



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 2023

Vol. 7, Number 4

Convention - P3

GAMOA set to hit play on Expo

Registration urged for event Aug. 23-24

By Paul Tash, Georgia Amusement Journal

Anticipation is building for the fifth annual Southern Amusement & Entertainment Expo, which is returning to the remodeled Gas South Convention Center Aug. 23-24 in Duluth, GA.



“We’re really looking forward to this year’s Expo,” said Christina Kaiser, executive director of the Georgia Amusement and Music Operators Association (GAMOA). “We’ve got a great agenda that people in the COAM industry won’t want to miss.”

While putting the finishing touches on the Expo, organizers encouraged people to register for the event as soon as possible to receive a discount. Attendees

and vendors can register for the Expo at www.sae-expo.com. On-site registration at full price will be available during the Expo.

Those attending this year will find the Gas South Convention Center even more accommodating – a lengthy renovation project has been finished.

“The facility is looks awesome,” Kaiser said. “Expo attendees will really enjoy this beautiful venue.”

Thanks to the renovation, the Gas South Convention Center now has a new food hall featuring multiple restaurants serving everything from specialty sandwiches and wood-fired pizzas to creamy milkshakes.

The renovation will also allow the Expo to move into even larger quarters this year that span exhibit halls A and B, allowing for what likely will be the largest show ever. The Expo will feature several new



exhibitors this year, and attendees can expect to find some exhibitors debuting new products at the show. In addition, Kaiser said, some will be offering special pricing during the show.

The Expo provides attendees the opportunity to

See EXPO Page 8

Site controller installs underway, board told

By Paul Tash

Georgia Amusement Journal

Installation of new site controllers that promise more functionality and fewer complications has begun in earnest in the Georgia COAM market, an Intralot

spokesman told the COAM Advisory Board last month.

“You’ll start to see more of them out in the field,” said John McCormick, general manager for Intralot in Georgia, which manages operations for the Georgia Lottery Corp. (GLC). “To date, we’ve been very pleased with performance.”

Installs began in June, he said, and work has progressed steadily since to replace the older controllers.

“The controllers are running very well,” he said. “We haven’t had to service any of them. They’ve been stable and running as expected.”

Intralot recently began using the new controllers for new instal-

See BOARD Page 12



Paul Tash photo

MIKE PARHAM, vice president of the GLC’s COAM Division, provides some statistics at the COAM Advisory Board meeting July 18 while Senior Vice President John Heinen listens.

Sept. 28 last day to renew ‘24 license

Georgia COAM regulators are reminding licensees that Sept. 28 is the last day to renew a location Class A or B license or a master Class A or B license for the 2024 licensing year, which runs July 1, 2023, to June 30, 2024.

If a holder of a 2023 COAM license fails to renew their license, or their license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

“(Licensees) cannot operate COAMs after that date if they have not re-

See LICENSES Page 13



UNITY
ONE INDUSTRY
ONE VOICE

The Betson ad on Page 14 of this digital issue of the August ‘23 Journal corrects the ad that appeared in the printed version.

LINK UP AND COME SEE ALL THAT'S NEW

COMING
SOON



VISIT **SGS** AT THE
Southern
AMUSEMENT &
ENTERTAINMENT
EXPO

August 23 & 24
Booth #601

Gas South Convention Center
6400 Sugarloaf Parkway
Duluth, GA 30097

Join us and learn more about:

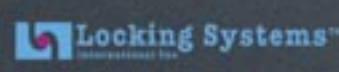
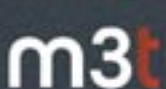
FORT KNOX LINK

Enhanced SAS Functionality

FORT KNOX III

and more!

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



© 2023 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.

GACS hosts convention Aug. 18-20

The Georgia Association of Convenience Stores will host its annual convention Aug. 18-20 at the Omni Amelia Island Resort.

This year’s convention, which marks GACS’s 50th anniversary, will provide a unique opportunity for those in the convenience-store industry to connect with each other. To register, visit www.gacs.com/events and click on the link for Registration. You can also contact GACS at 770-736-9723.

The schedule features five speakers and two workshops. Topics are focused on the future – how a changing world is impacting convenience, the future of work, human resource trends, the changing face of the Georgia consumer, and economic trends that directly impact future opportunities.

Keynote speaker Jeff De Cagna is an executive advisor for Foresight First LLC. His session, titled “The Future of C-Stores: 2038 and Beyond,” will address such topics as the most significant obstacle to overcome to imagine different futures; the favorable, unfavorable and unthinkable futures c-stores must anticipate; and the questions to ask today to prepare for a range of plausible futures.

Also on the program:



- A \$5,000 Draw Down raffle on Friday night;
- Saturday evening dinner and games;
- Sunday closing luncheon, awards and celebration.

In addition, the traditional legislative panel is on the schedule because activity at the Capitol is so important to the livelihoods of everyone in the industry.

Time is built into the schedule for a round of golf, fishing, and a beach party. Sunday’s exhibitor showcase will feature tabletop exhibits where retailers can learn about the latest products and services available.

SCHEDULE OF EVENTS	
Friday, August 18, 2023	
Time	Event
Noon	GACS Board/ Supplier Committee Lunch
1:00 PM	GACS Board of Directors Meeting
1:00 PM	GACS Supplier Committee Meeting
3:00 PM	General Supplier Meeting (open to all GACS Supplier Members)
3:00 - 7:00 PM	GACS Registration Open
2:30 - 4:30 PM	Young Professionals Workshop with Ben Scellick
5:00 PM	Focus In Five (By invitation only)
6:00 PM	Welcome Reception
7:00 PM	Opening Dinner & \$5K Draw Down
9:30 - 12:30 AM	Hospitality Suite
Saturday, August 19, 2023	
Time	Event
7:00 AM	GACS Registration Open
7:30 AM	Breakfast and Education Sessions
8:00 AM	Keynote: Jeff De Cagna
8:45 AM	Taylor Hafley
9:45 AM	Breakout: Ben Scellick Interactive Workshop
9:45 AM	Breakout: Jeff De Cagna Interactive Workshop
10:30 AM	Breakout: Ben Scellick Interactive Workshop
10:30 AM	Breakout: Jeff De Cagna Interactive Workshop <i>(Note: Attendees will divide into two groups and attend both breakouts)</i>
11:15 AM	Terri Stewart
NOON	Association General Program
1:00 PM	Golf Tee Off
1:00 PM	Fishing Bus Departs
1:00 - 4:00 PM	Beach Party
4:00 PM - 9:00 PM	Tabletop Exhibit Set Up
6:30 PM	Dinner Buffet and Games
9:00 PM	Hospitality Suite open until 12:30 AM
Sunday, August 20, 2023	
Time	Event
7:00 AM	GACS Registration Open
7:30 AM	Legislative Breakfast and Keynote
8:00 AM	Keynote: Nik Modi
8:45 AM	Legislative Panel
10:00 AM - 1:00 PM	Tabletop Exhibits
1:00 PM	Closing Luncheon, Awards and Celebration <i>(Note: Silent Auction will close at the conclusion of lunch)</i>

COMING SOON

JENKA LAB®

VISIT US AT THE
Southern Amusement
& Entertainment Expo

August 23-24, 2023 to see our
brand new Aurora Super Link

JENKALAB.COM

Journal Opinion

Expo's agenda has much to offer

By Shawn Fellows
GAMOA President

Later this month the COAM industry will gather for the Southern Amusement & Entertainment Expo at the Gas South Convention Center in Duluth, GA.

Hosted by the Georgia Amusement and Music Operators Association, the North Carolina Coin Operators Association, and North Carolina Citizens for Free Enterprise, the Expo features the latest in coin-operated amusement, entertainment, and gaming products from around the world. This year marks the five-year anniversary of the Expo. It promises to be the biggest to date with more than 40 exhibitors and hundreds of attendees showing up for the two-day event Aug. 23-24.

The Expo features educational seminars focused on recent changes to amusement and gaming markets throughout the southern states. Breakout sessions are also planned that will offer COAM-specific presentations for the Georgia market. For a full schedule of events and a list of exhibitors, see Pages 8-9 in this edition of the Journal or go to www.sae-expo.com.

Southern States Focus Seminar - This year's event



Shawn Fellows

features guest speaker Paul Jensen with Taft Law. Jensen is a leading gaming lawyer with extensive experience counseling casino owners, operators, suppliers, lenders, and institutional investors in all aspects of gaming regulatory law. As co-chair of Taft's gaming industry group, Jensen works with clients in all areas of the gaming industry on licensing, acquisitions and dispositions, financing transactions, administrative hearings, compliance plans, internal investigations,

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



and general corporate governance. He also works closely with state and local gaming regulatory agencies and has significant experience drafting gaming law statutes, administrative rules, and policies. Jensen has experience resolving gaming-related matters across various jurisdictions, including the United States, Canada, and Europe. Jensen actively shares his knowledge about the law as a writer and a source for journalists. He is a go-to resource for casino and gaming issues and has been

quoted in publications such as the Chicago Tribune and Gambling Compliance. Jensen also co-wrote an article with Taft colleague Erin Lynch Cordier in The International Comparative Legal Guide to Gambling 2018. Jensen is the co-founder and former co-chairperson of the Chicago Bar Association's Gaming Practice Committee and frequently lectures on gaming law issues at Roosevelt University. Jensen received his J.D. from Loyola University Chicago School of Law and his B.S. in Business Administration from Marquette University.

Tech Seminar – Intralot, the central accounting system provider for the Georgia Lottery Corp. (GLC), will offer a comprehensive training seminar for technicians on launching its new site controllers that will be deployed across some 6,500 locations over the next year.

Master License Holder Seminar – GLC's COAM Division will make its annual presentation and provide the latest information on industry performance, regulatory changes, and expectations for the industry for the next licensing year.

Register today at www.sae-expo.com for two fun-filled days packed with networking and educational opportunities.

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 an application to renew a location Class A or Class B license or a master Class A and B license for the 2024 licensing period (07/01/2023 – 06/30/2024)

— MEETINGS/OTHER —

Aug. 18-20: GACS Annual Convention, Amelia Island

Aug. 23-24: Southern Amusement and Entertainment Expo, Gas South Convention Center, Duluth

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.

HOLLYWOOD™

Skill Games

WINNING ENTERTAINMENT.

Recipient of GAMOA's 2022 Cutting Edge Award

Only Bad Dog's Hollywood skill can add any game, any time, to any board: via thumb drive or, coming soon, peer-to-peer and direct web download.

Available Now - Pressto Skill Cabinets support an optional second SAS port for use with the M3T gift card kiosks and other 3rd party systems.



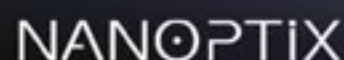
Visit Us @
Booth
405-407

pressto skill™

SIMPLY NATURAL PLAY

- 43" HD PCAP touch screen
- IT NV200 Bill Validator
- 4 Game-reactive LED zones
- Wireless & USB phone charging
- TITO support via 2nd SAS port
- Paycheck 4 printer (optional)

sales@baddoggames.com
855-5BADDOG





PRIMERO GAMES INTRODUCES 2 NEW PC BASED GAMES

"CONFIGURABLE TO MULTIPLE STATES"



- 5 Reels Games:
 - Coco Island
 - Little Devil
- 3 Reels Games:
 - Country Rose
 - Golden Colosseum
 - Pick Axe Pete



- 5 Reels Games:
 - The Sand Princess
 - Fiery Kirin
- 3 Reels Games:
 - Crystal Gems
 - Fishin' Riches
 - Sweet And Spicy



Featuring:

- Kiosks can be connected to the internet for real-time analytics and reports.
- Intuitive software with innovative interface
- Email alerts sent when cash levels are low.
- 3 or 4 cassette options
- Connect with any cabinet

"SIMPLE FOR YOUR NEEDS"



Online Gaming
at its Best!

Coming
Soon!



Journal Opinion

GACS announces '23 scholarship winners

**By Sharon Shuford
GACS Membership**

Every year since 2003 when it was formed, the GACS Education Foundation has solicited, supported and provided college scholarships to deserving students.

GACS members continue to support the GACS Education Foundation through a membership dues check-off and participation in other fundraisers throughout the year. This year the Education Foundation awarded scholarships to the following deserving young students and employees of GACS members. The recipients were:

- Anna Agan, Campbell's Snacks
- Christopher Bell, McLane Company
- Sarah Bell, McLane Company
- Mikhail Chery, RaceTrac
- Lane Hancock, Jet Food



Sharon Shuford



- Stores
- Hailey Heinen, Georgia Lottery Corporation
 - Hannah Heinen, Georgia

Surprises are in store as GACS has a few up its sleeve to celebrate its 50th anniversary.

- Lottery Corporation
- Heaven Klemke, Core-Mark International
 - Emma Meyer, Core-Mark International
 - Grace Potts, Jones Petroleum
 - Aaliyah Shiloh, RaceTrac
 - Katie Tippens, Clipper Petroleum

Schmeelk scholarship

Sahil Patel, Susie Q's Foods, was the 2023 recipient of the \$2,000 Brittany Schmeelk Scholarship. Patel attends the University of Georgia in Athens, where he is a chemistry major.



SAHIL PATEL



Come See Us

At The

Southern

AMUSEMENT & ENTERTAINMENT EXPO

Booth # 504

Wed, August 23, 2023. 10:00 AM (EDT) to Thursday, August 24, 2023 at 2:00 pm

Gas South Convention Center:
6400 Sugarloaf PWKY. Duluth, GA

Expo

from Page 1

see the latest in technology and offers operators and others a chance to compare products side-by-side, talk to manufacturers and actually play the newest games available. The Expo show runs 10-5 on Wednesday, Aug. 23, and 10:30-2 on Thursday, Aug. 24.

The event will also feature a silent auction, a live auction, a reception, the GAMOA Awards Banquet, and a charity casino night on Wednesday. Kaiser said people can start bidding on silent auction items online beginning Aug. 15 by scanning a QR code (see below).



Three seminars are planned, including a new one featuring guest speaker Paul Jensen, an attorney with Taft Law, on Wednesday at 12:30. Jensen is a leading gaming attorney with extensive experience counseling casino owners, operators, suppliers, lenders, and institutional investors in all aspects of gaming regulatory law. In addition, the popular COAM seminar featuring Georgia regulators is set for Thursday at 12:30. Staff from the Georgia COAM Division will provide an update on the industry and answer questions. Topics will include the COAM gift card and the ongoing statewide installation of new site controllers. Also, Intralot will offer a comprehensive training seminar Wednesday at 2:30 for technicians on a variety of operations and will discuss the new site controllers.

The casino night will again benefit

SAEE AGENDA

Wednesday, Aug. 23

- 10 am – 5 pm Expo open
- 12:30 – 2 pm Southern States Focus seminar
– featuring Paul Jensen with Taft Law
- 2:30 – 4 pm Technician training with Intralot
- 5 – 6 pm Reception
- 6 – 8 pm GAMOA awards banquet
- 8 – 9 pm Live auction
– everyone welcome!
- 9 – midnight Ginger Foshee Casino Night
– benefiting Bert's Big Adventure, everyone welcome!

Thursday, Aug. 24

- 10:30 am – 2 pm Expo open
- 12:30 pm – 2 pm COAM seminar
– GA Lottery, Intralot and InComm officials
- 2 pm – 3 pm GAMOA annual business meeting
– GAMOA members only



Bert's Big Adventures, a non-profit organization that sends chronically and terminally ill children and their families to Disney World for a "magical" five-day vacation, all expenses paid.

"Casino night has become a really popular event," Kaiser said. "We hope everyone stays after the banquet to play, have fun, and support a great

cause."

The event has been named the Ginger Foshee Casino Night in honor of the late wife of Butch Foshee, a former COAM operator in Georgia and past president of GAMOA.

Attendees can purchase "fun money" for Ginger Foshee Casino Night at the event.

The GAMOA 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 manufacturer Jonathon Culverhouse. Proceeds from the auction, always a highlight of the Expo, will benefit GAMOA and its mission to promote and serve the state's COAM industry. GAMOA's annual meeting is Thursday at 2 p.m.



KAISER

Lodging is available at several nearby hotels, including the Courtyard by Marriott (Atlanta NE/Duluth Sugarloaf) and the Embassy Suites by Hilton (Atlanta NE Gwinnett Sugarloaf).

The Southern Amusement & Entertainment Expo has 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.

For more information on the Southern Amusement & Entertainment Expo or for help with registration, contact Kaiser at (770) 284-6593 or christina@sae-expo.com.

"You can't miss this show," she said. "You will learn so much and have a great time."

GAMOA health-care program adds benefits

By Paul Tash

Georgia Amusement Journal

The exclusive Allstate Benefits GAMOA Health Plan, available only to GAMOA members, has recently added some new benefits.

"Allstate Benefits has two new partnerships to deliver accessible and functional benefits to clients," said Phil Vance, an agent for National General Insurance that runs the program for GAMOA.

Vance said the new benefits are now included in every Allstate Benefit proposal at no additional cost to the employer.

Walmart Health Virtual Care (WHVC)

The program's new TeleHealth vendor offers both virtual urgent care and talk therapy visits:

- **Urgent care:** U.S. board-certified doctors/medical providers are available 24/7/365 to diagnose, treat, and prescribe medication for many minor illnesses and injuries via phone and/or video visits.

- **Talk therapy:** For members 18 years old and up, licensed therapists can help with a wide range of mental and emotional health needs. Receive ongoing support, on your schedule.

Member benefits include three urgent care visits per individual per month and five talk-therapy visits per individual per month.

New program enhancer: PAPA

"To provide an extra set of hands for those in need, we've partnered with PAPA to provide flexible family care for employees and their

loved ones," Vance said. "Book a fully vetted caregiver, called "PAPA PALs," to help when and where help is needed most."

Services include providing companionship for an aging parent or entertainment for kids, walking the dog, or helping around the house and with errands while recovering from surgery.

Member benefits include 10 hours of PAPA caregiver services every plan year at no cost with additional services through PAPA at a cost.

"We will be exhibiting at the Expo as usual, and all of our quotes will include these enhancements for large and small groups," Vance said.

National General Insurance, through Allstate Benefits, has been offering "preferred underwriting" for GAMOA since 2019. Only members of the association can get the preferred rate.

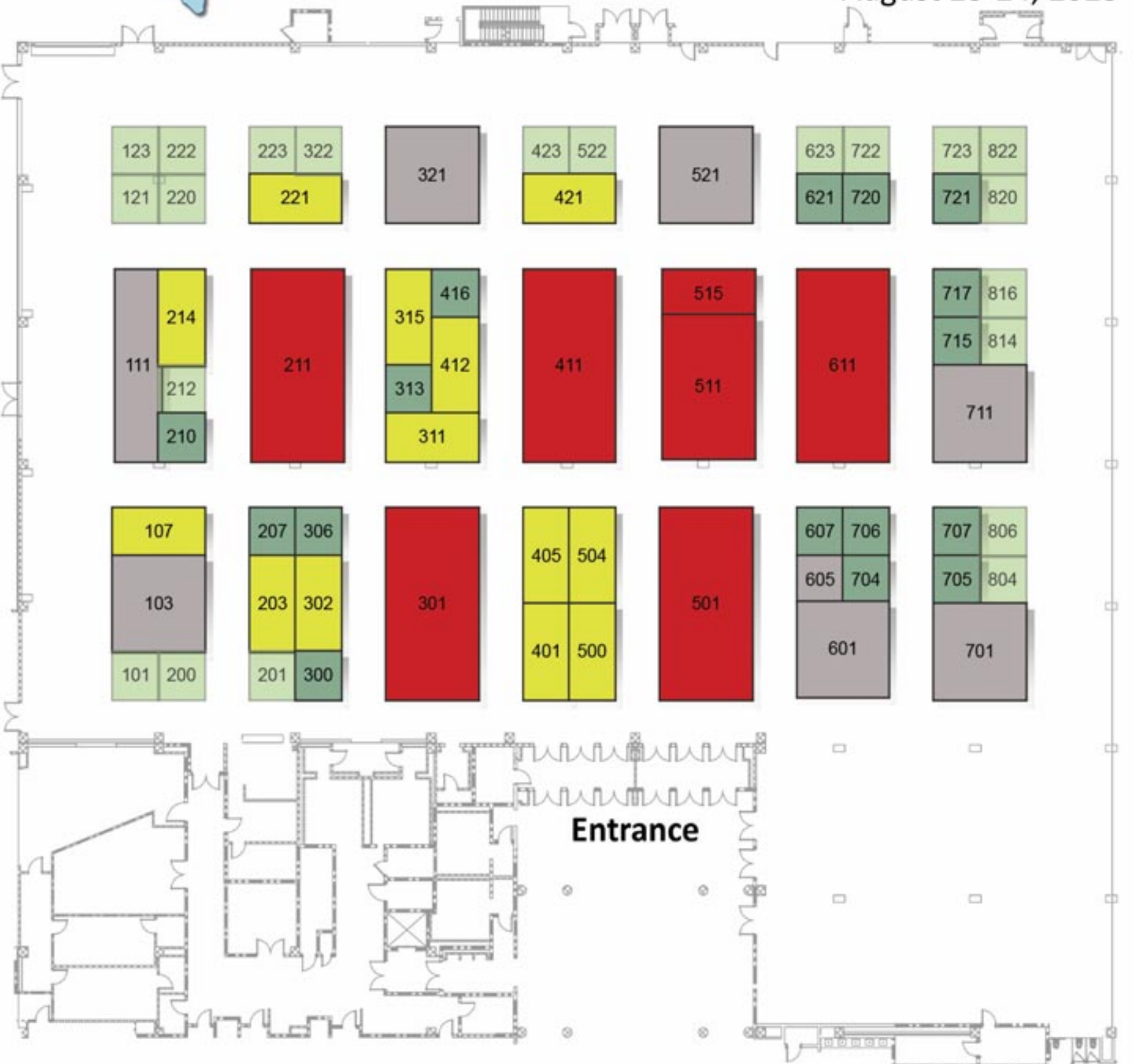


2023 Southern Amusement & Entertainment Expo

Gas South District - Halls AB

Duluth, Georgia

August 23-24, 2023



VENDOR	BOOTH	VENDOR	BOOTH	VENDOR	BOOTH
8 Line Source	203	Data Modul Inc	221	Nanoptix, Inc.	313
Aristocrat Gaming	321	Elaut Group U.S.A.	210	Novomatic Americas	306
AstroSystems, Inc.	621	Fish Game Kings	411	Omega Games II, LLC	302
ATi	521	GameBox Builders	711	Peach State Distributing Co.	412
Axes.ai	211	GGC Machine Manufacturer	721	Primero Games, LLC	301
Bad Dog Games, LLC	405-407	Innovative Technology Americas	401	Pyramid Technologies, Inc.	607
Banilla Games	501	Ivey Promotions	504	Silent Auction	111
Baton Lock & Hardware Co.	705	Jenka Lab LLC	500	SMART Software	707
Bert's Big Adventure	103	JVL Labs	315	Southern Gaming Solutions	601
Betson Southeast	511, 515	Light & Wonder	214	Toccata Gaming International	421
Bravery Gaming	701	Locking Systems International	416	Trestle	717
Cadrex Gaming Solutions	311	Lucky Core Inc.	107	Vance/Southeastern Group	715
CB Sales & Distributing	704	M3t	605	Venco Business Solutions	706
Citywide ATM - ATM Bazaar	207	Mobilemoney	720	Winners Marketing	611
				WTWireless	300

COME SEE US AT SAE

Hosted by GAMOA!

Aug 23-24 | BOOTH 211

axes.ai

GAME ON

**Unleash the Full Potential of Your Gaming
with Our World-Class Management System**

With more than 1,200 client locations in over 40 countries,
AXES is the leading cashless pioneer and FinTech disruptor.

ONE CLOUD-BASED PLATFORM

>>> AUTOMATED INCOMM INTEGRATION

>>> KIOSKS (TICKET REDEMPTION)

>>> POS

>>> CASHLESS

>>> AUTOMATIC REPORTING

>>> FRAUD

PROTECTION

>>> AND MORE!!!



BOOK YOUR FREE DEMO TODAY

702.444.6931 | Info@axes.ai

Power Player Custom



Features:

- Customizable game select screen and screensaver
- Ability to activate/deactivate each of eight games
- Available with 32", 43" flat or 43" curved monitor
- Compact design fits well in any location
- Highest earning potential
- Easy-to-use operator menu
- Reliable hardware
- Regular updates
- Available in kits

Come visit us



TOCCATA GAMING
INTERNATIONAL®

6670 Jones Mill Ct, Ste G
Norcross, GA 30092
843-996-0095



August 23-24, 2023
Booth #421

Please check the gaming laws within your state for legality of operation. Toccata Gaming International and the Mr. Toccata logo are registered trademarks. © 2023 Toccata Gaming International, LLC. All rights reserved.

Board

from Page 1

lations, as well, McCormick said, adding that they will be used in service calls beginning in August.

The controller eliminates some of the cumbersome cabling that master licensees have had to deal with, he said, including the despised octopus cord. The new controllers have 10 designated ports to connect the machines directly to the controller. The controller also allows Intralot to provide some maintenance remotely, easing the need for technicians to visit locations as much. The controllers also come with software enhancements to improve functionality, regulators have said.

All controllers should be replaced by the end of 2024, McCormick said.

Minimum card load

John Heinen, COAM senior vice president, reported to the board that InComm has agreed to lower the minimum load on the gift card to \$5 from \$20. InComm is an Atlanta-based payment technology company that is managing GLC’s gift card pilot program, which allows COAM licensees to use Lottery-branded gift cards as a form of redemption.

The move follows an inquiry from Chair Emily Dunn at the board’s April meeting about the possibility of lowering the minimum load on the card. She said then that some locations have customers who are “in and out” and would play the machines if they could redeem for smaller amounts. Despite some concerns that the cost of producing a physical card limits how low InComm can go on the minimum load and cover that cost, the company agreed to lower



Governor’s Office photo

GOV. BRIAN KEMP, right, swears in Shawn Fellows as a member of the COAM Advisory Board in the Governor’s Office Aug. 1. Fellows is current president of the Georgia Amusement and Music Operators Association and operates Diamond Amusements.

that minimum.

The lower amount, Heinen said, could potentially improve redemption through kiosks and in venues such as bars that don’t have much legal redemption product.

Heinen added that as of July 3 about 103,000 gift cards had been activated in the pilot program, which last year was extended and opened up to all eligible locations in Georgia, now totaling about 6,500. Over \$24 million have been loaded onto those cards for prizes, he said, adding that about 939 locations were actively offering gift cards for redemption as of June 30.

Heinen also provided an update on some COAM business statistics. He said as of June 30 about 34,700 machines were in play in about 6,500 locations in Georgia. Last year at the same time, Georgia had 32,800 machines in 6,100 locations, he said.

“Congratulations,” he said. “Another record-breaking year. This is my ninth year to be able to say that.”

Marketing guidelines

In other business, Dunn encouraged the GLC to provide some guidelines for licensees to use pro-

motional material, including some of the products available to download on the COAM website, such as posters and stickers.

“I continue to get lots of questions about marketing,” she said. “How are we supposed to use those?”

Heinen said the GLC posters can be used “anywhere and everywhere.” InComm has offered those at no charge to all licensees, he said.

“We like the players to see that,” he said. “We think it’s an eye-popping sign that will draw attention but that also gives the rules of the road.”

Dunn said some master licensees might want to design their own signs and posters, but would need the “dos and don’ts” spelled out before doing so. She suggested a committee be formed to develop “a framework that makes sense” for sign development tailored to the licensee, including size, content, and appearance.

Heinen said that “we have to be careful” that master licensees don’t cross the line into inducement in marketing efforts.

“You can’t as a master provide anything of value (to locations),” he said.

The arrival of the gift card has renewed interest in marketing, Dunn said. The card is a great product, she said, and should be marketed.

Heinen suggested that the board “revisit” a document developed by an earlier committee formed to help develop the gift card “that did address marketing.”

“I would use that as a starting point,” he said. “It’s a great document.”

Dunn agreed that a review of that information would be useful, and then board members could discuss “the things that have changed.” Heinen said he would email the document out.

Enabled licenses

In his report to the board, COAM Division Vice President Mike Parham provided some licensing statistics. Following are the numbers of enabled licenses as of June 30, the last day of the 2023 licensing period:

- Class A master licenses – 250
- Class A location licenses – 2,197
- Class B master licenses – 191
- Class B location licenses – 6,613
- Manufacturers licenses – 30
- Distributors – 3

Regarding new applications for the 2024 licensing period, which runs July 1 through June 30, 2024, Parham said, “We are ahead of last year.”

“That’s a very good sign,” he said.

License renewal rates are also
(Continued on next page)

MASTER LICENSES

FOR SALE

BUY DIRECT

Georgia’s Premiere COAM Provider
Acquiring Routes And Companies
We Have Master Licenses For Sale

If You Are Looking To BUY Or SELL – CALL TODAY!

- Competitive Pricing
- Quick Analysis
- Class A & Class B

(Continued from previous page) ahead of last year’s pace, Parham added, running at about a 96 percent renewal rate.

Parham said the GLC this year sent emails to master licensees who have locations that had not renewed “hoping to prompt that master to go out there and meet with the licensee to remind them to renew.”

“It did prove to be very effective,” he said. “Once we started sending out those emails, ... we saw the renewal rate start clicking up.”

Dunn said the renewal emails were “very appreciated” by the master and location licensees.

“I’m glad to hear it was effective,” she said. “Thank you.”

In other news, Parham said a new document is now on the COAM website (www.gacoam.com) regarding SAS communication that updates the “methods of communication” for the new site controllers and machines, including dual SAS functionality and more game ID information.

Retailer education

In another report, COAM's lead investigator Andrew Pippin reported that the COAM Division has performed 6,059 COAM inspections and issued about 350 citations in the 2023 Fiscal Year. He said the COAM Division also is-

sued 707 warnings.

“When we find a violation, we typically try to educate,” he said. “Our first action is never a citation. It’s always (trying to help) that location be in compliance moving forward.”

Pippin noted that he’s noticed a “little uptick” in complaints about a few issues, including COAM malfunctions, retailers not paying the player proper credits and retailers asking for tips in return for cash payouts.

Pippin said his office is also developing a class to educate new retailers to be offered either online or in person at compliance offices around the state. Details are still being worked out, he said.

“I really appreciate you doing this,” Dunn said.

The COAM Advisory Board in July also welcomed two new members – Shawn Fellows and Jim Cole. Fellows heads Diamond Amusements and is president of the Georgia Amusement and Music Operators Association. Cole is a former legislator from Forsyth. Others on the board are Dunn, CB Yadav, Jamie Boyden, Dhaval “Bunty” Doshi, T. Mills Fleming, Natalie Jones, Hemal Patel, and Gretchen Corbin, president and CEO of the Georgia Lottery Corp.

The next COAM Advisory Board is Oct. 17.

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.

Licenses

from Page 1

newed and they have not been approved,” COAM Division Vice President Mike Parham said during a COAM Advisory Board meeting July 18.

Master licensees can play an important role in helping their locations through the licensing process by reminding them to:

- Pay their taxes and other state financial obligations.
- Apply for the correct license (Class B).
- Pay attention to licensing deadlines.



- List all the officers and shareholders listed on the license application.
 - Take time to enter information correctly.
- All deadlines and more information are available on the COAM website, www.gacoam.com.

WE'RE BETTER THAN EVER!

Partner with **BULLDOG GAMING**
The new home for Tom's Amusement & Island Games

Bulldog Gaming Offers Our Partners a Proprietary Gift Card Kiosk

Players can now redeem winnings onto a **Gift Card!**

Let us help you take your business to the next level, the right way!

Contact us today and see why we are experts in the Georgia Skill Gaming Industry!
Call 678-928-7720 or visit us at www.BulldogGaming.com

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

You'll Love The Classifieds

Betson Proudly Represents **Light & Wonder** in the Georgia Market.



(770) 303-0146 | sales@betson.com | www.betson.com

Betson Southeast | 2140 Newmarket Pkwy SE, Suite 100 | Marietta, GA 30067

The look and feel of the games and their individual components and displays are trade dress of Light & Wonder, Inc. and its subsidiaries. All ® notices signify marks registered in the United States. © 2023 Light & Wonder, Inc. All Rights Reserved.



HAVE YOU HEARD? INAMAX NOW OFFERS FULL ACCESS TO THE GEORGIA COAM GIFT CARD!!

Plus

- MAKE AN EXTRA **\$3K-\$10K**
A MONTH IN REVENUE
- 24 HOUR TECHNICAL
SUPPORT



We are also the
EXCLUSIVE
providers of the Titan
Redemption System and
featured **GAMEMAX** card!

CONTACT US TODAY!

770.449.0400 Ext 700
info@inamax.com



WWW.INAMAX.COM

DON'T MISS THE
BIG REVEAL!

Banilla Games is releasing
**NEW GAMES &
EXCITING PRODUCTS**

to increase game play and
seamless playability.

Visit us at the Southern Amusement
and Entertainment Expo

BOOTH 501



252.329.7977
banillagames.com