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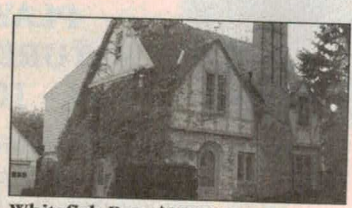
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**SHORT TAKE**

**Name that mayhem!**

Story by Doris Cummins · Photography by John Eger



Says Shorewood's Bill Solboe, inventor, "It was more complicated than I expected to turn this idea into a game people would enjoy playing while maintaining a certain amount of strategy. Sometimes it's harder to make things simple and elegant."

**W**hat does it take to develop a board game from scratch, market it yourself and maybe hit it big-time with a sale to MTV? Ask Bill Solboe, 38, of Shorewood and he'll smile reflectively and answer, "A good idea, a lot of hard work and a bit of luck."

He's halfway there already with his game now selling at 32 stores across the country. "Music Mayhem" is a fun game that transforms your favorite music into a wildly competitive board game for all ages.

Originally, Solboe planned to provide the music for the game, but that meant obtaining copyrights, huge duplication costs and perhaps royalties. He decided to let participants bring their own music to the game.

Solboe and his wife Robin then developed increasingly sophisticated prototypes. The result is a brightly colored game board with half reserved for scoring and the other half featuring a vinyl record with an attached spinner and several categories listed around the edge.

Up to six players can play in teams or individually, plus one person acts as "DJ," selecting anything from rock and roll to show tunes to classics to golden oldies. A player spins the record until it stops on one of several categories. If the spinner lands on "Solo" you have 15 seconds advantage measured by an hourglass timer to come up with the title and artist. If the sand runs out the DJ. shouts "Mayhem!" which allows others to answer. If the spinner lands on "Mayhem" pandemonium ensues as everyone tries to answer first. "Mute Mayhem" allows the player to select another player or team to be muted for a turn. Landing on "Equalizer" means whoever is in first place is automatically muted for one song. "Amplified Solo" and "Amplified Mayhem" mean double points are awarded. **NSJ**

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JANUARY 2001

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