



From the Desk of:
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As we near the end of summer and reflect on the progress and challenges of the past year, I want to take a moment to express my sincere gratitude for your unwavering commitment to the American Amusement Machine Association (AAMA) and to share some reasons for optimism as we move forward together.

We're a Resilient Community

First and foremost, I want to acknowledge the incredible resilience and adaptability demonstrated by our members. Over the past few years, our industry has faced unprecedented challenges, yet the strength of our community has shone through. Whether it's through innovative game design, creative revenue streams, or unwavering support for one another, your dedication has not gone unnoticed. It's this collective strength that has allowed us to not only survive but thrive in an evolving market, proving once again how 'we' are so much stronger than 'me'.

We Continue to Innovate

The landscape of amusement games and attractions is rapidly evolving, and we are at the forefront of these changes. From cutting-edge virtual reality to advancements in interactive experiences, our industry is embracing technology in ways that were once the stuff of science fiction. These innovations are not only enhancing the player experience but also creating new opportunities for revenue and engagement. The future looks bright as we continue to push the boundaries of what's possible.

Look and You'll Find Market Opportunities

Despite the current economic challenges, the demand for entertainment and leisure activities remains strong. Our industry is uniquely positioned to capitalize on this demand, with more consumers seeking out immersive and engaging experiences. As Malcolm Steinberg, the founder and Chairman of the LAI group once said, "Every home has a kitchen, but people still go to restaurants to eat." Human beings are hard wired with a need for shared experiences and because we're "in the neighborhood", we're an accessible and convenient venue for families, friends and communities to come together to celebrate life's many milestones.

We Work Well with Others

Our relationships with industry partners and congressional legislators are strong. These partnerships and relationships are essential to our success, helping us advocate for policies and initiatives that support our industry. By working together with adjacent trade associations we can navigate challenges, seize opportunities, and ensure that our collective voices are heard.

Together, we're Better

One of the most rewarding aspects of being part of the AAMA is the vast network of industry professionals who are always ready to lend a hand or share their expertise. The knowledge

exchange, collaborative spirit, and mutual encouragement within our community are invaluable. It's this network that helps us stay informed, inspired, and united in our goals.

As we look ahead, let us carry forward the lessons learned and the optimism we've cultivated. The future of the amusement industry is bright, and with your continued support and innovation, we will continue to shape it in exciting ways.

Thank you for your dedication, your passion, and your contributions to our association and our industry.

Together, we will continue to deliver on our commitment to make the world more fun.

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 make the industry better through collaboration, education, advocacy and networking. We never stop playing!