



# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
Endorsed by the Georgia Amusement and Music Operators Association  
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## GAMOA responds in big way

### Industry raises \$30,000 for storm relief

By Paul Tash

Georgia Amusement Journal

It was a "big" check, in more ways than one.

Members of the Georgia Amusement and Machine Operators Association (GAMOA) raised \$30,000 in donations for hurricane relief at its Trade Show in September, and the organization presented the money to the American Red Cross at its membership meeting Oct. 26, in the form of a giant-sized check.

"It's easy to get overwhelmed and depressed' watching media coverage of all the recent natural disasters across the country, GAMOA lobbyist Sheila Humberstone told the organization's membership in announcing the gift. But GAMOA, she said, responded in very positive way.

"I offer my commendation to GAMOA," she said.

Jim Tudor, who accepted the donation for the Red Cross, praised the business association for its generosity.

"On behalf of the Red Cross,

See GAMOA Page 8



Paul Tash photo

SOME OF THE CONTRIBUTORS to GAMOA's \$30,000 donation to the American Red Cross pose

with Red Cross representatives at the association's meeting Oct. 26 in McDonough.

## Lottery announces plan for promotions

By Paul Tash

Georgia Amusement Journal

In one of the best signs yet that the regulated COAM industry is evolving successfully, the Georgia Lottery Corp. has announced plans to help the industry with marketing and promotion.

Mike Parham, vice president of the Georgia Lottery Corp.'s COAM Division, told the GAMOA membership meeting Nov. 8 and the COAM Advisory Board meeting in September the Lottery is working on ideas to help promote the industry. Those efforts will include some sort of cross-promotion with lottery tickets, he

said, and possibly other promotions, as well.

Few details and no timeframe have been released for the marketing, but the fact that Lottery is moving beyond regulation-only efforts to a more business-partner approach is appreciated, several industry representatives told the *Georgia Amusement Journal*.

That approach makes sense, said GAMOA President Shawn Fellows, because a growing COAM industry means more money for Georgia education. Since COAM regulation began in 2013 through Fiscal Year 2017, the industry has generated about \$110 million for HOPE Scholarship and Pre-K education programs.



## IGT releases Intelligen Cashless System

By Paul Tash

Georgia Amusement Journal

Joining the move toward gift-card systems, IGT recently released its Intelligen Cashless System® in the Georgia COAM market through IGT-provider Southern Gaming Solutions (SGS).

"The release of the Intelligen Cashless System® speaks volumes

about IGT's commitment to demand-based solutions in the Georgia market," SGS President Lee Hunter said.

The new system, Hunter said, will improve profitability, increase player loyalty and minimize ticket-handling time and cost.

The card system gives players

"more flexibility," he said, allowing players to move credits from machine to machine in the same location with a quick card insertion. After players have inserted money, they place a card in the machine, which tracks their play. When they take the



See IGT CARD Page 13



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# Names of winning bidders for MLs released

By Paul Tash

Georgia Amusement Journal

The Georgia Lottery Corporation (GLC) has released the names of the winning bidders from the Class B COAM master license auction held by GLC in May.

The bidders and their winning bids were Gope Daswani, \$1,010,000; Nayeem Bashar, \$1,010,000; Naushad Surani, \$1,220,000; Milin Patel, \$990,000; and Dipen Patel, \$760,000. Licenses have been approved for Daswani and DGKL Inc., Bashar

and Five Star Amusements; and Surani and Legacy Amusement.

Milin Patel has paid his bid amount, but his license is still pending. Dipen Patel did not pay the bid amount, so no license application was considered.

About 50 prequalified bidders participated in the auction for the five master licenses. Those offering the winning bids had to complete more rigorous integrity checks and meet all of licensing qualifications in order to receive their licenses and begin conducting COAM business.

COAM Senior Vice President John Heinen said earlier this year that the lottery "was very successful in terms of process and results." While GLC's primary mission regarding COAM is regulation and enforcement, Heinen said in May, "it is always rewarding to contribute to the overall mission of the Georgia Lottery, which is maximizing revenues for Georgia's HOPE Scholarship and Pre-K programs."

GLC had to pre-approve auction bidders, who were required to submit a participation form and a proof

of funds letter. The minimum starting bid was \$100,000, with bid increments of \$10,000. The bid amount does not include the \$5,000 licensing fee and the cost of the permit stickers that are due upon submission of a license application to GLC. The winning bid is not transferable to any other bidder or party other than the person or entity that made the winning bid.

Legislation in 2015 required the GLC to conduct periodic auctions, at least once every three years, for the Class B master licenses.

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# Journal Opinion

## Let's 'promote' GLC partnership

**By Shawn Fellows  
GAMOA President**

In the last five years, our industry's partnership with the state of Georgia has paid dividends for both our members and the people who live here. In the next five years, we have the opportunity to show our fellow Georgians how much more we can do for them.

We have worked closely with state officials to create fair regulations and proper enforcement mechanisms. We meet regularly with the Georgia Lottery Corp. officials and have them speak to our members at GAMOA meetings so that we keep the lines of communications flowing.

Up to this point, our relationship with the lottery has focused on the important efforts to establish regulations and ensure compliance. We all take that seriously. We know from past experience how devastating for our industry it can be when the state is working against us.

That's why we've worked tirelessly to build this partnership that gives us the stability and predictability that all business need in order to invest, expand and create new jobs. In return, the state last year received nearly \$50 million from

our regulated industry to fund the cherished HOPE scholarship and Pre-K programs – a critical influx of money into programs that have suffered cost-cutting measures since 2011.

We believe that's just the



**Shawn Fellows**

beginning. We know we can give back more to Georgia students if given the chance.

We've had growing pains – as any new system of operations and oversight does – but we've also gotten our sea legs. We're established enough now to

broaden our partnership with the state in a way that's a win-win for both sides.

Our relationship with the state is more than regulator on one side and regulated industry on the other. Working in tan-

a strong signal it would send to Georgia consumers if they knew our industry was partnered with the state and that a portion of the revenues benefitted lottery education programs. I think even legislators in the General Assembly would be surprised to learn about our contributions.

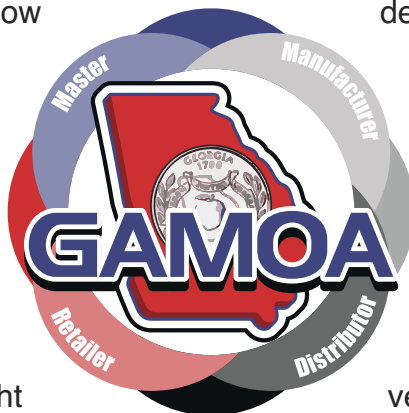
Small efforts can have big effects. A state sticker on machines that let consumers know this machine is state-approved and a partner of the Georgia Lottery would go a long way toward building credibility with consumers.

Now that we have a better feel for how current regulations affect today's marketplace, we can look for reforms that improve outcomes. For example, many convenience store chains won't use our machines for fear that a rogue employee in one store could incur penalties that negatively affect the whole chain. Small changes could give them the assurance they need to embrace our games and vastly expand our market.

A true partnership benefits both sides. As our partnership deepens, the benefits grow too.

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

**W**orking in tandem, we can take numerous steps to grow our businesses – and state revenues.



dem, we can take numerous steps to grow our businesses – and state revenues.

Let's start with promotion. The Georgia Lottery Corp. does a masterful job of advertising its products, from sponsorships at Braves and Hawks games to clever commercials. Think what

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## COAM calendar

### — REPORTING DATES —

**Nov. 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.

### — MEETINGS —

**Dec. 14:** GAMOA meeting, McDonough, Moose Lodge  
**Mid-Dec:** GAMOA location seminar, TBD  
**Jan. 17:** COAM Advisory Board, Atlanta, GLC office  
**Jan. 18:** Banilla Games seminar, Atlanta, Marriott Gateway

### 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's state meeting has full agenda

**Lori Schneider**

**AMOA Executive Director**

As 2017 comes to a close, AMOA will be rounding out the year with one final visit to Washington, D.C., on Nov. 27-28.

While we typically schedule our Fall visit in September or October, we felt it would be prudent to delay the Fall visit just a little longer to monitor whether the federal banking institutions would adhere to the Department of Justice's August announcement putting an end to the Operation Choke Point initiative.

Unfortunately, AMOA learned in early November of account closures taking place once again. AMOA will continue working on this issue both in Congress and with the federal banking authorities. We'll have more to report after our visits in late November.

With 2018 quickly approaching, AMOA will be hosting its annual State Council Meeting at the end of January. The 2018 meeting will be held Jan. 25-27 in San Diego at the San Diego Marriott Mission Valley. Our State Association Committee, led by AMOA board member Michael Martinez, has been hard at work in putting together an excellent program.

The 2018 program will feature an update from AMOA's legislative counsel, along with sessions concentrated on the following areas:

**Gaming** – As gaming legislation continues to be introduced in various states around the country, this session will provide updates from states who continue to battle for operator run VLTs in addition to other types of legal gaming.

**Legislation affecting ATM Operators** – While the recent focus has been on Operation Choke Point and the abrupt bank account closures impacting operators, there's also been a recent uptick in unfavorable legislative efforts at the state level when it comes to the oper-

ation of ATMs. During this session, we'll look at what some of the proposed legislation has looked like and provide an update as to how the federal banking regulators are heeding the Department of Justice's recent

to operators. This discussion will focus on strategies some states have used to move the needle in their favor.

**Member Engagement** – Member engagement is what makes good associations stand

has one, and the state association's president or another state association leader.

Of course, not all states have an organized state association, and AMOA encourages any industry member from one of those states wanting to attend, to call the AMOA office to obtain registration materials. This meeting truly takes the pulse from around the country, and the exchange of information strengthens our ties as an industry, which is why it's so important for states without a state organization to attend.

For several years now, we have also invited our dinner sponsors to send a representative to the meeting. Their participation in our factory panel discussions provides the opportunity to gain perspective from their vantage point within the industry.

All in all, we typically see 70-75 people in attendance, which includes representatives from close to 30 states reporting on their state's current activities.

For additional information, contact the AMOA headquarters at 1-815-893-6010 or [info@amoa.com](mailto:info@amoa.com).



Lori Schneider

This meeting truly takes the pulse from around the country, and the exchange of information strengthens our ties as an industry.

announcement putting an end to Operation Choke Point.

**Taxes, Licenses and Fees** – It seems the amusement industry has always been a prime target when it comes to assessing additional taxes, licenses and/or fees. Some states, however, have found ways to eliminate or reduce these costs

out from mediocre associations. In this interactive session, you'll hear a variety of ideas from several states. The bottom line: Adding Value = Better Member Engagement.

Each state is invited to send two leaders from their state. Typically, this includes a hired executive director, if the state

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# GLC provides tips on a variety of COAM topics

The COAM Division of the Georgia Lottery Corp. issues a newsletter called *COAM Connection* once a quarter providing information on a variety of COAM-related topics. Following is a summary of some of that information:

## COAM identification

MLHs should take proactive measures to ensure their COAMs are functioning properly and are protected from damage or abuse. There may be times when a business owner, property owner or landlord may need to contact the MLH because a business has been abandoned or the tenant has been evicted and the property owner needs to have the COAMs picked up from the business.

That is why it is important for a MLH to place their company name and service phone number in a visible area on each of the COAMs. Failure to do so can result in COAMs becoming lost or damaged, or may result in unnecessary storage fees.

## Regular site visits

A site visit can be one of the most important tools by a MLH. A

MLH can make a site visit meaningful through education, mutually understood goals, and see the event as part of an ongoing relationship.

MLHs must conduct regular site visits at business locations to ensure the proper operation of COAMs and Intralot designated equipment, and that new employees of the business location are properly trained on the operation of the machines and any peripheral equipment, as well as, informed of the laws, rules, and regulations governing COAMs.

## Update contact info

It is important for LLHs to keep contact information up to date with the GLC. Failing to keep your information up to date could result in delayed processing of licenses or lost revenue. LLHs have access to make these updates as needed at any time via the [www.gacoam.com](http://www.gacoam.com) website.

LLHs may access the "License" tab and update their mailing address as well as adding or deleting business contact information including names, titles, email addresses and primary phone numbers. This contact information

will be accessed by GLC COAM staff if there is a need that requires your immediate attention.

## COAM Tip Line

Individuals may report fraud, abuse, or cash payouts related to the operation of coin operated amusement machines to the COAM Tip Line 24 hours a day, seven days a week. When you submit a tip through the tip line, you have the option of remaining anonymous or providing your contact information so that inspectors can follow up with you directly with any additional questions.

Please be as specific as possible in order to give inspectors the best opportunity to follow up on your tip. The anonymous tip line phone number is (855) 515-0004.

## Theft of COAM funds

At some point a business owner may find that one or more of its COAMs have been vandalized or broken into and money has been taken from the COAMs. Licensees will NOT be reimbursed by the GLC for the loss of money from COAMs due to theft or casualty.

In order to protect yourself

against the vandalism and/or the theft of funds from COAMs, you should do the following:

- **Reduce trouble by building relationships** - Location owners and their employees should be attentive to activity within their location and around the COAMs. Greet people and be mindful of activity around COAMs in an effort to identify any potential security risks. People are less likely to do bad things to people they feel a connection or have a rapport with.

- **Place COAMs in visible area** - Placing COAMs in an area of the business that can be easily observed by employees helps prevent a lot of damage and destruction as well as theft.

- **Remove cash daily** - Licensees should remove cash from COAMs daily and deposit funds on a daily basis into their COAM designated bank account and maintain accurate accounting records.

- **Install security camera** - One of the best methods to prevent vandalism and theft is to install a simple security camera. If a particular area of your business is more susceptible to theft, consider safer COAM placement of the COAMs.

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# GAMOA

from Page 1

thank you," he said. "We certainly appreciate your support and friendship."

The devastation left by the hurricanes was on the minds of GAMOA members at the Trade Show, said GAMOA President Shawn Fellows. Thirty members pledged \$1,000 each in just a few minutes to help the recovery from "the tragic events that were happening across the country at that time," he said.

## Licensing year

In other meeting business, Mike Parham, vice president of the Georgia Lottery Corp.'s COAM division, reported that his department has "wrapped up" the licensing year that ended Sept. 30.

"It went very well," he said. "The process went much smoother this year," now that the GLC has gone through a couple of renewal cycles since industry regulation in 2013. The COAM website has been improved, he added, allowing licensees to "refresh" their information immediately when applying online. Other improvements are coming to the website, as well.

"We're really excited about that," he said. Parham also said revenues are growing steadily.

"We continue to be amazed by the numbers coming in," he said. The per-day average revenue per machine was about \$84 in September, about three dollars more than the same time last year, the division recently reported to the COAM Advisory Board. The number of COAMs in the field remains at about 22,000.

In other COAM news, Parham said:

- Masters need to upgrade Primero's TipTop game by Dec. 31, or shut the game down. The game has experienced some bugs that need to be addressed.
- The amnesty program for those masters to turn in site controllers has been extended. Masters with site controllers no longer in use must return them to Intralot, the company that manages the state's central reporting system.
- Masters are urged to contact COAM attorney Julie Barker if they have any questions on COAM rules. "She is a great resource."

## Ideas to grow

Also addressing the GAMOA meeting was Les Schneider, legal counsel for GAMOA. Schneider urged GAMOA members to offer ideas "to improve the industry through regulation."

"What can we do for our industry to grow business?" he asked. That goes for both Class A and B licensees, he said.

"We want to do as much for the A's as we do for the B's," he said. Fellows later agreed that GAMOA is always looking for ideas from all licensees to help the industry grow and innovate.

"We need input," he said, "and then we can move those agendas forward." Schneider also urged licensees to embrace new technology and devices that track expenditures to show compliance with non-cash redemption and sales tax rules.

The vast majority of COAM businesses are complying, but Schneider said many "don't have the proper documentation" to support the information supplied on the ST-3 sales tax form. New technology, much of which was on display at the GAMOA Trade Show in September, can help locations automatically track redemption expense into the three main categories – merchandise, lottery, and gas.

And Schneider urged industry members to get to know their local legislators, and to educate them on COAM issues. Positive relationships with legislators often plays an important role in the success of industry-supported legislation, he said.



**LES SCHNEIDER**, legal counsel for GAMOA, addresses the association's meeting Oct. 26 at left. Below, Zydexo's Fredi Ivey (blue shirt) reviews one of the company's games with Allen George before the meeting.

Paul Tash photos



"The more you're engaged at the local level," he said, "can have a huge bearing on your industry. Explain to your local legislator the industry you're in."

thanked GAMOA's Trade Show committee and Executive Director Christina Kaiser for their work in organizing the show.

"Manufacturers are supporting the industry, and you are supporting them," he said. "The future is looking bright."

**Zydexo products**  
As sponsor of GAMOA's September meeting, Zydexo, a Georgia game manufacturer, announced an upcoming product release.

The company is nearly ready to release its "Ignite" platform that features 21 new games, said Alex Mithani, the company's executive vice president. Currently in testing, Ignite will allow licensees "to change out games" to ensure "fresh content," he said.

Another benefit, Mithani said, is licensees will only pay "for the games you want."

Zydexo also provided some game boards and bill acceptors as drawing prizes at the meeting.

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## New GAMOA logo

In other meeting business, Fellows introduced the organization's new logo. The red, white, blue and gray logo specifically identifies the COAM industry's "four tiers" – master li-

licensees, retailers, manufacturers and distributors to signify the industry's "unity," he said. Fellows noted that state regulators, primarily the Georgia Lottery Corp., also plays an important role in the industry.

"Our relationship with the GLC has been phenomenal," he said.

Fellows also said the Trade Show in September was the "most successful" ever, in terms of both profitability and interest. He





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# Retail Matters

# GACS SHOW

## C-store group hosts 15th annual Show

By Paul Tash

Georgia Amusement Journal

The 15th annual Southern Convenience Store and Petroleum Show, sponsored by the Georgia Association of Convenience Stores (GACS) Nov. 8-9 in Macon, received strong reviews from vendors and retailers.

Titled "Pathway to Profits," the Show featured a free retailer seminar each morning that focused on techniques to create loyal customers (see story on Page 11), a daily \$1,000 drawing, and a complimentary buyers cocktail reception on the evening of the first day.

Moore Colson, an accounting firm based in Marietta, was one of many vendors participating in the trade show.

"Our company always enjoys participating in GACS-sponsored shows," said Rusty Lane, the company's consulting director. "It's important for Moore Colson to continue building relationships with its c-store partners, and this show helps us do that."

GACS President Angela Holland said that's the idea behind the show.

"The Show was developed to provide an opportunity for vendors and retailers to connect," Holland said, adding that the show is a "great venue" for vendors to show their products and services.

"It's a service to the entire industry," she said.

The annual show is open to anyone who owns or operates a convenience store. GACS has been representing Georgia convenience stores and their supplier partners since 1973.



**THE 15TH ANNUAL** Southern Convenience Store and Petroleum Show, sponsored by the Georgia Association of Convenience Stores, was held Nov. 8-9 in Macon's Centreplex facility. Rusty Lane and Todd McCullen, center, of Moore Colson enjoyed the Show. Other vendors were Chappy's Chicken (below), Nick's Famous Bar-B-Q (bottom left), and Money Tree ATM (bottom right).

Paul Tash photos



**DALE ASHWORTH** explains a listening exercise at a seminar on creating loyal

customers as volunteer Candice Edwards looks on Nov. 9 at a trade show in Macon.

Paul Tash photo

## Attitude vital in developing loyal customers – presenter

By Paul Tash

Georgia Amusement Journal

An enthusiastic audience of retailers learned a great deal about creating loyal customers during an interactive seminar, as part of the 15th annual Southern Convenience Store and Petroleum Show sponsored by the Georgia Association of Convenience Stores (GACS) Nov. 8-9 in Macon.

The seminar's presenter, Dale Ashworth, is a business consultant with Dale Carnegie of Middle and Coastal Georgia. He develops solutions, facilitates groups, and coaches individuals to enhance business effectiveness.

"Attitude can really make a difference in developing loyal customers," he said.

He urged retailers to make a "human connection" with their customers, and "engage them" at a personal level whenever possible to develop a "positive customer experience."

According to experts, Ashworth said, more than 50 percent of customers will quit doing business with a company not because of price or quality, but because they've endured "negative experiences in dealing with the human side of doing business."

Because today's customer is more educated, better prepared, and has more alternatives than ever before, he said, merely satisfying customers isn't enough.

"In order to turn customers into fans who will not only remain loyal to your product or service, but will spread the good word, you need to exceed expectations and provide exceptional customer service. (Retailers) have to create an experience that makes the customer want to come back."

Customer satisfaction is about the basics, he said. Quick response time, patience, knowledge, friendliness, good follow-up, and caring.

"Good customer service is about people skills and relationship building, whether it's over the phone or face-to-face," he said. "Exceptional customer service is about differentiat-

ing your organization from the competition, and creating customer loyalty."

In creating a "positive place to shop," Ashworth said businesses should develop a set of principles for customer service.

Positive attitude at the counter goes a long way toward customer satisfaction, he added.

"We are responsible for our own attitudes," he said.

Attitude control involves such efforts as breaking out of "day-tight compartments" to live and work in the now, and for today. And don't "fuss about trifles," he advised. "Don't worry about the ants ... watch for the herd of elephants."

Work to create happiness for others, don't expect gratitude for good work, put enthusiasm into work, and "do the very best you can," he advised.

He also mentioned several human-relation principles retailers can live by:

- Don't criticize, condemn or complain;
- Give honest and sincere appreciation;
- Arouse in customers an "eager want;"
- Become sincerely interested in other people;

- Smile – "it's cheap and easily shared;
- Be a good listener, and encourage others to talk about themselves;

Ashworth also provided tips on developing strong listening skills needed to communicate and connect with others. Those include:

- Look at the person you're talking to;
- Ask questions;
- Don't interrupt;
- Express emotion with control;
- And respond appropriately.

Creating loyal customers involves creating "a happy place for customers to shop," Ashworth said.

"Connect and establish customer relationships," he said. "Create strong communication that builds loyalty and great customer service that wins trust."

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- 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

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# IGT card

from Page 1

card out, their balance is still on the card, like a gift card. That balance goes with player – completely anonymously – just by inserting the card into another machine.

Players no longer have to keep track of tickets or vouchers and don't have to redeem every time they want to play a different game, IGT literature says.

Players can redeem for store credit at any time. The cashier swipes the card at an i-Link® terminal and completes the transaction. The system allows for partial redemptions, "keeping records accurate and the player experience simple," IGT says.

The system can dramatically reduce the time and effort required from store personnel, IGT says, and "easy access" to a variety of reports allows compliance with state regulations "a snap."

Specific features of the Intelligen Cashless System® include:

- English and Spanish player interface;
- Available partial redemptions;
- Synchronized reporting with state systems;
- Guaranteed anonymity – no IDs or PINs;
- Support for legacy and SAS machines;
- Variety of reports, including last transactions and end-of-shift reports;
- And accounting summaries.

IGT's Intelligen Cashless System®, Hunter said, "is a game-changer in Georgia market."



**IGT HAS RELEASED** its Intelligen Cashless System® specifically for Georgia's COAM market. At right is the system's i-Link terminal and a printer.



IGT file photos



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- Phoenix PHX2 Thermal Printer with POG Cable (025360N)
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**COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR**



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

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




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Operators, Locations, Manufactures, Distributors & Suppliers

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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 #** \_\_\_\_\_

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If you have any questions please call the GAMOA office at 770.408.0384 or email [christina@gamoa.org](mailto:christina@gamoa.org).

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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.

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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.

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### Mark your calendars!

The 2nd annual Banilla Games Workshop/Seminar will be held on Thursday, January 18th at the Marriott Gateway Center in Atlanta, Georgia. This year promises even more valuable information for Master Licensees and their valued Technicians. See you there!



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