







Dedicated to serving the Georgia COAM industry Endorsed by the Georgia Amusement and Music Operators Association paul@tashcommunications.com (406) 491-0100

Advice for licensees - P10

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Industry looking forward

Bt Paul Tash Georgia Amusement Journal

Members of the Georgia Amusement and Music Operators Association brainstormed a variety of potential proposals to enhance the COAM industry at their meeting Oct. 25 in McDonough.

"We want to grow as an industry," said GAMOA President

Shawn Fellows before GAMAO attorney Les
Schneider led
the group in a
free-flowing discussion on a variety

of ideas that ranged from legislative possibilities to regulatory changes.

Though no specific proposals came from the meeting, the exercise was "really important," GAMOA lobbyist Sheila Humberstone said, to help guide the industry forward.

Fellows also said industry reps will be tracking the legislative special session that was set to begin

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GREG GRONAU, Primero's new chief executive officer, and Kelly Macke, the company's

founder, show off one of company's latest games at the GAMOA Expo in September.

Gronau takes Primero reins

By Paul Tash Georgia Amusement Journal

Now Georgia's largest COAM provider, Primero Games is ready to celebrate its 10th anniversary next year by preparing for continued growth and in-

novation over the next decade.

Greg Gronau, who has over 30 years of experience in gaming industry executive management, became chief executive officer for Primero Oct. 1. He

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Banilla hosts grand opening in Norcross

By Paul Tash Georgia Amusement Journal

Over 120 operators and technicians helped Banilla Games open its new Georgia headquarters Nov. 7 in Norcross with a grand opening that featured lunch and a giveaway of two Platinum 3 game boards.

Michael "Smitty" Smith, Banilla's sales manager in Georgia, said the new office will provide a place "where customers can feel at home." The facility has the space necessary to display all the games Banilla offers in Georgia, Smith said, along with games that

Georgia operators and potential customers may use in other markets.

"We now have a space that can be used not only for the display of games," he added, "but also to host special events for our Georgia customers."

Smith also praised Banilla's manufacturing partners

See BANILLA Page 8



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Industry

from Page 1

Nov. 13. Though Gov. Nathan Deal called the session to find a way to cover costs associated with Hurricane Michael, which devastated parts of the Florida Panhandle and southwest Georgia in early October, industry reps said they'll be ready in case the session's scope is broadened in any way that might impact the industry.

Fellows also thanked those who participated in the inaugural Southern Amusement and Entertainment Expo, sponsored by GAMOA in September.

"The Expo was a huge success," Fellows said. "We were up almost 30 percent in attendance."

A record 470 registered attendees and 30 vendors participated in the Expo at the Atlanta Airport Marriott. The Expo, formerly the GAMOA Trade Show, hosted exhibitors and operators from all over the Southeast for the first time. The

Expo featured the large exhibitors' hall, an awards banquet, and seminars that included information on

the arbitration process, employee management, and association man-

agement, and provided technician training.

GAMOA's October meeting was sponsored by Cardinal and

Surfnote Technologies, and representatives of the two companies spoke briefly about their products at the start of the meeting.

Surfnote is a Norcross-based game machine and product manufacturer that has developed the iCage COAM Management System, a route-management system designed specifically for the Georgia COAM market.

The company's Bil Luisian said the latest generation of the cloudbased system puts "route management at your fingertips."

"We're really proud to present this," he said.

Jeff Schwartz, director of sales for Cardinal, a gaming manufacturer headquartered in Lavonia, said the response to new products introduced at the Expo in September, the Optimum 2 game series and Palladium cabinets, "has exceeded our expectations."

Cardinal, which employs about 30 game designers and engineers in Georgia, works diligently in the game development process to "interact with players" to get firsthand feedback on what they want. The consistently positive response



to its products in the Georgia market shows that the company's

> game developers have been successful in that effort.

"They've done a fabulous

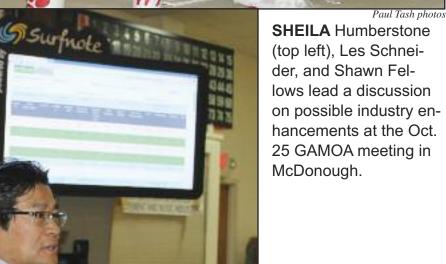
job," he said.

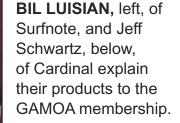
Schwartz urged those attending the GAMOA meeting to "take

> some conversion kits" for a "riskfree trial" of Cardinal's games.

"We look for-

ward to growing with you," he said.







Primero

from Page 1

is taking over the reins from Primero Games founder and former CEO Kelly Macke, who will remain with the company as chairman of the board.

Gronau is responsible for dayto-day operations, while Macke will continue to provide oversite and advise at a strategic level.

"It's time for me to step back and let Greg take the lead in growing the company," Macke told the Journal in an interview with her and Gronau earlier this month. "Greg is ready to take Primero to the next level in technology and growth."

With an extensive gaming background, Macke has created and grown Primero to become the market leader. After working as director of sales from 1995 through 2001 for her father, Al Johnson, at Leisure Time Technologies (developer of the revolutionary Pot O Gold game),

In 2009 Macke seized an opportunity to enter the Georgia COAM market and created Primero, which means "first" in Spanish. In 2012, she also purchased the skill-based game division of Cadillac Jack. At that point the Duluth-based company was

well-positioned to become the Georgia market's leading provider of Class B coin-operated amusement machines when the Georgia Legislature authorized the regulation of COAMs through the Georgia Lottery Corp. in 2013.

Primero took another big step in December 2016 by acquiring the redemption division of Blueberi, a game development company based but he's looking forward to the challenge.

"The Georgia market is becoming more sophisticated," Gronau said, "and I think we can deliver what players want. We will provide consistent new technology and games. That's where we need to go."

He has hit the ground running. Primero has just released a new "We're in a sweet spot in the redemption market," he said.

Gronau's experience would indicate he's capable of leading Primero to continued success. He has more than 30 years of senior management experience "leading gaming and manufacturing companies to profitable growth and expansion," a Primero news release said.

Before coming to Primero, Gronau served as president and chief executive officer of Gaming Partners International. Gronau also served as president of Cadillac Jack and worked with Kelly's husband, Mike Macke, who founded the game development company in 1998. Mike Macke was a pioneer in skill-based gaming, Class II and Class III

gaming.

Gronau also severed in an executive capacity at Shuffle Master, where he led improvements in its manufacturing operations, slot research and development departments. In addition, he directed the integration teams through many of its acquisitions.

For several years prior to Shuffle Master, he served as vice president of distribution services as WMS Gaming and served as its director of operations and business planning.



in Quebec. The acquisition allowed Primero to invest directly into the existing game research and development efforts.

Macke's efforts have paid off in Georgia. Primero has engineered over 50 game titles and holds the leading market share in the state, today representing about 15,000 of the 22,000 machines. The company will continue to invest in expanding its market reach with employees and facilities throughout North America, Macke said.

Gronau will inherit a company with high standards to live up to,

suite of games and will introduce new cabinet designs in the near future under his leadership.

"Primero is poised to serve the industry with more great games, cabinets, and technology than ever before," he said.

Primero will also be looking for opportunities in other markets, as well.

"There's a lot of markets open for skill-based games," Gronau said. "There's opportunity for expansion."

He added that Georgia "is a good model for other states."

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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 website as required by the GLC by the 20th of each following month.

— MEETINGS/OTHER —

Nov. 15: Southern Convenience Store Show, Macon Dec. 13: GAMOA meeting, McDonough, Moose Lodge March 26-28: Amusement Expo, Las Vegas Convention Center

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.

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Banilla

from Page 1

who helped sponsor the grand opening.

"We have partnered with a great group of manufacturers," he said. "Our goal is to let customers know that by teaming with VSR, Goldfinger, Astro, and MEI, we are able to offer a product second to none. We have worked diligently, as a team, to provide a quality product that we hope will meet the needs of our customers today and in the future."

Compu Sports and Tom's Amusement were the lucky winners of the Platinum 3 boards. Smith said the two companies will really benefit from the new games.

"Preliminary numbers on the Platinum 3 board from the Georgia market are incredible," he said.
"The extra effort Banilla put in to creating Platinum 3 seems to have paid off."

In some locations, Smith said, the Platinum 3 is out performing not only Banilla's Fusion games, but games from "some of our top competitors."

"We are all very happy with



Photos courtesy of Banilla Game

BANILLA GAMES celebrated its new office in Norcross with an open house Nov. 7. Top, a large crowd awaits as Banilla officials prepare to an-

the results," he said.

Smith said locating a separate office in Georgia "has been a tremendous experience for all of us at Banilla Games."

"We have learned quite a bit from our customers, made some great friends and business partners, and for me I've found a new home."

nounce winners of two Platinum 3 game boards. Above, several people enjoyed lunch in the facility's display area.

The new Norcross office is located at 1555 Oakbrook Drive, Suite 125. Banilla's corporate headquarters and manufacturing facilities are in Greenville, NC.

Get new 'Play Responsibly' decals

Master License Holders (MLHs) must prominently display the "Play Responsibly" decals on each Class B machine. There is a new phone number for the Georgia Crisis and Access Hotline displayed on the "Play Responsibly" decals, which is 1-866-922-7369, and the decals are light blue in color (see image at right).

The new "Play Responsibly" decals were included in the renewal packets sent to approved Class B MLHs that renewed for 2019 licensing year. If you did not receive your new "Play Responsibly" decals, contact our COAM Retailer Services Helpline at 1-800-746-8546 Option 6 and 2 or send an email to COAMReporting@galottery.org with the subject line of "Play Responsibly decals."

A PDF version of the "Play Responsibly" decal is also available on the COAM website at www.gacoam.com.

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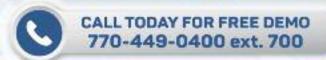
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From the Lottery

Location licensees can access weekly invoice reports online

Location License Holders (LLHs) may obtain their weekly invoice reports for their business location(s) by accessing the Intralot portal site at www.gacoamrprt.com. Once LLHs access the Intralot portal, they will click on "Reports" in the menu on the left side of the screen and then click on "Location Period Accounting" under the Accounting Reports menu.

LLHs may access the Location Period Accounting report on the Intralot website portal and obtain the amount (GLC Total Receivable Amount), which shall be deposited to its dedicated COAM EFT account for the designated accounting week. Generally, the Location Period Accounting report is updated for the prior week every Monday morning unless there is an observed holiday.

LLHs may also obtain their weekly invoice

amount by contacting the COAM Retailer Services Helpline at 1-800-746-8546 Option 6 and 2. Steps for accessing the Location Period Accounting report are:

- **STEP 1:** To access the Accounting Reports, click on the Reports application hyperlink on the Portal main screen (left side).
- **STEP 2:** Click on Location Period Accounting in the Account Report list (see the Access the Accounting Reports and Monitoring Reports Step 2 above).
- STEP 3: If a user is allowed access to view report for more than one license, the user can change the current license in the portal by selecting the Select License button.
- STEP 4: After clicking the Select License button, the user is presented with a grid which displays the licenses available to the user. The

user can change to a different license by clicking on the green Select link on the applicable row. The user can also search the available licenses in the grid by entering a license number in the Search box.

- STEP 5: After selecting a license from the grid, the license number displayed in the Select License button changes to the selected license number.
- STEP 6: Select the Date from (mm/dd/yyyy) and Date to (mm/dd/yyyy) by clicking on the calendar icons and choosing the weekly accounting dates (the full accounting week runs from Sunday to the following Saturday) and clicking on the Submit button.
- **STEP 7:** The Location Period Accounting Report will appear and may be exported to a particular File Format (i.e. PDF, Excel, etc.).

Follow these tips to minimize risk of losing COAM funds

The vandalism of machines or the theft of money from machines is an unfortunate situation, but it can happen. If your machines are vandalized or broken into and there is a theft of money, the business owner will be responsible for any lost money. In order to minimize the financial loss as a result of vandalism or theft, the GLC would like to remind Location License Holders of some strategies for reducing or minimizing theft from COAMs.

• Reduce Trouble by Building Relationships - LLHs and their em-

ployees 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. Peo-

ple are less likely to do bad things to people they feel a

connection or have a rapport with.

• Placing COAMs in Visible
Area of the Business - If a machine often experiences damage or theft, the best course of action may be to move the machine(s) to a different

location within the business. Place COAMs in an area of the business that can be easily observed by employees helps prevent damage, destruction, and theft.

- Remove Cash Daily Another suggestion would be to remove cash from COAMs daily and deposit the funds on a daily basis in their COAM designated bank account and maintain accurate accounting records.
- Security Camera Installation - One of the best methods of vandalism and theft prevention may

be the installation of a simple security camera in the area. If a particular section of your business is more susceptible to theft, consider better placement of the COAMs. A COAM may be more profitable in a different part of a business location.

As a reminder, any movement of COAMs must be coordinated ahead of time between the MLH and Intralot. Location License Holders must contact their Master License Holder for the repair or replacement of COAMs as a result of vandalism or damage due to theft.

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) ensures all equipment remains connected to the site controller and powered up at all times.

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

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



COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR





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

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







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| | Amusement Operator | 1-9 Employees | \$350 | GA M | LH# | | |
| | Amusement Operator | 10+ Employees | \$500 | GA M | LH# | | |
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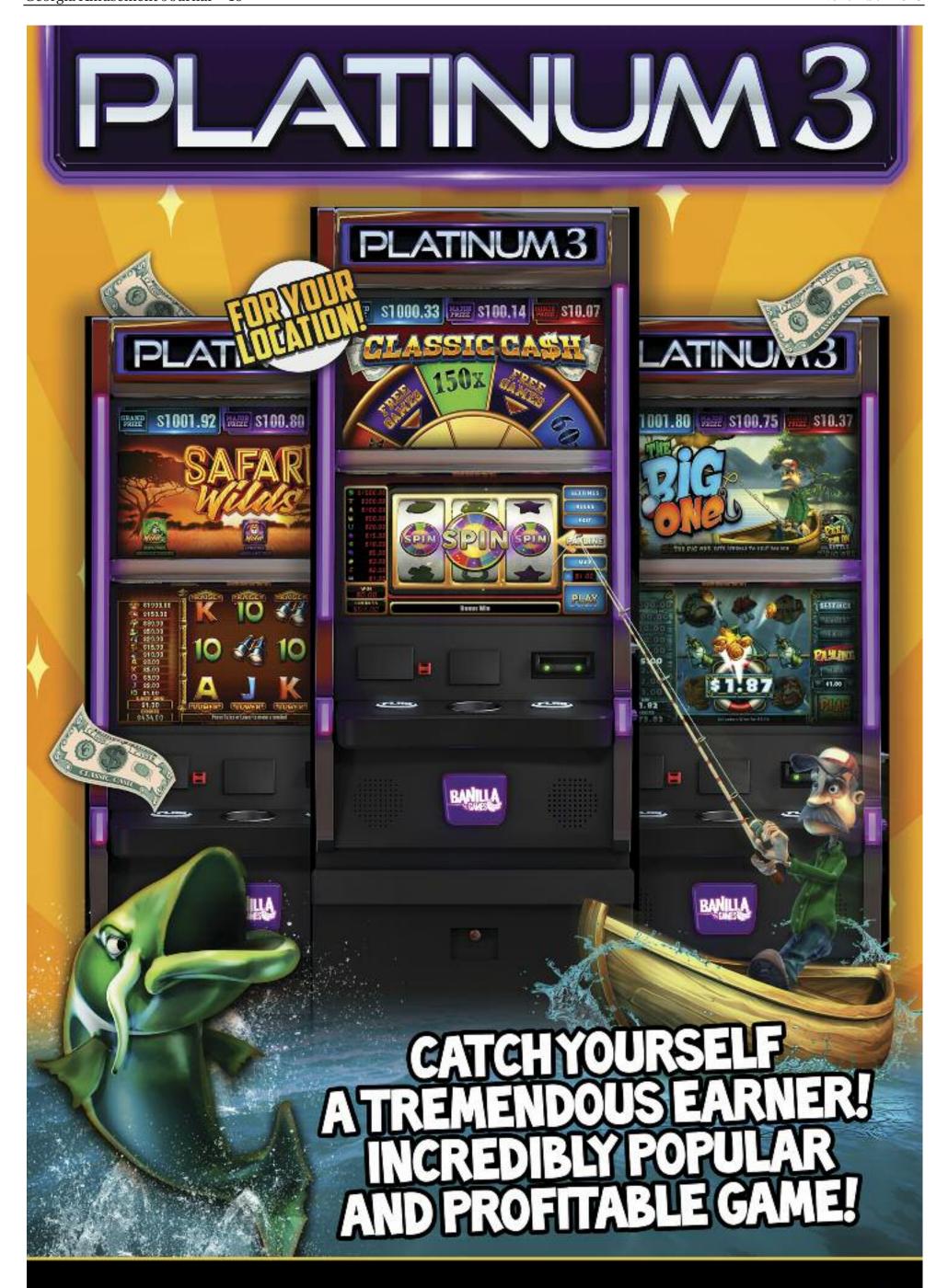


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