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GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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A Tash Communications publication

August 2019

Vol. 3, Number 4



Paul Tash photo

MIKE PARHAM, left, vice president of GLC's COAM Division, reviews some license-renewal information at the COAM Advisory Board meeting July 16 in Atlanta. Listening are, from left, Emily Dunn, Butch Foshee, Stewart Carswell and Jamie Boyden.

COAM board talks new redemption

By Jorie Tash

Georgia Amusement Journal

Following a clear indication from the Georgia Lottery Corp. that it is willing to discuss the possibility of alternative forms of redemption, including gift cards, members of the COAM Advisory Board praised the idea and offered their support.

"We're excited to look at alternative redemption," said Gretchen Corbin, president

and CEO of the GLC, told the Board at its recent meeting July 16 in Atlanta. "We want to get input from this group."

She thanked the industry for working with the GLC in the initial years of regulation to create "a really good environment to have these conversations" about expanded and alternative forms of redemption.

"Let's strike while the iron's hot," she said.

See BOARD Page 3

EXPO RETURNS

GAMOA, others host event Sept. 11-13

Georgia Amusement Journal

Preparations for the growing Southern Amusement and Entertainment Expo next month are "humming along," and organizers say they could have another record turnout.

The Expo will take place Sep. 11-13 at the Atlanta Airport Marriott.

"It's a great opportunity for networking and education and having a lot of fun," said Christina Kaiser, executive director of the Georgia Amusement and Music Operators Association (GAMOA).

"We're looking forward to it," said GAMOA President Shawn Fellows. "It's great for the industry."

The Southern Amusement and Entertainment Expo is working successfully to becoming a "regional show," Fellows said, with attendees and exhibitors from all over the Southeast encouraged to attend.

For the first time GAMOA is hosting the event with two other organizations, the North Carolina Coin Operators Association and the North Carolina Citizens for Free Enterprise, a group of business owners and

See EXPO Page 6



C-store show set for Sept. 12 in Athens

Georgia Amusement Journal

The Southern Convenience Store and Petroleum Show, tailored specifically for those in the convenience store industry, takes place Sept. 12 at the Classics Center in Athens.

Sponsored by the Georgia Association of Convenience Stores (GACS), the show provides an opportunity for convenience store vendors to showcase their products and services to decision makers from across Georgia. The



show runs from 9-4 with more than 200 booths. Many new items and services for retailers to try in their stores will be available to review. There is no cost for retailers

to attend. Simply register online at www.gacs.com

This year GACS is offering a new way for exhibitors to gain additional exposure (in addition to purchasing a

See SHOW Page 9



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Groups seek to retain music-licensing decrees

A dozen free-market organizations pressed the U.S. Department of Justice Aug. 7 to re-up sunset consent decrees governing music licensing groups BMI and ASCAP, arguing the "inherently anti-competitive" music industry still needs these regulations to keep the playing field even, according to an article by Law360.

The coalition is hoping to preserve a pair of 80-year-old consent decrees that require Broadcast Music Inc. and the American Society of Composers, Authors and Publishers – the country's two largest performance rights organizations – to offer blanket licenses covering their whole catalogs.

The two agreements, which were inked by both companies in 1941 to settle a DOJ enforcement action, are among nearly 1,300 outstanding

judgments from agency cases that the department is reevaluating to ensure they're still fulfilling their intended purpose.

And while Frontiers of Freedom, Citizen Outreach, Institute for Liberty and other free market-focused groups agreed that many of the orders on the chopping block "are outdated, governing industries that no longer exist or markets that no longer pose antitrust concerns," they insisted in a letter Aug. 7 that the ASCAP and BMI decisions are still crucial to keeping the music industry in check.

"The ASCAP and BMI consent decrees, however, remain extremely relevant to a functioning marketplace," argued the groups. "Millions of businesses across the country rely on the

efficiencies and anti-competitive protections that these decrees provide."

Several industry associations across the country are pushing their members to get involved, urging them "to tell federal lawmakers to #KeeptheDecrees and keep the music playing!"

The bulk of songwriters and publishers work under the ASCAP and BMI umbrella – which together represent about 95 percent of all music – to collectively set a standard price for music, according to their letter.

BMI and ASCAP have long pushed for modifications to those agreements, which they contend have not kept pace with the industry's evolution, including the rise of digital music services. And they both hailed potential revocation in a joint open letter from February.

Board

from Page 1

Gift-card benefits are many, industry reps have said. Primarily, they would make it much easier for locations to manage machines and provide the necessary reporting required by GLC, potentially leading to more COAM locations in the market. The gift cards would also work well with the innovation and new technologies becoming available to manage COAM machines.

"It's time to do this," said board member Emily Dunn after mentioning the "positive economic effects" of a gift card.

Board member Hemal Patel said gift cards have the potential not only "to open the market more" for COAMs, but also to "increase business for traditional Lottery products," as well.

"This is a very healthy step," Board Chairman Gus Makris added. "We're ready."

Industry stakeholders, including master licensees, locations and players, are "very united," he said, to make alternative redemption happen to further benefit "the kids and education."

The process toward alternative redemption is just beginning, Corbin added.

"We need data from the industry," she said, and encouraged industry members to contact the GLC with "any information you can give us."

"To do it well, we need the whole picture," Patel agreed.

'Great year' for COAMs

At Fiscal Year 2019's conclusion on June 30, COAM play returned nearly \$66 million to Georgia's HOPE and Pre-K program education programs, a 14 percent increase from the \$58 million contributed last year.

"It was a great year," said John Heinen, senior vice president of the Georgia Lottery Corp. (GLC).

"The Lottery is fascinated with how we continue to break record after record."

As of June 30, 4,541 locations in Georgia hosted 22,121 COAMs, Heinen added, with an average machine earning of \$95.97 per day (up from \$90.14 per day from FY2018).

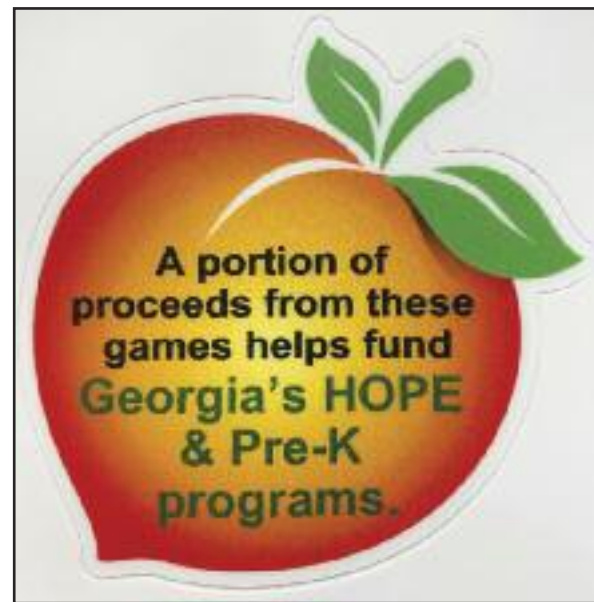
Mike Parham, vice president of the GLC's COAM division, updated board members on license renewal, saying 94 percent of licensees have renewed as of the July 16 meeting, a better renewal rate than last year.

In addition, Parham encouraged master licensees to make copies of the Location License Holder Guide found at gacoam.com/documents and hand it out to their locations. The guide details COAM regulations, outlines the procedure to become a licensee, and provides tips for licensees to be successful.

"A lot of time went into the guide," he said. "Hopefully, it'll be

useful for the industry."

Parham also mentioned that a new guide for master licensees is




currently in production.

In other Board discussion, Patel said again urged the Lottery to lower the \$2,500 Financial Security Deposit (FSD) required of new operators in some cases or allowing other alternatives, such as a

bonding option. Lowering the required deposit, or finding another solution, could make it "easier to open up a location" and grow the industry, he said.

Also, Lottery representatives handed out samples of machine stickers the GLC produced to let players know that COAM proceeds benefit Georgia education initiatives. While licensees are not required to use the stickers, Heinen called them a "great first step" to promote some growth in machine play and in the corresponding educational contributions.

The meeting was the first for new board member Butch Foshee, a longtime Georgia operator and former president of the Georgia Amusement and Music Operators Association.

 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-Jun-19	06-Jul-19	10-Jul-19	16-Jul-19	29-Sep-19	05-Oct-19	09-Oct-19	16-Oct-19*
07-Jul-19	13-Jul-19	17-Jul-19	23-Jul-19	06-Oct-19	12-Oct-19	16-Oct-19	22-Oct-19
14-Jul-19	20-Jul-19	24-Jul-19	30-Jul-19	13-Oct-19	19-Oct-19	23-Oct-19	29-Oct-19
21-Jul-19	27-Jul-19	31-Jul-19	06-Aug-19	20-Oct-19	26-Oct-19	30-Oct-19	05-Nov-19
28-Jul-19	03-Aug-19	07-Aug-19	13-Aug-19	27-Oct-19	02-Nov-19	06-Nov-19	13-Nov-19*
04-Aug-19	10-Aug-19	14-Aug-19	20-Aug-19	03-Nov-19	09-Nov-19	13-Nov-19	19-Nov-19
11-Aug-19	17-Aug-19	21-Aug-19	27-Aug-19	10-Nov-19	16-Nov-19	20-Nov-19	26-Nov-19
18-Aug-19	24-Aug-19	28-Aug-19	04-Sep-19*	17-Nov-19	23-Nov-19	27-Nov-19	04-Dec-19*
25-Aug-19	31-Aug-19	04-Sep-19	10-Sep-19	24-Nov-19	30-Nov-19	04-Dec-19	10-Dec-19
01-Sep-19	07-Sep-19	11-Sep-19	17-Sep-19	01-Dec-19	07-Dec-19	11-Dec-19	17-Dec-19
08-Sep-19	14-Sep-19	18-Sep-19	24-Sep-19	08-Dec-19	14-Dec-19	18-Dec-19	24-Dec-10*
15-Sep-19	21-Sep-19	25-Sep-19	01-Oct-19	15-Dec-19	21-Dec-19	26-Dec-19*	02-Jan-20*
22-Sep-19	28-Sep-19	02-Oct-19	08-Oct-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

GAMOA offers health insurance plan

**By Christina Kaiser
GAMOA Executive Director**

Are you paying too much for health insurance? GAMOA has a solution for you!

The Georgia Amusement and Music Operators Association is proud to announce its partnership with the National General Benefits Solutions Self-Funded Program.

National General is an A-rated company that can potentially cut your premiums in half.

Phil Vance is an agent for National General Insurance, which is offering “preferred underwriting” for the association. During an initial exploratory phase, Vance said

“in most cases we found significant savings.”

“I’m extremely excited to be working with the association,” Vance said. “I was amazed at the savings available.”

Only members of GAMOA are eligible to apply for this “preferred rate” coverage for your company. You’ll have a dedicated team of experts standing by, ready to help you find the best health-coverage fit for your

“I’m extremely excited to be working with the association,” Vance said. “I was amazed at the savings available.”

National General Benefits Solutions Self-Funded Program offers:

- **Stop-loss insurance** – protects your business’ finances if claims are higher than expected;
- **Opportunity to receive money back** – in years when claims are lower than expected;
- **Customizable plan designs** – making it easy for you to find the right fit for your group;
- **An experienced team** – ready to provide expertise before, during and after you’ve chosen your plan;
- **Additional benefits for being a member of GAMOA.** Gain control of your health care expenses! Go to www.gamoa.org and learn more.



Christina Kaiser

Only members of GAMOA are eligible to apply for the ‘preferred rate’ coverage for your business.

business’ needs.

The new health insurance package is a win-win, benefiting business owners with low-cost insurance while also benefiting the association as a membership driver.

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



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry

A Tash Communications publication PO Box 4307 Butte MT 59702

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Reprints of articles and back issues are available at a cost of \$10.

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COAM calendar

— REPORTING DATES —

- Now:** The COAM licensing application (www.gacoam.com) is open for the 2020 licensing period (07/01/2019 - 06/30/2020) 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
- Sept. 30:** Deadline to submit a RENEWAL Location Class A and Class B License, Master Class A and Class B license and Manufacturer and Distributor license. If a holder of a 2018 COAM license fails to renew its license or its license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

— MEETINGS/OTHER —

- Sept. 12-14:** GAMOA Southern Expo, Airport Marriott, Atlanta
- Sept. 12:** Southern C-Store & Petroleum Show, Athens
- Oct. 24:** GAMOA membership meeting, place TBD
- Dec. 12:** GAMOA membership meeting, place TBD



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Journal Opinion

AMOA fight bank-account closures in D.C.

By **Lori Schneider**
AMOA Executive VP

AMOA was back in our nation's capital July 30 with a nine-member delegation focused on the bank account closure issue.

The AMOA delegation met with 10 different Senate Banking and Senate Judiciary Committee leaders on Capitol Hill. AMOA has developed a good working relationship with many of these Senate leaders' senior staff. Our latest visit has proven fruitful – a couple of Senate banking leaders have finally agreed to directly reach out to the regulators and banks to identify exactly why the account closures continue to take place.

AMOA continues to send a very clear message to congressional leaders: we are not going away until we get some answers that will help us find resolution.

In addition, conversations over the last couple of D.C. visits have turned toward the subject of cash itself.

We know the banks are moving away from having to directly handle cash – you see it

with the new “banking cafés” opening across the country. The U.S. Mint continues to print cash. Cash is still legal tender.



Lori Schneider

Cash continues to be a significant portion of the U.S. economy. With that in mind, banks should not be in the business of determining the legal form of currency in this country, and additionally, banks should be held accountable to ensure they are servicing the communities in which they are chartered.

AMOA members have actively participated in our efforts,

either joining a delegation in Washington, D.C., or helping at the grass roots level within their respective state. Their contribu-

We are not going away until we get some answers that will help us find resolution.

tions have been a tremendous help to our cause.

Education on the road

The association has also set final details for their upcoming AMOA On the Road Continuing Education Program to be held at The Westin O'Hare Oct. 25-27 in Rosemont, IL, just outside Chicago's O'Hare airport.

With a theme of “20/20 Vision: Focus on the Future,” the

weekend will kick off with “Attract, Develop and Ignite Your Generationally Diverse Talent,” presented by keynote speaker Kevin Wright. Seminar topics throughout the weekend include Navigating the Workplace of the Future, Marketing in 2020, VR and Esports, and Expanding the Gaming Experience. In addition, panel and round table sessions are scheduled on Technology, Virtual Reality, Cashless/Card-Stored Systems, and Quick-Fire Idea Exchange. Those arriving Friday mid-day will have the opportunity to participate in factory tours of Raw Thrills and Incredible Technologies.

For more information on AMOA continuing education and programs, be sure to visit www.amoa.com.

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. Visit www.amoa.com.

Good customer service doesn't involve cell phone

By **Beth Standlee**
CEO, TrainerTainment

I had the weirdest shopping experience this week. I stopped at Office Depot to pick up a couple of things on Sunday. As a side note, I love the office supply store the same way some women love Macy's. I rounded up my items and proceeded to check out. There was quite a line with only one register open. No worries though, I was not in a hurry.

I patiently waited my turn, and then exchanged minimal pleasantries with the “guest service” gal that was running the register. She seemed a little distracted, but she was moving the line efficiently.

AND then it happened.

She scanned my items. I scanned my credit card and then looked up at what she was doing. It was weird. She had her head down and was typing away, but I couldn't really see her hands. It was then that I noticed that in the middle of my financial transaction she was taking time to respond to a text or an email on her phone.

It was a clever move, really. Until she backed away, I didn't see her phone that



Beth Standlee

Was the text or email so important that it couldn't wait until she was completely done with my transaction?

laid flat on surface beside the point of sale. Once she finished whatever she was doing, she went through the motions of finishing my transaction. She looked me in the eye and thanked me. As I stared back, I thought, “You'd be fired if I were the manager.”

I got to the door and thought how in the world does she think that's OK? I got to the car and thought, I have to go back and tell her. It wouldn't be the first time I had shared with someone how I thought their service could have been better.

I am not sure how I managed to contain my inner guest service warrior. But I did this time. I just think that if people had any idea

the impact that we have on each other we would be a little more focused on what's important at the time. Was the text or email that she had to send so important that it couldn't wait until she was completely finished with my transaction?

Come on now, she's handling cash. I hardly ever look at my receipt, but you can bet I did then. How easy would it be to make a mistake? Her head was clearly somewhere else. I got to thinking about her efficiency and how quickly she

was able to do her job. I suspect she and her boss think she's a great employee.

In my mind, there's a big difference between just pushing people through the line and providing great service. The difference in this situation is so subtle and maybe I'm just being too picky, but HEY, could you wait just a minute until you are finished with me to do whatever is so much more important while you are at work?

Beth Standlee will lead a seminar at GAMOA's Southern Amusement & Entertainment Expo in September.

Expo

from Page 5

supporters working to create a fair skill-based game environment in North Carolina.

The affair kicks off with an appreciation reception for sponsors and exhibitors Wednesday from 5-7 p.m. Thursday's agenda features a TrainerTainment seminar about improving customer service at 10 a.m., and the Expo opens from 10-5:30. The Expo will feature the latest products and services from every segment of the industry. Attendees will have an exclusive hands-on opportunity to review exhibitors' newest innovations and network with fellow industry insiders.

Kaiser emphasized the Expo offers plenty for Class A operators, as well, with companies such as Player One and Benchmark showing off their latest products. The Expo "is going to be great" for Family Entertainment Center operators, she said.

A silent auction offering a wide variety of products, from iPads to bill acceptors, will be open 10-4:30 on the Expo floor. A reception runs 5:30-6:30, and the popular awards banquet follows the reception. Three awards will be presented, the Lifetime Achievement Award, the Coin Operator of the Year Award, and the Cutting Edge Award, which honors the developer of a top new product or service.

"There's a lot of new technology in the industry," Fellows said.

A live auction takes place following the banquet with several big ticket items, including some top-of-the-line machines, available to the highest bidder. The live auction is a highlight of the event and "always a blast," Kaiser said.

On Friday the Expo floor will be open from 10:30 to 2, and a lunch seminar featuring representatives from the Georgia Lottery Corp. (GLC) runs noon-2:30. The GLC will provide an update on a variety of COAM issues and regulations and will answer questions from licensees.

Though the Expo won't include a technician workshop this year, Kaiser said all the gaming manufacturers will have technicians available to answer any questions licensees might have and "to help them out."

Company	Sponsor/Exhibitor
Banilla Games	Diamond Sponsor
Betson/Goldfinger	Diamond Sponsor
Cardinal Xpress	Diamond Sponsor
Primer Games	Diamond Sponsor
Southern Gaming Solutions	Diamond Sponsor
Zydexo	Platinum Sponsor
GameBox Builders	Gold Sponsor
Player One	Gold Sponsor
SuzoHapp	Gold Sponsor
RKS	Silver Sponsor
Wimberly Lawson	Silver Sponsor
Atlantic Coast Amusement	Sponsor
Creative Game Technologies	Sponsor
Elite Amusement	Sponsor
Firestone Financial	Sponsor
Georgia Amusement Journal	Sponsor
Pace-O-Matic	Sponsor
PJO4	Sponsor
VSR	Sponsor
AstroSystems	Exhibitor
Aurora Technology (ATi)	Exhibitor
Benchmark Games	Exhibitor
CB Sales	Exhibitor
CPI	Exhibitor
Innovative Technologies	Exhibitor
Locking Systems International	Exhibitor
Patriot Gaming	Exhibitor
Peach State Distributing	Exhibitor
Pong Game Studios	Exhibitor
Pyramid Technologies	Exhibitor
SMART Software	Exhibitor
Speedy's Repair Service	Exhibitor
Surfnote Technologies	Exhibitor
Trestle	Exhibitor
Vance Southeastern	Exhibitor
Venco Business Solutions	Exhibitor



2019 SOUTHERN AMUSEMENT & ENTERTAINMENT EXPO

Tentative Agenda



Wednesday, September 11th

TBD – 12:00 am	Exhibitor Set up	Grand Ballroom
5:00 pm – 7:00 pm	Sponsor/Exhibitor Appreciation	Pool Patio

Thursday, September 12th

10:00 am – 12:00 pm	TrainerTainment Seminar	TBD
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
5:30 pm – 6:30 pm	Reception	Grand Ballroom
	Silent Auction Pick-up	
6:30 pm – 9:00 pm	Awards Banquet	Southern Ballroom
9:15 pm – 12:00 am	Entertainment/Live Auction	Southern Ballroom

Friday, September 13th

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

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GAMOA



NORTH CAROLINA COIN FEES ASSOCIATION

Those interested in attending can register through Sept. 8, but Kaiser said they shouldn't wait so that Expo organizers can better plan for the event.

"The earlier the better, definitely," she said.

GAMOA members can register for the full event, including the Awards Banquet, for \$150, while registration for members who don't wish to attend the Banquet is \$100. Other registration options for nonmembers can be found at gamo.org/events/register, and more information on the agenda can also be found at gamo.org/events.

Room reservations at the Airport Marriott must be made by Aug. 21 to take advantage of special Expo rates.

"Come out and join us, meet people from other states, and have some fun," Kaiser said.



Covering the south like the dew!

September 12th, 2019
10:00 AM to 6:30 PM

September 13th, 2019
10:00 AM to 2 PM


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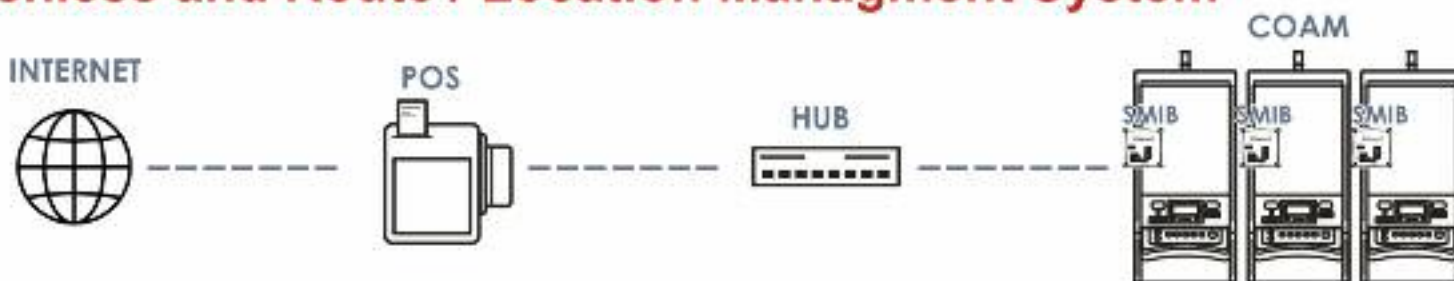
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Free chair with purchase of game set



- COAM Reporting System
- Redemption Assignment and reporting (Grocery/Gas/Store Card) Audit Printout during GLC Inspections
- Transfer Credits Between Terminals
- Add Credits from POS
- Works with or without Bill Acceptors
- GLC Sweep Report
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Retail Matters

Changes made to 'GACS Today' magazine

By Sharon Shuford,

GACS membership/marketing manager

Over the past year, the Georgia Association of Convenience Stores (GACS) has made a number of changes to the *GACS Today* Magazine. Issues are now consistently 32 pages, with editorial content focused on association services, industry information, useful articles on taxes and accounting, underground storage tanks, legislative updates, lottery and COAM. Issues are available online as well as in print.

Readership is up – recent data shows the online version of the magazine has had 1,000 visits, 2,789 page requests, and over 20,000 hits since January 2019.

The print magazine is mailed to a minimum of 5,000 industry recipients each quarter; 4,300 of these go to retail owners, operators and man-

agers in Georgia. This circulation has greatly expanded over previous years, making it a better buy for suppliers who want to reach convenience retailers.

To purchase an ad, contact Regina Robuck at regina@gacstoday.com. Regina, a Georgia native, has worked in association management for over 25 years and understands the dynamics involved in working with non-profit organizations. Over the last five years, she has focused on sponsor/advertising/exhibitor sales for associations and has built strong, long-lasting relationships with many in the industry.

In addition to the above coverage, GACS welcomes educational editorial from its vendor community. Please contact GACS, sshuford@gacs.com, for more information.

GACS Directory ads

Another way suppliers to the C-store industry can get in front of customers and potential customers is through GACS Directory advertising. The Directory is an annual publication that sits on retailers' desks all year. Advertising in the directory is now available. For more, visit www.gacs.com/media/advertising-publications.

Sporting clay tournament

The GACSPAC Sporting Clay Tournament will be held on Nov. 21 at Big Red Oak Plantation in Gay, GA. Sponsoring a station or a foursome is another way to reach the convenience retail community. This popular networking event supports GACSPAC and generally sells out, so contact GACS or visit www.gacs.com/events to register online.

Millennials driving canned-wine trend

IWSR Report

What is driving the trend toward canned wine? The overarching answer is millennial consumers, who increasingly choose wine over beer. As young consumers encompass more of the category's sales, the wine industry is bending to their attitudes and preferences.

Practicality – Millennials consider wine a relaxed social beverage that sits alongside beer and cocktails in a myriad of social occasions; for these younger consumers, wine isn't just for meal pairing and celebration: it is appropriate for the beach, at music festivals, floating in a pool, tailgating at a football game or at the summit of a long hike.

Smaller Formats – The millennial market is highly engaged with health and wellness, a trend that is impacting the alcohol industry in many ways. This group is the main driver in the move toward moderation, which has pushed low

ABV products to the fore and shone a light on the need for portion control – ranging in sizes from single-serve 187ml cans to 500ml tallboys, canned wine offers smaller portions than a standard 750ml bottle.

As an added bonus, these smaller formats are more likely to encourage trial among adventurous consumers who don't want to commit to an entire bottle.

Sustainability – Millennials are seeking out packaging choices that are environmentally sustainable. Cans are sustainable in multiple ways: the smaller format can reduce waste among consumers who won't finish an entire 750ml bottle before its contents spoil.

And, for the environment, the choice between bottle and can is clear: aluminium cans are lighter to ship, meaning they use less fossil fuel in transit in a country that produces most of its wine on the west coast and then ships it east. Cans are also infinitely recyclable.

seminar on creating a great customer-buying experience is scheduled for 8 a.m. Sept. 12. Attendees will receive a complimentary copy of the book "Customer Service: The Ultimate Differentiator."

Exhibitor set-up and a cocktail reception at the brewery Creature Comforts runs 4-6 Sept. 11.

Visit www.gacs.com for more information.

Beverage purchases at c-stores strong

Beverage Daily

Americans' need for convenience isn't slowing down, and it's getting healthier. GasBuddy, a crowdsourcing platform for fuel prices and c-store data in the United States, Canada and Australia, released a new report on drink shopping habits.

More than 165 million Americans shop at c-stores every day, netting \$242 billion of in-store sales in 2018. GasBuddy surveyed over 1,000 people in July, and 51 percent reported that they purchase a beverage at a gas station c-store at least once a week, with 20 percent doing so daily.

When asked if they have "moved more towards healthier options like sparkling water, drinks with vitamins and electrolytes, over traditional soft drinks compared to five years ago," 44 percent of respondents agreed with the statement.

People ages 18-29 said they prefer c-stores over drug stores and grocery stores, and are 56 percent more inclined to get beverages at the former. The same was true for 53 percent of the 30-44 age group.

The younger demographic was also revealed to be the least trustworthy of big brands, as 25 percent those 18-29 said they are "brand loyal" compared with 39 percent of baby boomers.

This group is the most easily influenced by coupons and sales, with 85 percent saying coupons influence their decision to purchase. Overall, 67 percent of consumers said they will try new items based on discounts or interesting packaging.

Carbonated soft drinks, energy drinks, water, sports drinks, juices and teas are lumped together as packaged beverages, and they are the third largest in-store convenience category with 15.3 percent of sales.

"Water is the number one beverage product purchased at a gas station c-store by 18-29 year-olds, while carbonated soft drinks topped the list for the 30-44 and 45-60 age group," GasBuddy said.

The top five types of packaged beverages purchased at a gas station, according to GasBuddy, are carbonated soft drinks, water, coffee, energy drinks and sports drinks.

Packaged beverages are also the most popular "impulse buys" in c-stores, with 65 percent of survey participants saying their drink purchases are typically unplanned before visiting the store.

"Today's consumers, especially millennials, are buying more food on-the-go, including snacks, drinks, and prepared meals," said Frank Beard, convenience retail analyst at GasBuddy.

"Efficiency is paramount in today's society, and convenience stores are providing the desired ease and choice of options for an evolving customer," he said. "C-stores are also responding to a growing desire for healthier options."

Show

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booth) by offering select sponsorship opportunities for as little as \$250. Visit www.gacs.com for booth contract information, to reserve a booth, or to learn more about sponsorships at the show.

In addition to the trade show, a



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Giant G2E returns to Vegas Oct. 14-17

The American Gaming Association is hosting its annual Global Gaming Expo (G2E) at Sands Expo in Las Vegas on Oct. 14-17.

The event boasts over 100 seminars and breakout sessions on topics, from “How to Get Out of Your Own Way” to “Implementing Cashless and Cardless Systems.”

An in-depth Sports Betting Symposium will take place over two days to provide a comprehensive introduction to sports-betting, including



legislation, the process of starting up, and a Q&A session with industry experts.

G2E will also offer attendees a list of tailored recommendations for seminars, depending on the information provided at registration by attendees regarding their career and interests. The

recommendation option can help convention-goers sift through the myriad of offerings to find those most relevant to them. At-

tendees can access their recommendations online, on the G2E mobile app and at the convention itself.

Not to be outdone by the sheer volume of presentations, the exhibit floor will be packed with over 400 industry booths showing off a vast array of the latest gaming and amusement machines and industry-related products and services.

The G2E registration tab on its website shows multiple options for registration, including a discount if tickets are purchased by Sept. 9. AGA members will also receive reduced registration costs. More information regarding registration, pricing tiers, event schedules and seminar information can be found at global-gamingexpo.com.

Keep COAMs connected

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

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

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

Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, www.gacoam.com. The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location before removing COAMs from a location. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.

2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.

3. Disconnect decommissioned COAMs from the site controller.

Decommissioned COAM(s) now can be removed from the location. It is imperative MLHs follow all operational and technical procedures in order to ensure accurate reporting of financial data to the Central Accounting System.

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Membership Application

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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 _____
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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)

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- Level 3 Membership Parts & Service \$1,000 GA License # _____
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