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GAMOA all set for Expo!

Event
Aug. 26-27
in Duluth

By Paul Tash

Georgia Amusement Journal
The Georgia Amusement and Music Operators Association (GAMOA) is putting the final touches on the Southern Amusement and Entertainment Expo, set for Aug. 26-27 at the Infinite Energy Center in Duluth, GA.

“Everything is going as planned,” said Christina Kaiser, GAMOA’s executive director. “We’ve got quite a few people registered already.”

The last day to register online at www.gamoa.org and save \$45 is Aug. 20, Kaiser said. Registration at full price will be available at the door. Nearby hotels Embassy Suites, Residence Inn and Courtyard are offering special rates for Expo attendees. They can be accessed

See EXPO Page 7



Infinite Energy photo

THE SOUTHERN Amusement and Entertainment Expo will take place Aug. 26-27 at the Infinite Energy Center in Duluth, GA. The facility’s Forum,

above, includes the exhibit hall that will host the Expo, sponsored by the Georgia Amusement and Music Operators Association (GAMOA).

GAMOA to elect officers Aug. 26

By Paul Tash

Georgia Amusement Journal

The Georgia Amusement and Music Operators Association (GAMOA) will meet for the first time since February on Wednesday, Aug. 26, as part of the Southern Amusement and Entertainment Expo in Duluth.

“There have been a lot of develop-

ments in the industry since then,” said GAMOA Executive Director Christina Kaiser. “Members will have plenty to discuss.”

One topic of discussion will certainly be the continued development of a gift-card redemption system for the COAM industry in Georgia. Following a Request for Information earlier this year, a work group comprised of industry representatives and regulators was created to begin working out the details of a gift-card

See MEETING Page 7



Late-fee deadline nearing for licensees

By Paul Tash

Georgia Amusement Journal

COAM licensees have an important deadline coming up.

Tuesday, Sept. 1, is the 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

2021 licensing period (July 1, 2020, to June 30, 2021). An existing COAM licensee will not be allowed to apply for a new license to avoid payment of a late fee.

The licensing application process is now open for the 2021 licensing period through the Georgia Lottery Corp.’s COAM Division website, www.gacoam.com.

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 re-

See LICENSING Page 3



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Licensing

from Page 1

newal;

- Manufacturer – New and renewal;
- Distributor – New and renewal.

The Lottery is not accepting any new Class B Master License applications.

The GLC's COAM Division has also reminded licensees that the COAM Location License Holder Guide is available in the "Documents" section of the COAM website at www.gacoam.com. The guide is designed to help those current Location License Holders, or those considering applying for a COAM location license, educate themselves on the laws, rules, regulations, and procedures of the COAM industry. Master License Holders are encouraged to distribute the Location License Holder Guide to their current customers and to those considering the COAM industry.

Another important date to remember for the 2021 licensing year is Monday, Nov. 30. That is the 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 2021 licensing period. If a holder of a 2020 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.

The COAM Division also reminded those preparing the license applications to take the time to review the company's business records and verify that COAM license renewal applications have been submitted for all of its clients or business locations that wish to continue operating COAMs.



Check these renewal tips

Following are some helpful hints developed by the Lottery's COAM Division for those renewing licenses to avoid delays in the processing of the application:

• **Renew License Prior to Expiration Date** – While the GLC sends courtesy reminders via email to current license holders, it is ultimately the sole responsibility of the licensee to ensure the renewal of their license by the expiration date. COAM Location licenses may be renewed beginning May 11, 2020 through Aug. 31, 2020, or be subject to a non-refundable late fee of \$1,000 beginning Sept. 1, 2020, and ending after Nov. 30, 2020. The late fee is a mandated statutory fee that cannot be waived by the GLC. Applicants can avoid any last minute problems with the online submission by submitting their application as soon as the licensing period opens for renewal. If a holder of a 2020 COAM license fails to renew its license or its license application is not approved on or before Nov. 30, 2020, the person or entity will no longer be allowed to operate COAMs.

• **Registration Information** – Licensees should ensure they have all registration information available prior to logging into the online licensing application including your username and password for www.gacoam.com, State Tax Identification (STI) number, Federal Employer Identification Number (FEIN), method of payment information and any identification or citizenship information required to complete your application.

• **Form of Identification** – GLC requires a copy of one of the following forms of current and valid identification for ALL owners/officers/shareholder be uploaded to the online COAM application system along with any applicable lawful presence/immigration documents. Applicants MUST upload forms of identification to the COAM website at www.gacoam.com. The GLC will NOT accept forms of identification submitted by email. Failure to submit a valid form of identification for each owner/officer/shareholder may cause a delay in the processing of your COAM application. The steps to upload documents to the COAM website are:

1. Log in and go to the Account menu. Click Upload Documents and then Select a Business to proceed;

2. Click on the "Choose Files/Browse" button. Select the file you are uploading, and click on Open;

3. The file name will appear next to the "Choose Files/Browse" button;

4. Click on the "Upload" button to start the upload process;

5. (If required) To upload additional files, repeat Step 2-4;

NOTE: File cannot exceed 5 MB in size and should be in .jpg, .png, or .pdf format. No pass-

words permitted.

• **Payment of Taxes or other State Financial Obligations** – Before applying for a COAM license, verify you have no outstanding tax liabilities or obligations (i.e. missing tax returns). Contact the Department of Revenue (DOR) for the State of Georgia at (404) 417-4445 or go to www.gtc.dor.ga.gov to obtain a status on any outstanding corporation issues, tax liabilities or obligations, or update officers/owners.

• **Apply for the Correct License Type and License Class** – Licensees need to make sure they are applying for the correct type of license (Master, Location, Manufacturer or Distributor) and the correct Class of license (Class A or Class B).

IMPORTANT: Location licensees in possession of both Class A and Class B COAMs in the same business location or anticipate having both Class A and Class B COAMs in the same business location anytime during the licensing year, must apply for a Class B type license. Also, if you are a Class A Location License Holder and you own your Class A COAMs, you MUST apply for both a Class A Master license and Class A Location license.

• **Updating Officers/Owners/Shareholders** – Applicants must ensure ALL officer/owner/shareholder information has been updated with the DOR and the Georgia Secretary of State (SOS) prior to submitting a COAM application. A "Personal Information" page must be completed for EACH officer/owner/shareholder when submitting a COAM application. Failure to provide true and correct officer/owner/shareholder information on the COAM application, with the DOR, and with the SOS may delay the processing of your COAM application.

• **Providing True and Correct Information on Application** – Applicants are required to provide the GLC with true and correct information on their COAM application. This includes ensuring all address information, owner information and contact information for the owner(s) of record are accurate and all documents have been submitted. Applicants should not provide their accountants' or bookkeepers' information as owner information. Accountants and bookkeepers may be listed in the "Business Contacts" section of the online application. GLC must be able to contact the owner(s) directly for any application inquiries, and operational or COAM connectivity issues.

• **Requests for Information** – Respond to information requests from the RCA and Legal Departments promptly. Failure to respond to any information request may result in the denial of your COAM application. Due to the recent COVID-19 public health emergency, the GLC COAM Division is currently NOT accepting visitors at the Atlanta Headquarters Office located at 250 Williams Street in Atlanta. As a result, the GLC COAM Division will NOT be able to schedule appointments for applicants picking up licenses or the dropping off of any requested information.

Following the recommendations mentioned above will ensure the timely and complete evaluation of your application. Failure to provide updated information may result in the denial of your application. If you encounter any problems with the COAM License website (www.gacoam.com) or have any questions, please contact the COAM Retailer Services Helpline at 1(800) 746-8546 Option 6 and 2.

Journal Opinion

Back on track: GACS ready for business

By Sharon Shuford GACS Membership Strategy

While the year 2020 may long be remembered more for its lows than its highs, GACS is prepared and ready for business this fall. With three events on schedule and ready to roll, there are options for C-Store industry professionals looking to learn, connect and grow.

Golf Tournament

First up is the GACS PAC Golf Tournament, scheduled for September 16 at the Stone Mountain Golf Club, in Stone Mountain, GA. Always a day of camaraderie, this year's tournament promises to be a great time in a beautiful setting just east of Atlanta. Check-in will begin at 9 am with light breakfast snacks available. The putting green and driving range will be open until the shotgun tournament kicks off at 11 a.m. Hole sponsorships start at just \$300 for GACS members.

In November GACS is sponsoring two events – one brand new and one very familiar.

Bowling

Bowling with GACS is a completely new event this fall and a guaranteed evening of fun. On Tuesday evening, Nov. 17, GACS will host the first ever GACS PAC Bowling Blast at Pin Strikes Entertainment Center in Macon. The bowling event replaces the annual Sporting Clay Tournament and adds a

layer of networking activity to the annual Trade Show.

GACS anticipates sponsorship opportunities and packages will sell out quickly, because space is limited. Sponsorships start at just \$500 and individual bowlers at \$200 for GAS members. Registration includes practice time, the three game tournament,



Sharon Shuford

shoes, bowling balls, dinner, and unlimited on site games. This three-game tournament promises brings more fun and networking time to the annual Trade Show's schedule.

Southern Convenience Store & Petroleum Show (The Show)

The Show, in Macon at the Centreplex on Nov. 18 and 19, reverts back to a two-day format this year. Since the GACS annual convention was cancelled earlier this year due to concerns surrounding the pandemic, members, family and friends have

missed the annual gathering. GACS is bringing many of the convention programming highlights to its annual Show.

One primary reason for expansion of the schedule is to incorporate more education offerings for Show attendees. Education sessions are included in the schedule on both days, followed by time to spend on the show floor.

Bonnie Herzog, Goldman Sachs, highlights the first morning. She will share updates and foresight with respect to future buying projections during her not-to-be-missed presentation. Other Wednesday speakers include Larry Levin, IRi, and Frank Herrera, H New Media Law. The morning concludes with two tracks: one on nuclear legal verdicts, led by Elissa Haynes with Drew Eckl & Farnham, LLP, and one on the future of fuel, a topic identified by GACS young professionals as a "must explore further" during their meeting earlier

this year.

Thursday morning's education session focuses on legislative issues, as GACS plans to reprise the Legislative Panel breakfast, a popular convention program. Panelists will discuss this year's session activity, as well as look ahead to 2021. The panel will be followed by two tracks: In Our Backyard director Nita Belles will lead a session on GACS' human trafficking initiative. The other session is open discussion for GACS Young Professionals.

See GACS Page 5

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COAM calendar

— REPORTING DATES —

- Now:** The COAM licensing application (www.gacoam.com) is open for the 2021 licensing period (07/01/2020 - 06/30/2021) 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
- Aug. 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.
- Sept. 1:** Date a \$1,000 late fee will be assessed to Location Class A and Class B licenses, Master Class A and Class B licenses, and Manufacturer and Distributor licenses that have not RENEWED for the 2021 licensing period (07/01/2020 – 06/30/2021).

— MEETINGS/OTHER —

- Aug 26-27:** Southern Amusement and Entertainment Expo
– Infinite Energy Center, Duluth, GA

Journal Opinion

AMOA keeping eye on industry issues

**By Lori Schneider
AMOA Executive VP**

AMOA continues to monitor the reopening of member businesses throughout the country. With COVID cases increasing in many places around the United States, we have seen a stall in states phasing forward to include the re-opening of restaurants, bars and family entertainment locations. Unfortunately, we have also seen a few states move backwards with closing bars back down or restaurants returning to outdoor dining only.

Legislative

AMOA communicates regularly with its DC-based legislative firm Dentons LLP monitoring legislation impacting the industry. Banking issues remain front-burner topics, and the industry is making its voice heard when it comes to COVID relief for small business, as well.

As reported last month, AMOA is a founding member of the Consumer Choice in Payment Coalition. The coalition has

been working diligently to ensure consumers maintain the right to exercise their choice of payment. All of us have witnessed an in-

during the recent pandemic.

AMOA continues working with the coalition in garnering support for both House Bill 2650 and Senate Bill 4145, the Payment Choice Act. The bill prohibits retail businesses from refusing cash payments.

Safety Program

AMOA continues to offer machine Safety Stickers for purchase on amoa.com. The AMOA website also provides corresponding complimentary print-ready artwork for safety posters and tent cards.

Future Programs

Plans for the 2021 Amusement Expo International (AEI) are underway. AEI is scheduled to take place March 16-18 in Las Vegas. The early-bird exhibitor rate has been extended to Sept. 1, 2020. For Expo details, visit www.amusementexpo.org.

For information on any of AMOA's programs and resources, be sure to visit www.amoa.com or email me at lori@amoa.com.



Lori Schneider

The AMOA website also provides corresponding complimentary print-ready artwork for safety posters and tent cards.



creasing amount of retail establishments continuing to ban the use of cash especially



GACS

from Page 1

The Show floor will be open from Noon–5 p.m. on Wednesday, Nov. 18, and from Noon– 4 p.m. on Thursday, Nov. 19. This provides exhibitors with more time to spend with retailers, and it provides retailers with more time to explore new products and services on display at the Show.

Another convention highlight brought to this year's Show is dinner and entertainment. Wednesday night, Nov. 18, featuring author and entertainer Jesse Itzler. His theme, "Create Winning Habits, Winning Routines, and a Winning Mindset,"

is especially relevant today. Itzler wrote the *New York Times* bestseller *Living with a Seal: 31 Days Training With the Toughest Man on the Planet*.

This former MTV rapper brings his "live life out of the box" approach to the stage, and uses the wisdom and humor of his books to illustrate the importance of increasing your mental toughness meter. He is co-founder of Marquis Jet, the world's largest private jet card company. He is an owner of the Atlanta Hawks and married to Spanx founder Sara Blakely.

To participate in any or all of these events, visit www.gacs.com/events or contact Kevin Kirby at kevin@gacs.com or 770-736-9723 for registration information and assistance.

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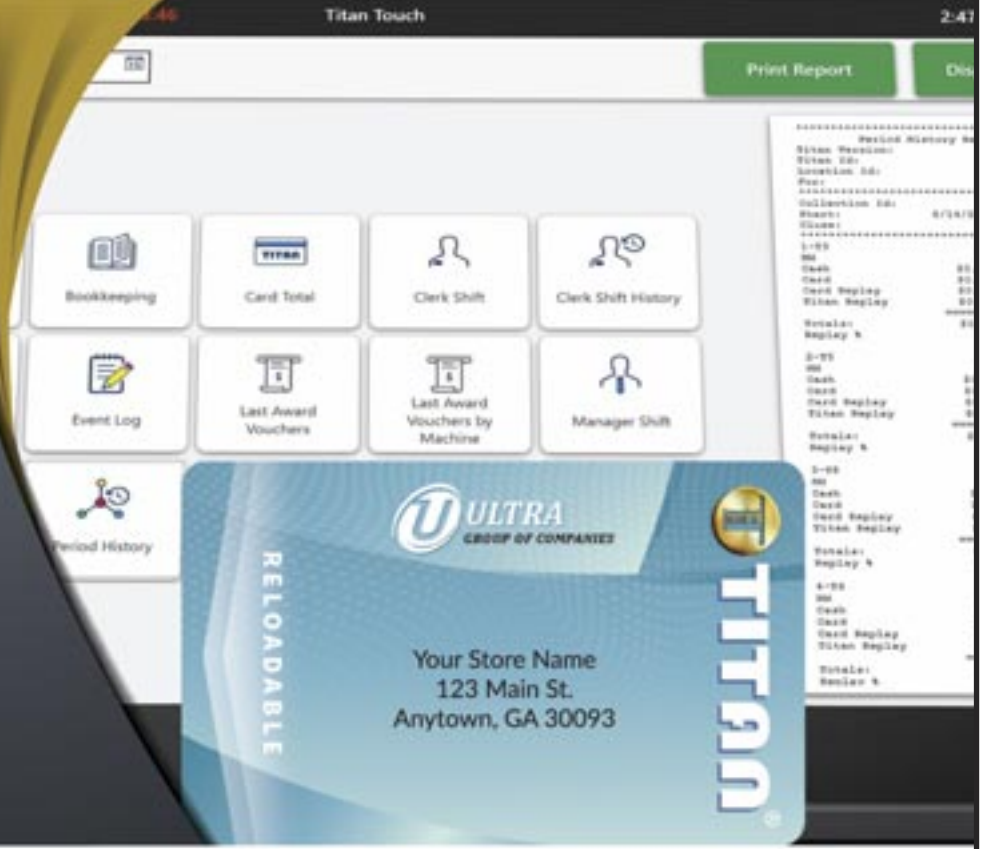
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Expo

from Page 1

on the GAMOA website at www.gamoa.org.

Expo organizers are working extremely hard to provide a safe environment for all.

“The Southern Amusement and Entertainment Expo will use every measure available to ensure the safety and well-being of our attendees and exhibitors,” according to a GAMOA statement. “We will continue to follow all guidelines issued by the governor, Department of Public Health, and CDC concerning COVID-19.”

Kaiser said the sheer size of the venue enhances social-distancing efforts for the trade show.

“The whole floor is spread out over the 20,000 square feet,” she said.

“We are trying to be proactive in protecting our participants and exhibitors,” Kaiser said.

“Temperatures will be checked at the door, as well,” she said.

In addition, several hand-sanitizing stations will be available, and several exhibitors will

also offer hand sanitizing at their booths. Booths “will be spread out” to ensure safe distancing, Kaiser said, adding that directional signs will be visible around the venue “to have everybody going in the same flow.” See the floor plan on Pages 8-9.

Exhibitors can set up beginning at 10 a.m. Tuesday, Aug. 25. At 5 p.m. GAMOA will host a reception in appreciation of the Expo’s exhibitors and sponsors.



Tuesday, Aug. 25

10:00 am – 12:00 am	Exhibitor Set up	Exhibit Hall A
5:00 pm – 7:00 pm	Sponsor/Exhibitor Appreciation	Exhibit Hall A

Wednesday, Aug. 26

9:00 am – 9:15 am	GAMOA Election of Officers <i>Members only</i>	GB Salon 1-3
9:15 am – 10:30 am	GAMOA Membership Meeting <i>Open to all attendees</i>	GB Salon 1-3
10:00 am – 5:30 pm	Expo Open	Exhibit Hall A
10:00 am – 4:30 pm	Silent Auction	Exhibit Hall A
12:00 pm – 1:30 pm	Lunch at your leisure	Exhibit Hall A
5:30 pm – 6:30 pm	Reception <i>Silent Auction pick-up</i>	GB Foyer
6:30 pm – 9:30 pm	Awards Banquet/Live Auction	GB Salon 4-7
9:30 pm - Midnight	After Hours Party	Carrabba's

Thursday, Aug. 27

10:30 am – 2:00 pm	Expo Open	Exhibit Hall A
12:00 pm -2:30 pm	Seminar	GB Salon 1-3

Following its election of officers at 9 a.m. on Wednesday, Aug. 26, GAMOA will hold a membership meeting beginning at 9:15. The Expo floor will open from 10 a.m. to 5:30 p.m. Aug. 26 with a silent auction running from 10 a.m. to 4:30 p.m. A reception begins at 5:30, when auction winners can pick up their items, and the popular awards banquet and

live auction follows at 6:30.

The Expo opens again Thursday, Aug. 27, from 10:30 a.m. to 2 p.m. A seminar featuring an update from the Georgia Lottery Corp.’s COAM Division has been set for noon Thursday.

The Southern Amusement and Entertainment Expo is working to become a regional show with attendees and exhibitors from all over the Southeast encouraged to attend. GAMOA is again 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 supporters working to create a fair skill-based game environment in North Carolina.

Registration is available now at www.gamoa.org. 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 are available, as well.

“We are doing this,” Kaiser said. “Thanks to the exhibitors and sponsors.”

Meeting

from Page 1

system. That work group held its first meeting July 29.

GAMOA’s election of officers, for GAMOA members only, begins at 9 a.m. in a meeting room in the Infinite Energy Center’s Grand Ballroom. Those nominated to fulfill three-year terms are:

- Arif Alibhoy, Peachtree Amusement;
- Alan Joseph, Brewer Amusement Co;
- Weyman Moon, Mims Entertainment;
- Kyle Shepherd, Lucky Coin.

The business meeting, open to all Expo attendees, will follow the election at 9:15 a.m.



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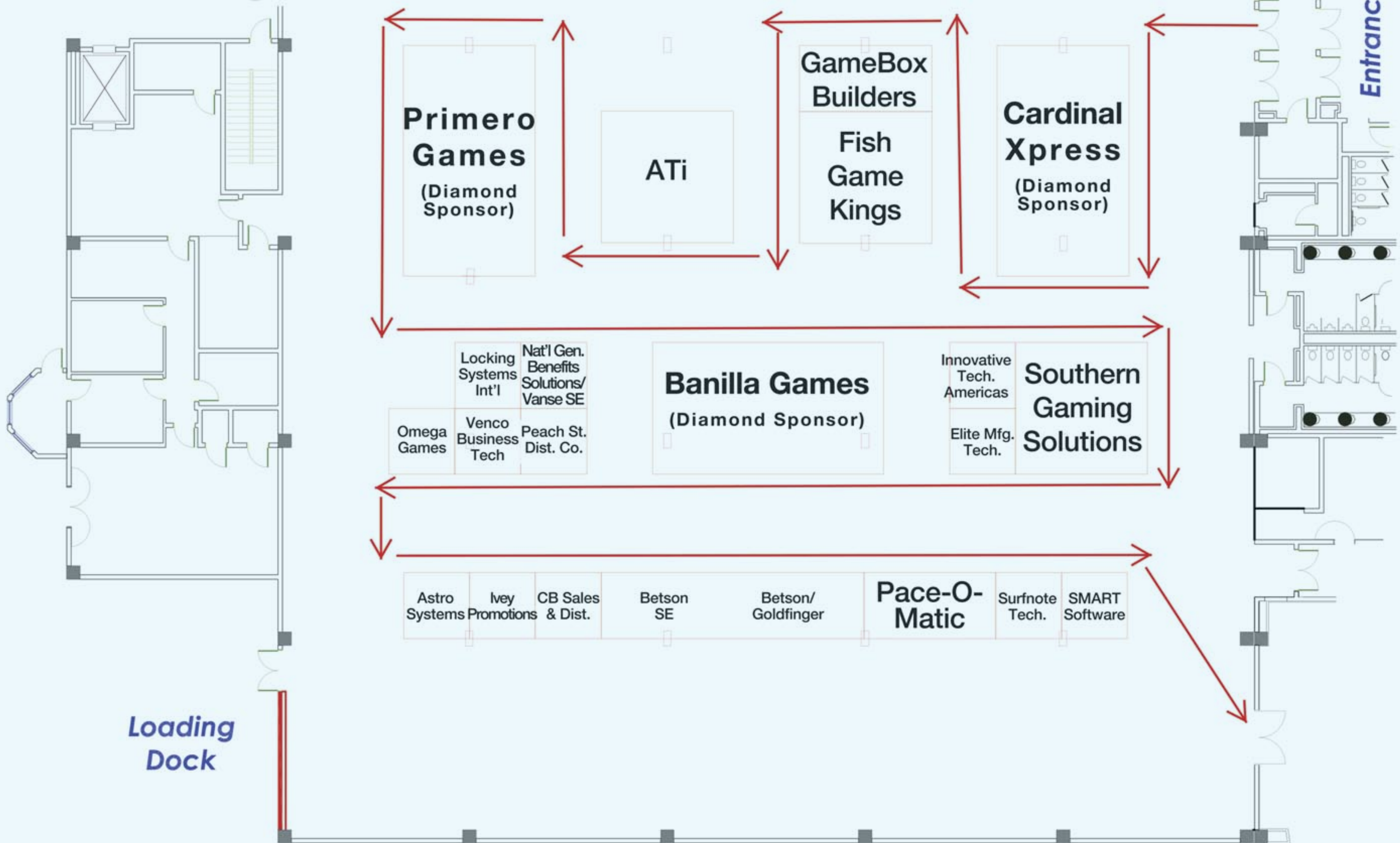
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Infinite Energy Forum

Exhibit Hall A



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Pace-O-Matic	Chris	Cummings	chris.cummings@paceomatic.com
Peach State Distributing	Matthew	Mosely	psdc@mindspring.com
Primero Games	Kristina	McDaniel	kristina.mcdaniel@primerogames.com
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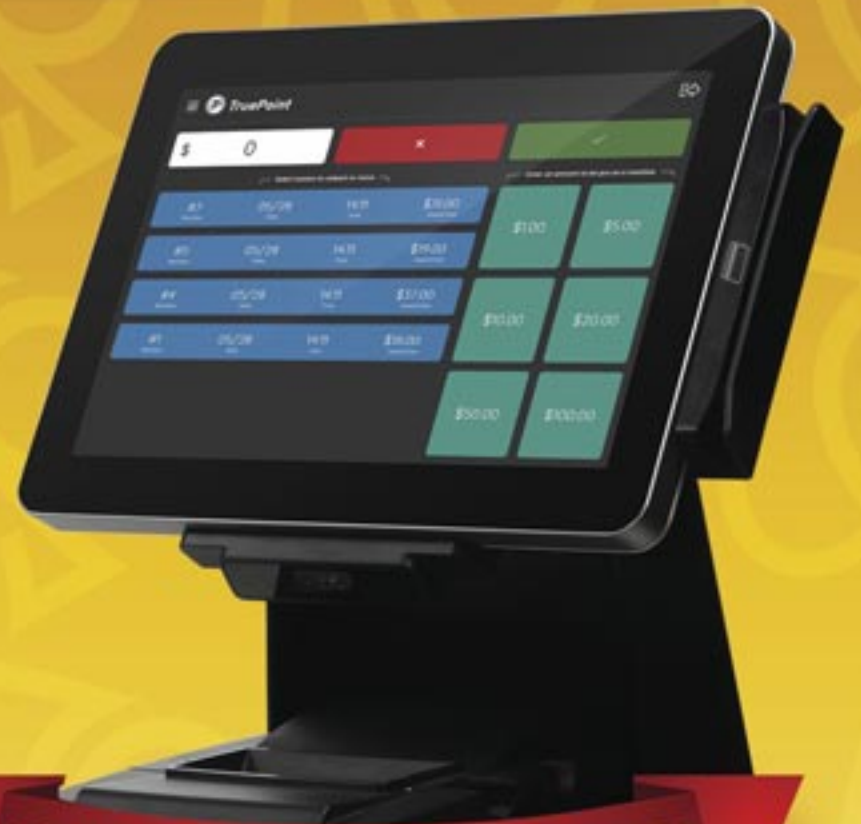


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Connect, power up machines, GLC says

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.



TO REPORT
FRAUD, ABUSE OR
CASH PAYOUTS
 related to the operation of coin operated amusement machines,
 please call GLC's confidential
TIPLINE (855) 515-0004

**COIN OPERATED AMUSEMENT MACHINE
 LOCATION SWEEP AND MASTER PUSH
 CALENDAR
 2020**

ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
28-Jun-20	04-Jul-20	08-Jul-20	14-Jul-20
05-Jul-20	11-Jul-20	15-Jul-20	21-Jul-20
12-Jul-20	18-Jul-20	22-Jul-20	28-Jul-20
19-Jul-20	25-Jul-20	29-Jul-20	04-Aug-20
26-Jul-20	01-Aug-20	05-Aug-20	11-Aug-20
02-Aug-20	08-Aug-20	12-Aug-20	18-Aug-20
09-Aug-20	15-Aug-20	19-Aug-20	25-Aug-20
16-Aug-20	22-Aug-20	26-Aug-20	01-Sep-20
23-Aug-20	29-Aug-20	02-Sep-20	09-Sep-20*
30-Aug-20	05-Sep-20	09-Sep-20	15-Sep-20
06-Sep-20	12-Sep-20	16-Sep-20	22-Sep-20
13-Sep-20	19-Sep-20	23-Sep-20	29-Sep-20
20-Sep-20	26-Sep-20	30-Sep-20	06-Oct-20
27-Sep-20	03-Oct-20	07-Oct-20	14-Oct-20*
04-Oct-20	10-Oct-20	14-Oct-20	20-Oct-20
11-Oct-20	17-Oct-20	21-Oct-20	27-Oct-20
18-Oct-20	24-Oct-20	28-Oct-20	03-Nov-20
25-Oct-20	31-Oct-20	04-Nov-20	10-Nov-20
01-Nov-20	07-Nov-20	10-Nov-20*	17-Nov-20*
08-Nov-20	14-Nov-20	18-Nov-20	24-Nov-20
15-Nov-20	21-Nov-20	25-Nov-20	02-Dec-20*
22-Nov-20	28-Nov-20	02-Dec-20	08-Dec-20
29-Nov-20	05-Dec-20	09-Dec-20	15-Dec-20
06-Dec-20	12-Dec-20	16-Dec-20	22-Dec-20
13-Dec-20	19-Dec-20	23-Dec-20	30-Dec-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 or Friday may delay the availability of the Location Period Accounting Report on the following Monday.

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Infinite Energy Center Site Map Forum Parking Off Sugarloaf Pkwy

HEADING NORTH: Take I-85 to Exit 108 (Sugarloaf Pkwy). Turn right off the exit, go back under the Interstate and cross over Satellite Boulevard. Infinite Energy Center will be on your left.

Alternate Route: Take I-85 to the Exit #105 (Highway 120 West). Turn right on Satellite Boulevard. Infinite Energy Center will be 1/2 mile on your left.

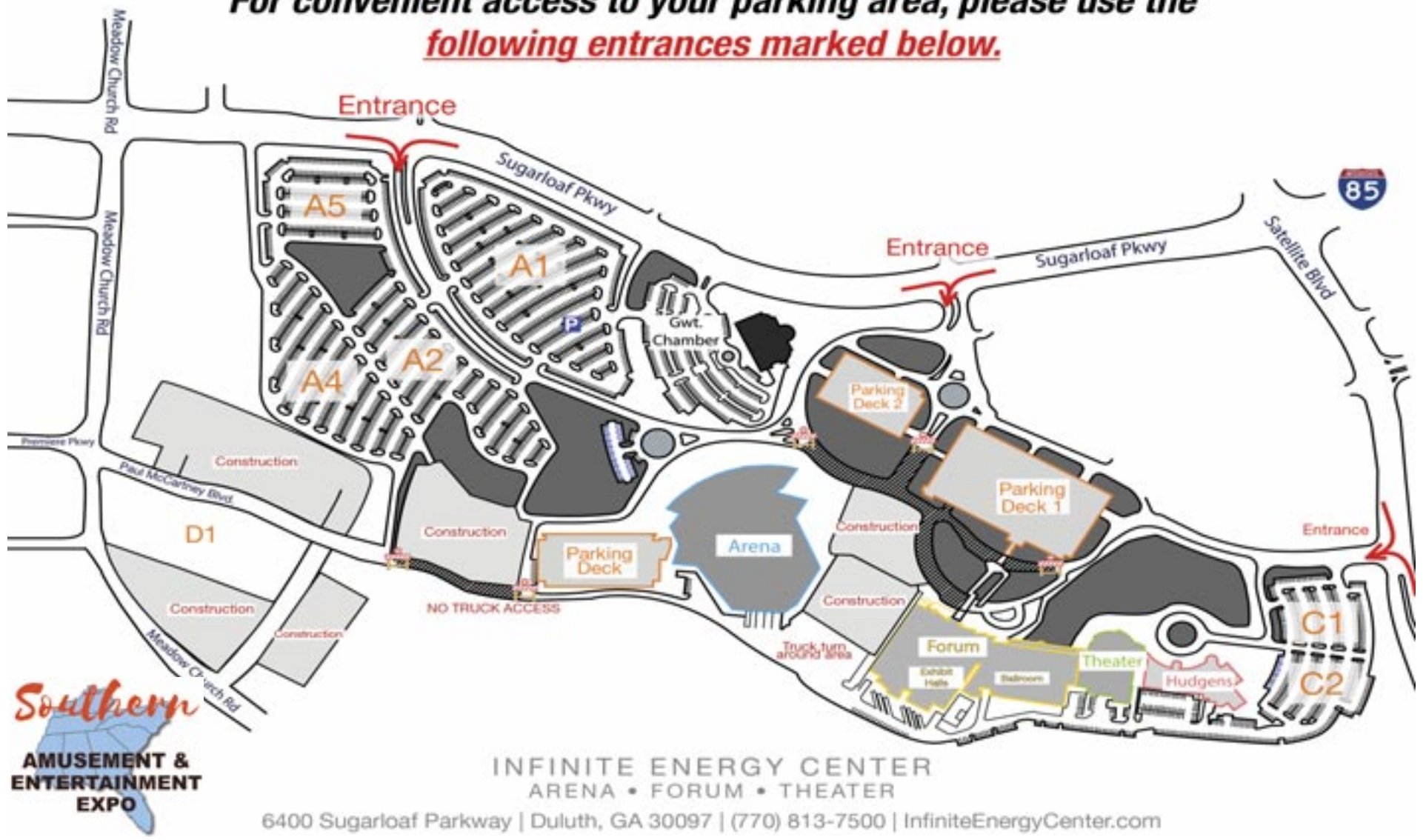
HEADING SOUTH: Take I-85 to Exit 109 (Old Peachtree Road/Sugarloaf Pkwy). Stay on exit, passing Old Peachtree Road exit, until you arrive at Sugarloaf Pkwy. Turn right off the exit and you cross over Satellite Boulevard. Infinite Energy Center will be on your left.

Alternate Route: Take I-85 to Exit 109 (Old Peachtree Road/Sugarloaf Pkwy). Get off at Old Peachtree Road and turn right. Turn left at the next stop light onto Satellite Boulevard. Cross over Sugarloaf Parkway and Infinite Energy Center will be on your right.

Please notify your attendees they will be coming to the Infinite Energy Forum on our campus and follow the signs to the "Forum."

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