

# HMAVIEWPOINT

## HMA Moves Full Speed Ahead



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**A**s we move into 2020, the HMA is in the strongest position it has been in quite some time.

Membership is on the rise as we've welcomed and retained members such as Heartland Hobby, Model Rectifier Corporation, Round 2, Estes Industries and more. We also have achieved the highest membership retention rate in many years, which we attribute to the strength of our industry and our plans for the future. As we grow our membership, we heighten our ability to fight for the industry and spread our hobbies to more people than ever before.

The new calendar year will bring with it some new HMA plans. We are working on an aggressive social media campaign to run across Facebook, Twitter, Instagram and other media to push consumers to partake in the vast array of hobbies represented in the HMA. We will also be partnering with NRHSA to build the National Hobby Month website, which is expected to reach thousands of consumers across the country. The website will encourage them to visit a local hobby shop. And, of course, our members will always continue to support brick and mortar stores so that we continue to keep this industry strong.

Behind the scenes, the HMA will continue to fight new FAA regulations that are hurting radio control model airplane enthusiasts. We have also joined Americans for Free Trade, a broad coalition of businesses and trade organizations fighting against tariffs, which the HMA has publicly opposed for some time.

We will also begin working to reduce the high cost of product testing for manufacturers, along with fighting intellectual property theft that hurts so many of our member companies.

Finally, we continue to find new companies with which to partner so the HMA can provide services and savings for our members in areas such as merchant services and shipping rates.

But we are always interested in doing more. We want to hear your feedback and ideas whether you are a member company or not (and if you're not, what are you waiting for?). The HMA exists to represent you and your interests. Let us know what we can do for you and your company to better serve your products and your customers. The only way to succeed in this industry is to do so together.

The HMA is now in a strong position to be aggressive in our plans. And with both eyes on the future and a plethora of industry support, we are excited at the prospect of what a unified hobby industry can accomplish. With your continued support and your endless ideas, we will continue to evolve and grow the hobby industry. **HM**



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