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**Green  
Game Set**  
New IGT games  
in market - P8

# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
Endorsed by the Georgia Amusement and Music Operators Association  
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A Tash Communications publication December 2018 Vol. 2, Number 8

## GAMOA works to shape future



Paul Tash photo

**ALEX MITHANI**, owner of game manufacturer Zydexo, points out some features of a game to Mike Partowidjojo, center, and Dennis Beheler, right, of Brown Amusement before the GAMOA

meeting in McDonough Dec. 13. Zydexo sponsored the meeting and gave away five of its Konnect cashless route and location management systems as raffle prizes.

*'Idea session' helps identify potential goals*

**By Paul Tash**

**Georgia Amusement Journal**

The Georgia Amusement and Music Operators Association (GAMOA) discussed the development of a group health insurance program for members and continued to discuss new ideas to improve the COAM industry at its membership meeting Dec. 13 in McDonough.



GAMOA

President Shawn Fellows kicked off the "idea session" to help identify industry-improving suggestions made through legislation or regulation.

"We want to hear from you as a membership," he said, "to guide direction" for the upcoming legislative session and to generate some goals for the industry overall.

Though specifics weren't discussed, the group at the meeting identified potential goals that included:

See **INDUSTRY** Page 3

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## New director all in on GAMOA, industry

**By Paul Tash**

**Georgia Amusement Journal**

As the newest member of the Georgia Amusement and Music Operators Association's Board of Directors, Salim "Sam" Khambawala, believes in the power of unity.

"I've always believed in the 'united we stand, divided we fall' philosophy," he told the *Georgia Amusement Journal* after



**KHAMBAWALA**

meetings of directors and members Dec. 13 in McDonough. "The stronger the association, the stronger the industry."

Khambawala, 44, is owner operator of Dixie Amusement in Griffin, GA, said one of his goals as a GAMOA director is to attract more members.

"I want to get more people involved, and more members involved," he said. "The industry is growing. The association needs to grow with it."

See **DIRECTOR** Page 8



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# Industry

from Page 1

- Streamlining the licensing process to shorten the time to approve applications;
- Developing testing criteria to help manufacturers and regulators ensure the skill-based requirement for games is met;
- Eliminating the illegal practice by some municipalities of imposing fees on COAMs at locations;
- And, clarifying in statute that using legal COAMs in an illegal manor doesn't make the machines themselves illegal.

At the association's previous meeting, GAMOA members also brainstormed potential ideas, including efforts to:

- Eliminate illegal inducements;
- Develop a lottery gift card;
- Expand the number of Class B locations;
- Extend 9-month rule to a longer period;
- And, increase the prize value for Class A games from \$5 per play.

GAMOA attorney Les Schneider said these brainstorming exercises are important to help the industry grow and improve to benefit the state, operators and locations.

"We're way ahead of most states," GAMOA attorney Les Schneider said. "We're improving every single year."

## Member benefits

In other association news, Director Paul Patel told members that GAMOA is working "to get a group discount plan for health insurance" to add to the association's membership benefits. GAMOA hopes to have the benefit available for 2020, and Patel hopes members take advantage of it.

"The more members who sign up, the (better) the discounts," he said.

The association is also working on obtaining member discounts for phone and internet service.

Fellows also urged members to join the association's text-messaging system to receive industry updates throughout the year.

And he announced that Angela Whitman of Midtown Vending and Salim "Sam" Khambawala of Dixie Amusement have begun terms as GAMOA directors.



WHITMAN



Paul Tash photos

**GAMOA MEMBERS,** above, check out several Zydexo machines and games after their meeting Dec. 13 in McDonough. At right, John Money of Heartland is prepared to answer questions about his company's cashless payment system, called WaveRider, at the meeting.



## Sponsor products

Later, representatives of game manufacturer Zydexo and money-management company Heartland, which sponsored the meeting, spoke briefly about their products.

John Money, of Heartland, pushed the company's cashless payment system, called WaveRider. The system, he said, features a central controller that processes transactions quickly.

"The dollar (played today) will be in your bank account tomorrow," he said. The system can increase sales by accepting branded card and mobile payments and can "cut operating costs" by reducing cash collection and handling costs, he said.

Alex Mithani, owner of Zydexo, thanked master licenses for their support of the company's

games and its competitors for "continually pushing" new technology in the Georgia market. Zydexo won the Innovative Product of the Year Award at Southern Amusement and Entertainment Expo in September for its Eclipse machine.

Zydexo's current splash in the Georgia market, Mithani said, is "the result of 24 months of 24/7 effort" in research, development and outreach. The Eclipse is drawing "awe" in the market and is generating strong "(revenue) numbers," he said. The "fully skill-based" Eclipse leads the 43-inch product line, with its fish-shooter game "the most popular," he added.

Mithani also discussed the company's Konnect cashless route and location management system. The system, he said, was developed completely in-house – "we didn't need to partner with anybody" – and is "constantly improving with your input."

"It's very simple and very effective," he said, and was developed with the needs of operator and location owner in mind. Among its many features, he said, is the ability to make redemption accounting easy and accurate.

Zydexo game away five Konnect systems at a drawing at the end of the meeting.



# Journal Opinion

## Industry compassion appreciated

**By Shawn Fellows  
GAMOA President**

Earlier this year, Hurricane Michael ravaged southwest Georgia, causing billions in damage. The cost to the agriculture and timber industries alone reached a staggering \$2.5 billion.

President Donald Trump and Vice President Mike Pence joined Gov. Nathan Deal in touring the aftermath to assess the region's need. I'm sure that some GAMOA members in South Georgia suffered from the storm, as well, from downed trees at their homes to lost business days because of power outages.

In November, the Georgia General Assembly met to approve a nearly \$500 million package to aid storm recovery. That's certainly a great start, but getting southwest Georgia back on its feet will require the dedicated efforts of private citizens who care about this state.

That's people like you, who last year joined forces through GAMOA to donate \$30,000 to the American Red Cross for Hurricane Harvey relief. I know many of you opened up your checkbooks once again this year to help our neighbors in need.

In this holiday season of thanksgiving and religious celebrations, I reached out to members of GAMOA throughout this state to talk with them about the many ways they give back to their communities.



**Shawn Fellows**

I was not surprised to hear that some had once again donated to the Red Cross for storm victims here in Georgia. But that's just the beginning when it comes to how our members are giving back to their communities.

Several donate their business products to good causes.

One gives jukeboxes for an auction whose proceeds go to a food bank in Madison.

Another donates an arcade game every year to a Gwinnett charity that provides children in



**SAVE THE RACK POOL TABLE**

Some businesses have "Save the Rack" pool tables with pink felt to raise breast cancer awareness.

Several members promote youth sports, whether it's supporting a tournament or sponsoring a baseball association. Others volunteer at animal rescue shelters – who occasionally can't resist the urge to adopt a dog seeking a new home.

Many of you have taken a specific interest in healthcare. One earmarks funds for St. Jude's Children's Hospital while another member donated to efforts to provide cataract surgeries to citizens of Honduras.

The common threads that run through all these examples are compassion toward those who are vulnerable, those who

**See GAMOA Page 5**

**I** am overwhelmed by the generosity of my friends and colleagues in our industry who every day are making a positive difference.

need with food, toys and school supplies. In fact, you see a focus on kids throughout these examples, as members give not just their money but also their time to educate kids, as one member put it, about "culture, charity and humanity."

That same member also sponsors cultural events on college campuses throughout Georgia.



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## COAM calendar

**— REPORTING DATES —**

**Dec. 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.

**— MEETINGS/OTHER —**

**Jan. 31:** Technicians Appreciation Day, Atlanta  
**Feb. 7:** AMOA State Council Meeting, San Antonio  
**March 26-28:** Amusement Expo, Las Vegas Convention Center

**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.



# Journal Opinion

## State Council Meeting Feb. 7 in Texas

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

Registration is open to state leaders who plan on attending the 2019 AMOA State Council Meeting taking place at the Hyatt Regency San Antonio Riverwalk in San Antonio, TX, beginning Thursday, Feb. 7, and running through Saturday, Feb. 9.

With a theme of “Today’s Vision, Tomorrow’s Reality,” the annual AMOA State Council Meeting is one of the most productive meetings on the industry calendar. It provides state leaders the opportunity to network and share both challenges and opportunities in their respective regions.

This year’s meeting will feature keynote speaker Paul Jensen, partner at Taft Stettinius



Lori Schneider

It provides state leaders the opportunity to network and share challenges and opportunities in their respective regions.

leaders across the country. States currently without a state association are encouraged to attend as well.

Sponsorships are also available for this important industry meeting. Those companies sponsoring at the dinner level are invited to send a representative to sit in on the meeting and participate on one of the factory panel discussions scheduled for Friday, Feb. 8.

Questions regarding the 2019 AMOA State Council Meeting can be directed to AMOA Executive Vice President Lori Schneider, lori@amoa.com, or by visiting amoa.com.

**AMOA is the parent organization of GAMOA. For more information about the AMOA, visit [www.amoa.com](http://www.amoa.com).**

and Hollister LLP, who will provide an update on gaming across the country, including



sports betting.

The annual AMOA event is open to state association executives and state association

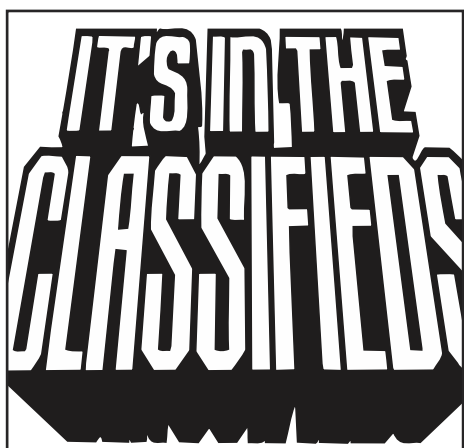
## GAMOA


from Page 4

are in need, those who are sick. I’m overwhelmed by the generosity of my friends and colleagues in our industry who every day are making a positive difference in their communities, through economic development, job creation and, yes, charity.

I hope you’re able to enjoy the holidays with your family, friends, co-workers and others in your community. As president of GAMOA, I’m proud of all that you are doing to make Georgia a better place for all of our neighbors. Please continue to keep us informed of how you’re giving back. Happy New Year!

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



 <b>2019 COAM location sweep and master push calendar</b>							
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE	ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
30-Dec-18	05-Jan-19	09-Jan-19	15-Jan-19	30-Jun-19	06-Jul-19	10-Jul-19	16-Jul-19
06-Jan-19	12-Jan-19	16-Jan-19	23-Jan-19*	07-Jul-19	13-Jul-19	17-Jul-19	23-Jul-19
13-Jan-19	19-Jan-19	23-Jan-19	29-Jan-19	14-Jul-19	20-Jul-19	24-Jul-19	30-Jul-19
20-Jan-19	26-Jan-19	30-Jan-19	05-Feb-19	21-Jul-19	27-Jul-19	31-Jul-19	06-Aug-19
27-Jan-19	02-Feb-19	06-Feb-19	12-Feb-19	28-Jul-19	03-Aug-19	07-Aug-19	13-Aug-19
03-Feb-19	09-Feb-19	13-Feb-19	20-Feb-19*	04-Aug-19	10-Aug-19	14-Aug-19	20-Aug-19
10-Feb-19	16-Feb-19	20-Feb-19	26-Feb-19	11-Aug-19	17-Aug-19	21-Aug-19	27-Aug-19
17-Feb-19	23-Feb-19	27-Feb-19	05-Mar-19	18-Aug-19	24-Aug-19	28-Aug-19	04-Sep-19*
24-Feb-19	02-Mar-19	06-Mar-19	12-Mar-19	25-Aug-19	31-Aug-19	04-Sep-19	10-Sep-19
03-Mar-19	09-Mar-19	13-Mar-19	19-Mar-19	01-Sep-19	07-Sep-19	11-Sep-19	17-Sep-19
10-Mar-19	16-Mar-19	20-Mar-19	26-Mar-19	08-Sep-19	14-Sep-19	18-Sep-19	24-Sep-19
17-Mar-19	23-Mar-19	27-Mar-19	02-Apr-19	15-Sep-19	21-Sep-19	25-Sep-19	01-Oct-19
24-Mar-19	30-Mar-19	03-Apr-19	09-Apr-19	22-Sep-19	28-Sep-19	02-Oct-19	08-Oct-19
31-Mar-19	06-Apr-19	10-Apr-19	16-Apr-19	29-Sep-19	05-Oct-19	09-Oct-19	16-Oct-19*
07-Apr-19	13-Apr-19	17-Apr-19	23-Apr-19	06-Oct-19	12-Oct-19	16-Oct-19	22-Oct-19
14-Apr-19	20-Apr-19	24-Apr-19	30-Apr-19	13-Oct-19	19-Oct-19	23-Oct-19	29-Oct-19
21-Apr-19	27-Apr-19	01-May-19	07-May-19	20-Oct-19	26-Oct-19	30-Oct-19	05-Nov-19
28-Apr-19	04-May-19	08-May-19	14-May-19	27-Oct-19	02-Nov-19	06-Nov-19	13-Nov-19*
05-May-19	11-May-19	15-May-19	21-May-19	03-Nov-19	09-Nov-19	13-Nov-19	19-Nov-19
12-May-19	18-May-19	22-May-19	29-May-19*	10-Nov-19	16-Nov-19	20-Nov-19	26-Nov-19
19-May-19	25-May-19	29-May-19	04-Jun-19	17-Nov-19	23-Nov-19	27-Nov-19	04-Dec-19*
26-May-19	01-Jun-19	05-Jun-19	11-Jun-19	24-Nov-19	30-Nov-19	04-Dec-19	10-Dec-19
02-Jun-19	08-Jun-19	12-Jun-19	18-Jun-19	01-Dec-19	07-Dec-19	11-Dec-19	17-Dec-19
09-Jun-19	15-Jun-19	19-Jun-19	25-Jun-19	08-Dec-19	14-Dec-19	18-Dec-19	24-Dec-10*
16-Jun-19	22-Jun-19	26-Jun-19	02-Jul-19	15-Dec-19	21-Dec-19	26-Dec-19*	02-Jan-20*
23-Jun-19	29-Jun-19	03-Jul-19	09-Jul-19	22-Dec-19	28-Dec-19	02-Jan-20*	08-Jan-20*

\*Indicates sweep or push date has been changed to accommodate holiday

Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday



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# SGS offers IGT Green Set in Georgia



*Software suite is fifth in color series released in the market since 2015*

By Paul Tash

Georgia Amusement Journal

Southern Gaming Solution's launch of IGT's new game suite for the Georgia market, called the Green Set, a few months ago has been well received in the Georgia market, said Staci Hamilton, account manager for Southern Gaming Solutions, based in Mableton, GA.

"People are asking for it," she said. "We've received some good feedback."

The Green Set is the fifth set of games IGT has released in the Georgia market since the fall of 2015, following the Black (classic), Blue, Red and Purple releases. Southern Gaming Solutions is

Georgia's sole provider of IGT games.

The five suites each provide six unique games "so the players have a great mix for a variety of entertainment," Hamilton said.

The Green Set's games are Lobstermania, Pharaoh's Fortune, Cherry Chests, Golden Jungle, Medusa Queen of Stone, and Greatest Game in the West.

Golden Jungle has been especially popular, Hamilton said, as have LobsterMania and Cherry Chests, which offer eight-line wins.

"We are proud to offer products that will keep masters, locations, and players very happy," she said.

SGS can be reached at 404-662-7027.

## Director

from Page 1

Khambawala said building relationships is vital in business, and he brings that skill to GAMOA. Dixie Amusements supplies COAMs to over 80 locations in Georgia, and Khambawala said "customer service is the key" to maintaining good relationships with locations.

"My technicians are available 24-7," he said. "That commitment has changed my business."

With an average revenue of about \$90 a day per amusement machine, he said, keeping them up and running benefits everybody – the location licensees, the master licensees and the state of Georgia.

"If you do the math, nobody wants those machines down," he said.

The location licensees, he added, are a vital part of the industry.

"They provide the power, they're providing the space," he said.

Good relationships with manufacturers are important for masters, as well, Khambawala said.

For example, he said, Banilla Games is a big supplier of games for Dixie, and he works closely with Michael "Smitty" Smith, Banilla's sales manager, to stay updated on all the latest game enhancements.

"Look at the technology," he said. "It's amazing."

Khambawala said while he wants "to bring new ideas" to the GAMOA board, he's also looking forward to working with the industry veterans already on the board.

"I have a lot to learn from them," he said.

# Banilla event trains, salutes technicians

By Paul Tash

Georgia Amusement Journal

Game manufacturer Banilla Games will host its third annual Workshop and Technicians Appreciation Day Thursday, Jan. 31, in Atlanta.

The free event is open to all COAM operators and technicians (at a site not yet determined by the *Journal's* press time) and provides "a great learning environment" for technicians and operators in Georgia, Banilla's Michael "Smitty" Smith said.

"It's a fun day," Smith said. "It's the largest



gathering of operators and technicians in Georgia. And it's a day of appreciation for technicians for all they do for our industry."

It also provides an opportunity for technicians "to put their hands on the equipment" and receive specialized training from VSR Industries, Goldfinger and CPI/MEI, he said.

Attendees will be eligible for \$30,000 in prizes donated by the manufacturers, and six \$500 raffles will be held for technicians only, he said.

Lunch and refreshments will also be served. "It's not a selling situation," he added.

To find out the event's location or for other information, contact Banilla at (252) 329-7977.





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# Amusement Expo back in Vegas

The 2019 Amusement Expo International will be back in Las Vegas March 26-28 in the North Hall of the Las Vegas Convention Center, according to information provided by the Expo.

The Expo, the annual event for the coin-op and revenue-generating amusement, music and family entertainment industry, is a three-day program featuring one day of education and two days of exhibits. A focal point for the industry, the Expo serves as a showcase for the latest new equipment for the trade; provides hands-on information for buyers and sellers of the industry; and acts as the primary face-to-face conduit between trade partners in the coin machine business.

Like many industry trade events, the Amuse-

ment Expo International is the annual business barometer for the marketplace it serves. For those who need to keep abreast of the latest developments or want to maintain valuable con-



tacts with fellow coin machine business men and women, the annually-conducted Expo is the place to be.

Beginning in March 2010, the AMOA and

the American Amusement Machine Association (AAMA) joined forces to create a new trade event for the coin-op and out-of-home entertainment industries.

The AAMA/AMOA Amusement Expo International initially focused on combining the attendee and exhibitor bases of both the AAMA-owned Amusement Showcase International (ASI) that was previously conducted annually in the spring, and the AMOA-owned AMOA International Expo, which ended its decades-long run of fall expositions at the conclusion of the 2009 event.

For more information on the Amusement Expo International, visit its website at [www.amusementexpo.org](http://www.amusementexpo.org).

## RaceTrak expands 'Crazy' coffee

With a focus on the 64 percent of Americans who make a cup of coffee part of their daily routine, RaceTrac Petroleum rolled out its "Crazy Great Coffee" experience to all its 500 convenience stores, according to a report in the *Convenience Store News*.

The convenience retailer officially debuted its new machines Dec. 13 at its Atlanta-area store at 2466 Delk Road in Marietta. To

help serve up the experience, former Major League Baseball pitcher Paul Byrd was a guest barista. The Atlanta Braves broadcaster handed out free coffee to the first 100 guests.

RaceTrac's Crazy Good Coffee bar offers six varieties of blends, including Hazelnut, Regular, 100-percent Columbian, Rainforest Alliance Guatemalan, Decaf and Dark Roast. The retailer is also of-

fering Pumpkin as a seasonal limited-time offer.

As part of the campaign, RaceTrac will host similar events in four markets including Atlanta, Dallas/Fort Worth, New Orleans and Orlando, Fla.

Headquartered in Atlanta, family-owned RaceTrac operates more than 500 convenience store locations in Georgia, Florida, Louisiana and Texas.



Store No. 500, located at 1180 Virginia Ave. in Hapeville, Ga., welcomed its first customers on Dec. 5.




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## Food trends to watch in '19

### Convenience Store News

As convenience stores continue to build up their foodservice credentials and consumers continue to take notice, the prepared food category keeps growing in importance to the channel.

Datassential, a food and beverage industry research and consulting firm, believes the following trends are having the greatest impact on the category right now and will sustain into 2019:

#### 1. Find the right balance between taste and nutrition

The shift to healthy eating continues to hit the foodservice market, and that includes c-stores. Taste is the top driver for away-from-home purchases. However, health and wellness was the fastest-growing driver between 2012 and 2016.

#### 2. Customization counts

C-store customers value a wide variety of choices in how they can top a prepared food product. According to Datassential's Keynote Report: C-Stores, condiments serve as an indicator of quality and can be a way to both increase the perceived range of offerings and allow for more consumer customization.

#### 3. Simplicity satisfies

Some of the highest-rated limited-time offers (LTOs) are basic concepts, like QuickChek's Salt & Pepper Fries, which was recently featured in Convenience Store News' "What Hot on C-store Menus?" department.

#### 4. Global flavor adds variety

Ethnic items such as egg rolls, empanadas and sushi are craveable to c-store consumers. Adding global flavors to ubiquitous items is another way to add a taste of the world and increase variety.

#### 5. Take advantage of the impulse buy

Forty-three percent of c-store visitors buy something they hadn't planned on purchasing.

#### 6. Continue to use the F word: Fresh

Don't just add the callout; have fresh food available — fruits, veggies, salads, etc.

#### 7. Put pizza in the breakfast plan

According to Datassential's 2018 SNAP! Keynote: Pizza, breakfast pizzas are trending on menus. Grab the morning-rush crowd by offering a fresh, hot slice.





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Main Contact \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_ Email \_\_\_\_\_

Secondary Contact \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_ Email \_\_\_\_\_

### Amusement Operators Membership: (Class A Master License Holders)

Amusement Operator 1-9 Employees \$350 GA MLH # \_\_\_\_\_

Amusement Operator 10+ Employees \$500 GA MLH # \_\_\_\_\_

### Amusement Operators Membership: (Class B or Class A & B Master License Holders)

Amusement Operator 1 – 20 Decals \$1,000 GA MLH # \_\_\_\_\_

Amusement Operator 21+ Decals (\$52/Decal) \$ \_\_\_\_\_ GA MLH # \_\_\_\_\_

21+ Decals  One-time Payment  Quarterly  Monthly Number of Decals \_\_\_\_\_

Quarterly & monthly payments due the by the 5<sup>th</sup> of each month.

### Location Membership: (Location License Holders)

Location License Membership (1-4 Locations) \$100 GA LLH # \_\_\_\_\_

Maximum Location License Membership (5+ Locations) \$500 GA LLH # \_\_\_\_\_

### Associate Membership: (Manufacturers, Distributors, Supplies, Affiliated Associations & Industries)

Level 1 Membership Professional Services \$250

Level 2 Membership Plush & Bulk \$500

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

Level 4 Membership Distributor or Manufacturer \$2,000 GA License # \_\_\_\_\_

Total Membership Fees (Checked Category Above) \$ \_\_\_\_\_  Check Enclosed

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_ CID \_\_\_\_\_

E-Check Account Number \_\_\_\_\_ Routing Number \_\_\_\_\_

Please make checks payable to GAMOA and mail this form with your check to:

**GAMOA**  
2095 HWY 211 NW • STE 2-F PMB 163  
Braselton, GA 30517

Join Online at [www.gamoa.org/register](http://www.gamoa.org/register).

If you have any questions, please call the GAMOA office at 770.408.0384 or email [christina@gamoa.org](mailto:christina@gamoa.org).



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Dunham Real Estate Services  
406-425-0180

**UPTOWN BUTTE BAR**  
at great price!  
Degrass Victorian style bar with a full bar top and steps. All-Beverage license included - OK for gaming and beverage serving. The 1,300 sq space is on a 1st floor.  
NO BRICK & MORTAR  
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