



GAME MANUFACTURERS ASSOCIATION

Annual Report 2008



GAMA
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GAMA Overview

Mission

The purpose of the Game Manufacturers Association (GAMA) is to promote the general interest of all persons engaged in the buying, selling, licensing, and manufacturing of hobby game product.

History

GAMA was formed in 1977 primarily to protect the interests of the Origins Game Expo. It incorporated as a non-profit organization in 1982 and started its own trade show, GAMA Trade Show (GTS). Since then, GAMA has expanded to become the premier trade association for the hobby games industry with many member affinity programs.

GAMA's mission is to promote the general interest of all person engaged in the buying, selling, licensing, and manufacturing of hobby game products. To that end, GAMA provides member affinity programs such as handbooks, trade and consumer shows, and education programs. In 2001, GAMA reassumed control of Origins, its annual consumer show, from a licensee. As a result, the Association grew at an exponential rate, expanding from a \$250,000 company to an excess of \$1 million company.

GAMA's Work

GAMA has initiatives that provide significant value to the Association's members in the form of both member benefits and outreach and advertising projects.

GAMA owns and runs two principle shows. The GAMA Trade show, held annually in Las Vegas, which brings together publishers, distributors, and retailers to learn about new products and services for the upcoming year and about better ways to run their businesses through many seminars; and the Origins International Game Expo, located in Columbus, Ohio, an international consumer show for the games industry where game players and publishers gather to build and strengthen the game community through events, new game demos, and exhibits.

Board of Directors

President:
Rick Loomis

Vice President
Jamie Chambers

Secretary
Brian Dalrymple

Treasurer:
Aaron Witten

Retail Division Chair:
Kelli Wallace

Wholesale Division Chair:
Brad McWilliams

At Large Directors:
Will Niebling
Mike Stackpole

GAMA Staff

Executive Director:
Anthony Gallela

Public Relations Coordinator:
John Kaufeld

Program Director:
Trey Reilly

Events Coordinator and Program
Coordinator:
Steve Verdoliva

Exhibitor Services and Sales Coordinator:
Matthew Ragsdale

Operations Director:
Jodie Ramsey

Events and Operations Coordinator:
Joby Miller

GAMA Operations Report

Programs

Below is a list of programs representative of GAMA's initiative to expand the role of games in the community at large.

Games in Education

The Games in Education program is dedicated to helping teachers learn to use social games in their classrooms. GAMA believes that games are excellent educational tools and works to help teachers find appropriate ones for their curricula. In 2008, GAMA distributed a number of Games in Education brochures. These documents pinpoint games that teach specific skill sets or concepts, and help educators find appropriate games for their classrooms. We do have a list-serve where teachers help each other with using games in the classroom. GAMA is on the cusp of another positive change with a program to offer lesson plan outlines and lists of matching standards in the next printing of our Games in Education Pamphlets. Another component of our Games in Education initiative is the Educators Hall Pass:

Educators Hall Pass

The Educators Hall Pass program (previously the Teachers Hall Pass) is an outgrowth of the Games in Education program and is held annually at the Origins Game Fair in Columbus, Ohio. Admission to the convention is free to any educator with a valid license. A series of seminars by hobby-games and educational experts show teachers how to use games in their classroom in hands-on fashion. Concepts are taught, discussion is held, and actual game-play tutorials occur all to help teachers find ways to use these powerful educational tools — games — in their classrooms.

Since 2006, the Educators Hall Pass Program has been officially open to Librarians and School Administrators, which increases attendance and helps get the word out about the positive and educational nature of many of our games.

Games to Troops 2008

At GTS, GAMA collected games from our members for distribution America's service men and women stationed overseas. To this end, GAMA tracked down the perfect contacts in all four military branches (Army, Navy, Air Force and Marines) to help us help our industry get packages of games out to our troops in the field. The Morale, Welfare and Recreation (MWR) assisted us in assuring the locations of our forward deployed troops were supplied with gaming packages from the generous members of our industry.

Technology

The following programs represent GAMA's commitment to improving operational efficiency while providing increased support to our members and clientele.

Volunteer Management: Time tracking, better policy and procedural implementation, travel evaluation, stronger communication and coordination.

Facilities Management: Hotel space tracking, reduced budgetary impact, increased throughput of information, stronger and more consistent coordination.

Systems Integration: Most of GAMA's data needs have been intergrated into a single source data repository. Partnering our web server and exchange server has enabled a collection of contact information, business data, and various other vital information with automated security and redundancy.

WebGUI: WebGUI continues to provide GAMA with intergrated content management and custom application frameworks. Some of the key features include:

Workflow and Versioning: A complete workflow management system providing an efficient means for committing versions, processing data, and running customs scripts.

Templating: WebGUI provides templates to ensure all data looks uniform and professional with the ability to expand capabilities in presentation.

Project Management:

Request Tracker: A basic Customer Relationship Manager, the request tracker allows detailed tracking of stakeholder needs.

Mail-to-Forums: GAMA's website forum can send and receive mail, maintain an active archive on the website and permit posting through the website itself while being monitored and controlled by the extensive permissions and security settings within WebGUI.

Event Management System (EMS): EMS allows for detailed and in-depth rules regarding event sales and permits the user to search, filter, and sort the event chart to find anything they are looking for. GAMA's utilization of EMS has only grown in the past years as an increasing number of attendees find our online searchable database of events and pre-registration option easy and convenient.

Online Badge and Pre-Registration Sales: Badge and pre-registration sales for Origins and GTS were conducted via our website WebGUI. This fast and convenient venue for event attendees also enabled GAMA to maintain a complete and accurate database of attendees and sales.

Membership Benefits

Our member-only benefits include the following:

Booth Rebates at Origins Game Fair: GAMA members receive a 10% rebate on their Exhibitor Booth fees with GAMA for the year (totaling both GTS and Origins), up to the full cost of their membership fee.

Health Insurance: In partnership with Assurant Affinity, GAMA offers health insurance to its US-based members at rates or with benefits large companies enjoy.

Credit Card Merchant Program: We continued our proud partnership with Cynergy Data to provide GAMA members affordable and reliable credit card processing. To date, 100% of participating members have reported savings when compared with other providers.

Retailer Mentorship Program: The GAMA Retail Division sponsors a mentor program for retailers in the hobby games industry. Modeled after a small business counseling program, the Retail Mentorship Program is aimed at helping new game stores to become successful businesses. Its continued success has made the mentorship a central part in GAMA support of retailers.

Advertising Discounts and Free Subscriptions: GAMA's website provides a list of partner publications who offer members a discount on advertising and free subscriptions.

Retailer Badges: Retail members receive one free Buyers Badge for GTS and two free Origins badges to either use themselves or to give away at their store.

Trade Organization Survey: GAMA continues to survey comparably sized trade organizations to compare the programs we offer to others. This survey continues annually to make sure our members are offered a better than average benefits package.

Convention Directory: GAMA provides members with a comprehensive convention directory containing the name, location, and dates of the convention as well as type of events run, number of events, attendance figures, costs associated with advertising, and other data.

GAMA Trade Show

GTS is a business-to-business show where both publishers and manufacturers show their products to retailers and distributors. Industry experts also give seminars on building better business practices, and a great deal of other industry business occurs at GTS, including distributors and vendors showing their services, freelancers showing their games to publishers, and much more. See the 2008 third quarter earnings report for a financial review of GTS 2008.

Origins Game Fair

The Origins Game Fair is GAMA's official consumer show. It is the only International Hobby Game Fair put on by a non-profit Trade Association. Hundreds of publishers display and sell their wares, run special events to promote their products, and release their newest products at Origins. Game players come from all over North America to play games, to participate in national championship tournaments, and to generally have fun. See the 2008 third quarter earnings report for a financial overview of Origins 2008.

Accounting and Finance

Visit www.gama.org/about-gama/bylaws-and-minutes for the 2008 third quarter earnings report and a projected 2009 budget.

GAMA Committees

Retail Division

The GAMA Retail Division (GRD) looks for ways to help our industry's most public face -- the friendly local game stores around the world -- grow and profit in a challenging business environment. The GRD board organizes the popular retail seminar tracks at the GAMA Trade Show, contributes to the Retailer Handbook, and represents retailers on the full GAMA board. The Retail Division elects board members to staggered two-year terms at their annual membership meeting during the GAMA Trade Show.

The 2007-2008 GRD board members include:

Chair:

Kelli Wallace (The Fantasy Shop)

Vice-chair:

John Riley (Grasshopper Comics)

Secretary:

Jim Crocker (Modern Myths)

Directors:

Laura Witten (Game Station)

Rob Coach (Gamers Haven)

Joann Gain (Jester's Playhouse)

Dan Yarrington (Myriad Games)

GRD Committees for 2008-2009 include:

Seminar Track: Kelli Wallace

Mentor Program: John Riley

Retail Advisory Board: Jim Crocker

Focus Groups: Dave Wallace

Wholesale Division

The Wholesale Division sits in the middle of the game industry sales process, supporting both retail stores and game publishers.

Wholesale Division members purchase and warehouse products from a broad range of game publishers and aggregators. They sell these products to retail stores, adding value by creating a “one-stop shopping” experience. They break down case packs, giving stores the ability to purchase just a single game instead of a full case at a time, and provide credit terms.

All distributors of games, comics, and related products are welcome to join the GAMA Wholesale Division. The Division holds its annual meeting at the GAMA Trade Show in Las Vegas during March of each year.

During its annual meeting, the Division elects a chairman who represents the Division’s interests and perspectives on the full GAMA board. The current Wholesale Division chairman is Brad McWilliams.

Academy of Adventure Gaming Arts and Design

The purpose of the Origins Awards is to reward excellence in game design in order to increase publicity and sales for the nominees, the winners, Origins, and social games in general.

Members of the Academy of Adventure Gaming Arts and Design (AAGAD) are published game designers, writers, artists, and other game creators. Any person with a verifiable published credit for writing, design, sculpting, illustration, graphic design, editing, line development, or brand management in three or more gaming products is eligible for admission to the Academy. The Academy is a committee of GAMA and the Chair of the Academy is appointed by GAMA’s president. The Academy’s principal mission is the administration the Origins Awards.

Every fall, publishers and creators submit their best products from the past year as eligible in a large variety of categories. Expert jury panels, made up of members of the Academy and retailers, then vote on which products should be named to the first ballot. At the GAMA Trade Show, retailers vote to see which products will become the Origins Awards Nominees. The top five vote-getters in each college are placed on the final ballot, and are voted on by the attendees at Origins. The Winners are announced each year at the Origins Game Fair.

2008 ORIGINS AWARD WINNERS

The Game Manufacturers Association's (GAMA) Academy of Adventure Gaming Arts and Design, GAMA's retail members, and the attendees of this year's Origins Game Fair have chosen the best tabletop games in a number of categories. Congratulations to all the nominees and winners.

Best Roleplaying Game of 2007

Aces & Eights

Published by Kenzer and Co.

Written by Jolly R. Blackburn, Brian Jelke,
Steve Johansson, Dave Kenzer, Jennifer
Kenzer and Mark Plemmon

Best Miniatures Rules of 2007

Classic Battletech

Published by Catalyst Game Labs

Created by Jordan Weisman

Edited by Michelle Lyons, Diane Piron-
Gelman

Best Miniature or Miniatures Line of 2007

Titanius Fury

By Dragonfire Laser Crafts Inc.

Best Collectible Card Game of 2007

Legend of the Five Rings

Published by Alderac Entertainment Group

Mark Wootton (lead designer),

Charles Urbach (cover artist)

Best Historical Miniature Game of 2007

"Check Your 6!"

Published by Skirmish Campaigns

Designed by Scott Fisher

Best Historical Miniatures Line of 2007

Romano-British 15mm

Published by Splintered Light Miniatures

Designed by David McBride

Best Historical Board Game of 2007

Age of Empires III: The Age of Discovery

Published by Tropical Games

Designed by Glenn Drover

Best Non-Fiction Publication of 2007

Hobby Games: The 100 Best

Published by Green Ronin

Edited by James Lowder

Best Fiction Publication of 2007

Astounding Hero Tales

Published by Hero Games

Edited by James Lowder

Best Game Accessory of 2007

Call of Cthulhu Dice Set

Published by Q-Workshop

Best RPG Supplement of 2007

Codex Arcanis

Published by Paradigm Concepts

Written by Team Paradigm

Best Traditional Card Game of 2007

Zombie Fluxx

Published by Looney Labs

Created by Andrew Looney

Best Board Game or Expansion of 2007

StarCraft: The Board Game

Published by Fantasy Flight Games

Created by Corey Konieczka and Christian
Petersen

Hall of Fame Inductees of 2007

R. A. Salvatore

Vampire: The Masquerade (White Wolf
Games)

Paranoia (Mongoose Publishing)

GAMA Annual Membership Meeting

Notice of the meeting was published by e-mail to the membership and postal mail to the full-voting membership. The public was notified via industry list-serves and bulletin boards.

Game Manufacturers Association
Annual Membership Meeting Minutes
Origins Game Fair
Columbus, Ohio
June 25th, 2008

Board and Staff Attending:

Rick Loomis	President	Flying Buffalo
Jamie Chambers	Vice President	Maragaret Weis Productions
Brian Dalrymple	Secretary	The Adventure Game Store
Aaron Witten	Treasurer	Gamestation
Phil Lacefield	Director At-Large	Self
Will Niebling	Director At-Large	Elfinwerks
Mike Stackpole	Director At-Large	Self
Kell Wallace	Retail Division Chair	Fantasy Shops
Brad McWilliams	Wholesale Div. Chair	ACD
Anthony Gallela	GAMA Executive Director	
Jodie Ramsey	GAMA Operations Director	
John Kaufeld	GAMA Public Relations Director	
Trey Reilly	GAMA Programs Director	
Steve Verdoliva	GAMA Events Coordinator	
Matt Ragsdale	GAMA Sales and Exhibitor Services Coordinator	

Publisher/Manufacturer Members Attending:

Flying Buffalo
Margaret Weis Productions
Hidden City Games (by proxy)
Bucephalus Games
Crazy Egor's
Mayfair Games
Paizo
Gamestation
Titan Games
Pokémon USA (by proxy)
Koplow Games

Final Sword Productions (by proxy)
Countess Games
Amarillo Design Bureau (by proxy)

Meeting was called to order at 7:14PM.

There were no suspended members awaiting appeal.

Motion to waive the Calling of the Roll by Will Niebling, seconded by Mike Stackpole. *Motion passed.* Attendance was taken by voice. There were 13 Publisher/Manufacturer Members present at roll call, either by their designated representative or by proxy. Amarillo Design Bureau was added by proxy later in the meeting. *No quorum being present*, President Rick Loomis carried on with the meeting to allow time for others to arrive. If there was still no quorum at the time for Elections, arrangements would be made to have the elections at a later date.

Motion to waive reading the minutes from the previous Annual Membership Meeting by Mike Stackpole, seconded by Will Niebling. *Motion passed.*

Brian Dalrymple received a communication from Brad McWilliams saying he was delayed by traffic, and gave the Wholesale Division over the phone.

Presentation by Todd Stout of the Legend Group on GAMA's new 401K plan. Details will be available from the GAMA office or through Aaron Witten.

The President had nothing to report.

There were no reports from Liaisons.

Executive Director's Report, Anthony Gallela:

Anthony briefly explained the Game Fair concept after checking to see if the members present received the email regarding it. Columbus hosts a parade Saturday morning, and this weekend is ComFest, the city's Community Festival, which will be taking place at a park a couple of blocks from the convention center. GAMA will have volunteers there working the crowd encouraging people to come to Origins. Anecdotal evidence suggests locals are planning on seeing Origins. Many attendees mentioned that their friends will be here this weekend, and Anthony's neighbors said they will be attending, too.

Pre-registration for the show is up, but we aren't sure exactly what that means, as pre-registration has been hot the past couple of years, while attendance has been flat. Total bodies so far this year are 7,408, as compared with 6,976 at this time in 2007. We will not have people checking badges at the doors to the exhibit hall this year. Instead, there will be stanchions staffed with volunteers at strategic points in the hall. These volunteers will be distributing wristbands for the Game Fair this weekend.

Larry Roznai of Mayfair Games asked if there would still be security at the exhibit hall doors prior to opening to allow for exhibitors to get to their booths, and Anthony replied yes.

Gama's bookkeeping and accounting are improving, though we are still catching up on our deep accounting, notably AR from registrations and credit cards.

We don't have reliable numbers from GTS yet, but we know that the number of stores attending was down slightly, with more representatives attending from each store, more distributors, and more industry professionals. Revenue from meals simply was not there. We will have to look at GAMA's expenses and sponsorship structures as a result.

Anthony attended several public fairs and shows this year to see how they are run. As a result we questioned whether we needed the expense of \$17K for carpet in the Exhibit Hall this year.

Larry Roznai said the hall looks cheap and tacky, like a flea market, and suggested GAMA might be sending the wrong message. He understands the reality that the economy is down, but suggested at least having carpet out to the first rows of booths. Anthony said we would consider that for next year.

Secretary's Report, Brian Dalrymple:

On June 11th, the board passed a resolution online defining the Board Member Emeritus position, and subsequently elected Mike Stackpole and Will Niebling as Board Members Emeritus on June 13th. A copy of the resolution and appointments follow:

June 11, 2008

Motion by Jamie Chambers, seconded by Aaron Witten, that the board create Emeritus Board positions:

The board, at its discretion, may create Emeritus board positions and appoint members to serve until such a time as the Emeritus member chooses to resign or is voted out by 75% or more of the board.

The positions will be non-voting unless agreed by a majority of the board to grant them a vote in certain circumstances.

The positions entitle the emeritus member to attend board meetings, to advise the board, and to continue to work with GAMA and the board to promote the industry, providing the benefit of institutional memory and their unique area of expertise.

The positions will afford the emeritus members the privileges of the board, and will require from them the same time commitments as board members at GAMA's annual shows.

In the event GAMA decides it does not have the financial resources to bring the emeritus members to a meeting, said members will travel and attend at their own expense.

Motion passed.

June 13, 2008

Rick Loomis **nominated** Mike Stackpole to Board Member Emeritus, seconded by Will Neibling, *motion passed.*

June 13, 2008

Rick Loomis **nominated** Will Neibling to Board Member Emeritus, seconded by Mike Stackpole, *motion passed.*

Wholesale Division Report, Brian Dalrymple from Brad Mc Williams:

Work is continuing on the Publisher's Handbook. We expect it will be ready to send to Will Niebling for editing within about 60 days, and it will be available free to GAMA members upon request this Fall.

Treasurer's Report, Aaron Witten:

In writing, from his January 1st report to the board. Aaron thanked the membership and the board for the opportunity to try to bring some clarity to GAMA's finances. Jodie's training on the finances has been going quite well.

Larry Roznai asked if GAMA would adhere more rigidly to its dues collection schedule, stressing the importance of doing that. Aaron replied that we would be.

Academy of Adventure Gaming Arts and Design Report, Phil Lacefield:

Ballots for the Origins Awards are included with every badge being given out at the show. Attendees can circle their choices and drop them in the bin for counting on Saturday. The Ceremony is Saturday night at 8, with a reception open to the public at 7.

The process for 2008 submissions has already begun. Phil and Pete Panzeri will be gathering submissions for nominations here during the show.

Rick Loomis asked that if anyone had any ideas, suggestions, complaints or problems, please email him at president@gama.org

There was no old business.

New Business:

Anthony Gallela distributed a possible purpose statement for GAMA. It read:

"The Game Manufacturers Association (GAMA) is the non-profit trade organization dedicated to serving the tabletop game industry. GAMA strengthens and supports all industry professionals by advancing their interests, providing educational programs and opportunities for them, and promoting out unique form of quality social entertainment."

Anthony said GAMA needs a statement like this to look to when making decisions for the organization. Rick Loomis confessed having prior doubts about the need for such a statement, but acknowledged that recent information supports Anthony's insistence on their necessity.

Elections will be called for by mail after Origins in accordance with the bylaws. A Special Membership Meeting will be held at GenCon for the purpose of electing GAMA's Vice President, Treasurer and two Directors At-Large.

Mike Stackpole stated that now was an ideal opportunity to talk to people with an interest in serving on the board, and for those people to ask questions of the current board members.

Larry Roznai confirmed with Anthony that GTS in 2009 has been pushed forward one day, to the 15th and 16th of April, the week after Easter.

A communicating member asked when the look of GAMA's website would be updated. Anthony and Trey Reilly replied that, though the website is not pretty, navigation has been improved and the site receives updates regularly.

Larry Roznai stressed the absolute necessity of Origins having its events next year up prior to GenCon's, and certainly much earlier than 6 weeks prior to the show. Anthony said GAMA would find a way to see that done.

Motion to adjourn by Mike Stackpole, seconded by Will Niebling. *Motion passed.*

Meeting was adjourned at 8:43PM.

The Ohio Business License Registration and the Certificate of Good Standing, State of Illinois are on file in the GAMA offices at 280 N. High St., Ste. 230, Columbus, OH 43215.