

SOUVENIR AD JOURNAL

A True Pinball Wizard:
Gary Stern

Industry Celebrates An
AAMA Founding Member

AAMA

AMERICAN AMUSEMENT
MACHINE ASSOCIATION



2015 AAMA
LIFETIME ACHIEVEMENT AWARD

CONGRATS GARY
FOR SO MANY YEARS
OF SERVICE
TO OUR
INDUSTRY



THANK YOU FOR KEEPING PINBALL ALIVE,
WHEN NO ONE ELSE WAS READY TO!

Rich and Bev Babich

Chi Babich

Joshua Babich

A MESSAGE FROM AAMA PRESIDENT PETER GUSTAFSON



I doubt anyone would argue that “Dot Com” changed the world. Over the past few years, industries and products have come to life that weren’t even thought of outside of science fiction. These emerging industries provide valuable advances and services to society but I would opine they lack a soul. There’s nothing nostalgic or sentimental about Amazon.com. It’s useful but not inspiring - simply more efficient and convenient.



While “Dot Com” has revolutionized commerce and communication, it hasn’t yet found a way to interact with people physically and viscerally the way our industry does and no product does that better than pinball.

Yet it wasn’t all that long ago we were all waiting for the final chapter to close on this pillar-product of our industry. And who could blame you for thinking so after venerated institutions like Williams, Bally and Gottlieb closed their pinball factories? While an industry waited for the final “tilt” to occur for pinball, Gary Stern said “Not so fast.”

Against all evidence to the contrary, Gary chose to carry on producing one of the most complex and labor intensive products our industry has to offer. I remember him once saying “It takes more time to build a pinball machine than it does a Ford.” Having worked with him for a few years I happen to know that’s true.

For his unwavering dedication and commitment to this way-too-cool-for-the-internet product, the entire amusement industry humbly acknowledges him today.

I visited the Stern factory a few months ago. I pulled into the parking lot just as the factory was letting out for the day. Literally hundreds of people poured out the door into two parking lots filled with cars while a line of waiting rides filled the street, there to pick up loved ones who were ending their shift. In that moment, I was struck by the “real” importance of what Gary does. Yes, keeping a truly iconic American product alive is commendable and worthy of acknowledgement but that’s secondary to the really important work Gary’s doing. He’s providing his employees with the means to get married, raise families, buy homes, send their kids to school, take vacations, celebrate holidays, save for retirement - he’s making a difference in people’s lives and to me, there’s no greater accomplishment. The fact he’s doing so via pinball..... well, that’s a bonus we all get to enjoy.

Gary, congratulations on being named AAMA’s 2015 Lifetime Achievement Award Recipient – I truly cannot think of a more deserving individual - and thank you for the difference you’re making in the lives of so many and the products you’re creating while doing so. Dot com’s got nothing on pinball.....

Play more,
Pete Gustafson



CONGRATULATIONS FROM THE AAMCF BOARD OF DIRECTORS

David Cohen, President
Allen Weisberg, Vice President
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Neal Rosenberg



Gary Stern has made a tremendous impact on our coin-operated industry spanning a lifetime of work and is so deserving of the AAMA Lifetime Achievement Award. Gary has been a leader for coin-op and the culture and vision of pinball games all throughout his career.

It gives me great pleasure to report that our Board of Directors and other members of our committee have been able to produce this tribute journal together in an effort to raise money for our charity, at the same time giving us a chance to acknowledge Gary for his achievements over his career.

The results of the journal are due to the tremendous efforts of Allen Weisberg, Rich Babich, Holly Hampton, Kevin Jordan, Jim Hines, Neal Rosenberg, Pete Gustafson, Kevin Fritz, Rick Kirby, John Margold, Jim Belt, Shelley Sax, Gary Stern, and the Stern Pinball Team who worked diligently over the last 8 weeks. In addition our incredible staff, John Schultz, Tina Schwartz and Ashley Davis deserve acknowledgment for all of their efforts. This would not be possible without the efforts of this dedicated group of volunteers and staff. Great job.....you are the best!

Lastly, to all of the donors who have so generously given to our charity, in honor of Gary Stern, thank you for your financial support. It is because of your willingness to contribute to the AAMCF that allows us to continue to support our philanthropic giving to organizations such as KEEN and CMN.

On behalf of our Board of Directors, thank you for making this 2015 Lifetime Achievement Award Journal a success.

Best regards,

David S. Cohen
President, AAMCF

Gary-

Your lifetime of contributions and dedication to the industry are invaluable. Your passion and "love of the game" are truly an inspiration. You have been and continue to be a friend, a mentor, a visionary and an industry icon. You are truly deserving of this award. Congratulations on all of your accomplishments. We look forward to what the future has in store from you and from Stern Pinball.

**Congratulations
on the
2015
Lifetime
Achievement
Award**

**from the
AAMA
Board of Directors**

.....

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Chris Felix, Vice President
Frank Cosentino, Secretary
Holly Hampton, Assistant Secretary
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David Cohen, Assistant Treasurer
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A LETTER FROM LIFETIME AWARD AD JOURNAL COMMITTEE CHAIR

It is with great enthusiasm and respect that we join our community in honoring Gary Stern for an outstanding lifetime of work in the coin-operated entertainment industry. As one of the founders of the AAMA, Gary represents the Association's mission to preserve, protect, and promote the industry through his pioneering efforts since its founding in 1981.

Beginning his work at age 16 in the Williams stockroom, Gary's superb ability to navigate the industry from inside out is undeniable. His innovative leadership in creating designer arcade-quality pinball machines has pushed the industry in radical strides towards a positive future for us all. Gary has fought tirelessly through the decades to preserve the demand for pinball games to ensure the continuous resurgence of coin-operated entertainment machines at large.

We have seen Gary's love for the industry grow throughout the years as he follows in his father's footsteps. Priding his company as "the world's friendliest game around the globe," it is clear that Gary's work is driven by devotion, passion, and a whole-heart. Through this all, Gary has always made the time to be charitable! It is with the same sentiment that we thank everyone who donated to support the AAMA and AAMCF in their efforts to support children and families in need.

Congratulations, Gary, on a distinguished and inspiring lifetime of work.

Allen Weisberg

THANK YOU TO THE LIFETIME ACHIEVEMENT AWARD 2015 AD JOURNAL COMMITTEE

Allen Weisberg, Chairman

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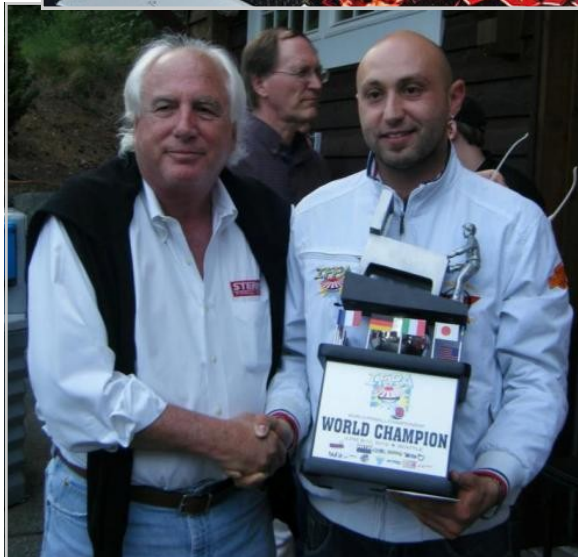
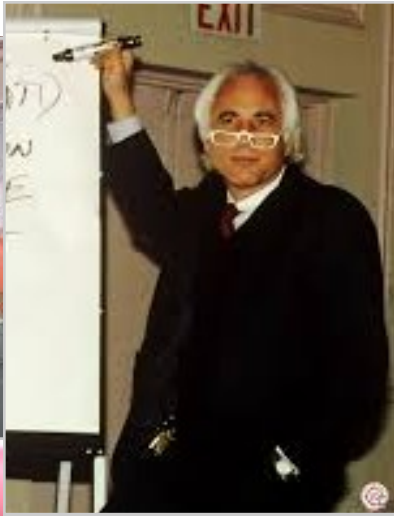
John Schultz

Tina Schwartz

Gary Stern

Stern Team





Gary Stern Honored with Lifetime Achievement Award

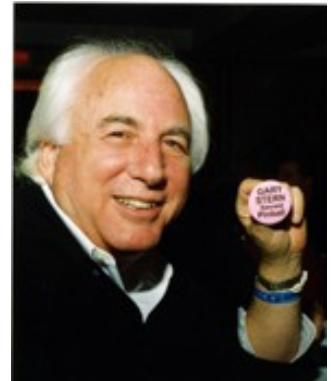
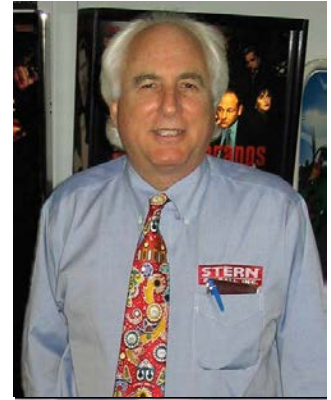
Each year during the Amusement Expo, the AAMA presents the Lifetime Achievement Award to honor an individual for their outstanding service and positive impact on the coin-op industry. The 2015 recipient is dedicated, hard working and one of the founders of the American Amusement Machine Association (AAMA). His many contributions to AAMA and to the industry are invaluable.

A pioneer of the modern pinball, Gary Stern is the founder, Chairman, and CEO of Stern Pinball, Inc., the oldest and largest designer and manufacturer of arcade-quality pinball games on the planet. Gary received his Bachelors of Business Administration Degree with a major in Accounting from Tulane University in New Orleans in 1967, and his Juris Doctor Degree from Chicago's Northwestern University School of Law in 1971.

A true family passion, Stern Pinball traces its lineage to the early 1930's where Gary's father, Sam Stern, began his pinball career as an operator in Philadelphia. In 1947, when Gary was two-years-old, Sam joined Harry Williams as owner and President of Williams Electronics. The following year, the Stern family moved to Chicago where Gary has since resided (with an exception of his undergraduate university years and a period of military service). Gary has associated with pinball manufacturers, distributors, and operators from the time his family moved to Chicago. He first worked in pinball at age 16, starting in Williams' stockroom during the summers. Throughout subsequent summers, he worked in the inventory control, human resources, accounting, and design departments, learning the pinball manufacturing business. Gary worked a few summers in the accounting department at Seeburg, which he later owned. Gary also clerked for one of Bally's law firms, tracking state gambling law legislation.

In 1976, Gary's father retired from Williams Electronics and Gary left to pursue other opportunities. Thereafter, a Stern investment group acquired the assets of Chicago Coin and operated a pinball and video game manufacturing company. Throughout the decade, Gary was involved in businesses that made video movie rental machines, pinball machine kits, and sold slot machines in Canada. It was during that period that Gary helped organize and found the **American Amusement Machine Association**. In 1986, after the death of his father, Gary helped found Data East Pinball, which was later purchased by Sega and re-named Sega Pinball. Gary subsequently bought the business from Sega and renamed it Stern Pinball, Inc.

Today, Stern Pinball proudly continues to carry the pinball banner and promote the world's friendliest game around the globe. Home to Hall-of-Fame game designers and programmers, Stern Pinball continues to lead the industry in innovation and design. Stern Pinball has fueled the resurgence of pinball, necessitating its recent move into a 110,000 square foot factory, where it continues to operate as an American manufacturer.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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AAMA

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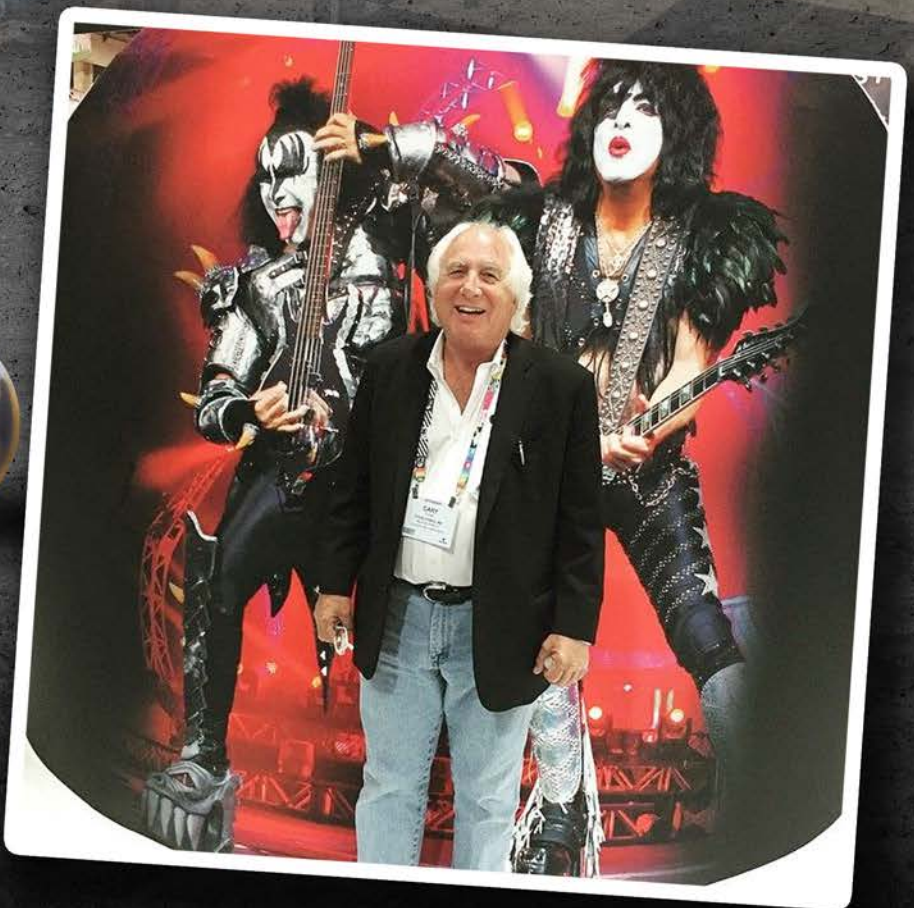


Thank you to the members of the
American Amusement Machine Association
for awarding me the AAMA Lifetime Achievement Award.
I am honored.

Thank you times two to the contributors to this ad journal for supporting
the American Amusement Machine Charitable Foundation.
I am doubly honored.

Sincerely

Dan





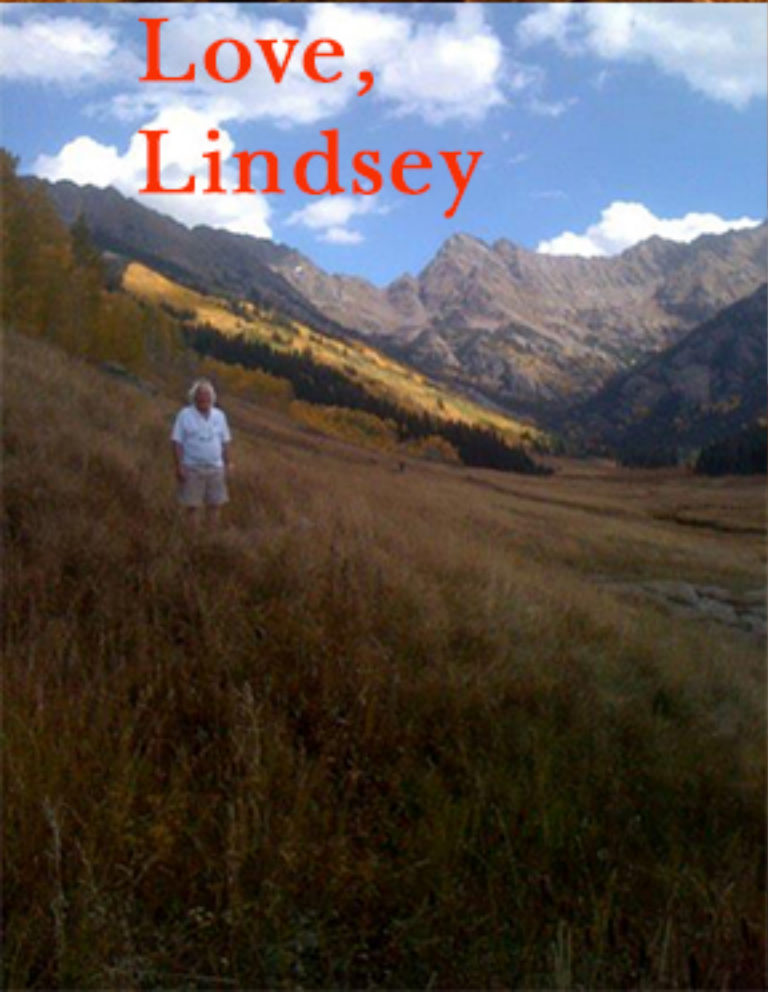
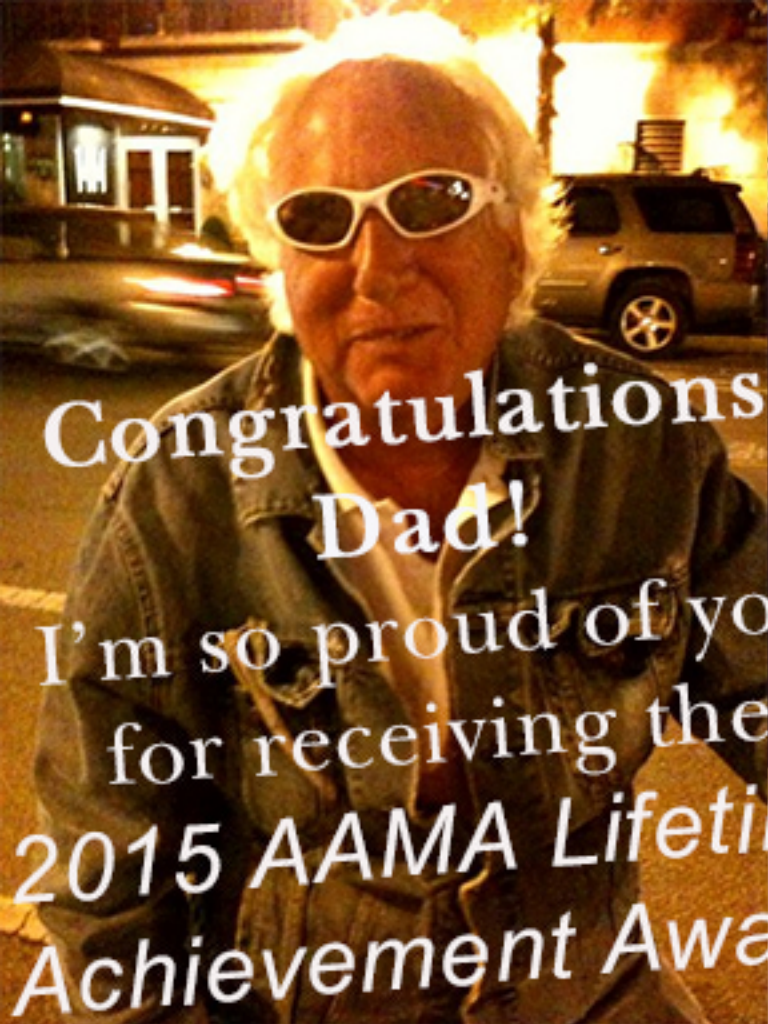
WE TAKE GREAT PLEASURE IN CONGRATULATING AND APPLAUDING

GARY STERN

**ON THE
2015 AAMA LIFETIME ACHIEVEMENT AWARD**

**WE ARE PROUD TO CALL YOU DAD,
ERIN & JOHN LINARES**







AMERICAN AMUSEMENT MACHINE ASSOCIATION

John

Tina

Ashley

Gary-

Thank you for everything that you have done over the years to Preserve, Protect and Promote coin-op. We truly appreciate your hard work and dedication to the industry.

Congratulations on this well deserved award!

John, Tina & Ashley

When I was going through some old files that pertain to the American Amusement Machine Association, I found the papers that were the original paperwork to open our association. Back in 1981, Gary Stern was one of the original signers on the papers to create the AAMA. He has always had and still does have great foresight as to our industry and his loved product, the pinball.

I had the opportunity to travel to Washington, D.C. with Gary on one of the AAMA trips a couple of years ago and we had two great days visiting the halls of Congress. That evening we were both on United flights to O'Hare and our flights were cancelled due to weather in Chicago. Can you imagine that? We ended up at a Marriott Residence Inn, with two bedrooms of course. So we went and had a nice dinner and I got to know Gary much better and understand his passion for our industry. Between the Black Hawks playoffs and working on his computer, I am not sure when he went to bed, but the next day we got up early and to the airport. It was his birthday and they were having a party back in Melrose Park.

I am honored to know Gary and believe he is really a great Lifetime Achievement Award winner. He has done so much for our industry, association and of course pinball.

Thank You Gary!
John Schultz





**CONGRATULATES
GARY STERN!**



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GARY
STERN

*2015 A.A.M.A.
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that once there
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some brief shining
moment, that was
known as Camelot.”**

**Love,
Joe and Benita**



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Salute Gary Stern on
his contributions
and dedication to the
coin-op amusement
industry



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Congratulates

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*Congratulations Gary
and thanks for
keeping the silver
ball alive!
May it roll
ever more!*

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Gary Stern

**on his contributions and
dedication to the coin-op
amusement industry**



**Best Wishes to
Gary Stern
for a Lifetime
of Dedication
and Service
to our Industry.**





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Congrats from the crew
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YOU ARE THE MAN!!



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Gary Stern
on the AAMA Lifetime Achievement

Congratulations to the REAL Pinball Wizard



Gary, AMOA congratulates you on being named this year's recipient of the AAMA Lifetime Achievement Award. When it comes to pinball, no one is more persistent or passionate. Your efforts to promote the game and industry are greatly appreciated, and your honor is well-deserved.



Amusement & Music Operators Association

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Best Wishes
To Gary Stern
For A Lifetime
Of Dedication
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To Our Industry



Congratulations to:

Gary Stern

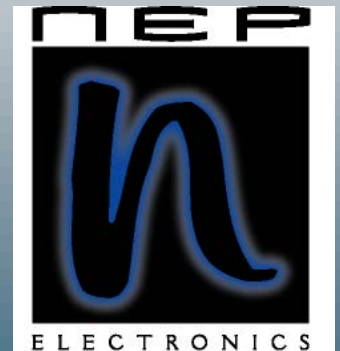
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on his contributions
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to the coin-op
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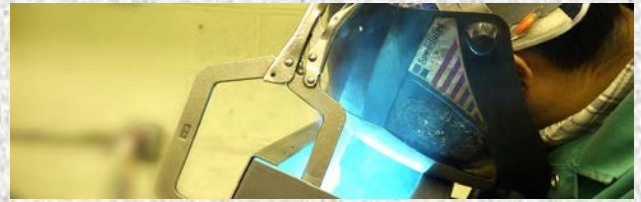
Congratulations Gary Stern



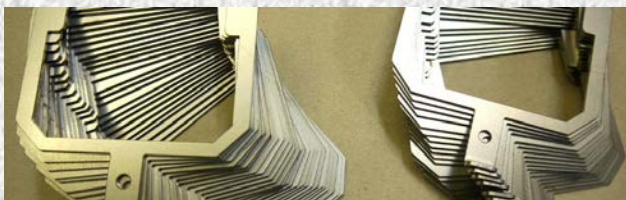
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GARY STERN



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GARY**

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&

A. JULES MILTEN
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Gary

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Gary Stern
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contributions and
dedication to the
coin-op amusement
industry

Congrats Gary!

Dear Gary,

Congratulations on a distinguished and accomplished career.

Your recognition with the 2015 Lifetime Achievement Award is well deserved!

As you know we have real genuine appreciation for the "MAGIC" you create and build every day at Stern Pinball!

Well done, Gary!!

Sincerely,

Ralph, Joe, Dan Coppola and your friends at ICE!



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Thanks for all you have done for
our industry!**



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Congratulations Gary on Your AAMA Life Time Achievement Award!



"The CES team would like to thank Gary Stern for his service for the past 26 years. Stern's commitment to innovation and quality is the reason that Stern is the largest arcade-quality pinball company on the planet, and we are proud to be your design and manufacturing partner."

- Bob Kowalski, President and Founder, CES.

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**ON HIS
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on the
AAMA Lifetime
Achievement Award

Best wishes to
Gary Stern for a lifetime
of dedication and service
to our industry



Alexander Petrov
of BB&B/KidsPlay
salutes
Gary Stern
on his contributions
and dedication
to the coin-op
amusement industry.

GARY,

**THANK YOU FOR YOUR YEARS OF INNOVATION,
SUPPORT & DEDICATION TO THE COIN-OP INDUSTRY.**

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contributions and
dedication to the coin-op
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Steve Geyger
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A well deserved honor.
Sam would be very proud.

Sal, Lenny, and all of us at Coastal Amusements

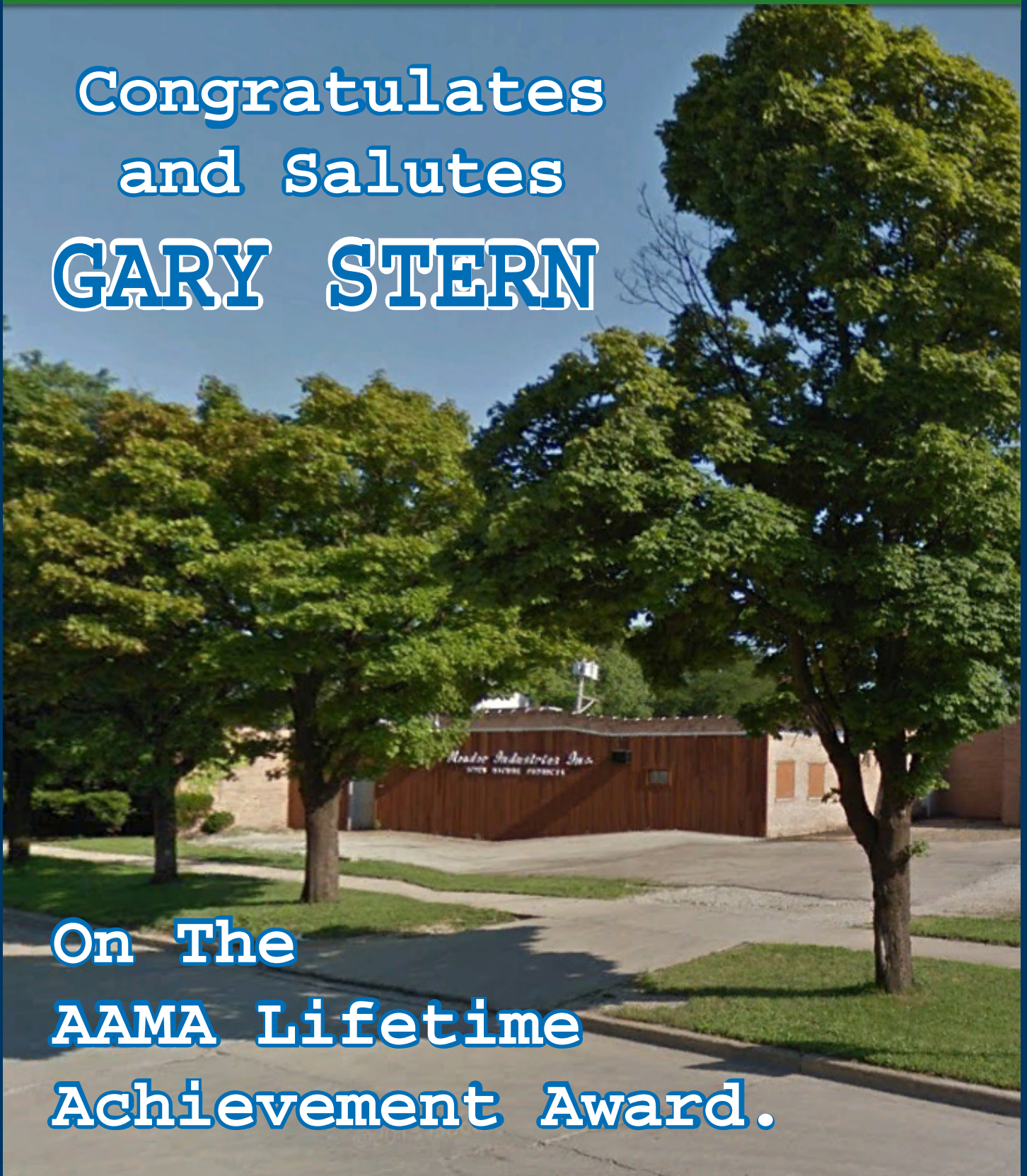


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and Salutes
GARY STERN

On The
AAMA Lifetime
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***Thank You Gary Stern
for Your Passion
and Your Years of Dedication
to the Industry.***



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on his
contributions and
dedication to
the coin-op
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Congratulations Gary Stern!

Your contributions have scored big points with the amusement industry! Congratulations from the CPI team for winning the top prize, as the recipient of the 2015 AAMA Lifetime Achievement Award.



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**Salutes
Gary Stern**
**on his contributions and
dedication to the coin-op
amusement industry**

Hi Gary,

Congratulations on being honored by the American Amusement Machine Charitable Foundation.

Steve Jobs once said,

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it"

It's obvious to all that you truly found your love!!

I am always amazed by your tenacity and dedication!

All the Best,
Simon

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Ollie & Elisabeth
salute

Gary Stern

on his contributions
and dedication to the
coin-op amusement
industry

Congratulations Gary Stern

from your friends at
A.N.T. Vending, Inc.
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Gary Stern
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AAMA**

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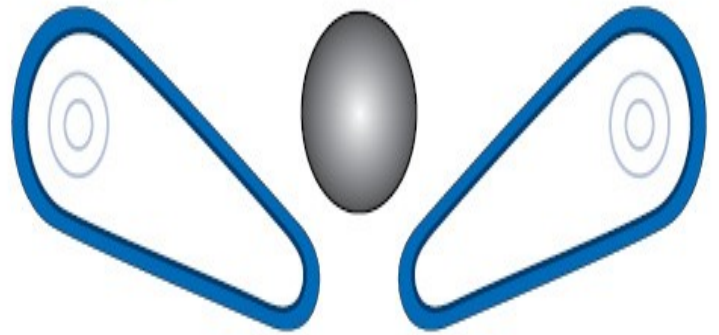




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*Thanks For Keeping
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Congratulates and Salutes
Gary Stern
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congrats,
GARY!

Thanks for your
dedication & contributions
to the industry!



From your friends at



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Congratulates and Salutes
Gary Stern

on the AAMA Lifetime Achievement Award



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Greenberg Traurig congratulates and salutes
Gary Stern as the deserving recipient of the
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25847

Congratulations
On the
2015 AAMA
Lifetime
Achievement
Award,
Gary!!
From the
Bettleman Family



Congratulations Gary Stern
on your
LIFETIME
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for service & dedication
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Best Wishes to
Gary Stern
for a lifetime of
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Lifetime Achievement Award!

Congratulations

GARY STERN

On receiving the AAMA Lifetime Achievement Award and for
your dedicated service to the coin-op amusement industry

Best Wishes from



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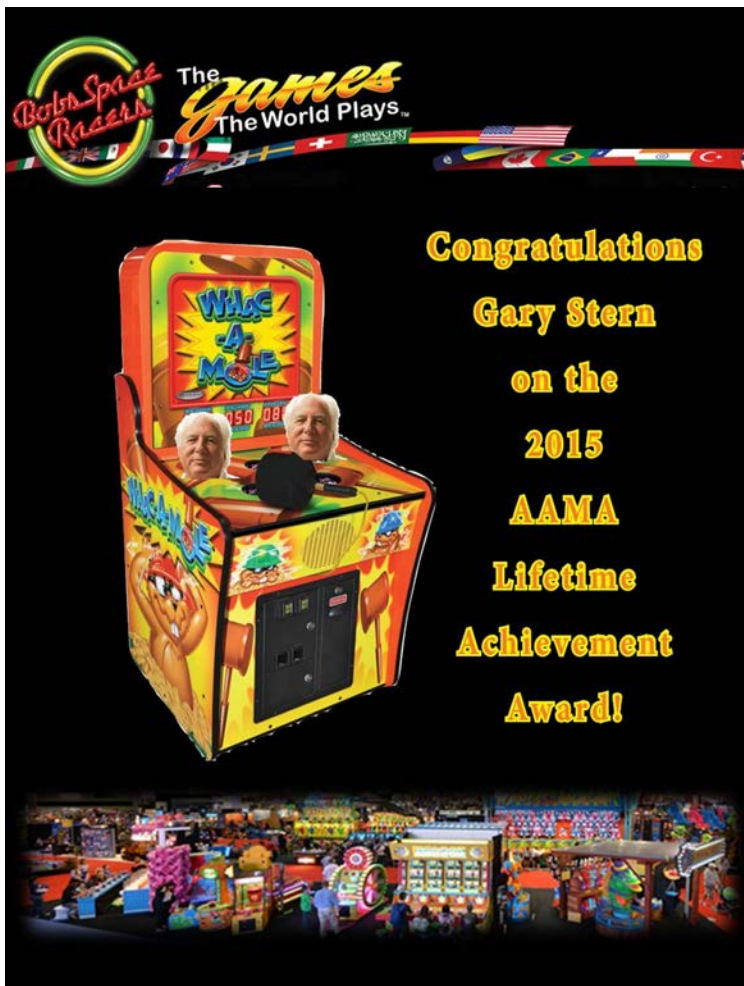
Congratulations
Gary Stern
on the
2015 AAMA
Lifetime
Achievement Award



CONGRATULATIONS
Gary



From all of us at:



Congratulations
Gary Stern
on the
2015
AAMA
Lifetime
Achievement
Award!

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Gary Stern

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your friends at





**Congratulates and Salutes
Gary Stern
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on the AAMA Lifetime Achievement Award

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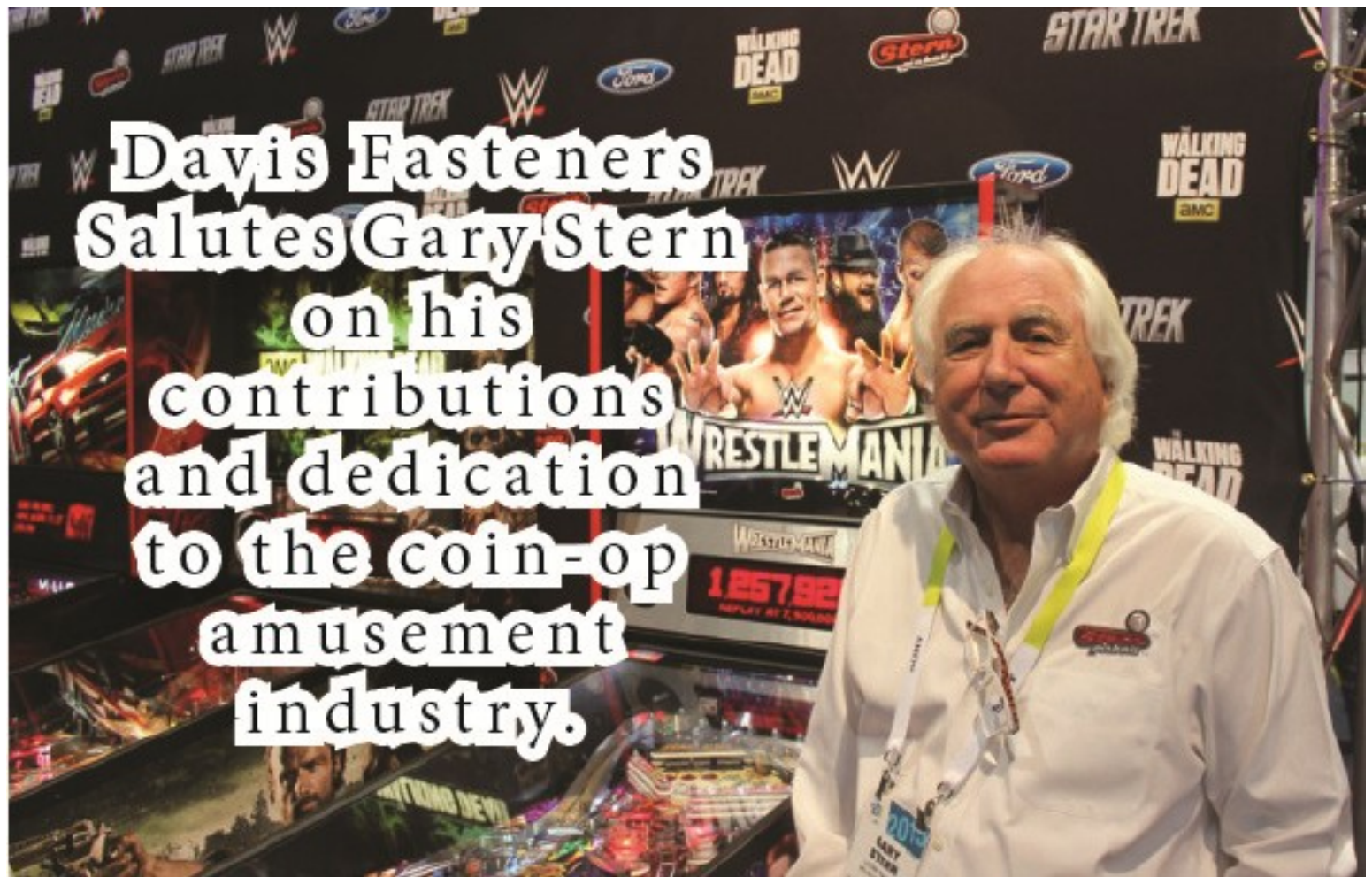


Congratulations, Gary on Your Lifetime Achievement Honor!

There is a reason the Stern Pinball booth at the Amusement Expo is always one of the most popular destinations each year. YOU. All of us at WT Glasgow say "thank you" for your many, long-time efforts to enhance the show, the industry and of course, the pinball experience.

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GARY STERN**



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Congratulations Gary,

**Earned and deserved!
You're relentless pursuit is
to be admired!**

**With much respect,
Gene**





Congratulations Gary Stern

From Your Friends
At

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DEAR GARY,

THANK YOU FOR ALL YOUR YEARS OF IMAGINATION AND DEDICATION.

YOUR FRIENDS,

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Gary Stern on Your

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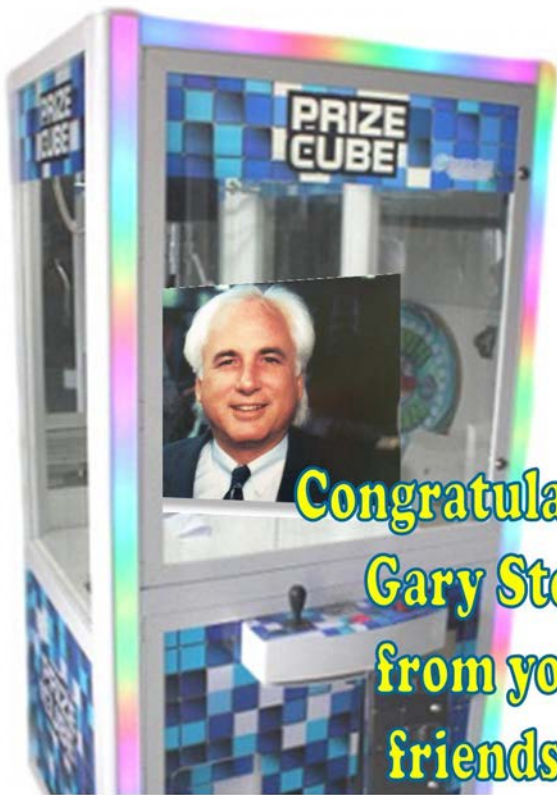
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*Congratulations and Best Wishes
to a Great Friend!
Peter and Beverly*





**Gary, you are the King of Pinball!
Long live the King!**

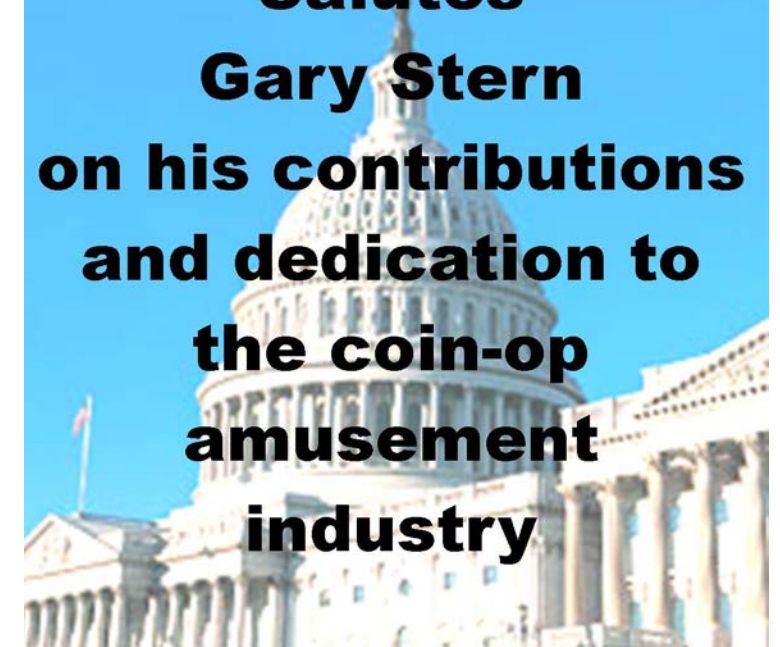


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Gary Stern
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**Salutes
Gary Stern
on his contributions
and dedication to
the coin-op
amusement
industry**



**Congratulations to Gary Stern
for being a leader in “forming” the
future of the coin-op industry.**

**From your
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August 2015 ♦ 2nd Edition

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Gary Stern



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