

## AMCA January Show Synopsis

*Our Special Guest Mr. Ed Harrell was unable to be with us due to the passing of his daughter on Sunday, January 21, 2013. Our thoughts and prayers go out to Ed and his family.*

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In this case “Perception is Reality”...your January Show had unprecedented Member & non-member participation as well as public support. Both were quite obvious!

A conservative attendance estimate for the two days is approximately 2000. Although I'd like to believe that our public support was largely a result of our greatly expanded advertising campaign, we can't rule out the fact that it was also influenced by the current political climate surrounding gun control. We will continue to collect growth data and see what happens next January, keeping our advertising campaign largely unchanged..

We had a number of new members join our ranks. We want to welcome to AMCA; Jim Manuele of Lawrenceburg, TN., Andy Malone of Cherokee, AL., Emmett Given of Huntsville, AL., Joseph Grimes of Hazel Green, AL., Vernon Bice of Huntsville, AL., Katsura Horii of Osaka, Japan, and Jerry Cooper of Huntsville, AL. Hopefully I didn't miss anyone.

There were seven displays, however only five were judged for Display Awards, per the request of the exhibitors that opted out. First Place went to David Rogers for his Iraqi display; Second Place went to Culver Johnson for his German Hunting Display and Third Place went to Doss White for 1854-1880 Japanese Rifle Display. Congratulations to the winners, to all who participated in preparing a display and the judges for their support. It is greatly appreciated.

Mr. Forrest Bruner who served on the USS Lexington and his son Grannville expressed their thanks for finding them a table on short notice, not to mention that book sales exceed their expectations...so much that they will be returning in June. Anchors Away!

If you are a Life & Charter Member or a Life Member and did not receive your “Special Recognition” member's badge, we will mail them out to you in March. Just as a point of interest our current Active Membership is 218. (27 Life & Charter Members, 12 Charter Members, 14 Life Members and 165 Registered Members).

If you became a Member of AMCA in 2007 or 2008, remained a Member in Good Standing and have not received your 5 Year AMCA Service Award, I will have them at SOS (Tables S 55-57), if you're in the neighborhood stop by or you can pick them up @ the June show.

Over the next several months we will be reviewing our policies to ensure they are in keeping with our Mission & Purpose. Our goal is to modify if necessary, clarify if ambiguous and expand where needed those policies, so as to keep our standards high. Your AMCA Events will continue to provide a venue different from that of a Gun Show. Given the current economic

climate, it is conceivable that maintaining high standards in our market place and collectible venue will attract those who are seeking quality merchandise.

Only about 10% of those participating took advantage of the opportunity to Pre-register for the June Show. While at SOS, Carl & I will have some Pre-registration Forms if you wish to Pre-register at that time, otherwise a Table Reservation Form from the AMCA Website will be required. While on the subject of the Table Reservation Form, we received several inquiries regarding badges. If you are a member it is your responsibility to present your badge when entering and/or registering at the Show and wear it at all times during the event. Please note that Helper Badges are NOT transferrable and a maximum of 2 Helpers are permitted regardless of the table count. Lastly, if your spouse or other family members plan to attend please list them on the reverse of the Table Reservation Form so we can ensure we have their badges available at registration. Thank you for your cooperation.

As always we will be sending out periodic updates leading up to the June 2013 Show with particular emphasis on policy changes, and other Show related points of interest.

In closing, many thanks to everyone who attended. We hope that you had a good Show. We look forward to seeing you in June 2013!

Tom