

The Fun Times

NEWSLETTER

Your Guide to Amusement Industry Products and Services by Automated Batting Cages/J&J Amusements/KidzKart Inc.

Winter 1997

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THE ARRIVAL

By Doug Spray

SOFTFLITE IS HERE

The new ABC "SoftFlite" balls are now available - Really! We apologize for the delay, but this ball was worth waiting for. In the last Fun Times we had announced the arrival of our new 'SoftFlite' ball. Further testing in different climate conditions proved we were a bit premature. Some problems we experienced with those balls forced us to delay production and search for a better material. That search has ended successfully with the development of a softer baseball that will reduce injuries, be more "customer hand friendly", lower your broken bat expense, and wear substantially better than any soft baseball currently on the market. The new fluorescent orange color is highly visible to the hitter and distinguishes these balls from all others. With over 1000 dozen currently on order, we are anticipating a busy time in the ball production department. Placing your order as soon as possible will help avoid any lengthy delays. This special price will be effective through May 31, 1997. As we previously stated, the "SoftFlites" will be offered at an introductory price of just \$22.00 per dozen. After this date the softflite will be back to its normal price of \$2.00 less per dozen than the original baseballs.

CALL TO DAY!!!

1-800-578-2243

SOFTFLITE
IS
HERE!



PRODUCT *NEWS*

By Dan Hansen

Shoulder Harness Cover

The shoulder harness material is soft and pliable when new but if it is not cleaned on a regular (weekly) basis it can become soiled with body oils and salts and become stiff and abrasive.



WARNING

It is imperative that seat belts be worn properly. If a seat belt is not safely secured, a rider or passenger could be ejected or injured from hitting the inside of the Go-Kart. Don't let anyone operate the Go-Kart if they can not wear a seat belt properly. They can be seriously injured or killed. Always properly fasten rider and passenger seat belts and then double check to make certain straps are not loose.

J&J has developed a vinyl cover/pad to address these situations. To reduce possible chafing of customers neck areas, we strongly advise operators to fit harness covers to their kart. v

Description	Order Number	Price
Pad, Seatbelt Shoulder	11077	\$ 9.95 set
Pad, Seatbelt Shoulder	110777(Sidewinder/Viper)	\$11.95 set

Single karts will need 1 set
Double karts will need 2 sets

More product news on page 8



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SAFETY ISSUES



By Leon Wilbanks

As the number of concession go kart tracks grow and the subsequent numbers of rental go karts increase the exposure and public awareness goes up dramatically. This awareness brings with it the ever present good news/bad news. The "good news" side being the growing popularity of our business; the "bad news" is becoming the target of tabloid TV desperately searching for fodder and the increasing scrutiny of the ubiquitous thing called government.

During the 1996 season a rare incident occurred in Canada involving the death of a patron at a concession go kart track. This caused the Canadian Government to review their regulations concerning go karts and concession track operations. The rules and regulations are still being worked on but the main thrust includes the following:

1. Four point shoulder seat belt, harness style.
2. Seatbelts with pelvic support.
3. Frame mounted roll bar, which initially required the manufacture to have dynamic testing performed. This since has been modified to non-destructive, calculated simulation testing.
4. Roll bar minimum height is set.
5. Fuel leakage and specific refueling procedures.
6. Kart brakes designed to enable 198 lb. rider and kart to decelerate from top speed to complete stop in 39.37 feet.

7. Seat, backrest and leg area must be so designed as to retain the driver inside the kart in the event of a collision. (No non-bodied karts.)

8. Approved safety helmets must be worn.

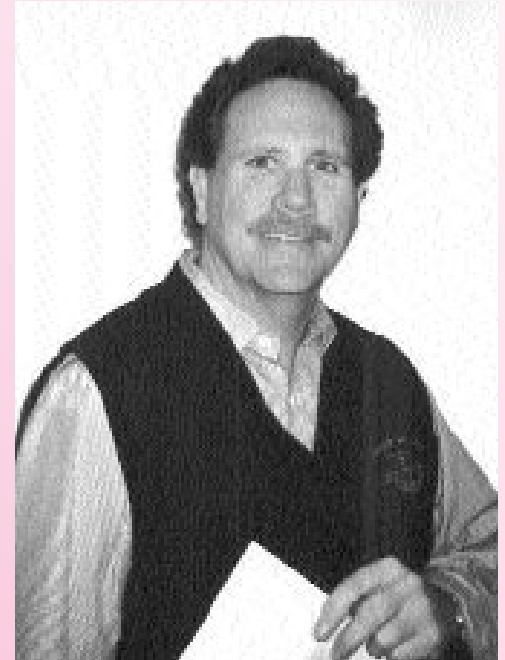
The list goes on. In short, requirements are getting more specific and detailed. Before purchasing karts or building a track contact the local, state or provincial governing bodies to get the latest information on regulations for your area. J&J's position has always supported a safety conscious approach; in fact, we have covered most of these items already. We encourage regulations that help make concession karting safer. We work actively with regulators to provide them with technical data and history to aid in a healthy "pro-active" approach to the situation. Concession kart prices will rise as more changes and certifications are required. A possible upshot of this may bring about such things as kit form concession karts to hold down costs.

How does this relate to you? No immediate changes but be prepared; they are on the way. Get active in the industry and remember Big Brother is watching. v

and "Safety Bulletins" which we provide to all of our customers. Our companies continue to work toward developing the safest products offered in our industry. Clearly, the safety issue is important to us. We would like to point out two recent articles concerning safety which we have found informative and we encourage all of you to read.

In the March 1997 publications of "Fun Extra", produced by the International Association of Family Fun Centers (IAFEC) and "Funworld", produced by the International Association of Amusement Parks and Attractions (IAAPA) safety was a featured issue. Both writer's point out that recent studies have concluded that the majority of injuries in amusement/recreation parks are caused by patron error. This finding, of course, comes as no surprise to any of us.

These articles stress that amusement ride safety (i.e. batting cages, bumper boats and go-karts) requires a "three-legged stool-supported by the ride manufacturers, the ride operators and the patrons". We urge you to find the time to read both of these articles and support "rider responsibility" legislation in your state! Please do your part. For further information regarding our safety programs and information, please write, call or e-mail either ABC or J & J. v



GOOD READING

By Dick Hall

For the past several years, ABC and J&J have continually stressed the need for safety as it relates to our products and our customers operations. Both companies have produced operating standards and procedures, safety programs, operating manuals

HOW TO CONTACT THE FUNTIMES

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Letters to the Editor

The Funtimes welcomes all readers written comments, questions, and suggestions regarding any aspect of the Newsletter. We reserve the right to edit your letter and all letters must include your name, address and daytime telephone number. Direct all correspondence (by mail or electronically) to Letters to the Editor.

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Next Issue

EXPLORING SAFETY

TECH TALK

NEW PRODUCT

PROMOTIONAL IDEAS

PROMOTIONS



By Doug Spray

The time of year is approaching when some of you will begin sweeping away the snow and chipping ice off the batting cages. Springtime brings renewed interest in baseball and the official start of the batting cage season. With the availability of practice fields diminishing, the obvious target groups for promotions will be the Little League and softball teams in your area. While these are the people that will use your facility due to its nature, promotions and discounts will give them the incentive that increases frequency and volume when they are there.

Team or individual discount cards have proven to be quite successful for some operators. The price for the cards can be discounted by 15 to 20% from your standard rates. There is good selling points you can use when approaching teams. The first advantage is that teams will receive hitting at a discounted price. Also, coaches can request a one time payment from each player. This will appeal to the coach as he would be relieved of the problems associated with money collection for every hitting session. At the time of purchase, the coach can then schedule all rental times in advance and provide the kids and parents with this schedule. This allows families to plan ahead and again assists the coach by relieving him of having to coordinate each session.

The operator will face a few obstacles in mar-

keting the discount cards. Obtaining a list of coaches to contact can be somewhat difficult. In many cases the teams are not set up until the last moment. There can be a change of coaches from the previous year or they have not been selected. You will also find that names and addresses will not be readily given out. Place early advertisements in the newspapers so the teams know the discount cards will be available. Once the leagues are organized you need to react quickly. Good starting points for contacts are the Parks & Rec. Dept. It may take a few calls, but you should be able to contact the different presidents of Little League and softball leagues. You can provide literature to these presidents that they can make available to the teams, or request the schedule of their meetings you may choose to attend. You could personally hand out the literature or make a brief presentation to sell the concept of the discount cards.

We have received mixed reports on the advantages of other advertising. Radio advertising can be expensive and difficult to track its effectiveness. If you elect to use radio, pick stations that relate to teams and leagues. These stations will announce rainouts or other cancellations which in turn may direct the players to your facility. Newspaper coupons are easier to track and justify their expense. You should always use the type of coupon where a purchase is made to receive free hitting. You can be generous with the giveaways, but having them spend some money will mentally place a higher value on the coupon.

Owners need to decide how much promotion the cage actually requires and what level of time and expense is justified. Operators across the country who aggressively promote their cages and facilities will realize a higher level of success and reap the rewards of those efforts. Good luck and we hope you all have a great season! v

"We have received mixed reports on the advantages of other advertising. Radio advertising can be expensive and difficult to track its effectiveness."

97'

SPRING

START-UP



By Jim Peper

With spring just around the corner, "Start Up Procedures" for the equipment and netting are a must for Batting Range Safety. Refer to your ABC Operation and Technical Manual for all start up and safety procedures. If you have misplaced or lost your ABC manual, give us a call at 800-578-2243. We will send a replacement immediately. Prior to opening your cage for the new season, you should review these procedures with all of your current employees, and conduct a training session for any new employees.

Each new employee hired throughout the season should go through this training session as part of their hiring process. A guideline to use is contained in your owners manual under "SAFETY IN THE BATTING CAGES". ABC also has a training video available which can be used in combination with the owners manual. Remember, safety for your workers and guests has to be taken seriously each and every day! We all must do our part to make 1997 the safest and most profitable year ever.

Even though most of the cages are now open, it is a good idea to run through the following checklist before the busy time hits. To prepare your equipment for the upcoming 1997 season, the following spring start-up procedures are recommended.

CHECKLIST:

1. Remove all equipment coverings.
2. Re-install all equipment that was removed for the winter.

3. Raise or re-tie net to operating conditions. Inspect net for rips, tears, holes and etc.. Repair as needed.
4. Refer to the periodic maintenance schedule located in your ABC Operation and Technical Manual and service each machine as indicated. Perform all services that are listed and use your opening date as a base line for future maintenance. Review other maintenance pages for inspections that may not be covered in the periodic schedule.
5. Visually inspect all electrical connections at light box, coin box, microswitches and any other area that would apply. Open light box and tighten all screws. BE CAREFUL NOT TO OVER-TIGHTEN!! Replace all missing screws and verify that all circuit board connections are secure.
6. Inspect balls for wear. If dimples are gone or extremely shallow, consider replacing them. This will have a tremendous effect on the accuracy of a machine.
7. Clean feed trough and check for proper alignment to pitching machines.
8. Turn on conveyor system and check for proper operation.
9. Drop tokens through all coin mechanisms and verify proper operation.
10. Inspect warning signs for damage and replace any signs that are missing or not legible.
11. Re-Paint faded home plates and batter 's boxes.
12. Turn on and operate all equipment. Verify accuracy of pitching machines and all functions of the system. Call ABC Customer Service Department (800-578-2243) for any questions or further assistance.
13. Last but not least, remember to review all operational and safety procedures and train all new staff members and re-train existing staff on all safety measures.

WEEKEND SERVICE ASSISTANCE!

This is just a reminder to new customers along with our old customers, ABC's weekend service program is still in effect. In 1994 ABC offered a weekend service program, which allowed any ABC customer to call during Saturday or Sunday for technical support. All a customer has to do, is just dial (503)559-7824 and the ABC Weekend Service Assistance Program voice mail will answer. After the tone, leave your name, facility name, phone number with area code and a brief description of the service problem.

The hours for the service are from 9:00am to 5:00pm, Pacific time. The technical representative on duty for the weekend will check in frequently for messages on both Saturday and Sunday so your call will be returned as soon as possible. (This will be a service assistance program only with no shipment of parts available.)

TECH TALK



By Dan Hansen

J&J Honda BF2 Short Blocks

In response to requests for help with the cost of rebuilding Honda Bumper Boats Motors The J&J Short Block is the latest addition to the J&J Products line. Built by Honda at J&J's request to upgrade older Honda BF2 Bumper Boat Motors.

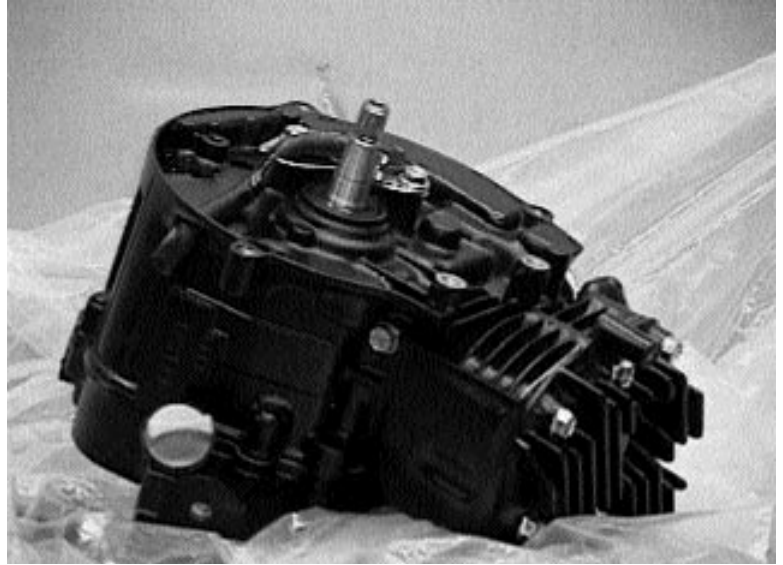
The J&J Honda BF2 Short Block can be easily installed on any Honda BF2 motor using ordinary tools. This simple procedure takes about one hour and results in a like new motor.

- It comes complete with the following parts:
- Barrel Comp., Cylinder Guide, Intake Valve Head, Cylinder Gasket, Cylinder Head Cover, Tappet Filter, Breather Cap Comp., Breather Valve, Breather Packing, Breather Cap Gasket, Tappet Cover Tube, Breather Tube A, Breather Guide, Oil Shaft, Oil Slinger Tube B, Breather Shroud Joint, Oil Tube Bolt, Flange 5x10 Bolt, Flange 6x12 Bolt, Stud 6x24 Bolt, Stud 6x46 Bolt, Flange 6x35 Nut, Cap 6mm Washer, 6mm Oil Seal, 17x30x6 Plug, Spark (BMR4A) Pan, Oil, Cover Crankcase Gasket, Case Cover Packing, Oil Filler Cap Finder, Oil Level Bolt, Flange 5x16 Oil Seal, 20x34x6 Water Seal, 17x36x5.5 Washer, Plain 6mm Washer, Plain 5mm Pin, Dowel 8x14 Ring Set, Piston Piston Pin, Piston Clip, Piston Pin 10mm Rod Assembly, Connecting Slinger, Oil Cap, Oil Filler Valve, Intake Valve, Exhaust Lifter, Valve Spring, Valve Retainer, Valve Spring Adjuster, Tappet 3.20 Bolt, Connecting Rod Washer, 12mm Washer, Thrust 20mm Bearing, Radial Ball Crankshaft, Comp. Camshaft, Comp. Gear, Timing
- Total Price if you buy piece by piece \$696.93

Order today and get your boats ready for this season. Part No. 589100 Price \$259.95 each.

BF2 SHORT BLOCK VS NEW BF2

PART#	DESCRIPTION	USER NET
00674	Motor, Honda BF2 Factory Stock	\$ 812.70
00674STRP	Motor, Honda BF2 Factory Stock Base Model	\$ 735.00
00673	Motor, Honda BF2 J&J Equipped	\$1050.00
589100	Motor, Honda BF2A (SHORT BLOCK)	\$ 259.95



CONNECTIONS



By Marv Foster

Production at the J&J Factory is at full tilt. Since our expansion last May the plant can now produce 10 karts a day and go to extended production with additional shifts. The most important developments at J&J, continue to be our new and repeat customers. The list of customers to receive Karts and Boats this spring include: Seekonk Grand Prix, Seekonk, MA. Paramount- Canada's Wonderland, Vaughn, ONT. Fun Spot, Eureka Springs, AR. Jack's Go-karts, Joseph, OR. Just 4 Fun, Plainfield, IN. PPG&G, Whiteland, IN. Golf-N-Stuff, Norwalk, CA. Golf-N-Stuff Tucson, AZ. Thunder Creek Quarry, Marshalls Creek, PA. Tee Off at Mel's, Litchfield, NH. Grady's FFC, Bloomington, IL. Golf-N-Stuff Tucson, AZ. Turtle Lake Amusement Center, WI., White's Family Fun & Sports Center, Acushnet, MA. Kentucky Kingdom, Louisville, K Y. Rogue Valley FFC, Medford, OR. Billing G.P., Billings, MT. Lake George Action Park, Lake George, NY. The Castle FFC, Chester, NY. Adventure Sports of Hershey, Elizabethtown, PA. Mulligans's Golf & Games, Horn Lake. MS. Greatimes, Beech Grove, IN. Wilsonville FFC, Wilsonville, OR. Bump and Float Family Fun Park, Crystal Beach, TX. P&T Inc., Emporia, KS.

Raider's Run, Branson, MO. Adventure Zone, Geneva-On-The-Lake, OH. Hinkle FFC, Albuquerque, NM. Kearney's Kart Way, Monticello, IN. Adventure Racing, Queensbury, NY. Frankie's Fun Park, Columbia, SC. Wild Adventures, Valdosta, GA. Mountaisa, Alpharetta, GA. Derry's Lot, Winthrop, WA. And Sun Mountain Sport Center, Bend, OR. Thanks for your continued confidence in J&J Amusements. v

NERF BAR

Have you ever had to repair a go-kart body because your go-kart went under the track rail. Luckily, the cure is simple. Installing the optional "Nerf Bar" not only protects them from going under track rails, it improves your ability to back up or slide them when they get turned around. It is made out of High Tolerance Tubing that's mig welded and powder-coated for long life. To add stiffness to the "Nerf Bar", it mounts to the frame in four points. Price is a good deal less than you would pay for a new \$400-\$700 body ouch!! With the "Nerf Bar" in place, body damage caused by kart diving under the rail becomes a thing of the past. v



Description	Order Number	Price
Guard, Bumper "Nerf Bar" Single Seater	010126	\$ 70.00
Guard, Bumper "Nerf Bar" Double Seater & Thunderbolts	010127	\$ 70.00
Bolts, 5/16 x 2 NC HX Z	01407	\$.15

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