



# PRESS RELEASE

Contact: Tina Schwartz  
Day Phone: (847) 290-9088  
E-Mail: [tschwartz@coin-op.org](mailto:tschwartz@coin-op.org)

## AAMA MEMBERS CONVENE FOR ANNUAL MEETING

*AAMA meets for Gala, Education, Committee Meetings and More*

**Lombard, IL – Sept. 28, 2022** – The American Amusement Machine Association ([AAMA](http://AAMA)) held its Annual Meeting and Gala at the Westin Hotel in Lombard, IL from Sept. 19 to 23. This was the first full-length Annual Meeting since 2019 due to COVID-19 restrictions. AAMA members came together to learn, network and celebrate the coin-op industry under the theme, “A League of Our Own!”. Bob Geschine, president and CFO of H. Betti Industries, was honored at the Gala Dinner on Sept. 22 as the AAMA Lifetime Achievement Award recipient. Jeff Blair, President of Sureway Gaming, became the new AAMA Board President, marking the start of a new era for the association.

The American Amusement Machine Charitable Foundation ([AAMCF](http://AAMCF)) donated a total of \$325,000 during the Gala Dinner to their three primary charity partners which included \$75,000 each to [Sunrise Association](http://Sunrise Association), [KEEN USA](http://KEEN USA) and [Ann & Robert Lurie Children’s Hospital of Chicago](http://Ann & Robert Lurie Children’s Hospital of Chicago).



The Lifetime Achievement Award winner is allowed to donate 20% of the funds raised through the Lifetime Achievement Souvenir Ad Journal to a charity of their choice. This year, Bob Geschine donated his funds (\$75,000) to Sunrise Association. David Cohen, AAMCF President, and Allen Weisberg, AAMCF Vice President, personally donated another \$25,000 to Sunrise Association. The annual Product Review followed the Gala, where attendees could play arcade games

brought by product sponsors and spend time with industry peers.

Additional events held during the week included a Tuesday night event at Puttshack, a high-tech indoor mini golf course. On Wednesday morning, participants headed to Scene75 for a backstage tour and scavenger hunt -- this new family entertainment center in Romeoville, IL was recently opened by Les and Jonah Sandler.



American Amusement Machine Association  
450 E. Higgins Road, Suite 201 | Elk Grove Village, IL 60007  
P: +1(847) 290-9088 | F: +1(847) 290-9121  
[www.coin-op.org](http://www.coin-op.org)

Attendees experienced interactive workshops and education sessions about licensing and branding, virtual reality and other hot topics. Jeff Blair hosted a one-on-one discussion with Seth Davis, President of Stern Pinball, who discussed brand monetization, working for the Walt Disney Company and his new role at Stern. Doreen Burse, Senior VP of Worldwide Sales for United Airlines, gave a timely keynote speech about her lifelong career working in the hospitality and travel industry.



John Russell, Partner at Dentons Global Advisors, gave an engaging and informative speech at the Government Relations Luncheon. Russell provided an update on recent legislation, the upcoming elections and other issues that impact the coin-op industry.



New AAMA and AAMCF board members were elected at the AAMA Board of Directors & Members Meeting on Sept. 20. The Membership Committee recommended Jeff Blair, President of Sureway Gaming, to serve as the next AAMA Board President following Joe Camarota. “What’s really exciting to me is there’s a lot of new members – younger members, people that have incredible energy, and maybe even more than that, some really fascinating ideas,” Blair said at the Board of Directors Meeting. “I expect change. I really do. We have a great agenda that I want to get to over these next couple of years.”

Jim Bennington, VP of Games and Entertainment for Lucky Strike Entertainment, was elected to the AAMA Board of Directors. Three new members were elected to the AAMCF Board – Trevor Gianaris, President and CEO of Elaut Group USA, Marty Man Smith, US Sales Manager of Sega Amusements and John Keys, National Sales and Account Manager at Embed.



The week ended with the yearly KEEN Kids’ Arcade on Friday, Sept. 23, hosted each year by the AAMCF. Children and their families from KEEN USA played arcade games brought for the Product Review. The AAMCF experienced their highest attendance for the KEEN Kids’ Arcade. “It was heartwarming to see these kids get to have fun with their families,” said AAMCF Executive Director Tina Schwartz. “Hosting the arcade was the perfect way to end the week.”

### **About The AAMA**

The American Amusement Machine Association (AAMA) is an international not-for-profit 501(c)6 trade organization representing the manufacturers, distributors, suppliers, professional service providers and location owner/operators for the coin-operated amusement industry. Our mission is to preserve, protect and promote our industry through legislative advocacy, education, events, networking and member programs.

### **About the AAMCF**

The American Amusement Machine Charitable Foundation (AAMCF) is a 501©3 organization that raises funds to support charities focused on children, education, and scientific research. Founded in 1983 by members of the American Amusement Machine Association, the AAMCF has made contributions in excess of two million dollars supporting nearly 150 charities.

***XX End XX***