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ROUNDALAB

IS COMING TO KNOTT'S BERRY FARM
CONFERENCE CENTER/THEME PARK
Buena Park, California

*Reduced Tickets to Theme Park
will be available*

June 21,22,23,24 2009

Room Rates: \$104/per night + tax

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Cost: \$215/person includes convention fee, all printed materials and 6 meals. (Breakfast on your own.)

For more info on Hotel and Theme Park www.KNOTTS.com

Walter and Cordelia Knott – Founders of Knott’s Berry Farm

The year was 1920 when Walter and Cordelia Knott moved to the then-sleepy community of Buena Park, Calif. to farm 20 acres of rented land. Today, that land is part of 160-acre Knott's Berry Farm, America's first theme park and the 12th most-visited amusement park in the country. And, while the Knott Family no longer owns the venerable attraction, the Knott spirit of hard work and down-home hospitality lives on in new owner Cedar Fair, L.P., who acquired Knott's Berry Farm in December 1997.

The Knotts' first winter on the Farm was unseasonably cold and much of their first crop was ruined by frost. But relying on his ability to make the most of what he had, Walter initiated his practice of selling directly to grocers, thus eliminating costly middlemen, and was able to realize a small profit.

Walter's keen eye for sound enterprise and his dogged determination to succeed were attributes which became evident early in his boyhood years and remained solid through his life and career. His father died when he was six and by the time he was nine, Walter was raising vegetables on vacant lots, selling the produce in the morning before school and delivering newspapers in the evenings to help supplement the family income.

In 1927, Knott bought ten acres of land. The Depression hit a year later and land prices dropped. While maintaining the original payments, Walter bought an additional ten acres at the lower price and spent the last of the family's savings to build an adobe structure that became the Farm's first permanent building.

Ready for occupancy in 1928, the building was 80 feet long and housed a tea-room, berry market and nursery where berry plants were sold. By now, the Knotts had four children - son Russell and daughters Virginia, Toni and Marion - and, working together, they formed a family bond that prevailed throughout the years.

It was not until the 1930s that Walter became associated with the "boysenberry" which would become the family trademark. Nearby, Anaheim Parks Superintendent Rudolph Boysen had experimented with a new strain of berry but the plants kept dying on the vine. Walter took the scraggly plants, nurtured them to health and named the new berry - a cross between a loganberry, red raspberry and blackberry - after its originator. Today, all boysenberries in the world can trace their roots to Knott's Berry Farm.

As another means of staving off Depression hardships, Cordelia began selling jams and jellies made from Walter's berries. These were soon followed by home-baked pies, hot biscuits and sandwiches. Then, on a night in June 1934, Cordelia served eight fried chicken dinners on her wedding china - for the all-inclusive price of 65 cents each - and the world's largest chicken dinner restaurant was born. Today, the Chicken Dinner Restaurant seats more than 900 guests at a time, serves more than 1.5 million guests each year, and is the largest full-service restaurant that serves chicken as its main course.