

**Welcome** to  
AEM / ALPHA NEWS.  
The newsletter  
representing the  
Alpha-Omega Group  
of Companies.

Amusement  
Entertainment  
Management, LLC  
provides the most complete  
line of consulting  
services aimed directly  
at the development of  
bowling hybrid centers,  
family entertainment  
venues, amusement  
parks, waterpark complexes,  
hotels, resorts  
and casino properties.

Our firm has assisted  
in the development of  
more than 250 award  
winning and successful  
entertainment centers  
throughout the world.

As president of the  
Alpha-Omega Group  
of companies, I am  
pleased to be able to  
share our success  
stories, provide you  
with proven business  
solutions and keep  
you up-to-date on the  
hottest trends in the  
industry through our  
newsletter and The  
Redemption & FEC  
Report (42,000  
subscribers).

Frank Seninsky  
President/CEO



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## 4th Quarter 2010 - AEM Completes Nine Projects

The **AEM** and **Alpha-Omega** Teams found a way to do what seemed to be impossible and helped nine entertainment venues get their doors open and/or projects complete just in time for the Christmas/New Year holiday weeks. The Alpha staff worked together with their clients to make sure that they would be ready for business during one of the busiest holiday seasons of the year. Five Alpha Installation Crews travelled non-stop for twelve weeks, delivering, installing and programming games and attractions, setting up redemption prize centers, ordering merchandise, installing debit card systems, training client staff, and putting final touches on marketing programs - in all instances while construction was still going on around them--and one instance where the outside wall was not yet enclosed and temperatures were well below freezing and there was no electric except for a long extension cord.

The installation was one of several phases AEM and Alpha-Omega Sales completed as part of their project development-coordination services. Other phases included early-stage feasibility studies, business plan development, funding assistance, conceptual design and layout services, reviewing current and new attractions, research, purchase negotiations, and selection of an appropriate games and attractions mix. Many clients also chose Alpha-Omega Sales to provide their coin-operated amusement games and related equipment.

The Alpha Team is available throughout the entire development process to assist the client with all phases of design for improving the operating efficiency and work in conjunction with the client's architect and contractor. The entire Alpha Team continues to be available to the client long after project completion, and each contract includes a guarantee trade-in on all equipment purchased plus free weekly revenue evaluation and daily technical assistance for 5 years after the sale.

### 4th Quarter 2010 Project Openings

#### **The Clubhouse, Statesboro, GA**

Project Complete: October 15, 2010  
42,000 sq. ft. 28-Lane Bowling and FEC

#### **Scotties Skateland, Quincy, IL**

Project Complete: December 8, 2010  
Roller Rink - 18,600 sq. ft. FEC Expansion

#### **Valley Center Bowl, Salinas, CA**

Project Complete: December 23, 2010  
Bowling Center - FEC Renovation

#### **Provo Beach Resort, Provo, UT**

Project Complete: December 15, 2010  
2-Level 66,000 sq. ft. Bowling and FEC - Ropes Course,  
Wave Riders, Carousel, Soft Play, Animated Croquet  
Course, Golf Simulators

#### **Seven Springs Resort, Seven Springs, PA**

Project Complete: December 17, 2010  
Ski Resort - Game Room New Layout/Design

#### **Laser Tag & Games, Metairie, LA**

Project Completed: December 18, 2010  
30,000 sq. ft. Multi-Level Laser Tag - FEC

#### **The Zone, Kalispell, MT**

Project Complete: December 12, 2010  
24,000 sq. ft. Laser Tag and FEC

#### **Trafalga Fun Center, Lehi, UT**

Project Completed: December 2010  
30,000 sq. ft. 3-Level Indoor/Outdoor FEC - New  
Layout/Design, Games and Attractions Added

#### **Fun Warehouse, Myrtle Beach, SC**

Project Complete: November 19, 2010  
Roller Rink - 42,000 sq. ft. FEC Renovation/Expansion

## Principles for Success

### MARKETING

Your facility's marketing plan should be revisited monthly, and during peak season, weekly. There isn't a day that goes by when a competitor or alternate leisure provider hasn't "upped the ante" with a new special or an enhanced value.

A new competitor in the market can easily steal your guests faster than you can react, so it's critical that your marketing focus remains proactive. Don't ever feel as though you can't compete with the new guy.

You're probably in a better position to do so, as a newly established venue often carries with it a significant debt load. Remember to incorporate social media into your marketing strategy, as the various internet conveyances have quickly become a mainstay for reaching today's consumers.

Jerry Merola  
Managing Partner/CFO  
Play Meter, August 2010

# FEC FINDS A HOME ADJACENT TO A GOLF PARK

**The Clubhouse Family Entertainment Center** (42,000 sq. ft.) opened its doors in October 2010 with 24 bowling lanes and 4 private VIP lanes, a Ballocity, a 3000 sq. ft. Zone laser tag, 4 Highway 66 mini-bowling, 3000 sq. ft. of debit card-operated games, a full service restaurant and snack bar, as well as corporate meeting and birthday party rooms.

In 1996, Tony and Mary Allison Ross begin to research building a bowling facility in Statesboro, GA. Six months later, AEM was hired to provide an initial site marker feasibility study, which entailed traveling to Statesboro and visiting more than 20 different potential land purchases, land/building purchases, and building rental spaces - one being Hackers Golf Park, which was analyzed as a 'strong competitor.'

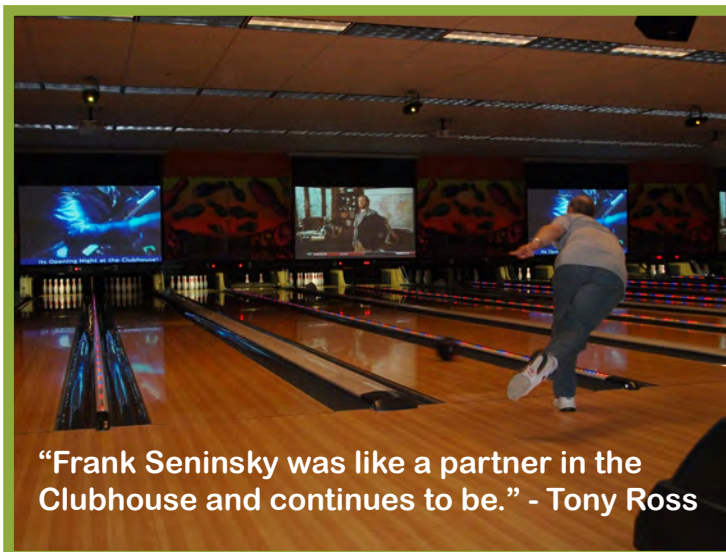
AEM's Jerry Merola completed the Feasibility Study and, later that year, Doug Wilkerson of Dynamic Design was retained to design and theme the building according to the AEM space and component specifications

While Tony was trying to raise the money for the project, he met with Darin Van Tassell and formed a partnership to build The Clubhouse



on land owned by Hackers and adjacent to Hackers. A new partnership was structured to include the entire Hackers complex.

AEM continued with a Project Development/Coordination service and worked with Dynamic Design on the overall floor plans, paying full attention to the games and attractions. Alpha-Omega Sales wound up selling, installing, and programming all of the games and related equipment and still, after many months, continue to work daily with



"Frank Seninsky was like a partner in the Clubhouse and continues to be." - Tony Ross

The Clubhouse and their technical staff to keep all of the games working properly and staying in the proper ticket payout and win %. Joseph Camarota, Jr. was in charge of the set-up along with the Alpha Team, Maria Sandor, Tony

Bari, Mike Tadrousse and, of course, Frank Seninsky.



## Technology Solutions

GameALERT® is a low-cost, real-time business information system for token based family entertainment centers. GameALERT® tracks revenue, game performance and potential problems from anywhere you can connect to the internet.

Alpha-Omega Sales is the exclusive North American Distributor of GameALERT. AEM was retained by Osborne Coin to assist in the design, programming, and lab/field testing of GameALERT.

[WWW.GAME-ALERT.COM](http://WWW.GAME-ALERT.COM)

To read either "Featured Client" article in full, as printed in *Bowling Center Management*, visit the AEM website at [www.AEMLLC.com](http://www.AEMLLC.com).

# Traditional Bowling Center's Renovations "WOW" Customers

## VALLEY CENTER BOWL

**Valley Center Bowl** was a traditional 30-lane league-based bowling center prior to their \$1.1 million investment in a complete makeover of the game and billiards area. The idea to renovate Valley came about when Leslie Svetich attended a seminar presented by Frank Seninsky at Bowl Expo and learned that they were underutilizing about 3500 sq. ft. of space and bringing in very little revenue.

Valley Center Bowl retained AEM as their consultants on the renovation project and began the process of putting together a solid business plan. "We ended up purchasing 40 games, related equipment, and a Redemption Master System from Alpha-Omega Sales and revenue-sharing 9 additional games with them that we have the option to purchase at any time. We are pleased with our association and look forward to a long time relationship," said Leslie. "Our next plan is to renovate



Monterey Lanes. With the additional revenue being generated at Valley, Dad is 100% in favor of moving forward with Monterey Lanes [renovations]." Game revenues have already been increased by more than 6 times. (game revenue previously was generating only a 34 cent per capita).

## Game Picks

### MONSTER DROP

Benchmark Games has a monster hit in the all-new and exciting "Monster Drop" game. This innovative, individual and two player, cumulative jackpot prizewinner has become one of the most recent popular products of the Florida based manufacturer.

To be reported in the upcoming TRR-FEC (The Redemption & FEC Report), Monster Drop grossed \$2,190.15 for the week ending 04/22/11, with a 26% payout and ranked 6th out of 93 games - only out grossed by 2 Big Bass Wheels, Barber Cut, Wheel of Fortune Deluxe, and Pharoah's Treasure.





## Foundations Entertainment University

FOUNDATIONS is a 3-day comprehensive educational workshop and seminar covering all aspects of market & financial feasibility, planning, designing, developing, opening and managing a location-based entertainment business and FEC for long term success.

This is our 8th year of operation.

Frank Seninsky,  
Co-Regent

[FoundationsUniversity.com](http://FoundationsUniversity.com)

## Upcoming Events AEM and Alpha-Omega Will Be Attending/Presenting/Exhibiting

- **INTERACTIVITY 2011** ←  
Association of Children's Museums Annual Conference  
May 19 - 21, 2011  
Houston, TX U.S.A.
- **BOWL EXPO 2011**  
June 26 - July 1, 2011  
Grapevine, TX U.S.A.
- **FOUNDATIONS ENTERTAINMENT UNIVERSITY**  
*Frank Seninsky and Jerry Merola - Presenters*  
July 19 - 21, 2011  
Chicago, IL U.S.A.
- **CRT/LCD Video, Redemption and Crane Game Repair**  
*Frank Seninsky - Presenter*  
August 1 - 5, 2011  
Chicago, IL U.S.A.
- **ENTERTAINMENT INDUSTRY - 18th Annual Specialized Exhibition**  
*Frank Seninsky - Presenter*  
September 14 - 16, 2011  
Kiev, Ukraine
- **FOUNDATIONS ENTERTAINMENT UNIVERSITY**  
*Frank Seninsky and Jerry Merola - Presenters*  
September 20 - 22, 2011  
Kansas City, MO U.S.A.
- **WORLD WATERPARK ASSOCIATION** ←  
31st Annual Symposium & Trade Show  
*Frank Seninsky and Jerry Merola - Presenters*  
October 3 - 7, 2011  
New Orleans, LA U.S.A.
- **IAAPA ATTRACTIONS EXPO 2011** ←  
*Jerry Merola - Presenter*  
November 14-18, 2011  
Orlando, FL, U.S.A.

Comfy Edutainment Centers will be Exhibiting with Funtraptions



[www.comfylandusa.com](http://www.comfylandusa.com)

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## CRT/LCD VIDEO, REDEMPTION & CRANE GAME REPAIR

**August 1 - 5, 2011  
Chicago, IL**

**Randy Fromm  
Frank Seninsky**

For the Full Brochure, visit [www.AEMLLC.com](http://www.AEMLLC.com)

## ATTENTION ROUTE OPERATORS, FEC, BOWLING and AMUSEMENT ENTERTAINMENT INDUSTRY GAME TECHNICIANS

This is a "fast-track" class for game technicians who want to learn the quick and easy way to fix monitors and power supplies without having to learn a lot of electronic theory or mathematics.

**EARLY BIRD SPECIAL**  
SAVE \$100 if you register by 06/01/11

Questions? Email [FSeninsky@aol.com](mailto:FSeninsky@aol.com)  
or Call (732) 616-5345