

Walking Through Your Front Door *... and proud to do it!*



Kristin Messick and
Don Waitt at EXPO 2016

Let me tell you about Paul Artt and Randy Hanshaw and Kristen Messick. In case you aren't familiar with those names, let me give you a clue. The EXPO. Lots of EXPOs. Decades of EXPOs.

Paul and Randy and Kristen have been shaking club owner hands on the Tradeshow floor of the Annual EXPO since the 1990s. Paul with QNC, Randy with Reportware, and Kristen with Omega Pattern Works. You know, fried jalapeno poppers, tracking systems, and miles of beautiful carpet. Some people take for granted that they are always there, but, frankly, we shouldn't.

Next year the EXPO will celebrate its 25th Anniversary at the Hard Rock Hotel and Casino in Las Vegas. Over that quarter of a century our industry has rode the waves of many changes and hurdles, from the Internet cutting into adult entertainment profits to dancer lawsuits to erroneous suggestions of human trafficking. Through it all, a group of vendors like the three I mention above have stood firm with us and shown their support by continuing to spend money and time to promote their products and services to the adult nightclub industry in the pages of ED Club Bulletin and on the Tradeshow floor of the Annual EXPO.

In a Publisher's Note about ten years ago I told a story, which I think is worth telling again. I was speaking to a big honcho with Miller Beer at their booth at the Nightclub & Bar Convention, pitching him on being a part of our industry publication and our industry convention. He said there was no chance that would happen because, and I quote, *"We don't mind delivering our beer through the back door of stripclubs, but we don't want to be seen walking through the front door."*

Readers of ED Club Bulletin and attendees at the EXPO only see the vendors who have chosen to be involved with our industry. What they don't see are all the vendors we approach throughout the year to be involved with our industry and who say no, mainly because of the type of industry that we are.

Of this year's EXPO, Robert Call of Rumors Cabaret in Columbia, MO said, *"I was expecting the Tradeshow to be larger. This was my first EXPO and I wasn't disappointed, but I thought there would be more vendors there."*

Trust me Robert, our sales department goes after every possible vendor with a product or a service that we know is

perfect for our industry. But most of them balk. Because of the Scarlet Letter that plagues us.

Which is why we hope club owners will take note of those vendors who think of adult nightclub owners as viable business partners and not as a scourge on society. As a refresher, please take a minute to look at the list of vendors who exhibited at this year's EXPO on pages 50-53. Call them first when you need to buy something, and while you have them on the line, tell them you appreciate their support of our industry.

There are certainly other vendors I could salute in this article for their longtime support of our industry, people like Frank Bane of the Continental Agency who has exhibited at every single EXPO. But Frank's business is 100 percent oriented to adult nightclubs. Vendors like Paul and Randy and Kristen sell their products and services to all types of nightclubs, not just adult clubs. They have a choice to include adult clubs in their business plans, and they make that choice to support us year after year.

Not to pat ourselves on the back, but ED Publications has played a big role over the years in helping to build the profile and industry recognition of attorneys and club owners in our industry. Say the names Luke Lirot, John Weston, Joe Redner or Jerry Westlund, and everyone knows who you are talking about.

We think names like Paul Artt and Randy Hanshaw and Kristen Messick, should be just as well known and appreciated. Along with the names of these longtime EXPO exhibitors: Winston Hines (Realtor), Marsha and Jim Long (Alpha Patterned Carpets), Grant Veitch (Associated Agencies), Warren Cato and Jim Cabe (Club Control Systems), Dave Eames (Custom Earpiece), Pike Barber (Hospitality Insurance Agency), Scott Jacintho and Duffy Franclemont (J Dog Media), Ken Bowman (KG Furniture), Keith Scheinberg (Platinum Stages), John Jacquat (Pure Risk Solutions), Chris Dvornick (Safari Sun/GentClubShirts.com), Rio Rivers (World's Pageants), Elana Gallant (Class Act Uniforms), Tom Conte (Don Q Rum), Rick Nechio (Anheuser-Busch), John Wilson (Glastender), Joe Buonincontri (Dance Dollars), Dennis Petrov (IDScan), Miriam Ramos (Platinum Solutions), and Brian Berish (Sovereign Brands).

So, if you are in the market for a product or a service, why not make your first call to an EXPO vendor. A vendor who is proud to walk through the front door of your club.

Don Waitt
Publisher