



# 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

July 2022

Vol. 6, Number 3

*Largest ever*

## Expo set Aug. 24-25 in Duluth

By Paul Tash

### Georgia Amusement Journal

The Southern Amusement & Entertainment Expo returns to the Gas South Convention Center Aug. 24-25 in Duluth, GA, and organizers say the event promises to be the largest ever.

"It's going great," said Christina Kaiser, Executive Director of the Georgia Amusement and Music Operators Association (GAMOA). "We'll have the largest show we've ever had."

Just a few booths were still available at press time, she said.

"We've got almost 25,000 square feet, and it's almost sold out," she said.

To nab one of the few remaining booths, vendors should contact Kaiser at (770) 408-0384 or christina@sae-expo.com to register.

For those in the COAM indus-

try throughout the Southeast who want to attend the event, the SAE has a new website – www.sae-expo.com. Kaiser urged people to register now. Participants who register before Aug. 22 receive a discount. On-site registration at full price will be available during the Expo.

"Don't wait," she said. "You don't want to miss this



Paul Tash photo

**ROBBIE SMITH** of Cardinal Xpress explains the Optimum features to **CHRIS CROCKER** of Best Times during last year's Southern Amusement & Entertainment Expo at the Gas South Convention Center in Duluth. This year, the Expo returns to the venue Aug. 24-25.

signature COAM event."

Exhibitors will be showing "the latest and greatest" in technology and offers operators and others a chance to compare machines side-by-side, talk to manufacturers, and actually play the newest games available.

Besides the Expo trade show – which runs 10-5 Wednesday, Aug.

24, and 10:30-2 Thursday, Aug. 25 – the event will again feature a silent auction, reception, Awards Banquet, live auction, and a charity Casino Night on Wednesday, as well as a seminar presented by Georgia COAM regulators and a technicians seminar hosted by Intralot officials on Thursday.

See EXPO Page 8



## New firm takes over GAMOA insurance plan

By Paul Tash, Georgia Amusement Journal

Though the name has recently changed, the benefits of a special health care insurance program are still available to members of the Georgia Amusement and Music Operators Association (GAMOA).

In June 2019, GAMOA partnered with National General Insurance to provide the program to lower health-care expenses and control overall business without compromising coverage.



Earlier this year, Allstate Benefits acquired National General and its small-group benefits programs, recognizing National General as a "great complement" to its core Allstate insurance business, said Phil Vance, who ran the GAMOA program for National General and is now managing the program under Allstate Benefits.

"The program is the same," Vance said, adding that

See HEALTH Page 9





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# Retail Matters

## Parker's named top three in U.S.

The *USA Today's* 10Best Reader's Choice Awards recently named Savannah-based Parker's convenience store chain as the third best c-store retailer in the country. Atlanta-based RaceTrac Petroleum ranked ninth in the country in the *USA Today* contest.

For the second year in a row, the Wisconsin-based Kwik Trip Inc. convenience store and gas station operator took the top spot in the poll. Known as Kwik Trip in Minnesota and Wisconsin, and as Kwik Star in Iowa, the company operates 800 c-stores.

Kwik Trip hit the 800th c-store milestone at the end of 2021. With the opening of the site in Holmen, Wis., the company doubled its store count in eight years. The retailer opened its 400th store in Chisago City, Minn., in 2013, as Convenience Store News previously reported.

The company also recently grew its family of brands with the launch of Kwik Spirits, a new store

format that features a wide variety of products such as wine, liquor, beer and tobacco, including humidor cigars, roll-your-own, chewing tobacco, vape products and cigarettes.

Kwik Spirits stores can be found in Cloquet, Rush City, Byron and Owatonna, Minn.; Cumberland, Janesville (two stores) and Baraboo, Wis.; and Fort Dodge, Iowa.

Kwik Trip is the second convenience store operator to add spirits offerings in the last year. Parker's, operator of 69 c-stores throughout southeast Georgia and South Carolina, opened its first Parker's Spirits liquor store in February 2021.

In this year's ranking, Parker's bumped Rutter's to the No. 4 spot. Parker's promoted the 10Best contest on Facebook and encouraged

voting by promising customers and fans that if it came in third place, Parker's would make a video of the company's mascot, Chewy, dumping a bucket of sweet tea and chewy ice on CEO Greg Parker. If it hit No. 1, it would rent a dunk tank.

On July 1, Parker's announced its third-place win with a video of Parker getting sweet tea and chewy ice dumped on him.

"Do your thing, Chewy," he said, he said in the video. "We did it. Thank you to everyone who voted Parker's the number 3 best gas station brand in the USA Today 10Best Reader's Choice Awards! That's number 3 in the entire country, which is a big, huge deal. We couldn't have done this without you!"

A panel of experts partnered with 10Best editors to pick the initial nominees, and the top 10 win-

ners were determined by popular vote. The retailers named in the *USA Today's* 10Best Reader's Choice Awards, in order, are:

- Wisconsin-based Kwik Trip Inc.
- West Des Moines, Iowa-based Hy-Vee Inc.
- Savannah, Ga.-based Parker's
- York, Pa.-based Rutter's
- Salt Lake City-based Maverik
- Whitehouse Station, N.J.-based QuickChek
- Oklahoma City-based Love's Travel Stops
- Altoona, Pa.-based Sheetz Inc.
- Atlanta-based RaceTrac Petroleum
- Westlake, Ohio-based TravelCenters of America Inc.

Repeat chains on the 2022 ranking include Hy-Vee – which also took the No. 2 spot in the 2021 ranking – Rutter's, Sheetz, Parker's, Love's, and Maverik. New to this year's ranking are QuickChek, RaceTrac and TravelCenters of America.



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# Journal Opinion

## GACS names scholarship recipients

**By Sharon Shuford  
GACS Membership**

The Georgia Association of Convenience Stores announced 13 scholarship recipients who are deserving young students and employees of GACS members during its Annual Convention in June in Asheville, N.C.

The winner of the Brittany Schmeelk Scholarship is Tawney Anderson. Anderson is in her junior year at University of North Georgia working toward her accounting degree.

Other scholarship recipients are:

- Christopher Bell, McLane Company
- Marie Dolce Jean, Race-Trac, Inc.
- Sean Foster, Altria
- Ryan Holder, Jones Petroleum Company
- Elizabeth Hong, Clipper Petroleum, Inc.
- Hannah Kupson, BIC USA, Inc.
- Andrew Kupson, BIC USA, Inc.
- Karan Laliwala, The Kroger Company



Sharon Shuford



ANDERSON

- Hanna McDaniel, The Kroger Company
- Catelyn O'Farrell, Flower Foods

GACS thanks the Education Foundation board members for their service and great decision-making ....



- Cali Player, The Kroger Company
- Sherry Russell, Guardian Fueling Technologies

It takes a village to make the GACS Education Foundation scholarship program a success, and a dynamic Education Foundation board of directors leads the way. If you would please stand as I call your name ... serving with me are:

- Theo Hyde, Pit Stop Convenience Stores – chairman
- Slaton Whatley, Whatley Oil – vice chairman
- Mark Scudder, MECO of Atlanta – treasurer
- Deb Powell, J & L Ventures – secretary
- Michael Akins, Hunt Brothers Pizza – director
- Matt McGhee, Underwood Restaurant & Equipment Company – director
- Emily Smith, Enmarket – director
- Carlene Walden, Jet Food Stores – director

GACS thanks these board members for their service and and great decision-making with all the donations the GACS Education Foundation receives to perpetuate this scholarship program.

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A Tash Communications publication PO Box 4307 Butte MT 59702

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Reprints of articles and back issues are available at a cost of \$10.  
If you wish to begin receiving the Georgia Amusement Journal, send your name, mailing address, telephone number and \$40 for a year's subscription to Georgia Amusement Journal, P.O. Box 4307, Butte, MT 59702.

Postmaster: Please send address change requests to P.O. Box 4307, Butte, MT 59702  
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This publication endorsed by the Georgia Amusement and Music Operators Association

## COAM calendar

— REPORTING DATES —

**July 20:** Each monthly report should be submitted by Location License Holders in electronic format via the www.gacoam.com website as required by the GLC by the 20th of each following month.

**Sept. 28:** Last day to submit a RENEWAL Location Class A and Class B license, Master Class A and Class B license and Manufacturer and Distributor license for the 2023 licensing period (07/01/2022 – 06/30/2023).

— MEETINGS/OTHER —

**July 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

## AMOA urges Payment Choice support

**By Lori Schneider**

**AMOA Executive Director**

As expected, the Payment Choice Act (H.R. 4395) passed out of the U.S. House of Representatives with strong bipartisan support in early June. On June 23, Sens. Bob Menendez (D-NJ) and Kevin Cramer (R-ND) announced the reintroduction of bipartisan legislation in the U.S. Senate to preserve cash as an essential payment choice for consumers nationwide. The Senate bill (the Payment Choice Act, S. 4497) is a companion measure to H.R. 4395.

**CALL TO ACTION** – AMOA strongly encourages ALL industry members to reach out to their U.S. senators urging them to support S. 4497. For more information and talking points on this AMOA grass roots effort, please visit [www.amoa.com](http://www.amoa.com).

### Continuing education

**“Well-Connected” – 2022**

**AMOA On the Road Program**

– The AMOA On the Road Program is a short, highly informative program conducted near a major airport hub for convenient accessibility. This year’s program themed “Well-Connected” will take place just 10 miles outside of Chicago’s O’Hare International Airport at the Westin in Itasca, IL, beginning Thursday afternoon, Oct. 28 and all day Friday, Oct. 29.

Thursday afternoon will feature a facility tour of Stern Pinball, and Friday a full day of timely education is planned for attendees with topics to include:

- Keynote Address: “The Champion’s Code: Building Relationships through Life Lessons of Integrity and Accountability from the Sports World to the Business World”

- Connecting with Cashless: The Operator’s Perspective

- From Conception to Distribution: The Making of a Pinball Game

- Mid-Term Election Preview
- Real Estate as an Exit Strategy/ESOPs and Banking



Lori Schneider

Relationships/Personal Finance Preparation

- Strategies for Mastering Effective Communication in the Workplace

- Operator Round Tables – Quick-Fire Idea Exchange

- And more!

AMOA’s Associate Member Product Showcase event returns for its second year. Connect with industry peers for an evening of FUN at this not-to-be-missed event.

**AMOA On Campus Program** – For over four decades, AMOA has conducted its AMOA-Notre Dame Management Development Program known today as AMOA’s On Campus Program. The long-standing program is available to AMOA members and is geared towards both owners and key management.

The AMOA On Campus Program is a two-year, four-session program that takes place in the Fall in conjunction with the On the Road Program and in the

Spring is conducted on the prestigious campus of the University of Notre Dame in Notre Dame, IN.

The On Campus Program continues this October and will

For more information or to register for either On the Road or On Campus, please visit [www.amoa.com](http://www.amoa.com) or contact AMOA at 815-893-6010.

### Directors wanted

AMOA is now accepting applications for consideration for its board of directors. Applicants would be applying for a three-year director term commencing in March of 2023.

For more information, please contact the AMOA headquarters at (815) 893-6010 or visit [www.amoa.com](http://www.amoa.com) to download an application.

### Save the date

**AMOA State Council Meeting** – Jan. 19-21, 2023 – Renaissance Orlando Airport

**Amusement Expo International** – March 27-30, 2023 – Westgate Las Vegas and Las Vegas Convention Center

**AMOA On Campus** – May 6-8, 2023 – University of Notre Dame.

take place October 28-30 at the Westin in Itasca, IL. Attendees will participate in On the Road but come in early for a Thursday morning session and stay for an additional session on Saturday morning, Oct. 30.

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# ‘Snacking is a lifestyle’ c-stores can feed – expert

## Convenience Store News

Snacking remains a multiple-times-per-day habit for consumers everywhere.

“Snacking is a lifestyle in the United States. This is not something that’s going away anytime soon,” said Sally Lyons Wyatt, executive vice president and practice leader at IRI, during her “State of Snacking” presentation at the Sweets & Snacks Expo in Chicago in May.

Nearly 700 exhibitors and roughly 16,000 attendees filled 4.5 acres of candy and snack innovation at the annual event.

As of spring 2022, multipack offerings have been a notable growth driver in the category, while meat snacks stand out as a particular snack type that had "phenomenal growth across the board" in 2021, Wyatt noted. A high number of new snacking brands have also arrived and are bringing excitement to the category.

A top hazard to snack success is keeping items in stock despite supply chain challenges. As Wyatt noted, “if we don’t have products on the shelf, the consumer can’t buy them.”

Inflation or a potential recession could also harm sales, although certain snack products are less sensitive to price, such as potato chips, tortilla chips, and dried meat snacks.

Convenience stores are well positioned to continue growing snack sales based on their success in maximizing daypart sales and capitalizing on consumer preferences for snack types – 51 percent of Americans are looking for snacks that can be eaten on the go.

Wyatt pointed to three major influences on snack purchases: 74 percent of U.S. consumers are influenced by previous usage and trust of brands; 74 percent are influenced by item price; and 53 percent of consumers are influenced by product label/packaging.

At the same time, operators should consider the value of social influencers and social/digital communications. “Tik Tok has become a home for influencers,” she cited.

Sustainability, local credentials and evolved holistic health factors can also be influential – in other words, consumers are looking for more than one benefit in their snacks.

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**2021 Cutting Edge Award**

2021 Southern Amusement & Entertainment Expo Cutting Edge Award

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# Expo

from Page 1

The Casino Night debuted last year to benefit Bert's Big Adventures, a non-profit organization that sends chronically and terminally ill children and their families to Disney World for a "magical" five-day vacation, all expenses paid. The affair returns this year to benefit Bert's again.

"It was a big hit," Kaiser said. "We hope everybody stays around (after the banquet) to play, have fun, and support a great cause," Kaiser said.

The event has been named the Ginger Foshee Casino Night, in honor of Ginger Foshee, who died in March. Ginger's husband, Butch, is a longtime COAM operator in Georgia and past president of GAMOA.

"Ginger loved the Casino Night," Kaiser said, "so we named it after her."

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

The Awards Banquet will feature presentations of several awards: the Coin Operator of the Year Award, the Lifetime Achievement Award, and the Cutting Edge Award, which honors the developer

SAEE agenda	
<b>Wednesday, Aug. 24</b>	
9:30 am – 10:00 am	GAMOA Annual Meeting <i>Members only</i>
10:00 am – 5:00 pm	Expo Open
10:00 am – 4:30 pm	Silent Auction
5:00 pm – 6:00 pm	Reception Silent Auction Pick-up
6:00 pm – 8:00 pm	GAMOA Awards Banquet
8:00 pm – 9:00 pm	Live Auction <i>Everyone Welcome</i>
9:00 pm – 12:00 pm	Casino Night <i>Benefiting Bert's Big Adventure Everyone welcome!</i>
<b>Thursday, Aug. 25</b>	
10:30 am – 2:00 pm	Expo Open
12:30 pm – 1:30 pm	GA Lottery Seminar
1:45 pm – 2:45 pm	Tech Seminar by Intralot Officials (GA)

of a top new product or service for the Georgia COAM market. In addition, Betson Enterprises and Goldfinger will present the Marshall Hartmann Technician of the Year Award at the dinner.

Manufacturers interested in consideration for the Cutting Edge Award can contact Kaiser.

Following dinner will be the traditional live auction featuring donations from GAMOA's biggest

sponsors and managed by spirited auctioneer and operator Jonathon Culverhouse. Proceeds from the auction, always a highlight of the Expo, will benefit GAMOA and its mission to promote and serve the state's COAM industry. GAMOA's annual meeting is Wednesday morning at 9:30.

In a continuing effort to improve the experience for Expo vendors and attendees, organizers have added new lunch options this year

"We'll have food trucks onsite for lunch both days," Kaiser said, "so people won't need to leave to go get lunch."

The Southern Amusement & Entertainment Expo is working to become a regional show with attendees and exhibitors from all over the Southeast encouraged to attend. GAMOA is again hosting the event with two other organizations, the North Carolina Coin Operators Association and the North Carolina Citizens for Free Enterprise, a group of business owners and supporters working to create a fair skill-based game environment in North Carolina.

"It's going to be a great show," Kaiser said.



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# Health

from Page 1

Allstate has even offered additional options for GAMOA members through preferred underwriting for the association.

“It’s exceptional,” he said. “It’s very popular.”

In a statement in May, GAMOA said the Allstate Benefits health insurance program continues to offer “quality, affordable health coverage for your small business.”

Under Allstate, GAMOA members have “a customized health coverage option, with a dedicated team of experts, ready to help you find the best health coverage fit for your business’s needs,” GAMOA said.

The Allstate Benefits Self-Funded Program offers:

- Customizable plans that make it easy to find the right fit for any company.
- Level-funding that provides one, predictable monthly payment.
- An opportunity to receive money back in years when claims are lower than expected.
- An experienced team ready to provide expertise before, during, and after a plan is selected.

For more information, contact Vance at (770) 597-1401.

# G2E registration now open for Vegas event Oct. 10-13

The American Gaming Association (AGA) has opened registration for Global Gaming Expo (G2E) 2022, the world’s premier international gaming trade show. Following a successful in-person return in 2021, G2E 2022 will be held at The Venetian Convention and Expo Center from Oct. 10-13.

“G2E is the industry’s hallmark event where leaders convene to shape the future of gaming,” said AGA Senior Vice President Casey Clark. “We look forward to welcoming the global gaming community back to Las Vegas this year with a dynamic show floor, keynote lineup, and education program that reflect the evolving gaming landscape.”

G2E 2022, supported by the Association of Gaming Equipment Manufacturers (AGEM), will showcase the rapid pace of industry innovation – from online gaming to the casino floor and digital payments to crypto and Web3.

“Year after year, G2E draws the biggest industry players to Las Vegas, and this year will be no different,” said Korbi Carrison, G2E’s event vice president. “The demand we’re seeing for G2E 2022 reflects not only the strength of gaming’s recovery, but also the impressive growth of new gaming verticals and technology.”

G2E 2022 will reflect the industry’s growth through its diverse exhibitors, show activations, and wide-ranging education offerings:

- More than 200 exhibitors will show off the latest gaming technologies and solutions from around the world, all in one place.

- G2E 2022 education will feature thought leaders and industry voices on the future of gaming, the business of sports betting, the finance and investments landscape, tribal government gaming, and what’s next in iGaming, digital payments and cryptocurrency, and more.

- The reimagined Innovation Lab will serve as a hub for startups and technology companies showcasing the future of gaming.

G2E will donate \$25 of every All-Access Education Pass purchased to the International Center for Responsible Gaming (ICRG), G2E’s charitable partner.

ICRG is the premiere organization funding independent research that helps increase understanding of gambling disorder and discover effective methods of treatment for the disorder.

The American Gaming Association is the premier national trade group representing the \$261 billion U.S. casino industry, which supports 1.8 million jobs nationwide. The AGA’s members include commercial and tribal casino operators, suppliers, and other entities affiliated with the gaming industry. It is the mission of the AGA to achieve sound policies and regulations consistent with casino gaming’s modern appeal and vast economic contributions.



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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](http://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.

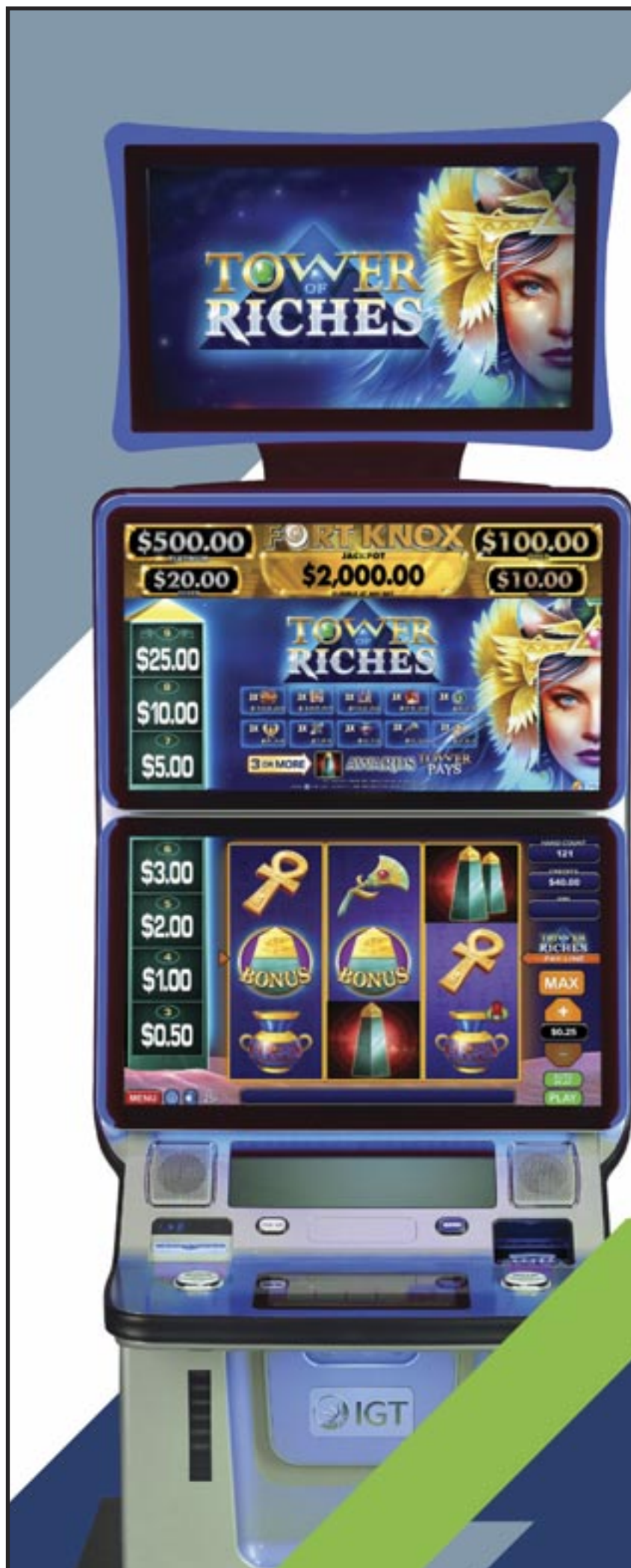
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