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**Cover Story:**  
**Operator of  
the Year:**  
**Dale Lazar of  
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**Amusement  
Expo Part 2:**  
**Awards,  
seminars,  
special events**

**Trade Show  
Bonus:**  
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PLAY METER, (USPS 358-350) (ISSN 1529-8736) MAY 2012, Volume 38, No. 5. Copyright 2012 by Skybird Publishing Company. PLAY METER is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 337, Metairie, LA 70004, USA Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. Play Meter reserves the right to edit submitted materials. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 337, Metairie, LA 70004. Canada Agreement number: PM40063731.



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34



101

98



# CONTENTS

Vol. 38 • No. 5  
 May 2012  
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## 48 Amusement Expo Part 2

The 2012 Amusement Expo was so big, we couldn't fit it all in our April issue. Check here for extended coverage of the event, including *Play Meter's* awards, one minute operator interviews, seminars, special events, plenty of photos, and more.

## 76 Pizza Expo

Alongside the Amusement Expo was the International Pizza Expo, chock full of delicious pizza, restaurant equipment, and some familiar faces from the coin-op industry.

## 90 Nightclub & Bar Show

Also at the Las Vegas Convention Center during Amusement Expo was the Nightclub and Bar Show. Guests strolled the aisles while shopping, gawking, and occasionally imbibing. *Play Meter* was on hand to catch up with all the coin-op exhibitors who find the show valuable.

## On the Cover

Demonstrating a superior business sense, dedication to the industry, and giving personality, Dale Lazar has been chosen as the 2011 *Play Meter* Operator of the Year. We spoke with him about his business, his family, and his service to both the industry and his community.

## Departments

Ad Index .....	120
Beyond the Playfield .....	93
Classifieds .....	104
Coin-Op News .....	16
Cover Story .....	36
Critic's Corner .....	91
Editorial .....	8
Equipment Poll .....	10
FEC News .....	84
FEC Target .....	83
Hot Clicks .....	35
Merchandise Market .....	98
News Bulletin .....	1
Redemption Formula .....	90
Say What .....	12
Sporting Edge: Arachnid .....	96
Trade Accessories .....	97
Travel Tracks .....	103
VNEA Vision .....	95
What's New .....	32



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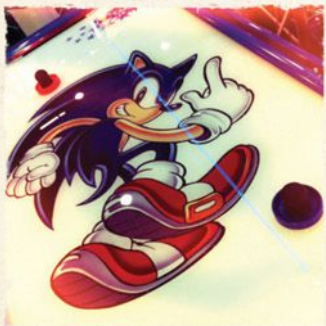
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**BONNIE THEARD**  
Editor

**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](mailto:editorial@playmeter.net))**

**I**t was an exhausting week March 12-16 in Las Vegas with no less than four trade events to cover: the third United Amusement Expo co-sponsored by the American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA), co-located with the National Bulk Vendors Association (NBVA) Expo; the International Pizza Expo with one day of crossover for Amusement Expo badge holders; and the Nightclub & Bar Show that is always memorable.

Both the Pizza Expo and the Nightclub & Bar Show had exhibit floors open for two days. Three days would have been an overload of food at one and drinks at the other, not to mention the always talked about overexposure of scantily clad ladies at the Nightclub & Bar Show.

Taking into consideration the wide range of seminars, exhibits, award presentations, special events, social gatherings, meetings, prize drawings, and more, attendees and trade press were busy trying to keep up. Along the way one common denominator emerged: the hectic pace and high energy level was a reminder of days gone by, what some industry members call the good old days. But it's really the good new days we are experiencing, and we hope the trend continues.

I am reminded of a quote from the late humorist Art Buchwald, who said, "We seem to be going through a period of nostalgia, and everyone seems to think yesterday was better than today. I don't think it was and I would advise you not to wait 10 years before admitting today was great."

Or, "If you're hung up on nostalgia, pretend today is yesterday and just go out and have one hell of a time."

From the looks of it, industry members had a good time at the spring shows. New products were plentiful and there was an open mindedness to new categories of equipment and a search for new ideas. Attendance was up, exhibit space was up, enthusiasm was up, show specials were up, and business was up.

At the AMOA Breakfast and Annual Membership Meeting, AMOA President Donovan Fremin said, "There is an energy level at this show that's been greater than in the past. We're moving in the right direction."

At the show press conference, AAMA Chairman John Margold said, "It looked like thousands of attendees were coming in when we cut the ribbon and opened the doors. If next year's show continues this pattern we'll outgrow this hall." (Note: Amusement Expo 2012 is scheduled for March 20-22 in Hall N-1, a larger space.)

NBVA President Bernie Schwarzli said, "Last year we had positive results from co-locating with the Amusement Expo. We've seen an increase in booth space this year and a jump in attendance at our banquet. The enthusiasm this year was incredible. One exhibitor said it was his best show. People in our industry are starting to see a positive light."

"Manufacturers are more competitive with each other, which is positive for everybody," said AAMA President John Schultz.

There was a general consensus that exhibitors stepped up to the plate with technology that matches the customer base. That's good news for all of us. ▲





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## SAY WHAT?



# 10

second  
interview  
with...

Elaine Shirley describes her early years in the industry as great and memorable. She worked on the production line at Atari with people that she considers her best friends still today. The experience was so enjoyable, she said "We almost weren't prepared for the real world after working at a place that was so much fun." Shirley says she feels as if she has found the same type of bond with her current coworkers at Global VR. She moved back to Texas after living in California for 20 years.

My first job was:

stuffing Pong boards.

My favorite type of music is:

rock and country.

I wish I had the nerve to:

sky dive.

One thing I can't live without is:

Mexican food.

The last book I read was:

"Encountering Heaven and the Afterlife."

One word that describes my personality is:

bubbly.

The best advice I ever got was:

to treat everyone nice, be humble, and thank God every day in my prayers for all my blessings.

My favorite TV show is:

The Glades.

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

Condoleezza Rice.

My most cherished inanimate possession is:

probably the art hanging in our house from one of our sons.



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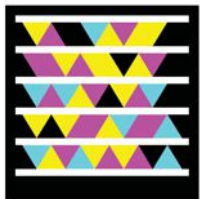
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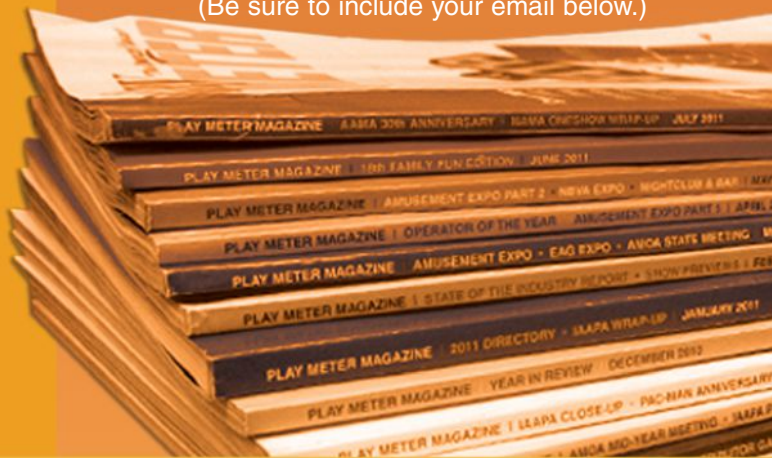


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# ***Congratulations to the Newly-Elected AMOA Directors!***

During the AMOA Annual Membership Meeting, nine individuals joined the Board of Directors. Each will serve three-year terms as members of the Class of 2015.



***Chi Babich***  
***Game Exchange of Colorado***  
***Denver, CO***



***Emily Dunn***  
***Tom's Amusement Co., Inc.***  
***Blue Ridge, GA***



***Jeff George***  
***Wyoming Amusement Inc.***  
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***Brian Lee***  
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***Steve Miller***  
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***Galena, MO***



***Donivan Molitor***  
***Donivan's Vending Service***  
***Eau Claire, WI***



***Jim Turntine***  
***Play-More Coin-Op***  
***Sullivan, MO***





## Betson/Raw Thrills/Play Mechanix

Big Buck HD, the newest addition to the Big Buck franchise from Raw Thrills/Play Mechanix, is the first ever arcade game with 1080p graphics. All games included are online. Online promotion of leagues and tournaments helps operators. The unit drives players through social networking. New dangerous trophy animals are available and Big Buck girls highlight the experience. A 32-inch LCD monitor is included in the dedicated cabinet. A Panorama version is also available, where operators supply a 42 or 55-inch monitor.

A new mini tournament option allows for casual tournaments amongst players. Players can also use their player accounts as a form of cashless payment. Operators will still enjoy features like access to

monthly online tournaments and World Championship events, having their location added to a location finder, customizable ads and promotions, and increased loyalty through Trophy Club and Hunting Party functionality.

For more information or distributor referral, call (800)524-2343; Web ([www.betson.com](http://www.betson.com)).

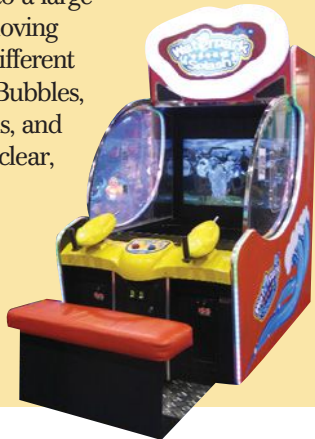
## Universal Space

Universal Space has debuted several new games. Apple Frenzy is a video redemption game in which players try to drop apples into the baskets of animals coming by. Each basket has a number value attached, which dictates the number of tickets earned. Features include a colorful cabinet with apple theme, one or two-player ability, and a 42-inch LCD screen.

Waterpark Splash is a sit-down, ticket redemption game with a large and colorful cabinet. It can accommodate one or two players and has a separate scoring system. The game requires players to shoot water onto a large

LCD screen with characters moving about. The unit features five different games: Big Bad Wolf, Poppin Bubbles, Ghost Busters, Puffing Fireballs, and Pirate Attack. All games have clear, vivid graphics. Operator adjustable settings round out the game's features.

For more information or distributor referral, call (905)477-2823; Web ([www.universal-space.com](http://www.universal-space.com)).



## Stern Pinball

The new Redemption Pinball Kit from Stern Pinball allows operators to turn their pinball machines into redemption generating ticket dispensers. The new Stern Pinball Redemption Kit with a Deltronic ticket dispenser fits smartly on the right side of a pinball cabinet, holding 4,000 tickets. Designed for easy installation, all parts are included.

Games can be easily converted back to a "route-ready," kit-less game to maintain resale value with Stern's included plug kit.

For more information or distributor referral, call (708)345-7700; Web ([www.sternpinball.com](http://www.sternpinball.com)).



## Mega Mania Diversions LLC

From Mega Mania Diversions LLC comes the Snap-Back Shuffleboard® Summit™ model. The unique snap-back action adds a new dimension of game play and the smaller footprint (40 square-feet versus 200 square-feet with a regular shuffleboard table) allows locations with smaller space limitations to have shuffleboard.

Other features include solid Maple cross-grain layered playing surface, more challenging bankshot, electronic scoreboard, and lighted graphic display.

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## Arachnid

Arachnid's Galaxy 3 Live darts machine has all the features from the Galaxy 2, with added bonuses. The updated game features a flip-on-demand target that changes from 15-inches to 13-inches. The target change is designed to improve a player's performance and attract steel-tip players.

Galaxy 3 Live offers remote play, tri-color LED illumination, 19-inch flat screen, operator advertising, built-in league system, real-time updated statistics, and free software updates. In addition, it hooks up to the Internet for remote play with people anywhere in the world if there is a Galaxy 3 Live and an Internet connection.

Games included are: 301, 501, 701, Cricket 200, Hammer Cricket, Team Hammer, Cut Throat Cricket, Team Cricket, Quick Cricket, Wild Card Cricket, Cricket Quickie, Tic Tack Darts Bermuda Triangle, Gotcha!, Count Up, and Count Down. A wired or wireless Internet connection is required for League Leader and Remote Play Functions. Costs are \$100 per year for individual League Leader accounts and \$100 per year for the



remote play option.

For more information or distributor referral, call (800)435-8319; Web ([www.bullshooter.com](http://www.bullshooter.com)).

## Namco

Namco America's Dead Heat is now available in a new cabinet sporting a 42-inch monitor. The high definition graphics displayed in the 42-inch screen provide an image that is so vibrant the players are transported into the driver's seat for the ride of their lives.

The new cabinet debuted at the 2012 Amusement Expo in Las Vegas. A show attendee commented, "The game has some of the best graphics I've ever seen in a driving game! When you display it on a large 42-inch monitor, the results are incredible!"

The new 42-inch LCD Dead Heat games are being prepared for shipment. Don't delay, place your orders in today to guarantee delivery for the coming season.

For more information or distributor referral, call (847)264-5610; Web ([www.namcoamerica.com](http://www.namcoamerica.com)).



## Andamiro

New from Andamiro is Winners' Ringer, a prize redemption game that has players stack multi-colored rings on a vertical pole. The more rings a player stacks, the faster the rings swing back and forth overhead. Tickets are dispensed based on the number of rings a player stacks successfully. This game features simple, intuitive game play with the option to win big and high value prizes. Players can choose to accept a minor prize or continue playing for a major prize. Prize hangers are detachable, which allows for prize sizes up to 12-inches long by 12-inches wide.

Teeter Totter Castle is a new children's game from Andamiro. The storyline of this video ticket redemption game follows the tale of a magician reconstructing a princess' castle that he destroyed with a magic trick gone awry. Players simply press the button to release/drop blocks on top of each other when the moving block comes in the middle. Tickets are awarded based on the number of blocks stacked. An advanced 3D physical engine was used in designing this game and players will feel realistic 3D objects and enjoy vibrant movements while playing the game. The large play button with LED light looks like a mysterious ball, which adds to the fun.

For more information or distributor referral, call (310)767-5800; e-mail ([sales@andamirousa.com](mailto:sales@andamirousa.com)).







## AMI Entertainment Network

AMI Entertainment has released **Megatouch Live V2** for the ML-1. This automatic update to connected ML-1 machines adds 22 new games to the Megatouch Live software, with nine Megatouch favorites receiving the Battle Arena treatment, 10 new tournament games, plus three HD games including the all-new Megatouch original, *Mystical Strike*.

Battle Arena games are designed specifically for the ML-1 countertop and offer simultaneous multi-player gaming on the ML-1's 22-inch multi-touch screen. Battle Arena gives players the ultimate social gaming experience.

Like all ML-1 titles, Battle Arena games include 10 challenges for players to conquer and three unique upgrades for players to purchase, as well as a Battle Arena Leaderboard so players can keep track of their win-loss records. New games include Photo Hunt Battle, Penthouse Photo Hunt Battle, Monster Madness Battle, Rock Mahjong Battle, Word Dojo Battle, Funky Monkey Battle, Wordy Birds Battle, Q-Shot Battle, and Beer Pong Battle.

AMI's new release also features 10 new games for Operator Run Tournaments and Tournam-axx Classic. Thanks to the release of Tournam-axx Classic, players can take part through both Megatouch legacy machines and the new Megatouch ML-1. New tournament games include Megatouch hits such as 11 Ball, 11 Up, Card Bandits, Card Raiders, Lucky 11's, and several other player pleasers.

Three new amusement games have also been added to the Megatouch game suite,

including *Mystical Strike*, a tile matching, tower-defense game that will take you to Camelot and back as you play through nine levels of comet-dodging magic. Updated and new versions of Run 21 and Race Poker have also been added to Megatouch Live software.

AMI tweaked the menu to enhance and simplify the player experience by adding a Battle Arena tab so head-to-head games are now easier to find and "did you know" messages that appear while games are loading. These messages give players information about the game they are playing or other games they may be interested in trying.

Periodic updates give the ML-1 a regular supply of new games and content at no extra cost and ensure that players always have the latest in Megatouch games.

The company recently collaborated with Apple Industries to create the new **NGX Face Place**. By combining AMI's NGX jukebox and V3 software with Apple Industries' Smile 2.0 photo booth technology, the NGX Face Place packs great tunes and

cool photos into a single versatile unit. This innovative product plays music, takes pictures, and prints photos right on location.

The NGX Face Place is built around a Rowe NGX 32-inch touch screen monitor. It features the same easy-to-service core computer and electronics package as a standard NGX jukebox, including AMI's Version 3 software.

This new product also utilizes Apple Industries' Smile 2.0 photo technology and printer, featuring innovative built-in face detection that spots patrons walking by the unit and invites them to take a picture. The Mitsubishi photo printing system offers patrons a variety of purchase options, including color or black and white photo strips, four by six-inch prints, postcard-size prints, holiday borders, and much more.

Patrons can share their photos right from the machine through e-mail, Facebook, or Twitter, as well as create their own videos to share with friends through social media or email.

The NGX Face Place also offers locations the ability to personalize the photo prints with their logo or other image of their choice, providing them with exposure to thousands of new customers.

AMI is also expanding its line of Rowe digital jukeboxes with the addition of the **NGX Grand**, a new floor model that combines the versatility of the Rowe NGX with a powerful integrated speaker system.

The Rowe NGX Grand delivers premium sound to any location thanks to an adjustable speaker enclosure that features a 15-inch Dual Voice Coil woofer, five-inch mid-bass drivers, and three-inch tweeters, all powered by an ICEpower® 500 watt amplifier from Bang & Olufsen.

Built around the same easy-to-service core computer package and 32-inch monitor as a traditional NGX jukebox, the NGX Grand can locally store up to 300 albums to suit any location or audience. Patrons can also get instant access to more than 735,000 additional songs from AMI's music library through a broadband connection.

The NGX Grand can be removed from its speaker enclosure to serve as a traditional wall-mounted NGX unit, providing multiple installation options.

For more information or distributor referral, call (800)523-2760; Web ([www.amientertainment.com](http://www.amientertainment.com)). ▲



Megatouch original *Mystical Strike*



The NGX Grand

NGX Face Place







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# Operator of the Year

By  
Bonnie  
Theard

**A**t a time when consolidation continues in the industry, H. Lazar & Son Inc. is celebrating its 80th anniversary in the coin machine business. The company's success is due in large part to the leadership of Dale Lazar, a third generation operator with 36 years of experience in the industry.

Dale is a member of the Amusement and Music Operators Association (AMOA), serves on the AMOA Board of Directors (in his third term), is a long-time board member of his state association, the Pennsylvania Amusement and Music Machine Association (PAMMA), is a graduate of the AMOA Notre Dame Management Program and Master's Program, and is a member of The Club Lucky Group.

Dale's grandfather, Hyman, emigrated to the U.S. in 1906 from Rumania and founded the company in 1932. In 1952, his father, Bernie, took the reins of the company, and Dale came on board in 1976 after teaching blind and visually impaired children for five years.

Today, the foundation of the company's portfolio is TouchTunes jukeboxes. Dale said the company also focuses on prize games (self-redemption), pool tables, electronic darts, and miscellaneous pieces such as boxers, basketball and football games, Super Chexx, and photo booths. Beyond the company's amusement portfolio, Dale says, "ATM's have helped offset declining game revenues, particularly videos. I am very excited about the two new open plat-



The quintessential immigrant family photo taken in 1910: Dale's great grandfather, Solomon Drotman Lazarovitz (front row, left side, with beard); grandfather Hyman (back row center, age 25); and Hyman's younger brothers J.D. and B.D (far right), who later founded B.D. Lazar Co. in the 1920s and were among the first distributors of Rock-Ola jukeboxes and Gottlieb pinballs in the world.

form services available on the TouchTunes Virtuo jukebox (Karaoke and Photo Booth)."

## CHANGES OVER TIME

Dale has seen his share of changes since he joined the company. "The level of complexity of business today

has skyrocketed since the '70s," he said. "In the '70s, most games required only coins. Now we have multiple payment options: coins, currency, credit cards, and mobile app payments. Leagues and tournaments are integral to business today and were generally absent in the '70s. A much more



Dale in front of his favorite piece of jukebox art, a multi-layered paper-cut done by Israeli artist, Archie Granot.  
 Photo by Richard Kelly Photography.

**Dale**  
**Lazar**  
 H. Lazar & Son Inc.





H. Lazar & Son Inc. employees hold signs with their terms of service, (l-r): Will McLane, four years; Kathy Maslaney, 18 years; Roman Sukner, 19 years; Dave Hart, 28 years; Dale Lazar, third generation; Jeff Sorce, 32 years; Larry McManus, 19 years; Alfred "Rocky" Rockymore, 18 years; and Anthony Russano, 11 years. Photo by Richard Kelly Photography.



In 2007, Dale celebrates the 75th anniversary of H. Lazar & Son with John Pascaretti of Pascaretti Enterprises and customers.



Dale with close industry friends Phil Juckem (l) of All Brands Vending and Phil McBride (r) of T&G Music at a TouchTunes Partners Meeting.

sophisticated skill set is required to be a successful operator today.”

He added, “The menu of available games has expanded, although there are fewer manufacturers. Today, prize games are much more important to our business, and there are a wide variety of choices in this category.”

Dale commented that the Internet has fundamentally changed the way operators do business today and acknowledged that this topic is more worthy of a book than a paragraph in this article.

He concluded his comments on changes in the industry by saying, “My business is based on relationships: relationships with my customers, employees, suppliers, distributors and manufacturers. It is the DNA of H.

Lazar & Son. All these relationships have been central to H. Lazar & Son since the 70’s—except one, relationships with manufacturers.”

Dale continued, “In the 70’s, most distributors were highly protective of their relationships with manufacturers and treated any direct contact between an operator and manufacturer as a breach of privileged communication. Today, the operating world is far different and direct communication between operators and manufacturers contributes materially to the success of operators, as well as manufacturers.”

**CHALLENGES**

“The operating landscape is indeed challenging,” said Dale. “Our gross revenues as well as our bottom line have

experienced significant declines over the past few years. The decline appears to have stabilized.”

When asked what keeps his company going in these difficult economic times, he said, “A tradition of unwavering commitment to my customers and employees.”

He continued, “It is my personal belief that the challenges that confront the coin-op business today are not due primarily to the economy. These challenges are primarily due to the technologically based environment in which we do business. Our challenges emanate from sophisticated and free entertainment available on the home computer, iPad, and smart phone, notwithstanding burgeoning social media.”

Dale has always been an early adopter of new technology, and his game portfolio reflects that approach. He believes in aggressively controlling costs and buying only games that have a high expectation of profitability.

To Dale, the success of H. Lazar & Son can be attributed to a company culture based on establishing, sustaining, and enhancing relationships.





Dale and his wife, Lynn, at the Western Wall in Jerusalem, Israel.



Dale and his son, Brent.

### VALUABLE TOOLS

When asked what he considers the most valuable tools an operator can use to compete for those illusive discretionary dollars, he said, “Greater business-specific and general knowledge, commitment to operational excellence, and enhanced personal customer engagement on multiple levels.

“For example, operators should provide high quality sound systems with sub-woofers that are designed from a professional perspective. This approach helps distinguish H. Lazar & Son from the competition.”

H. Lazar & Son has a dart league coordinator, Larry McManus, who coordinates a very stable dart league and conducts occasional tournaments. Dale said, “We need to further develop this part of our business because leagues and tournaments: help business, help distinguish us from our competitors, increase value to our locations, and further enhance our location relationships.”

He added, “In order for operators to survive, there has to be a fundamental change in the way revenues are shared with accounts. The 50/50 split is a prehistoric arrangement; it doesn’t make sense when all of the costs of operating and maintaining the equipment are absorbed by the operator. Ultimately, bar owners will recognize that our games enhance their customers’ experience; and if the games do well they

will share in the revenue. In some locations, the level of revenue doesn’t justify a split given the operator’s cost of owning and servicing the equipment.

“We need to convey to the location a better understanding of our operat-



Dale's parents, Ethel and Bernie, at their grandson, Brent's, Bar Mitzvah in 1992.

ing costs and why we do what we do. A good way to do this is with minimums. If revenues are low, 60/40 versus 50/50 is not much different. The controlling feature needs to be the minimum.” Dale emphasized that it’s important for operators to truly understand their real costs of doing business.

### PERSONAL TOUCH

Personal interaction with customers is critical in this industry. Dale recalled that his father had an uncanny ability to connect with and engage business proprietors.

Dale said, “My father’s style of engagement established a template for my business style. At an early age, I became aware of that style by accompanying him on his route. In essence, he spoke to his customers with a naturally sincere and genuine demeanor. You saw people’s eyes light up when my dad walked into a room. As an aside, one of the highlights of my life, besides being named *Play Meter’s* Operator of the Year, was when I was finally strong enough to carry my father’s heavy toolbox.

“When I was four or five my dad donated a jukebox to an orphanage. Even though we are Jewish, every Christmas he would bring an orphan to our home to celebrate Christmas. This idea, along with my Dad’s other charitable endeavors, set an example that I’ve attempted to emulate throughout my life.”

Dale said, “At H. Lazar & Son we are committed to personalizing how we do business. It begins every morning when I meet with my service staff and review the prior day’s activities as well as plan the current day’s activities, which inevitably change as the day evolves.”

“As a general rule, my office man-





Dale and Lynn with the Lazar family.



Dale teaching Braille to a first grader in 1976.

ager, Kathy Maslaney, calls the account owner where on the previous day we either rendered service or performed a move. As a matter of practice, she also notifies the account before doing a move. Every personal interaction with an account, whether by the office manager, collector, mover, or technician helps personalize and enhance our relationships with our valued customers.”

He added, “More important than how I engage the customers is how my employees engage the customers. They sustain the tradition of connecting with the customer that I experienced as a young child. They are in the locations more often than I am, and they do an outstanding job. Whenever I get compliments from location owners about the quality of my employees, my response is always

the same: ‘I know this, but it’s more important that you know this.’”

“I would like to recognize and thank all the valued employees of H. Lazar & Son Inc.: Jeff Sorice, Dave Hart, Larry McManus, Roman Sukner, Kathy Maslaney, Alfred “Rocky” Rockymore, Anthony Rusano, and Will McLane. In addition, I would like to thank Sam LoVerde, mechanic emeritus, who worked for my grandfather, father, and me for a total of 43 years. Moreover, my wife, Lynn, often provides valuable insight and perspective to the many issues that arise in a family business.”

The average term of service for a current employee of H. Lazar & Son is 19 years. The second longest-term employee (28 years) is Dave Hart, Operations Manager. Hart spoke about Dale’s management style: “Dale makes sales calls and enjoys visiting our existing customers. He is definitely hands-on, old school, and even does the payroll.”

Dave added, “I’ve really enjoyed working for Dale. It’s a business relationship but also a friendship. He’s like an older brother. He’s given me a lot of guidance and allows me to make some decisions. We compare notes after the trade shows and hopefully we have similar notes.”

He recalled what he considers to be the biggest compliment he ever

received on the job: “I was dealing with a customer we’ve had a long-term relationship with and the customer said, ‘You know, you are just like Dale Lazar!’”

### TEACHING PARALLELS

In his teaching career Dale’s job title was Itinerant Teacher of the Blind and Visually Impaired.

He sees some parallels: “As a teacher, I worked with a variety of students (always on a one-on-one basis) ranging from kindergarten to 12th grade, from blind to visually impaired, from English speaking to Spanish speaking, and from gifted to multi-handicapped. As an operator, I work with a variety of business owners: bar/tavern owners, bowling proprietors, restaurateurs, convenience store owners, and others.”

“As a teacher, I traveled from school to school, and as an operator I travel from location to location. To be an effective teacher I worked with teachers, principals, and janitors; and as an operator I work with proprietors, bartenders, management staff, and their customers.”

There are some other similarities: every school has a different layout and every location has a different layout; not all students have the same needs and not all bar owners have the same needs.

“To be effective and valued in both teaching and operating requires a commitment to excellence and a dedication to executing an ongoing and dynamic plan for meeting the unique needs of the customer/student,” commented Dale.

### ASSOCIATIONS

Dale values his membership in industry associations. He is serving on the Board of Directors of AMOA for a third term, and will again serve as Chairman of the Notre Dame Management Program Committee.

He described the Notre Dame Program as “the best investment you can



make in yourself and your business. And the value is so significant, considering the ever-changing curriculum, that those who have only participated once should consider enrolling a second time.

“Equal to the value of the classes is the ability to engage other operators informally. Classes germinate ideas you will later discuss in groups outside the classroom that will reinforce or enhance what you’ve learned in class.”

“Education is a lifelong activity,” said Dale. “And AMOA provides a multitude of learning opportunities. The close relationships I’ve established and the education I’ve received by being part of AMOA have been invaluable to me as a person and to the strength of H. Lazar & Son.”

He complimented AMOA Executive Director Jack Kelleher and his staff for providing valuable services to the association’s members: “Jack’s goal is to make the strong leadership of the AMOA even stronger.”

Dale is also a member of The Club Lucky Group, a promotions based organization that aggregates its members’ talents for the betterment of the group, as well as its individual members.

When asked if he feels such groups fill a need in the industry, Dale said, “Yes, but only for those progressive operators who recognize a need to distinguish themselves from their competition by participating in unique national tournaments and contests with significant prize pools.”

In addition, Dale is a long-term participant in his state association, the Pennsylvania Amusement and Music Machine Association (PAMMA). He said, “PAMMA has benefited from our Executive Director, John Milliron, who is both an executive director and a lobbyist. He has effectively guided our organization through legislative quagmires as well as helped enact pro-industry legislation.”

Dale also serves on the Operator Advisory Board for TouchTunes and



Dale and Lynn with Lynn’s extended family.

continues to be impressed with their progressive and innovative approach to business.

Dale said industry organizations have helped him become a better, more educated operator through both formalized educational opportunities as well as informal interactions with his peers.

He counts among his most valuable business tools the ability to communicate regularly and at times immediately with friendly and progressive operators around the country.

“These friends are readily available for problem-solving in a helpful and thoughtful way,” said Dale. Among his very closest industry friends are Phil McBride of T&G Music, Jason Rubin of AJ Video Amusements, and Phil Juckem of All Brands Vending.

Stepping back in time, Dale’s affinity for games, and his social consciousness, was clearly seen in a project he completed in the ‘70s during his master’s degree program at the University of Pittsburgh. He developed a game (The Game of Squares) for the blind and donated the patent search and the game to the American Printing House for the Blind.



From left: Dale’s brother, Lee, his parents, Ethel and Bernie, Dale, and their dog, Baron, in 1972

“Regretfully,” said Dale, “The Game of Squares could not be fitted with a coin acceptor.”

Dale concluded the interview by saying, “As a third generation operator, I feel as if, every day, I am carrying my Dad’s tool box. H. Lazar & Son Inc. continues to follow the practices established by my Dad, Bernie Lazar: genuine customer engagement, treating all employees as family members; a commitment to operational excellence and professionalism; and continuing philanthropic activities. I am proud to carry on this tradition.”







# Community commitment

The measure of a man is more than his business persona. In the case of Dale Lazar, he is not only a successful coin machine operator but also a staunch supporter of a number of charitable organizations, including Alzheimer’s disease research and programs that connect inner-city children with the arts.

Dale supports Alzheimer’s disease research through generous annual gifts to the Bernard

opportunity to support life-changing research, honor the memory of my parents, and express my deep commitment to my community.”

“We are especially grateful for the generosity of Dale and his wife, Lynn,” said Center Director Oscar Lopez, MD. “Philanthropy is an increasingly critical source of support for Alzheimer’s research. The Lazar Fund has supported our ongoing imaging research as well as exciting new research projects each year through our Pilot Research Program.”

Over the years, Dale and Lynn have developed a close relationship with Center staff and scientists. “We enjoy meeting with the Lazars,” added Center Co-Director Bill Klunk, MD, PhD. “They have a remarkably sophisticated understanding of our research, and an insatiable curiosity.”

Sharyn Rubin, Director of Resident Advocacy/Volunteer Coordinator at the Charles Morris Nursing Home & Rehabilitation Center in Pittsburgh, can attest to Dale’s generosity.

Dale recently donated a CD jukebox. Rubin said the jukebox “is a focal point, a hit with residents. It has brought families together and boosted morale. The jukebox was used for a resident’s 100th birthday celebration; she picked her favorite songs.”

Dale filled the jukebox with music from the ‘40s, ‘50s, ‘60s, and ‘70s. He occasionally changes the CDs and takes requests, whether it’s for polka music or other music, such as songs by the late Whitney Houston.

In addition, Dale visits the center every other week to do creative memory exercises with dementia patients. Rubin explained, “He picks a topic and asks, for example, ‘What was your favorite vacation spot?’ Patients who are often non-verbal will respond. Dale can draw information from them, and for that moment in time the person is young again, happy and smiling. Dale has an unbelievable gift.”

Rubin said that a personal visit is something concrete. “Dale gives his time. He puts his money where his mouth is, and puts his



**ABOVE:**  
Dale gifting a jukebox to the residents of the Charles Morris Nursing Home during his bi-monthly memory stimulation session.  
*Photo by John Schiller.*

& Ethel Lazar Fund at the University of Pittsburgh’s Alzheimer’s Disease Research Center (ADRC). During the holiday season, in lieu of a holiday gift, he makes this annual donation in the name of his customers and business associates. Each customer receives a personalized acknowledgement from the ADRC.

“I am pleased to support this outstanding research program in memory of my parents,” said Dale. “My father, Bernie, a compassionate business owner and personal role model, died of Alzheimer’s disease in 1999. As the third generation owner of the business, I have deep roots in this region and wanted to express that in a meaningful way through my philanthropy. The Alzheimer’s Disease Research Center provided me with a unique



commitment where his heart is. You can't do better than that. Dale has a lot of admirers in this community."

Thanks to Dale, another jukebox has a special home. He arranged for TouchTunes Interactive Networks to donate a digital jukebox to the Rainey Institute in Cleveland, Ohio. The Institute connects inner-city children with the arts and inspires them to excel. About 650 children come for affordable classes each year, many who otherwise would not be involved in positive, enriching activities after school. The Rainey Institute helps them discover their passion and live it.

Lee Lazar, Dale's brother, is the Executive Director of the Rainey Institute. Lee said, "The jukebox is a wonderful addition to our facility. We use it every day, and our students from as young as three up to age 23 love having access to music. The way Dale set it up, the jukebox is housed in our community space, but we can move it to our dance stu-



**ABOVE:** Students in the religious school at Temple Sinai in Pittsburgh with games donated by Dale, (l-r): Jayne Juffe, Joe Bonninger, Victor Baker, and David Zaremsky.

dio and music studio and use it for instructional purposes."

Lee continued, "Dale tries to support all of our events. He will be here on May 15 for the annual fundraiser for our summer camp program. It's a dinner for 300 people at the Cleveland Botanical Gardens and will feature performances by our students."

Lee said, "I am extremely pleased that *Play Meter* recognized Dale as Operator of the Year 2011 because I know how dedicated and committed he is to the industry."

Dale has also donated coin-op equipment to his synagogue, Temple Sinai. A Ms. Pac-Man/Galaga video game and a pinball machine occupy a prominent spot in the middle of the Religious School hallway.

Rabbi Ron Symons said: "Dale has been a long-time member, serving in many capacities, including chair of the Religious School Committee, and now as a board member of the synagogue. He also serves on the national board of the Association of Reformed Zionists of America (ARZA) and works on our task force to improve elder care in Pittsburgh."

Symons added, "Dale has a passion for helping people that runs incredibly deep. He has a generosity of spirit and warmth, a generosity of time and resources that is rarely seen in people. I was with Dale the day he donated a jukebox to the Charles Morris Nursing Home; we danced the morning away with women in wheelchairs."

"Dale has a vision for how he wants to help in the community, and he actually has the ability to make that vision a reality," said Symons. "I'm proud to be his rabbi and I'm looking forward to the more and many ways he will continue to serve in our community and improve humanity at large." ▲

**BELOW LEFT:** Chloe Felder, a young student at the Rainey Institute in Cleveland, by a jukebox that Dale arranged to have donated by TouchTunes.





*Congratulations*

**Dale Lazar**

on receiving Play Meter Magazine's

**Operator of the Year  
Award**

From your friends at  
Alpha-Omega Amusements & Sales  
Frank, Joe, Jerry, and Tracy



**Love you like a brother,  
wishing you and your  
family the best.**

*A well deserved honor.*

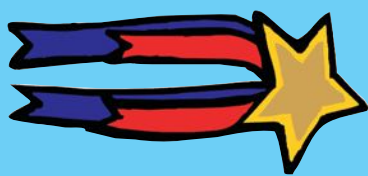
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**CONGRATULATIONS**



**DALE!**



*From all Your Friends at*





# CONGRATULATIONS

## H. Lazar & Son Inc.

on your 80th Anniversary  
in the coin machine industry!

*Thank you Dale for all of the support!  
From all of your friends at  
Betson Enterprises*



The Pennsylvania Amusement & Music Machine Association  
is proud to call Play Meter Magazine's 2011 "Operator of the Year" one of it's own!

**CONGRATULATIONS**  
to Dale, Lynn and the  
H. Lazar & Son employees



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# CONGRATULATIONS

to Dale Lazar and the H. Lazar & Son Team!

Dale,

*Our group values your leadership and exceptional standards for the amusement vending industry almost as much as the personal endeavors that you contribute to make Pittsburgh and the world a better place! As PlayMeter's 2011 Operator of the Year, The Club Lucky Group wants to salute a very deserving member. The CLG Team is very proud of you!*



You did it!  
*Congratulations*

You have made us proud with your sincere dedication to our industry and your philanthropic endeavors.

**play** "The Operators' Choice"  
**METER**

Carol P. Lally, Publisher,  
and Play Meter Staff





**TouchTunes**

INTERACTIVE NETWORKS

# CONGRATULATES DALE LAZAR

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## PLAY METER OPERATOR OF THE YEAR

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**CONGRATULATIONS TO DALE LAZAR OF H. LAZAR & SON INC.  
FOR HIS OUTSTANDING ACHIEVEMENT, LEADERSHIP, AND  
DEDICATION TO THE COIN OP AMUSEMENT INDUSTRY.**

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TOUCHTUNES

---

WINNER OF FOUR AWARDS AT THE 2012 AMUSEMENT EXPO



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THE LEADING PROVIDER OF IN-VENUE, INTERACTIVE, OUT-OF-HOME ENTERTAINMENT

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# Show time

Part 2



For five days in mid-March, amusement industry professionals had a field day at the Las Vegas Convention Center with four trade events in close proximity: the third united coin-op industry Amusement Expo co-located for the second year with the National Bulk Vendors Association (NBVA) Expo in one hall, and nearby the International Pizza Expo and the Nightclub & Bar Show. Let *Play Meter* take you through each one with details and photos that tell the whole story.



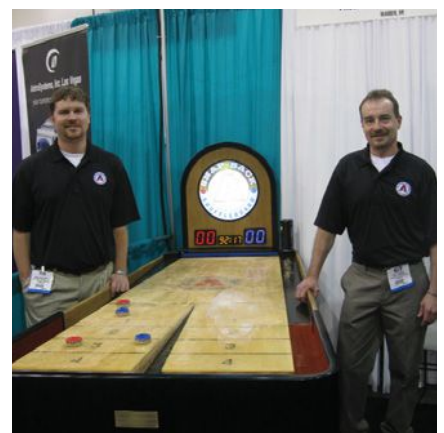
# amusement expo



Michael Randel (l) and Gregg di Masters of Advanced Promotional Technologies showed their Internet-based sweepstakes machines.



Greg Bacorn (l) and Jason Stevens were on hand at the Barron Games booth displaying the popular Quad Air hockey table.



Chris Pascaretti (l) and Chad Pierson showed the Snap Back Shuffleboard table at the Pascaretti Enterprises booth.



Ryan Walden (r) of Intox Box and Rick LaFleur, 2010 Play Meter Operator of the Year, of I.F. LaFleur & Son, by the Intox Box Interactive Breathalyzer.



Nic Levenhagen (l) and Daniel Lewicki of Fun Company Ltd. showcased the Reward Center unit.



Ted Furkin and Kristina Chevalier from Pyramid Technologies highlighted the new Apex 7000 series bill acceptor.



John Kubik (l), Veronica Ruiz, and Ed Pellegrini of Bromley Inc. with the Spider Sense Spider-Man Crane.



From left: Tony Orozco, Bill Freeman, Dawn Young, Anthony Maniscalco, Brian Capellaro, and Rich Long at the Benchmark booth.



Jason Mitchell of Intercard was on hand displaying the I-eclipse debit card system.



# amusement expo



The Center Edge team of Marcus Mater (l), John Loftin, and Rick Smith (r), educated visitors on the Center Edge Software package.



Joy Mathis of MoneyTree ATM with the sleek Palmetto countertop ATM.



Robert Zaleczny (l) and Peter Lisnyj of SweepstakesSpot LLC showed terminals, dispensers, Black Jack games, and the Virtual Cafe unit.



Constantine Kirillov of Punchline Distributing with the Power Strike Fire Edition boxing game.



Wayne King (l), Jim Brown, and Spencer Olsen (r) of Reel Amusements LLC highlighted the Boomtown 2 sweepstakes machine.



Kevin Pitt (l) and Joy Yingling of Toccata Gaming International showcased Toccata's sweepstakes system.



David Blumenfeld of Tokens Direct told attendees about the new Game Alert system.



From left: Brittney Does, Dustin Espindula, Michael Does, and Josep Torres of Digital Centre with the popular "Strip" photo booth.



Tyson Draper of C.B. Sales featured the Blue Water Sweepstakes software.



# amusement expo



From left: Debbie Gonzalez, Steven Tan, and Clement Yau of Universal Space displayed a host of new games including Waterpark Splash.



From left: Chris Brady, Marshall Ashdown, Eric McKinney, and Allison Timberlake of LAI Games were busy hosts to a crowd gathering to play Speed of Light.



Kevin Jordan was at the Nickels and Dimes booth featuring the King of the Big Wheel redemption game and Fancy Cutter II crane.



From left: Jim Belt of Stern Pinball, Courtney McDuff of Play Meter, and Gary Stern of Stern Pinball during the IFPA pinball tournament.



The Namco Team.



Michael Welter (l) and Mike Welter were at the Astrosystems booth displaying the GV1 bill validator for gaming equipment and kiosks.



At Coast to Coast Entertainment, (l-r): Brittney Does, Dustin Espindula, Michael Does, and Josep Torres of Digital Centre with the popular "Strip" photo booth.



Gene Brogowski of ICE shows Real Steel to Joe Camarota of Alpha-Omega.



# amusement expo



Sam Zammuto (l) of Arachnid shows the Galaxy 3 Live to Tom Murray of Murray's Music & More.



Jeff Smart (l) and Jim Dupree of Smart Industries by the Push-N-Win.



At the Hesch Raffle booth, (l-r): Steve Lyons of Jefferson County Amusement, Emily Dunn of Tom's Amusement Co., and John Pascaretti of Pascaretti Enterprises.



Adam Melrose of Control Play was on hand to tell attendees about Control Play's music and marketing solution.



Link Pendley of Valley-Dynamo with the new Valley pool table for high-end locations.



Marty Man Smith (l) and Nick Bourdens of Big Bear Glow Machine by the EyePrize video game/vending machine.



Play Meter columnist Josh Sharpe plays AC/DC Pinball from Stern.



Play Meter staff gets in the spirit of Las Vegas, (l-r): Carol Ann Lally, Carol Lea LeBell, Carol Lally, Courtney McDuff, and Bonnie Theard.



Attendees play Dirty Drivin' and Super Cars by Raw Thrills.



# amusement expo



Gary Massey (l) of MEI, Russell Minter (c) of Stick With Us Amusements, and Chris Felix of MEI.



Attendees play Stinky Feet and Strike Zone from Bob's Space Racers.



Dave Peckels of Pentavision Global with the No. 7 E-Cigarette Vending Unit.



Mark Robbins of Gold Standard Games (l) in a match with two-time air hockey champion Danny Hynes on a Premium Model game from Gold Standard.



From left: Sebastian Mochkovsky of Sacoa PlayCard, Remon Kroep of Ordyx POS Systems, and Jorge Mochkovsky of Sacoa PlayCard.



By Reactor from Family Fun Companies, (l-r): Roger Cardinale of CEC Entertainment with Alex Mazon and Lisa Chapman of Family Fun.



Laser Blast has a new charging rack for vests that keep them ready for use throughout the day. Mirsine Osman (l) and Alan Keeping show the products.



Steve McCaul of Global Coin with his GCE Universal Hopper Kit.



At Suzo-Happ Group, (l-r): Tom Happ, Mike Happ, Carson Johnson, Laura Sandowski, Dawn Becerra, Marriell Martinez, and Ray Salazar.



# amusement expo



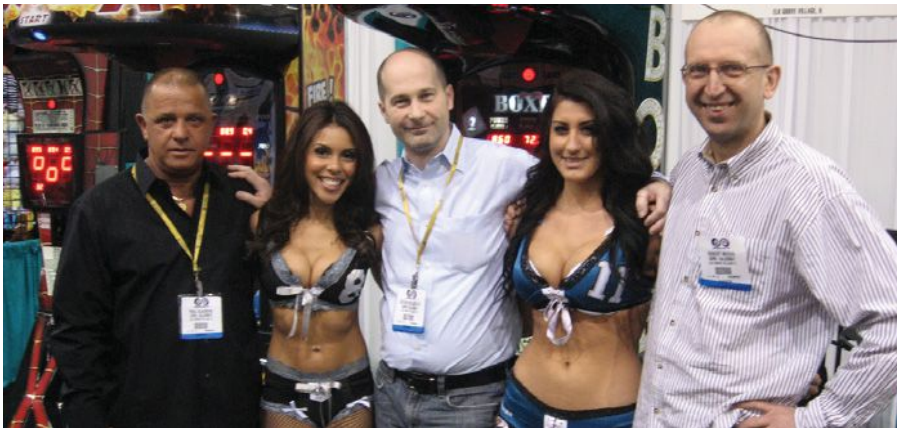
Brad Chamberland of Stylish Games with his service dog Princess.



An attendee plays Teeter Totter Castle by Andamiro.



Sheila Dellacona of Hoffman Mint showed tokens and medallions.



At IGPM/Kalkomat, (l-r): Paul Blauberger, Vanessa Ceron, Peter Stolarczyk, Anne Mendez, and Robert Mucha.



Checking out jukeboxes from AMI: Jeff and Kama Reed and Matt Pascal of Entertainment Experts.



The Family Entertainment Center Group, (l-r): Bob Chadow, George Smith, Michael Kaufman, Marc Bear, Tom Revolinsky, Mark Nesfeder, and Sam Dando.



AMOA President Donovan Fremin and his wife Amanda at the Industry Gala with a second-line umbrella used for parades and special occasions in Louisiana.



# amusement expo



Jim Mason (l) joins Bev and Rich Babich at the Game Exchange of Colorado booth.



The Pace-O-Matic team, (l-r): Dwayne Waxer, Kirk Tipton, Sherry Lancaster, Al Rofer, Karmin Pace, Mike Pace, Chris Cummings, John Kermani, and Randy Flowe.



Robert McCowan of R&M Vending plays Power Putt LIVE from IT.



From left: Marc-Antoine Pinard of Adrenaline, Kent Knudson and Kelly Knudson of Champions Fun Center, Jim Lakey of VVS, and Randy Alby of Champions Fun Center.



A young lady and her mother sample Magazine Me from Apple Industries.



At the Bay Tek booth, (l-r): Adam Ambrosius, Holly Meidl, Mark Lenske, Rob Ozarowicz, and Justin Vandenneuvel. ▲



## **Play Meter** recognizes *operator excellence*

**E**ach year *Play Meter* selects an outstanding operator to receive the Ralph C. Lally Operator of the Year Award named for the magazine's founder. The recipient for 2011 is third-generation operator Dale Lazar of H. Lazar & Son Inc. in Pittsburgh, Pa., a company that is celebrating its 80th anniversary in 2012.

H. Lazar & Son was founded by Lazar's grandfather, Hyman, a Rumanian immigrant who arrived in the U.S. in 1908 and began a one-man business in 1932. Lazar's father, Bernie, joined him after World War II, and Dale came on board in 1976.

Lazar first thanked his wife, Lynn ("for everything you do and for being there for me"), and then his Operations Manager, Dave Hart ("the nicest guy in the world").

He thanked all the manufacturers he had the opportunity to engage with over the past 35 years; also distribution, particularly Betson-Pittsburgh and its General Manager, Lou Larson.

In addition, he thanked Club Lucky "for sharing their expertise and creating an innovative and progressive promotions organization," and the Amusement and Music Operators Association (AMOA) "for giving me an opportunity to grow professionally and for establishing the Notre Dame Executive Development Program, the holy grail of our industry."

Lazar thanked AMOA Executive Vice President Jack Kelleher and his staff (Lori Schneider, Maggie Kapinos, and Jamie Griffiths) "for their tireless work in supporting, enhancing, and strengthening the AMOA."

In conclusion, he said: "But most of all, I cherish the industry camaraderie, experiences, relationships, and friendships that have developed and evolved throughout my operating career. You have all helped me become a better operator." ▲



From left: Carol Ann Lally and Bonnie Theard of *Play Meter*, Dale Lazar of H. Lazar & Son, and Carol Lally of *Play Meter*.



From left: Dave Hart of H. Lazar & Son, AMOA President Andy Shaffer, Dale Lazar, and Lynn Lazar.





Steve Epstein (I) of the IFPA congratulates Dale Lazar.



Past AMOA President Marion Paul (I) with Dale and Lynn Lazar.



Phil Juckem (I) of All Brands Vending and Dale Lazar.



Jim Marsh of Hart Novelty shakes hands with Dale Lazar.

## Previous *Play Meter* Operator of the Year Honorees

**1989:** Jim Hayes (Ohio)

**1990:** Jim Stansfield (Wisconsin)

**1991:** Wally Bohrer (Wisconsin)

**1992:** Bill Beckham (Ohio)

**1993:** Gary Benson (Colorado)

**1994:** Steve Epstein (New York)

**1995:** Gene Sieben (North Dakota, posthumously)

**1996:** Mark Levine and Terry Davis (Massachusetts)

**1997:** Gen Urso (Wisconsin)

**1998:** Don Hesch (Illinois)

**1999:** Rich Hollley (Florida)

**2000:** Dock Ringo (Texas)

**2001:** Ray Shroyer (Illinois)

**2002:** Jeff and Kama Reed (Kentucky)

**2003:** Chris Warren (Montana)

**2004:** Andy Shaffer (Ohio)

**2005:** Gary and Donna Brewer (Tennessee)

**2006:** Jason Rubin (Maryland)

**2007:** Phil Juckem (Florida)

**2008:** Larry Elbert (Iowa)

**2009:** John Neville (Illinois)

**2010:** Rick LaFleur (North Dakota)





Play Meter Operators' Choice Awards were accepted by, front row, (l-r): Phil Cohn of TouchTunes, Jim Belt of Stern Pinball, Diane Olsen of Northwestern Corp., Jim Roe of AMI, and Dave Courington of Valley-Dynamo; back row, (l-r): John McKenzie and Frank Cosentino of Namco and Elaine Hodgson and Jim Zielinski of Incredible Technologies.

## Play Meter Operators' Choice Awards

**P**lay Meter presented its annual Operators' Choice Awards on March 15 during the Amusement Expo. These awards are voted by operators who respond to *Play Meter's* State of the Industry Survey.

Operators vote on their best performing equipment in seven categories: video, countertop, redemption, jukebox, table game, pinball, and bulk vending.

Winners for 2011 are:

**Best Video Game:** Incredible Technologies for Golden Tee LIVE 2011

Elaine Hodgson and Jim Zielinski of Incredible Technologies accepted the award. Hodgson said, "We've been making Golden Tee for 23 years. We won this award for Golden Tee 10 years ago and it is amazing to be winning again. We are amazed and happy to get this award. It pleases me that what we've worked on for so many years is still earning for you."

**Best Touch Screen Countertop:** AMI Entertainment Network for Megatouch Rx. "We truly appreciate this. It's an honor to receive an award voted by

the operator community," said Jim Roe of AMI.

**Best Redemption Game:** Namco America for BarBerCut Lite. Frank Cosentino and John McKenzie of Namco accepted the award. Cosentino said, "The fact that this award is voted upon by our customers, the operators, makes this award all the more special. BarBerCut Lite has opened many doors for us with important feedback and support from operators, which then helps us to design features for upcoming Namco games. It is a great honor and we wish to thank all of the operators who voted for us."

**Best Jukebox:** TouchTunes Interactive Networks for the Virtuo SmartJuke. Phil Cohn of TouchTunes accepted the award and thanked the operating community for voting for Virtuo.

**Best Table Game:** Valley-Dynamo for Valley Pool Table. Dave Courington of Valley-Dynamo said, "As everyone has said, this is important because it comes from our customers. We continue to listen to our customers; we take feedback and incorporate the changes

they ask for. We're honored to be chosen as the best table game. Thanks for coming to the show and providing us with the feedback necessary to improve our products. We sincerely appreciate your support."

**Best Pinball Game:** Stern Pinball for Disney's Pirates of the Caribbean. "We're happy to be here and happy to continue making pinball games," said Jim Belt of Stern Pinball.

**Best Bulk Vending Unit:** Northwestern Corp. for the 60 and 80 Series.

Diane Olsen of Northwestern Corp. said, "We're a family owned business and we continue to produce good products. We appreciate your support. Our goal is to provide you with great products and customer service."

Carol Lally, Publisher of *Play Meter*, concluded the presentation by saying, "We want to personally thank all operators for participating in our survey. It takes time to compile this survey. Congratulations to all of the winners because it was voted on by the operators." ▲





John Schultz (l) and John Margold (r) present the Distributor of the Year Award to Peter Betti and Bob Geschine of Betson Enterprises.



Chris Felix (c) accepts the Supplier of the Year Award from John Schultz (l) and John Margold.



Ralph Coppola (c) of ICE accepts the Manufacturer of the Year Award from John Schultz (l) and John Margold.



Jonathan Kleiman (c) of Pioneer Sales & Service accepts an AAMA Lifetime Achievement Award for his late father, Joel Kleiman, presented by John Margold and John Schultz.



John Margold (l) and John Schultz (r) present an AAMA Lifetime Achievement Award to Dave Courington of Valley-Dynamo.

## AAMA presents spring awards

The American Amusement Machine Association (AAMA) presented its annual spring awards on the opening day of the Amusement Expo.

AAMA presented two Lifetime Achievement Awards this year: one to Dave Courington of Valley-Dynamo and one to the late Joel Kleiman of Pioneer Sales & Service, a respected distributorship that was established in 1962. Kleiman passed away in April 2011 at age 91.

AAMA Chairman John Margold

said, “Being part of this ceremony is a real highlight of my duties as Chairman.” He said he has had the pleasure of knowing Courington for many years. Courington was speechless and deeply touched by the recognition.

Kleiman’s son, Jonathan, accepted the award on behalf of his father and said, “I’m very proud to be my father’s son. As I look out into the crowd and see so many friends, I know why my father loved this

industry so much.”

AAMA distributor members vote on the Manufacturer of the Year Award, which was presented to Innovative Concepts in Entertainment (ICE). Manufacturer members vote on the Distributor of the Year Award, which was presented to Betson Enterprises.

This marked the second year that AAMA presented its Supplier of the Year Award, which was presented to MEI. ▲





Jerry Baker of Fontanini gives out spicy meatball samples.



Fresh pizza sliced at the Molini Spigadoro booth.

# Ciao! Buongiorno!



**H**ello, and good day from the Pizza Expo, held March 13-15 at the Las Vegas Convention Center in Las Vegas.

It was certainly a good day for Amusement Expo attendees on March 15, a crossover day for checking out the Pizza Expo where the food samples went far beyond pizza.

The agenda included a pre-show program of seminars on March 12 and more seminars on March 13-15 for a grand total of 64 sessions. Topics included: Pizza Crust Boot Camp, Dining Trends, Social Media Marketing, Sales-Building Pizza Recipes, Time With the Dough Doctor, Maximizing Catering Sales, Menu Labeling, Reviving the Work Ethic, and Seven Habits of Highly Successful Operators.

The International Pizza Challenge featured the best techniques and recipes in Traditional American-Pan and Italian-Style divisions. The Best of the Best Bake-Off was a competition among four past pizza world champions.

The World Pizza Games were an opportunity to show off techniques and athleticism in dough tossing, longest spin, largest dough stretch, and fastest box folding. The Beer and Bull Exchange on two evenings after show hours turned out to be a lively discussion period.

Keynote speakers included Nick Sarillo of Nick's Pizza & Pub in Illinois and Marla Topliff of Rosati's Pizza, also in Illinois.

A healthy number (94) of new exhibitors were among the 440 companies represented. All types of tomato products were on display, as well as cheeses, commercial grade cooking supplies, ovens, grills, uniforms, spices, olives, salad dressings, baked goods, barbecue sauce, sausages, wine, signs, furniture, menu boards, and all-natural yogurt. And that's just the beginning.

It was hard to pass up all the food samples, especially the shrimp and asparagus ravioli with white wine and lobster sauce at the Pasta Mia booth.

The Stanislaus Food products booth replicated an outdoor cafe.







Bev and Rich Babich of Game Exchange of Colorado enjoy pizza.



Bonnie Theard of Play Meter was greeted by a giant pizza.



A customized Ford van outfitted for pizza delivery and catering.



Pasta Mia served up decadent ravioli.



Amusement Expo attendees, (l-r): Brian Lee of Automatic Coin Vending, Kristin Haley of TouchTunes, Michael Lee of Automatic Coin Vending, and Carol Ann Lally of Play Meter.

Another memorable dish was the forest mushroom ravioli with sage cream sauce.

Not far away were three different kinds of beef and pork cooked Italian meatballs from Fontanini, available in nine sizes. The company also featured crust and pitas, chicken sausage, breakfast sausage, and pot roast. Jerry Baker of Fontanini said, "This show has been very good for us. We traditionally exhibit at this show and the National Restaurant Show."

Over at R.W. Bakery Co. were unique breads, dinner rolls, and sub buns, as well as muffins including Butterfinger brownie muffins. Savory and sweet products were in abundance.

Dates for the Pizza Expo 2013 are March 19-21, again overlapping with



Alex Karetas of Triton showed the new ATM model, Triton Traverse.

the Amusement Expo 2013, March 20-22. For more information on the Pizza Expo, call (800)746-1122; Web ([www.pizzaexpo.com](http://www.pizzaexpo.com)). ▲



The [candymachines.com](http://candymachines.com) booth was a busy spot.



## TRADE SHOW



An attendee plays Qubica's Hwy. 66 bowling lanes.

The Nightclub & Bar Convention and Trade Show, having wrapped its 27th annual gathering March 12-14, was a resounding success with 662 exhibiting companies (an 8 percent increase from 2011). The show saw attendance rise nine percent to 34,158 attendees from last year's 31,000 attendees. *Play Meter* was on hand to experience all the action, which included beverage manufacturers, ATM exhibitors, wristband providers, and coin-op equipment.

"This year's show was bigger and better than ever. We couldn't be happier with both the attendee and exhibitor turn out," said President of Nightclub & Bar Media Group, Jon Taffer.

"The NCB Show featured some exciting new brands including Toby Keith's Wild Shot Mezcal, Curtis '50 Cent' Jackson's Street King, Pernod Ricard's new Malibu Red and Avion

# Raising *the bar*

This year's annual Nightclub & Bar Convention and Trade Show attracted a multitude of exhibitors, including those in the coin-op community.

Tequila, SX Liquors and others along with the return of Heineken to the show, with their 'Passion for Beer' program. This industry keeps evolving and I'm proud to say that the Nightclub & Bar Convention has become the best place to see the most innovative and

creative companies whose products and concepts span every aspect of the nightclub and bar world."

Conference highlights included a keynote presentation by Dr. Peter Cressy, President and CEO of the Distilled Spirits Council of the U.S. He pro-





Ki Lee of Andamiro.



From left: Oscar Aguilar and Norma Sanchez of MedTech Wristband.



Aaron Petritz of Innovative Concepts in Entertainment (ICE).



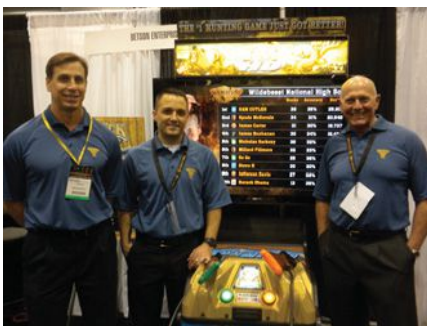
From left: Shara Sooknarine and Jennifer Collins of Price Chopper Wristbands.



From left: Anita Friedl and Tom Siemieniec of Namco.



From left: Troy Waltersdorf and Bethany Gannon of Wristband Resources.



From left: Chris Betti, Eli Backer, and Peter Betti of Betson in front of the Big Buck HD.



Ron Adams of Axis ATM Systems talks with attendee.



From left: Carol Ann Lally of Play Meter magazine and Gary Colabuono of Incredible Technologies.

vided insightful information into current economic trends. He said “By being proactive, the industry will continue to grow as on premise profitability is improving and the return of preimmunization is one among many factors driving the industry.”

Actor, comedian, and nightclub owner Pauly Shore provided a funny keynote speech discussing the legacy of his mother’s vision that has become the

most famous comedy store in Hollywood, Calif. Jon Taffer gave a keynote speech on teaching bartenders, servers, and other staff rather than training.

Workshops included topics such as focusing your staff, knowledge that attracts and retains customers for life, gaining deeper insight into marketing systems, boosting sales, and the guest experience.

AMI Entertainment premiered nine



The AMI Entertainment booth at Nightclub and Bar.



# TRADE SHOW



From left: Eric Keating and Steve Kirk of ATM One.



From left: Peter Guterres, Valerie Bechtold, and David Cottrell of JVL.



From left: Alyssa Price and Kelcie Jeffries of Wristband Specialty.



Fernando Cruz of Precision Dynamics.



Zach Sharpe plays Stern Pinball's AC/DC.



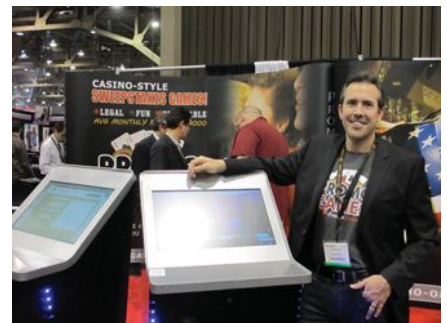
Dennis Baker of CustomATM.



Julio Serrano of Kahuna Payment Solutions.



From left: Mick White of Gold Standard/Shelti, Tanya Dieter, and Kevin Dieter of Tanya's Gridiron.



SweepsCoach/Promo Games' James Mecham.



Attendees play in the Gold Standard/Shelti booth.

new Battle Arena games for the industry's newest countertop, the ML-1 at the show. An automatic update to connected ML-1 machines features Battle Arena versions of Megatouch favorites for the first time, including such titles as Photo Hunt Battle, Word Dojo Battle, and Monster Madness Battle.

Other familiar exhibitors included AMI Entertainment Network, Andamiro, ATM One, Axis ATM Sys-

tems, Bay Tek Games, Betson Enterprises, Brunswick Bowling and Billiards, Coin Mechanisms, Incredible Technologies, Medtech Wristbands, Namco, ICE, QubicaAMF, Shelti, Wristband Resources, Wristband Specialty, JVL, and more.

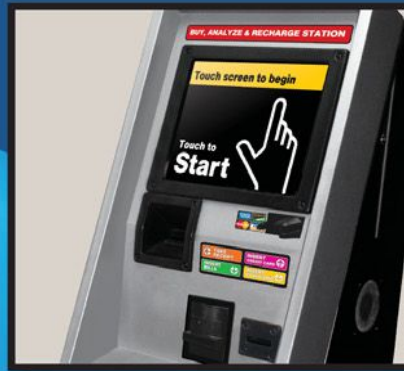
Next year's event will take place March 19-21, 2013, again in Las Vegas. For more information, call (866) 692-2066; Web ([www.ncbshow.com](http://www.ncbshow.com)). ▲



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Raul Vasquez, Manager of City Park, Colombia.



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**Editor's Note:**  
*Tokens are a secure, cheap, and controlled system on which to operate your facility's attractions. Luckily there are many options when choosing which tokens and token dispensers are right for you.*



# TARGET: Tokens

## **American Changer Corp.**

(800)741-9840 • [www.americanchanger.com](http://www.americanchanger.com)

American Changer is a developer and manufacturer of token dispensers, among other things. The company is now offering two vibrating bowl token cleaners. The cleaners are designed to work with dry media to bring your tokens back to like-new condition.

## **Hamilton Mfg**

(888)723-4858 • [www.hamiltonmfg.com](http://www.hamiltonmfg.com)

Hamilton Mfg. Corp. provides change and token dispensing machines to fit the needs of the amusement industry. The company's newest solution is the (HTK) Hamilton Transaction Kiosk with the ability to sell packages for miniature golf, go-karts, and other entertainment selections.

## **Hoffman Mint**

(800)227-5813 • [www.hoffmanmint.com](http://www.hoffmanmint.com)

Hoffman Mint features several stock designs and can also custom design tokens with your logo and artwork. The company's team of experienced designers can also create a new design for you.

## **Mississauga Mint**

(866)678-6468 • [www.mississaugamint.com](http://www.mississaugamint.com)

Mississauga Mint is the largest private mint in Canada. From art conception to finished product, its facility is equipped to complete all aspects of manufacturing in-house. The company prides itself on high speed coining.

## **Tokens Direct**

(877)480-0457 • [www.tokensdirect.com](http://www.tokensdirect.com)

Tokens Direct's specialty is wholesale tokens. The company features seven sizes and 28 types of tokens. It can also create custom tokens or semi-custom tokens.

## **Van Brook of Lexington**

(866)764-7036 • [www.vanbrooktokens.com](http://www.vanbrooktokens.com)

Operators wanting an exclusive token should choose from Van Brook's CT or CTX products. CT and CTX tokens come with an "exclusive use" license within a 75-mile radius as long as you continue to order tokens.





## Bowl Expo preview



Very soon it will be “One of These Nights” when bowling fans rock to the music of Eagles vocalist and instrumentalist Don Henley at a live concert Thursday, June 28 at the Reno Events Center. According to the Bowling Proprietors’ Association of America (BPAA), the concert will cap the week-long International Bowl Expo.

In a separate event prior to the concert, Bowl Expo attendees who purchase a Club Xpo ticket will gather at 6:30 p.m. in the Reno Ballroom to enjoy food, drinks, and another opportunity to network with their peers. Attendees with a Club Xpo tickets will be able to exchange them for prime seating at the Reno Events Center for the Henley concert.

A ticket exchange will be held at Bowl Expo earlier in the week to determine actual assigned seats. The 2012 International Bowl Expo runs June 24-29 at the Silver Legacy Resort Casino (Headquarters Hotel) and the trade show will be open June 27-28 at the Reno-Sparks Convention Center. Bowl Expo’s theme in 2012 is United We Bowl.

For more information or to register, visit ([www.bowlexpo.com](http://www.bowlexpo.com)).

## KISS course opens in Las Vegas

The Las Vegas valley is home to dozens of beautifully landscaped golf courses. According to KLAS-TV 8 News NOW, another one with a rock ‘n’ roll twist opened in March.

The new one is different. It is indoors. It glows in the dark, and it is all about the rock legends: KISS.

“You shoot things into Gene’s head and things happen,” said Christina Vitagliano the Founder of Monster Mini Golf.

Vitagliano’s company opened KISS Monster Mini Golf. They have imaginative mini golf courses in several other places around the country. The part-time Henderson resident came up with the idea for the Monster Mini Golf in 2004. A KISS course was always an idea, but it took the past year to get the band onboard.

“As our company grew, I wanted to have a flagship location here, but you have got to build it Vegas-style,” Vitagliano said. “If you are an entrepreneur and you are into entertainment and you want to do something that is very outside the box, this is the place to do it.”

Vitagliano thought KISS was a perfect fit. She converted a hamburger joint, across from the Hard Rock Hotel, into a 15,000 square-foot home for a mini golf course, an arcade, a wedding chapel, and the world’s largest KISS gift shop. The course is open from 10 a.m. to midnight every day. It officially opened to the public March 15 with an appearance from all four members of KISS.

For more information, visit ([www.monsterminigolf.com/kiss](http://www.monsterminigolf.com/kiss)).

## Creative Works to host LaserTAG360 Event



Join Creative Works for a two-day LaserTAG360 Event that is being held in Indianapolis May 15-16. This seminar is a must for those new to the laser tag business wanting to learn more about creating successful strategies. The LaserTAG360 Event will cover many topics including designing your space, attraction mix, landlords, hiring the right people, training employees effectively, and marketing in creative ways.

For more information, visit (<http://www.lasertagworld.com/downloads/LT360event2012may.pdf>).

## ControlPlay FEC

New from controlPLAY is a digital marketing system created specifically for the family entertainment center (FEC) environment. controlPLAY is agile and provides a seamless execution of your marketing programs with remote content management to deliver targeted, effective campaigns.

Guests will experience a built in inventory of specific promotional messages. Operators can promote food, beverage, group sales, birthdays, special events, safety rules, and much more. Announcements are available in audio, video, and digital signage formats.

ControlPLAY’s copy writers, voice talent, and graphic design team will work with you to create marketing messages that sell while improving your guest experience. The company will create audio, video, or digital signage, promotional material specific to your events, packages, and offerings. The controlPLAYER is equipped with multiple management passwords, enabling you to restrict access to only authorized staff. The company’s service experts are available every day of the week to assist with system specifications, integration, and ongoing support.

For more information, call (866)896-3470; Web ([www.fec.controlplay.com](http://www.fec.controlplay.com)).





## Libertyville mini-golf course to get help

According to the *Daily Herald*, a new deal could bring life to a shuttered Libertyville, Ill., mini-golf course. The signature waterfall atop the “adventure” miniature golf course at the Libertyville Sports Complex has been dry since the last putt dropped five years ago.

Deemed to be more valuable for the land it occupies at a busy intersection, the 27-hole course closed at the end of the 2007 season and was put on the market for development.

But with no acceptable offers and the economy still shaky, a Plan B has surfaced that could have the water flowing once again by summer. And if the details work out, palm trees could become part of a revived landscape amid the prairie grasses.

“We do not have a lease but we have a letter of intent,” said Chicago resident Ryan Tracy, who wants to reopen the facility as the Hawaiian-themed Aloha Falls. “We’re just trying to get funding in place.”

Figuring some revenue would be better than nothing, village officials have agreed to become landlords if need be and have fashioned a three-year lease for the course, parking lot, and a nearby building.

The adjoining batting cages, which along with the miniature golf courses (one 18-hole, one 9-hole) are part

of what is known as the family entertainment portion of the Sports Complex, would not be part of the lease. Any part would need approval of the full village board.

The proposed terms include the recognition that things could change at any time and a reimbursement for a portion of Tracy’s estimated \$100,000 investment should the village receive an acceptable purchase offer for the property.

With the exception of an adjoining building, which the village spent \$6,000 to bring up to snuff for a potential rental, Tracy would be responsible for everything else.

A proposed deal has been in the works for several months with Tracy, a self-described miniature golf enthusiast who said he has been playing for several years.

His initial plan for what would be his first venture into this business was to open an indoor entertainment center to include a miniature golf course in Chicago. But the cost and other factors were prohibitive.

“We decided we would start a little bit smaller and look at something a little more manageable,” he said. While scouting locations, he drove by the Libertyville facility, realized the waterfall wasn’t operating, and got in touch with Connie Kowal, Director of Recreation and Sports Complex, Little Village of Libertyville.

Tracy said he would keep the natural landscape but make some changes, such as creating two separate courses that shared nine holes and establishing an identity as a fun-for-all-ages activity.

The 48-acre Sports Complex also includes the centerpiece 160,000-square-foot indoor sports facility and the 80-station Golf Learning Center.

For more information, call (847)918-2100; Web ([www.libertyville.com](http://www.libertyville.com)).



## Correction

In last month’s FEC of the Month article on Swaders Sports Park, the equipment mentioned in the Kidzone area of the park was incorrectly identified. The manufacturer of the equipment is PlaySmart.

For more information on PlaySmart playgrounds, call (800)940-7529; web ([www.playsmart.com](http://www.playsmart.com)). ▲







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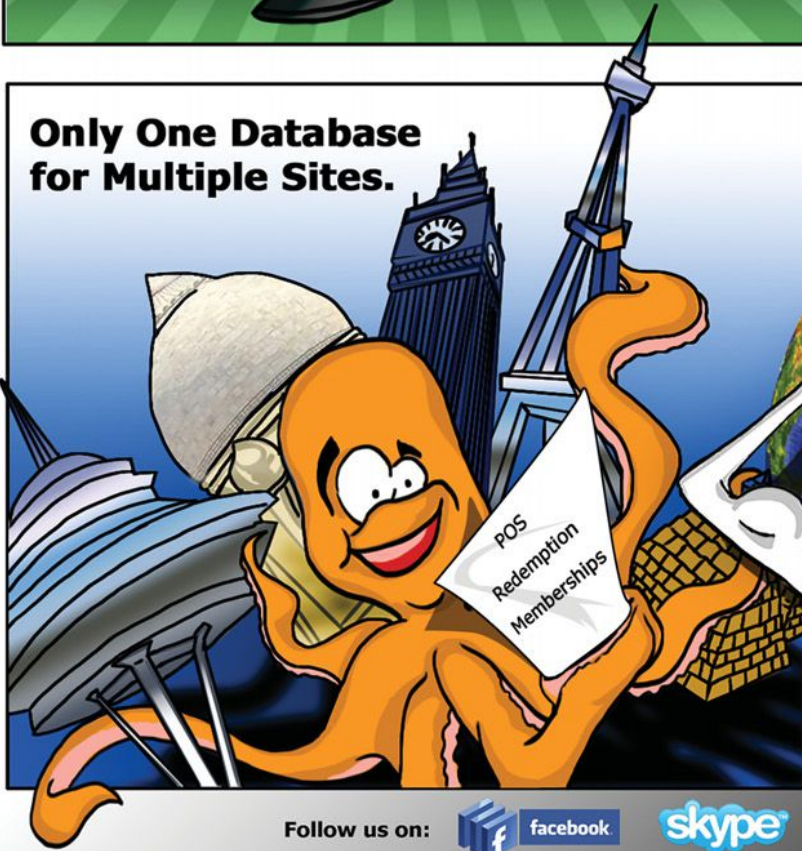


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## Rock, robots, targets, and HD pop



Josh and Zach Sharpe

**All game categories were represented at this year's Amusement Expo. The two cornered critics give a preliminary analysis of games that stood out.**

While we must say the amount of brand new equipment on hand was down in comparison to the recent International Association of Amusement Parks and Attractions (IAAPA) Expo and even last year's Amusement Expo, it certainly didn't offset the amount of "stuff" on display.

According to tracking figures reported by the *Play Meter* crew, growth was seen in every category at this year's Amusement Expo, held in lovely Las Vegas: exhibitors, booths, and more importantly, buyers.

It also didn't hurt, well, minus our liver and waists, that this year's Amusement Expo overlapped with dates of the Nightclub & Bar Show as well as the International Pizza Expo. As much as we would love to catalog and discuss in detail every adult beverage and tasty cheesy creation we encountered at those two shows, what could be more exciting than taking a peek at our personal

favorite games from this year's Amusement Expo?

Similar to what we've done for past shows, this month we will take a look at some of our favorites from this year's event, followed by more in-depth reviews in the months to come.

Last, and certainly not least, what would an Amusement Expo be without some type of action taking place at the Stern Pinball booth courtesy of the International Flipper Pinball Association (IFPA)? Using the growing and popular Pin-Golf format, we held a one-day tournament on Stern's latest game, AC/DC.

Special thanks and shout out to Marco Specialties for putting on an incredible sound and TV display, offering attendees a front row seat of the action without having to crowd around the actual machine. For only being held on one day of the trade show, an incredible 28 players competed in this year's tournament with the current reigning World Pinball







Real Steel

Big Buck Hunter HD

Cascading Balls

Champion, Cayle George from Seattle, taking home the cash prize and trophy.

**AC/DC/STERN PINBALL**

There's no denying the global success AC/DC has had as a band. They've released so many hit songs and continue to be one of the top touring bands after over 30 years in the business. For all AC/DC fans out there who've been waiting for a pinball machine to bring justice to such an iconic band, you can now rest easy. Stern has truly rocked out with its latest creation. In addition, attendees at this year's Amusement Expo were also on hand to witness the first public introduction of the Premium Edition machine (Pro versions were also on hand). We'll cover all of the differences between both machines in a full-length review in a future column.

**REAL STEEL  
ICE/PLAY MECHANIX**

While the timing of this release might be a bit late for what was an average successful movie at best, there's no question that Real Steel the game is a lot of fun. In the vein of a stop-the-light game function, players must fight against four of the main robots from the movie. On the cabinet is a giant robot fist that players must pull back while

timing their punch accordingly to hit their opponent on screen.

If the player times their hit successfully, they will knock out their opponent and move on to the next round in hopes of winning more tickets. After knocking out the first three robots successfully, players have the chance to knock out Zeus to win the big-ticket bonus.

**CASCADING BALLS/NAMCO**

While Namco's latest is still in the testing and development phase, we were definitely intrigued and impressed with what we saw. In the same vein as your typical plinko-style set-up, Cascading Balls gives players the challenge of timing the release of the ball on top in the hope of interacting with an oscillating target as well as other scoring holes as it descends to the bottom.

The true highlight and hook of this game is the oscillating bucket that is up top. If a player successfully drops the ball through this bucket, not only do they get the tickets they would have won on that ball's travel down to the bottom, they also get five subsequent balls that are released. All scoring holes also award players tickets. It's a very clever add-on to a simple "drop the ball" style game. We can't wait to see how the finished product turns out.

**BIG BUCK HUNTER HD/  
RAW THRILLS**

It seems more often than not that the best ideas in the industry are also the most simple and logical. LCD displays added to a successful shooting game, no brainer. Taking this same exact game and utilizing technology at hand to create the gaming experience in high definition made it visually stunning.

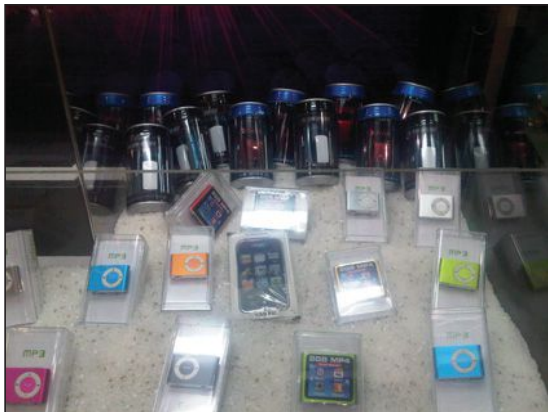
In what really is a simple and elegant solution, Raw Thrills has done a fantastic job of making an already successful Big Buck Hunter franchise game into a 21st century visual shooting feast. The difference in visual pop is amazing in this new Big Buck Hunter HD game. It will surely pave the road for other companies to emulate in the future. ▲

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.



# Games, cranes, and automobiles

*As you gear up for the summer season, keep these toys and tips in mind to attract kids to your merchandisers.*



**1** Are you looking to spice up your MP3 and MP4 cranes? Try adding new mini RC cars. These are great additions to any crane as well as several of your merchandisers. Each car comes with a different frequency so the kids can race against each other as soon as they win the prize. You can add them to any mix and use them as mid-level prizes in your merchandisers. Please call or e-mail me and I will share with you where I get them.

**3** Want to add even more of a marketing punch to your cranes? Add a monitor to them. Now you can run YouTube videos, location promotions, show off the product in your cranes, and even use the monitor to secure those hard to get locations.

This monitor is a commercial grade unit with an auto on/auto off feature. At the end of the day when the location cuts off the power, you do not have to worry about the monitor coming back on the next day. By adding a monitor to your crane, you dramatically increase the pull to your unit and will add revenue to your cash box. What can your imagination come up with when using this tool? Feel free to call me on the details of this unit.

**2** Have you done a towel crane yet? Summer is right around the corner so use a beach towel or a sports team logo towel. As the picture shows, just wrap them up so they fit in the claw of your crane. Use a rubber band to hold them together.

**4** This tip does not come with a photo; it just comes from the heart. As I opened a new location in Green Bay about a year ago I found that instilling a positive attitude in my employees went a long, long way in building the business and their confidence as well.

I am sure most of you do this same thing but it is worth sharing again. I made a point to offer each of my employees a positive message during my time with them. I let them know I see potential in them and let them know when they did well. We deal with young kids as our employees so they need that little extra positive-ness in their day. In some cases we may be the only positive reinforcement they receive in their lives. I noticed that the better I treated them, the more they did to get their jobs done well. ▲



Jim Chapman has been a part of the coin-op industry for over 25 years. His experience ranges from manufacturing cranes, merchandisers, redemption, and video games to operational experience in both large FECs and a children's location in Green Bay, Wis. You can find him at trade shows sharing his passion and experience when giving redemption seminars. He can be reached at (800)224-1717, ext. 726; e-mail (jimmychaps@aol.com).





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McCormick Place  
tel: (312)853-2525  
web: www.restaurant.org

**May 10-12**

**GTI Asia Taipei Expo**

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Taipei World Trade Center  
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**May 14-16**

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Queensland, Australia  
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e-mail: info@aalara.com.au  
web: www.aalara.com.au

**May 15-17**

**GAGA Arcade Game Expo**

Guangzhou, China  
Pazhou Poly World Center Guangzhou  
tel: +86-20-2388-5999  
e-mail: pygaga@163.com  
web: www.gaga.org.cn

**May 24-28**

**BullShooter Finals**

Rosemont, Ill.  
Hyatt Regency O'Hare  
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e-mail: loric@bullshooter.com  
web: www.bullshooter.com

**May 24-June 2**

**VNEA International Championships**

Las Vegas, Nev.  
Bally's Las Vegas  
tel: (800)544-1346  
e-mail: info@vnea.com  
web: www.vnea.com

**June 5-7**

**E3**

Los Angeles, Calif.  
Los Angeles Convention Center  
tel: (508)424-4864  
e-mail: chart@idgworldexpo.com  
web: www.e3expo.com

**June 5-8**

**Asian Attractions Expo**

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web: www.iaapa.org/asianattractionsexpo

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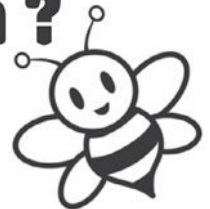
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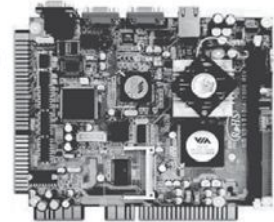
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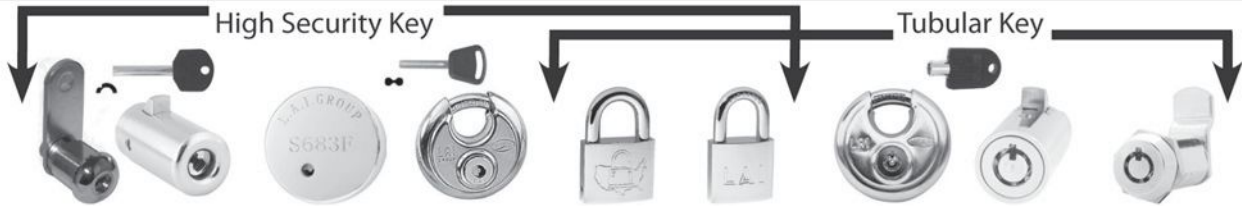
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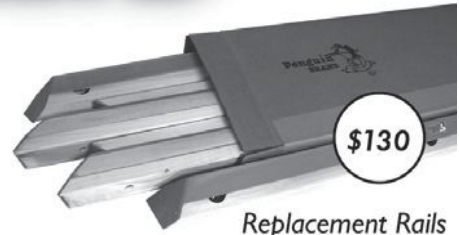
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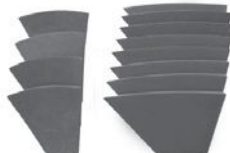
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**CLASSIFIED AD INDEX**

American Amusement Auctions . . . . .	104	CoinOp Toys . . . . .	119	Penguin Amusement . . . . .	119
Amusement Entertainment Management . .	113	Eldorado . . . . .	118	Playtime Amusement Inc. . . . .	115
Amutronics Inc. . . . .	111	Electromatic USA . . . . .	113	PNL Inc. . . . .	118
Auction Game Sales . . . . .	109	Eletech . . . . .	118	Quartertime Amusements . . . . .	110, 114
Baton Lock . . . . .	108	EnD Trading . . . . .	106	Reel Spin . . . . .	110
Big Chief Gaming . . . . .	115	Peach Auctions . . . . .	117	SeaSide Gaming . . . . .	107
Big D's & Fat Pat's Graphix . . . . .	107	Jamma Boards . . . . .	110	Seegurg Digital . . . . .	116
Blue Bar Corp. . . . .	110	Kids Marketing Factory . . . . .	107	Suzo-Happ . . . . .	108
C & P Dist . . . . .	105, 107, 110, 118	Lock America (LAI) . . . . .	112	Toy Network LLC . . . . .	106
C.B. Sales & Distributing . . . . .	114	Locking Systems Intl. . . . .	116	Two Bit Score . . . . .	106
China Star Games . . . . .	107	Michael Angelo Auction . . . . .	115	Zanen Elect. . . . .	118
Coast to Coast Entertainment . . . . .	105, 114	On the Ball Vending . . . . .	110, 114		

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