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ON THE ROAD PROGRAM

PRESS START >
EVOLVE YOUR BUSINESS

*Brought to you by the
AMOA Continuing Education Committee*

October 26-28, 2018
Hilton Hotel, Rosemont, IL



Factory Tours
Arachnid 360 & Stern Pinball
Friday 1:00-7:00 pm



Educational Sessions
Saturday, 8:30 am - 5:30 pm
Sunday 8:30 am - Noon

2018 AMOA On the Road Program: Press Start > Evolve Your Business

FRIDAY, OCTOBER 26	
1:00 - 7:00 pm	Factory Tours, Stern Pinball & Arachnid 360
SATURDAY, OCTOBER 27	
8:30-9:00 am	Continental Breakfast and Check In
9:00-10:30 am	<p>Keynote Address: Cashing in on Cashless: Vending and Micro Market Channel Experiences <i>Dr. Michael L. Kasavana, Ph.D., NAMA Endowed Professor Emeritus</i></p> <p>Gaining a competitive advantage in the marketplace almost always revolves around implementing an innovative, efficient and effective technology application. While there are many established industry applications, there are also an emerging group of innovative cashless payment techniques. Come learn about how cashless transactions have impacted the vending and micro market industry channels: This is a must attend session!</p>
10:45-11:30 am	<p>Panel Exchange: Navigating Cashless Technology in Today's Digital World <i>Operator Panel</i></p> <p>It's not often today's customer walks into a location, cash in wallet, ready to play your machines. The question is, do you have the right payment solutions in place to engage these cashless customers with your machines?</p> <p>This session will explore the various types of cashless acceptance opportunities such as credit card, mobile and stored card value solutions. The dialogue, led by seasoned industry operators, will include ways they've measured viability in various location types. As the DNA of cash continues to change, the panel will also touch upon cashless technology on the banking side and the impact it might eventually place on your business.</p>
11:30 am-12:00 pm	<p>Cashless - What's on the Horizon? <i>Heartland MicroPayments</i></p> <p>AMOA program partner, Heartland MicroPayments, will provide an update on trends they're seeing in the industry, and what's new on the horizon.</p>
12:00-1:00 pm	Networking Luncheon
1:00-2:00 pm	<p>Digital Marketing Solutions <i>Taylor McGlamery, Director of Strategy, Trustworkz</i></p> <p>How do I market to millennials? We have a Facebook page, but what other social platforms should I be using to engage potential customers? My website's outdated, where do I even begin to update it to today's standards? Technology continues to change every aspect of our world, and marketing in the digital era is no different. Managing SEOs, updating websites, having a strong social media presence are just a few of the components of a successful marketing strategy. Staying up-to-date on trends and managing multiple media outlets can be especially challenging for a small business owner.</p> <p>During this session, an expert marketing strategist will provide an overview of what a basic marketing strategy looks like in today's digital world. She'll also identify various social platforms you may want to consider using to engage not only millennials, but Gen Z as well. You'll also learn ways to integrate these outlets for promotions and location-based marketing.</p>
2:00-2:15 pm	Break
2:15-3:00 pm	<p>ATM Panel Exchange <i>ATM ISO Panel</i></p> <p>Security is always a concern for the ATM operator. This panel of industry ATM experts will discuss best practices, tips and trends in general cash management. You'll walk away from this session with solutions to help minimize theft and optimize cash tracking methods.</p>
3:00-4:30 pm	<p>Managing Efficiencies for Optimum Performance Round Table Discussion <i>Moderators: Chip O'Hara, Midwest Coin Concepts; Sam Westgate, J&J Ventures</i></p> <p>Today's operator is no doubt doing more with less, and with a tight job market, finding qualified employees makes it even more challenging. This year's round table discussion will be led by two industry experts with loads of experience.</p> <p>Here are just a few of the topics to be discussed: organizational structure (i.e. job descriptions, organizational chart); managing efficiencies in a tight job market; service/expectations; and other topics to be identified by attendees! Information exchanged during this round table session will most likely pay for your trip.</p>
4:30-5:30 pm	Social Hour
SUNDAY, OCTOBER 28	
8:30-9:00 am	Continental Breakfast
9:00 am-12:00 pm	<p>Strategies for Mastering Effective Communication in the Workplace <i>Kara McClure, SPHR/MSW</i></p> <p>Applying the essential skills of listening and speaking is just the beginning of effective communication. One mark of a truly good communicator is the ability to identify the type of person you are interacting with and then to adjust (flex) the communication approach to match that person's style. During this session you will be given a simple assessment to identify your primary communication style. Through this assessment you will develop a deeper understanding of how others are likely to perceive you and interpret your behavior. You will then use this knowledge to better understand the various communication styles of the people within your organization, and how identifying and adjusting these styles between co-workers can produce more effective interactions throughout the workplace.</p>

This Year's AMOA On the Road Stop in Chicago, Illinois includes two FUN and exciting factory tours:

Factory Tour #1 – Stern Pinball

Stern Pinball's games are enjoyed by an ever-expanding group of gamers around the globe who are rediscovering and discovering the tantalizing allure of the wild silver ball. Attendees will have the opportunity to witness first-hand exactly what goes into building these magnificent amusement machines.



Factory Tour #2 – Arachnid 360

With electronic darts being an industry staple, we couldn't think of a better opportunity while being in Chicago to take a road trip out to Loves Park, Illinois and visit with our friends at Arachnid 360 to see their facility. You don't want to miss the chance to visit with the "Originator and Innovator of Electronic Darts" on our 2018 AMOA On the Road factory tour circuit!



“During the On the Road Program we have the opportunity to share ideas on how each of us runs our businesses and we often find we're a lot alike, but still a bit different. I always come away realizing that although my company is doing a lot that is over and above, there's a few things we're also missing. Had I not attended this AMOA program, I would have never learned there was more we could do to improve our operations.”



Karl Kern, Melody Entertainment Inc.

“The value in what you learn from the sessions, and the networking alone, is well worth it. There is so much industry-related information that you normally wouldn't be exposed to. You have the opportunity to talk with other people who are in the same business but different markets and you learn what they're doing and compare it to what you're doing.”



Jim Piontek, Encompass Vending Inc.

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Sunday, October 28 8:30am-12:00pm

Rosemont Hilton Hotel
5550 N. River Road, Rosemont, IL 60018
October 26-28, 2018

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
EMAIL _____

Registration fees:
Please indicate registration type.

AMOA Notre Dame Management Program Alumni \$225/pp
 AMOA Member \$250/pp
 AMOA Non-Member \$499/pp

Please make your check payable to: Amusement & Music Operators Association

For credit card payment, please fill out the following completely: American Express Mastercard Visa

_____ Total Registration Fee _____ Billing Zip Code

Card Number _____ Exp. Date _____ CVV Code _____

Signature _____

Send this form & payment to:

380 Terra Cotta Road, Suite F, Crystal Lake, IL 60012

Phone: 815-893-6010

Fax: 815-893-6248

Email: anne@amoa.com

REGISTRATION



Amusement & Music Operators Association

380 Terra Cotta Road, Suite F
Crystal Lake, IL 60012

www.amoa.com



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The AMOA On the Road Program is a cost-effective educational program for leaders in the amusement industry who want to invest in themselves and their businesses by participating in a quick educational event at an easily accessible venue. This year's stop will be Chicago just outside of O'Hare International Airport at the Hilton Rosemont offering a complimentary airport shuttle. Fly in Friday morning for the afternoon factory tours; the program runs all day Saturday and adjourns by noon on Sunday so you can be back to business Monday morning.

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