



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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COAM industry works to adapt

Procedures maintained – with flexibility

By Paul Tash

Georgia Amusement Journal

Though recognizing the coronavirus pandemic will have some effect on future procedures, the Georgia Lottery Corp.'s COAM Division is continuing to process applications, issue licenses, and perform installation and decommission procedures when applicable.

“There are certainly some barriers that may delay or limit us with some of our procedures in these areas,” COAM Senior Vice President John Heinen said. “Some examples of this include our employees teleworking, temporary or permanent store closings, and locations only providing limited services and product offerings.”

Heinen also referred to a letter Lottery sent to licensees recently that discussed operations moving forward.

“While the focus during this time should be on your family, friends, communities, and coworkers, we want to take this opportunity to let you know that COAM operations are continuing,” the let-

See OPERATIONS Page 3



File photo

LICENSEES snapped up 100,000 KN95 masks earlier this month from Southern Gaming Solutions. The KN95 masks are for public use and not the same as the N95 masks that health care professionals wear.

SGS offers masks to industry partners

By Paul Tash

Georgia Amusement Journal

Pivoting to supply a different and much-needed product to support the COAM market in Georgia, Southern Gaming Solutions offered 100,000 KN95 masks to licensees April 3.

They were sold out immediately.

“We wanted to assist masters in the market place,” said SGS

President Lee Hunter, adding that SGS is also “mindful of our retail partners and players.”

Acknowledging that the company could have made a bundle on selling the masks, one of the main personal protection items used in the battle against the spread of the coronavirus, Hunter said SGS priced the items at nearly what it cost them.

“We basically just passed

them along,” he said. “We’ve been overwhelmed with the response we’ve received.”

Master and location licensees and players simply don’t have access to masks and other personal protection equipment (PPE), he said, and SGS is working to fulfill that need. The company is working to get more KN95 masks, and also is looking

See MASKS Page 9

COAM Division extends gift-card RFI deadline

By Paul Tash

Georgia Amusement Journal

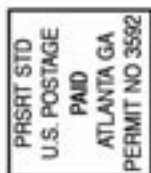
The COAM Division of the Georgia Lottery Corp. has extended the deadline for potential vendors to reply to the Request for Information for the developing COAM gift-card idea to June 1, a GLC official said.

“We have extended the deadline for potential vendors to respond back to us out of an abundance of caution and to be sensitive to the possible difficulties they

may be facing,” COAM Division’s Senior Vice President John Heinen said.

At the latest COAM Advisory Council meeting in February, the COAM Division rebooted a stalled effort by regulators and industry to create an option for gift-card redemption. Lottery officials announced they were prepared to move forward on the industry-supported idea initially discussed over a year ago.

See GIFT CARD Page 3



Due to the ongoing pandemic, GAMOA has postponed its April 30 membership meeting until we can safely assemble.

SGS and IGT are working around the clock to ensure our employees remain safe and connected, and that our customers have what they need during this difficult time.

Across the world, please stay safe and healthy.



Gift card

from Page 1

The Lottery’s COAM Division has already developed and distributed a Request for Information (RFI) to potential gift-card vendors to get an idea of the cost and feasibility. Vendors are then expected to provide information back by the new June 1 deadline, and a gift-card framework developed sometime after that, depending on how the coronavirus pandemic plays out.

“We are also building a framework for our marketing research plan that was discussed in the last board meeting and look forward to taking action on this plan when the COVID-19 crisis subsides,” Heinen said.

Gift-card redemption is an opportunity to boost industry’s revenue and its contribution to the HOPE and Pre-K education programs, the needs of which increase every year, industry representatives and regulators have said. Another potential benefit is an increase in sales-tax revenue, as gift cards promote spending.



Paul Tash photo

COAM SENIOR Vice President John Heinen leads a discussion during a COAM Advisory Board meeting last November.



Operations

from Page 1

ter said. “Like you, we have adapted some of our business operations, but please be confident that we are still performing our core duties of licensing and compliance in an extremely efficient way given the circumstances.”

The entirety of the COAM Division’s letter is below.

Heinen also said that location sweeps are still occurring on schedule. The COAM Division, he added, is currently working on a plan for the upcoming licensing year “that will add some flexibility and be sensitive to the needs of the COAM industry during these chaotic and challenging times.”

Dear COAM Licensees,

During this unprecedented time, our thoughts are with all of our COAM partners. The evolving world in which we live and conduct business has and will present many challenges in response to COVID-19.

Please know that the Georgia Lottery Corporation and the COAM Division have very strong business continuity plans. We are an entity that operates each and every day with the guiding principles of innovation and flexibility, and there has been no greater test of this than the present circumstances before us.

While the focus during this time should be on your family, friends, communities, and coworkers, we want to take this opportunity to let you know that COAM operations are continuing. Like you, we have adapted some of our business operations, but please be confident that we are still performing our core duties of licensing and compliance in an extremely efficient way given the circumstances.

Most of the items in the following newsletter are reminders that you may have seen before. If you have down time during this hopefully short-lived event, we would encourage you to review these important points and pass them on to others as they are some of the most frequent issues that arise.

As a reminder, please follow the federal, state, and local governmental mandates that apply to your jurisdiction to maintain the safety and health of all.

Finally, please reach out to us if you have questions or comments. We are as accessible as ever. Take care of yourself and those around you as we all navigate these challenges together.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2020

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

*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

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.



Journal Opinion

Reach social-distancing customers

By Sharon Shuford GACS Membership Strategy

As social distancing becomes the new norm, the Georgia Association of Convenience Stores (GACS) is encouraging its supplier partners to think creatively about replacing in-person customer connections with virtual ones. A few ways to get it done follow.

Print advertising

Of the 5,000 *GACS Today* magazine recipients each quarter, fully 4,300 are retail owners and managers in Georgia. The circulation has increased, making it a good buy for suppliers who want to reach C-Store retailers.

Readership is also up. Data shows the online version of the magazine continues to experience increased visits, page requests and hits since the publication's expansion in January 2019. In addition, GACS welcomes educational editorial content from its vendor community. For advertising, contact Regina Robuck regina@gacstoday.com. For editorial consideration, contact sshuford@gacs.com.

Email marketing

If you've ever been flooded with correspondence from any place you've ever bought a cookie, you know email market-

ing is not always welcome. But if you think carefully about what to do and not do when it comes to emailing your customers during the current COVID-19 crisis, you can be confident your correspondence will be welcomed and helpful.



Sharon Shuford

If your product or services are impacted by COVID-19, then your customers will likely appreciate an update. Less helpful are messages that simply generate a "we're in this together" vibe. Try to avoid rehashing what people already know. Be helpful, relevant, and compas-

sionate, say the experts. Recipients want new information and a genuine tone.

Virtual meetings, webinars

There's a lot of information out there about how to create better virtual meetings and we-

fully target your audience by considering who will find it relevant, important, or informative. You should also consult the experts – there are a lot of online resources that can help create an impactful virtual meeting or webinar.

Social media

Using social media the wrong way can have an adverse impact on you and your audience. As many people turn to social media hoping to revive lost connections, some end up feeling less connected. Why?

Simply logging on and scrolling through posts does not create actual connections.

Instead, it's important to be interactive on social media. Ways to do this include posting an update, liking and commenting on posts, asking for something from your following community, and having social relationships with colleagues, such as starting a group text.

For a more in-depth look at how to connect while social distancing, see the Summer issue of *GACS Today* article "How Can We Be Together While Being Apart?" The article provides additional tips for companies, communities and individuals, and lists resources for more information.

Using social media the wrong way can have an adverse impact on you and your audience.

binar experiences for your audiences. We won't review all of them here. Suffice it to say, it's not what you say, but how you say it and why.

Online events need to be done right. It starts with understanding your purpose and who needs to be connected to that purpose. Consider carefully why you're meeting or creating an online webinar. Then, care-



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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.

— MEETINGS/OTHER —

April 30: GAMOA membership meeting – **CANCELLED**
Aug 26-28: Southern Amusement and Entertainment Expo
– Infinite Energy Center, Duluth, GA

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.

Journal Opinion

AMOA stays committed in ‘new normal’

**By Lori Schneider
AMOA Executive VP**

We hope this finds our industry family staying safe and in good health as we continue to face the uncertainty surrounding the COVID-19 crisis.

Although AMOA’s physical office in Illinois has been closed since March 15 due to the “shelter-in-place” state mandate, AMOA continues to build engagement in real life each and every day remotely to support you during this difficult time.

Whether continuing legislative advocacy for economic relief for small business through AMOA’s DC-based legislative firm Dentons, regularly updating the COVID-19 resource page on www.amoa.com to provide ongoing information, or organizing informational sessions and resources to help navigate these



Lori Schneider

Working together, our industry will get through this as we navigate the weeks and months ahead.

However, one thing is certain during these uncertain times: our members and industry are resilient. We’ve seen this time and time again throughout AMOA’s 72-year history.

A “new normal” has emerged challenging everything we know, but working together, our industry will get through this as we navigate the weeks and months ahead.

AMOA is committed to help lead the way.



challenging times, AMOA is here for its members and the industry.

As of this writing, there is no

light at the end of the tunnel as to when business will re-open, and only a hint that we may be starting to “flatten the curve.”

Lori Schneider can be reached at lori@amoa.com or by calling the AMOA headquarters at 1-800-937-2662. AMOA is a national trade association representing the interests of operators, distributors, manufacturers and suppliers in the amusement entertainment industry. GAMOA is an active participant in the AMOA State Council.

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NACS joins request for SNAP hot food

Convenience Store News

The National Association of Convenience Stores (NACS) joined with four other associations to pen a letter to Congress asking that convenience stores be granted hot food waivers for Supplemental Nutrition Assistance Program (SNAP) recipients during the COVID-19 pandemic.

SNAP households cannot currently use their benefits for hot foods.

The letter requested "additional flexibility in the Supplemental Nutrition Assistance Program (SNAP) to better allow us to serve our customers in need."

The U.S. Department of Agriculture's Food and Nutrition Service (FNS) has the ability to provide a SNAP waiver for hot food purchases during natural disasters, but the agency does not have the same authority to enact a waiver during the current crisis, as the COVID-19 pandemic has been declared a national emergency instead of a natural disaster.

"Our customers need the flexibility to purchase hot foods for carryout with SNAP," the letter states. "Due to the response to the

COVID-19 outbreak, our members have seen store shelves go empty for periods of time. While overall there is no shortage of foods, the staples that many customers rely on are often unavailable when they visit their local store. These customers, particularly those trying to follow state and local guidance to

stay at home unless purchasing essential items, need the flexibility to purchase other

foods — such as hot prepared foods — that may be available to them when they need them."

In addition to NACS, signatories of the letter include the National Restaurant Association; the National Retail Federation; NATSO; and the Society of Independent Gasoline Marketers of America.

The group of signatories requested that Congressional leadership include hot foods waivers for SNAP households in their next legislative stimulus package.

"Many of these families need the flexibility of providing hot prepared foods to keep their families healthy and fed during a very trying time," the letter concluded.

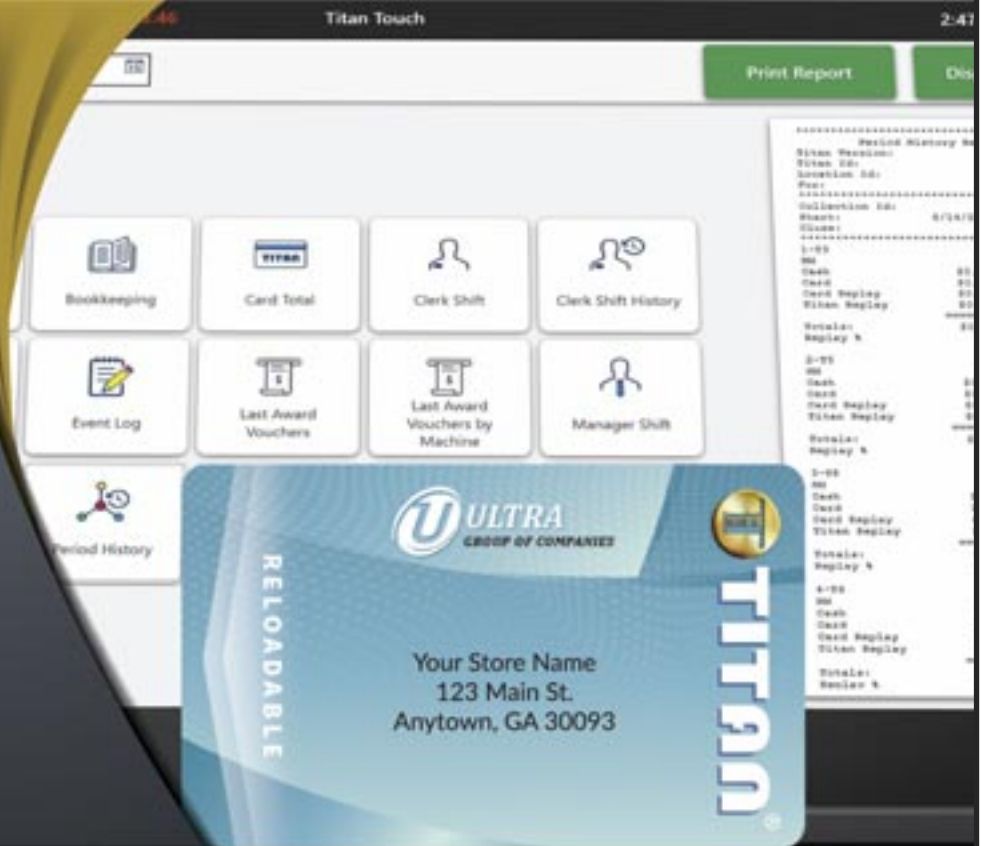




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Available Award Credit: \$140.00																	
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Lottery	\$25.00																
Gas	\$32.75																
Total:	\$107.75																
Redeem																	

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Industry following rules, staying safe

By Paul Tash

Georgia Amusement Journal

Regulators and industry leaders are united in urging licensees, players and others in the industry to adhere to state and federal guidelines for social-distancing and hygiene in the wake of the coronavirus pandemic.

Georgia Amusement and Music Operators Association President Shawn Fellows said his organization recommends those in the industry follow the guidelines issued by the federal government available at www.CDC.gov and Gov. Brian Kemp at www.DPH.georgia.gov.

“We would urge all in the COAM industry to follow the rules,” Fellows said, “and do their part and stay safe. While we all face extraordinary circumstances across this great nation, we stand in support of our leaders and welcome a timely resolution to this pandemic.”

COAM Senior Vice President John Heinen said the Lottery is encouraging all of its retailers, both on the traditional Lottery side and the COAM side, “to partner with us on best practices for social distancing and sanitization.” A sign is available on the COAM website, www.gacoam.com, that licensees can print out to display on machines and in high-visibility areas in locations that outline public health guidelines. See the poster on this page.

“We encourage and support adherence to all local and state guidelines and laws to navigate through this crisis together in the absolute safest manner possible,” Heinen said.

IMPORTANT REMINDER

**Dear Valued Retailers & Customers,
Please join us in following public health guidelines.**

- Practice social distancing, maintaining a distance of 6 feet from others.
- Wash your hands frequently for at least 20 seconds every time.

**We value your partnership.
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**Please visit www.galottery.com
for updates and additional information.**



Mobile order, delivery part of c-store future

Convenience Store News

Even before the pandemic hit, a major change faced the convenience store industry: mobile ordering and delivery. The need to offer an alternative to in-store shopping has only increased as the pandemic has taken hold and left people sheltering in their homes. What started as purely an area of increased revenue and expansion has become a lifeline to keep stores open.

As we entered 2020, several brands were already delivering convenience goods to the home. One of the most well-known is venture-backed goPuff, which launched by offering ways for consumers to get bags of chips without leaving their couch. Now, it finds itself delivering everyday needs like over-the-counter medications, as well as pantry staples like pasta, bread and canned goods. Meanwhile, industry giant 7-Eleven has been working with DoorDash for years – at least in some states – to offer delivery of just about everything.

When it comes to mobile ordering and delivery, c-stores should keep three objectives in mind:

1. Plan properly. Mobile ordering and delivery is an aspect of the business model that can bring great advantages. However, it's important to think through the goals before jumping in.

2. Understand third parties. Delivery services like DoorDash, Uber Eats and the rest can add value, but they also bring complications. Determine where they fit into your overall model.

3. Build a great customer experience. Everything should come back to the brand and how customers perceive it, from the mobile front-end to the product to the delivery packaging.

Offering delivery isn't as easy as just inviting in a third-party operator to pick up some goods and drop them off at a customer's home. It's about creating a strategic plan for owning the entire consumer experience, from the moment of the initial phone interaction to the time that products are delivered.

The order-and-delivery market is perhaps most mature in the restaurant industry, where consumers spent \$10.2 billion on delivery services in 2018. That figure reflects a 42 percent in-

crease from the previous year.

Some restaurants worked almost exclusively with third parties like DoorDash, Postmates, Uber Eats and Grubhub, and the “Big Four” constitute more than 75 percent of the market.

Still, the future looks turbulent as they compete for market share under the pressure of producing profitability.

One proven method is to develop a custom mobile app that pushes through offers and tracks loyalty members during remote ordering. This enables a brand to offer deals, discounts and sales directly to the mobile audience the way it's done in the store.

A mobile app also enables a retailer to sell brand-specific products like specialty food and drink offerings. This, in turn, creates another set of issues around brand experience. If a brand offers custom sandwiches, then the app must be developed with the right options in place. However, that also means ensuring the app can be easily updated when an item is unavailable or if there's a limit on a specific product.

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Photo courtesy of SGS

THE SPECIFICATIONS for the KN95 masks that Southern Gaming Solutions offered recently to industry partners appear at left.

Masks

from Page 1

to expand its PPE product line by procure hand sanitizer and even gloves, he said. The KN95 masks are for public use and not the same as the N95 masks that health care professionals wear.

The pandemic could alter the COAM environment post-crisis, Hunter said, including the possibility of “providing hand sanitizer at every station” in a “player first, hygiene

first” scenario.

“Maybe that’s part of a new reality,” he said. “Industry has a responsibility to do the right thing.”

Hunter added that he believes Gov. Brian Kemp has shown “an ability to work with industry ... by taking a non-Draconian approach” to business during the pandemic. Kemp and other state leaders, he said, will lead the way “to get us back on our feet sooner rather than later.”

In the meantime, he said, SGS will work to provide supplies “for the betterment of the industry” in the current crisis.



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 City _____ State _____ Zip _____
 Main Contact _____
 Business Phone _____ Fax _____
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 Business Phone _____ Fax _____
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Amusement Operators Membership: (Class A Master License Holders)

Amusement Operator 1-9 Employees \$350 GA MLH # _____
 Amusement Operator 10+ Employees \$500 GA MLH # _____

Amusement Operators Membership: (Class B or Class A & B Master License Holders)

Amusement Operator 1 – 20 Decals \$1,000 GA MLH # _____
 Amusement Operator 21+ Decals (\$52/Decal) \$ _____ GA MLH # _____
 21+ Decals One-time Payment Quarterly Monthly Number of Decals _____
 Quarterly & monthly payments due the by the 5th of each month.

Location Membership: (Location License Holders)

Location License Membership (1-4 Locations) \$100 GA LLH # _____
 Maximum Location License Membership (5+ Locations) \$500 GA LLH # _____

Associate Membership: (Manufacturers, Distributors, Supplies, Affiliated Associations & Industries)

Level 1 Membership Professional Services \$250
 Level 2 Membership Plush & Bulk \$500
 Level 3 Membership Parts & Service \$1,000 GA License # _____
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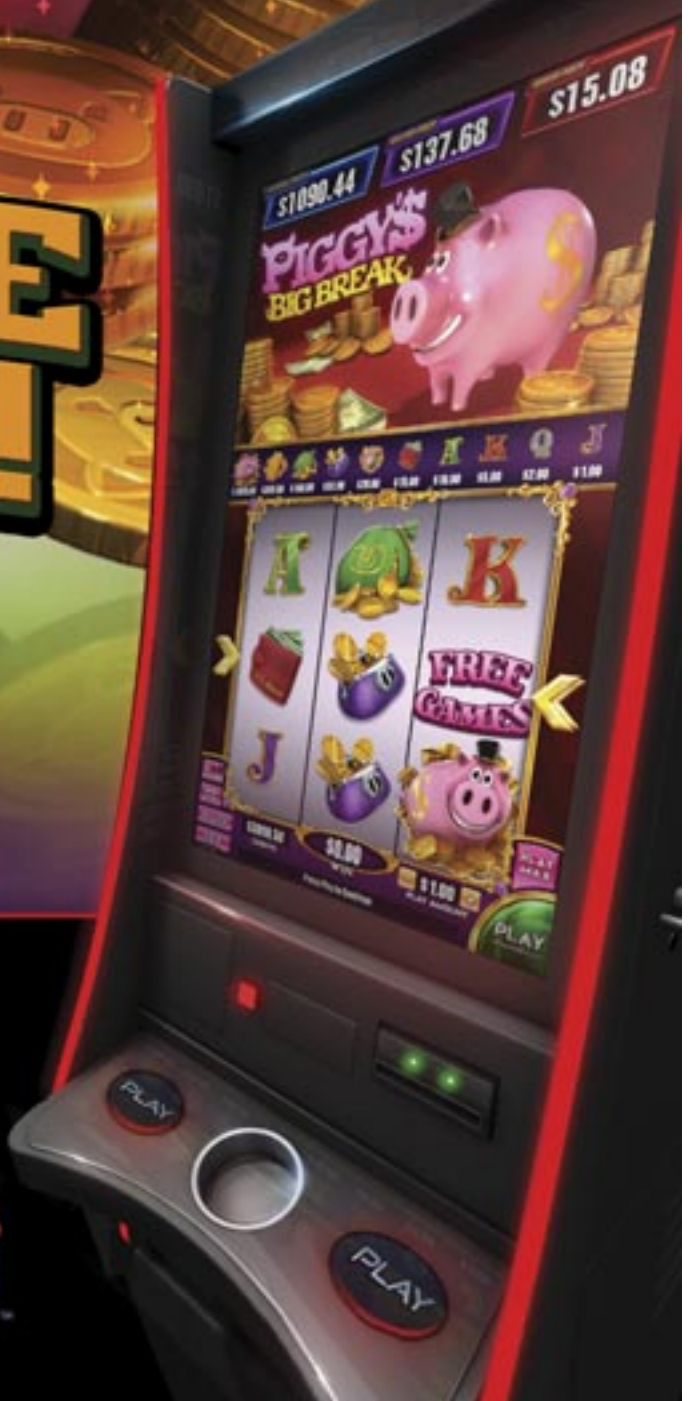
* Savings example is for an employer group in Alabama with 3 eligible employees. The benefit plan is established by the employer and is not an insurance product. Stop-loss insurance for National General Benefits Solutions is underwritten by National Health Insurance Company, Integon National Insurance Company, and Integon Indemnity Corporation. NGBS-FULLPAGEAD-AP (03/2019) © 2019 National Health Insurance Company. All rights reserved.

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