

# Going Online with Zutter Design

By Carnival Staff

Joe Zutter's passion for the carnival industry extends back long before he joined the business. Today Joe is the owner of Zutter Design, a web design company that he founded in 2006. Zutter Design caters to carnival companies and affiliated businesses seeking attractive, easy to navigate websites.

Joe's story begins at the Herkimer County Fair in upstate New York. His father took him to the county fair for a demolition derby, but Joe was intrigued by the midway rides. His interest grew when he found out that even the largest of rides could be taken down in a matter of hours and transported along the road on a trailer. Soon, Joe was visiting midways as much as possible to observe rides and take photographs of all the midway's aspects including food and games as well as rides.

By 2004 Joe was working for Carnival Midway Rides of Utica. He has fulfilled many roles on the midway including working a popper, running ticket boxes, operating various rides, and assisting with setup and teardown.

After studying web design, Joe realized that he had the ability to offer an important service to the industry as a web designer. His first client was Midway Rides of Utica. He soon expanded his business, working with other shows as well as local companies and organizations outside the industry. Joe prides himself on creating custom, unique designs that are template-free and tailored to each client's needs. "With photos and information from the carnival in hand, it normally takes two to three weeks to initially design a show's website," says Joe. "Once the site is up and running Zutter Design maintains

it. I check links and other elements of the website frequently and travel to see the show whenever possible. Seeing the show in person assures that we have the most up-to-date photos and is a great opportunity to share ideas with clients."

Joe's wife, Erin, is involved with Zutter Design, assisting in text editing and phrasing as well as offering input on projects. She, too, has worked on the midway, operating ticket booths, running rides, and selling cotton candy. Joe plans to continue his work on the midway. He is also a member of the New York State Showpeople's Association, New York State Association of Agricultural Fairs, Pennsylvania Showmen's Association, and the International Independent Showmen's Association. "By working in the industry you learn a lot," explains Joe. "The more I learn from the midway and the industry-at-large, the better able I am to meet the industry's web needs as they evolve."

Emphasizing the value of the Internet to the industry today, Joe says, "Websites are important for carnivals. With the public often using the web as a resource it makes sense for carnivals to showcase rides and other facets of their show online. It also offers another way for shows to present themselves to a potential committee or event. Oftentimes a website serves as a first impression, and I enjoy helping carnivals make sure it is a good one." ■



**Joe Zutter has fulfilled many jobs along the midway including running rides, setting them up, and taking them down.**

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