

August 2010



Jersey Jack

by Jack Guarnieri, PinballSales.com and ShuffleAlley.com

Making Hay in August

A few months ago, RePlay asked if our company, Elaut USA, would like to be on the August edition cover. I immediately said, “Yes.” There are only twelve covers a year and to me, it’s still an honor to be asked. Some old words spoken by a self-proclaimed industry expert to me years ago said, “Nothing happens in August, everyone is on vacation and nobody spends any money.” It reminded me of the Yogi Berra quote: “Nobody goes there anymore. It’s too crowded.”

My thanks to our friends at RePlay for once again recognizing our company as one that is continuing to move ahead in difficult and trying times. I’m thrilled to have Elaut USA on RePlay’s cover this month. I know that I’ll get teased for a long time about the cover concept that Drew Maniscalco came up with some help from Fred Miller. At least it is creative, humorous and shows some effort and respect for the publication. Anyone can do a cover where they just take a picture of some people standing next to a game. I guess that’s the difference in companies that continue their momentum built up over time and those companies that go on vacation for the summer.

August has always been an interesting month to me. At PinballSales.com it is a bit slower, but it gives us a chance to get ready for September and the upcoming busier holiday season. Now that PinballSales.com is merged with Elaut USA’s operation, August is a very hectic, busy time for us. We are already meeting with people and negotiating new location contracts for the next operating season. We are also busy working on new FEC projects and even our consulting services have really taken off.

Construction is in full swing at our new iPlay America Mega FEC site in Freehold, N.J. CEO Bob McDaid from Renaissance Properties and Bruce Glorsky, the COO of the facility, have been hammering out every small detail so that we all get it right the first time. This amusement center is really a very unique amusement park “under glass” and it will have over 70,000 sq. ft. of amusement, entertainment, retail and restaurant operations. It will even have a PinballSales.com store where the customer base of iPlay America can buy games for their home gamerooms. After all, the entire amusement complex really becomes my showroom.

We are in different stages of design, development, testing and production of several new games. Planning and budgeting for 2011 is well underway as we have made adjustments for current operating changes. We have contracted with a number of new people who are providing valuable services to the company in its efforts to bring new products to market. We have some new financing options for our customers to buy our products, and we have some great new games that are really earning very well. Elaut equipment is still on location in operation since the early 1980s and still earning money today. Rock solid and reliable.

We are not participating in any recession, and we have decided that we can choose what path we want to be on. Ralph Waldo Emerson's saying, "Do not go where the path may lead, go instead where there is no path and leave a trail," has become our mission statement.

It may seem strange, but I'm not interested in selling to everyone. Today we are selling to those distributors and operators who have decided that they want to make money with reliable equipment for long-term solid earnings and dependability, and we are teaching them how to do that. We have learned from our own operations, and we are careful not to compete with those operators.

In August, we will launch our www.elautparts.com website, which will have complete descriptions of Elaut parts. It will be a transactional site where you can search, pick and pay for your parts and have them quickly shipped. We will have some instructional video clips to help you diagnose common problems and a FAQ page with a lot of online help options.

Yes, August is a very busy month for our company so we cannot take our hands off the wheel. Big Mo, in this case momentum, is really something to build on and not something to sidestep. We use our successes to build upon, not in a boastful way but in the quiet things that each of our employees do every day of the year, including every day of August. I'm proud to be the president and CEO of a growing, vibrant company that makes money 365.4 days a year. A company that provides good jobs for hundreds of people all over the United States and brings value and revenue to our vendor partners and fun to our customers, the people who play our games.

So the dog days of summer arrive, and you suddenly find yourself on a sunset cruise with a cup filled with icy jungle juice in your hand. The TV has Jerry Lewis doing his telethon, and the summer is over.

August is a time to take advantage of that warm breeze at your back and set a course for greater profitability in the autumn and winter months.

Enjoy it while it's here because another industry friend of mine likes to say, "Make hay when the sun shines," and that's definitely in August!

Jack Guarnieri started servicing electro-mechanical pinball machines in 1975 and has been involved in every phase of the coin-op game business since then. He operated a substantial game

route in Brooklyn, N.Y., developed amusement centers and was called in as a consultant to manage Mondial Distributing and State Sales in New Jersey. In 1999, he founded PinballSales.com to sell coin-op to the home market. In 2002, he founded ShuffleAlley.com and released the Parker Bohn III Pro Bowler game, reviving the shuffle alley. Today PinballSales.com is merged with Nationwide Operator Elaut USA (formerly Monduce), which operates thousands of games. Jack manages and guides the combined company, which covers every segment of the industry as its CEO. His positive attitude, honest insights and opinions have made him a popular figure in the trade. While managing and growing his businesses, his family still comes first. Jack is very active in his church, community and charitable causes as well. You can learn more at his websites www.PinballSales.com and www.ShuffleAlley.com or by phoning him at 866/323-JACK. His email is Jack@Pinballsales.com or Jack@ElautUSA.com.

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