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# play *"The Operators' Choice"* METER

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The best meeting of the year, and my favorite meeting, just took place: the Amusement and Music Operators Association (AMOA) Council of Affiliated States Meeting held Feb. 10-12 in Tampa, Fla. While this meeting is traditionally set in a warm climate, the true warmth comes from those who attend.

Industry leaders came from 24 states with the goal of sharing challenges, learning from each other, and returning to their home turf with fresh ideas on how to tackle common problems. In the process they gained a new perspective on the current status of the industry.

This meeting is truly a forum for a free exchange of information. Where else can you access this much data packed into a short time frame? The clearest minds in the industry were ready to share stories of their battles, near misses, close calls, and often successes in blocking oppressive legislation.

If you want to know the pressing issues across the country, this is the place to be. Attendance grows each year and it's no wonder considering the opportunity to network with fellow travelers on the coin-op road.

The serious issues were lightened by humorous comments that drew chuckles and in one case howls of laughter. The camaraderie was evident. There was no holding back. The good, the bad, and the ugly were on the table for all to see and analyze. State reports recounted struggles from the past year as well as those taking shape so far this year.

The common ground: We're all in this together; we all face the same problems or may face them in the future. State representatives recounted missteps and miscalculations that will benefit their next efforts and help other states be prepared.

All states are facing deficits and looking for money, and like the popular country and western song of long ago, they are "looking in all the wrong places," which often means the coin machine business.

While state associations have to deal with taxes, licensing, and laws from municipalities and legislatures, they also have a battle from within: membership. Strength in numbers cannot be underestimated. If you don't step up to the plate, how are local and state officials going to know how proposed laws and regulations are going to impact your business?

Gaines Butler of Metro Distributing in Georgia put it simply: "The problem is too often we turn our back on our state association. People who are less professional go before legislators and we get put into the basket of unsavory people. If you don't get involved, that's what's going to happen."

Charles Roland of Games People Play in Virginia also did not mince words: "At one time we had 25 operator members in the city of Richmond alone. Now that number applies to the entire state. We have revived our association and have a core group of members. Some operators would come to our meetings but would not contribute any money to our efforts. Our lobbyist keeps us well informed. We've cut off the flow of information to those who are not paying anything."

State and national associations cannot survive and fight for the industry without support from both a financial standpoint and time invested to share the workload. Collectively we can make a difference, but not with only a few shouldering all the responsibilities.

For a closer look at the 2011 AMOA Council of Affiliated States Meeting, turn to *Play Meter's* special report beginning on page 35 in this issue. ▲



**BONNIE THEARD**  
Editor

**We want to hear from you about any of the articles in this issue or topics you'd like to see.**

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## ALWAYS LEARNING

I just finished reading Alan Ramsay's latest article in *Play Meter* (FEC Report, December 2010, Loyalty Part 2). I've always enjoyed and learned from Alan through his annual visit to our park and reading his articles.

We have had a "policy" on birthday deposit refunds that if it was more than seven days notice, we gave a refund in the form of a gift card. For anything less than that, we gave no refund of any sort.

After reading Alan's article, we now realize that so few parties actually cancel in any given year, is it really worth it to lose that customer by not refunding the deposit? The answer is NO! We still keep the "policy" in the system, as we're pretty confident that it does minimize the number of cancellations. But for those that call and ask for the refund, the answer is now YES!

We still explain the policy but let them know that we are making an "exception" for them. This type of response will come back to us tenfold as far as loyalty goes. As long as we all keep learning, then we're on the right track. Thanks to Alan for his insight and for helping us improve our customer skills. Keep the articles coming. ▲

**Brian Cote**  
Hilltop Fun Center  
Somersworth, N.H.

**We welcome your comments and letters.**

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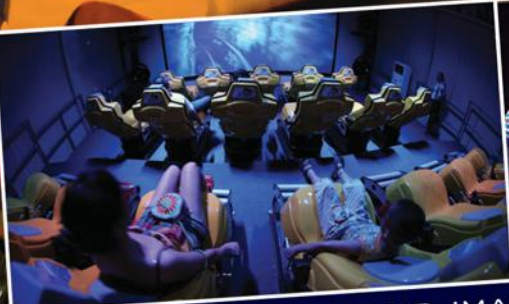
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John Newberry (l),  
President of Venco,  
and Andy Dunford,  
Operations Manager.

# COVER STORY

By  
Bonnie  
Theard

## Venco continues growth pattern

**J**ohn Newberry has built Venco Business Solutions of Bland, Va., from a small route operation into a multifaceted company that has branched out into ATMs and sound contracting, while expanding an amusement route to include 1,900 machines. There are three divisions: music and games, sound systems, and ATMs.

Newberry is on the Board of Directors of the Amusement and Music Operators Association (AMOA), his fourth time on the board. He values continuing education and attended Class I and Class III of the AMOA Notre Dame Management Program.

He is a past president of both the Virginia and West Virginia associations



*Virginia company expands  
and evolves over four  
decades.*

and currently serves on the Board of Directors of the Amusement and Music Operators of Virginia (AMOV).

Newberry is a firm believer in the security and growth potential that comes with diversification. “These

days, it’s hard to buy new equipment and make any money with it,” he said. “The cost of operating is up, from insurance and vehicle expenses to health benefits and other compensation for employees. All those costs are up and amusement revenues are down.”

For Newberry, the answer is to seek additional opportunities. His business success story is a testament to the old adage: “Necessity is the mother of invention.”

Newberry operated a country service station in 1968 and wanted to put a pool table in a large open space where customers congregated. He could not find an operator to place the pool table, so he purchased his own. Soon he was



buying pool tables and games and placing them in street locations.

He kept the service station until 1974 when he decided to devote his full efforts to music and games. At that time his equipment portfolio was about 40 games.

## SOUND DIVISION

Today, Venco operates amusement equipment in six states and processes ATMs in over 30 states. Newberry explained the evolution of the company: "We continued to grow our route of amusement devices. In the mid-1980s we entered the sound contracting business (background music, drive-through intercom services, and messaging-on-hold)."

He continued, "The mid-1980s signaled the first big drop off in the industry, which contributed to the decision to diversify. Full line vending was an option, but we decided to enter the sound contracting business. We had trucks and staff competent in installing speakers. At that time, everything was tape players. I contacted all the local sound contracting companies in the area and bought one."

Venco has 700 background music customers and a few hundred message-on-hold customers. The company also works in the quick serve restaurant industry providing headsets, vehicle timing devices, and order confirmation units. In addition, the company provides closed circuit television (CCTV) surveillance systems.

Newberry said, "The sound contracting business has been a stable business with residual income. If you are in the sound contracting business you have something for every type of restaurant. You can service any business, even churches and schools, but mainly the fast food industry. Sound is an entree to many more businesses."

Venco is able to provide a typical bar location with not only games, but also a sound system, camera system, background music system (if desired), and message-on-hold service.

## ATM DIVISION

In 2004, Newberry diversified again and entered the ATM business. It all started when a friend of Newberry's bought some ATMs and added them to his route.

"He introduced me to his supplier and I bought a few," said Newberry. "They did well and I decided to allocate a certain budget each month for machines and cash to load them.

Every month we bought five ATMs and it was not very long (16 to 18 months) before they were self-funding."

Today, Venco has over 350 ATMs on routes in Kentucky, North Carolina, Virginia, Tennessee, and West Virginia. The average monthly income per machine is around \$200.

After Venco's first year in the ATM business, Newberry saw a need for







Venco's Game and Music Service Department.

operators to enter this business so Venco became a distributor selling ATMs to operators and providing service and processing. In 2010 Venco became an independent service organization (ISO) in the ATM business handling financial transactions. Anyone who owns an ATM must process their paperwork through an ISO, which is a buffer between the processor and the machine owner.

Newberry explained, "Most ATM operators on the street are not an ISO, but they must work through an ISO. Currently we process over 2,100 machines in 30 states. We're growing at a rate of nearly 60 machines a month."

Venco is fortunate to have many long-term employees among its 30-strong staff for the three divisions. Andy Dunford, Operations Manager, has been with the company for 12 years; Randy Calhoun, Route and Shop Manager, has logged 35 years.

Newberry and his wife Linda have four daughters, all of whom have worked in the business. Currently, daughters Jeri and Lara work full time at Venco.

### MUSIC AND GAMES DIVISION

For all the diversification, Newberry describes himself as a street operator. The music and games division operates over 450 cranes, along with pool tables, electronic darts, jukeboxes, pinball games, and all the staples for tavern locations. Venco also has bulk vending equipment, mostly capsule dispensing machines in family restaurants.



***"The mid-1980s signaled the first big drop off in the industry, which contributed to the decision to diversify."***

Regarding cranes, Newberry said, "We require all our route managers to take a picture of each freshly loaded crane when they leave a location. Cranes are product-driven and merchandise must change all the time."

What's the key to crane operations? Newberry said, "Basically, what the customer wants is to win a prize. You have to let your customers win."

Jukeboxes on Venco's route are 80 percent digital, all from TouchTunes Interactive Networks. The 20 percent CD jukeboxes include some older units from Pioneer, which Newberry said is still one of the best sounding CD jukeboxes.

Newberry acknowledges the challenges and realities of the coin-op amusement business in today's economy: "We are not getting any really exciting games. Some of the self-merchandisers have been successful. Manufacturers cannot afford to invest in developing new games because there is not enough money in the business to support them."

### ON THE HORIZON

Not one to be satisfied with the status quo, the next venture for Newberry is credit card processing and selling the hardware for the point-of-sale (POS) business, which includes loyalty and gift cards.

Another possibility is selling quick-pick lottery tickets through ATMs. "That's something ATM operators can look forward to this year," said Newberry, adding, "We hope to be working with the Texas-based company Linq 3 to provide a service to sell lottery tickets from ATM machines. It's an advantage for operators to make extra

money each month that does not cost much, and that's a pretty good deal."

Newberry is always looking for the next logical step for Venco, capitalizing on its past experiences with an eye to the future. For more information on Venco Business Solutions, call (800)762-9962; Web ([www.venco-music.com](http://www.venco-music.com)). ▲



# Even a Stubborn Old Mule Knows ATMs Make Sense



Venco's John Newberry (yes, at left) says you don't need a lot of horse sense to know that ATMs are the "cash cows" of today's route business. Call Venco today to learn what ATMs can do for your bottom line.

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Josh and Zach Sharpe

*The Sharpe brothers showcase two more games from the recent IAAPA Expo in Orlando.*

## Big screens beckon

Unfortunately the NFL playoffs did not pan out too well for the Sharpe family or the *Play Meter* staff with both the Bears and Saints falling short. However, as any true Chicagoan will tell you with blind faith and the utmost optimism: There's always next year!

Speaking of utmost optimism, outside of the competitive front of pinball there's been some recent exciting news coming out of New Jersey, a new pinball manufacturer!

While it is still very early, Jack Guarnieri, Owner of Pinball Sales, has announced plans to become the second U.S.-based pinball maker outside of Stern. Their first title is based on the classic and timeless movie, "The Wizard of the Oz."

We are definitely excited to see how this pans out and look forward to even more opportunities to review brand new pinball machines.

While we are not reviewing pinball for this month's edition, we will continue our theme from the previous months and take a closer look at two more of our favorite games from the International Association of Amusement Parks and Attractions (IAAPA) Expo: Raw Thrills' Super Bikes 2 and Jennison Entertainment Technologies' Space Ballz.

game we've seen from them in a while, Space Ballz.

**Analysis:** Standing roughly 8.5 feet tall, Space Ballz is a gigantic drop-the-ball game in the same vein as the "Price is Right" favorite, Plinko. Using the large button on the cabinet, players must time the release of their ball in hopes of landing in the bonus hole for extended game play and scoring opportunities. The cabinet also comes with a 32-inch monitor on top to showcase instructions and display how many tickets a player has won.

**Pros:** The cabinet design is out of this world, and is a true showstopper. JET created arguably one of the biggest and brightest redemption games we saw on the show floor. Not only is the sheer size of the game impressive, but JET has done a fan-

*"JET created arguably one of the biggest and brightest redemption games we saw on the show floor."*

### SPACE BALLZ/JENNISON ENTERTAINMENT TECHNOLOGIES

We love seeing new equipment from young companies and Jennison Entertainment Technologies (JET) fits that bill with the first redemption







tastic job on the overall lighting. The LED lights really pop and make this game easily stand out at any location.

**Cons:** While the cabinet design is great, the game play is very simplistic. Not to say that simplicity is the worst quality in a game, but with Space Ballz, looks can definitely be deceiving. At first glance, Space Ballz deservedly seems like an event. The fact that it is simply a drop-the-ball plinko style game might be disappointing.



*“Raw Thrills has a certified hit with Super Bikes 2”*

In addition, one aspect of the design that confused us was the push button. With a small light shown on its surface and the size of the button itself, we couldn't tell that you could push it down without the help of a JET employee on hand.

If we had initial confusion with what is arguably the most important aspect of the game (starting a game), we are slightly concerned with how small children and their parents will react upon that first play.

**Overall:** Based on the sheer size, lighting, and cabinet design, we were definitely impressed. Our initial reaction/impression was quite similar to the first time we saw Benchmark's Slam-A-Winner, and that is simply wow! We hope JET has a hit on its hands with Space Ballz.

**OVERALL RATING: ★★★ 3/4**

**SUPER BIKES 2/  
RAW THRILLS**

Following the successful streak of its Fast and Furious driving series, it only makes sense that Raw Thrills would revisit their motorcycle game for a makeover. The result, Super Bikes 2.

**Analysis:** Raw Thrills offers players plenty of new features with its latest motorcycle driving game. There are 11 original racecourses, 12 new super charged bikes, and nine unique riders to choose from.

In addition, the deluxe cabinet comes with a 42-inch LCD panel. The player profile storage with keypad allows players to store their customized player/bike information for future visits. Also, the new computer system installed by Raw Thrills allows up to eight Super Bikes 2 games to be linked for head-to-head competition.

**Pros:** Similar to what Raw Thrills was able to accomplish in all its previous driving series from its Fast and the Furious title all the way to Drift (and more recently Super Cars), Super Bikes 2 more than follows suit.

That is to say that this sequel is much, much better than the original. With the abundance of new tracks, bikes, and riders to choose from, the game is an absolute blast to play. With the addition of the huge LCD screen, and improved cabinet lighting, Super Bikes 2 is easily the best motorcycle racer on the market.

**Cons:** It's always refreshing when we dissect a game and look at areas for improvement and have a difficult time finding anything. That is the case with Super Bikes 2. If there is anything we can point out as an area of concern, it's the fact that most operators may not see the need to replace those Super Bikes 1 cabinets if they are still earning well.

**Overall:** Raw Thrills has a certified hit with Super Bikes 2. As we pointed out in our cons section, there really weren't any! Every facet of the original Super Bikes game that we felt needed improvement was addressed.

The racing action is much more fluid this time around and much faster. The new courses have much more to offer players in overall creativity and difficulty. The new cabinet design looks phenomenal. Simply put, Super Bikes 2 is the perfect case study of how a sequel game should be made.

**OVERALL RATING: ★★★★★**

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.



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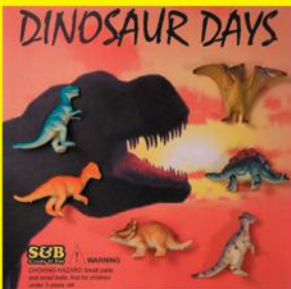
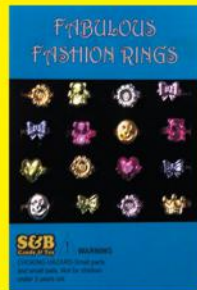


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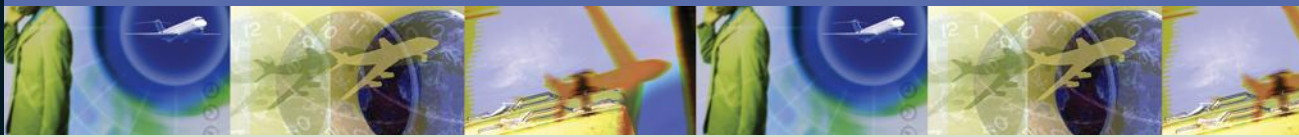
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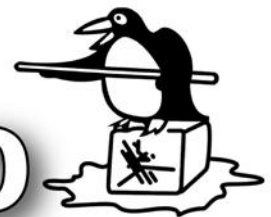
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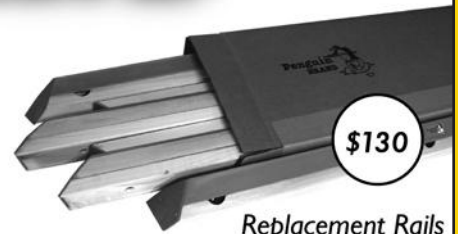
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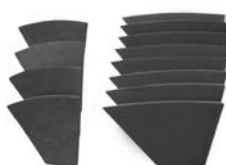
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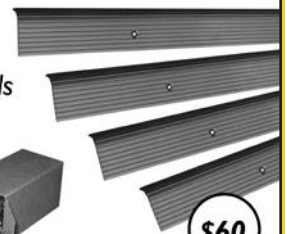
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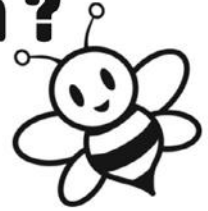
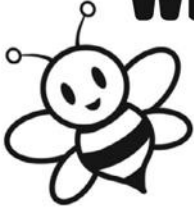
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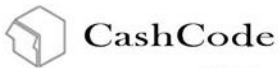
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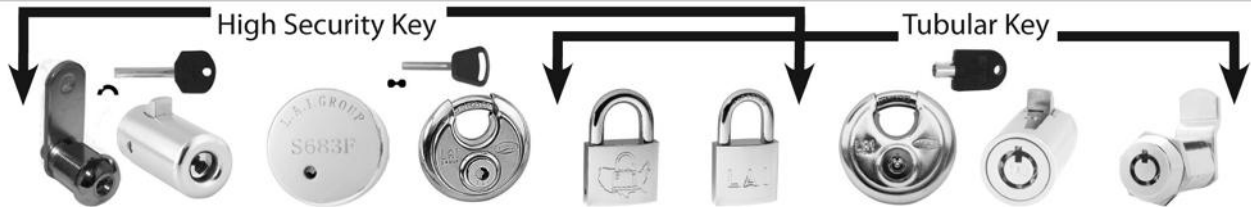
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