

The Fun Times

Edited and Published by J & J Amusements - San Juan Capistrano, CA

September-October, 1991

HIGHLIGHTS THIS ISSUE

NEW TECHNICAL EXPERT AT J&J

Daniel Hansen has joined J&J as a technical expert. He has extensive small engine training on Honda and Suzuki engines.

See Page 6

NEW PRODUCTS

Exciting new products hit the market.

See Page 4

W-I-N-T-E-R-I-Z-I-N-G

Smart Operators don't just throw their equipment in the corner when winter comes. From batting cages to bumper boats, here's how to prepare your equipment for the long winter months.

See Page 2

WORDS OF THE TRADE

It's called "Going to Market" for recreation equipment manufacturers and distributors.

For recreation center owners and operators, it's called "Showtime".

See Page 5

WORDS OF WISDOM

"Success represents 1% of your work, which results from the 99% that is called failure... Success can only be achieved through repeated failure and introspection."

Soichiro Honda
Founder, Honda Motor Co.

FALL SCHEDULES BUSY With Three Trade Shows

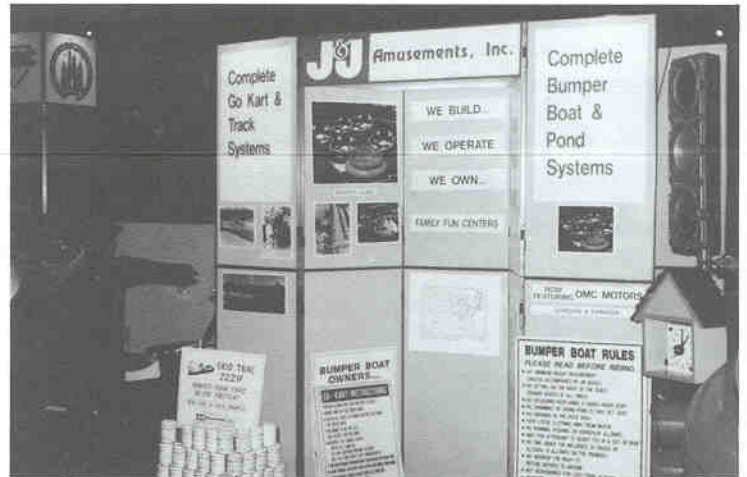
The fall ritual of going to trade shows and conventions is an absolute must for those hoping to keep up with the dramatic changes within the industry each year.

The addition of a new show (Fun Expo in Atlanta on Oct. 24-26) which is billed as a "Family Fun Center and Miniature Golf Show" means this will be the busiest and most expensive autumn ever. This show falls in between the two traditional shows—The World Waterpark Assn. Symposium and Trade Show (Oct. 3-6 in Daytona Beach) and The IAAPA (International Assn. of Amusement Parks and Attractions) Show in Orlando, Nov. 13-16.

The Fun Expo is the first trade show to appeal directly to the rapidly growing Family Fun Center and miniature golf owners and operators. This show has attracted manufacturers and distributors of all elements of the Family Fun Center (baseball batting cages, go karts, bumper boats, miniature golf, snack bars, game arcades, insurance companies, and several of the big ride manufacturers). J&J Amusements and Automated Batting Cages (ABC) will have a booth at this show.

While the Waterpark Show appeals to owners of water attractions, there is significant attendance by Family Fun Center owners and operators as well. This is the 11th annual event.

Several workshops (marketing, pool operations, safety) are conducted just prior to and during the actual



J&J booth display at 1990 IAAPA Show.

trade show.

The strong growth of the waterpark industry is reflected in the 84% growth of the WWA Trade Show attendance in the last two years. There were 260 exhibitors at the 1990 show and Exhibit Manager Patty Miller expects another sold out show for this year.

The "Grand-daddy of Shows" is the IAAPA Show—over 600 companies in over 1300 booths and over 10,000 visitors from around the world are expected to attend. This will be the 73rd annual show and this is the largest show of its kind in the world.

Nearly 40 workshops will be dedicated to crucial issues for amusement professionals. The IAAPA has reduced registration prices for members who purchase tickets prior to Oct. 15. Savings are \$20 per person.

FACTS & INFO FOR TRADE SHOWS

Fun Center Operators Should Attend At Least One of These Shows.

World Waterpark Assn. Trade Show

WHEN: Oct. 3-6, 1991
WHERE: Daytona Beach, FL
Registration—Dave Bruschi (913) 599-0300
Booths—J&J Amusements (317-319), ABC Batting Co. (321-323)

Family Fun Center & Miniature Golf Show

WHEN: Oct. 24-26
WHERE: Atlanta, GA
Registration: (914) 923-0129
Booths: To-Be-Announced

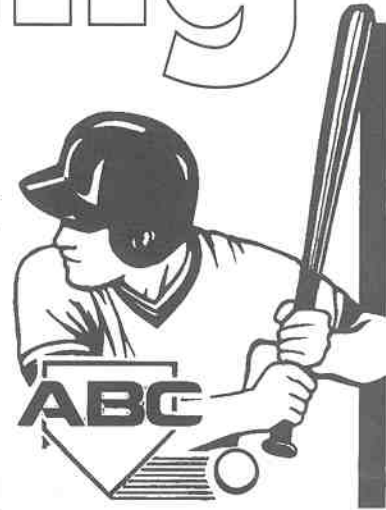
IAAPA Convention & Trade Show

WHEN: Nov. 13-16
WHERE: Orlando, FL
Registration: (703) 836-4800
Booths: J&J Amusements (2204-2206), ABC Batting Co. (2200-2202)



Winterizing

Failure To Prepare Equipment For Cold Weather Will Cost You Money. Try These Tips On Bumper Boats, Go Karts and ABC Batting Cages.



GO KARTS

HONDA

Preparing Your Honda Engine (GX140 or GX160).

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.

Go-Kart Body & Frame

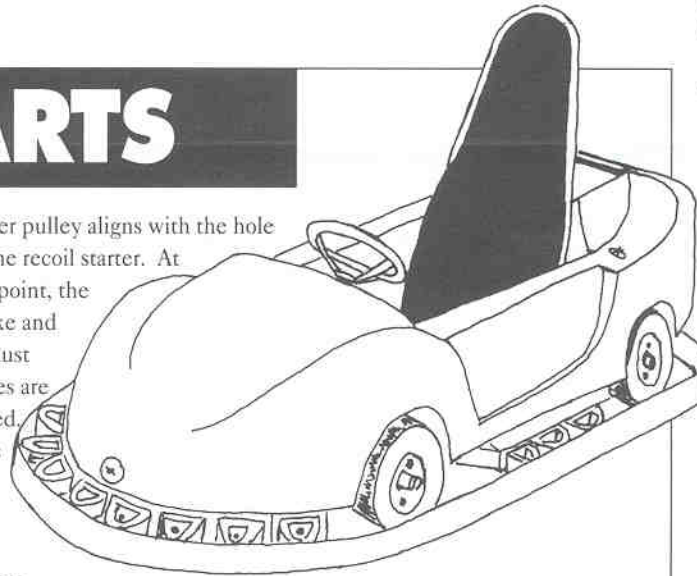
1. Grease all fittings.

2. Pack all wheels.

3. Clean and wax fiberglass body.

4. Use *Armor All* on all vinyl (seats, steering wheel, etc.).

5. Use giant visquene bags to cover complete vehicle.

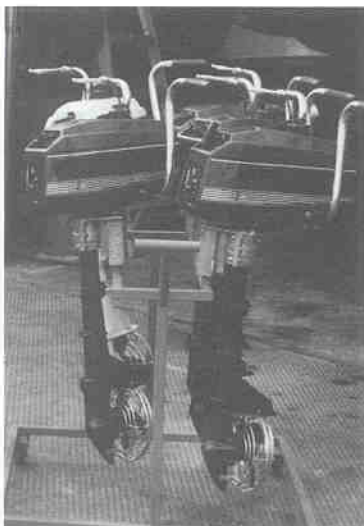


BATTING CAGES

ABC Batting Cages

If severe winter weather forces you to close your batting equipment from Automated Batting Cages (ABC), you will want to consider the following:

1. Cover light boxes with canvas or plastic bags to keep out moisture and foreign particles.
2. If you might get standing water in sump hole, lift out conveyer and store under roof.
3. Take out machines and store inside.
4. Take out all coin mechanisms from coin boxes.
5. Gather up all balls and store inside.



STORE YOUR J&J BOAT MOTORS ON THESE RACKS

This rack made of strong steel will hold six J&J bumper boat motors (Suzuki, Honda or Evinrude). Sturdy caster wheels make it easy to move around in your warehouse or maintenance building.

Order today!

Part No: MR005A

\$199.95 each

The Fun Times

A J&J Amusements Inc.
Newsletter

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

Editor: Norm Sheya

Contributors: Wanda Bishop,
Scott Brooks, Vearl Ball
Dick Hall, Tim Sorge

Published Quarterly

Fiesta Village



Scott Martineau (left), GM of Fiesta Village and Asst. Manager Scott Garrett, flank one of the 16 new go karts from J&J.

(Editor's Note: Following is a list of persons who have joined the J&J Family by visiting affiliated parks, purchasing new equipment or sharing ideas and information.)

16 KARTS TO FIESTA VILLAGE

Fiesta Village of Colton, California is the proud owner of a fleet of 16 new go karts from J&J Amusements.

"We chose J&J's new kart because we liked the racing look and the fact that we can do most of the mechanical work without removing the bodies," says GM Scott Martineau.

"We also have very few problems with our batting cages from Automated Batting Cages and we liked the fact that Tom Smith of ABC engineered this new kart. Business is brisk," Scott reported after his first month with the new karts...

HONG KONG GOES FOR 12 J&J GO KARTS

Twelve new J&J go karts arrived in Hong Kong in early August for use in the Lai Chi Kok Amusement Park. No report yet from GM Atman Chong...

NEW BOATS... Tony Nehring of Wet "N" Wild of Manteo, North Carolina solved his long lines by ordering 2 more Buddy Boats... Dennis Herbein of Herbein's, Inc. in Leesport, Pennsylvania, tried two new Buddy Boats with Honda BF2 motors and quickly added eight

more... Reese Delorenzo of the Ponderosa Ranch in Catskill, New York, replaced paddle boats with a fleet of J&J Buddy Boats... "I'm a happy camper," Reese reports... "should have done it long ago. Baseball batting cages are next!".... Leo Robinson of Newport, Washington ordered 5 Buddy Boats for a new venture in the Northwest...

VISITORS FROM THE EAST... John Scory, Family Fun Center operator in Long Island, NY and his brother-in-law visited six Huish Family Centers in California last month... John wants to expand his go kart and game room operations and is looking to expand his operations... Tom Phillips and wife Claudia, visited Huish Family Fun centers for ideas on a new center in Richmond, VA area... **YOU CAN TOUR THE HUISH CENTERS TOO!!!**...small fee involved but you'll be glad you did... 1-800-854-3140 for more information....ask for Norm.

HUISH FFC IN ANAHEIM GETS 30 GO KARTS

The Huish Family Fun Center in Anaheim, California received 30 new J&J go kart racers in June and immediately noted a 20% increase in revenue... "I think it's due to the new look and a large amount of re-rides," reports GM Ray Thomas... by the way, the Anaheim concrete track is noted for its ideal texture and maximum tire wear...recap tires last 8 to 10 weeks!

SUZUKI SPLASH GUARDS

In response to requests for help with drowning of Suzuki motors, one of our customers in the Northwest devised a unique SPLASH GUARD that works.

We've purchased hundreds of these and pass them along for your engines at no markup. They sell for \$5.99 each.

They come with instructions and fit nicely into the T-bar that is already part of your engine provided by J&J.

Order today and get them ready for next season or, if you still have weather for fall and winter operations, you'll want a batch immediately. Order today, 1-800-854-3140. Part No. SG001E Price: \$5.99 Each



New!

Go-Kart update

2-SEATER AND REMOTE CONTROL Hopefully at IAAPA Show!

Tom Smith, design engineer of Automated Batting Cages and the new J&J go kart, is busy perfecting a two-seat go kart which hopefully will be on display at the IAAPA Show in Orlando in November.

Another project in process is the development of a remote system for the J&J go karts that will allow attendants to control the speed of the go karts during operation.

There has always been tremendous interest in a remote system and some have even been available over the last few years.

The drawbacks have been high cost and battery powered systems that are difficult to manage.

"Our hope is to design a remote system that eliminates batteries and is cost effective. We think we're closed and hopefully we can show the new system at the show," Smith says.

"There is a great demand for the two-seat go kart and we're concerned about safety and comfort along with appearance," Smith says.

Smith and his staff at the Salem, Oregon plant designed and manufactured the 1991 model of the J&J Go Kart which received wide acclaim this past year.



New J&J Go Kart

MOTOR MOUNT FOR WORKBENCH MAKES REPAIRS SIMPLE

Here's a custom designed motor mount for your workbench.

It fits all J&J bumper boat motors (Suzuki, Honda, Evinrude) and allows your mechanic to work effectively since it extends out from the work bench itself.



It also allows you to turn the motor 360 degrees and get to areas that are normally hard to reach.

Most repair shops will want two or three of these!

Price: \$74.99

The Family Fun Center

BUMPER BOATS

J&J BUMPER BOAT HULLS

1. Wash all boats and use car wax on fiberglass.
2. Use giant visquene bags to protect from dust.

J&J TUBES

1. Clean with J&J Tube Cleaner.
2. Wipe on *Armor All* for protection.
3. Remove all air. Make certain you put valve guts back in tube for easy inflation next spring.

Preparing Your Suzuki DT2 & Evinrude 2.3

1. Flush the water passages in

motor thoroughly. (See motor manual for detailed instructions).

2. While the engine is idling, turn the fuel petcock to the "S" (stop) position and immediately spray Suzuki fogging oil into the carburetor until the engine starts to smoke.

3. When the engine has stopped, remove the motor from the water container.

4. 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.

5. Empty the fuel tank completely



using hand pump or siphon.

6. Change the gear oil.

7. Lubricate all other specified areas.

8. Apply a coat of automotive wax on the external finish of the motor.

9. Store the motor in an upright position in a dry, well ventilated area.

PONDS AND POOLS

BUMPER BOAT PONDS AND POOLS

Closing down the bumper boat pool properly is a delicate and demanding task. The alternatives are disastrous: broken pipes, damaged filtration systems.

Here are some suggestions:

1. The first thing that needs to be done is to vacuum the pool thoroughly.
2. Do a complete test of water chemistry – including balancing the PH, calcium hardness and alkalinity – and add sanitizer to prevent water from becoming corrosive when temperatures reach the freezing point.
3. Water level should be lowered to "winter level": – anywhere from 1 inch in vinyl-liner pools

with a cover to 2 feet below the skimmers in pools with no cover.

Note: If proper precautions are not taken, hydrostatic pressure can collapse a pool that is completely drained. Check with local pool expert for verification.

4. Even in mild climates, pool water needs to be maintained during the off season to avoid problems with algae or scale build up.

5. If you feel that an ice sheet will be detrimental, string several water-tight plastic jugs with a pound of pea gravel on a line.

Note: Make it a habit to inspect your pool weekly.

6. The filtration system should be operated during the winterizing process to ensure that the chlorine is equally distributed throughout the pool. If not, poor distribution

can lead to localized pockets of extremely high chlorine concentration, resulting in bleaching of the vinyl in these areas.

7. If possible, the pool should also be covered to keep out debris.

8. Normal winter operating levels should be maintained during winterizing and then lowered below the skimmer level for the winter period. The pool should never be emptied, as the water body serves to retain the liner shape.

9. To avoid freezing pipes, the lines need to be blown out or filled with a non-toxic antifreeze solution. Any lines below the water level that cannot be drained or filled with antifreeze should be protected with electric heat tape.

Continued on page 6

TOLL FREE PARTS

Honda GX140
For Go-Karts

Honda GX160
For Go-Karts

Honda BF2
For Bumper Boats

Suzuki DT2
For Bumper Boats

SAME DAY SHIPPING

J&J Amusements, Inc.

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

TRADE SHOW PREVIEW

Dual Machines Hit It Big

by Dick Hall
Automated Batting Cages

DUAL MACHINES ARE HERE TO STAY

At this year's trade shows, you will see more emphasis on these from most of the manufacturers. The reason is simple: increased utilization of space which results in more profits.

Here at ABC, we have been toying with dual machines for 10 years. We introduced the concept two years ago for the first time. We

Our recommendation would be three to four dual machines with a 9-cage system in a normal location.

We continue to see strong interest in indoor batting cages.

Almost half of our inquiries these days concern indoor facilities. The ABC indoor system features an automatic conveyer system for multiple cages indoors as well as outdoors.

Customers who are using indoor facilities for lessons and instruction are doing well in many parts of country—including warm weather areas.



Dick Hall (center) is ready for fall shows.

improve the technology each year. This fall we will be showing our redesigned conveyer system for dual machines. The changes are subtle but effective.

Dual machines allow the customer to enter the cage and then choose baseball or softball by putting his token or coin in the appropriate coin box.

A BIG HELP DURING PEAK SEASONS

During peak times and busy seasons the dual system will eliminate lines.

In 1991, 70 to 80% of our new orders for batting cage systems ordered one or two dual machines.

"UL" APPROVAL NEAR

Other things to look for at the shows this fall:

- "UL Approval" for batting cage systems. Here at ABC, we are hopeful that will happen by next spring.
- Techniques to help outdoor operators with poor weather extend their seasons. These include roof systems over stalls, heating systems for stalls, and ball drying systems.

Automated Batting Cages will be on display again during the trade show season. Whether it's Daytona Beach (World Waterpark Assn.), Atlanta (Fun Expo) or Orlando (IAAPA), we'll be ready to answer all your questions and renew old acquaintances.

Financing Still A Problem?

by Tim Sorge
Owner, Swings-N-Things

(Editor's Note: Tim Sorge of Cleveland, Ohio, is an owner/operator of a Family Fun Center (Swings-N-Things) and is a partner in J&J Amusements, Inc. Tim also represents Automated Batting Cages and Miniature Golf Development. Tim recently started a consulting service for people interested in operating Family Fun Center.)



YOU'LL NEED A BUSINESS PLAN

One thing is certain – if you're going to get a loan, you'll need a comprehensive and impressive business plan. Without it, you're doomed.

You'll need accurate information on demographics, traffic count, competition, future growth projections, length of season, operating expenses and more.

An expert will need to help you evaluate this information and come up with credible revenue projections.

Prospective bankers or potential investors must have



Tim Sorge (right) makes a point with a client.

The biggest problem in opening a Family Fun Center in the last several years has been financing. One of the "buzzwords" in the banking industry has been "quality" of loans.

The recent problems in the banking industry have forced loan officers to look very closely at industries with little history.

The Family Fun industry, which has been around for decades, is now looked at as a new industry since most of the elements have been upgraded and have become much more sophisticated. These upgrades increase costs which run up the red flag to bankers.

Loans are tough to secure no matter what the business climate. With the recent savings and loan scandals and a lingering recession, many persons hopeful of entering the Family Fun Center family are failing to get financing. It seems that the recreation industry's reputation is not strong with bankers and loan officers.

confidence that you have somebody working with you that understands the Family Fun Center and recreation industry.

DON'T GO UNPREPARED

Interest in Family Fun Centers continues to expand each year. J&J Amusements, for instance, had over 900 inquiries this year from persons around the USA interested in a Family Fun Center facility of some sort.

Many of these persons saw their bubble burst when bankers refused to lend money for their projects.

Don't go to bankers and lenders unprepared. If you're not prepared to convince your banker with a professional business plan then you're not prepared to go into business.

I will be anxious to visit with you at the trade shows this year. I will be dividing my time again at the J&J and ABC Booths. (See booth numbers on page 1). If you want to get an early start, you can phone me today at (216) 235-4468.