

Winter 2016 Show Synopsis

From: AMCAHQ@comcast.net
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Subject: AMCA Winter Show Synopsis
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ALL - Once again a successful show well attended by the public. A review of the gate data indicates approximately ~300 on Friday and ~ 1120 on Saturday! Table sales were 150 with several cancellations due to personal reasons. Had we enjoyed full attendance we would have easily been above our average of 160 tables sold. That said we did have several vendors return, having attended for the first time our June 2015 Summer event! So, all-in-all the hobby embodied in the collection and historical prominence of worldwide militaria is quite healthy, while at the same time acknowledging some markets are softer than others!

We made a conscious decision to make adjustments in our radio advertising by reducing the ad time from a 60sec to 30sec spot. We had the same number of ads on two stations and streaming on five, allowing us to save advertising dollars...We saw no negative effect of this change in our public support. That being the case we will discuss expanding our ad campaign into other markets.

Col. Jim Harding, one of the 25 most decorated heroes in Military History told us that he thoroughly enjoyed Show and hoped that we would consider a return engagement in the future.

I wanted to personally thank everyone for their support to the our presentation honoring Officer Carl McDuffie, who recently retired from the Huntsville Police Department, for his nine years of service to AMCA and also those who had an opportunity to talk with Mark McMurray our Chief of Police! He was very impressed with the Show and its supporters. Thank You!

We made two other changes, we felt to benefit the membership! First, permitting AMCA LIFE and Charter Members early access @ 11:00 to the Show and secondly awarding cash prizes for displays. Initially we had 10 displays noted during table registration, however at Showtime 6 were judged. Six is a "High" and ten would have set a new record. So, let's see if we can have 10 or more in June. The winners of the Display Judging were; 3rd Place (\$75.00) John Shuler for his Doughboy Helmets, 2nd Place (\$175.00) went to Ray Labar his Japanese Swords and 1st Place went to Carl Vencill for his MAC-V / SOG Display. Congratulations to the winners and a special thank you to everyone that displayed because, Our Mission is the preservation of military history and educating the public in its historical significance. Without your support this would not be achievable.

The Winners of a FREE Table drawing for the June 2016 Show were, Buddy Mumpower, Gary Triggs and Charlie Kuykendall. Congratulations!

We had several new members join at the Show; whom we would like to welcome to AMCA: Tracy Strihafka of Union Grove, AL, David Snead of Columbia, GA and Michael Dorio of Bethel Springs, TN. We hope that you enjoy your membership and are able to participate and attend every Show! We also, want to recognize Dan Lee of Brentwood, TN, Lee Whalen of Union Grove, AL and Chuck Braziel of Florence, AL for placing their confidence in AMCA and upgrading to LIFE Member status. Thank You!

We had numerous renewals during the Show, however there are many that did not! If your membership badge displays 2015 you can still renew this year without a penalty. However, IF your badge displays a date of 2014 or earlier your membership date you are being carried as INACTIVE. We allow a 1 yr. grace period to all members, so if your badge displayed 2014 you had one-year to January 2015 to renew your membership without penalty. There is a charge of \$15.00 to reinstate a member that has not renewed their membership with one year. If you have any question regarding the status of your membership please contact Ruth White, Membership Chairman @ ggruth42@gmail.com.

Pre-registrations have been on the increase "Show-after-Show", so consider registering for your the June Show tables as soon as possible. Don't find yourself on the waiting list!

In closing we are inviting the members of TMCA to attend our June Show. They in-turn will invite us to Cool Springs for their Show in November.

Thanks you for your continued participation & support. We are working to develop some Website tools to make renewals & the table reservation process easier. They will not be available for the June show, but I will keep you posted regarding their status. More to follow..

Tom