

From: AMCA <AMCAHQ@comcast.net>

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Subject: AMCA June Show Synopsis

To: amcahq@comcast.net

All - Even though OVMS moved their show dates to coincide with ours we still had the best Summer Show, looking back at the data, from June 2012 and 2013. At this Show we sold out all the tables and had a record gate of approximately 1012. That breaks down approximately 30/70% or 300 on Friday and 712 on Saturday!! In 2012 the gate was 710 and in 2013 it was 894. This is a very good indicator supporting that your AMCA events continue to grow in popularity. That said and considering that those who came for the first time return in January and join with those who were not in attendance, we will be planning to modify the floor plan to accommodate ~ 200 tables.....

As an aside, I was asked when we were going to move to a larger facility, a question that has arisen a number of times over the past few years. To remain in Huntsville we would have to consider moving to the Von Braun Centre (VBC) downtown.. It will remain an option, but only after we have out grown the Jaycee's building supported by a measurable metric, a combination of table sales, revenue and public/member support. It's safe to say that all data collected over the past 16 Shows indicates that we are headed in that direction, but we need to make that decision cautiously because of the added expense and logistics. We don't think it wise to jump ship prematurely. Our location is well known, parking is free, and our table rates and admission charges are competitive. So, we'll stay the course for the time being, but remain vigilant to our growing popularity and asses our metrics as we move forward.

We had 14 Pre-Registrations and 5 registrations that will be carried over/credited for January, due to early cancellations. Don't wait till the last minute to sign up for your tables and end up on the waiting list....as I feel quite confident that we will be a bit closer together when the floor plan is finalized for January 2015!!

We wish to express our gratitude to Mr. Arthur W. Wolde, a WWII Veteran who at the age of 96 was able to spend Friday with us share with his experiences on D-Day as the driver of Ambulance #11. If you purchased his book, an interesting read, you should also know he took all the pictures!

We would also like to recognize Charles Kuykendall for his support to AMCA, as he upgraded to a LIFE Membership. Also, please welcome Robert Hay of Arley, AL who joined as a LIFE Member and is interested in WWII items. Additionally we wish to recognize 12 NEW AMCA Members; Charles Ford of HSV, George Hodge of Princeton, KY with an interest in U.S. Militaria, Walter Vassar of Hartselle with an interest in General Military items, Charles Pate of Owens Crossroads, AL with an interest in General Military items, Dale Perry of HSV with an interest in WWI & WWII items, Lowell Jackson of Naples, FL, focusing on Medals & Badges, Joe Gricius of Cumming, GA with an interest in WWII, Michael Criscillis of Athens, GA focusing on Helmets & Patches, Norman Wells of HSV with an interest in 1942 Jeep, Daryl Blakely of Elkmont, TN with an interest in Civil War items, Ralph Long of Pulaski, TN focusing on General Militaria and Herb Rosenbaum of B'ham, AL with an interest in Military Weapons 1898 – Present.

A big thanks to Jimmy John's Gourmet Sandwiches. They did a great job on short notice! We are working to get different concessionaires to support our events. If you have a suggestion please let us know.

If you didn't notice we had an ATM set up in the Lobby! It got quite a workout and good reviews so we will continue to have it at the Show.

So, to sum it up we hope that each of you have a good Show, enjoyed your stay in Huntsville and will join us in January 2015..Same Place! I will send out periodic updates as they arise and Show reminders at least 90 days out!

Thank you for your support!

Tom