



# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
Endorsed by the Georgia Amusement and Music Operators Association  
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## Solid growth, compliance

### Board hears good news on revenues, inspections

By Paul Tash

Georgia Amusement Journal

Revenues generated from COAMs for Georgia educational programs continue to set records, Georgia Lottery Corp. officials told the COAM Advisory Board at its quarterly meeting March 28 in Atlanta.

"I continue to be amazed at the revenue growth," said Mike Parham, vice president of the Lottery's COAM Division, "week to week, month to month, year to year."

Net revenues totaled \$508 million as of March 17, a \$39 million increase over the same time last year, Parham said. In addition, the industry enjoyed its best day ever Friday, March 2, when revenues totaled \$3.58 million.

"Those are very good numbers," he said.

The average per-machine revenue per day has climbed to about



Paul Tash photo

**COAM ADVISORY BOARD** members listen to COAM Division attorney Julie Barker during a

meeting March 28. They are, from left, Stewart Carswell, Hemal Patel, CB Yadav and Gus Makris.

\$88, he added, compared to about \$84 last year. About 22,000 machines are licensed in about 4,600 locations across Georgia.

Parham also provided the board some information regarding the number of licenses enabled (approved), as of March 17:

- Class A Locations – 2,381 enabled;
- Class B Locations – 4,946 enabled;
- Class A Masters – 302 enabled;
- Class B Masters – 189 enabled;

- Manufacturers – 19 enabled;
- Distributors – 3 enabled.

### Impressive compliance

In another report, COAM's lead investigator Tony Williams reported the COAM Division completed 7,389 inspections from July 1 through March 20, resulting in 315 citations and 807 warnings.

"The citation-to-inspection ratio is getting a whole lot better," Williams said.

The 96 percent compliance rate caught the attention of board members.

"That's impressive," Makris said.

He suggested that licensees are becoming "more knowledgeable" about COAM regulations as the industry continues to take shape following the 2013 regulation.

"They are becoming more aware and sophisticated," COAM Division attorney Julie Barker agreed.

Vice Chairman Chris Pope added that licensees now "know there are some real consequences" for not following the law.

See **BOARD Page 8**



## Seminar May 2 for retailers on COAM issues

By Paul Tash

Georgia Amusement Journal

In its continuing effort to bring all partners together to improve the COAM industry, the Georgia Amusement and Music Operators Association (GAMOA) is sponsoring a seminar Wednesday, May 2, that will focus exclusively on retail COAM issues.

The Georgia Association of Con-

venience Stores (GACS) is also sponsoring the seminar, which is the first of several planned across the state.

"Visit the GAMOA website (www.gamoa.org) and you will notice our logo: "UNITY" One Industry One Voice," GAMOA President Shawn Fellows said. "We have begun this initiative to grow our educational programs and welcome the opportunity to hear input from retail li-

censes and help them grow their businesses."

The seminar's discussion points will include:

- COAM monthly reporting;
- Class B 50% Rule;
- Prizes for redemption;
- Connectivity of Class B COAMs;
- Customer service for Class B

See **SEMINAR Page 3**



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# Legislature worked on variety of issues

## Georgia Amusement Journal

The Georgia General Assembly adjourned March 29, marking the end of the 2018 legislative session. Gov. Nathan Deal has 40 days from adjournment to either sign passed legislation into law, allow it to become law without signing it, or veto it.

Following is a brief synopsis provided by industry lobbyist Sheila Humberstone of 2018 legislation that has interest to the COAM and/or convenience stores industries.

### Lottery/Gaming

Senate Bill 331 allows players winning prizes in amount of \$250,000 to remain anonymous. The bill passed in final form.

Neither casino gambling/pari-mutuel betting or Fantasy Sports regulation bills advanced this session. Humberstone said these bills will continue to be discussed and expects another strong push to be made on these fronts after the elections.

### Alcohol

Legislation allowing restaurants to serve alcohol 90 minutes earlier passed in final form. The bill did not change the hours retailers may sell alcohol.



File photo

**LAWMAKERS** adjourned the 2018 legislative session March 29, and have left Georgia's Capitol, shown above, for another year.

### Transportation

House Bill 898 updates the law as it relates to the registration of a vehicle fleet to comply with the Department of Revenue's new electronic registration system. Importantly, it reduces the number of vehicles that constitutes a fleet from 1,000 to 100 vehicles. This bill passed in final form.

### Taxes

In an effort toward parity with

Georgia's brick-and-mortar retailers, the General Assembly passed in final form House Bill 61, which requires online retailers with \$250,000 in sales or 200 transactions annually in Georgia to remit state sales tax.

House Bill 811 allows the Department of Revenue to contract for services in the identification of taxpayers that are non-compliant with sales and use tax. It also allows the Department to pay for those serv-

ices on a contingency basis. This bill passed in final form.

House Bill 888 amends the code section relating to the tangible personal-property inventory exemption, and the level one and level two freeport exemptions. The legislation requires the applications for the freeport exemptions include a summary, set by the Department, of the inventory of goods in process, the inventory of finished goods, and the stock located in a fulfillment center.

The bill specifies that the post-mark date shall be utilized when considering application deadlines and provides a time limit of 180 days from receipt of the application for a county board of tax assessors to deny an application. The legislation states that clerical errors alone shall not be construed as a failure to properly file the application. If the county board fails to issue a letter of denial within 180 days, the application is to be deemed accepted. This bill passed in final form.

Senate Bill 328 removes the recommended tax exemptions that purportedly aren't used, such as transportation fringe benefits, diesel particulate emission reduction technology equipment, and driver's education. This bill passed in final form.

# Candidates get busy with campaigns

## Georgia Amusement Journal

With the General Assembly having completed its work March 29, legislative and statewide candidates have turned their attention to their campaigns. Sitting legislators and statewide officers are prohibited from raising campaign funds while in session. With just a few weeks until the May 22 primary election, candidates are busy raising money and running campaigns.

Following is a summary of what voters can expect this election year in Georgia. (Look for features of some candidates in upcoming issues of the *Georgia Amusement Journal*).

### Statewide races

- Seven Republicans and two Democrats qualified for governor (an open race as the current Gov. Nathan Deal is term limited);
- Three Republicans and two

Democrats qualified for lieutenant governor (an open race as the current Lt. Gov. Casey Cagle is running for governor);

- Four Republicans and three Democrats qualified for Secretary of State (an open race as the current Secretary of State Brian Kemp opted to run for governor);
- Incumbent Atty. Gen. Chris Carr has Democratic opposition;
- Incumbent Agriculture Commissioner Gary Black has Democratic opposition;
- Three Republicans and two Democrats qualified for the Commissioner of Insurance (an open seat given the retirement of Commissioner Ralph Hudgens);
- Three Republicans, including incumbent Richard Woods, and three Democrats qualified for State School Superintendent;
- And incumbent Republican Mark Butler will face one of two

Democrats for Commissioner of Labor.

### Legislative races

- 11 sitting Senators will face primary election opposition;
- 21 sitting Senators will face general election opposition;
- 27 Senators will run unchallenged;
- There are three open Senate races, guaranteeing new faces;

- 46 sitting House members will face opposition in the Primary election;
- 54 sitting House members will face opposition in the general election;
- 74 House members will run unchallenged;
- There are 17 open House seats, guaranteeing 17 new faces in the House for the 2019 session.

# Seminar

from Page 1

COAMs;

- And enforcement of COAM laws, rules and regulations.

The seminar is open to all retail licensees that hold current location licenses issued by the Georgia Lot-

tery COAM Division. Register for free at [www.gamoa.org](http://www.gamoa.org) by Monday, April 30, or at the door for \$20.

The seminar runs from 1-3 p.m. at the VFW Post 2681, 140 Powers Ferry Rd SE in Marietta. Georgia Lottery Corp. officials will also be on-hand to answer your questions. Find more info at [www.gamoa.org](http://www.gamoa.org).



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# Journal Opinion

## Master licensees have role to play

**By Shawn Fellows**  
**GAMOA President**

We know the vast potential of our industry, and part of how we achieve that growth depends on us getting out the word to our fellow Georgians.

As a Georgia Lottery product, the COAM industry is a partner to the state and its taxpayers, and as such, they would benefit from further development of our industry. Since a portion of COAM proceeds go to the Lottery's educational funds, the better we do, the better the returns for the HOPE scholarship and Pre-K programs. Everyone is a winner.

Last month, I discussed the well-documented challenges of these lottery-funded programs. Though the Georgia Lottery consistently breaks records with ever higher returns, the demand for its education program has outstripped revenues. As tuition and the number of scholarships rise, the HOPE covers an even smaller amount of college costs. The promise of HOPE is that everyone who works hard enough to earn a scholarship should be able to attain higher education, even if their families can't afford it on their own. We all want to see the full force of that promise restored.

That's where we can help.

As a follow-up to last month's column, I want to outline some ways that Master License Holders (MLHs) can do their part to increase revenues for HOPE and Pre-K along with providing the best entertainment



**Shawn Fellows**

experience possible for our players. Our lottery does a great job of maximizing its sales in its traditional products. As the new product among its offerings, COAM has a lot of upside.

First things first, let's recognize that Georgians love their lottery and its education programs, which families depend on. By educating Georgia players that COAMs now pay into Georgia Lottery, the industry will get a boost from this positive

association. The problem is that hardly anyone knows that. The industry is working alongside the Georgia Lottery to develop methods to improve consumer awareness and messaging. In the March meeting of the

and convenient environments. COAM has produced unparalleled annual growth at the rate of 12 percent since 2015. This increase has not come from more retail locations nor more COAM devices, but rather from advances in technology and improved environments. Simply put, the top MLHs in the state have spent a great deal of money to purchase the very best COAM devices available for the Georgia market. These new machines are providing greater entertainment value to the customers and yielding more revenue for HOPE and Pre-K.

As you look around the state these days, you will be hard pressed not to see a dual monitor, metal cabinet or maybe even a large 42-inch vertical screen displaying incredible graphics from one of the many licensed manufacturers. Larger screens, enhanced animations, multilevel bonus rounds and improved game play are all contributing factors to increased revenues. The experience that these machines provide improves the entertainment value to the customer.

The advances in technology don't end with the cabinets or the machines. Some MLHs

See GAMOA Page 5

The top MLHs have spent a great deal of money to purchase the very best COAM devices available for the Georgia market.

COAM Advisory Board, there was extensive discussion about marketing and promotions related to the COAM industry. I believe we will see a marketing program in the next few months.

What can Master License Holders do to increase revenues and improve the entertainment experience?

As an entertainment industry, we provide hours of enjoyment to our customers through games located in comfortable

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## COAM calendar

### — REPORTING DATES —

- May 1:** The COAM licensing application ([www.gacoam.com](http://www.gacoam.com)) is open for the 2019 licensing period (07/01/2018 - 06/30/2019) for the following:
- Master Class A - NEW and RENEWAL
  - Master Class B - RENEWAL
  - Location Class A - NEW and RENEWAL
  - Location Class B - NEW and RENEWAL
  - Manufacturers & Distributors - NEW/RENEWAL
- Sept. 28:** Deadline to submit a RENEWAL Location Class A and Class B License, Master Class A and Class B license and Manufacturer and Distributor license. If a holder of a 2018 COAM license fails to renew its license or its license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

### — MEETINGS/OTHER —

- April 26:** GAMOA meeting, McDonough, Moose Lodge  
**May 2:** Retailer seminar, Marietta, VFW Post 2681  
**May 3:** Class B master license auction, Atlanta, GLC office  
**Sept. 12-14:** GAMOA Southern Expo, Airport Marriott, Atlanta

# Journal Opinion

## Georgia's Dunn among AMOA's leaders

**Lori Schneider**

**AMOA Executive Director**

We thought being in Dallas was “Bigger, Better and Busier” in 2017, but this year’s show in Las Vegas certainly proved that statement not to be entirely accurate.

The Expo events began with an Expo Education Day packed with options on Feb. 27. Hundreds of attendees came in a day early to take advantage of the 25 seminars, thanks to the collaboration of the AAMA/AMOA Expo Education Committee.

With a significant increase in this year’s attendance, the South Hall of the Las Vegas Convention Center was buzzing both days of the 2018 AAMA/AMOA Amusement Expo International.

Next year’s show dates are March 26-28 back in Las Vegas.

### Scholarship funds

The AMOA Hesch Committee, a volunteer group that organizes the annual fundraiser, helped raise over \$70,000 for this year’s program. They also

secured over 60 prize donations ranging from consumer electronics to industry prizes, such as jukeboxes, a dartboard, a foosball table, and more. To view a full list of raffle winners



**Lori Schneider**

please visit [www.amoa.com](http://www.amoa.com).

The proceeds from the raffle will fund the awards for this year’s Hesch Scholarship recipients. Since its inception in 1985, more than \$1.2 million in scholarships have been awarded, mostly to college students connected to the amusement industry. The deadline to apply for a 2018 scholarship

was Feb. 13, and winners will be announced in late April.

### AMOA leadership

A new group of directors

The one-year terms of the association’s “Top Four” began at the conclusion of the Expo in February in Las Vegas.

was elected during AMOA’s Annual Membership Meeting in Las Vegas on March 1. The Class of 2021, consisting of eight operators from around the country, are:

- **Jordan Barberio**, Barberio Music Co., San Antonio, TX
- **Joe Bundra**, PDQ Merchant Enterprises, McHenry, IL
- **Kirby Cline**, Antler

Amusement Company, San Antonio, TX

• **John Lemieux**, Player One Amusement Group, Simi Valley, CA

• **Jared McElwee**, Melody Entertainment Inc., Champaign, IL

• **Jamie Meyer**, JLM Entertainment LLC, Gilbert, AZ

• **Jeffrey Prescott**, Valley Vending Service, Inc., Plattsburgh, NY

• **Yaroslav Sobko**, Alpha Omega Amusements & Sales, East Brunswick, NJ

With the addition of a new directors also comes a new set of officers to lead the board. The one-year terms of the association’s “Top Four” began at the conclusion of the Expo. They are:

• **President Jim Marsh**, Hart Novelty, Bellingham, WA

• **First Vice President Emily Dunn**, Tom’s Amusement, Blue Ridge, GA

• **Treasurer Greg Trent**, Beyer & Brown, South Daytona, FL

• **Secretary Chi Babich**, Game Exchange of Colorado, Denver, CO

## GAMOA

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have already begun to utilize enhanced prize redemption systems. Often these systems are called card systems but there are numerous solutions regardless of the name. These systems provide improved customer experience and aid in monthly reporting and compliance for our retail partners. As a Master License Holder, you should be looking at solutions that will accurately track all forms of redemption during the month and aid your retail partner with the monthly reporting. Currently there are at least five unique systems offered by the manufacturers and distributors here in Georgia. I would urge you to seek out the system that best fits your company’s and your retail partner’s needs.

Environment! What do I mean by environment?

Quality of venue must become a priority to Master License Holders. If you have attended a GAMOA meeting

over the last six months, you have heard me speak on this issue numerous times. There is no place in Georgia for retail locations that rely almost solely on COAM for their revenue. By law a location CANNOT derive more than 50 percent of its revenue from COAM devices.

Game room-type locations have been a problem in the past, and the COAM industry must do its part to prevent these types of businesses from infecting the industry again. As an MLH, do your part. Do not place machines in these types of locations and report locations that you believe are not in compliance. The Georgia Lottery COAM Division has been doing an incredible job of enforcement on locations that cannot or will not meet the 50 percent rule. We all need to continue to do our part.

Secondly, as an MLH you can work to improve the current environment where your machines are placed. Work with your retail partner to place the machines in an obvious and visible part of the location. Make

sure your machines are working and free of any malfunction. Have your technicians clean the machines and the area around the machines every time they enter the location. Work with your retailer to make sure the area is free of clutter and the machines are not being utilized as storage shelves for ice coolers or bags of chips. The most successful locations, create a venue that is welcoming, clean and secure.

Another way to boost interest is to hold a tournament. As required by law, COAMs are games of skill. A tournament would allow players to put their

skills to use in a competition. If the Lottery promoted the event through its marketing, this could be a hugely successful enterprise that drives long-term sales.

By taking this partnership to the next level, we send a strong signal to potential new customers, we encourage more retail establishments to use our games – and we do more and more to maintain the educational dreams of Georgia’s young people.

**GAMOA’s mission: “To Promote and Serve Georgia’s Coin Operated Amusement and Music Industry.”**

## Correction

Chris Boncek, senior operations specialist for the COAM Division, said at a March meeting of the Georgia Amusement Machine Operators Association that in regard to the nine-month rule, the nine-month period runs from the date of decommission of the amusement machines to the date of

the new application.

The *Georgia Amusement Journal* incorrectly stated the nine months starts at the commission of the machines in a story in the March issue.

For questions on the nine-month rule, licensees can email Boncek ([cboncek@galottery.org](mailto:cboncek@galottery.org)). The email should include the application number and location address.



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# Board

from Page 1

Williams said about 82 percent of all licensees have been inspected, and said the goal is to get every licensee inspected within the next year.

## Game content

In other board discussion, Lottery is pondering whether Class B game content that uses gambling symbols, such as poker chips, dice, and card-like graphics, "are appropriate for an amusement market," Barker said. Only skill-based amusement games are legal in Georgia, not poker, slots and other "games of chance" that are considered gambling. No proposal to curtail gambling symbols in amusement game content has been developed, Barker added, but Lottery wants "the board's input" on the matter.

Board Chairman Gus Makris made a couple of points.

"As long as the game itself isn't a (gambling) game, I don't see the problem," he said. "I'm not sure how you'd administer those rules."

He also noted that Class A games often depict activities that are obviously illegal, from first-person shooter games like Tomb Raider to action-adventure games like Grand Theft Auto, and nobody thinks twice about it.

"It's not clear to me why Class



Paul Tash photo

**JULIE BARKER**, COAM Division attorney, speaks to the COAM Advisory Board last month in the Georgia Lottery Corp. headquarters.

B is any different than Class A," he said.

Barker said Class B machines are played in "a different environment" than Class B games and added, "the question is appropriateness."

"Whose job is it to determine appropriateness?" Makris wondered. "This could open up a can of worms."

Board member Emily Dunn said game content "is already defined in the law."

"The law doesn't allow card images," she said. "You can't use the word slot."

Discussion then turned to the potential of setting a statewide age restriction for players of Class B machines. Tony Williams, COAM's lead investigator, told the board that Lottery receives few complaints about minors playing Class B games. However, when he does, it's usually from a parent about their "16-year-old son losing money" in a Class B machine – in a location that is illegally paying out cash.

"Right now, it's not specified," Williams said of age restrictions. "I want to have a good answer."

Parham said Lottery wants to do "what we can to improve the image of COAMs."

However, some board members questioned the need for an age limit.

"I've been in the business 30 years," Dunn said. "I've never seen a child at a Class B game."

Barker said the minor-play discussion is "part of an overall conversation on responsible gaming."

"We wanted industry input," she said. "We'll certainly work together."

Though no formal proposal has been created, Barker said that any future plan would have 18 as the "preferred age limit," which would make it consistent with the age limit to buy Lottery tickets.

## Industry regulation

Barker also gave board members an update on the Division's "comprehensive approach" in developing future enhancements to Class B COAM regulations.

Now called COAM 13.4, the new regulations are in the early development stage with only an outline developed so far to generate discussion, Barker said.

Three meetings have been held with the industry – one in August with game manufacturers, one in October with industry attorneys, and one in November with master licensees – to get the industry's input on the new regulations. A meeting was planned for April 12 for location licensees to provide their feedback.

"After that we will have a better idea on where we want to go," Barker said.

Though no timeline for adoption of the new rules has been set, Barker said the "operational" enhancements, such as software and hardware upgrades, could take 18-24 months. Non-operational upgrades could be enacted sooner, she added.

"We're in the concepts and principles stage now," she said, adding that discussion points are available on the COAM website – [www.gacoam.com](http://www.gacoam.com).

The Division, Parham added, understands "the importance of using a phase-in," but added at

some point a deadline will be necessary.

"The board will have plenty of time to review and digest," Barker said. "There will be a great deal more discussion."

In other discussion, Barker said the COAM Division is beginning to contact arbitration firms to find out how some cases have been resolved. Because Lottery isn't a party to arbitration hearings – it simply refers contract disputes to one of four authorized arbitration firms – it often doesn't know the result of the arbitration.

However, Barker said Lottery is doing "a little housekeeping" to ensure the arbitration hearings "are moving along" and not stalled out.

"Some are still open from 2016," she said. "We're trying to close the loop."

Also, John Papile, Intralot's general manager for Georgia COAMs, reported the GLC's call center received 8,100 calls last quarter, with 29 seconds the average time to answer and 9.5 minutes the average length of call.

"It's very busy," he said.

He said the top service calls relate to unplugged equipment and damaged equipment.

## Game promotion

In still other discussion, board member Dunn asked Lottery officials if more game promotion is on the horizon.

"Clearly, revenue is up, compliance is up," she said. "Is there any way you can help us promote our games?"

Parham said Lottery has budgeted about \$5,000 for signage, but not much else.

"Posters are good," Dunn said, "but I think we can do more."

Barker said Lottery is having on-going discussions about the possibility of running cross-promotions with the industry.

"We've got to get more proactive," Dunn said.

At the start of the meeting, Makris introduced new board member Hemal Patel, who said he was "grateful for the opportunity" to serve on the board.

Patel is co-owner of Atlanta Game World, a master licensee in Georgia's COAM industry.

And Vice Chairman Pope thanked board members and others for their well wishes to him and his family following the January death of his father, Dr. Lonnie Pope, a legend in the COAM industry.

"My father was very appreciative" of the way the Lottery has developed the regulation of the COAM industry, he said.

"This is about the kids ... and education," he said. "Thank you for all you do."

The next COAM Advisory Board meeting is Tuesday, June 26.

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Paul Tash photo

**AFTER ANNOUNCING** a new partnership, representatives of Banilla Games and Axes Networks gather for a photo. From left are Mikael

Lefebvre of Axes, Banilla's Kevin Morse, Progressive Gaming's Roscoe Holmes, and Banilla's Garrett Blackwelder and Tim Smith.

# Axes card system taking hold

## Axes Networks making mark in GA market

By Paul Tash

Georgia Amusement Journal

As the regulated COAM market in Georgia continues to evolve, licensees are continually looking for ways to improve operation management and increase play, while ensuring compliance with reporting requirements and other regulations.

No wonder, then, that card systems, also known as cashless card systems, are growing in popularity in the market. A half-dozen or so companies provide card systems in Georgia, and one enjoying the largest growth is the Axes Smart-Card Cashless System. The Axes SmartCard is a transactional system that streamlines cash management in COAM operations. About 35,000 gaming machines worldwide run the Axes system.

"Axes offers the lowest total cost of operation of any system in the market because of its light technology footprint at the gaming site, backed by the power of the cloud with the Axes Information Management System (AIMS)," said Mikael Lefebvre, executive vice president of Axes Networks.

He added the system provides Georgia operators with a "high-tech, proactive approach" to maintaining "a high level of integrity and accountability" by reducing the chance of such illegal activities as cash payouts.

"The Axes Card System, among other things, allows cus-

## Banilla Games, Axes partner up

The Axes Card System is now available on new game machines provided by Banilla Games, located in Norcross. Banilla announced recently that Axes Networks will be the OEM provider of the card system for Banilla machines.

"Banilla Games is one of the fastest-growing game manufacturers in Georgia and is the leader in innovation and the advancement of the gaming industry," said Roscoe Holmes, president of PGS Gaming, the Georgia distributor for Axes. "Banilla's support of the Axes System speaks highly of the confidence it has in the product and its ability to adapt and grow in the market."

"We're very excited about this partnership," said Mikael Lefebvre, executive vice president of Axes Networks, at the Georgia Amusement and Music Operators Association meeting in February, when the agreement was announced.

Banilla's Kevin Morse said during the meeting that the game developer is looking forward to the new relationship with AXES and the benefits it will provide customers. Seminars will be held to train those operators with Banilla machines on the use of the AXES card system.

tomers to place funds on a highly secured and encrypted Smartcard," Lefebvre said. "The idea is, that if players can place their funds on a secured card that's backed up to a cloud-based server, they will be able to use those funds at their leisure. This gives the locations the tools they need to promote a convenient way to handle winnings without the temptation of making illegal cash payouts."

A card system doesn't guarantee illegal payouts won't happen, Lefebvre said, "but it does demonstrate to the Lottery that the Master License Holder and the store owner are doing everything possible to promote legal store purchases."

A card system also gives the Lottery the necessary audit tools to

show play on the machines, he said, which would allow it to track the funds transferred to the card and the purchases made by the customer.

## PGS is distributor

The Axes Card System is distributed by PGS Gaming, based in Norcross. Roscoe Holmes, president of PGS Gaming, is a longtime casino executive with many years of operations and experience in financial service for the gaming industry. He is now working in Georgia and assisting Axes Networks in adapting its card system and related products specifically for Georgia.

Holmes said card systems are "critical to the long-term success and stability of the Georgia market" and offer a variety of benefits for

operators. For example, the Axes Card System provides detailed reporting that can track transactions. That same tracking and auditing report helps store owners show compliance with the Lottery's 50/50 Rule. The 50/50 Rule states that a location owner or operator can't derive more than 50 percent of monthly gross retail receipts for the business location from COAMs.

Holmes, who has over 35 years in the gaming industry, is clear on why he chose Axes Card System as the system he wanted to promote.

"The Axes system is the most secure of all the card systems and Axes Networks is a well-established data collection and storage company that only does one thing," he said. "Axes doesn't sell machines, so the end-user doesn't have to be concerned about machine information being used by another manufacturer or Master License Holder."

Because Axes uses a cloud-based server, a server at the location isn't necessary, he said, "helping Axes keep costs down." The system also has player-tracking and player-promotion capabilities.

"In addition," he said, "Axes has a dedicated staff of over 30 engineers, technicians and support staff working around the clock to support their products."

"Whether you choose Axes or one of the other card systems available in the Georgia market, it makes sense to consider protecting your investment and the COAM industry by maintaining security and accountability through a card system."

# Critical time for music, speaker says

By Paul Tash

Georgia Amusement Journal

"This is a critical time for the future of music and policies that govern it," Elizabeth Frazee told beverage licensees leading into a seminar on music licensing held during the American Beverage Licensees' Annual Meeting last month in New Orleans.

"Issues are being debated by policymakers that will significantly impact how and where music is played and what users and consumers pay for it," she said.

Frazee, co-chair of the Music, Innovation, Consumer (MIC) Coalition, provided an update on the current state of music licensing – including a number of bills currently before Congress. The Coalition is a group of associations whose members provide music over the nation's airwaves, through the Internet and in stores, hotels, restaurants, bars and taverns throughout the country. The ABL is a member.

Frazee said the U.S. Attorney General's Office is reviewing ASCAP and BMI consent decrees and they could be "weakened or even eliminated," to the detriment of those bars and taverns providing music. ASCAP (American Society of Composers, Authors, and Publishers) and BMI (Broadcast Music, Inc.) are Performing Rights Organizations (PRO) that collect performance royalties on behalf of



Paul Tash photo

**ELIZABETH FRAZEE** leads a seminar on music licensing during the American Beverage Licensees' Annual Meeting March 12 in New Orleans.

songwriters and publishers.

Consent decrees "are in place to prevent anti-competitive behavior" by PTOs, Frazee said.

The courts are playing a dangerous tune, as well, she said.

In December, the U.S. Second Circuit Court of Appeals ruled against the U.S. Department of Justice and affirmed BMI's 2016 consent decree victory, which allows for the practice of fractional licensing, she said.

"Now, parties seeking to use

songs written by multiple songwriters must obtain a license from all of the songwriters, or their representatives," she said.

Previously, the DOJ had ruled that the consent decree called for "full-works" or 100 percent licensing, whereby a user was required to obtain a license from only one of the songwriters.

And the U.S. House and Senate are working on music licensing legislation, packaging three bills together:

- The Music Modernization Act to address mechanical works;
- The CLASSICs Act to address pre-72 works;
- And the AMP Act to create a right for music producers.

None of these bills impact public performances for musical works, she said.

In a positive move for ABL members, Sen. Jim Sensenbrenner (R-WI) introduced the Transparency in Music Licensing and Ownership Act last July. The bill:

- Establishes one authoritative fully-searchable database of all licensing and ownership information for all songs;
- Places the responsibility on the copyright owner to keep information up-to-date;
- Eliminates ability to recoup statutory damages if information is not current;
- And allows venue owners to create set lists for live music of only certain PROs, which injects competition in the PRO system.

"The PROs oppose the Sensenbrenner bill," Frazee said, and in response have promised Congress they would merge their current databases.

The bill "threatens their business model," she said, adding the Sensenbrenner bill provides music-playing businesses some control.

"Buyers should know what they are buying," she said.

## Connect, power up machines

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensures all equipment remains connected to the site controller and powered up at all times.

The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2018							
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE	ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
31-Dec-17	06-Jan-18	10-Jan-18	17-Jan-18*	01-Jul-18	07-Jul-18	11-Jul-18	17-Jul-18
07-Jan-18	13-Jan-18	17-Jan-18	23-Jan-18	08-Jul-18	14-Jul-18	18-Jul-18	24-Jul-18
14-Jan-18	20-Jan-18	24-Jan-18	30-Jan-18	15-Jul-18	21-Jul-18	25-Jul-18	31-Jul-18
21-Jan-18	27-Jan-18	31-Jan-18	06-Feb-18	22-Jul-18	28-Jul-18	01-Aug-18	07-Aug-18
28-Jan-18	03-Feb-18	07-Feb-18	13-Feb-18	29-Jul-18	04-Aug-18	08-Aug-18	14-Aug-18
04-Feb-18	10-Feb-18	14-Feb-18	21-Feb-18*	05-Aug-18	11-Aug-18	15-Aug-18	21-Aug-18
11-Feb-18	17-Feb-18	21-Feb-18	27-Feb-18	12-Aug-18	18-Aug-18	22-Aug-18	28-Aug-18
18-Feb-18	24-Feb-18	28-Feb-18	06-Mar-18	19-Aug-18	25-Aug-18	29-Aug-18	05-Sep-18*
25-Feb-18	03-Mar-18	07-Mar-18	13-Mar-18	26-Aug-18	01-Sep-18	05-Sep-18	11-Sep-18
04-Mar-18	10-Mar-18	14-Mar-18	20-Mar-18	02-Sep-18	08-Sep-18	12-Sep-18	18-Sep-18
11-Mar-18	17-Mar-18	21-Mar-18	27-Mar-18	09-Sep-18	15-Sep-18	19-Sep-18	25-Sep-18
18-Mar-18	24-Mar-18	28-Mar-18	03-Apr-18	16-Sep-18	22-Sep-18	26-Sep-18	02-Oct-18
25-Mar-18	31-Mar-18	04-Apr-18	10-Apr-18	23-Sep-18	29-Sep-18	03-Oct-18	10-Oct-18*
01-Apr-18	07-Apr-18	11-Apr-18	17-Apr-18	30-Sep-18	06-Oct-18	10-Oct-18	16-Oct-18
08-Apr-18	14-Apr-18	18-Apr-18	24-Apr-18	07-Oct-18	13-Oct-18	17-Oct-18	23-Oct-18
15-Apr-18	21-Apr-18	25-Apr-18	01-May-18	14-Oct-18	20-Oct-18	24-Oct-18	30-Oct-18
22-Apr-18	28-Apr-18	02-May-18	08-May-18	21-Oct-18	27-Oct-18	31-Oct-18	06-Nov-18
29-Apr-18	05-May-18	09-May-18	15-May-18	28-Oct-18	03-Nov-18	07-Nov-18	14-Nov-18*
06-May-18	12-May-18	16-May-18	22-May-18	04-Nov-18	10-Nov-18	14-Nov-18	20-Nov-18
13-May-18	19-May-18	23-May-18	30-May-18*	11-Nov-18	17-Nov-18	21-Nov-18	28-Nov-18*
20-May-18	26-May-18	30-May-18	05-Jun-18	18-Nov-18	24-Nov-18	28-Nov-18	04-Dec-18
27-May-18	02-Jun-18	06-Jun-18	12-Jun-18	25-Nov-18	01-Dec-18	05-Dec-18	11-Dec-18
03-Jun-18	09-Jun-18	13-Jun-18	19-Jun-18	02-Dec-18	08-Dec-18	12-Dec-18	18-Dec-18
10-Jun-18	16-Jun-18	20-Jun-18	26-Jun-18	09-Dec-18	15-Dec-18	19-Dec-18	27-Dec-18*
17-Jun-18	23-Jun-18	27-Jun-18	03-Jul-18	16-Dec-18	22-Dec-18	27-Dec-18*	03-Jan-19*
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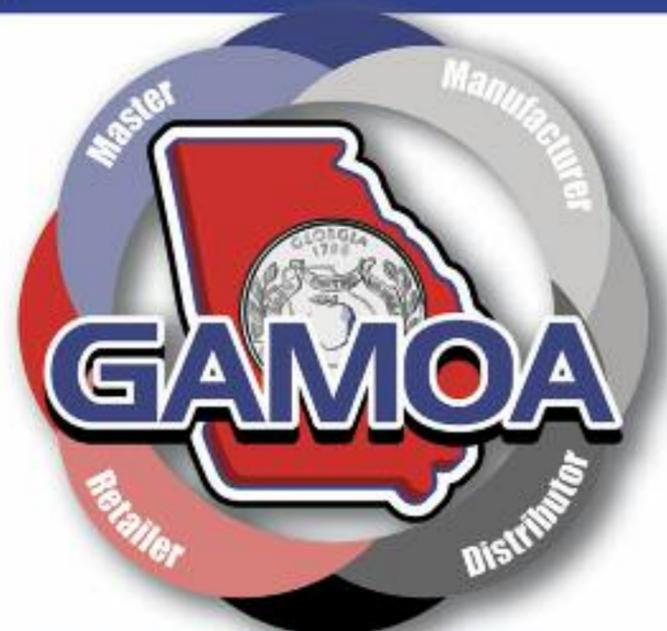
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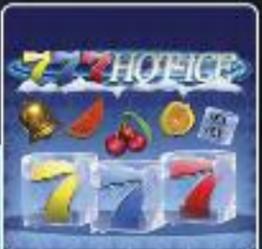
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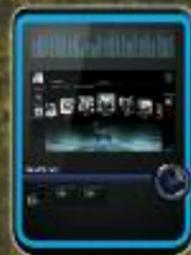
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The advertisement features a vibrant, stylized illustration of a casino scene. In the center, a bartender in a brown vest and white shirt holds up a glowing red drink. To his left, a woman with blonde hair looks surprised. To his right, a detective in a brown hat and suit holds a baton. The background shows two large slot machines: the left one is titled 'THE CRIMINALS OF MEXICO' and the right one is 'BOULDER STREET DICE'. The scene is decorated with purple and yellow fleur-de-lis symbols and red dice. At the bottom, a small white dog wearing a brown hat and a gold bell collar sits on the left.

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