



GEORGIA Amusement JOURNAL

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



Paul Tash photo

BROOKS LEE, left, vice president of sales for Banilla Games, and Garrett Blackwelder, Banilla president, show the new FusionLink game at the gaming manufacturer's Technician Appreciation Day Nov. 11 in Duluth.

Banilla launches new games

By Paul Tash

Georgia Amusement Journal

Aiming to attract "the bigger player," Banilla Games launched a new game set during its Technician Appreciation Day Nov. 11 in Duluth.

"It's available now," said Tim Smith, vice president of Banilla.

The new FusionLink game set is the result of a meeting with operators over a

year ago, Smith said. One topic they raised was a need for higher payouts for some of their locations than what the current Fusion line offered.

"We understand that every location is different," he said.

Banilla then decided "to add a feature to our existing games that are already proven and that already do very well in

See BANILLA Page 7

Member communication

Association releases app

By Paul Tash, Georgia Amusement Journal

The Georgia Amusement and Music Operators Association (GAMOA) has released a new mobile-phone app to enhance communication with its members.

"We're trying to create different ways to communicate with everybody and make it as easy as possible," said Shawn Fellows, GAMOA president, at the association's membership meeting Oct. 21 in McDonough.

People can download it on any Apple or Android device. On Apple's App Store, search "Georgia amusement" to find the app.

Fellows also praised COAM licensees for their efforts in moving the industry forward.

"The industry is continuing to grow," Fellows said.

The number of Class B machines in the market has reached 30,000, and the number of Class B locations has surpassed 5,800, which is up over 500 from last year, he said.

"The market continues to flourish," he said.

He also praised an increasing number of manufacturers bringing new products to the market.

"There are now 25 licensed manufacturers in the market in Georgia and four distributors," he said, adding that revenues also continue to set records.

See GAMOA Page 7



Show brings suppliers, retailers together

By Paul Tash, Georgia Amusement Journal

Exhibitors and organizers seemed pleased with the turnout for the Southern Convenience Store and Petroleum Show sponsored by the Georgia Association of Convenience Stores (GACS) earlier this month in Athens.

One of the largest and most comprehensive such events in the southeast, the Show provides an opportunity for C-Store suppliers to showcase their products and services, and for retail decision



makers to learn about what is new in the industry.

"There seemed to be more retailers this year," said GACS board member Haley Bower, director of marketing for Clipper Petroleum, which also was an exhibitor at the Show. "We received some good leads on some potential customers."

"It's definitely a win in our book," she said.

The reception for exhibitors the night before the trade show was

See SHOW Page 10



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Review of gift card data ongoing

By Paul Tash

Georgia Amusement Journal

State regulators and industry representatives are reviewing information from a concluded gift-card pilot program in a continuing effort to introduce a gift card into the market.

KPMG, a data and analytics firm hired by the Georgia Lottery Corp., provided a report at a recent COAM Advisory Board meeting that, among other things, analyzed 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 officials have pointed out that the 151 locations that ultimately were part of the pilot program represented only about two percent of the total number of locations in Georgia.

“We’ll want to take time ... to digest the information,” said Emily Dunn, board chair.

GLC President and CEO Gretchen Corbin agreed, saying that the gift-card process is at “an incredible point.”

“We have something for the first time,” she said, referring to the data that came from the pilot program. “It’ll take a lot of time to digest.”

The gift-card pilot program was launched in late November 2020. 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.

“I want to thank Gretchen and John and the working (gift card) group and the board for all the input” regarding the pilot program, Dunn said.

As of Oct. 17, about 278 days since the pilot program launched, 16,841 gift cards were issued with \$3.6 million loaded on those cards,

Mike Parham, COAM vice president, reported earlier in the meeting.

‘A strong start’

Parham and John Heinen, COAM senior vice president, reviewed some COAM statistics for the first quarter of fiscal year 2022.

“We’ve had a strong start,” Heinen said.

Parham provided some specifics on licenses. The number of enabled licenses as of Sept. 30:

- Class A master licenses – 243
- Class A location licenses – 2,022
- Class B master licenses – 190
- Class B location licenses – 5,835
- Manufacturers licenses – 25
- Distributors – 4

Those numbers represent 4,000 more machines and 500 more locations “than this time last year,” Heinen said.

“So, you see that growth,” he said.

Parham also reported that total net revenue in the first quarter was about 10 percent more than last year at the same time.

“We’re starting off great,” Parham said.

In addition, Parham said, the licensing renewal rates for 2022 licensing year have been solid. As of Sept. 30, he said, 85 percent of Class A master licensees had applied for renewal, while 88 percent of Class A location licensees had done so. One hundred percent of Class B master licensees had applied for renewal, he said, while 98 percent of Class B location licensees had done so. Manufacturers and distributors were at 100 percent renewal.

All told, the renewal rates average about 95 percent, which is on par with previous years, Parham said. He noted that 2022 renewal deadlines reverted to the original timeline after being extended in 2021 licensing year due to the pandemic.

“It’s good to see renewal percentage back where it should be,” he said.

Parham also said that the COAM Division has released another newsletter that is now available online at gacoam.com.

Back in the field

Heinen provided the board a compliance report. He said Tony Williams, who usually gives the compliance report, resigned as the COAM Division’s lead investigator to enter the private sector.

“We wish him the best,” he said.

Inspectors are back in the field “almost on a full-time basis,” he said, and completed about 2,000 inspections in the first quarter. That number “was in the 800s” last year at this time as COVID concerns limited the opportunity to inspect, he added.

Investigators continue to help licensees “navigate the compliance structure,” he said. Heinen also said inspectors are more apt to provide warning over citations to maintain its “business-friendly” attitude.

“We like warnings,” he said.

Heinen also thanked the industry for the “flowers, cards, notes” for Lisa Taylor, a COAM Division employee who died recently following a long illness.

“It was a big loss for us,” he said.

Doshi joins board

Dunn later welcomed the board’s newest member Bunt Doshi, who replaced the outgoing Stewart Carswell. GLC’s Corbin read a letter from outgoing board member Stewart Carswell. In the letter, Carswell said it “was an honor and privilege to serve the state of Georgia” on the COAM Advisory Board.

Carswell said he’s “proud of the accomplishments” the industry has made and added that the future is bright for the industry.

“The sky’s the limit,” he said in the letter.

The COAM Advisory Board’s next meeting is Jan. 19.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2021			
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
27-Jun-21	03-Jul-21	07-Jul-21	13-Jul-21
04-Jul-21	10-Jul-21	14-Jul-21	20-Jul-21
11-Jul-21	17-Jul-21	21-Jul-21	27-Jul-21
18-Jul-21	24-Jul-21	28-Jul-21	03-Aug-21
25-Jul-21	31-Jul-21	04-Aug-21	10-Aug-21
01-Aug-21	07-Aug-21	11-Aug-21	17-Aug-21
08-Aug-21	14-Aug-21	18-Aug-21	24-Aug-21
15-Aug-21	21-Aug-21	25-Aug-21	31-Aug-21
22-Aug-21	28-Aug-21	01-Sep-21	08-Sep-21*
29-Aug-21	04-Sep-21	08-Sep-21	14-Sep-21
05-Sep-21	11-Sep-21	15-Sep-21	21-Sep-21
12-Sep-21	18-Sep-21	22-Sep-21	28-Sep-21
19-Sep-21	25-Sep-21	29-Sep-21	05-Oct-21
26-Sep-21	02-Oct-21	06-Oct-21	13-Oct-21*
03-Oct-21	09-Oct-21	13-Oct-21	19-Oct-21
10-Oct-21	16-Oct-21	20-Oct-21	26-Oct-21
17-Oct-21	23-Oct-21	27-Oct-21	02-Nov-21
24-Oct-21	30-Oct-21	03-Nov-21	09-Nov-21
31-Oct-21	06-Nov-21	10-Nov-21	16-Nov-21
07-Nov-21	13-Nov-21	17-Nov-21	23-Nov-21
14-Nov-21	20-Nov-21	24-Nov-21	01-Dec-21*
21-Nov-21	27-Nov-21	01-Dec-21	07-Dec-21
28-Nov-21	04-Dec-21	08-Dec-21	14-Dec-21
05-Dec-21	11-Dec-21	15-Dec-21	21-Dec-21
12-Dec-21	18-Dec-21	22-Dec-21	29-Dec-21*
19-Dec-21	25-Dec-21	29-Dec-21	05-Jan-22*

*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.

Journal Opinion

GACS offers full schedule of events

By Sharon Shuford GACS Membership

It's time to up the game! After more than 18 months that proved difficult for non-profit organizations dependent on raising funds from networking events, GACS is expanding its schedule for 2022. Here's just a glimpse of what's in store for members and C-Store industry professionals:

Sporting Clay Competition, Dec. 8, 2021 – GACS will host its sporting clay competition again in 2021. Originally scheduled for September, the event was moved to December. It always has been a popular sellout. Meadows Gun Club in Newnan is this year's location.

GACS Annual Legislative Reception, Jan. 25, 2022 – The annual reception brings GACS members together with their legislators for an early evening of networking. It's a great opportunity to connect with legislators, share thoughts on issues and priorities, and learn what is on the docket that, in their view, matters most. GACS always has a good turnout, weather permitting.

Golf Tournament, April 14, 2022 – GACS will hold its an-

nual GACSPAC Golf Tournament in April at the Flat Creek Country Club, down near Peachtree City. Participation at the tournament in 2021 was



Sharon Shuford

back to pre-pandemic levels, so clearly members and industry professionals appear ready to network again. The tournament is a great way to do it.

GACS Convention, June 3-7, 2022 – The 45th GACS convention was held last June in Amelia Island, FL, with much success. The 2022 Convention will be in Asheville, NC. The convention committee, chaired by Lynn Watson, Aden's Minit Markets, is working hard to provide great education opportuni-

ties and ample time for networking.

GACSPAC Bowling Tournament, Nov. 9, 2022 – Introduced in 2020, the Bowling

The annual Legislative Reception is a great opportunity to connect with legislators, share thoughts on issues and priorities

Blast proved to be a ton of fun. It's held the night before the Trade Show. Limited in size due to the number of available bowling lanes, players and team sponsors should reserve their spots early. Bowling "levels the playing field," although there are a few ringers in the crowd!

Southern Convenience Store & Petroleum Show, Nov. 9-10, 2022 – The annual Show will be held in Macon, GA, on Nov. 10, 2022. Retailers, mark your calendars today. Associates and suppliers should secure exhibit space well in advance, as it is assigned on a first come, first served basis. Exhibitors can also book convention tabletop exhibits at a low discount price at the time they reserve space at The Show.

Big changes for 2023

The annual Southern Convenience Store & Petroleum Show will be moved to earlier in the year for 2023, and the annual convention will be scheduled for late summer. The Show will be in April or May, and the Convention in August.

Member events

Count on GACS to be present at member events. In addition to a number of industry expos/ shows, several golf tournaments are back on the schedule for 2022. Events include The Stewart Show, the SE Petro Show, the H. T. Hackney Shows in Biloxi, Myrtle Beach and Pigeon Forge, the Enmarket Charity Golf Classic, the Jet Foods and Clipper Petroleum golf tournaments and more.

GACS Lunch & Learn and InStore events

The popular Lunch & Learn program will return in 2022. These events provide opportunities for retailers to hear from regulators and other industry experts on a wide range of topics relevant to their businesses. The schedule will be a blend of virtual and live, in person events.

GACS also plans to re-launch the GACS InStore program, which brings local legislators and retailers together for a couple of hours of conversation and feedback.

For information about any of these programs, or to host a Lunch & Learn or InStore event, contact GACS at 770-736-9723 or email Kevin@gacs.com or Sharon@gacs.com.

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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 —

Dec. 9: GAMOA meeting, Al-Noor Banquet Hall, 6010 Singleton Road, Norcross
Jan. 19: COAM Advisory Board, Lottery headquarters, Atlanta
Jan. 25: GACS Legislative Reception, Capitol
March 15-17: Amusement Expo International, Las Vegas
April 19: COAM Advisory Board, Lottery headquarters, Atlanta

Journal Opinion

Mark your calendar for AMOA events

**By Lori Schneider
AMOA Executive VP**

As we close out 2021, we want to thank you for “building engagement in real life” with us during the past year. It was great to be face-to-face again at several industry events.

Looking ahead to 2022, we want to continue that engagement and encourage you to mark your calendar with the following important AMOA dates.

AMOA State Council Meeting (“Adapting to the Ever-Changing Normal”) – Jan. 20-22 at Hyatt Regency Riverwalk, San Antonio, TX.

Amusement Expo International – March 15, Education Day, Westgate Las Vegas. March 16-17 – Trade Show, Las Vegas Convention Center, www.amusementexpo.org



Lori Schneider

It was great to be face-to-face again at several industry events in 2021.

AMOA On Campus Program (Spring Session) – May 21-23, University of Notre Dame, Notre Dame, IN

AMOA On Campus Program (Fall Session) – Oct. 27-29, Westin Chicago Northwest, Itasca, IL

AMOA On the Road Program – Oct. 27-28, Westin Chicago Northwest, Itasca, IL

Be sure to engage with us at www.amoa.com for details on these and many other AMOA

programs.

AMOA is a national trade association representing the interests of operators, distributors, manufacturers and suppliers in the amusement entertainment industry. AMOA is an active participant in the AMOA State Council.



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GAMOA

from Page 1

“Year after year those figures continue to increase,” Fellows said. “The whole thing is moving forward in a positive way.”

Fellows also said the industry is having “ongoing conversations” with the Georgia Lottery Corp. about a gift card “to make that happen.” A pilot program that involved 151 locations throughout Georgia, about 2 percent of the locations in the state, ended over the summer. The GLC and the industry continue to analyze the data from that program, and industry representatives remain confident the card will happen.

“It’s an easy form of non-cash redemption,” said Les Schneider, GAMOA attorney and lobbyist.

Ordinance changes

Fellows also discussed a few changes in local zoning ordinances, including Macon County limiting the number of machines in a location to six. Though that ordinance change is allowed by statute, it’s obviously not conducive to COAM growth. Fellows said licensees should ensure the industry is operating as compliantly as possible, so local governments don’t have a reason to pass similar COAM-restrictive ordinances.

Fellows urged licensees to “be more proactive” and “police their own locations” to make sure they are compliant with all regulations, especially the 50/50 rule. That regulation states that a location owner or operator cannot derive more than 50 percent of monthly gross retail receipts for the business location from COAMs.

“Be a part of the solution, and not a part of the problem,” Fellows said. “Be mindful of the bigger picture.”

Tournament guidelines

Guidelines for licensees to operate dart and pool tournaments at



Paul Tash photo

GAMOA PRESIDENT Shawn Fellows addresses the membership Oct. 21 in McDonough. At right are Les Schneider and Sheila Humberstone, GAMOA lobbyists. Inset, GAMOA’s new mobile-phone app.

their locations should be coming out soon. Schneider said dart and pool “are a big deal in other jurisdictions,” particularly in bars and certain restaurants, because they can generate traffic and increase play on machines. Rewards for winners would likely be non-cash, he said.

In addition, Schneider said some discussion has taken place within the industry regarding the development of player-education material to explain to players how to play the games, how to do non-cash redemption and the like. A potential plan incorporates a QR code on the side of the machine that players would scan on their phones to launch a website with educational information. Posters with player education content could also happen, he said.

Expo success

Fellows also told the membership in attendance that the Southern Amusement & Entertainment

Expo, held in Duluth in late August, was “hugely successful.”

“We had an amazing Expo this year,” he said.

Fellows commended Christina Kaiser, GAMOA’s executive director, and GAMOA’s Expo committee for its efforts in planning and executing the show.

“I want to recognize her ... and the committee’s efforts,” he said. “Thank you all for all your hard work.”

He said the Expo plays a major role “in expanding this industry” and “creates an opportunity for exhibitors to interact with the industry.”

“It’s exciting to see year after year the Expo continue to grow.”

Next year the Expo will return to the same facility in Duluth, the Gas South Convention Center, “but in a larger venue” to accommodate the number of exhibitors expected next year. He also thanked the vendors that participated in the trade show.

“Thank you to all the manufacturers for all the support you give our association,” he said. “I hope

we’ll see you again next August for the Expo.”

Maybe the highlight of the Southern Amusement & Entertainment Expo, Fellows said, was the “overwhelming charitable efforts” displayed by the COAM industry on behalf of Bert’s Big Adventure. Over \$100,000 was raised for that charity, which sends chronically and terminally ill children and their families to Disney World for a “magical” five-day vacation, all expenses paid.

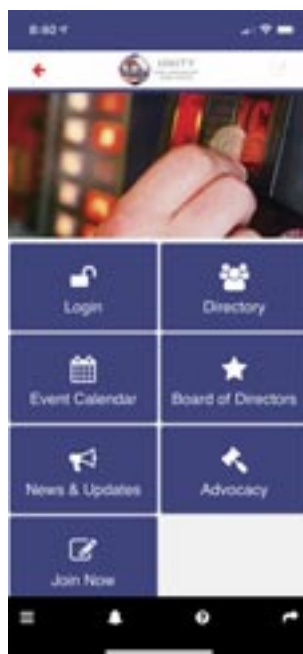
“Thank you for all your efforts” in raising the money for Bert’s Big Adventure, Fellows told the GAMOA membership.

Fellows also said GAMOA’s social during the Global Gaming Expo in Las Vegas in October was “extremely successful.”

“It was great to see so many from Georgia there,” he said.

Fellows also noted the passing of Lisa Taylor, who worked for the GLC’s COAM Division, and Maureen Matherne, who worked with Intralot. The two were well-known and appreciated in the COAM industry, Fellows said.

The year’s last membership meeting has been scheduled for Dec. 9 at the Al-Noor banquet hall, 6010 Singleton Road, in Norcross.



Banilla

from Page 1

the field as a way to increase the payback percentage to the player.”

The FusionLink feature is the result. The game set includes the Link upgrade to five popular Banilla games – King Kong, Great American Buffalo, Piggy’s Big

Break, Midnight Wolf and Princess of the Nile.

“It’s geared toward the bigger player,” he said.

The higher the amount bet, the higher the potential prize, he said, which increases player engagement.

Any current version of Banilla’s Fusion game will be able to accommodate the new FusionLink game, Smith said. Operators will

have to decommission the current Fusion machine, swap the hard drive, and then recommission the machine. Banilla is also selling the game set with a Fusion cabinet.

Brooks Lee, vice president of sales for Banilla, said the FusionLink is “an all-star combination” of the current Fusion games “that have been successful in the field and have game recognition with the

player.”

With the FusionLink feature added to those familiar titles, “it plays different, it feels different,” he said, “but it has the same Fusion recognition that they know, and we’ve seen have success in the field.”

“We’re always going to try and bring the best to the market,” Smith added.

You'll Love The Classifieds

Technicians have a day, thanks to Banilla

By Paul Tash
Georgia Amusement Journal

Banilla Games' fourth annual Technician Appreciation Day Nov. 11 provided an opportunity for technicians throughout the Georgia COAM market to get answers to technical questions, and win some cash along the way.

Banilla gave away \$10,000 in cash to attending technicians throughout the four-hour event at the Sonesta Gwinnet Place in Duluth and held a raffle for attending master license holders for an award-winning Skyriser machine. Tich Nguyen of Century Amusements was the excited winner of the Skyriser.

Also during the event, Brian Brown, vice president of operations for Banilla, provided an update on supply chain issues plaguing the industry. He said little relief is in sight.

"We haven't heard the worst of it," he said.

Banilla, like other manufacturers in the Georgia market, are working overtime to find and purchase supplies for their customers.

"We're buying as much product as we can," Brown said. "We want to make sure you guys don't come up short."

Banilla will open a new production and warehouse facility in Savannah in January, he said. The new facility, just over a mile from the port, will help meet the demands of the Georgia COAM market, but also facilitate more efficient importation of ocean freight, he said.

"My message to you is, if you're thinking about ordering, get the orders in now," he said.

Brooks Lee, vice president of sales, earlier in the day introduced the four account representatives who comprise the company's sales team in Georgia. They are Matthew Bridges, Cameron Colmore, Trent Safrit and David Villari.

Besides Banilla, other sponsors of Technician's Appreciation Day were VSR, MEI, Goldfinger/Betson and Innovative Technology. Representatives of the four companies presented information on their products at the event.

In addition, Banilla Games technician Edwin Navarro demonstrated how to properly install a lock set in a Fusion machine.



BRIDGES



COLMORE



SAFRIT



VILLARI



Paul Tash photos

THE BANILLA sales team in Georgia, above, was introduced during Technicians Appreciation Day Nov. 11. Banilla's Kevin Morse, left in blue coat, congratulates Tich Nguyen, MLH Century Amusements, who won the grand prize – a Skyriser machine. Below, Bill Vega, Kevin Gregory and Sahil Patel of Albany Amusement took part in the event.



BRIAN BROWN

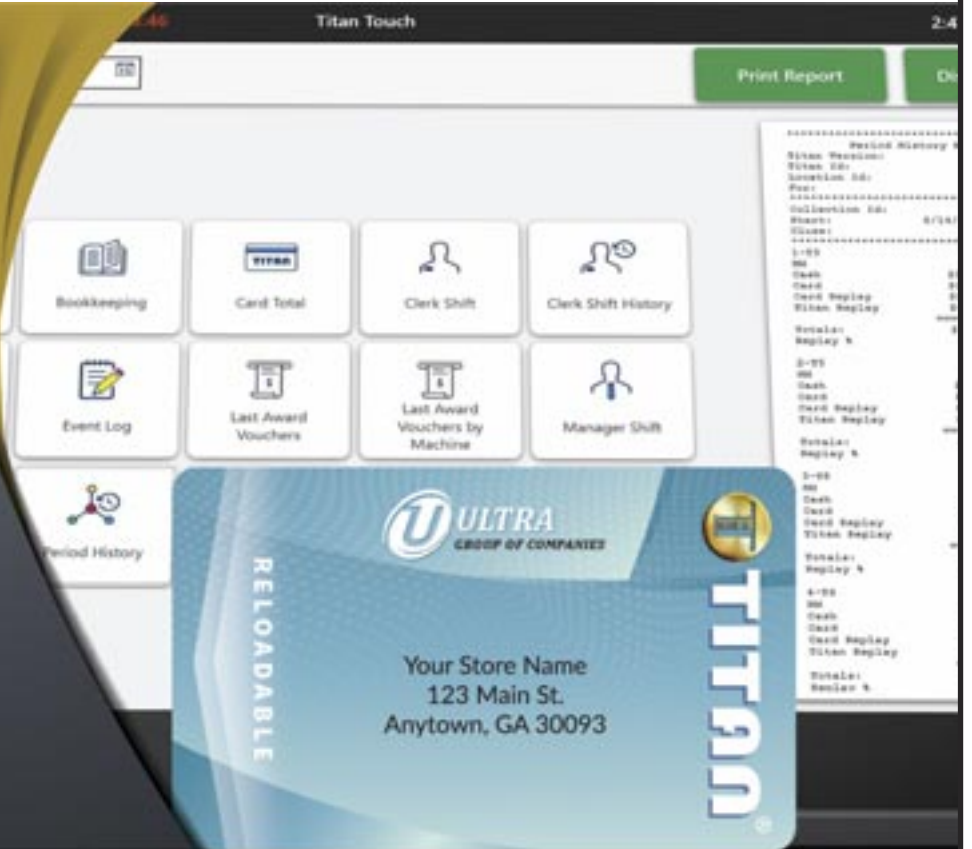


EDWIN NAVARRO, above, a Banilla Games technician, demonstrates how to properly install a lock set during Banilla's Technician Appreciation Day Nov. 11. At left, Allison Fisher, Banilla product manager, hands over \$500 in cash to a fortunate Tom Herr of Tom's Amusement in one of 20 \$500 drawings for attending technicians.



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Gas	Gas \$32.75
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Show

from Page 1

also successful, she said.

“We had a great turnout,” she said. “It was a good time.”

She said it was “good to see people out again” after 20 or so months of living in a pandemic.

“It was almost like normal,” she said.

Representatives of 28 Black energy drinks also were happy with the Show. They were demonstrating five flavors that are all taurine-free. Without taurine, Anthony Garner said, drinkers experience “no jitters or crash.”

Other exhibitors include Azalio, a new time-tracking and scheduling mobile app to help convenience store managers manage and reward their staff. Quratul-Ann Malik, founder and CEO, said the app offers rewards and incentive programs for employees.

“It’s being tested in stores in Georgia now,” she said.

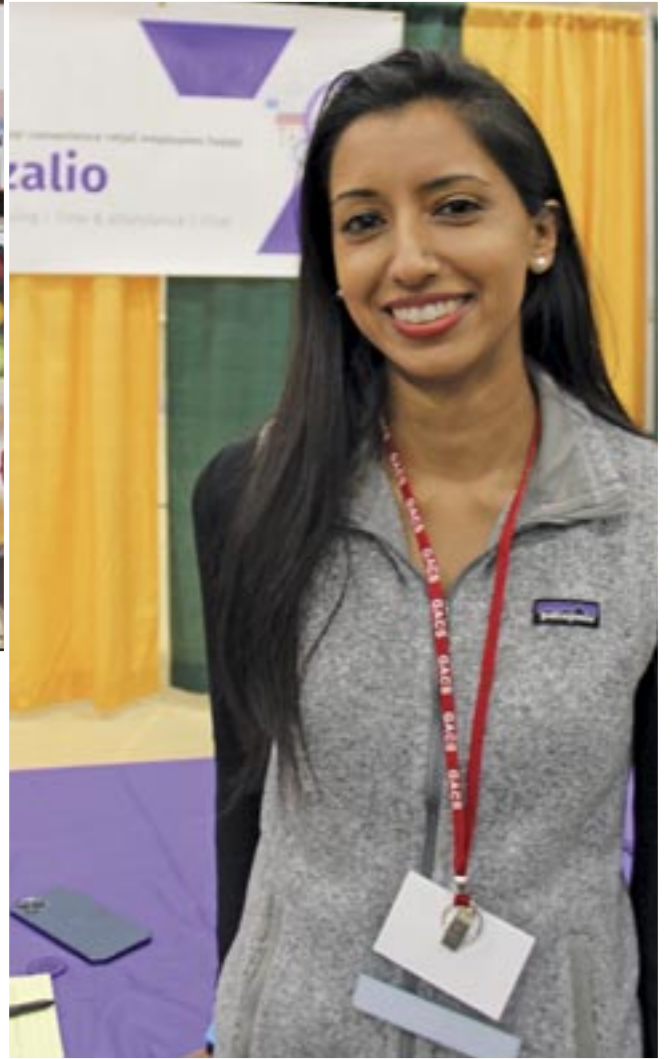
Held Nov. 11 at The Classic Center, the Show also featured a free seminar for attendees titled “What Makes Talent Tick?” to help them find dependable employees. Also new to the Show was the GACSPAC Silent Auction, which was moved from this year’s annual convention to the Show.

ULTRA GROUP was represented at the Southern Convenience Store and Petroleum Show by Jessica Macleod and Emily Owens, left to right in photo at right. Below left are Teresa Davis, left, and Terri Spivey of Diamond Amusements. Below right are Rick Murphy, Emily Kiger and Derand Walker of Tom’s Amusement.



Paul Tash photos

HALEY BOWER, above, director of marketing for Clipper Petroleum, and Quratul-Ann Malik, founder and CEO of Azalio, a time-tracking and scheduling mobile app, were happy with the Southern Convenience Store and Petroleum Show Nov. 11 in Athens. Eby-Brown was well represented at the Show (opposite page). Left to right are Chef Paul Young, Nancy Davis, Ronnie Griffin, Phil Chamberlin, Johnny Hardin, Scott Sawant with Chef Scott Wells in front.





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From the Lottery

Master, location licensees should read contract carefully

The law regulating the operation of coin-operated amusement machines (COAMs) in Georgia has certain requirements for Class B COAM contracts between Master and Location licensees.

A Class B Location owner must enter into a written agreement (or addendum) for the placement of COAMs by a Class B Master Licensee in the location business. Before signing any contract, each party to the contract should read it carefully and understand its provisions. Like other contracts, COAM contracts are legal documents.

COAM licensees may end up in arbitration and ongoing litigation over such documents. Even if a Location licensee does not understand a COAM contract he or she signs, he or she may still be bound by the promises made within the contract.

Each Location licensee should review its COAM contract for important information about

length of the contract, any automatic renewal conditions, any required notices (including to terminate the contract), where to send required notices, any liability of the Location owner or operator if it should close or sell the business, and any liability upon the Location licensee for damages due to any breach of the contract. Additionally, a copy of the COAM contract (or addendum) must be available for inspection by Georgia Lottery Corporation (GLC) or its representative.

While a COAM contract is not required to be posted at the business location, it must be available when requested by a GLC Inspector. It is advisable to make copies of the COAM contract and have copies easily accessible by employees at the business location.

The COAM law also requires that any COAM contract entered into or renewed (as of

May of 2016) shall be for at least a year. In other words, a COAM contract term length of longer than one year is not required. A month-to-month contract between a Class B Master licensee and a Class B Location licensee is not permissible under the COAM Law.

It is important for a COAM Location licensee to be familiar with its COAM contract and also COAM law and rules. If a Master licensee has any contract dispute with a Location licensee, the COAM law provides that such dispute be referred to arbitration.

GLC staff do not decide whether a COAM contract is expired or terminated, which is even more reason for a Location licensee to take all steps it can to make sure it is familiar and comfortable with the promises it is making within a COAM contract. A Location owner may find it beneficial to have its own attorney review the contract provisions to ensure that the location owner understands its obligations under the contract.



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