

## Dear MDCA Member:

### Re: 2016 Show Location/Dates: Pheasant Run Resort, April 19-23, 2016

After investigating and visiting a number of alternative properties throughout the Midwest, the Board has unanimously agreed that returning to Pheasant Run is the best available option for our show in 2016. Our needs are many and complex: enough easily accessible space for room-to-room trading, and sufficient conference/exhibit space in which to conduct the auction and the tabled dealer event. In addition, we need to maintain the important social and educational components of the show with cookouts, networking opportunities, seminars, displays and the like. While Pheasant Run may not be perfect, the property can still comfortably accommodate all of our attendees and allow us to do everything that has made this show so popular. In the end, we believe that Pheasant Run still offers the best opportunity to ensure that the show will remain the premier sporting collectibles show on the planet.

That said, we are well aware of the challenges that Pheasant Run has faced in recent years. However, we are encouraged by the commitment of the new owners and the City of St. Charles to keeping Pheasant Run a viable property well into the future. The city is deeply involved in the planned reconstitution of the property. Pheasant Run is important to the community and there is an obvious commitment to keeping the property going.

### The “New” Pheasant Run

As most of you know, many of the rooms (A, B, C, and D wings) that we have used for selling during the room to room trading period will be taken out of service and later demolished as part of the property’s plan. This will, of course, mean that many dealers will be in a different location next year. But it will also mean many **improvements** for us as well.

- **Better/Larger Rooms:** The property is in the process of refreshing all of the remaining rooms. This work is planned to be completed by the end of the year. The Golf Wing rooms are 30% larger than the rooms in the B, C, and D wings giving us the opportunity to create a larger yet more consolidated selling space.

We believe that all active dealers who have been so supportive of the show can be accommodated together in the Golf Wing buildings. We do not expect that any of

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the selling rooms will need to be in the tower space. This means that attendees will have a much easier time navigating room-to-room trading than ever before. Accomplishing this will take cooperation from all of us including some room sharing and willingness of non-dealers to move into the tower. The Board already has agreement from a number of members to help work with these compromises. In addition, we can also use conference rooms in the Golf Wing and at the base of the tower that will allow us to increase our selling space even further. Pheasant Run has also agreed to reconfigure rooms to add beds to help us accommodate a larger number of selling spaces. A final room layout will be available around August 1, at which time we will be able to start communicating about location assignments for those needing a selling space.

- **Easy Access:** The Golf Wing has access through the main lobby as well as six (6) external entrance doors. All first floor rooms in the F and G wings have patio door access. The parking lot behind (to the west) the E Golf Wing will remain untouched as will the fire lane that runs along the west side of these buildings. All of this will ensure ease of loading into and out of the entire Golf Wing.
- **Improved Services:** As part of our negotiations with the property, we have secured a number of guarantees that will improve the overall on-site experience including increased bell service, earlier room service times, more flexible food availability and an overall improvement in quality.
- **Lower Rates:** Added to the above improvements, we will also enjoy a reduced room rate at Pheasant Run. First floor rooms in the Golf Wing and all tower rooms will be \$114/night, down \$5/night, and second floor Golf Wing rates are set at \$104/night, \$15 less than last year. Resort fees are waived for all members.

The Board's goal throughout this process has been to make sure that we provide the most positive selling environment and ample socializing opportunities for all who attend this premier show. We think Pheasant Run will allow us accomplish these important goals.

If you have questions about any of this, Matt Downs (630-212-0059) or Rick Sandstrom (319-431-3861) will always have the most accurate and current information. We will continue to update you on the show as it develops over the coming months. Pheasant Run tells us that they plan to have an online booking capability available for us as early as next week. So be sure to check the MDCA website at [midwestdecoy.org](http://midwestdecoy.org) for updates.

In the meantime, enjoy your summer and happy collecting.

### **MDCA Board of Directors**

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