliance partnerships in Russia and the former Soviet republics, Japan, Korea, and the Middle East. Meetings have already started with the Federation of Russian Associations (APLIA), the Russian Association of Amusement Parks (RAAPA), the Japanese Amusement Machine Manufacturers Association (JAMMA), the Japanese Amusement Park Equipment Association (JAPEA), the Japanese Amusement Operators' Union (AOU), and the International Expo Consults Group (organizers of the TPFC show in Dubai, UAE).

New Staffing Expands Membership Services

New Membership Marketing Manager, Julie Cahill, joined the membership and marketing team in November, bringing 10 years of association experience. For the past five years, Julie has been the marketing director for the Health Industry Distributors Association. Previously, she has worked at the American Production and Inventory Control Society and the Association for Career and Technical Education. She has a bachelor's degree in English from Virginia Tech, Blacksburg, Virginia, USA.

Julie is responsible for all marketing activities and improving the value of the association membership, including recruitment and retention, marketing campaigns, acting as the liaison for several member committees, and developing programs to improve the value of IAAPA membership.

Online Member Orientation Tool Introduced

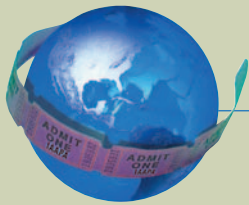
An online new member orientation tool was launched in June. Besides providing an overall view of the association and important information for new members, the module contains a complete tutorial to navigate the IAAPA web site, which is now available online to all members.

Other Activities

Industry Association Summit Group

On September 23, the CEOs from the International Association of Fairs and Expositions (IAFE), International Festivals and Events Association (IFEA), Outdoor Amusement Business Association (OABA), International Association of Auditorium Managers (IAAM), and IAAPA met in Springfield, Missouri, USA, to network and discuss projects on which to collaborate. Possible projects include potential participation in the legislative summit in March 2006, member pricing at respective convention and trade shows, a joint insurance program, and membership pricing for our respective publications.

“ In 2006, IAAPA will explore global alliance partnerships in Russia and the former Soviet republics, Japan, and the Middle East.



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Oral History Project

IAAPA has completed the review and cataloging of its archival materials under the watchful hands of Paul Serff, chair of the Archive Task Force. One of the nation's leading archivist firms, The History Factory, worked for five months (March-July), assessing IAAPA records dating from 1918-2005. The physical collection was delivered to the IAAPA offices in August. The collection can also be searched online through The History Factory web site.

In addition to the archive itself, the History Factory developed three important documents for IAAPA: Policy and Procedure Manual, Guide to Resources, and Gap Analysis. These documents will help guide IAAPA's contribution to the archive in the future, identify materials that are missing but essential, and ensure IAAPA has a lasting legacy.

Charities

The International Institute For Peace Through Tourism

The primary mission of The International Institute For Peace Through Tourism is the promotion of understanding among facilities and their guests of how to become ambassadors of goodwill among people of different cultures. The board encourages IAAPA members to support the institute by developing activities and strategies to support the mission.

Give Kids The World (GKTW)

Give Kids The World Village is a non-profit resort that creates magical memories for children with life-threatening illnesses and their families. GKTW provides accommodations at its whimsical resort, donated attractions tickets, and meals for a weeklong fantasy vacation. Since its founding in 1986, Give Kids The World has welcomed more than 9,000 families from all 50 states and 50 countries.

Heroes inspire us to aspire and achieve. Give Kids The World heroes are the children they serve every day, children who battle challenges too difficult to ever imagine. Our IAAPA members inspire also, from theme parks that generously

share their magical worlds with us, to the many members of IAAPA who give generously to help the children who have less to smile about than others.

For six magical days, children with life-threatening illnesses travel from around the world to experience the opportunity to be a child (some for the first time) without doctors, hospitals, and treatments.

The Third Annual IAAPA Charity Golf Tournament to benefit Give Kids The World was held Monday, November 14, with a sell out of 144 players. Sponsorships for this event total \$36,750 with Ripley's Entertainment being the first-ever Gold Sponsor.

For the second year, a Silent Auction was held during the IAAPA Attraction Expo in the exhibit hall with more than 50 auction items ranging from gifts baskets to escape weekend packages. The new addition to IAAPA's charity events was the live auction being held during the Friday Evening Extravaganza. The live auction raised more than \$92,000 to benefit the children of Give Kids The World.

Hurricanes Katrina, Rita, and Wilma Relief

On October 20, letters were sent to IAAPA member companies (11 facilities and 18 suppliers) affected by Hurricanes Katrina and Rita offering complimentary membership for 2006, a complimentary library of IAAPA training products and complimentary registration for up to five persons to IAAPA Attractions Expo 2005. As a reminder, here is the exhaustive list of all of our efforts to date:

- Donated \$10,000 to the American Red Cross.
- Fielded calls from affected members.
- Sent letter on September 9 to all IAAPA members encouraging them to send donations to the American Red Cross.
- Established effort to coordinate donation of plush items to hurricane shelters that are housing thousands of children.
- Confirmed partnership with Federal Express to ship plush.
- Developed web site spotlight including the letter sent to



Research

IAAPA has contracted with the Travel Industry Association of America to conduct an economic impact study regarding amusement and theme parks. The study will be completed in January 2006.

Hall of Fame Tribute Video

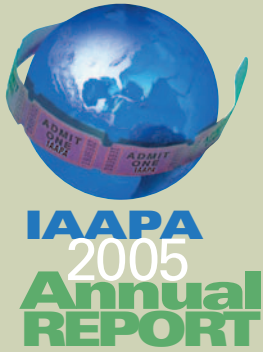
During the IAAPA Attractions Expo 2005, the Hall of Fame Committee unveiled a new video honoring the Hall of Fame inductees. The video replaced the static display of the past and features photos and other images to support a short biography of each inductee. The voice on the video is former IAAPA President John Graff.



members on September 9. The site also displays information provided by the members, including status of facilities and messages and donations from members.

- Joined forces with OABA, IAFE, and SLA to discuss establishing a fund to directly help affected members.
- Joined forces with the Travel Industry Association (TIA) and other travel and tourism associations.
- Attended press conference on September 14 announcing www.katrinajobs.com.
- Attended a meeting on September 16 of the Washington representatives group of the Travel Business Roundtable (with TIA) to discuss the travel and tourism industry hurricane relief plan.
- Received information from Williams & Jensen on federal government initiatives for hurricane relief.
- Gathered information and recorded the generosity of our members for an industry press release.
- Gathering information to be included in FUNWORLD to report on members' recovery plan, efforts, and success.
- Continue work with TIA and the Travel Business Roundtable and inform our members.
- Continue advocating for and monitoring federal government relief initiatives and inform our members.

“ IAAPA has completed the review and cataloging of its archival materials. These documents will help guide IAAPA's contribution to the archive in the future, identify materials that are missing but essential, and ensure IAAPA has a lasting legacy.



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Alexandria, Virginia, USA

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Shakopee, Minnesota, USA

Vic Nolting (2006)

Coney Island
Cincinnati, Ohio, USA

Marcelo Periales (2006)

Neverland Park
Cordoba, Argentina

Steve Peet (2006)

Warner Village Theme Parks
Surfer's Paradise, Queensland
Australia

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Grupo Magico
Mexico City, Mexico

Leslie Hutcheson (2007)

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Kitchener, Ontario, Canada

Tom Iven (2007)

Six Flags, Inc.
Oklahoma City, Oklahoma,
USA

Darrell Metzger (2007)

Sentosa Leisure Group
Singapore

Frank O'Connell (2007)

Hersheypark
Hershey, Pennsylvania, USA

Jim Seay (2007)

Premier Rides, Inc.
Millersville, Maryland, USA

Al Weber (2007)

Paramount Parks
Charlotte, North Carolina, USA

Advisory Board

John Collins (2003)

John Collins Leisure/ Fantasia
Parks
Vale of Glamorgan, UK (Wales)

Bill Sims (2001)

Sims Group
Orlando, Florida, USA

Rene Aziz (2000)

Grupo Magico
Mexico City, Mexico

Larry Cochran (1998)

Palace Entertainment
Newport Beach, California,
USA

Joe Meck (1994)

Vallejo, California, USA

Bo Kinttorph (1992)

Liseberg
Gothenberg, Sweden

Roy Gillian (1993)

Gillian's Wonderland Pier
Ocean City, New Jersey, USA

Spurgeon Richardson (1991)

Atlanta Convention & Visitor's
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Atlanta, Georgia, USA

Boyd F. Jensen (1990)

Lagoon Corporation
Farmington, Utah, USA

Dennis L. Speigel (1989)

International Theme Park
Services, Inc.
Cincinnati, Ohio, USA

Jack Krantz (1987)

Adventureland Park
Des Moines, Iowa, USA

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Lake Compounce
Bristol, Connecticut, USA

Paul Serff (1982)

Texas Travel Industry
Association
San Antonio, Texas, USA

Edward Carroll (1978)

Carroll Consulting
Longmeadow, Massachusetts,
USA

Thomas Spackman (1975)

Indiana Beach Inc.
Monticello, Indiana, USA

Stan Nelson (1972)

Wichita , Kansas, USA

Roger J. Shaheen (1976)

Shaheen Enterprises Inc.
Salisbury Beach,
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Kennywood Entertainment
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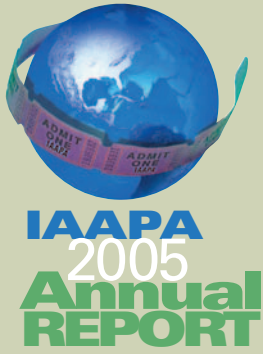
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Serving Philippines, Thailand, Vietnam, Indonesia, Singapore, Malaysia
Representative: Kelven Tan

BRAZIL

Brazilian Association for the Amusement Industry (ADIBRA)
Representative: Gyorgy Galfi

INDIA

Indian Association of Amusement Parks and Industries (IAAPI)
Representative: Padmaja Dave

ARGENTINA

Serving Southern Latin America.
Latin American Association of Amusement Parks and Attractions (ALAP)
Representative: Laura Cambiagno

CHINA

China Association of Amusement Parks and Attractions (CAAPA)
Representative: Ai Yongmei

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Serving Mexico and northern Latin America.
Latin American Association of Amusement Parks and Attractions (ALAP)
Representative: Paulina Reyes

AUSTRALIA

Serving Australia and New Zealand.
Australian Amusement, Leisure and Recreation Association (AALARA)
Representative: Greg O'Neill

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Supported by the national associations in
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