



UNIS's Debbie Gonzalez treats Dandy Amusement's John Lemieux to a peek or two at some new goods for the spring market.



Smart Industries' Jim DuPree (left) welcomes Taylor and Dennis Visca, and TouchTunes' Sharon Blair, to his redemption game booth.

bling law, though that amendment ultimately died in the Legislature.)

"Sacramento can do some crazy things when it wants to," Martinez continued, "so we're in the bidding process of hiring a lobbyist right now. They can run anywhere from \$2,000 to \$4,000 a month, but we think it's necessary for someone to monitor any potentially harmful notions those Sacramento people may come up with and let them know right away where we stand."

AMOA president Bobby Hogin addressed the assembled operators, saying this visit marked the 13th and last of his tenure (a new president will take control of the national operator association at their March Las Vegas meeting). Hogin used the opportunity to pitch for membership to AMOA, citing many of its benefits like the Notre Dame Program (his deputy director Lori Schneider also attended the California meeting).



Southern California trade veteran Jay Wendt (right) with AMI's Ray Atchey at the Continental music video jukebox.

An Arcade In an iPhone

Earlier in the day, one trader said a big reason game play has fallen off for many route operators is the iPhone with all the available games it offers. "It's like having an arcade right there in your phone," he said. Adding his own update to this, Betson Enterprises chair Peter Betti made an informative state-of-the-trade address that traced his own history in the coin machine industry.

"When I first came into the business back in New Jersey, it was to work on our own street operation. We had 550 jukeboxes out there way back then, and were not the largest route owners by any means," he advised. "We ran on collection splits and there were strong operator associations to keep problems away. Association membership is still a great insurance policy in that regard, so I'm



Charming Lydia of Impulse Industries with equally charming Vince Moreno at Sega's popular *Plants vs. Zombies* holding his CEMA appreciation certificate.



Benchmark's North American Sales Director Tony Maniscalco with a trade friend by *Monster Drop* and *Pop It and Win*.



Team Play's Eddie Pellegrini (left) shows Golf N' Stuff's Kelly Lamb his newest and hottest *Fishbowl Frenzy* ticket attraction.