

GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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Gift card plan still to evolve

Board panel to provide input

By Paul Tash

Georgia Amusement Journal

With the busy holiday season coming to an end, industry representatives and regulators are reminding COAM master license holders (MLHs) that they are invited to participate in the pilot program for the COAM gift card.

The Georgia Lottery Corp. extended the pilot program for the COAM gift card last year and opened it up to all 6,100 or so locations operating in the state.

Emails inviting Master License Holders to participate in the COAM gift card pilot program “go out regularly” to enabled master license holders, Mike Parham, COAM Division vice president, told the COAM Advisory Board at its most recent meeting in October.

The COAM Advisory Board at that meeting formed a subcommittee to work with regulators and industry representatives to help

develop the evolving program that allows Lottery-branded gift cards to be used as COAM redemption. The subcommittee was tasked to define more clearly the obligations of master and location licensees in the gift card program and discuss the potential of a marketing component for the program.

Emily Dunn, the board’s chairperson, told the *Georgia Amusement Journal* this month that the subcommittee has met once already in November.

“We’ve received the regulations (of the pilot program) and have begun to review them,” she said.

Dunn said she hoped the subcommittee could develop recommendations to bring back to the Georgia Lottery Corp.’s COAM Division early this year. John Heinen, COAM senior vice president, told board members in October the subcommittee would have the Lottery’s full support.



Paul Tash photo

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

“Whenever we can add value, certainly let us know,” he said then.

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 In-



Comm. They provide installation and service for the necessary equipment, distribute the gift cards to their locations, and train the location license holders (LLHs) on how to use the equipment and activate the cards. InComm will provide training for master licensees.

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Amusement Expo drawing excitement

Georgia Amusement Journal

Over 3,000 attendees are expected for this year’s Amusement Expo International (AEI) March 27-30 at the Las Vegas Convention Center.

“AEI offers the highest conference value in the industry,” AEI organizers said. “It’s the perfect opportunity to engage with industry professionals and your peers, evaluate equipment and services your business needs to grow, and to learn more about fast-breaking developments with

a full schedule of real-world educational sessions and panel discussions.”

The trade show will feature over 200 companies exhibiting their products and services with vendor interest at an all-time high.

“The amazing amount of exhibit space commitments (early on) speaks to the strong level of enthusiasm and excitement within the out-of-home entertainment industry.”

See **EXPO** Page 9



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Journal Opinion

GACS offers full agenda for ‘23

**By Sharon Shuford
GACS Membership**

As GACS enters its 50th year, the association is finalizing plans to celebrate in true GACS fashion with lots of fun, plenty of networking, and a few surprises. While 2023 brings a lot of change, it also reminds us, as President Angela Holland said, of a “constant in our businesses. Consistently for 50 years GACS has been THE VOICE of the convenience store industry.” Here is a look at what is ahead for GACS in 2023.

Big changes for 2023

The annual Southern Convenience Store & Petroleum Show has moved to earlier in the year for 2023, and the convention will be in late summer. These changes should make both events easier to attend and enjoy.

Southern Convenience Store & Petroleum Show – The annual Show will be held in Macon, GA, May 18. Retailers, mark your calendars today. Associates and suppliers should secure exhibit space well in advance, as it is assigned on a first-come, first-served basis. Exhibitors can also book convention tabletop exhibits at a low discount price at the time

they reserve space at The Show.

Convention – The 2023 GACS Annual Convention will be in Amelia Island Aug. 18-20. This year we celebrate 50 years of GACS. The convention committee is working hard to provide great education opportunities and a lot of networking “fun” time.



Sharon Shuford

Advocacy in action GACS annual day at the Capitol – This important annual event brings GACS members together with their legislators for a “working” day at the capitol. It’s a great opportunity to connect with legislators, share thoughts on issues and priorities, and hear from them what is

on the docket that, in their view, matters most. GACS always has a good turnout, weather permitting.

GACS InStore Program – GACS is also continuing the In-Store program, which brings local legislators and retailers together, at a member retailer store, for a couple of hours of conversation and feedback. Lo-

The annual Southern Convenience Store and Petroleum Show will be held in Macon, GA, May 18. Retailers, mark your calendars today.

cations for 2023 are to be announced. Attendance is by invitation only.

Networking and more

Golf – GACS will hold its annual GACSPAC Golf Tournament on April 20 at the Flat Creek Country Club, down near Peachtree City. Participation at



the tournament in 2022 was back to pre-pandemic levels, so clearly members appear ready to network again. The tournament is a great way to do it.

Sporting Clay Competition – GACS will host a sporting clay competition again in 2023. The event will take place on Nov. 8 at the Meadows Gun Club in Newnan, GA. It always has been a popular sell-out.

GACS Lunch & Learn – The popular Lunch & Learn program returned in 2022 and a full slate of dates is being planned for 2023. These events provide opportunities for retailers to hear from regulators and other industry experts on a wide range of topics relevant to their businesses. The schedule will

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COAM calendar

— REPORTING DATES —

Jan. 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. 17: COAM Advisory Board, **CANCELLED**
March 27-30: Amusement Expo, Las Vegas Convention Center
April 18: COAM Advisory Board, Lottery headquarters, Atlanta

Write us

The *Georgia Amusement Journal* welcomes letters to the editor. Letters must include the writer’s name and address. The word limit is 300. Mail to Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or you can email us at paul@tashcommunications.com. The Journal reserves the right not to print letters it finds objectionable.

Journal Opinion

Tips to solve c-store maintenance problems

**By Bryan Christiansen
CEO of Limble CMMS**

The convenience store has come a long way in what it offers customers. American author and pediatrician Larry McCleary said, "About 80 percent of the food on shelves of supermarkets today didn't exist 100 years ago." It is a remarkable statistic that underlies the sheer variety of merchandise that c-stores have on their shelves today.

That diversity in stock has multiple implications in terms of maintenance. The modern c-store, having so much to offer customers, needs to ensure that the store is continuously fit for purpose.

That can be costly, with the average U.S. c-store having spent \$1.71 per square foot on facility repairs and maintenance in 2020. That equated to a massive \$101,900 spend per location, with 25 percent of stores spending as much as \$2.63 per square foot on maintenance.

Doing it all

Maintenance in convenience stores is diverse and often complex — even for small stores — and this can cause maintenance backups. Machinery is central to the functioning of most c-stores. Refrigeration and chiller units, in particular, need to run 24/7, humming continuously in the background, never noticed but always working properly.

All-important machinery needs to be a seriously considered aspect of a maintenance regime that is relevant to a given store in terms of both its risk profile and scope of business. Furthermore, a maintenance schedule needs to consider pressing factors such as staff shortages and turnover issues, not to mention the

much-changed convenience retail landscape in the post-COVID era.

Solution: A thorough maintenance program is required as a fundamental starting point for any c-store. The program must include an exhaustive list of all the store maintenance tasks and requirements. Typical tasks should include:

- General cleaning/janitorial services;
- Store equipment, such as manual or automated cash registers;
- Machinery repairs and servicing;
- CCTV installations and physical access control;
- Electrical systems, such as control panels and light fittings;
- Heating, ventilation and air-conditioning (HVAC) units;
- Fire-fighting systems; and
- Waste management.

Keeping it clean

C-stores are notoriously high maintenance on the cleanliness front, with everything from spillages to high foot traffic to contend with.

There is now a greater emphasis on not only cleaning, which has always been a common practice in c-stores, but also sanitizing and disinfecting. The goal is to remove visible dirt and grime from surfaces (cleaning), minimize germs and bacteria (sanitizing), and then kill them entirely (disinfecting). Such thorough cleaning protocols require astute planning, which may be daunting for some c-stores.

Solution: Cleaning schedules need to be more stringent than ever, particularly in the aftermath of COVID-19 and with greater public awareness regarding hygiene protocols. It has been said that the pandemic created a "generation of

germaphobes." A c-store's maintenance program needs to acknowledge this new reality.

One way of achieving this is to do a thorough occupational health and hygiene risk assessment of all existing inventory, machinery and allied assets. There also needs to be a complete rethink about what needs to be cleaned, sanitized and disinfected on an ongoing basis. Bathrooms and dairy cases may seem obvious places that need constant cleaning, but there are other places and equipment in c-stores that get overlooked too often. These may include shopping carts, the checkout area, and even cleaning equipment such as mops.

Digital has arrived

Beyond security surveillance, c-stores tend to lag in their adoption of digital technology. It's not that c-stores are averse to digital technology. However, the adoption of tech-

nology for aspects of store management outside of surveillance has lagged, including those for maintenance.

Solution: C-stores would do well to adopt technologies that are apt for their specific maintenance issues and risk profile. Digitized maintenance processes ensure that routine maintenance is undertaken on an ongoing, appropriate basis. Automation ensures tasks are done for the right assets, by the right employees, at the right intervals. Accountability becomes easier to attribute and assess.

Productivity is also improved — often dramatically so — with digital maintenance programs or computerized maintenance management system (CMMS) software. Few things waste more time and squander employee productivity more than having to suddenly react to a machine breakdown or other maintenance mishap.

Agenda

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be a blend of virtual and live, in-person events. Current dates are Feb. 22, June 28, Sept. 20, and Oct. 18. Watch the GACS website for information about locations and to register.

To register for an event, visit www.gacs.com/events. For in-



formation about these programs, contact GACS at 770-736-9723 or sshuford@gacs.com.

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Retail Matters

What makes up the perfect snack?

Convenience Store News

When it comes to the preferences and behaviors of consumers for holiday snacking and beyond, the "crunch" factor was on top of the list as an important component of the perfect snack, according to the latest Frito-Lay U.S. Trend Index.

The index, which polled consumers on their snacking preferences, found that more than 70 percent of snackers would reach for a food with a crunch when considering their perfect snack.

Beyond crunch, other important snack factors included sweet (66 percent), salty (61 percent) and filling (53 percent). Additionally, almost half of those surveyed expressed that, when thinking of a perfect snack, that snack is also nostalgic and reminds them of a specific moment in time (49 percent).

"Consumers are at the heart of all we do, so considering every component of a snack – including the crunch factor – is very impor-

tant to us," said Denise Lefebvre, senior vice president of R&D for Frito-Lay and Quaker Foods North America. "We know the perfect snack is different for everyone, which is why we constantly listen to consumers and then engage our chefs and our Culinary Center to provide variety, deliver on flavor and explore new recipes consumers love."

Frito-Lay predicts that all adults will continue to look for crunchy snacks in 2023, and generational differences and end-of-year snacking behaviors also contribute to trends to watch:

Generational snacking

Snacking habits vary by generation and snacking is not one size fits all. The latest Snack Index showed that nearly 50 percent of Generation Z believes snacking is most satisfying after dark. They are also twice as likely as other generations to order delivery when a snack craving hits.

On the other hand, 50 percent

of millennials satisfy their late-night snack cravings by visiting grocery or convenience stores, while Gen Xers (64 percent) and baby boomers (62 percent) are most likely to prepare a comfort food recipe at home.

Holiday snacking

Heading into the holiday season, snacking is associated with good feelings. While 65 percent of adults crave snacks the most when they want to treat themselves, 61 percent are unlikely to crave snacks when they are feeling down during the holidays, according to the Snack Index.

Snacking is also a sensory experience, with 55 percent of those surveyed indicating they crave snacks most when they smell them and 52 percent crave snacks when they see them.

For 45 percent of respondents looking for a flavor that is available during a limited time and 49 percent looking forward to variety and party packs this holiday, specialty

offerings will be a key factor. Americans are also looking to share their treats – 55 percent most look forward to sharing snacks with friends and family this season. According to the Snack Index, 62 percent of GenZers and 52 percent of millennials will be turning to social media for holiday recipes to try.

While Americans are more likely to try a recipe made with Lay's Potato Chips (46 percent), they also responded that they'll most likely try out a recipe with Rold Gold Pretzels (40 percent) than Cheetos Original (37 percent).

"As people of all ages experiment with recipes and enjoy snacks this holiday season, we're excited to bring them new limited time products such as Lay's Clusters, Cheetos Snowflakes, PopCorners Cinnamon Sugar and more, as well as fun new recipes made by our very own consumers that include your favorite snacks," said Lefebvre.

The U.S. Snack Index was conducted by Morning Consult Nov. 4-7 among 2,212 adults.

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Retail Matters

Judge blocks graphic cigarette warnings

Convenience Store News

The Food and Drug Administration's (FDA) rule requiring tobacco companies to display graphic cigarette warnings on packaging and in advertisements is now on hold.

Last month, the U.S. District Court for the Eastern District of Texas blocked the agency's regulations because citing free speech protections under the First Amendment to the U.S. Constitution. By vacating the regulations, the graphic cigarette health warnings are nullified and devoid of any legal effect, the National Association of Tobacco Outlets (NATO) said.

"This is a significant legal decision for both cigarette manufacturers and retailers that sell cigarettes because the FDA graphic cigarette health warnings would have applied to not only cigarette manufacturers, but also to retailers, as would have criminal and civil penalties if the regulations were violated by either a manufacturer or a retailer," the association stated.

The decision by U.S. District

Judge J. Campbell Barker came in a lawsuit filed by R.J. Reynolds Tobacco Co. ITG Brands LLC, Liggett Group LLC and several other companies.

In the decision, the court determined that the set of graphic cigarette health warnings would have compelled manufacturers and retailers to speak by displaying cigarette packages on store shelves and advertising cigarettes when, if given the choice, manufacturers and retailers would choose not to do so, according to NATO.

The court also found that the graphic cigarette health warnings were not purely factual, but rather open to interpretation by consumers. In addition, the warnings were not narrowly tailored, but rather more extensive than necessary, the association added.

The issue dates back to 2011 when the FDA issued its first rule requiring nine text and graphic picture health warnings on the top half of the main front and back panels of cigarette packages and 20 percent of the top of cigarette adver-

tisements made or produced by manufacturers or retailers. The rule was immediately met with legal challenges from the tobacco industry, and after winding its way through the courts, the FDA issued its final rule on the warnings, which feature a combination of text and images depicting some of the health risks of cigarette smoking, in March 2020. The warnings were required to appear on the top 50

percent of the front and back of cigarette packages and at least 20 percent of the top of ads. In addition, the warnings had to be randomly and equally displayed and distributed on cigarette packages and rotated quarterly in cigarette advertisements.

However, implementation has been postponed multiple times after several tobacco companies asked for the date to be moved back.

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Expo

from Page 1

try,” organizers said. “AEI’s focused conference and show floor is designed to meet all the needs of owner/operators within entertainment and amusement venues, along with prospective entrepreneurs, in this exciting industry.”

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 only conference and trade show sponsored by the industry’s leading professional associations: The American Amusement Machine Association (AAMA) and Amusement & Music Operators Association (AMOA), who represent this multi-billion-dollar industry. The dual sponsorship ensures both exhibitors and attendees alike are given top-tier access to the latest innovations, decision makers and leaders representing the out-of-home entertainment business.

Featured exhibit areas in the Las Vegas Convention Center will include:

- Coin-operated amusement

games, music, and ATMs

- Family Entertainment Centers (FEC)

- Virtual reality
- Bulk vending
- Laser tag
- Professional service providers and suppliers.

AEI also offers added value to attendees and exhibitors through its partnership with the National Bulk Vendors Association and the Laser Tag Convention that continues to strengthen opportunities for all in



attendance. These events naturally complement each other and deliver an even stronger platform for attendees and exhibitors.

The event is the industry’s largest of the year, and attendees will 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, organizers said.

For more information and to register, go to www.amusement-expo.org.

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Cards

from Page 1

Though locations are not required to use the Lottery’s pilot gift card program to use gift cards provided by secondary vendors, such as W.L. Petrey, they won’t receive the benefits available through the program. For example, the master and location license holders participating in the pilot program will each receive 12.5 cents for every card activated.

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 specifics of the expanded pilot program:

- Locations aren’t required to participate in the program.
- Only Lottery-branded gift cards can be used (not a restaurant or other retail gift card). The extended program will use up the re-

maining inventory of the current grey Visa gift card, and then provide a new MasterCard gift card branded with the COAM logo and the Georgia Lottery Corp. name.

- 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.
- Though signage at locations will state the program is for a “limited time,” Lottery officials say the pilot program will likely take a year or more.
- Master licensees are prohibited from buying cards for location licensees, which would be a form of illegal inducement.
- Signage for locations to promote the gift cards will be provided by the Lottery on the COAM website at www.gacoam.com.



Connect, power up machines, GLC says

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.

**COIN OPERATED AMUSEMENT MACHINE
LOCATION SWEEP AND MASTER PUSH CALENDAR**

 **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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