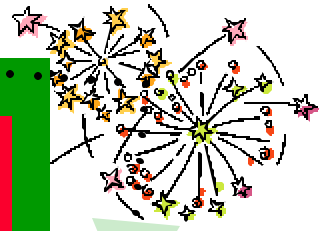




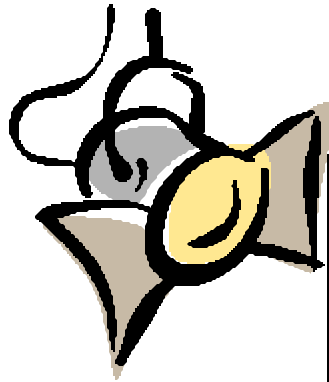
# Chuck E. FOCUS



July 1,  
2005

### INSIDE THIS ISSUE:

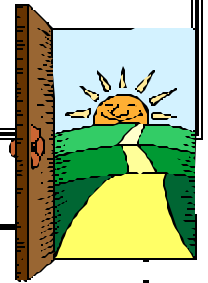
Making Magic	1 & 2
Milk Purchasing	2
2005 National PTA Convention	3
HVAC Services	4
Tech Support Tips	5
Toy Box News & suggestions	7&8
CEC Open Positions	9



## In the Spotlight Tina Glenn!

*Find the positive in EVERY  
situation!*

Tina Glenn



## Making Magic!

Make Magic Fort Collins, CO #865

Western Region ~ Russ Stutzman's District  
Great Leadership From GM ~ Adam Shafran

# HAVE A SAFE & HAPPY



# 4TH OF JULY!

Yesterday, June 14, 2005, I took my 4 children ages 2,4,7, and 8 to Chuck E. Cheese in Fort Collins, Colorado. I live in Sterling, CO and it is a 2 hour drive to your restaurant. We are frequent visitors there and have always enjoyed it. Yesterday, I became a devoted customer. My kids and I had enjoyed playing games and eating our pizza. When we were done eating, I told my kids that they could play a little longer. My 4 year old son was looking for his older brothers and running between the ride area and game area. I called him and he turned to look at me but continued running. He ran into the corner of a half wall and hit his eye hard. I saw it happen and ran to pick him up. I carried him over to my other kids, went to set him down, and he went limp for a moment. I yelled his name and he looked at me and started screaming and crying. Immediately, the paramedics were called by a staff member- though I do not know who. The man that I assume was the manager came over and talked to us and helped me to see that my son's eyes were dilating. The girl that was running the counter brought us ice and a towel and later brought my son a stuffed Chuck E. toy and a balloon. The entire time they were helping keep an eye on my 3 other children while I held my son. When the paramedics came, the manager took care of everything and I was comforted by the support from the entire staff. Once my son was checked out, I was told that he was okay. Since I had a 2 hour drive ahead of me, I was a little reluctant to leave quite yet because I knew my son would fall asleep on the way home. Eventually, I got my son to move around and play some games. Once we ran out of tokens, I took my kids to the restroom, and when we came out the manager was there and handed my kids some more tokens. He said that he wanted to make sure my son was okay and played a little more. I just wanted to let you know how well we were taken care of at the Chuck E. Cheese Fort Collins, Colorado. I have been posting on several "Mom" websites letting them know how well we were taken care of. The staff was quick thinking and very helpful. It would have been much scarier for my entire family if they had not been there for us and gone the extra mile. Thank you for a wonderful experience that we will not soon forget.

## A Little More Magic...

Making Magic Jacksonville, FL #62

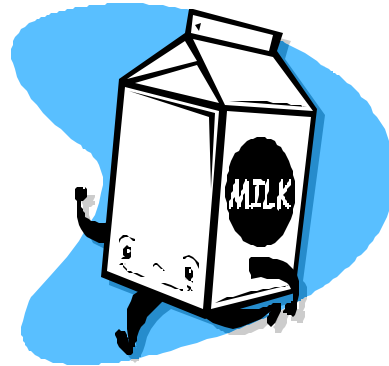
Southern Region ~ Abbas Saadat's District

Great Leadership From GM ~ Steven Bradfute

I was at the Jacksonville Regency, FL store, just taking my kids out for a treat! I will not lie most of the times when I go to Chuck E. Cheese I get draggy tired employees, but this time it was very different! The person who gave us our stamps were very nice and the people who fixed the games and brought the pizza were nice as well! But the nicest and the most fun people to be around were the cashiers, yes they tried to sell me the little scrapbooks for six dollars and the cutest little cups but they were so helpful and cheerful but most of all they seemed to enjoy working at Chuck E. Cheese AND with each other! Not only did they have name tags but they also introduced themselves as Tim and Roosevelt they both seemed to be good friends and it showed in the way they worked and they were sooo nice if you would just tell them to keep up the good work and to never lose their GREAT attitude!



## Milk... From Purchasing



Wal-Mart is discontinuing the milk products that they carry at Mclane. Unfortunately, this impacts all CEC locations that purchase milk through Mclane, as we do not move enough milk to maintain our own inventory. Milk has too short of a shelf life and we would end up writing off spoiled product every week if we tried to carry it on our own.

If you are purchasing milk from Mclane, please contact a local dairy provider as soon as possible. You can also check with your produce provider to see if they can supply milk. Please make sure that you purchase 8 oz. single serve cartons of 2% low fat milk. The case size may vary between 12 and 24.

If you have any questions or need additional information, please call the purchasing department.

Thank you!

Chuck E. Cheese's promotes School Fundraising Program at the  
2005 National PTA Convention  
Columbus, OH  
June 23-26



Thanks again to Kelly Wolf and the Team at Store #557 for helping make this event a HUGE success!! This convention provided a great way to talk to schools across the country about how we support education in your community.

**!!COMING IN SEPTEMBER!!**

Marketing will be providing material and tools to re-launch this awesome program in the fall. Feel free to call Ryan Linders with suggestions or comments (x4281)

## HVAC Service

By Facilities

The Facilities Department strives to hire the best vendors to perform our HVAC service. We receive a minimum of three bids on preventive maintenance per store and check a minimum of 3 references on the selected vendor. We believe that the majority of our HVAC vendors provide us with quality service; however, it is always a good policy to spot-check their services at least 2-3 times a year. Since the Facilities Department cannot check all of our stores throughout the country, we are requesting your assistance.

PLEASE request to see your dirty filters before they are disposed of, AND check to see if the date they were installed in your units was written on the outside of the filter. The HVAC technician is required by CEC to write this date on all filters.

If you are not receiving preventive maintenance service, including full equipment checks and filter changes 4 times a year, and an additional 2 filter changes only, for a total of 6 visits annually, please notify the Facilities Department immediately. Belts are replaced once a year and condenser coils are cleaned once a year in the spring. You should be seeing your HVAC vendor in the month of July to do a filter change only.

It is our policy not to have any hot stores. Please help us to fulfill that policy by spot checking your HVAC services and notifying us if we are not receiving what we are paying for. You may contact us at 972/258-5643. Thank you for your assistance and have a Super Cool summer!



### TOP 10 SALES VOLUME

### TOP 10 SALES INCREASE

**WEEK 25**

Rank	Loc #	Location	Sales Volume	Rank	Loc #	Location	% Increase
1.	446	Bell, CA.....	\$94,369	1.	438	Kendall, FL.....	55.0%
2.	418	Sun Valley, CA.....	\$90,560	2.	496	Patchogue, NY.....	51.5%
3.	523	Bronx, NY.....	\$85,270	3.	306	Kent, WA.....	46.0%
4.	438	Kendall, FL.....	\$80,757	4.	305	Bellevue, WA.....	46.0%
5.	465	Torrance, CA.....	\$78,387	5.	424	Hialeah, FL.....	40.0%
6.	420	Brandon, FL.....	\$72,778	6.	725	South Dade, FL.....	38.3%
7.	453	Ventura, CA.....	\$69,759	7.	521	Vestal, NY.....	33.8%
8.	433	Pembroke Pines, FL.....	\$68,663	8.	682	Boca Raton, FL.....	32.9%
9.	522	Brooklyn, NY.....	\$68,294	9.	681	Orlando, FL.....	31.7%
10.	513	Queens, NY.....	\$66,534	10.	718	Orlando, FL.....	31.4%

The SPT Technical Support Department now has a Website for downloading technical related files. Some examples are as follows

- Approved Vendor List
- Updated Ticket Standards sheets
- Tech Tips issues from 1997 to current issue
- Service Bulletins from game manufacturers
- Technical Update from weekly newsletters for the past 2 years
- Many Game manuals in PDF format



**To connect to the BBS from the internet:**

Open your web browser and go to: <http://bbs.cecentertainment.com>

**To connect to the BBS from an Aloha Location:**

1. Open Internet Explorer -Click the Start button / Programs / I nternet Explorer.
2. The CEC Mail page will load.
3. Click the **POS Tech Support** link.

You will now be connected to the BBS and see the Main CEC BBS page.

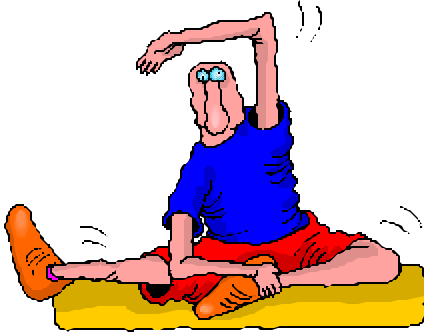
**You will need to create an account on the BBS to sign in. If you do not have an account:**

1. Once at the CEC BBS main page, select **REGISTRATION**.
2. Follow the instructions on the next page (Enter your name and a password you would like to use)
3. When you press CONTINUE, a window will appear -Enter your name and password in the corresponding blanks.
4. A new page will appear, Fill in the blank where it asks, "Where do you want to be from?" -I f you are from a location, you may want to put something like, "tore #346" or whatever you would like to be listed as being from. Your choice.
5. The next page will explain the use of knowing the keycode to gain full access to the site.
6. The next page will be the limited access page. I n the top left corner of the page, enter the keycode to receive full access.

After you successfully enter the keycode, a new page is displayed, explaining what to do. Read this all the way through.

The current keyword (password) is "ticket" and will be changed at times. This will be communicated through the Aloha System or you can call Chris Weis at 972 258 5436 should you need the current password.

We hope the BBS will continue to grow and become great source of information for your technical support needs. Please continue to call the SPT Technical Support Department at 785 862 6002, should you have any questions.



## Health Tips from Benefits... Back Exercises

You can minimize problems with back pain with exercises that make the muscles in your back, stomach, hips and thighs strong and flexible. To decrease your risk of back pain or injury, keep in good physical condition with regular aerobic activity, such as walking, running, cycling or swimming. And, try these exercises to help strengthen the muscles that support your back.

Remember to warm up first. And, be sure to breathe—inhalé deeply before each repetition, and exhale when performing each repetition.

- \*Stand with your back against a wall and feet shoulder-width apart. Slide down into a crouch with knees bent to about 90 degrees. Count to five and slide back up the wall. Repeat 5 times.
- \*Lie on your stomach. Tighten the muscles in one leg and raise it from the floor. Hold your leg up for a count of 10 and return it to the floor. Do the same with the other leg. Repeat five times with each leg.
- \*Lie on your back with your arms at your sides. Lift one leg off the floor. Hold your leg up for a count of 10 and return it to the floor. Do the same with the other leg. Repeat five times with each leg. If that is too difficult, keep one knee bent and the foot flat on the ground while raising the leg.
- \*Sit upright in a chair with legs straight and extended at an angle to the floor. Lift one leg waist high. Slowly return your leg to the floor. Do the same with the other leg. Repeat five times with each leg.
- \*Lie on your back with knees bent and feet flat on floor. Slowly raise your head and shoulders off the floor and reach with both hands toward your knees. Count to 10. Repeat five times.
- \*Stand behind a chair with your hands on the back of the chair. Lift one leg back and up while keeping the knee straight. Return slowly. Raise other leg and return. Repeat five times with each leg.
- \*Lie on your back with your knees bent and feet flat on your bed or floor. Raise your knees toward your chest. Place both hands under your knees and gently pull your knees as close to your chest as possible. Do not raise your head. Do not straighten your legs as you lower them. Start with five repetitions, several times a day.
- \*Stand with your feet slightly apart. Place your hands in the small of your back. Keep your knees straight. Bend backwards at the waist as far as possible and hold the position for one or two seconds.

As with any exercise program, you should talk with your doctor first—especially if you are age 40 or older, have been inactive for a while or have a health condition.

**This information is reprinted with permission from the American Academy of Orthopaedic Surgeons.**

To learn more, visit <http://orthoinfo.aaos.org> or call 1-800-824-BONES.

**And, remember, you always can call Optum for tips on staying well and strong.**

# **SUPER NEWS**

**FROM THE SUPER-DUPER, STUPENDOUS, SPECTAULAR**

**MERCH DEPT!!**

## "NEW" MERCH/PRI ZE DFI ORDER FORMS

Inside your Support Center mail - UPDATED ORDER FORMS!!

Please throw away all old order forms -- today!!

Remember all ALOHA POS locations must use the Aloha purchase ordering program and submit their merchandise order to Dennis Foland electronically - NO PHONE CALLS OR FAX ORDERS will be accepted!!

## SUPER CHUCK MERCHANDI SE/PRI ZES I NFORMATION SHEET

Look inside your Support Center mail for an up-to-date status on what is available- from DFI .

### Box #7 - from Dennis Foland - Limited Edition Super Chucks

This box is being shipped beginning, July 5<sup>th</sup> - This Box #7 will be sent on your normal scheduled ship day!!

Included in Box #7 -

- 1 - Limited Edition Basket (yes, you will now have two!!)
- 1 - Limited Super Chuck Header Card.
- 12 ea. - Limited Edition Super Chuck Plush

**NO CHARGE** for the Limited Edition Basket or Limited Edition Header Card!!

It's "**SURPRI SINGLY**" FREE!!

When you receive the Box #7 - Each Kit will cost:

\$42.00 for each kit.

- This amount is determined as follows:
- Limited Editions Super Chuck's are \$3.50 each x 12
- The Dennis Foland Invoice should reflect this charge.

**ANY QUESTIONS - PLEASE CALL THE "STUNNINGLY SMART" MERCH DEPT - 972.258.4252!!**



# Don't be caught by the "Super Chuck - SASSY APPLE CAMERA PATROL!!"

Does your cotton candy display look like this??



No... absolutely not!! You're Super-licious!!

Remember Super SASSY APPLE Super-licious Cotton Candy is an awesome treat for your guests!!

Make sure everyday you have made plenty of FRESH super-licious cotton candy!!

- Sassy Apple, Boo Blue, and Silly Nilly Pink -

A few points to remember -

1) The Sassy Apple sugar floss is available from McLane. (Item #: 623009) Please order and continue to carry this SUPER SPECIAL flavor throughout the Super Chuck Summer campaign!!

2) The Super Chuck "Super-licious" bags are also available in **limited quantity** from McLane. (Item #: 622159). Please continue to order these super bags until your McLane distribution center is out. Once your distribution center is out of the Super Chuck bags, please use the generic Chuck E. Cotton Candy bag. (Item #: 368738)

Have a super summer!! Any questions, please call us at the Toy-Box...972.258.4252.



**Northern Region**

Regina, ONT-2 Mgr, Tech  
 Kingston, ONT- Mgr, Tech  
 New Market, ONT-Mgr  
 Windsor, ONT-Mgr  
 Mississauga, ONT-Tech  
 N. Edmonton, ALB-Mgr  
 Warwick, RI-Mgr  
 Lowell, MA -Mgr  
 Portland, ME-Tech  
 Newington, CT-Mgr  
 Springfield, MA -Cl. Coord  
 Poughkeepsie, NY -Mgr  
 N. Bergen, NJ-Tech  
 Harlem, NY -Tech  
 Bronx, NY-Mgr  
 Wayne, NJ-Mgr  
 Allentown, PA -Mgr  
 Harlem, NY -Mgr  
 Montgomeryville, PA -Cl. Coord.  
 Doylestown, PA -Cl. Coord.  
 Hicksville, NY -Tech  
 Hempstead, NY -Mgr  
 Patchogue, NY -Mgr, Tech  
 Mays Landing, NJ-Mgr  
 W. Long Branch, NJ-Cl. Coord.  
 Middletown, NJ-Ast. Mgr  
 Brookfield, WI-Mgr  
 Appleton, WI-Mgr  
 Chase, WI-Mgr  
 Racine, WI-Mgr  
 Janesville, WI-Tech  
 Jensen Beach, FL-Mgr  
 Lakeland, FL-Tech  
 Mobile, AL-Mgr  
 Columbia, MO-2 Mgr, Tech, Cl. Coord.

**Midwest Region**

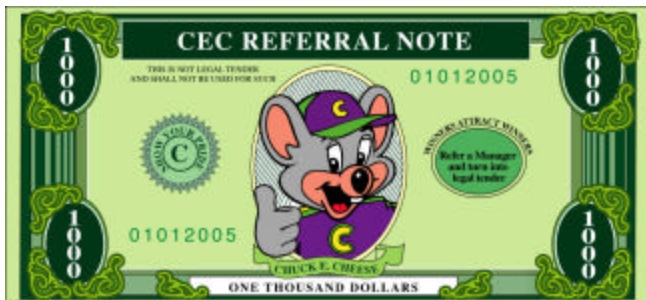
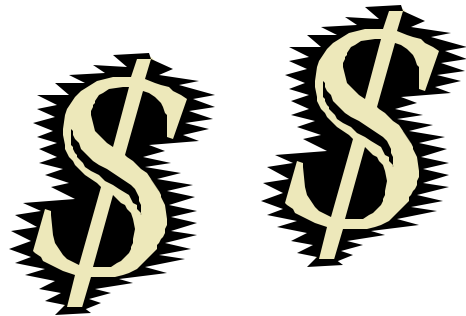
Victoria, TX-2 Mgr  
 Southgate, MI-Mgr  
 Hobart, IN-Mgr  
 Bloomington,IL-Tech  
 Crystal Lake, IL -Ast Mgr  
 Vernon Hills, IL-Ast Mgr  
 St. Paul, MN-Mgr  
 Grand Rapids, MI-Mgr  
 Portage, MI-Mgr  
 Davenport, IA -Mgr  
 Mentor, OH-Tech  
 Columbus, OH-Tech  
 Cincinnati, OH-Mgr  
 Akron, OH-Ast Mgr  
 Mayfield Heights, OH- Ast Mgr  
 Dublin, OH-Ast Mgr

**Southern Region**

Catonsville, MD-Mgr  
 Glen Burnie, MD-Mgr  
 Largo, MD-Mgr  
 Gastonia, NC-Mgr  
 Charlotte, NC-Tech  
 Kennesaw, GA -Tech

**Western Region**

Roseville, CA -Ast. Mgr, Tech  
 Citrus Heights, CA -Mgr  
 Amarillo, TX-Ast. Mgr, Mgr  
 El Paso, TX-Tech  
 Allen, TX-Mgr  
 Rockwall, TX-Tech  
 Newark, CA-Mgr  
 Hayward, CA-Tech  
 Greely, CO-Mgr, Ast Mgr  
 Aurora, CO-Tech  
 Littleton, CO-Tech  
 El Centro, CA -Ast Mgr  
 Mira Mesa, CA -Ast Mgr  
 Lakewood, CA -Mgr  
 Torrance, CA -Mgr  
 Kent, WA-Ast Mgr  
 Anchorage, AK-Mgr  
 Santa Maria CA -Mgr, Ast. Mgr, Tech  
 Foothill Ranch, CA -Ast Mgr  
 Oceanside, CA-Tech



**Do you know a Winner?**

*Check out the current management and technician opportunities!!*

*Call the Referral Hotline*

**972-258-5552**



4441 W. Airport Frwy.  
Irving, TX 75062

Phone: 972-258-8507

**Chuck E. Cheese's**

*Where a kid can be a kid!*

[www.chuckecheese.com](http://www.chuckecheese.com)

### Compliments

Weekending June 26, 2005



Midwest Region:

694,946,73 & 591

Western Region:

429,355,865 & 409

Southern Region:

562 & 939

Northern Region:

319,755,780,436,510 & 481



CONGRATULATIONS to Dick Frank for 20 years of Making Magic! Since 1985, Dick has lead CEC to a 500 unit concept, 455 which are company owned. Dick spent 12 years in various positions with S&A Restaurant Corporation prior to joining CEC in 1985 as President and Chief Operating Officer. We would like to take this opportunity to recognize Dick for his outstanding efforts and his great leadership. In addition to his leadership of us Dick also serves the Advisory Board of Gilda's Club—North Texas, is Chairman of the Board of Presbyterian Healthcare Foundation, is a member of the finance committee and Board of the Episcopal School of Dallas, and a member of Preston Hollow Presbyterian Church.

Dick, Thank You for all you do for CEC and for leading us to success!



### Complaints

Weekending June 26, 2005

Midwest Region:

553,957 & 575

Western Region:

444,353 & 416

Southern Region:

562,602,117,543 & 62

Northern Region:

841,438,2-481 & 489

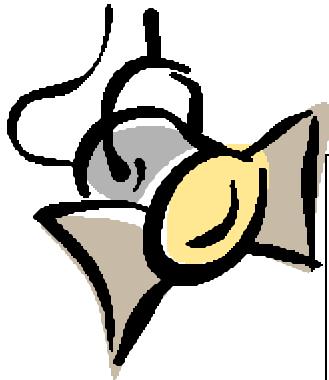


# Chuck E. FOCUS

July 8,  
2005

### INSIDE THIS ISSUE:

Making Magic	1 & 2
Super Chuck Internet Coupon	2
Numbers	4
Training Updates	5
Marketing Coupon Promo	6
Open Positions	7
Tech Tips	8



## In the Spotlight Cindy Murray!

"Great managers have the ability to identify individual talent and arrange that talent into complimentary teams. This produces highly engaged and motivated employees, happier guests and increased sales."



## Making Magic!

Make Magic Lansing, MI #326

Midwest Region ~ Bill Pressel's District

Great Leadership From GM ~ Chad Estrada



Only 1 more week until you get to find out who the District Winner is in your area!

Keep driving those Scrapbook sales!

My children and I went to the Chuck E Cheese restaurant in Lansing, Michigan shortly after it opened on July 1st. I was very impressed with the manager on duty whose name was James. He was very attentive, greeting us immediately when we entered the restaurant. He summoned the cashier when he saw we were ready to order. He fixed a machine that was not dispensing tickets. He cheerfully and patiently waited for my children to choose their prizes. When not attending to customers, James was diligently cleaning the restaurant. He did windows, counters, floors, everything was spotless! His employees seemed to like and respect him, and also stayed busy and on task. He made our visit very enjoyable and made us want to return soon! He is a valuable asset to your restaurant, and you are fortunate to have him. I felt that his superior service merited a letter to your company. Thank You so much!

## A Little More Magic...

Making Magic Bridgewater, NJ #512  
 Northern Region ~ Scott Gaba's District  
 Great Leadership From GM ~ John Hegedus

I have visited a number of Chuck E. Cheese locations around the nation. I wanted to let you know that this location in **Bridgewater, NJ** was not only the best by far Chuck E. Cheese I have ever experienced, but one of the best restaurants (of this type of food) of any kind I have experienced! The food, service, entertainment, and security system were outstanding. I cannot imagine a better restaurant to serve as a model for how a food establishment should be operated. The place was very clean, all the staff were efficient and courteous, the food tasted good, and the child security system was excellent. I assure you I have no personal ties to any of the staff or management of this location (I mention this in case anyone wonders if my gushing is completely sincere or not!). I consider my brother in law and his family who live very close to this location to be very fortunate!



## SUPER CHUCK SUMMER INTERNET COUPON

This week we are sending out a "Super Chuck Summer" coupon to our email database. The coupon offer is \$19.99/1 large pizza, 3 drinks & 30 tokens. The coupon code is #157 and expires on July 31, 2005.

Please call the marketing department if you have any questions.



## Low Back Pain—Keep Your Back Strong and Healthy

Four out of five Americans will experience back pain at some point in their lives. It can range from a dull, annoying ache to absolute agony.

**Preventing the Pain**—When it comes to back pain, the best treatment is prevention:

**Strengthen the muscles that protect your back.** Strong abdominal muscles help protect the spine; strong hips and legs make proper lifting easier. Be sure to stretch prior to doing any physical activity.

**Maintain good posture.** Try to be aware of your posture throughout the day. Whether you're sitting at your desk or brushing your teeth, slouching strains your back.

**Lift properly.** Lift only what you can handle. Follow proper lifting techniques:

Plan ahead—don't lift in a hurry.

Stand close to what you're lifting.

Bend at the knees, not the waist.

**Listen to your body.** If your back hurts, stop and rest. Try to avoid twisting or reaching.

**Stay healthy.** Eat nutritious food, get enough rest and exercise regularly. Maintaining proper body weight can reduce the stress on your back.

**Easing the Pain**—In spite of our best efforts, injuries may still happen. Acute back pain often goes away by itself after a few days or weeks. Self-care can help ease the pain:

**Apply cold or heat.** Immediately after an injury, apply a cold compress 3 to 4 times a day for 15 to 20 minutes. Sometimes alternating cold and heat, or applying heat alone may be more effective (again, for 15 to 20 minutes at a time, 3 to 4 times a day).

**Rest, but only briefly.** Because it reduces your muscle strength, staying in bed for a long period of time actually can make things worse.

**Try over-the-counter pain relievers.** Medications such as acetaminophen, ibuprofen and naproxen sodium can help reduce back pain. But, they may cause other problems, so ask your doctor if it's OK to use them.

**Seek medical attention immediately if:**

You have sudden loss of bladder control.

You have numbness or tingling in your arms, legs, hands or feet.

You have pain and fever, nausea or vomiting.

**You also should call your doctor if:**

Your lower back pain is not getting better.

You're pregnant.

**For more information on a wide range of health topics, call Optum® any time, 24 hours every day.**

# Good Job!

## (only 5 complaints)

### Complaints

Weekending July 3, 2005



Midwest Region:

53

Western Region:

355 & 363

Southern Region:

87

Northern Region:

513



### TOP 10 SALES VOLUME

### TOP 10 SALES INCREASE

WEEK 26

Rank	Loc #	Location	Sales Volume	Rank	Loc #	Location	% Increase
1.	446	Bell, CA.....	\$97,519	1.	500	Brick, NJ.....	54.6%
2.	418	Sun Valley, CA.....	\$90,466	2.	480	Middletown, NJ.....	40.9%
3.	522	Brooklyn, NY.....	\$73,778	3.	847	Langley, BC.....	31.0%
4.	523	Bronx, NY.....	\$72,615	4.	496	Patchogue, NY.....	25.8%
5.	453	Ventura, CA.....	\$69,752	5.	518	Mays Landing, NJ.....	22.2%
6.	420	Brandon, FL.....	\$69,670	6.	528	Burlington, NJ.....	21.6%
7.	513	Queens, NY.....	\$67,128	7.	498	Cherry Hill, NJ.....	21.1%
8.	465	Torrance, CA.....	\$67,088	8.	718	Orlando, FL.....	19.0%
9.	438	Kendall, FL.....	\$65,300	9.	519	W. Long Branch, NJ.....	17.9%
10.	109	Burbank, CA.....	\$64,772	10.	060	Evansville, IN.....	15.0%



# Compliments Weekending July 3, 2005



**Midwest Region:**

**946,326,749,572 & 738**

**Western Region:**

**865**

**Southern Region:**

**565 & 602**

**Northern Region:**

**625,2-512,3-719,500,480,846  
& 516**

## FROM THE TRAINING DEPARTMENT:

**CAST VALIDATIONS:** Enclosed in this week's packet are your 3rd quarter cast validations. Our standard is to re-validate each and every cast member quarterly to ensure that they have the knowledge and skill to serve our guests. With all of the changes, does everyone get the information? Take the time to do them right and you will see more productivity on the correct standards. Each Manager should keep their area's validations in their Area of Impact book under "Proof of Purchase".

**EMPLOYEE OF THE MONTH PINS:** Enclosed you will find another 6 months supply of the EOM pins to award your monthly performers. You will be shipped 2006 EOM pins in early January for next year. What is your standard for selecting, awarding, and recognizing your monthly employee of the month? We want to hear from you... Send your comments to THorchner@cecentertainment.com.

**MANAGEMENT TRAINING VIDEO:** The ALL new training video is also in this weeks packet. Take the time to review 1 video at each of your next upcoming management meetings (series of weeks). You will find some relevant information that will help your management teams to better serve your guests and cast members. Enjoy this great training tool!

**JULY 17, 2005 COUPON PROMOTION**

All markets will be participating in a newspaper coupon promotion in July. Below is a detailed list by market with coupon versions.

<b>SUPER FUN FAMILY PACK</b>	<b>FUN TIME PACK</b>	<b>FUN MEAL DEAL</b>	<b>BIG BLAST PACK</b>
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens
<b>ONLY \$20.99 WITH COUPON</b>	<b>ONLY \$23.99 WITH COUPON</b>	<b>ONLY \$26.99 WITH COUPON</b>	<b>ONLY \$29.99 WITH COUPON</b>

<b>MARKETS:</b>		<b>RALEIGH/DURHAM</b>	<b>YOUNGSTOWN</b>
ALBANY, GA	DAYTON/SPR.	LAFAYETTE	RENO
ATLANTA	DENVER	LAKE CHARLES	ROANOKE
AUGUSTA	DES MOINES	LANSING	ROCKFORD
BATON ROUGE	DETROIT	LAS VEGAS	SAN ANTONIO
BEAUMONT	ERIE	LEXINGTON, KY	SAVANNAH
BILOXI-GULFPORT	EVANSVILLE	LINCOLN	SHREVEPORT
BIRMINGHAM	FLINT/SAGINAW	LITTLE ROCK, AR	SIOUX FALLS
BOISE	FT. SMITH/FAYETT	LOUISVILLE	SOUTH BEND
BUFFALO	FT. WAYNE	MADISON	SPRINGFIELD, IL
CEDAR RAPIDS	GR. RAPIDS (W/O MUSK & HOLL)	MCALLEN-BROWNSVILLE	SPRINGFIELD, MO
CHARLESTON, SC	GREENBAY	MEMPHIS	TAMPA/ST. PETE
CHARLESTON, WV	GREENSBORO-WINSTON SALEM	MIAMI	TOLEDO
CHARLOTTE, NC	GREENVILLE, SC	MILWAUKEE	TOPEKA
CHATTANOOGA, TN	HOUSTON	MOBILE/PENSACOLA	TULSA
CINCINNATI	HUNTSVILLE	NEW ORLEANS	TYLER/LONGVIEW
COLORADO SPRINGS	INDIANAPOLIS	NORFOLK/VIRGINIA BEACH	WEST PALM
COLUMBIA, SC	JACKSON, TN	OKLAHOMA CITY	WICHITA FALLS
COLUMBUS, OH	KANSAS CITY	OMAHA	WICHITA, KS
CORPUS CHRISTI	KNOXVILLE	ORLANDO	WILKES/BARRE-SCRANTON
DAVENPORT	LACROSSE	PEORIA	WINSTON/SALEM

<b>SUPER FUN FAMILY PACK</b>	<b>FUN TIME PACK</b>	<b>FUN MEAL DEAL</b>	<b>BIG BLAST PACK</b>
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens
<b>ONLY \$19.99 WITH COUPON</b>	<b>ONLY \$23.99 WITH COUPON</b>	<b>ONLY \$26.99 WITH COUPON</b>	<b>ONLY \$29.99 WITH COUPON</b>

<b>MARKETS:</b>		<b>WACO</b>
ALEXANDRIA	EL PASO	MONTGOMERY
AMARILLO	HATTISBURG, MS	MUSKEGON & HOLLAND, MI
COLUMBUS, GA	JACKSONVILLE	ST. LOUIS
		JOHNSTOWN/ALTOONA
		LUBBOCK
		MACON

<b>SUPER FUN FAMILY PACK</b>	<b>FUN TIME PACK</b>	<b>FUN MEAL DEAL</b>	<b>BIG BLAST PACK</b>
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens
<b>ONLY \$21.99 WITH COUPON</b>	<b>ONLY \$24.99 WITH COUPON</b>	<b>ONLY \$27.99 WITH COUPON</b>	<b>ONLY \$30.99 WITH COUPON</b>

<b>MARKETS:</b>		<b>YUMA, AZ</b>	<b>WASHINGTON DC</b>
ALBANY, NY	DALLAS/FT. WORTH	PALM SPRINGS	ROCKY MOUNT
ALBUQUERQUE	FRESNO/VISALIA	PHILADELPHIA	SALINAS/MONTEREY
ANCHORAGE	GOLDSBORO	PITTSBURGH	SALISBURY, MD
BAKERSFIELD	HARRISBURG, PA	PORTLAND, ME	SAN FRANCISCO
BALTIMORE	JACKSONVILLE, NC	PORTLAND, OR	SEATTLE
BINGHAMPTON (VESTAL)	LOS ANGELES	PROVIDENCE	SHERMAN
BOSTON	NEW YORK	RICHMOND	SPRINGFIELD, MA
CHICAGO	OLYMPIA	ROCHESTER	SYRACUSE, NY

<b>SUPER FUN FAMILY PACK</b>	<b>COOL TIME PACK</b>	<b>DOUBLE PLAY DEAL</b>	<b>BIG BLAST PACK</b>
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 65 tokens	- 1 large pizza with one or two toppings or Super Combo - 2 regular size soft drinks - 80 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens
<b>ONLY \$20.99 WITH COUPON</b>	<b>ONLY \$25.99 WITH COUPON</b>	<b>ONLY \$25.99 WITH COUPON</b>	<b>ONLY \$30.99 WITH COUPON</b>

<b>MARKETS:</b>		<b>CLEVELAND</b>	<b>BOWLING GREEN</b>	<b>NASHVILLE</b>
AUSTIN	MINNEAPOLIS			

<b>SUPER FUN FAMILY PACK</b>	<b>COOL TIME PACK</b>	<b>DOUBLE PLAY DEAL</b>	<b>BIG BLAST PACK</b>	<b>SUPER BUFFET SAVER</b>
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 65 tokens	- 1 large pizza with one or two toppings or Super Combo - 2 regular size soft drinks - 80 tokens	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens	Get 5 free tokens with each buffet purchase
<b>ONLY \$21.99 WITH COUPON</b>	<b>ONLY \$26.99 WITH COUPON</b>	<b>ONLY \$26.99 WITH COUPON</b>	<b>ONLY \$31.99 WITH COUPON</b>	

**MARKETS:** HARTFORD SACRAMENTO SAN DIEGO MIDLAND, TX  
 Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.  
 Please call Piper Ranne in the marketing department if you have any questions about the coupon promotion.

**Northern Region**

Regina, ONT-2 Mgr, Tech  
 Kingston, ONT- Mgr, Tech  
 New Market, ONT-Mgr  
 Windsor, ONT-Mgr  
 Mississauga, ONT-Tech  
 N. Edmonton, ALB-Mgr  
 Lowell, MA -Mgr  
 Portland, ME-Tech  
 Springfield, MA-CI. Coord  
 Newington, CT-Mgr  
 Poughkeepsie, NY-Mgr  
 N. Bergen, NJ-Tech  
 Harlem, NY-Tech  
 Bronx, NY-Mgr  
 Wayne, NJ-Mgr  
 Harlem, NY-Mgr  
 Hicksville, NY-Tech  
 Hempstead, NY-Mgr  
 Patchogue, NY-Mgr, Tech  
 Mays Landing, NJ-Mgr  
 W. Long Branch, NJ-CI. Coord.  
 Middletown, NJ-Ast. Mgr  
 Montgomeryville, PA-CI. Coord.  
 Doylestown, PA-CI. Coord.  
 Wilkes Barre, PA-Mgr  
 Brookfield, WI -Mgr  
 Appleton, WI -Mgr  
 Chase, WI -Mgr  
 Racine, WI -Mgr  
 Janesville, WI -Tech  
 Melbourne, FL -Mgr, Tech  
 Jensen Beach, FL -Mgr  
 Lakeland, FL -Tech

**Western Region**

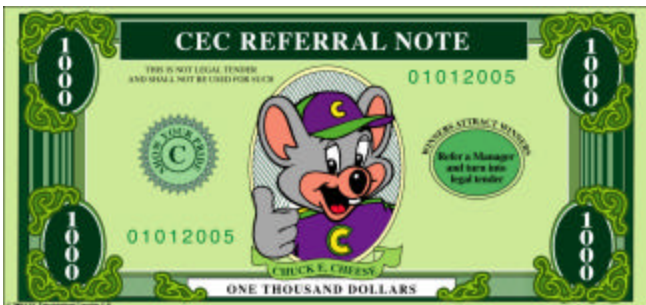
Roseville, CA-Ast. Mgr, Tech  
 Citrus Heights, CA-Mgr  
 Amarillo, TX-Ast. Mgr, Mgr  
 Allen, TX-Mgr  
 Rockwall, TX-Tech  
 Newark, CA-Mgr  
 Greely, CO-Mgr, Ast Mgr  
 Aurora, CO-Tech  
 Littleton, CO-Tech  
 El Centro, CA-Ast Mgr  
 Lakewood, CA-Mgr  
 Torrance, CA-Mgr  
 Kent, WA-Ast Mgr  
 Anchorage, AK-Mgr  
 Santa Maria, CA-Mgr  
 Foothill Ranch, CA-Ast Mgr  
 Oceanside, CA-Tech  
 West Hills, CA-Mgr

**Midwest Region**

Victoria, TX-2 Mgr  
 Hobart, I N-Mgr  
 Crystal Lake, IL-Ast Mgr  
 Vernon Hills, IL-Ast Mgr  
 St. Paul, MN-Mgr  
 Grand Rapids, MI -Mgr  
 Portage, MI -Mgr  
 Davenport, I A-Mgr  
 Southgate, MI -Mgr  
 Columbus, OH-Tech

**Southern Region**

Catonsville, MD-Mgr  
 Glen Burnie, MD-Mgr  
 Largo, MD-Mgr  
 Gastonia, NC-Mgr  
 Charlotte, NC-Tech  
 Columbus, GA-Tech



**Do you know a Winner?**  
*Check out the current management and technician opportunities!!*  
**Call the Referral Hotline**  
**972-258-5552**



4441 W. Airport Frwy.  
Irving, TX 75062

Phone: 972-258-8507

Chuck E. Cheese's

*Where a kid can be a kid!*

[www.chuckecheese.com](http://www.chuckecheese.com)

## Tech Tips



Service Update from  
Bay Tek regarding the  
Wonder Wheel Game.

July Parts Special

Wonder Wheel Maintenance Kit  
Regularly Priced at \$40.00

NOW ONLY  
\$25.00

- INCLUDES -

4-Bushings 1-Green Belt  
1-Lower Shaft 1-Upper Shaft  
1-Bottle of Super Lube

Part # AARE5020

Dial (920)-822-3951 Ext. 1101





# Chuck E. FOCUS

July 15,  
2005

### INSIDE THIS ISSUE:

Making Magic	1 & 2
Super Chuck Summer Update	2
Numbers	4
Facilities Reminder	5
American's w/ Disabilities	6
Open Positions	7
Tech Tips	8



In the Spotlight  
Gary Frank!

"Get Crazy with the  
Cheese Whiz!"



*Garry Frank*

## Making Magic!



Make Magic Laurel, MD #87

Southern Region ~ Frank Priest's District

Great Leadership From GM ~ Wilson Jean

The  
purpose of  
FUN is to  
have it!



I recently held my son's 11th birthday party at the Chuck E. Cheese in Laurel, MD. Because my son is autistic, we have never had a birthday party for him before this year. The service I received was WONDERFUL! The store manager was very attentive, and extremely understanding of my son's special needs and the party hosts were enthusiastic and fun! My son had a great time. It is rare that I can take my son into an environment other than home and feel comfortable. My experience at Chuck E. Cheese was just that! Please thank the store manager for me, I believe his name was Wilson Jean. I have 5 kids and I will definitely be coming back for the next birthday! Thank you for such an enjoyable day.

## A Little More Magic...

Making Magic Diamond Bar, CA #409  
Western Region ~ Dave Ryerson's District  
Great Leadership From GM ~ Lorena Ruiz

Wanted to express our thanks for the great service and cooperation of your staff at the Diamond Bar, CA Chuck E. Cheese location on June 16, 2005. Our daughter wanted her graduation party held at Chuck E. Cheese ... she just graduated from HIGH SCHOOL. She said she had great memories through the years of going to Chuck E. Cheese. Your staff arranged everything for us, stored the supplies on the day of the party, decorated the tables, and provided excellent customer service. Your manager was friendly and courteous. It's great to see and receive this kind of service in today's era of lack of service and not caring. It was a little strange having a high school graduation party there, but we gave our daughter her choice of places and she chose yours. Her friends and many of her teachers attended and everyone enjoyed themselves. Thanks again.



Super Chuck Summer is going strong!! How did you store rank in the district sales contest for Scrapbook pages? If you are the winner, we will be contacting you soon. We want to be sure all numbers are accurate before a winner is announced. As we gear up for the next contest, do you have a strategy? Your scrapbook pages should be moved to your merch counter and Super Chuck should be displayed by your registers. As with the scrapbook pages, you only receive credit for the contest if you press the Limited Edition Super Chuck button (right next to the scrapbook pages button) *on the register. This is a great opportunity for every guest to go home with Super Chuck.*

**Have a SUPER CHUCK SUMMER!!**



## Thank you for all your hard work & as a REMINDER...

ALL Guest Injuries/Incidents & ALL Workers Compensation (Employee Injury) Claims (excluding Canada, Ohio, Washington, & West Virginia)

**Are called into:  
Xpresslink at 1-877-232-2524**

**NO MORE FAXING! YEAH!**

**FROM LOSS PREVENTION...**

**PLEASE LOOK FOR DAILY SAFETY TIPS/SAFETY FACTS IN YOUR MANAGERS' RED BOOK (UNDER THE "DAILY REMINDERS"): THE TIPS & FACTS CORROLATE WITH THE MONTHLY SAFETY THEME.**

### July 2005 - Slips/Trips/Falls

1. Walk, don't run. Walk slowly, on slippery or uneven surfaces.
2. Spot mop during busy periods using the Magic Clean Method.
3. Place "wet floor" signs immediately if floors are wet and if you are cleaning spills.
4. Don't leave doors of games open and make sure they are properly secured.
5. No Horse playing. Watch for our smaller Guests. Dispose of trash promptly and properly.
6. Repair or report any floor problems to your Manager immediately.
7. Every evening use Clean Grip floor cleaner, deck brush, rinse and squeegee all tile floors. Spot clean "extra-slippery" areas with "extra-strength clean grip" in spray bottle
8. Clean up spills immediately. Keep cords and power cables out of walkways.
9. ALWAYS look where you are walking, avoid walking backwards. Enter and exit the walk-in going forward.

10. Most of us are very experienced walkers. After all, we've been walking almost all of our lives. So why is it that simply putting one foot in front of the other to get from place to place results in so many injuries? After all, slips, trips and falls are a major cause of injuries, both at work and away from work.

11. Admittedly, some of these injuries involve falls from ladders, buildings, or other heights. However, most of them are injuries to folks just walking from one place to another.

12. Factors that contribute to slips, trips and falls: Loose, irregular surfaces such as gravel, shifting floor tiles, and uneven sidewalks, can make it difficult to maintain your footing. Stairs present a special challenge, especially those that are taller, shorter, have a smaller tread depth, or are otherwise irregular.

13. Factors that contribute to slips, trips and falls: Moving too fast increases the likelihood you will misjudge a step or encounter a hazard before you have a chance to notice it. Carrying items can both obstruct your vision and impair your balance.

14. Be a "defensive walker": Scan your "road" for existing and potential hazards. Just as you do when you are driving, be aware of others, expect them to get in your way, and have an out when they do. Slow down to negotiate turns, corners, ice, obstacles, limited visibility and heavy traffic.

15. Be a "defensive walker": Make sure you have adequate "tread." Some experts believe up to half of all slips and falls could be prevented through proper footwear alone! Use a detour whenever possible to avoid ice or wet surfaces.

16. Be a "defensive walker": Realize that there are hazards involved in going "off road." A shortcut across the lawn or through the rocks may not be the best choice.

17. Be a "defensive walker": Keep your mind focused on what you are doing!

18. Some other strategies for preventing a fall include: Limit your load. Make sure your load doesn't obstruct your vision. Whenever possible, use wheels of some kind so you can push or pull your load instead of carrying it.

19. Some other strategies for preventing a fall include: Maintain three points of contact on stairs or ramps by using a handrail.

# Good Job!



## Complaints

Weekending July 3, 2005

Midwest Region:

572

Western Region:

109,300 & 329

Southern Region:

703,608,466,562,117,92,614 & 605

Northern Region:

472,925 & 762



### TOP 10 SALES VOLUME

### TOP 10 SALES INCREASE

WEEK 27

Rank	Loc #	Location	Sales Volume	Rank	Loc #	Location	% Increase
1.	446	Bell, CA.....	\$77,047	1.	500	Brick, NJ.....	261.5%
2.	523	Bronx, NY.....	\$70,562	2.	478	Danvers, MA.....	94.0%
3.	418	Sun Valley, CA.....	\$68,820	3.	471	Newington, NH.....	90.3%
4.	522	Brooklyn, NY.....	\$67,287	4.	472	Manchester, NH.....	88.8%
5.	453	Ventura, CA.....	\$65,663	5.	496	Patchogue, NY.....	88.0%
6.	420	Brandon, FL.....	\$61,556	6.	448	Allentown, PA.....	84.5%
7.	513	Queens, NY.....	\$61,393	7.	488	Burlington, MA.....	82.6%
8.	424	Hialeah, FL.....	\$59,710	8.	543	King of Prussia, PA.....	82.1%
9.	109	Burbank, CA.....	\$59,378	9.	487	Edison, NJ.....	72.3%
10.	117	Kennesaw, GA.....	\$59,366	10.	645	Warwick, RI.....	70.6%

# Compliments Weekending July 3, 2005



**Midwest Region:**

**547,553,740,303,931 & 536**

**Western Region:**

**0...Better luck next week!**

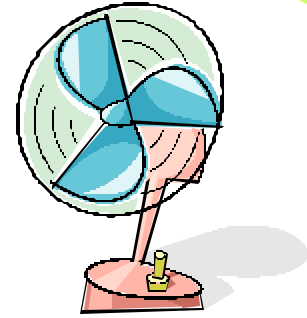
**Southern Region:**

**936,111 & 663**

**Northern Region:**

**463,690,846,831 & 526**

Are you  
cooling your  
attic space?  
By Facilities

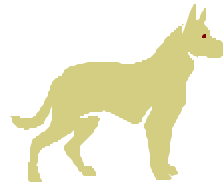


You are if your ductwork is not connected properly to the roof top units or the grills in the ceiling of your store. It is NOT part of your HVAC preventive maintenance agreement for the technician to inspect up inside the dropped ceiling space.

Please periodically inspect this yourself (a couple of times a year) to make sure no ductwork has blown apart, or become disconnected. This inspection will require standing on a ladder, moving ceiling tiles out of your way and inspecting the ductwork with a flashlight. This should ONLY be done after-hours when there are no children in the store that can run into the ladder. We do have a few locations that do not have ducted returns, so don't panic if you don't see any ductwork. If you do not have a ladder tall enough to reach the ceiling tiles, this inspection can be done by your HVAC vendor for a fee.

If you feel something is not connected properly, please contact your HVAC contractor immediately for a service call and have it repaired. If you have any questions or concerns about facilities issues, please contact the Facilities Department at 972/258-5643. Thank you!

# Service Dogs American's with Disabilities



**Q WHAT IS A SERVICE DOG?** Any dog individually trained to do work or perform tasks for the benefit of a person with a disability. This can include guiding a person with impaired vision, alerting a person with impaired hearing to the presence of people or sounds, pulling a wheelchair, retrieving dropped items, etc.<sup>1</sup> Service dogs are trained by programs, independent trainers, or the person with the disability who owns the dog.

**Q WHAT IS A DISABILITY?** Any physical or mental condition which substantially limits a major life activity such as caring for one's self, performing manual tasks, walking, seeing, hearing, speaking, breathing, learning and working.<sup>2</sup>

**Q ARE ALL DISABILITIES VISIBLE?** No. Many disabilities are hidden, such as epilepsy, heart disease, vision and hearing impairments, lung disease, and those that are of psychological/emotional origin.

**Q CAN I DEMAND THAT A PERSON TELL ME DETAILS ABOUT HIS OR HER DISABILITY?** No.<sup>3</sup>

**Q CAN A PERSON BE REQUIRED TO SHOW PROOF THAT HIS/HER DOG IS A SERVICE DOG?** No.<sup>4</sup> While some dogs receive "certification papers," others do not. There is currently no enforceable national standard with which to evaluate the training or performance of any type of service dog, including guide dogs.

**Q WHAT DOES A SERVICE DOG LOOK LIKE?** A service dog can be any breed or size. It might wear specialized equipment such as a backpack, harness, or special collar or leash, but this is not a legal requirement.



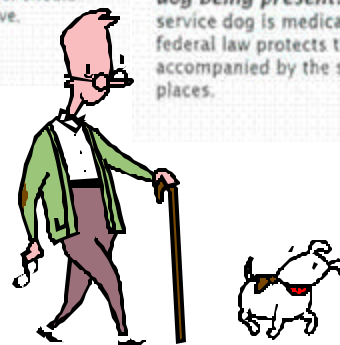
**Q WHAT KINDS OF TASKS DO SERVICE DOGS PERFORM?**

- ◆ Lead people who have visual impairments (guide work)
- ◆ Alert people who have hearing impairments to the presence of people, specific sounds (hearing or signal work)
- ◆ Sense their owners' oncoming seizures and warn them. The person then has time to sit or lie down before the seizure begins.
- ◆ Help physically and/or emotionally by: picking up things, providing support and/or minimal protection, carrying items in backpacks, opening doors, helping the person walk, etc.

**Q HOW DO I KNOW IF A DOG IS A SERVICE DOG?** If you aren't sure whether a dog is a pet or a service dog, ask the person holding the leash. "Is this your pet?" is non-confrontational and permits the person to identify the dog in a dignified manner.

**Q ARE SERVICE DOGS REALLY PERMITTED TO BE IN PLACES LIKE GROCERY STORES, RESTAURANTS, AND MOVIE THEATERS?** Yes. A public accommodation must modify its policies to permit the use of a trained service dog by an individual with a disability, unless doing so would result in a fundamental alteration or jeopardize the safe operation of the public accommodation. While service dogs might not be found riding on a roller coaster or being admitted into a sterile surgical area, service dogs may accompany their owners in taxi cabs, trains and buses, to their doctors' offices, to work, in hotels and motels, stores, health clubs, schools and practically every other place the general public is welcomed.

**Q WHO IS RESPONSIBLE FOR THE BEHAVIOR OF THE SERVICE DOG?** The person at the other end of the leash. Service dogs must obey leash and vaccine laws and be under the control of their handlers at all times. Their behavior should be neither disruptive nor destructive.



## •• SERVICE DOG ETIQUETTE ••

You're not dealing with just a dog.

**Please speak first to the person.** It's correct human and canine manners!

**Petting the service dog**--do not touch either the service dog or its person without first asking permission. Touching the service dog might distract it from its work. Touching the person might be interpreted as assault.

**Feeding the service dog**--resist the temptation to offer treats to the service dog.

**Barking, meowing, whistling, and making other rude noises at the service dog:** Don't. You'll look silly.

**Conversing with the person about the service dog, disabilities, other dogs you have known:** Questions of a personal nature should be avoided. If the person volunteers information, you may decide if you wish to continue the conversation. Don't feel offended if the person declines to talk about him/her self or the service dog--not everyone wants to be a walking "show and tell" exhibit.

### WHAT IF . . . ?

**. . . you don't like or are afraid of dogs?** Place yourself away from the service dog. If you are a business person, discreetly arrange for someone else to wait on the person. You may ask the person to have the service dog lie down if it does not interfere with its work.

**. . . the service dog barks, growls, or otherwise forgets its manners?** Find out what happened before taking action. Was the service dog stepped on, poked, asleep and dreaming, performing its job (some alert their owners to oncoming seizures by barking once or twice)? If the service dog's behavior is disruptive or destructive, you may ask the person to remove it from the premises.

**. . . other people complain about the dog being present?** Explain that the service dog is medically necessary and that federal law protects the person's right to be accompanied by the service dog in public places.



**Western Region**

Roseville, CA-Ast. Mgr  
 Citrus Heights, CA-Mgr  
 Vancouver, WA-Ast Mgr, Mgr  
 Amarillo, TX-Ast. Mgr, Mgr  
 Allen, TX-Mgr  
 Rockwall, TX-Tech  
 Newark, CA-Mgr  
 Greely, CO-Mgr  
 Aurora, CO-Tech  
 Littleton, CO-Tech  
 Hayward, CA-Tech  
 Lakewood, CA-Mgr  
 Torrance, CA-Mgr  
 Anchorage, AK-Mgr  
 Santa Maria, CA-Mgr  
 Foothill Ranch, CA-Ast Mgr  
 Oceanside, CA-Mgr  
 West Hills, CA-Mgr

**Midwest Region**

Victoria, TX -2 Mgr  
 Hobart, IN-Mgr  
 Crystal Lake, IL-Ast Mgr  
 Vernon Hills, IL-Ast Mgr  
 St. Paul, MN-Mgr  
 Grand Rapids, MI -Mgr  
 Portage, MI -Mgr  
 Davenport, IA-Mgr  
 Southgate, MI -Mgr  
 Columbus, OH-Tech

**Southern Region**

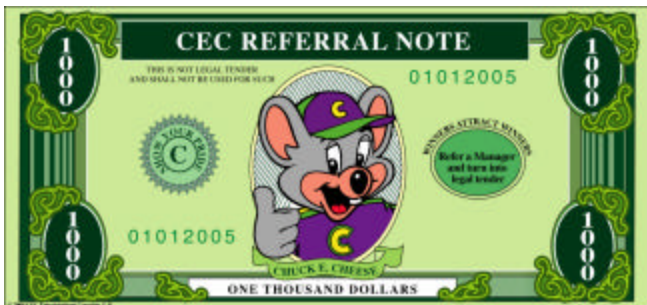
Catonsville, MD-Mgr  
 Glen Burnie, MD-Mgr  
 Largo, MD-Mgr  
 Gastonia, NC-Mgr  
 Charlotte, NC-Tech  
 Columbus, GA-Tech

**Northern Region**

Regina, SK-2 Mgr, Tech  
 Kingston, ONT- Mgr, Tech  
 New Market, ONT-Mgr  
 Windsor, ONT-Mgr  
 Mississauga, ONT-Tech  
 N. Edmonton, ALB-Mgr  
 Lowell, MA -Mgr  
 Portland, ME-Tech  
 Springfield, MA-Mgr, Cl. Coord  
 Newington, CT-Mgr  
 Poughkeepsie, NY-Mgr  
 N. Bergen, NJ-Tech  
 Harlem, NY-Tech  
 Bronx, NY-Mgr  
 Wayne, NJ-Mgr  
 Harlem, NY-Mgr  
 Hicksville, NY-Tech  
 Hempstead, NY-Mgr  
 Patchogue, NY-Mgr, Tech  
 Mays Landing, NJ-Mgr  
 W. Long Branch, NJ-Cl. Coord.  
 Middletown, NJ-Ast. Mgr  
 Montgomeryville, PA-Cl. Coord.



**THANK YOU**  
**\$1,000**  
**TIMES OVER!!**  
**Ed Brown #725**  
**Angela Reyes #434**



You will receive \$1000 for your referrals, **Angela Raggio, Jessenia Alechvargas** in next week's mail!

**Do you know a Winner?**

*Check out the current management and technician opportunities!!*

**Call the Referral Hotline**

**972-258-5552**



4441 W. Airport Frwy.  
Irving, TX 75062

Phone: 972-258-8507

Chuck E. Cheese's

*Where a kid can be a kid!*

[www.chuckecheese.com](http://www.chuckecheese.com)

## Tech Tips

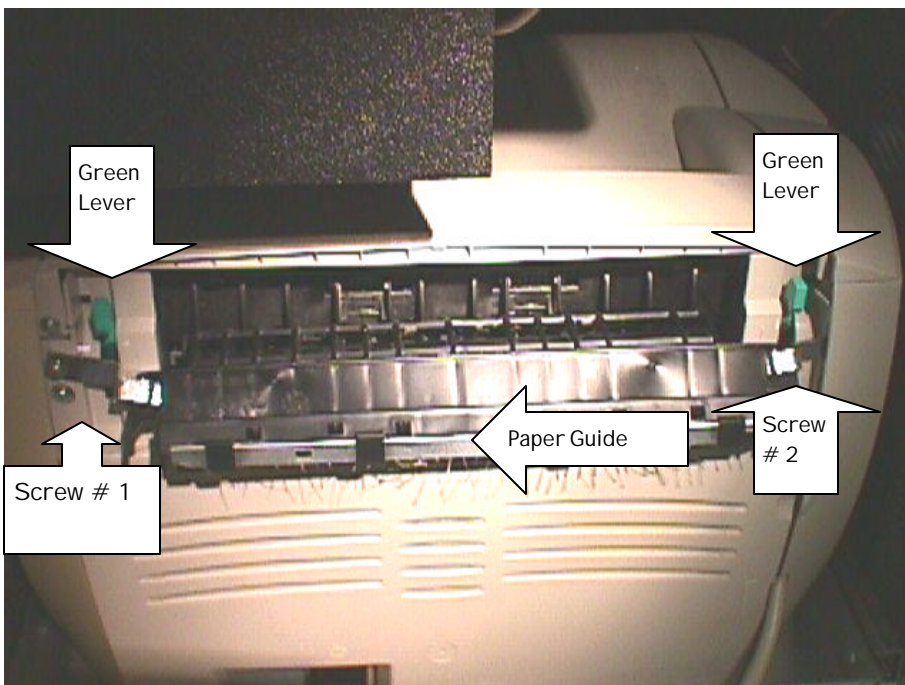


### Sketch Book Printer Jams and Paper Guide.

If you have a paper jam in your printer, it's very important that you always remove the paper guide. There are two screws one on each side that must be removed to take the paper guide off the printer. Once the guide is off you can now pull the green lever on each side of the printer (see picture) to the down position. This will release all the internal rollers inside the printer and allow you remove any paper jams much easier. Please remember to return the guide and the two screws back to their original positions.

The paper guide also can be purchased from the SPT Parts Department part # GSB-0013 and cost \$8.28. It's very important to have this guide on the printer because it also has fingers across the bottom that are grounded and helps remove any static from the paper as it exits the printer. This helps prevent the paper from sticking on the doors exit tray and helps guide the paper into the exit tray.

If you have any questions, please contact the SPT Technical Support Department at 785 862 6002.





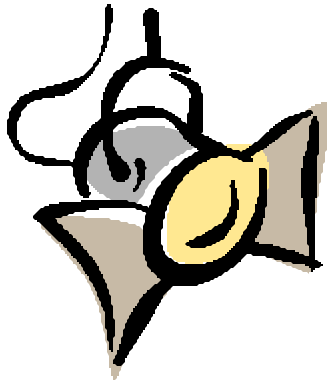


# Chuck E. FOCUS

July 22,  
2005

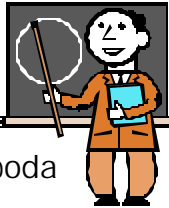
### INSIDE THIS ISSUE:

Making Magic	1 & 2
Being Cautious in the Heat	2
Fire Sprinkler Systems	3
Numbers	4
Risky Business Suggestions	6
Merchandise Summer of Fun	7&8
Tech Tips	8



## In the Spotlight Mike Svoboda!

Leaders aren't born,  
they're trained.



Mike Svoboda



## Making Magic!

Make Magic Latham, NY #520

Northern Region ~ Bill Eich's District

Great Leadership From GM ~ Wayne LeMieux



# Drive Those Sales!!

My granddaughter and I regularly visit store #520 in Latham, N.Y. and have always been greeted promptly and treated very nice...even the one time food was not quite right we were treated like royalty and had a wonderful time. The staff is caring and courteous. My remarks today are in regard to Ron Tabor a service technician that works at this location. Ron is an intelligent, caring individual who always treats customers with great respect, as if he is the manager...in fact, I thought he was. Every time we have had a problem with the machines, he is right there to correct the problems and always has a friendly smile as well as an extra token to make the children feel good about themselves. I thought you should be aware of how nice an individual this young man is and what a difference he makes to people who visit and see how well he represents the company. Every time we are there he is repairing the machinery and is always happy to greet us....for me to sit down and take the time to write this, you better believe I think he a special person. My granddaughter and I always enjoy our time at store #520 and just wanted you to know how lucky your company is to have him...thanks for all the good times, parties included, which my family does every year.

## A Little More Magic...

### Making Magic Saginaw, MI #336

Midwest Region ~ Bill Pressel's District

I have to tell you that we experienced the best time at one of your stores in **Saginaw, MI**. I have an in home day care, and I thought bringing them to Chuck E. Cheese was a bit nuts- but I took a chance. I was pleasantly surprised. Not only was the facility very clean, which is a big concern I have with little ones, but the staff was very helpful and friendly. Even Chuck E. Cheese, himself came out and dropped tickets around us. My kids were thrilled. I had one who was a bit afraid of Chuck E., but the staff made sure that he said hello from a safe distance. Even picking out prizes was easy and fun. The Manager there, I believe his name was Paul, even gave the kids a little extra tickets so my kids could pick out a bigger prize. It is nice to see that with all the crazy in the world, that there are people who are friendly and actually care. Bravo Chuck E. Cheese, and give my compliments to your staff.



## Heat Cramps, Heat Exhaustion, and Heat Stroke

Warm weather is wonderful. However, sometimes you can overdo the warmth -- especially if you are active or exercising.

### Preventing Heat-Related Illnesses

You can prevent heat-related illnesses. The important thing is to stay well-hydrated, to make sure that your body can get rid of extra heat, and to be sensible about exertion in hot, humid weather.

Your sweat is your body's main system for getting rid of extra heat. When you sweat, and the water evaporates from your skin, the heat that evaporates the sweat comes mainly from your skin. As long as blood is flowing properly to your skin, extra heat from the core of your body is "pumped" to the skin and removed by sweat evaporation. If you do not sweat enough, you cannot get rid of extra heat well, and you also can't get rid of heat as well if blood is not flowing to the skin. Dehydration will make it harder for you to cool off in two ways: if you are dehydrated you won't sweat as much, and your body will try to keep blood away from the skin to keep your blood pressure at the right level in the core of your body. But, since you lose water when you sweat, you must make up that water to keep from becoming dehydrated. If the air is humid, it's harder for your sweat to evaporate -- this means that your body cannot get rid of extra heat as well when it's muggy as it can when it's relatively dry.

The best fluid to drink when you are sweating is water. Although there is a little salt in your sweat, you don't really lose that much salt with your sweat, except in special circumstances; taking salt tablets may raise your body's sodium level to hazardous levels. (Your doctor can tell you whether or not you need extra salt.) "Sport drinks" such as Gatorade® will also work, but water is usually easier to obtain.

It's also important to be sensible about how much you exert yourself in hot weather. The hotter and more humid it is, the harder it will be for you to get rid of excess heat. The clothing you wear makes a difference, too: the less clothing you have on, and the lighter that clothing is, the easier you can cool off. Football players are notoriously prone to heat illness, since football uniforms cover nearly the whole body, and since football practice usually begins in late summer when the temperature outside is highest.

## Fire Sprinkler Systems

### By Facilities

The sprinkler system is an integral part of the life safety system for the employees and guests in your building and should be maintained properly. The National Fire Protection Association publishes *NFPA 25 Inspections, Testing, and Maintenance of Water-Based Fire Protection Systems*. NFPA 25 provides the codes, standards, recommended practices and guidelines to help you implement an effective program. There are different inspection/testing frequencies for various system components. Inspections are required and must be performed by a licensed sprinkler contractor.



Things you should know to avoid issues with code compliance:

- ✦ Never paint a sprinkler head or it will not activate properly.
- ✦ Never stack items close to sprinkler heads or the spray pattern can be affected.
- ✦ Storage should be at least 18 inches below sprinkler heads.
- ✦ Never hang anything from a sprinkler head.
- ✦ Damage to any part of the system should be reported immediately.

Always make sure control valves are in the open position.

Owning a sprinkler system without having regular inspections is like owning a car and never checking the brakes. You count on your sprinkler system to work, so shouldn't you have the peace of mind knowing that it will when you need it to? Have your system inspected and tested regularly!

If you have any questions regarding your fire sprinkler system, please contact the Facilities Department at 972/258-5643.

## Compliments Weekending July 10, 2005



### Midwest Region:

**688,336 & 829**

### Western Region:

**599 & 441**

### Southern Region:

**372,600,56,636,964,771 & 62**

### Northern Region:

**603,841,2-463 & 498**

# Good Job!

**only 4 Complaints!**

## Complaints

**Weekending July 10, 2005**



Midwest Region:

59 & 303

Western Region:

**NO COMPLAINTS!!**

Southern Region:

593

Northern Region:

841



### TOP 10 SALES VOLUME

### TOP 10 SALES INCREASE

**WEEK 28**

Rank	Loc #	Location	Sales Volume	Rank	Loc #	Location	% Increase
1.	446	Bell, CA.....	\$80,282	1.	500	Brick, NJ.....	64.3%
2.	438	Kendall, FL.....	\$75,419	2.	559	N. Olmsted, OH.....	45.7%
3.	523	Bronx, NY.....	\$74,425	3.	770	Frederick, MD.....	43.0%
4.	420	Brandon, FL.....	\$74,263	4.	607	Atlanta, GA.....	42.8%
5.	522	Brooklyn, NY.....	\$72,266	5.	501	Paramus, NJ.....	39.2%
6.	117	Kennesaw, GA.....	\$72,092	6.	539	Reading, PA.....	37.3%
7.	453	Ventura, CA.....	\$70,674	7.	540	Lancaster, PA.....	36.2%
8.	418	Sun Valley, CA.....	\$70,077	8.	055	Knoxville, TN.....	35.3%
9.	099	Herndon, VA.....	\$66,774	9.	571	Hous. Meadows, TX.....	35.3%
10.	430	Tampa, FL.....	\$66,469	10.	452	Levittown, PA.....	34.4%

**Northern Region**

Regina, SK-2 Mgr  
 Kingston, ONT- 2 Mgr  
 New Market, ONT-Mgr  
 Windsor, ONT-Mgr  
 Mississauga, ONT-Tech  
 N. Edmonton, ALB-Mgr  
 Portland, ME-Tech  
 Springfield, MA-Mgr, Cl. Coord  
 Newington, CT-Mgr  
 Orange, CT-Mgr  
 Warwick, RI-Mgr  
 Poughkeepsie, NY-Mgr  
 N. Bergen, NJ-Tech  
 Harlem, NY-Tech  
 Bronx, NY-Mgr  
 Wayne, NJ-Mgr  
 Brooklyn, NY-Mgr  
 Union, NJ-Mgr  
 Harlem, NY-Mgr  
 Hicksville, NY-Tech  
 Hempstead, NY-Mgr  
 Mays Landing, NJ-Mgr  
 W. Long Branch, NJ-Cl. Coord.  
 Middletown, NJ-Ast. Mgr  
 Montgomeryville, PA-Cl. Coord.

Doylestown, PA-Cl. Coord.  
 Levittown, PA-Mgr  
 Wilkes Barre, PA-Tech  
 Brookfield, WI-Mgr  
 Appleton, WI-Mgr  
 Chase, WI-Mgr  
 Racine, WI-Mgr  
 Janesville, WI-Tech  
 Melbourne, FL-Mgr, Tech  
 Jensen Beach, FL-Mgr  
 Lakeland, FL-Tech

**Western Region**

Midland, TX-Cl. Coord.  
 Roseville, CA -Ast. Mgr  
 Citrus Heights, CA -Mgr  
 Vancouver, WA -Ast Mgr, Mgr  
 El Paso, TX-Ast. Mgr, Tech  
 Amarillo, TX-Ast. Mgr, Mgr  
 Allen, TX-Mgr  
 Rockwall, TX-Tech  
 Newark, CA-Mgr, Tech  
 Greeley, CO-Mgr  
 Littleton, CO-Mgr, Tech  
 Hayward, CA-Tech  
 Lakewood, CA -Mgr  
 Torrance, CA -Mgr  
 Anchorage, AK-Mgr  
 Foothill Ranch, CA -Ast Mgr  
 Oceanside, CA-Mgr  
 West Hills, CA -Mgr  
 Lynwood, CA -Mgr

**Midwest Region**

Victoria, TX-2 Mgr  
 Wesleyan, TX-Mgr  
 Hobart, IN-Mgr  
 Crystal Lake, IL -Ast Mgr  
 Vernon Hills, IL-Ast Mgr  
 St. Paul, MN-Mgr  
 Grand Rapids, MI-Mgr  
 Portage, MI-Mgr  
 Davenport, IA -Mgr  
 Southgate, MI-Mgr  
 Columbus, OH-Tech  
 Melrose, IL-Mgr  
 Kedzie, IL-Tech

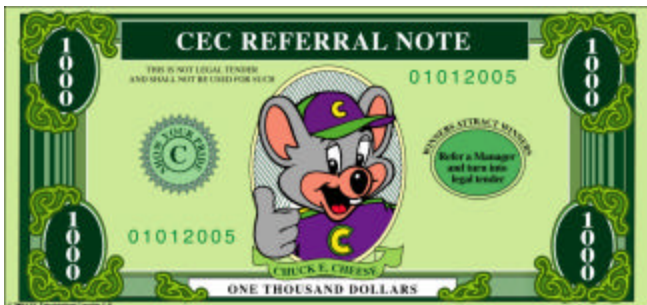
**Southern Region**

Catonsville, MD-Mgr  
 Towson, MD-Tech  
 Largo, MD-Mgr  
 Gastonia, NC-Mgr, Ast Mgr  
 Charlotte, NC-Tech  
 Columbus, GA-Tech  
 Houma, LA-Ast Mgr



**THANK YOU**  
**\$1,000**  
**TIMES OVER!!**  
**Steven Holly #834**  
**Dennis Davis #329**

You will receive \$1000 for your referrals, **Gregory Greenhagen, Ricardo Martin** in next week's mail!



**Do you know a Winner?**

*Check out the current management and technician opportunities!!*

**Call the Referral Hotline**

**972-258-5552**



## RI SKY BUSI NESS SUGGESTIONS (RI SK MANAGEMENT)

KEEP AT LEAST 3 FEET OF CLEAR-  
ANCE AROUND YOUR WATER  
HEATERS - PREVENTING POTEN-  
TIAL FIRES.

PRODUCTS SUCH AS:

- MOTOR OIL
- PAINT
- PAPER PRODUCTS (RECORDS,  
LOG BOOKS)
- PRODUCTS UNDER PRESSURE  
(CLEANI NG PRODUCTS)



# Super Chuck Update from the Toy Box



## Super Chuck Merchandize



At last, all of the Super Chuck Merchandize has arrived. Ever store will be receiving a drop shipment of the following items with your next scheduled DFI order starting 7/21:

- 1 gross, (30 tix) Flying "Super Chuck" : item # 52975 **\*\*EXTRA 8<sup>th</sup> ITEM\*\***
- 1 gross, (50 tix) "Super Chuck" Stamper: item # 52984
- 6 dozen, (175 tix) " Super Chuck" Light-up Magnet: item #52978 **\*\*EXTRA 8<sup>th</sup> ITEM\*\***

Listed below are all the Super Chuck items currently available for ordering, stock up before the Super Chuck merch flies out the door:

<u>Item #:</u>	<u>Description</u>
55502	15 All-Age "Super Chuck" Tattoos
55570	30 All-Age "Super Chuck" Stickers
55575	30 "Super Chuck" Spinning Disc Shooter
55576	30 "Super Chuck" Mask
52975	30 Flying "Super Chuck"
55747	50 "Super Chuck" Stamper
55757	100 "Super Chuck" Memory Game
55754	100 "Super Chuck" Shooting Plane
55765	175 "Super Chuck" Spring
52978	175 "Super Chuck" Light-Up Magnet
55773	300 "Super Chuck" Kooshling
50779	(1.99) CEC Super Chuck Sports Ball
53083	(7.99) CEC Super Chuck Tool Set
52691	(11.99) CEC 16" Super Chuck Jumbo Ball
53210	(8.99) Super Chuck T-Shirt (xs)
53211	(8.99) Super Chuck T-Shirt (S)
53212	(8.99) Super Chuck T-Shirt (M)
53213	(8.99) Super Chuck T-Shirt (L)





## Limited Edition Contest



- The Limited Edition "Super Chuck" Contest has begun!!
- If you have not received BOX #7 containing 12 LEC Super Chuck, 1 basket, and 1 header card, contact DFI.
- Make sure your displays are correct. Two LEC baskets should be placed at the front registers, keeping the promo cups on both sides. Place one scrapbook display at your merchandize counter and the other display can be used on your mock birthday setup.
- Please remove any scrapbooks that your store created. We want you to focus on selling your LEC Super Chucks.



Is it still snowing in July?? If you have any Winter Wonderland prizes left, remove them from your case and save until appropriate, such as WINTER time?!



### \*\*Are you missing anything??\*\*



- CHECK YOUR GLITTER LAMPS TODAY! If you have recently received "Snowflake Glitter Lamps" check the box to make sure you have the silver lid. If missing, contact Sandy at DFI, item # 54998. A total of 6,000 lamps without lids were shipped, so PLEASE check!!
- Missing anything like... Super Chuck Header Cards, Hoover Disc price tags, \$5.99 price tags, \$8.99 T-Shirt price tags, Glitter Lamp Light Bulbs??
- Contact the Toy Box (972-258-4252) and we would be more than happy to send them out to you. We want everyone's merchandize displays to be 100% Super Chuck fabulous!!



4441 W. Airport Frwy.  
Irving, TX 75062

Phone: 972-258-8507

Chuck E. Cheese's

*Where a kid can be a kid!*

[www.chuckecheese.com](http://www.chuckecheese.com)



## Tech Tips



### Coastal Amusements Choo Choo Tran-30 Board

The PA26 linear amplifier used in positions U5 and U6 have become obsolete.

The PA60 linear amplifier can be used as a replacement. When installing the PA60 replacement linear amplifier you will be required to change 2 resistors on the Tran-30 board.

Please change R17 to a 47K and R3 to a 100K.

The change is only required should the original PA26 component become inoperative.

Please call Coastal Amusements Technical Support at 732-905-6662 should you have any questions.

# Chuck E. FOCUS



July 29, 2005

## Inside this issue:

- Making Magic 1
- Lighting By Facilities 2
- Marketing Reminder 3
- WOTC Winners 3
- Numbers 4
- Merch Magic 6
- Tech Tips 8



In The  
Spotlight...

## Dennis Richardson

Some people dream of worthy accomplish-  
ments while others stay awake and do them.

# Making Magic!

Make Magic Vestavia, AL #330

Southern Region ~ Cindy Higdon's District

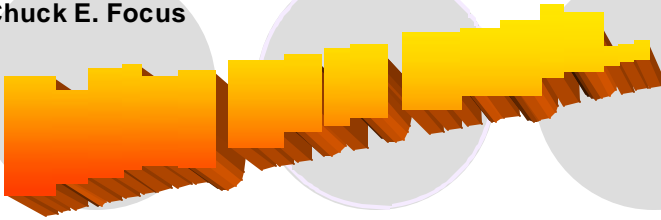
Great Leadership From GM ~ Mickey Riggins



On Wednesday, July 20 my 4 year old son had his birthday party at the Chuck E. Cheese in Vestavia Hills, Alabama. What I was planning on being a chaotic experience turned out to be a wonderful one. I cannot remember the young lady's name but our hostess was wonderful. She met us at our table and took care of everything and we were not the easiest bunch to take care of. She organized the eating of pizza, cake, & singing so I could visit with my guests. I was very impressed with the service I received there and I thought you all should know what great employees you have in Vestavia. The day before, Tuesday the 19th, I went to pay the deposit for the birthday party and was met with the same friendly efficient service. I will HIGHLY recommend your establishment to my friends for their children's birthday parties.



Chuck E. Focus



**Make Magic Torrance, CA #465**

**Western Region ~ Danny Dickson's District**

**Great Leadership From GM ~ Mark Reed**

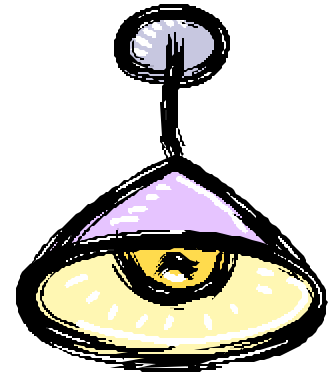


I am writing this letter to let you know what an amazing manager you have at your North **Torrance, CA** location. I am in charge of fundraising for Carr Elementary School in **Torrance**. We contact local businesses in our community for support with our fundraising activities. I spoke with **Mr. Mark Reed** to see if Chuck E. Cheese could help. Not only did **Mark** agree to help, he and his crew became the highlight of our Jog-A-Thon. The enthusiasm and care that Mark and his crew brought to the kids at Carr Elementary was above and beyond what I could ever have imagined. Chuck E. Cheese showed up with water guns, bubble machines and an amazing amount of energy that made our Jog-A-Thon an incredible success. **Mark Reed** is a great asset, not only to Chuck E. Cheese but also to our community. It is a pleasure to work with someone who truly cares for kids and shows it all the time. I am thankful to **Mark** and Chuck E. Cheese for making my fundraiser a big success.

**Page 2**

## Interior and Exterior Lighting By Facilities...

All signage, pole lights, and other lighting should be fully lit and operational to project a positive first impression and provide maximum security for your guests and staff.



It is more cost effective to replace bulbs as they burn out. If bulbs that are burnt out are left in fixtures, they will degrade and cause the ballast to fail. The ballast is the device that controls the electricity used by the fixture for starting the light and circuit protection. Replacing a \$4 bulb quickly can save you the cost of a \$50 ballast and the cost for the electricians service call. That is why you may have a bulb replaced and a month later, the same light/sign may be out again because the ballast failed. There is no way to test to see if a ballast is going to fail in the near future, or if it could last several more months.

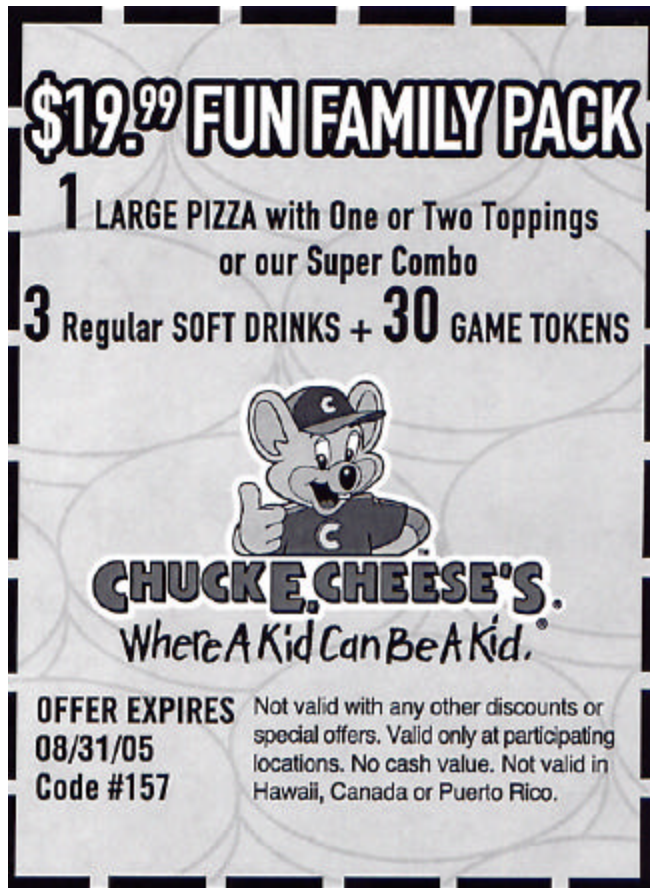
Another way to save money is to replace all the bulbs in a fixture or sign at one time and pay one service call rather than calling the contractor out 2 or 3 times in a quarter and having to pay multiple service fees.

Please report all signage/parking lot lighting issues to Facilities as soon as possible at 972/258-5643. Have a great week!

## Marketing Reminder...

Please be aware of a coupon that is posted on our website at [chuckedeads.com](http://chuckedeads.com). The offer is a \$19.99 Fun Family Pack which includes 1 large pizza with one or two toppings or Super Combo, three regular soft drinks and 30 game tokens. The offer expires 8/31/05.


If you have any questions please contact Brenda Holloway at 972/258-4222.



**\$19.99 FUN FAMILY PACK**

**1** LARGE PIZZA with One or Two Toppings  
or our Super Combo

**3** Regular SOFT DRINKS + **30** GAME TOKENS



**CHUCK E. CHEESE'S.**  
Where A Kid Can Be A Kid.

**OFFER EXPIRES** 08/31/05  
**Code #157**

Not valid with any other discounts or special offers. Valid only at participating locations. No cash value. Not valid in Hawaii, Canada or Puerto Rico.

## WOTC WINNERS

JUNE 2005

MIDWEST REGION

GRAEBER ~ BLAINE, MN #795

NORTHERN REGION

CHATWANI ~

DARTMOUTH, MA #751

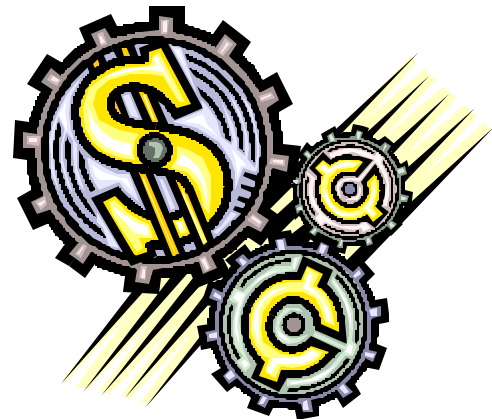
SOUTHERN REGION

MAY ~ RALEIGH, NC #636

WESTERN REGION

STUTZMAN ~

COLO. SPRINGS, CO #558



# Complaints

## Weekending July 24, 2005

Midwest Region:

**NO COMPLAINTS!!**

Western Region:

**NO COMPLAINTS!!**

Southern Region:

**NO COMPLAINTS!!**

Northern Region:

**NO COMPLAINTS!!**

# WOW!



# Compliments

## Weekending July 24, 2005

Midwest Region:

**342,694,734,552 & 536**

Western Region:

**0**

Southern Region:

**330,372,972,74,118 & 954**

Northern Region:

**460,480,500,520,844 & 467**



## WEEK 29



## TOP TEN SALES VOLUME

LOCATION	VOLUME
1. BELL, CA #446	\$81,198
2. SUN VALLEY, CA #418	\$78,398
3. BRANDON, FL #420	\$76,324
4. VENTURA, CA #453	\$71,272
5. ARDEN WAY, CA #410	\$68,763
6. NO VETS, LA #716	\$67,874
7. BROOKLYN, NY #522	\$67,864
8. TORRANCE, CA #465	\$66,672
9. KENDALL, FL #438	\$66,192
10. BURBANK, CA #109	\$65,528

## TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. SA MILITARY, TX #417	42.0%
2. FRESNO, CA #042	40.7%
3. JOLIET, IL #094	35.7%
4. TOWNE SOUTH, OK #888	31.8%
5. MILWAUKEE, WI #842	31.5%
6. HENDERSON, NV #314	29.5%
7. BROOKFIELD, WI #841	28.7%
8. EVANSVILLE, IN #060	28.4%
9. HUMBLE, TX #105	27.7%
10. KATY, TX #598	26.7%



### Northern Region

Regina, SK -2 Mgr  
 Kingston, ONT- 2 Mgr  
 Windsor, ONT-Mgr  
 Mississauga, ONT-Tech  
 N. Edmonton, ALB-Mgr  
 Portland, ME-Tech  
 Springfield, MA-Mgr, Cl. Coord  
 Newington, CT-Mgr  
 Greece, NY-Mgr  
 Orange, CT-Mgr  
 Warwick, RI -Mgr  
 Poughkeepsie, NY-Mgr  
 N. Bergen, NJ-Tech  
 Harlem, NY-Tech, Mgr  
 Bronx, NY-Mgr  
 Wayne, NJ-Mgr  
 Brooklyn, NY-Mgr  
 Union, NJ-Mgr  
 Hicksville, NY-Tech  
 Hempstead, NY-Mgr  
 Mays Landing, NJ-Mgr  
 Edison, NJ-Mgr  
 W. Long Branch, NJ-Cl. Coord.  
 Cherry Hill, NJ-Mgr  
 Middletown, NJ- Ast. Mgr  
 Montgomeryville, PA-Cl. Coord.  
 Doylestown, PA-Cl. Coord.  
 Levittown, PA-Mgr  
 Wilkes Barre, PA-Tech  
 Brookfield, WI-Mgr  
 Appleton, WI-Mgr  
 Chase, WI-Mgr  
 Racine, WI-Mgr  
 Janesville, WI-Tech  
 Melbourne, FL-Mgr, Tech  
 Lakeland, FL-Tech  
 Clearwater, FL-Mgr

### Western Region

Midland, TX-Cl. Coord.  
 Roseville, CA-Ast. Mgr  
 Citrus Heights, CA-Mgr  
 Vancouver, WA- Mgr  
 El Paso, TX-Tech  
 Amarillo, TX-Ast. Mgr, Mgr  
 Allen, TX-Mgr  
 Rockwall, TX-Tech  
 Newark, CA- Tech  
 Greely, CO-Mgr  
 Littleton, CO-Mgr, Tech  
 Hayward, CA-Tech, Mgr  
 Lakewood, CA-Mgr  
 Torrance, CA-Mgr  
 Anchorage, AK-Mgr  
 Foothill Ranch, CA-Ast Mgr  
 Oceanside, CA-Mgr  
 West Hills, CA-Mgr  
 Lynwood, CA-Mgr  
 El Centro, CA- Ast. Mgr  
 Murrietta, CA-Mgr

### Midwest Region

Victoria, TX- Mgr  
 Wesleyan, TX-Mgr, Tech  
 Sugarland, TX-Tech  
 Houston/Memorial, TX-Tech  
 Hobart, IN-Mgr  
 Bloomington, IL-Tech  
 Crystal Lake, IL-Ast Mgr  
 Vernon Hills, IL- Ast Mgr  
 Melrose Park, IL-Mgr  
 St. Paul, MN-Mgr  
 Portage, MI -Mgr  
 Davenport, IA-Mgr  
 Southgate, MI-Mgr  
 Columbus, OH-2 Tech  
 Kedzie, IL-Tech

### Southern Region

Catonsville, MD-Mgr  
 Towson, MD-Tech  
 Largo, MD-Mgr  
 Gastonia, NC-Mgr, Ast Mgr  
 Charlotte, NC-Tech  
 Buford, GA-Tech  
 Kennesaw, GA-Tech  
 Annapolis, MD-Mgr  
 Knoxville, TN-Mgr  
 Fairfax, VA-Mgr  
 Houma, LA- Ast Mgr

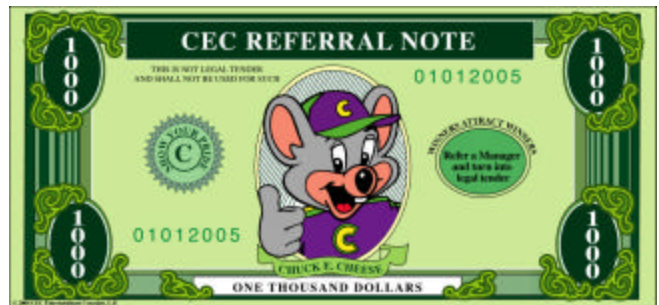
**Do you know a Winner?**

Check out the current management and technician opportunities!!

Call the Referral Hotline

972-258-5552

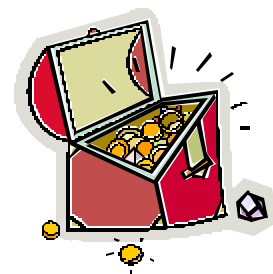
**THANK YOU**  
**\$1,000**  
**TIMES OVER!!**



**Teresa Lemons #740**

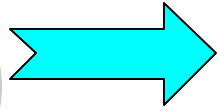
**Nick Gonzales #597**

You will receive \$1000 for your referrals, **Carlene Coleman, Brandon Tuzicka** in next week's mail!

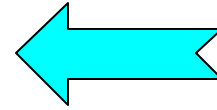




# Merch Magic from the Toy Box



## Plan-O-Gram Changes



The \$1.99 Tonka Trucks are being discontinued. After depleting your inventory replace them with the \$3.99 Helen Henny Purses. Pictured below are the plan-o-grams for small, medium, and large walls.



SMALL WALL



MEDIUM WALL



LARGE WALL

Bucket Hats are back! They now come in four awesome acid wash colors; blue, green, pink and purple. There has been a price change to **\$5.99**, item # 52407. Place them on the wall in their original position.



SMALL WALL



MEDIUM &  
LARGE WALL



## T-Shirt Reminder

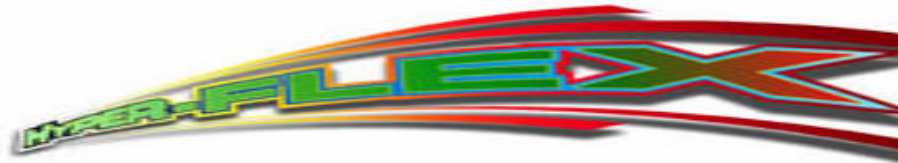
- Dennis Foland still has \$3.99 T-Shirts available.
- So keep ordering the following t-shirts until stock runs out.

RWB Flag (L) item # 50959, (M) item # 50960,  
(S) item # 50961

- These t-shirts should be displayed on the

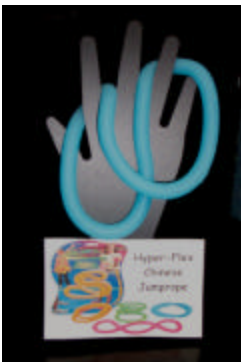


## What do I do with this??



You may be asking yourself, what is this?? The new 300 tix Surprise is a Chinese jump rope made out of hyper-flex. It can also be used for Cats Cradle or a super flinger.

- The hyper-flex material is Playvisions newest and hottest product.
- It stretches up to **8 times** its original size! Kids love the way it feels and the fun ways it stretches!!
- To assist you in displaying this item, next week in your weekly packet will be a display card to be used in your cases. As pictured, using a hand, hang the jump rope over the hand and attach the card.
- Encourage your cast to play with the jump rope, allowing the guest to feel the squishy soft texture.



## L.E. Super Chucks are flying out the

- Sarah from Wayne NJ says: asking every guest "How many Super Chucks would you like?" she has sold over 250 in two weeks.
- Angela from Mira Mesa, CA says: by hanging Super Chucks from the ceiling she has been able to increase her merch sales from 2.5% to 3.5%.

If you have any great Super Chuck stories let us know:

972-258-4252

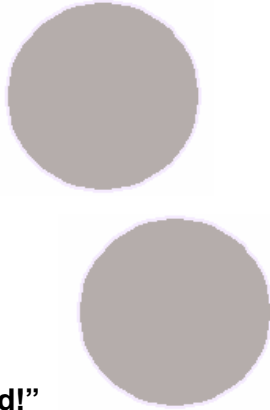
\*\*Great job everyone and keep selling those Super Chucks, but remember to **place your orders on your scheduled order dates!!**



**Chuck E. Cheese**

4441 W. Airport Frwy.  
Irving, TX 75062

Phone: 972.258.8507  
E-mail:  
chuckecheese.com



**“Where a Kid can be a Kid!”**

The SPT Parts Department now has available a replacement seat shaker motor for the Midway Arctic Thunder game. The part # is GAT-0002 and the cost is only \$80.40.

Please call the SPT Parts Department at 785 862 6005 should you need a replacement.



## Tech Support

The Coloring Book game made by Coastal Amusements has a monitor from Wells Gardner that includes a touch screen. The part # for the touch screen and monitor is WGT1931-M2GS34B and cost \$682.50 from the SPT Parts Department. If the touch screen still works and only the monitor itself has failed you can order the monitor alone at a reduced cost. The part # is WGM1931-M2TS26C or WGM1931-M2TS40D at a cost of \$265.00. You will also need to order a taping kit to apply the original working touch screen back onto the replacement monitor. The part # for the taping kit is S05K0000-000F and cost only \$10.03.

Please call the SPT Parts Department at 785 862 6005, to place an order.



Hey Guys & Gals if you would like to share something in the Chuck E. Focus feel free to contact me directly at ext. 5448 or e-mail me at:

[ebriggs@cecenterertainment.com](mailto:ebriggs@cecenterertainment.com)

I look forward to hearing from you!

Erica Briggs

Sr. Administrator

Operations

# CHUCK E. FOCUS - JULY 2005 ISSUES

(FIVE ISSUES - 7/1/05, 7/8/05, 7/15/05, 7/22/05, 7/29/05)

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