



# 20/20 VISION

## FOCUS ON THE FUTURE

**October 25-27, 2019**

The Westin O'Hare, Rosemont, IL



**Educational Sessions**

Saturday, 8:30 am - 5:00 pm

Sunday 8:30 am - Noon



**Factory Tours**

RAW THRILLS & IT

Friday 1:00 pm

**AMOA**  
ON THE ROAD PROGRAM  
[www.amoa.com](http://www.amoa.com)

# 2019 AMOA On the Road Program: **20/20 VISION – Focus on the Future**

FRIDAY, OCTOBER 25		
1:00pm	<b>Factory Tours – Raw Thrills &amp; Incredible Technologies</b>	Depart from Westin O'hare front entrance at 1:00 pm
SATURDAY, OCTOBER 26		
8:30-9:00 am	Continental Breakfast and Check In	
9:00-10:00 am	<p><b>Keynote Address: Attract, Develop and Ignite Your Generationally Diverse Talent!</b>  <i>Kevin D. Wright, International Speaker</i></p> <p>Much has been said about millennials in the workplace. Some people praise millennials, still others criticize them. Some call them genius, while others say they're lazy and entitled. Ever see the grey-haired guy or gal that manages to connect with millennials like they're one of them? They love them and want to work with them. They're the one they crowd around, want to learn from and love to hang out with. It's like they're the millennial-whisperer or something! Ever wonder what their secret sauce is, and how to get some of that secret sauce for yourself? Get the key ingredients of millennial leadership from Kevin! He's not only recruited them, led them and gotten the most out of them, he's the guy they call when trying to understand "how it's been done and how to best change it." Even better, he's been voted Father of the Year with two. Twice! Whatever your opinion of the millennial generation, they'll be three-quarters of the workforce by 2025, so now's the time to add your own secret sauce! Join Kevin and walk away with the inside scoop on how to attract, develop and ignite your generationally different talent!</p>	
10:00-10:15 am	Break	
10:15-11:00 am	<p><b>Navigating the Workplace of the Future</b> <i>Industry Panel and Round Tables</i></p> <p>Today's tight labor market is a tough one to navigate especially for small businesses and there seems to be no end in sight. During this session an industry panel will share what they're doing differently to address not only the tight labor market, but the changing expectations and needs of today's employee. In addition, round tables will discuss and share the different types of recognition/incentive programs they've put in place and how they've re-aligned positions or job functions within their company to address these challenges.</p>	
11:00 am-12:00 pm	<p><b>Marketing in 2020</b>  <i>Taylor McGlamery, Director of Strategy, Trustworkz</i></p> <p>What does the future of marketing look like as we embark on 2020? More importantly, are you positioned to be part of the conversation in today's complex digital world? Marketing strategist Taylor McGlamery will share insights on the direction modern day marketing is headed and what you can be doing now to better position your company for the future. Attendees will be provided with a checklist of 5 key questions to ask when evaluating their own digital marketing strategy.</p>	
12:00-1:00 pm	Networking Luncheon	
1:00-2:15 pm	<p><b>VR and Esports – Expanding the Gaming Experience</b>  <i>Russ Van Natta, Vice President of Sales, Creative Works</i></p> <p>Learn the trends and best practices of the two fastest growing sectors of the entertainment industry. After this presentation, you'll understand the demographics and patterns fueling this shift in social gaming.</p>	
2:15-2:30 pm	Break	
2:30-3:15 pm	<p><b>Virtual Reality Operator Panel</b> <i>Industry Panel</i></p> <p>Hear from a panel of industry operators who are providing Virtual Reality experiences to their customers. You'll learn what key factors made them decide to engage in this new technology along with the challenges and opportunities they have discovered in the process.</p>	
3:15-4:00 pm	<p><b>Technology Round Tables</b></p> <p>Evolving technology touches almost everything we do today in both our personal and professional lives. This round table discussion will explore new technologies being utilized by attendees to improve efficiencies within their own businesses to save time and money.</p>	
4:00-5:00 pm	Social Hour	
SUNDAY, OCTOBER 27		
8:30-9:00 am	Continental Breakfast	
9:00-10:15 am	<p><b>Cashless/Card-Stored Systems</b> <i>Industry Panel</i></p> <p>Cashless/card-stored system technology continues to evolve and benefit amusement operators in small footprint spaces. Our panel of industry experts will share how this technology has enhanced their businesses through promotional opportunities, loyalty programs and the ability to analyze data for full optimization.</p>	
10:00-10:15 am	Break	
10:30 am-12:00 pm	<p><b>Operator Round Tables – Quick-Fire Idea Exchange</b></p> <p>This 90-minute session will fly by when we take a quick-fire approach to addressing several topics such as Operations, Crane Mixes, Rentals, Remote Leagues, and ATMs among others. The group will identify opportunities along with challenges and solutions in each topic area. Be ready to take notes during this fast-paced interactive idea exchange!</p>	

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

**Factory Tour #1 – Raw Thrills**



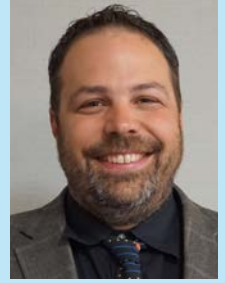
Raw Thrills, Inc. was founded in 2001 to develop the finest arcade video game entertainment. The studio is led by veteran game designer Eugene Jarvis, whose credits include classic titles such as Defender™, Robotron:2084™, and the Cruis'n™ series of adventure driving games. From its debut driving hit, The Fast and the Furious™, to its recent release Halo: Fireteam Raven™, Raw Thrills strives to bring the player the ultimate arcade experience, while delivering consistent reliability and value.

**Factory Tour #2 – Incredible Technologies**



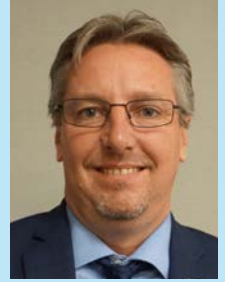
Since their humble beginning in 1985 and throughout the following decades of challenge, growth and success, one vision has continued to inspire IT—it's all about the game! Whether they've been writing lines of code for pinball games, animating bulky pixels in the 80's, making their mark on popular culture with hits like Golden Tee® Golf, or taking a leap of faith by entering the casino gaming market—IT is always all about the game!

“As an amusement operator, AMOA's On the Road has provided me with industry specific tools and education that have made a positive impact on how I operate my business. Attending is something I look forward to every year, but more importantly, my business can't afford for me to miss it.



*Bob Burnham, Paradise Pinball and Amusements*

“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.*

**AMOA On the Road Educational Program 20/20 VISION – Focus on the Future**

*Brought to you by the AMOA Continuing Education Committee*

**Friday, October 25 1:00pm Factory Tours\***

*\*To protect proprietary information of factories, attendee list will be provided for approval by each participating factory.*

**Saturday, October 26 8:30am-5:30pm**

**Sunday, October 27 8:30am-12:00pm**

The Westin O'Hare  
6100 N. River Road, Rosemont, IL 60018  
October 25-27, 2019

REGISTRATION

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**Registration fees:**  
Please indicate registration type.

- AMOA Notre Dame Management Program Alumni \$275/pp
- AMOA Member \$299/pp
- AMOA Non-Member \$500/pp

**Please make your check payable to: AMOA**

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

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Email: anne@amoa.com





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Register Today!  
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**October 25-27, 2019**  
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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 is back in Chicago just outside of O'Hare International Airport at The Westin O'Hare offering a complimentary airport shuttle. Fly in Friday morning for the afternoon factory tour; the program runs all day Saturday and adjourns by noon on Sunday so you can be back to business Monday morning.