



From the Desk of:
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The pandemic resulted in rapid adoption of many new and useful technologies. For business, one that “stuck” has been the ability for geographically separated groups to meet virtually using Zoom, Teams, Webex, etc.

The ability to communicate face-to-virtual-face kept all of us connected, but it lacked something essential – presence. We could see one another in the “Brady Bunch” boxes, but we couldn’t “feel” each other’s presence, leaving us discontented and uneasy.

That period amply demonstrated a basic human necessity - we need to be physically present with one another to feel right. Relationships cannot be fully complete without it.

We all saw this in action as soon as the pandemic restrictions were lifted. People poured into our gathering spaces whether it was a bar, a restaurant, or a location-based entertainment center. Coming out of the pandemic, our biggest problem was having enough staff to handle the surge.

Remember those first few post-pandemic tradeshows? They were victorious celebrations – “We made it!” And just like that, it was back to normal – normal to physically gather and be together.

And that’s the ultimate value of our Annual Meeting. To physically come together as a community – to connect, to collaborate, to learn, to laugh. We are, after all, in the People Business and if you’re in this business, being a People Person is pretty much a non-negotiable requirement.

So, let’s do that at the upcoming Annual Meeting – let’s connect, collaborate, learn and laugh. Given the fact we’re in the location-based “entertainment” business, that last one – laugh – should come easy.

Play more,

Pete

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!