



Dedicated to serving the Georgia COAM industry
 Endorsed by the Georgia Amusement and Music Operators Association
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GEORGIA Amusement JOURNAL

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SGS breaks out IGT games



Paul Tash photo

SOUTHERN GAMING Solutions President Angela Whitman discusses the Fort Knox II suite of games during the Southern Amusement & Entertainment Expo (SAEE) last August in Duluth, GA.

Fort Knox II game set follows success of original

Editor's Note: The *Georgia Amusement Journal* is running a series in the next few issues highlighting some of the new amusement games available in the Georgia market. Following is the first installment. Look for more in the March issue of the *Journal*.

By Paul Tash

Georgia Amusement Journal

Building on a successful set of games originally released in 2020, Southern Gaming Solutions (SGS) is now offering IGT's latest games for the Georgia market in Fort Knox II.

Fort Knox II is a new six-game set that builds on the original Fort Knox five-level progressive bonus game. The new games will be offered on the popular Cobalt™ 27 cabinet, which debuted in Georgia in 2020 with the original Fort Knox games. Southern Gaming Solutions

is Georgia's sole provider of games developed by IGT, the world's largest gaming manufacturer.

"The original Fort Knox games were a huge success," said Angela Whitman, SGS president. "We received great feedback from players, and this release is IGT's follow-up."

All six new games are eligible to participate in the Fort Knox progressive feature. Once the Fort Knox feature is triggered, "it's a guaranteed win," Whitman said.

"We believe players love the Fort Knox games so much because the bonus is available on any game," she said.

"It's a really fun pick-a-prize bonus feature where you always win the prize you choose."

Another new game, called Solar Disc, is the first six-reel game in the Georgia market. Solar Disk also offers a new feature called Symbol Lock that provides additional symbols and reels on the screen.

"We are excited for players to try something they haven't played before with this new six-reel game," she said.

See GAMES Page 10



FORT KNOX II

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AEI enhanced by partnering events

Georgia Amusement Journal

Amusement industry owners and operators from around the world, including many from Georgia, are making plans to attend the Amusement Expo International (AEI) March 27-30 at the Las Vegas Convention Center.

AEI provides access to the latest products, innovations, and insight from industry leaders for new ideas on how to operate an amusement business in the post pandemic world. In addition, AEI offers attendees and exhibitors additional value by partnering with a variety of other events to be held together. In addition to free or discounted access to exhibits and seminars, AEI participants also benefit from networking opportunities with professionals representing different parts of the amusement industry.

Those co-locating events are:

The **BCA Expo** – The BCA Expo gives attendees the

See EXPO Page 9



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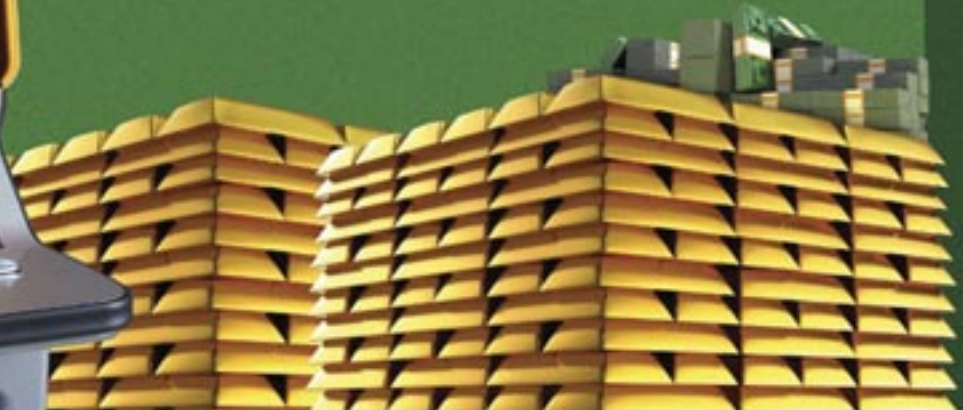
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Journal Opinion

GACS gearing for Show in May

By Sharon Shuford GACS Membership

GACS will bring suppliers and retailers together under one roof for the 21st year in May for its annual Southern Convenience Store and Petroleum Show, one of the largest and most comprehensive such events in the Southeast.

The Show springs forward this year from its usual fall date and takes place May 18 at The Centreplex in Macon, GA.

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

Retailers, petroleum marketers, convenience store owners, operators, supervisors, and managers attend The Show because they find, under one roof, new ways to improve their businesses – from food service to fuel, novelties to snacks, COAM games to lottery ticket sales, and everything in between.

Registration

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

For exhibitors who were part

of the 2022 Show, GACS is offering a one-time special Super Saver rate to book the 2023 Show:

- \$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.



Sharon Shuford

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 pm May 18.

For information about con-

venient hotels and special rates, visit www.gacs.com or contact the GACS office.

Seminar

Before the show floor opens, GACS sponsors a seminar free for attendees. The subject this year is Cyber Security.

“C-stores have myriad potential entry points for cyber

The Show springs forward this year from its usual fall date to May 18 at The Centreplex in Macon, GA.

threats: Our computers, our cell phones, our iPads and laptops, our credit card processing systems,” said Angela Holland, GACS president. “With all we have to concern ourselves with on a daily basis, cyber security isn’t always top of mind.”

The seminar seeks to educate folks on ways to recognize



potential risks and threats, how to mitigate exposure, and what to do if your system is attacked. The seminar should appeal to marketing, operations, and IT employees, as well as district managers and store managers.

Schedule

Wednesday, May 17

- 8 am-5 pm – Exhibitor Set-Up
- 2-5 pm – Show Registration Open
- 4- 6 pm – Cocktail Reception

Thursday, May 18

- 8-9:00 am – Seminar: Cyber Security and Your Business
- 8 am-3 pm – Show Registration Open
- 9 am-4 pm – Trade Show Floor Open

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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 —

Feb. 16: GAMOA membership meeting, Crowne Plaza, Norcross

March 27-30: Amusement Expo, Las Vegas Convention Center

April 18: COAM Advisory Board, Lottery headquarters, Atlanta

May 18: Southern Convenience Store & Petroleum Show, The Centreplex, Macon

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

AMOA celebrating 75 years of excellence

By Lori Schneider

AMOA Executive Director

The Amusement and Music Operators Association (AMOA) officially turned 75 years old Saturday, Jan. 21! That's 75 years of operating excellence!

AMOA looks forward to celebrating this huge milestone throughout 2023. AMOA members attending Amusement Expo International in Las Vegas are invited to join AMOA for a 75th anniversary "After Party" celebration Wednesday, March 29, at the Chateau Nightclub & Rooftop from 9 p.m. to midnight.

Amusement Expo International – In-venue entertainment is set to be a \$69.5 billion industry by 2030. Here's your invitation to be part of it! Visit the Amusement Expo for four days of education and exhibits designed to help your business take flight. This year's theme is "The Soaring '20s: The Future is Back." Education days are March 27-28 at the Westgate Las Vegas, and the trade show is March 29-30 at the neighboring Las Vegas Convention Center, Central Hall.

This year's event kicks off with keynote speaker Jarrett Payton, son of the late NFL Hall of Famer Walter Payton.

The 2023 Amusement Expo International education program features a full selection of expert-led sessions and discussions, including:

- Harnessing Route Software Data to Increase Revenue and Profitability
- Jukebox and Pinball Promotions: Driving Play in a Digital World
- Best Practices for Securing Your ATM Equipment and Funds
- Performance Management
- Ticket to Success – Leadership, Culture and Core Values



Lori Schneider

AMOA looks forward to celebrating this huge milestone throughout 2023.



- What's Trending?
 - And the ever-popular Operator Round Tables
- AEI is proud to add the Billiards Congress of America Expo to its family of co-location partners. The BCA is a leader in the billiards and home leisure industry.

For details and registration visit www.amusementexpo.org. Don't forget that 2023 AMOA members receive two free badges to the trade show!

Legislative Advocacy – An AMOA delegation will return to Washington, D.C., March 7-8 to continue its legislative advocacy efforts with the new 118th Congress. Issues AMOA is focused on are fair access to banking, consumer payment choice, and issues affecting small business, such as inflation and labor

shortages.

In addition, AMOA recently submitted comment on a proposed ruling by the Department of Labor pertaining to non-compete agreements. AMOA also participated in a recent public hearing on the matter. AMOA will continue to monitor the proposed ruling.

State Council Meeting –

The AMOA State Council Meeting convened at the Renaissance Orlando Airport Jan. 19-21. Deemed one of the most productive meetings on the industry calendar, the gathering was well attended by over 60 industry leaders representing over 20 states from across the country. Georgia was well represented at the annual event!

AMOA On Campus Program – Spring session is May 6-8 at the University of Notre Dame, Notre Dame, IN.

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Lottery approves sign for gift card program

The Georgia Lottery Corp. (GLC) has approved a sign to market the COAM gift card for Class B location license holders who are offering the card for redemption.

The sign (see right) is the only signage and marketing allowed for the COAM gift card using the COAM logo. The sign and any marketing material for the COAM location, independent of the COAM itself, cannot be paid for or provided by the Master License Holder, the Lottery said, because a Master License Holder cannot provide anything of value to a Location License Holder, which would include signage and marketing material.

The sign can't be larger than 11x17 inches. InComm may provide the sign to location licensees at no cost to them.

The sign should only be displayed in locations offering the COAM gift card for COAM prize redemption, the Lottery said.

The Georgia Lottery Corp. extended a pilot program for the COAM gift card last year and opened it up to all 6,100 or so locations operating in the state. Participating master licensees work with InComm, an Atlanta-based payment technology company that is managing the gift card pilot program, and essentially act as resellers of the card for InComm.

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.

Here are other aspects of the expanded pilot program:

- Only Lottery-branded gift cards can be used (not a restaurant or other retail gift card). The extended program uses a new MasterCard gift card branded with the COAM logo and the Georgia Lottery Corp. name at the top.
- The card will have a \$20 minimum load and a \$1,000 maximum, and each card has 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. It can be used anywhere MasterCard or Visa is accepted.
- Players must be 18 or older to use the gift card.
- All location licensees wishing to participate will need to have a valid 2023 license.
- The cards are for Class B redemption only.

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- Purchases of alcohol, tobacco, or firearms are prohibited using the gift card.
- Gift cards may not be used at ATMs or for cash back at point of sale.
- Must be 18 years of age or older to receive redemption on a gift card.
- Cash payouts for winnings may subject those involved to criminal and/or other penalties.

See store clerk for additional rules and details.

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Retail Matters

Parker's website geared toward customers

Convenience Store News

Parker's went live with a new website, putting its brand on full display.

The new site, www.parker-kitchen.com, is defined by Parker's signature blue and green color palette and offers a number of strategic optimizations to benefit customers, according to the company.

"At Parker's, we're committed to using technology to maximize the customer experience in the store, at the pump and online," said Parker's founder and CEO Greg Parker. "We decided to invest in a more robust website that shares the Parker's story in a visually compelling way, while offering state-of-the-art functionality that enables our customers to order food online, download the Parker's Rewards app and learn more about what makes our brand unique."

As the company noted, the Parker's website incorporates a clean, modern design as well as photos, videos and interactive, animated elements. A new multimedia

timeline tells the Parker's story through the years and an expanded blog section shares the latest company news, awards, media mentions and features.

In addition, the locations page has been optimized to include live

fuel pricing as well as an at-a-glance preview of amenities at each store, including freshly prepared Parker's Kitchen food, Tesla superchargers, diesel and marine fuel, non-ethanol fuel and 28-degree beer caves.

The updated careers page includes an online application as well as expanded information about benefits, charitable giving and an FAQ.

Parker's is headquartered in Savannah.

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Retail Matters

C-stores reveal '23 technology agenda

Convenience Store News

Even though it's been a couple of years, the convenience store industry is still seeing the effects of the pandemic, including the accelerated pace of frictionless and mobile-based technologies. In 2022, many c-store retailers focused on self-checkout options, mobile ordering and payment, and building out digital experiences. And this focus is set to expand in 2023.

"Last year, we focused heavily on self-checkout and mobile ordering, adding more self-checkout units from NCR to sites, and allowing customers to order food and pick it up via mobile," Scott Smith, senior director of IT at Parker's Kitchen, the Savannah, Ga.-based operator of 74 stores, told *Convenience Store News*. "The goal was to expand it, but also make it one of the core features of the checkout experience for the customer."

Even smaller chains are implementing self-checkout as the cost has come down, along with more integration options, noted Steve

Morris, president of Retail Management Inc., based in St. Cloud, Minn., who operates stores for single-store and small chain retailers. The company implemented Gilbarco Veeder-Root's self-checkout in one store and is looking to add that to more stores this year.

"With no end in sight for the labor shortages, I can have one person at the checkout and someone else doing other things in the store, instead of two people at the checkout and needing a third person staffed," Morris explained.

Along with self-checkout, digital and mobile will continue to be a focus in 2023, with c-store retailers looking to add "utility and value to their digital platforms," according to Jeremie Myhren, co-founder of Onramp, a Chicago-based fleet payment company, and the former longtime chief information officer of Rockford, Ill.-based Road Ranger, operator of 70 stores.

"Everybody I talk to has a top-three project centered around that because the incentive for a cus-

tommer to engage in a digital platform is utility and value. People won't download another app unless it does something for them, so there are a lot of people working on that, and it's a huge draw on IT budgets," he said.

For a majority of convenience store retailers, the new year is bringing a continuation of their technology priorities from last year, with frictionless technology, self-checkout, mobile apps, mobile payment and mobile ordering topping the list.

"We will be continuing on the mobile and frictionless route, so our customers have an easy experience interacting with mobile technology in-store, but also making it so they can get in and out as soon as possible without slowing their day down," said Smith.

While Parker's already has the ability for customers to pay for fuel, activate the fuel dispenser and order food from its app, the chain will be undertaking a marketing campaign in 2023 to increase

awareness of these capabilities.

"We expanded our mobile ordering menu in 2022 and this year, we plan to enhance it and add center-store items to it as well," Smith said, noting that the company is also investigating delivery options starting with food-service items and then possibly expanding to all in-store products.

Mobile has become so important for all retailers, c-stores included, as customers interact with their phones more than anything else throughout the day, the Parker's executive pointed out. The goal is to get the coveted app space on a customer's phone and then get them to interact with your app.

Rob Tedesco, vice president of product at Bounteous, a digital marketing agency based in Chicago, agrees that the goal for many c-store retailers today is to create a digital relationship with customers, and there is a universal focus right now on mobile-centric, digital experiences and integrating it all with technology.

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HOLLYWOOD



Expo

from Page 1

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NBVA Expo – The National Bulk Vendors Association is a national not-for-profit trade association comprised of bulk vending machine and product manufacturers, distributors and operators. The NBVA Pavilion is the source for the hottest candies, plushes, prizes, and more to encourage engagement. Free access available to AEI attendees

The Laser Tag Convention – The only convention with the laser tag operator in mind, The Laser Tag Convention offers seminars for both the current laser tag operator and developing entrepreneurs in two separate tracks. AEI participants have free show floor access, but seminars are a \$50 upgrade.

VR Arcade Game Summit – Sponsored by Springboard VR by Vertigo and hosted by leading VR Expert Bob Cooney, the VR Arcade Game Summit brings together top manufacturers and experienced VR arcade owners to provide strategies to turn virtual reality into

real-life profits. Access included with AEI Education Conference badge.

Foundations Entertainment University – The Foundations Entertainment University is a comprehensive educational workshop and seminar program covering all aspects of planning, designing, developing and operating a location-based entertainment business or family entertainment center (FEC) for long term success. Admission sold separately on FoundationsUniversity.com.

The keynote speaker for AEI will be Jarrett Payton, son of the late NFL Hall of Famer Walter Payton and a successful entrepreneur, broadcaster, and philanthropist. Celebrating “Lessons Learned from My Father,” Payton will take attendees behind the scenes of his childhood upbringing, share leadership lessons, humorous memories and profitable tips that help drive his successful business ventures and family foundation today.

In addition to the trade show, over 30 education sessions on a variety of topics will be provided. The theme of this year’s conference is “The Soaring 20s: The Future is Back.”

AEI is the industry’s largest event of the year. For more information and to register, go to www.amusementexpo.org.

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Games

from Page 1

In addition, another game in the Fort Knox II set is an enhanced version of the Royal Spins game, a player favorite from Pick n Play Blue series on the older ProdigyVu® cabinets.

“We’re bringing that game back based on player demand in the market,” Whitman said. “We’re re-introducing a classic.”

The other new games in Fort Knox II are called “Fortune Coin,” “Wild Pirates,” “Day of the Dead,” and “Americana.” Players can expect to find features that IGT has already introduced to market, such as re-spin features, mystery wilds, big wheel spins, and more pay-lines.

SGS and IGT launched the original Fort Knox game set and the Cobalt™ 27 cabinet at the Southern Amusement and Entertainment Expo in August 2020. Those original games were “Little Green Men,” “Red Hot Tamales,” “Ocean Magic,” “Sphinx,” “Tower Riches,” and “Wildlife Extreme.”



SCREENSHOT of the six-reel “Solar Disc” game.

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JAN-JULY 2023

ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
25-Dec-22	31-Dec-22	04-Jan-23	10-Jan-23
01-Jan-23	07-Jan-23	11-Jan-23	18-Jan-23*
08-Jan-23	14-Jan-23	18-Jan-23	24-Jan-23
15-Jan-23	21-Jan-23	25-Jan-23	31-Jan-23
22-Jan-23	28-Jan-23	01-Feb-23	07-Feb-23
29-Jan-23	04-Feb-23	08-Feb-23	14-Feb-23
05-Feb-23	11-Feb-23	15-Feb-23	22-Feb-23*
12-Feb-23	18-Feb-23	22-Feb-23	28-Feb-23
19-Feb-23	25-Feb-23	01-Mar-23	07-Mar-23
26-Feb-23	04-Mar-23	08-Mar-23	14-Mar-23
05-Mar-23	11-Mar-23	15-Mar-23	21-Mar-23
12-Mar-23	18-Mar-23	22-Mar-23	28-Mar-23
19-Mar-23	25-Mar-23	29-Mar-23	04-Apr-23
26-Mar-23	01-Apr-23	05-Apr-23	11-Apr-23
02-Apr-23	08-Apr-23	12-Apr-23	18-Apr-23
09-Apr-23	15-Apr-23	19-Apr-23	25-Apr-23
16-Apr-23	22-Apr-23	26-Apr-23	02-May-23
23-Apr-23	29-Apr-23	03-May-23	09-May-23
30-Apr-23	06-May-23	10-May-23	16-May-23
07-May-23	13-May-23	17-May-23	23-May-23
14-May-23	20-May-23	24-May-23	31-May-23*
21-May-23	27-May-23	31-May-23	06-Jun-23
28-May-23	03-Jun-23	07-Jun-23	13-Jun-23
04-Jun-23	10-Jun-23	14-Jun-23	21-Jun-23*
11-Jun-23	17-Jun-23	21-Jun-23	27-Jun-23
18-Jun-23	24-Jun-23	28-Jun-23	5-Jul-23*
25-Jun-23	01-Jul-23	05-Jul-23	11-Jul-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

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