



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

March 2018

Vol. 1, Number 11

GLC officials provide info on COAMs

By Paul Tash

Georgia Amusement Journal

Georgia Lottery Corp. officials provided a wide range of usable information and operational review during the Georgia Amusement and Music Operators Association (GAMOA) membership meeting Feb. 22 in McDonough.

Mike Parham, vice president of GLC's COAM Division, reviewed a number of operational issues for GAMOA members.

"It's an important time of year," he said.

He urged operators to keep COAMs (coin-operated amusement machines) connected to the state's Central Accounting System through their site controllers and keep the equipment powered up at all times.

"Nobody's getting money" if the equipment isn't communicating with the CAS, he said, adding that a Location License Holder (LLH) that doesn't keep machines connected faces a citation.

Parham reminded LLHs to keep site controllers and related equipment "in good condition." He said machine areas in some locations are dirty and not attractive for players.

"We don't want you to lose your customers," he said, and added that "quality of locations" plays a role in attracting players.

In other reminders, Parham said:

- Promotional material advertising "Vegas-style games" is illegal;

See GAMOA Page 8



Paul Tash photo

AMUSEMENT EXPO attendees play a game of Tomb Raider last month in Vegas.

EXPO! Show draws thousands in the amusement industry

By Paul Tash

Georgia Amusement Journal

The ninth annual Amusement Expo returned to its roots in Las Vegas at the Westgate Resort & Casino Feb. 27-March 1 and drew thousands of enthusiastic buyers and sellers in the amusement industry.

"The show was engaging (and) energizing," outgoing AMOA President Rick

LaFleur said. "You could see it in the engagement of the attendees on the show floor as well as the educational segments."

The industry's two trade groups, the American Amusement Machine Association (AAMA) and the Amusement & Music Operators Association (AMOA), joined forces in 2009 to create the

See EXPO Page 10

Auction for Class B master license is May 3

The Georgia Lottery Corporation will hold an auction of one COAM Class B master license on May 3 at 10:30 a.m. at the Georgia Lottery Corp. headquarters, 250 Williams St. in downtown Atlanta, in the auditorium located on the street level of the building.

Prospective bidders with questions or inquiries related to the auction may submit them to GLC by March 27 at 4 p.m. via email to COAMReporting@galottery.org and include "Auction Questions" in the subject line. Questions sent by fax or communicated via telephone will not accepted.

Bidders submitting a question or inquiry must identify themselves. GLC will publish answers to questions timely received at www.gacoam.com (under the "Documents" submenu and then under the "Communications" heading) on or before March 29. GLC responses to questions will not identify the person or entity that asked the questions.

Pre-qualification is required to participate in the auction. To be considered for qualification as a bidder at the auction, a person or entity must submit the following:

- COAM Pre-Qualification Auction Participation

See AUCTION Page 5



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



IGT Card System Available at SGS!

Huge benefits to your COAM business!

- Complies with the 50/50 rule for audit purposes
- Manages large player redemption
- Flexible period reporting
- Easy tracking for you and the player
- Anonymous player card with easy-to-use interface

Interested in providing a better player experience for your customers and your operation?

Contact Staci Hamilton today at
 404-662-7027 | shamilton@southerngamingsolutions.net

© 2018 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.



COAM RETAILERS,

DO YOU KNOW THE COAM LAWS?

Make sure you know firsthand
by attending an informative SEMINAR
for COAM retailers.

Wednesday, May 2, 1-3 pm

VFW Post 2681 • 140 Powers Ferry Rd SE • Marietta, GA 30067

Register for free at www.gamoa.org
by Monday, April 30, or at the door for \$20.
Georgia Lottery Corp. officials will be
on-hand to answer your questions.

sponsored by



for more info, go to www.gamoa.org

Journal Opinion

Promotion, expansion can help all

**By Shawn Fellows
GAMOA President**

Georgia's lottery ranks among the highest performers in the country when it comes to sales and when it comes to returns to the taxpayers. Our industry can help take it to the next level with simple steps taken in conjunction with our state partners.

Despite the strong management of the Georgia Lottery Corp. through the years – continuing to this day in the capable hands of new director Gretchen Corbin – it faces ongoing pressure from legislators to produce ever more revenue. Even as the lottery hits record new returns each year, the demands placed on the HOPE scholarship and Pre-K programs outpace the revenue growth.

When lottery-funded education funds faced bankruptcy in 2011, during the depths of the Great Recession, the General Assembly and Gov. Nathan Deal enacted reforms that uncoupled the amount of the scholarship from the cost of tuition. The new system simply divided the amount of money available by the number of students who qualified. This put the program on a financially sustainable course. That's the

upside. The downside is that HOPE covers less and less of tuition. In the first year of the reformed system, HOPE covered more than 80 percent of tuition. Now it's down below 70 percent – with further declines on the



Shawn Fellows

horizon.

State leaders are looking for solutions. Some legislators are pushing bills that would require the Georgia Lottery by law to return a certain percentage of revenues back to education programs. The problem, as we all well know, is that requires smaller payouts and fewer winners. What we also know is that players are highly attuned to payouts. If they get fewer winners, they take their money

elsewhere. Other states have tried this to devastating effect. Even after reversing course and increasing payouts, it takes years to recover the original customer base.

It's a risk we'd rather not

There are opportunities before us that are a win-win-win for the Lottery, legislators and Georgia families

take, and luckily, we don't have to. Our industry, we believe, can help provide solutions.

The Georgia Lottery does a great job of maximizing returns on its traditional products, but coam is a "new product" for the lottery that holds large potential. Our products and games offer fertile field for the lottery to significantly increase revenues for the lottery overall at a time when there's limited growth potential for other lottery offerings.

Since the coam industry became a lottery partner, the state has focused on developing and enforcing its regulatory regime. That was a necessary phase that laid the groundwork for great results, and it's paying off already. As I've mentioned in previous columns, the coam industry contributes about \$50 million a year now to the HOPE and Pre-K funds – that's a huge investment in education that wouldn't be there without our businesses. That's a success worthy of praise, but we know we can do even more.

It's now time for the next phase: promotion and expansion in coordination with the Georgia Lottery. There are opportunities in front of us that could provide solutions that are a win-win-win for the Lottery, legislators and Georgia families who are paying more and more out of pocket for tuition costs.

Come back next month when I'll discuss ideas for how we can "promote and expand" – and feel free to give your suggestions, too.

Shawn Fellows is president of GAMOA.

GAMOA's mission: "To Promote and Serve Georgia's Coin Operated Amusement and Music Industry."

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 —

- May 1:** The COAM licensing application (www.gacoam.com) is open for the 2019 licensing period (07/01/2018 - 06/30/2019) 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/RENEWAL
- Sept. 28:** Deadline to submit a RENEWAL Location Class A and Class B License, Master Class A and Class B license and Manufacturer and Distributor license. If a holder of a 2018 COAM license fails to renew its license or its license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

— MEETINGS/OTHER —

- March 28:** COAM Advisory Board, Atlanta, GLC office
April 26: GAMOA meeting, McDonough, Moose Lodge
May 2: Retailer seminar, Marietta, VFW Post 2681
May 3: Class B master license auction, Atlanta, GLC office

Journal Opinion

AMOA kicks off 70th anniversary party

Lori Schneider
AMOA Executive Director

During the recent AAMA/AMOA Amusement Expo International, AMOA officially kicked off its year-long celebration having officially reached its 70th anniversary of representing the amusement industry in late January.

“What a great atmosphere for celebration,” stated outgoing AMOA President Rick LaFleur. “The show was engaging, energizing and with clear opportunity. You could see it in the engagement of the attendees on the show floor as well as the educational segments.”

LaFleur presided over Expo festivities before handing off the top AMOA post to Jim Marsh at the closing of the event on March 1.

Official 70th anniversary festivities kicked off on the eve of Amusement Expo International’s education day at the annual AMOA Presidents’ dinner where attendees heard from both incoming and outgoing presidents and a special tribute was featured honoring all presidents having served throughout AMOA’s 70-year history. The AMOA Parade of Presidents tribute was also featured at the AMOA Annual Membership

Meeting on Thursday morning, March 1. The association was honored to have 15 AMOA past presidents take part in last week’s festivities.

Current AMOA President



Lori Schneider

AMOA looks forward to taking its 70th anniversary celebration on the road throughout 2018.

Jim Marsh added, “70 years is a milestone to be celebrated, and being a second generation AMOA president makes it even more special.”

Marsh’s father, Al, served as AMOA president in 1986.

Embarking on his one-year term, Marsh admits he’s energized by the amount of positive engagement at the recently concluded event.

“When you take into consideration 41 percent of the increase in buyer attendance was

comprised of full-line operators, it says a great deal about today’s operator wanting to engage and evolve,” he said. “The FEC operator community represented a notable increase as

and talent on the AMOA board over the years. The three-day celebration concluded on the afternoon of March 1 with the cutting of a 70th birthday cake at AMOA’s booth.

It was great to have so many members stop by the booth to say hello throughout the show. While many of the conversations focused on AMOA’s member programs or a status update on the account-closure issue, what stood out most in the conversations I had with operators was that they noticed suppliers on the show floor working diligently to address the small footprint FEC. Whether it’s stored value card systems or cashless, it’s obvious this will continue to evolve and expand.

AMOA looks forward to taking its 70th anniversary celebration on the road throughout 2018.

We’re 70 and still going strong thanks to our members and our volunteer leaders.

About the AMOA: Since 1948, AMOA has been a voice of, and advocate for, those individuals and companies engaged in the currency-activated amusement, vending, music and family entertainment equipment business.

Auction

from Page 1

Form (Exhibit A);

- COAM Class B Master License Auction Deposit Letter (Exhibit B);
- And a \$100,000 deposit (Certified Funds or Cashier’s Check payable to the Georgia Lottery Corporation - COAM)

The prequalification form, letter and check must be delivered or mailed to the GLC headquarters (250 Williams St., Suite 3000, Atlanta GA, 30303, Attention: Camille Stokes) by April 5 at 4 p.m. EST. Any incomplete prequalification information or prequalification information received late may not be considered, at the discretion of GLC.

A winning bid is not transferable to any other bidder or party other than the person or entity. A winning bid is subject to verification.

Proceeds go the Georgia’s HOPE Scholarship and Pre-K programs.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2018							
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE	ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
31-Dec-17	06-Jan-18	10-Jan-18	17-Jan-18*	01-Jul-18	07-Jul-18	11-Jul-18	17-Jul-18
07-Jan-18	13-Jan-18	17-Jan-18	23-Jan-18	08-Jul-18	14-Jul-18	18-Jul-18	24-Jul-18
14-Jan-18	20-Jan-18	24-Jan-18	30-Jan-18	15-Jul-18	21-Jul-18	25-Jul-18	31-Jul-18
21-Jan-18	27-Jan-18	31-Jan-18	06-Feb-18	22-Jul-18	28-Jul-18	01-Aug-18	07-Aug-18
28-Jan-18	03-Feb-18	07-Feb-18	13-Feb-18	29-Jul-18	04-Aug-18	08-Aug-18	14-Aug-18
04-Feb-18	10-Feb-18	14-Feb-18	21-Feb-18*	05-Aug-18	11-Aug-18	15-Aug-18	21-Aug-18
11-Feb-18	17-Feb-18	21-Feb-18	27-Feb-18	12-Aug-18	18-Aug-18	22-Aug-18	28-Aug-18
18-Feb-18	24-Feb-18	28-Feb-18	06-Mar-18	19-Aug-18	25-Aug-18	29-Aug-18	05-Sep-18*
25-Feb-18	03-Mar-18	07-Mar-18	13-Mar-18	26-Aug-18	01-Sep-18	05-Sep-18	11-Sep-18
04-Mar-18	10-Mar-18	14-Mar-18	20-Mar-18	02-Sep-18	08-Sep-18	12-Sep-18	18-Sep-18
11-Mar-18	17-Mar-18	21-Mar-18	27-Mar-18	09-Sep-18	15-Sep-18	19-Sep-18	25-Sep-18
18-Mar-18	24-Mar-18	28-Mar-18	03-Apr-18	16-Sep-18	22-Sep-18	26-Sep-18	02-Oct-18
25-Mar-18	31-Mar-18	04-Apr-18	10-Apr-18	23-Sep-18	29-Sep-18	03-Oct-18	10-Oct-18*
01-Apr-18	07-Apr-18	11-Apr-18	17-Apr-18	30-Sep-18	06-Oct-18	10-Oct-18	16-Oct-18
08-Apr-18	14-Apr-18	18-Apr-18	24-Apr-18	07-Oct-18	13-Oct-18	17-Oct-18	23-Oct-18
15-Apr-18	21-Apr-18	25-Apr-18	01-May-18	14-Oct-18	20-Oct-18	24-Oct-18	30-Oct-18
22-Apr-18	28-Apr-18	02-May-18	08-May-18	21-Oct-18	27-Oct-18	31-Oct-18	06-Nov-18
29-Apr-18	05-May-18	09-May-18	15-May-18	28-Oct-18	03-Nov-18	07-Nov-18	14-Nov-18*
06-May-18	12-May-18	16-May-18	22-May-18	04-Nov-18	10-Nov-18	14-Nov-18	20-Nov-18
13-May-18	19-May-18	23-May-18	30-May-18*	11-Nov-18	17-Nov-18	21-Nov-18	28-Nov-18*
20-May-18	26-May-18	30-May-18	05-Jun-18	18-Nov-18	24-Nov-18	28-Nov-18	04-Dec-18
27-May-18	02-Jun-18	06-Jun-18	12-Jun-18	25-Nov-18	01-Dec-18	05-Dec-18	11-Dec-18
03-Jun-18	09-Jun-18	13-Jun-18	19-Jun-18	02-Dec-18	08-Dec-18	12-Dec-18	18-Dec-18
10-Jun-18	16-Jun-18	20-Jun-18	26-Jun-18	09-Dec-18	15-Dec-18	19-Dec-18	27-Dec-18*
17-Jun-18	23-Jun-18	27-Jun-18	03-Jul-18	16-Dec-18	22-Dec-18	27-Dec-18*	03-Jan-19*
24-Jun-18	30-Jun-18	03-Jul-18*	10-Jul-18	23-Dec-18	29-Dec-18	03-Jan-19*	09-Jan-19*

CHOOSE THE AMUSEMENT GAME PROVIDER WITH THE BEST TECHNOLOGY

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

EXCITING NEW FEATURES!



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





Highly Encrypted
and Secured smart cards

Real Time Reports
on your mobile that includes:
• 50/50 Rule • Replay

Player's Club
Tracking & Loyalty

15K Cashless
installed

Axes Network Card Reader

Axes Network utilizes a Smart Card as the vehicle to both funds and track player activity. The transactions are securely conducted between the card with the encrypted information and our card reader which is inserted in the Amusement device. This preferred method of managing transactions provides for a more secure and cost effective operation.

Have to most complete view of your gaming operation:

- > Increase revenue by increasing time on machine.
- > Connect to all machines using SAS, X-Series, Pulse, Bill Validators, Printers or mechanical meters.
- > Online and offline operation.
- > Provide intuitive machine placement.

Compliance and Accounting

AIMS is AXES's web-based Information Management System. It manages real-time data collected by BlackBox and Cashless modules to store accurate records of all gaming activity and produce management reports.

Casino Management & Accounting

- > All reports and system apps are configurable, allowing you to manage your operations optimally
- > Quick and accurate cage accounting and cash reporting
- > Historical reporting of profit/loss
- > Detailed records of activities and events
- > Fully compliant reporting for regulatory and audit purposes
- > Tracking of machine revenue and revenue-share splits
- > Slot floor management with real-time reporting and visual display for active and inactive machine problems, etc.



Distributed by Progressive Gaming Solutions

Roscoe Holmes ☎ (612) 325-8593 ✉ roscoe@PGSgaming.net

EST. 1965

AMUSEMENT

Sales and Service

1965




**CLASS B
SKILL GAMES**

**CASHLESS
CARD SYSTEM**





POOL TABLES

JUKEBOXES

CLAW MACHINES

ARCADE GAMES

(912) 354-4881

AMUSEMENTSALESANDSERVICE.COM

GAMOA

from Page 1

- LLHs are required to have their licenses available on-site;
- Master License Holders (MLH) should attempt some "trouble-shooting" on their own before calling Intralot, the company that oversees operation of COAMs for the GLC;
- The dates for the year's COAM Advisory Board meetings have changed. They now are scheduled for March 28, June 26 and Sept. 26. beginning at 10 a.m. in the GLC headquarters in downtown Atlanta;
- The internet portal for Intralot, accessed through the COAM website (www.gacoam.com) after registering with a username and password, is useful for licensees to review useful information, including performance reports;
- Licensees should provide Lottery with accurate contact information for "somebody who can answer questions;"
- And the Lottery will launch a "refresh" of the COAM website (www.gacoam.com) July 1.

Parham also said the 2019 licensing period opens May 1 and runs through June 30. Starting July 1, a \$1,000 late fee will be assessed to all licensees who did not renew in the May 1-June 30 window. The last day to renew is Sept. 28 – li-



Paul Tash photo

COAM ATTORNEY Julie Barker answers a question during the GAMOA membership meeting Feb. 22, while Chris Boncek, senior operations specialist, looks on.

licensees who have not renewed by then will not be allowed to operate COAMs.

Finally, Parham said GLC is looking for suggestions from licensees to improve COAM operations.

"We are always looking to improve customer service," he said.

Operations issues

Julie Barker, an attorney for the Lottery's COAM Division, and Chris Boncek, senior operations specialist for the division, discussed other issues for GAMOA members.

Barker reminded MLHs that they must purchase "major compo-

nents" from a manufacturer or distributor licensed in the state of Georgia. Those components include, but are not limited to, cabinets, monitors, bill acceptors, motherboards, game boards, software, locks and meters.

A list of approved and licensed manufacturers and distributors is available online at www.gacoam.com. Some entities not specifically listed may still be approved as an affiliate of a licensed manufacturer or distributor, Boncek said. If master licensees have a question on a supplier, they can contact his office and "we'll verify" those entities, he said.

Barker also reviewed the current "change-of-master process" that location licensees must follow, including the nine-month rule.

"COAM law significantly limits the ability for locations to change master licensees," she said.

In change-of-ownership cases where COAMs are currently in the location, the nine-month rule gives locations a choice to either accept "assignment" of the previous master and keep the machines, or wait nine months and then choose their own master, but forfeit the right to have the COAMs for those nine months.

The nine-month period starts from the date of decommission of the machines to the date of the new application, Boncek said. For questions on the nine-month rule, licensees can email Barker (jbarker@galottery.org) or Boncek (cboncek@galottery.org). The email should include the application number and location address.

Barker added that master licensees can release location li-

licensees from their obligations, when both sides agree to it, through a non-dispute certification.

Barker also reminded GAMOA members that locations "can't be solely in the business of COAMs."

"They should be a viable convenience store," she said.

Gross retail receipts are required each month from locations by the Lottery showing appropriate revenue from other sources, she said.

In addition, Barker said the Lottery is still working with the industry to develop "enhanced" machine and operations standards to move the industry forward. The COAM 13.4 regulations are in the early development stage, she said, with only an outline developed so far to generate discussion.

The Lottery has not set any target date for the new regulations.

Banilla, AXES join up

In other action, Banilla Games and Progressive Gaming Solutions announced that Banilla is now the exclusive provider of the AXES card system, sold by Progressive. The two companies sponsored the Feb. 22 GAMOA membership meeting.

"We're very excited about this partnership," said Mikael Lefebvre, chief revenue officer for AXES. "Thank you for your support."

Roscoe Holmes, president of Progressive Gaming Solutions, said the fact that Banilla "chose to do a joint-venture with AXES" is a win for both companies, licensees and players. Seminars will be held to train people on the use of the AXES card system, he added.

Banilla's Kevin Morse said the game developer is looking forward to the new relationship with AXES and the benefits it will provide customers.

Morse also said the Banilla's new Fusion 2 machine that recently debuted in the Georgia market is doing well.

"The numbers look really good," he said.

The Fusion 2 designers "really stepped it up" with "new features," he said.

He also invited licensees to visit Banilla's Greenville, N.C., facility to see for themselves the "passion and creativity" that drives the production of its exclusive games.

The next GAMOA membership meeting is April 26 in McDonough.



Unleash The Quantum Earning Power





www.worldtouchgaming.com

Specs

- Dual Screens with touch capabilities
- Secure Metal Cabinet
- Remote Reporting Capabilities
- Increase your Earnings
- Platform includes 26 incredible games

Contact

Phone: 678-455-5656
 Fax: 678-455-5455
 1420 Oak Industrial Lane
 Cumming, GA 30041
sales@worldtouchgaming.com


















(C) 2016 World Touch Gaming, Inc. All rights reserved.

Download for
Android

Available on the iPhone
App Store



powered by 



Having complete near real time data on all locations & video gaming machines in the palm of your hand. Navajo brings together the much needed access & analytics of your route business.

- > In-depth Big-Data analytics engine
- > Configurable and Custom KPI Dashboard Charts/Reports
- > More than 100 SAS near real-time notifications available
- > More than 100 SAS game meters/readings available
- > Security Alerts & Monitoring (Safe, Secure & Encrypted)
- > Data Storage on Private Cloud, on-site Server, or Amazon Cloud

Amusement Expo '18

Millennials and the workplace

Employers need to blend talents of generations, humorist says

By Paul Tash

Georgia Amusement Journal

Everybody is talking about millennials, and we all better listen, cuz there are 80 million of 'em out there.

That's one of the messages delivered by "generational humorist" Meagan Johnson, who gave the keynote address for the AAMA/AMOA Amusement Expo in Las Vegas last month.

Millennials, those born from 1981 and 2002, represent the largest generational population in America, and a growing percentage of the workforce. Companies, then, need to know how to work with them to get the most out of them, Johnson said.

Johnson's presentation, titled "Zap the (generation) Gap," started with her separating the audience into their generational groups. Generation Xers, those preceding the millennials, are those born from 1965 to 1980 and comprise the smallest generational group in America at 50 million. The famous

baby boomers, with nearly 77 million across the country, are those born from 1946 to 1964. And the traditional generation, or "Greatest Generation," are those born from 1909 to 1945.

Johnson asked each group to characterize the other groups in single-word descriptions.

For example, baby boomers in the group described millennials as "entitled" and "rude" with bad attitudes and poor communications skills, while the millennials described baby boomers as "primitive," "dusty" and set in their ways.

See any generation gap there?

Each generation bases expectations on "generational signposts," Johnson said. For example, technological advances, particularly the way society communicates now (anybody have a mobile phone?) shape the millennials' expectations.

"Millennials want to challenge the status quo and make a difference in the workplace," she said. "(Businesses) need to trust the



Paul Tash photo

MEAGAN JOHNSON discusses the finer points of the generation gaps during a seminar Feb. 27 during the Amusement Expo's Education Day.

skills millennials bring to the workplace."

Their skills center on technology, of course. Johnson said 84 percent of them use social media (Facebook, Twitter, Instagram, etc.), "not just as a toy, but as a tool."

Events such as the Vietnam War and a global recession were generational signposts that helped shape

baby boomers. Baby boomers developed a work ethic working jobs, such as paper routes, at a young age, learning time- and money-management skills, and customer service.

With so many generations in the workplace today, a great opportunity exists for employers to blend and engage the talents of each, she said.

"We need to find ways to successfully connect," she said.

Who is Meagan Johnson?

After working several years in a sales environment, Johnson became discouraged when she experienced the negative perceptions about Generation X. A Gen Xer herself, she began to research companies to better understand how multiple generations could work together and be successful.

She and her dad, professional speaker Larry Johnson, are co-authors of the best-selling book: "Generations, Inc.: From Boomers to Linksters, Managing the Friction Between Generations at Work."

For the 20 years, Johnson has entertained and educated thousands of audience members, and she has been written about and been quoted extensively on a variety of generational topics.

Payments going mobile, presenter says

By Paul Tash

Georgia Amusement Journal

By the end of this year over a third of the world's population will own a smart phone. And they'll be using those phones more and more in the coming years to pay for nearly everything – even groceries, gas and amusement games, according to Leanna Price, who presented a seminar called Payment Trends during the Amusement Expo Feb. 27 in Las Vegas.

Price, from Heartland Micro-Payments, discussed the evolution of payment from cash to card to mobile. As everybody in the retail world is experiencing, the use of cash as payment has declined significantly, usually being replaced by credit or debit cards.

Price said that debit-card use has overtaken credit cards as the top payment choice currently, but mobile-payment is on the rise as the retail economy moves toward

"unattended" payment. Unattended payment, Price said, means "the merchant doesn't have to do anything to receive money" – the transaction is left entirely up to the consumer, and their smart phone.

Generation Z, the youngsters born after 2002, will really drive the mobile-payment revolution, Price said, because these "screenagers" will have grown up using smart phones (Apple introduced the first iPhone in 2007).

"They want mobile," Price said. "They want immediacy."

And they really want their phone. A recent survey found that 28 percent of Gen Zs would give up friends and money before they'd give up their smart phone, Price said.

Mobile commerce is already up 40 percent from this time last year, she said. Apple Pay owns 90 percent of the global mobile volume, she said, adding that 50 percent of

retailers can take Apple Pay, though not all who can actually do.

The Starbuck app is one of the best examples of successful mobile payment, Price said. The coffee company drinks in about 40 percent of its dollar volume through mobile payment, she said.

"It's easy. It's convenient."

The Gen Zs also will push a trend toward peer-to-peer payment through such apps as Alipay, she said. The use of biometrics, primarily face and finger recognition and authentication, is also gathering steam, she said, adding security features that PINs and passwords just can't match.

"Shifting consumer preferences" will keep payment methods evolving with technology. In the end, it's the "customer experience" that's important.

"There are so many options," Price said. "Let consumers tell us what they want."

Expo

from Page 1

AAMA-AMOA Amusement Expo, which debuted in Las Vegas in 2010. This year's Expo highlighted the emerging virtual reality component as part of its education lineup and for its exhibitor audience.

Expo Education Day was Feb.

27, and featured dozens of industry-related seminars. The *Georgia Amusement Journal* covered several of the seminars for its readers. Look for those stories on this page and the next two.

The exhibits opened for two days, Feb. 28 and March 1, while the All-Industry Gala Reception took place the night of Feb. 28.

Next year's Expo will return to Las Vegas.

Amusement Expo '18



Paul Tash photos

PLAYERS GET behind the wheel and experience an amazing racing adventure, above, on Sega sit-down games at the Amusement Expo Feb. 28 in Las Vegas. Above right, buyers peruse a large selection of prize merchandise at the Cardinal Distributing booth. Right, players test the very latest pinball machines from Stern.

Prepare for threats, Vegas cop advises

By Paul Tash

Georgia Amusement Journal

Since 2006, the United States suffers an active-shooter event every 2.9 months, said Officer Charles Huff, of the Las Vegas Police Department.

The Las Vegas police department had to deal with the deadliest – last October's assault by a high-stakes gambler at a concert outside the Mandalay Bay hotel that left 58 dead and over 800 wounded.

Huff, a member of the M.A.C.T.A.C. (Multi Assault Counter Terrorism Action Capabilities) training section, presented a seminar during the Amusement Expo in Las Vegas to help managers

of family entertainment centers (FEC) and other small businesses assess risk at their facilities, implement steps to minimize threats, and develop response protocols in such situations.

He highlighted the "Run, Hide, Fight" response people should follow in an active-shooter experience – run if you can, hide if you cannot run, and fight if all else fails. He played a video produced by the U.S. Department of Homeland Security that highlighted "Run, Hide, Fight" scenarios (available on YouTube).

"We all have an expiration date," Huff said. "How do you want to be remembered?"

He urged those in attendance "to have a plan," including an exit plan for customers and

employees. Businesses, he said, should prepare Go Bags they can provide first responders that contain maps of the location, keys to all rooms, and a list of hazardous storage.

Training is available for active-shooter drills in most cities, he said, and he advised businesses "to get to know your cops" and ask them to tour your facility.

In active-shooter events, people under siege should do everything they can to cooperate with law enforcement, whose primary job is to "stop the shooter," Huff said.

"Listen to what they are saying and asking," he said.

Commissions, remodels bump company profits

By Paul Tash

Georgia Amusement Journal

Learning to successfully "turn cashiers into sales people" and undertake "strategic remodels" highlighted an Amusement Expo seminar last month in Las Vegas.

Rick Barsness, founder of the Incredible Pizza Co. based in Springfield, MO., told a small but engaged audience Feb. 27 that he was there "to help your business make more money."

Turning cashiers into sales people involves commissioning the

cashiers, primarily to sell three-tiered "eat and play packages."

Paying clerks a commission incentivizes them to push the profit-heavy packages at the point of sale, he said. His stores have software that "measures and motivates" clerks, who also are in competition with each other, he said, with highest sellers rewarded even more.

"I tell you, everybody loves it," he said.

He also said "strategic remodels" can "drive sales and profits," as well.

Remodels help FECs build more steady traffic to help stave off the competition. Remodels, if marketed correctly using social media, "create excitement" for the reopening and beyond, he said.

Barsness has remodeled several of his stores, including his flagship facility in Springfield. In addition to replacing floors and painting throughout, he added a go-cart track, trampoline park, mini-bowling lanes, and a new "Lost in Space" ride.

"Give customers a new reason

to come see you," he said. "Make the most of (your) stores."

The results of commissioning cashiers and strategic remodels have been a boon to Barsness' stores. He reported a 69 percent return-on-investment in just three years.

The eat-and-play packages are "really a good deal," he said.

And he advised FEC owners "to go big" on remodels.

"Look to make money with what you have," he said. "Exhaust every (space) you have."

Amusement Expo '18

VR becoming reality, expert says

By Paul Tash

Georgia Amusement Journal

Brent Bushnell said he "grew up a nerd, surrounded by nerds," but that upbringing has helped him become a star in the virtual reality world.

Bushnell is the chief executive officer of Two Bit Circus, a Los Angeles-based experiential entertainment company. He gave the keynote address for the virtual reality track at the Amusement Expo Feb. 27 in Las Vegas.



BUSHNELL

Two Bit Circus has captured action sports content in 360 video for brands like the NFL, NBA, Indy and the Olympics for use in VR activations at the Super Bowl, All Star games and in retail. The company regularly serves as immersive enter-

tainment partners for brands and location-based facilities.

Bushnell said the no. 1 entertainment trend for younger consumers is "experiences over stuff." Young people want, and are willing to pay for, experience-based entertainment, such as escape rooms and immersive theaters.

"Retail is changing," Bushnell said.

Consumers more and more are looking for health and wellness activities, and are more likely to mix education with entertainment. They also are more willing to engage in interactive activities, and want to "increase immersion" with movies, video games, even books.

Immersive theaters can provide "meaningful experiences," he said. For example, he said, a company turned a food bank into an immersive theater where participants actually worked in a food bank "and learned about homelessness."

"That's so cool," he said. "The power is so amazing."

He said virtual reality technol-



Paul Tash photo

AMUSEMENT EXPO attendees test drive a virtual reality ride Feb. 28 in Las Vegas.

ogy can provide businesses with amazing training opportunities through visualization. In addition, "applied VR" can help people suffering from chronic pain and provide treatment for those suffering from ADHD (attention deficit hyperactivity disorder).

Virtual reality technology, he added, can provide enormous educational opportunities, as well. Bushnell said Palace Games in San Francisco provides VR games where players also "are learning about the history of the United States," he said.

"There's learning baked into it."

With virtual reality becoming ... well, more of a reality in our lives, the world will need more and more businesses and employees to support it.

Bushnell quoted a recent U.S. Department of Labor forecast that said 65 percent of current schoolchildren will be employed "in jobs that don't exist yet." He is an advocate of STEAM education – the traditional STEM majors (Science, Technology, Engineering and

Math) plus Art. His company has launched the STEAM Carnival in Los Angeles, a showcase of high-tech entertainment and workshops "to inspire invention."

The challenge for VR advocates currently is to turn immersion into a scalable model that makes financial sense for the average out-of-home entertainment business, such as family entertainment centers, to provide. His company is currently building a network of micro amusement parks, a kind of "reimagined arcade," he said.

Other concerns hindering business-model VR entertainment include player nausea, hygiene maintenance, and equipment durability,

Lack of VR content is a problem, too, he said.

"We're in such an early phase," he said. "We need 10 times more content. We need more manufacturers to green-light funding for content development."

The good news, he said, is that the "hardware is there, and it works."



INCREASE REVENUE

GA Lottery compliant,
free, quick installation

EASY, HASSLE-FREE SERVICE
404-631-6690



DIAMOND AMUSEMENTS



- ✓ Dual Metal Cabinets
- ✓ Highly Secure
- ✓ Increased Earnings
- ✓ Retail Reporting

770.285.1023 • INFO@DIAMONDAMUSE.COM



Cutting Edge Technology will increase your revenue!

ALL NEW PLAYER CARD SYSTEM AND LOYALTY PROGRAM

BEST TECHNICIANS IN THE INDUSTRY
(over 100 years of combined experience)

ALL NEW INVENTORY ARRIVING DAILY
(call today for a consultation)

MONTHLY RETAIL REPORTING SYSTEM



CALL US TODAY FOR A CONSULTATION

SAME DAY SERVICE • 7 DAYS PER WEEK

WWW.DIAMONDAMUSE.COM

PROUD MEMBERS OF





Reliable • Entertaining • Innovative



Georgia's #1 developer of skill based software
for the last 20 years

www.primerogames.com

2150 Northmont Pkwy, Ste. H
Duluth, GA. 30096
770.476.0311

©2017 Primero Games, LLC. All rights reserved.



MEET OUR NEW STARS!

ULTIMATE I

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

CARDINAL
Xpress

JCM
 GLOBAL

JCM Global is proud to announce
 Southern Gaming Solutions is now a
 distributor of JCM's award-winning
 UBA® in the state of Georgia!

SGS
 SOUTHERN GAMING SOLUTIONS

Contact Southern Gaming Solutions at:
 678.695.7685
 orders@southerngamingsolutions.net

UBA
 UNIVERSAL BILL ACCEPTOR



Membership/Renewal Application

Operators, Locations, Manufactures, Distributors & Suppliers

Company Name _____

Address _____

City _____ State _____ Zip _____

Main Contact _____

Business Phone _____ Fax _____

Cell _____ Email _____

Preferred Contact Method (Check One) Fax Cell Email

Secondary Contact _____

Business Phone _____ Fax _____

Cell _____ Email _____

Preferred Contact Method (Check One) Fax Cell Email

Amusement Operators Membership: (Class A Master License Holders)

- Amusement Operator 1-9 Employees \$350
- Amusement Operator 10+ Employees \$500

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

- Amusement Operator (1 to 75 games) \$500
- Amusement Operator (76 to 150 games) \$1,000
- Amusement Operator (151+ games) \$2,000

Location Membership: (Location License Holders)

- Location License Membership (1-4 Locations) \$100/location
- Maximum Location License Membership (5+ Locations) \$500

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
- Level 4 Membership Distributor, Manufacturer or Software \$2,000

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

Class A Master License # _____ **Class B Master License #** _____

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

GAMOA
3780 Old Norcross Rd • Ste 103 PMB 521
Duluth, GA 30096

You can also join online at www.gamoa.org/join-now

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

HIGH QUALITY, HIGH EFFICIENT GOLDFINGER MONITORS

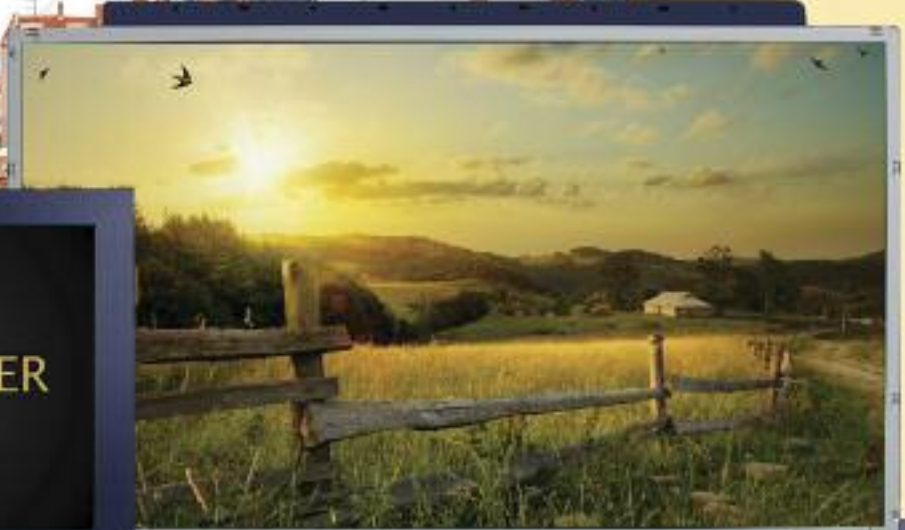
Industry Best Pricing & Redemption Game Parts Available

BETSON IMPERIAL

PARTS & SERVICE

Register Now on betsonparts.com

**MASTER
EXCLUSIVE
DISTRIBUTOR**



AVAILABLE SIZES:

15, 17, 19, 22, 23, 43, 50 and 55"

- MASTER DISTRIBUTOR OF GOLDFINGER
- RECIPIENT OF AAMA "DISTRIBUTOR OF THE YEAR"
- COMPREHENSIVE PRODUCT LINE
- NATIONWIDE NETWORK OF 16 U.S. OFFICES
- OFFER CLIENT CONSULTATIVE SOLUTIONS
- COMPETITIVE INTEREST RATES FOR LEASING AND FINANCING
- IN-HOUSE FINANCE OPPORTUNITIES
- EXPERIENCE WITH DESIGN, INSTALLS, SERVICE AND EXPORT OF EQUIPMENT



Your Source for All Goldfinger & Redemption Parts:

- ICT Model GP-58CR Thermal Printer With Cutter (GP58CR)
- ICT PA7-U1PB4-USD6 Validator (023494N)
- TAO-A \$1-\$100 with 500 Note Twist Knob Stacker (023945N)
- Phoenix PHX2 Thermal Printer with POG Cable (025360N)
- Pyramid Apex 7600-U53 Validator (025242N)



Register and Order Online at www.betsonparts.com OR

Contact: Robert AbouJaoude at (201) 232-4447 or email: robaj@betson.com

GAJ CLASSIFIED ADS

Just \$5 per line
1-406-491-0100
paul@tashcommunications.com

TECH TRAINING

Southern Gaming Solutions offers FREE Advance Technical Training Certification on IGT machines, card system, and JCM bill validators. Register today and improve your skill set. Contact us at 678-695-7685 or at orders@southerngamingsolutions.net.

EQUIPMENT FOR SALE

ATTENTION, CLASS A BUSINESSES! Looking to sell excess inventory of pool tables and accessories, juke boxes, or Class A games? Advertise here in the Journal classifieds and turn them into money! Call 406-491-0100 or email us at paul@tashcommunications.com.

HELP WANTED



Experienced technicians wanted! In search of a dependable technician looking for a permanent position with a GA COAM distributor. Must be a dedicated team player, customer service oriented, have trouble shooting skills, maintain confidentiality, and work efficiently. Full-time positions available. IGT Certification, IGT Intelligen Card System, and JCM training provided. Email resumes and references to: orders@southerngamingsolutions.net

HELP WANTED

Need good help right now? Advertise here in the Journal classifieds to find that perfect employee. People reading the Journal are already familiar with the COAM industry and/or convenience stores. Call 406-491-0100 or email us at paul@tashcommunications.com.

BUSINESS FOR SALE?

Is it time to sell?

Established operator looking to buy Class A amusement route with employees in Georgia. There is no preference on the size of your route operation. All communications will be confidential with non disclosure agreement. Serious inquires reply to Vemcogyrl@aol.com

LICENSE FOR SALE

Class B License for sale

Don't miss out on a chance of a lifetime! A great investment opportunity. Don't waste time, start making money now. Serious inquiries reply to sptvgaming55@gmail.com.

WANTED TO BUY

Readers of the Journal are in the retail business and likely will have the equipment you're looking for, from pool tables and bar stools to refrigerator units and retail shelves. Call 406-491-0100 or email the Georgia Amusement Journal at paul@tashcommunications.com.

BUSINESSES FOR SALE

LICENSES FOR SALE

HELP WANTED

EQUIPMENT FOR SALE

CONTINENTAL DIVIDE RESTAURANT & BISTRO
Foods, Montrose
2,100 sq ft, building
Kitchen, bar, back office
with a covered outdoor
patio for an asset sale with
lease, 24 hrs full bar
open with parking. Located
in a high traffic area of
Montrose. Call
406-425-0100

UPTOWN BLUE BAR
at great price!
Highly visible location
with bar and large
bar area. Full bar
open and well-maintained. The
LSDA is available for
sale. Call
406-425-0100

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

Billings all beverage license
in gaming. Bus. Full bar
406-670-7947

1-406-491-0100

HAVE SOME EQUIPMENT YOU WANT TO BUY OR SELL? LOOKING FOR SOME HELP? ADVERTISE RIGHT HERE!

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





FUSION 2
HAS FINALLY ARRIVED!
THE NEXT LEVEL OF
ENTERTAINING GAMING EXPERIENCES



www.banillagames.com
252.329.7977