

Miggle Toys Inc. 1384 Sheridan Road Highland Park, IL 60035



BULK RATE U. S. POSTAGE PAID PERMIT NO. 382 SOUTH HOLLAND, IL



DRELIMINARY SUPER BOWL

All Events in Holiday Inn Capitol, Washington, DC

Friday, January 21, 2000

11 a.m-6 p.m. Exhibitor move in 3-5 p.m. Media preview

7-9 p.m. Welcome Reception & Dinner hosted by

Miggle Toys

8:45-9:15 p.m. Advance Sign-Up for Wild Card

Tournaments

9 p.m.-12 a.m. Practice in designated hotel meeting

room

Saturday, January 22, 2000

8-9 a.m. General Sign-Up for Wild Card

Tournaments

Exhibitor move in continues

9 a.m. Convention opens

9 a.m.-2 p.m. Wild Card Tournaments

2:30 p.m. Announcement of "Player of the Year"

& "Newcomer of the Year"

3-4 p.m. Conference Championship 1

4:30-5:30 p.m. Conference Championship 2

6 p.m. Convention closes

Sunday, January 23, 2000

9 a.m. Convention opens

9-11 a.m. Buzz Bowl Tournament for Women

Spark Bowl for Kids (15 & under)

11:15 a.m. Super Bowl of Electric Football 6 at Miggle Stadium

1 p.m.

Finals of Buzz Bowl and Spark Bowl

Continuation of Convention Exhibits

4 p.m. Convention closes

Free raffle drawings will be held throughout the weekend.

GET READY FOR A 'MONUMENTAL' CONVENTION

Washington, DC—home of the U.S. Congress, the Lincoln Memorial, the White House and the Redskins—will add another historical landmark to its collection at the dawn of the new millennium, as the Super Bowl of Electric Football 6 and the Annual Official International Electric Football Convention will be staged there on the weekend of January 21-23, 2000.

The host site will be the **Holiday Inn Capitol**, located at 550 C Street SW, just blocks

from the Smithsonian Institute museums, the Capitol Building and many of the city's other top tourist spots.

"Not only is
Washington, D.C. an
historically significant
location," noted Michael
Landsman, president of
Miggle Toys, Inc. and
commissioner of the
Electric Football League,
"but it's a welcoming city,
filled with great diversity.
That all-inclusive attitude
is what Electric Football
and our convention are
all about."

Landsman and his wife, Delayne, will again host a Welcome Reception and Dinner in the hotel on Friday night, January 21, from 7-9 p.m., an event that has become one of the best-loved traditions of the convention.

"The dinner is such a wonderful celebration," states Delayne Landsman. "It's like a family

reunion and a high school reunion all rolled into one—except better, since we get to do it every year."

Among the features of the Holiday Inn Capitol are 528 guest rooms, on-site parking, an exercise room and several food and beverage outlets, including the Launch Zone sports bar. The hotel has established a special *Electric Football Weekend Rate* of just \$99 per night per room. To make reservations, just call the



The Holiday Inn Capitol in Washington, DC, will be the site of the 2000 EFL Super Bowl and Convention

hotel at 202/479-4000 and ask for the "Electric Football Super Bowl Group Rate" before January 10, 2000.

As always, entry into the Convention, participation in all tournaments and vendor display space will be free. ■

A LETTER FROM THE COMMISSIONER MICHAEL LANDSMAN



I sincerely hope everyone had a great "off season"—although with EFL play, there really isn't any "off season."

Electric Football is at an all-time high in popularity, and that

fact is certainly reflected in the record number of people receiving this issue. It is with great pleasure that I again say hello to our loyal readers, as well as welcome all of our new subscribers.

Much of this issue of *Plugged In!* is devoted to our upcoming national convention, and my wife, Delayne, and I certainly hope you will be able to join us in Washington, DC, in January 2000. We are confident it will be our biggest and best weekend event ever.

I also am thrilled to see that the press is increasing its coverage of Electric Football. In just

the past few months, major media outlets such as *Sports Illustrated, Maxim magazine, Long Island Business News, Newsday, ESPN* and dozens of other radio and TV stations across the country have done fabulous features on Electric Football and Miggle Toys. The articles typically start by reminiscing about the birth and growth of the game, but they all eventually convey all of the excitement and electricity of the game today—often spotlighting individual leagues, tournaments and special events. Look for copies of these articles at the convention in January . . . I assure you, if you haven't seen them yet, you're in for a real treat.

One of the highlights of our summer was partnering with Modell's Sporting Goods stores and the New York Jets to bring Electric Football to the annual Jets Fest at the team's training facility at Hofstra University on Long Island. During four special days of the monthlong carnival-like event, we were able to introduce—or re-introduce—the world's all-time favorite table top football game to the thousands of die-hard pro football fans who attended the free function.

I would personally like to thank two of our expert coaches, Wally Jabs and Myron Evans (and their families), for devoting so much of their time to running clinics at the Electric Football booth; and former Jets stars Marty Lyons, Bobby Jackson, Randy Beverly and Gerry Philbin, who were so gracious in signing autographs and playing "Beat The Pro." In addition, our kudos go out to our East Coast sales rep, Andy Greenstein, and our public relations team of Ira H. Silverman, Steve Feit and Scott Silverman for planning and organizing our involvement at Jets Fest. For more details, just check out the centerspread in this issue for some great pictures of that exciting event.

Now as we approach the year 2000, we remain committed to you, the loyal players and supporters of our games and products, who are the lifeblood and soul of Electric Football. In the coming years, we hope to see Electric Football leagues in every city and town across America, welcoming people from all walks of life to our world of great social competition, unmatched camaraderie, strong fellowship, unrivaled sportsmanship and unequaled fun.

As the holidays will soon be upon us, myself and the entire staff at Miggle Toys wish all of you and your families a happy holiday season and the very best of health and happy days in the New Year.

I look forward to seeing you over the gridiron in Washington, DC—if not sooner. ■

HOLIDAY REMINDER: ELECTRIC FOOTBALL SHOULD BE A FAMILY AFFAIR

With the holidays approaching, Miggle Toys reminds everyone that Electric Football is a shared experience. Whether you play with friends, strangers or family members, you are not merely competing; you are also connecting with each other. Wally Jabs of Great River, NY, the 1998 EFL Player of the Year, is one of the game's biggest supporters and goodwill ambassadors—someone who is quick to stress sportsmanship and bonding.

Almost everywhere he goes on behalf of the game, he brings along his eager family, which includes wife, **Jeanné**, and three sons: **Frederick**, 10; **Derrick**, seven; and **Dalton**, four. "As much as the kids love playing with Wally, I think Wally enjoys it just as much," says Jeanné. "I love all the people associated with the game, and the other coaches have become like our relatives."

Plugged In! recently talked to Wally about Electric Football and the family.

Plugged In!: What age do you think is right to start a child playing Electric Football?

Wally Jabs: I think somewhere around five years old is a good time to start. By that age, a child usually has enough manual dexterity to play the game. My oldest son, Fred, started at six, while Derrick started showing interest at four.

PI!: What were your earliest experiences with Electric Football?

WJ: Personally, I didn't start playing until I was 12. Two years later, I started a league with my friends, which I ran until I was 17.

Occasionally I played with my father, which is something I will always remember fondly.

PI!: Can the game be used as a teaching tool?
WJ: Oh, absolutely! The game, while being
fun, is also intellectual and cerebral. For example,
you need to understand what each player can do,
and figure out which bases are better to use
with each figure, and combine them for the best
possible result.

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Wally Jabs enjoys playing in a family environment. To the left are his wife, Jeanné, and son, Dalton.

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Publisher & Editor Delayne Landsman

Copywriter/Layout Ira H. Silverman,

Silverman Media & Marketing Group, Inc.

Design Joei Shavitz,

DePinto Graphic Design

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GETTING CONNECTED WITH...FRED HICKMAN

Fred Hickman is one of the most recognized, respected and popular sportscasters in America today. Bright, erudite and out-spoken, he is the weekday senior sports anchor of CNN/SI's award-winning "Sports Tonight" show, the network's nightly sports



Fred Hickman

roundup program. In addition, he has been the host of the nationally-syndicated "More Than a Game" TV series since it debuted in Fall 1997.

Fred and his wife, Judith, live in Atlanta and have one son, Mack, age six; with another child due when this issue of PLUGGED IN! went to press. We spoke with Fred recently about his memories of playing Electric Football as a child and his experiences teaching the game to his son today:

PI!: What are your earliest memories of Electric Football?

FH: I remember first playing the game at the age of seven or eight with my cousin and my two best friends in my hometown of Springfield, Illinois. The four of us saved up our money and bought the game together for about \$15. It stayed in my house since it was centrally located—and because my mom had the best snacks.

PI!: How often did you get to play the game? FH: We would play it whenever it was too cold or slushy to go outside and play regular football. Winters were pretty rough in Illinois when I was growing up, so, as a result, we ended up playing a lot of Electric Football.

PI!: What was the most difficult part about playing the game when you were a youngster? FH: Kicking, no question about it. And to this day, I still don't have the kicking game down. So if any of your readers out there have any tips, please drop me a line at CNN/SI in Atlanta. I'll be very grateful. (Fred—Please check out page

number 4 in this issue of PLUGGED IN!)

PII: What was the game like when you were young? FH: Since the players came without specific NFL team uniforms, and we also were into building models, we would use the model paint to paint our players. We had the Chicago Bears in blue and the St. Louis Cardinals in red.

PII: Any other memories of the game from your youth?

FH: Sure—I think we originated the concept or eight-man indoor pro football. That's because we lost pieces along the way, and eight on eight was about the best we could do after awhile.

PI!: What was your son Mack's reaction when you first showed him the new NFL Super Bowl Electric Football Game?

FH: The first thing Mack said when he saw the box was: 'Is it a video game?' That's when I knew how far we'd come from my childhood. But we quickly opened the box and the first thing he wanted to do was put the numbers on the player figures. He went right for the Broncos. And when I pointed out that the Atlanta Falcons were our home team, he said: 'Yeah, but the Broncos won the Super Bowl.'

PI!: How did Mack take to playing the game? FH: First, I let him rev up the piece that controls

the 'buzz' on the game. Then he sat for about an hour and looked over all the pieces and learned how the game is played. Soon he began to understand that he could handle each player individually and actually set up formations. Today, he's actually working on setting up little plays of his own. And he's installed the Green Ranger action figure as the Head Coach of his team.

PI!: How do you think Electric Football compares to video and computer games in terms of socialization for children?

FH: I feel that Electric Football really calls for at least two people to play it, which makes it a very good sociable game. On the other hand, same kids sit up all night playing video games by themselves. There's no socialization there. Also, with Mack being an only child (for now), he is very enthusiastic about having neighbor children over to our house to play the game with him.

PI!: And finally, what about the educational values of the game for young people?

FH: As far as the educational part of Electric Football vs. computer and video football games is concerned, I liken it to the difference between learning ice hockey by attending games in person vs. watching it on TV. When you're in an arena, you can see the entire ice, watch what each player is doing, understand how different plays are set up and comprehend the role each player has on the team. It's the same with Electric Football—it provides kids and adults alike with a look at the whole field and how each figure is part of an entire play. Electric football is a wonderful learning tool for players of all ages.

SHOCK WAVES! 1999

GARCIA RELISHES RELICS FROM GAME'S HISTORY

To call **Roddy Garcia** just an Electric Football collector would be like calling Shakespeare "just another writer." Garcia—part author, part historian, part detective—has become an authority on matters on the history and components of the storied game.

Garcia, a 42-year-old computer designer from **Houston, TX**, has put together perhaps the most dazzling accumulation of Electric Football games and accessories in the country, with close to 100 vintage game boards and thousands of players in his collection. His multitude of memorabilia spans six decades of Electric Football.

"A few years ago, acquiring this stuff was easier," admits Garcia, who became a serious collector in 1980. "Now, the hobby is growing, and some people are realizing that the old games can be quite valuable."

Garcia owns the flat generic players from the game's dawning days, the original three-dimensional players from the early 1960s and the first three "NFL Super Bowl" games manufactured by Tudor Games from 1969-71.

"Those Super Bowl games had amazing detail for their time," Garcia remembers. "Tudor went to



One of the crown jewels from Roddy Garcia's collection, Tudor Games' Super Bowl edition from 1971, featuring the Chiefs and Vikings. Garcia has close to 100 Electric Football boards from all eras in his collection.

great lengths to replicate the actual teams and playing field designs." In addition to Tudor, Garcia has relics from many other companies that manufactured the game, including Coleco and Gotham Toys.

Among Garcia's most prized collectibles are:

- A 1961 prototype figure to introduce the concept of three dimensional players.
- A 1968 New York Giants team with red socks.
- A 1967 Pittsburgh Steelers squad with yellow shoulder aprons.

 A mid-1970s one-of-a-kind quarterback brass master piece.

Some of the unique pieces were given to Garcia by former Tudor employees integral to the game's development, such as Norman Sas and Lee Payne, who Garcia met and befriended through his hobby and research. Other parts of his collection have been assembled largely through trading with other collectors and old friends in the toy business. The items are catalogued and stored in various closets and rooms of Garcia's house, but some extremely valuable pieces are tucked away in a safety deposit box.

Garcia loves the direction the game has taken now. "The stamped helmets and the attention to detail is fantastic," he notes. "Miggle Toys has truly taken the game into the future."

Along with Earl Shores of Columbia, MD, Garcia is working on a book called The Definitive History of Electric Football (as featured in the Fall '98 issue of Plugged In!), which should be published in the fall of 2000.

Roddy Garcia can be reached at P.O. Box 572411; Houston, TX 77057-2411, or via e-mail at roddy@pdq.net

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BY VANCE WARREN

The Kicking Game

Vance Warren of Washington, DC, is a law enforcer in every sense of the word. Not only is he a 10-year veteran of the DC

Police force, but he was also invited to take part in Miggle Toys' Rules Congress. The founder of the Metropolitan Electric Football Association of Washington DC, Warren is a three-time champion of the Bama Blast tournament and the creator of "Rules 2000," the only set of rules for simultaneous play with both weighted and non-weighted players. He has a wife, Aleashia, and two children: Vance, Jr., 10; and Gabrielle, seven.

Here are Vance Warren's expert tips on how to get a real "kick" out of your Electric Football Game:

Kicking is one of the most essential facets of a successful Electric Football team. How many times have you played games that were decided by a successful (or unsuccessful) field goal? Fortunately, kicking is one of the easiest elements of the game to learn and master. Don't be intimidated. Embrace the kicking game as another weapon in your versatile arsenal. Here are a few quick tips:

- 1 Make sure you have a new Miggle foam football. Separate the slit gently, so that the football is loose (but not torn).
- 2 Delicately, place it on the tee of the "triple threat figure," angled slightly towards the foot.
- 3 Tuck the kicking foot into position behind the small bar. Place your thumb on the back lever and your index finger on the throwing hand, and gently squeeze. You should feel a "snap," and the leg will kick the ball.
- 4 Watch the kicker carefully. The "ball" might drift slightly to the left or right, so you must compensate in the opposite direction during setup.

As far as the kicking figure itself, you'll want the most perfect placekicker possible, so I recommend the following system of tryouts.

- 1 Get an order form from Miggle Toys. Order at least 10 triple threat figures. \$10.00 is not a lot of money to spend for what will be your franchise placekicker.
- 2 Try each kicker at least 10 times. Start with two attempts from the 20-yard line, and then move the figure back five yards. Repeat the same process until you have finished your second attempt from the 40-yard line. You should have eliminated at least six of your kickers by now.
- 3 Stage a competition with your remaining kickers, looking for consistency above all else. Consistency is the most important distinction to an Electric Football coach. When you find a figure that can successfully split the uprights from 30 yards and closer with that "snap" of the leg, you know you have found your championship kicker.

I cannot stress enough the importance of the kicking game. It can make or break your team in crucial situations, and it is better to be ready than to find out the hard way. If you don't believe me, look me up when you are in Washington, DC. I'll show you my 1998 Bama Blast Championship trophy that I won because my opponent took kicking for granted. Just like Scott Norwood in Super Bowl XXV, he was wide left!



Over the past several months, Miggle Toys, the manufacturers and marketers of NFL Super Bowl Electric Football, has received hundreds of letters, e-mails, faxes and phone calls from Electric Football fans throughout the world. Here are excerpts from some recent correspondences:

Dear Kathy and Delayne,

Enclosed are a couple of pictures that I wanted to share with you in thanks for all the great help you've given me with all of my orders from Miggle Toys. You have added to my enjoyment of the game, further enhancing the "family feel" that I think Miggle tries to promote. My two sons,



Jay Pack of Vancouver, WA, proudly displays his 36th birthday cake, a "shocking" baking job by his wife, Sharon.

Jesse, five, and Mason, three, have had countless hours of fun playing with the game. One of the enclosed pictures is of my birthday cake that my lovely wife, Sharon, made for me as a replica of the Snickers Shock Zone board. That was the best cake I ever had, and it was a total surprise!

Thank you, too, Delayne and Michael (Landsman) for continuing to bring us a game so steeped in family tradition. My mom and dad gave me my first game under the Christmas tree when I was eight or nine. Unfortunately, that game is no longer with me. But the tradition continued when my mom presented me, at age 35, with a Super Bowl Game at Christmas last year. It was the only thing on my list! Thanks for making it a real joy as my kids discover and I rediscover this great game! Our youngest future EFLer's name is Levi, just four weeks old.

Sincerely, Jay Pack Vancouver, Washington

The correspondence above was a compilation of two letters sent to Kathy Holford, Miggle Toys' Warehouse Operations Supervisor, and Delayne Landsman, wife of EFL commissioner Michael Landsman and Vice President of Miggle Toys.

Dear Mr. Landsman.

About two years ago, my wife got me an Electric Football Game for Christmas. Over the next two weeks, I enjoyed playing the game with

visiting friends and tinkering with it myself. Unfortunately, the game went into the box and under the bed—"interference" called on account of life, family and work.

A week ago, I had the rare day to kick back and relax. Due to preseason football and college games on TV, I pulled out the game from under the bed and had a blast! Everything was there except the rules and the order form. They must have been thrown out with the rest of the Christmas trash two years earlier, because I gave the house the FBI treatment to no avail. On the box was the address for Miggle Toys, so through Information, I got the number and called. With the help of a pleasant lady at Miggle, I was told I could expect an order form in the mail. Imagine that! Real help from a real human being! The second surprise came when I received not just an order form, but also a copy of *Plugged In!*

Well, I got excited. REAL excited! The newsletter featured guys just like me who grew up with Electric Football (I still own the Super Bowl III game and no, it's not for sale). There was product information and tips on how to play (Thank you, Steve Graham. I can now pass!).

I'm using the game to teach my eight-yearold *Pokeman* fanatic the finer points of Electric Football; things such as why safeties don't play 80 yards deep and why we stop the buzz when the player turns around in the opposite direction. The nostalgia is thick. I mean, who of us didn't



ALABAMA GROUP HAS A 'BLAST' PLAYING GAME

With this edition of PLUGGED IN!, we introduce a new regular feature called SPOTLIGHT ON, in which we will focus on a different EFL league around the country in each issue. To nominate your league for a future story, send complete information to Miggle Toys at 1384 Sheridan Rd., Highland Park, IL 60035; or contact us via e-mail at: info@miggle.com

To kick-off this new feature, we are delighted to put the "Spotlight" on the Oxford Electric Football Club in Alabama.

Down in Alabama, where there has been electricity in the air for 18 years, sits perhaps the oldest continuously-run EFL league, the Oxford Electric Football Club. The coaches—David Nickles and Michael Kaleb of Oxford, Steve Graham and Barry Long of Pell City, Don Lewis, Ken Reed and Steve Miles of Birmingham and Gary Pate of Jacksonville—range in age from 19 to 45, and when they get together, their common bond of Electric Football conquers all.

"We've been playing together for so many years because we love each other's friendship and company," states Graham, who has represented the Club at the last two Super Bowls of Electric Football. "When we compete with each other across the table, we always want to win, but our



Five coaches from the Oxford Electric Football Club enjoy a rare break in the action: (left to right) Don Lewis, Steve Graham, David Nickles, Gary Pate and Ken Reed.

bigger mission is to carry on the game and the good sportsmanship that goes with it."

The group helps spread that word by staging the popular *Bama Blast* tournament each June in Birmingham. This year's event, the third annual, drew 30 coaches from all over America.

"The guys in the Oxford Club exemplify what Electric Football is all about," states Mike Landsman, president of Miggle Toys, with both enthusiasm and appreciation. "They consistently put on one of the biggest and most memorable tournaments of the year, and just as importantly, they regularly get together to share their friendship and love of the game."

The league, which kicks off each year right after Labor Day and extends into January, started in 1982, when, recalls Graham, "we thought we were the only ones out there playing."

The group utilizes both traditional Miggle Toys' rules and their own unique regulations. "We make sure we all know a variety of competition styles," states Nickles, who, at 45, is the elder statesman of the group. "We're always ready to play tournaments in whatever format is required. Wherever we go, we're proud to represent Alabama."

The "Oxford Club Rules" call for "body-to-

body" tackles rather than the standard base-to-base, as the coaches snap off the front of the players' bases and, for balance, glue a bolt underneath each figure. For passing, they apply a dab of Vaseline to the tip of the ball, allowing it to stick to whichever player it touches (which prevents both arguments and chafing, notes Graham).

The placekicking game in this Alabama league requires both quickness and accuracy, as Oxford rules call for the board to be in motion throughout the play. The kicker, held stationary by a magnet, has just a moment to get the kick off before being tackled or having his kick blocked.

Another basic rules variation used by the group involves the play in the trenches. Some player pieces on the offensive and defensive lines have their arms manipulated (by heating) and extended, the better to "throw guys out of the way," explains Nickles.

Of course, statistics for each team and all players are carefully monitored, with league leaders heading to a "Pro Bowl" when the season is over.

Although the player figures might be on the aggressive side, the league has a soft spot for kids. Several times each year, they stage Electric Football clinics and demonstrations for various schools and youth groups, always bringing a bushel of prizes for the participants. "Working with the kids really brings it all home for me," says Nickles, who started playing the game at the age of 10. "Not only do we build goodwill in the community, but we pass the game along to another generation of players."

To contact the Oxford Electric Football Club, call Steve Graham at 205/525-0371 or David Nickles at 256/835-9988.

Note: All Miggle sponsored tournaments and events use factory made parts with no alterations allowed. ■

McGHEE BRINGS CHILDHOOD DREAM TO LIFE WITH GIANT FIELD

They say that everything is bigger in Texas, and that is certainly the case when it comes to Electric Football, thanks to one industrious man.

Jerry McGhee, 33, of San Antonio, has combined his passion for Electric Football and his experience in building radio-controlled airplanes to construct his own Giant Scale Electric Football game board. Instead of the traditional dimensions, McGhee's field measures in at 35" x 68"—almost three feet wide and more than 5 feet long!

"When I was a kid, I always felt that the players didn't match up perfectly with the field, size-wise" said McGhee, who has been playing the game since 1971. "The players would be 13-feet-tall if they were actual people. I wanted an environment closer to the actual, real-life proportions."

So McGhee, a U.S. Air Force captain, finally took the plunge this past January. He acquired his playing surface at a sheet metal shop, and went to work, using the frame of an old "foozball" table and two old Tudor Games motors. He actually started construction while watching Super Bowl XXXIII between the Broncos and Falcons.

The project wasn't game-ready until March, as McGhee perfected his design. He used a flat green paint for the grass to cut down on reflections, and configured the end zones and 50-yard line to resemble the home turf of his alma mater, Eastern Carolina University. The spacious sidelines allow for large team rosters, and clearly show which players are out-of-bounds. To further customize his creation, McGhee put up 18-inch pieces of plexiglass at each end to keep errant field goal attempts from going off the board, and instead of constructing a table on which to rest his gridiron, McGhee affixed collapsible legs to his board; now the game isn't just large-scale, it's also portable.

McGhee took his creation on its first road trip this past June to the Bama Blast tournament in Birmingham, AL, where the "monster" field met with great enthusiasm. Players who were eliminated in the early rounds of the tournament were thrilled with a chance to give McGhee's game a whirl.

"Everyone just marveled at the board, and one person even offered to buy it from me on the spot," said McGhee, who has since written a



Jerry McGhee (left) is living large as he plays on his oversized game board with Chris LeMay at this year's Bama Blast.

"how-to" manual for people interested in making one for themselves.

"I still love the regular game," said McGhee, who occasionally drives five hours to play in the Dallas-Ft. Worth EFL. "To be honest, though, it's tough to go back to the small board again. Now that I have the large-scale, detailed board I'd always wanted, I'm in heaven."

Jerry McGhee can be contacted at TheMcGhees@aol.com. ■

ELECTRIC FOOTBALL BLITZES



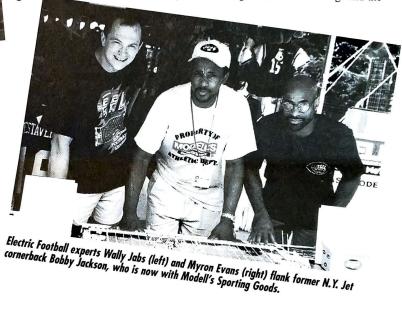
The Electric Football game was featured at Jets Fest 99, at Hofstra University on Long Island, the training camp of the reigning AFC East Champion New York Jets.

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Gerry Philbin, a member of the Super Bowl III champion Jets team, picks the winner of a free Electric Football Super Bowl Game on the final day of Jets Fest.

This past summer, Modell's Sporting Goods, one of the nation's largest and most popular retail chains, invited Miggle Toys to showcase its *Electric Football Game* at the center of its "Mega Store" for four days during the New York Jets' 1999 Jets Fest carnival. The exciting and highly-attended attraction, featuring an array of interactive games and exhibits, was staged at the Jets' Hofstra University training facility on Long Island.

With Vinny Testaverde and Keyshawn
Johnson getting in shape merely a few yards away,
the scheduled activities at the Electric Football
booth each day delighted fans of all ages. The
non-stop action included free clinics and expert
instruction, special gifts courtesy of New York
Sportscene magazine, raffle drawings and the



CHREBET

Three-time Pro Bowl selection Marty Lyons, a member of the famed New York Sack Exchange, thrilled fans of all ages with his appearance at the Electric Football booth.

Y. JETS TRAINING CAMP

"Beat the Pro" Electric Football challenge, complete with free autographs and photo opportunities with retired Jets players.

Wally Jabs of Great River, NY, and Myron Evans of Philadelphia, led the Electric Football demonstrations, teaching and re-introducing the game to enthralled visitors. The former Jets stars, who went head-to-head against their elated fans in Electric Football, included former All-Pros Marty Lyons and Bobby Jackson, as well as Super Bowl III Champions Randy Beverly and Gerry Philbin.

Hundreds of attendees entered a drawing to win a free NFL Electric Football Super Bowl Game, which was ultimately won by Diane D'Agostino of Elmont, NY.



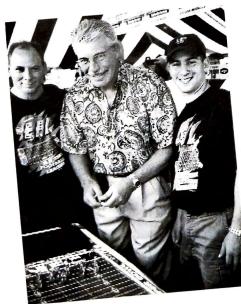
Super Bowl III standout Randy Beverly arranges his detense as Jets fans attempt to score.



Television cameras were out in full force at Jets Fest, as the Electric Football booth drew attention from print and electronic media alike.



Jets rooter Jamie Perratto shows off her true colors with a shocking T-shirt.



Ex-Jet Gerry Philbin (center) plots Electric Football strategy with Silverman Media&Marketing Group's Steve Feit (left) and Scott A Silverman (right).



Fans young and old were drawn to the Electric Football booth amid an array of exciting attractions at Jets Fest.

WIRES

Players Looking to Join or Start a League

Greg Kelly of Atlanta, GA.
Contact him at 770/784-8202 or e-mail at GRK88@aol.com.

John E. Brown of Millbury, OH. Contact him at 1301 Woodville Rd., Millbury 43447, or call 419/836-6633. His e-mail address is jebrown@glasscity.net.

Harry Oei of Los Angeles, CA. Contact him at 3205 Los Feliz Blvd., #11-209, Los Angeles, CA 90039 323/953-7144, or e-mail franchiseplayer@excite.com.

Gary Tomko of Southern KY. E-mail at gatomko@scrtc.com.

Garrett Brown of Toledo, OH. E-mail at jebrown@glasscity.net.

Mark D. Bush of Baton Rouge, LA. Write him at 4825 Crown Avenue, Baton Rouge, LA 70811.

Leagues Looking to Expand

Anyone interested in joining the Music City EFL of Nashville, TN, should contact Chris LeMay at 615/717-0831 or e-mail chrislemay@netscape.net.

Anyone interested in leagues and tournaments in the **San Francisco** area, can call **Ben Sage** at **650/685-6645**.

Short Circuits

STORY IDEAS – If you would like to see a particular article in a future issue of *Plugged In!*, please submit your story idea to: *Plugged In!* Stories, Miggle Toys, 1384 Sheridan Road, Highland Park, IL 60035. Photos (color or black & white prints) are always welcome, but cannot be returned.

COACHING HELP – If you are having trouble with an Electric Football play or formation, our skilled panel of coaches can offer assistance. Send the nature of your problem, with as many details as possible, to Miggle Toys at the address above, and please include your name, address, phone number and e-mail address.

NEW WEBSITE – Miggle Toys' new, improved website is now up and running. Just log onto **www.miggle.com** for a host of information on people, products and events. Be sure to find upto-date information about leagues and tournaments on the *Chat Board*. We're sure you'll agree it was worth the wait!

AWARDS – Nominations are being taken for the 1999 EFL Player of the Year and Newcomer of the Year Awards. If someone you know is worthy of one of these honors, please submit his/her name to Miggle Toys by mail; and please include your name, address, phone number and e-mail address.

CAMPUS NEWS – Interested in EFL college teams? Contact Rico Morales in LaMirada, CA, at 310/921-0180.

Holiday Reminder - continued

PI!: What are some good ways to learn about your players?

WJ: Every player has tendencies. I would advise any coach of any age to prepare a scouting report on their players. Turn the game on and watch them go. Some will go 10 yards and cut. Others will go straight for 30 yards. Some are faster—make those the receivers or the running backs. Some move backwards better—make those the defensive backs. Believe it or not, the players will do the same things over and over again, about 75 percent of the time. That's how you learn about your players. Plus, kids learn that everyone has an important role, no matter what their abilities are.

PI!: Are there any other important lessons Electric Football has taught you or your family?

WJ: The game has taught us that 'you never know until you try.' If something doesn't work out the first time, don't give up. The game lends itself to curiosity, and kids are naturally curious. I'm a persistent person, always tinkering. With Electric Football, you can continually audition different players and plays. You can't do something like that playing Monopoly or even computer football.

PI!: What are some things to stress when playing in a family environment?

WJ: It's important to always make sure that everyone is playing fair. The first thing I learned from playing with my kids is that I should never win. (laughs) Second, when my kids are playing each other, I always help coach the side that is losing. Thirdly, I let them use their imagination; I could never imagine some of the creative stuff they dream up. My kids regularly beat me now with their wild plays.

PI!: What is the most important thing about you playing with your kids?

WJ: The benefits of a family playing together is that you promote a bonding experience. My goal from the very start was that someday when my children are older, they would reflect back on these times and cherish the memories we created. ■

ELECTRIC FOOTBALL PLANNING SUPER BOWL TRIP IN 2000

Electric Football may be a part of the festivities in Atlanta in January 2000 just as the NFC and AFC Champions prepare to meet in Super Bowl XXXIV.

The National Football League has invited Miggle Toys to set up an interactive booth at the NFL Experience in Atlanta from January 27-29, 2000, so all pro football fans can learn about the game and test their skills and knowledge. With more than 100,000 visitors expected at the event during the days leading up to Super Bowl XXXIV, the NFL expects the Electric Football exhibit to create quite a "buzz" among attendees of all ages.

Preliminary plans for the Electric Football attraction at the NFL Experience were being conceived at press time among the NFL, Miggle Toys and Silverman Media&Marketing Group (SMMG), Miggle Toys' New York-based PR, marketing and special events agency. Among the activities being proposed were free clinics conducted by expert EFL coaches, "Beat The Pro" competitions wherein fans of all ages could challenge current and retired NFL stars across the metal gridiron, lots of free give-aways and the first ever EFL Pro Bowl.

"We plan to work very diligently over the next few months to turn this fabulous opportunity into a reality," stated Ira H. Silverman, president of SMMG. "Of course, we will need the help, cooperation and enthusiasm of some top EFL Coaches to make this project a success if we do decide to go forward—but we know our fans always give us a 'Super Bowl' effort whenever they get involved in any of our functions."

Check the Miggle Toys website over the next few months to see how "Electric Football at the 2000 NFL Experience" is progressing. ■

Watts Current - continued

used to line the teams up to play a weird form of 20th century jousting?

Why did it take me two years to catch up with this great hobby? I don't know, except I believe that all things happen in due time. There's a form of expression visible in the teams one chooses to play, as well as the offensive and defensive schemes used. It's also a way to pass along something to my son that is as fun and valid as any video or computer game available.

Thanks to Miggle for their efforts in keeping this hobby alive and well.

Sincerely, Daryl Collins, Tuscaloosa, AL

Letters to Miggle Toys should be sent to 1384 Sheridan Rd., Highland Park, IL 60035; or e-mailed to info@miggle.com. ■

Qualifying For efl Super Bowl 3

The format for qualifying for the Super Bowl of Electric Football in January 2000 in Washington, DC, will remain the same as it was for this year's tournament in Philadelphia. That is, two Conference finalists will be selected from among the videotape entries sent to Miggle Toys; while the other two Conference finalists will be determined by AFC and NFC Wild Card Tournaments at the Convention on Saturday, Jan. 22, 2000.

Let's Go To The Videotape - Again

Once again, Miggle Toys will award free round-trip airfare and complimentary lodging at the Holiday Inn Capitol to the two EFL coaches whose videotapes are deemed to be the best by a panel of experts. Tapes can not be longer than five minutes in length and should include footage of the entrant's top offensive and defensive plays and strategies, as well as an on-camera explanation by the coach as to why he or she should be chosen. Send tapes to: EFL Super Bowl 6, c/o Silverman Media&Marketing Group, 185 Madison Avenue, Suite 1602, New York, NY 10016. Tapes must arrive on or before December 31, 1999. The decision of the judges is final.

Wild Card Tournaments

Sign-ups for the AFC and NFC Wild Card Tournaments will take place on Friday evening, Jan. 21, 2000, at the Welcome Reception & Dinner (7-9 p.m.) and on Saturday, Jan. 22, between 8-9 a.m. All coaches who sign up during these designated hours are guaranteed to be included in one of the Conference draws.

2000 CONVENTION EXHIBITOR APPLICATION FORM

(PLEASE PRINT)

If you are interested in having a free display area at the 5th Annual Official International Electric Football Convention at the Holiday Inn Capitol in Washington, DC, from Jan. 21-23, 2000, please complete this form, detach and mail or fax to:

Silverman Media&Marketing Group 185 Madison Ave., Suite 1602 New York, NY 10016 Attn: Steve Feit Fax: 212/686-8742

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Shock Waves - continued

SPARK BOWL WINNER TO DEFEND TITLE IN DC

Kenny King of Philadelphia, now 13 years of age, is getting ready to defend his Spark Bowl title at the 5th Annual Official Electric Football Convention in Washington, DC, in January 2000.

Kenny, playing in his first major EFL tournament, won the youngsters-only competition in Philadelphia on the basis of a strong passing game and an uncanny knowledge of both NFL and Electric Football rules and strategies.

"I'm really looking forward to being in Washington," the eighth grader at Hamilton Disston Elementary concedes. "The game itself is fun and competitive, but what I really enjoy most is seeing people I know and making new friends."

In front of a hometown crowd last January, King was king. He defeated a field of seven other boys and one girl en route to the inaugural Spark Bowl crown, completing every pass he attempted in his victory over **Dylan Grant** of **Keene**, **NH**, in the Championship Game.

"I'm always looking for new plays," says King, who regularly scrimmages against his father, **Harold**. "I like to try stuff out and see what works for me."

Kenny is a member of the National EFL-East Coast League, which plans to kick off its maiden season in February 2000. In the meantime, he plays "real" football, too, as a running back and cornerback on the Eagles of the Keystone Football League in Philadelphia.

"There definitely is a close relationship between real football and the Electric Football Game," says Kenny, whose favorite NFL players are Natrone Means, Tim Dwight and Deion Sanders. "The same plays that work on grass will usually succeed on the metal board, too."

In addition to playing football, Kenny runs track on his junior high school team and also likes to paint. His favorite subject in school is math (the better to determine his quarterback rating), in which he regularly gets A's.

Any youngster hoping to dethrone Kenny King as winner of the Second Annual Spark Bowl in Washington, DC, in January 2000, should start practicing right now. That's because you can be assured that Kenny is putting his players through vigorous practice sessions and game-like conditions nearly every day of the week preparing to reign again as champion.

COACHES CONVERGE IN PHILLY FOR RULES CONGRESS

In 1787, the Continental Congress met in Philadelphia to establish rules of self-government. Two-hundred and twelve years later, another group gathered in the same town during the 1999 Official EFL Convention for the same basic purpose.

On Saturday evening, January 23, 1999, Miggle Toys assembled some of the leading Electric Football proponents to start discussing a standardized set of rules that could be used at local, regional, national and international tournaments and competitions, as well as at the Super Bowl of Electric Football itself. The

delegates joining Michael and Delayne Landsman that night included Myron Evans of Philadelphia, Frank Johnson of Chicago, Steve Graham of Pell City, AL, Vance Warren of Washington, DC, Mike Turner of Las Vegas, Ken Allen of Detroit, and Lavelle Shelton of Greenville, SC.

The group kept in touch throughout the following months through phone, mail and e-mail to complete the comprehensive project. The finished rulebook, available now, represents standards which Miggle Toys and the Rules Congress participants feel can be universally utilized.

"We were thinking about having the coaches come together to solve some of the rules issues for several years," notes Mike Landsman, EFL Commissioner. "Since many leagues and coaches across the nation have their own 'local' rules, yet typically encounter the same questions and issues when getting together, we thought who better to decide the standardized rules than the players themselves?"

As for the coaches, they were honored to be a part of the process.

"It's outstanding for Miggle Toys to approach us, the people who use the product, about making and clarifying the Official Rules for the game," says Evans who plays in the Philadelphia EFL. "That shows that the company truly cares about its customers. Plus, it's a chance to be a part of history."

To obtain a free copy of the rules, please send a self-addressed stamped (55 cents) 9" x 12" envelope to Miggle Toys, 1384 Sheridan Rd., Highland Park, IL 60035; or look for the rules on the internet at www.miggle.com. ■

HOW TO GET TO THE 2000 CONVENTION

Driving instructions to the Holiday Inn Capitol

When Entering Washington From North

(Baltimore-Washington Parkway)

"Washington Route 50 West" exit (turns into New York Ave.) to I-395 South (about 4 miles). Left onto I-395 South, to 6th Street SW exit—it's a hard right turn. Continue on 6th Street SW to the third light, just past an overhead bridge. Hotel is on corner of 6th and C Street SW. Main entrance is on C Street SW.

From Northwest (I-270 South)

Take Capitol Beltway South (I-495) to George Washington Memorial Parkway to I-395 North. I-395N will put you on the 14th Street Bridge. Move immediately to the two left lanes on the bridge. Follow 14th St. for two traffic lights after bridge. Make right onto Independence Ave. SW. Right onto 6th Street SW, then left onto C Street SW. Hotel is on corner of 6th and C Street SW. Main entrance is on C Street SW.

From West (Route 66 East or Route 50 East)
Cross Theodore Roosevelt Bridge to Constitution Ave.
NW (Rte 66 East turns into Constitution Ave. NW).
From Constitution Ave., turn right onto 7th Street NW,

then left onto Independence Ave. SW, right onto 6th Street SW and left onto C Street SW. Hotel is on corner of 6th and C Street SW. Main entrance is on C Street SW.

From South (I-95 North)

Take I-395 North — Washington , DC; to US Route 1 North (left lanes); to Independence Ave. SW (two lights after the bridge); Right onto Independence Ave. SW; Right onto 6th Street SW, then left onto C Street SW. Hotel is on corner of 6th and C Street SW. Main entrance is on C Street SW.

From East (Route 50 West)

Rte. 50 West turns into New York Ave. Take to I-395 South (left turn), to 6th Street SW exit. Exit onto 6th Street SW—it's a hard right turn. Hotel is on corner of 6th and C Street SW. Main entrance is on C Street SW.

From National Airport Follow directions "From South"

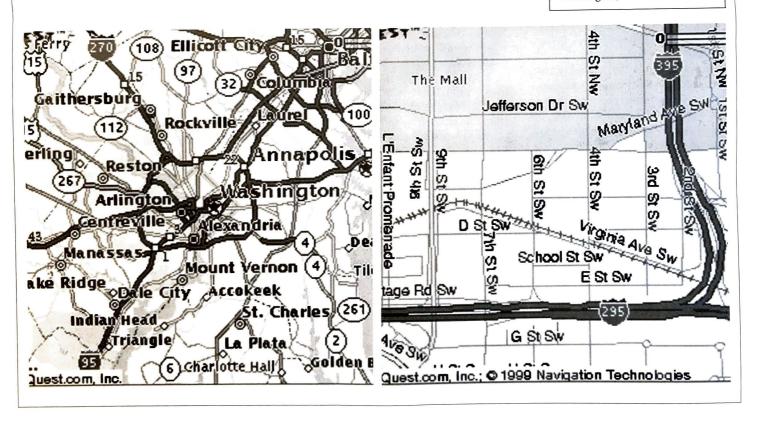
From Dulles Airport Follow directions "From West"

From Baltimore-Washington Airport Follow directions "From North"

For more detailed directions, call the Holiday Inn Capitol directly at 202/479-4000. ■

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Dulles Int'l. Airport	26
BWI Airport	25
Atlanta	630
Baltimore	39
Boston	437
Buffalo	359
Charleston, SC	231
Charlotte	397
Chicago	687
Cincinnati	492
Cleveland/Columbus	351
Dallas	1,372
Detroit	511
Harrisburg. PA	124
Hartford, CT	350
Indianapolis	564
Jacksonville, FL	754
Milwaukee	776
Morgantown, WV	204
Nashville	686
New Orleans	1,099
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COLTS	5-10-D		\$6.00	5-10-W	\$6.00	5-10-L		\$1.00	5-6024-W		\$1.00	5-6024-R		\$1.00
DOLPHINS	5-12-D		\$6.00	5-12-W	\$6.00	5-12-L		\$1.00	5-6024-W		\$1.00	5-6024-BL		\$1.00
JETS	5-17-D		\$6.00	5-17-W	\$6.00	5-17-L		\$1.00	5-6024-W		\$1.00	5-6024-A		\$1.00
OILERS	5-19-D		\$6.00	5-19-W	\$6.00	5-19-L		\$1.00			\$1.00	5-6024-G		\$1.00
PATRIOTS	5-21-D		\$6.00	5-21-W	\$6.00	5-21-L		\$1.00	5-6024-W		\$1.00	5-6024-BL		\$1.00
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PACKERS	5-20-D		\$6.00	5-20-W	\$6.00	5-18-L		\$1.00	5-6024-W		\$1.00	5-6024-BL		\$1.00
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SAINTS	5-25-D		\$6.00	5-24-W 5-25-W	\$6.00	5-24-L		\$1.00	5-6024-W		\$1.00	5-6024-R		\$1.00
VIKINGS	5-28-D		\$6.00		\$6.00	5-25-L		\$1.00	5-6024-GO		\$1.00	5-6024-GO		\$1.00
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- SORRY NO PHONE OR FAX ORDERS.
- PRICES SHOWN ARE FOR DELIVERY TO U.S.A. ADDRESSES ONLY.
- EXPRESS DELIVERY: ONLY ORDERS PAID FOR WITH A MONEY ORDER CAN BE SHIPPED BY EXPRESS. EXPRESS DELIVERIES ARE SHIPPED WITHIN 4 DAYS OF OUR RECEIPT BY AIRBORNE EXPRESS AT AN ADDITIONAL COST OF \$15 IF YOUR ORDER IS UNDER \$25 AND \$20 IF YOUR ORDER IS OVER \$25. PHONE NUMBERS ARE REQUIRED. NO SATURDAY DELIVERIES.
- NO CLAIMS ALLOWED AFTER 60 DAYS

NAME	PHONE ()	
ADDRESS	APT. #	
CITY	STATE	ZIP CODE