



Expo can help your business - Page 5

GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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A titan remembered

Hunter leaves lasting legacy in Georgia's COAM industry

Editor's Note: The *Georgia Amusement Journal* interviewed Lee Hunter in 2020 for a feature story that, due to the COVID pandemic and then his health issues, was never finished. The following story contains some of his remarks from that interview about his love for the COAM industry and especially the people in it.

By Paul Tash

Georgia Amusement Journal

Lee Hunter was a titan in the Georgia COAM industry. He started with a one-man machine route right out of college to become one of the Georgia's leading COAM distributors and industry leaders.

Hunter, 49, died Jan. 14 from cardiac arrest. He had endured a long road to recovery following serious heart surgery in March 2021.

"Lee was deeply loved by his



Paul Tash photo

LEE HUNTER, right, shows off the SGS ad in the *Georgia Amusement Journal* with IGT's Tim Shortall, regional vice president of eastern region

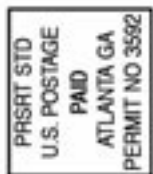
sales, at the 2020 GAMOA Expo. Hunter was instrumental in the 2017 launch of the *Journal* and remained one of its staunchest supporters.

family and friends," said Angela Whitman, president of SGS. "Lee was an extraordinary, intelligent, and accomplished entrepreneur

who built a company that still represents and practices the same principles that he set in place. His exceptional work ethic, long-term

commitment to his customers and partners, unwavering desire to always do the right thing and his

See HUNTER Page 3



Second quarter COAM stats mixed

By Paul Tash, Georgia Amusement Journal

The number of COAMs in the Georgia market rose again in the second quarter of Fiscal Year 2022, as did the number of locations hosting them, but for the first time in a long while the average per-day earnings per machine dropped.

The COAM Division of the Georgia Lottery Corp. released some COAM statistics for the second quarter, which ended Dec. 31, at the Georgia Lottery Corp. board meeting Jan. 27. The statistics showed that operators had

placed 31,312 Class B COAMs in 5,924 locations across the state. The figures showed increases over the same period in FY2021 when about 27,000 machines were placed in about 5,700 locations.

However, average per-day per-machine revenue fell year-over-year to \$119.89 from last year's \$124.40. The number of machines, locations and per-machine revenue had been steadily increasing nearly every quarter for the last several years as the COAM industry matures and

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Hunter

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belief that his colleagues were integral to both his personal and company's success made him truly one of a kind. As an SGS family, we are grateful for the opportunity that Lee has provided to us and the relationships built in the Georgia COAM industry and across the country."

Hunter was born in Atlanta and attended the Lovett Prep School in north Atlanta.

"I was very fortunate to go there," he said in 2020.

His parents operated a furniture store and a pawn shop. He's known the "trials and tribulations" of small business ownership "since birth," he said.

Hunter graduated in 1995 from the University of Alabama with a major in business administration and a minor in English.

In 1997 at age 24, he began running a one-man route, operating with just a "pager and a pay phone." He grew that metro-Atlanta route in the next few years before divesting it to become a master licensee.

"I loved that route," he said. "It's a point of pride."

Later, he founded Southern

Gaming Solutions, which became Georgia's exclusive distributor of IGT machines in 2015. A statement by IGT called Hunter a "gaming industry visionary" and a "very good friend and business partner."

"Throughout our collaboration, Lee continually demonstrated outstanding leadership and a strong commitment to innovation. Lee's passion, drive, vision, and creativity will be hugely missed by all of us here at IGT and within the Georgia coin-operated amusement machine industry. We look forward to our continued relationship with SGS and will work closely with their management team to ensure that there is no disruption to customer support and service activities."

In the early 2000s, Hunter testified before the state Supreme Court over the legality of "line-up, match-up" games, the only master licensee to do so. A favorable ruling allowed the industry to progress and develop skill-based software for games over the next decade. In the meantime, Hunter and several others worked to develop a framework for legislation that resulted in HB487, which in 2013 regulated the COAM industry under the Georgia Lottery Corp.



SGS photo

HUNTER stands with SGS President Angela Whitman at the 2021 GAMOA Expo.

Hunter embraced the regulation, which he said has allowed the industry "to grow and thrive." It's allowed the industry to operate with some stability, he said, while "creating an environment where bad apples can't survive."

Fair regulation requires the right balance between regulators and industry, he said, adding that too restrictive regulation disrupts "that delicate balance." The industry, he said, needs to remain vigilant and continually monitor itself.

"By and large we got it right,"

he said of the legislation that regulated the industry. "I think it's been fair to all stakeholders."

The industry, he said, now enjoys "a much healthier environment" that operators not only embrace but work together to enhance.

"It's been a collaborative effort among competitors," he added. "A rising tide floats all boats."

Hunter called those he's worked with in the industry "world-class people."

"It's been rewarding to see younger operators working in the industry," he added.

He also emphasized that the future for the COAM industry held immense promise.

"The opportunity for growth is tremendous."

Hunter noted the millions of dollars the industry has contributed to the Hope Scholarship and other education programs in Georgia.

"It's very rewarding for me, personally," he said. "It's good to leave the world a better place than you found it."

Amen, Lee. You certainly did.

A celebration of life will be held later in the spring. In lieu of flowers, donate in Lee's name to St. Jude Children's Research Hospital at www.stjude.org/donate.



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Journal Opinion

GACS defines strategic efforts

**By Sharon Shuford
GACS Membership**

Last month we looked at three simple words – Collective, Collaborative, Community – to describe the values at the heart of GACS vision and mission as an association. Late in January, GACS leadership met to review and update its strategic plan, and these words served as touchstones for their conversation.

First, board and young professional leadership reviewed and renewed their commitment to GACS’ vision (where do we want to go?) and mission (what are we here to do?).

The vision for GACS, as the respected leader in the C-Store industry, is to collaboratively advance the C-Store business in service to its consumers and its communities. The mission is for GACS members to advance the success of the industry through political engagement, knowledge circulation, and relevant services. In fact, these are the three pillars of membership

and formed the cornerstone of leadership’s strategic discussions.

When they asked themselves, “Are our vision and mis-



Sharon Shuford

sion still relevant?”, their answer was an emphatic “Yes.”

They then began the heavy lifting. The balance of the day and a half session was spent in conversations and work group discussions about what their next strategic goals should be to

carry the association through the next 3-5 years. They settled on three key strategies that align with GACS’ vision and mission:

hensive training suite, enabling robust knowledge circulation and making the convenience industry a career of choice;

- Grow membership with increased value and more comprehensive communications, making GACS indispensable to its members.

Importantly, GACS will also continue partnering on the industry’s legislative issues and remain a sought-after resource for its opinions and insights on regulatory and legislative matters.

Now, staff is tasked with implementing those strategies, and leadership will continue to review and oversee progress. They will do this collaboratively with a sense of community among their membership and with the industry at large.

We look forward to continuing to report on progress.

For information about GACS, or to join GACS or attend a GACS event, call 770-736-9723 or email Kevin@gacs.com or Sharon@gacs.com.

GACS will also continue partnering on the industry’s legislative issues and remain a sought-after resource for its opinions and insights

- Ensure that GACS members, both retail and supplier, are positioned as best in class by establishing a gold standard of service and providing the tools to meet and exceed this goal;

- Provide a more compre-

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COAM calendar

— REPORTING DATES —

Feb. 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 —

March 15-17: Amusement Expo International, Las Vegas
April 19: COAM Advisory Board, Lottery headquarters, Atlanta
Aug. 24-25: Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

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

AEI can help you grow your business

By Lori Schneider

AMOA Executive Director

Join us in Las Vegas March 14-17 for your opportunity to grow your business. Amusement Expo International is our largest event of the year, and you'll find plenty of opportunities in every area of the industry and lots of ways to connect and share ideas with the best and most creative leaders in the industry. AEI features:

- 3½ action-packed days.
- Over 30 informative sessions.
- 200 exhibiting companies.
- 3,000 attendees.

Known as the event for direct access to companies and leaders in the amusement and entertainment industry, Amusement Expo International will give you all the right tools, information and networking opportunities to grow your business. At AEI, you'll experience all of that and more, from technology to help you build a more profitable business to education sessions focused on workforce and exciting new products, all in one place.

Operator-focused sessions include:

- Pinball 3.0: Build a Pinball Community with Tournaments and Other Engaging Events;
- The Ever-Evolving World of Cashless;
- Diversification: A Necessary Key for Today's Route Operations;
- Legalized Gaming 2022: What You Need to Know;



Lori Schneider

AEI will give you all the right tools, information and networking opportunities to grow your business.

- ATM Route Operations 2022;
- Attract People to Your Games;
- Crypto-Currency and Coin-Op: Putting the Pieces Together;
- And the ever-popular Operator roundtables.

For more information visit www.amusementexpo.org for session details and registration. Don't forget 2022 AMOA members receive two free badges to the trade show!

Save the following dates and attend these other AMOA

events in 2022:

AMOA On Campus Program (Spring Session) – May 21-23, University of Notre Dame, Notre Dame, IN

AMOA On Campus Program (Fall Session) – Oct. 27-29, Westin Chicago Northwest, Itasca, IL

AMOA On the Road Program – Oct. 27-28, Westin Chicago Northwest, Itasca, IL

Be sure to engage with us at www.amoa.com for details on these and many other AMOA programs.

AMOA is a national trade association representing the interests of operators, distributors, manufacturers and suppliers in the amusement entertainment industry. GAMOA is an active participant in the AMOA State Council.

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

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Bad Dog launch party Feb. 17

Greg Hammond, chief operating officer for Bad Dog Games, will host a Hollywood Skill product launch Thursday, Feb. 17, at the Sonesta in Gwinnett, GA. The event will include a complete technical overview of the Bad Dog solution, followed by an open-bar happy hour featuring board demos and giveaways.

The Hollywood product launch begins at 1 p.m. in the Independence Ballroom of the Sonesta Gwinnett, according to a Bad Dog news release. The technical session is geared towards master licensee technical leads. Hammond will introduce Bad Dog, followed by a complete system review, including “a deep-dive into current and future hardware, SAS support, and software configuration,” the release said.

Other advanced features will also be highlighted, such as new game installation, web-based reporting (exclusive of COAM), and device cloning. Hammond will emcee a trivia challenge played throughout the session with the

winners earning additional entries for the grand prize, a 50-inch 4K television. Every technical lead in attendance is eligible for prize drawings.

A happy hour starts at 6 p.m. in the Sonesta Promenade with an open bar and hors d'oeuvres for



both master licensees and technical leads. Joining Hammond will be executives from Bad Dog Games' distribution partners GameBox Builders and SkillMaster Pro to discuss ways to position Hollywood in a master licensee's COAM strategy. Gaming cabinets will be available

to test drive the Hollywood Skill system. The evening will conclude with the drawings for the 4K TV and free Hollywood board to a lucky master licensee.

"We are fortunate to partner with a select group of GAMOA board members for a soft launch of Hollywood Skill," Hammond said. "I am delighted to report the early COAM net revenue numbers are exceeding projections. Hollywood Skill's completely original launch titles "Winions Beach Party," "Summer Nights," and "Triple Double American Eagle" are setting a COAM Net Revenue original debut standard. We can't thank these partners enough for the opportunity to prove Hollywood's potential."

Bad Dog's Golden Buffalo will also make its public debut at the Hollywood Product Launch. Golden Buffalo will be the first title available for individual purchase in March 2022.

For dates and details or register, contact Bad Dog Games at (8) 555-BADDOG (855-522-3364) or via www.baddoggames.com.

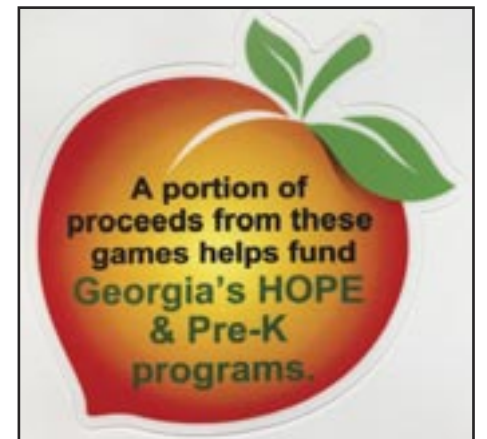


Revenues

from Page 1

game technology advances.

COAM regulators generally release COAM statistics at COAM Advisory Board meetings, but the board's meeting scheduled for Jan. 19 was cancelled. The COAM Advisory Board's next meeting is scheduled for April 19 at 10 a.m. at the Lottery office in downtown Atlanta. No decision had been made at press time on whether the meeting will be onsite or via conference call.



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

*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.

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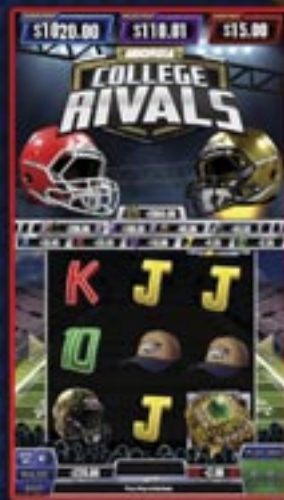
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