



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
paul@tashcommunications.com (406) 491-0100



A Tash Communications publication

June 2019

Vol. 3, Number 2

New guide to aid LLHs

Document available on state COAM website

By Jorie Tash, Georgia Amusement Journal

The COAM Division of the Georgia Lottery Corp. (GLC) has released a newly developed guide for Location License Holders (LLHs) that explains COAM regulations and provides answers to many questions current and potential location licensees may have about coin-operated amusement machines.

The Location License Holder Guide is available on the COAM Division website, www.gacoam.com. John Heinen, president of the COAM Division, told the COAM Advisory Board in April the guide is “another tool” location licensees can use to understand the COAM industry and their role in it.

“A lot of work went into that,” Heinen said.

Much of the work was done by Mike Parham, COAM

See **GUIDE** Page 3

Suite ‘Dream’



Photo courtesy of Primero

CONRAD LAWSON of Primero, right, discusses the company’s games with representatives of Elite Amusements during a Primero

event in Duluth June 6 to provide information on its new American Dream suite of games, as well as its True Route POS system.

License renewal window closes June 30

Georgia Amusement Journal

Just a few days remain for Coin-Operated Amusement Machines (COAM) licensees to renew their licenses for the 2020 licensing period without incurring a late fee.

The license-application process is open for the 2020 licensing period (July 1, 2019, to June 30, 2020) through the Georgia Lottery Corp.’s

COAM website, www.gacoam.com. Licensees who have not renewed by midnight June 30 will be assessed a \$1,000 late fee starting on July 1. Existing COAM licensees will not be allowed to apply for a new license to avoid payment of late fee.

The licensing application covers the following licenses:

- Master Class A – New and renewal
- Master Class B – Renewal only
- Location Class A – New and renewal
- Location Class B – New and renewal
- Manufacturer – New and renewal
- Distributor – New and renewal

By submitting a COAM application, li-

See **RENEWAL** Page 9



GACS convention convenes June 23-25

Georgia Amusement Journal

Members of the Georgia Association of Convenience Stores (GACS) will gather June 23-25 for the 2019 Annual Convention at the Omni Amelia Island Hotel in Florida for some education, networking and fun.

The convention “will bring together C-Store retailers and suppliers who share a common mission – advancing the success of the C-Store industry – for two and a half days of engaging



activities and fun,” GACS said in a news release.

The 2019 Convention will support the three pillars of GACS:

Advocacy. Political engagement is at the core of GACS’ mission. GACS is inviting legislators and regulators to join the convention education faculty. Attendees will hear from a panel of legislators, who will discuss cur-

See **CONVENTION** Page 10



Our mission is to promote and serve Georgia’s Coin Operated Amusement Machine Industry
Join us at www.gamoa.org

Big City 5's



Bright lights, big city, **BEST GAMES.**

- Give your locations what they want
- Increase route revenue
- Gain a competitive advantage

SGS is the exclusive distributor of IGT products in Georgia.

Contact SGS today at
404-662-7027 | orders@southerngamingsolutions.net

© 2019 IGT. All trademarks used herein are owned by IGT or its affiliates, may not be used without permission, and where indicated with a ®, are registered in the U.S. Patent and Trademark Office. Artwork, descriptions, game play, photographs, videos, and other product details depicted are subject to change. IGT is committed to socially responsible gaming. Our business solutions empower customers to choose parameters and practices that become the foundation of their Responsible Gaming programs.



GAMOA members meet June 20 in Lilburn

Georgia Amusement Journal

The Georgia Amusement and Music Operators Association (GAMOA) will hold a membership meeting Thursday, June 20, at the Pleasant Hill Event Hall in Lilburn.

In addition, an industry social is set for Wednesday, June 19, at the Sonesta Gwinnett Place, beginning at 6 in the Art Bar.

The membership meeting Thursday is open to all master licensees statewide. Representatives from GAMOA and the GLC will discuss what to expect in 2019 and beyond. Additionally, Primero and CPI will be on hand to display their new products and services. The event hall, 550 Pleasant Hill Road in Lilburn, will open at 11 a.m., so those attending can meet with represen-

tatives of Primero and CPI and see the products.

The meeting starts at noon, and those attending are encouraged to arrive early. Lunch with vegetarian options will be sponsored by Primero.

A block of rooms at Sonesta Gwinnett Place, 1775 Pleasant Hill Rd. in Duluth, are available for \$112 until Monday, June 17. Visit GAMOA's website, www.gamoa.org, to book a room.

Guide

from Page 1

Division vice president, who told members of the Georgia Amusement and Music Operators Association in April that the guide provides "good information" about entering and thriving in the COAM industry.

The 44-page Location License Holder Guide provides nine main sections, as highlighted in the following Table of Contents:

1. "General Information" (includes "Mission Statement," "Benefits of Becoming a Location License Holder" and "Types of Location Licenses");

2. "Applying for a Location License" (includes "Tips to Ensure a Successful Application for a Location License," "Checking License Status on COAM Website" and COAM-required "Electronic Funds Transfer Authorized Account");

3. "Location License Holder Procedures" (includes "Selecting a Master License Holder," "Signage Promoting COAMs" and "Accessing Weekly Invoice Reports");

4. "Enforcement and Compliance" (includes "Prizes for COAM Redemption," "Class B Master License Holder Interest in a Class B Location" and "Penalties for COAM Violations");

5. "Abbreviations/Acronyms/Definitions;"

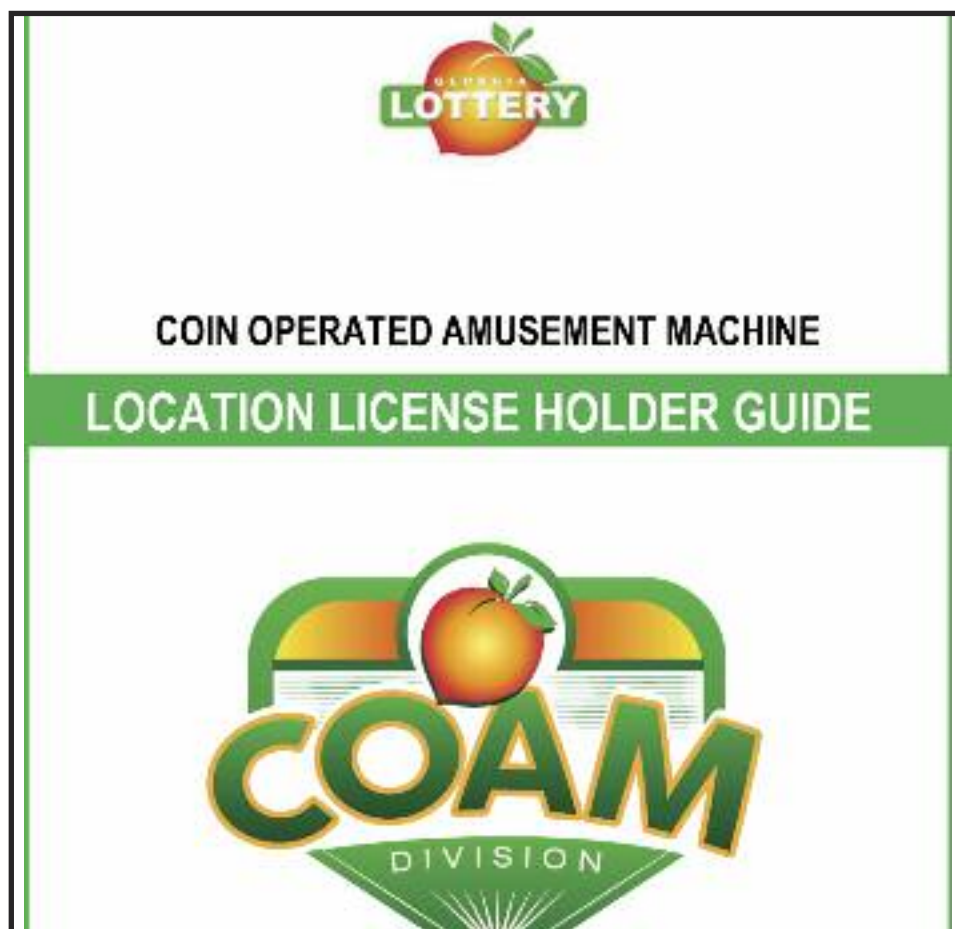
6. "Important Recurring Licensing Year Dates;"

7. "Location License Fees;"

8. "Quick Reference Contact List, and;"

9. "Location License Holder Checklist."

Other documents available on the COAM website include COAM Financial Sweep and Push Calendar for 2019 and approved lists of master and location licensees as well as distributors and manufacturers, current as of May 29, 2019. The Rules and Regulations docu-



ments have been updated as well, where users can find proper procedure for awarding lottery tickets as

COAM prizes, COAM hearings and license application, among other regulatory topics.

Connect, power up machines

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.



2019 COAM location sweep and master push calendar

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

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

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

Journal Opinion

Little things make the difference

**By Beth Standlee
CEO, TrainerTainment**

It is my habit to swing through Starbucks in the wee hours of the morning. I get up around 5:00-5:30, read my daily devotional, and then go to the gym. Some mornings, I work out for about an hour and others (like today) only about 30 minutes. And then I do what I really want to do and swing by Starbucks.

I always order a Triple Grande Skinny Caramel Latte. But this morning, I decided on a Venti Nonfat Two-Splenda Coffee. I'm not sure why I went rogue. It must be the conservative in me that realized the coffee was half the price of the latte!

Nonetheless, when I got up to the drive-through, the kind gal that works the window said, "Something different this morning... I typed in triple grand skinny caramel latte!" We both laughed. She shared that she was trying to drink soy herself instead of milk. We wished each other a good day and I drove off. I have to tell you, I was inspired and surprised at how good it made me feel that she knows me (just by my voice). It seems so silly, I'm sure. I got to thinking about how easy it is to wow others. It's all about making them feel special.

How many of your guests' names do you know by sight? How many are you willing to learn per day? The things that are transfor-

mative are the little things.

2019 can be the year that you break through. 2019 can be the year that you realize the kind of success with your family, your business, your job, and even the life that



Beth Standlee

Success is built on the foundation of doing the little things consistently and doing them well.

you deserve.

You know what I believe? I believe that we do the big things. The big things are the "must do" things. It's the little things that make the difference. Success is built on the foundation of doing the little things consistently and doing them well.

I'll leave you with this thought: In the sales process, we are fanatics about connecting first with others, qualifying their needs (being curious about them before we talk about us), then we present our stuff,

and finally, we ask for their business (close). At TrainerTainment, we call that the CQPC of selling. Each of those components done in that order is just one little thing followed by another. If you want to get great at selling,

then get focused on doing each of these little things in this order – over and over again, whether you're at the counter, on the phone or at a function.

Why don't you get committed to learning the names of five new people every day and then use their name the next time you see them? A perfect example would be when someone approaches your front counter, you learn and use their name because they paid with

the credit card, and then, when they leave your facility, you say, "Hey Beth, thanks for coming in today... I'll see you tomorrow!"

Try it – transform your life and theirs.

Beth Standlee is founder and CEO of TrainerTainment, a sales-training company that helps grow people and as result grow businesses. She will lead a seminar during the Southern Amusement and Entertainment Expo, sponsored by GAMOA, in Atlanta in September.

GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry

A Tash Communications publication PO Box 4307 Butte MT 59702

A Tash Communications Publication

Georgia Amusement Journal Business and News Office:
P.O. Box 4307, Butte, MT 59702

• TEL: 406-491-0100 • E-MAIL: paul@tashcommunications.com

Paul Tash, Editor/Publisher
paul@tashcommunications.com

Phone: 406-491-0100

Ad Production • production@tashcommunications.com

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 \$35 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
All rights reserved by publisher



This publication endorsed by the Georgia Amusement and Music Operators Association

COAM calendar

— REPORTING DATES —

Now: The COAM licensing application (www.gacoam.com) is open for the 2020 licensing period (07/01/2019 - 06/30/2020) for the following:

- Master Class A - NEW and RENEWAL
- Master Class B - RENEWAL
- Location Class A - NEW and RENEWAL
- Location Class B - NEW and RENEWAL
- Manufacturers, Distributors - NEW and RENEWAL

June 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.

July 1: Date a \$1,000 late fee will be assessed to Location Class A and Class B licenses, Master Class A and Class B licenses, and Manufacturer and Distributor licenses that have not RENEWED for the 2020 licensing period (07/01/2019 – 06/30/2020).

— MEETINGS/OTHER —

June 20: GAMOA meeting, Pleasant Hill Event Hall, Lilburn

June 23-25: GACS Convention, The Omni, Amelia Island, FL

July 16: COAM Advisory Board, GLC Office, 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

AMOA working to engage in many ways

By Lori Schneider
AMOA Executive VP

Late spring was an active one for many of AMOA's working committees – here are just a few of the ways we continue to "Build Engagement in Real Life."

Continuing Education – AMOA's On the Road Program has been set for Oct. 25-27 and will be held at the Westin O'Hare in Rosemont, IL. The program begins the afternoon of Friday, Oct. 25, with a factory tour of both Incredible Technologies and Raw Thrills. The educational component will take place all day Saturday and wrap up at 12 p.m. on Sunday, allowing participants ample time to fly home that afternoon. Details on topics and presenters will be provided in next month's update. In the meantime, visit amoa.memberclicks.net for more information as it becomes available.

AMOA's On Campus Program, also known as the AMOA-Notre Dame Program, will kick off Class XIX the same weekend in Rosemont. Participants will take part in the On the Road educational portion of

the program but will stay for their own additional sessions on Sunday afternoon and Monday morning, Oct. 28, wrapping up by 11 a.m.



Lori Schneider

State Council Meeting – The 2020 AMOA State Council Meeting will be held Feb. 13-15 at the Renaissance International Plaza in Tampa, FL. Additional details will be available later this summer.

Government Relations – AMOA continues to be active in

our nation's capital battling the bank account closure issue that has affected many in the industry. AMOA is currently planning its next visit to Capitol Hill at the

AMOA's On the Road Program has been set for Oct. 25-27 and will be held at the Westin O'Hare in Rosemont, IL.

end of July and is working closely with other organizations on strategies to fight this regula-

tory over-reach.

Anyone experiencing a bank account closure should

contact AMOA Executive Vice President Lori Schneider at lori@amoa.com or call (815) 893-6010.



Amusement Expo International – Planning for 2020 AEI is underway, and we're excited to be heading to New Orleans for next year's event. Expo education is set for Monday, March 9, at the Hilton New Orleans Riverside, AEI's headquarter hotel, and the trade show is set for Tuesday and Wednesday, March 10-11, at the convention center.

In addition to the educational and networking opportunities above, AMOA is pleased to announce it will be launching two new programs for its members this summer: On Demand Education and the "AMOA Engage" app.

For more information on AMOA membership or any of AMOA's programs, be sure to visit amoa.memberclicks.net.

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. Visit www.amoa.com.

Zayas-Bazan to lead Betson parts division

Betson Enterprises, a division of H. Betti Industries, Inc., recently announced the promotion of Richard Zayas-Bazan to president of Betson Imperial Parts & Service Company.

In this role, he will oversee full operations of this "key and growing division" of Betson Enterprises, a Betson news release said. Zayas-Bazan has spent the past 22 years with the company in progressive roles, most recently as vice president of the division, "where he has built a reputation within the industry as an insightful strategic thinker with a track record of delivering consistent, profitable growth," the release said.

Zayas-Bazan joined Betson in 1997 as a customer service representative. He was then promoted to a sales leadership position, followed by a promotion to vice president of the Betson Imperial Parts & Service Company.

Zayas-Bazan's leadership skills, industry expertise and strong business insight have contributed



RICHARD ZAYAS-BAZAN

to the solid execution of the company's operational strategies and substantial growth, the release said. Under his leadership, Betson Imperial Parts & Service Company has secured exclusive master distributor rights for Goldfinger Monitors, helping the brand expand its presence in the United States. In addition, he has spearheaded

strategic parts distribution partnerships with leading brands such as Cafectation Evoca Group.

Zayas-Bazan also led the successful launch of www.betson-parts.com, streamlining the sales process to better support the parts needs of customers while increasing revenue.

"Richard has been the key cog in Betson Imperial Parts & Service Company's dramatic growth and his leadership of this company will best serve our vendors and

customers with our value-added commitments going forward," said Bob Geschine, president of H. Betti Industries, Inc.

Betson Imperial Parts & Service Company offers a full line of parts and service to the amusement, vending, office coffee service, gaming, and billiard industries with three major parts distribution centers conveniently located on the

East Coast, West Coast, and Central United States.

About Betson Enterprises

Founded in 1934, Betson is today's leader in providing profitable solutions to the location-based entertainment industry. Our

comprehensive product line includes amusement games, vending equipment, parts, and billiards. Through our nationwide network of sales & distribution offices, Betson offers client-specific consultative solutions for the design, installation, service, and exporting of equipment. We offer competitive interest rates for leasing and financing, as well as deferred payments through our private in-house lending company. Betson Enterprises is a division of H. Betti Industries, Inc. and is headquartered in Carlstadt, New Jersey. For more information, visit www.betson.com.



Register now for GAMOA's expo

Georgia Amusement Journal
Registration is now open for vendors and participants who want to take part in the Southern Amusement and Entertainment Expo Sept. 11-13 at the Atlanta Airport Marriott.

Sponsored by the Georgia Amusement and Music Operators Association (GAMOA), the event features exhibitors and operators from all over the Southeast. The Expo will include numerous educational seminars to help people in the industry improve their businesses and educate them on the compliance requirements of the Georgia COAM industry. Training for technicians will be available again this year.

"The breakout sessions and technician training provide even more value to your customer base," GAMOA Executive Director Christina Kaiser said.

In addition, the Georgia Lottery Corp. will present a seminar for master licensees to explain new regulations and policies related to retail licensees.

"This presentation is highly informative and professionally structured to deliver the maximum amount of information in a consolidated format," Kaiser said.

An awards banquet is planned Wednesday night, followed by a performance by comedian Cyrus Steele.

To register, visit www.gamoa.org and click on the links provided. Hotel rooms are available at a special rate if booked before Aug. 21. Sponsorship opportunities are also available. Registration, sponsorship and exhibitor information all can be



2019 SOUTHERN AMUSEMENT & ENTERTAINMENT EXPO

Tentative Agenda



| <u>Wednesday, September 11th</u> | | |
|---|--|-------------------|
| 10:00 am – 12:00 am | Exhibitor Set up | Grand Ballroom |
| 10:00 am – 4:00 pm | Seminars | |
| 12:00 pm – 12:45 pm | Networking Lunch | |
| 5:00 pm – 7:00 pm | Sponsor/Exhibitor Appreciation | Pool Patio |
| <u>Thursday, September 12th</u> | | |
| 9:00 am – 11:00 am | Technician Training <i>Learn troubleshooting techniques before calling in the big guns.</i> | Georgia/Auburn |
| 10:30 am – 12:00 pm | TrainerTainment Seminar <i>Beth Standlee, TrainerTainment</i> | |
| 10:00 am – 5:30 pm | Expo Open | Grand Ballroom |
| 10:00 am – 4:30 pm | Silent Auction | Foyer |
| 12:00 pm – 1:30 pm | Lunch at your leisure | Grand Ballroom |
| 1:30 pm – 3:00 pm | Technician Training <i>Learn troubleshooting techniques before calling in the big guns.</i> | Georgia/Auburn |
| 5:30 pm – 6:30 pm | Reception Silent Auction Pick-up | Grand Ballroom |
| 6:30 pm – 9:00 pm | Awards Banquet | Southern Ballroom |
| 9:15 pm – 12:00 am | Comedian Cyrus Steele/Live Auction | Southern Ballroom |
| <u>Friday, September 15th</u> | | |
| 8:00 am – 9:00 am | Breakfast | Grand Ballroom |
| 10:30 am – 2:00 pm | Expo Open | Grand Ballroom |
| 12:00 pm | Lunch | Grand Ballroom |
| 12:30 pm -2:30 pm | GLC Seminar | Florida |

istration, sponsorship and exhibitor information all can be

found on the GAMOA website. "You won't want to miss this

year's exciting Expo and educational opportunities," Kaiser said.





Patriot Gaming & Electronics, Inc. is focused on providing the gaming industry with a wide variety of products, alternatives, low cost solutions, and unprecedented service.



We Are The JCM DISTRIBUTOR AUTHORIZED

Make Patriot your Go To Bill Validator Source
Meters • Speakers • Gaming Printers • LCDs • Power Supplies • Seating

Contact your sales representative Steve Butler @ 615-336-2035 or steve.butler@patriotgaming.com

www.patriotgaming.com

CHOOSE THE AMUSEMENT GAME PROVIDER WITH THE BEST TECHNOLOGY

DON'T BE FOOLED BY OTHER CARD SYSTEMS – ASK FOR TITAN®



Unlimited supply of cards customized with your locations name and address – free of charge!

Use the card system that is easy to use and liked by players!

TITAN® VIP Player Gift Card System

- Automatically generates reports making you completely audit ready for audits by state agencies
- Increased compliance with the GLC's 50/50 rule
- Event notifications via text message or email (i.e. game door opened, closed, or when currency is inserted)
- Players can redeem all of their credits or save for later use onto their Titan® Card
- Cards are only useable at your location – generating additional revenue and repeat business



CALL TODAY FOR FREE DEMO
770-449-0400 ext. 700

"TITAN® IS ONLY AVAILABLE AT ULTRA"



ARE YOU IN COMPLIANCE WITH THE GEORGIA LOTTERY'S 50/50 RULE?



TITAN® CAN REDUCE YOUR RISK OF IMPROPER CASH REDEMPTIONS!

EVERY ULTRA GAME MACHINE FEATURES A COMBINED CARD READER AND BILL ACCEPTOR!

INCREASE YOUR PROFITS WITH THE LATEST IN AMUSEMENT GAMES!



www.UltraGroupInc.com
sales@ultragroupinc.com
770.449.0400 ext. 700



MEET OUR NEW GAME FAMILY!



CARDINAL
Xpress

Contact Laura Deal today at 706.371.6357
Ideal@cardinalxpress.net or sales@cardinalxpress.net

SMART Software continues major growth

Georgia Amusement Journal

SMART Software, an industry-leading route-tracking and service management software company that offers specialized components for the amusement industry, continues to grow while expanding its software capabilities.

SMART Software, which has a strong presence in the Georgia COAM market, has evolved “to accommodate the needs of companies with thousands of machines to companies with less than 50,” said Nate McQuillen, the company’s national sales director.

“Created by operators for operators, SMART Software stays on the cutting edge of technology and continues to be a leader of the pack in the various industries it serves,” McQuillen said.

SMART Software includes complete field service management, customer relationship management, sales, parts inventory, contract/compliance/license tracking, asset management and many other components. The company, which also serves a variety of other industries, includ-



McQUILLEN

ing ATM and gaming companies, has even more features upcoming for its software, McQuillen said. Those include:

- SMART Routing – auto-routing based on distance for amusements and ATM companies;
- Job status email notification with photos to customers;
- Cashless payment integrations specifically for the amusement industry;
- Updated/modernized user interface;
- Payment acceptance via mobile app;
- Streamlined workflow for work orders on SMART Mobile;
- Portal updated design and expanded functionality with knowledge base, work-order history, and asset history;
- Streamlined workflow of the desktop application, and;
- Work-order task lists that are dynamic and see progress in real time.

SMART continues to exhibit and speak at national and regional events for amusement and gaming operators throughout the country, including the Amusement Expo and IAAPA. On the ATM side, some of SMART’s events include the ATMIA US Conference, ATMIA Canadian Conference, and the National ATM Council, where it has been Bronze Sponsors of the event for the

past two years. In addition, SMART also exhibits at national petroleum and C-store events, including NACS, MPACT, PACE, WPMCA, and the SE Petro Show.

The company recently completed a remodel of its headquarters in Effingham, IL, McQuillen said, and has added three new software developers to its team.

“Each will be playing key roles in various areas of SMART Software application development moving forward,” he said.

SMART Software recently sent two team members to attend the Amazon Web Services Summit (AWS) in Chicago.

“Continued education with all of our team members ensures innovation of our product, as well as its longevity,” McQuillen said.

In addition, SMART has recently launched a redesign of its website, www.SMART.software.

SMART Software “continues to expand in the convenient store, petroleum industry, HVAC, landscaping, and environmental compliance spaces,” he added.

“All in all, things look bright for this company as it continues its rapid growth.”

SMART Software is offering free, personalized online demonstrations and can be reached at sales@smart.software or 844-SMART-02.

Renewal

from Page 1

licensees are certifying that the location they are applying for is open for business and that the applicant is currently the owner or operator of the business.

The Lottery is not accepting any new Class B Master License applications. New Class B Master licenses are only available through an auction process for prequalified participants. Master License auctions occur at least once every three years. Once the next auction date has been determined, it will be posted to the COAM website.

Sept. 28 is the last day to submit a renewal for a Location Class A and B license, Master Class A and B license, and manufacturer and distributor license. If a holder of a 2019 COAM license fails to renew their license, or their license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

The GLC provided several “helpful hints” to avoid delays in the processing applications. Those include:

Pay taxes and other state financial obligations – Before applying for a COAM license, verify you have no outstanding tax liabilities. Contact the Department of Revenue (DOR) for the State of Georgia at (404) 417-4445 to obtain a status on any outstanding tax liabilities.

Apply for the correct license type – Licensees need to make sure they are applying for the correct type of license (Master, Location, Manufacturer or Distributor) and the correct class of license (Class A and/or Class B). Location licensees who are in possession of both Class A and Class B machines in the same business location, or anticipate having both Class A and Class B machines in the same business location anytime during the licensing year, must apply for a Class B license.

Respond to requests for information – Respond to information requests from the Retailer Contracts Administration (RCA) Department promptly. Failure to respond to any information request may result in the denial of your COAM application.

Have registration information – Licensees should ensure they have all registration information available prior to logging into the licensing application including your www.gacoam.com username and password, State Tax Identification (STI) number, method of payment information and any identification or citizenship information that may be required to complete your application.

Update officers/owners/shareholders – Applicants must ensure all officer/owner/shareholder information has been updated with the DOR prior to submitting a COAM application. A “Personal Information” page must be completed for each officer/owner/shareholder when

submitting a COAM application.

Provide true and correct information on applications – GLC recommends licensees provide the contact information and email address for the owner or owners of record, rather than that of the LLHs

accountant or bookkeeper. Make sure and provide the true and correct contact information, email address, and home address when applying for 2019 COAM license or go to www.gacoam.com at any time and update your information.






We Provide Games People Play!




WWW.TOMSAMUSEMENT.COM

North Georgia
706-632-5050



Greater Atlanta
770-592-4840

Retail Matters

Parker's donates \$25,000 to Savannah schools

Parker's donated \$25,000 to Savannah-Chatham County Public Schools as part of the company's Fueling the Community charitable initiative, which allocates a portion of the proceeds from gas sold on the first Wednesday of each month to area schools. The check was presented at Godley Station K-8 School in Pooler, Ga., on May 16.

"Savannah is the heartbeat and headquarters of Parker's, and I feel it is our responsibility to nurture future leaders," said Parker's founder and CEO Greg Parker. "At Parker's, we believe education is the tide that floats all ships. Education has the power to transform lives, offer opportunities and strengthen communities."

Parker's launched its charitable initiative in 2011 and donates money to schools in every community where the company operates stores. Parker's has donated nearly \$1 million to area schools since the inception of the Fueling the Community program.

Deeply engaged with the communities it serves, Parker's endows the Parker's Emergency and Trauma Center at Memorial Hospital in Savannah and spearheads the Keep Savannah Clean anti-litter campaign. In 2019, Parker's also donated a record \$5 million to create the Parker College of Business at

Georgia Southern University.

Founded in 1976, Parker's has earned accolades for its Parker's Rewards loyalty program, award-winning Fueling the Community charitable initiative, innovative mobile app and acclaimed PumpPal program, which has saved customers more than \$10 million since its inception.

The company employs nearly 1,000 individuals throughout the region and completes more than 125,000 transactions daily at 57 retail stores throughout southeast Georgia and South Carolina.



HOPE recipients wanted for documentary

Producers are currently casting individuals in Georgia who have received the HOPE Scholarship and maintained and graduated with HOPE to be featured in a digital documentary.

The HOPE (Helping Outstanding Pupils Educationally) Scholarship program is funded by the Georgia Lottery Corp. through lottery ticket sales and revenue from the Coin-Operated Amusement Machine (COAM) industry. The Lottery has given over \$8 billion to the HOPE program since its inception, and more than 1 million Georgia students have received HOPE funds to continue their education.

Casting Breakdown:

Did you receive, maintain, and graduate with the HOPE Scholarship while attending college in Georgia? Do you have an interesting story to tell? We want to hear from you!

Hylton Casting is seeking recipients of the HOPE Scholarship who maintained and graduated with HOPE and reside in Georgia to be featured in a digital documentary, showcasing inspiring stories about how HOPE enables students to get a college education, achieve their dreams, and give back to their communities by creating real change through any chosen field.

To submit, visit: www.hyltoncasting.com/castinghopescholars.

EnMarket provides health education series

Georgia-based Enmarket is partnering again with Healthy Savannah for its sixth annual Enmarket Encourage Health Educational Series.

The popular speaker series presented in a lunch-and-learn format offers the public a free opportunity to hear local experts discuss health-related topics in a non-commercial atmosphere.

Upcoming dates, speakers date, and topics include:

- June 25: Desirae Suggs, speaker for Food Insecurity Issues in Savannah
- Aug. 27: Dr. Michael Vaughn, speaker for Facts and Fictions of CBD Oil
- Oct. 29: Katie Balthrop, speaker for the Importance of Strength Training at Any Age

This marks the sixth year for the Enmarket Encourage Health Education Series conducted in partnership with Healthy Savannah, the Charles H. Morris Center at Trustees' Garden, Cha Bella, the City of Savannah, Clover Health, Sandfly Family Dental, Savannah Morning News, Savannah Magazine, St. Joseph's/Candler and WRHQ.

Savannah-based Enmarket operates 123 convenience stores and 14 quick-serve restaurants.

Convention

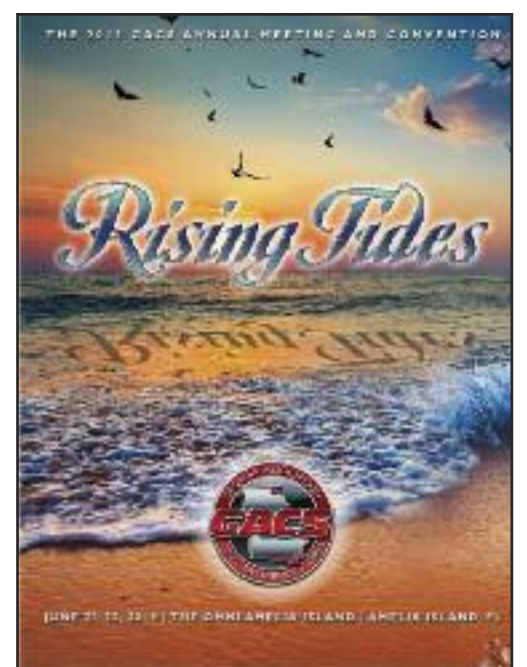
from Page 1

rent issues affecting the C-Store industry. The Silent Auction on Sunday supports the GACS PAC, to which members can donate on the GACS registration page.

Learning. Education is a key part of what GACS does. Monday morning will be all about trends that impact the industry. Four experts, speaking on topics ranging from demographic and consumer purchasing trends, to tobacco and marijuana market changes, are on the program. Also, raffle tickets will be sold for \$100 apiece – they can be purchased via the online registration page prior to the convention, and during the convention as well, to support the GACS Education Foundation.

Networking. Creating opportunities to spend time together, learn from one another and share stories, is one of the things GACS does best. Focus

| Schedule of Events | |
|------------------------|--|
| Sunday, June 23, 2019 | |
| Time | Event |
| None | GACS Board/Supplier Committee Lunch |
| 1:30 PM | GACS Board of Directors Meeting |
| 1:00 PM | GACS Supplier Committee Meeting |
| 3:00 - 7:00 PM | GACS Registration Open |
| 5:00 PM | Focus in Five (By invitation only) |
| 6:00 PM | Welcome Reception & Silent Auction |
| 6:30 PM - Midnight | Children & Teens Program |
| 7:00 PM | Opening Dinner & Entertainment featuring Tim Decker |
| 9:30 PM | Hospitality Suite (Open until 12:30 AM) |
| Monday, June 24, 2019 | |
| Time | Event |
| 7:00 AM | GACS Registration Open |
| 8:30 AM | Breakfast and Education Sessions |
| 7:45 AM | Greg Wilson, DCA |
| 8:30 AM | Beanie Herzog, White Fargo |
| 9:00 AM - 4:30 PM | Children's Program |
| 9:45 AM | Brad Roda, Univ. of Louisville |
| 10:00 AM | Kwelon Gallagher, Scooter Friendly |
| 10:45 AM | Association General Program |
| 11:00 - 12:30 AM | Fishing Bus departs |
| NOON | Golf Tee Off - Oak Marsh Course |
| NOON - 4:00 PM | Beach Party |
| 4:00 PM - 7:00 PM | Tabletop Exhibit Set Up |
| Dinner Open | Dinner on your own |
| 9:00 PM | Hospitality Suite (Open until 12:30 AM) |
| Tuesday, June 25, 2019 | |
| Time | Event |
| 7:00 AM | GACS Registration Open |
| 7:30 AM | Legislative Breakfast and Awards |
| 7:45 AM | Awards |
| 8:00 AM | Keynote Greg Means |
| 8:45 AM | Legislative Panel |
| 8:45 AM - 12:00 PM | Children's Program |
| 10:00 AM - 1:00 PM | Tabletop Exhibits |
| 5:00 PM | General Supplier Meeting (open to all GACS Supplier Members) |
| 5:45 PM - Midnight | Children & Teens Program |
| 6:00 PM | Closing Reception |
| 7:00 PM | Closing Banquet & Celebration |
| 9:00 PM | Hospitality Suite Open Until 12:30 AM |



in Five, a new member event launched in 2018, is on the Sunday schedule. Monday, there's golf and fishing.

Registration fees start at just \$295 for members or \$365 for nonmembers, and \$235 for members' spouses. For more information on these and other registration options, or to learn more about the convention, visit www.gacs.com/events.



WINNER OF THE MOST INNOVATIVE PRODUCT



- Zydexo is the only Manufacturer with Award Winning Games
- The only fish game (Bonus) Approved in Georgia with 43" Vertical Display and Joystick
- Patent Pending Bonus Feature keeping the players engaged
- Most Interactive Bonus Games in the Market
- Switch out any under performing game within 6 months for FREE
- Games Available in Single Screen, Dual Screen, 32" Vertical and 43" Vertical Screens
- Four Levels of Payout settings for maximum flexibility at location

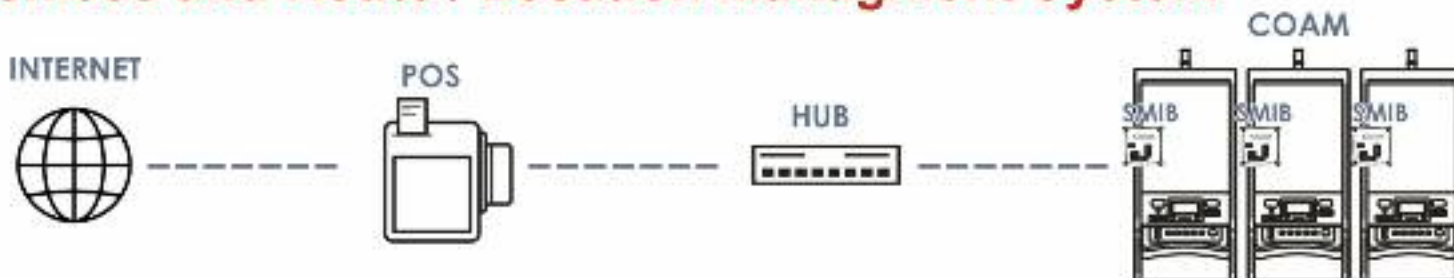


Free chair with purchase of game set



- COAM Reporting System
- Redemption Assignment and reporting (Grocery/Gas/Store Card) Audit Printout during GLC Inspections
- Transfer Credits Between Terminals
- Add Credits from POS
- Works with or without Bill Acceptors
- GLC Sweep Report
- Track Replays and stay compliant with 50/50 Rule
- Works with All Manufactures Machines.
- No additional wiring required to replace legacy fledglings

Cashless and Route / Location Management System



770.203.0401
 sales@coam.com
 www.zydexo.com





**GEORGIA'S
TOP GAME PRODUCER!**

**INTRODUCING
THE TRUE POINT POS SYSTEM**

Make your plans to attend the **June 20th** GAMOA luncheon to get exclusive information on the **True Point POS System**.



Membership Application

Operators, Locations, Manufactures, Distributors & Suppliers

Company Name _____

Address _____

City _____ State _____ Zip _____

Main Contact _____

Business Phone _____ Fax _____

Cell _____ Email _____

Secondary Contact _____

Business Phone _____ Fax _____

Cell _____ Email _____

Amusement Operators Membership: (Class A Master License Holders)

- Amusement Operator 1-9 Employees \$350 GA MLH # _____
- Amusement Operator 10+ Employees \$500 GA MLH # _____

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

- Amusement Operator 1 – 20 Decals \$1,000 GA MLH # _____
- Amusement Operator 21+ Decals (\$52/Decal) \$ _____ GA MLH # _____

21+ Decals One-time Payment Quarterly Monthly Number of Decals _____

Quarterly & monthly payments due the by the 5th of each month.

Location Membership: (Location License Holders)

- Location License Membership (1-4 Locations) \$100 GA LLH # _____
- Maximum Location License Membership (5+ Locations) \$500 GA LLH # _____

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

- Level 1 Membership Professional Services \$250
- Level 2 Membership Plush & Bulk \$500
- Level 3 Membership Parts & Service \$1,000 GA License # _____
- Level 4 Membership Distributor or Manufacturer \$2,000 GA License # _____

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

Credit Card Number _____ **Exp** _____ **CID** _____

E-Check Account Number _____ **Routing Number** _____

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

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

Join Online at www.gamoa.org/register.

If you have any questions, please call the GAMOA office at 770.408.0384 or email christina@gamoa.org.

**Organize Your Business
So You Can Focus On *Growing* Your Business.**



- Cell Phone Signatures
- Attach Photos to Tickets, Inventory Items and Locations
- Inventory/Equipment Tracking
- Schedule and Dispatch Tickets
- Access Customer Information, Inventory, and Historical Data
- Real-Time Notifications
- Field Service Management
- Customer Portal for Work Orders
- Contract Management and Alerts
- Customer Relationship Mgmt.
- Carryover Adjustments

All Components Include Full SMART Software Functionality



- Track, Record, and Report Amusement Earnings, Taxes and Fees
- License/Contract Tracking
- Increase Revenue



- Accurate Collection Accounting
- Flexible Multi-Layered Revenue Splits
- Recapture Lost Fees



- Quickbooks Integration
- Enhanced Cash Forecasting
- Flexible Commission Structures
- Advanced Cash Reconciliation
- Smart Phone Integration
- Comprehensive Reporting
- Know Where ALL of Your Cash is At ALL Times
- Complete CIT Management
- Inventory/Equipment Tracking
- Route Optimization

SMART Software has a dedicated support team that prides itself on quick response time. Unlimited support is included with all our software packages

Ask About



Contact Us for Your Online Demo: (844) 762-7802

www.SMART.Software

Store owners, Take profits by storm!

with Georgia's best products,
sales and service of COAMs
and Class A amusement games!

- Free installation
- Axes Cashless Card System
- Lottery compliant

Proud members



CALL US TODAY!

(877) 773-7010
(706) 955-3416



REEL IN HUGE PROFITS AND MORE TRAFFIC TO YOUR LOCATION!

CHECK OUT THE NEW RELEASES FROM BANILLA GAMES.



**UNIQUE GAME THEMES,
FUN BONUS GAMES,
AMAZING GRAPHICS!**

www.banillagames.com
252.329.7977

