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Word of mouth talked up - P8

# GEORGIA Amusement JOURNAL

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



A Tash Communications publication

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## Retailers hear info from GLC

### Georgia Amusement Journal

Industry leaders hosted the year's third seminar for COAM retailers Oct. 3 in Macon.

The seminar, hosted by the Georgia Amusement and Music Operators Association (GAMOA) and Georgia Association of Convenience Stores (GACS), followed the same format as the previous two seminars in Marietta and Savannah.



Georgia Lottery Corp. regulators, including John Heinen, senior vice president of the COAM Division; Mike

Parham, vice president of the COAM Division; Julie Barker, COAM Division attorney; Chris



Boncek, senior COAM operations specialist; and Tony Williams, lead investigator for the COAM Division, reviewed a variety of

topics to help retailers successfully provide COAM play to their customers.

Topics addressed included the 50 percent rule, the expected daily yields for properly maintained

See SEMINAR Page 3



Paul Tash photo

THE GLOBAL GAMING Expo Oct. 8-11 drew about 26,000 people. This year's show took place in Las Vegas,

and global gaming manufacturer IGT was well represented in its 24,000 square foot exhibition space.

## NACS, G2E expos are huge

By Paul Tash

### Georgia Amusement Journal

Showing its muscle as the preeminent convention city in the United States, Las Vegas hosted two of the country's largest expos in October – the Global Gaming Expo 2018 (G2E) and the National Association of Convenience Stores (NACS) Show – and on the same days.

G2E, North America's premier interna-

tional gaming trade show presented by the American Gaming Association (AGA), drew thousands to Las Vegas Oct. 8-11, including a sizable contingent working in the Georgia COAM market.

The four-day event at the cavernous Sands Expo Convention Center featured a variety of educational seminars, a Sports Betting Symposium, and of course the

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## GACS hosts 16th Show Nov. 15 in Macon

### Georgia Amusement Journal

The 16th annual Southern Convenience Store and Petroleum Show takes place Thursday, Nov. 15, from 9-4 at the Macon Centreplex, located just off Interstate 16 in Macon.

The one-day Show is a "must-attend" destination for retailers in Georgia and surrounding states, according to the Georgia Association of Convenience Stores (GACS),



which is sponsoring the show.

"With an average of 500 retail buyers registering for previous shows, the 2018 Show will once again target key individuals and decision makers from throughout the Southeast," GACS marketing material stated.

Attendees use the show to look for new products, new ideas, and new ways of improving their businesses –

See GACS Page 3



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# GACS

from Page 1

whether it's inside or outside sales, food service or pre-packaged goods, or any of the various goods convenience stores sell.

Following last year's event, GACS Executive Director Angela Holland said the Show provides "an opportunity for vendors and retailers to connect."

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

A cocktail party for attending exhibitors and retail buyers will take place Wednesday evening, Nov. 14, from 5:30-6:30 at the Macon Centreplex. Admission is by name badge only and is held in appreciation of the attending exhibitors that help make The Show possible.

For more information on the Southern Convenience Store and Petroleum Show, go to [www.GACS.com](http://www.GACS.com).

The Georgia Association of Convenience Stores was formed in 1973 and is one of the most respected state associations in the country. GACS represents about 1,500 convenience stores in the state. The association is supported by an additional 200 plus associate members who market goods and services to the industry.



Photo courtesy of Christina Kaiser

**MIKE PARHAM**, vice president of the GLC's COAM Division, makes a point during a seminar in Macon designed specifically for retailers. The

Macon seminar Oct. 3 was the third since May that have been sponsored by the COAM and convenience store associations in Georgia.

## Seminar

from Page 1

machines, anti-theft tips, and how retailers can make their COAM

spaces as inviting as possible for customers. The seminar also covered cash management and drop regulations, monthly reporting rules, and other relevant compliance regulations.

The GAMOA website, [www.gamoa.org](http://www.gamoa.org), and the *Georgia Amusement Journal* will provide information on upcoming seminars as it comes available.

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# Journal Opinion

## Election a chance to tell our story

**By Shawn Fellows  
GAMOA President**

In our businesses, we face stiff competition every day. If we're not providing our customers with a product or service they want, someone else will.

Likewise, in Georgia politics today, the competition is stiff, and this time we're the customers with both sides fighting for our votes.

In the past decade, our industry has increased its political involvement. We've told our story about how our businesses boosts local tax bases and how our products help many convenience stores to stay open in areas where customers have few options for retail and fuel. We've developed and grown a partnership with the state that is having a tremendous benefit for the HOPE and Pre-K programs.

To keep that momentum going, we have to stay engaged, and with both parties fighting for an advantage, our help and our votes are in high demand. That in turn gives us the opportunity to continue to inform current and future office holders about the important role our industry plays in this state. What's common knowledge to

us is not common knowledge to every statewide officeholder or state legislator.

Polls for this upcoming election show dead heats up and down the ballot for statewide races, including in the contest



**Shawn Fellows**

for governor, and this has focused national attention on our state.

Candidates are competing for our votes, our dollars and our industry's support. We all get to choose which candidate or party we support, but all of us have ideas that we

can offer candidates that will benefit our state while also appealing to voters.

As the demand for HOPE scholarships and the Pre-K continues to grow, the benefit shrinks. The COAM industry's

**S**imple changes in law or regulation would allow for significant, controlled growth of our industry.



partnership is bringing in tens of millions of new dollars to these beloved programs. What candidates need to know is that we can do more. Simple changes in law or regulation would allow for significant, controlled growth of our industry.

It's a win for candidates, a win for Georgia families and a win for our industry.

Usually in Georgia the turnout in a midterm election falls far below presidential years, but we elect our governor and all other statewide elections during the midterms. Frankly, that means that midterms mean much more for our industry than presidential elections do, and smaller turnouts mean our voices speak ever louder. It's often said that your vote is important, but that's particularly true when the races are as tight as they look to be this year.

We've come so far, and we've made so much progress. Our involvement in the political process – and our ongoing conversations with current office holders and candidates – will keep us moving in the right direction.

It's a unique moment in Georgia history where no side can or should take us for granted. Let's seize that chance.

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

### GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry

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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](http://www.gacoam.com) website as required by the GLC by the 20th of each following month.

— MEETINGS/OTHER —

**Oct. 25:** GAMOA meeting, McDonough, Moose Lodge  
**Dec. 13:** GAMOA meeting, McDonough, Moose Lodge

### 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.

# You'll Love The Classifieds

# Journal Opinion

## Association refreshes its brand identity

Its primary mission is to promote and strengthen the industry by providing educational programs, legislative advocacy, networking opportunities, communication products and related services.

Today, it embarks on its next chapter – debuting a new logo and tag line to celebrate their advancements in the industry and their growing membership.

“Our new logo highlights our efforts to build a strong organization that fulfills our mission of improving the business of those serving the industry while building participation within the association,” AMOA President Jim Marsh said. “Our goal for this image is that it becomes synonymous with who we are and what we do together as an industry.”

AMOA is the parent organization of GAMOA. For more information about the AMOA, visit [www.amoa.com](http://www.amoa.com).

**By Lori Schneider**  
**AMOA Executive VP**

The Amusement and Music Operators Association (AMOA) after 42 years has released an updated brand identity, which includes a new logo, tagline and font.

The new look and tag line will be used throughout all communication tools in both digital and traditional media as well as advertising. The identity was created to better align with the growth of the Association and how it has evolved since 1948: An Association leader promoting and strengthening those businesses who are “Building Engagement in Real Life.”

Since its founding 70 years ago, the AMOA has blazed the trail for companies and individuals engaged in the sales, marketing, distribution and manufacturing of currency-operated equipment. The Association currently represents over



**Lori Schneider**

The identity was created to better align with the growth of the Association and how it has evolved since 1948.

900 members throughout North America comprised of owners,

operators, distributors, suppliers and manufacturers.

## From the Lottery

*Avoid these common problems when applying for a COAM location license in Georgia*

What are the top reasons for denial of a COAM location-license application? The Georgia Lottery Corp. urges applicants to avoid the following problems:

- Location is not open for business;
- Outstanding Department of Revenue (DOR) issues such as tax obligations, officer discrepancy, address discrepancy and name discrepancy;

crepancy, address discrepancy and name discrepancy;

- Secretary of State (SOS) issues such as officer and name discrepancy;
- Misrepresentation of license application;
- Association or relation to former location owner who license was revoked;

- Applicant is not the owner of the business;
- Incorrect contact information (it is not recommended that applicants use their accountant or legal representation as primary contact);
- Failure to respond to communication from the GLC Retailer Contracts Administration Department regarding an application.

### COAM violations have these options

If the GLC has served you with a citation alleging that you have violated a Georgia law or a GLC rule regarding your COAM license, you may challenge the charges before the GLC's Administrative Hearing Officer at the date, time and location shown on your citation. If you appear at the hearing, you will be asked to enter a plea to the charge(s) against you. The three possible pleas to a citation are:

- Guilty - By entering a plea of guilty, you admit that you committed the act charged, that the act is prohibited by law or regulation, and that you have no defense for your act. The Hearing Officer may enter an order and impose an appropriate penalty.

- No Contest - A plea of no contest simply means that you do not wish to contest the GLC's charge against you but wish to explain mitigating circumstances to

the Hearing Officer. The Hearing Officer will hear your explanation and may enter an order and impose an appropriate penalty.

- Not Guilty - A plea of not guilty means that you deny guilt and the GLC must prove its charges against you. You are not required to have an attorney represent you but may wish to contact an attorney for legal advice.

If you wish to plead no contest prior to the hearing, you may complete and submit the no-contest plea form given to each person that receives a citation in a packet of information related to the process.

It is important to respond to the citation by either appearing at the hearing or submitting a no contest plea prior to the hearing date as described on the no contest plea form. Failure to choose either method will result in the imposition of an additional fine.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR 2018			
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
16-Sep-18	22-Sep-18	26-Sep-18	02-Oct-18
23-Sep-18	29-Sep-18	03-Oct-18	10-Oct-18*
30-Sep-18	06-Oct-18	10-Oct-18	16-Oct-18
07-Oct-18	13-Oct-18	17-Oct-18	23-Oct-18
14-Oct-18	20-Oct-18	24-Oct-18	30-Oct-18
21-Oct-18	27-Oct-18	31-Oct-18	06-Nov-18
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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# Expos

from Page 1

hugely popular exhibitor expo spread over 1 million square feet of space. G2E is the largest gathering of gaming professionals in the world and drew about 26,000 this year. Attendees experience first-hand the new products and innovative technologies showcased on the expo floor.

Those wanting to attend next year's premier gaming event, to be held again at the Sands Expo Convention Center in Las Vegas Oct. 14-17, 2019, can register now through the American Gaming Association website at [americangaming.org](http://americangaming.org).

The NACS Show, also held Oct. 8-11 this year in Vegas, brought together convenience and fuel retailing industry professionals for four days of learning, buying and selling, networking and fun – all designed to help participants grow their bottom line. Many folks working in the c-store industry in Georgia attended.

As convenience and fuel retailing's premier industry event, the NACS Show attracts more than 23,500 industry stakeholders from around the world. Buyers and sellers come together to conduct business and learn from one another – all in an environment rich with new ideas and partnerships. The NACS Show is the place to network and connect with convenience and fuel retailing industry peers and experts.

The enormous 400,000 sq. ft. expo featured thousands of the latest products and services that c-stores sell and use every day. The expo is divided into six categories: Fuel Equipment & Services, Food Equipment & Foodservice Programs, Candy/Snacks, Facility Development & Store Operations, Merchandise and Technology. Each area of the expo provides a unique one-of-a-kind, hands-on experience.

The NACS Show rotates between Chicago, Atlanta, and Las Vegas, and Atlanta will host the next one Oct. 1-4, 2019, in the Georgia World Congress Center.



**JAY BAER** urges business owners to develop a word-of-mouth strategy that "compels" customers to talk about the business during his keynote address at the G2E Oct. 9 in Las Vegas.

## Keynote speaker talks up word-of-mouth marketing

By Paul Tash  
Georgia Amusement Journal

"The best way to grow your business is to have your customers tell your story."

That was the message delivered by Jay Baer, president of Convince & Convert Consulting, during his keynote address at the Global Gaming Expo Oct. 9 in Las Vegas.

Using many interactive and amusing examples, Baer discussed the importance and impact of word-of-mouth (WOM) for businesses, especially as social media use continues to grow. Studies show that about 50 percent of all purchases are made by peer recommendations, and millennials are much more likely to engage in this method, Baer said.

For example, he said Holiday World in Santa Claus, IN, provides free soda and sunscreen to visitors, who love the perks and can't stop telling others about it. And Cheesecake Factory has created a massive 5,940-word menu that offers a dizzying array of dining choices, including 85 different chicken offerings. In online customer reviews of Cheesecake Factories, he said, 38 percent mentioned the immense menu.

"The story is the menu," Baer said.

Baer urged business owners to create an actual

WOM strategy that "compels" customers to talk about your business to create a "marketing advantage."

The dynamic presentation highlighted four "talk triggers" to create memorable experiences that can be shared by satisfied customers. By offering generosity, responsiveness, usefulness and empathy, companies can give their customers a new story to tell that creates trust and higher engagement, he said.

Good talk triggers require four elements. They should be:

- Remarkable – "Have the courage to do something that is different;"
- Repeatable – "It has to be available to every guest every time;"
- Reasonable – "Too grand (ideas) create suspicion ... DoubleTree's successful talking point is a warm chocolate chip cookie;"
- And relevant – "It has to make sense for your business."

Baer also reminded businesses not to respond harshly to criticism or complaint, especially on social media, that could create negative talking points.

"There is plenty of oxygen on the high road," he said.



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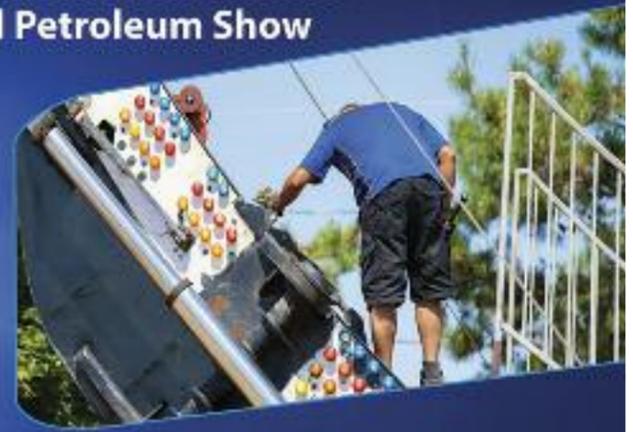


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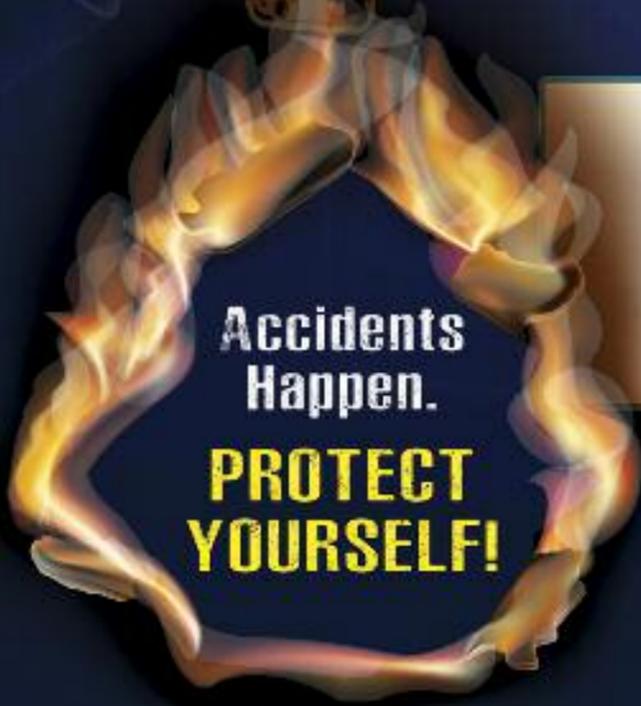
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# Retail Matters

## NACS Show education *Maverik official urges businesses to give social media a whirl*

Try it, you'll like it. That was the message at the NACS Show session "Be-Friending Social Media." Session leaders Mo Bridge, social media specialist at Fuel Marketing, and Nitro Rogalski, social media manager for Maverik Inc., shared social media success stories, which they have labeled the medium of choice that's here to stay.

Rogalski and Bridge addressed the questions all retailers have about social media, including whether it is effective, which platforms are best and how to gain your customers' trust.

"Social media isn't going away. In fact, it's just going to keep increasing," Bridge said. "It's inexpensive, and it allows you to connect with your customers. Just get started and have fun with it."

### *As c-stores evolve, service more vital, session leader says*

In today's evolving retail environment, where competition is thriving and untraditional retailers are fighting to own "convenience," c-stores have to focus on customer experience. Why?

"Because customers have choices and they don't have to choose dirty, boring or unexceptional," said Frank Beard, session speaker and analyst for c-store trends at GasBuddy.

There is a direct correlation between experience and foot traffic, said Beard in the NACS Show session "Drive Sales with a 5-Star Customer Experience." In a recent GasBuddy consumer survey, people responded that they expect certain "conveniences" at all retail stores, but especially at c-stores. When retailers fail to meet these five expectations (in-and-out fast, well-organized, fast checkout, short to pay and signage to locate items), then customer experiences fall short, brand reputations suffer and sales are affected. That's when competitors swoop in and retailers who are struggling face the potential of closing their doors.

While the old retail playbook centered around price and location, today's playbook has to factor in experience, said Beard. To prove his point, he shared data collected on an unnamed retailer's lowest-performing stores and its surrounding competitors. Customers chose the higher-rated competitors even when fuel price was an average of \$0.13 higher.

Additionally, a June 2018 GasBuddy survey of more than 15,000 users revealed that 82.5 percent of people said store design and upkeep is a strong or moderate influ-

The session provided insight, inspiration and creative strategies. Rogalski shared success in rolling out a new Reese's candy product by leveraging Maverik's exclusive opportunity to debut a limited supply to its customers. With a low-budget video and a series of Facebook live posts, Maverik's approach had people asking for more. Similarly, its social media campaign to promote Mountain Dew's White Label soda outpaced its rollout of the Black Label version, in which they did not incorporate social media.

"Anybody can do social media; it doesn't have to be a high-rate production," Rogalski said. "If you haven't done it before, today's the day to start."

It's important to try, even if you fail at times, he said, and it's one of the best ways to connect

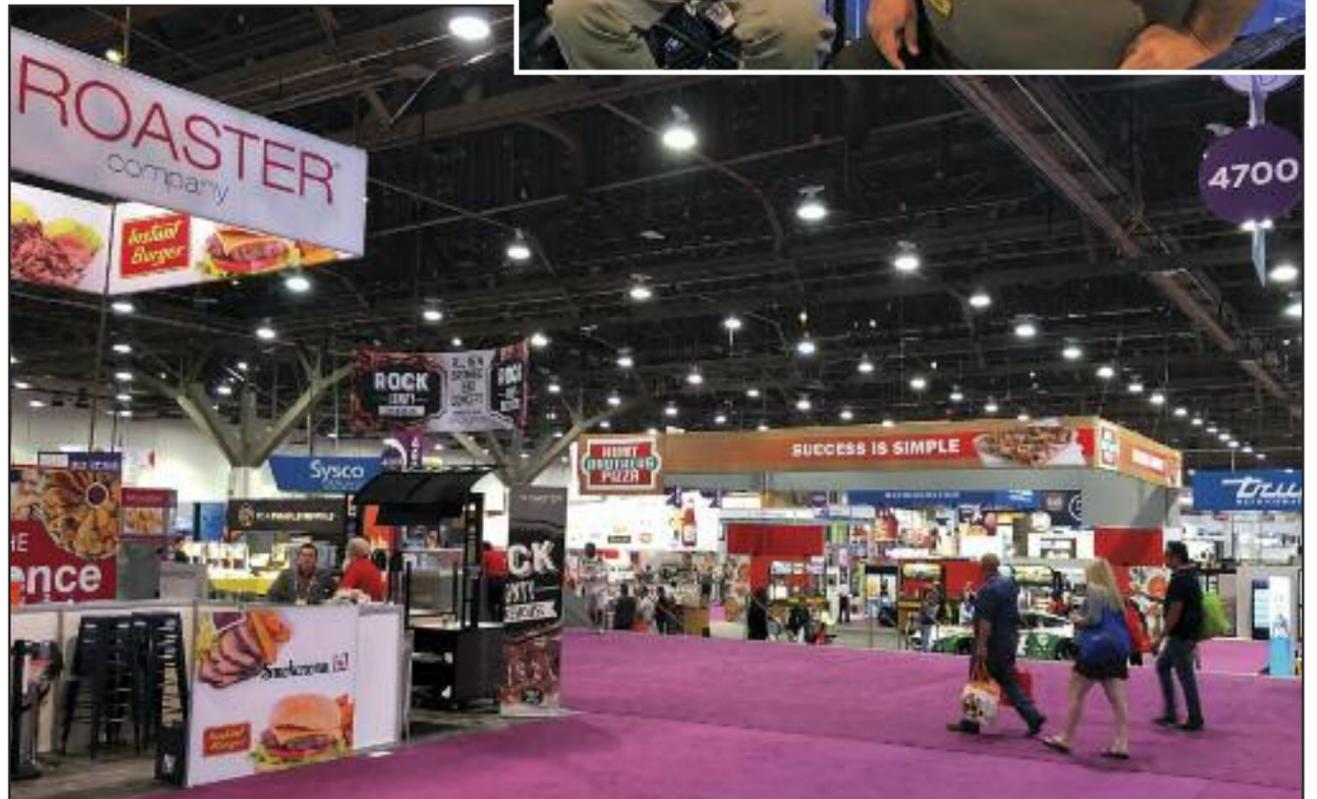
with c-store customers to uncover their passions. Bridge and Rogalski suggested using Twitter for customer service issues, Instagram for storytelling through pictures and Facebook to celebrate customers and employees. Start by posting three times a day and be consistent. If you have difficulty knowing what to post, start by promoting holidays and product deals.

The speakers also suggested assigning a single, passionate employee to be your company's social media manager. And be sure to respond to customer complaints and praise within 24 hours.

"The important thing is to try and to be consistent," Bridge said. "You could have five followers or five million followers – it doesn't matter. Just have fun with it. Keep going and don't stop."

### *For the Show*

**NATE MCQUILLEN**, left, and Marcus Anderson of Smart Software relax at the company's booth at the NACS Show in Las Vegas Oct. 10. McQuillen represents the software management company in the Georgia COAM market. The NACS Show attracts hundreds of vendors, just a few of which can be seen in the photo below.



Paul Tash photos

ence on their decision to go inside.

"Convenience retailers can't afford low-quality experiences," said Beard, as he skimmed through photos he'd taken of bad – even horrifying – c-store experiences of his own.

Mike Zahajko, executive vice president of sales at CAF Outdoor Cleaning, built on Beard's data-driven presentation, translating it into

relatable terms and an actionable strategy. When retailers look at Maslow's hierarchy of needs, he said, the first thing people want after the requirements for human survival is safety. This applies to the c-store industry. Customers want to feel safe when they stop for fuel, food or facilities. Research shows they also desire cleanliness and hospitality.

"Competition has been building over the last 20 years," Zahajko said. "Now, the data is there and available so that stores can see in real time what they can do to meet customers' needs and create a five-star customer experience."

The real challenge lies in sustainability, Zahajko said. Data shows that on average, shiny and new only lasts for 250 days.

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**Class B license for sale**  
Don't miss out on a chance of a lifetime! A great investment opportunity. Don't waste time, start making money now. Serious inquiries reply to sptvgaming55@gmail.com.

### EQUIPMENT FOR SALE

**ATTENTION, CLASS A BUSINESSES!**  
Looking to sell excess inventory of pool tables and accessories, juke boxes, or Class A games? Advertise here in the Journal classifieds and turn them into money!

### TECH TRAINING

Southern Gaming Solutions offers FREE Advance Technical Training Certification on IGT machines, card system, and JCM bill validators. Register today and improve your skill set. Contact us at 678-695-7685 or at orders@southerngamingsolutions.net.

### HELP WANTED



**Experienced technicians wanted!**  
In search of a dependable technician looking for a permanent position with a GA COAM distributor. Must be a dedicated team player, customer service oriented, have trouble shooting skills, maintain confidentiality, and work efficiently. Full-time positions available. IGT Certification, IGT Intelligent Card System, and JCM training provided. Email resumes and references to: orders@southerngamingsolutions.net

### LICENSE WANTED

**Seeking Class B License**  
Looking to buy Master License for Class B machines. Email rmackolar@gmail.com.

Primero boards for sale. Call for price, 931-273-9555.

### HELP WANTED

Looking to hire full-time machine technician. Norcross area. Call Peachtree Amusement, 678-571-1922.

### WANTED TO BUY

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.

# HAVE SOME EQUIPMENT YOU WANT TO BUY OR SELL? LOOKING FOR SOME HELP?

# ADVERTISE RIGHT HERE!

# 1-406-491-0100

**CONTINENTAL DIVIDE RESTAURANT & BISTRO**  
Eating, Morning  
Stand alone 2,100 sq ft building on 3 acres. Excellent, full size kitchen equipment, large dining area with a covered outdoor patio. This is an excellent building. Located on Hwy 287 and Cypress St. in a beautiful place in Marietta. Email to: The Madam, Room and location on the Internet. Call for price in America: 345/5700

Contact: Lyle Dunham, Broker  
Dunham Real Estate Services  
406-425-0100

**UPTOWN BITTE BAR**  
at great price!  
Congress Vinipin style bar suitable for top and shop. All beverage service included. OK for parking and beverage service. The 1,500 sq ft space is in a great location. Call for price in America: 345/5700

Contact: Lyle Dunham, Broker  
Dunham Real Estate Services  
406-425-0100

Billings all beverage license and fully equipped bar. Call for price in America: 345/5700

Successful all beverage Florida license license. Call for price in America: 345/5700

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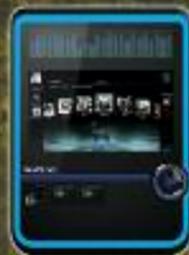
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