



# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
Endorsed by the Georgia Amusement and Music Operators Association  
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## Gift card program extended

### All COAM locations can participate

By Paul Tash

Georgia Amusement Journal

The Georgia Lottery Corp. has agreed to extend the pilot program for the COAM gift card and open it up to all 6,100 locations operating in the state.

Lottery officials announced the pilot program's extension at the COAM Advisory Board meeting April 19 but provided program details for the first time at the May 5 membership meeting of the Georgia Amusement and Music Operators Association (GAMOA).

"We are extending the existing program as it exists," said John Heinen, COAM senior vice president. "Not a whole lot is changing with the program other than it's going to get larger."

The initial gift card pilot program launched in late November 2020 and ran through June 2021. Participation in the program was limited to about 330 COAM locations who were invited to join the pilot program. Ultimately, only about 130 locations participated.

A data and analytics firm hired by the GLC



Paul Tash photo

**JOHN HEINEN**, COAM senior vice president, listens to a question about the extended gift card program May 5 during a GAMOA meeting in Duluth.

provided a report in October 2021 that analyzed, among other things, the impact the COAM gift cards in the pilot program had on the sale of existing lottery products. Though the report found the gift cards did have some impact on the sale of existing lottery products, industry representatives noted the 130 participating locations represented only about 2 percent of all locations in the market and didn't provide enough information for a solid analysis of the gift card.

Lottery officials ultimately agreed to expand

the program to obtain additional data.

"We heard you," Heinen said. "A lot of you said (using) 130 locations doesn't show the whole picture. This should give us the whole picture."

The pilot program's extension will likely begin within a month and continue for about a year, Heinen said. The program then should provide plenty of information to determine not only the viability of the card but also gauge the interest locations have in offering it.

"GAMOA members were excited to hear about the expansion of the Lottery gift card program," said GAMOA President Shawn Fellows in a statement. "We look forward to working with retailers and Lottery to see this program reach its highest potential. We believe this will help the state, the industry and specifically the retailers."

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. That growth will in turn provide even larger industry contributions to the state's HOPE and Pre-K education programs.

**Heinen said** at the May 5 GAMOA meeting that the pilot program will continue with the same two vendors, Intralot and InComm. In-

See **CARD** Page 8



## '23 renewal period up and running

By Paul Tash, Georgia Amusement Journal

The license renewal period for COAM licensees opened May 2, and Georgia Lottery Corp. officials said online application processing is running smoothly so far.

"We haven't had any issues," said Mike Parham, GLC's COAM Division vice president. "It's been working out very well."

He said the COAM Division has begun to email reminders to 2022 licensees to renew for the 2023 year,

which begins July 1.

"We will continue to send those out weekly through May," he said, adding that the email reminders will be sent twice a week in June to those who haven't renewed by then.

June 30 is the last day for licensees to renew for the 2023 licensing period to avoid a \$1,000 late fee. Sept. 28 is the deadline to submit a license renewal, Parham said.

See **RENEWAL** Page 8





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# Primero acquires metal manufacturer

Primero Games recently acquired Metcam, Inc., an Atlanta-based manufacturer of sheet metal cabinets and components, to streamline its manufacturing operations to avoid global supply issues and better serve its customers.

Primero and Metcam have formed “a strategic alliance” to streamline Primero’s manufacturing operations of gaming cabinets, cash-dispensing kiosks, and point-of-sale systems that will help Primero customers get higher quality products more quickly and efficiently, a Primero press release said.



**MACKE**



*Photos courtesy of Primero*

Metcam is a reputable fabrication company of sheet metal components that has been in the industry for 47 years, meeting the growing demands of the market, the release said. The acquisition will allow Primero to offer custom cabinet designs to its large and small customers, distinguishing itself from its competition.

**AUTOMATED EQUIPMENT** fabricates some sheet metal at the Atlanta-based Metcam plant. Primero Games purchased Metcam late last month to

streamline its manufacturing of gaming cabinets, cash-dispensing kiosks, and point-of-sale systems to better serve its customers.

“Adding a gaming cabinet line to our existing product line opens new doors and opportunities to Metcam,” said Mike Macke, owner of Primero Games. “Customers globally will enjoy more variety

and value in games and cabinets. I am also very proud to say these cabinets are made in the USA.” Metcam CEO John Mazurek said, “We are extremely excited about the new possibilities this ac-

quisition brings to Metcam, its employees and customers. The synergy of engineering and design for manufacturing provides its customers added value and a competitive edge.”

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# Journal Opinion

## Journal marks 5 years, looking ahead

By Paul Tash

Editor and Publisher

The *Georgia Amusement Journal* is marking its fifth anniversary with this May issue. Though we're thrilled to reach that milestone, we're more excited about the future of the industry we cover. Georgia's COAM industry continues to grow at an amazing pace and now boasts over 32,000 machines in more than 6,000 locations, while breaking revenue records every year.

As the industry grows and matures, the *Journal* will continue to play its important role. We will continue to serve the state's COAM industry and its related businesses with the same unwavering dedication our readers now expect and appreciate across Georgia and beyond. Licensees can count on us to deliver the information they need to run their businesses in the most cost-effective, compliant and profitable way possible. The *Journal* is also proud to work with an industry that contributes more and more to the state's Hope Scholarship and Pre-K education programs – \$145 million in Fiscal Year 2021, an increase of \$54 million over 2020.

The *Georgia Amusement Journal* would not be the respected trade journal it has be-

come without the support of the Georgia Amusement and Music Operators Association (GAMOA). It has been a *Journal* advocate from the start.

"GAMOA has found the *Georgia Amusement Journal* to be a great resource for our members and non-members



Paul Tash

over the past year," GAMOA President Shawn Fellows has said. "When industry news needs to be delivered to the entire industry, GAMOA relies heavily on the trade journal for its independent and comprehensive reporting."

Whether GAMOA utilizes the *Journal* to post important dates or a call to action, he added, "the statewide distribution and ability to reach all licensees

within the COAM industry is one of our most valuable tools."

The *Journal* is mailed free of charge to thousands in the COAM industry, including Class A and B master and location licensees, vendors, regulators, and others. With the endorsement of GAMOA, the *Journal*

in August to Global Gaming Expo in Vegas in October.

In a continued effort to meet the needs of a large and varied reader base, the *Journal* in the past year has expanded its coverage of some sectors, including convenience stores and family entertainment centers. The *Journal* also offers regular columns from the Amusement and Music Operators Association (AMOA) and the Georgia Association of Convenience Stores (GACS).

The *Journal* relishes its role as the industry's voice and takes every opportunity to highlight the benefits the COAM industry provides for the Georgia economy and education.

The *Georgia Amusement Journal* is able to perform its industry role thanks solely to the advertising dollars it receives. An independent publication, the *Journal* receives no funding from any association and survives on the tremendous support of its advertisers. We thank all of them for recognizing its growing value as the outlet for companies to promote their products and services to those in the COAM industry. It's heartening to know our advertisers believe that marketing in the *Journal* consistently is a worthy investment.

Finally, I'd like to thank the many dozens of individuals, from Lottery regulators to industry insiders, who continually provide the *Journal* staff their expertise in understanding Georgia's unique COAM industry. You all are greatly appreciated. And to our readers, thank you for your loyalty – we'll be there for you for many years to come.

The *Journal* relishes its role as the industry's voice and takes every opportunity to highlight the benefits the COAM industry provides ....

works diligently to provide industry-related news and features to help all licensees navigate state regulation and run their businesses more effectively and efficiently.

The *Journal* provides regular coverage of the GAMOA membership meetings and COAM Advisory Board meetings. The publication also features stories on industry leaders and regularly introduces new companies in the Georgia market place, as well as new products and services by the many successful firms already established here.

Wherever an industry-related event occurs, the *Journal* will be there covering it, from the Amusement Expo International in Las Vegas in March to GAMOA's Southern Amusement & Entertainment Expo in Atlanta

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## COAM calendar

### — REPORTING DATES —

**MAY 20:** Each monthly report should be submitted by Location License Holders in electronic format via the [www.gacoam.com](http://www.gacoam.com) website as required by the GLC by the 20th of each following month.

**JUNE 30:** Last day to renew for 2023 licensing period to avoid \$1,000 late fee.

### — MEETINGS/OTHER —

**June 5-7:** GACS Convention, Omni Grove Park, Asheville, N.C.

**Aug. 24-25:** Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

# Journal Opinion

## Reasons aplenty to attend GACS convention

**By Sharon Shuford  
GACS Membership**

At press time you have just a few short weeks to register and join GACS for the GACS 2022 Annual Convention at the Omni Grove Park in beautiful Asheville, NC. The theme, New Bearings, reflects the extraordinary place we are at today:

We are experiencing a sea change. The business and personal landscapes are clearly different than they were just two short years ago. Conversations are about “new normal” and “the changed world around us.”

These changes are likely to remain with us as we navigate the next few years. New Bearings speaks to just that – not only the location of the convention, in the mountains, but also getting our bearings as we learn to live and thrive in this new world of ours.

Here are the top 10 reasons why you should get your Bearings and join GACS in Asheville:



Sharon Shuford

**Y**ou don't need to be a member of GACS to attend. The convention is open to everybody in the industry.

#10. You do not need to be a member of GACS (the Georgia Association of Convenience Stores). The convention is open to everyone in the industry. Non-members do pay a small surcharge but benefit from attending in big ways.

#9. The convention takes place over two and a half days, June 5-7, with a mix of education, networking, meals, and

fun.

#8. A special workshop on Sunday, June 5, called Leadership for an Unknown Future, is open to industry Young Professionals. It's free for GACS members, but advance registration is required. To sign up contact Sharon at [sshuford@gacs.com](mailto:sshuford@gacs.com).

#7. Dinner Sunday night, June 5, will feature a raffle draw-down with a \$5,000 grand

prize. It's part of a special package of events that includes meals and morning education both days, costing just \$295 for GACS members and \$395 for non-members.

#6. That special package just mentioned includes four insightful industry speakers and two facilitated workshops on topics such as purchasing trends in tobacco and beverage sectors, designing the store for the next generation shopper, and market trends.

#5. Because HR and personnel issues are so important these days, the agenda includes two speakers and an interactive workshop addressing employee management: building employee value, succession planning, and HR bootcamp for DMs.

#5. Monday night's highlighted by dinner and games, an event introduced in 2021 that

See GACS Page 8

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## Card

from Page 1

tralot is the Lottery's overall product supplier and operator, while InComm, an Atlanta-based payment technology company, is managing the gift card pilot program.

The program will continue to use a Visa gift card branded as a Georgia Lottery product that can only be used for Class B redemption, Heinen said. As before, the card will have a \$20 minimum load and a \$500 maximum, and each card will require a \$2 activation fee. The gift card will not be able to be used at ATMs, nor can it be used to redeem for alcohol, tobacco, or firearms, which follows current restrictions. Players still must be 18 or older to use the gift card.

Locations aren't required to participate in the program, Heinen added.

"It's completely optional," he said, "but we're inviting every location licensee out there to be a part of the program."

Heinen reminded licensees that the pilot program only involves "a GLC gift card." Use of any other card "will really get you in Lottery trouble," he said. He also emphasized that the pilot program is not related to any COAM legislation that was debated in the recently concluded General Assembly.

Program specifics will be sent to all licensees via email in the next few weeks, he said. Heinen said the program's extension has been "bounced off a couple of master licenses" and received "zero negative feedback."

"It's all been excitement," he said. "It's all been positive."

## Masters involved

Master license holders will play a significantly larger role in the gift-card pilot extension than they did previously because, Heinen said, "nobody has better relationships with locations than the master licensee."

For example, he said, master licensees will be "heavily involved" in procuring gift-card contracts between InComm and location licensees and in distributing the cards and the point-of-sale equipment necessary for activating the cards at locations.

"We think that's a great thing," he said.

Master licensees will also perform the equipment installation, while InComm will provide any service on the equipment. Master licensees will also be responsible for training locations on the gift card process, and Heinen said InComm will provide training for the masters, probably virtually.

In the coming weeks InComm and Intralot will open an online portal similar to the previous one where licensees can apply for the program. Locations that are already participating in the pilot program won't have to reapply.

All location licensees wishing to participate will need their 2023 license, Heinen said, so he urged licensees to renew their license as quickly as possible if they haven't already.

"This is huge, folks," Heinen said. "This is big."

He urged licensees to be on the lookout for email communications on the program.

"If you see something from the Georgia Lottery, open it up," he said. "This is something to be excited about."

## Renewal

from Page 1

If a holder of a 2022 COAM license fails to renew their license by that date, or their license application is not approved on or before that date, the licensee will no longer be allowed to operate COAMs, he said. (See story below for more important licensing dates and information.)

Parham said master licensees can play an important role in helping their locations through the licensing process.

"We always like to remind masters during this time period ... what they need to be telling their locations during the renewal period to make the application process go much smoother," he said. Master licensees, he said, can help their locations by reminding them to:

- Pay their taxes and other state financial obligations.
- Apply for correct license (Class B). "We still have people who don't know the difference," Parham said.
- Pay attention to licensing deadlines (see below).
- List all the officers and shareholders are listed on the license application.
- Take time to enter information correctly.

Parham also said that the Georgia market in early May had about 32,500 COAMs in nearly 6,100 locations, or about 5.3 machines per location. Parham said the industry had fewer than four machines per location "when we started out" following industry regulation in 2013.

He added that "we'd like to see more machines out there, and of course more locations, as well."



## GACS

from Page 5

was a big hit. The convention closes on Tuesday with an awards luncheon and celebration.

#4. Recreation in Asheville will include golf, ziplining and, of course, a brewery tour.

#3. Which brings this list to the convention's location: the Omni Grove Park in the heart of Asheville, NC.

#2. The legislative panel is on the schedule because activity at the Capitol is so important to the livelihoods of everyone in the industry.

#1. The annual convention is one of the best opportunities of the year to connect with retailers and suppliers, over two and a half days, under one roof. It's not to be missed!

To register, visit <https://www.gacs.com/events> and click on the link for Retailer Registration. Registration for the Bowling Blast can also be found by following the same link. For assistance, please contact Sharon Shuford at [sshuford@gacs.com](mailto:sshuford@gacs.com) or 770-736-9723.

# Remember these important licensing dates

The licensing application process for Coin-Operated Amusement Machines (COAMs) will open Monday, May 2, for the 2023 licensing period (July 1, 2022, to June 30, 2023) through the Georgia Lottery Corp.'s COAM website, [www.gacoam.com](http://www.gacoam.com).

The licensing application covers the following licenses:

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

The Lottery is not accepting any new Class B Master License applications. New Class B Master licenses are only available through an auction process for prequalified participants.

Following are important dates for licensees.

### 05/31/2022 (Tuesday)

Deadline to apply for a new location license (Class A and Class B), a new master Class A li-

cence, and a new manufacturer or distributor license for the 2022 licensing period (07/01/2021 - 06/30/2022). This deadline only applies to 2022 COAM licenses.

### 06/30/2022 (Thursday)

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 2022 licensing period (07/01/2021 - 06/30/2022). This deadline only applies to 2022 COAM licenses.

### 07/01/2022 (Friday)

Date a \$1,000 late fee will be assessed to location Class A and Class B licenses, master Class A and Class B licensees, and manufacturer and distributor licensees that have not renewed for the 2023 licensing period (07/01/2022 -

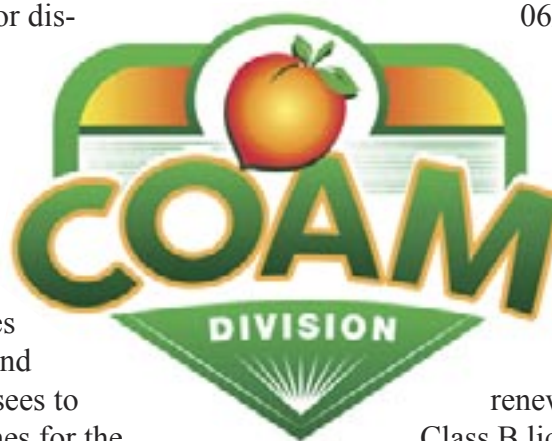
06/30/2023). An existing COAM licensee will not be allowed to apply for a new license to avoid payment of a late fee.

### 9/28/2022 (Wednesday)

Last day to submit a renewal location Class A and Class B license, master Class A and

Class B license and manufacturer and distributor license for the 2023 licensing period (07/01/2022 - 06/30/2023). If a holder of a 2022 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.

All deadlines and more information are available on the COAM website, [www.gacoam.com](http://www.gacoam.com).





# Banilla, COAM industry loses ‘loved’ Lewicki

A memorial service will be held May 19 in Wisconsin for Dan Lewicki, known in the Georgia COAM industry as a sales executive for Banilla Games.

Lewicki, 38, died April 28 from injuries he received in a vehicle accident in Wisconsin.

“Dan was committed to his work at Banilla Games, where he was a loyal employee for over eight years, touching the lives of coworkers and clients alike,” Banilla said in a statement. “They all loved him, and he loved them as well. His knowledge of the coin-op/skill game/amusement industry was matched only by his willingness to share that knowledge with others. More than just a salesman, Dan understood the industry’s complexity of laws and politics and served as an invaluable resource for Banilla Games, as well as the entire industry.”

Lewicki took part in a panel discussion last August during the Southern Amusement & Entertainment

Expo that focused on supply-chain challenges and other issues the industry is facing.

Lewicki leaves behind his fiancé, Amy, and her two daughters, Emma and Isla, who gave him the nickname “Dino.”



LEWICKI

He was born on Aug. 19, 1983, in Madison to Robert and Mary (Majewski) Lewicki. The family said he was very dedicated to his family, especially his brother David.

Lewicki was an avid Milwaukee Brewers fan and enjoyed creating fantasy teams to compete with his brother and

friends.

Whether playing golf, casting a pole, watching sports, or spending quality time with his family, “he enjoyed his life to the fullest.”

He is survived by his parents, Robert and Mary Lewicki of Fort Atkinson; brother, David Lewicki; fiancé, Amy Golich; daughters, Emma Berg and Isla Turner; and his special companions Winston, Lola and Cecil.

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

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

## Keep COAMs connected

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensure all equipment remains connected to the site controller and powered up at all times.

The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

## Decommission COAMs correctly

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

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

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

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

3. Disconnect decommissioned COAMs from the site controller.

Decommissioned COAM(s) now can be removed from the location. It is imperative MLHs follow all operational and technical procedures in order to ensure accurate reporting of financial data to the Central Accounting System.

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Our Titan Redemption system is easy for new employees to understand. Simple to use interface with short learning curve. Multi-lingual to work with all employees. Your COAM business won't slow down while training new employees.
- > **Less Employee Involvement**  
Put players in control. Players can save credits to the Titan card safely and securely. On-demand reporting helps owners track activity, cash flow and bookkeeping.



- > **Keeping You Compliant and Profitable**  
Spend more time building player loyalty and profitability. Take the risk and worry out of gaming, as you build revenue.
- > **Easy to Switch to Titan**  
Training and consultation is included. Our account managers guide you through the process of changing your Class B Master License Holder with little to no system downtime.

**LEARN HOW TO SWITCH TO TITAN AND ULTRA**

**770-449-0400 EXT. 700**

**sales@ultragroupinc.com**

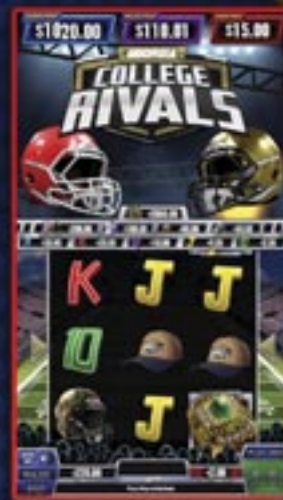
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