

# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

25 NOVEMBER 2015 ISSUE 40

## ‘We’ve been quiet too long’ says SeaWorld CEO

SeaWorld Entertainment’s new CEO Joel Manby has acknowledged the company’s ongoing struggle with public perceptions, outlining plans to get the company back on track in 2016.

“We feel we made a mistake staying too quiet for too long, so from a brand perspective, we’re going to talk about the things people need to hear about us,” said Manby delivering the keynote speech during the GM and Owners’ Breakfast at IAAPA 2015. “Because of *Blackfish* and a variety of other things that have happened, there’s a lot of misinformation out there regarding SeaWorld. Our plan is to address this head on.”



Manby has been tasked with steering the ship through troubled waters

The *Blackfish* documentary, which chronicles alleged mistreatment of orcas at SeaWorld’s parks, has cast the

operator in a negative light, affecting its image globally.

“We have several messages we want to put out there,” said

the SeaWorld CEO. “First our killer whale care is world class, bar none. Also we haven’t taken a whale from the wild in 35 years and have pledged never to do so again. We don’t even take genetic material from whales from the wild. We’re very strict on that, regardless of what people say. Also, we don’t separate dependent calves from their mothers. These are all message that came out on the web that just are not true.

“The volume of bad becomes truth to people if there’s no counter argument and that’s why we’ve been fighting back. It’s very important for this industry and for this world.”

*Continued on back cover*

## JRA CEO Keith James recognised with Thea

Jack Rouse Associates CEO Keith James has been recognised with a lifetime achievement award from the Themed Entertainments Association (TEA).

James was the recipient of the 2016 Buzz Price Award for a Lifetime of Distinguished Achievements.

“Finding out that I was named was one of the most overwhelming experiences of my life,” said James. “I’m happy to be recognised for all of the things that so many people have helped me to do in the 44 years that I have had the privilege of being in this business.”

More: [http://lei.sr?a=v4Q2T\\_A](http://lei.sr?a=v4Q2T_A)

## Universal’s McReynolds appointed IAAPA chair

Outgoing IAAPA chair, Gerardo Arteaga has inaugurated 2016 chair John McReynolds, who arrived in some style, with an introduction from *Transformers* characters Optimus Prime and Bumblebee for Universal Parks and Resorts’ SVP of external affairs.

Speaking to *AM2*, McReynolds called the appointment an honour, adding that safety standards would be one of his prime concerns for the year ahead, building on the blueprint set out by his predecessor.

“After the tremendous job Gerardo did in the past year as IAAPA chair, I’d have to do something pretty spectacular, so I thought I’d get an early start, said McReynolds, flanked by the



McReynolds arrived flanked by Transformers

*Transformers* characters after a rousing reception. “I can say on behalf of everyone at IAAPA, thank you for your time, your enthusiasm and your great leadership.”

*Continued on back cover*

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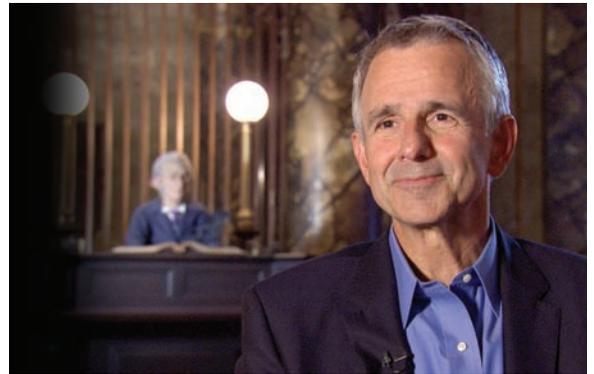
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## 'Think outside the box and always aim higher' says Universal's Mark Woodbury

Universal Parks and Resorts keeps its position as one of the leading attractions brands by always aiming higher, said Mark Woodbury, president of the company's design and development group.

"At Universal the next thing we do has to be better than the last thing we did," said Woodbury delivering a keynote speech at IAAPA, explaining how the company's past has shaped its DNA for the future.

The unprecedented success of the Wizarding World of Harry Potter at Islands of Adventure and Diagon Alley at the adjacent Universal Studios define the current



Mark Woodbury is president of Universal's creative arm

era for Universal, Woodbury said, and serve as an example of the "out-of-the-box thinking" that drives the company's creative studios.

"Conventional thinking would have had us place Diagon Alley next to the

Wizarding World of Harry Potter," Woodbury said. "But we had a better idea – to connect the two parks with the Hogwarts Express, creating a one-story experience."

More: [http://lei.sr?a=P3y9U\\_A](http://lei.sr?a=P3y9U_A)

## Sally Corporation reveals world-first *Walking Dead* attraction at IAAPA

Following great success at IAAPA 2014 with its Justice League reveal, the Sally Corporation has followed suit at this year's event, offering a sneak peek at its brand new *Walking Dead* attraction.

Launched on the back of the success of its critically-acclaimed Justice League ride, the new attraction will offer the first officially licensed *Walking Dead* ride by AMC.

Working in partnership with AMC and Striker Entertainment, "Walking Dead: Battle For Survival" takes the form of a world-first immersive dark ride based on the award-winning



Sally offered a first look with its walker animatronic

television series. The ride will feature interactivity, motion-based ride vehicles, media-based scenes using large CG projection screens, detailed theming and 4D special effects.

No location has been set for the ride but a Sally representative told AM2 that the company are finalising a deal to give the attraction a home in a major theme park. More: [http://lei.sr?a=a7v4z\\_A](http://lei.sr?a=a7v4z_A)

# Legends share insights into legacy left by Disney

In what was a very special edition of IAAPA's annual Legends panel, BRC's Bob Rogers gathered a host of representatives of the attractions industry to discuss the 60-year legacy left by Walt Disney and Disneyland.

Current Cedar Fair president and CEO, and former president of the Disneyland California, Matt Ouimet, was the first member of the panel introduced.

"If you are trying to get someone's attention or their endorsement it's not about them, it's about their family," he said.

Tom Mehrmann who first competed against Disney at Knott's Berry Farm in the US and then at Ocean Park in Hong Kong, praised Disney, calling it a catalyst for growth.

"When Ocean Park was pre-existing and Disney came to Hong Kong, we had our best day ever the same day that Disney opened," he said. "Disney makes everyone better and I'm glad they came along when they did because it made it possible for us to grow our own brand."

Disneyland's first president, Jack Lindquist, added: "New ideas are going to come from the



The panel discussed how the industry today has been influenced by the legendary Walt Disney

industry. You've got to love what you're doing and think outside the box. Go crazy."

Concluding the session, Marty Sklar, who spent many years leading Walt Disney

Imagineering, said that it doesn't matter about making mistakes and not knowing everything, as long as you learn from it.

More: [http://lei.sr?a=D8x5K\\_A](http://lei.sr?a=D8x5K_A)

## Give Kids the World celebrates 20 year charitable partnership with IAAPA

Give Kids the World Village celebrated a 20-year charitable partnership with IAAPA at the organisation's annual expo, marking the milestone with a US\$20 for 20 years promotion.

Give Kids the World Village – a cost-free resort for children with life threatening illnesses – partnered again with IAAPA at this year's show, where attendees could give a donation of US\$20 – one dollar for each year Give Kids the World has partnered with IAAPA – the reward being a badge that reads "I gave 20 for 20".

"The relationship has been incredibly important first of all from the dollars



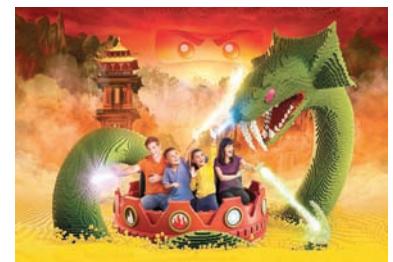
Give Kids the World is a cost-free resort for sick children

raised, second from the awareness," Give Kids the World president Pamela Landwirth, told AM2. "New countries have got involved with us because of IAAPA and that means we've been

able to reach out to more families and their children.

"We really have children who believe they are alive today because of this. It's absolutely incredible."

More: [http://lei.sr?a=s9g6e\\_A](http://lei.sr?a=s9g6e_A)



Ninjago: The Ride uses hand gestures

### Ninjago ride announced for Legoland Malaysia

Triotech unveiled its new gesture-led Maestro technology at IAAPA last week, as Merlin announced a third location for a dark ride using the technology.

Ninjago: The Ride, which has been confirmed for upcoming Ninjago-themed areas at Legoland California and Legoland Billund, is also coming to Legoland Malaysia.

The ride will be the centre point of a new Ninjago land. Guests will be "trained" there, taking part in interactive experiences before "ultimate training".

More: [http://lei.sr?a=J3M3J\\_LA](http://lei.sr?a=J3M3J_LA)

# Busch Gardens unveils Cobra's Curse coaster

SeaWorld Entertainment has unveiled its Cobra's Curse rollercoaster, coming to Busch Gardens in Tampa, Florida next year.

The multi-million dollar coaster is the latest collaboration between SeaWorld Entertainments and Mack, with the two having most recently worked on Manta at SeaWorld San Diego in 2012.

"The ride experience is unique," said Mike Denninger, senior director of rides and engineering for SeaWorld Entertainment, speaking to *AM2* after the unveiling. "You're lifted vertically 70ft (21m) into the air and you're face-to-face with the cobra king 'Venomous'. You then go into a banked turn leaning into his open mouth, his fangs inches from you. Halfway through something happens and your train car is turned around 180 degrees so now you're going backwards through the ride up a second lift. As you hit the crest of the hill the train is released and you're free spinning through the duration of the ride experience going over and under other trains, through trenches and tunnels as you go."



A scale model of the ride was unveiled for the first time at IAAPA 2015 in Orlando

Mack Rides is developing the coaster, with several of the manufacturer's unique technologies making the attraction one-of-a-kind. Denninger told *AM2* that development hit a

landmark stage six weeks ago, with foundations laid and the coaster now beginning to take shape, on course for a 2016 opening.

More: [http://lei.sr?a=V3j6j\\_A](http://lei.sr?a=V3j6j_A)



Justice League picked up two Brass Rings

## Innovative rides receive Brass Ring accolades

The high level of innovation in rides and attractions was recognised at the Brass Ring Awards at IAAPA, with Sally Corp winning the best new product and the Impact Award for its Justice League: Battle for Metropolis dark ride.

The award for the best new product/attraction in waterparks went to ProSlide's FlyingSAUCER/RocketBLAST at Siam Park, Tenerife. Mack Rides was also recognised, picking up the New Concept award for their Power Splash, the world's first launch water coaster.

More: [http://lei.sr?a=Y2p4e\\_A](http://lei.sr?a=Y2p4e_A)

## Industry leaders promote importance of play to encourage further learning

Some of the industry's top names have said that play is key to successfully encouraging learning for visitors to educational attractions.

"When kids are forced in a very structured box they're unengaged and uninterested," said Brick Structures founder Adam Reed Tucker, speaking during a session on the art of play. "If lessons are subliminal, it's amazing how much they learn when they think they are playing."

The impact of the maker movement – the increasing popularity of self-made goods – is already being felt in cultural institutions, according to Jessica King, vice



MoMA's ArtLab was highlighted as an example of play

president of the Maker Effect Foundation. Finally, Elizabeth Margulies of the Museum of Modern Art (MoMA) in New York, also introduced the gallery's ArtLab – an inter-generational play-led

permanent space at MoMA and a resource aimed at families with children aged between 4 and 12 – and highlighted the benefits it offers for play and learning.

More: [http://lei.sr?a=C5s7j\\_A](http://lei.sr?a=C5s7j_A)

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# Human error caused Smiler crash at Alton Towers

A rollercoaster crash which seriously injured a number of people, including two who underwent leg amputations, was the result of human error when an operator manually overrode the ride's safety system.

The finding was announced as Alton Towers completed its investigation into the Smiler incident that took place on 2 June at the UK theme park when a carriage full of people collided with an empty one, causing those in the front seats to suffer severe injuries.

The rollercoaster will re-open in 2016, Alton Towers said, and will be equipped with new safety features, including technical improvements. Staff will also be given additional training. The park said it will add further protocols to the manual override process so that a senior staff member has to authorise and action the decision. The park also said additional surveillance cameras and additional staff inspection checks will be put in place. The investigation did not find any technical or mechanical problems with the ride itself.



The investigation did not find any technical or mechanical problems with the Smiler

“Alton Towers continues to provide help and support to all of those who were on the ride when the incident happened,” said a statement. “It has taken full responsibility

for the incident and continues to cooperate with the ongoing Health and Safety Executive (HSE) investigation.”

More: [http://lei.sr?a=T2y7Y\\_A](http://lei.sr?a=T2y7Y_A)



The design represents tectonic plates

## Works starts on AU\$50m Cairns Aquarium project

Work has started on Cairns' AU\$50m (US\$36.4m, €33.2m, £23.3m) aquarium and reef research centre, due for completion in 2017.

“Adding to our stock of high-quality tourism infrastructure is fundamental if we are to continue to attract international visitors and this is an example of what the future holds,” said Trade and Investment minister, Andrew Robb. “The aquarium is a great example of an innovative Australian business creating the best facilities to attract visitors worldwide.”

More: [http://lei.sr?a=7Z3H7\\_A](http://lei.sr?a=7Z3H7_A)

## Eleven Arches promises reinvestment in Kynren as ticket sales go live

Tickets have gone on sale for Eleven Arches' eagerly awaited 'Kynren – an epic tale of England', with the Puy du Fou-style attraction's CEO touting the positive benefits it will have on the local community, also promising annual reinvestment into the venture.

The £31m (US\$47.4m, €42.9m) live-action show is coming to the UK in June 2016 for the summer months.

“It's not a one-off show, it's not a one-off season. Our intention is to be there every year,” said Anne-Isabelle Daulon, CEO of Eleven Arches, speaking to AM2.

“If we reinvest in the show to make sure it's mind-



The show is operated almost entirely by a crew of volunteers

blowing every year, which includes reinvesting in the show and training of our volunteers, it will give it the legacy, sustainability and longevity that we want to achieve. If you bring people

year-after-year then we'll have visitors to the castle and you can build up the surrounding destinations too on the back of a major attraction such as Eleven Arches.”

More: [http://lei.sr?a=q3S5U\\_A](http://lei.sr?a=q3S5U_A)

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**AM2****DIARY DATES**

12-14 JANUARY 2016

**EAG International/Visitor Attraction Expo****ExCel London Exhibition Centre, London, UK**

Since its launch in 2010, EAG has become the definitive annual event for amusement and coin-op industry professionals from the UK, Europe and beyond. The Visitor Attraction Expo made its debut in 2014 and returns in 2015, offering the UK's leisure parks, piers, zoos and static attractions sector an annual event which it can call its own.  
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3-5 MARCH 2016

**RAAPA 2016****Moscow, Russia**

Organised by the Russian Association of Amusement Parks and Attractions (RAAPA), the event is the premier trade show in the Russian amusement industry. Exhibitors from across the sector will be showcasing products, with representatives of the sector encouraged to attend.  
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9-11 MARCH 2016

**IAAPA Leadership Conference 2016****Mexico City, Mexico**

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16-20 MARCH 2016

**TED2016: Truth and Dare****Whistler and Vancouver, Canada**

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19-21 APRIL 2016

**DEAL 2016****Dubai World Trade Centre, United Arab Emirates**

Held annually, DEAL is the region's most anticipated and biggest attraction for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets. The show in 2015 ushered in more than 300 firms from across 33 countries and attracted 7189 quality trade visitors and 64 new exhibitors. On its 22nd edition, DEAL 2016 expects to witness an even larger gathering of key players and visitors in the amusement industry from Middle East, African,

18-19 MAY 2016

**Museums + Heritage Show****Kensington Olympia, London, UK**

The free-to-attend Museums + Heritage Show offers two days of seminars, features, cultural attraction experts and sector suppliers. Those in attendance are given first-rate advice, ideas and tools that they can walk away with and put into practice in their own organisations. An awards ceremony will also take place, recognising the sector's best with a submission deadline set for 1 February.  
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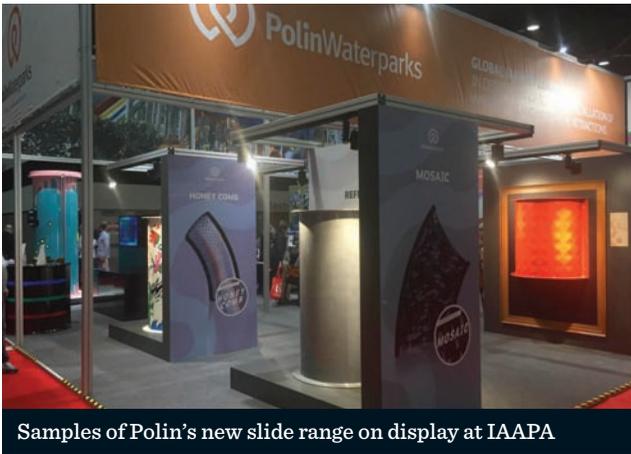
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Samples of Polin's new slide range on display at IAAPA

**New waterpark slide range offers limitless possibilities**

Turkish waterslide manufacturer Polin has launched a new range of fiberglass options inspired by the artist's palette.

Launching at IAAPA, a series of seven brand new design choices are on offer, with textured, coloured, metallic, mosaic and wood-effect slides now possible.

"We need to make sure we provide what waterpark

designers need and want," said Sohret Pakis, director of marketing and communications at Polin. "The collection is inspired by the idea of making waterpark art."

A design team can now choose from graffiti, mosaic, triangulated, wood, reflective and honeycomb finishes, which can be customised. The slide 'n roll is another new addition.



The tech has powered digital media in New York's Times Square

**Revolutionary Videro technology streamlines AV**

A new platform is set to change the way operators and visitors interact with AV, allowing them to manage multimedia content from their smart device.

Videro is an operating system that removes the need for multiple hardware modules, streamlining the solution to a single, compact hardware, making it up to 60 per cent more energy efficient.

The operating system allows theme parks and museums to change their storytelling capabilities from their smart device. With a single swipe of a finger, an operator can change the media displayed on any or all of the attraction's screens in an instant. The operating system was co-created by US-based Edwards Technologies and German-based Videro.



The ride combines hang gliding, paragliding and proximity flying

**Walltopia rolls in its latest sky high innovation**

Walltopia Adventure has unveiled its newest amusement ride at IAAPA, the Rollglider.

Walltopia says the ride combines the excitement of hang gliding, paragliding and proximity flying, into one ride.

The Rollglider's customisable design makes it a solution for both indoor and outdoor areas. It can reach speeds of up to 44 mph (77 km/h).

So far, Walltopia Adventure has completed four Rollglider projects in Bulgaria, Malaysia, Japan and Finland.

The Rollglider brand is a part of Walltopia's adventure portfolio, among Fun Walls - interactive climbing walls for children and grown ups, Ropetopia - diverse rope courses of different heights and difficulty levels, and Rocktopia.



S&S's Tim Timco and Playland owner Scott Simpson

**Unique coaster coming to Playland's Castaway Cove**

S&S Worldwide unveiled its new ride vehicle at IAAPA, as the opening date for its magnetic triple launch coaster was confirmed. Once the coaster is finished, a second coaster is to be built around it.

Gale Force, which opens in May 2016, has been designed by S&S to fit in a small-footprint site at Playland's Castaway Cove in New Jersey. The

attraction's beachside location and sometimes fierce weather conditions inspired the coaster.

The single-vehicle Gale Force coaster features a forward launch, a backward launch and a final 64mph forward launch. It includes a 125-foot crest, a 100-degree down-drop, a 180-degree twisting climb, a corked roll, a top hat twist and a raven dive.

# Judge rejects dismissal of Lucas museum lawsuit

Despite George Lucas's museum project being given the go ahead with amended plans allowing more green space, a federal judge has decided not to dismiss the lawsuit filed by Friends of the Parks to halt the development. This means the group now has time to respond to Chicago officials' attempts to bring an end to the drawn-out legal proceedings.

The Museum of Narrative Art, which will sit on parkland on Chicago's waterfront, has been approved by the Chicago City Council and the Chicago Park District, which have both signed an agreement.

The legal team representing the city says it wants the judge to rule on the motion to dismiss before making anyone available for deposition, with the ruling hinging on whether the museum project is a transfer of public property and whether it benefits the public.

Friends of the Parks has questioned the ground lease agreement, also adding that it wants to depose officials within the Park District and the group formed to run the museum, arguing that the project violates the



George Lucas will have to wait until at least February for work to begin on the project

public trust doctrine because the land should be protected and preserved for public use.

Presiding judge, John Darrah, set the next court date for 4 February 2016. Officials

say they want to break ground on the project in late Q1 2016, but a court order prevents any construction until the dispute has been settled.

More: [http://lei.sr?a=S8N9Q\\_A](http://lei.sr?a=S8N9Q_A)



India's stars will be immortalised in wax

## Merlin about to take first step into Indian market

Merlin Entertainments is lining up entry into the Indian attractions market, with plans for a Madame Tussauds to open in New Delhi in early 2017, with other midway attractions such as Sea Life and Legoland Discovery Centres to follow.

Merlin says it will be investing £50m (US\$76m, €70.7m) in India over the course of the next decade, with the company's other signature attractions coming to key cities across the country.

More: [http://lei.sr?a=f2f3W\\_A](http://lei.sr?a=f2f3W_A)

## China's first Wet'n'Wild theme park coming to Hainan at the end of 2016

Mission Hills Haikou has announced plans to bring China's first Wet'n'Wild waterpark to the resort in Hainan, with the expansive waterpark set to open at the end of 2016.

Working in partnership with Village Roadshow and the Guangxi Investment Group, Wet'n'Wild Haikou will cost C¥500m (US\$78.4m, €72.8m, £51.5m) to develop. The attraction will cover 50,000sq m (538,000sq ft), with around 8,000sq m (86,000sq ft) allocated towards an indoor section of the waterpark.

The park will sit in a prime location at Lan Kwai Fong – a leisure complex within



WhiteWater West is acting as a supplier for the waterpark

Mission Hills, which includes restaurants and bars, retail, entertainment and cultural elements, as well as hotels.

The Hainan resort adds to Village Roadshow's expanding Wet'n'Wild portfolio, which

currently includes locations in Queensland, Sydney and Las Vegas. Water Technology Inc is leading the park's design and also acting as a technology consultant.

More: [http://lei.sr?a=C4m2P\\_A](http://lei.sr?a=C4m2P_A)

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■ **Marketing Executive**  
**Cornwall's Crealy Great Adventure Park**

Salary: £20k - £30k depending on qualification/experience

Job location: Cornwall, UK

■ **Head of Operations**  
**Merlin Entertainments Group Ltd**

Salary: Competitive

Job location: San Francisco, CA, USA

■ **Project Manager**  
**Legoland**

Salary: Competitive

Job location: Winter Haven, FL, USA

■ **Visitor Development Officer**  
**Suffolk County Council**

Salary: £23,698 - £27,123

Job location: Brandon, Suffolk, UK

■ **Waterpark Designer (Architect)**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, Canada

■ **Magic Garden Attendant**  
**Historic Royal Palaces**

Salary: £20,500

Job location: Hampton Court Palace, London, UK

■ **Mechanical Designer**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, Canada

■ **Rides and Attractions Assistant Area Manager**  
**Chessington World of Adventures**

Salary: Competitive

Job location: Chessington, UK

■ **Mechanical Designer, Product Development**  
**Whitewater West Industries Ltd.**

Salary: Competitive

Job location: Richmond, BC, Canada

■ **Estimator**

Whitewater West Industries Ltd.

Salary: Competitive

Job location: Richmond, BC, Canada

■ **Figure Maintenance Manager**  
**Madame Tussauds**

Salary: Competitive

Job location: New York, NY, USA

■ **Duty Manager (Guest Experience)**

Legoland Discovery Centre

Salary: Competitive

Job location: Michigan, USA

■ **Model Builder- Lego Studios**  
**Legoland**

Salary: Competitive

Job location: California-Carlsbad, USA

■ **Operations Support Analyst**  
**Merlin Entertainments Group Ltd**

Salary: Competitive

Job location: Chessington, UK

■ **Communications, Fundraising and Engagement Manager**  
**Merlin Entertainments Group Ltd**

Salary: Competitive

Job location: Poole, UK

■ **Intellectual Property Manager**

Madame Tussauds

Salary: Competitive

Job location: London, UK

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■ **Senior Aquarist**  
**The Eye Brand**

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■ **Co-op Student, Mechanical Design**  
**Whitewater West Industries Ltd.**

Salary: Competitive

Job location: Richmond, Canada

■ **Duty Manager (Guest Experience)**  
**Legoland**

Salary: Competitive

Job location: Auburn Hills, MI, USA

■ **General Manager**  
**Madame Tussauds**

Salary: Competitive

Job location: New York, NY, USA

■ **Marketing Coordinator**  
**Legoland Discovery Centre**

Salary: Competitive

Job location: Kansas City, MO, USA

■ **Senior Public Events Manager**  
**National Museum of the Royal Navy**

Salary: £26,000 - £31,000

Job location: Portsmouth

■ **Corporate Sales Executive**  
**National Museum of the Royal Navy**

Salary: £13,200 - £15,600

Job location: Portsmouth

■ **Catering Manager**  
**National Museum of the Royal Navy**

Salary: £26,000 - £31,000

Job location: Portsmouth

■ **Buying and Merchandising Manager**  
**National Museum of the Royal Navy**

Salary: £26,000 - £31,000

Job location: Portsmouth

## Conservation at the heart of SeaWorld's new strategic vision for the future

*Continued from front cover*

In addition to SeaWorld's campaign tackling brand perception, Joel Manby has revealed the company's future plans, which involve an enhanced focus on conservation and creating meaningful experiences for guests.

"Everything will focus on our new mantra 'explore, inspire, act,'" said Manby, outlining the company's strategic restructure. "We want to create experiences offering a sense of exploration. The wild world is vanishing and the ocean is the last deep veil of the unknown, offering a sense of exploration which is where our creative focus is," he



SeaWorld's new strategy focuses on meaningful experiences

continued. "If we do that right then we can inspire people by touching their hearts in order to touch their minds.

"If we do our jobs right, we get to 'act' with our new conservation message 'rescue, educate, preserve'.

"At SeaWorld I'm excited about the opportunity. It's a great company and we just have to get through a bump in the road and it'll be great on the other side."

*More: [http://lei.sr?a=J3T3c\\_A](http://lei.sr?a=J3T3c_A)*

## New IAAPA chair McReynolds praises innovation at conclusion of 2015 show

*Continued from front cover*

New IAAPA chair John McReynolds has praised the innovation seen at this year's show in Orlando, Florida.

"We talk about 'what's now, what's new and what's next,'" said McReynolds speaking to AM2. "It's a perfect slogan for what's happening out there. You see innovation, growth and excitement on the floor. What I've seen personally is the overall picture of a dynamic industry."

McReynolds added that this year's show represented the future, with the next big ideas for the industry represented at the show.

"I've seen completely new technologies that are going to



McReynolds will lead IAAPA for 2016 as its new chair

change the way we do things in this business," he said. "At the kick-off show we put Fred Hollingsworth, the inventor of the dark 3D attraction, into the Hall of Fame. When he created that technology it

was unheard of and look at it today. Now we are seeing the next wave of innovation. Fred dared to dream and that's what this industry, and this show, is all about."

*More: [http://lei.sr?a=v4m8u\\_A](http://lei.sr?a=v4m8u_A)*

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### The Aquarium & Zoo Facilities Association (AZFA)

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