

GAMA 2010

The GAMA Board of Directors engaged in a two day long strategic planning session in late fall 2009. The Board came up with the following guiding principles that we feel will steer the Board and staff in our decisions as we support the GAMA membership:

- GAMA believes in expanding the gaming industry
- GAMA believes in facilitating good business practices
- GAMA believes in the promotion of education & the gaming industry
- GAMA believes in supporting effective benefits
- GAMA believes in our role as an advocate for the industry

We have also established three simple, but significant, goals for the upcoming year:

1. Stability of the organization
2. Increase membership value
3. Increase awareness of the Industry

Message from the GAMA Vice President Jamie Chambers

The New Year is always an exciting time. It's one in which we take stock in ourselves, re-evaluate things, and try to move forward with some positive changes. It's like that in many ways for GAMA, though it's really more about changes that have been in the works for a while.

To me one of the most important changes is one that the board and our executive director decided some time ago. We have re-dedicated GAMA's purpose to be a trade organization that serves the hobby game industry. There has been a perception that we were a convention organization first, and a trade association second. We have taken a hard look at our priorities and goals and engaged in strategic planning to ensure GAMA's future in service to its members and the improvement of the gaming industry as a whole.

This evolution will occur slowly, one step at a time, but each one will be important with something to offer many of our members. Our goal is to provide resources for manufacturers, distributors, and retailers to help them improve their businesses. We've been looking at these programs from the perspective of companies large, small, and in-between.

Communication is an important goal for us. Work is underway to completely overhaul the GAMA website and turn it into an information resource, communications tool, and online community of game industry professionals.

The New Year brings us a new GAMA Trade Show in just a few months! We've worked to offer great room rates so attendees can affordably stay on-site. We're again offering educational seminars for

businesses both new and established, an emphasis on sales and information exchange in the exhibit hall, and functions that offer business-to-business networking that can lead to bigger and better things for game professionals.

In the summer we're looking forward to celebrating the 35th anniversary of the Origins Game Fair. I've always been able to count on Origins to deliver an amazing variety of game experiences. As a game publisher, I've made some extremely valuable contacts and discovered great talent at the show as well.

I paid the GAMA office a visit on a recent trip. It was great to see the efficiency of the hard-working staff and volunteers in person, and also rewarding to take a tour of the convention center. There have been extensive renovations that will give Origins more space and better venues for game and seminar programming than ever before. We'll be announcing a great slate of guests and a fantastic lineup of games. Keep watching for announcements!

We're jumping into a new year with a renewed commitment for GAMA to provide the support and resources for the game industry, to run a trade show that provides the best opportunities for information exchange and sales in a game-focused environment, and also a consumer game convention that will allow publishers to showcase their creations and spread buzz around the world. GAMA has a high mountain to climb, but each step along the way is achievable and we're taking them one at a time. Thanks for sticking with us on the journey.

Jamie Chambers jamie1km@gmail.com

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GTS Details!

Bally's Las Vegas
March 22-26, 2010

Registration and our Welcome Event begin later on Monday the 22nd; the Exhibit Hall opens Wednesday the 24th and Seminars run from the 23rd through Friday the 26th!

The show schedule is finalized and the seminars are more robust and diverse than ever before! The schedule includes exciting sponsored meals and events, Game Nights, Cocktail and Social Hours.

This year's seminar line up is also complete and will have something from everyone.

We have locked in the room rate to a low \$59 a night in the south tower and \$79 in the north tower.

As an order writing show, remember to let us know any show specials you are offering to retailers so we can promote them on the GAMA website and in the onsite book!

Power Retailing Awards

Honoring the Finest Game Stores
in the World!

To celebrate excellence in retailing, GAMA Retail Division (GRD) presents the first-ever Power Retailing Awards! The Power Retailing Awards offer the industry an opportunity to honor the finest game stores in the world. Stores will compete for the distinction of Best Store Design, Best Marketing, Best Organized Play Program and the coveted Power Retailer Overall Best Store.

Winners will be announced during a special ceremony at GTS and posted on the GAMA website. They will also receive a free pass to GTS 2011, among many other prizes.

The Power Retailing Awards are open to any store that specializes in games. To nominate a retail store, submit a detailed portfolio that includes pictures of the store design, summaries of marketing efforts, history of the store, and other operational policy documents. Email nominations to GRDSecretary@gama.org **by March 5, 2010** to be considered for an award. To learn more about the Power Retailing Awards visit www.gama.org.

Message from the Retail Board Chair, Kelli Wallace

Most retailers, when considering attending GTS, will only consider the costs of the hotel, airfare and covering their store for the duration. We shouldn't be thinking of this as a vacation, but as part of our business. We need to think of GTS as money well spent as we consider getting a college degree. We are open for business 360+ days a year and even one good idea, just a 1% increase in sales, can more than pay for the trip.

Most of us open our stores with too little knowledge, too little capital and operate in a vacuum. Our friends and family mean well but don't have the knowledge and expertise to truly help us. GTS is our chance to talk business with hundreds of other retailers and attend educational seminars.

This is our opportunity to tell our customers that when we sat down with that publisher in Las Vegas, this is what they told us.

All the things we do every day in our stores probably won't make us better, more professional retailers, but attending GTS can.

Kelli Wallace
Fantasy Shop Comics & Games
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From the Executive Director

The New Year is here! The year 2010 is set to be a great one for GAMA and its members. We have a great show planned already for Las Vegas in March and I hope to see all of you there. We have really taken the time to listen to the membership and tried our best to incorporate your feedback to reform GTS into an order writing show and highlighting the good financial reasons to attend. Not only did we move the show off of the Holiday weekend, there will also be many membership programs on site during the show. We are also proud to announce that there is a substantial increase in sponsorships for this year as

well. To increase awareness of GTS, GAMA staff have been calling individual retail store owners to let them know about the dynamic and helpful programs our association runs at the annual association trade show. If you haven't already, please remember to send us your retailer lists to make sure as many stores as possible are included in the calls.

I hope your 2010 is off to a great start and we look forward to seeing you at GTS in March!

John Ward ed@gama.org