



GEORGIA Amusement JOURNAL

A Tash Communications publication June 2025 Vol. 9, Number 2

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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'We made changes'

Improvement seen, Intralot tells GAMOA

By Paul Tash
Georgia Amusement Journal

After complaints that it wasn't providing adequate service to Georgia's COAM industry surfaced during a COAM Advisory Board meeting earlier this year, Intralot told an industry meeting recently that it is making progress with its service.

"We have seen significant improvements in all service call types over the past three months," said Shane Heap, Intralot's senior service manager in Georgia.

Intralot manages lottery products and services, including COAMs, for the Georgia Lottery Corp. (GLC). Heap and George Zanakis, vice president of COAM for

Intralot in Georgia, addressed the Georgia Amusement and Music Operators Association (GAMOA) on May 22 and updated association members on efforts to improve service.

Heap provided a table showing the "average days from request to service" from February to April this year dropped from 10 days to six days for new installations, from eight days to six for change-of-master installations and for change of owners, and from seven days to three days for no-communication service calls.

"Intralot fully understands the frustration (with slow service calls)," Heap said. "We made some

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Paul Tash photo

Bravery Gaming introduced the popular Konami games at the GAMOA meeting May 22 in Peachtree Corners. Above are Justin Eskew, director of product management and service for Bravery (left), and Bravery Gaming President Ross O'Hanley.

Bravery launches Konami in Georgia

By Paul Tash, Georgia Amusement Journal

Bravery Gaming recently commissioned the first Konami game pack for the Georgia COAM market and debuted the games and the hot Dimension 27 cabinet at a GAMOA meeting last month.

"We're very proud for the first time at a GAMOA meeting to be bringing a Konami product to the Georgia market," said Ross O'Hanley, president of Bravery Gaming, at the GAMOA meeting

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Late-fee deadline July 1 for COAM licensees

By Paul Tash
Georgia Amusement Journal

Important deadlines are fast approaching for the current COAM licensing process, "a very busy time of the year for us," said COAM Vice President Mike Parham during a GAMOA meeting last month.

July 1 is the date a \$1,000 late fee will be assessed to Class B master and location licensees and manufacturer and distributor licensees who have not renewed for the 2026 licensing period, which runs July 1, 2025, to June



30, 2026. An existing COAM licensee will not be allowed to apply for a new license to avoid payment of a late fee.

The state's COAM Division has been emailing weekly renewal reminders to licensees who haven't renewed yet, Parham said. Licensees can renew for the 2026 licensing period on the Georgia Lottery Corp.'s COAM website, which is www.gacoam.com.

Class A master and location licensees face a \$100 late fee for not renewing on time. The law was changed last

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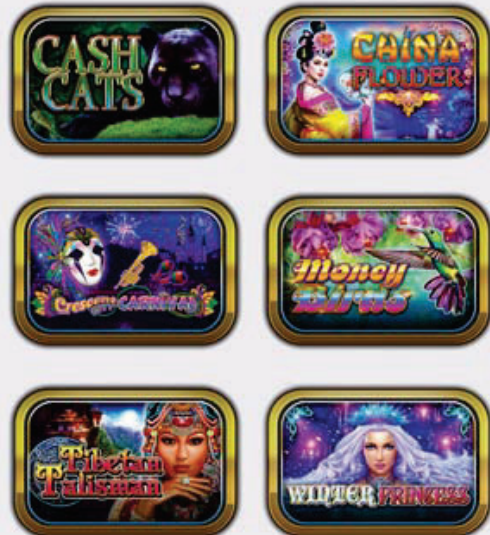
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Journal Opinion

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Lori Schneider,

AMOA Executive Director

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Lori Schneider

Visit amoa.com for a full synopsis on each session and for registration information.



Tech schools 2025

The AMOA Regional Tech School is set to take place twice in 2025. The first one is June 24-25 in Philadelphia at the Sheraton Suites Philadelphia

Airport. The second will be scheduled in the early fall.

The one-and-a-half day school features tech sessions by both TouchTunes and AMI on

the jukebox as well as sessions on pinball, cranes, ATMs, payment systems and more! Visit amoa.com for a full synopsis on each session and to register.

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A Tash Communications publication PO Box 4307 Butte MT 59702
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A Tash Communications Publication

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Reprints of articles and back issues are available at a cost of \$20.

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COAM calendar

July 20: Gross retail receipts for April, May and June are due. The gross retail receipts must be submitted electronically through the COAM website at www.gacoam.com. Failure to report on time may result in penalties.

— MEETINGS/OTHER —

July 15: COAM Advisory Board, GLC headquarters, downtown Atlanta

Aug. 15-17: GACS Convention, Omni Plantation, Amelia Island, FL

Aug. 19-21: Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

Oct. 6-9: G2E, Sands Expo Convention Center, Las Vegas

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Deadlines

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year to drop the Class A late fee to \$100.

“We had been advocating for that for years,” Parham said. “We’re glad to see it.”

In addition, June 30 is the deadline for master licensees to purchase additional Class A and Class B decals or location licensees to add Class A and Class B machines for the 2025 licensing period, which ends June 30. This deadline only applies to 2025 COAM licenses.

Class B licensees can now apply for a multi-year license that allows them to extend their license for an additional one or two years upon renewal or issuance. To begin the multi-year application process, licensees must have already submitted their 2026 application online.

“We are in the process still of updating our online licensing system to accommodate multi-year licenses,” Parham said. “It has been quite an adventure going through that. It pretty much touches each and every screen in our online licensing system.”

He said the COAM Division is targeting next licensing period to

finish the revised online system.

The multiple-year license application is available for each licensee type under the Documents/Forms section of the website. Licensees who are applying for just the 2026 licensing year are not required to use the multiple-year license application.

Finally, Sept. 29 is the 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 2026 licensing period. Typically the renewal period ends on Sept. 28, Parham said, but since that date falls on a Sunday this year, the renewal period will end this year on Sept. 29.

If a holder of a 2025 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.

Even if a licensee submitted their license application in May or June, but it’s still not approved by Sept. 29 because the licensee hasn’t followed through on the renewal procedure, “their machines are going to be disabled,” Parham said.

“It’s never a fun time,” he said. “Please make sure your location licensees have renewed by Sept. 29.”

Parham said the main action location licensees can take to ensure a smooth renewal process is to handle any “Department of Revenue issues” before they even start the application process. He encouraged master licensees “to emphasize that to your location licensees.”

“Make sure that they file their returns, that they’ve paid any outstanding tax liabilities, and their officers, owners and contact information, especially addresses, are correct (on the application),” Parham said. “If that information is

correct, the process goes much smoother for everybody,” he said.

Master licensees can play an important role in helping their locations through the licensing process in other ways by reminding them to:

- Apply for the correct license (Class B).
- Pay attention to licensing deadlines.
- List all the officers and shareholders listed on the license application.
- Take time to enter information correctly.

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Intralot

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changes.”

With input from industry representatives, he said, Intralot has streamlined the communication process to get licensees information quicker using a new automated system that replaces a completely manual process.

“A very simple online form” allows a licensee to provide a name, e-mail, phone number, location, service type, and any additional notes (such as a service request for a specific day), he said. Immediately after the form is submitted, Intralot receives it, and an email is automatically generated confirming that the form was received.

“If you send something to us, I want you to know we received it and we’re doing something with it,” Heap said.

Within 24-48 business hours, the licensee is contacted via email with an appointment date and time. According to Intralot’s service agreement with the GLC, it has 10 days from the day of request to make the service call.

Another change to improve efficiency, he said, is that Intralot no longer requires a photo of a license to set an appointment. However, the requirement that a license be available at the location at the time of service remains. Almost 20 percent of service appointments have to be rescheduled because licenses aren’t present at the time of service, he said. Heap also said locations must be open for business with inventory available for purchase at the time of install.

“This process is designed to make things more efficient and more effective,” he said. “I think this will make everybody’s life a



Paul Tash photo

GAMOA PRESIDENT Mike Patel takes a question as Intralot’s George Zazanis, vice president of

COAM for Georgia (center), and Shane Heap, senior service manager in Georgia, look on.

lot easier. Our goal is to continue maintaining the current service levels.”

Call center performance

In 2024 the call center service level averaged about 79 percent, well below Intralot’s Service Level Agreement with the GLC that requires 85 percent or better.

“That is not acceptable,” Heap said.

However, in the first five months of 2025, the center’s service level increased to 91.3 percent on average, and the required service level has been surpassed every month this year, he said.

“Intralot continues to improve call center performance,” Heap said.

The call center handled over 60,000 calls in 2024 with the average call lasting about 10 minutes. Because the center is experiencing about 2,000 more calls year over year each month, Heap said it remains a challenge to hire and train call-center agents. To help solve

that problem, the company has created a new technical escalation team consisting of three highly trained technicians to provide top-level support for more difficult issues that are called in. They also will help revamp Intralot’s standard operating procedures and troubleshooting techniques.

In addition, he said, every call-center agent will be spending a day in June in the field with a service technician “to see what the technicians are seeing,” he said, “and come back better able to speak the same language.” Also, the field techs will spend a day in the call center to better understand that environment, he added.

Heap said the company is piloting “a new tool” to assist in identifying misalignment on ports. That tool will provide the ability to use IP addresses to see which games are responding and to verify if the games are using the correct ports. The tool will reduce the amount of time on the phone between a call-center agent and field technician

trying to identify a port problem, he said.

Intralot is also planning to implement a new IVR system for the call center by the end of the year. IVR systems enhance call options, allowing callers to leave feedback on the call, for example. The new system will be a “welcome improvement” for Intralot and the industry, Heap said.

The company is also implementing new routing software for its service technicians to provide real-time service updates for locations and appointment follow-ups for master licensees.

“It’ll make our service technicians much more efficient in the field,” he said.

Revenue reporting

In other business at the GAMOA meeting in May, COAM Division staff answered a wide range of questions, including one on the process to follow when a location isn’t reporting revenue. COAM Vice President Mike Parham said that when a location’s revenue is not being received, the Master License Holder is the “first line of defense” and encouraged those MLHs in attendance to respond quickly.

“If you do not see revenue coming in from a location, and you know that location is up and running, go to the location and check the machines and make sure they’re working,” Parham said.

If they’re not working, “and you’ve done everything you can to resolve the issue,” make a call to Intralot. If Intralot and the licensee can’t solve the problem, then notify the COAM Division, and COAM staff will get involved, he said.

“The second line of defense is Intralot,” he said. “We’re the third line of defense.”

Regarding its role in solving the problems Intralot has encountered, Parham said COAM Division staff has been meeting

bi-weekly with Intralot, reviewing everything that's transpired in the prior two weeks "and what we can do to improve the process, and what Intralot can do to improve it."

His staff, he added, is "looking at this stuff every hour of every day."

In response to another question, John Heinen, COAM senior vice president, said the Lottery has ruled out the potential for machines to disburse lottery tickets for redemption following discussions on the matter.

"We are not going to allow COAMs to spit out lottery tickets," he said.

He also said cross-marketing with COAMs and lottery tickets won't happen because the GLC wants to maintain a clear line between its role as COAM regulator and ticket retailer.

COAM's lead investigator Andrew Pippin also answered some questions at the meeting. Regarding location audits, he said, "it's quite simple."

"Any time prizes are awarded, those receipts have to be kept," he said.

If a location redeems \$100,000 in prizes in a month, he said, it has to show \$100,000 in receipts or vouchers.

"It needs to match," he said.

Inspectors, he added, can re-



Paul Tash photo

EASYLINX FOUNDER and CEO Mozart Sebben, (right) gives the thumbs up with Gabriel Celli (left) and Aristidis Tsikouras, CEO of GeWeTe, a company that provides cash-handling systems world-

view "anything to do with COAM revenue" during an audit, including banking accounts, wire transfers, and vouchers. Card systems and kiosks provide excellent redemption verification records. Though the law says those redemption

records have to be kept for up to five years, inspectors rarely ask for more than 30 days of documentation, he said.

He added that the 13 inspectors from his office focus on educating licensees when problems are found

wide. GeWeTe is partnering with EasyLinx in Georgia and debuted a kiosk system specially developed for the Georgia market at the GAMOA meeting in May.

at locations.

"It's education, education, education," he said. "We don't seek to fine or shut down anything unless it's egregious."

He added that cash payouts remain the most common violation.



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Konami

from Page 1

May 22. “This is the product we’ve been talking about for a while. We’re very glad it’s here.”

The K1 game pack includes such classic Konami titles as China Shores, China Mystery, Money Blast, Jumpin’ Jalapenos, and Rawhide.

O’Hanley said Bravery was beta-testing the Konami games in Georgia and found “very encouraging results in terms of performance.” He said that high level of

performance and Konami’s “rock solid engineering” will provide players and licensees a great COAM option.

“Bravery is very excited to bring Konami’s award-winning content and Dimension 27 cabinet to the Georgia COAM market,” O’Hanley said in an earlier news release. “We are confident that customers will appreciate the world-class gaming experience that comes with Konami’s products.”

Tom Jingoli, executive vice president and CEO at Konami Gaming, said in the release that Konami “has been tracking the im-

pressive growth of the Georgia COAM market.”

“Our partnership with Bravery Gaming allows us to enter Georgia with an established local company who can place our games at locations all over the state,” he said.

Bravery Gaming’s mission is to bring casino-grade games and innovative skill features to the regulated Georgia COAM market, the company said. Bravery’s Georgia headquarters are in Norcross.

“We have years of gaming experience, deep local roots, and pride ourselves on delivering top-notch products to our partners to

keep their customers entertained and coming back for more. We believe that fortune favors the brave.”

For more information about the company or Konami games, visit www.braverygaming.com or contact Justin at jeskew@braverygaming.com.

Konami Gaming, a Las Vegas-based subsidiary of Konami Group Corp., is a leading designer and manufacturer of slot machines and casino management systems for the global gaming market. For more information about Konami Gaming, visit www.konamigaming.com.



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Retail Matters

Parker's Kitchen founder honored

CSN names Greg Parker as top retailer

By Linda Lisanti

Convenience Store News

Convenience Store News announced recently that Greg Parker, founder and longtime CEO of Georgia-based Parker's Kitchen, is being honored as the 2025 Retailer Executive of the Year.

The Retailer Executive of the Year award recognizes a c-store retailer executive who exemplifies leadership, business acumen, dedication to the convenience channel, and commitment to community service. The winner is chosen by a blue-ribbon panel of convenience channel leaders that includes past Retailer Executive of the Year winners and past retailer and supplier inductees in the CSNews Hall of Fame. Last year's Retailer Executive of the Year was Chuck Maggelet, the recently retired CEO



GREG PARKER
stands in one
of his stores.

and Chief Adventure Guide of Maverik – Adventure's First Stop.

Parker, who transitioned to the role of executive chairman at Parker's Kitchen in March, opened his first convenience store in Midway, Ga., in 1976. Today, he leads a nationally acclaimed company that is widely known for high-quality foodservice, strategic growth and cutting-edge technology. With more than \$1 billion in annual sales, Parker's Kitchen completes a million-plus transactions weekly

and recently celebrated the opening of its 100th store.

This will not be the first time that Parker has been honored by CSNews. In 2020, he was inducted into the Hall of Fame, which recognizes convenience store industry executives from both retailer and supplier companies for lifetime achievement in advancing the industry. And in 2013, he was the recipient of CSNews' former Top Tech Executive award, presented to a c-store executive who demon-

strates vision and leads the way for technology solutions that impact the entire industry.

Over the course of his career, Parker also was honored as one of Georgia Trend's 100 Most Influential Georgians for 2024, and he's been recognized as the Savannah Morning News Entrepreneur of the Year, Citizen of the Year, Savannah Area Chamber of Commerce Entrepreneur of the Year, and a Georgia Trend Legacy Leader.

The proud father of three and grandfather of two is a steadfast advocate of giving back to the community. He has donated more than \$30 million to support charitable causes across Georgia and South Carolina, from supporting education and expanding access to healthcare to fighting hunger and celebrating heroes in the community.

The Retailer Executive of the Year will be honored in December at a gala dinner alongside the soon-to-be-announced 2025 retailer and supplier inductees into the CSNews Hall of Fame.

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Retail Matters

Third Georgia Buc-ee's opens July 1

Another coming next year

By James Powell
USA Today

In some parts of the country, the next time a driver sees a beaver on the road, it might just be offering up some pulled pork sandwiches and a refill on gas.

The Savannah Morning News has reported that the Buc-ee's in Brunswick, GA, is set to open on July 1. The paper also reported that Georgia's fourth Buc-ee's is being built in Monroe County and is set to open in early 2026.

Buc-ee's continues to expand its footprint of gargantuan gas stations with locations slated to open across the country.

The brand has created a cult-like following centered around its clean restrooms and above average culinary offerings. Founded in

1982, the Texas-based company has quickly become one of the state's most recognized exports. It opened its first location west of Texas in Johnstone, CO, in 2024 and is in the process of building its first location in the Southwest.

The company prides itself on its outsized stores, exemplified when it opened its largest location in Luling, TX, last year – replacing the brand's first family travel center with a 75,000 square foot temple to highway convenience. The store is the largest convenience store in the world and offers the

world's longest car wash with 255 feet of conveyor.

"Ever since our inception in 1982, we have been committed to providing a clean, friendly, and in

same," the company said on its website.

After gaining its popularity in the south, though, Buc-ee's is looking to expand along the Southeast and along the East coast. According to the USA Today, the company's website lists two more locations with opening dates this year and a third slated for next year.

Those locations are:

- Harrison County, Mississippi: 2025
- Rockingham County, Virginia: 2025
- Boerne, Texas: 2026

In addition to the announcements from Buc-ee's, the USA Today reported that the first location in Arizona, which broke ground May 14, is scheduled to open in June 2026 in the Phoenix suburb of Goodyear.



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2	Georgia Game Chest	Light & Wonder	821	2.83
3	Hollywood	Bad Dog Games	970	2.33

Top Performing New Game Sets, Large Vendors†

1	Fort Knox 3 Link	IGT	6	3.04
2	Fort Knox 3	IGT	789	1.28
3	Fort Knox 2 Link	IGT	19	1.15

*Multiples of market average

†Only games above market average



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Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, www.gacoam.com. The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;

- A COAM game board swapped out with a different game;

- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location and removing those COAMs. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.

2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.

3. Disconnect decommissioned COAMs from the site controller.

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.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR



JAN-JUNE 2025



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

*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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