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GEORGIA Amusement JOURNAL

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License renewal nearing

Window open May 1 through June 30

By Paul Tash, Georgia Amusement Journal

The window for online licensing applications for COAM licenses opens May 1 for the 2020 licensing period (July 1, 2019, to June 30, 2020) through the Georgia Lottery Corp.'s COAM website, www.gacoam.com.

Licenses not renewed for the 2020 license year by midnight (EST) on June 30 will be assessed a \$1,000 late fee starting on July 1. Existing COAM licensees will not be allowed to apply for a new license to avoid payment of late fee.

The licensing application covers the following licenses:

- Master Class A – New and renewal
- Master Class B – Renewal only
- Location Class A – New and renewal
- Location Class B – New and renewal
- Manufacturer – New and renewal
- Distributor – New and renewal

See LICENSE Page 14



File photo

E-SPORTS, which involves competitive play on games such as Fortnite, and virtual reality experiences are among growing trends that some

FECs are participating in to set themselves apart, according to experts speaking at the Amusement Expo last month. Look for stories inside.

Expo! Huge Las Vegas show all in on amusement

The 10th annual Amusement Expo International drew thousands of enthusiastic buyers and sellers in the amusement industry to the Las Vegas Convention Center March 26-28.

The giant Expo, the annual event for the coin-op and revenue-generating amusement, music and family entertainment



industry, is a three-day program featuring one day of education and two days of exhibits. The Expo's Education Day March 26 featured dozens of industry-related seminars, and the Georgia Amusement

Journal covered several of the seminars for its readers. Look for those stories beginning on this

See EXPO Page 7

GACS convention a chance to connect

"Just the opportunity to reconnect and connect with fellow (attendees) is worth attending." – 2019 GACS Annual Convention attendee

It's in this spirit that the GACS 2019 Annual Convention will bring together C-Store retailers and suppliers who share a common mission – advancing the success of the C-Store industry – for two and a half days of engaging activities and fun June 23-25 on Amelia Island in Florida.

Another 2018 attendee wrote, after attending the convention, "I love being able to connect with customers and peers away from the everyday chaos."

The 2019 Convention will support the three pillars of GACS:

Advocacy. Political engagement is at the core of GACS' mission. GACS is inviting legislators and regulators to join the convention education faculty. Attendees will hear from a

See CONNECT Page 10



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Lottery growing education programs

By Jorie Tash

Georgia Amusement Journal

The Georgia Assembly’s approved budget for Fiscal Year 2020 that begins July 1 features some big wins for future recipients of the HOPE and Pre-K programs, which are funded entirely by Georgia Lottery and Coin-Operated Amusement Machine (COAM) revenue.

Lottery proceeds jumped \$47 million in Fiscal Year 2018 for a total of \$1.14 billion for the state’s HOPE and Pre-K education programs, an average of about \$3 million per day. The COAM industry generated more than \$65 million for those programs in 2018, a record amount.

The Pre-K program, which the Lottery says “provides Georgia’s four-year-old students with high quality preschool experiences in order to prepare them for kindergarten,” will see a considerable uptick in funding. Eligible pre-K programs will receive over \$15 million more than what was allotted for FY 2019.

The extra funds will cover \$3,000 per-year salary raises for all public pre-K teachers and administrators in Georgia, while all other public-school teachers will receive the same raise with proceeds from the state general fund. Pre-K as-

sistant teachers will also earn a raise using another \$1.5 million dollars from the Lottery.

“This is a good first step and a welcome relief for state employees who haven’t seen raises in over a decade,” John Palmer, a Cobb County educator, told the Atlanta-Journal Constitution.

The HOPE program has provided over \$15 billion for tertiary educational programs over the last 25 years, from state universities to trade schools. Potential recipients can choose to apply for any of six different programs. The HOPE scholarship itself, as well as several other HOPE program scholarships and grants, is merit-based and only for those that will be working towards 2- or 4-year degrees.

Other HOPE assistance programs, such as the Zell Miller Grant, can be applied for by any student attending a post-high school institution who is able to maintain a 2.0 grade average. A particularly notable part of the program is the HOPE GED grant, which is given only to students who have obtained a GED instead of a traditional secondary diploma.




The Georgia Assembly also updated eligibility rules during this most recent session. HOPE Program recipients now have 10 years post-high school to apply for or use a grant or scholarship for tertiary education, when previously students

had only seven years to utilize the program. “All of us should take a great deal of pride in the incredible amount of money the COAM industry here is contributing to education in Georgia,” said Georgia Amusement Machine Operators Association (GAMOA) President Shawn Fellows earlier this year.

At last September’s Southern Amusement and Entertainment Expo in Atlanta, Gretchen Corbin, president and CEO of the Georgia Lottery Corp. praised the industry for working so diligently to grow in order to “maximize profits” for Georgia education, and pledged “to do everything we can” to make sure “you are profitable in your business.”

“I thank you for going to work for the students of Georgia,” she said then. “The Georgia Lottery deeply appreciates our partnership.”




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) ensure 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.





2019 COAM location sweep and master push calendar

| ACCOUNTING WEEK START | ACCOUNTING WEEK END | LOCATION SWEEP DATE | MASTER PUSH DATE | ACCOUNTING WEEK START | ACCOUNTING WEEK END | LOCATION SWEEP DATE | MASTER PUSH DATE |
|-----------------------|---------------------|---------------------|------------------|-----------------------|---------------------|---------------------|------------------|
| 30-Dec-18 | 05-Jan-19 | 09-Jan-19 | 15-Jan-19 | 30-Jun-19 | 06-Jul-19 | 10-Jul-19 | 16-Jul-19 |
| 06-Jan-19 | 12-Jan-19 | 16-Jan-19 | 23-Jan-19* | 07-Jul-19 | 13-Jul-19 | 17-Jul-19 | 23-Jul-19 |
| 13-Jan-19 | 19-Jan-19 | 23-Jan-19 | 29-Jan-19 | 14-Jul-19 | 20-Jul-19 | 24-Jul-19 | 30-Jul-19 |
| 20-Jan-19 | 26-Jan-19 | 30-Jan-19 | 05-Feb-19 | 21-Jul-19 | 27-Jul-19 | 31-Jul-19 | 06-Aug-19 |
| 27-Jan-19 | 02-Feb-19 | 06-Feb-19 | 12-Feb-19 | 28-Jul-19 | 03-Aug-19 | 07-Aug-19 | 13-Aug-19 |
| 03-Feb-19 | 09-Feb-19 | 13-Feb-19 | 20-Feb-19* | 04-Aug-19 | 10-Aug-19 | 14-Aug-19 | 20-Aug-19 |
| 10-Feb-19 | 16-Feb-19 | 20-Feb-19 | 26-Feb-19 | 11-Aug-19 | 17-Aug-19 | 21-Aug-19 | 27-Aug-19 |
| 17-Feb-19 | 23-Feb-19 | 27-Feb-19 | 05-Mar-19 | 18-Aug-19 | 24-Aug-19 | 28-Aug-19 | 04-Sep-19* |
| 24-Feb-19 | 02-Mar-19 | 06-Mar-19 | 12-Mar-19 | 25-Aug-19 | 31-Aug-19 | 04-Sep-19 | 10-Sep-19 |
| 03-Mar-19 | 09-Mar-19 | 13-Mar-19 | 19-Mar-19 | 01-Sep-19 | 07-Sep-19 | 11-Sep-19 | 17-Sep-19 |
| 10-Mar-19 | 16-Mar-19 | 20-Mar-19 | 26-Mar-19 | 08-Sep-19 | 14-Sep-19 | 18-Sep-19 | 24-Sep-19 |
| 17-Mar-19 | 23-Mar-19 | 27-Mar-19 | 02-Apr-19 | 15-Sep-19 | 21-Sep-19 | 25-Sep-19 | 01-Oct-19 |
| 24-Mar-19 | 30-Mar-19 | 03-Apr-19 | 09-Apr-19 | 22-Sep-19 | 28-Sep-19 | 02-Oct-19 | 08-Oct-19 |
| 31-Mar-19 | 06-Apr-19 | 10-Apr-19 | 16-Apr-19 | 29-Sep-19 | 05-Oct-19 | 09-Oct-19 | 16-Oct-19* |
| 07-Apr-19 | 13-Apr-19 | 17-Apr-19 | 23-Apr-19 | 06-Oct-19 | 12-Oct-19 | 16-Oct-19 | 22-Oct-19 |
| 14-Apr-19 | 20-Apr-19 | 24-Apr-19 | 30-Apr-19 | 13-Oct-19 | 19-Oct-19 | 23-Oct-19 | 29-Oct-19 |
| 21-Apr-19 | 27-Apr-19 | 01-May-19 | 07-May-19 | 20-Oct-19 | 26-Oct-19 | 30-Oct-19 | 05-Nov-19 |
| 28-Apr-19 | 04-May-19 | 08-May-19 | 14-May-19 | 27-Oct-19 | 02-Nov-19 | 06-Nov-19 | 13-Nov-19* |
| 05-May-19 | 11-May-19 | 15-May-19 | 21-May-19 | 03-Nov-19 | 09-Nov-19 | 13-Nov-19 | 19-Nov-19 |
| 12-May-19 | 18-May-19 | 22-May-19 | 29-May-19* | 10-Nov-19 | 16-Nov-19 | 20-Nov-19 | 26-Nov-19 |
| 19-May-19 | 25-May-19 | 29-May-19 | 04-Jun-19 | 17-Nov-19 | 23-Nov-19 | 27-Nov-19 | 04-Dec-19* |
| 26-May-19 | 01-Jun-19 | 05-Jun-19 | 11-Jun-19 | 24-Nov-19 | 30-Nov-19 | 04-Dec-19 | 10-Dec-19 |
| 02-Jun-19 | 08-Jun-19 | 12-Jun-19 | 18-Jun-19 | 01-Dec-19 | 07-Dec-19 | 11-Dec-19 | 17-Dec-19 |
| 09-Jun-19 | 15-Jun-19 | 19-Jun-19 | 25-Jun-19 | 08-Dec-19 | 14-Dec-19 | 18-Dec-19 | 24-Dec-10* |
| 16-Jun-19 | 22-Jun-19 | 26-Jun-19 | 02-Jul-19 | 15-Dec-19 | 21-Dec-19 | 26-Dec-19* | 02-Jan-20* |
| 23-Jun-19 | 29-Jun-19 | 03-Jul-19 | 09-Jul-19 | 22-Dec-19 | 28-Dec-19 | 02-Jan-20* | 08-Jan-20* |

*Indicates sweep or push date has been changed to accommodate holiday
 Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday

Journal Opinion

Even chit-chat needs some purpose

**By Beth Standlee
CEO, TrainerTainment**

Recently I had a GREAT opportunity to watch sales in action (well, maybe inaction). I'm always interested in learning by watching how others do their job. My husband, JD and I, were hanging out in the infusion area of the doctor's office.

Okay, I was hanging out. JD is doing the cancer-busting work.

A couple of pharmaceutical representatives walk in doing their 'thang.' This is fun for me. I put on my Sales Coach hat and begin to watch as they interact with the nurses on duty. In my mind I'm always looking for what someone's sales process is. If you have any TrainerTainment exposure you know we think Prospecting, Connecting, Qualifying, Proposing, & then Closing is **THE Sales process**. So I'm measuring others by that standard. Here's what I saw ...

Connect – The lead sales guy introduces himself and the guy that's with him to the nurses. It looks as if he might be training that guy. He begins to build rapport. I'm thinking, this sales rep knows what he's doing. But then he keeps chit chatting. They talk about spring break, what are they going to do for Easter, and ..., and ... and ...

Qualify – I think he may have asked if they had any patients using a specific type of drug (I'm assuming that's the one they sell).

Present – No

Close – Well, no. I don't think so. It was about a 5-



Beth Standlee

minute interaction. The nurses were receptive but not the decision-makers. The rep shakes hands and says, "I'll check back in a couple of weeks."

I nearly went crazy. Honestly, I almost shouted, "WHY?" What would you be checking on, May flowers? I wanted to help. I thought about running out after them and inquiring about what their objective was. Maybe they simply had the ob-

jective of meeting the nurses. That seems like a weird reason to spend time prospecting in that way. Time is the highest value asset of a sales person. You can't afford to waste any single minute.

I think they could have

helpful? This could have helped them understand who their competition is and potentially their focus on budget or if price is even an issue.

"Who does the ordering and how often do you typically place orders?" That would have helped them get closer to the decision-maker or at least the decision-influencer.

The lesson for me is that you have to make your chit-chat matter. There needs to be a purpose to the call that goes beyond meeting people in the office. They could have turned the chit-chat into a meaningful conversation because they would have learned something! With every encounter, you need to ask for something to make the call worthwhile. That's closing.

You may be wondering how a pharmaceutical rep story equates to your business. My hope is you'll translate the engagement you have with prospective buyers and think about how you can better follow a successful sales process which will ultimately lead to more business!

As the sales folks left, I thought about chasing them out the door so that I could at least have the answer to my question

See **STANDLEE Page 5**

Time is the highest value asset of a sales person. You can't afford to waste any single minute.

learned so much more if they had asked questions like:

"How do you decide who to buy this particular drug from?"

The nurses would have information about who they buy it from now and why they buy it from them. They might have even given the sales guys a clue as to whether or not they were happy with their service or had any reason to change suppliers. Wouldn't that have been

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COAM calendar

— REPORTING DATES —

- April 20:** Each monthly report should be submitted by Location License Holders in electronic format via the www.gacoam.com website as required by the GLC by the 20th of each following month.
- May 1:** The COAM licensing application (www.gacoam.com) opens 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 and RENEWAL
- July 1:** Date a \$1,000 late fee will be assessed to Location Class A and Class B licenses, Master Class A and Class B licenses, and Manufacturer and Distributor licenses that have not RENEWED for the 2019 licensing period (07/01/2018 – 06/30/2019).

— MEETINGS/OTHER —

- April 16:** GACS fundraising golf tourney, Jekyll Island GC
April 16: COAM Advisory Board, GLC Office, Atlanta
April 18: GAMOA meeting, Pleasant Hill Event Hall, Lilburn

Register now for GAMOA's expo

Georgia Amusement Journal

Registration is now open for vendors and participants who want to take part in the Southern Amusement and Entertainment Expo Sept. 11-13 at the Atlanta Airport Marriott.

Sponsored by the Georgia Amusement and Music Operators Association (GAMOA), the event features exhibitors and operators from all over the Southeast. The Expo will include numerous educational seminars to help people in the industry improve their businesses and educate them on the compliance requirements of the Georgia COAM industry. Training for technicians will be available again this year.

"The breakout sessions and technician training provide even more value to your customer base," GAMOA Executive Director Christina Kaiser said.

In addition, the Georgia Lottery Corp. will present a seminar for master licensees to explain new regulations and policies related to retail licensees.

"This presentation is highly informative and professionally structured to deliver the maximum amount of information in a consolidated format," Kaiser said.

An awards banquet is planned Wednesday night, followed by a performance by comedian Cyrus Steele.

To register, visit www.gamoa.org and click on the links provided. Hotel rooms are available at a special rate if booked before Aug. 21. Sponsorship opportunities are also available. Reg-



2019 SOUTHERN AMUSEMENT & ENTERTAINMENT EXPO



Tentative Agenda

Wednesday, September 11th

| | | |
|---------------------|--------------------------------|----------------|
| 10:00 am – 12:00 am | Exhibitor Set up | Grand Ballroom |
| 10:00 am – 4:00 pm | Seminars | |
| 12:00 pm – 12:45 pm | Networking Lunch | |
| 5:00 pm – 7:00 pm | Sponsor/Exhibitor Appreciation | Pool Patio |

Thursday, September 12th

| | | |
|---------------------|--|-------------------|
| 9:00 am – 11:00 am | Technician Training <i>Learn troubleshooting techniques before calling in the big guns.</i> | Georgia/Auburn |
| 10:30 am – 12:00 pm | TrainerTainment Seminar <i>Beth Standlee, TrainerTainment</i> | |
| 10:00 am – 5:30 pm | Expo Open | Grand Ballroom |
| 10:00 am – 4:30 pm | Silent Auction | Foyer |
| 12:00 pm – 1:30 pm | Lunch at your leisure | Grand Ballroom |
| 1:30 pm – 3:00 pm | Technician Training <i>Learn troubleshooting techniques before calling in the big guns.</i> | Georgia/Auburn |
| 5:30 pm – 6:30 pm | Reception Silent Auction Pick-up | Grand Ballroom |
| 6:30 pm – 9:00 pm | Awards Banquet | Southern Ballroom |
| 9:15 pm – 12:00 am | Comedian Cyrus Steele/Live Auction | Southern Ballroom |

Friday, September 15th

| | | |
|--------------------|-------------|----------------|
| 8:00 am – 9:00 am | Breakfast | Grand Ballroom |
| 10:30 am – 2:00 pm | Expo Open | Grand Ballroom |
| 12:00 pm | Lunch | Grand Ballroom |
| 12:30 pm -2:30 pm | GLC Seminar | Florida |

istration, sponsorship and exhibitor information all can be

found on the GAMOA website. "You won't want to miss this

year's exciting Expo and educational opportunities," Kaiser said.

Standlee

from Page 4

about their original objective. Maybe he was just introducing the new guy. Instead of chasing them out the door, I started rattling off my concerns to JD. He always takes the high road and suggested that the guy already had the answers to those questions. He is always so

good at assuming the best. I felt like they wasted their most precious asset (time). I hope his trainee gets to ride along with other representatives. Maybe we need to get a PCQPC script written for the pharmaceutical industry. Could be "just what the Sales Doctor ordered!"

Beth Standlee is founder and CEO of TrainerTainment,

a sales-training company that helps grow people and as result grow businesses. She will lead a seminar dur-

ing the Southern Amusement and Entertainment Expo, sponsored by GAMOA, in Atlanta in September.

Write us

The *Georgia Amusement Journal* welcomes letters to the editor. Letters must include the writer's name and address. The word limit is 300. Mail to Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or you can email us at paul@tashcommunications.com. The *Journal* reserves the right not to print letters it finds objectionable.

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Stay relevant, FEC operators advised

By Paul Tash

Georgia Amusement Journal

With technology and entertainment meshing like never before, the Family Entertainment Center industry “has never been hotter,” an expert in FEC design told a room full of engaged operators and others last month at an Amusement Expo seminar in Las Vegas.

“The bar is being raised,” said Doug Wilkerson, creative director for Dynamic Designs, a company that builds and renovates FECs across the country.

Armando Lanuti, president of Creative Works, an FEC consulting firm, agreed.

Technology-driven entertainment and design are providing opportunities “not feasible five years ago,” Lanuti said. He added that banks are willing to loan for sound, well-designed projects and that rates remain low.

“Money is still really cheap,” he said.

The two said changes within the FEC community are happening fast – existing locations are updating and getting facelifts, old attractions are being pulled out and replaced, and new locations are getting bigger and better.

But they advised operators to formulate projects that take advantage of the latest technology to distinguish themselves and remain profitable.

Lanuti said FEC operators should “integrate an immersive experience” that younger customers enjoy and expect.

For example, laser tag can still be a successful attraction, but now the game needs to provide a “level of interaction” with a “cause and effect” to keep them engaged. For example, laser tag missions where players are required to follow a storyline, like a video game, are popular. The venue needs to be special, too.

“It’s got to be like a movie set,” he said. “You can’t just splash paint.”

From a design perspective, Wilkerson said, FECs have to provide “photo worthy” attractions to appeal to consumers who grew up using photo-taking mobile phones.

“You need a higher level of interior,” he said. “Crazy, quirky interiors provide those photo



ARMANDO LANUTI, left, and Doug Wilkerson offered FEC operators some advice on staying relevant during a seminar discussion March 26 in Las Vegas.

opportunities. It’s how it’s packaged.”

Bowling alleys, he said, used to be “smoke-filled dungeons,” and now many progressive operators have “repackaged” them into “trendy” places for families and friends to go.

The importance of visual impact can’t be overstated, Lanuti said.

“You have 8-10 seconds to make an impression ... (for customers) to be immediately wowed.”

The future looks bright in several areas, they said, including virtual reality, e-sports and even escape rooms.

Regarding e-sports, Lanuti said some operators have been successful investing in e-sport stations with high-end computer systems to attract players seeking competition in such games as Fortnite and Rocket League. E-sport’s popularity is stunning – more TV viewers watched competitive gaming “than all the NFL games combined” last year, he said.

“E-sports are here to stay,” he said.

Escape rooms are undergoing a revision, he said, including the development of self-guided tours and condensing the time needed to complete the game.

“An hour is too long,” he said.



Paul Tash photos

necessarily have to “make wholesale changes” to refresh and repackage their existing FEC. Providing a few new games and “reorganizing everything else” can make the place “look like a new arcade.”

Those considering building from scratch, he said, should invest if they can in a feasibility study, which involves experts determining the market, the competition, and the potential return on investment.

The study, he added, is also good to have when securing financing.

“The study will drive the size of your project,” he said.

Then, he said, the design team will put the “puzzle pieces” together “around your budget.”

Whether repackaging an existing FEC or building one from scratch, Wilkerson said diversification is key.

“Successful FECs have a real good balance,” he said, “with everything from attractions to food and beverage.”

“You’ve got to be unique,” he added, especially when competing with the Dave & Busters of the world.

“Be fearless,” he said. “If you’re going to do it, do it right.”

Operators considering a repackaging of their FEC, Wilkerson said, should consider what size is right for their market.

Many are successful featuring just two or three “anchor attractions,” such as bowling and laser tag, and if the mix is right, “the design will keep guests around playing.”

Lanuti said operators don’t

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Expo

from Page 1

page (above).

In addition, the national Amusement and Music Operators

Association (AMOA) held its annual meeting during the Expo, and its new officers and directors began their terms, including Emily Dunn from Georgia as president. Look for a rundown on those positions next issue.



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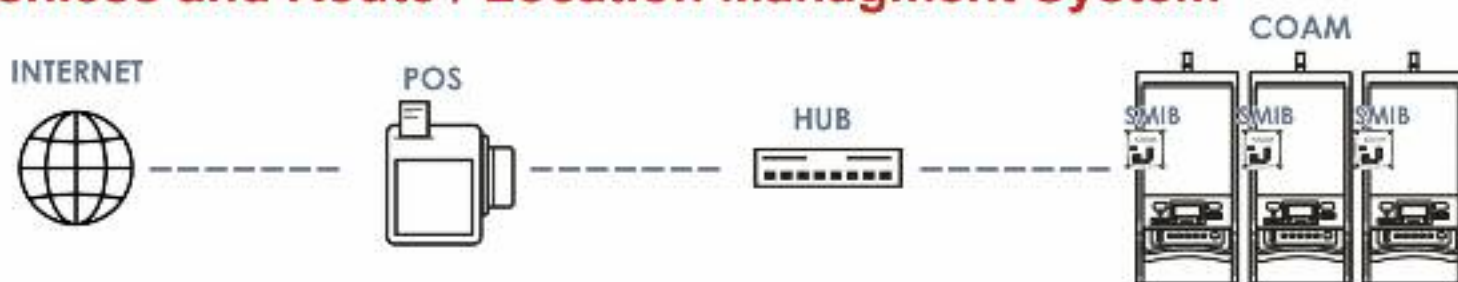


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Virtual Reality

FECs should jump on growing trend to attract 15-35 age demo, experts say

By Jorie Tash

Georgia Amusement Journal

Virtual reality (VR) was this year's hot ticket at the 2019 Amusement Expo International, and with MarketWatch projections that the market size will grow to about \$30 billion in five years, it's a good time to consider getting out in front of the trend, several industry experts said.

Bob Cooney, who has been working in the location-based entertainment sector for almost three decades, moderated a series of panels about VR's relationship with e-sports and how the two can vitalize Family Entertainment Centers (FEC) by closing in on the 15-35 age demographic.

"This generation doesn't have their own Buffalo Wild Wings," said Tim Ruse, CEO of VR pioneer Zero Latency, regarding this younger generation's historic lack of engagement with traditional entertainment and hospitality spheres that's been noted by every major market researcher.

"Millennial consumers are more attracted than their elders to cooking at home, ordering delivery from restaurants and eating quickly, in fast-casual or quick-serve restaurants," Buffalo Wild Wings CEO Sally Smith told Business Insider. "Mall traffic has slowed. And, surprisingly, television viewership of sporting events (important for us, especially) is down."

However, the same cannot be said for competitive gaming. Twenty-six percent of Americans consider themselves competitive gamers, said Ruse, and that number is projected only to rise in the coming years. According to Reuters research, gaming sector sales increase at a rate of about 10 percent per year, and gaming revenue eclipsed that of all other forms of entertainment in 2017 with sales in the \$116 billion range.

Marrying the gaming boom and/or VR with FECs could be the way to attract the fickle younger generations, many of whom have begun their own families, said Ruse. He cited the enduring popularity of multiplayer games, such as "Dungeons and Dragons" and "Magic: the Gathering," as well as continuously

rising popularity of spectator games like "Fortnite," "Overwatch" and "Super Smash Brothers" as a way to nab these potential customers and "create a Buffalo Wild Wings for the current generation," Ruse said.

Steve Grubbs, panel participant and founder

"You have to build a community around it," said Grubbs.

When it's easy for gamers to play at home, consistency in offering tournaments, leaderboards that auto-update, and utilizing e-sports as "one pillar in a multi-pillar model" is a way to get future customers out of their houses and into the FEC, he said. He also suggested using the voice and text chat app Discord to help build a community of gamers, as well as other social media to keep people in-the-know about upcoming events.

Hiring interns, such as college students in media fields, and asking them to take charge of projects such as an FEC's Twitch (game-streaming platform) channel, help out with tournaments, and facilitate VR rooms in exchange for letters of recommendation can be an effective, mutually beneficial way to keep costs low and drive community engagement, said Grubbs. Further, both endemic and non-endemic sponsors often chip in for public gaming tournaments (sponsors whose companies are directly involved in gaming, such as Blizzard, and sponsors who are not, such as Coca-Cola, respectively).

The other pillars of Grubbs' multi-pillar model includes free-range VR stalls, wherein the user is not tethered to any hookups except the VR headset itself, and users can participate in an array of games and simulations. His VR set-up also includes tutoring programs, and they account for a large percentage of the center's revenue. Students can utilize VR to learn anatomy through simulated frog dissections or virtually attend museums around the world, among other programs. Grubbs acknowledged that investing into large-scale VR can be prohibitively expensive, however, so breaking into the e-sports market is a more accessible way to corner a market "and bring in an audience you don't already have," he said.

The potential to diversify FEC offerings to corner the techie market is almost unlimited: "we're an experimental industry," said panel moderator Cooney, and "we don't know where it's going yet."



Paul Tash photo

AMUSEMENT EXPO attendees test drive a virtual reality ride at the Las Vegas Convention Center.

of consulting and communications firm Victory Enterprises, is ahead of the game on this one. He opened his pioneering "VRcade," Paradigm, in Davenport, IA, in 2018 and explained to panel attendees how to best corner both the e-sports and VR markets in the FEC sphere.

Connect

from Page 1

panel of legislators, who will discuss current issues affecting the C-Store industry. The Silent Auction on Sunday supports the GACS PAC.

Learning. Education is a key part of what GACS does. Monday morning will be all about trends

that impact the industry. Four experts, speaking on topics ranging from demographic and consumer purchasing trends, to tobacco and marijuana market changes, are on the program. Also, a fundraiser will be conducted during the convention to support the GACS Education Foundation.

Networking. Creating opportunities to spend time together, learn from one another and share stories, is one of the things GACS does

best. Focus in Five, a new-member event launched in 2018, is on the Sunday schedule. Monday, there's golf and fishing.

Convention is a time to assemble, break bread together, and build lasting relationships.

Eighty-eight percent of 2018 convention attendees rated the convention very good to excellent in the post-convention survey. Nearly 90 percent plan to attend again in

2019, a strong testament to the value attendees place on the convention.

The 2019 GACS Annual Convention will be held at the Omni Amelia Island Hotel June 23-25. Registration fees start at just \$295 for members or \$365 for nonmembers.

For more information on these and other registration options, or for more on the convention, visit www.gacs.com/events.



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License

from Page 1

The Lottery is not accepting any new Class B Master license applications. New Class B Master licenses are only available through an auction process for prequalified participants. Master License auctions occur at least once every three years. Once the next auction date has been determined, it will be posted to the COAM website.

The GLC provided several "helpful hints" to avoid delays in the processing applications. Those include:

Pay taxes and other state financial obligations – Before applying for a COAM license, verify you have no outstanding tax liabilities. Contact the Department of Revenue (DOR) for the State of Georgia at (404) 417-4445 to obtain a status on any outstanding tax liabilities.

Apply for the correct license

type – Licensees need to make sure they are applying for the correct type of license (Master, Location, Manufacturer or Distributor) and the correct class of license (Class A and/or Class B). Location licensees who are in possession of both Class A and Class B machines in the same business location, or anticipate having both Class A and Class B machines in the same business location anytime during the licensing year, must apply for a Class B license.

Respond to requests for information – Respond to information requests from the Retailer Contracts Administration (RCA) Department promptly. Failure to respond to any information request may result in the denial of your COAM application.

Have registration information – Licensees should ensure they have all registration information available prior to logging into the licensing application including your www.gacoam.com username and

password, State Tax Identification (STI) number, method of payment information and any identification or citizenship information that may be required to complete your application.

Update officers/owners/shareholders – Applicants must ensure all officer/owner/shareholder information has been updated with the DOR prior to submitting a COAM application. A "Personal Information" page must be completed for each officer/owner/shareholder when submitting a COAM application.

Provide true and correct information on applications – GLC recommends licensees provide the contact information and email address for the owner or owners of record, rather than that of the LLHs accountant or bookkeeper. Make sure and provide the true and correct contact information, email address, and home address when applying for 2019 COAM license or go to www.gacoam.com at any

time and update your information. Owner information may be updated using the following steps:

- Log into www.gacoam.com;
- Click "Licenses" submenu at top of page;
- Select the business from the drop-down list;
- Click "Account Info" button;
- Click the green check on the right side of screen under "Owner Contact Info;"
- Click "Edit" button to update information;
- Update information;
- Click "Verify Address" button (if necessary);
- Click "Save Changes" button;
- Click "Yes, Save" button.

Updating information will ensure the timely and complete evaluation of applications, the GLC said. Failure to provide updated information may result in the denial of an application. For assistance, contact the GLC COAM Helpline at 1 (800) 746-8546.

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