



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

August 2022

Vol. 6, Number 4

IT'S EXPO TIME!

Welcome sign is out

New products debut



By Paul Tash

Georgia Amusement Journal

After putting the finishing touches on the Southern Amusement & Entertainment Expo (SAEE), organizers are ready to put out the welcome sign to the popular event later this month.

"It's pretty much nailed down," said Christina Kaiser, executive director of the Georgia Amusement and Music Operators Association (GAMOA). "The show is sold out."

The Southern Amusement & Entertainment Expo will take place at the Gas South Convention Center on Aug. 24-25 in Duluth, GA. Kaiser urged those in the COAM industry throughout the Southeast to register on the SAEE's new website - www.sae-expo.com. Participants who register before Aug. 22 receive a discount. Onsite registration at full price will be available during the Expo.

"Register early and save some money," Kaiser said.

Expo exhibitors will be show-

See EXPO Page 8

By Paul Tash

Georgia Amusement Journal

A sold-out trade show promises to be a main attraction of the Southern Amusement and Entertainment Expo Aug. 24-25 in Duluth.

Adding to the excitement are several trade-show vendors that will be launching new products at the show or soon after, including

Winners Marketing, a new manufacturer in the Georgia market. Winners Marketing will debut its newly approved Fish Table featuring the Phoenix Awakens games.

"We believe our newly approved Class B fish game - Ocean King Plus Phoenix Awakens - is going to revolutionize the Georgia COAM market," said Stuart Jor-

dan, president of Winners Marketing, Inc.

Jordan also said Winners Mar- See PRODUCTS Page 9

Gift card details reviewed

By Paul Tash

Georgia Amusement Journal

The developing details of the extended pilot program for the COAM gift card drew most of the attention during the recent COAM Advisory Board meeting in Atlanta July 19.

The Georgia Lottery Corp. earlier this year agreed to extend the pilot program for the COAM gift card and open it up to all 6,100 locations operating in the state. John Heinen, COAM senior vice president, said the extended pilot program will rely extensively on Master License Holders (MLH).

"Initially it's going to be a lot of work on the Master License Holders," he said.

He said the process will require master licensees to initiate "a lot more contact" with the locations to build on those "preexisting relationships," Heinen said, "which we think is great."

The first step to implement the program has already been taken when the Lottery sent out



Paul Tash photo

EMILY DUNN, chair of the COAM Advisory Board, discusses the COAM gift card at the board meeting July 19.

an email in July to all the enabled masters that have current licenses and invited them to participate in the gift-card project.

Other email invites are also planned.

"All you have to do is click on

See BOARD Page 12



UNITY
ONE INDUSTRY
ONE VOICE



FORT KNOX II

NEW!



VISIT **SGS** AT THE

Southern

AMUSEMENT & ENTERTAINMENT EXPO

August 24 & 25

Gas South Convention Center
6400 Sugarloaf Parkway
Duluth, GA 30097

Booth #103

INTRODUCING **FORT KNOX II!**

Contact SGS today at
404-662-7027 | orders@southerngamingsolutions.net



© 2022 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.

Jones joins Innovative Technology

Mel Jones recently joined Innovative Technology Americas, Inc. as a technical support specialist. Jones will provide customer technical support to the organization's new and existing customers at a time of significant expansion for its U.S. operations.

"I am delighted to welcome Mel onboard," said James Beswick, ITL support manager.

"With our continued growth, we are expanding our team to ensure we keep delivering the industry leading level of service our customers have come to expect."

Jones started with ITL in April after a six-year military tour working onboard US Navy ships in a technical role.

"I look forward to working with my colleagues ... to provide the best-in-class technical support for the growing customer base."

G2E registration now open for Vegas event Oct. 10-13

The American Gaming Association (AGA) has opened registration for Global Gaming Expo (G2E) 2022, the world's premier international gaming trade show. Following a successful in-person return in 2021, G2E 2022 will be held at The Venetian Convention and Expo Center from Oct. 10-13.

"G2E is the industry's hallmark event where leaders convene to shape the future of gaming," said AGA Senior Vice President Casey Clark. "We look forward to welcoming the global gaming community back to Las Vegas this year with a dynamic show floor, keynote lineup, and education programs that reflect the evolving gaming landscape."

G2E 2022, supported by the Association of Gaming Equipment Manufacturers (AGEM), will showcase the rapid pace of industry innovation – from online gaming to the casino floor and digital payments to crypto and Web3.

"Year after year, G2E draws the biggest industry players to Las Vegas, and this year will be no different," said Korbi Carrison, G2E's event vice president. "The demand we're seeing for G2E 2022 reflects not only the strength of gaming's recovery, but also the impressive growth of new gaming verticals and technology."

G2E 2022 will reflect the industry's growth through its diverse exhibitors, show activations, and wide-ranging education offerings:

- More than 200 exhibitors will show off the latest gaming technologies and solutions from around the world, all in one place.

- G2E 2022 education will feature thought leaders and industry voices on the future of gaming, the business of sports betting, the finance and investments landscape, tribal government gaming, and what's next in iGaming, digital payments and cryptocurrency, and more.

- The reimagined Innovation Lab will serve as a hub for startups and technology companies showcasing the future of gaming.

G2E will donate \$25 of every All-Access Education Pass purchased to the International Center for Responsible Gaming (ICRG), G2E's charitable partner. ICRG is the premiere organization funding independent research that helps increase understanding of gambling disorder and discover effective methods of treatment for the disorder.

The American Gaming Association is the premier national trade group representing the \$261 billion U.S. casino industry, which supports 1.8 million jobs nationwide. The AGA's members include commercial and tribal casino operators, suppliers, and other entities affiliated with the gaming industry. It is the mission of the AGA to achieve sound policies and regulations consistent with casino gaming's modern appeal and vast economic contributions.



JENKA LAB GAMES

AVAILABLE FROM DISTRIBUTORS

AURORA 1

AURORA 2

AURORA-5
SKILL GAMES

JURORA III

AURORA LINK

LOWEST PRICE, HIGHEST REVENUE

jenkalab.com

Journal Opinion

Expo features agenda you can't miss

**By Shawn Fellows
GAMOA President**

The Southern Amusement and Entertainment Expo represents the developing coin-operated amusement machine (COAM) markets in the southeastern United States. It takes place at the Gas South Convention Center in Duluth Aug. 24-25.

SAEE features:

- An exhibition of the latest technology from manufacturers across the world.
- Opportunities for unique meetings.
- Opportunities for business development.
- Educational and training forums for executives and technicians.
- Networking and social events for the COAM industry.



Shawn Fellows

The reasons you should attend SAE:

- New product launches – including innovative product award winners.
- Educational breakouts included with admission.

Register today for two fun-filled days packed with networking and educational opportunities.

- Two fun-filled days packed with networking and educational opportunities.
- An Awards Banquet



recognizing the best and the brightest in our industry.

- Casino Night to benefit Bert's Big Adventure (one of Atlanta's best children-based charities).
- Auction offering great trips, sports memorabilia, amusement games, and other merchandise.
- Georgia Lottery Corp. session – COAM updates, GLC gift card expansion.
- Intralot – trouble shooting and identifying non-reporting COAMs.

Register today at www.sae-expo.com and plan to book a hotel near the Gas South Convention Center, 6400 Sugarloaf Parkway, in Duluth, GA. I hope to see you there.

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 \$40 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 —

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. 28: 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 2023 licensing period (07/01/2022 – 06/30/2023).

— MEETINGS/OTHER —

Aug. 24-25: Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

Oct. 18: COAM Advisory Board, Lottery headquarters, Atlanta

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

Help AMOA push Payment Choice Act

By Lori Schneider

AMOA Executive Director

A trend toward cashless transactions has trickled down to brick-and-mortar businesses not accepting cash. Not only is this a problem for consumers who prefer cash for personal choice or privacy and security concerns, but it is also devastating to the unbanked and has a 10-fold impact on low-income communities who may not have access to credit.

AMOA has voiced these concerns on the Hill and is pleased to see both the House and Senate have introduced the Payment Choice Act. In the House it was introduced by Rep. Donald Payne (D, NJ-10) and Rep. Chris Smith (R, NJ-4). Our Senate sponsors are Sen. Kevin Cramer (R-ND) and Sen. Bob Menendez (D-NJ).

We applaud their efforts to protect consumers' right to use cash as legal tender. The bipartisan legislation would prohibit retail businesses from refusing to accept cash as a form of payment and charging a higher price for using cash than for other forms of payment.

In late July the Payment Choice Act was added as an amendment to the National Defense Authorization Act (NDAA), a "must pass" piece of legislation in the House of Representatives and was agreed to by a voice vote. This legislation now resides in the Senate.

CALL TO ACTION – AMOA strongly encourages ALL industry members to reach out to their U.S. senators and urge them to support S. 4497. For more information and talking points on this AMOA grassroots effort, visit www.amoa.com. Your direct outreach and small touches have a large impact.

Continuing education

"Well-Connected" – 2022

AMOA On the Road Program – The AMOA On the Road Program is a short, highly informative program conducted near a major airport hub for convenient accessibility. This year's program themed "Well-Connected" will take place just 10 miles outside of Chicago's O'Hare International Airport at the Westin in Itasca, IL, beginning Thursday afternoon, Oct. 28 and all day Friday, Oct. 29.

Thursday afternoon will feature a facility tour of Stern Pinball, and Friday a full day of timely education is planned for attendees with topics to include:

- Keynote Address: "The



Lori Schneider

AMOA has voiced these concerns on the Hill and is pleased that the House and Senate have introduced Payment Choice.

Champion's Code: Building Relationships through Life Lessons of Integrity and Accountability from the Sports World to the Business World"

- Connecting with Cashless: The Operator's Perspective
- From Conception to Distribution: The Making of a Pinball Game
- Mid-Term Election Preview
- Real Estate as an Exit Strategy/ESOPs and Banking Relationships/Personal Finance Preparation
- Strategies for Mastering Effective Communication in the Workplace
- Operator Round Tables – Quick-Fire Idea Exchange
- And more!

AMOA's Associate Member Product Showcase event returns for its second year. Connect with industry peers for an evening of FUN at this not-to-be-missed event.

AMOA On Campus Program – For over four decades, AMOA has conducted its AMOA-Notre Dame Management Development Program known today as AMOA's On Campus Program. The long-standing program is available to AMOA members and is geared towards both owners and key management.

The AMOA On Campus Program is a two-year, four-session program that takes place in the fall in conjunction with the On the Road Program and in the spring is conducted on the prestigious campus of the University

of Notre Dame in Notre Dame, IN.

The On Campus Program continues this October and will take place October 28-30 at the Westin in Itasca, IL. Attendees

register for either On the Road or On Campus, please visit www.amoa.com or contact AMOA at 815-893-6010.

Directors wanted

AMOA is now accepting applications for consideration for its board of directors. Applicants would be applying for a three-year director term commencing in March of 2023.

For more information, please contact the AMOA headquarters at (815) 893-6010 or visit www.amoa.com to download an application.

Save the date

AMOA State Council Meeting – Jan. 19-21, 2023 – Renaissance Orlando Airport

Amusement Expo International – March 27-30, 2023 – Westgate Las Vegas and Las Vegas Convention Center

AMOA On Campus – May 6-8, 2023 – University of Notre Dame.

will participate in On the Road but come in early for a Thursday morning session and stay for an additional session on Saturday morning, Oct. 30.

For more information or to

magnolia
GAMING

Your #1 Choice
for COAMs

Coin Operated Amusement Machines

Specializing in corporate accounts

WE ARE READY FOR THE COAM
GIFT CARD PILOT PROGRAM!

(877) 241-4429
magnoliagaming.com

Journal Opinion

GACS hosts The Show in November

**By Sharon Shuford
GACS Membership**

Every year GACS brings suppliers and retailers together under one roof at its annual Southern Convenience Store and Petroleum Show, one of the largest and most comprehensive such events in the Southeast.

The Show provides an opportunity for C-Store suppliers to showcase their products and services, and for retail decision makers to learn what's new in the industry.

Who attends The Show? Retailers, petroleum marketers, convenience store owners, operators, supervisors, and managers, all of whom are looking for new ways to improve their businesses – from food service to fuel, novelties to snacks, COAM games to lottery ticket sales, and everything in between.

This year The Show takes place in Macon, GA, at The Centreplex on Nov. 10.

Experts on hiring

A new event this year is a free seminar for attendees called "Human Resources: Human Needs" planned for 8



Sharon Shuford

In other news, the date of the Show next year will be May 17-18. Special rates are available for those who register for both shows.

a.m. Instead of settling for "bodies," today's forward-thinking retailers are aspiring to hire – and keep – the best talent available. How they're doing it is the subject of this year's seminar. The session will take the form of a panel discussion featuring top retail human resources professionals from around the U.S. Each has some fascinating stories to share about how their organizations creatively and successfully are overcoming some of the biggest hiring chal-



lenges the industry has ever faced.

In other news, the date of the Show next year will be

May 17-18. GACS is offering exhibitors that book both shows a one-time special super-saver rate :

- \$200 discount for booking both the 2022 and 2023 Shows and exhibit space at both the 2022 and 2023 annual conventions.
- \$100 discount for booking both the 2022 and 2023 Shows.

Be part of the Show

Suppliers, please visit www.gacs.com/events for booth contract information, to reserve your booth, or to learn more about sponsorships at the Show.

Show attendance is free for retailers, including the seminar. Pre-registration is strongly encouraged at www.gacs.com to avoid long check in lines. Admission is by badge only. Attendees must pre-register or register on site and pick up badges by 2:00 pm on Thursday, Nov. 11.

For information about convenient hotels and special rates, visit www.gacs.com or contact the GACS office.

Here's the schedule:

Wednesday, Nov. 9

8 am-5 pm – Exhibitor setup
2-5 pm – Show registration open

6-9 pm – Bowling Blast.

Separate registration required.

Thursday, Nov.10

8-9 am – "Human Resources: Human Needs" seminar

8 am-3 pm – Show registration open

9 am-5 pm – Trade Show floor open

Proudly exhibiting at the Southern Amusement & Entertainment Expo!

Accelerate your amusement business with **SMART Software.**

Visit us at booth 110!

Asset & Inventory Control

Service Management

Customer Management

Mobility

Call today to set up a free demo! (833) 405-2668 | | www.SMART.Software



Introducing Georgia's Newest Class B - COAM Approved Fish Table

Booth #233

Wed August 24th
thru
Thurs August 25th



Don't miss our
**EXCLUSIVE
EXPO ONLY
SPECIALS!**

 **WINNERS
MARKETING**
770-847-7402
www.WinnersMarketingInc.com



Winners Marketing
Diamond Sponsor of the
2022
Southern Amusement &
Entertainment Expo

Expo

from Page 1

ing off “the latest technology from manufacturers from all over the world,” said GAMOA President Shawn Fellows. Several exhibitors will also be launching new products at the show, he added (see related story on Page 1).

Besides the Expo show – which runs 10-5 Wednesday, Aug. 24, and 10:30-2 Thursday, Aug. 25 – the event will again feature a silent auction, reception, Awards Banquet, live auction, and a charity Casino Night on Wednesday. A seminar presented by Georgia COAM regulators, a technician seminar hosted by Intralot officials, and a seminar by InComm officials all take place on Thursday. Intralot is the Lottery’s overall product supplier and operator, while InComm, an Atlanta-based payment technology company, is managing the industry’s gift card pilot program.

Fellows said the two-day event provides ample opportunity “to build business relationships, network with peers, and enjoy a variety of social events.”

One of those events is the Ginger Foshee Casino Night, which debuted last year, to benefit Bert’s Big Adventures, a non-profit or-

SAEE agenda	
Wednesday, Aug. 24	
9:30 am – 10:00 am	GAMOA Annual Meeting - <i>Members only</i>
10:00 am – 5:00 pm	Expo Open
10:00 am – 4:30 pm	Silent Auction
5:00 pm – 6:00 pm	Reception - <i>Everyone welcome!</i> - <i>Silent Auction pick-up</i>
6:00 pm – 8:00 pm	GAMOA Awards Banquet
8:00 pm – 9:00 pm	Live Auction - <i>Everyone welcome!</i>
9:00 pm – 12:00 pm	Ginger Foshee Casino Night - <i>Everyone welcome!</i> - <i>Benefiting Bert’s Big Adventure</i>
Thursday, Aug. 25	
10:30 am – 2:00 pm	Expo Open
12:30 pm – 1:30 pm	GA Lottery seminar with COAM officials
1:45 pm – 2:45 pm	Tech seminar by Intralot officials (GA)
1:45 pm – 2:45 pm	InComm seminar

ganization that sends chronically and terminally ill children and their families to Disney World for a five-day vacation, all expenses paid.

“It was a big hit,” Kaiser said. “We hope everybody stays around (after the banquet) to play, have fun, and support a great cause.”

The Awards Banquet will feature presentations of several

awards: the Coin Operator of the Year Award, the Lifetime Achievement Award, and the Cutting Edge Award, which honors the developer of a top new product or service for the Georgia COAM market. In addition, Betson Enterprises and Goldfinger will present the Marshall Hartmann Technician of the Year Award at the dinner.

Following dinner will be the traditional live auction featuring donations from GAMOA’s biggest sponsors and managed by spirited auctioneer and operator Jonathon Culverhouse. Proceeds from the auction will benefit GAMOA and its mission to promote and serve the state’s COAM industry. GAMOA’s annual meeting is Wednesday morning at 9:30.

In a continuing effort to improve the experience for Expo vendors and attendees, organizers have added a new lunch option this year, specifically two food trucks onsite “so people won’t need to leave for lunch,” Kaiser said.

The food trucks will be open from 11:30 to 1:30 both days and offer a wide range of items, “from vegetarian to carnivore,” she said.

The Southern Amusement & Entertainment Expo has become a regional show with attendees and exhibitors from all over the Southeast encouraged to attend. GAMOA is hosting the event with two other organizations, the North Carolina Coin Operators Association and the North Carolina Citizens for Free Enterprise.

“You don’t want to miss this show,” Kaiser said. “It’s the perfect opportunity for business development, industry education, and really fun social events.”

Come See Our New Products At The SAAEE Show
August 24th & 25th
Booths 119, 218 and 216
www.IveyPromotions.com

Products

from Page 1

keting is “extremely excited” to be a diamond sponsor at the Southern Amusement and Entertainment Expo. The company will be offering exclusive Expo-only specials on the Fish Table, he said.

Primero’s Nova cabinets

Primero Games is about to release its new Nova line of cabinets, which will be available to view at the show.

“We are very excited about the (Nova) release,” said Michael “Smitty” Smith, national sales and marketing manager for Primero. “It opens greater opportunities to better serve our customers and brings new and innovative designs for multiple markets.”

Smith added, “this is only the beginning of game-changing designs for our customers.”

The Nova Cabinet Series offers portrait and dual-screen displays with a custom digital lighting system with LED syncing options. It is customizable, giving customers the ability to choose their preferred display screen size, printer, bill validator, and more.

“It offers a clean finish and is made in the USA,” Smith said.

SGS/IGT’s Fort Knox II

Southern Gaming Solutions, the Georgia market’s exclusive provider of IGT products, will show off IGT’s new Fort Knox II game suite.

The new Fort Knox II game suite “is an evolution” of the original and successful Fort Knox game suite that features its unique multi-level progressive feature, said IGT’s Jared Hale. The suite offers six new titles and should be available for operators to purchase by the end of the year.

Fort Knox games “contribute to and are eligible for a progressive feature,” he said. The progressive feature, which is an added feature outside regular game play, has been a hit with players, Hale said.

“Players really want to line up those siren symbols and trigger the progressive jackpot bonus,” said Hale, who said demos of the new

8Line Source	137, 236
Aristocrat Gaming	106
AstroSystems, Inc.	418
ATi	123
Bad Dog Games, LLC	324
Banilla Games	213
Betson Imperial/Goldfinger	113, 115, 212, 214, 112, 1
Bert’s Big Adventure	437
Bravery Gaming	138
Cardinal Xpress	113, 214, 212, 115
CB SALES & DISTRIBUTING	122
Data Modul Inc	436
Elite Manufacturing Technolog	319, 317
Empire Amusement Company	128, 130
FISH GAME KINGS	323
GameBox Builders	432, 333
Innovative Technology	315, 313
Intercard	134
Jenka Lab/Ivey Promotions	119, 216, 218
JVL	412, 414
Lockdogs	120
Locking Systems Intl.	108
M3t	335
Matrix iGaming	227, 225
Mobile Money	136
NANOPTIX INC	132
Novomatic Americas	124
Omega Games	203
PACE-O-MATIC	223, 322
Patriot Gaming & Electronics	102
PB&J Industries	116, 118
Peach State Distributing Co.	229, 328
PRIMERO GAMES, LLC	303
Pyramid Technologies, Inc.	326
Quixant	126
SGS	103
SMART Software	110
Surfnote Technologies	104
Toccata Gaming International	117
Trestle	337
Vance/Southeastern Group	416
Venco Business Solutions	100
Winners Marketing	233
Wtlwireless	434

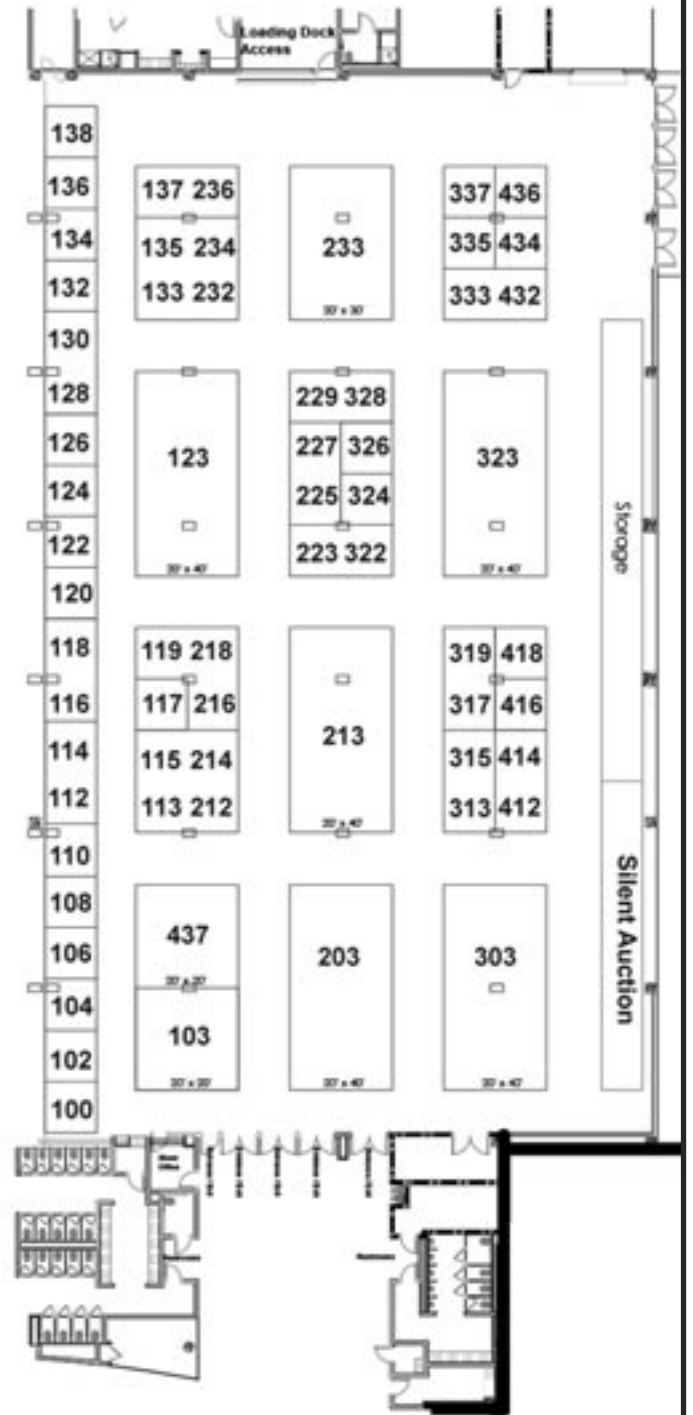
games will be available at the Southern Amusement & Entertainment Expo.

Hale added that IGT has plenty more innovations planned for the Georgia market through Southern

Gaming Solutions. “We’ve got a bunch of stuff coming for next year,” he said.

SAEE Exhibitors

Aug. 24-25



Advertising in the GA Amusement Journal gets FAST results! Call 406-491-0100.

INTRODUCING OUR CUSTOMIZABLE CABINET



NOVA

COME SEE US AT THE
SOUTHERN AMUSEMENT EXPO!



Available in multiple Portrait
& Dual Configurations



Choose preferred printer
& bill validator



Easy to clean cup holder



Custom digital lighting
system with over 230
programmable LEDs



Cabinet footprint
Width: 25"
Depth: 23.125"

Pairs perfectly with



Contact us today! 770-476-0311

Retail Matters

C-store traffic back, challenges remain

Convenience Store News

After a COVID-fueled foot traffic decline, customers are returning to in-person shopping – a development especially positive for the convenience store industry.

“As consumers have returned to their busy lives and continue their cadence with e-commerce, the demand for convenience has gradually increased across channels,” NielsenIQ reports. “Convenience retailers have an added advantage here given the premise of their store formats.”

But as c-store operators on the front lines know all too well, many obstacles remain.

“Staffing and supply chain are our biggest hurdles right now. It is very challenging to find enough folks willing to work; and with lower staffing levels, execution suffers,” says Jonathan Polonsky, chairman and CEO of Beaverton, Ore.-based Plaid Pantry, a convenience store chain serving the Northwest. “We have struggled to maintain appearance consistent with our brand — our shelves are

not always fronted and faced the way we would like them to be — and to maintain morale so that our associates can deliver the friendly service we have built our reputation on.”

The fact that similar obstacles are hampering the industry’s suppliers has only heightened the challenges.

“Our vendor partners are facing the same issues, resulting in an additional load on our associates to order and work freight, a responsibility that was not on their plate prior to the pandemic,” Polonsky points out. “In general, supply chain reliability is still very low; the fill rates from our suppliers have not improved much over the last year, and we don’t expect much relief until fall.”

Derek Gaskins, chief marketing officer for Des Moines, Iowa-based Yesway Inc., which operates Yesway and Allsup’s branded convenience stores in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma and Nebraska, Polonsky said.

“Yesway, like other convenience retailers, faced labor challenges, supply chain disruptions, and rapidly changing consumer expectations [during the pandemic],” Gaskins says. “While COVID pressures have lessened in some areas, these are still the main obstacles faced by the channel. Also, the rapidly increasing inflationary environment the past year has emerged today as our biggest obstacle.”

Value pricing & rewards

“How much does it cost?” is the question on most everyone’s minds as they navigate prices that seem to keep soaring. Yesway’s Gaskins believes the way a c-store answers that question can give them a competitive advantage.

“As consumers trade down from other channels, Yesway and other convenience operators are well-positioned for growth. Consumers looking to save on gas will stay closer to home, which will serve us well as it did during COVID shutdowns,” he says. “We can capture more food service, gro-

cery, tobacco, beverage and other category dollars by ensuring we are reasonably priced on core items.”

It is a pricing strategy Yesway has focused on.

“We have worked hard to deliver compelling key value items (KVIs) across categories throughout our stores. We offer twofers on most own-brand products now that people are seeking value. And we have a robust array of Allsup’s and Yesway own-branded products at great everyday values that have been embraced by consumers.”

Rewards programs also play an important role. Yesway has leveraged its award-winning Yesway and Allsup’s Rewards programs to drive traffic and excitement in the stores.

“We employ strategies such as stackable fuel rewards on destination category purchases that consumers make,” Gaskins says. “Partnering with our suppliers to deliver cents-off savings per gallon for products purchased through our rewards program has been well received.”

Ticket 2 Play™

- Records history of redemption and replays for reporting
- Up to 40% of cashout tickets get converted to replay
- Familiar system for players increases customer loyalty
- Reduces demand on cashier’s time
- Easy transfer of credits from one machine to another



Board

from Page 1

the link and say, ‘yes, I’m interested,’ he said.

That step begins a relationship with InComm, an Atlanta-based payment technology company that is managing the gift card pilot program. InComm will provide the paperwork and other specifics for masters to participate. Master licensees can then begin procuring gift card contracts between their location licensees and InComm. Finally, master licensees will be responsible for distributing the cards and the point-of-sale equipment necessary for activating the cards at locations.

Heinen urged MLHs to originally identify locations that are “best suited for these gift cards” and work with them first to secure a gift card contract. The Lottery can’t “flip a switch and make this happen for every location” immediately, he said. “Eventually, we hope to get around to that.”

Master licensees are “essentially resellers of these gift cards for InComm,” Heinen added. InComm will provide master licensees the necessary training to fill their role in the program, and master licensees will then be able to train their contracted licensees



Paul Tash photo

JOHN HEINEN, senior vice president of the COAM Division, reviews some of the specifics of the COAM gift card program at the board meeting July 19 in Atlanta.

so they can utilize the gift cards. Master licensees will also be required “to conduct sweeps for the gift-card redemption” and “provide those funds to InComm.”

“So, a heavy lift initially on the masters,” he said. “The locations will have a heavy lift to actually implement the cards.”

“It’s a big project. It’s not going

to be instantaneous.”

Some supply limits will exist initially for the required point-of-sale equipment, but Heinen said the Lottery will “roll this out as equitably as we can.”

“The larger masters aren’t going to gobble up all the gift cards and points-of-sale,” he said.

Heinen told the Advisory Board that Lottery and InComm want the program to be successful right from the start.

“We want good locations that you think are going to be high-revenue that will actually use the gift card,” he said.

A bonus awaits licensees who join the gift-card program through the process developed by the Lottery and InComm, Heinen revealed. Both master and location licensees will receive “an extra 12.5 cents for each card activated,” he said.

“So that should be good news,” he said.

Heinen also reviewed some specifics of the program. He reiterated that only the Lottery-branded gift card can be used for legal redemption, not a restaurant or other retail gift card.

“It has to be this Lottery-branded gift card, and it can only be used for Class B redemption,” he said.

Heinen said the extended program will use up the remaining inventory of current gift cards, but the program will also begin to supply participating locations with a new gift card branded with the COAM logo and the Georgia Lottery name at the top (see inset).

“So that’s what you’ll start to see more and more out there,” Heinen said.

The initial gift card pilot program launched in late November 2020 and ran through June 2021. Participation in the program was limited to about 330 COAM locations who were invited to join the pilot program. Ultimately, only about 130 locations participated.

A data and analytics firm hired by the GLC provided a report in October 2021 that analyzed, among other things, the impact the COAM gift cards in the pilot program had on the sale of existing lottery products. Though the report found the gift cards did have some impact on the sale of existing lottery products, industry representatives noted the 130 participating locations represented only about 2 percent of all locations in the market and didn’t provide enough information for a solid analysis of the gift card.

Lottery officials ultimately agreed to expand the program to obtain additional data. The pilot program’s extension will likely continue for about a year, Heinen said. The program then should provide plenty of information to determine not only the viability of the card but also gauge the interest locations have in offering it.

Industry representatives have said the gift card would provide convenient and easy non-cash redemption and 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.

As before, the card will have a \$20 minimum load and a \$500 maximum, and each card will require a \$2 activation fee. The gift card can’t be used at ATMs, nor can it be used to redeem for alcohol, tobacco, or firearms, which follows current restrictions. Players still must be 18 or older to use the gift card. Locations aren’t required to participate in the program.

InComm and Intralot will soon open an online portal where licensees can apply for the program. Locations that are already participating in the pilot program won’t have to reapply.

All location licensees wishing to participate will need their 2023 license, Heinen said, so he urged licensees to renew their license as quickly as possible if they haven’t already. He also urged licensees to be on the lookout for email communications on the program.



Retail Matters

Despite gas-price drop, demand low

Convenience Store News

Despite steadily falling gas prices during the peak of the summer driving season, fuel demand remains low, signaling consumers are changing their driving habits to cope with higher pump prices.

Meanwhile, the cost of oil has edged lower on fears of economic slowdowns elsewhere around the globe. Because of these factors, the national average for a gallon of gas fell to \$4.05 earlier this month, AAA reported.

"Oil is the primary ingredient in gasoline, so less expensive oil is helpful in taming pump prices," said Andrew Gross, AAA spokesperson. "Couple that with fewer drivers fueling up, and you have a recipe for gas prices to keep easing. It's possible that the national average will fall below \$4 this week."

According to new data from the Energy Information Administration (EIA), gas demand dropped from 9.25 million barrels per day to 8.54 million barrels per day last week.

The rate is 1.24 million barrels per day lower than last year and is in line with the need at the end of July 2020, when COVID-19 restrictions were in place and fewer drivers hit the road.

Additionally, total domestic gasoline supply rose slightly by 200,000 barrels to 225.3 million barrels. If gas demand remains low and the supply continues to increase alongside falling oil prices, drivers will likely continue to see pump prices drop.

The national average of \$4.05 on Aug. 5 was 67 cents less than a month ago and 87 cents more than a year ago.

The nation's top 10 largest weekly decreases were in Washington, D.C. (28 cents), Colorado (23 cents), Arizona (21 cents), Illinois (21 cents), Indiana (21 cents), Iowa (20 cents), Ohio (20 cents), Michigan (19 cents), Missouri (18 cents) and Minnesota (18 cents).

The nation's top 10 least expensive markets are Texas (\$3.55),

South Carolina (\$3.59), Oklahoma (\$3.60), Arkansas (\$3.60), Georgia (\$3.61), Tennessee (\$3.62), Mississippi (\$3.62), Alabama (\$3.64), Kansas (\$3.66) and Iowa (\$3.66).

At the close of the formal trading session on Aug. 5, West Texas Intermediate increased by 47 cents to settle at \$89.01. Although crude prices made slight gains on due to a strong U.S. jobs report for July, they saw significant declines throughout the week as a result of continuing market concern that demand will decline if economic growth stalls or reverses course, AAA reported.

Prices have not been this low since mid-February, before Russia invaded Ukraine. Additionally, EIA reported that total domestic crude supply increased by 4.5 million barrels to 426.6 million barrels. The sharp inventory increase, during the usually high-demand summer driving season, signals low demand could continue pushing prices lower.

New survey data from AAA finds that drivers are making significant changes to cope with record pump prices. Almost two-thirds (64 percent) of U.S. adults have changed their driving habits or lifestyle since March, with 23 percent making "major changes."

Drivers' top three changes to offset high gas prices are driving less, combining errands, and reducing shopping or dining out.

In March, AAA conducted a survey examining the pump prices Americans would view as too expensive. At that time, more than half (59 percent) of respondents said they would change their driving habits or lifestyle if the cost of gas rose to \$4 per gallon. If gas were to reach \$5, which it did in June, three-quarters said they would need to adjust their lifestyle to offset the spike at the pump.

At that time, among Americans who said they would make changes in response to higher gas prices, a majority (80 percent) said they would opt to drive less.

WWW.BADDOGGAMES.COM 855-BADDOG

HOLLYWOOD

Georgia

TRIPLE-DOUBLE AMERICAN EAGLE



5K
3K
2K

SUMMER NIGHTS



WINIONS BEACH PARTY



AMUSEMENT EXPO DEAL



NEW 01 2022

GOLDEN BUFFALO



\$2499

+

FREE

BAD DOG GAMES

BUY NEW GAMES.
NOT NEW BOARDS.

*Free with any board purchase from authorized distributor. Contact Bad Dog Games for more details.

GAJ CLASSIFIED ADS

Just \$5 per line
1-406-491-0100
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 and part-time positions available. IGT Certification and JCM training provided. Email resumes and references to: orders@southerngamingsolutions.net

HELP WANTED



New opportunities!
Primero Games is growing, and we are in search of experienced and innovative individuals to join the team. We have full-time opportunities available in service, installation, sales, product development, and operations in multiple states. Enjoy great benefits and great people in a flourishing company. Email your resume to careers@primerogames.com to become a part of the Primero Games family today.

EQUIPMENT FOR SALE

ATTENTION, CLASS A BUSINESSES! Looking to sell excess inventory of pool tables and accessories, juke boxes, or games? Advertise here in the Journal classifieds and turn them into money!

CABINET REPAIR

CABINET REPAIR SERVICE
We buy and repair Prodigy VU, IGT, and BANILLA cabinets. Inquire @ 404-406-5528.

PLAY RESPONSIBLY

If someone you know has a gambling problem, help is available by calling a toll-free referral service at:
1-866-922-7369

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR



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

*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

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) 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.

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 and removing those COAMs. 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.

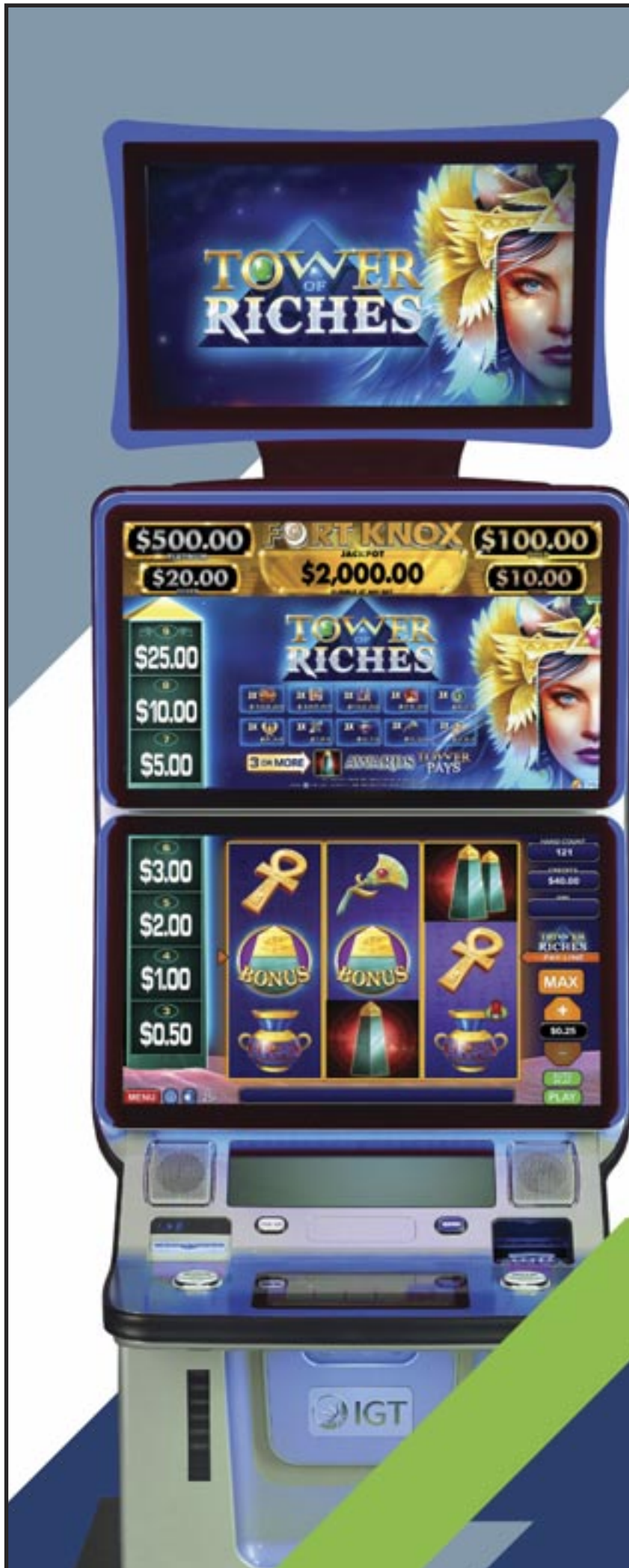
Journal advertising gets results! Call 406-491-0100



ULTRA and TITAN

SPEND MORE TIME ON PROFIT AND LESS TIME ON TRAINING.

- > **Manage Employee Turnover Impact**
Our Titan Redemption system is easy for new employees to understand. Simple to use interface with short learning curve. Multi-lingual to work with all employees. Your COAM business won't slow down while training new employees.
- > **Less Employee Involvement**
Put players in control. Players can save credits to the Titan card safely and securely. On-demand reporting helps owners track activity, cash flow and bookkeeping.



- > **Keeping You Compliant and Profitable**
Spend more time building player loyalty and profitability. Take the risk and worry out of gaming, as you build revenue.
- > **Easy to Switch to Titan**
Training and consultation is included. Our account managers guide you through the process of changing your Class B Master License Holder with little to no system downtime.

LEARN HOW TO SWITCH TO TITAN AND ULTRA

770-449-0400 EXT. 700

sales@ultragroupinc.com

JIN CHAN MONEY STACKS
BY **BANILLA GAMES**

GRAND \$2251.72
MAJOR \$1135.86
MINOR \$15.50

JIN CHAN MONEY STACKS
MAX 20 MAX 20 2

HAND: 601

+1000.00
 +100.00
 +50.00
 +25.00
 +20.00
 +15.00
 +10.00
 +5.00
 +3.00
 +2.00
 +1.00
 WIN +3.00
 CREDITS +1045.52

SETTINGS
 RULES
 EXIT
 PAYTABLE
 MAX
 +1.00
 PLAY

GEORGIA'S NEWEST GAME!
FOR THE **SKYRISER**

CONTACT US TODAY!
WWW.BANILLAGAMES.COM
252.329.7977

BANILLA GAMES **VSR INDUSTRIES** **GOLD FINGER** **COI**