

IAAPA LATIN AMERICA



Above, from left: **John Gerner**, managing director, Leisure Business Advisors LLC and member of IAAPA Facilities Operations Committee; **Keith Brown**, operations director, Ontario Place and chairman of IAAPA Facility Operations Committee; **Marcelo Beraldo da Silva**, IAAPA Global Allied Partner representative, at ADIBRA Training Week.

ADIBRA Training Week

About 100 industry professionals attended ADIBRA Training Week April 29 and 30 at the São Paulo Convention Center. ADIBRA, the Brazilian Association of Amusement Parks, organized the event, which featured two international speakers, John Gerner, managing director, Leisure Business Advisors LLC and member of IAAPA Facilities Operations Committee, and Keith Brown, operations director, Ontario Place and chairman of IAAPA Facility Operations Committee.

Also during the event, ADIBRA an-

nounced the Pinwheel Awards, which recognize the best parks and attractions in the Brazilian industry. The 2009 winners were announced during a ceremony attended by local officials, entrepreneurs, and leisure industry leaders.

The winners are:

- **Best Theme Park:** Hopi Hari, São Paulo
- **Best Tourist Attraction:** Iguazu Falls, Foz do Iguazu Paraná
- **Best Water Park:** Wet 'n Wild, São Paulo
- **Best FEC:** Playland, São Paulo
- **Best Guest Service:** Hopi Hari,

São Paulo

- **Best Social Project:** Beach Park, Fortaleza
- **Tribute to Professional:** Roberto Augusto, of Coney Island Brazil, São Paulo

ADIBRA Training Week and the Pinwheel Award had the support of IAAPA, Sincadesp (Syndicate of Amusement Parks of São Paulo), and Sindepat (National Syndicate of Theme Parks and Attractions). Sponsors: Benassi Fruit / Fruta Zoom, JMCs, MSS Medicstar, Parks and Games, Regispel, and VCT.

National Day of Happiness

Nineteen parks and attractions located throughout Brazil opened their doors for free to commemorate Sindepat's National Day of Happiness—DNA (Dia Nacional da Alegria), which makes leisure attractions accessible to needy children. More than 72,000 children from 400 institutions participated in the event, which is in its third year.

The National Day of Happiness 2010 had the support of ADIBRA and the Ministry of Tourism. ■

Industry Mourns Loss of Holiday World Owner

Will Koch, owner and president of Santa Claus, Indiana's Holiday World & Splashin' Safari, passed away suddenly June 13 at his home. He was 48.

"Will was not only our leader, he was our dear friend," says park spokesperson Paula Werne. "Our park family is in mourning for this sweet man who worked tirelessly to bring fun and happiness to so many families in the 20 years he ran the park."

A native of Santa Claus, Koch was valedictorian of the 1979 graduating class at Heritage Hills High School. He graduated with honors from Notre Dame in 1984 with a bachelor's degree in electrical engineering. In 1986, he received a master's degree in computer science from University of Southern California.



Will Koch

HOLIDAY WORLD & SPLASHIN' SAFARI

Koch was chief executive officer of Koch Development Corporation, the parks' parent company. He oversaw the addition of the waterpark, Splashin' Safari, and the addition of "The Raven," "The Legend," and "The Voyage" coasters, the last of which he designed. In 2004, Holiday World received the international Applause Award for the industry under his leadership.

He was an IAAPA board member, and had volunteer leadership positions with the Lincoln Boyhood Drama Association and the Santa Claus United Methodist Church.

"Will was always willing to share his knowledge, experience, time, and talents with others throughout the worldwide attractions industry," said IAAPA President and CEO Charlie Bray. "He has been involved in and supported IAAPA for many years, and his contributions will be missed."

Koch is survived by his wife, Lori; children, Lauren, Leah, William; mother, Pat; and siblings, Dan, Kristi, Philip, and Natalie. Dan Koch is now president and CEO of the park.