

# The Fun Times

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## Trade Shows Are A Necessity For Fun Center Owners

More and more family fun center owners and operators are finding it necessary to attend the industry trade shows.

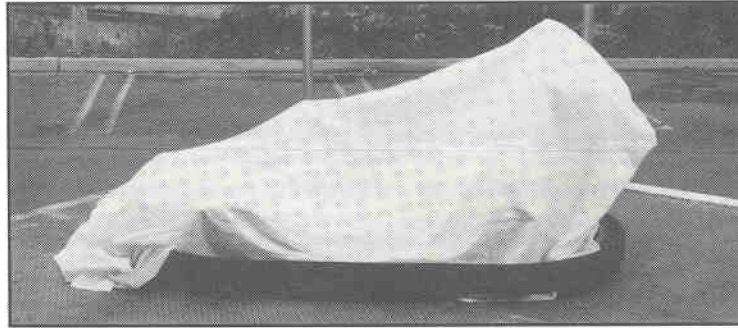
Things are happening so fast in the industry that this is one way to keep aware of what's working and what's not. And the seminars give tremendous amounts of information.

All of the shows report dramatic increases in attendance from the public and the exhibitors.

J&J Amusements, Inc. will be visible again this year at two fall shows — the World Waterpark Assn. Convention in Las Vegas (Oct. 4-6) with two booths and at the International Assn. of Amusement Parks and Attractions (IAAPA) in Washington, D.C. (Nov. 14-17) with four booths.

Attendance at the Waterpark Show increased 47% in 1989 and exhibitors numbered 270. Exhibit Manager Patty Miller reports that both of those figures should increase this year. Interested persons should contact WWPA for advanced registration information (see related story on this page). While this is advertised as "the world's only waterpark trade show", the park owner will find many companies which also feature "dry"

### J&J Will Show New Go-Kart



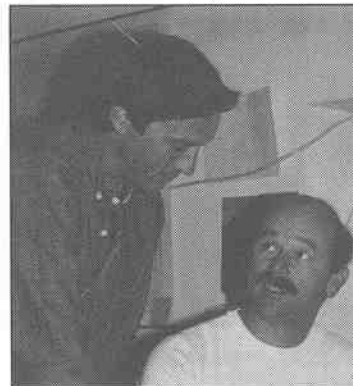
*J&J Amusements will unveil a new CAN AM Go-Kart at this year's fall shows. Don't order for 1991 until you see it!*

equipment (go-karts, batting ranges, arcades, etc.) in attendance.

Meanwhile the IAAPA Show is making plans for over 1,800 exhibitors and 10,000 visitors from around the world.

This will be the 72nd year for the show. Billed as "the world's largest gathering of products and services for the amusement park and attractions industry", this is a "must see" for the truly aggressive fun center owners and operators.

Please try to make one or both of these shows. If you do, please take the opportunity to stop by the J&J booth and say hello.



*Jack Rickard (left) and Tom Smith of Automated Batting Cages are busy designing and building new cars for J&J Amusements.*

## Registration Info On 1990 Trade Shows

Once again this year all park owners are encouraged to attend the trade shows that serve the recreation industry.

These two autumn shows continue to grow each year, and both are expecting record crowds. Any park owner or operator will learn a great deal about what's happening in the industry by attending.

Here are the facts and information:

### World Water Park Assn.

**WHAT** - 10th World Water Park Assn. National Convention, 270 Exhibitors, Seminars, Workshops

**WHEN** - October 4-5-6

**WHERE** - Las Vegas, Nevada (Tropicana Hotel)

**REGISTRATION FEE** - \$20 per day

**EARLY REGISTRATION** - Dave Brusche, WWPA, P.O. Box 14826, Lenexa, KS 66214, (913) 599-0300

### IAAPA Show

**WHAT** - 72nd IAAPA National Convention, 700 Exhibs., Seminars, Workshops

**WHEN** - November 14-17

**WHERE** - Washington, D.C. Conv. Ctr.

**REGISTRATION FEES** -

Member - \$10 to Oct. 15/\$25 after

Non-Member - \$30 to Oct. 15/\$50 after

**EARLY REGISTRATION** - Diandra, IAAPA, 4230 King St., Alexandria, VA 22302, (703) 671-5800

**Important Booth Numbers** - J&J Amusements, Inc. (#241 in Las Vegas and #3332 in Washington, D.C.) . . . Automated Batting Cages (#245 in Las Vegas and #3433 in Washington, D.C.)

## Florida Sets Tough Go-Kart Standards

The State of Florida has begun enforcing a new set of regulations for go-kart tracks that will require massive changes for many operators and go-kart manufacturers.

While the eight plus pages of regulations has "proposed" stamped on it, the Bureau of Fairs and Expositions expects most of it to become a state statute. Florida law allows a proposal to be enforced prior to approval by the legislature.

Highlights of the regulations:

1. Minimum of \$1 million liability insurance coverage.

2. All vehicles shall be equipped with roll bars and safety restraints by July 1, 1992.

3. All vehicles will be equipped with automatic slow down system by July 1, 1992.

4. In order for more than one person to ride in a go-kart, that go-kart must be designed for two persons.

The initial memorandum and proposals which were mailed to manufacturers around the nation were demanding and appeared to impose tough new rules on track owners. Several posed all kinds of enforce-

ment problems.

Ronnie Greenman, Inspection Supervisor of the Bureau of Fairs and Expositions, explained that the ideas of go-kart manufacturers and operators have been solicited from the beginning.

"Before the regulations become statute we will continue to receive input from everybody. We realize that some of our first regulations are unfair and are difficult to enforce. There will be other changes before it becomes a state statute," Greenman said.

But there's no doubt that "The Florida Regs" will be a hot button at this year's trade shows. Florida is a major market with over 100 current go-kart tracks and numerous Family Fun Centers under construction. Manufacturers will be scrambling to adhere to the new regulations.

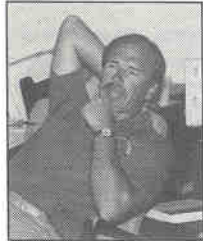
Several other states are creating similar rules and tougher standards.

J&J Amusements will unveil a new car at the IAAPA Show and many of these new requirements will be on the 1991 model, according to Tom Smith, engineer and builder.

# Adding Attractions? Surprises Everywhere!

By *Tim Sorge*  
 Owner - Operator  
 Swings-N-Things  
 Family Fun Center

CLEVELAND — I'll say one thing, adding new attractions to your family fun center complicates your life. While we expected and anticipated adjustments, you really don't realize how much effort and time it takes to do it right.



*Tim Sorge*

Our park - Swings-N-Things - is located in Olmstead Township, Ohio, which is a suburb of Cleveland. We (my wife, Joanne and I) started in the recreation business in 1982 with a batting range.

We purchased our current eight acres three years ago and started with batting cages from Automated Batting Cages, a game room, an ice cream store and 36 holes of miniature golf.

This summer we added J&J go-karts (20 Can Am go-karts, 10 American Eagle Skid Cars) and 15 J&J 3-Place bumper boats.

## SOME SUGGESTIONS

I have several suggestions for fun centers which plan on adding these attractions to their facilities:

1. No one is more important than your head mechanic. Choose him with care. All of a sudden you must maintain 45 engines and all the parts on 45 different machines. Develop a strong preventive maintenance program which saves money in the long run.

2. Be prepared to hire, schedule and manage lots of help. Two go-kart tracks and bumper boats means 18 more people per day alone. Our park now employs 55! It takes one person an entire day to make our weekly schedule.

3. With go-karts, my personal opinion is that you should have your tracks professionally designed. And the bumper system for both tracks must be state-of-the-art. Our bumper system for the two tracks cost \$25,000 to \$30,000. Best money we ever spent. You get it back with less maintenance and repair and lower insurance premiums.



*Swings-N-Things added skid car track (left) and go-kart track with overpass. Business has been brisk!*



*Do the bumper system right . . . or don't bother building your track!*

Two other key areas to be addressed are PA systems and ticket security. We have spent a great deal of money and time to find ways for track attendants to communicate with each other while operating the tracks. For instance, every attendant has a headset, flag and whistle.

## SHARE IDEAS!

Our instructional messages are taped and the sound system is easily heard above the engines. Safety of the customer is our No. 1 priority.

Every operator has his own style. We're working to improve our signage package.

We owe a great deal to our builders and the other professional people who helped construct these new facilities. They worked side-by-side with us to custom design many things.

We also believe that we learn a

great deal from other park owners around the nation. We share our ideas and ask for input all the time. That's perhaps the most satisfying part of the process.

It's not too early to start making plans for next year. We started in early spring and hoped for a mid-May opening. The go-kart tracks opened July 1 and boats a couple of weeks later.

Start now and try to get open for a full season of revenue.

## ABOUT THE AUTHOR

*Tim Sorge is a native of Cleveland and onetime junior college baseball coach. Long recognized as one of the top batting cage operators, his life changed this year with the addition of J&J go-karts and bumper boats to his Swings-N-Things Family Fun Center in Ohio.*



*General Manager Todd Brown (left) and head mechanic Sam Wyatt made things work thanks to a lot of hard work.*

## The Fun Times

A J&J Amusements Inc. Newspaper

**Editorial Offices:**  
 33155-A Camino Capistrano  
 San Juan Capistrano, CA 92765

**Editor:** Norm Sheya

**Contributors:**  
 Wanda Bishop  
 Scott Brooks  
 Lauri Peroni  
 Vearl Ball  
 Lou Heimann

**Production:** Pageworks Grfx  
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# Extending Batting Season Helps Revenue

By Dick Hall, Vice-President  
ABC Batting, Inc.

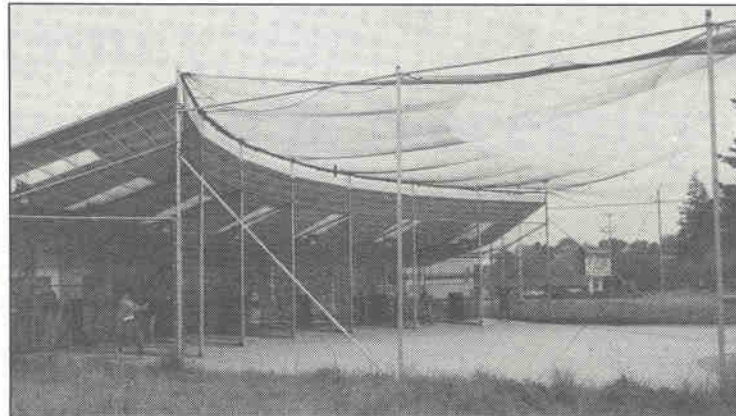
Rain is a killer for batting ranges. However, now it is possible to extend your batting range season and with it your revenue.

At two ABC operations, we have installed a wooden roof over the batting stalls and a ball drying system. This has resulted in a 30% revenue increase!

If customers know that you can operate in the rain, then they will come to your range in spite of over-cast weather or light rain. Previously the threat of rain hurt business and many visits were cancelled. It makes a big difference.

### PREFER WOOD

We estimate the cost of installing a wood roof over a cage system at \$10,000 to \$20,000 depending on size and location. We provide blue prints. We prefer wood to other material (canvas, etc.) based on longevity and lower maintenance costs. You may need to increase some of the vertical pipes.



Adding a roof to your batting cage helps!

The ball drying system consists of an aluminum "cap" attached over the ball trough and a hot air blower circulating air over the balls.

No ball drying system is fool proof but this one developed by Tom Smith of ABC works well in light and showery rainy periods. It works very

well in thunder storm situations. You can generally operate immediately after these storms.

### ADJUSTMENTS NEEDED

A note of caution on the ball drying system. It requires an adequate number of balls at all times. The ball troughs must be full at all times. We must shut down our faster machines. It requires a person to monitor the system during the rainy periods.

Adding additional electrical service to the pit area may be required for the drying system.

Obviously, your annual rainfall will determine if you want to consider these two additions to your batting range.

We estimate that roof and ball drying at our two cages in Oregon (rainy winters and springs) has increased our gross sales \$45,000 every year. Tim Sorge of Swings-N-Things in Cleveland added this system this season. Revenues increased 30% over 1989. This was sufficient to pay for the costs of the system in the first year!

Call us for more information on the other exciting new developments in batting range technology.

## Protect Batters With Pads

ABC Batting has developed a new pole padding system designed to attach to front poles of the batting stall.

These pads are designed to protect the batter against balls hit directly into the poles which ricochet back into the batter. The velocity of the balls is greatly reduced.

These pads are approximately six feet high and wrap completely around the pole. The cost is \$75.00 each. A nine cage system requires 10 pads, a seven cage system needs eight pads, etc.

Call us at ABC (505-390-5714) to place your order or for more information.

## How's Business? Survey Says It's Up

Both J&J Amusements and ABC Batting often ask customers at Family Fun Centers around the country about their sales.

This year most parks report that business is better than last year.

This trend seems to be running contrary to the larger amusement or "theme parks". One popular theory is that fewer families are traveling this year and they continue to spend their recreational budget closer to home.

Family Fun Centers have been identified by some industry people as the new wave of the 90's. Perhaps it is time to add new attractions to your operation to extend your season and capture more of your recreational budget.

ABC, Miniature Golf Development; ABC Batting and J&J Amusements have a full line of products and services to help add these attractions.

### Order Bumper Boats, Save \$150.00 Each

Persons interested in J&J bumper boats for 1991 can save money by ordering now!

J&J will give \$150 per boat discounts for firm orders made prior to Nov. 21, 1990. Also available is a 10% discount on J&J pond packages ordered prior to Nov. 21.

Firm orders require a 1/2 deposit. Order now by calling (800) 854-3140.

### Used Ball Bounce Is A Big Bargain

If you're looking for an item that will keep the tiny tots busy in your park, you need to consider a "slightly used" ball bounce that is now in our warehouse.

It comes complete with blower and balls.

J&J can ship immediately. It has been used for less than one season. Call J&J today at (714) 493-4033.

## Turn Key Fun Centers?

J&J Amusements has been working effectively in the Family Fun Center industry for 29 years!

From consultation to design to equipment (bumper boats, go-karts, batting cages), we can help you along the way.



Amusements, Inc.

1-800-854-3140  
(IN CA 714/493-4033)

## STEP UP TO THE PLATE!

America's #1 Sports Business Opportunity.

- Baseball/Softball Pitching Machines
- Automatic Ball Conveyors & Feeders
- Complete Batting Cage Construction Blueprints
- Batting Range Baseballs & Softballs
- Batting Cage Netting Systems

### CALL THE PROS TODAY!

Automated Batting Cages  
8811 Hoff N.E. Salem, OR 97303  
(503) 390-5714

"The Leader in Batting Range Technology!"

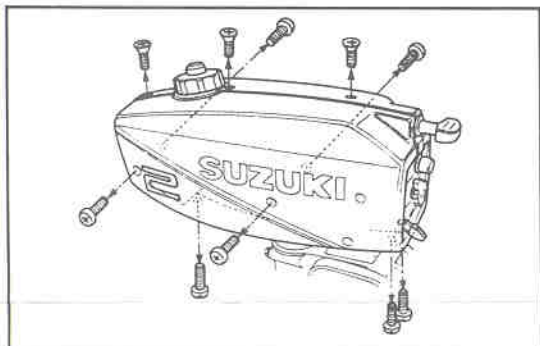


# Winterizing The Right Way

With the summer winding down, now is the time to plan for preparing and storing your motors effectively. The wise park operator makes certain that both his bumper boat and go-kart motors are prepared properly for storage adding years to the life of these valuable motors.

Here's a review of how to store your Suzuki bumper boat motor and the Honda 5 hp GX140 motor:

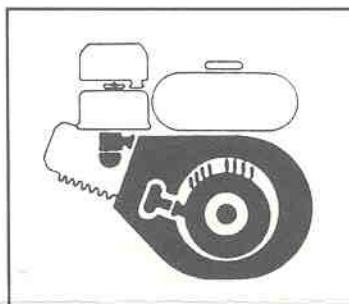
## Storing Your Suzuki DT2



1. Remove the motor cover by removing the screws holding it to the motor.
2. Flush the water passages in the motor thoroughly. (See your Suzuki manual for detailed instructions).
3. While the engine is idling, turn the fuel petcock to the "S" (Stop) position and immediately spray Suzuki fogging oil into the carburetor as illustrated until the engine starts to smoke.
4. When the engine has stopped, remove the motor from the water container.
5. Remove the spark plug and pull the recoil starter rope several times to drain all of the water from the water pump. Reinstall the spark plug.
6. Empty the fuel tank completely using hand pump or siphon.
7. Change the gear oil.
8. Lubricate all other specified areas.
9. Apply a coat of automotive wax on the external finish of the motor.
10. Store the motor in an upright position in a dry, well ventilated area.

## Storing Your Honda GX140

1. Be sure the storage area is free of excessive humidity and dust.
2. Drain the fuel from the gas tank and carburetor.
3. Change the engine oil.
4. Remove the spark plug and pour about a tablespoon of clean engine oil into the cylinder. Crank the engine several revolutions to distribute the oil, then reinstall the spark plug.
5. Pull the starter rope slowly until resistance is felt. Continue pulling until the notch on the starter pulley aligns with the hole on the recoil starter. At this point, the intake and exhaust valves are closed. This will help to protect the engine from internal corrosion.
6. Cover the engine to keep out dust and debris.



## Missing The Boat?

(3-Place Buddy Boat)



Bumper Boat sales reached record numbers again this year.

The reasons are simple:

**PRICE** — install our nifty pond package and 10 new boats in 14 days for less than \$40,000.

**PROFITS\*** — customers pay for their ponds and boats in one full season.

\*References Available  
Orders Now Being Accepted

**J&J**

**Amusements, Inc.**

1-800-854-3140  
(IN CA 714/493-4033)

## USED EQUIPMENT FOR SALE

### MAZE FOR SALE - MIDWEST

You can save significant money on a Prehistoric Forest Crazy Maze. Size is 52'x72' with plastic walls which are easy to change. Includes signage, guard tower, and all materials. Less than 1 year old. Phone: (714) 493-4033. Retail cost \$30,000. Make offer.

### GO-KARTS - MIDWEST

20 Can AM Go-Karts. Used less than three months. This is a special offer.  
Phone: (714) 493-4033.

### BUMPER BOATS NORTHEAST

10 Used J&J Boats in good condition. Hulls only on some.  
Phone: (714) 493-4033.

Interested in selling used equipment?  
Call J&J at (714) 493-4033 . . . We can help!

**J&J Amusements, Inc.**

33155-A Camino Capistrano  
San Juan Capistrano, CA 92675  
(714) 493-4033 (800) 854-3140 FAX #(714) 661-2647

*It's Show Time!*