



New England News

2017 Annual Meeting Edition

NEAAPA Newsletter

Justine Brewer Of Southwick's Zoo Going Into Hall Of Fame

SPRINGFIELD, Mass.—Justine Brewer, who, along with her family own and operate Southwick's Zoo in Mendon, Mass., will be inducted into the New England Association of Amusement Parks and Attractions (NEAAPA) Hall of Fame.

The ceremony will take place on Tuesday, March 28, during the organization's 104th annual meeting at the Sheraton Springfield Monarch Place Hotel here.

"It's a great honor," she said when learning of the tribute. "It left me speechless and totally amazed! I can think of many members that are more deserving than me."

A former member of NEAAPA's Board of Directors, the zoo has also supported the association for many years.

The Southwick's homestead dates back to 1803 when its

founding Southwick family acquired the land, planted vegetable gardens, established peach orchards, and milked dairy cows for the local community supply as well as for the family.

It grew as a working dairy farm through 1952. Justin Southwick, his wife Clarice, along with their three children Justine, Sandra and Daniel, all worked together to keep the farm viable.

With the high school graduation of his daughter, Justine, and the other children soon to follow, Justin decided to sell the dairy herd and concentrate on his passion and interest with exotic birds and migratory waterfowl. He was a true wildlife conservation pioneer and would become a leader in the field of migratory waterfowl.

Justine married Robert Brewer in 1955 and it wasn't long before they were busy raising a family in Westborough, Mass. During this time, Sandra married and moved to Connecticut and Daniel

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Justine Brewer

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Summer Meeting**

Hall Of Fame

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married but continued to work beside his father.

With a donation box out to gather some much needed income, Justin and Daniel expanded the farm to include exotic animals. Together they constructed enclosures to house the new residents of what was now fondly referred to as Southwick Animal Farm.

Southwick's grew rapidly, especially through word of mouth. It was not long before visitors traveled from many miles away to view what was happening in Mendon. It also became apparent that Robert and Justine were needed to help with the growing business.

They moved with their four children to Justine's original home and soon had their fifth child. In 1965 the farm was officially incorporated as Southwick Wild Animal Farm. With Robert's business expertise and Justine's ability to juggle family and work, the farm became quite successful. In addition, with Daniel traveling all over the world as an expert animal dealer and Justin with his vision, the farm was developing into a highly respected zoological park.

In 1970 the Brewers were offered an opportunity to purchase Santa's Land in Putney, Vt. Leaving Southwick's wasn't easy but they heard a different calling and they left Mendon that summer.

Within a year, Justin passed from a heart attack, however, Daniel remained with the business. The demand to keep a private zoological park was intense but Dan nurtured the business until his untimely death in 1977.

Dan's passing put a serious strain on the business and Southwick's went through some troubled years.

In 1981, with the request of family and Clarice Southwick, Justin's widow, the Brewer's returned to the homestead to help rebuild the family animal farm. It was renamed Southwick's Zoo and Robert remained as president until his death in 1995, when Justine took over the position.

Under the direction of Justine Southwick Brewer — son, Peter, took the position as president in 2016 - Southwick's Zoo remains the largest zoo in New England with more than 850 animals on 200 acres of prime land in the Blackstone Valley. A half-million visitors come through the gates each season from April thru October.

Her awards include "Women of Distinction" in 2005, and Butch Moore "You Touched Upon My Life" in 2011. Justine is a past corporator of UniBank and past director of the Central Massachusetts Visitors & Convention Bureau.

She has also served with numerous civic organizations throughout the years and enjoys her time with her family, which now includes a number of great-grandchildren.

Those In NEAAPA Hall Of Fame

Since 1998, NEAAPA has inducted 40 people into the Hall of Fame. The past inductees are:

Roger Shaheen, Shaheen Enterprises
Anthony Pero, Ocean Beach Park
Edward J. Carroll, Jr., Riverside Park
Henry Bowen, Whalom Park
Edward J. Carroll, Sr., Riverside Park
Lawrence Stone, Paragon Park
Alton Lipkin, NANCO / Nancy Sales Co.
George Frantzis, Quassy Amusement Park
Anthony and Laura Berni, Sr., Canobie Lake Park
Claude and Stella Captell, Canobie Lake Park
Kasmir and Rita Ulaky, Canobie Lake Park
Kenneth and Violet Cormier, Funtown Splashtown USA
Tom Morrow, Canobie Lake Park
Ed Connor, Riverside Park
John Frantzis, Quassy Amusement Park
Robert & Ruth Morrel, Story Land
James P. & Eleanor R. Brady, Six Gun City
John F. Naughton, Naughton Insurance
Wayne McCary, Eastern States Exposition
Conrad Ferla, Rocky Point Park
Suzanne McHugh Piscitello, Canobie Gifts
Fred L. Markey, Dodgem Corp.
Kate Horner-Wall, Lake Compounce/Riverside Park
Anthony Berni, Jr., Carl Berni, Christine Ulaky,
Raymond Captell, Canobie Lake Park
Alan Ramsay, CLM Entertainment
Robert Harkins, Six Flags New England
John & Elizabeth Bowen, Whalom Park
Normand & Cecile Dubois, Santa's Village
Myron Klayman, Paragon Park

Welcome To NEAAPA's Annual Meeting



**Ryan DeMaria,
Outgoing President**

As the seasons change and time passes, a constant of our industry is progress.

We do not rest on our previous achievements; instead we are constantly striving to improve. Improvement can be achieved in a number of ways, but a common idea associated with improvement is new.

Everyone looks for the next big thing - whatever will help increase the amount of guests we bring in and enhance their experience.

New creates excitement. New brings hope and dreams. New brings opportunity.

This is not to say that we should not value the old.

Our history is an integral part of who we are. We proudly display the number of years we have been in

operation and celebrate milestones.

Our past reinforces our values. Our past helps us to forecast the future. We can learn great things from the past, not just the good, but the bad as well.

We learn from those who have come before us, seeing what worked and what did not work, and molding this into a vision and direction to continue moving forward.

It is important to value the past, while continuing to strive for the future.

As we arrive at the 104th Anniversary Annual Meeting and Educational Conference we look to what we have accomplished, on our own and collectively.

We see our past successes; goals that were set and achieved, milestones met. We see our struggles and how we overcame them.

While looking to the past, we also think of our future. Our industry continues to grow and flourish.

We are seeing new ideas across our industry that continues to expand our opportunities. There is no one more capable of leading us to achieve these new ideas than our incoming president, Dorothy Lewis.

We are learning from one another, constantly striving to make our industry better as a whole.

Learning should never stop. If you believe you have nothing left to learn, you will watch as progress passes you by.

You cannot stop progress. Our industry continues to find new and exciting ways of creating safe and memorable experiences for those we serve.

This is a testament to the hard work of all of us in this room, all of those who have come before us, and those that are just beginning to get involved. Working together we continue to innovate and improve.

We must embrace these new opportunities, as they will continue to aid us in making our industry an even safer and more enjoyable experience for the millions of guests who visit our parks and attractions.

Seasons will change and time never stops, therefore neither will we.

Forever grateful and optimistic,

Ryan DeMaria, president



Dennis Picard

Picard, Museum Director, Retires

WEST SPRINGFIELD, Mass.— Dennis D.

Picard, director of Eastern States Exposition's Storowton Village Museum, has announced his retirement, capping a 27-year career with the organization. He joined the staff of ESE in July, 1990.

ESE President and CEO, Eugene J. Cassidy, said, "Dennis has been a marvelous steward of Eastern States Exposition, 'The Village,' our

history and heritage, and the people who so passionately volunteer and work for us. His impact on the village's educational programming and Eastern States Exposition has been profound."

Picard has been a museum professional in the "Living History" field for 40 years.



Photo Highlights From The IAAPA Expo



Past Presidents

The New England Association of Amusement Parks and Attractions (NEAAPA) held its annual luncheon and business meeting in November during the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando, Fla. A number of NEAAPA past presidents were on hand for the luncheon. Front row (from the left): George Frantzis II, Greg Chiecko and Ed Connor. Back row (from the left): Jason Freeman, David Daly, Cory Hutchinson, Carl Berni, Kevin Naughton and Dave Sugrue. (NEAAPA photos)

NEAAPA Board Of Directors (right) met during the annual luncheon held at the IAAPA Expo in Florida.



...And Some Pictures From The IAAPA Show Floor



Huge turn-out for the Tom Morrow Social honoring the late NEAAPA president. The event was held Wednesday evening at IAAPA Expo week.



Incoming NEAAPA President Honored At Expo

ORLANDO, Fla.— Incoming New England Association of Amusement Parks and Attractions (NEAAPA) President Dorothy Lewis received the Meritorious Service Award from the International Association of Amusement Parks and Attractions (IAAPA) here in November.

The award was presented at the general manager's and owner's breakfast during IAAPA's Expo at the Orange County Convention Center.

Dorothy, president of Fun Station Entertainment Group of Danbury, Conn., was recognized for her years of service to IAAPA committees and educational efforts, especially in the area of family entertainment centers. During her acceptance Dorothy said, "Five years ago, I accepted this award posthumously on behalf of Alan Ramsay (NEAAPA past president and secretary). To be included in such a fine group of other recipients, I want to thank everybody who made it possible today."



Dorothy Lewis

Member Suppliers Honored

During the IAAPA Brass Rings Awards, three NEAAPA member suppliers received awards.

They were:

* Best New Water Park Ride/Attraction - Class A, Aquatic Development Group, Cohoes, N.Y., was given this award for Breaker Beach, a unique and innovative boogie boarding surf ride, the first of its kind in North America.

* Best New Water Park Ride/Attraction - Class B, WhiteWater West Industries, Richmond, British Columbia, Canada, was given this award for Mat Blaster, a first-of-its-kind slide.

* Best New Technology Applied to Amusements - Class B, WhiteWater was given this award for Smart Blast, a specially-designed system to save park operators money when operating their Master Blaster or Mat Blaster.

* Best New Games and Devices - Class B, Bob's Space Racers, Daytona Beach, Fla., was given this award for Pixel Water Gun Fun, a vertical water game variant where players race their game characters up the track for the win.

Registration Is Open For ESE's Big 5k Road Race



WEST SPRINGFIELD, Mass.—Registration is open for Eastern States Exposition's Big 5K Road Race, slated for Friday, Sept. 1.

This year, the 5K run or walk and Kids Fun Run will be accompanied by the new Big 5K Scramble, a fun race with Big E challenges around every corner. Cash prizes will be awarded to top finishers in both The Big 5K Road Race and Scramble.

Racing kicks off with the Kids Fun Run at 6:30 p.m., the Big 5K Road Race at 6:45 and the Big 5K Scramble at 7 p.m.

The race will culminate with an awards ceremony and a Big E kickoff party at Storowton Tavern. Live music, refreshments and games will be on the patio.

Entrants may do the race solo, sign up with a team or run for a cause.

The first 500 people to register will receive a T-shirt, a single-day admission ticket to The Big E, a free drink and cool Big E swag.

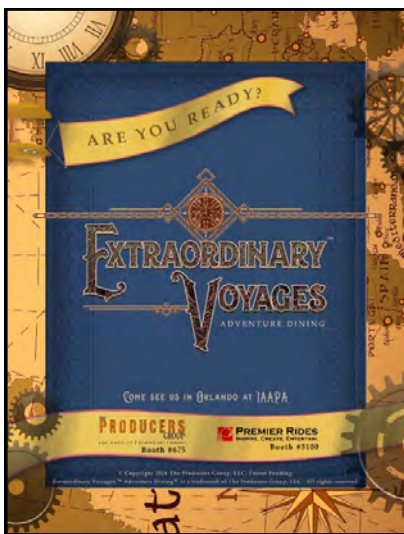
Visit TheBigE.com/TheBig5K or Racewire.com for more information and to register.

Manufacturers & Suppliers News

Take An Extraordinary Voyage

The Producers Group and Premier Rides have announced their first collaborative venture, Extraordinary Voyages Adventure Dining (EVAD), a turn-key attraction, dining & entertainment districts.

Extraordinary Voyages is the world's first Immersive Dining Experience: a patented next-generation entertainment experience that transports guests to amazing destinations on the adventure of a lifetime as they dine on delicious food and beverages.



"Extraordinary Voyages is an evolution in entertainment, the perfect mix of delectable dining, cinematic adventure, and theme park thrills that offers unforgettable fun for the whole family and creates memories that last a lifetime," says Edward S. Marks, executive producer and co-

CEO of The Producers Group (TPG), a Glendale, Calif.-based international theme park production company.

Extraordinary Voyages Adventure Dining guests board the legendary Centurion, the luxurious passenger vessel whose unique properties allow travel beyond the realms of the imagination. Guest embark on an incredible excursion that whisks them away to the most fabulous cities in the while dining on freshly prepared meals.

"TPG's extensive technical and production background has allowed us to create one of the most distinctive and advanced technologically integrated experience to date," said Jim Seay, president and owner of Premier Rides, Inc. in Baltimore, Md.

The proprietary design of Extraordinary Voyages occupies approximately 15,000 square feet, with standard configuration including two Centurion vehicles.

Excursion departures can be scheduled every 45, 60, or 90 minutes, with an occupancy of 80 guests.

Big Year For S&S Worldwide

LOGAN, Utah - S&S Worldwide will be opening 17 new ride projects in six different countries in 2017.

The new projects include a 4D spin coaster at Six Flags New England in Agawam, Mass.

S&S Worldwide, the largest U.S. manufacturer of major amusement rides and roller coasters, has installed more than 450 rides and roller coasters in more than 30 countries.

"It is a pleasure and an honor to lead the great team at S&S, who have brought our creative ideas to fruition in all of these rides that will be opening this year," said Tim Timco, president and CEO of S&S Worldwide.

New Coaster In Finland

Premier Rides of Baltimore, Md., is currently constructing a triple-launch coaster at Särkänniemi Amusement Park in Finland.

Designed and manufactured by Premier, the ride is the first high-tech, triple-launched coaster experience in all the Nordic Region.

Hype, which had been kept a secret by Särkänniemi, was recently announced as the first pieces of massive steel were erected on the job site.

Miika Seppälä, managing director of Särkänniemi expressed, "We selected Premier Rides because we wanted to make a major statement and to create a signature experience at Särkänniemi Theme Park that will be appreciated by our loyal guests. Hype is just that. The collaboration with Premier Rides has allowed us to produce something that will be truly iconic for the park."



Send your news to secretary@neaapa.com
and ron@quassy.com for the Summer Meeting
Edition of *New England News*

Member Properties Are Prepping For 2017 Season With A Variety Of New Attractions

With opening just days or a few weeks away for numerous New England amusement parks and attractions, there has been a lot of recent activity at member properties in preparation for the 2017 season.

The Hunt Is On

Lake Compounce in Bristol, Conn., is updating its popular Ghost Hunt dark ride with a new interactive system from Lagotronics Projects of The Netherlands.

NEAAPA member Ride Entertainment Systems of Stevensville, Md., represents Lagotronics Projects in the United States with Lake Compounce being the first park to install the new gaming system, which includes new targets and shooters.

"We are thrilled to grow our presence in the North American market and excited to work with the team at Lake Compounce," said Mark Beumers, CEO of Lagotronics Projects. "They have a fantastic park and we are proud to be a part of the many improvement projects at the property next year."

The goal of the new equipment is to both increase uptime and guest enjoyment of the attraction. The new interactive system uses LEDs (light emitting diodes), which are reportedly safer and much more reliable than older-style guns.

"Everyone is excited about the Lagotronics Projects system coming stateside," said Adam Sandy, chief business development officer at Ride Entertainment. "They have fantastic technology and game play, we know it will be a hit with riders at Lake Compounce."

The park opens May 6.

Coaster Going Up

At Six Flags New England, Agawam, Mass., construction of the The Joker: 4D Free Fly Coaster has been well underway for several weeks.

The 13th coaster in the park, the new attraction will stand 120 feet tall and be located in the south end of the
(See NEW ATTRACTIONS, Page 9)



The Joker: 4D Free Fly Coaster takes shape at Six Flags New England. (Photos courtesy Six Flags New England)

New Attractions

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property. NEAAPA member S&S Worldwide of Logan, Utah, is the supplier of the coaster. A complete story about the ride appeared in the last issue of New England News.

The property opens April 8.

How Sweet It Is

Something old is new again at Quassy Amusement & Waterpark in Middlebury, Conn., as the landmark property opens for its 109th season on May 6.

The park will officially unveil Bella & Bessie's Sweet Shoppe & Pizzeria, located on the site of the former popcorn stand in the heart of the iconic lakefront venue.

What's special about the new retail outlet is something quite nostalgic. The park acquired taffy-making apparatus dating back to the 1920s and will fire up the refurbished machinery to produce its own homemade sweet treats.

In addition, Quassy will introduce two new rides: Skipper's Clippers (SBF/Visa Group) pirate ships and Up, Up & Away (Zamperla) balloons. Both interactive children's rides will be located at the lakeside kiddieland area.

"Needless to say, it's been a busy offseason for us," park President Eric Anderson said of improvements. "We started on the new building shortly after closing last fall and announced the acquisition of the two rides in November during our annual trade show in Florida."

Honoring Two Women

"The family (owners) really gave it some thought when it came to naming the new building," Anderson said of the process which started after it was determined the old popcorn stand would be replaced.

Considering the park's heritage and 80 years of family involvement, the owners decided the new structure would be called Bella & Bessie's Sweet Shoppe & Pizzeria.

Bella was Vasiliki Bolakaki, who came to the United States in 1927 with her new husband, John Frantzeskakis (Frantzis). They were accompanied by another married couple and close friends, George and Vasilia (Bessie) Terezakis.

The women spent many of their first days in the U.S. at Lake Quassapaug, which had a small amusement facility overlooking the sparkling lake.

That same year John Frantzis and business partner Mike Leon purchased the Chocolate Shoppe in downtown Waterbury, Conn., only a few miles from Lake Quassapaug.

It was in 1937 that John Frantzis, Mike Leon and George Terezakis, who had worked as concessionaries at the summer property, purchased Lake Quassapaug Amusement Park.

Leon remained involved in park operations until his death in 1958. The Terezakis family eventually sold its interest in the park to Eric Anderson and his wife, Emily (Frantzis).

The new store will have other sweet treats such as cotton candy and candy apples along with popcorn and other novelty food items.



New Ride At Quassy

Skipper's Clippers is one of two new rides at Quassy Amusement & Waterpark this year. The attraction was showcased at the IAAPA Attractions Expo in Orlando, Fla., by member supplier Rides4U, Somerville, N.J. Quassy owners Eric Anderson (left) and George Frantzis are shown at the ride along with park Marketing Director Ron Gustafson (right). (NEAAPA Photo)

(See QUASSY, Page 10)

ESE Win 12 Awards

LAS VEGAS — Eastern States Exposition, West Springfield, Mass., was honored with the Best Marketing Campaign award at the 2016 International Association of Fairs and Expositions (IAFE) Hall of Honor Communications Awards.

The exposition received a total of 12 communications and agriculture awards during the IAFE Convention held here in November.

In addition to the Best Marketing Campaign, the exposition was awarded First Place honors in the categories of Radio Advertising, Overall Social Media Campaign and Mobile App; Second Place awards for Television Advertising and Single Brochure/Flyer; and Third Place for Newspaper Ad – Black & White; and Desktop Website.

The 2016 Big E Marketing campaign, titled “A Century of Greatness,” combined social and traditional media to achieve a successful 100th anniversary run with 1,418,042 in attendance.

ESE’s Agriculture and Education Department won five awards.

including First Place in Agricultural Exhibitor Events, Awards, Participation Incentives or Retention Programs. recognized with Third Place honors for Program/Event/Exhibit Designed to Educate Consumers/Fairgoing Public of a Current Agriculture or Fair Industry Challenge.



Noreen Tassinari, ESE director of marketing (left), is presented the trophy for Best Marketing Campaign by Stephanie Waldron of K&K Insurance, sponsor of the IAFE Communications Awards, held in Las Vegas.

Quassy

(Continued From Page 9)

Quassy will also offer homemade pizza with a variety of toppings in the new structure.

This season will mark the first time the iconic park has made its own taffy.

Adults Can Ride, Too

While considered children’s rides, both of the new attractions at the lakefront will also accommodate adult riders.

“That feature (adults can participate), plus the interactive elements incorporated on both rides made them ideal fits for us,” park owner George Frantzis said of the rides. “The up and down motion of the pirate ships (Skipper’s Clippers) are controlled with joy sticks while music and a variety of sounds add to the experience.”

The Up, Up & Away balloon baskets have spinning action controlled by the riders.

This marks the third straight year Quassy has introduced new rides within the park.

More Laser Action

The Quassy Quest Laser Maze, added as a special attraction inside the redemption arcade in 2012, will receive a major update this year with the addition of a Beam Buster program from developer Funovation of Longmont, Colo.

“This will add another dimension to our popular laser maze,” Anderson said of the upgrade. “Beam Buster is exactly as it sounds: you try to break as many beams of light as possible during the allotted time. The more you break, the better your score.”

The laser maze will continue to offer its traditional programming as well, which has different levels of participation as players attempt to maneuver through a field of lasers without breaking a beam of light.

“The new feature will be more thrilling for youngsters and those young at heart,” the park official added.

For game enthusiasts, Quassy has purchased a new water race game allowing 14 players to battle it out for a variety of prizes. The water race will be on the main thoroughfare leading into the park and is being supplied by NEAAPA member Bob’s Space Racers, Inc. of Daytona Beach, Fla.