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## 36 AMOA State Meeting

The theme of this year's Amusement and Music Operators Association (AMOA) State Meeting was "Powerful Partnerships." Find out what's going on in every state represented at the meeting.

## 42 Amusement Expo Preview

Check this issue for everything you need to know to prepare yourself for Amusement Expo 2013, including education, an exhibitor list, and more.

## 53 Coinman: Andy Shaffer

We caught up with outgoing AMOA President Andy Shaffer to hear about his travels, his experiences, and his hopes for the future of AMOA.

## 69 Trade Show: EAG

The 4th European Amusement and Gaming (EAG) International Expo was held in January at the ExCel Center in West London. The expo is billed as "the complete amusement and leisure show," and we've got full coverage of the show.

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**BONNIE THEARD**  
Editor

**We want to hear from you about any of the articles in this issue or topics you'd like to see. E-mail: (editorial@playmeter.net)**

It's show time and all eyes are turned to the Amusement Expo this month, March 20-22 in Las Vegas. The show is again co-located with the National Bulk Vendors Association (NBVA) Expo, and affords a one-day crossover with the International Pizza Expo for those with Amusement Expo attendee badges. All indications are that the Amusement Expo will exceed expectations.

Education sessions available before and during the Amusement Expo and the NBVA Expo are featured in this issue, along with an exhibitor list and a history of that diamond in the desert: Las Vegas. Thanks to the Las Vegas News Bureau we have photos from the early years before the potential of Las Vegas was fully realized.

This issue also looks at the first major trade event of the year, the European Amusement and Gaming (EAG) Expo in London, where an optimistic spirit prevailed and new equipment was plentiful.

Following tradition, *Play Meter* interviews the outgoing President of the Amusement and Music Operators Association (AMOA), who reflects on the year in office, extensive travels, and the challenges faced by the industry today. AMOA President Andy Shaffer of Shaffer Services was most accommodating, and his comments are insightful.

All of our columnists are in fine feather this issue: Josh and Zach Sharpe of Critic's Corner, who review the Avengers pinball from Stern Pinball this month; Jim Chapman of Redemption Formula, who shares more of his tips on how to successfully operate redemption equipment; and Jerry Merola of Consultant's Corner, who focuses on how to choose the right target market for your entertainment facility.

Joining *Play Meter's* contributors is Jim Schelberg of *PinGame Journal*, who will share his passion for pinball in a new column, Pinball Curious, which debuts this month.

Also notable: a company profile on Legacy Coin-Operators Distributing of Myrtle Beach, S.C., a 40th anniversary feature on Baton Lock & Hardware Co. Inc. of Garden Grove, Calif., and a feature on the Galloping Ghost arcade (yes, a traditional arcade) in Brookfield, Ill., filled with rare games and classic titles.

Top it off with regular features such as Beyond the Playfield, Coin-Op News, Cover Story, Equipment Poll, FEC News, FEC of the Month, In Step With AAMA, Merchandise Market, Sporting Edge, and What's New for a comprehensive look at what's happening in the industry.

I hope to see everyone at the Amusement Expo taking advantage of the education and networking opportunities, the social events, and a close look at the latest technologies and services to help maximize revenue and wow players. ▲



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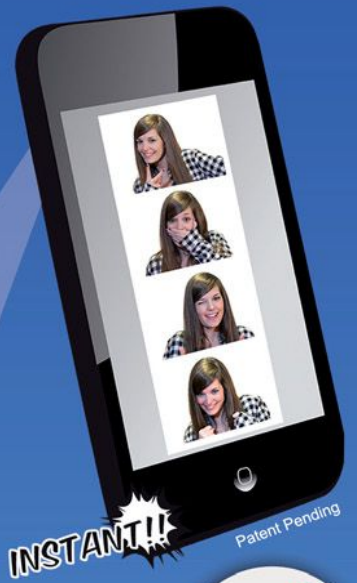


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## AMOA MEETING

The Amusement and Music Operators Association's (AMOA) Annual Council of Affiliated States Meeting took place Feb. 7-9 in San Antonio, Texas, at the Marriott San Antonio Riverwalk. Attendees included 65 operators representing 26 states. The theme was Powerful Partnerships.

With the introduction of several new issues over the past few years, a great emphasis has been placed on partnerships at the local, state, and national levels. With the addition of smoking bans and the uncertainty surrounding various forms of gaming, it is more important than ever to band together with state associations to stay abreast of potential legal issues.

The meeting opened with a golf outing followed by a welcome reception. The agenda included state reports, special sessions, a legislative update, a factory panel, a group dinner, a networking breakfast, and a round table discussion.

On the value of the meeting, first time attendee Lawrence Coelho of West Coast Amusements said, "I came here for the knowledge and camaraderie among operators and the energy that they put in this industry."

Another first time attendee, Michael Guthrie of Cypress Advantage, said, "I came to this meeting because I am on the state committee board. I came so that the state of Washington would have a voice."

Andy Shaffer, AMOA President, spoke about the newly formed California Entertainment Machine Association (CEMA) and encouraged other states to offer advice and support.

He praised the state associations and also the trade press for the publicity given to states like Maryland, Illinois, and California in regard to their respective recent struggles.

Shaffer said, "Without the power of the Illinois association I shudder to think of what the operating community of Illinois would be like without the state getting things done legislatively and politically."

He added, "The value of the state association and why everyone is here today is very evident. The energy that



From left: Ron Westphal (l) of Newport Diversified, Carol Ann Lally of *Play Meter*, and Michael Martinez of N2 Industries.



From left: Rich Babich of Game Exchange of Colorado, Marge Mitnick and Larry Bershtein of Capitol Amusement.



From left: Chris Brady of LAI Games, AMOA President Andy Shaffer, and Phil Cohn of TouchTunes Interactive Networks.



From left: Jessica Napier, Chris Asher of Chris Amusements, and Norm Farber of BFC Enterprises.

# Powerful Partnerships

comes out of the room today, tonight, and tomorrow is really as good as anything we could provide from AMOA."

Mary Lavine, State Association Committee Chair, said, "I've been coming to this meeting for a long time. When I came for the first time, I was smitten with all the knowledge. Many of you keep coming back like I do. It is a powerful meeting and I think it is the best meeting for the association all year long."

## STATE REPORTS

**California:** N2 Industries' Michael Martinez of the newly formed CEMA, said, "Our association is just getting started. There is a lot of interest. At our meeting we had 40 attendees. We have a good mix of operators, distributors, manufacturers, and suppliers. Our next step is

to get these potential members to fill out their forms and start receiving their checks. But first we need to do a legal structure and set up a corporation."

**Colorado:** Rich Babich of Colorado Game Exchange reported that the state has had no association for the past 15 years but one is needed. Babich said, "Municipalities are now passing what is called a Recreation and Admissions Tax. The biggest problem in the state is the smoking ban. Not only do we lose about 25 percent of the revenue in the tavern locations, but also today there are 30 percent fewer tavern licenses than before. The problem is serious."

**Delaware:** Tony Paszkiewicz of Columbia Amusement said that after a recent outcry from operators in the state, legislators have passed a bill tem-



From left: Jenny Duede and Linda and Ron Ries of IOMA.



Kathy and Ron Westphal of Newport Diversified.



Jerry and Carol Johnston of Amusement Unlimited Inc.



Jonathan and Nadine Peyvary of Peyday Amusements and son Nathan.

porarily allowing “gray area” machines until June 30, 2013. The bill passed in the house and senate but not in the governor’s office. Paszkiewicz said, “The reason they are not going to put it through a constitutional amendment is because it is a two-year process and they can’t wait two years to do something with the clubs. The long term solution is to have private clubs only.”

There would be less than 100 locations with each allowed 10 machines. The payment would be between 87 and 95 percent. Six to eight percent of the money would go to vendors, 43 percent to the state lottery, and 56 percent to the club. Of the money the club receives, half has to go to a national charity.

By June 30, they will have it placed permanently. By July 1 all gray area games will be out of the state and Delaware will be gearing up for video lottery terminals. A few vendors are speaking with legislators about which vendors can be used. Paszkiewicz said, “The most effective communication we have had with them is ‘why not license the local vendors, let them do the service, and let them be involved. This way

the money stays in Delaware.”

**Florida:** Greg Trent of Beyer & Brown said that the state currently has no association and the biggest problem in Florida is the sweepstakes laws. Other issues include sales tax laws and gray area equipment.

**Georgia:** Gaines Butler of Metro Distributors said that the excessive legislation is nibbling away at small businesses in Georgia. The association has 80 members. The problems in the state are prize limits on redemption, membership involvement, and the image of the industry in the public eye and with lawmakers. Georgia operators have no sales tax on their collections. License and permit taxes continue to increase.

**Illinois:** The Illinois association has 70 members and three lobbyist firms. Phil Webb of ASAP Vending & Games reported that there are challenges with new video gaming terminal (VGT) operators coming into the market. Even though the Illinois Coin Machine Operators Association (ICMOA) passed legislation to go forward and make things better with VGTs, some new operators don’t want to be a part of it. The state leagues and

tournaments are reportedly strong. The dues structure is based on the amount of machines an operator has.

**Indiana:** The Indiana association is reportedly currently struggling with consolidations and retirement. The association no longer retains a lobbyist and there are no pending issues at the time. A smoking ban was passed statewide last year. Bars are still exempt statewide but cities are enforcing stronger bans. The association predicts that this will continue and it will be unable to stop it. The association also predicts that the state ban will be revisited and the bar exemption may eventually be taken away. Tournament attendance is up. The board recently had a meeting regarding gaming and the board isn’t interested in pursuing it because of the cost.

**Iowa:** Ron Ries of KD Amusements said that Iowa has around 20 casinos with more always trying to get licenses. There are two dog tracks and one horse track. There are registered amusement devices, which are eight line games. The 30 member association has no major legislation on the horizon but is watching the lottery situation. It may pursue Internet gaming, electronic pull tabs, or video poker.

**Kentucky:** Chris Asher of Chris Amusements reported that the state had to fight for cranes because they were considered gambling devices. The state currently has a six percent sales tax, a lottery, and no master license. Gambling for the horse parks has put a big damper on gray area machines in the state. Local law enforcement is picking up the equipment.

**Maryland:** Last year a senate bill was passed to put skill-based games under the lottery. The bill created regulations for amusement games. The association showed up for many meetings, willing to help. The state association does not know how the state intended the regulations because the state refused to meet with association representatives and refused to publish the regulations.

The association is also watching other bills involving a gross receipts tax and the raising of penalties. The state is looking at

# AMOA MEETING

state licensing. The association consists of 15 members and has lost support due to consolidation.

**Michigan:** The Michigan association, which raises money from dart tournaments, has approximately 40 members and a full time lobbyist. John Pascaretti of Pascaretti Enterprises said the association has partnered with an auction company. It is also trying to be closer to the lottery so it can hopefully participate (in any future lottery plans). The association is looking at electronic pull-tabs, trying to get a pilot program of 100 games placed to see how they do.

**Minnesota:** The association has 31 members and a full time lobbyist. Pool and dart tournaments have been successful. E-tabs are a big issue in the state, said Tim Zahn of American Amusement Arcades. While they have not been a big success, there are 140 locations.

The state is reportedly trying to figure out how to make up for the shortfall. Operators are on the sidelines with a “wait and see” attitude. Minnesota has had paper pull-tabs for a long time; those are doing well but e-tabs are not. The association is working on a sales tax initiative.

**Montana:** Ronda Wiggers, Lobbyist and Executive Director for the Montana Coin Machine Operators Association (MCMOA), said, “We are losing members as a result of the consolidation of our routes. We are getting past the smoking ban to some extent. We have had the smoking ban since 2010. Two years ago we went to the legislature to ask for new games on our video gaming machines. We put them in and our revenues jumped about 17 percent.

“We are also watching the lottery. Our license fees have increased. Some routes are looking to do online tournaments. We are going to have to change the rules in Montana to make sure that can happen. We also do dart and pool tournaments.”

**North Carolina:** Ralph Amick of The New Vemco Music Co. reported that some members still pay monthly and some do not pay at all unless money is needed for legislation issues. The association has 50 members.

**North Dakota:** Rick LaFleur of I.F. LaFleur & Son said, “We had an Initiative Measure on a smoking ban which we have successfully kept from being passed in the legislature for five different sessions. The unfortunate part was it was put on the ballot and the smoking ban was overwhelmingly passed. Our gaming came through on an Initiative Measure and in that measure was charitable gaming, meaning that only charities can operate gaming.

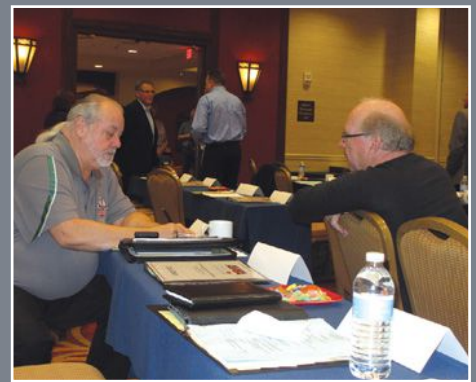
“We have live blackjack, pull-tabs, and we have electronic bingo. We also have horse racing and horse racing kiosks. The kiosks and bingos are failing terribly. They are not picking up any speed and are being pulled out in some places. We have formed another organization called the Coin and Tavern Association. We also have the North Dakota tournament association, so every time we have legislation we have three forces to speak.”

**Ohio:** David Corey of the Ohio Coin Machine Association (OCMA) reported that the association has quarterly meetings via conference calls and individual legislator meetings. The statewide Smoking Ban Ballot Initiative ‘06 passed 58 percent to 42 percent. The Ohio Supreme Court ruled last year that the law is constitutional.

There is talk of legislation to create an exemption to the state’s total smoking ban for “family owned businesses” or a smoking license for hospitality establishments but it remains a long shot. The association’s 39th annual meeting in Columbus is on June 20. The casinos in the state are reportedly underperforming and around 800 sweepstakes parlors exist.

**Oklahoma:** Jonathan Peyravy of Peypay Amusements, said, “The association is almost non-existent. Gaming is illegal because of the inundation of casinos. We have about 135 Indian nation casinos. It is difficult to compete with the casinos. We have decals in Oklahoma and not master licenses. A few years ago the decals were reduced to \$75. Smoking bans are only in restaurants and not in bars. There is no property tax.”

**Oregon:** Jerry Johnston of Amusement



Dave Courington (l) of Valley-Dynamo chats with John Pascaretti of Pascaretti Enterprises.



Mary Lavine of Bullseye Games and David George of Bell Music Co.



Katie Wilkinson (l) of the JLO and Gaines Butler of Metro Distributors Inc.



From left: Phil Cohn of TouchTunes Interactive Networks, Michael English and Chris Felix of MEI.





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From left: Charles Rowland of Games People Play, Ralph Amick of The New Vemco Music Co., and Greg Trent of Beyer & Brown.



From left: Bob and Arlene Russell of Vend Music of Texas and Ralph Amick of The New Vemco Music Co.



From left: David George of Bell Music Co., Larry Bershtein of Capitol Amusements, John Milliron of PAMMA, and David Corey of OCMA.

Unlimited said, “We have 33 members and a paid lobbyist. Twenty-eight legitimate amusement only countertops were confiscated in the last three years because they were considered casino style games.

“We introduced a bill in the last legislature to change that but it never made it to the governor’s desk. This year we have reintroduced two bills. One is to return all of the machines to the operators and the other is to allow casino style games for amusement only. I am optimistic about this. Our association has a yearly lunch and golf tournament, this year on May 15. We also encourage our members to call on their legislators because that really helps.”

**Pennsylvania:** The association consists of around 52-57 members. With the potential of VLTs being legalized, the association has added 25 more members. The market is reportedly shrinking as bigger companies buy smaller companies. John Milliron of the Pennsylvania Amusement and Music Machine Association (PAMMA) said the association is holding its own with fewer and fewer members. It was able to defeat two attempts in the last two years to expand the sales tax to amusement devices on the gross receipts.

Five years ago the state passed a no smoking law. The association was able to get an exemption for locations that have 20 percent food sales. The only thing location owners had to do was declare the intention to sell 20 percent food. The association expects a big fight with the clean air people to eliminate the exemption that is in place now and is also dealing with the expansion of sales tax.

**Tennessee:** Bobby Hogin of Hogin Amusement Co. said there are 18 members in the association and it is struggling to attract new members because there are no government issues currently pend-

ing. The state is looking at taxes on digital downloading jukeboxes. It is now 9.75 percent. It is the association’s belief that it should not pay the sales tax on digital jukeboxes because its members buy the stickers and the master license fee. Operators pay a personal property tax. There is no gaming except the state-run lottery. There are no pool and dart leagues.

**Texas:** The Texas association held its first Valley National Eight-Ball Association (VNEA) pool tournament, which was a success. Another is scheduled for April. Kirby Cline of Antler Amusement Co. said, “I cannot recommend highly enough to hire a good lobbyist to protect your interests. We have 120 members. We have two fundraisers to fund our lobbyists. We have an annual state convention and raise money mainly through booth sales from our exhibitors, a golf tournament, and a silent auction. We pay a personal property tax.”

**Virginia:** Charles Rowland of Games People Play said, “We are the only state in the union where cities and counties are completely separate. You only pay the license in one place, not both. The license consists of a gross receipts tax on your income. We have no casinos and no sweepstakes. We do have charitable gaming where clubs can have bingo and pull-tabs.

“The state is talking about getting casinos. Our current concern is the applying of sales tax to service income. Membership is low due to consolidation. We have approximately 10 members. The bar top business is going down. Smart phones are taking the place of bar tops just like bar tops replaced pinball.”

**Wisconsin:** Operators in Wisconsin may operate gray games. After paying the sales tax on the gross that goes into the machines, the state “pretty much

leaves us alone,” said Al Lucchi of Quarter Time Distributing. Operators are reportedly subject to more audits than they used to be.

Lucchi added, “We have been fortunate with Wisconsin souvenir milk caps. They are not highly profitable and only payout 69 percent to the players in our state. So by the time you buy the box of tickets it leaves about 10 percent for the operator and about 10 percent for the bar.

“Membership is pretty consistent. Our big thing is our pool and dart tournaments. Funds from these tournaments go to scholarships to a technical college.”

Lucchi thanked the Illinois association for letting Wisconsin operators attend the ICMOA meetings and learn about their video gaming bill. Lucchi said, “We are taking the position of ‘be prepared.’ If anything were to happen here we could present a bill beneficial to us.

“We are down to 30 members. We have two kinds of operators: the city operator who operates in highly populated areas and is regulated and taxed; and the country operator who does not have many taxes and no license fees to speak of (they operate some gray area games). Sweepstakes games are only in the private clubs; so far they are staying and not being picked up. A redemption bill may be introduced, but nothing yet. We have a fulltime lobbyist. The business has changed and everyone is looking at gaming.”

**Wyoming:** The Wyoming association has 10 members that run pool and dart tournaments, no sales tax on equipment, and no gambling except for a few Indian casinos. The state has pull-tabs and bingo in the non-profits. Jeff George of Wyoming Amusement reported that there is no lottery but a bill is now in session.

For more information, call (800)937-2662; Web (www.amoa.com). ▲

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## **A CALL TO SERVE: AMOA Volunteer Leadership**

Since its inception in 1948, the Amusement & Music Operators Association (AMOA) has attracted “the best and the brightest” to direct the organization.



If you are passionate about the future of your business and the industry and wish to become active as a volunteer leader, you are encouraged to apply for a position on the AMOA Board of Directors.

New directors will be elected at the next AMOA Annual Membership Meeting, which will be conducted March 21, 2013 in Las Vegas.

To learn more about the eligibility requirements or if you have any questions about serving on the AMOA Board of Directors, call Association headquarters at **800-937-2662** or email Jack Kelleher at: **jackamoa@aol.com**.



# 21 things

## YOU SHOULD KNOW ABOUT LAS VEGAS



1949: Golden Nugget, downtown Las Vegas.



1954: Night view, Fremont Street, downtown Las Vegas.



1946 1947 1948 **1949** 1950 1951 1952 1953 **1954** 1955 1956 1957 **1958** 1959

### So you think you know Las Vegas?

The city is more than showgirls, big name entertainment, magic shows, and desert landscapes. Here is a brief history of this western outpost's development and some little known facts about Las Vegas.

- 1-Las Vegas was established by a Spanish land grant in 1835. The name Las Vegas is Spanish for "The meadows."
- 2-The Mormon Church chose Las Vegas as the site for a fort between Salt Lake City and Los Angeles.
- 3-Las Vegas was a stop on the Santa Fe Trail and then a railroad stop between the East Coast and West Coast. When the railroad came in 1879 Las Vegas was the biggest city between San Francisco, Calif., and Independence, Mo.
- 4-During its colorful history, Las Vegas was visited by the likes of Doc Holliday, Billy the Kid, Jesse James, and Wyatt Earp.
- 5-The city was formally incorporated in 1905.
- 6-Neon lights, which the French invented in 1912, were installed at the Oasis Restaurant in downtown Las Vegas in 1927.
- 7-Gambling became legalized in 1931 but early casinos were small storefront parlors.
- 8-Cheap electricity, made possible by the Hoover Dam in 1935, spurred the spread of neon lighting in Las Vegas, making it home to the largest light show in the West. The area would become known as the Glitter Gulch.
- 9-The Meadows Hotel on Fremont St., only open 1932-35,

used a design later followed to much success: a combination of hotel rooms, casinos, showrooms, and restaurants.

10-The El Rancho Vegas opened in 1941; it was the first full-scale casino resort on Hwy. 91 south of Las Vegas, a road that would later become the Las Vegas Strip (known as the Strip). Proprietor Beldon Katleman renovated the El Rancho and used entertainment to promote the casino, paving the way for the city's future.

11-The Golden Nugget Casino opened in downtown Las Vegas in 1946 on Fremont St. The street was named for John Fremont, American military officer and explorer who led five expeditions to the West.

12-Development continued in downtown Las Vegas and along the Strip from 1945 to 1966. The Flamingo opened on the Strip in 1946, the Thunderbird in 1948.

13-The Vegas Vic cowboy sign was installed in Downtown Las Vegas in 1951.

14-In 1956 Union Pacific began using the General Motors experimental Aerotrains locomotive for passenger service from Los Angeles to Las Vegas. Service was discontinued in 1967. Amtrak took over train service until 1997.

15-Air travel brought tourists, businessmen, and more development to Las Vegas during the 1950s.

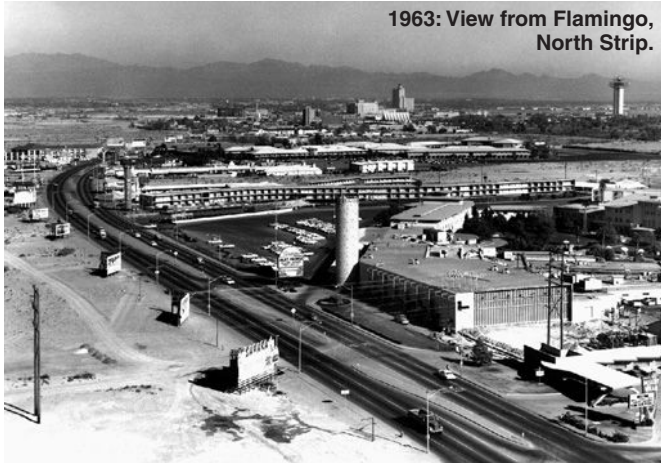
16-In the 1960s corporations started buying hotel/casino properties in Las Vegas. Gambling became



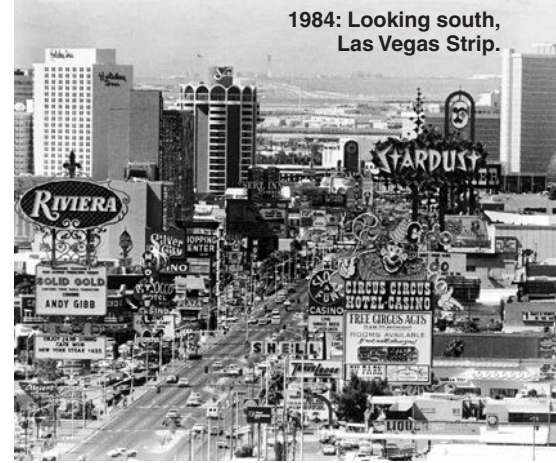
1958: Riviera pool, parking lots, El Rancho Vegas, Thunderbird, and Sahara.



1963: View from Flamingo, North Strip.



1984: Looking south, Las Vegas Strip.



1960 1961 1962 **1963** 1964 1965 1966 1967 1968 1969 **1984** 1971 1972

“gaming” and legitimate business.

**17**-Hugo’s Cellar in the Four Queens Hotel & Casino (opened in 1966) in downtown Las Vegas is one of the city’s best kept secrets. Hugo’s is a romantic and elegant restaurant featuring gourmet continental cuisine. A rose is presented to each lady as she enters. A salad bar is wheeled to each table and the meal ends with complimentary chocolate covered fruit. Dessert is not necessary, although you may be tempted by the Bananas Foster and Cherries Jubilee.

**18**-Las Vegas is a golfer’s paradise, with courses featuring mountains as a backdrop. This year the American Amusement Machine Charitable Foundation (AAMCF) Golf Outing will be held March 19 at the Royal Links Golf Club where golfers can play 18 of the best holes from four different British Open rotation courses.

**19**-Caesar’s Palace, which opened on the Strip in 1966, set the stage for the mega resorts that now represent Las Vegas to the world.

**20**-In the name of progress, demolitions and implosions of hotels on the Strip have resulted in the demise of the Aladdin, Desert Inn, Dunes, Frontier, Hacienda, Sands, Silver Slipper, Stardust, and other hotels and casinos once synonymous with Las Vegas.

**21**-The population of Las Vegas in 1930 was 5,165; by 2011 it was 586,356. ▲

*Photos courtesy of the Las Vegas News Bureau.*

Vegas Vic has welcomed visitors to downtown Las Vegas since 1951.



**TOP LEFT:** 1998: Fremont Street Experience, downtown Las Vegas.  
**TOP RIGHT:** 2012: Night view from Mandalay Bay, Las Vegas Strip.  
**ABOVE:** 1994: Night view, Fremont Street, downtown Las Vegas.

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# COINMAN

## Andy Shaffer



AMOA President  
Shaffer Services  
Columbus, Ohio

By Bonnie Theard

Photo top right:

Andy Shaffer (r) at the AMOA Mid-Year Meeting with his parents and his sons, (l-r): Steve Shaffer, David Shaffer, Drew Shaffer, and Mary Jo Shaffer.

This fourth-generation industry member recalls a busy year of travels and the major challenges for the industry today.

Andy Shaffer, President of the Amusement and Music Operators Association (AMOA), has deep family roots in the amusement business going back 84 years for Shaffer Distributing and 25 years for Shaffer Services.

He has served AMOA for 15 years in a variety of capacities, first on the board of directors and then the principal officer ranks before moving up the line and becoming President in March 2012.

Shaffer will complete his term and turn over his leadership position to John Pascaretti of Pascaretti Enterprises, First Vice President, at the AMOA Membership Meeting on March 21 during the Amusement Expo in Las Vegas.

Shaffer is no stranger to packed agendas. In the middle of his term as President of AMOA he moved up from Vice President of Shaffer Services to President. Commitment to the industry runs deep; Shaffer is also a Past President of the Ohio Coin Machine Association (OCMA).

From the get-go Shaffer promised, "I will give AMOA everything I can," adding, "A lot of passion has been instilled in me by my family. I promise you a healthy AMOA."

Shaffer has more than delivered on his promise. He made time in his busy schedule to talk with *Play Meter* about his year in office, just as he has done for *Play Meter's* monthly "On the Road with AMOA" feature.

**You have traveled extensively to meetings, conferences, and trade shows. What were three major highlights of your travels?**

The major highlights would be learning from others, meeting new friends in every state I visited, and helping California operators begin forming a new state association, the



California Entertainment Machine Association (CEMA).

Past AMOA President Marion Paul forewarned me, in a positive light, that I would meet some of the nicest people as I crisscrossed the U.S. She was absolutely right. In every state I got to meet the nicest people, people I would not normally get to meet. You don't often have opportunities to network with operators in other states.

Going to state association meetings was so gratifying, seeing how much work they are doing, talking with mom and pop operators, and letting them know how important they are in the whole fabric of the industry.

Unfortunately, some of the smaller operators don't realize their importance. About 65 percent of our entire operator membership has a company staff of three people.

In every state meeting I went to I met a half dozen new people, minimum, and at other industry events as well. I want them all to come to the Amusement Expo this year; it will be well worth the trip.

**Did you achieve the goals you set for yourself at the beginning of your term?**

Yes, I think AMOA accomplished a lot in less than one year. One of the goals was to assist California operators seeking to start a new state association.



**Photos clockwise from top left:**

Andy Shaffer (standing) with fellow Ohioans David George (l) of Bell Music Co. and Mike Zappa of Lorain Music Co.

At the AMOA Council of Affiliated States Meeting 2012: Andy Shaffer and AMOA Board of Directors member Emily Dunn of Tom's Amusement Co.

AMOA 2012 principal officers, (l-r): Jerry Johnston of Amusement Unlimited, Secretary; Bobby Hogin of Hogin Amusement Co., Treasurer; John Pascaretti of Pascaretti Enterprises, First Vice President; and Andy Shaffer, President.

Another was to be more transparent and communicate more.

One thing I'm proud to say is that AMOA has come in under budget for 2012, mainly due to a positive turnout for the Amusement Expo 2012. The expo has been growing the last two years and all indications point to it being a great show for 2013.

**Do you have any unfinished projects you began during your term that will continue on to completion?**

The California association is on the right track, and we continue to make AMOA as efficient and timely in our decision making process as possible.

**Who was holding down the fort at your company while you were away on AMOA business?**

There are 35 great employees at Shaffer Services, and my ex-wife was

extremely helpful with my two sons during my tenure.

**The Amusement Expo 2013 is right around the corner. What are your expectations for the show?**

I am looking forward to increased attendance, great new seminar topics, participation in the Amusement Expo TEXTpo texting service to keep everyone current on times and events, and lots of fun!

The key with TEXTpo is to get as many people to opt-in before they come to Las Vegas for it to be beneficial for everyone. The texting service is a baby step to getting our own phone app for Amusement Expo 2014.

The texting service is an inexpensive way to communicate with everyone. We will text blast while expo attendees are in Las Vegas, but its best to opt-in in advance to get two texts a week before the expo.

**Are you optimistic about the future of the industry?**

Yes, we are survivors; we evolve with our market demand. We are totally reliant upon fresh new individuals with fresh new business models. We are in the entertainment industry, which depends on technology.

I would like to see operators in the U.S. reinvest in their companies and take advantage of new cutting-edge technologies. If we reinvest, manufacturers can be profitable and in turn reinvest in R&D. That's been the cycle over the last 10 years.

The operating community has slowed down on their equipment purchases for a number of reasons, which stalls the whole chain of product development and manufacturers don't have the resources to reinvest in R&D.

As operators we are dependent upon manufacturers bringing out quality high end pieces of equipment with a good return that we can actively use in our locations. The three-legged chair of operator, distributor, and manufacturer can still work.

**What impressed you most about the operating community as you**





**crisscrossed the country?**

I was impressed by the optimism, friendliness, and respect I encountered every step of the way.

**Do you have any new insights into what state associations face around the country?**

There is an obvious need for PAC funds and strong legislative/lobbying on behalf of our industry.

The Maryland Amusement and Music Operators Association (MAMOA) is a prime example. When the association was being formed, Maryland operators realized they needed to be pro active to defend their businesses. Without representation, the \$10 prize limit being proposed in Maryland would have run right past them.

We emphasized in California that you need to have someone representing your industry in the state house before something becomes explosive and affects your business. It's so important to have a strong executive director and/or lobbyist representing your business in your home state.

There also needs to be an understanding that when you donate to your state association you don't always see an immediate return on your investment. You have to have a rainy day fund for the unexpected. If you don't the alternative could be that you lose your business.

It's more and more obvious to me that states need to continue to stay strong, stay organized, and stay funded. Operators, distributors, and manufacturers all need to contribute to keep that three-legged chair strong.

AMOA's Council of Affiliated States Meeting is always met with a lot of enthusiasm because it's the ideal forum to learn about other success stories, network with each other, and share common concerns.

**Do you think the establishment of a new association in California will encourage other states to form associations? What assistance does AMOA provide?**

I sure hope so. I hope that we can



keep the energy in California moving forward. AMOA has been helping through multiple conference calls, guiding those interested into new waters, and helping to show the need for membership, lobbying, and PAC funds.

**What are the major challenges for operators today?**

The major challenges are legislation on all levels of government, smart phones, and Pandora background music, among others.

Smart phones are quite the enemy right now. Consider how many people are constantly looking at their phones. Phone apps have made an enormous difference in revenue for street operators. It's a reality; you see it whenever you walk into a bar.

People are finding their entertainment on those phones, gathering information, communicating with each other, and not playing our games! We as an industry have not done a good job of getting into the fray.

**What are the challenges for AMOA today?**

New membership and federal legis-

**Photos clockwise from top:**

At the AAMA Gala 2012, (l-r): John Margold, Chairman of AAMA; Andy Shaffer; John Pascaretti of Pascaretti Enterprises; Bill Glasgow of W.T. Glasgow Inc.; Jack Kelleher, Executive Vice President of AMOA; and Brian Glasgow of W.T. Glasgow.

Andy Shaffer and Maxine O'Brien, Executive Director of WAMO, at the WAMO Conference 2012.

Andy Shaffer (c) with past AMOA Presidents Jerry Derrick (l) and Lee Wesson at the WVALVLA Expo 2012.



lation are the first to come to mind. We are in a constricting industry; membership has been slowly dwindling over the last five to seven years.

We have to continue to find ways to attract new exhibitors to the Amusement Expo. The addition of the National Bulk Vendors Association (NBVA) was fantastic. We need to find other business sources that are compatible with our industry.

**Do you have any words of advice for your successor?**

John Pascaretti is a Michigan Wolverine fan, and as an Ohio State fan I'm not allowed to give him any advice. Just kidding! John is going to be a fantastic leader. I will tell him to put everything he can into the short, one-year term because it goes by very fast.



At IAAPA Expo 2012, (l-r): Andy Shaffer, John Newberry of Venco Business Solutions, Chris Felix of MEI, and Scott Parker of ICT.

**Will you miss anything as you move to the Past President's Council?**

I will miss all of the incredible people that I was privileged to meet all over the U.S. I hope to see everyone at

Amusement Expo for many years to come.

It's been such a great experience. I worked for 14 years and was lucky enough to be voted into this position. I wanted this opportunity. I came into it with the intention of making as many state shows as possible, bringing energy and passion to my presidency.

It's been a phenomenal year and a lot of work, from AMOA duties to balancing kids to coaching Lacrosse.

When my term is over I will reconnect with everyone inside Shaffer Services and with our customers. Shaffer Services will celebrate its 25th anniversary soon. We have a thank you gift for our customers that we plan to hand deliver. I'm looking forward to thanking people in person for their business. ▲

# Congratulations, President Shaffer

on a  
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**Thanks for Making Ohio Proud, Andy**



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# Three times the **FUN** in Idaho



**T**riple Play Family Fun Park in Hayden, Idaho, is one of a kind. Part family entertainment center (FEC), part waterpark, and part hotel, the eight-acre facility has something for everyone and is a one-stop destination for entertainment in the Northwest.

foot indoor water park was added to the attractions lineup. At the same time, a Holiday Inn was attached.

The facility is unique in that it is the only FEC/waterpark/hotel combination west of the Mississippi. What's even more unique, the facility is located nearby the Silverwood Theme Park, which has a large outdoor waterpark. The two facilities have a mutually beneficial relationship, offering deals and packages that apply to both locations.

Most of the visitors at Triple Play are from out of town. Jennifer Ross, Marketing and Sales Director, said, "We're really close to Spokane, Wash. We got a lot of people from the Tri-cities area, and Montana, Seattle, and Portland areas. During the winter months a lot of people come for the weekend."

The main attraction depends on the time of year. When the go-karts are open in the summer time, they are a major draw. A year ago, the facility introduced an all-day pass where visitors pay one price and have access to everything. Since then, bowling has become one of the more popular activities.

The 65-game arcade features a number of favorites, with top earners being Sega's Key Master and Bay Tek's Big Bass Wheel.

Ross said, "We always add new arcade games. We try to keep the arcade fresh and new. Another phenomenal game has been Big Buck



**Facility:**

Triple Play Family Fun Park

**Location:**

Hayden, Idaho

**Contact:**

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**Attractions:**

Bowling, laser tag, arcade, climbing wall, mini golf, waterpark, restaurant, hotel

In 2000, Owner John Geddes decided to open a place where people could come with their families to have fun, even in the cold winter months. Originally a two story building with indoor mini golf, laser tag, arcade, bowling, a climbing wall, and a restaurant, the facility enjoyed quick success and in 2002 added outdoor attractions.

With the addition of go-karts, bumper boats, and outdoor mini golf, in 2002, Triple Play continued to thrive and in 2005, a 25,000-square-



# FAMILY FUN

*family fun*



Hunter HD from Raw Thrills.”

Redemption Plus and Oriental Trading supply the redemption counter. Popular items at Triple Play include Slinkies, Pixie Stix, Dinosaur Grabbers, Shutter Shades, hair Mohawks, and candy. In merchandisers, kids play for large prizes like Wii consoles, iPods, and more.

In the indoor waterpark is a wave pool, children’s interactive play structure with tipping bucket and slides, and four large slides. The newest slide, The Constrictor by Wet ‘n’ Wild Phoenix, is the only one of its kind in the Northwest. The high-speed extreme slide is one of the top 10 fastest and will be featured on a Travel Channel program in April.

A mining sluice was recently added and has reportedly done very well for the facility. “It’s very popular,” Ross said.

Ross handles advertising and promotions and had a unique perspective on what works and what doesn’t. She said, “We do radio, we do TV. We do promotions on Facebook. We do e-mail blasts with special offers. One of the most popular promotions we do is buy one-get one half off entry to the waterpark. We partner with companies like McDonalds and Papa Murphy’s pizza to offer 15 percent off coupons along with their products.”

Another important outlet is YouTube. Ross explained, “A while back, two of our employees, Chris and Cody, started shooting videos of them-

selves highlighting different areas of our facility. They have their own Web site now and have gathered a following. They’re really starting to be known out there! We include them in all of our advertising now. Kids come in and ask for their autographs.”

For someone looking to market their facility efficiently, Ross offered the following advice, “I think the main thing is relationships in the community, with the media, and with other organizations that you can partner with. If you can partner with someone and help them out while they help you out, it’s great. It’s been a win-win situation for us.”

The facility offers several different birthday party packages. A new addi-



tion is a large spinning wheel, which the birthday child spins for an extra prize during the party. Additionally, Triple Play partnered

with a local grocery chain that offers 20 percent off birthday cakes for parties held at the facility.

On the education front, representatives from the facility have traveled to trade shows including the International Association of Amusement Parks and Attractions (IAAPA), the World Waterpark Association (WWA) trade show, and the Amusement Expo for ideas and networking opportunities. ▲

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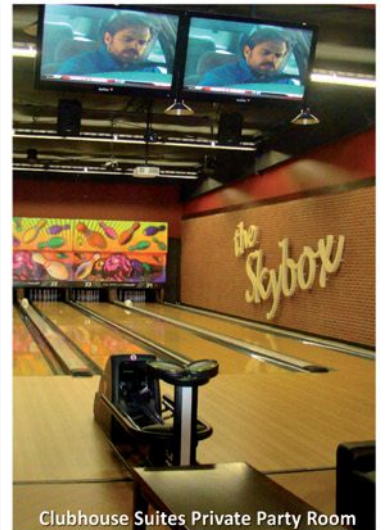
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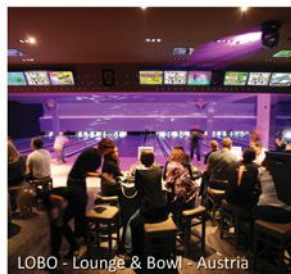
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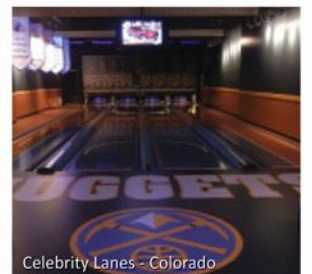
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# 15 YEARS OF INNOVATION

*With vision and foresight, TouchTunes Interactive Networks has expanded the capabilities of the jukebox far beyond near-limitless music selections and seamlessly integrated it into the age of social media.*

Photos above from left:

TouchTunes Virtuo in music mode.

TouchTunes Virtuo in Karaoke mode.

TouchTunes Virtuo in PhotoBooth mode.

Could it be only 15 years ago that a young Canadian company introduced the first digital downloading jukebox, which revolutionized the music segment of the amusement industry?

Digital jukeboxes have become a mainstay, a bright spot in a challenging economy, and a welcome infusion of excitement into the bar market and other venues.

Appropriately named, TouchTunes Interactive Networks is celebrating its 15th anniversary. *Play Meter* caught up with Charles Goldstuck, CEO of TouchTunes, to look back on the history of the company and the technological advancements it has pioneered.

**While there was skepticism at first, digital jukeboxes are now standard equipment. How gratifying is it to see the popularity of such jukeboxes now?**

TouchTunes was created with the simple goal of leveraging technology to create amazing entertainment experiences in-venue. This vision came to life when the company launched the world's first commercial digital jukebox in 1998.

That first jukebox, the TouchTunes Genesis, featured a cutting edge interactive touch screen, great sound, and many other technologically advanced features. The Genesis also featured 750 fully licensed songs, underscoring our steadfast commitment to supporting artists and rights owners that continues today.

Needless to say, it is incredibly gratifying to see how the digital jukebox has become the de facto standard for in-venue consumer driven music. With over 57,000 locations and a library of over three million songs, TouchTunes has come a long way since we first

introduced the Genesis jukebox. And now, we are leading the way to bring to market new consumer experiences and new opportunities for operators like our Mobile, Karaoke, and Photo-Booth services.

**How has the jukebox customer changed from 1998 to today?**

We always think of three different customers for our products and services: the operator, the location, and the consumer.

Our operators have been great partners and have evolved and grown with TouchTunes over the past 15 years. Today's operator wants the best technology, high reliability, and great service. They also understand that to grow their businesses, they need to remain relevant with today's consumer and offer entertainment solutions that engage consumers and bring them back time and again.

With the industry's growth and success over the past 15 years, locations have come to see the digital jukebox as more than just a source of music and revenue. They see the jukebox as a draw for their patrons and a way to empower their patrons to have more control over the way they consume entertainment.

Additionally, locations are viewing TouchTunes as a way to differentiate themselves with the latest technology



and innovations, a trend that has accelerated over the past few years with the launch of Virtuo, the mobile app, Karaoke, and PhotoBooth.

Finally, consumers have probably changed the most over the past 15 years. One of the driving factors behind TouchTunes innovation is the need to ensure that our products and services remain relevant, interesting, and fun to the users. Consumers today are digitally savvy, very social, and have high expectations for their entertainment experiences.

In the past, the jukebox was one of

the only digital experiences in the venue. But now, nearly everyone has a huge variety of apps on their mobile devices, and TouchTunes knows how important it is to tap into that experience and be a part of it.

**Considering that there are three million songs available in the TouchTunes library, to gain perspective, how many songs were available back in 1998 when a CD jukebox offered 200 titles?**

In 1998, the Genesis jukebox was launched with 750 songs. While 750 licensed songs was a great jump from CD jukeboxes, TouchTunes knew even then that the key to success was not just about the number of songs, but rather about delivering the best music experience.

That is why TouchTunes invested in continuously improving the user experience, making it more engaging and easier to use with each new product and software release. It's also why we have worked so hard to partner with the music industry to provide all of the music our consumers want.

TouchTunes is proud to have secured the jukebox rights for numerous artists including Led Zeppelin, AC/DC, Bruce Springsteen, Jimmy Buffet, and, of course, The Beatles.



Charles Goldstuck, CEO



Phil Cohn, Senior Vice President, Sales

**Right from the start TouchTunes referred to coin machine operators as partners. How many partners does TouchTunes have today, and how close are the relationships?**

There are currently over 2,500 operators with active TouchTunes products. Our relationship with our operators has been the cornerstone of the company's success. We have always believed that if we make our operator partners successful then we will be successful as well.

We believe the best way to support our operators is to provide them with the best possible products and services. We design our products with the operator in mind and dedicate significant resources to sales and technical support to ensure that our operators have what they need to keep their equipment up and running. We also solicit operator feedback through our sales channels and work closely with our Operator Advisory Board to help guide the company's direction.

Additionally, we feel that it is critical to provide our operators with information and best practices that will help make them successful, and to create opportunities for them to interact with

TouchTunes and each other to share what's been learned. Our Partners Meeting and regional "Spotlight" events provide these opportunities and have contributed to strengthening our relationships with our operators and to our combined success.

**What were the biggest milestones along the way as TouchTunes grew?**

We've had many milestones and industry firsts as TouchTunes has grown over the past 15 years—too many to list them all. If I had to choose just a few, I would say these seven milestones really stand out.

- (1998) Introduction of the first commercial digital jukebox, Genesis

- (2002) Introduction of the Rhapsody jukebox

- (2007) Release of Gen3 software

- (2010) Introduction of the first mobile app that lets you find jukebox locations, search for music, and play music on the jukebox

- (2011) Introduction of the Virtu SmartJuke

- (2012) Exclusive release of The Beatles catalog on TouchTunes

- (2012) TouchTunes

mobile app reaches one million downloads

**It seems like light years from the first model to current TouchTunes digital jukeboxes with the Mobile app, Karaoke, and PhotoBooth capability. How has the response been to each of these innovations?**

We are thrilled with the acceptance and adoption of the TouchTunes Mobile app since it was introduced in the fall of 2010. The app has grown from a novelty to a mainstay in many TouchTunes locations, and we now have over 1.2 million downloads.

Today's consumers use their smart phones for everything from making a phone call to texting their friends to checking out Facebook. We saw the need to evolve the jukebox experience and extend it from the jukebox to the mobile device.

With the TouchTunes Mobile app, playing the jukebox takes on a new dimension that is relevant and fun.



Performers from Cirque du Soleil at the TouchTunes Partners Meeting 2012.



Bar patrons sing during the TouchTunes kick-off at National Karaoke Week 2012.

Operators, locations, and users are enthusiastic about the app as is demonstrated by our 1.2 million downloads and ever increasing usage week after week. The TouchTunes app's growth and adoption across our network must rank it as one of the most successful new offerings our industry has seen.

TouchTunes Karaoke is a modern yet authentic Karaoke experience that engages today's digital savvy patrons and allows operators to bring added value to their venues. Operators and



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The TouchTunes Valentine's Day PhotoBooth promotion.



The TouchTunes Under the Mistletoe PhotoBooth promotion.

venues have been enthusiastically implementing the Karaoke service, in many cases providing Karaoke at the venue for the first time.

Operators like TouchTunes Karaoke because it allows them to offer their venues a new service that engages patrons, draws a crowd, and highlights the jukebox. The system is easy to install and easy to use, and TouchTunes provides training and marketing support to help operators and venues get their Karaoke nights started off right. We already have over 700 TouchTunes Karaoke locations and adoption continues to accelerate.

TouchTunes PhotoBooth draws attention to the jukebox, engages consumers, and creates a new revenue stream. Operators have embraced PhotoBooth, and consumers in-venue are increasingly discovering how much fun it can be. With Virtuo's landscape format screen and a built-in wide angle camera, TouchTunes PhotoBooth is designed to be a social experience. Consumers have already taken over 300,000 PhotoBooth pictures.

PhotoBooth is already active in thousands of venues and continues to expand. One key to our success with PhotoBooth is that the service is included free with Virtuo. Operators just have to configure the camera and PhotoBooth is ready to go.

To help operators and venues increase awareness and generate engagement, TouchTunes provides marketing support and materials. We've also sponsored special holiday promotions including our Halloween Costume Contest, the Under the Mistletoe Best Kiss Contest, and our Photo

Valentine promotion. These promotions, which featured customized PhotoBooth experiences and frames, were very well received and generated strong positive responses from both consumers and operators.

#### **What does the Research and Development Department have up its sleeve for 2013?**

Research and Development is an integral part of TouchTunes' DNA. We will be announcing some great new initiatives at Amusement Expo 2013, but you'll have to wait until then to find out more.

#### **TouchTunes was first to acquire the rights to music by artists such as Bruce Springsteen and Led Zepelin. There was great celebration when TouchTunes added music by The Beatles. How important is it to get this music for your customers?**

Music is at the core of the TouchTunes experience. I have always believed that it is critical to have all of the music our consumers want to listen to, and I have worked hard to deliver on this.

When I first came to TouchTunes, I made music my first priority, responding to operator and consumer requests for specific artists and songs, expanding the catalog for requested genres, and culminating in the company's exclusive release of The Beatles catalog last year.

Furthermore, TouchTunes believes that the music experience goes beyond just making great music available. TouchTunes also works closely with artists and labels to provide music promotions that enhance the user experience. These promotions include high-lighting new releases, exclusive sweep-

stakes, and even exclusive content. In 2012 TouchTunes delivered over 100 music promotions generating millions of jukebox plays.

#### **Are there any other artists on the "wish list"?**

We now have all of the major artists; however, TouchTunes is always working to expand our music catalog to bring the best music to our users. Our music team is focused on growing our catalog and responding to customer requests for both our music and Karaoke services.

#### **The Web site says that TouchTunes is second only to iTunes in volume of paid music downloads, with over two million songs played per day on TouchTunes devices. Do you attribute that to the Mobile app or other features?**

TouchTunes' success and continued growth is due to many factors. No doubt, the introduction and success of the TouchTunes Mobile app has helped reinvigorate the jukebox experience, made it more relevant to today's consumers, and introduced the jukebox to new consumers.

By adding a new social element to using the jukebox—for example, being able to see who's checked in and what they are playing—making it easy to find locations, and rewarding loyal customers, the Mobile app continues to generate more engagement with the jukebox and more music plays. With the Mobile app, anyone with a smart phone (Android or iPhone) can find and play their favorite song.

In addition, TouchTunes success and growth to over 57,000 locations can be attributed to numerous other factors:



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■ Our music programming and promotions create a fun and engaging experience across our network.

■ Virtuo leverages cutting edge technology to deliver a signature music experience and also provides Karaoke and PhotoBooth services. In

addition to generating new revenue streams, these services draw attention to the jukebox, making it more relevant to the venue and generating more music plays.

■ TouchTunes' focus and commitment to reliability and service. Touch-

Tunes operators expect their equipment to be up and running, and that's why we've made TouchTunes products the most reliable in the industry. We also provide 24/7 support and have developed sophisticated online diagnostic tools that allow our support teams to correct problems quickly when they do occur.

■ Finally, TouchTunes innovation underpins the company's ability to provide superior products and services. TouchTunes innovation allows the company to provide leading products, create new experiences, and remain relevant to today's consumers.

**How are you going to celebrate the company's anniversary at the upcoming Amusement Expo?**

We are holding a special 15th anniversary reception at the Marquee Club at the Cosmopolitan of Las Vegas on March 19. It's going to be a very special night, and we look forward to seeing all of our operators and partners there. We will have a few nice surprises to announce as well.

**Where do you see TouchTunes and the jukebox market five years from now?**

The market has become more and more dynamic, making it critical that TouchTunes continues to innovate and create new products and services that meet the needs of our operators and engage our savvy users.

Music will continue to be at the core of the TouchTunes experience. We will continue to invest in mobile as well as in new form factors and new services. We will also continue to expand our focus on creating social experiences, both in venue and when our users are not in venue, to engage consumers and help our operators increase their revenues and grow their businesses. The social aspect of our experience will evolve greatly, and will change the TouchTunes experience along the way as well.

For more information on TouchTunes, visit ([www.touchtunes.com](http://www.touchtunes.com)). ▲



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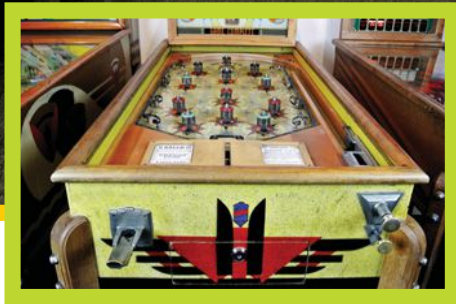
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**Editor's Note:** Jim Schelberg will share his passion for pinball in a new column exclusively in Play Meter.

Photos clockwise from top:

The entrance to the main room of the Pacific Pinball Museum.

The first of three different versions of the visible pinball machines used to teach science and engineering.

The showpiece Bally Bumper (1935), confiscated as part of a pinball ban in Oakland, Calif., 80 years ago, kept in a garage, and resurrected for the museum.

Dan Fontes' original mural "Majorettes" in the dot-matrix room, formerly the Lucky Ju Ju Pinball.

Photos of the Pacific Pinball Museum by Michael Schiess.

## Preserving history at the Pacific Pinball Museum

I first heard of the existence of the Pacific Pinball Museum (PPM) in Alameda, Calif., while attending the Pacific Pinball Exposition (PPE). Held for only six years, the final time in 2012, the PPE was unique in its display of an amazing number and range of games in immaculate condition—all available for play.

The rows and rows of pinball machines, many of them much older (and cooler) than at any other show, represented the Pacific Pinball Museum (PPM) and its mission.

Founder Michael Schiess gave birth to the idea and he and wife Melissa Harmon named it the Lucky Ju Ju Pinball Gallery. They soon welcomed their first "grandchild," the Lil' Ju Ju. This mini museum is a converted Spartan Manor trailer housing six electromechanical pinball machines; it

still travels to various locations in the Bay Area spreading the pinball "word."

Celebrating a decade of existence, the PPM is a solvent non-profit institution dedicated to preserving pinball art, science, and history. Newer machines are not the primary focus of their nearly 1,000-game collection as they remain intent on displaying a complete chronological history of pinball's explosive creativity.

### EVERYTHING PINBALL

From pre-flipper Depression-era games to the heyday of flipper experimentation with the woodrails of the '50s; from the eye-popping displays of the '70s and the introduction of digital technology; and right up to the technological marvels that are games of today the museum has everything pinball and all of it in prime condition.

While walking through the chronological collection, visitors see how the pinball industry used the latest inventions of the day to modernize, economize, or amaze. They learn how, at the same time, the backglass art not only served to attract players to the game but also depicted contemporary American pop culture through each decade in which they were created.

Board member Dan Fontes, a professional public artist, has spearheaded a campaign to introduce new artists into the fold. Beginning with Fontes' first subject, Gottlieb's 1964 *Majorettes*, the museum's collection of oversized (at least 9-foot by 9-foot) canvases displaying hand-painted reproductions of pinball art now numbers more than two dozen.

"Our museum isn't meant to appeal just to the current avid pinball player," explained PPM Board Chairman Larry Zartarian. "My hope is that the collection will actually help create new avid pinball players and provide an opportunity to create appreciation of the game for those who may have never played it before."

### TEACHING OPPORTUNITY

The PPM board showed its commitment to preserve pinball science by holding classes at the museum. Second-grade to college-age students took advantage of original PPM-developed curriculum teaching the physics and mathematics of pinball during the past few years.

"One of the joys of operating the museum is seeing how everyone reacts positively to the experience," said Fontes, who also helps out at the front desk. He said, "From the smallest kids who have to stand on stools to see the



Photos from top:

Board President Larry Zartarian has his entire collection of woodrails and wedgeheads ready to be set up at the next event.

The dot-matrix room features late '80s machines up to *Pinball 2000*, *Revenge from Mars*.

ball, to the grandparents recalling their younger days, this place is just filled with positive energy."

In recent years, the museum has counted some 34,000 admissions annually, including many free admissions given out to support the mission of spreading pinball awareness. It also plays host to hundreds of family events every year including birthday parties, art openings, lectures, film screenings, and corporate events.

"The Pacific Pinball Museum is a place where families can play together in a safe, fun-filled environment and also learn good sportsmanship, courtesy, and a variety of other social skills," said Michael Schiess. "I've seen bonds between two and sometimes three generations of family members right before my eyes over a game on *Fireball*. I never tire of that."

### MORE SPACE NEEDED

The museum's ongoing success has led to a critical need to expand. Several hundred fully playable games are

relegated to a warehouse waiting for placement in a new location. PPM board members are exploring locations on San Francisco's Fisherman's Wharf and in Alameda including a 1902 Carnegie Library and the Palace of Fine Arts, which until recently had been the home of San Francisco's famous Exploratorium.

Board member Melissa Harmon revealed that, as an artist, she did not at first appreciate the value of what the museum possessed. "I wasn't that interested at the start," she admitted, "but when I saw the historical array of the machines, and the art as it developed over time, I really started getting involved in what the museum was trying to accomplish."

Harmon added, "Recently, I actually bought a couple of machines for myself that I really like! Seeing all the games set up at our last show makes me feel that it's inevitable we will be able to do this at a more permanent location, to preserve this collection and to continue to tell the story of the history of pinball long after we're gone."

The Pacific Pinball Museum is located at 1510 Webster St., Alameda, CA 94501, (510)205-6959; e-mail (info@pacificpinball.org); Web (www.pacificpinball.org). ▲



Jim Schelberg, always curious about pinball, has been publishing the *PinGame Journal* for more than 20 years. Jim has about 40 games of his own but spends most of his pinball time attending events, snapping photos, and talking to people about pinball. He can be reached at (jims@pingamejournal.com); Web (www.pingamejournal.com).



The staff at Legacy Coin-Operated Distributors Inc. in front of the headquarters in Myrtle Beach, S.C.

# Legacy Coin builds on trust and experience

Companies that date back more than 50 years follow a successful business philosophy. In the case of Legacy Coin-Operated Distributors Inc. in Myrtle Beach, S.C., that philosophy is simple: hard work, long hours, reliable service, and helping customers before, during, and after a sale.

Ed Chermak, Executive Vice President, said, "We were always brought up with the idea that this is not a 9 am

to 5 pm business. We understand that you have to be there to serve your customers' needs. The amusement business has never held to an eight-hour-a-day schedule; it's always been 24/7. That's the foundation of what got us to where we are today."

Another factor is living in the present with a healthy respect for the past. Chermak said, "You cannot focus only on what was in the past; you have to focus on the future and recognize the

changes in the industry in terms of technological advancements such as the move from 45 rpm records to CDs to digital downloading jukeboxes.

"In order to have a strong company and to succeed, you have to have enough foresight to follow the path that makes you a stronger entity."

He continued, "We want to take what we've learned from our mentors, add it to what we've learned from our customers, bring it into 2013, and cre-



ate our future legacy. We always want to learn and make things better.”

Three generations have held the reins of the company. Principals are R.A. Green III, President; Neil Anderson, Secretary/Treasurer; and Chermak. All three grew up in the amusement business: R.A. III, a Past President of the Amusement and Music Operators Association (AMOA), learned from his father and grandfather; Neil learned from his father and grandfather; and Ed began his career moving bulk vending machines with his father.

Anderson, a fourth generation member of the coin-op community, said his grandfather always emphasized, “Never forget where you came from,” adding, “I’ve taken that to heart.”

All three have something else in common: completing the AMOA Notre Dame Management Program, which they heartily endorse. Chermak said, “We strongly recommend attending the program for its overall knowledge and the ability to learn from networking with peers in every segment of the industry. It’s a program you cannot put a dollar amount on.”

## MORE THAN SALES

Legacy is not a one-dimensional distributorship, as evidenced by its progressive Web site. Legacy Coin was the first company to develop a Web site that allows customers to review games and other coin-op equipment, and with a customer ID number and a password, they can enter a restricted part of the site to check pricing. They can also order online. The goal is to make more information available to customers.

Chermak said, “We protect our customers. We refuse to sell direct to locations. We don’t sell product for today; we sell for tomorrow.”

Legacy Coin can supply any type of new and refurbished coin-op equipment, token machines, ticket dispensers, bill changers, and more. The company also features a full parts and service department.

Some of the most in-demand products today are digitally downloading jukeboxes, self contained redemption and/or ticket dispensing redemption, online darts, and pool tables.

“We are trying to get people to go back to the original staples of our

industry,” said Chermak. “What was strong in the past has come back around.”

Legacy Coin also encourages operators to pursue leagues and join associations that support those games, such as the AMOA National Dart Association (NDA) and the Valley National Eight-Ball Association (VNEA). “If you develop leagues and merchandise your products correctly, it’s amazing how well those products will do,” said Chermak.

Legacy Coin also sponsors service schools and spotlight shows working with manufacturers to demonstrate products and educate customers on the benefits of those products.

## AWARD WINNER

Legacy Coin was named the 2012 Distributor of the Year by TouchTunes Interactive Networks at the TouchTunes Partners’ Meeting in Scottsdale, Ariz.

“The company is proud to have received this award from TouchTunes,” said Chermak. “We could not have done it without our loyal customer base and our technicians who have worked well with TouchTunes to build a social media center.”



The showroom features a wide range of equipment.



Ed Chermak (r) of Legacy Coin accepts the TouchTunes 2012 Distributor of the Year Award from Phil Cohn of TouchTunes.



Jukeboxes on display in the showroom.



The Legacy team with their mentor, Royce A. Green Jr., (l-r): Neil Anderson, Royce, Ed Chermak, and R.A. Green III.



Alan Dunasky, Sales/Pinball Service.



David Gray, Service Department and TouchTunes certified technician.



Doug Strickland, Service Manager.

With customers in mind, as well as the rigors of life on location for equipment, Legacy Coin developed custom stands for the TouchTunes Virtuo digital jukebox. These are all-in-one units with the Virtuo, a TouchTunes printer (for the photo feature), and an optional advertising display. Chermak said the built-in printer has resulted in revenue that “has gone up dramatically” for Virtuo digital jukeboxes.

The monitor on top includes a short video that shows patrons how to use the photo feature on the jukebox to not only take photos but also to send photos via e-mail. Developments like this come from the combined years of staff experience knowing what’s needed in the field.

Legacy Coin has seen wide acceptance of the TouchTunes Mobile app. In

addition to the Virtuo Photo, TouchTunes also offers Virtuo Karaoke (music licensing included). Chermak advised, “If you work it, it will make money. You can’t just plug it in and walk away. With karaoke it’s best to have a Karaoke DJ (KJ) to monitor the patron play and keep the audience informed of who’s up next.”

## CUSTOMER NEEDS

What are operators looking for from distributors today? Chermak said, “We feel that operators are looking for more than the man who hands them a bill and walks away. They want to know how to make money with the products they buy, how to market them, how to percentage them, and how to maximize revenue.”

Legacy Coin is ready to provide those services. Helping customers also includes taking games on trade. “We’re not afraid to take pieces we sold and trade them for other products that will make more money,” said Chermak.

With the benefit of his background and experience, *Play Meter* asked, “What is your outlook for the industry in 2013?”

“I think we are in for a fairly decent year,” said Chermak. “The economy has been stagnant long enough that we are starting to see a slight up-tick in business. It appears that in the last six to eight months operators have been less cautious about spending money and reinvesting in their businesses.

“Manufacturers have done a good job of showing us some new equip-

ment that has real benefits, for example Arachnid's innovative Galaxy 3 electronic darts and Raw Thrills' line of popular driving games, to mention but a few. For those reasons we look forward to 2013 and expect it will be a much better year than we have seen in the last three to four years."

For the last 10 years a representative from Legacy Coin has attended the trade shows in London. This year Neil Anderson attended the European Amusement and Gaming (EAG) International Expo in January. Chermak said, "It's helped expand our international presence, not from the standpoint of selling new equipment but for selling used equipment."

In addition to R.A. Green III, Neil Anderson, and Ed Chermak, the Legacy team includes Jennifer Anderson, Tommy Anderson, Emily Benton, Alan

Dunasky, Paul Geeson, David Gray, Mikkel Green, R.J. Green, G.T. Grubb, Jerry Leugers, Andrew Moseley, Gerard Poole, Jereld Poole, Kenny Spencer, Doug Strickland, Melissa Whittington, Bobby Wiles, and Rachel Williams.

***"You have to have enough foresight to follow the path that makes you a stronger entity."***

Mikkel Green and Joe Clark, members of Cowork MYR, which is affiliated with Legacy Coin, recently helped put Myrtle Beach in the technology spotlight. They designed a new application for integrating the services of Foursquare, an app used by millions of people to check-in and advise their friends of special deals and what to do next.

Green and Clark participated in a

contest for creative technology developments done in a short timeframe. Their app, The Reward Board, won, and they got a trip to New York City to ring the NASDAQ bell. The Reward Board is designed to motivate

Foursquare users to check in at venues such as restaurants, stores, and attractions. When a person checks in, it automatically posts on a monitor at the venue and the printer gives a coupon for that person. The venue operator decides how often to issue coupons and what they can be cashed in for.

For more information on Legacy Coin, call (800)232-6467; Web (www.legacycoinop@gmail.com). ▲

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# Industry representation is vital

**E**stablishing relationships with legislators and being pro-active are vital to the continued success of any industry, and the coin machine industry is no exception.

With that goal in mind, representatives from the American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA) traveled to Capitol Hill Feb. 26-27 to meet with members of Congress and their staffs.

The group included Rick Kirby of Betson Enterprises, Chairman of AAMA's Government Relations Committee and Former Chairman of AAMA; David Cohen of Firestone Financial Corp. and Former Chairman of AAMA; John Schultz, President of AAMA; Andy Shaffer, President of AMOA; John Pascaretti, First Vice President of AMOA; and Jack Kelleher, Executive Vice President of AMOA.

Mike Zolandz and John Russell of SNR Denton, government relations counsel for both AAMA and AMOA, scheduled eight meetings with legislators or their staffs to coincide with the home states of the industry representatives: Illinois, Ohio, Massachusetts, and Michigan.

*Play Meter* spoke with John Margold, Chairman of AAMA, before the meetings on Capitol Hill. "This is a super important event for our industry," said Margold. "We have a strong group of articulate, bright people who represent small businesses in the nicest possible light."

Margold said there could not be a better time to have Rick Kirby among the industry representatives because Kirby was Chairman of AAMA when the industry was under fire 12 years ago on the issue of violence in video games.

The industry fought a proposed ordinance in Indianapolis that would have restricted access to video games based on content. (The case was decided in the industry's favor in March 2001; the U.S. Court of Appeals for the 7th Circuit affirmed that video games are protected under the First Amendment.)

Margold said, "Rick met with Sen. Joe Lieberman and others at the time to discuss what our industry could do to be good citizens and help protect the youth of America. The industry developed the Parental Advisory System (PAS), which it still supports today."

Margold said the system and its continued support would be a key talking point in the meetings on Capitol Hill. "We created an excellent rating system," he said. "We continue to provide new PAS stickers for operators (at cost only) to place on the games so players and parents can clearly see the ratings."

New members of Congress may not be familiar with the history on this issue. "We have been very diligent," said Margold, "We continue to police our industry and promote the PAS program; we're proud of that."

"Congressional committees that are deciding what to do in the wake of the tragedy at Sandy Hook Elementary School in Newtown, Conn., will find that our industry has been doing the right thing for 12 years."

## AMUSEMENT EXPO 2013

The Amusement Expo 2013, co-sponsored by AAMA and AMOA, is coming soon, March 20-22 in Las Vegas. Margold was upbeat about the expo: "We've had a few successful shows in a row and I have every confidence that this will happen again. Early indications are that it will. We are making every effort to improve the number of exhibitors and attendees."

He continued: "We are utilizing the latest technology with our TEXTpo program that will send informative text messages to those who sign up for the service. We recognize the popularity of smart phones; TEXTpo will keep people informed in a quick and inexpensive way."

Margold noted that with lower rates at the Las Vegas Hotel adjacent to the Las Vegas Convention Center, attendees can be close to all the action and make the best use of their valuable time. ▲



***"We have a strong group of articulate, bright people who represent small businesses in the nicest possible light."***



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## SAY WHAT?



# 10

second  
interview  
with...

Sam Ven is the Marketing Coordinator at Namco America Inc. and is the co-creator of daughters Maia and Cora. He got his start in the industry doing graphics and marketing for Championship Billiard Fabric. He currently lives in Schaumburg, Ill., with his wife and two daughters. The family enjoys traveling the country performing interpretive dances as the performance troupe "The Ven Diagram."

My first job was:

working at a costume/novelty gifts store  
selling everything from wigs to magic tricks.

My favorite type of music is:

I love all types of music but I will never turn  
off Classic Rock or '80s music.

I wish I had the nerve to:

go traditional climbing at Red Rock. I love to climb  
but have always done it in a controlled environment.

If I were invisible, I would:

go to Google's Research and Development  
department.

If money and time were not obstacles, I would:

hone my harmonica skills....in Bali!

One word that describes my personality is:

dynamic.

The best advice I ever got was:

find a job you love and you'll never have to  
work a day in your life.

My favorite TV show is:

a tie between "Game of Thrones" and  
"The Walking Dead."

If I could have dinner with a famous person that  
person would be:

the late, great George Carlin.

My most cherished inanimate possession is:

my Swiss Army Knife. If MacGyver can  
build a hot air balloon with it, so can I.



U.S. Sales Manager, Wei-Chen Hsu



ABOVE: Bounkong Kitikoung, Assembly

BELOW: Ignacio Tolito, Warehouse Manager in Garden Grove, Calif.



## Baton Lock celebrates

# the big 40!

**B**aton Lock & Hardware Co. Inc. has been providing security products for four decades. The company slogan is, appropriately, “your key to security.”

The company follows a simple philosophy: “To provide the highest quality in security products and to provide excellent customer service, service that you can depend on and work with to determine your security needs.”

Baton Lock opened overseas in 1973 and in the U.S. in 1983. What began as a small entity has grown to 600 employees worldwide (20 in the U.S. office in Garden Grove, Calif.). There are offices in the U.K. and Spain, a factory in China, and a partnership in Germany.

On the occasion of the company’s 40th anniversary, *Play Meter* spoke with U.S. Sales Manager Wei-Chen Hsu to find out more about the product line and today’s marketplace.

### What does the company specialize in?

Baton Lock specializes in security locks, custom progressive stamping, and OEM/ODM mold design.

### What is your top selling or most popular product?

The U change series lock system.

### How does the operator ordering feature on your Web site work?

Operators can view over 3300 different standard items on our Web site and we can help produce anything. We even help make a progressive stamp mold for Toshiba computers with our ISO 9001 team.

### How has the company grown in product offerings?

We can now help operators make customized items cheaply and effectively.

### Where are your warehouses/offices located?

We have two locations in California with over 25,000 square feet and over three million items in inventory.

### What are some of your greatest highlights and challenges over the last 40 years?

- Opening the U.K. office in 1992
- Opening the Chinese factory in 1992
- Opening the Germany partnership in 1995
- Opening a second factory with 70,000-square-foot factory in China in 2001
- Opening the Spain exchange office with over 60,000 square feet in 2005

### How has the marketplace

**changed in all the time you've been in business?**

The U.S. has gone from a manufacturing base to a service base. Keeping quality consistent and pricing stable for our customers remains a challenge with material costs going up.

**What are today's operators, manufacturers, and storage facilities demanding?**

Especially today, security extends from the product to the company itself. You need to know that the company is going to be with you during the long run. The successful company thinks beyond price and looks at structure and extendability for future growth.

**What features do they require?**

Dealing with employee change and route complexity, customers want a company that can ship out a product on short notice and a product line that extends to all corners of

the operation. We customize locks to incorporate in the field and can change over if a key is stolen or lost. We design locks that work with the Buddy system and even locks that

***"Customers want a product that can ship on short notice and a product line that extends to all corners of the operation."***

deal with extreme weather conditions for marine applications.

**How important are trade shows to your business?**

Trade shows inform our customers

of new products and tell them we are still in this with the customer.

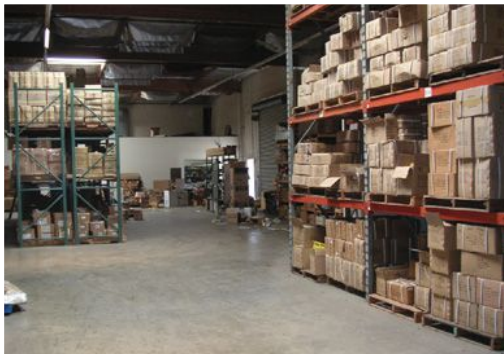
**What kind of comments have you gotten from operators lately?**

The times are tough and it's more important than ever to be one step ahead of the crooks.

**How has your design team changed over the years?**

Continuing certification is ever more important in the world and proprietary locks and keys are becoming increasingly important as the Internet makes ordering anything possible.

For more information on Baton Lock, call (800)395-8880; Web (www.batonlockusa.com). ▲



The company's warehouse in California.



Adlina Vergas, Assembly



**ABOVE:** Pratti J, Customer Service Manager.

**BELOW:** Baton Lock facility in Garden Grove, Calif.





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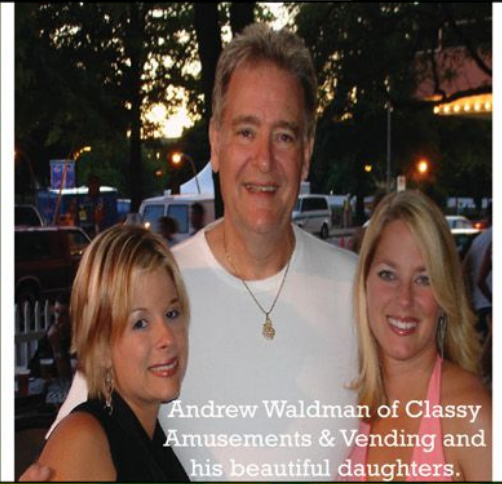
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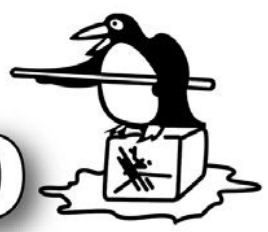
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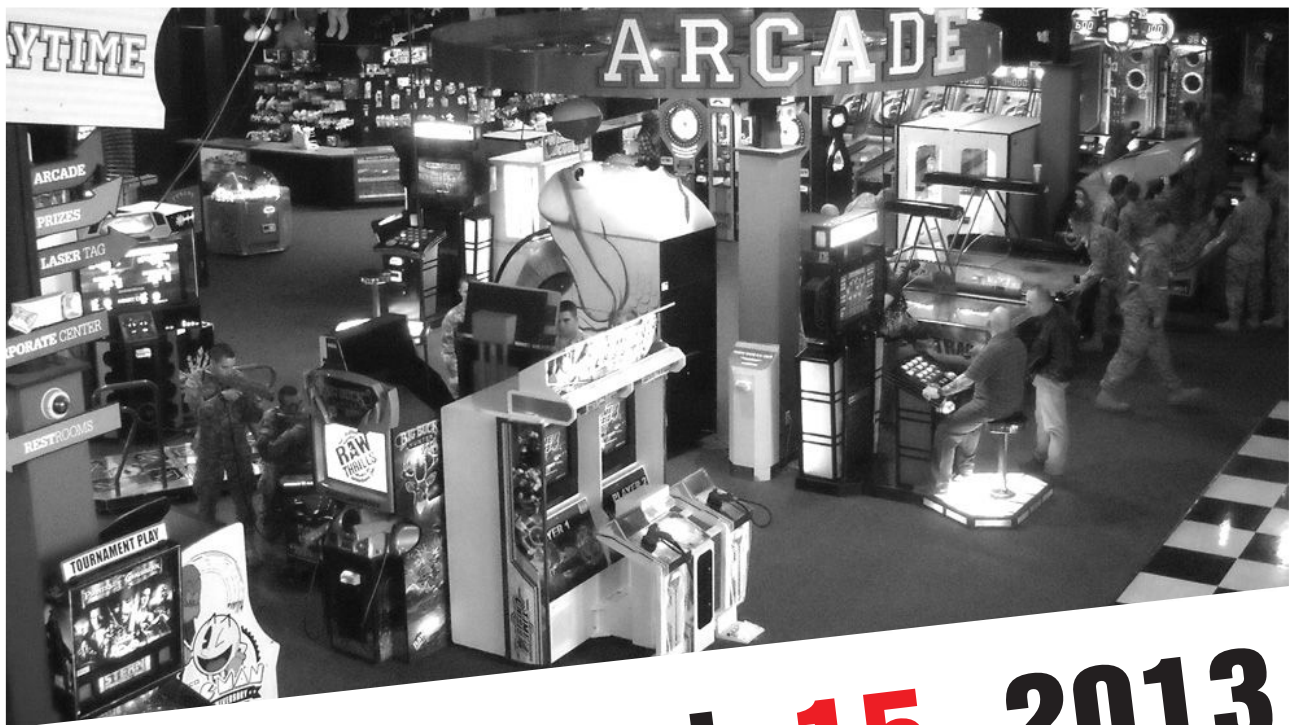
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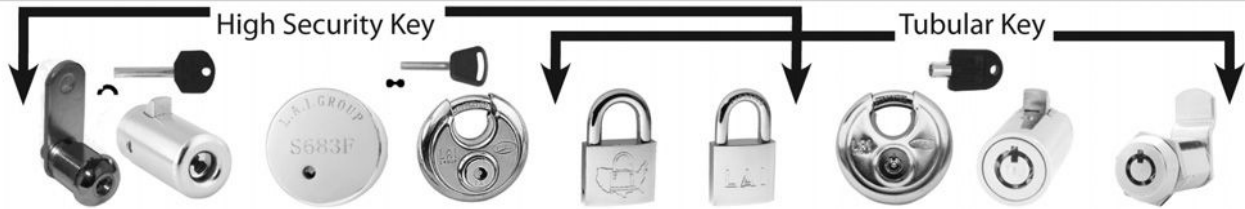
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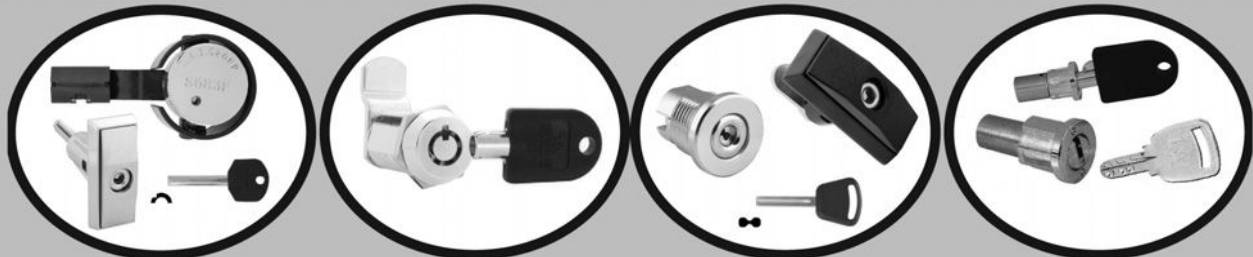
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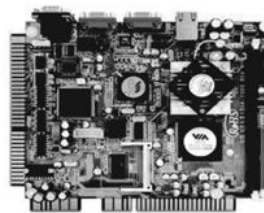
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