



**Locking Systems**  
 IGT, JCM parts & repairs  
 678-695-7685



# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
 Endorsed by the Georgia Amusement and Music Operators Association  
 paul@tashcommunications.com (406) 491-0100



A Tash Communications publication

April 2021

Vol. 4, Number 12

## Gift card data collection to end June 30

By Paul Tash

Georgia Amusement Journal

The gift card pilot program for the COAM industry has settled in, and regulators and data experts are confident the program will provide the necessary information to

determine the viability of the card for COAM redemption.

Georgia Lottery Corp. (GLC) officials discussed the gift card program at a COAM Advisory Board meeting, held via conference call April 13.

COAM Senior Vice President John Heinen said the program will stop collecting data on June 30. KPMG, a data and analytics firm hired to analyze that information, will then develop a report and present it to the GLC Board of

Directors and COAM Advisory Board as soon as late August, though that would be a best-case scenario.

Gretchen Corbin, GLC president and CEO, said late August

See CARDS Page 8



Journal file photo (2019)

**JIM SISKIN** of Amusement Sales & Service stands in his Star Castle family entertainment center, a popular spot in Savannah since 2001. Siskin was featured in the *Georgia Amusement Journal* in December 2019.

## United Gaming buys Amusement Sales

*Move follows Elite purchase in January*

Fast-expanding COAM provider United Gaming recently announced it has acquired Savannah-based Amusement Sales and Service, Inc. (ASSI).

ASSI is one of the longest serving coin-operated amusement machine (COAM) operators in Georgia. Founded in 1965, ASSI “has enjoyed the long and steady leadership of Jim Siskin and Rudolph Bairas and has earned its reputation as a family-owned business built upon strong values, loyalty, and customer service,” a United Gaming news release announcing the acquisition April 14.

“I am grateful to all of our employees and customers who have been with us throughout our journey,” Siskin said. “Over the years, we have been approached by many companies that showed interest in

purchasing our operational assets, but UG truly understood the strategic value of maintaining the core principles of our organization. My entire team and I are delighted to join United Gaming.”

ASSI has earned the respect of many industry peers, said Bunty Doshi, chief executive officer of United Gaming, while developing a reputation for “impeccable customer loyalty and service.”

“We look forward to the synergies created by this transaction and together we will continue the legacy of our two companies in what is now our united brand.”

With the purchase of ASSI, United Gaming continues to expand its statewide presence, now in over 100 counties, as

See UNITED Page 3



## Licensing period for ‘22 to open May 3

By Paul Tash, Georgia Amusement Journal

The licensing application process for Coin-Operated Amusement Machines (COAMs) will open May 3 for the 2022 licensing period (July 1, 2021, to June 30, 2022) through the Georgia Lottery Corp.'s COAM website, [www.gacoam.com](http://www.gacoam.com).

The GLC's COAM Division last year extended some renewal deadlines to help businesses manage the uncertainty surrounding the COVID-19 pandemic, but the Division is reverting to more traditional deadlines this year.

“We’re going back to the deadlines and dates pre-COVID,” said COAM Division Vice President Mike Parham at a recent COAM Advisory Board meeting.

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

See LICENSING Page 10



*Our mission is to promote and serve Georgia's Coin Operated Amusement Machine Industry*  
 Join us at [www.gamoa.org](http://www.gamoa.org)



Georgia

# Pick 'N Play

SKILL

THERE'S SOMETHING FOR EVERYONE!

The new Orange Set is coming soon.

- Includes six of IGT's best games in Georgia
- Great for lower volume locations
- Final software release for the ProdiGi Vu™ machine



GOLDEN JUNGLE

SMASH the PIG!

ROYAL SPINS

TEXAS TEA

VEGAS CLASSIC

\*2021 this cabinet style is end of life. Software, parts, and tech support continue to be available for this ProdiGi Vu™ machine.

Contact SGS today at  
 404-662-7027 | [orders@southerngamingsolutions.net](mailto:orders@southerngamingsolutions.net)

© 2021 IGT. All trademarks used herein are owned by IGT or its affiliates, may not be used without permission, and where indicated with a "®", are registered in the U.S. Patent and Trademark Office. Artwork, descriptions, game play, photographs, videos, and other product details depicted are subject to change. IGT is committed to socially responsible gaming. Our business solutions empower customers to choose parameters and practices that become the foundation of their Responsible Gaming programs.



## Ginger Foshee, 66

Services have been held for Ginger Goforth Foshee, 66, of Forsyth, GA, who passed away March 21 at Augusta University Medical Center.

Ginger is survived by her husband of 41 years, Butch Foshee, a longtime COAM operator in Georgia and past president of the Georgia Amusement and Music Operators Association (GAMOA).

“Ginger was a wonderful person who stood by Butch’s side for many, many years,” said Michael “Smitty” Smith, of Primero Games. “She was always at every GAMOA event for years and dearly loved by many operators past and present throughout the state.”



FOSHEE

She had a passion for oil painting and her dogs. She loved to play cards and to participate with her painting group. Her boys were her

world along with her daughters-in-law and granddaughters.

Ginger was born March 31, 1954, to Roger W. Goforth and Sylvia Sue Hennessey Goforth. Along with her parents, she was preceded in death by her brother, Bob Goforth.

In addition to her husband Butch, Ginger is survived by sons and daughters-in-law, Lt. Col. Gary Foshee and Alicia, Peyton Foshee and Lauren; granddaughters, Mackenzie Foshee and Georgia Foshee; brother and sister-in-law, Roger and Ardy Goforth; nephew, Tyler Goforth.

Those who wish may sign the online guest registry at [www.sherrell-westburyfuneralhome.com](http://www.sherrell-westburyfuneralhome.com).

## Primero Games adds staff, offers payment flexibility

Though conducting business in 2020 required adaptation like never before, Primero Games did more than retain its position in the Georgia market. Victor Kannan, chief financial officer, said that despite COVID-19, the company enjoyed a 40 percent increase in sales last year and continues to see growth in 2021.

The success has enabled Primero to increase its number of employees, Kannan said.

“A commitment to customer service has been the theme of the brand’s recent evolution,” he added, “so expanding the customer service team was a top priority.”

The group now has a dedicated staff accountant to manage accounts receivable and work in tandem with the sales department to handle concerns, assist with troubleshooting, and manage any other needs with ease. As always, Kannan said, technical support is also available to provide product aid.

“It’s paramount to Primero that clients feel comfortable engaging with employees and have a positive experience during each interaction.” The company encourages customers to come to its Duluth office and meet the team in person to further connect with staff members they may hear from via phone call or email, he added.

“The organization understands that

being part of a membership-based industry means putting relationships above all else,” said new company owner Mike Macke. “Primero is making sure it takes steps forward to strengthen the bonds it already has and to build new ones.”

To that end, Primero is offering buyers added benefits through new policies and programs. Customers can now take advantage of extended payment terms with flexibility based on sales volume, said Kannan, who noted that the majority of long-term financing under one year is also available.

That is not the only way customers can save, though.

The company has also enhanced the payment process. For added flexibility, ACH transfers and credit cards are now accepted methods of payment, though some come with restrictions. Kannan said statements and invoicing have also been streamlined for added convenience.

“These developments come after extensive consideration of the needs and desires of customers,” said Michael “Smitty” Smith, national sales and marketing manager at Primero Games. “We are listening to our customers and want them to know how valuable they are to the company. Primero is dedicated to continual adaptation to build trust and bring value to customers’ businesses.”



## United

from Page 1

well as “move into new market opportunities.”

United acquired assets of Elite Amusement earlier this year, including its “entire team of talent,” as a “strategic investment in a legacy company.” Adam Foust, former president of Elite, joined UG as chief revenue officer, to help grow the UG brand and overall footprint.

Founded in 2009, United Gaming has become the largest provider of Class B COAMs in Georgia’s distributed gaming market

“With the acceleration in growth, high compliance nature of the business, and demand for operational efficiencies, we are well positioned to capture positive industry dynamics ahead,” said Ashish Patel, chief operating officer for UG. “We look forward to working with the ASSI team and adding significant experience to our current workforce.”



COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2021							
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE	ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
27-Dec-20	02-Jan-21	06-Jan-21	12-Jan-21	27-Jun-21	03-Jul-21	07-Jul-21	13-Jul-21
03-Jan-21	09-Jan-21	13-Jan-21	20-Jan-21*	04-Jul-21	10-Jul-21	14-Jul-21	20-Jul-21
10-Jan-21	16-Jan-21	20-Jan-21	26-Jan-21	11-Jul-21	17-Jul-21	21-Jul-21	27-Jul-21
17-Jan-21	23-Jan-21	27-Jan-21	02-Feb-21	18-Jul-21	24-Jul-21	28-Jul-21	03-Aug-21
24-Jan-21	30-Jan-21	03-Feb-21	09-Feb-21	25-Jul-21	31-Jul-21	04-Aug-21	10-Aug-21
31-Jan-21	06-Feb-21	10-Feb-21	17-Feb-21*	01-Aug-21	07-Aug-21	11-Aug-21	17-Aug-21
07-Feb-21	13-Feb-21	17-Feb-21	23-Feb-21	08-Aug-21	14-Aug-21	18-Aug-21	24-Aug-21
14-Feb-21	20-Feb-21	24-Feb-21	02-Mar-21	15-Aug-21	21-Aug-21	25-Aug-21	31-Aug-21
21-Feb-21	27-Feb-21	03-Mar-21	09-Mar-21	22-Aug-21	28-Aug-21	01-Sep-21	08-Sep-21*
28-Feb-21	06-Mar-21	10-Mar-21	16-Mar-21	29-Aug-21	04-Sep-21	08-Sep-21	14-Sep-21
07-Mar-21	13-Mar-21	17-Mar-21	23-Mar-21	05-Sep-21	11-Sep-21	15-Sep-21	21-Sep-21
14-Mar-21	20-Mar-21	24-Mar-21	30-Mar-21	12-Sep-21	18-Sep-21	22-Sep-21	28-Sep-21
21-Mar-21	27-Mar-21	31-Mar-21	06-Apr-21	19-Sep-21	25-Sep-21	29-Sep-21	05-Oct-21
28-Mar-21	03-Apr-21	07-Apr-21	13-Apr-21	26-Sep-21	02-Oct-21	06-Oct-21	13-Oct-21*
04-Apr-21	10-Apr-21	14-Apr-21	20-Apr-21	03-Oct-21	09-Oct-21	13-Oct-21	19-Oct-21
11-Apr-21	17-Apr-21	21-Apr-21	27-Apr-21	10-Oct-21	16-Oct-21	20-Oct-21	26-Oct-21
18-Apr-21	24-Apr-21	28-Apr-21	04-May-21	17-Oct-21	23-Oct-21	27-Oct-21	02-Nov-21
25-Apr-21	01-May-21	05-May-21	11-May-21	24-Oct-21	30-Oct-21	03-Nov-21	09-Nov-21
02-May-21	08-May-21	12-May-21	18-May-21	31-Oct-21	06-Nov-21	10-Nov-21	16-Nov-21
09-May-21	15-May-21	19-May-21	25-May-21	07-Nov-21	13-Nov-21	17-Nov-21	23-Nov-21
16-May-21	22-May-21	26-May-21	02-Jun-21*	14-Nov-21	20-Nov-21	24-Nov-21	01-Dec-21*
23-May-21	29-May-21	02-Jun-21	08-Jun-21	21-Nov-21	27-Nov-21	01-Dec-21	07-Dec-21
30-May-21	05-Jun-21	09-Jun-21	15-Jun-21	28-Nov-21	04-Dec-21	08-Dec-21	14-Dec-21
06-Jun-21	12-Jun-21	16-Jun-21	22-Jun-21	05-Dec-21	11-Dec-21	15-Dec-21	21-Dec-21
13-Jun-21	19-Jun-21	23-Jun-21	29-Jun-21	12-Dec-21	18-Dec-21	22-Dec-21	29-Dec-21*
20-Jun-21	26-Jun-21	30-Jun-21	07-Jul-21*	19-Dec-21	25-Dec-21	29-Dec-21	05-Jan-22*

\*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

## Join GACS for convention June 13-15

**By Sharon Shuford  
GACS Membership**

The theme of the 2021 GACS Annual Convention, “Convenience Never Stops,” reflects the extraordinary place we are today: what was missed when the pandemic brought so much to a halt and what was accomplished with our industry remaining open for business serving their communities and customers.

The 2021 convention will take place June 13-15 at the Omni Amelia Island Plantation on the Florida coast just south of the Georgia-Florida line. It will be a special opportunity to connect with the C-Store community and members of the Georgia Association of Convenience Stores.

“Education is expanded to include more speakers and new, interactive workshops that



**Sharon Shuford**

we think everyone will enjoy,” GACS President Angela Holland said. “We’ve also changed the meals and entertainment a bit. We think everyone will love it.”

It will be a special opportunity to connect with the C-Store community and members of the Georgia Association of Convenience Stores.



Following are some of the highlights planned for attendees, which include some familiar activities as well as some new ones.

**Speakers, workshops**

The schedule features four speakers and two workshops. Topics are wide-ranging, covering many of the issues members have identified as critical to business success:

- Spencer Cavalier and Vance Saunders, Matrix Capital Markets, “Mergers and Acquisitions: Update and Outlook for the C-Store Industry;”
- Terry McKenna, Employee Performance Strategies, “Talent: Finding, Recruiting and Retaining Talent in your Organization;”
- Fiona Harris, ROC Associates, “Emerging Technologies: Where Are We Headed and What Do We Need;”
- John Nelson, Vroom Delivery, “Delivery: There’s an App for That;”

See GACS Page 5

**GEORGIA Amusement JOURNAL**  
 Dedicated to serving the Georgia COAM industry  
 A Tash Communications publication PO Box 4307 Butte MT 59702

**A Tash Communications Publication**

**Georgia Amusement Journal Business and News Office:**  
 P.O. Box 4307, Butte, MT 59702  
 • TEL: 406-491-0100 • E-MAIL: paul@tashcommunications.com

**Paul Tash, Editor/Publisher**  
 paul@tashcommunications.com  
 Phone: 406-491-0100

**Ad Production • paul@tashcommunications.com**

Reprints of articles and back issues are available at a cost of \$10. If you wish to begin receiving the *Georgia Amusement Journal*, send your name, mailing address, telephone number and \$35 for a year’s subscription to Georgia Amusement Journal, P.O. Box 4307, Butte, MT 59702.

Postmaster: Please send address change requests to P.O. Box 4307, Butte, MT 59702  
 All rights reserved by publisher

This publication endorsed by the Georgia Amusement and Music Operators Association

## COAM calendar

**— REPORTING DATES —**

**April 20:** Each monthly report should be submitted by Location License Holders in electronic format via the [www.gacoam.com](http://www.gacoam.com) website as required by the GLC by the 20th of each following month.

**— MEETINGS/OTHER —**

**April 28:** Class B master license auction (GLC headquarters)  
**April 29:** Industry meeting, Norcross, GA  
**June 13-15:** GACS annual convention, Omni Amelia Island Plantation, Amelia Island, FL  
**June 29:** Amusement Expo International, Las Vegas  
**Aug. 25-26:** Southern Amusement & 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.

# You'll Love The Classifieds

# Journal Opinion

## AMOA busy with Council, Expo, Capitol

**By Lori Schneider**  
**AMOA Executive VP**

As businesses across the country re-open and vaccine distribution continues, AMOA is excited to resume Building Engagement In Real Life (IRL). And when we say IRL, we mean IN REAL LIFE!

### State Council Meeting

After being postponed from its original Jan. 28-30 dates due to COVID, the AMOA State Council Meeting has been rescheduled for Thursday, April 22, at the Sheraton Mesa in Mesa, AZ. Over 40 industry leaders and representation from 19 states will come together for the two-day event.

The meeting, set to the theme “2021: Re-Assessing the Landscape,” features several educational sessions on a variety of important topics. They include an update from Washington, D.C., by AMOA’s legislative firm Dentons, a review of where we’ve been and where we’re going, individual state reports from all attending states, legislative advocacy and lessons learned, gaming legislation present and future, and the road to recovery.

In addition, attendees will hear from AMOA’s 3-star and 2-star Game Master sponsors on their thoughts about the industry’s future. The program also provides social time for state leaders to network and share ideas with one another.

### Amusement Expo

As spring unfolds and news on the pandemic front brightens, plans for the 2021 Amusement Expo International (AEI), with a theme “Game On – Reimagine Your Future,” are well underway. Be sure to mark your calendar today for AEI Education Day taking

place Tuesday, June 29, at the Westgate Las Vegas and the AEI Trade Show June 30 to July 1 at the Las Vegas Convention Center, North Hall.

With three months to go, all signs are



Lori Schneider

It’s quite clear – the industry is ready to get back to the business of providing fun!



pointing to a successful Amusement Expo International in Las Vegas this summer. With 80 percent of available exhibit space sold to date, AEI’s core exhibitors are back and ready to serve their customers! Just out of the gate, attendee registration has started out strong. It’s quite clear – the industry is ready to get back to the business of providing fun!

Here’s a glimpse of a few of the topics to be covered during AEI Education Day:

- Maximize your ATM Route for Better ROI;
- Business Resilience Built for the Future;
- Pinball 2.0: Creating Success on the Street;

- Security Preparedness ... Don’t Get Caught Off Guard;
- Analyze This! Using Metrics to Improve Efficiency;
- Payment Options Come in All Forms, Are You Taking Full Advantage of Them?;

• Tips for Maintaining a Positive Reputation in the Digital World;

• And the highly popular Operator Round Tables.

Be sure to visit [www.amusementexpo.org](http://www.amusementexpo.org) to register for this year’s “don’t miss” event.

### Legislative update

On Thursday, March 11, AMOA conducted its first quarter virtual visit to Capitol Hill. Roughly 20 AMOA members from across the country joined in the full-day of Hill visits, con-

ducted via Zoom, to advocate for fair access to banking, updates to language in the BSA/AML Bank Examiners Manual, the acceptance of cash at retail, and the dire need for the amusement industry to be included in future stimulus packages.

### AMOA membership

The AMOA 2021 membership cycle continues with a “pay what you can” approach ... pay full/pay half/pay zero. Whether you’re a member renewing, or a member joining our mission, we encourage you to stay engaged to access goods and services regardless of your ability to pay. If you have never been a member of AMOA, now is the perfect time to take AMOA for a test drive! And remember, members receive two free badges to the AEI trade show.

For more information on these and other AMOA programs and services, visit [www.amoa.com](http://www.amoa.com) or contact AMOA at [info@amoa.com](mailto:info@amoa.com) or (815) 893-6010.

## GACS

from Page 4

• Daylen Stoutin, Clearwater Data Solutions, will lead a workshop on “Business Analytics: Turning Data into Good Decision Making;”

• Ben Scellick, Study Groups, will lead a workshop on “What Keeps You Up at Night: Shared Experiences, Issues and Ideas for Moving Business Forward.”

Also new to the program are a Young Professionals workshop with Ben Scellick, a \$5,000 “draw down” raffle Sunday night, Monday evening din-

ner and games, and a Tuesday closing luncheon, awards and celebration.

### Familiar activities

The popular new member reception Sunday night will connect new associate members with retailers.

In addition, time is built into the schedule Monday for a round of golf and some deep-sea fishing.

The legislative panel Tuesday morning is on the schedule again because activity at the Capitol is so important to the livelihoods of everyone in the industry.

Tuesday’s exhibitor show-

case will feature table-top exhibits where retailers can learn about the newest products and services, while a silent auction once again will help raise funds for the GACS PAC.

To attend the convention, visit [www.gacs.com/events](http://www.gacs.com/events) and register online.

Here’s a quick overview of the schedule:

### Sunday, June 13

Afternoon – Young Professionals workshop with Ben Scellick (pre-registration required)

Evening – Focus In Five new-member reception (by invitation only), opening dinner and \$5,000 “draw down”

### Monday June 14

Morning – Breakfast and education sessions; interactive workshops

Afternoon – Choice of recreation activities (additional cost)

Evening – Dinner buffet and games

### Tuesday, June 15

Morning – Education session, legislative panel

Morning – Exhibitor Showcase

1 p.m. – Closing luncheon, awards and celebration

For more information, including a detailed schedule and pricing, contact GACS at 770-736-9723.



Presents



**Cadillac 1 series**  
 The 1<sup>st</sup> game with integrated  
 True Point features!

- **REMOTE ACTIVATION**
- **HAND COUNT TRANSFER**  
from machine to machine
- Detailed **AUDIT REPORTING**
- Advanced **GAME STAT REPORTING**
- Player Card **LOYALTY PROGRAM**



**GAME INTEGRATED  
 TRUE POINT POS SYSTEM**



Contact Us Today at 770.476.0311  
[www.primero games.com](http://www.primero games.com)

# MEET OUR NEW GAME PACK!



**CARDINAL**  
*Xpress*

Contact Robbie Smith today at 678.787.7675  
rsmith@cardinalxpress.net or sales@cardinalxpress.net

# Cards

from Page 1

would be “the quickest possible date,” but added if additional information or discussion is deemed necessary to ensure a complete analysis, the final report could be released sometime in September.

“We’re trying to do this as quickly as possible,” while being as thorough as possible, she said.

The gift card pilot program’s participating locations are likely set, as the deadline for them to enter the program has passed.

“There are 137 locations now with card inventory in their stores,” Heinen told advisory board members.

Nearly 5,000 cards had been activated at those locations with redemptions totaling about \$990,000, or an average of about \$198 per card, Heinen said. The GLC’s COAM Division sent invitations to 328 locations to participate in the gift card pilot program, he added, but many failed to respond to the initial invitation, opted out, or haven’t returned the contracts to participate, despite repeated reminders to do so.

Deadline to return those contracts ended this month.

Heinen said the 137 participating locations are “representative of the industry as a whole” in size, geographic location, ownership type and other factors. Kyle Thompson, a forensic



data analyst for KPMG, said enough locations are participating to provide “a good analysis” of the gift card program.

The program is collecting a wide range of information, including the effects of the cards on regular sales trends. For example, grocery retail receipts can show if card redemption can increase in-store purchases. Data collected during the program will be “a good indicator of the different trends,” Thompson said, and show the “total value” of the gift card.

“It’s a lot of data, a lot of information,” Heinen said. “We’re very confident we’re capturing all that ... without any preconceived notion.”

The gift card pilot program was launched in late November.

Representatives of Georgia’s COAM industry have said gift-card redemption would stimulate further growth by attracting new players, generating new locations and marketing the COAM product more efficiently.

That growth will in turn provide even larger industry contributions to the state’s HOPE and Pre-K education programs. A working group comprised of regulators and industry leaders is involved in the card’s development.

Advisory Board member Stewart Carswell said the card has the “ability to grow” the industry by increasing the number of locations offering COAMs. Carswell, a master license holder, said the few locations he has participating in the pilot program have experienced “phenomenal” results with the cards.

The Lottery will continue to urge participating locations to use the cards.

Mike Parham, COAM Division vice president, said his office has sent out several notifications to participating locations to promote COAM gift cards, especially the ones that are showing little card activity.

“We want them to take advantage of this unique opportunity,” he said.

Master licensees have also been encouraged to remind their participating locations to use the cards as much as possible, he said.

The Lottery is considering ways “to keep locations engaged,” Heinen added, including potentially creating a short survey for participating locations to comment on the gift card program.

Though the pilot program effectively ends June 30, Heinen said participating locations that still have cards will still be able to use them up.

“We won’t take the gift cards out,” he said.

## Growth ‘exciting’

In other Advisory Board business, Parham provided COAM statistics for the first three quarters, calling them “simply amazing.”

The number of Class B COAM machines in Georgia is “approaching 29,000,” compared to 24,000 at this time last year, and the number of COAM locations grew to nearly 5,600 from 4,800 last year, he said.

“We are showing growth, and that’s exciting,” he said.

The average revenue per machine per day totaled an all-time high of \$126.99 in the third quarter, which ended March 31, compared to \$96.52 last year at this time. March was the largest revenue month ever, Parham added.

“Revenue has been simply amazing,” he said. “Everybody should be really excited about where the industry is.”

Parham also released some information on licenses. The number of enabled licensed at the end of the third quarter were:

- Class A master – 268
- Class A locations – 2,235
- Class B master – 192
- Class B locations – 5,910
- Manufacturers – 21
- Distributors – 2

Julie Barker, attorney for the COAM Division said a new arbitration form is available in the documents section on the COAM website, [www.gacoam.com](http://www.gacoam.com). The new form provides space for an explanation “on the basis of the dispute” to be filled out by the disputing party. The change resulted from a recommendation by the industry, and Barker said it will “provide extra assurance” that a dispute does exist.

Barker also said the GLC is continuing to hold administration hearings virtually, while arbitration hearings are being held virtually and in person, or a hybrid of the two, depending on the needs of the hearing participants.

In another report, COAM’s lead investigator Tony Williams reported that the COAM Division has performed 3,199 COAM inspections and issued 148 citations and 293 warnings so far in Fiscal Year 2021.

Williams also noted that his staff has assisted the gift card pilot program by “reaching out to gift card locations who haven’t turned in documents” to participate in the program to remind them to do so.

Emily Dunn, who chairs the COAM Advisory Board, concluded the meeting by praising the GLC for its efforts working with the industry.

“I really appreciate the work you’ve done to embrace technology,” she said. “It’s been very impressive. Clearly, something’s going right ... looking at the revenue.”

Corbin in response complimented the industry.

“Thank you for your partnership as always, as we’re wrapping up an incredible quarter,” she said. “Thank you for all the great work you do.”

The COAM Advisory Board meeting is set for Tuesday, July 13, at the GLC headquarters in downtown Atlanta.

“I’m confident the next time will be in person,” Heinen said.

SINCE 1984

**Tom's**  
AMUSEMENT  
Co.

**We Provide Games**  
**PEOPLE PLAY**

NORTH GEORGIA 706-632-5050  
GREATER ATLANTA 770-592-4840

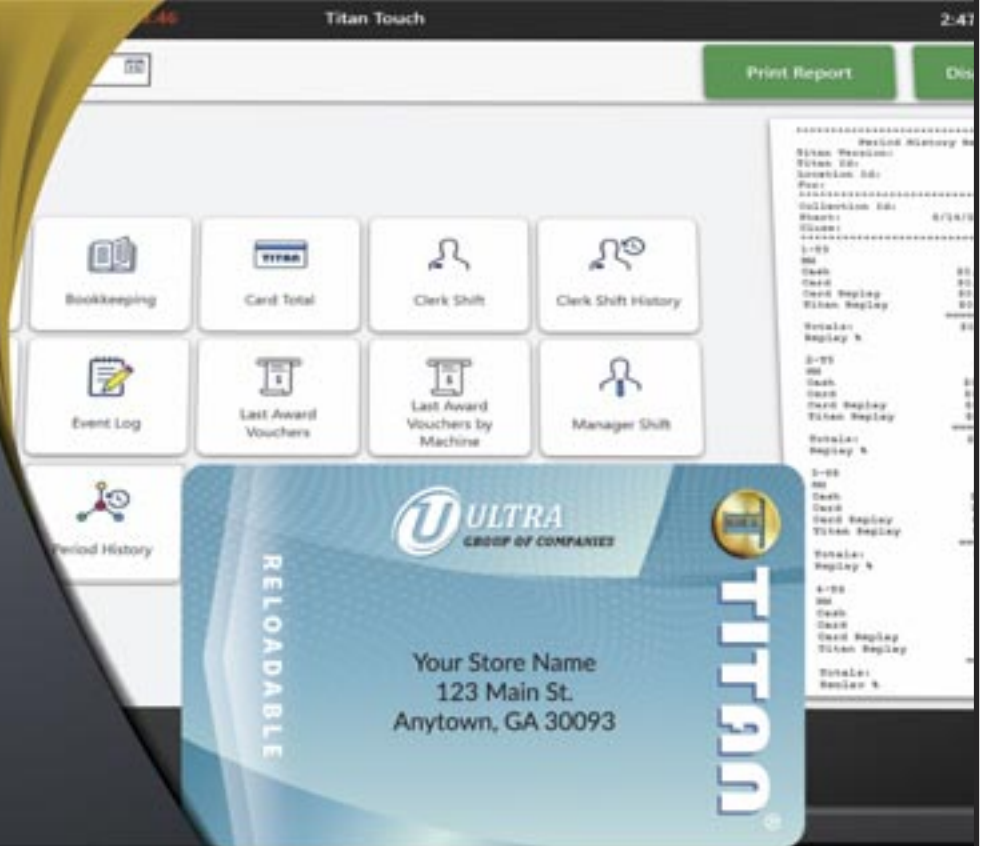




**TITAN**<sup>®</sup>

Helps Your Business be More Profitable and Audit Compliant.

[www.ultragroupinc.com](http://www.ultragroupinc.com)



### Stay In Compliance and In the Know

- ✓ Generates monthly COAM and Dept. of Revenue Sales Tax audit ready reports – with history of player redemptions and replays
- ✓ Compliance records for GLC's 50/50 rule
- ✓ Real time text/e-mail notifications include: estimated GLC deposits, game machine issues, and stringing alerts
- ✓ Potential Tax Savings

Redeem Award Credits															
Available Award Credit: \$140.00															
	Summary														
<table border="0"> <tr> <td>Merchandise</td> <td>\$50.00</td> </tr> <tr> <td>Lottery</td> <td>\$25.00</td> </tr> <tr> <td>Gas</td> <td>\$32.75</td> </tr> </table>	Merchandise	\$50.00	Lottery	\$25.00	Gas	\$32.75	<table border="0"> <tr> <td>Merchandise</td> <td>\$50.00</td> </tr> <tr> <td>Lottery</td> <td>\$25.00</td> </tr> <tr> <td>Gas</td> <td>\$32.75</td> </tr> <tr> <td><b>Total:</b></td> <td><b>\$107.75</b></td> </tr> </table>	Merchandise	\$50.00	Lottery	\$25.00	Gas	\$32.75	<b>Total:</b>	<b>\$107.75</b>
Merchandise	\$50.00														
Lottery	\$25.00														
Gas	\$32.75														
Merchandise	\$50.00														
Lottery	\$25.00														
Gas	\$32.75														
<b>Total:</b>	<b>\$107.75</b>														
<a href="#">Redeem</a>															

### Ease of Use for Operators and Staff

- ✓ Cards only work in your store, with your games
- ✓ Reduces risk of improper redemptions/fraud/theft
- ✓ Combined card reader and bill acceptor
- ✓ Operator can apply credits to Titan card (tracks replays for sales tax savings) or choose to print a ticket

### Improves Player Loyalty and Store Profitability

- ✓ Free Player Cards customized with your location name and address
- ✓ Credits transferable between games at same location
- ✓ Player controls credits to save or use as needed for merchandise/gas/lottery tickets/continued replays with no expiration date
- ✓ Faster gameplay

### World Class Technology and Customer Support

- ✓ Industry leading cashless solution
- ✓ Titan Touch - exclusively on Ultra Games
- ✓ In-house development and technical support
- ✓ An ethical partner you can trust



**FOR A FREE CONSULTATION**

Contact us: 770-449-0400 | EXT. 700  
[sales@ultragroupinc.com](mailto:sales@ultragroupinc.com)

# Eight bidders qualify for license auction

By Paul Tash

Georgia Amusement Journal

Eight bidders have qualified for the April 28 auction for at least one Class B master license to operate COAMs in the Georgia market.

Due to COVID restrictions, only qualified bidders will be allowed at the auction, which will take place at 10:30 a.m. at the GLC headquarters, 250 Williams St. in Atlanta, in the auditorium located on the street level of the building. The auction will be available on video.

A Class B master license allows the holder to supply Class B coin-operated amusement machines (COAMs) to licensed locations in Georgia. About 190 Class B master licenses are

currently operating in the state.

Pre-qualification is required to participate in the auction. To be considered for qualification as a bidder at the auction, a person or entity must submit a:

- COAM pre-qualification auction participation form;
- COAM Class B Master License auction deposit letter;
- And a \$100,000 deposit in the form of certified funds or cashier's check payable to Georgia Lottery Corporation – COAM.

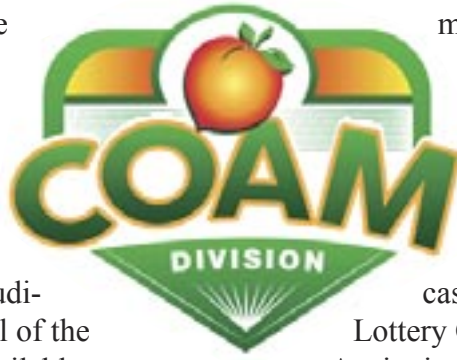
A winning bid is not transferable to any other bidder or party other than the person or entity. A winning bid is subject to verification.

Legislation in 2015 required the GLC to conduct periodic auctions, at least once every three years, for the Class B master licenses. This is the

third auction to be held – the first was held in May 2017 and the second in May 2018. The winning bid in the 2018 auction was \$900,000. Proceeds go the Georgia's HOPE Scholarship and Pre-K educational programs. The COAM industry has contributed about \$91 million since 2013 to those educational programs.

After a bidder wins the first license, a determination will be made if an additional license or licenses will be auctioned. The master license that is available for bid at the auction has no COAMs, locations, or equipment associated with the license. The winning bid will be subject to verification. The winner of the license will have their \$100,000 deposit go toward the purchase price. The other bidders will have their deposits returned.

For more information about the COAM industry, visit [www.gacoam.com](http://www.gacoam.com).



## Licensing

from Page 1

- Manufacturer – New and renewal
- Distributor – New and renewal

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. The next auction is scheduled for April 28 (see related story in this issue).

Following are important dates

for Georgia COAM licensees.

### 06/01/2021 (Tuesday)

Deadline to apply for a new location license (Class A and Class B), a new master Class A license, and a new manufacturer or distributor license for the 2021 licensing period (07/01/2020 - 06/30/2021). This deadline only applies to 2021 COAM licenses.

### 06/30/2021 (Wednesday)

Deadline for master licensees to purchase additional Class A and Class B decals or location licensees to add Class A and Class B ma-

chines for the 2020 licensing period (07/01/2020 - 06/30/2021). This deadline only applies to 2021 COAM licenses.

### 07/01/2021 (Thursday)

Date a \$1,000 late fee will be assessed to location Class A and Class B licenses, master Class A and Class B licensees, and manufacturer and distributor licensees that have not renewed for the 2022 licensing period (07/01/2021 – 06/30/2022). An existing COAM licensee will not be allowed to apply for a new license to avoid payment of a late fee.

### 9/28/2021 (Tuesday)

Last day to submit a renewal location Class A and Class B license, master Class A and Class B license and manufacturer and distributor license for the 2022 licensing period (07/01/2021 – 06/30/2022). If a holder of a 2021 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.

All deadlines and more information on the licensing process are available on the COAM website, [www.gacoma.com](http://www.gacoma.com)

# GAJ CLASSIFIED ADS

Just \$5 per line

1-406-491-0100

[paul@tashcommunications.com](mailto:paul@tashcommunications.com)

HELP WANTED



### Experienced technicians wanted!

In search of a dependable technician looking for a permanent position with a GA COAM distributor. Must be a dedicated team player, customer service oriented, have trouble shooting skills, maintain confidentiality, and work efficiently. Full-time positions available. IGT Certification, IGT Intelligent Card System, and JCM training provided. Email resumes and references to: [orders@southerngamingsolutions.net](mailto:orders@southerngamingsolutions.net)

HELP WANTED



Experienced technicians wanted for service and installation of Class B COAMs, initially in northwest GA, but in other areas soon. Send resumes to [info@magnoliagaming.com](mailto:info@magnoliagaming.com).

EQUIPMENT FOR SALE



ROUTES WANTED

**Journal advertising gets results! Call 406-491-0100**

# You'll Love The Classifieds

# GOLDFINGER<sup>®</sup> TOUCH SCREEN SOLUTIONS THAT DELIVER

Our display performance is unparalleled and will provide you with solutions that you can count on. We work with our customers to build exactly what they need.

## The Goldfinger Promise

- Includes a 3-year bumper-to-bumper warranty.
- Our monitors have the lowest warranty return rates in the industry.
- Internal engineering and manufacturing teams focus on design and quality control.
- Our touch screen monitors exceed the competition in durability and reliability.

## Customized for your Gaming Needs

- We are geared to respond quickly to changes in the marketplace and the needs of you and your customers.
- We work with our customers to build exactly what they need.
- Goldfinger offers many customizable touch screen monitors in an array of sizes.



## Touch Screen Professionals

- Experience vibrant lighting and high-definition imagery for the best interactive experience.
- Infrared technology allows you to interact using a finger, a gloved hand, a pencil, or any other solid object.
- Our tempered glass screen is virtually indestructible with no loss of clarity.

## Industry Leaders

- We are an industry leader in gaming displays used in casinos and machines throughout the U.S.
- Our display performance is unparalleled and will provide you with solutions that you can count on.

## GOLDFINGER SUPPORTS GEORGIA

### Our Georgia Market Support Team Members:

- Joe Gumeny: [jgumeny@betson.com](mailto:jgumeny@betson.com) | (770) 710-2255
- Robert AbouJaoude: [robaj@betson.com](mailto:robaj@betson.com) | (201) 232-4447
- Gary Martellucci: [gmartellucci@okrahi.com](mailto:gmartellucci@okrahi.com) | (843) 929-9977
- Cam Vogel: [cvogel@okrahi.com](mailto:cvogel@okrahi.com) | (843) 996-0095
- Brennan Sheehan: [bsheehan@okrahi.com](mailto:bsheehan@okrahi.com) | (843) 929-9135



HYDRO DUAL - AVAILABLE WITH 24" & 28" MONITORS

FUSION HYDRO WITH 43" VERTICAL MONITOR

**BUILT TO DELIVER THE MOST ENTERTAINING GAMING EXPERIENCES IN THE COAM INDUSTRY**

THE ALL-NEW SKYRISER, FUSION HYDRO, AND HYDRO DUAL ARE SETTING A NEW STANDARD FOR THE GEORGIA MARKET.

GET YOURS NOW! [WWW.BANILLAGAMES.COM](http://WWW.BANILLAGAMES.COM) • 252.329.7977

