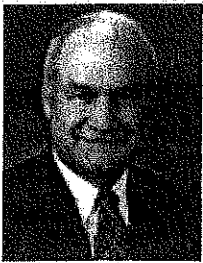


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Driving trade with a go-kart



By John Mitchell

On a Horizon Airlines shuttle recently, I was seated next to a young man who works as the parts manager for J and J Amusements of Salem, a company of which I had never heard. During the trip, Dan Hansen filled me in on the business that was started a half-century ago by two brothers, Jim and John.

Their company initially operated miniature golf, go-kart and bumperboat parks, and was based in Southern California. Unable to find satisfactory go-karts, the brothers got into the manufacturing business and a search for lower costs brought them to Salem in 1990. Since then, J and J has grown into the largest commercial go-kart manufacturer in the world: The company exports 10% to 15% of its output to places such as Saudi Arabia, China, Singapore, Japan and Australia, along with providing its customers with parts, service and assistance in establishing parks. In 10 years, the company has grown from 15 to 25 employees (many are small-engine enthusiasts), and they currently are buying the company in an employee stock ownership program.

This small, growing firm is entrepreneurial and globally successful. It's a great example of the possibilities for Oregon business.

The interconnectedness of the world is made obvious by the exports and imports of goods and services; the foreign purchases of U.S. stocks, bonds and real estate; and Americans' purchases of the same. But globalization is not just about goods, services and capital. In 2007, it's a business concept and an emotion, as the flows of labor — legal and illegal — continue to be a hot political issue this summer.

It's also an academic, political and economic issue that is not going away. The president's Trade Promotion Authority expired on June 30 with the latest round of world trade negotiations unresolved. Domestically, uneasy beneficiaries and vocal losers pose a conundrum for politicians as elections draw near. And the nation has not done a particularly good job in helping people to adjust to new global forces, technological change or simply outdated skills.

The United States uses more than it produces. Our output in the first quarter of 2007 was \$13.6 trillion annualized and what we used (output less exports but including imports) was \$14.34 trillion. Over time, exports of goods and services (things we do not use) are the price that we pay for imports of goods and services (things we do use). Differences between the value of imports and exports of goods and services are offset by flows of investment into such things as stocks, bonds and real estate. U.S. exports have rapidly increased over the past few years amid strong growth overseas and weakness in the dollar. Changes in trade-related activity this year are anticipated to support a continued economic expansion in the face of housing's ongoing weakness.

When you think of trade and Oregon, what first comes to mind are exporters such as Intel, grass-seed growers, wheat farmers, Nike, Columbia Sportswear, and port operations from Coos Bay to Astoria to Portland. Oregon actively sought foreign direct investment under former governors Atiyeh and Goldschmidt, and in a one-day legislative session in 1984, Oregon became the first state to repeal the worldwide unitary method of taxing multinational firms, which signaled that the state was open for foreign direct investment.

Freightliner, Hyundai Semiconductor, Vestas and Oregon Steel are but a few of the foreign-owned firms with operations in the state. These firms are now household words.

But there are other businesses in the state, such as J and J Amusements, that operate below the radar and are competitive and successful on the national and global stage.

In a world where millions of people are experiencing rising incomes, the demands for goods and services that are commonplace here will continue to grow and offer chances for Oregon firms to contribute to the economic health of the country.

Go-karts and bumperboats are not part of the biotech, sustainable or nanotech worlds currently in vogue in economic-development circles, but they illustrate the opportunities that are out there. The notion of exporting cars and boats from Salem to China defies the conventional perception. And it means that for some people in the world, their first driving experience is an Oregon-made vehicle.

John Mitchell is a contributing columnist for Oregon Business and former chief economist for US Bancorp.

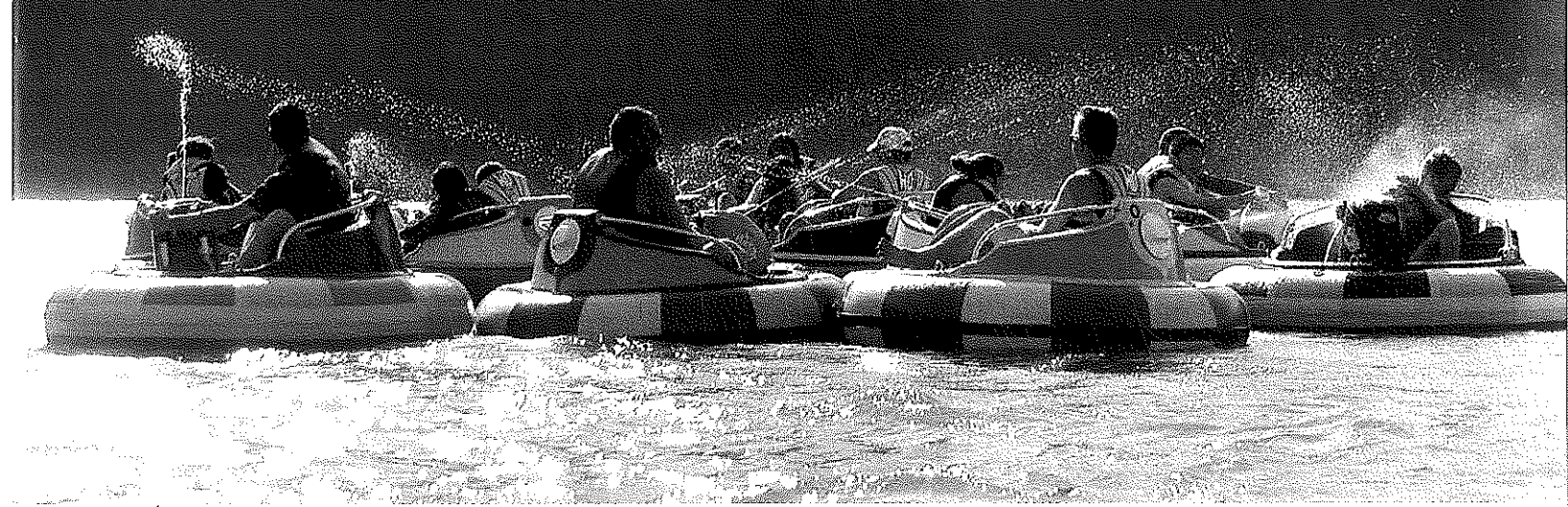
Have an opinion? E-mail feedback@oregonbusiness.com



GO-KARTS

J & J Amusements

BUMPERBOATS



Products nationwide as well as 54 different countries!



When J&J Amusements set out to build the best concession kart in the world, we knew that good was not good enough. We knew it had to be able to withstand heavy daily use in the busiest parks, be the safest on the market and be the easiest to maintain in order to minimize down time. We have done just that. Because of our forward thinking, we now have karts in facilities ranging from small fun centers to large theme parks all over the US and the world, putting smiles on the faces of customers and owners alike.

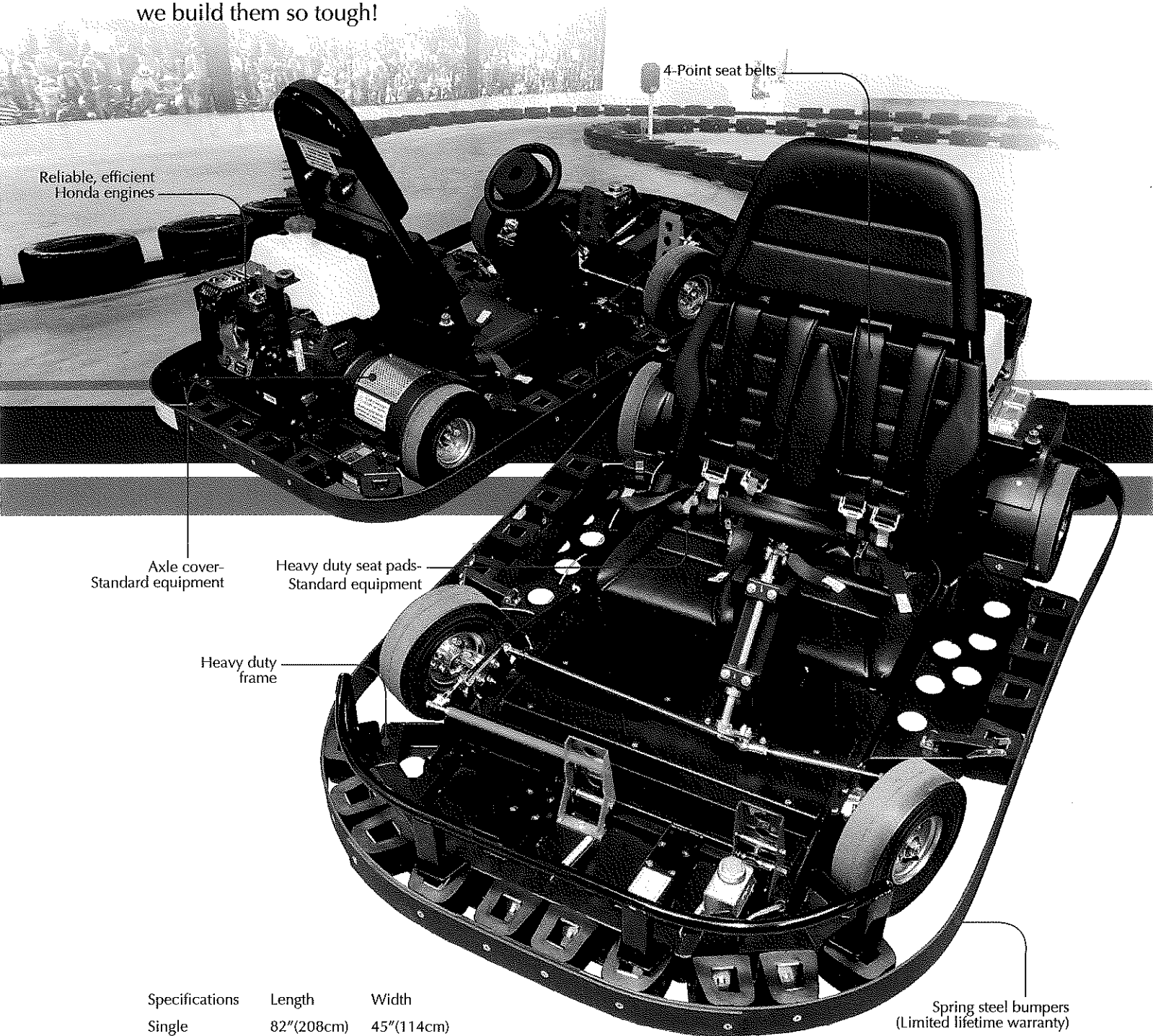
At J&J, we know what building go-karts is all about. The bottom line is to design and build a go-kart that can stand up to the rigors of everyday concession/rental use and keep your patrons coming back for more. Our main goal is to keep your go-karts "on track" by building them tough and safe, all the while ensuring easy-to-perform routine maintenance.

You are in this business to make money. Let J&J go-karts keep your go-kart tracks profitable.

No gimmicks, just go-karts that perform day after day...

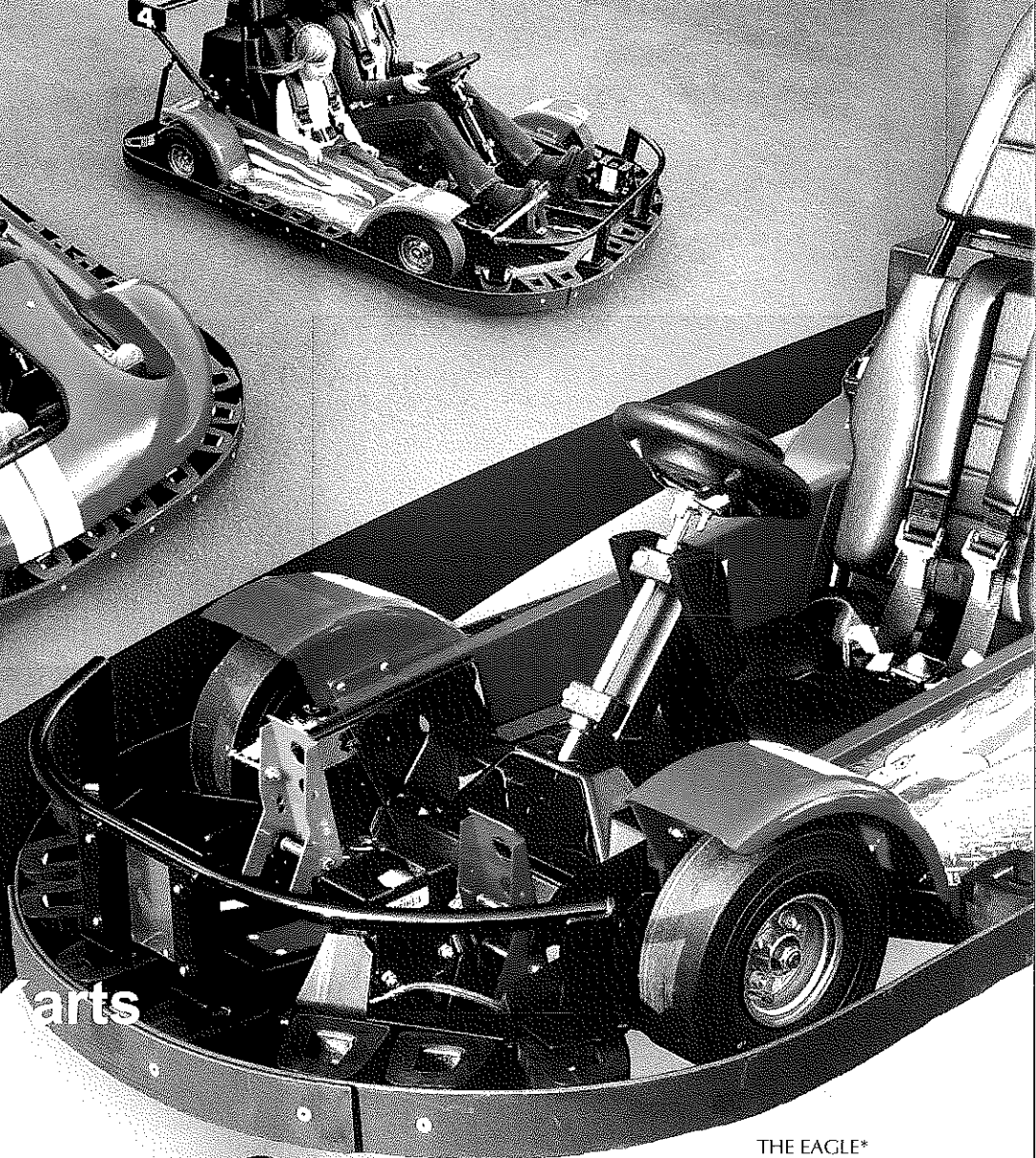
Safest, highest quality, most durable, best performing go-karts in the industry.

The basis of every adult and child-sized* go-kart built by J&J is the rugged monocoque chassis. We start with heavy frame rails, then weld in strong, formed steel pans and formed chassis members. Every component added is carefully picked or designed to stand up to the rigors of every day concession/rental use. Believe us, if you've ever experienced the kind of abuse concession/rental go-karts have to withstand day to day, then you'll understand why we build them so tough!



Specifications	Length	Width
Single	82"(208cm)	45"(114cm)
Double	82"(208cm)	55"(139cm)

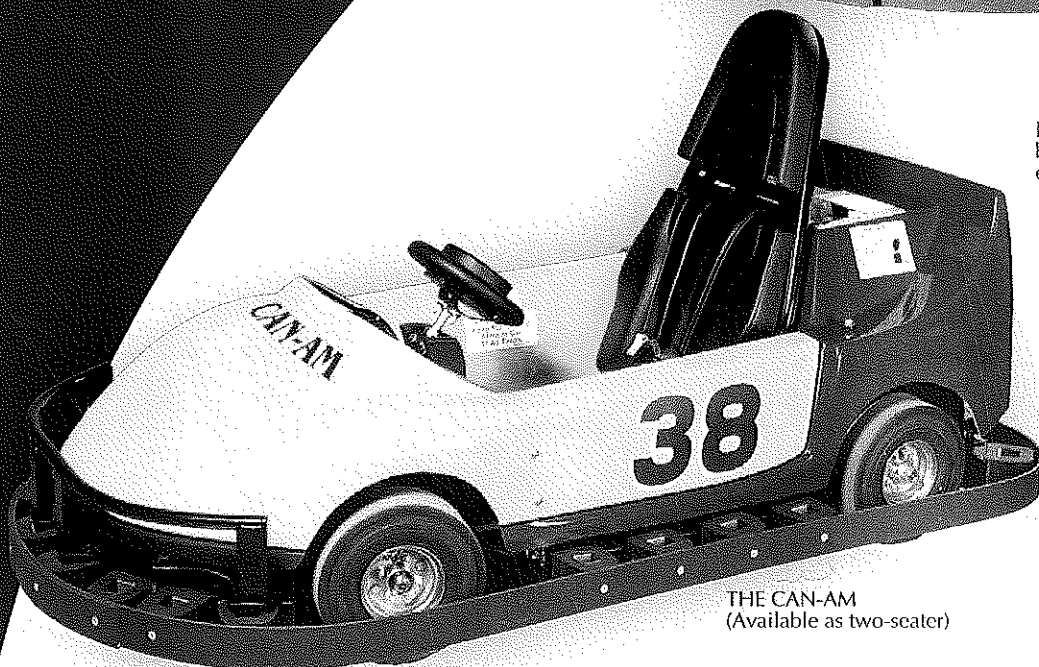
* Falcon excluded



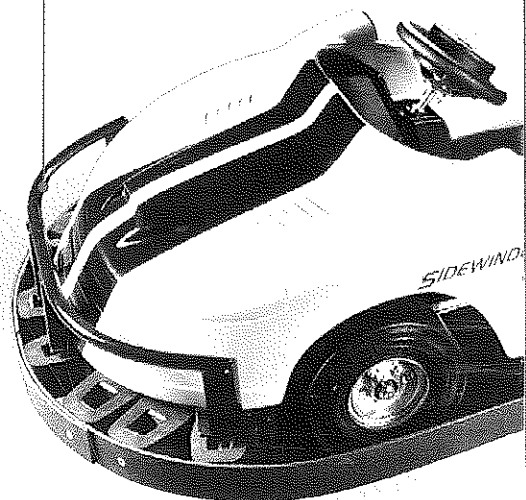
Full Size Go-Karts

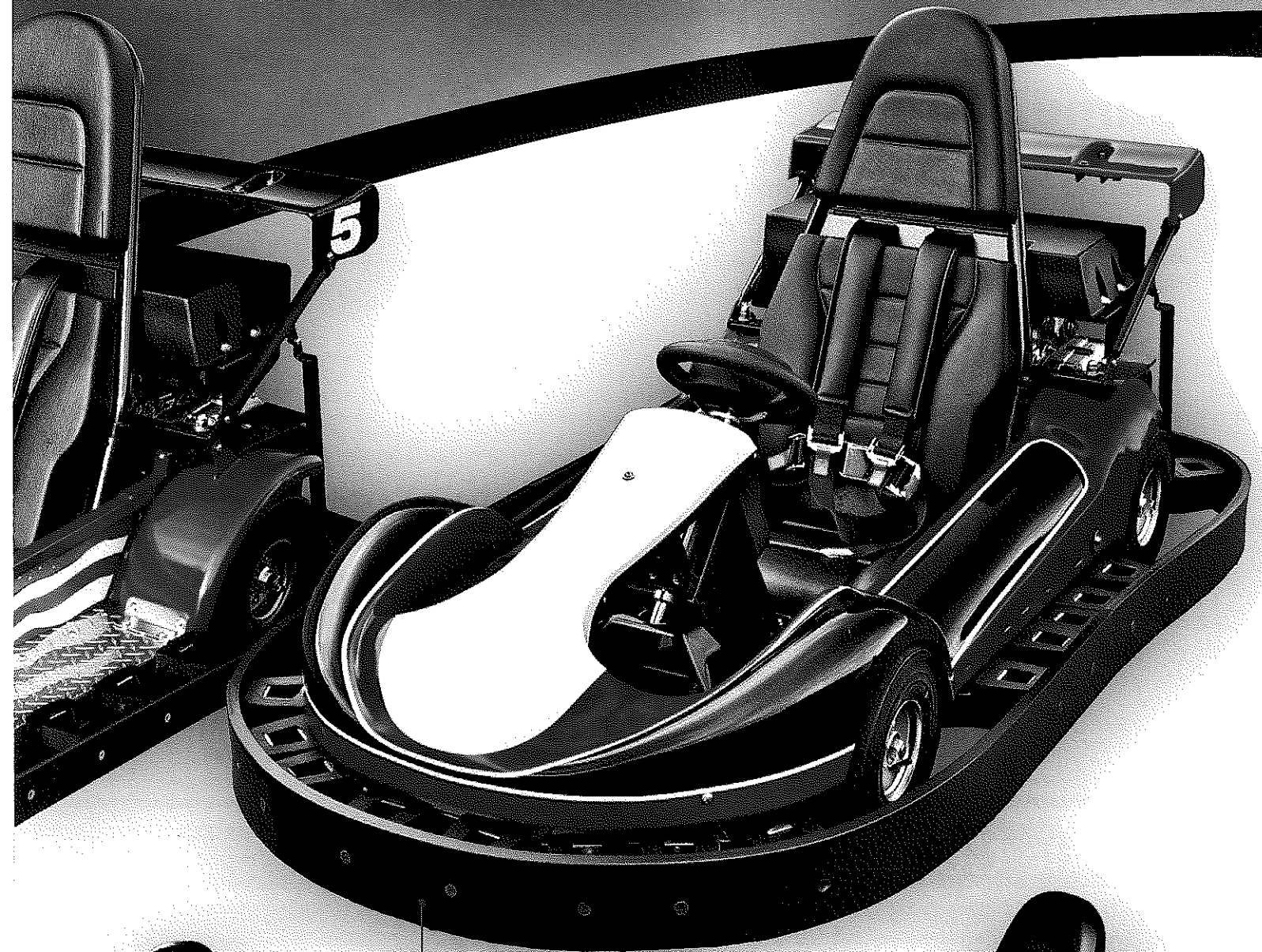
THE EAGLE*
(Available as two-seater)

Nerf Bar is an option on fiberglass bodied go-karts. Nerf Bar is standard equipment on non-bodied go-karts.



THE CAN-AM
(Available as two-seater)





THE F-22
(Available as two-seater)

Optional UHMW bumpers
available



THE SIDEWINDER*
(Available as two-seater)



THE SCORPION
(Available as two-seater)

* Available in Electric powered

Same tough kart, just a little smaller.

J&J's Stinger & Talon go-karts fit into the middle of the pack. Designed for those kids that are a little too small to drive the adult sized go-karts, but too large for the smallest go-kart, the Falcon.



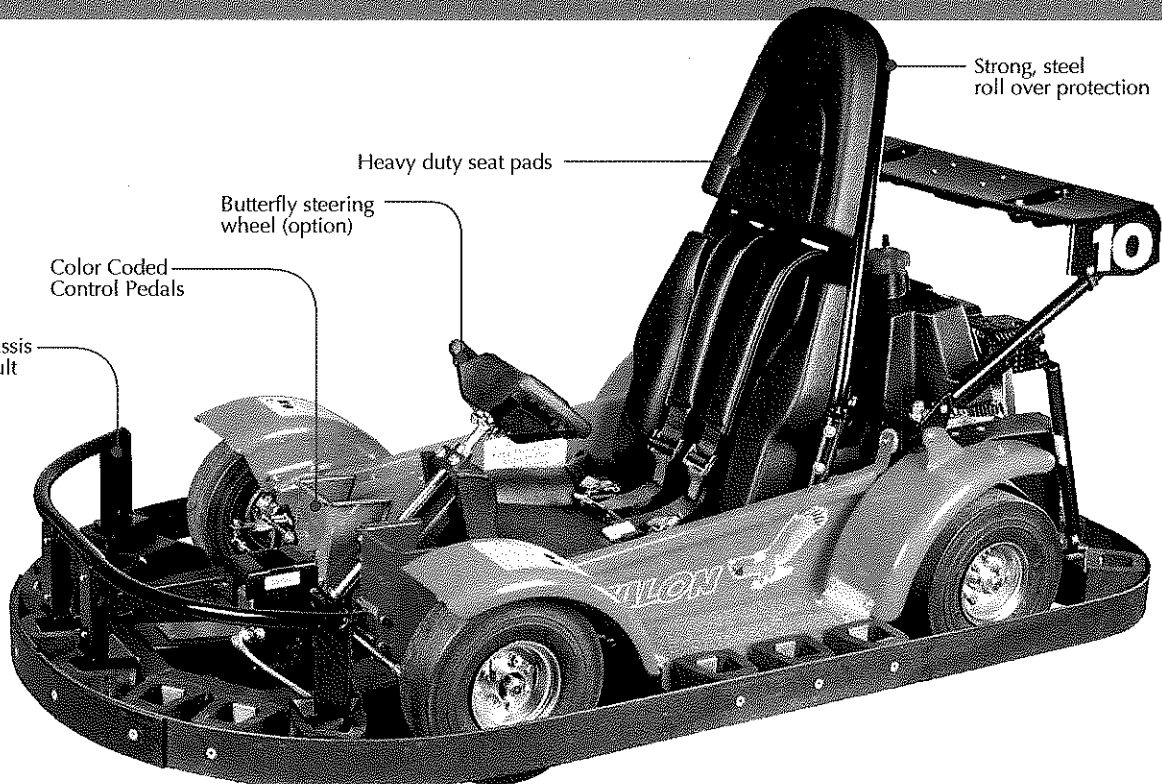
Optional Nerf Bar

Colorful fiberglass bodies

Specifications

Length	Width
73"(185cm)	45"(114cm)

Rookie Go-Karts



Strong, steel roll over protection

Heavy duty seat pads

Butterfly steering wheel (option)

Color Coded Control Pedals

Same rugged chassis design as our adult sized go-karts.

Falcon - for the smallest drivers.

Hand controls easily accommodate young drivers



Keep the entire family at your park longer by keeping the youngest member of the family happy. Just charge the kart overnight and the electric-powered Falcon will keep the littlest guest smiling the entire day through.

J&J's Falcon go-kart is made especially for the smallest patrons. This little electric-powered go-kart is tough; it runs and runs... and runs!

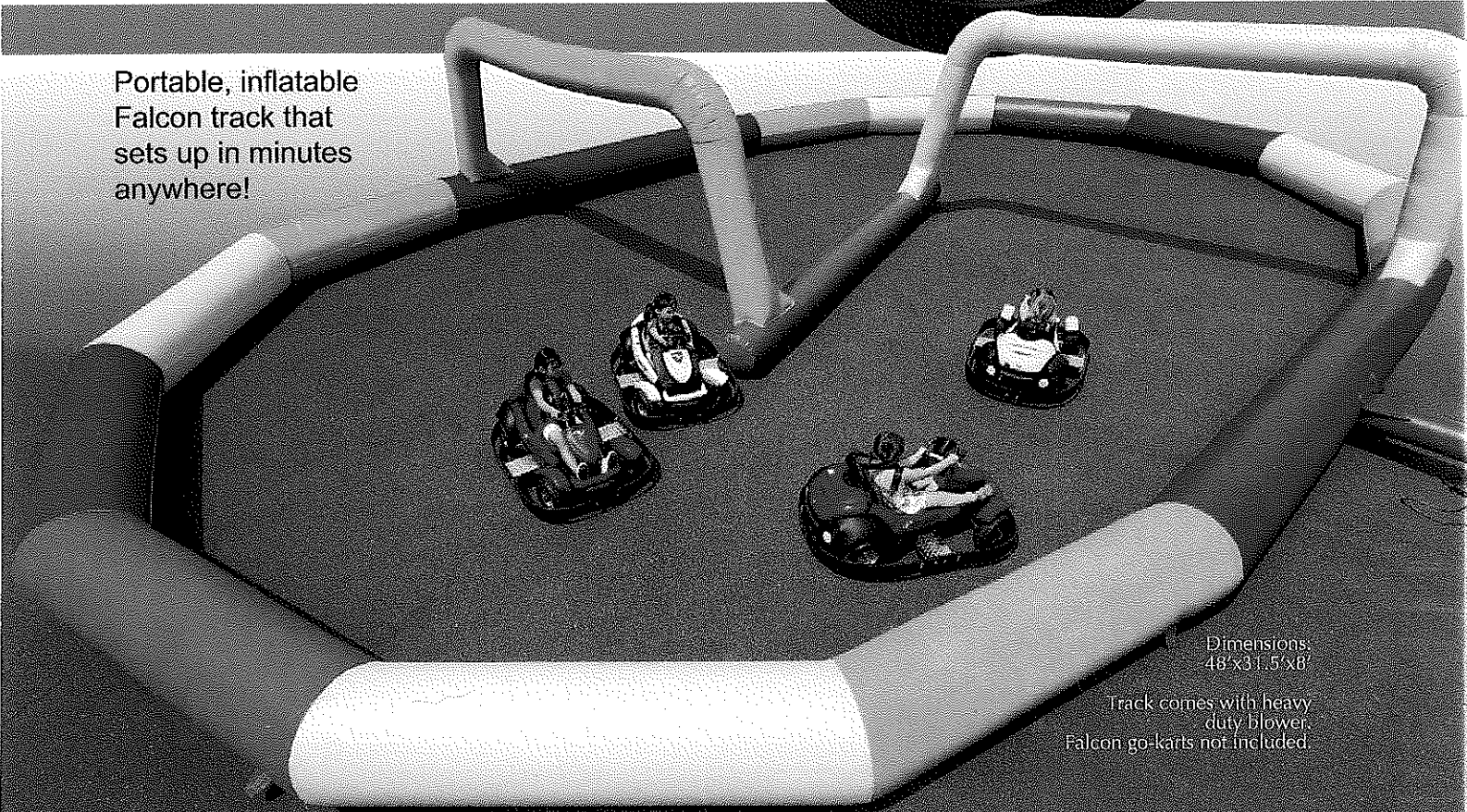
Specifications

Length	Width
52"(132cm)	27.6"(70cm)



Kiddie Go-Karts

Portable, inflatable Falcon track that sets up in minutes anywhere!



Dimensions:
48'x31.5'x8'

Track comes with heavy duty blower.
Falcon go-karts not included.

Often imitated, but never duplicated.

The design philosophy we applied to our rough-and-ready go-karts was developed building our renowned bumper boats.

While J&J Amusements is most widely known for its go-karts, we actually started back in the seventies building bumper boats. The original owners of J&J Amusements operated several busy family entertainment centers, and used that experience to develop the world-famous Waterbug and Blaster bumper boats.

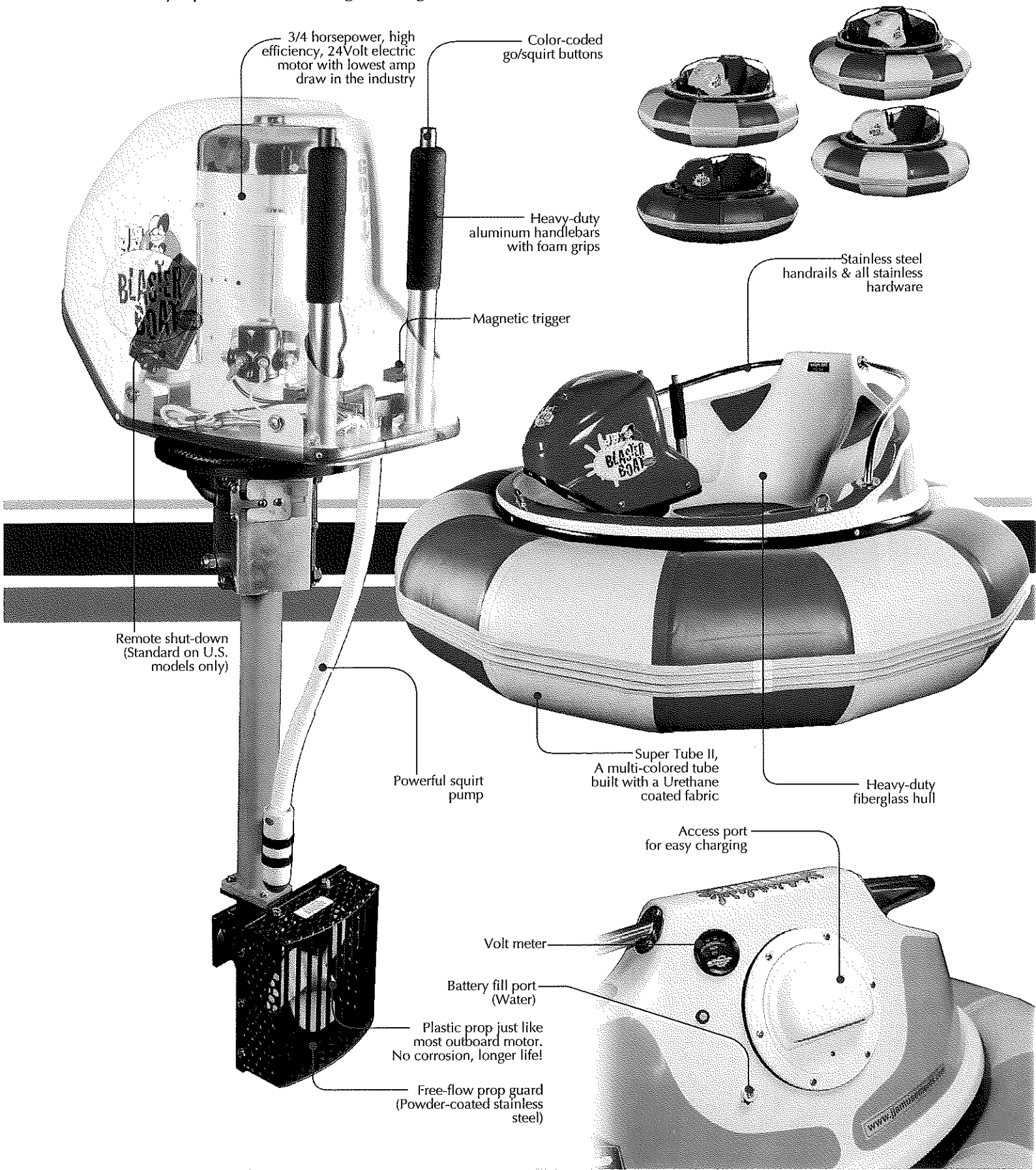
The rugged fiberglass hull boasts the largest load capacity (450lbs) in the industry. State-of-the-art, corrosion-resistant materials add safety, a long service life and simplicity of operation and maintenance. These boats offer more "smile to the mile" than any other action ride or event in a park. If you want to take pictures of guests having a great time, go to the bumper boat pond.

Bumper Boats



The best electric bumperboat ever!

With electric power and a "water blaster" squirter, your customers will come back for more. All-day operation on a single charge!



J&J's Gas-powered bumper boat... The original still going strong!

BF2.3D Engine

Chosen for its reputation for dependable service, and its reduced emissions (less smoke and less oil in the water), this motor quietly performs. Initially designed for use in the corrosive marine environment, this dependable unit has been modified to be controlled from behind, and transformed to operate in bumper boat pond conditions.

Standard Tube

This tube is molded of heavy-duty PVC to withstand rough environments.

J&J equipped
Honda BF2D
gas engine

Room for 3;
1 adult & 2 children

Fiberglass hull

This seamless, two-piece, fiberglass hull comes in an array of colors to choose from. Pick two colors from our extensive color list, and we'll build it. Match it up with an optional (standard on Blasterboat) Supertube in your choice of two colors and we'll do the rest.

Hand rails

J&J is always concerned with safety, and we design our products with it at the top of the design criteria. With this in mind, we added the safety handrails to the bumper boat hulls to allow safer and easier access into and out of the bumper boats.

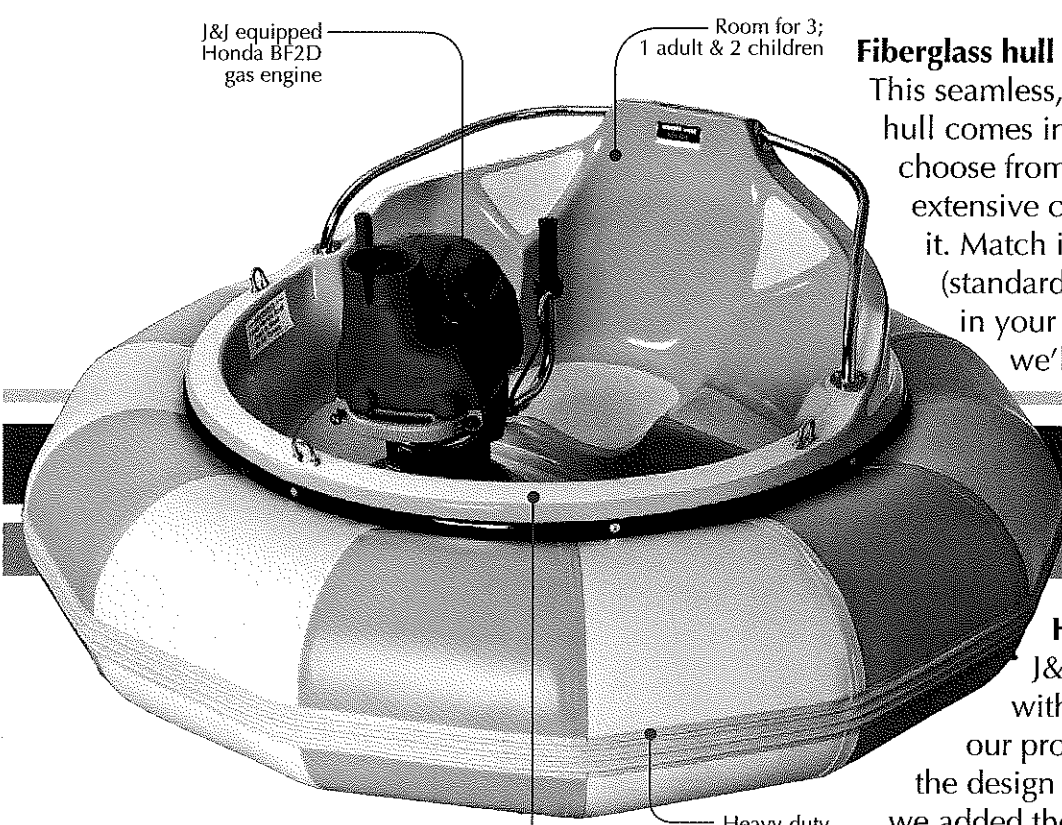
Prop guard

Our prop guards are designed to allow maximum flow, while meeting the safety requirements of every known standard. Built to last in the most corrosive of environments, prop guards are made of stainless steel, then powder-coated to extend life and reduce electrolysis.

Stainless steel
handrails & all stainless
hardware

Heavy-duty
Super Tube

Heavy-duty
fiberglass hull



In-house CAD design.

J&J's in-house CAD design allows us to customize a track specific to your property.



Accessories, accessories, accessories!

Did we mention accessories? J&J carries hundreds of them for you park. From coin-operated pond-side squitters to go-kart track remote shutdown systems, and everything in between. Find them all listed in our on line accessory catalog.

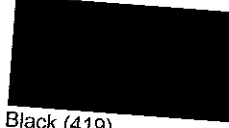
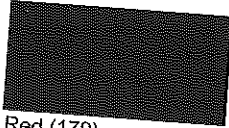
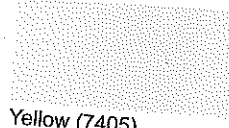
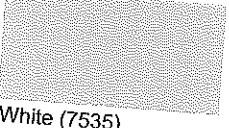
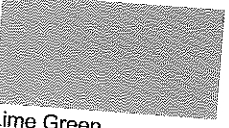



Gelcoat Selection Guide

<p>Black Valspar Gelcoat # 5B-2 Pantone # 6C HTML# 121C26 RGB 255# 18 28 38</p>	<p>Charcoal Valspar Gelcoat # 5E-8 Pantone # 447C HTML# 363630 RGB 255# 54 54 48</p>	<p>Light Gray Valspar Gelcoat # 5D-0 Pantone # 7615 HTML# 49D44 RGB 255# 95 95 95</p>	<p>White Valspar Gelcoat # 5A-1 Pantone # 1013 HTML# 000000 RGB 255# 255 255 255</p>	<p>Cafe Valspar Gelcoat # 5L-49 Pantone # 7497C HTML# 736B4A RGB 255# 115 107 74</p>
<p>Light Blue Valspar Gelcoat # 5M-11 Pantone # 3298C HTML# 006957 RGB 255# 101 191 226</p>	<p>Forest Green Valspar Gelcoat # 5G-51 Pantone # 3298C HTML# 006957 RGB 255# 0 105 57</p>	<p>Lime Green Valspar Gelcoat # 5G-20 Pantone # 305C HTML# 81BF1A RGB 255# 97 191 26</p>	<p>Teal Valspar Gelcoat # 5G-19 Pantone # 323C HTML# 006163 RGB 255# 0 97 99</p>	<p>Light Blue Valspar Gelcoat # 5A-46 Pantone # 7468C HTML# 00789C RGB 255# 0 120 156</p>
<p>Dark Blue Valspar Gelcoat # 5A-17 Pantone # 2955C HTML# 003D6E RGB 255# 0 61 110</p>	<p>Blue Valspar Gelcoat # 5A-16 Pantone # 308C HTML# 005E7D RGB 255# 0 94 125</p>	<p>Boysenberry Valspar Gelcoat # 5R-26 Pantone # 7447C HTML# 664A78 RGB 255# 102 74 120</p>	<p>Yellow Valspar Gelcoat # 5L-55 Pantone # 1013 HTML# E8F8E1 RGB 255# 255 255 255</p>	<p>Burnt Orange Valspar Gelcoat # 5N-23 Pantone # 717C HTML# CF690D RGB 255# 207 105 0</p>
<p>Maroon Valspar Gelcoat # 5R-15 Pantone # 168C HTML# 6B300D RGB 255# 107 48 13</p>	<p>Viper Red Valspar Gelcoat # 5R-54 Pantone # 179C HTML# DE3B21 RGB 255# 222 59 33</p>	<p>Bubble Gum Valspar Gelcoat # 5R-24 Pantone # 7433C HTML# B04269 RGB 255# 176 66 105</p>	<p>Aqua Valspar Gelcoat # 5A-18 Pantone # 3285C HTML# 009687 RGB 255# 0 150 135</p>	

Super Tube II Color Selection Guide

The Supertube is comprised of a segmented & welded (not glued), urethane coated, heavy-duty reinforced fabric. This segmented design allows for a two-color bumper boat tube. The Supertube can be ordered with the following colors only.

 Black (419)	 Red (179)	 Yellow (7405)
 White (7535)	 Lime Green	 Dark Blue (281)

Note: Color chart indicates colors for fiberglass bodied go-karts only.

For more information, please visit our websites at:

www.jjamusements.com
www.funpartsexpress.com

J&J Amusements, Inc.
4897 Indian School Rd NE
Suite 150
Salem OR 97305
Phone: 503-304-8899
Toll Free: 800-854-3140

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