

NEWSLETTER

December - 2011



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Testimonials

"It's absolutely amazing. It literally brought me to tears. They didn't just put up walls and props, they built our dream."

"We've had many, many contractors through the years come through our business, and these men by far, stood out amongst our best."

"Your suggestions for preliminary construction helped us save thousands in potential mistakes we could have made."

"We are very satisfied with the work of their team, and we definitely have a leg-up on the other arenas in our area."



"People are amazed when they see my place. I'm glad to have hired such a great company to walk me through the whole process."

"Their team was incredible! Mike is an unreal artist and he has brought a whole new level of design to our arena."

"The Creative Works team provided two quality attractions that are sure to increase business in our growing center."

"The pictures don't do you justice. It is above and beyond our expectations!"

Welcome...

December is upon us and I find myself asking where the past year has gone. It's been quite a year with many success stories and great memories. We see a lot of positive movement in the industry and some exciting changes taking place for the year to come.

In this issue, we are introducing a new section called Client Profile which spotlights one of our operators and their experience in this industry. It's well worth the read so don't miss this section.

If you haven't been to our website as of late – you're missing a big change that took place to help you navigate the various ways we can assist, so don't forget to head over to the WOWeffect to see our new splash page.

As always, we are here to help so don't hesitate to call or email anytime.

Sincerely,

Jeff Schilling - Chief Architect of Experiences 

Creative Works

P.S. This newsletter is full of information and resources so make sure you save it. If you are on Facebook or Twitter, click on the links in the upper left to join our network.

Announcements...



Free the FUN with The Game Patrol

After months of researching, designing, and developing behind closed doors, we have unveiled their newest attraction: The Game Patrol. The Game Patrol is a self-contained and self-sufficient mobile gaming unit and FEC-2-go all rolled up into one. This attraction offers an outlet in which existing entertainment operators can break free of the "brick and mortar box" and bring the excitement to the doorsteps of their guests.

This new mobile gaming unit can accommodate up to 16 players and is wrapped with colorfully game-branded graphics, characters, and logos. Existing facilities even have the option to brand the trailer with their company logo, making the unit a billboard on wheels. This allows facilities limit-less possibilities for promoting their company and their brand. "Game Patrol is the answer for breaking out of the box and freeing the fun for both new and existing businesses in the entertainment industry," commented Jeff Schilling of Creative Works.

Clients of ours

Brunswick Bowling
Extreme Makeover Show
Simon Malls
Bowling La Granda
Have a Hoot
Active Kidz
Putt Putt Fun Centers
Incredible Pizza Co.
U.S. Air Force
Pinz Bowling
Ardent Leisure
Laser Adventure
Xtreme Playzone
Planet Fun
Hilltop Fun Center
Gametrade
Canyon Surf Club
Laser Tag and Games
Hinkle Family Fun Center
Scotties Skateland
Fun Junction
Tree Top Fun Center
Redzone Adventures
Lazer Kraze
Nicklecade
Indian Creek Church
Marion County Sheriff Dept
Six Flags Theme Park
Alley Cats
AMF Bowling Centers
Funopolis
Branchburg Sports Complex
Perfect Games
Snapperz
Fantasy Park
Pietro's Pizza & Games
Strike Zone
Cedar Point Theme Park
Bluefusion Entertainment
Paramount Parks
MTV Studios

Exclusive Brands



But the real beauty lies inside the trailer. Guests will find an upscale and professional interior that is extremely functional, offering features such as LED television screens, internet access points, media devices, LED lighting, leather couches, Xbox 360 and Nintendo Wii consoles, heating/air conditioning, and much more. To make a lasting impression, Creative Works knew they couldn't just put some games in a trailer and call it a day. The product had to be special and it had to be memorable.

During the design phase, they took inspiration from the new contemporary looks seen in bowling facilities, limousines, and night clubs to create a high-tech atmosphere with flexibility and purpose. The unit also has expansive storage, so operators can utilize additional games such as mobile laser tag or inflatables. Creative Works has positioned this attraction to make a huge impact within the entertainment industry. "It is a mobile marketing machine that makes money and will be a game changer for many entertainment centers that are looking for a way to better compete against others in the marketplace," added Jeff.

If you're looking for new ways to get a leg up on the competition, visit www.TheGamePatrol.com for more information on this new attraction.

New Company Logo and Home Page

We recently updated the Creative Works logo during the current re-branding effort of some of our products. We've also updated our Creative Works website homepage to reflect this change. When you navigate to our main website (www.theWOWeffect.com), you see this new logo along with the rest of our product logos. This will act as the "main hub", providing links to each website for easier navigation of our online domains. We think this will simplify things and provide a consistent message for our products



Projects in the Works...

- 9 Lazer Frenzy laser maze attractions – Tennessee (2), Texas, Michigan, Washington, Canada, Indiana, Iceland, and Florida
- 12 Laser Tag attractions – Tennessee (2), Canada, Indiana, Missouri, Ohio, Michigan, Utah, Oklahoma, Texas, Florida, and Alabama.
- 1 Cosmic miniature Golf course – Indiana
- 1 Laser Tag renovation projects
- Home Show 3D fireplace

Recent News...

Take some time to review some of our highlighted projects and see what our talented team of artists, craftsmen, and designers have been working on since our last newsletter.



Members/Sponsors

American Institute of Architects
 Birthday University
 Foundations University
 Indpls Chamber of Commerce
 Indpls Conv and Visitors Assoc
 Indiana Special Events Society
 Intl Assoc of Amusement Operators
 Intl Assoc of Amusement Parks
 Intl Laser Tag Association
 National Assoc of FEC's
 Rollerskating Association
 Themed Entertainment Assoc
 U-Profit Business Seminars
 The Redemption Report
 FEC Success Seminar
 LaserTag360

Industry Resources

U.S. Small Business Administration



Featured Programs



Funhaven Opens



LOCATION: Ottawa, Ontario / **SIZE:** 5,246 Square Feet / **EQUIPMENT:** Zone

Do you need to find an exciting place to escape the wintery cold weather? It's time to join the fun at Funhaven. This is a new entertainment facility that just opened in December 2011 in Ottawa, Ontario. The owner, Dave Ellis, enlisted the help of the attraction experts at Creative Works (www.theWOWeffect.com) to provide multiple items for his business.

Funhaven is a facility that offers great entertainment options for just about everyone. Complete with bumper cars, mini-bowling, arcade, jungle gym, climbing wall, pizza and frozen yogurt, it's a one-stop shop for families in the Ottawa area. In addition to these items, Dave Ellis had Creative Works finish out the attraction mix with laser tag and the ever-popular Lazer Frenzy laser maze. The Jungle-themed laser tag arena is 5,000 square feet of excitement, providing enough room for 30 players at a time. The single maze Lazer Frenzy is a unique game in which players have to weave and crawl their way through a field of lasers to reach the checkpoint. Dave Ellis opted for the Adventure theme for this attraction, which coincides with the theme of laser tag, as well as the rest of the facility.

To really bring the WOW effect to the guests, Creative Works also built a 12 foot smiley-face Funhaven logo, which hangs on the front of the building. They used a combination of foam, wood, steel, and paint to make this prop come to life. When asked about the quality of work that Creative Works provided, Dave Ellis responded "Everything looks awesome, absolutely fabulous!"



Great Balls of Fire!



www.LAZERFRENZY.com

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BY THE SPEED OF LIGHT



LOCATION: McAlester, OK / **SIZE:** 9-Hole Course

Most everyone is familiar with the unforgettable lyrics to the song. Now families in McAlester, Oklahoma have the chance to become familiar with an unforgettable experience. Great Balls of Fire is a new family entertainment center that opened its doors to the public on November 7, 2011. This 35,000 square foot facility has a line-up of attractions to keep every member of the family entertained.

Jim Lang, the owner of this facility, has been working on this project for quite some time now. He wanted to create a place where everyone in the family can enjoy themselves. The attraction selection includes 16 bowling lanes, indoor rock climbing, bumper cars, and a large arcade. But perhaps the most unique attraction is the custom 1950's themed Cosmic Golf course (www.CosmicGolf.com). This attraction was designed and built by Creative Works of Indianapolis, Indiana. Guests have a chance to go back in time and put around some legends of old. This black light mini golf course has a slew of iconic figures from the era, including James Dean, Marilyn Monroe, Frankenstein, Wolfman Jack, and Superman.

The course takes guests through a story of a typical night from the era. Players tee off at a drive inn burger joint with classic neon signage, a row of Harley's, and an oversized milkshake. Guests then make their way to the movies, where they'll see the monster hit film "The Blob" followed by the iconic Marilyn Monroe. The story finishes with a Rock 'n Roll theme, offering imagery of none other than the king himself, Elvis. Guests take their final skill shot in the 9th hole challenge as they try and activate lights around Wolfman Jack's microphone and speakers. "This attraction is sure to stir guests with feelings of nostalgia and fond memories," said Jeff Schilling of Creative Works. "We are grateful for the opportunity to work with Jim and bring his ideas to life. We wish him all the best."



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LOCATION: Freehold, NJ

iPlay America opened their doors to the public on 11-11-11 in Freehold, New Jersey. Guests had their first glimpse of this 115,000 square foot facility, themed as a city street and a boardwalk all wrapped into one. The grand opening event was focused on the number 11, as the first 111 families through the door received a free \$11 bonus card for extra entertainment.

Families have many options for entertainment when they enter this park, such as go-karts, bumper cars, 4-D theater, mini bowling, arcade games, and so much more. When the kids get hungry, the park offers 4 different restaurants, with food options ranging from table service American fare to self-serve frozen yogurt. Of all the attractions and amenities in the building, Bob McDaid, the owner of this park, was particularly excited about Lazer Frenzy (www.LazerFrenzy.com). This attraction, which was developed by Creative Works, provides a very interactive environment in which guests can feel like a spy from a movie while navigating a field of lasers. Bob opted for the Dueling Frenzy package, which doubles the capacity of the attraction. This layout allows kids to play independently on 2 separate mazes or link up and simultaneously race each other to the finish.

“Operators have started to realize the great returns and the following this attraction has in the marketplace,” commented Jeff Schilling of Creative Works. “We are thrilled with its performance and are excited to see that it’s a top-grossing game for many clients.”

Congratulations

Here are some of the other projects that we have recently completed around the world

- Cache-a-leau - Canada - Laser Tag Arena
- Thrill It - California - Laser Tag Arena
- Extreme Laser Tag - Virginia - Laser Tag Arena
- Jumpy's - Ohio - Lazer Frenzy
- Brunswick Zone - Arizona - Lazer Frenzy
- Freedom Station - Arizona - Lazer Frenzy
- Panther Family Laser Tag & Fun - Virginia - Lazer Frenzy

Client Profile

This new section of our Newsletter provides a glimpse into the facilities that our clients operate. Discover their views of the industry, the successes and challenges they've seen, and their goals for the future.

Jack Turner - Lazer Blaze

Jack and his wife have been operating this iconic facility in Louisville for almost 2 decades. We recently had an opportunity to ask him some questions about his business, and here's what he had to say:

• What attracted you to the entertainment industry?

I started playing video games at a very young age, 6 or 7. Since I am one of the older guys in this industry, this means it was back when special effects were done with construction paper. That laid the groundwork for my love of FEC's.

• What drives you to keep growing your business?

Everyone who knows me well will attest that family is first with me. I want to be sure that



my business is here to hand down through my family all the way down to the "World's Greatest Grandson", who has a shirt with "OIT" on it. Owner In Training that is! Hopefully my son will be able to retire from it and let Logan take it from there.

• **What do you think is the biggest reason for your success?**

The biggest reason? Well I think there are actually 2. The first is I am a big kid. I love video games, remote controlled vehicles and such. So I try to think like my customers. The second reason is I try to keep it as simple as possible. Over analyzing a business makes the simple things that make the most sense to be overlooked. Bob Wood once said "Too many operators step over dollars to pick up pennies". I look for the dollars, not where I can save \$3 a month on printing costs or some other miniscule savings. I know they all add up, but start big and work back.

To read the rest of Jack's answers to our questions, visit the [article](#) on our website.

Upcoming Events...

During the calendar year we like to point out newsworthy events that may be of interest to you as well as places we will be attending, exhibiting and/or speaking at ourselves. To learn more about these events, click on them below.

[Birthday University](#) January 17th and 18th, 2012 - Orlando, FL

[Foundations](#) March 12th and 13th, 2012 - Las Vegas, NV

[AMOA Amusement Expo](#) March 14th through 16th, 2012 - Las Vegas, NV

[FEC Success](#) March 20th and 21st, 2012 - Chattanooga, TN

[Birthday University/LaserTAG360 Program](#) March 27th, 2012 - Chicago, IL

[TOUR the THEME FACTORY](#) All Year Long - Mooresville, IN (Click Below)

A promotional banner for 'Creative Works' featuring 'Travel Bucks'. The background is a bright, abstract design with blue and orange rays. In the center, there is a logo of a lightbulb with a checkmark inside, above the text 'CREATIVE WORKS'. To the left, it says 'Receive a discount up to \$1000*'. To the right, it says 'You are invited!'. Below the logo, there is a bulleted list: 'Meet the Staff', 'Tour the Theme Factory', and 'See the Showroom'. At the bottom, there is a small asterisked note: '*Receive a discount up to \$1,000 (\$100 for every \$10,000 you spend with us) just for visiting our facility. Details, rules and regulations are available on our website: www.thewoweffect.com/PDF/TravelBucks.pdf'.

Business Builders...

We're always on the lookout for articles and links that may be helpful to you in order to build your business. Take some time to review some of these useful links.

[Laser Tag and the Evolution of the Experience](#) - Playmeter Article

Our owner, Jeff Schilling, wrote an article for Playmeter Magazine about Laser Tag and how the experience has been evolving since its inception over 25 years ago.

Jeff discusses many facets of the game and how they have been affected by changes in the entertainment industry. In-home technology and gaming has changed the way many facilities run their operation, and building a laser tag arena with a great theme is paramount in creating a memorable experience for guests.

To read the full article, [click here](#).

[Dropbox](#) - Free Storage

Always have your stuff when you need it with Dropbox. A 2GB account is free!

To create an account, [click here](#)

Promotions...

Throughout the year we like to offer our customers specials on our services and products to

thank them for their patronage. Take a look below for our current offerings.

IRS Tax Savings - Section 179 Deduction

Before the year ends, take advantage of the tax savings you can realize by placing your order for any one of our attractions. Just put down a deposit to lock in your 2011 pricing and take a little more off that tax bill. Consult your accountant for more information on your particular tax strategies.



About Us...

The Creative Works is a designer and builder of attractions, games and themed decor for multiple industries around the world. Since 1997 we have brought ideas to life with our talented team of designers, sculptors, craftsmen, and artisans. Known throughout the industry as the "Theme Team", we take your vision and turn it into a reality. We are proud to have delivered the WOW Effect to a wide variety of destinations across the globe. To learn more about us, visit [our profile](#) on our website.

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