



The new retail outlet mall, **RiverPlace**, with 30 shops, and Phase 1 of Bee Bee's Fun Place, a 40,000 sq. ft. family entertainment center with games, Foam Factory, and Pedaler's Eatery. The **Frankenmuth Bavarian Inn Restaurant & Lodge** complex lets you step into an old German fairy tale in Michigan's Little Bavaria. The Lodge (seven acres under one roof), located on the banks of the Cass River, has 354 rooms, five indoor pools, three whirlpools, 18 holes of miniature golf, a Children's Village and a new 100 game entertainment center provided by Alpha-Omega Amusements. The world famous all-you-can-eat chicken dinners of the Bavarian Inn Restaurant with seating for 1200 has been owned and operated by the Zehnder family for three generations since 1888.



**"Bavarian Belle" riverboat.** Enjoy a narrated tour up and down the Cass River on the 70-ton paddle wheel boat, located in the heart of Frankenmuth RiverPlace.

# Once upon a time ♦♦♦

## Alpha-Omega Amusements helps revamp amusement options for Michigan fairytale village

**B**elieve it or not, Michigan's top tourist attraction isn't an automobile manufacturing plant or a Great Lakes resort. The state's most popular draw is Frankenmuth, a themed fairytale village located 75 miles north of Lansing that annually draws three million visitors from around the world.

Those visitors now have more entertainment choices than ever before as a result of a growing relationship between the tourist destination and Alpha-Omega Amusements, Inc. (AOA) of East Brunswick, N.J. Alpha-Omega has been working with the facility over the past year as consultants and suppliers of equipment, service, and training to bring new levels of professional entertainment to Frankenmuth. As part of this effort, they have launched or greatly enhanced a trio of amusement centers owned and operated by the Zehnder family, owners of the world famous Bavarian Inn hotel and restaurant facility.

Founded 150 years ago by German immigrants (many of whose descendants still live and work there), Frankenmuth is famous for its Bavarian restaurants, Alpine village-style lodgings, gingerbread-house stores and shopping. Visitors are charmed by performers and attendants who wear elaborate Old World costumes right out of "Hansel and Gretel." The annual Oktoberfest highlights Frankenmuth's year-round sched-

ule of family-oriented events.

"As a result of changes instituted by Alpha-Omega and under their direction, we have shown a very dramatic improvement in amusement revenues," stated



**Prizes galore!** The new redemption prize center was designed around the outside of the Gift Shop to minimize labor and maximize efficiency.

Bavarian Inn manager Steve Leix. "We have just opened our third facility with Alpha-Omega and we plan to expand our amusement ventures over the next couple of years with AOA's ongoing support. I'm confident that revenues will keep growing as we progress."

"All of us at Alpha-Omega Amusements are very proud to be associated with the Zehnder family and their hard-working staff. We are all delighted by the results and of our ability to work together," said Frank Seninsky, president of the Alpha-Omega Group of Companies. "Our entire Alpha-Omega team continues to be involved in concept creation, planning, marketing strategy, game



selection, game installation, redemption management strategy, prize merchandise acquisition, staff training, and ongoing technical support.”

“The owners and managers of the Bavarian Inn companies are excellent partners,” Seninsky added. “They have responded enthusiastically to our ideas and concepts. Everything from budgeting to execution has been right in keeping with the Zehnder family’s tradition of providing the highest quality.”

In August, AOA launched Phase 1 of a new 40,000-sq.-ft. FEC at Frankenmuth’s prestigious new RiverPlace retail outlet mall complex. Earlier in the summer, AOA upgraded an existing FEC at The Bavarian Inn Lodge, increasing weekly game revenues during the first several weeks by more than 300%! This was accomplished by actually reducing the number of games from 110 to 100, creating a new layout, eliminating red label violent games, and adding the proper mix of redemption and merchandise dispensing machines. Last year, AOA added a 30-game fun center in the Bavarian Inn Restaurant’s Castle Shops to test the new concept.

The Bavarian Inn Restaurant and Lodge, the associated Castle Shops and the RiverPlace FEC are all owned and operated by the Zehnder family. Today, three generations of Zehnders and 600 employees make the Bavarian Inn Restaurant one of the top 10 dining facilities in the U.S., with seating for 1,200 who enjoy the eatery’s famed “all you can eat” chicken dinners. The Bavarian Inn Lodge (7 acres under one roof) has 354 guest rooms and 5 pools; its FEC includes an 18-hole miniature golf course.

Seninsky first visited Frankenmuth over 18 months ago at the request of Randy White of White Hutchinson Leisure & Learning Group, who was then helping design Frankenmuth’s new RiverPlace retail complex. Seninsky met with Zehnder family representatives including co-owner/general manager Judy Zehnder Keller, co-owner Bill Zehnder, and manager Steve Leix. He



**The Frankenmuth Bavarian Inn Glockenspiel Tower.** The lively German sounds echoing for miles every 15 minutes from the 35-bell Glockenspiel are the heart and soul of the small village of Frankenmuth. Beneath the bells is a moving stage where carved wooden figures play out the 13th Century legend of the Pied Piper.

outlined an aggressive plan for equipment upgrades and marketing for the existing Bavarian Inn Lodge family entertainment center. Major points of the plan included establishing a redemption component and installing a variety of other equipment to expand the game room’s customer appeal across the entire demographic span, from tots to great-grandparents. Alpha-Omega’s plan also called for a significant reduction in both the number of action-themed video games and in the violence levels of those video games that remained on site.

With the enthusiastic support and cooperation of General Manager Judy Zehnder Keller, The Bavarian Inn signed an agreement with Alpha-Omega to go forward with the plan. Redemption counters were built and Keller approved budgets to make sure that the best quality merchandise was ordered. The entire Alpha-Omega team, including co-owner and COO Joe Camarota along with staff members Steve and Joseph Camarota, was closely involved with executing the plan, devoting a great deal of time and expertise to the selection of the right equipment and its proper installation. As always, Alpha-Omega paid special atten-

tion to make sure that the games had proper settings for redemption play pricing, ticket payout percentages and point values.

“Alpha-Omega’s highly professional staff came into the area, did a superb job of selecting games and prizes and taught us how to operate redemption properly,” said Manager Steve Leix. “Everything was installed, up and running in a timely manner. This required extra hard work because we had to make the change in a very short time frame.”

Once the new games arrived, the game room became so busy that the Zehnders decided to hire six new employees to staff the

three redemption prize centers, perform minor maintenance on token and ticket devices, and to help with secure cash flow accounting, cash box collections, redemption merchandise ordering and fulfillment. “The upgraded Bavarian Inn Lodge game room has achieved strong and sustained revenue increases. Alpha-Omega has tripled our weekly game room earnings by leading us into the redemption market,” Liex declared.

The redesigned game room’s new popularity is especially evident on Sunday mornings, the time when many guests of The Bavarian Inn are preparing for noon check-out. Prior to Alpha-Omega’s remake, Sunday mornings were among the slowest times for the Lodge game room. Since the redesign, Sunday mornings are among the center’s busiest times. Excited children line up at the redemption counter all morning long to cash in tickets and keep the center humming.

Alpha-Omega continues to support the three game centers with regular ongoing consultation and supervision from the company’s New Jersey offices and every day regular on-site visits by Alpha-Omega technical service personnel.



Following the success of the redesigned Castle Shops game room, the Zehnder family retained Alpha-Omega's services this year to upgrade the Family Entertainment Center at the Bavarian Inn Lodge. In mid-June, Alpha-Omega began installing new games, eventually bringing the FEC's complement of equipment to 100 machines. Bavarian Lodge FEC revenues increased from \$6000 per week to an average of \$21,000 per week for the past eight weeks. "This 300% increase has been accomplished during what the Lodge terms its slow season," said Seninsky. "We are all looking forward to seeing what new heights will be attained when the busy season arrives, starting with Oktoberfest."

Alpha-Omega is now setting up the Zehnder family's RiverPlace FEC with a first-phase installation of 50 games. A total of 100 coin-operated



**Amusement Entertainment Management** provided the blueprint for a 300% increase in game revenues at the Frankenmuth Bavarian Inn Lodge family entertainment center. AEM in conjunction with Alpha-Omega Amusements, provides the games, service, marketing and staff training for the three amusement centers owned and operated by the Zehnder family. From left to right are AOA/AEM partners CFO Jerry Merola, president/CEO Frank Seninsky and COO Joe Camarota.

games will eventually be installed. The FEC at RiverPlace also includes a Foam Factory children's play area, additional rides, party facilities and another world class Zehnder restaurant.

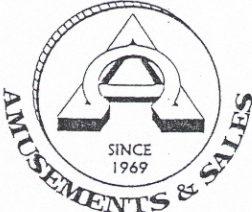
Manager Steve Leix reports that the Bavarian Inn is extremely pleased with Alpha-Omega's professional services. "We enjoy close, on-going communication and consultation from the entire staff by phone, fax, and email, and strong in-person technical support," Leix said. "The biggest strength that Alpha-Omega has brought to us is their expert knowledge and strong open communications."

"It is remarkable what can be accomplished by first thinking big and then planning the details," Seninsky concluded. "This has been the secret of the Zehnder family's success, passed down to the succeeding generations, and it blends extremely well with the

operating success and teaching abilities of Alpha-Omega Amusements. We look forward to working hand in hand with The Bavarian Inn companies to continue expanding their amusement attractions and growing their amusement revenues for a long time to come."

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