



# Spring Show Preview

## Third Amusement Show Headed Back to Vegas

The third annual spring Amusement Expo, co-sponsored by AAMA and AMOA, will take place March 14-16 at the Las Vegas Convention Center.

In a recent email to its membership, AMOA described the show as a “target-rich environment” for gleaming new ideas, securing exciting equipment and establishing/growing relationships with trade partners.”

The theme of the 2012 show is: “Your Keys To Real Value,” and supporting this motto is both a series of free pre-show seminars on March 14 as well as a special staging of the FEC-focused Foundations Entertainment University running on March 12-13.

Among the topics to be covered are: ATM 101; Security Tips For Your Route; Applying Social Networking Tools; Gaming Trends, Redemption for the Street; and Sharing Ideas for Operator Survival.

The Foundations sessions will combine both a series of paid events (see related story), and several free sessions aimed at all attendees.

This spring’s show will also include a number of special events including the industry’s largest annual cocktail party (following the show on Wednesday, March 14), which is set to a Mardi Gras theme; the Wayne E. Hesch scholarship raffle program (featuring a 2012 Ford Mustang as the grand prize); and the AMOA Membership Breakfast Meeting (Thursday, March 15).

The Las Vegas Hotel (formerly the Las

Vegas Hilton) will serve as the headquarters hotel for the 2012 Amusement Expo. The rate is \$109 for showgoers. To learn more or to register for the show, log on to [www.amusementexpo.org](http://www.amusementexpo.org).

for the annual Wayne E. Hesch Scholarship raffle program, which takes place on the trade show floor.

In turn, AMOA has encouraged its members to participate in AAMCF’s annual Expo fundraiser, a charity golf tournament conducted on the eve of the trade show. This year’s March 13 event will take place on a championship-calibre golf course, the Wolf Course, which howls at 7,604 yards, the longest course in the state of Nevada.

The Wolf is part of the Las Vegas Paiute Golf Resort. The event will commence at 1:30 p.m. Tuesday, March

13, with buses shuttling players between the course and the Las Vegas Hotel.

Only 72 players will comprise the field at the AAMCF event this year. To learn more, log on to [www.coin-op.org](http://www.coin-op.org).



**Association execs** cut the ribbon on the 2011 Amusement Expo. This year’s event takes place March 14-16 in Las Vegas. Educational sessions begin March 12.

### Associations Hosting Charity Events at Expo

AAMA and AMOA have a long history of supporting each other’s charitable organizations including the former’s American Amusement Machine Charitable Foundation and the latter’s Coin-Op Cares Education and Charitable Foundation, which oversees the annual Wayne E. Hesch Scholarship Raffle.

With the two groups co-sponsoring the annual Amusement Expo, the spring show has become a touchstone for both groups’ efforts to raise money for special causes.

During this spring’s Expo, the tradition continues, with AAMA member firms contributing prizes and purchasing tickets

### Amusement Expo Partners With Foundations

AAMA and AMOA have selected Foundations Entertainment University to coordinate a week-long educational program aimed at family and leisure entertainment centers during Expo.

The decision appears to be part of a strategic plan by organizers to compete vigorously for the attention of family entertainment center operators in the wake of IAAPA’s acquisition two years ago of the former International Association for the Leisure and Entertainment Industries (IALEI).

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Foundations is headed by industry consultants Frank Seninsky, president/CEO of Amusement Entertainment Management (AEM) and Alpha-Omega Amusements & Sales, and Randy White, CEO of White Hutchinson Leisure & Learning Group.

Foundations registrants will have the opportunity to attend the comprehensive educational workshop covering all aspects of market and financial feasibility, planning, designing, developing and opening and/or managing location-based entertainment businesses, as well as the Amusement Expo for \$399, which represents a significant discount compared to normal Foundations tuition.



Foundations toppers **Frank Seninsky** (left) and **Randy White**.



who attended the (now defunct) Fun Expo because it met their distinct needs," said

Seninsky. "In addition, we will be starting new traditions, like an awards program for excellence in entertainment center facilities, a free advanced Foundations Alumni session for the more than



**A big group** gives their full attention to a speaker at a seminar during last year's expo.

700 Foundations alumni and their staff, as well as other relevant educational seminars that will be free to all trade show attendees."

Joining Seninsky and White in presenting the Foundations Entertainment University seminar program will be Alan Fluke, president of AEA Consulting Group; Jerry Merola, CFO of Alpha-Omega Amusements and managing partner of Amusement Entertainment Management (AEM); and Peter F. Olesen, P.E., president of Entertainment Concepts.

Kevin Williams of KWP Ltd., who works as a consultant to manufacturing companies and publishes the *Stinger Report* digital commentary, has been selected to present one of the free seminars that are being overseen by Foundations.

Williams will be presenting a session called "Entertainment Now and Towards the Future" on the morning of March 15. This presentation will look at the development, application and trends shaping the amusement scene.



KWP/*Stinger Report's* **Kevin Williams**.

