



AMOA

ON THE ROAD PROGRAM

WELL-CONNECTED!



Factory Tour
Stern Pinball

Thursday, 2:00 pm



Educational Sessions

Friday, 8:30 am - 5:30 pm



Product Showcase

Friday, 6:30-9:30 pm

October 27-28, 2022

The Westin Chicago Northwest
Itasca, IL

www.amoa.com

2022 AMOA On the Road Program: **WELL-CONNECTED**

THURSDAY, OCTOBER 27

2:00pm

Factory Tour – Stern Pinball



FRIDAY, OCTOBER 28

8:30-9:30 am

Keynote Address: The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the Sports World to the Business World

Ross Bernstein, Best-Selling Author and Speaker

Ross' program is all about the DNA of what makes champions in sports so unique and how that relates to business. His message is based upon a series of books he wrote in which he was able to interview more than 1,000 professional athletes and coaches that all had one thing in common – they were members of championship teams. In his research he concluded that the same metrics and characteristics that were common among champions in sports, were also common among peak performers in business. There are reasons certain teams win consistently, whereas others don't...and Ross explains why. It's based largely on the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through servant leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service.



9:30-9:45 am

Break

9:45-10:45 am

Connecting with Cashless: An Operator's Perspective

Industry Operator Panel: Jordan Barberio, Barberio Music Company and Greg Trent, Beyer and Brown

Over the past several years you've had access to numerous sessions on the benefits of cashless, however, this may well be the first solely from a route operator's perspective. During this session, our operator panel will share "their" story of integrating cashless into their operations. Learn some of the metrics they've used, and continue to use, in determining what type of system to integrate depending on location type. In addition, they will share what they hope to see or what intrigues them about the future of digital transactions.

10:45-11:00 am

Break

11:00-11:45 am

From Conception to Distribution: The Making of a Pinball Game *George Gomez, Stern Pinball*

Veteran pinball executive George Gomez will provide attendees with an intriguing look at exactly what it takes to create a great pinball game. From concept to distribution, you'll be amazed especially after yesterday's tour!

11:45 am-
1:00 pm

Legislative Luncheon

Join your peers for lunch and the opportunity to network before AMOA's DC-based legislative firm Dentons addresses attendees with an industry update and midterm preview just 12 days before election day.

1:00-1:15 pm

Break

1:15-2:15 pm

Real Estate as an Exit Strategy, ESOPs, Banking Relationships and Personal Financial Preparation

Joe Jacobson, Amusement Devices; Philip Webb, PDQ Merchant Enterprises, Inc.; and Sam Westgate, J&J Ventures

Whether you're looking for an exit strategy short-term or long-term, our industry panel will share some of the strategies they've used as they look to the future. In addition, they will also share the importance of banking relationships and personal financial preparation in the process. Today's route operator is more diverse than ever and you'll learn that selling a route is not always "one size fits all."

2:15-2:30 pm

Break

2:30-4:30 pm

Communicating for Impact!!! *Bil Murray, Murray and Associates*

There are many and diverse reasons organizations need to communicate. Communication can have a profound impact on an organization's success. Communication helps make customers' interests known, resolves problems, adds value to products and services as well as keeping team members engaged. Communication is a two-way street. Savvy leaders understand the immense benefits of exchanging ideas and try to not just keep people informed, but to answer their questions and share feedback. Furthermore, they make an intentional effort to communicate clearly, concisely and consistently. In this session, you'll explore several key principles of effective communication. Bil will help you understand several concepts, why they work and when to apply them. You will walk away from this session with a deeper understanding of the importance of communicating, some useful insights and some high impact tools and techniques.

4:30-5:30 pm

Operator Round Tables – Quick-Fire Idea Exchange

We'll cap off the day with our ever-popular operator round table discussion. Be prepared to discuss current hot topics to include both opportunities and challenges during this quick-fire idea exchange.

6:30-9:30 pm

AMOA Associate Member Product Showcase



AMOA Associate Member PRODUCT SHOWCASE

Friday evening, October 28
our second annual AMOA
Associate Member Product
Showcase returns. You'll have
the opportunity to see the
latest equipment from AMOA
Associate Members, network
with industry peers and of
course, have fun!



"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 – so much so that I've begun bringing my employees every year. Attending is something I look forward to, but more importantly, my business can't afford for me to miss it."

Bob Burnham, Paradise Pinball and Amusements



"I began attending AMOA's On the Road program 6 years ago. I'd been in the industry for some time but didn't know what I was missing by not attending. I've gone every year since and with the addition of the Associate Member Product Showcase, it's well worth the investment of my time and money. It's a great opportunity to meet new people and learn new things necessary to build my business."

Jamie Meyer, JLM Entertainment

2022 AMOA On the Road Educational Program: **WELL-CONNECTED!**

A Continuing Education Program exclusively for AMOA Members

October 27-28, 2022 | The Westin Chicago Northwest | Itasca, IL

Attendee Information

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Registration Fees Please indicate registration type. You must be an AMOA Member to attend.

☐ **\$250 includes Education AND Product Showcase Event**

☐ **\$99 includes Product Showcase Event ONLY**

Payment

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 | Phone: 815-893-6010 | Fax: 815-893-6248 | Email: teri@amoa.com

REGISTRATION



Building Engagement in Real Life

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

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The AMOA On the Road Program is a member exclusive continuing education program for leaders in the amusement industry who want to invest in themselves and their businesses by participating in a cost-effective educational event at an easily accessible venue.

OTR is back this Fall and returns to the Chicago suburbs with the 2022 edition taking place at the Westin Chicago Northwest in Itasca, Illinois just 10 miles from O'Hare International Airport. This year's program features a facility tour on Thursday afternoon, October 27; a full day of education on Friday, October 28; and an AMOA associate member product showcase event that evening to close out the program.

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Register
Today!
amoa.com