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Cover Story:
Coast to Coast
offers diversity

Preview:
IAAPA
Attractions
Expo

Reports from:
G2E, LAMOA,
and AMOA
Mid-Year

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With the International Association of Amusement Parks and Attractions (IAAPA) Expo coming at the end of the month, many industry members will be traveling to Orlando. We've outlined 20 fun things to do after the show floor has closed.

36 IAAPA Preview

IAAPA is fast approaching. Check our guide for everything you need to know to get the most out of this year's expo, from an exhibitor list of coin-op companies, to a full listing of educational opportunities and other events.

66 AMOA Mid-Year Meeting

The Amusement and Music Operators Association (AMOA) held its annual Mid-Year Meeting in Avon, Colo. We have full coverage of meetings, social events, and more from this important industry event.

89 Trade Show: G2E

Play Meter staff visited the Global Gaming Expo in Las Vegas and caught up with manufacturers and operators from across the country.

On the Cover

Coast to Coast Entertainment continues to grow by offering a diverse array of items from tickets to cranes to prizes.

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Still have those old twin drivers that don't make any money?

IAAPA Booth #1006

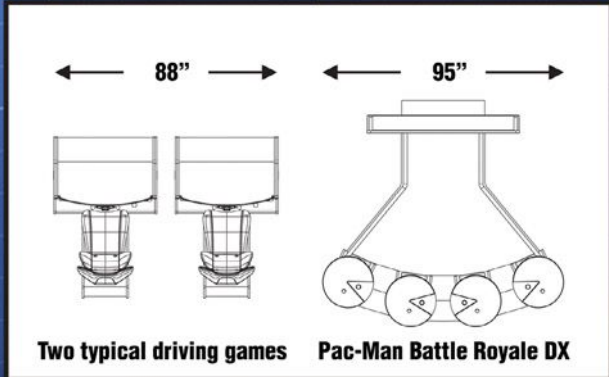


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BONNIE THEARD
Editor

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)

At every trade show, such as the upcoming International Association of Amusement Parks and Attractions (IAAPA) Expo in November this year and the Amusement Expo in March next year, the education conference component is one of the most valuable aspects of the event. The Amusement Expo 2012 gained high marks for its seminar program. IAAPA will knock you over with no less than 85 sessions.

No matter what type of business you are involved in, education is a top priority because the market changes, technology changes, demographics change, and the stagnant economy continues to slow down progress.

What can be done? Learning from your peers and from industry experts what steps you can take to get back on track or blaze through in another direction. Seminar attendees routinely say that what they learn more than pays for the travel expenses. Education programs make us think about new possibilities.

Play Meter columnists Jerry Merola (Consultant's Corner) of Amusement Entertainment Management (AEM), Dorothy Lewis (Guest Service) of Fun Station Entertainment Group, Wes Romine (Social Studies) of A(Wes)ome Media, industry veteran Jim Chapman (Redemption Formula), and Josh and Zach Sharpe (Critic's Corner) provide valuable information that is almost like a virtual seminar program designed for your daily business.

In this issue we are particularly fortunate to have outstanding and timely articles from each of them. Merola takes us through an entertainment development checklist; Lewis focuses on marketing tools that sell; Romine provides 10 easy tips for Facebook marketing; Chapman explains how to create holiday magic at your locations, and the Sharpe brothers review *Pirate's Booty* and *X-Games SnoCross*.

Add to this our IAAPA Preview, coverage of the Amusement and Music Operators Association (AMOA) Mid-Year Meeting and the Louisiana Amusement and Music Operators Association (LAMO) State Meeting, FEC of the Month, Scoring Success, coverage of the Gaming Expo (G2E), plus regular features and you have one great issue, which is what *Play Meter* strives to deliver to you each and every month.

Be on the lookout for our State of the Industry survey being sent electronically for the first time for added convenience, just like our new electronic Equipment Poll. Fill out the State of the Industry Survey so we may gauge current industry conditions and help us help you survive and prosper. ▲

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booth # 2209

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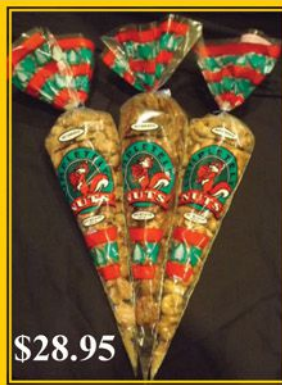


Check Out What We've Added to our 2012 Seasonal Fundraiser!
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20

great things to

America's playground, Orlando is home to the world's most visited theme parks and more than 100 additional attractions for all ages. Unmatched outlet and designer shopping, golf and spa options, and year-round sports and recreation add to the fun. Outside of the obvious attractions like Walt Disney World and Universal Studios, Orlando has a wealth of entertainment options! Here are 20 things to do, from restaurants to golf to gators, that will keep you occupied during the off hours at this year's International Association of Amusement Parks and Attractions (IAAPA) Expo.

EAT

Prato (Italian)

(407)262-0050; www.prato-wp.com

Offers authentic Italian dining in a year-round patio seating with decor marked by contemporary and rustic design elements. Located on Park Ave. in Winter Park, Prato features seasonal ingredients, local produce, and sustainable Florida seafood.

Shipyard Emporium (local hot spot)

(321)274-4045; www.shipyardemporium.com

A new local brewery, Shipyard Emporium serves traditional Belgium beers, English ales, and German-style porters. In addition to its rotating beer collection, the brewery menu features salads, soups, and sandwiches created with locally sourced food.

Hue (outdoor seating)

(407)849-1800; www.huerestaurant.com

Located near Lake Eola Park in the stylish downtown neighborhood of Thornton Park, Hue is the ideal location for after-dinner drinks and a great place to sample progressive American cuisine. The menu changes daily, with flavors unique to the Orlando area like Tamari roasted duck breast.

Chez Vincent (romantic)

(407)599-2929; www.chezvincent.com

It's like a trip to Paris in this snug little bistro in Winter Park's historic Hannibal Square, with candlelit tables and classic French cuisine and wines.

Victoria & Albert's (luxury)

(407)939-3463; www.disneyworld.com

Orlando's only AAA Five-Diamond restaurant and the *creme de la creme* of dining at Disney's Grand Floridian Resort & Spa. The serene dining room with harp music, butler-style service and an award-winning, seven-course seasonal menu embodies a spirit of luxury and romance.



Bubbalou's Bodacious Barbeque (family friendly)

(407)295-1212; www.bubbalous.com

Named one of America's top barbeque restaurants by Zagat's Restaurant Survey and publications like Southern Living and USA Today, Bubbalou's five Orlando locations specialize in baby back ribs and sliced and pulled pork.

Green Day Cafe (vegetarian)

(407)704-7877; www.greendaycafe.com

Weighing more on the healthy than the vegetarian side, Green Day Cafe on Lee Road is nevertheless quite veggie-friendly. Get "global warm" chicken, turkey, tuna, or vegetable wraps on a grill or make them "green" by leaving out sauce and cheese.

SHOP

Park Avenue and Hannibal Square

(407)644-8281; www.parkave-winterpark.com

Often called "The Rodeo Drive of the East," this area north of downtown Orlando offers galleries, restaurants, wine bars, and boutiques such as Ten Thousand Villages, Thread, John Craig Clothier, and Tuni. Gourmet cheese can be found at The Cheese Shop on Park and personalized chocolates at Peterbrooke Chocolatier.



Hannibal Square

BELOW: Dining at Pointe Orlando



Orlando Premium Outlets

(407)238-7787; www.premiumoutlets.com/vineland

There are 150 upscale outlet stores such as CH Carolina Herrera, Joe's Jeans, Roberto Cavalli, Salvatore Ferragamo, Burberry, Prada, and Y-3. Live "La Dolce Vita" by purchasing the perfect Italian accessory at newly opened Marni Outlet or experience the elegance of a true Paris couture salon at one of the only Dior outlets in the world.

Pointe Orlando

(407)248-2838; www.pointeorlando.com

Pointe Orlando features a collection of outdoor shopping, dining, and entertainment options in the heart of the attractions area. Located on International Drive, guests can shop at more than 40 specialty retail stores, including Artsy Abode and Armani Exchange; dine at restaurants like The Capital Grille or B.B King's Blues Club; and enjoy entertainment venues, such as Regal Cinemas and the Orlando Improv Comedy Club & Dinner Theatre.

see/do in Orlando

EXPERIENCE

Gatorland

(407)855-5496; www.gatorland.com

Kids can soar above the gators on the

new Screamin' Gator

Zip Line, carrying them along 1,200 feet of high-flying adventure up to 56 feet high and nearly 30 mph. The experience includes a nature walk through the swamp, five breathtaking zips, and an exciting swinging bridge.



Ripley's Believe It or Not! Orlando Odditorium

(407)351-5803; www.ripleysorlando.com

Ripley's Believe It or Not! Orlando Odditorium is housed in a building that appears to be sinking, as though it fell victim to one of Florida's infamous sinkholes. Explore artifacts, collections, weird art/hobbies, and interactive exhibits in 16 galleries of the odd and unusual from around the world.

The Holy Land Experience

(866)872-4659; www.theholylandexperience.com

The Holy Land Experience re-creates the city of

Jerusalem and its religious importance between the years 1450 B.C. and A.D. 66 through costumed characters, dramatic enactments and high-tech presentations. The living Biblical museum is home to the Scriptorium, a collection of biblical antiquities dating back to 2200 B.C.



The Spa at the Peabody

(407)345-4431; www.peabodyorlando.com

The Spa at the Peabody is the ideal place to discover the ultimate in relaxation. With its spacious sanctuary, peaceful sounds, inviting colors, and soft lighting, it surrounds guests in tranquility. Located on two levels and overlooking the hotel's new

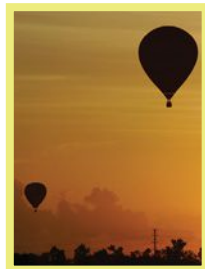
serenity pools, the spa features 12 treatment rooms and offers several signature treatments, including the Mango Ginger Infusionfull-body massage.



Orlando Balloon Rides

(407)894-5040; www.orlandoballoonrides.com

Be delighted as you soar high above the ground on an hour-long flight above the tree-tops, where you will see spectacular sites around Orlando from theme parks to orange groves. The newest addition to the fleet accommodates 24 passengers and is the biggest hot air balloon in the U.S.



Central Florida Zoo & Botanical Gardens

(407)323-4450; www.centrafloridazoo.org

Hundreds of rare and endangered animals including cheetahs, kangaroos, leopards, exotic birds, and 800 species of plants and flowers are on display at this educational zoological and botanical park. Enjoy ZOOM Air Adventures, an aerial zipline experience, where you can explore the zoo from an animal's perspective, the treetops!



PLAY

Hawaiian Rumble Adventure Golf

(407)351-7733;

www.hawaiianrubbleorlando.com

Hawaiian Rumble Adventure Golf features two locations in the Orlando area, one on International Drive and one in Lake Buena Vista. Choose from two challenging Hawaiian-themed courses featuring a waterfall and a \$100,000 musical fountain.

Wet'n Wild Orlando

(800)992-9453; www.wetnwildorlando.com

Wet'n Wild Orlando offers a variety of multi-passenger thrill rides with loads of special effects. The Storm washes riders down a towering chute, swirls them around at high speeds, and tumbles them into a splash landing while DiscoH2O promises a groovy musical raft ride through the '70s. The park is open year-round with heated pools in the cooler months.



LEGOLAND Florida

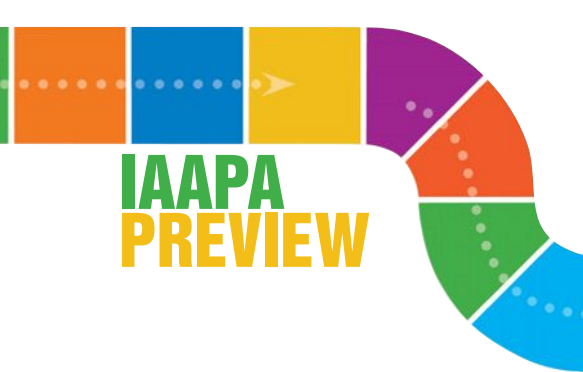
(877)350-5346; www.florida.legoland.com

With more than 50 rides, shows, and attractions that opened in October 2011, including spectacular LEGO models, kids can let their imaginations run wild at lands like LEGO Kingdoms and LEGO City. Travel back to medieval times in LEGO Kingdoms where kids can ride LEGO-themed horses through a number of enchanted scenes or ride The Dragon, a coaster that goes behind the scenes of the LEGOLAND Castle. In LEGO City, kids can live out their dreams in a scaled-down town where they can even get "real-life" driving experience. New this year is LEGOLAND Water Park.

Fantasy of Flight

(863)984-3500; www.fantasyofflight.com

At Fantasy of Flight, kids can let their imaginations soar with hands-on fun at the world's largest collection of vintage aircraft. At the Fun with Flight Center, kids design and build paper airplanes, then set them free to see how far they get through the "fly zone." Or, they can try the state-of-the-art hang gliding simulator to see what it feels like to pilot a hot air balloon.



Exhibitor *List*



Exhibitors of Coin-Op Interest

(Partial list of
IAAPA exhibitors
as of 10/12/12)

A & A Global Ind.	2910	Cost of Wisconsin Inc.	3026
AAMA	1915	Creative Works Inc.	5147
Action Lighting	4708	Deltronic Labs Inc.	2010
Adrenaline Amusements	715, 719	Design Plus Industries Inc.	502
Advanced Asian Amusements	5788	DH Recordings LLC	4484
Adventure Golf Services	4233	Digital Centre America	1038
AllStar Vending	626	Dippin' Dots	3700
Allied Specialty Insurance	3024	Doron Precision Systems Inc.	2652
American Changer	1806, 3664	Eball Intl.	3484
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Astro Carpet Mills	3204	Family Fun Co.	1019
Automated Batting Cages Corp.	2833	Firestone Financial Corp.	1815
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Play Time Toys	1702
PlaySmart Inc.	3040
PLI	409
PopNoggins	440
Precision Dynamics Corp.	2654
Price Chopper Inc.	2742,2935
Primetime Amusements	1303
Pyramid Technologies Inc.	2102
QNC Inc. dba Quik n' Crispy	624
QubicaAMF	406
Quick-Tag (The Hillman Group)	1619
RDC/Ride Development Co.	2624
Redemption Plus	1021
Redempronic	908
Rhode Island Novelty Inc.	2109
S&B Candy and Toy	1808
S&S Worldwide Inc.	5100,7001
Sacoa Playcard System	606
Sega	815
Shelti (Gold Standard Games Inc.)	1703
Simuline Inc.	2715
Skee Ball Inc.	2220
Smart Industries Corp.	1718
Soft Play LLC	3031
Southern Golf	2786
Spider Climbing Inc.	108
State Fair Mini Donuts Inc.	4465
Sterling & Sterling Inc.	4711
Stern Pinball Inc.	1700
Sureshot Redemption	3515, 3615
SUZO-Happ	1818
Sweet Monkey Frozen Yogurt	3482
Team Play Inc.	2006
Toccatà Gaming Intl.	104
TokensDirect	1826
Toy Factory LLC	4208
Toy Network LLC	3017
TrainerTainment LLC	1635
Triotech Amusement Inc.	1040
Universal Space (UNIS)	2209
US Bowling Corp.	635
Valley-Dynamo	600
Venco Business Solutions	103
Virginia Toy & Novelty	626
Wittek Golf Supply Co. Inc.	3126
Wristband Resources Inc.	3029
Zamperla Inc.	2024
Zhongshan Golden Dragon Amusement	603



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These are just five of the words that come to mind on the eve of the International Association of Amusement Parks and Attractions (IAAPA) Expo, which returns to Orlando, Fla., Nov. 12-16.

The IAAPA Expo is a feel good type of show that traditionally has 60 aisles of exhibits that feature all kinds of attractions, games, food, gifts and prize merchandise, debit card systems, high-tech equipment, rides, furnishings, signs, play equipment, computer systems and software, and more.

Over the years the exhibit floor has been home to more and more coin-op companies displaying their latest products and services. The expo is part of the Location Trade Show Program

long institutes, and half-day symposiums are designed to keep attractions industry professionals up-to-date with the latest trends and developments in attractions management.

Peer-to-peer learning will spur ideas for the future in areas such as communications and public relations, entertainment facility operations, emergency preparedness, information technology, food and beverage operations, games, human resources, merchandising, inventory management, and more.

Hot topics include social media, Internet marketing, increasing revenue, training, guest engagement, and industry trends. Nineteen sessions will be translated into Spanish.

Attendees will be able to participate in targeted learning tracks that address specific interests related to certain IAAPA member constituencies, including parks and attractions, waterparks, family entertainment centers (FECs), aquariums, science centers, museums, and zoos.

Daylong institutes offer professional development programs on select functions of attractions management and FEC operations.

Exclusive, behind-the-scenes tours offer hands-on learning at area attractions including Fun Spot USA, Turtle Trek at SeaWorld Orlando, Disney's Art of Animation Resort at Walk Disney World, Legoland Florida, Busch Gardens Tampa, and the Gaylord Palms Resort.

In addition, there will be an accessibility tour of Give Kids The World Village (GKTW), a non-profit storybook

resort near central Florida's attractions where children with life-threatening diseases and their families can enjoy a family vacation.

New this year: a half-day symposium on inflatables and a half-day symposium on incident management. While these are part of the General Interest Education Program, advance registration is recommended. The sessions are free to IAAPA members with expo registration; there is a non-member fee of \$329 for the General Interest Education Program.

Sixteen sessions are dedicated to the family entertainment center (FEC) track. Among the notable speakers are industry veterans Dorothy Lewis of Fun Station Entertainment Group (*Play Meter* columnist), Tim Sorge of Swings-N-Things Family Fun, FEC specialist Ben Jones, Michael Getlan of Amusement Consultants, George Smith of Family Entertainment Group, Sheryl Bindelglass of SherylGolf, Michelle Kapuscinski of Fiesta Village Family Fun Park, and Greg Borman of Palace Entertainment. ▲

I = Inspiration

A = Ambition

A = Advancement

P = Participation

A = Adventure

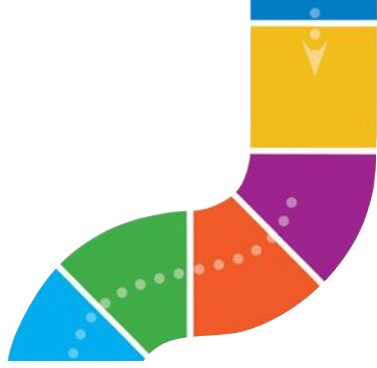
of the American Amusement Machine Association (AAMA), which secures space for its members in a large area. Additional coin-op companies can be found throughout the exhibit floor.

It is noteworthy that many coin-op companies debut their newest products at the IAAPA Expo for the greatest exposure. It's no wonder since the expo usually draws approximately 25,000 visitors.

Attendees are often inspired by what they see and what they can adapt to their market. Bring your ambition and sign up for education sessions that will ensure your advancement in the industry. Participate in the adventure of the IAAPA experience.

Education is a key element on the road to success. There is no better way to further your industry education than by taking advantage of the wide range of seminars offered at trade shows such as the IAAPA Expo.

The expo will feature more than 85 educational seminars. Luncheons, roundtable discussions, behind-the-scenes tours, day-



Education program

Monday, November 12

9 am-10:15 am

Employee Development-Not Just Another Hat

Leaders in the attractions industry must wear many hats. Staffing is one area of your business that requires a "hat always on" approach. Staff help with the group sales or food and beverage problems, help guests decide if they want to come back and visit again, and determine if you get to spend more time at work or at home. This session will explore what managers can do to make staff successful, ways to delegate and develop up-and-coming leaders, and strategies and techniques to ensure development continues throughout the year.

Speaker: Matt Heller, Founder, Performance Optimist Consulting

10:30 am-11:45 am

Redemption Merchandising Strategies

Redemption Merchandising is utilized in attractions of all types, from the smallest FECs and midway attractions to theme parks, water parks, zoos, and cultural institutions. Understanding your customer, selecting the right products, and creating the right visual displays are key planning strategies in managing a successful redemption operation. Join industry leaders as they discuss their strategies and 2012's hottest games and products in redemption merchandising.

Speakers: Gregg Borman, Senior Vice President, FEC Division, Palace Entertainment; Ned Diestelkamp, Vice-President, PGVA Destinations

2 pm-3:15 pm

DIY Promotions: Does the Food Truck Stop at Your Place?

Find out how to host successful promotions at your facility. This session will give you the DIY (do it yourself) tools to adapt tried-and-true promotions from operators who have met success with special events. From the initial idea to completion, attendees will learn the necessary steps to host fun and profitable promotions, including timelines, resources, and marketing plans for each event.

Speakers: Tiffany Quilici, Marketing Director, Wahooz Family Fun Zone, Roaring Springs Water Park, Pinz Bowling Center; Patti Swift, Group Events Coordinator, Fiesta Village Family Fun Park

3:30 pm-4:45 pm

Better Customer Service Through Better Relationships

Delivering quality customer service is becoming more difficult as e-mail and social media direct society further away from relationship building. The relationships your employees form with you, with each other, with your products, and with your customers are all connected. This session, with a keen focus on FECs and small operations, targets the fundamentals of improving business relationships and how executing basic skills and basic techniques well will produce a service culture and standard that sets your facility apart from your competitors.

Speaker: George Fakhoury, President and CEO, GMF Consulting Inc.

5 pm-6:15 pm

Social Recap and Network: FEC Track Rewind

After a full day of seminars, join fellow attendees in this summary session of the day's events. Unwind and network while having access to today's

FEC sessions *at a glance*

Monday, November 12

9 am-10:15 am	Employee Development, Not Just Another Hat
10:30 am-11:45 am	Redemption Merchandising Strategies
2 pm-3:15 pm	DIY Promotions: Does the Food Truck Stop at Your Place?
3:30 pm-4:45 pm	Better Customer Service through Better Relationships
5 pm-6:15 pm	Social Recap and Network: FEC Track Rewind

Tuesday, November 13

Noon-2 pm	Constituency Lunch for FECs: Food/ Beverage Case Study
3:30 pm-4:45 pm	Been There, Done That, Lessons Learned
5 pm-6:15 pm	Get the Most of Your Debit Card/ POS System

Wednesday, November 14

9 am-10:15 am	Game On! Making the Right Choices for Your Arcade
Noon-2 pm	Constituency Lunch for FECs: Parties and Events
4:30 pm-6 pm	Brass Ring Awards

Thursday, November 15

9 am-10:15 am	Internet Marketing 2013: What Mobile Now Means to You
Noon-2 pm	Constituency Lunch for FECs: Roundtable Luncheon
3:30pm-4:45 pm	Surf-n-Turf: The ABCs of H2O in FECs
	Group Sales/FECs: Finding the Golden Nuggets Part 1
5 pm-6:15 pm	Group Sales/FECs: Finding the Golden Nuggets Part 2

Friday, November 16

9 am-Noon	Incident Management Symposium
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presenters for any last minute questions, thoughts or ideas. Plus, get the "Top 5" from the day's FEC track seminars.

Speakers: Ben Jones, FEC Specialist, IAAPA; Michelle Kapuscinski, President, Fiesta Village Family Fun Park

Tuesday, November 13

Noon-2 pm

Constituency Lunch for FECs: Food and Beverage Case Study

Participate in an open forum and examine what works, what doesn't, and what's new. Veteran operators and food service gurus will present a case study of the food and beverage service at Funopolis Family Fun Center, including complete evaluation, before-and-after recommendations, and the financial results of the changes implemented at Funopolis. The case study will lead into discussion with the speakers and members of the FEC Committee.

Note: Advance ticket purchase and expo registration required; must be 18 years or older; includes box lunch and beverage; space limited to the first 150 registrants. Ticket price: IAAPA members \$10 (U.S.); non-members \$20 (U.S.).

Speakers: Chris Seaton, General Manager, Mulligan's Family Fun Center; Ken Whiting, Whiting's Foods; Lenny Freund, Freund's Family Foods; Rick Iceberg, Owner, CJ Barrymore's Sports and Entertainment

3:30 pm-4:45 pm

Been There, Done That Lessons Learned

Join this panel of award-winning operators that will not only share their secrets to success but will also open up about their mistakes along the way. Get the inside track on their "Top 3 Winners and Losers." Learn from the experiences of past recipients of the prestigious IAAPA Top FEC of the World Award.

Speakers: Dorothy Lewis, President, Fun Station Entertainment Group; Michael Getlan, Director of Enthusiasm & Opportunity, Amusement Consultants

5 pm-6:15 pm

Get the Most of Your Debit Card/POS System

Learn how to go beyond the everyday reporting by maximizing the potential functions these systems have to offer from seasoned operators that know how to take their systems to the highest level of use. No matter what system you use at your facility, see how you can implement these tips on getting to know your guests with a simple keystroke. Find out how to use what you already have to creatively market to audiences that presently visit your location.

Speakers: Dorothy Lewis, President, Fun Station Entertainment Group; Gregg Borman, Senior Vice President, FEC Division, Palace Entertainment

Wednesday, November 14

9 am-10:15 am

Game On! Making the Right Choices for Your Arcade

Learn how to make sure your arcade can be exciting and profitable by having the right mix of redemption and video games. Find out what's hot and trending in today's marketplace and how you too can make choices for your venue based on a list of "Top 10 Must-Haves" for all game rooms.

Speaker: George Smith, President, Family Entertainment Group

Noon-2 pm

Constituency Lunch for FECs: Parties and Events

This session will take you on a tour through parties held at indoor and outdoor attractions including FECs, water parks, and zoos. See what the lat-



Sheryl Bindelglass (l) of SherylGolf and Dorothy Lewis of Fun Station Entertainment Group at the "FEC Parties and Events" lunch at IAAPA Expo 2011.

est trends in the party market are just before the "Great Party Debate," where you ask the questions and get responses from three party pros.

Advance ticket purchase and expo registration required; must be 18 or older; includes box lunch and beverage; space limited. Ticket price: IAAPA members \$10 (U.S.); non-members \$20 (U.S.).

Speakers: Robert J. Araza, Director of Marketing and Sales, Mulligan Family Fun Centers; Dave Ellis, Owner, Funhaven; Randi Jong, General Manager, Zoomers Amusement Park; moderated by: Dorothy Lewis, President, Fun Station Entertainment Group.

4:30 pm-6 pm

Brass Ring Awards

Everyone is invited to join friends and colleagues at IAAPA's biggest, fastest growing awards event: the Brass Ring Awards. Be there when IAAPA presents the top honors for excellence in live entertainment, marketing, retail, human resources, FECs, new products, trade show displays, and—new in 2012—food and beverage excellence.

Thursday, November 15

9 a.m.-10:15 am

Internet Marketing 2013: What Mobile Now Means to You

With mobile devices being the preferred method of communication for many people, there are new opportunities to reach targeted audiences. From moms with their cell phones at soccer games planning a weekend of fun to teens interacting with each other and playing games on their phones, you can now reach your audience in the palm of their hand. This session will cover mobile Web sites, mobile applications, mobile advertising, SMS messaging, and emerging new technologies that will keep you in front of your customers.

Speaker: Katie Bruno, Director, wddonline

Noon-2 pm

Constituency Lunch for FECs: The FEC Roundtable Luncheon

Meet the IAAPA FEC Council, and then get ready for a lively discussion as questions, ideas, and challenges flow in a free-form conversation that is sure to stimulate discussion about what works, what doesn't, and how we can all make more money.

Advance ticket purchase and expo registration required; must be 18 or older; includes box lunch and beverage; space limited to first 150 registrants. Ticket price: IAAPA members \$10 (U.S.); non-members \$20 (U.S.).

Speakers: Ben Jones, FEC Specialist, IAAPA; Gregg Borman, Senior Vice President, FEC Division, Palace Entertainment; Michelle Kapuscinski, President, Fiesta Village Family Fun Park; Rick Iceberg, Owner, C J Barrymore's Sports and Entertainment

3:30 pm-4:45 pm

Group Sales for FECs: Finding the Golden Nuggets Part 1

Sheryl Bindelglass of SherylGolf will moderate this interactive discussion led by group sales experts from across the country. Topics will include: landing large corporate clients, developing high volume events, working

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Michael Getlan (r) of Amusement Consultants monitors attendees in a role-playing exercise at the "Dealing With the Public" seminar at IAAPA Expo 2011.




with nonprofits, and developing a group sales department, plus more. Attendees should come prepared to participate and ask questions.

Speaker: Sheryl Bindelglass, President, SherylGolf


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3:30 pm-4:45 pm

Surf-n-Turf: The ABCs of H2O in FECs

Is adding a water attraction to my FEC going to make me money? This session, co-presented by members of the FEC and Water Park committees, will give operators on each side of the wet/dry, go/no-go equation a case study look at just how well traditional FECs can blend with water attractions. Speakers will discuss the planning, critical path process, and development costs, before and after attendance and revenue figures, challenges and lessons learned, and a few unexpected home runs.

Speakers: Kim Davis, RLA, ASLA, President, Davis and Davis Inc., Recreational Planning Consultants; Kyle Allison, General Manager, Andy Alligator's Fun Park and Water Park; Russell Allison, Owner, Andy Alligator's Fun Park and Water Park

5 pm-6:15 pm

Group Sales for FECs: Finding the Golden Nuggets Part 2

Speaker: Sheryl Bindelglass, President, SherylGolf

Friday, November 16

9 am-Noon pm

Incident Management Symposium

Learn ways to better prepare your company for the unexpected when you attend this interactive session on crisis incident management. Experience crisis decision making in a dynamic setting, and learn best practices on incident management, command structures, critical response teams, and maintaining essential business operations. The session will include a simulated crisis disaster scenario where attendees will participate, make decisions, and begin to adapt these best practices to your unique company needs. (Not open to the media).

Speakers include: Edward Gabriel, Principal Deputy Assistant Secretary for Preparedness and Response, Department of Health and Human Services

Register to reserve your seat. There is no separate fee. While this symposium is part of the General Interest Education Program, space is limited and advance registration is strongly recommended. The General Interest Education Program is free for IAAPA members or \$329 (U.S.) for non-members. ▲



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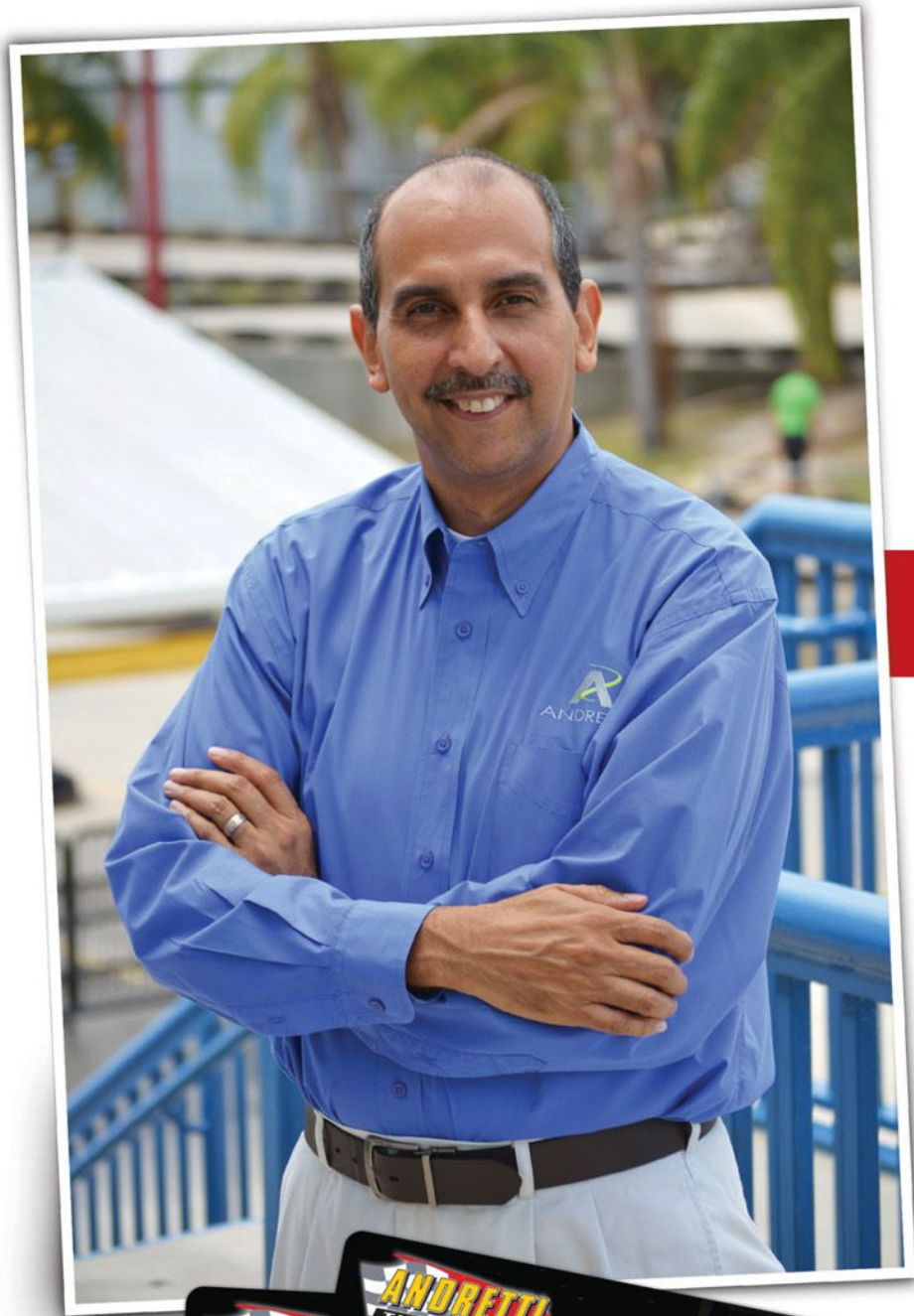


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Eddie Hamann, Managing Member

Andretti Thrill Park, Melbourne, FL

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10

second
interview
with...

Damon Paramore, Sales Manager at Betson Texas, has been working in various segments of the industry for many years. He lives in Dallas, Texas, and enjoys riding motorcycles in his spare time.

My first job was:

in this industry, working for Putt Putt Golf & Games.

My favorite type of music is:

rock n' roll.

I wish I had the nerve to:

say "NO" to my daughters

If I were invisible:

I would go streaking in Central Park.

If money and time were not obstacles, I would:

ride my motorcycle around the world and then go snow skiing in every country that had snow and mountains.

One word that describes my personality is:

adventurous.

The best advice I ever got was:

never quit, never give up.

My favorite TV show is:

I like to watch the news.

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

Elvis Presley or John F. Kennedy or maybe Chris Brady from LAI Games.

My most cherished inanimate possession is:

my motorcycle.



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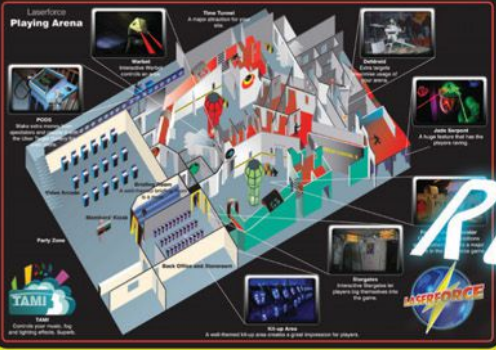
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...To learn and have some fun, too!" Members of Class XIV

...To help make me a better operator." Larry Elbert, Cedar Rapids, IA

...To tell my friends I attended school at Notre Dame!" Sal Cifala, Newton, MA

...Because I believe it's important to invest in continuing education." Dale Lazar, Pittsburgh, PA

...For the personal and professional friendships that last a lifetime." Marion Paul, Gatlinburg, TN

...With my spouse to share in all the program has to offer." Donna and Gary Brewer, McMinnville, TN

...To network with people who face the same challenges I do every day." Mary Lavine, Madison, WI

...Because there is simply no other program like it in our industry." Vince Gumma, Elk Grove Village, IL

...Because I believe in challenging myself to get outside of my comfort zone." Phil Juckem, Tampa, FL

...Because I saw how many successful operators had gone through the program." Brenda Daniel, Tampa, FL

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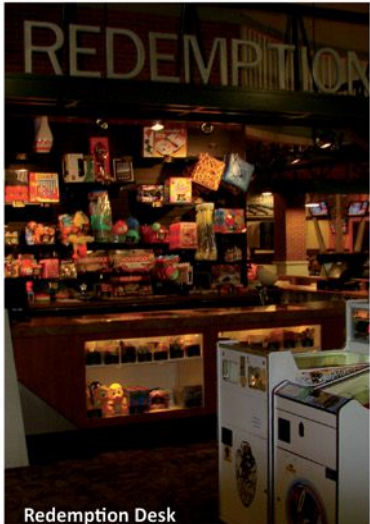
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Vision **for the future**

Member benefits and association goals were a top priority at this annual gathering of the Amusement and Music Operators Association (AMOA).

The atmosphere was filled with spectacular mountain views, tranquility, and beauty for the 85 attendees who came to the Amusement and Music Operators Association (AMOA) 2012 Mid-Year Board Meeting Sept. 21-24 at the Westin Riverfront Resort & Spa in Avon, Co. The host facility is situated at the base of Beaver

Creek Mountain in the center of the Eagle River Valley.

Operator committee members attended meetings aimed at promoting the coin-op industry and their 1,150 member association. Andy Shaffer of Shaffer Services, AMOA President, greeted his guests with a warm welcome at the opening cocktail party and

invited everyone to enjoy the meeting's three-day agenda.

Special to this year's meeting was the presence of Steve and Mary Jo Shaffer, Shaffer's parents, along with his two sons David and Drew Shaffer. For the past year Shaffer and AMOA's Deputy Director Lori Schneider worked together to make this year's

event memorable. His personal involvement in the planning of the event reflected a relaxed and casual mood.

Attendees and their spouses were invited to participate in outdoor activities relevant to the area. Hiking, white water rafting, fly fishing, golfing, and jeep tours highlighted participants' free time.

The mission of the Board of Directors at this event is to focus on a vision and the goals for furthering the association and enhancing its member benefits. Jukebox promotion, membership programs, AMOA charities, and state association membership dominated the committee meetings.

The meeting was also the occasion to introduce the new leadership that will take the reins of the association for 2013-14. Principal officers: President, John Pascaretti of Pascaretti Enterprises in Michigan; First Vice President, Bobby Hogin of Hogin Amusement Co. in Tennessee; Treasurer, Jerry Johnston of Amusement Unlimited in Oregon; and Secretary, Gaines Butler of Metro Distributors in Georgia.

The Class of 2016 Vice Presidents was also announced: Marty Murin of Rainbow Falls Video Service in New York; Tony Paszkiewicz of Columbia Amusements in Maryland; and Greg Trent of Beyer & Brown in Florida.

Following are highlights of the committee meetings:

Industry Promotion/Jukebox Promotion: Starting next year there will be one committee instead of two separate committees. The merged committees will become the AMOA Promotion Committee, which will promote and provide educational information about the AMOA, its members, and its products.

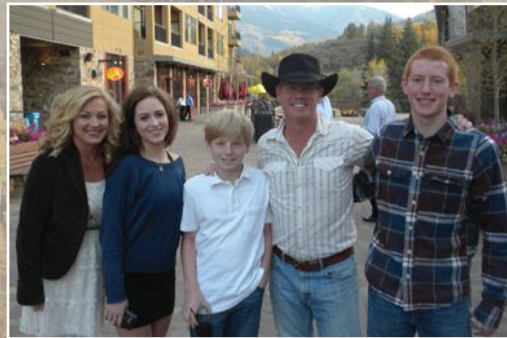
Committee members shared their views on the St. Baldrick's jukebox poster promotion. Phil Juckem of All Brands Vending commented, "This is an incredible membership promotion opportunity." He placed posters on his jukeboxes, made a big deal of it, and it was a great promotion for him.



From left: Brandon Hedley of Rich & Junnie's Coin, Brenda Daniel of Ideal Music & Games, Natalie and Tim Carson of Amusement Services, Tracy Ferris of A&M Amusement, AMOA Deputy Director Lori Schneider, Larry Hillmire of Stanton Automatics, and Tony Paszkiewicz of Columbia Amusements.



Mary Lavine of Bullseye Games and Larry Elbert of Camden Amusement.



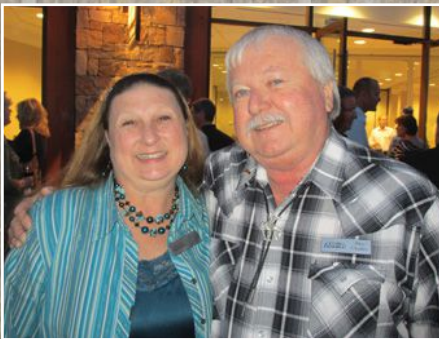
From left: Carol Ann Lally and Jessica Longacre of Play Meter with David Shaffer, AMOA President Andy Shaffer, and Drew Shaffer.



Lori Schneider, AMOA Deputy Director, and John Margold, AAMA Chairman.



Emily Dunn of Tom's Amusement Co. and Russ Mawdsley of Russell-Hall.



Aletta and Alan Chaffee of A.A. Amusement.



Immediate Past President Donovan Fremin (l) and AMOA President Andy Shaffer.

MID-YEAR MEETING



Toasting, (l-r): Lloyd Williamson of Williamson's Amusements, Larry Hilimire of Stanton Automatics, Bruce Duncan of Future Targets, Dale Lazar of H. Lazar & Son, Phil Juckem of All Brands Vending, Gary Brewer of Brewer Amusement Co., and AMOA President Andy Shaffer.

"Locals were excited and even shaved their own heads," Juckem said. "This brought in the TV stations and they in turn promoted the industry with their coverage."

Last year members and non-members were encouraged to opt-in to the program by donating one cent per jukebox play to the foundation. A total of 126 operators raised \$15,000 in one week. They then explored all avenues to promote the program. The committee decided to approach the St. Baldrick's Foundation and ask for a promotional presence on the foundation's Web site. Jukebox manufacturers will continue to be involved in the next promotional campaign.

Membership: AMOA's yearly fall mailer reinforces membership; it includes a letter from the president along with information on AMOA's work with state associations; CD jukebox license discounts; the Amusement Expo; Washington, D.C., representation industry interests; the Wayne E. Hesch Scholarship Program, the association's volunteer leadership; and the AMOA-National Dart Association (NDA) league system.

The AMOA Web site shares information on industry issues, the St. Baldrick's Program, the AMOA PAC fund, the Wayne E. Hesch Scholarship application, and the membership directory.

The AMOA has presented three successful member Webinars so far this year on the topics of prize merchandising, social media, and bill acceptors. New topics for the future were discussed, among them crane strategies, route software, increasing jukebox revenues, contests, and tournaments.

These monthly Webinars are free to AMOA members and a non-member charge was discussed. One of the goals is to encourage non-members to join the association. If implemented, a Webinar charge for non-members would go towards membership dues. Webinar guidelines were also discussed. Webinars are becoming a valuable educational asset for AMOA.



In the Western spirit, (l-r): AMOA President Andy Shaffer, Carol Lally of *Play Meter*, and Dr. Ernest Milner.



Donovan Fremin (l) of Delta Music and Vince Gumma of American Vending Sales.



Kimberly and Chi Babich of Game Exchange of Colorado admire the fall colors.



Vickie and Chip O'Hara (l) of Midwest Coin Concepts.



Carol Ann Lally and Jessica Longacre of *Play Meter* visit with Mary Jo Shaffer.



Brian Lee of Automatic Coin Vending and Holly Wolfe.

The committee is working on its discount program with possible advertisers as an invitation to participate in a coupon program. This is a big value for AMOA members and is an incentive for membership.

The last time AMOA membership dues were increased was in 2007. Presently dues are based on the number of full time employees in a company. The value of being a member of AMOA is the same no matter how big or small the company. A flat dues rate was discussed as a possible alternative to the current structure as a means of increasing membership.

Hesch Promotion: The Wayne E. Hesch Raffle, which raises funds for eligible students, had sold \$10,550 in ticket sales by mid-September. This memorial scholarship program is named for the late Wayne E. Hesch, AMOA President in 1979. The raffle's grand prize, to be given away at the Amusement Expo 2013 in Las Vegas, will be a 2013 Dodge Charger worth approximately \$26,000.

Innovator Awards: The objective of the Innovator Awards is to recognize the efforts of manufacturers and suppliers in bringing exciting new products to market for the coin-op entertainment industry.

It also creates and perpetuates a truly elite, coveted honor. Winners of this award are recognized at the AMOA Breakfast and Annual Membership Meeting during the Amusement Expo. The committee spoke of the award's objective, criteria, application form, and judging process. Possible changes were discussed but it was agreed that the focus of this award is on innovation and there would be no changes made.

State Associations: The AMOA gathers yearly for the Council of Affiliated States Meeting. Attendees have the opportunity to learn about what is happening in other states, to network, and to share ideas and common concerns.

State association representatives and volunteer leaders from states that do



From left: John Pascaretti of Pascaretti Enterprises, Bobby Hogin of Hogin Amusement Co., Jerry Johnston of Amusement Unlimited, Gaines Butler of Metro Distributors, and Lloyd Williamson of Williamson's Amusements.



Brian Glasgow (l) of W.T. Glasgow Inc. accepts an AMOA plaque of appreciation in honor of his father, Bill Glasgow, from AMOA President Andy Shaffer.



AMOA Deputy Director Lori Schneider (l) wishes AMOA Programs Manager Maggie Kapinos a fond farewell. Maggie is leaving AMOA to spend time with her family.



David Shaffer (l) sings The Beatles' "Let It Be" with Shane Wilson on guitar.



From left: Natalie and Tim Carson of Amusement Services, AMOA Executive Vice President Jack Kelleher, and Reeda and Jeff George of Wyoming Amusement.





Mary Jo and Steve Shaffer of Shaffer Distributing Co. share a dance in their honor.



Committee members at work.

TOKENS

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Three generations of the Shaffer family, (l-r): Steve Shaffer, David Shaffer, Drew Shaffer, Mary Jo Shaffer, and AMOA President Andy Shaffer.

not have active associations are invited. The 2012 state meeting drew 69 attendees representing 27 states and recorded the highest amount raised in sponsorships to date.

David George of Bell Music in Ohio is the program leader for the 2013 meeting. George will focus on lobbying, among other topics. The 2013 meeting is set for Feb. 7-9 at the Marriott Riverwalk in San Antonio Texas. The theme is "Powerful Partnerships Building a Strong Industry Through Collaboration."

In the past AMOA reached out directly to individual operators to encourage participation in this meeting; plans for the 2013 meeting will leverage state association relationships as outreach instead.

The state outreach leader is Gaines Butler of Metro Distributors in Georgia; his goal is to have more than 30 states represented. Chip O'Hara of Midwest Coin Concepts in Minnesota is the sponsorship leader who will motivate his team and bring in more sponsors. Sponsor levels will be raised to generate more revenue, which will be used for recruiting new members and assisting new associations.

Expo Education: The education program at the Amusement Expo is a valuable benefit of AMOA membership. Dale Lazar of H. Lazar & Son commented, "A free education component is very powerful to the growth of the show."

Time allocation, seminar topics, and the overlapping of seminars were reviewed. The list of possible topics for the Amusement Expo 2013 includes:

Survival: Operator Roundtable, Social Networking, Self-Redemption, Crane and Redemption Upkeep, ATM 102, and Networking the Location.

The Operator Roundtable is a popular session and should be one of the longer running sessions. The committee hopes to bring more redemption and family entertainment center (FEC) attendees to the show.

PAC Fundraising: The political action committee reviewed options to garner more funds needed to continue being politically pro-active. New this year will be an item giveaway to PAC contributors, to be announced at the AMOA Breakfast and Annual Membership Meeting during the Amusement Expo 2013.

Michael Zolandz of SNR Denton, AMOA's Legislative Counsel, offered advice on PAC fundraising legalities. He also spoke about the November elections and the impact of those results on the coin-op industry.

In addition to the board members, the association invited American Amusement Machine Association (AAMA) President John Shultz and AAMA Chairman John Margold to attend the discussion forums.

Also in attendance: Brian Glasgow of show management firm W.T. Glasgow Inc., which will manage the Amusement Expo 2013, as well as three more years. Glasgow accepted an award of appreciation presented by AMOA to his father, Bill Glasgow Sr., for his many years of not only managing coin-op trade events, but also promoting the industry. ▲



Coast to Coast
ENTERTAINMENT

By Bonnie Theard

is a multi-faceted company

If you are looking for cranes, video games, redemption games and tickets, merchandise mixes, and holiday plush, you need make only one stop: Coast to Coast Entertainment.

The Seyreville, N.J., company, makers of popular cranes such as Hot Stuff,

Toy Taxi, Prize Xplosion, and Rock-n-Roll continues to expand its product offerings, along the way garnering two consecutive Innovator Awards from the Amusement and Music Operators Association (AMOA) presented at the Amusement Expo 2011 for the Stage 1

COVER STORY

Controller Board and at the Amusement Expo 2012 for the Stage 2 Controller Board.

Play Meter caught up with company principals Gary Balaban and John Maurer for an update just as they were getting ready for a business trip to China.

Looking back on your company's history, what were the major milestones along the way?

The biggest milestones were when we had a really good product that was well received by our customers. For instance, when we released our licensed games, Betty Boop and Elvis coin pushers, along with The Simpsons Stomp game, we received such an overwhelming reaction and sales beyond our expectations.

Other milestones would be when we entered the distribution sales arena from our starting model as a direct sales company, along with one last feather in our cap as the OEM crane supplier

for two other major companies in the U.S.

Coast to Coast made its name with cranes. However, the company has a good habit of expanding into new categories of entertainment. What was the catalyst to enter the video arena with Friction and ReRave Arcade?

John and I are always looking to expand our brand wisely. When we see something of value we explore the possibilities of adding it to our lineup of products. With Friction and ReRave we saw the opportunity to add two games that could meet the needs of our customers.

Photos from top left:

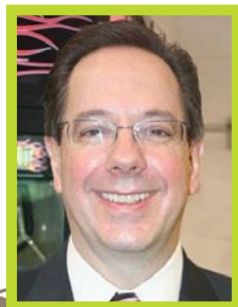
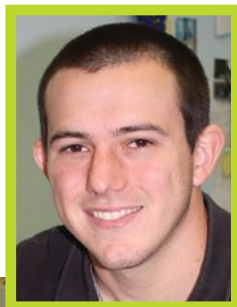
Gary Balaban, President

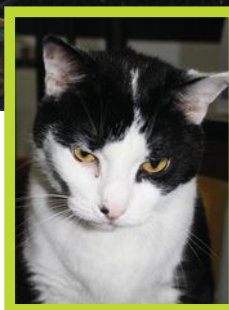
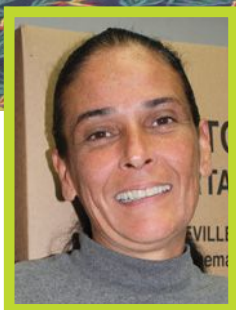
John Maurer, Vice President

Mike Mack, Sales

Jim Chapman, Sales

A well-rounded game room at a Coast to Coast location.





Photos from top left:

The well-stocked redemption counter at a Coast to Coast location.

Heather Williams,
Plush Merchandise
Manager

Paul "Chuck" Skroczyk,
Head Technician

Don Bailey
Warehouse Manager

Flash, company
mascot, keeps an eye
on quality control.

We have added redemption games, merchandisers, coin pushers, redemption tickets, and other products to our line over the years. We do not want to be one-dimensional because our industry has so many layers.

Has the success of these two games encouraged you to pursue more video titles?

We are always searching for new opportunities. With our success in branching out, more companies are coming to us with their ideas. Video is an interesting segment of our industry.

There have been some new developments with companies marketing games that were popular apps. Some have proven successful while others did not translate well into our market. We will continue to keep our eyes open and move cautiously with video titles.

How often do you travel to China to meet with factories that supply

your prize merchandise?

We travel overseas three to five times a year. It is important for us to be there to see our products through their development cycles and to continue to build on our relationships there. We are fortunate to work alongside some great companies. As our relationships grow and evolve our products continue to get better.

How much input do you have in the design of the prize merchandise?

We have complete design control of our regular plush line. We work with the designers from start to finish on every little detail. For the other items we sell, like electronics and toys, we generally buy from key suppliers overseas and domestically and use the items they already have with no changes.

What are some of the new merchandise items we can look forward to seeing soon?

We are heading overseas to visit some factories and meet with some suppliers to see what they are working on for 2013. At this time we are going



The front of Bev & Wally's Arcade in Keansburg, N.J., a Coast to Coast location.

to have to be like the rest of the world and wait to see what takes off and what does not.

Are your machines still manufactured in Asia? What are the benefits?

We continue to manufacture in Asia. There are many cost benefits to making our items in Asia. Along with those benefits there are still many problems we deal with on a day by day basis.

Manufacturing in Asia is not for the week hearted. Language barriers and translation difficulties cause a lot of problems for most people working overseas. Working in Asia we are constantly faced with the answer of "yes" when a question is asked. As Americans, we interpret this as "yes, we can do that." But more often than not the "yes" only means they heard you and acknowledge the thought; not necessarily that they can comply with the request.

Another phenomenon, known as "quality fade," shows up constantly whereby the quality of any given item slowly decreases over time until, and if not caught, will result in something unusable.

To combat these issues we work with a company in Asia that has some one near the factories we use. The goal is to monitor and prevent these things from happening, in most cases even before we see them.

This company has been with us for five years and knows our products and our standards. They are our eyes and ears in Asia. They check everything one by one before it leaves the produc-

tion facility and before it gets loaded into a container for us. This relationship adds some cost to the items we bring in, but it is by far worth it.

Do you still try to use off-the-shelf parts in your games, such as motors and power supplies, to help customers with game costs?

We are constantly looking to design our games to be as easy to work on as possible. Being owners of three locations, we understand how important this is. We are also very cost conscious when we develop a game. Pricing your products properly is vital to the success of our sales. We are a very value-

driven company and we want to make sure we are doing everything we can to price our games with the operator in mind.

The IAAPA Expo is right around the corner. What equipment do you plan to have at the expo?

We plan to have from two to four new games for the IAAPA Expo. We have yet to announce the titles or anything about them, so stop by the booth to check them out.

How important is the IAAPA Expo to your business?

The IAAPA Expo is a very important show for us. We have been fortunate enough to have won a few awards in recent years and it gives us a great opportunity to showcase our entire line of games and products. The IAAPA Expo is a key show; it sets the tone for the coming year for us.

What role does social media like Facebook and Twitter play in your company today?

Social media has been a key part of our marketing plan. We are able to

Just the ticket

Coast to Coast Entertainment's line of redemption tickets is made from virgin paper with a glossy finish, which makes them virtually dust-free.

"We wanted to bring our customers a very high quality ticket and one that does not make a mess inside their games," said Jim Chapman, Sales Manager for Coast to Coast.

He explained, "We look at redemption tickets as another way of showing off the location's brand. Redemption tickets are also a very important tool for a location to show their customers that every prize in the redemption counter is obtainable. In many locations the redemption tickets are taken home and saved for higher end prizes so why not have a great looking ticket advertising your location in the best possible way."

Custom tickets and generic tickets are available. "Many of our customers have opted for a custom ticket that sets off their brand in a very desirable way," said Gary Balaban, President of Coast to Coast.

He added, "We have done some very cool four-color tickets for our customers and they love that their logo is on every ticket coming out of their games. We invite everyone to stop by our booth at the IAAPA Expo to see what we are capable of doing for them on their tickets." ▲



Stage 2 Controller Board

show off what we have in the way of products and other services quite rapidly. Each month we see better results from our social marketing efforts. As more and more of our customers embrace this medium the better we will be able to show the strengths of our company. It is a real tool for our success in both manufacturing and running our arcades.

Do you still own arcades in Keansburg, N.J.? Does operating equipment continue to provide valuable insight into what your customers experience in the field?

We still have two arcades in Keansburg, N.J. Four years ago we opened a third arcade, this one in Seaside Heights, N.J., also on the boardwalk. We still think that there is no better way to fully understand this business, and what the players want and how they react to a new game or piece of merchandise, than by operating an arcade.

Nothing in the world can duplicate the experience. Engineers and designers can make the best looking and playing game in the world in a factory, but until you put it out there and see if players are going to put their money in the game and even play it again afterward, you won't know if the game is a hit or not.

What are the biggest changes you've seen in the industry since you started the company? Is the public more demanding today?

The biggest challenge is that so many of our customers just do not have any more money to buy new games. They might buy two or three games per year when they want and need to buy five or 10 games per year and trade in the old ones.

We have worked, and continue to work with a few finance companies to help fix this problem. This was a good move for us and it lets us get more new equipment out there to those who need it.

Operators have embraced

The Stage 2 product was designed to help the route operator maximize the performance of any and all games on their route. With this system the operator can monitor up to eight different functions on any game they put the Stage 2 product on. This allows the operator to know exactly what is happening with each game 24 hours a day.

Following are some of the ways Stage 2 can be utilized:

- With Stage 2 any merchandiser can alert the operator when a prize is won. For example: If a major prize is won at noon on a Thursday, the operator will receive an alert so he knows that a major prize was won and can plan to service that unit in time for the weekend.

- You can set Stage 2 to monitor the number of prizes won on a crane and send an alert so you know when to refill the crane to maximize its revenue.

- For redemption games Stage 2 can send an alert when the games get low on redemption tickets, assuring the games do not run out of tickets. You can then notify the location that it needs to add tickets.

- Stage 2 can send an alert when your dollar bill acceptor (DBA) is almost full, providing the ability to collect on the DBA before it stops accepting bills.

- With Stage 2 you can evaluate the performance of your cranes and merchandisers before you send your route personnel on their normal calls, thereby saving time and money.

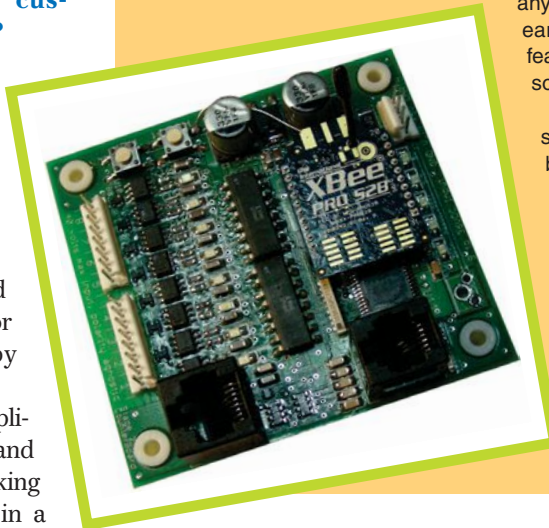
- Stage 2 can also show what may be wrong on a game so your route personnel can bring the correct parts before they make the service call.

- Stage 2 can monitor each and every meter on any game, giving you an accurate account of the funds earned by each game. The system has an account feature where you can see what every game makes so the funds returned match the funds earned.

- With Stage 2 you can monitor your changers to see if a location needs a refill during a particularly busy time period.

- Stage 2 will report alerts to your office computer, laptop, and smart phone.

The Stage 2 system can be used on any video, crane, merchandiser, changer, vending machine, and redemption game. An operator can monitor one, two, or all games in any location. With Stage 2 the operator can better manage each location and get the most out of each visit to their accounts. Installation is easy; set up time is under five minutes per game. ▲



redemption in large numbers in recent years. Do you have any advice for operators looking to add to or upgrade their redemption offerings?

Redemption is one of the keys to our industry's success. With redemption you offer your customers something they can't do at home. It seems everyone has a smart phone, a tablet, and a computer to play games on.

Redemption is interactive. It allows families and friends to play along with each other and win prizes. The best advice I can share is to keep your redemption fresh. Keep it clean and get to know the proper payout of tickets for each game. When you run your redemption games correctly you will see a great increase in your revenue. In our arcades we are constantly monitoring the payout to ensure our customers are

winning enough tickets to build value.

We are also constantly looking for great products to put into our redemption counters, cranes, and merchandisers. If we keep a close eye on these two segments we will create great excitement for our customers and they will keep coming back for more.

Do you still get input from your children and the children of your staff on your products?

We are always talking with our kids, employees, and customers. We found over the years that you can learn so much by asking questions and then listening. People will tell you what they want if you show them respect and ask for their input.

For more information on Coast to Coast, call (800)224-1717; Web (www.cranemachines.com). ▲



Josh and Zach Sharpe

The cornered critics review two games. One company tries its hand at redemption while another introduces a new twist on an old favorite.



Pirate loot and X-Games to boot

While we'll have plenty to say on the pinball front about October's Chicago Pinball Expo in our next column, we had to briefly give our condolences to the *Play Meter* staff on behalf of their beloved Saints.

With a less than stellar 0-4 start to the NFL season, things are not looking so peachy. Not to point out statistics, but of the 113 teams to start the season 0-4, only three have recovered to make the playoffs. The Sharpe households on the other hand have a little bit more to be optimistic about with the Bears...for now. We'll see how positive and optimistic we are come January, but we digress.

Back to brass tacks, for this month's column we will take a look at Team Play's first redemption game on the market, *Pirate's Booty*, and a new racing game from Raw Thrills called *Winter X-Games SnoCross*.

PIRATE'S BOOTY/ TEAM PLAY

We love seeing new companies take that step forward and put out new equipment for the first time. Team Play took that step with its first redemption game *Pirate's Booty*.

Analysis: Available in redemption and merchandising models, *Pirate's Booty* can be set-up in several different ways depending on which version is purchased. There is a spinning version where the cabinet has a yellow wheel on front where players spin to try and land on the highest ticket amount possible.

There's also the "Action Pathfinder" version that is more similar to a stop-the-light game through interactive play on the high-definition monitor. In this

case, players try to avoid giant apes, krakens, and cannibals in a quest to win the "treasure of tickets."

Pros: As you can probably already tell from the analysis, one thing in *Pirate's Booty's* favor is the sheer variety of ways to play it. Players might walk upon different versions of the game, but depending on how they are set-up, there's a different experience awaiting their coin drop.

In addition, the visuals look fantastic on the giant high definition LCD monitor. Furthermore, the overall cabinet design and set-up is extremely elegant with backlit 3D graphics on the artwork, not to mention the yellow wheel on the spinning version. Everything ties in very well to the pirate theme.

Cons: We really only have two cons with *Pirate's Booty* and one of them is solely opinion based. If this game were to have come out three or even four years ago, we feel the timing of a pirate-themed game would be that much stronger. "The Pirates of the Caribbean" movies were huge hits, but it also feels like a been-there, done-that theme, at least to us.

We feel the timing of this game isn't working in its favor without any new pirate movies on the horizon. The other thing we wish Team Play incorporated more was a bigger presence of sounds and visuals. While it is much better than in its original form, we feel that with sounds and visuals in redemption games, more is generally better.

Overall: We feel Team Play has done an admirable job with *Pirate's Booty*. The fact that there are so many options to choose from for operators is a huge plus. The more options an operator has at his/her disposal, the more they can customize and set their game for optimal earnings.



Perhaps it's the rapid game play of the "quick hit" version, or maybe the game earns better with the wheel, only time will tell. The fact that Pirate's Booty can essentially be a slightly different game at any given time can only help its longevity on location, offering players a changing and unique experience.

Besides our gripe of the overall pirate-theme, we would love for future games in Team Play's stable to incorporate even more excitement. Entertainment value added to your ticket count only enhances a gamer's experience and we feel there is definite room for improvement in Pirate's Booty.

Overall Rating: ★ ★ ★ 1/2

X-GAMES SNOXCROSS/ RAW THRILLS

Taking a break from the road, dirt, and water, Raw Thrills ventures into territory not seen in quite some time...the snow! Let's check out Winter X-Games SnoCross.

Analysis: Similar to how Raw Thrills took the old Midway racing game Hydro Thunder to the next level with H2Overdrive, the same cosmetic facelift/comparison could be made with its latest piece to hit the market.

In place of Hydro Thunder, we are introduced to a newly updated Arctic Thunder that is branded with the Winter X Games license. Comparable to the latest racing games coming out of Raw Thrills' stable, the game comes in two versions (standard and deluxe). From a game play perspective, players can choose from six different racers and seven unique racetracks, ultimately having the ability to link up to eight units for competitive head-to-head play.

Pros: Besides the obvious positives of the visuals, sounds, action, and cabinet design, along with the fan blowing air in your face, we have to point

out one of the more unique features on this game, the QR code implementation.

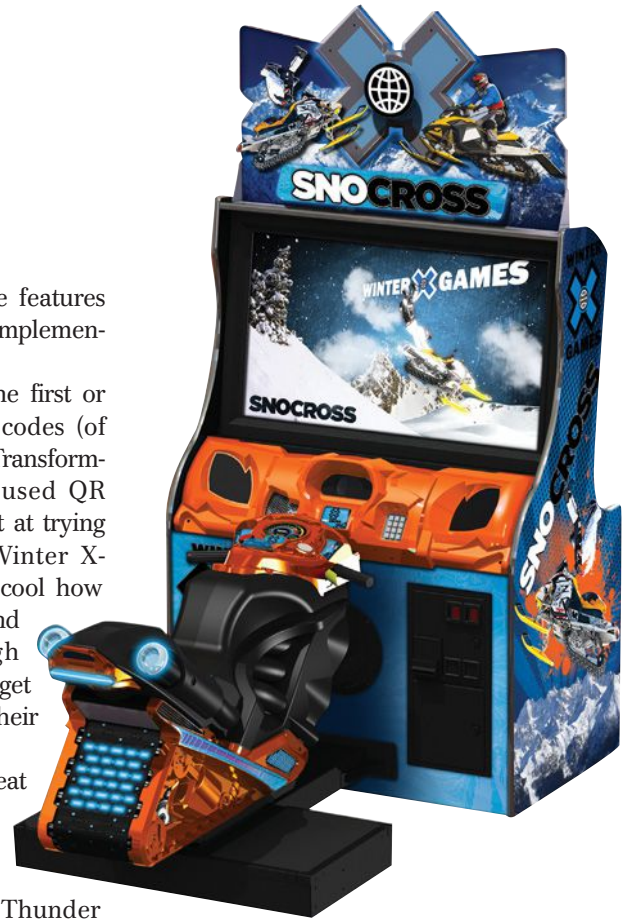
While it's certainly not the first or last company to use these codes (of recent note, Stern Pinball's Transformers machine aggressively used QR codes), we applaud the effort at trying to implement them into Winter X-Games SnoCross. It's really cool how players can scan the code and post their respective high scores on social media, and get more entertainment out of their playing experience.

Cons: A sign of a truly great game is when we're picking tooth and nail over the "cons" section, but we'll certainly try our best. Arctic Thunder seems to be one of the more popular racing games that we're still seeing on location these days, and this does put even more pressure on SnoCross to make sure it's earning enough to justify its purchase, rather than continuing to ride the earnings of Arctic Thunder into the sunset.

The good news is that Raw Thrills has had plenty of practice fighting this battle, convincing operators to put in Fast & Furious games where their Crusin's were, or more recently replacing those Hydro Thunders with H2Overdrives.

Overall: Raw Thrills provides us with a similar broken record. Fortunately, this broken record is an extremely successful and smart strategy that Winter X-Games SnoCross will undoubtedly take to the bank.

Similar to how the company was able to convert H2Overdrive into a fantastic new water racing game, they have raised the bar with this update on the winter racing genre. Besides being a complete blast to play, the tim-



ing of this license and game could not be any better.

With the real Winter X-Games coming just around the corner, visibility and awareness will be at an all-time high on location during these winter months. It will also be interesting to see how many players will take advantage of the QR code system once it's in the wild. In general there haven't been too many successful case studies on the implementation and use of these codes, and it'll be interesting to see the data on usage/effectiveness moving forward.

Overall Rating: n/a

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types.

10 easy tips for Facebook marketing

1 Completely fill out your Facebook profile

By not having a completed profile, you might have a potential fan or customer leave your Facebook page due to lack of information. Provide a complete description of what your business is all about with an easy way to contact you, including your Web site or other social media.

2 Always write back

Service, service, and service. This should be embedded in every business owner's mind. It might be tough to respond to every post, but operators and distributors with smaller companies have no excuses. Even if you just "like" a fan's comment, that acknowledgement could turn someone from a fan to an advocate. If someone writes a negative comment on your page, address it immediately, just like if you received a complaint in a face-to-face conversation.

3 Don't oversell

The worst thing you can do is oversell. This is a definite way to annoy your fans. More sales-like posts don't always equal more sales. Try and find the right mixture of selling your product and being personal and entertaining.

4 Moderate spam and negative comments

When someone arrives on your page and sees a comment that is too negative or damaging, you can remove it. Quickly respond to anything negative, and hide spam. First impressions make an impact.

5 Focus on interaction, not just "likes"

The number of people who "like" your page doesn't mean anything. In most cases, the pages that have the most likes are companies with the biggest advertising budgets for fan acquisition. But, spend time and interact with the people who leave comments or share photos.

6 Keep it short!

Your Facebook fans don't visit your page to read a novel. Make your content easy to consume. For example, add a one-liner to a photo. You'll get more engagement when you keep your posts to fewer than 250 characters (per Facebook restrictions).

7 How many posts?

There isn't a single answer to the controversial question, "How many X times per week should I post?" It varies from business to business. I'd recommend two to three times a week.

8 Know the guidelines about cover photos

Please read the Facebook guidelines about their rules and regulations for cover photos. Don't let your page be out of compliance and risk the chance of being shut down. It's not worth losing all you've put into your page.

9 Always ask yourself, "Does this post benefit my fans?"

Please, please, please ask yourself this question before you ever hit the "post" button. Will they be entertained? Will they gain awareness? Will they be pleased or laugh when they see this? If you can't answer yes to at least one of these questions, rethink your post and try again.

10 Be personable!

Your replies to comments and posts from your fans should read as if you were having a personal conversation. And, sign your comment or response with your name, it adds the human touch! ▲



Wes Romine is the Owner of A(Wes)ome Media, a company dedicated to helping small businesses use social media to their advantage. Romine has been an industry member for over 11 years. He got his start in the industry working as Director of Social Media Sales for Ecast. He can be reached via e-mail at (wes@awesomemedia.biz).

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web: www.cesweb.org

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January 29-31

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Westin Savannah Harbor Golf Resort
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AMOA Council of Affiliated States Meeting
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San Antonio Marriott Riverwalk
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March 20-22 PM

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web: www.nbva.org

March 19-21

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tel: (800)489-8324
web: www.pizzaexpo.com

March 19-21

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Las Vegas Convention Center
tel: (888)692-2066 (attendees)
e-mail: jhoivik@guestex.com
web: www.ncbshow.com

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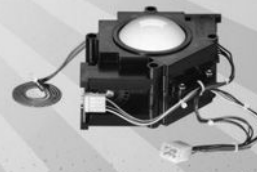
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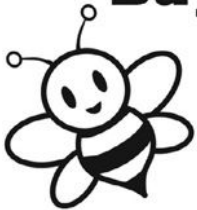
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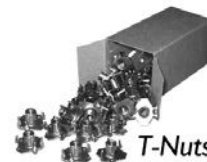
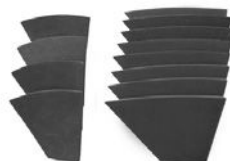
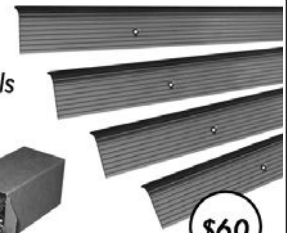
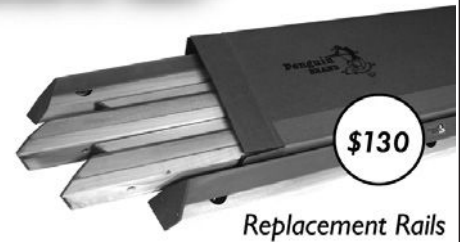
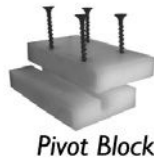
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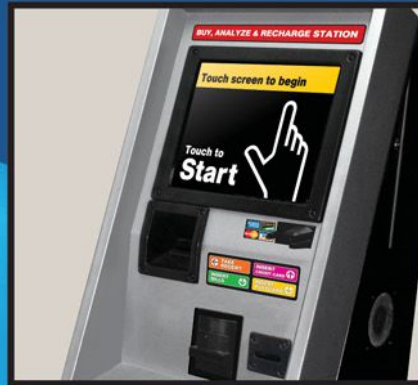
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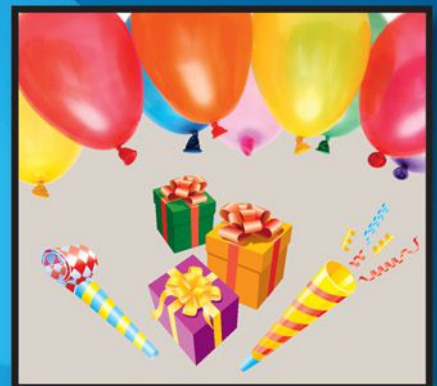
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