

AMCA Fall Show Synopsis

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All – **IMPORTANT CHANGE!** I realized on Saturday that TMCA's Show in April 2019 is that same weekend as ours! Although I knew it was Easter Weekend I never thought of it being on the 21th. However, that was the only weekend available for us following the cancellation of the January 2018 show, due to the weather, enabling us to recover and still provide you with two shows per year. Incredibly, the April 2019 date only occurs next year with no conflict for the next six years...go figure! In a effort to avoid a scheduling conflict with the TMCA dates we were able to move our Spring Show to **April 26 & 27, 2019**. Ironically, that was the **ONLY** date available. 😊

I can report with confidence that the weather is MUCH better in September then June...My general observations regarding your support is that it continues, with a slight increase in new attendees. I believe we had four new vendors this time. We did however loose a couple of folks to the MAX and several due to personal reasons impacting tables sales slightly, realizing ~155 vs. 170. The gate on Friday appeared slightly heavier than usual and likewise Saturday, over the April Show! Move in was timely, thanks in part to those who paid in advance making the process more efficient. We're still collecting nearly 50% of our table fees at registration. An improvement over April which was nearly 70%. Thank you. Our goal needs to be to have all table fees submitted by March-end 2019.

We continue to assess the effectiveness of our advertising campaign from a cost / benefit perspective. Leveraging Social Media & the Internet our Facebook "Event Page" reached nearly 9,000 people in 5 major cities. While those interested were less than 500, any small percentage i.e., 10% or 50 folks attending would more than pay for our \$100 investment netting us \$150 in revenue for example. Your show is also listed on four (4) Gun Show Calendars on the Internet, an NRA publication, HSV/Madison County internet calendar of events and broadcast on two (2) popular radio channels while streaming our commercial on all five (5) Cumulous Broadcasting Stations...

We also set a record for Displays this time with Eight (8) being judged. Great job by all...I know it's a lot of work. Many thanks to everyone that participated. The 3rd Place Award of \$75.00 went to Garnett Stancil for Colt Auto's 1900-1927. The 2nd Place Award of \$175.00 was clinched by John Schuler for his WWI Doughboy & 2nd Division grouping. Lastly, the 1st Place Award of \$250.00 was collected by Carl Vencill for his extensive showing of Pre-War, WWII and Post-War Browning Hi-Power Pistols & Holsters. CONGRATULATION TO ALL!

Our Special Guest Steve Nicklas, with his book "Memories of a Lost Generation" had a great time talking with everyone, displaying the original letters / documents used in his book and other artifacts. He also took numerous orders for his book. Steve also has a display of over 500 artifacts that were "ground-dug" along the Eastern Front. If its ready for prime-time we will see about having him back in April with his display.

If your going to TMCA, I'll see you there.

Safe Journey.

Tom