

## AMCA Summer Show Synopsis

From: **AMCAHQ** (amcahq@knology.net)

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To: 'AMCAHQ' (amcahq@knology.net)

Ok....I wrote in our June 2010 synopsis, it was HOT but it rained on Saturday and cooled things off a bit. Not this time!!! I also said the the show saw no less then 629 paid attendees....well, I have gone over the numbers several times to ensure that I had accounted for all non-gate related expenditures and my results indicate that over the 2-days we had 595 paid attendees. Of course that does not include, as always a reminder..members, their families, children under twelve...etc..and the ~22 - 30 folks that came in around 3pm on Sunday that we didn't charge.

So, I think the show was still a success, but only you really know the answer to that! I can rationalize the turnout by attributing it to the after affects of the tornado, the economy, gas prices, and the HEAT!!! I spent a good part of Saturday in the lobby...the attendance seemed steady up until about 2:30 - 3pm, and then it did drop off after that. Sunday was kinda-typical, but it appeared that we got most folks in after church between 11-2pm..

I'd like to thank all of you that volunteered. It just can't be run with 3 or 4 folks...we really need your help. Thanks again. That my early plug for the January Show! I'll be back to remind you we had this conversation.

We did run our radio commercial for the Show on another radio station, WQAH AM/FM out of Hartselle, a Country station with coverage in 11 AL counties and southern TN. It apparently had little impact on the attendance, so we will have to discuss what to do for January. We cut back on a couple of newspaper ads that we didn't think were working and the attendance wasn't affected. Probably a good decision. More to explore in our ad campaign..

We added 3 new members; Bryan Tate of Harvest, AL with K98/G43 interests, George Taylor from Selma, AL as a LIFE Member - thanks George, with interests in Japanese military collectibles, and Jerry Gleason of Madison, AL with interests in Native American, Civil War and the U.S. Airborne of WWII.

I always want to extend my appreciation and special thanks to all of the Membership that bring their displays. That's the other part of what we are ALL about. Lots of work!!! Thank You...This show the 3rd Place Award went to Chris Curtis for his "Angels in Hell" display about Army nurses captured and tortured by the Japanese..well done: Chris. 2nd place went to our "Display Standard Bearer"..for his Japanese 50mm Mortar display. GREAT Job, as always by Doss White and our 1st Place Award went to Ray LaBar for his outstanding Japanese Bayonet Training display..."I'd never wear that to train with those long pointy things"..Thanks Ray!! Ok, in January...I'll bring one if you will. Just got behind this time and I couldn't pull it off....Let see if we can increase our Display count..I'd like to see ~10 displays...but will be happy with as many as we can muster.

Please enjoy the remainder of Summer...I hope its short, and we have an early Fall...mark you calendars for January 14th & 15th..2012. We will get the website updated ASAP and let you know.

Thank you.

Tom