



Dedicated to serving the Georgia COAM industry
 Endorsed by the Georgia Amusement and Music Operators Association
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GEORGIA Amusement JOURNAL

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Paul Tash photo

GAMOA PRESIDENT Shawn Fellows, right, discusses an aspect of House Bill 353 at a membership meeting Feb. 16 as Vice President Mike Patel follows along.

Bad Dog pushing buttons

Editor's Note: The *Georgia Amusement Journal* is running a series in the next few issues highlighting some of the new amusement games available in the Georgia market. Following is the second installment. Look for more in the April issue of the *Journal*.

By Paul Tash

Georgia Amusement Journal

Game manufacturer Bad Dog Games recently introduced a new cabinet in the Georgia market featuring a custom button operation that simplifies game play and reduces time per play by a full second.

"We've actually patented this," said Greg Hammond, chief operating officer for Bad Dog Games, noting that the easier and quicker COAM games are to play, the better for players and operators.

The algorithm-driven button system creates "faster, more convenient and comfortable play" for the player, allows one-handed play and eliminates the need "to touch a screen," he said.

"Some of those 43-inch screens can be a reach," he said.

Available only on Bad Dog's new-to-market Pressto cabinets, the button system reduces the average time for play from five to four seconds, encouraging more plays at a sitting.

"Players can sit back and relax and enjoy the games (playing) one-handed," he said.

Hammond said all Bad Dog

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Gift card bill in play

GAMOA members urged to download app

By Paul Tash

Georgia Amusement Journal

The Georgia Amusement and Machine Operators Association (GAMOA) discussed COAM gift card legislation and highlighted ways for members to stay involved in the legislative process during its membership meeting on Feb. 16.

GAMOA President Shawn Fellows urged members to download the association's mobile app to stay informed of industry mat-

ters, including industry-related legislation at the Capitol.

"It's the primary way we're now notifying members" regarding GAMOA meetings, legislative happenings, and other industry news, Fellows said. The organization has updated the app, he added, enhancing its "appearance and functionality."

Fellows also encouraged members at the meeting to use a supplied QR code to register for the "Action Center," which links

members "directly to your legislator" so they can provide input on legislative action.

"This is a tool that helps you communicate with your legislator," he said. "That's going to be important as we move through the legislature."

Fellows also reviewed several details of House Bill 353, which would allow gift cards to be used for COAM redemption. The bill had passed the House and was

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House passes gift card bill

By Paul Tash

Georgia Amusement Journal

A bill to allow gift cards as a form of redemption for coin-operated amusement machines (COAMs) had passed the House and awaited a hearing in the Senate's Economic Development and Tourism Committee when the *Georgia Amusement Journal* went to press.

House Bill 353 is supported by

the Georgia Amusement and Machine Operators Association (GAMOA). Industry representatives have said the gift card would provide convenient and easy non-cash redemption and would stimulate further growth by attracting new players, generating new locations, and marketing the COAM product more efficiently. COAM growth would

See CARD Page 3




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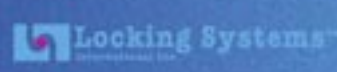
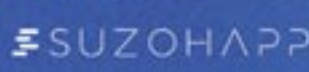
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GAMOA

from Page 1

awaiting to be heard in a Senate committee at the *Journal's* press time (see related story on Page 1).

In addition to allowing gift card redemption, HB 353 would also:

- Move the COAM Division of the Georgia Lottery Corp. under the Administrative Procedures Act. The APA provides guidelines and details processes on how rules are adopted, including requirements for hearing notices, comment periods and legislative input;
- Increase prize value limit for Class A redemption to \$50;
- Broaden the ability for retailers to issue gift cards;
- Clarify that acts of redemption take place when the card is issued to the player to ensure the retailer has no further liability on how the card is used;
- Allow kiosks and other automated technology, including digital forms, to issue gift cards;
- Authorize pool and dart tournaments on coin-operated tables and boards and allow prizes;
- Limit the number of Master License Holders to 220 and limit to one the number of master licenses that can be auctioned every three years – about 191 master licenses are now in Georgia;



Paul Tash photo

BIL LUISIAN of Surfnote makes a point during discussion of House Bill 353 during a GAMOA meeting Feb. 16.

- Change COAM reporting to a quarterly basis instead of monthly;
- Eliminate the requirement for veteran and fraternal organizations to meet the “50/50 Rule” stipulating that at least 50 percent of income must be derived from sales of goods and no more than 50 percent from Class B COAMs.
- Extend the minimum term for a COAM contract from one year to two years.
- Alter the “Nine-Month Rule” by extending the period retailers who cancel contracts with master licensees must wait before they can enter new contracts with different suppliers from the current nine months to 24. The longer wait period would discourage master licensees from stealing retailers from competitors, especially through illegal inducements.

In other news, Fellows reported that Sheila Humberstone has resigned as a lobbyist for GAMOA.

“Sheila was part of the original team that was instrumental in passing (House Bill) 487 that put us under the Georgia Lottery from a regulatory standpoint,” he said. “We will definitely miss her strategic mind.”

“Let her know we appreciate what she did for the industry for the last 12 years.”

Card

from Page 1

then provide more industry contributions to the state’s HOPE and Pre-K education programs.

In testimony March 1 in the House Regulated Industries Committee, Rep. Alan Powell, R-Hartwell, the bill’s chief sponsor and committee chairman, said the 10 percent share the state receives from COAM revenues for Georgia’s HOPE Scholarships and pre-kindergarten programs has become the fastest growing source of revenue for the Georgia Lottery Corp., which regulates the COAM industry.

HB 353 would award redemption gift cards to winners that could be used anywhere in the state to purchase products, excluding tobacco, alcohol and firearms. Under current law, COAM winners can redeem their prizes only for merchandise sold in the store where the machine they played is located.

Gift cards would eliminate the temptation for locations to pay out cash for prizes, which is illegal but remains a problem, Powell told fellow committee members at the March 1 hearing.

The measure would also revise the COAM regulations in other ways (see GAMOA story on Page 1).

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Journal Opinion

Show springs forward to May 18

**By Sharon Shuford
GACS Membership**

The Georgia Association of Convenience Stores (GACS) will bring suppliers and retailers together May 18 for its annual Southern Convenience Store and Petroleum Show, one of the largest and most comprehensive such events in the Southeast.

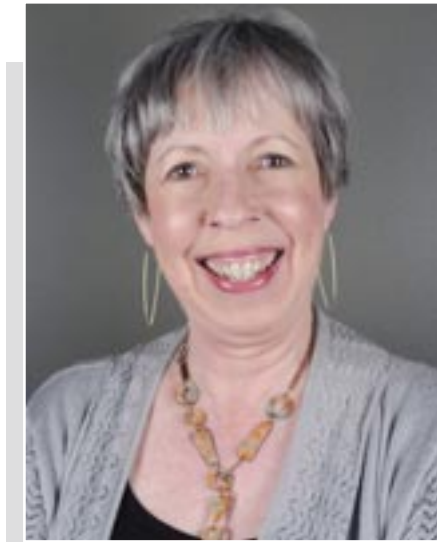
The Show springs forward this year from its usual fall date and takes place at The Centreplex in Macon, GA.

The Show benefits retailers, petroleum marketers, convenience store owners, operators, supervisors, and managers looking for new ways to improve their businesses in a variety of areas – from food service to fuel, novelties to snacks, COAM games to lottery ticket sales, and everything in between.

Cyber security seminar

GACS is offering a free seminar to attendees titled “Cyber Security and Your Business.”

“C-stores have myriad potential entry points for cyber threats: Our computers, our cell phones, our iPads and laptops, our credit card processing systems,” said Angela Holland, GACS president. “With all we have to concern ourselves with on a daily basis, cyber security



Sharon Shuford

isn't always top of mind.” The seminar seeks to educate operators on ways to recognize potential risks and

The Show springs forward this year from its usual fall date and takes place at the The Centreplex in Macon, GA.

threats, how to mitigate exposure, and what to do if your system is attacked. The seminar should appeal to marketing, op-

erations, and IT employees, as well as district managers and store managers.

Show free for retailers

Show attendance is free for retailers, including the seminar. Pre-registration is strongly encouraged at www.gacs.com to avoid long check-in lines. Admission is by badge only. Attendees must pre-register or register on site and pick up badges by 2 p.m. May 18.

For information about special rates at the adjacent Marriott City Center, visit www.gacs.com or contact the GACS office.

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COAM calendar

— REPORTING DATES —

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

— MEETINGS/OTHER —

March 27-30: Amusement Expo, Las Vegas Convention Center
April 18: COAM Advisory Board, Lottery headquarters, Atlanta
May 18: Southern Convenience Store & Petroleum Show, The Centreplex, Macon

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 to celebrate 75th birthday at AEI

By Lori Schneider

AMOA Executive Director

The Amusement and Music Operators Association (AMOA) officially turned 75 years old Saturday, Jan. 21! That's 75 years of operating excellence!

AMOA looks forward to celebrating this huge milestone throughout 2023. AMOA members attending Amusement Expo International (AEI) in Las Vegas are invited to join AMOA for a 75th anniversary "After Party" celebration Wednesday, March 29, at the Chateau Nightclub & Rooftop from 9 p.m. to midnight.

Amusement Expo International – In-venue entertainment is set to be a \$69.5 billion industry by 2030. Here's your invitation to be part of it! Visit the Amusement Expo for four days of education and exhibits designed to help your business take flight. This year's theme is "The Soaring '20s: The Future is Back." Education days are March 27-28 at the Westgate Las Vegas, and the trade show is March 29-30 at the neighboring Las Vegas Convention Center, Central Hall.

This year's event kicks off with keynote speaker Jarrett Payton, son of the late NFL Hall of Famer Walter Payton.

The 2023 Amusement Expo International education program features a full selection of expert-led sessions and discus-



Lori Schneider

Education days are March 27-28 at the Westgate, and the trade show is March 29-30 at the Las Vegas Convention Center.

sions, including:

- Harnessing Route Software Data to Increase Revenue and Profitability
- Jukebox and Pinball Promotions: Driving Play in a Digital World
- Best Practices for Securing Your ATM Equipment and Funds
- Performance Management
- Ticket to Success – Leadership, Culture and Core Values
- What's Trending?
- And the ever-popular Operator Round Tables

AEI is proud to add the Billiards Congress of America Expo to its family of co-location partners. The BCA is a leader in the billiards and home leisure industry.

For details and registration visit www.amusementexpo.org. Don't forget that 2023 AMOA

members receive two free badges to the trade show!

Legislative Advocacy – An AMOA delegation will return to Washington, D.C., March 7-8 to continue its legislative advocacy efforts with the new 118th Congress. Issues AMOA is focused on are fair access to banking, consumer payment choice, and issues affecting small business, such as inflation and labor

shortages.

In addition, AMOA recently submitted comment on a proposed ruling by the Department of Labor pertaining to non-compete agreements. AMOA also participated in a recent public hearing on the matter. AMOA will continue to monitor the proposed ruling.

State Council Meeting –

The AMOA State Council Meeting convened at the Renaissance Orlando Airport Jan. 19-21. Deemed one of the most productive meetings on the industry calendar, the gathering was well attended by over 60 industry leaders representing over 20 states from across the country. Georgia was well represented at the annual event!

AMOA On Campus Program – Spring session is May 6-8 at the University of Notre Dame, Notre Dame, IN.

Be sure to engage with us at www.amoa.com.



Show

from Page 4

Exhibitors, register now

Suppliers should contact ShowInfo@gacs.com to reserve a booth, or they can visit www.gacs.com/events for booth contract information, to reserve a booth, or learn more about sponsorships at the Show.

Schedule

Wednesday, May 17

8 a.m.-5 p.m. – Exhibitor set-up

4-6 p.m. – Cocktail reception

Thursday, May 18

8-9 a.m. – Seminar: Cyber Security and Your Business

9 a.m.-4 p.m. – Trade Show floor open

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C-store candy sales hit sweet spot, study says

Convenience Store News

In 2022, confectionery category dollar sales grew 11.1 percent over 2021 and 22.1 percent over 2019, according to a new report from the National Confectioners Association (NCA).

The fourth annual State of Treating report found that consumers view chocolate and candy as a fun part of life (81 percent) and as an affordable treat (74 percent), which combined with inflation reaching a 40-year high, helped to drive \$42.6 billion in sales last year. Growth projections take the total category to \$54.3 billion in 2027.

"With high marks for favorability and permissibility, along with the majority of consumers agreeing that confectionery is an affordable treat,



chocolate and candy sales grew despite economic pressures," said John Downs, NCA president and CEO. "Consumers continue to treat with chocolate and candy to enhance their emotional well-being, celebrate holidays and enjoy everyday moments."

The sales numbers support previous data seen in earlier customer analyses. Candy ranked at the top of online buyer search trends in 2022,

while shifts away from eating out and out-of-house entertainment mean more consumers are snacking at home.

Other findings from the NCA report include:

- 79 percent of consumers agree that physical health and emotional well-being are interconnected, and 86 percent agree that it is fine to occasionally treat yourself with chocolate or candy;

- 78 percent believe confectionery sharing and gifting are great traditions;

- 61 percent of shoppers look for confectionery products they have never purchased before, prioritizing innovation; and

- 43 percent of consumers prefer to learn about a brand's environmental, social and governance efforts from the package label.



THE SHOW Spring Forward!

Join us in Macon at The Centreplex, on May 18, 2023, for **The SHOW – The Southern Convenience Store & Petroleum Show!** Retailers, petroleum marketers, convenience store owners, operators, supervisors, and managers are continuously looking for new ways to improve their businesses – from food service to fuel, novelties to snacks, COAM games to lottery ticket sales, and everything in

between. **The SHOW** provides an outlet for C-Store vendors to showcase their products and services, and for C-Store decision makers to view new products and services. So join us in Macon. Exhibitor set up is May 17; contact GACS at 770-736-9723 to find out if booth space is still available if you are interested in exhibiting. **The SHOW** is free for retailers; advance registration is strongly recommended. To register or for more information visit www.gacs.com.



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Bad Dog adds salesperson



NIA LAZARD

Bad Dog Games, a growing manufacturer in the regulated skill-game industry, announced recently that Nia Lazard is joining the company as its first Georgia-based COAM salesperson.

Nia brings 10-plus years of experience as a top sales performer in the security and monitoring services industry.

“We feel very fortunate to have an accomplished sales and relationship expert join our team,” said Greg Hammond, COO of Bad Dog. “While new to the gaming industry, Nia’s background in selling to convenience stores, gas stations, and restaurants makes her uniquely qualified

to understand MLH customers’ wants and needs. We look forward to Nia positively impacting our collective goals ... in 2023 and beyond.”

Hammond told the *Georgia Amusement Journal* that “orders are up in the first part of the year.”

“It’s definitely accelerating,” he said, adding that Lazard will play a key role in enhancing and guiding that growth in Georgia.



Buttons

from Page 1

games in the Pressto cabinets employ the new button system.

The new cabinet also offers a secondary SAS port that works independently to allow for potential TITO (ticket in ticket out) systems, eliminating the need for player cards or goose-and-gaggle setups.

Bad Dog Games is making a name for itself in Georgia. The company received the prestigious Cutting Edge Award for its Hollywood Skill board at the Southern Amusement & Entertainment Expo.

Hammond said the new cabinets with the proprietary button operation are available now for purchase.

“We’re pretty happy with it,” he said.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR



JAN-JULY 2023



ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
25-Dec-22	31-Dec-22	04-Jan-23	10-Jan-23
01-Jan-23	07-Jan-23	11-Jan-23	18-Jan-23*
08-Jan-23	14-Jan-23	18-Jan-23	24-Jan-23
15-Jan-23	21-Jan-23	25-Jan-23	31-Jan-23
22-Jan-23	28-Jan-23	01-Feb-23	07-Feb-23
29-Jan-23	04-Feb-23	08-Feb-23	14-Feb-23
05-Feb-23	11-Feb-23	15-Feb-23	22-Feb-23*
12-Feb-23	18-Feb-23	22-Feb-23	28-Feb-23
19-Feb-23	25-Feb-23	01-Mar-23	07-Mar-23
26-Feb-23	04-Mar-23	08-Mar-23	14-Mar-23
05-Mar-23	11-Mar-23	15-Mar-23	21-Mar-23
12-Mar-23	18-Mar-23	22-Mar-23	28-Mar-23
19-Mar-23	25-Mar-23	29-Mar-23	04-Apr-23
26-Mar-23	01-Apr-23	05-Apr-23	11-Apr-23
02-Apr-23	08-Apr-23	12-Apr-23	18-Apr-23
09-Apr-23	15-Apr-23	19-Apr-23	25-Apr-23
16-Apr-23	22-Apr-23	26-Apr-23	02-May-23
23-Apr-23	29-Apr-23	03-May-23	09-May-23
30-Apr-23	06-May-23	10-May-23	16-May-23
07-May-23	13-May-23	17-May-23	23-May-23
14-May-23	20-May-23	24-May-23	31-May-23*
21-May-23	27-May-23	31-May-23	06-Jun-23
28-May-23	03-Jun-23	07-Jun-23	13-Jun-23
04-Jun-23	10-Jun-23	14-Jun-23	21-Jun-23*
11-Jun-23	17-Jun-23	21-Jun-23	27-Jun-23
18-Jun-23	24-Jun-23	28-Jun-23	5-Jul-23*
25-Jun-23	01-Jul-23	05-Jul-23	11-Jul-23

*Indicates sweep or push date has been changed to accommodate holiday
 Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday

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