

AAMA

AMERICAN AMUSEMENT
MACHINE ASSOCIATION

LOOSE CHANGE

NOVEMBER 2023

IN THIS ISSUE

- MEET YOUR DREAM TEAM
- VR CONNECT VIDEO SERIES HITS YOUTUBE
- CONGRATS ALLEN!
- AAMCF AND AMOA CARES HAWAIIAN CONNECTION
- DC ON THE FLY
- MEMORIAL SCHOLARSHIP
- AAMA BOARD
- AAMCF BOARD
- JOIN A COMMITTEE
- WHERE TO FIND US
- AEI SAVE THE DATE

MEET YOUR NEW AAMA DREAM TEAM



From Left to Right: Melissa McMahon, Justin Mattison, Tina Schwartz, Pete Gustafson and Lucas Kantzler

2023 has been a year of great growth at the home office of the American Amusement Machine Association. In addition to celebrating our first anniversary at our new location at 180 Detroit Street in Cary, Illinois, the team has expanded.

September was a big month for AAMA as we hosted a successful Annual Meeting and Gala and welcomed two brand-new team members.

Justin Mattison brings a fresh perspective to our organization's marketing strategy as its' new Marketing Manager. Justin is excited to join a team that supports such a unique industry. "Physical arcades deliver a distinctive, hands-on experience that can't be replicated by a smartphone. These businesses provide people with an opportunity to engage with the community, which is desperately needed in the digital age.", he said. Justin looks forward to applying his background in graphic design and digital marketing to our expanding organization. Justin holds a black belt in taekwondo and never passes up a turn at Skee Ball.

Melissa McMahon joined the team exactly one week before the excitement of the Annual meeting. She comes to AAMA having spent years as the marketing manager for Real Woodstock and the Woodstock Area Chamber of Commerce with a history of working in the non-profit world, a degree in Public Relations, and an extensive background in marketing, branding and event coordination. She will be an asset to the staff and membership of the AAMA as its Member and Programs Manager. "I was drawn to both the AAMA and its charitable foundation as an avenue to put good out into the world," says McMahon. "Post Covid, there is a new appreciation for family entertainment and its value to our well-being; to be a part of the leading team in that industry is a great opportunity. I look forward to the work ahead."

Melissa's favorite amusement game is Skee Ball and two interesting facts are that she is an elected official in Woodstock, IL and serves on the Woodstock Willie mascot team for the annual Groundhog Days Festival.

Tina Schwartz celebrates over 24 years with AAMA, and her new title of Director of Operations reflects the role she plays in keeping the team and association thriving. When not at the office you might find her and Josh on the water enjoying their boat or at home making jerky.

Pete Gustafson is enjoying his 7th year as the Executive Vice President of the association and 40+ years in the industry. To no one's surprise, Pete's favorite game is Derby Owners Club and he can be found rocking out on a stage any given weekend with his band, TRIADD.

Lucas Kantzler was the absolute best pinch hitter for AAMA having interned at the Elk Grove office in 2022 and returning this past summer to help get the office to the finish line of our Annual Meeting and Gala. He has since passed his exams and moved on to a new career in finance. We thank him for his hard work.

We are enthusiastic about the future of AAMA and the potential opportunities it holds for our members! Creating new and exciting prospects is a fantastic way to foster growth and support the flourishing of our community. Embracing innovation and welcoming new members will bring fresh perspectives and ideas to the table, further enriching the experience for everyone involved. If there's anything specific you'd like to explore or discuss regarding AAMA's future plans or strategies, feel free to drop us a line!





2023 SEES THE LAUNCH OF THE AAMA VR CONNECT VIDEO SERIES AND ITS FIRST VR SURVEY



We are excited to release the results of our recent [Virtual Reality Standardization Survey](#). The survey is a welcome compliment to the existing video series AAMA VR Connect hosted on our [YouTube channel](#).

Virtual Reality is here to stay, and the Amusement Industry is one of - if not the - best vehicles for introducing this amazing technology to the public. For those operators who were the early adopters of VR, there were more than a few "I wish someone told me about this before I bought it!" growing pains they had to overcome and wish they could have avoided in the first place. Those challenges and more are touched on in the video series.

Today, VR is a solid and profitable trend the Amusement Industry can benefit from and AAMA is here to help everyone from the creators to the manufacturers to the operators.

The survey questions were crafted to gain insight into the day-to-day challenges VR operators are faced with. Topics such as obstacles faced when implementing VR attractions, areas of desired standardization, challenges as they pertain to components and more. All done so that we could share that knowledge and elevate together.

We are excited for Bob Cooney, Pete Gustafson and Awane Jones to discuss the survey and its findings next week at the VR Esports Arena VIP Reception on November 15th during IAAPA.

AAMA's VR Committee enlists the backing of VR manufacturers, content creators, and operators with the goal of developing industry standards. If you would like to be part of this conversation, please contact AAMA Executive VP, Pete Gustafson at (847) 290-9088 or pete@coin-op.org.

ALLEN WEISBERG
CELEBRATED AS THE 2023
LIFETIME ACHIEVEMENT
WINNER



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.

The American Amusement Machine Charitable Foundation donated a total of \$340,000 during the Gala Dinner to their three primary charity partners which included \$60,000 each to Sunrise Association, KEEN USA and Ann & Robert Lurie Children's Hospital of Chicago.

AAMCF AND AMOA CARES
TOGETHER AID FAMILIES IN
HAWAII



The American Amusement Machine Charitable Foundation and AMOA Coin-Op Cares Foundation partnered for a good cause. In the wake of the Maui Wildfires, the trade associations joined to donate a combined \$30,000 to HUGS Hawaii and the HUGS families directly affected by the devastation.

The donation came about through a relationship with Fun Factory Inc, a Hawaii-based FEC and AAMA member, owned and operated by the Fernandez Family. "On behalf of Fun Factory, I would like to extend our sincerest thanks and gratitude to the AAMCF and the AMOA for their generous donations to the HUGS families on Maui. We are humbled by the level of generosity from both organizations. Their respective donations will provide meaningful support to all of the HUGS families affected by the devastating wildfires. Fun Factory is proud of our long-standing affiliation with both AAMA and AMOA, and we are honored to have been the bridge between our industry and HUGS" said Sydney Fernandez-Pietsch, Vice President, Equipment & Logistics for family-owned Fun Factory.

AAMA REPRESENTS ITS MEMBERS ON CAPITOL HALL THIS PAST OCTOBER



Government Relations committee members, Executive VP, Pete Gustafson, and a few members at large, joined associate partner, Margeaux Plaisted, and partner, John Russell of Dentons Global Advisors in October, to sit down with representatives from Illinois, Texas, Tennessee, Wisconsin, New York and New Jersey. Topics of discussion ranged from the Tax Certainty Act and expanding H2B Visas to advocating for the approval of the Credit Card Certainty Act of 2022 and more.

Year-round, AAMA and our GR committee work to implement and monitor the legislative programs for the association and its members.

These fly-ins are extremely important to ensure the needs of our members are considered whenever legislators are contemplating enacting new laws. We want them to know the critical role we play in adding some much-needed fun and enjoyment to just about every community across the country.

J. RICHARD OLTMANN MEMORIAL SCHOLARSHIP

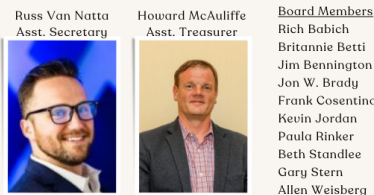


Do you know a high school senior looking to further their education? Encourage them to apply for a \$5,000 AAMCF J. Richard Oltmann Memorial Scholarship.

J. Richard Oltmann was an amusement industry icon. Richard dedicated his life to the betterment of the industry. In 2010, Mr. Oltmann was acknowledged with the Lifetime Achievement Award by the AAMA. "It is my passion to give back all that I have learned to make this industry a better place than when I started," he said when presented with the award. Mr. Oltmann lost his courageous battle with cancer on May 30, 2015. In keeping with his passion and focus on education, his family has worked with the AAMCF to establish a memorial scholarship fund.

Applications are open annually from December 1st through March 15th. Details can be found [here](#).

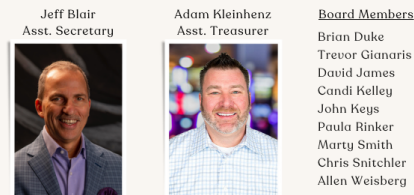
WELCOME YOUR 2023-24 AAMA ASSOCIATION BOARD & OFFICERS



2023-2024 AAMA Board

The AAMA is governed by 17 members, elected by their peers to serve a three-year term on the AAMA Board of Directors. The AAMA Board is well represented by acknowledged leaders from all sectors of the coin-operated industry. These dynamic individuals volunteer their time and services in protecting and serving both the association and the amusement industry.

WELCOME YOUR 2023-24 AAMA CHARITY BOARD & OFFICERS



2023-2024 AAMCF Board

Serving on the AAMCF Board of Directors gives the volunteers the unique opportunity to participate in charitable activities and enables them to serve in a role that aids in raising funds for children's charities.

Since its beginning in 1983, AAMCF has donated over three million dollars to its charity partners and more.



JOIN AN AAMA COMMITTEE

AAMA has sixteen committees working behind the scenes in areas of Education, Government Relations, Industry Promotion, FEC issues, Membership, Virtual Reality and more. Your input is important to us.

Take your seat and help sculpt the association and the industry. Call 847-290-9088 with questions or fill out the committee sign up [here](#).

Past Government Relations visit to Washington D.C. shown on the left.



AMERICAN AMUSEMENT
MACHINE ASSOCIATION



Stop by and visit your
AAMA team members
in Booth #508
at the
IAAPA Attractions Expo
in Orlando, FL
on November 14-17, 2023



LOCATION TRADE SHOW PROGRAM

Join our **LTS program** to showcase your products at
top trade shows in our coin-operated pavilion.
Secure **prime booth space** for high visibility and
AAMA's full support for successful exhibitions!

We'll be at the **International Bowl Expo 2024**,
the **2024 Roller Skating Convention**, and more!
Join us in the AAMA Game Room!



March 18-21, 2024 • Las Vegas Convention Center
Education: March 18-19 • Trade Show: March 20-21



EXHIBITOR REGISTRATION IS NOW OPEN!

AEI is the **only** trade show sponsored by the leading
associations in the amusement entertainment industry:
the **AAMA** and the **AMOA**!

The largest collection of trade
events on one show floor!

SCAN TO
REGISTER
NOW!



THE LATEST NEWS AND RESOURCES CAN BE FOUND ON OUR WEBSITE.
EMAIL US AT INFO@COIN-OP.ORG OR CALL 847-290-9088.

AAMA HQ
180 DETROIT ST., STE B
CARY, IL 60013