



GEORGIA Amusement

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

License renewal improving

Licensees timely with renewals, advisory board told

By Paul Tash

Georgia Amusement Journal

The state's master and location licensees continue to improve their efforts in renewing licenses on time, a Georgia Lottery Corp. (GLC) official said this month.

"That's good news," John Heinen told the COAM Advisory Board at its recent meeting Oct. 11 at the GLC offices in Atlanta.

Sept. 30 was the "drop-dead deadline" for renewal for Class A and B location and master licenses for the current year. Though the Lottery received a few "calls of panic" leading up to the deadline, "they were much less in number than last year and the previous year," he said. If a holder of a 2017 COAM license failed to renew a license, or a license application was not approved on or before Sept. 30, the person or entity can no longer operate COAMs.

Heinen, senior vice president of GLC's COAM division, also provided some revenue statistics for the COAM board. He said per-day average revenue per machine at the time of the meeting was about \$84, about three dollars more than the same time last year. The number of COAMs in the field remained "relatively stable," he said, at about 22,000.

Heinen also noted the "professionalism" and "technological advances" he witnessed at industry trade show, sponsored in September by the



Paul Tash photo

COAM ADVISORY Board member Stewart Carswell, left, and COAM Division President and CEO Debbie Alford get ready for the

Georgia Amusement and Music Operators Association (GAMOA) in Atlanta. The Trade Show in general was "impressive," he added.

Rule amendments

In other action, the COAM Advisory Board voted to endorse several proposed rule amendments offered by COAM regulators, following "input and suggestions" from the industry after original discussion on the proposed rule amend-

most recent board meeting Oct. 11 at the Georgia Lottery Corp. headquarters in downtown Atlanta.

ments at the board's July meeting.

One of those rule amendments clarifies a GLC regulation that requires Class B manufacturers and distributors to be licensed in the state of Georgia.

Julie Barker, an attorney for the Lottery's COAM division, has said the state is concerned that Master License Holders (MLHs) could purchase cheaper parts from an unlicensed distribu-

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Ultra pushes exclusive Titan technology

By Paul Tash

Georgia Amusement Journal

Ultra Group of Companies, Inc. (Ultra) has had plenty to celebrate in 2017, its 25th year in business. In addition to its extensive customer base in Georgia, Ultra continues to be an industry leader in securing systems and developing promotions that can produce more revenue and provide

documentation for its locations to comply with the highly regulated requirements set forth for COAMs in Georgia.

The Norcross-based company's COAM machines, featuring Ultra's exclusive Titan® VIP Player Gift Card system and Titan® Point of Sale machine-management system, have made an impressive impact in the

Georgia COAM market.

Ultra operates as a COAM master licensee company that primarily uses amusement game machines from IGT, Banilla, and Primero. Ultra makes upgrades to these machines at a substantial cost that adds the proprietary Titan® card system. The result is an Ultra-branded machine that is the

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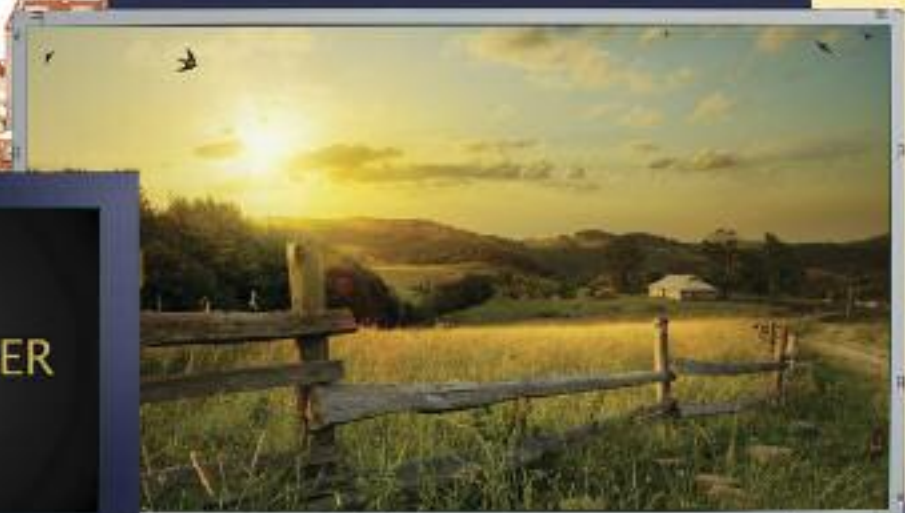
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Journal Opinion

GAMOA working to educate industry

**By Shawn Fellows
GAMOA President**

In the past month, our country has suffered terrible losses. From the hurricanes that wreaked havoc on several Southern states and the Caribbean to the horrific attack in Las Vegas that left 58 innocent people dead and hundreds injured, this moment in our history calls for unity among all Americans.

University of Georgia football coach Kirby Smart says “team” stands for “Together, everyone accomplishes more.” That’s true of our country at this time, and it’s also true for our businesses.

The GAMOA Board of Directors began an initiative back in February focused on unifying the coin-operated amusement machine industry here in Georgia. Historically, GAMOA has always advocated for the machine providers – the “Masters” – within our great state and has helped educate stakeholders around the state from local law enforcement to state agencies. GAMOA will continue a proud tradition of educating industry-specific issues, such as regulatory compliance, taxation, employment laws, fair trade practices and ethical conduct.

The GAMOA annual trade

show Sept. 7-8 featured numerous seminars focused on education of our members and their staffs. The seminars ranged from technical classes hosted by many of the industry’s lead manufacturers to a compliance



Shawn Fellows

seminar hosted by the Georgia Lottery Corp. that focused on Master-specific regulatory compliance. New this year, GAMOA hosted its first seminar focused specifically on the needs of the retail partners.

The Georgia COAM market is comprised of about 180 Master Licensees who own some 22,000 COAM devices installed at over 4,800 retail locations across the state. GAMOA will continue to host

seminars to help educate retail locations on important issues, such as monthly reporting to the Georgia Lottery on payouts and other lawful activity. Our detailed seminars include handouts, video presentations and

nounced in the coming weeks.

We plan to host these retail location seminars throughout the state over the coming year. Make sure you continue to read this trade journal and look for updates on dates and locations of future seminars in your area on our website www.gamoa.org.

If you are a Retail Location Licensee in the state of Georgia, I urge you to check out our website and ask your Master Licensee if he or she is member of GAMOA. We have been the industry’s voice for more than 35 years and the single source for educational seminars. I invite you to get involved in your industry and gain firsthand knowledge that will save you time and money.

For questions related to COAM matters, call the Georgia Lottery COAM Division at 1-800-7HOTLINE (1-800-746-8546) or email them at COAMReporting@galottery.org. If you need GAMOA assistance, contact Executive Director Christina Kaiser at (770) 408-0384 or email her at christina@gamoa.org.

We look forward to meeting you at our next event.

GAMOA's mission: “To Promote and Serve Georgia’s Coin Operated Amusement and Music Industry.”

We will be hosting our next education seminar (for all industry stakeholders) in mid-December.

other reference materials that retail locations and their accounts alike find highly informative.

The goal of the GAMOA is to educate all stakeholders within the industry on the proper forms of redemption along with reporting compliance. In an effort to reach this goal we will be hosting our next education seminar mid-December, with the date and location to be an-



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COAM calendar

— REPORTING DATES —

Oct. 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 —

Oct. 26: GAMOA meeting, McDonough, Moose Lodge
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 helps stop bank-account closures

An AMOA Update

The AMOA has had an active legislative year in Washington, D.C., battling the unintended consequences the Operation Choke Point initiative had placed on its members.

Over the course of the past 12-18 months, many operators were receiving letters from their banks advising them their accounts would be shut down within 60 days, and some in as few as 10 days. In addition to account-closure letters, many operators, including their customer locations, were receiving intrusive questionnaires from their banks.

Earlier this summer AMOA's Government Relations Committee chair, Emily Dunn from Georgia, and AMOA's executive vice president, Lori Schneider from the association headquarters in suburban Chicago, visited Capitol Hill to meet with key congressional members of both the House Financial Services Committee and the House Judiciary Committee. During their visit, AMOA was extended an invitation to bring two witnesses to a roundtable discussion with U.S. Rep. Bob Goodlatte, R-VA, who serves as House Judiciary Chairman, and U.S. Rep. Blaine Luetkemeyer, R-MO, who serves on the House Financial Services Committee. U.S. Rep. Darrell Issa, R-CA, also took part in the roundtable interviews.

During this meeting, which took place in the House Judiciary Library, AMOA's witnesses shared their personal stories of the detrimental impact the account closures have placed on their small business operations.

After the roundtable interviews with the congressmen in late June, AMOA was pleased to learn in mid-August the Department of Justice sent a letter to Congressman Goodlatte stating, "All of the Department's bank investigations conducted as part of Operation Chokepoint are now over, the initiative is no longer in effect, and it will not be undertaken again."

While AMOA continues to be cautiously hopeful, the association will continue to monitor to see if federal bank regulators follow suit. AMOA encourages any operator receiving any type of questionnaire or letter advising of account closures moving



Paul Tash photo

AMOA PRESIDENT Rick LaFleur addresses the awards banquet during the GAMOA Trade Show in September in Atlanta. The Georgia association is one of nine state associations LaFleur has visited so far this year "to take the pulse" of the industry at the state level.

forward to contact its association headquarters at (815) 893-6010.

In other AMOA activity, AMOA President Rick LaFleur from North Dakota has visited with AMOA members over the past four to five months during state association gatherings to take the pulse of the coin-op industry at the state level around

the country. To date, LaFleur has visited Oregon, Texas, Illinois, Minnesota, Wisconsin, Missouri, Michigan, North Dakota, Georgia and soon will be visiting Florida and West Virginia.

In addition, AMOA First Vice President Jim Marsh from Washington state visited Ohio.

AMOA will again be conduct-

ing its annual State Council Meeting in San Diego, where leadership from the states come together and share the efforts, both legislatively and organizationally, of their respective state groups. The meeting will place Jan. 25-27, 2018, at the San Diego Marriott Mission Valley. For details visit www.amoa.com or call (815) 893-6010.

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- IAAPA Nov. 13th-17th

Failed financial sweeps can lead to disablement

The most basic and important aspect of COAM account management for licensees is ensuring enough money is in their account to cover sweep transactions, according to the COAM Connection newsletter produced by the GLC's COAM division.

Ultimately, keeping an account in good standing is the licensee's responsibility, the GLC said. A "bank return" occurs if the total amount due is not available when the EFT system sweeps your COAM account. In the event of a bank return, the licensee will be subject to a \$35 ACH (automated clearing house) return fee (if in excess of \$100).

Acceptable commercial deposits for an ACH return may be made by cash, wire transfer, or cashier's check. Failed ACH drafts are calculated on a rolling 180-day period and the number of NSF's (non-sufficient funds) calculated begins from the date of the first return going forward and, in the case of multiple returns, the 180 days is calculated from the date of the last return. Following are the disable periods for failed ACH drafts.

• One – ACH Return Within

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.

180 Days – Licensee experiencing a first ACH return will have until 2 p.m. EST the day of the return to make an acceptable commercial deposit for the full payment of the ACH return into the designated COAM bank account to avoid having the COAMs disabled.

• Two – ACH Returns Within **180 Days** – Licensees experiencing a second ACH return in a rolling 180-day period will have until 2 p.m. EST the day of the return to make an acceptable commercial deposit for the full payment of the ACH return into the designated COAM bank account to avoid having the COAMs disabled. Li-

icensees will also be subject to a 14-day period of disabled COAMs, from the date of the receipt of payment, if the following circumstances occur:

1) Licensee has been operating COAMs six months or less and has no FSD (Fiduciary Security Deposit);

2) Licensee has two ACH returns on consecutive weeks;

3) Licensee has two ACH returns in a rolling 30-day period.

• Three – ACH Returns Within **180 Days** – Licensees experiencing a third ACH return in a rolling 180 day period will be disabled immediately and are subject

to a 14-day period of disabled COAMs upon the payment in full of the third failed ACH return or any additional ACH returns that have not been paid. In the event the licensee does not have an FSD, the licensee will be required to provide the standard FSD for lottery and COAM and, at its discretion, the GLC may increase any existing FSDs.

• Four – ACH Returns Within **180 Days** – Licensees experiencing a fourth ACH return in a rolling 180 day period will be disabled immediately, provided they are not already disabled due to serving a 14 day period of disabled COAMs, and are immediately subject to a 30 day period of disabled COAMs upon the payment in full of the fourth failed ACH return. The GLC may seek to revoke a location license for failing to timely deposit COAM proceeds, which include public funds due to the state.

• Five – ACH Returns Within **180 Days** – Licensees experiencing a fifth ACH return in a rolling 180-day period will be immediately considered by the Management Review Committee for termination of COAM operations.

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Ultra

from Page 1

only machine in the Georgia market that features a card reader and bill acceptor that enables the player to choose either option when playing.

"Players can use whatever option they want to," said Nick Damani, president of Ultra.

Nick and Nadiya Damani founded Ultra Group of Companies in 1992. The Georgia Amusement Journal recently took a tour of Ultra's facilities in Norcross and discussed the unique developed Titan® system with the Damanis.

The Titan® card system, as with most card systems, offers several benefits for players, including the ability to transfer credits between machines in a location without the help of a clerk. Players can redeem all their credits at one time or save them for later use in that location. The Titan® cards are personalized for each location licensee and no player personal information is required and each card is location specific. Titan® cards are provided to location licensees at no cost.

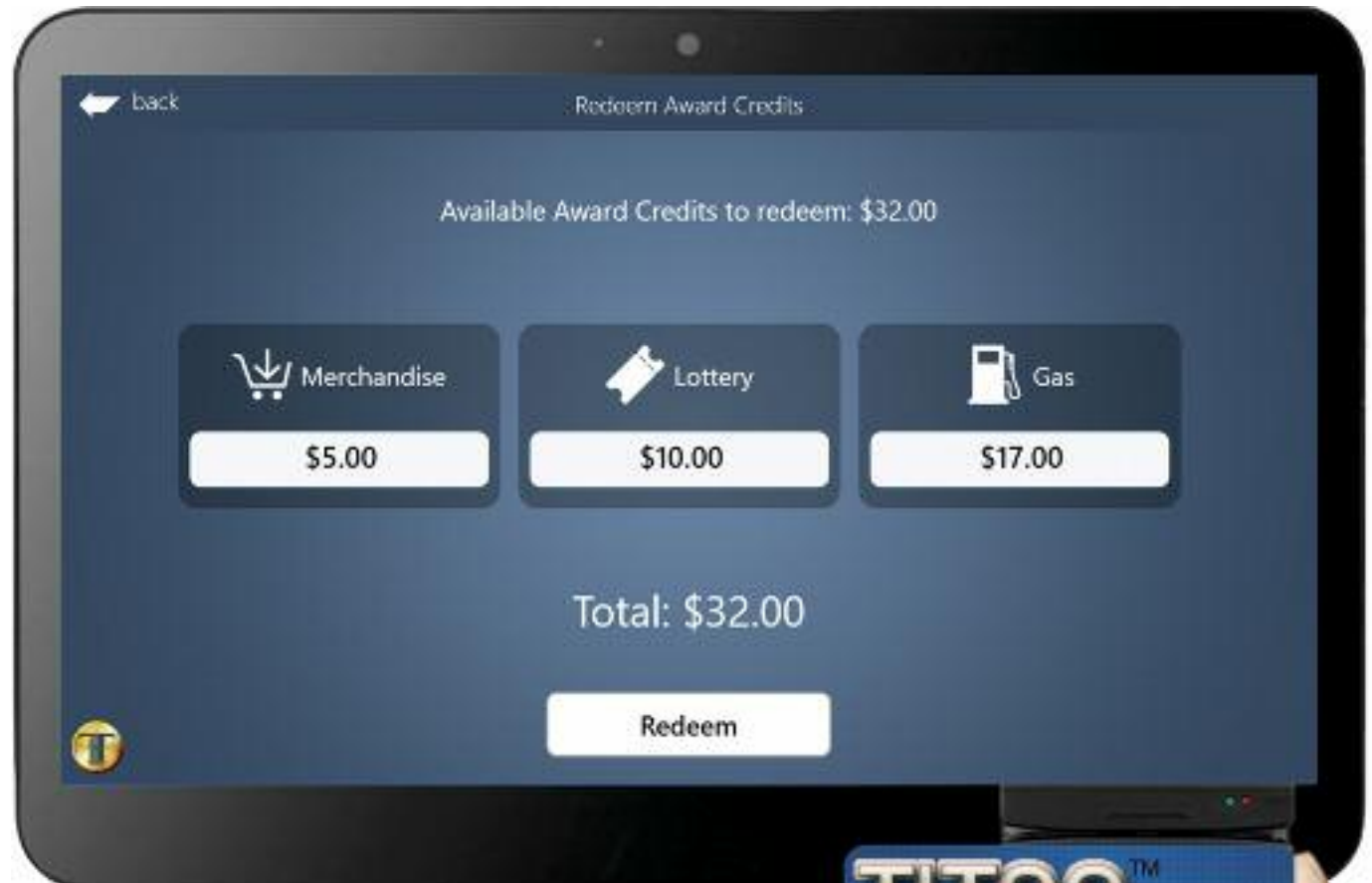
For location licensees, the Titan® system has many unique benefits. Titan® automatically generates reports necessary to comply with the Georgia Lottery Corporation (GLC) and the Department of Revenue (DOR) audits, and with the state law, which requires location licensees not to derive more than half their revenues from COAMs. The Titan® system separates redemption into three categories – merchandise, lottery, and gas. Because merchandise is the only redemption category that requires sales tax, Titan® easily provides accurate tax reporting. It provides a COAM location owner "the peace of mind" that compliance with the law is achieved, Nick Damani said.

Replay tracking

A major benefit of the Titan® system, they said, involves the ability to track replays, which aren't subject to sales tax. Titan® accounts for replays, providing proper documentation that can save location owners money, thereby making them more profitable, the Damanis said.

"Accounting for replays is significant because card use generates so much replay," Nick Damani added, which is another benefit of the system for licensees.

A common concern for location owners is the ongoing obligation to provide records that track replays and other noncash redemption, which results from the successful playing of COAMs. Without these



Ultra file photo

THE TITAN® VIP Gift Card is shown being swiped at a cashier terminal to redeem credits for the player. The card can be personalized for each player.



records, many location owners have either faced huge fines from the GLC and even a revocation of their location licenses. The Titan® system can be the savior when the GLC or the DOR asks for documentation for the noncash redemption activity at the COAM location.

The Titan® system also provides a unique benefit for licensees with its "event notifications." For example, a text message or email is sent to the licensee owner or manager notifying them within seconds of a machine-related event, such as a machine door being opened, estimated GLC deposits and stringing notifications. The event-texting feature has real-world value – it recently notified a licensee of a 3 a.m. burglary, noted the Damanis. The location licensee was also able to immediately disable the machines remotely through the Titan® system.

The patented Titan® system also provides "an audit trail," by producing complete event logs, including clerk-shift histories and manager-shift histories, that provide a clear picture of what is happening at the location.

'Second to none'

Titan's® cutting-edge technology is impressive, but it may not be Ultra's most important offering.

"Technology is wasted if it's not supported with customer service," Nick Damani said. "Our customer service is second to none."

Ultra strives to make on-site service calls within two hours, he said, and the work is done correctly thanks to its in-house research and development team.

"We know what needs to be done."

In addition, calls to the com-

pany's customer service number are answered 365 days a year, he said.

"We want to thank our customers who have stood the test of time with us in accepting this technology," he said. "And so much more is coming."

Lottery praise

Nick Damani has long been active in the Georgia COAM industry, and joined other industry representatives to help the GLC develop legislation in 2013 that regulated the Georgia COAM industry. He said the GLC COAM division "has done a phenomenal job" instituting regulation "that's never been done before in the country." The GLC COAM division balances proper regulation and promotion of play of COAMs in Georgia, and "they should be proud of what they've accomplished," he said.

He also praised Ultra employees for their tremendous contributions to the company's success.

"All the credit goes to the team, A to Z."

Nick Damani serves as the president and chairman of the board for Ultra. Prior to founding Ultra, he spent years as a management consultant in marketing and information services. He is a prominent industry advocate and is actively involved with the Georgia Amusement and Music Operators Association (GAMOA), the Georgia Association of Convenience Stores (GACS), and other industry associations.

Nadiya Damani serves as the chief executive officer at Ultra. Prior to founding Ultra Group, she worked as chief systems engineer for The Home Depot. Before joining Home Depot, she provided consulting support to numerous world-class companies, including IBM and NYNEX.

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Board

from Page 1

tor that turn out to be of poor quality. Barker told the board at its July meeting that such a situation could have "a detrimental effect on players and the industry."

The clarifying amendment provides "accountability" to the process, Barker said at this month's meeting, because the state can hold a licensed distributor more accountable for the parts it sells. The GLC had postponed action on the rule following board concern at the July meeting that limiting who MLHs can purchase parts from could spark an increase in the costs for those parts.

Since that meeting, the Lottery has revised and expanded the list of approved part suppliers. The changes soothed previous concerns, leading to the board's favorable vote in October. The board also backed the GLC's proposal to set the penalty for suppliers violating the licensing requirement as a Level 3 penalty, which calls for a fine between \$500 and \$1,000.

On another rule, the COAM Advisory Board endorsed an amendment clarifying the restriction that adult novelty stores showing sexually explicit videos are "unsuitable

for a license" to operate COAMs.

Regarding still another rule, Barker said the GLC's COAM division is reviewing a plan to create a Level 4 violation for "unlawful activity" on premises of Location License Holders (LLH). Lottery officials floated the idea at the July advisory board meeting, but board members expressed some concerns.

A Level 4 violation is the GLC's most serious violation and allows for a fine up to \$10,000 and



Paul Tash photo

COAM ADVISORY Board member Jim Siskin, right, makes a point Oct. 11 during a meeting at the GLC headquarters in Atlanta. Listening at left is COAM Vice President Mike Parham.

possible license revocation. Barker said an "unlawful violation" would include such serious offenses as drug sales and human trafficking, but the proposed rule did not specify all offenses that could be con-

sidered an unlawful violation.

Board members wanted a specific list of those offenses, since the penalty is so severe. "We'll continue to discuss that rule," Barker said.

Machine standards

The GLC's COAM division is continuing to explore the potential of adopting a GLI 23-based standard for machine development and testing in the Georgia market, said Mike Parham, vice president of the

COAM division. Two meetings have been held with the industry – one in August with game manufacturers and one in October with industry attorneys – to get the industry's input on a machine standard for Georgia, he said. A meeting in November is planned with master licensees, and then one later with location licensees, he said.

Calling future machine standards "further regulatory enhancement," Heinen said the new regulations are "just a conversation" now, though he did reveal the name of the potential standard as "GLC 13.4."

Renewal process

The GLI 23 standard, developed by the global Gaming Laboratories International for video lottery terminals, identifies standards for development and testing processes to ensure consistently fair and secure play. Heinen has said the GLC would use GLI 23 standards only "as a starting point" to develop Georgia-specific regulations.

Parham also reported to the board that the license renewal process continues to evolve and improve, now that the GLC has gone through "a couple of renewal cycles."

"We're getting a lot of things figured out," he said. He also praised master licensees for "stepping up" to help educate locations on license renewal procedures.

In other news, Parham said the state is considering some "cross-promotion" efforts in the future with the Lottery and COAM divisions.

Investigations

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Finally, board member Stewart Carswell, who was filling in as chairman for Mike Chamlee, said the board's "thoughts and prayers" were with fellow board member Jim Siskin and his family. Siskin's son, Circuit Court Judge Keith Siskin, died in July after battling Crohn's disease.

The next COAM Advisory Board meeting is Jan. 17 at the GLC offices in downtown Atlanta.

Two meetings have been held with the industry ... to get the industry's input on a machine standard for Georgia.

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Retail Matters

C-stores investing in technology, study says

Convenience Store News

Almost 50 percent of retailers responding to the exclusive Convenience Store News 2017 Technology Study said they plan to add new equipment and replace technology this year, with an expected growth in capital expenditure spending of 8 percent more than in 2016.

“With per-store spending, according to the CSNews survey results, approaching \$20,000 per store in 2016, one may argue this was to implement EMV inside the store,” said Ed Collupy of W. Capra Consulting Group. “However, the expected growth in 2017 technology investments tells me that people see systems as a way to bring more to their business and are less driven by compliance mandates this year.”

For an analysis of this year’s Technology Study results, CSNews turned to Collupy, a former retail technology leader and current executive consultant for the W. Capra Consulting Group, a leading retail technology, payments, security and strategic implementation firm.

Over the last several years, the convenience

store industry has been transforming itself with the addition of stronger foodservice offerings and retailers have invested in preparation and display equipment, people, and remodeled stores. This year’s CSNews Technology Study indicates the realization that systems can further help grow this aspect of the business.

Foodservice ordering kiosks, both inside and outdoors, show continuing and significant growth over the past few years: more than 30 percent of survey responders indicate they’ve implemented or plan to implement these customer-experience technologies both in-store (12 percent in 2016 and 9 percent in 2015) and outside (6 percent in 2016 and 4 percent in 2017).

The plumbing (i.e., network and security hosting, monitoring and management) of information technology (IT) in companies continues to shift to the “cloud.” Collupy explained that these technologies are often viewed as a necessity but not the best use of the time and resources of in-house IT professionals. Thus, management continues to outsource many of these activities.

Sixty-four percent of respondents reported that their companies outsource IT functions. The study shows steady growth in this area, up from 50 percent in 2015 and 59 percent in 2016.

“In my discussions with retailers, I hear that the main driver for this is to ‘let my people focus on systems that will bring added value to the business,’” said Collupy.

One of those added-value areas appears to be social media. Social media has become an important marketing element for c-store operators, as almost three-quarters of respondents said they are using social media applications.

This year’s CSNews Technology Study also revealed an increase in new products being introduced to customers via social media. “To me, a key aspect of this technology is creating a dialog with customers,” said Collupy. “Close to 46 percent of respondents use polling features available in social media apps. In addition, those companies reporting they have their own mobile app are also using it to create a more engaging customer experience.”

7-Eleven coalition files suit against parent company

Convenience Store News

The National Coalition of Associations of 7-Eleven Franchisees (NCASEF) filed a lawsuit against its parent company, 7-Eleven Inc., claiming the retail company has not fulfilled its promise of treating the franchisees as independent contractors and business owners.

NCASEF represents the owners of nearly 7,000 franchised locations in the United States.

The suit, filed in U.S. District Court for the Central District of California, chal-

lenges certain provisions of the 7-Eleven Franchise Agreement, and seeks monetary damages, attorney's fees and costs and other relief for claims relating to unpaid overtime wages and unreimbursed expenses.

Irving, Texas-based 7-Eleven could not be reached for comment.

According to the coalition, franchisees have long complained that the brand has been chipping away at their profits, increasing their costs, and exercising more control over what is supposed to be an independent operation.

Coalition Executive Vice Chairman Jay Singh said conditions imposed by the franchisor are threatening these businesses, many of which are family operations.

“Many of our members have operated 7-Eleven franchises for decades and are gravely concerned not only for their future, but the future of the brand they love and

have invested so much in,” Singh said.

Members point to increasing management control by 7-Eleven including, but not limited to:

- Taking away the opportunity of franchisees to possess and/or control monies generated from franchised stores;
- Directing franchisees to sell any good or service for less than the cost of acquiring and selling the same;
- Requiring franchisees to use equipment 7-Eleven specifies to operate franchise stores;
- Imposing a regressive royalty structure that penalizes franchisees for increasing sales; and
- Transferring responsibility for paying credit card processing fees directly to franchisees.

“We need to hold 7-Eleven accountable. We love this brand and are saddened by the way they have been treating the people who are the very heart and soul of the company,” Singh added.

Santa Cruz-based NCASEF is the national trade association for 7-Eleven franchisees. Originally founded in 1973, NCASEF is comprised of 46 franchise association members who represent more than 4,700 7-Eleven owners in 33 states.

7-Eleven Inc. operates, franchises and/or licenses more than 63,000 stores in 18 countries, including 10,900 in North America.



What will C-stores of tomorrow look like?

Convenience Store News

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Truth is, according to Australasian Association of Convenience Stores (AACS) CEO Jeff Rogut, there is no way of really telling what the convenience stores of 2030 might look like, but none of the above is out of the question.

“So long as the convenience industry’s commitment to innovate continues, the landscape may change even more drastically over the next decade,” Rogut said. “Our challenge is to maintain our value proposition amid ever-changing technology and emerging consumer generations. This means adapting to change, attracting new customers and re-framing threats, such as increased government regulation, into opportunities to introduce new products and services.”

The Melbourne-based association recently commissioned its most forward-looking and comprehensive research project to date: “Convenience 2030.”

“The research highlighted the opportunity and importance for our industry to establish new strategic partnerships, be it with fresh food producers, niche diet providers, alternate fuel companies, electric or driverless car companies, delivery service providers, or loyalty programs.”

Convenience stores will also need to focus on attracting new customer segments to ensure they remain a pillar in local communities.



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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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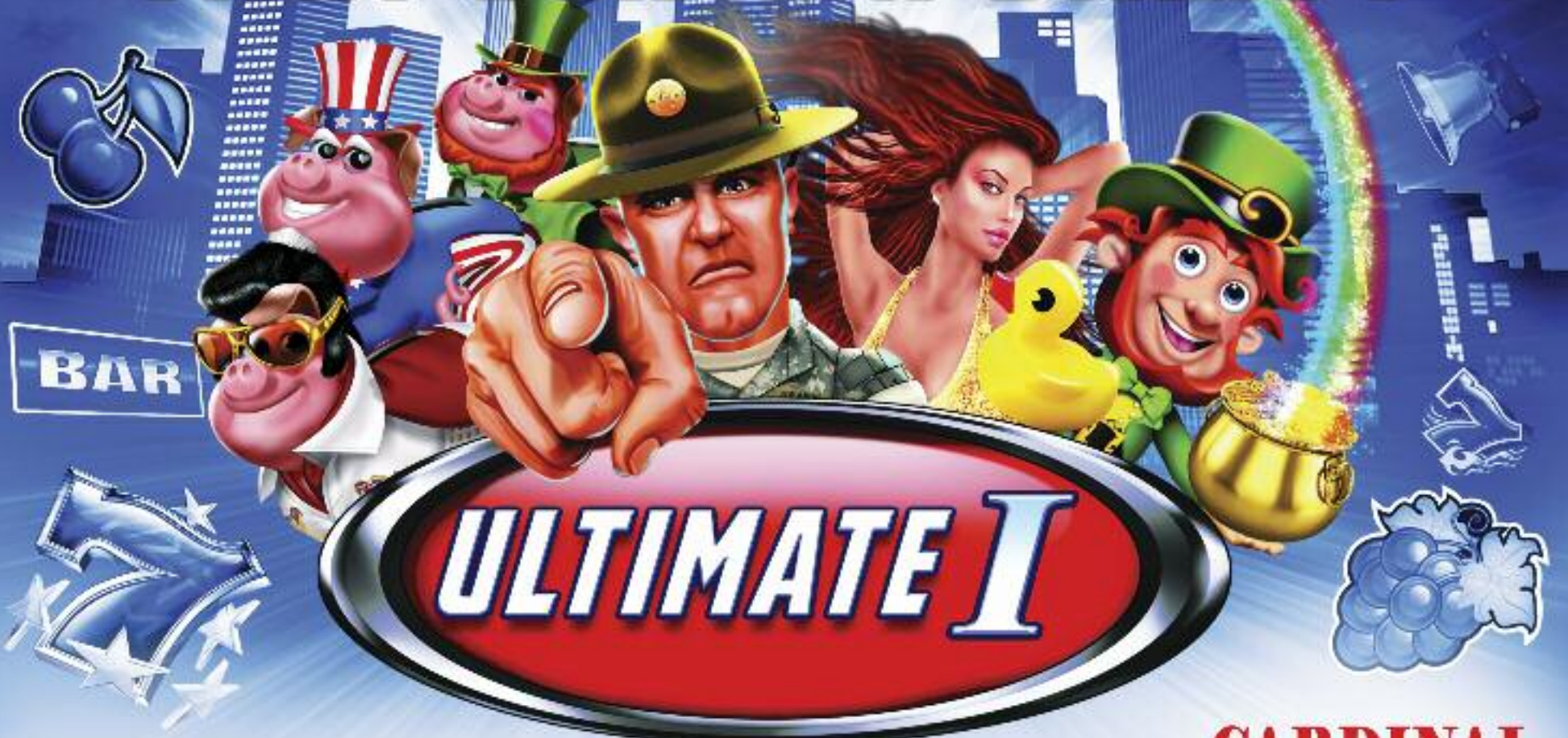
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Operators, Locations, Manufactures, Distributors & Suppliers

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Main Contact _____

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Cell _____ Email _____

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Secondary Contact _____

Business Phone _____ Fax _____

Cell _____ Email _____

Preferred Contact Method (Check One) Fax Cell Email

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- 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

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Class A Master License # _____ **Class B Master License #** _____

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