

DEALER NEWS

DECEMBER 1985

THE SURVIVAL GAME

INSIDE NSG

Recap of the 1985 North American Championships

—DION

The 1985 North American Championships was another howling success! For all you dealers unable to attend, you missed an outstanding opportunity to meet other dealers from all over North America as well as a group of exceptional players. To all those present we cannot thank you enough. It literally takes a cast of hundreds of players, spectators, vendors, caterers, and most important you dealers to host a successful event.

Our hosting dealers, Michael Schlink and Ben Carlisle had their facility bright and sparkling by Friday morning awaiting the inspection of some 300 folks that were on hand throughout the entire weekend. They assembled an exceptional group of workers to assist us and our sincere thanks for a job well done. They even managed to take care of the weather as both Saturday and Sunday were in the 70's and sunny. (By Monday morning, tornado watches and heavy rain had set in.)

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Welcome Aboard New Dealers

TM

Keith Mitchell
Rt. 1 Box 243 A
Berry, KY 41003
606-654-6322

John Farmer
Clinton Sales
Industrial Blvd.
Lenoir City, TN 37771

Van Bible
C & F Army Store
607 Main St.
S. Oak Ridge, TN 37830

Tom Brown
Delta Survival Sports
1530 Locust St., Suite 118
Philadelphia, PA 19102

John Green
Sam's Military Surplus
1285 Jefferson Davis Highway
Fredericksburg, VA 22401

Mark Dixon
Survival Game of Gainesville
205 6C SE 16th Ave.
Gainesville, FL 32601
604-375-2133 (Home)

Aaron Conti
URH
Oglesby — Room 524
1001 S. College Court
Urbana, IL 61801

Harry Forrest/Jimmy Harris
Survival Game of North Carolina
P.O. Box 1083
Winterville, NC 28590
919-756-0666

Randy Sasser
2702 E. Ash St.
Goldsboro, NC 27530

Phillip & Howard Prossnitz
101 6th St.
Wilmette, IL 60091
312-644-3700

Don Blanchette
158 Lowell St.
Methuen, MA 01844
617-686-5015

Frank Soltys
64 Barrett St.
Cranston, PA 02910
401-822-2006

Tom Roy
9 Fairview St.
Danvers, MA 01923

Bob Lytle
158 Buckham St.
Everett, MA 02149
617-389-5342

Harold Harrington
Rt. 1 Box 223
Longville, LA 70652
318-725-3030

Mitchell Dringman/Mike Lucas
1218 Northeast Blackwell
Lees Summit, MO 64063

Bruce Gentry
6201 Kansas Ave.
Kansas City, KS 66111

Steven and Linda Ziegelmann
1102 Dewey
Grandview, MO 64030

Dick Gordon/Dave Webster
620 Fryers Creek Circle South
Temple, TX 76501

Alan Rebane
N6388 Studio Rd.
Gleason, WI 54435

All of us here at NSG do sincerely thank you for all your playoff, regional, and N.A.C. efforts throughout 1985 and for your exceptional enthusiasm and help in Houston.

The results of the twelve teams competing in Houston are:

- 1st Place — Mississippi
The Over-The-Hill Gang
- 2nd Place — Ontario, Canada
The Unknown Rebels
- 3rd Place — Phoenix, Arizona
Arizona Blue Meanies
- 4th Place • Indiana
Indiana Iron Brigade

Alphabetically:

- Atlanta Blue Team —
Atlanta, Georgia
- Boonie Rats — Dallas, Texas
- The Green Machine —
Falls Church, Virginia
- The Heat —
British Columbia, Canada
- Killer Elite — Seattle, Washington
- No Name Team —
Los Angeles, California
- Renegades — Tallahassee, Florida



The Over-The-Hill Gang — 1985 National Champions

Wolfpack — Long Island, New York

The Over-The-Hill Gang went through the entire tournament undefeated to win the Championship and bragging rights for a year. The Unknown Rebels were hot on their tail and after losing their first game, came back to win the next six before losing in the finals and placing second. For those of you who think that name sounds familiar,

this team won the first Championships ever held, and have competed in all three of our tournaments. Coming in for third place was the Arizona Meanies and right behind them the Indiana Iron Brigade.

As for the highlights of the weekend, there were many.

For the first time, we had two Womens teams competing in a separate Women's playoff. The

MARKETING TIPS

Winter Games — The profitable continuation of your season

—GIORDANO

For many dealers the Survival Game is a seasonal business. For the dealers in the south, the summer is looked upon as being the slow season due to the high heat and humidity. For the northern dealers, the cold and snowy winter months are usually the poorest for the Game, with some dealers actually shutting down sometime between January and March.

But not all dealers feel that winter is a liability for the Game. In fact, with some creative marketing the Survival Game need not be the

seasonal business that some of us allow it to be.

For this issue of "Dealer News" NSG spoke with some of its experienced dealers who have successfully run in the winter to find out how they ran their games, how many players actually came out, and what marketing strategies (if any) were used to make the season a success. What follows are the experiences of Caleb Strong from New York, Tony Pisek from Ohio, and Mark Barton also from Ohio.

CALEB STRONG

This is Caleb's third season running in the winter and he feels that his system is running smoothly. When the winter arrives the number of players on his fields drop from approximately 230 to about 40, although he runs most every weekend. To get a consistent number of players out each week, Caleb initially promoted winter games hard among his player base. From that point, the bookings have increased mainly through word of mouth. Now he is planning a winter league to build consistency.

To make playing in the cold more comfortable, Caleb has shortened his games from 1 hour to 30 minutes. He's also shortened his field (to encourage more action and less standing around). His schedule is

adjusted as well, with sessions running during the warmest time of day (10:30 am to 2:30 pm). He thinks price also plays a big factor: on his field a player who owns his own pistol pays only \$5.00.

Caleb's advice for keeping gun problems to a minimum in the cold is simple: keep the equipment warm for as long as possible (before and during games). The cold causes the Nelspots to leak more frequently, although he thinks the SplatMasters will do fine. He has no indoor facilities (like a tent), but he encourages players to park near the staging area and use their cars. He also keeps a camp fire blazing.

TONY PISEK

Tony had a successful season last winter, and expects a better one this year. One major advantage he offers is a clubhouse structure and a large army tent where his players can go to warm up between games. He feels this "civilizes" cold weather play quite a bit, and makes the whole experience more enjoyable. Tony also puts out several barrels containing blazing fires around his staging area.

Tony does not make many seasonal adjustments in scheduling,

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NSG's New Vice President

We are pleased to announce that Terry Fletcher has recently joined our Company as Executive Vice-President and will be working in all aspects of our business. Terry has spent 15 years in the ski industry in a variety of positions which include, National Sales Manager, Products Manager, and International Sales Coordinator. Most recently he moved from the Vice-Presidency of a New Hampshire newspaper "The New Hampshire Times." We look forward to working with Terry during this most important growth period of our company's evolution.

— Robert Gurnsey

INSURANCE UPDATE

These past few weeks insurance has been a major concern for us at NSG. We have spent many hours working on this one problem. As indicated in our most recent announcement letters, sent to each of you, we are confident we have obtained an excellent starter policy. This AD&D (accidental death and dismemberment) insurance program appears to be an excellent offer. Mr. Jeff O'Leary and Mr. Howard Holladay of Control Systems will be contacting each of you about the specifics. We are pleased we were able to set up the terms of payment based upon players participation. This insurance policy will enable you to take care of on-the-field accidents, thereby further reducing the potential for law suits.

It is our feeling that an AD&D policy should be the first step in a series of layered protection. We will continue to look for liability

coverage. Once we are able to find a policy that provides adequate coverage, at an affordable price, each of you will again be notified. Unlike the AD&D, the liability coverage will be mandatory for Survival Game dealerships, as outlined in our contracts.

In the interim it is imperative that each of us re-double our already excellent safety procedures. Preventing accidents is always the best way to stop possible law suits. We are always here to answer questions and provide ideas that will help you improve your fields.

I enjoyed meeting many of you in Houston at the National Championships and look forward toward meeting others in the near future. I wish you all a happy holiday season and a prosperous 1986.

— Terry Fletcher

DEALER RECOGNITION

GREG HOWE
Wisconsin

Greg Howe has been one of the most quietly successful NSG dealers in 1985. His southern Wisconsin dealership which draws heavily from the Chicago market, has grown consistently over the year until he now ranks as one of NSG's top dealers. Never a complaint, and always an enthusiastic attitude, Greg has earned this month's dealer recognition along with our thanks and appreciation.

WHO'S WHO AT NSG

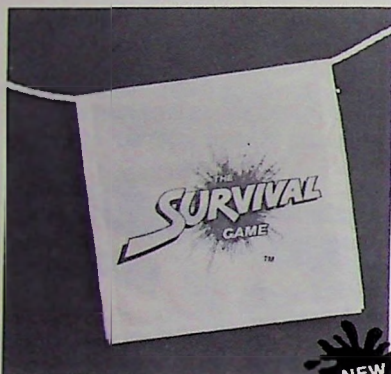
RICHARD GARDNER
Shipping

In October's Dealer News we gave a short description of the members of our staff (that dealers may be in contact with) but we managed to forget Richard Gardner and his assistant Ray Blanchette who actually package and ship your products. And although there should not be much direct contact with the shipping department, we thought it important that you know who works to ship you NSG products. 🌟

NSG HAS MORE PHONE LINES!!

We now have available for your general use 603/735-5151, 5152, 5153, and 5154. Our wats line, available for ordering only(!), is 800-225-7529. This is the order hotline and is only located at the order desk, therefore, we cannot transfer calls to other departments.

PRODUCT REVIEW



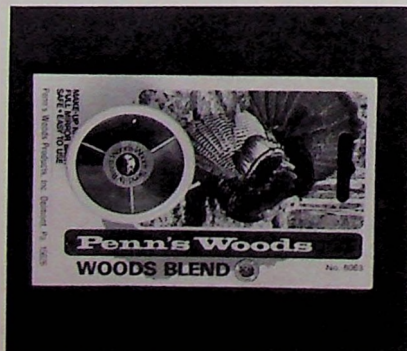
CAPTURE FLAGS

NEW

NSG has finally found a capture flag with the kind of quality and cost we've been looking for. The flags are yellow and orange (to coordinate with the pellet colors) and made from a tough nylon tent material that is hemmed on all four sides. Two logos are printed on the same side in such a way as to be seen from both directions when draped over the flag-station rope. The 3' x 1½' flags are sold at \$9.95 each.

CAMO MAKE-UP KITS

Our woodland make-up comes in a convenient pocket sized kit, and features the standard brown, black, and green colors. Built into the back of the kit is a mirror to help players create works of art on their faces. There is a see-through cover over the blend to prevent any smearing of the make-up. At some point NSG will private label its own blend, but until then this is an excellent item for retail sale. Each are sold at \$2.95.



AWARD PINS

Survival Game players who manage to capture their opposing teams' flag always appreciate recognition. Our "Flag Grabber" T-shirt is one way to accomplish this. Another less expensive recognition item is the new NSG award pin. With an orange splat-shaped background and a white "I'm A Flag Grabber" slogan, the pin makes an excellent, inexpensive giveaway to your players. They can also be sold and put on players hats and camo's to dress up their outfits. The pin comes with a clutch-type fastener on the back. The ½" diameter pins are sold at 40 cents each.



NEW



NSG'S HOODED SWEATSHIRT

NSG's newest addition to its clothing line is an attractive hooded sweatshirt suitable for sale to players or for use for Game staff. Available with and without the word "staff" on the left breast (for either staff members or regular players), the sweatshirts are light gray-silver with a two-color logo on the front and back (black and orange) and has a front pocket. 1985 NSG's hooded sweatshirts are sure to be in demand! Order today, each are sold at \$16.95.

HOLIDAY/WINTER SHIPPING UPDATE

Holidays and the possibility of winter storms may require additional shipping days! Be sure you have your products on time by placing your orders at least two weeks in advance.

For example, if you require products for Dec. 21st 1985, the order must be placed by Dec. 9th (especially for dealers west of the Mississippi River). In most cases we will ship the product on Dec. 10th or 11th which leaves seven business days for UPS delivery. Again, Holidays will require more time.

Finally, when you place your order please tell us what day you must have the product, and we will do our best to get it to you for that day.

Green Berets and The Angels, both from Texas, were teams of excellent players and competed fiercely until The Green Berets finally won in a best two out of three competition, but not without a lot of laughs and smiling faces everywhere.

Mr. Pat Keys from California competing on The No Name Team walked away with a new SplatMaster as "Mr. Congeniality", after showing up and playing in a full brightly colored clown outfit complete with red fluorescent wig. Who said camo's are the only way to go? Just for the record, he was one of the only players not eliminated in his team's first game.

Saturday night brought a party at one of Houston's finest Country Western Clubs, "The Cow Palace", with over 250 Survival Game folks on hand to learn the "two step" and the art of Tequilla drinking. Obviously, some learned it better than others as Sunday morning, a few competitors bought stock in Bayer Aspirin and Alka Seltzer. It

can truly be said a good time was had by all.

On hand for the awards presentation was Mr. Martin Leiter from Gold Eagle Books presenting the coveted Mack Bolan award. In addition, the top three teams were awarded lightweight camouflage boots by Aspri to be shipped directly to the team captains. Other prizes included SplatMasters, and \$3000.00 divided respectively by the top three teams.

That sums up another fabulous tournament. As always, we learned a lot and already are looking ahead to 1986. In the next few months, we'll be formatting approaches for league and tournament play on a local level which will help each of you maximize this facet of your business. This league play is unique to Survival Game Dealers because our competitive structure culminates in the North American Championships. ✨



The Green Berets — The Women's Playoff Champions

Indoor Survival Games

The new profit center!

Sometime a few weeks ago, Caleb Strong received a phone call that he believes may boost his business tremendously. The call was from a building owner who proposed the rental of his building to Caleb for the playing of The Survival Game. The building is magnificent for an indoor game; with 40,000 square feet it has over 80 rooms and lots of long hallways. The landlord is satisfied to receive a reasonable per-player fee as rent. Now, Caleb is planning to open this winter, and he sees many different types of games that can be tried indoors. His chief concern is the increase in the number of short range shots, and to prepare for this his players will be wearing full face shields as well as padded protective vests (each team wearing a different color vest).

Indoor Games are the wave of

the future for Survival Game dealers. Recently the news program 20/20 covered Photon, the indoor game that involves computer scoring and guns that shoot electronic beams. An indoor Survival Game, provided that players were adequately protected, is so much more exciting and fun than the Photon concept, and yet the idea has largely been left alone by NSG dealers. Just as the outdoor game has grown quickly, indoor games will certainly grow as well whether NSG participates or not.

With the rash of plant closings nationwide, there are many buildings available that would serve well as indoor sites. Some landlords (as in Caleb's case) are just crying for rental possibilities. Given this situation, negotiating for reasonable rental fees (perhaps on a per-player basis) may not be as difficult as

a dealer assumes it to be. As far as cleaning up the building periodically is concerned, a good power washer should satisfy the requirements of most landlords. And if all that's available to you are huge, roomless warehouses, there are many materials including cardboard boxes, bales of hay, and strung up sheets which can be used to create a maze effect. In fact, a maze would be lots of fun. The possibilities are limitless.

Since all of us are looking to make our dealerships less seasonal (whether the barrier is a hot summer or a cold winter) indoor games can be the perfect addition to your business as an all season money-maker. Why not set a goal for this winter to locate a good indoor site for the Game, and start getting this opportunity off the ground? ✨

pricing, or game duration. He offers two 1 hour games per session. He has also found a market in selling white throwaway coveralls to his players (\$4.50 each).

Apparently Tony does not experience a large increase in gun problems (perhaps due to a warm clubhouse). His players, though, are definitely a cold-weather lot. Last winter, Tony held a night game on the coldest day in February (the wind chill factor was 46° below): 40 players showed up. Because of the natural enthusiasm of his players, he has not felt the need to promote winter games very hard to his regulars...he gets good participation as it is.

MARK BARTON

Rather than trying to fill up every weekend with the 50% fewer players he gets in the winter, Mark selects certain weekend dates to book up completely. Mark also sells a winter pass for \$20.00 that permits players to play until the end of March, and pay only for their pellets and CO₂.

Mark offers triple sessions of about 2½ hours each and plays on a shortened field of 12 acres which prevents players from standing around a lot. He does have some facilities: he sets up a large army tent with a small stove to warm his players. Keeping the equipment warm is his main advice for maintenance free playing—he cancels games if the wind chill factor reaches 30° below zero.

If you've never run in the winter before, you should be planning for it this season. One good way to begin (as Barton does) is to select 6 to 8 special "winter tournament" days, and then start promoting these dates to your players and group organizers through a mailing to your list. You can fill up specific dates more effectively then you can by offering open dates. Try offering special incentives to the participants and tournament winners (like a discounted winter price, gift certificates for a hot beef stew supper after the Game, or even modest tournament cash prizes). Play up the challenge of winter play ("Anyone can play when its warm—but only real characters play in the winter"). Another good

idea is selling winter passes discounting play from December through February. Experiment with different promotions, but don't make the mistake of assuming your season is over with the first winter chill: that assumption will cost you profits you could have banked. ✨

DIRECT HITS

Sports Illustrated

Upcoming in '86

Stag

Upcoming

New York Times

November

M-Magazine

December

Venture

Upcoming

Swiss TV

Upcoming

Radio interviews in November included:

Delaware

Toledo

Oklahoma City

Lafayette, Louisiana

Venture, California

Kansas City

Dallas

Salt Lake City

Colorado Springs

1986 Rule Changes

At this time, we are in the process of revamping the rule book. Please submit your suggestions for rule changes as soon as possible. You might also suggest, to your best competition team, that we are soliciting their input and would love to hear from them. The rules we are most interested in looking at closely are those concerning the point system, scoring, and "the first man out" tie breaker.

Building A Media List

Enclosed in this newsletter is a press release for the 1985 NAC. This is another tool for you to use on a local level to gain media exposure. For those of you not familiar with the use of a press release of this kind, I've outline the steps to follow.

1. Make a "media list" comprised of any reporters, DJ's, editors, or freelance writers you know.

2. Now add to the list anyone that has ever covered your dealership or has expressed interest in covering it.

3. The final addition to your list is all radio stations, television stations, consumer magazines, newspapers, or publications of any kind in your area.

4. Make up a single cover letter (short and sweet) about your dealership (location, pricing, trivia).

5. Enclose a copy of the national press release with your cover letter, and if available—a 5" x 7" black & white photo.

6. Enclose free passes for a specific month and invite your contact to bring a friend and come out and play.

Naturally you don't want to go to the "well" too often and make a pest of yourself in the media's eyes, but they do want to kept informed of special events that their audiences might be interested in. Don't miss the boat—build a strong media list and use it! ✨

