



## PRESS RELEASE

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### **AAMA MEMBERS GATHER FOR ANNUAL MEETING**

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

**Cary, IL – Sept. 22, 2023** – The American Amusement Machine Association ([AAMA](https://www.coin-op.org)) held its Annual Meeting and Gala at the Renaissance Chicago North Shore in Northbrook, IL from Sept. 12 through 15.

#### About the AAMA Annual Meeting

AAMA members came together to learn, network and celebrate the coin-op industry under the theme, “Crafting our Future, Celebrating our Past”. Allen Weisberg, CEO of Apple Industries Inc., was honored at the Gala Dinner on Sept. 14 as the AAMA Lifetime Achievement Award recipient. “Receiving the AAMA 2023 Lifetime Achievement Award was an overwhelming moment of gratitude and nostalgia, a culmination of a lifetime’s worth of dedication and passion. The evening was an enchanting celebration filled with warmth, surrounded by my loving family, cherished colleagues, and friends, making it a night I’ll forever hold close to my heart,” said award recipient Allen Weisberg.



#### About the AAMCF Charities Donations

The American Amusement Machine Charitable Foundation ([AAMCF](https://www.aamcf.org)) donated a total of \$340,000 during the Gala Dinner to their three primary charity partners which included \$60,000 each to [Sunrise Association](https://www.sunriseassociation.org), [KEEN USA](https://www.keenusa.com) and [Ann & Robert Lurie Children’s Hospital of Chicago](https://www.annrobertluriechildrenshospital.org).



The Lifetime Achievement Award winner is allowed to designate 20% of the funds raised through the Lifetime Achievement Souvenir Ad Journal to charities of their choice. This year, Allen Weisberg designated his 20% totaling (\$70,000) to Sunrise Association and (\$5,000) to [Brave Beginnings](https://www.bravebeginnings.org). Allen Weisberg, David Cohen, and Bob Geschine/Betson Enterprises, designated a portion of their donations to go directly to Sunrise for a combined additional donation of \$85,000 to Sunrise Association.

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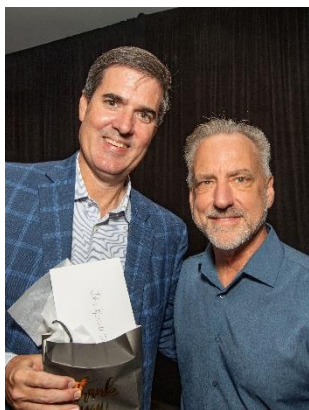
## About the AAMA Annual Meeting's Event Highlights

New AAMA and AAMCF board members were elected at the AAMA Board of Directors & Members Meeting on Sept. 13. Britannie Betti, Business Development Manager at Betson Enterprises was newly elected to the AAMA board and joined Jon W. Brady, Co-Owner of Sports Connect FEC and Jonathan Durs, Sales Representative at Pyramid Technologies as they were each re-elected to serve an additional three-year term.



Three new members were elected to the AAMCF Board – David James, Senior Relationships Manager at Service First Processing, Adam Kleinhenz, Director of Business Developer at Shaffer Distributing Company, and Chris Snitchler, Co-Founder of No Cash Value, LLC. Reelected to serve another two-year term were Rich Babich, Founder and President of Game Exchange of Colorado, Joe Camarota, CEO at Alpha Omega Sales, Howard McAuliffe, Vice President at Pinnacle Entertainment Group, and Allen Weisberg.

Attendees experienced panel discussions and education sessions about manufacturing and distribution, virtual reality and other hot topics. Rich Babich, moderated the Hall of Fame Inductees panel featuring industry legends Eugene Jarvis, President of Raw Thrills and Gary Stern, Chairman of Stern Pinball. Beth Standlee, CEO and Founder of TrainerTainment, who co-hosted Thursday morning's kickoff event said, "Participating in the AAMA annual meeting is a must do industry event for me. It took a long time for TrainerTainment to get to this party but the relationships I've built over the last 3 years are proving to be immeasurable lifetime memories that I'll never forget!" Ken Schmidt, former director of communications for Harley-Davidson Motor Company served as the keynote speaker on Thursday, and spoke about using your business legacy to envision a new future to an engaged audience.



John Russell IV, 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. George Smith of Family Entertainment Group, called the four day event "Insightful and heart-warming."

The annual Product Preview followed the Gala, where attendees could play arcade games brought by product sponsors and spend time with industry peers.



was the perfect way to end the week.”

The week ended with the KEEN Kids’ Arcade on Friday, Sept. 15, hosted annually by the AAMCF. Children and their families from KEEN USA played arcade games brought for the Gala Product Preview. The Kids’ Arcade saw the return of many families that AAMCF has had the privilege to watch grow and flourish since its inception in 2015 and introduced a few new faces. “It was heartwarming to see these kids get to have fun with their families,” said AAMCF Executive Director, Tina Schwartz. “Hosting the arcade

### **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(c)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 and a half million dollars supporting nearly 150 charities.

***XX End XX***



Lurie's Children Hospital  
donation, From L to R:

Holly Hampton  
Tonya Simmons  
Jacob Simmons  
Jaime Timm  
Tina Schwartz  
David Cohen  
Allen Weisberg



Sunrise Association donation,  
From L to R:

Holly Hampton  
Tina Schwartz  
Carly Frank  
Bonni Gould  
Beth Fetner  
Arnie Preminger  
Allen Weisberg  
Bob Geschine  
David Cohen

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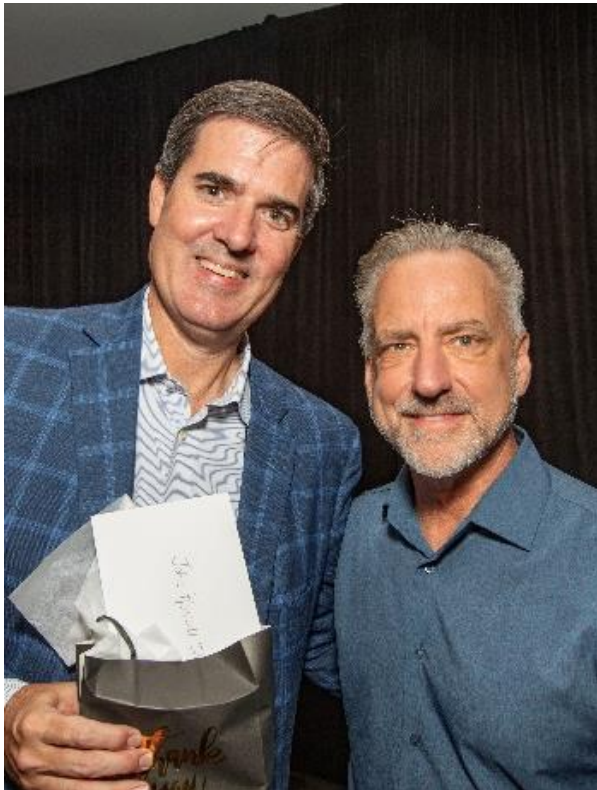




Hall of Fame Inductees, From  
left to right:

Gary Stern

Eugene Jarvis



Left to right:

John Russell IV

Pete Gustafson



KEEN athletes, industry members and AAMA staff

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