



Fabri joins ITL - Page 10

# GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry  
Endorsed by the Georgia Amusement and Music Operators Association  
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## Pilot program for gift card to begin soon

By Paul Tash

Georgia Amusement Journal

Regulators and industry representatives continue to make swift progress on a gift-card redemption program with a statewide pilot program beginning as soon as November, a Lottery official said recently.

"We've made tremendous progress on the gift card program," said John Heinen at a COAM Advisory Board meeting Oct. 7. "We're 100 percent focused."

A list of 328 pilot locations has been finalized and is "as representative of the market as possible," said Heinen, senior vice president of the Georgia Lottery Corp.'s COAM Division. He said the locations represent 113 different Master License Holders (MLHs). Chosen locations are all in good standing

with the Lottery, and the pilot program is expected to last 4-6 months, Heinen said.

"We have a great pool of folks," he said, that will provide "reliable and valid results."

Following a question from board member Jamie Boyden, Heinen said the Lottery will "coordinate heavily" with master licensees during the pilot phase to take advantage of the strong relationships master licensees have with their location licensees. "The master licensee will be our first stop," he said, to ensure a "streamlined" and "cost-effective" pilot program.

Representatives of Georgia's coin-operated amusement machine (COAM) industry have said gift-card redemption would stimulate further growth by attracting new players, generating new locations and marketing the COAM product

See CARD Page 3



Paul Tash photo

BROOKS LEE, left, and Thomas White show off the award-winning Skyriser during the Southern Amusement & Entertainment Expo Aug. 26 in Duluth.

## Skyriser a towering sign of Banilla's growth

By Paul Tash, Georgia Amusement Journal

Banilla's new COAM machine is aptly named in two ways: Skyriser and Cutting Edge Award winner.

Released at the Southern Amusement and Entertainment Expo in late August, the 7.5-foot tall Skyriser was honored by the Georgia Amusement and Music Operators Association (GAMOA) as the top new product of 2020.

"Our development team worked very hard to get the Skyriser together," said Brooks Lee, vice president of sales for Banilla Games. "It took about a year to develop the machine ... and

See SKYRISER Page 7

## Associations move AEI to May in Vegas

As the uncertainty of the marketplace and the status of COVID-19 lingers, the sponsoring associations of Amusement Expo International (AEI) have opted to move the dates of the spring event to May 5-7, 2021, in the Las Vegas Convention Center.

The AAMA (American Amusement Machine Association) and AMOA (Amusement & Music Opera-

tors Association) are co-sponsors of the three-day program that brings new technologies, networking possibilities, and information education under one roof.

"It's important for our industry to meet face-to-face in 2021, not only to reflect on where we've been, but more importantly, to share how this experience will change the manner in

which we conduct business moving forward," stated AMOA President Greg Trent. "Moving AEI to May provides additional time for exhibitors and attendees to get back on their feet so they can be in Vegas and engage in the conversation.

Amusement Expo International is the annual event for the coin-op and

See EXPO Page 10



Our mission is to promote and serve Georgia's Coin Operated Amusement Machine Industry  
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# Card

from Page 1

more efficiently. That growth will in turn provide even larger industry contributions to the state’s HOPE and Pre-K education programs.

Work on the card has gained momentum this year, with a working group comprised of regulators and industry leaders formed to take the lead on its development.

Heinen provided several new details of the proposed gift card at the meeting. It would be a Visa card and be branded as a Georgia Lottery product, Heinen said. Plans call for the card to have a \$20 minimum load and a \$500 maximum, he added, and each card will require a \$2 activation fee.

The gift card would not be able to be used at ATMs, nor could it be used to redeem for alcohol, tobacco or firearms, which follows current restrictions. Players would have to be 18 or older to use the gift card.

Heinen also said the Lottery

has hired a financial auditing firm to manage the program.

“We’re excited about that,” he said. “(The company) will be a great asset for us ... to look at the numbers and interpret the data.”

Looking ahead, board Chair Emily Dunn suggested the Lottery provide some “marketing efforts” to remind people about the correct methods of redemption.

“This is happening pretty quickly,” she said. “I’m happy with that.”

“It’s full-steam ahead,” Heinen said.

## Numbers climbing

In other news coming from the COAM Advisory Board, Heinen had “great news” about the growth of the COAM market, which now has about 26,000 machines in over 5,200 locations.

“Numbers are continuing to climb,” he said. “Tremendous growth there.”

Mike Parham, COAM vice president, agreed during his report to the board.

“Great job recruiting those

locations,” he said to master licensees. “Keep that going in a responsible way.”

“Revenues are off to good start,” he said. “Keep up the good work.”

Parham said the division had experienced about a “94 percent renewal rate,” which he said was “typical” for that time in the renewal window. Licensees have until Nov. 30 to renew. If a holder of a 2020 COAM license fails to renew its license or its license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

Division attorney Julie Barker reported that a new arbitrator coordinator has been hired to help manage that process. She urged master licensees to communicate with the division through the general email box, COAMReporting@galottery.org, and to regularly check for messages from the lottery via email, which is the main method of communication.

“Much of our correspondence

is time-sensitive,” she said, especially when it comes to arbitrations.

The division has “successfully pivoted to video (arbitration) hearings,” she said, adding that licensees and others have used desk-top computers, laptop computers and even smart phones, laptops and desktop “to successfully participate in those hearings.”

John McCormick, the state’s general manager for Intralot, said the growth in the COAM industry has put “more demand on our call center and field services.” Intralot manages COAM accounting and monitoring services for the Lottery.

In response, Intralot has added half-dozen staff in the call center and added over 250 terminals on the network.

“As the industry grows, we’ll continue to grow with it,” he said.

The COAM Advisory Board’s next meeting is scheduled for Jan. 12.

# Connect, power up machines, GLC says

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.



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

\* Indicates sweep or push date has been changed to accommodate holiday.  
Note: Holidays on a Thursday or Friday may delay the availability of the Location Period Accounting Report on the following Monday.

# You'll Love The Classifieds

# Journal Opinion

## GAMOA pushes unity, inclusion

**By Shawn Fellows  
GAMOA President**

While we have found ourselves divided on national politics and struggling to restart businesses amidst a pandemic, we at GAMOA urge you to focus on goals greater than your own and a timeline that is much longer than simply 2020. It is easy to be drawn into the negativity that surrounds this pandemic and the effects that it is having on communities, small businesses, and individuals across this great country. Even right here at home, the COAM industry has faced many obstacles throughout 2020.

When you look at the COAM industry in Georgia, we cover virtually every part of this state and provide our products and services to numerous businesses. While many of you think of COAM as just the Class B machines that are in the local convenience stores, this is only a portion of what our industry entails. Our Class A machines reside in a wide range of locations from bowling alleys, travel plazas, laundromats, bounce rooms, trampoline parks, family entertainment centers (FECs), bars, taverns, restaurants, veteran and fraternal clubs, and many other small businesses. GAMOA represents all aspects of the COAM industry and works through a talented group of dedicated individuals to improve the business environment for all that are touched by the COAM industry, including our players. GAMOA has been working for more than 40

years to advance initiatives and educate stakeholders across this state on the many benefits of the COAM industry.

GAMOA works with regulators, convenience store associations, national trade associations, large corporate entities, and stakeholders to facilitate an environment for healthy debate and advancement. If you are a part of the COAM industry, whether you

are a license holder, work for a license holder, or are a player of our amusement machines, we encourage you to reach out and discuss your ideas and concerns with us. To help facilitate communication, GAMOA hosts regular meetings, training seminars, annual expos, and networking events that are open to anyone who has an interest in the COAM industry.

members or Executive Director Christina Kaiser by visiting our website [www.gamoa.org](http://www.gamoa.org). During these difficult times where communications are stressed and our ability to meet face-to-face has become limited, we welcome hearing from you via email or through designated virtual meetings. We all look forward to the near future when we can once again meet in larger groups. GAMOA will continue to take every measure to ensure the safety of our members and follow all guidelines provided by our state public health officials and the CDC when we plan meetings.

During this year, we have heard from many within the COAM community with a wide range of concerns and suggestions, but not nearly enough of you. Our industry faces some interesting challenges and amazing opportunities in the months and years to come. Through collaboration and industry input, it is the goal of GAMOA to provide an inclusive approach to growth and

change within the COAM industry. To maintain this goal, we present all ideas to our membership and Board of Directors to develop a consensus that can be used to guide our team.

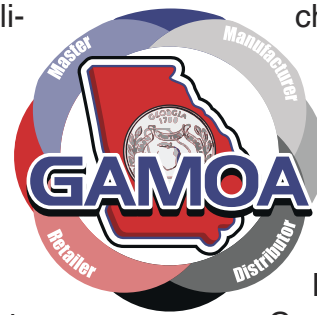
At the recent COAM Advisory Board meeting, the Georgia Lottery Corp. announced that a gift card pilot program would begin as early as November 2020. The pilot program will include more

See **FELLOWS** Page 5



**Shawn Fellows**

Our industry faces some interesting challenges and amazing opportunities in the months and years to come.



Please contact any of our board mem-

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### 2020-21 GAMOA board

#### Executive Committee

President - Shawn Fellows, Diamond Amusements, Inc.

Vice President - Mike Patel, Ultimate Amusements

Secretary - Weyman Moon, Mims Entertainment

Treasurer - Salim Khambawala, Dixie Amusement

Immediate Past President - Butch Foshee, Paradise Amusements

#### Directors

Arif Alibhoy, Peachtree Amusement

Adam Foust, Elite Amusement

Alan Joseph, Brewer Amusement Co.

Vijay Kumar, Double Bay Arcade

Paul Patel, Encore Amusement

Christa Rader, Island Games

Kyle Sheperd, Lucky Coin

Todd Sutton, River City Entertainment

Rich Winley, Infinite Amusement

#### Ex-Officio

AJ Patel, Albany Amusement Co.

## COAM calendar

**Nov. 12:** GAMOA membership meeting, Moose Lodge, McDonough, GA

**Nov. 30:** Last day to renew Class A and Class B location and master licenses, and manufacturer and distributor licenses for 2021 licensing period.

# Journal Opinion

## Westgate to lead AMOA for next year

By Lori Schneider  
AMOA Executive VP

In early September AMOA conducted a hybrid version of its 2020 Mid-Year Board Meeting at the Margaritaville Resort in Hollywood, FL.

Given the COVID environment, AMOA directors had been given the option of attending virtually or in-person for the association's three-day meeting. With 23 directors attending in-person and 17 virtually, AMOA was able to conduct a significant amount of business in planning for 2021 programs and services especially during these uncertain and challenging times.



Lori Schneider

Details of 2021 programs and services will be announced over the coming weeks.

While details of 2021 programs and services will be announced over the coming weeks (check [www.amoa.com](http://www.amoa.com) for up-to-date information on programs and services), the association did announce its officers for 2021-2022. The following AMOA officer/board appointments will begin at the close of the 2021 Amusement Expo International on Friday, May 7, 2021.

**2021-2022 principal officers**

President – Sam Westgate, J & J Ventures, Effingham, IL;

First Vice President – Tim Zahn, American Amusement Arcade, Bloomington, MN;

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## Fellows

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than 300 locations and run for at least six months. The gift card will be branded with the Lottery logo and will offer players the opportunity to trade their winning vouchers for a gift card that ranges from \$20 to \$500. This pilot program will provide critical data needed to help guide the COAM industry for years to come. The Lottery worked with retail location owners and master licensees for several weeks prior to announcing this pilot program. Make no mistake about it – GAMOA was perhaps the strongest advocate for this gift-card program, which is a win-win for our players, the industry, and our state.

### Time to be engaged

Whether you own a COAM location or are a master license holder, now is the time to be engaged. While GAMOA specifically represents master licensees, we encourage you to get involved and we are open to all. Through UNITY, we will continue to grow this industry and expand the number of locations across Georgia. We need to build off the momentum we have and push to see more corporate retail partners. Based on current numbers, more than 5,200 COAM Class B locations and 26,000 Class B machines are generating more than \$100 million for Hope and Pre-K programs. Through UNITY, we will build and will expand. We will

## No room for low-grade tactics

Recently, there was a letter that was sent to various individuals (master license holders, location owners, and perhaps other people associated with the COAM industry) that was highly critical of the actions of certain people in our industry and some officeholders in our state government.

THIS LETTER WAS NOT WRITTEN, RELEASED, OR AUTHORIZED BY THE GEORGIA AMUSEMENT & MUSIC OPERATORS ASSOCIATION (GAMOA). GAMOA has always strived to conduct itself in a manner that reflects professionalism and avoids any personal attacks against anyone. Although we do not shy away or avoid issues that confront our industry, we expect all legitimate debate and discussion to be of a civil nature and to be achieved through careful analysis to reach the best decision for the industry and its players, as well as effective public policy. As all GAMOA members know, despite the crude tactics that might be used by anyone who either opposes the COAM industry or opposes a particular point of view of people within the COAM industry, GAMOA will not stoop to gutter tactics when addressing the law or the politics that confront our industry.

There are always improvements that can be made to continue Georgia's successful COAM industry. GAMOA will be relentless in exploring all possibilities to improve what we consider to be one of the best laws in the U.S. as it relates to the playing of coin-operated amusement machines. We will oppose

any tactics of demagoguery that try to mislabel or vilify our industry. Personal attacks on individuals or cheap criticism of public or private officials do not serve our ultimate goal. While no one person is larger than the general good of our industry, rest assured that most of the idle talk and gossip that criticizes a particular master license holder, location owner, or a member of the legislature is a cheap shot that besmirches the gossip who chooses to hide behind this anonymous letter campaign. GAMOA strives to reach consensus on constructive solutions and we will not be swayed from that goal or mission to serve our industry. Do not be fooled by the tactics of this anonymous author.

It is our hope that the level of debate and discussion remains high, and we will achieve through consensus viable solutions to any concerns that presently exist in this industry. Cheap tactics and fatuous or simplistic reasoning do not help. Greed, ego, and a lack of class will not rule the day.

Not all ideas are good ideas, but we need to explore what will work to make us a better industry. We would encourage you to attend industry meetings hosted by GAMOA and participate in industry discussions. You have a voice, GAMOA is a way for this voice to be heard. We value all input as we look to navigate challenging issues year after year.

To better ideas and open dialogue.

– GAMOA Board of Directors

educate not only the stakeholders but the consumer. With education, we can reach the minds of the general public and inform them of the amazing accomplishments that have been achieved over the past decade. When we speak of UNITY and

being inclusive, we mean everyone – location licensees, manufacturers, regulators, master licensees, distributors and our players.

We look forward to hearing from you over the next few weeks. The COAM industry

needs you and your valuable input.

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

# Journal Opinion

## The Show set for November in Macon

### By Sharon Shuford GACS Membership Strategy

The popular Southern Convenience Store & Petroleum Show is set for Nov. 18-19.

While Gov. Brian Kemp has extended (for the 7th time) the public health state of emergency through Nov. 9, as well as the other current restrictions for businesses through Oct. 15, the extensions did not change the current status quo. So unless Gov. Kemp makes a significant change in his next order, Southern Convenience Store & Petroleum Show will go on. Here are the top 10 things to know about the Nov. 18-19 Southern Convenience Store & Petroleum Show:

#10. You do not need to be a member of GACS (The Georgia Association of Convenience Stores). The Show is open to all C-Store retailers, petroleum marketers, store owners, operators, supervisors, managers and employees.

#9. The Show will be open over two days from noon–5 p.m. Wednesday, Nov. 18, and noon–4 p.m. Thursday, Nov. 19.

#8. A special session on Nov. 19, Leadership for an Unknown Future, is open to industry Young Professionals. It's free for GACS members, but advance registration is required. To sign up, contact Sharon Shuford at [sshuford@gacs.com](mailto:sshuford@gacs.com).

#7. Dinner Wednesday night, Nov. 18, will be headlined by Jesse Itzler – rapper, author, entrepreneur, co-owner of the At-

lanta Hawks, and an amazing speaker. It's part of a special package of events that includes meals and morning education both days, costing just \$295 for GACS members and \$395 for non-members.

#6. That special package just mentioned also includes three insightful industry speakers, who will share their perspectives about

masks will be requested, hand sanitizer stations will be available, signage will be visible, workers will be trained on COVID-19 symptoms, and the show floor has been modified. Additionally, hotel staff have measures in place to ensure safety for overnighters at the Marriott.

#3. Which brings this list to The Show's convenient location at The Macon Centreplex, 200 Coliseum Drive, Macon, GA, next door to the Macon Marriott.

#2. In addition to the packaged education/meals and entertainment, education tracks are scheduled for both mornings and are FREE to all attendees. These include a session on "Constructing a Defense: How to Guard Against Nuclear Verdicts in Negligent Security Cases" and "The Future of Fuel" on Wednesday morning, a session led by In Our Backyard director Nita Belles on the anti-human trafficking movement, as well as the aforementioned

Young Professionals session on Leadership on Thursday morning.

#1. The Show is one of the best opportunities of the year to connect with retailers and suppliers over two days under one roof. It's not to be missed!

To register, visit [www.gacs.com/events](http://www.gacs.com/events) and click on the link for Retailer Registration. Registration for the Bowling Blast can also be found by following the same link.

For assistance, contact Kevin Kirby at [kevin@gacs.com](mailto:kevin@gacs.com) or 770-736-9723 for information.



Sharon Shuford

The Show is one of the best opportunities of the year to connect with retailers and suppliers over two days under one roof.

the Convenience Channel and why it's one of the fastest growing channels in the U.S. packaged goods market, FDA compliance for the cigar industry and the future impact of FDA regulations on C-Stores, and future buying projections impacting C-Stores.

#5. Tuesday night before The Show, GACS will host the first ever GACS PAC Bowling Blast, and it promises to be a blast. (An additional registration fee is required.)

#4. Social distancing practices will be in place: food samples will be served "cafeteria style," one-way aisles will be marked, face

## Officers

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Treasurer – Luke Adams, Pioneer Vending, Cincinnati, OH;

Secretary – Michael Martinez, N2 Industries, Anaheim, CA.

### Vice President Class of 2024

Jordan Barberio, Barberio Music Company, San Antonio, TX;

Bob Burnham, Paradise Pinball, Loveland, CO;

Tommy Hendley, B & H Amusements, Charlotte, NC.

### AEI moves back date

As the uncertainty of the marketplace and the status of COVID-19 lingers, the sponsoring associations of Amusement Expo International (AEI) have opted to move the dates of the spring event to May 5-7, 2021.

Education day will take place

Wednesday, May 5, at the Westgate Las Vegas, and the trade show will take place on Thursday, May 6, and Friday, May 7, at the Las Vegas Convention Center. The 2021 theme for the event is "Game On: Re-Imagine Your Future."

"It's important for our industry to meet face-to-face in 2021, not only to reflect on where we've been, but more importantly, to share how this experience will change the manner in which we conduct business moving forward," stated AMOA president Greg Trent. "Moving AEI to May provides additional time for exhibitors and attendees to get back on their feet so they can be in Vegas and engage in the conversation."

For more information, visit [www.amusementexpo.org](http://www.amusementexpo.org).

**AMOA is a national trade association representing the interests of operators, distrib-**



AMOA photo

**INCOMING OFFICERS** for AMOA are, from left, First Vice President Tim Zahn, incoming President Sam Westgate, and incoming Treasurer Luke Adams. Westgate is a familiar face in the Georgia COAM industry as he represents Smart Software in the market.

**utors, manufacturers and suppliers in the amusement entertainment industry.**

**GAMOA is an active participant in the AMOA State Council. Visit [www.amoa.com](http://www.amoa.com).**



GACS photo

**THOUGH A BIT SOGGY**, the GACS PAC Golf Tournament Sept. 16 at the Stone Mountain Golf Club in Stone Mountain, GA, presented a great opportunity for networking and camaraderie. Patric Scales (left) of the BIC Corporation and Adam Foust of Elite Amusement pause briefly before resuming their round in the rain.

# Skyriser

from Page 1

games.”

The towering Skyriser features a 43” 1080P high-resolution monitor, sitting atop a 24” 1080p Projected Capacitive Touch (PCAP) gameplay monitor. At the heart of the machine is a new, fully updated board utilizing a custom GTX-1650 graphics card that creates a visually impressive gaming display. Its audio system is anchored by an internal subwoofer that “delivers an impactful experience like no other in our industry.”

“When you put your feet on the cabinet, you can feel the subwoofer,” Lee said. “It really enhances the players’ experience.”

The two free-floating monitors and Skyriser’s impressive stature demand customer attention without increasing the footprint of a standard size cabinet, he said.

“We recognize that space can be at a premium in locations,” Lee said. “We wanted to accomplish the impressive look ... without sacrificing valuable floor space for the location.”

Lee again credited the design team based at its main office in Greenville, NC, for the way the machine, “100 percent made in the USA,” turned out.

“They do an incredible job,” he said. “They are really excited (to win the award) and be recognized for a job well done.”

The development team relies a great deal on “direct feedback from our customers,” Lee added, “to find out what the players are looking for and what the operators need.”

The Skyriser “sets the bar” in the market higher, especially following the “success and popularity” of Banilla’s Fusion 4 game. The reaction Banilla received at the Expo from the Skyriser has Lee believing Banilla

has another hit.

“It was a great couple of days,” he said. “The response was overwhelming.”

The Skyriser features five new and unique game themes (Tarzan and the Forbidden Temple, Pinata Party, Buffalo of the Great White Tundra, Gopher Gold, and Lucky Lobsters) that each take full

advantage of Banilla’s advanced technology and award-winning design. Each title supports fully interactive multi-screen features and an updated board-

wide Progressive Wheel Bonus. Skyriser also features an updated proprietary payout structure based on denominations.

The machine is another example of Banilla’s growth, which includes opening two remote offices, one in Atlanta and one in Wisconsin, in the last few years.

“We’ll continue to add content and games,” Lee said. “We’re continuing to grow and looking to the future ... working on the next best thing.”



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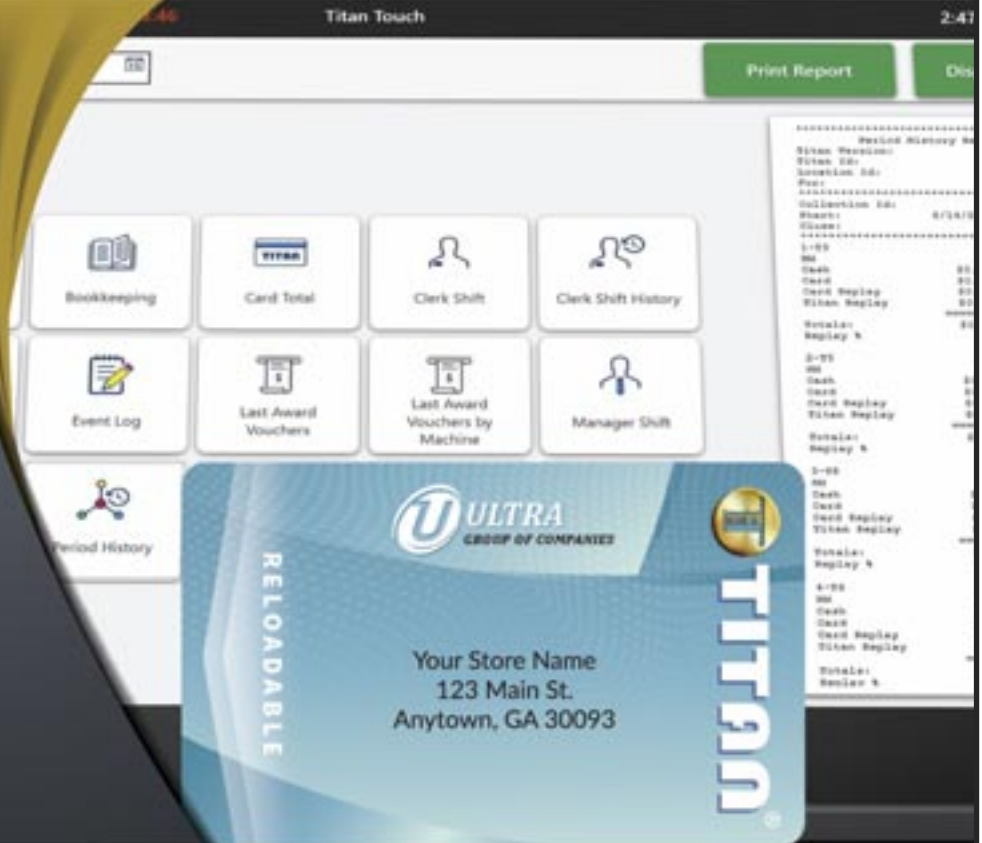
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### Stay In Compliance and In the Know

- ✓ Generates monthly COAM and Dept. of Revenue Sales Tax audit ready reports – with history of player redemptions and replays
- ✓ Compliance records for GLC's 50/50 rule
- ✓ Real time text/e-mail notifications include: estimated GLC deposits, game machine issues, and stringing alerts
- ✓ Potential Tax Savings

Redeem Award Credits																	
Available Award Credit: \$140.00																	
<table border="0"> <tr> <td>Merchandise</td> <td>\$50.00</td> </tr> <tr> <td>Lottery</td> <td>\$25.00</td> </tr> <tr> <td>Gas</td> <td>\$32.75</td> </tr> </table>	Merchandise	\$50.00	Lottery	\$25.00	Gas	\$32.75	<table border="0"> <tr> <th colspan="2">Summary</th> </tr> <tr> <td>Merchandise</td> <td>\$50.00</td> </tr> <tr> <td>Lottery</td> <td>\$25.00</td> </tr> <tr> <td>Gas</td> <td>\$32.75</td> </tr> <tr> <td><b>Total:</b></td> <td><b>\$107.75</b></td> </tr> </table>	Summary		Merchandise	\$50.00	Lottery	\$25.00	Gas	\$32.75	<b>Total:</b>	<b>\$107.75</b>
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Gas	\$32.75																
<b>Total:</b>	<b>\$107.75</b>																
<a href="#">Redeem</a>																	

### Ease of Use for Operators and Staff

- ✓ Cards only work in your store, with your games
- ✓ Reduces risk of improper redemptions/fraud/theft
- ✓ Combined card reader and bill acceptor
- ✓ Operator can apply credits to Titan card (tracks replays for sales tax savings) or choose to print a ticket

### Improves Player Loyalty and Store Profitability

- ✓ Free Player Cards customized with your location name and address
- ✓ Credits transferable between games at same location
- ✓ Player controls credits to save or use as needed for merchandise/gas/lottery tickets/continued replays with no expiration date
- ✓ Faster gameplay

### World Class Technology and Customer Support

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- ✓ An ethical partner you can trust



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# Fabbri joins Innovative Technology team

Innovative Technology Americas, Inc. recently named Lauren Fabbri as business development manager for the U.S. market focusing on gaming, amusement and vending.

Fabbri is responsible for generating new sales opportunities “in this vibrant and ever-changing marketplace,” said a news release from Innovative Technology Americas, which specializes in cash management and validation.

“We are delighted to have Lauren onboard,” said Rebecca White, vice president of sales and business development. “As well as establishing new business, Lauren will account manage our existing customers, monitor sales trends, educate prospective customers on products, identify emerging markets, and represent ITL at various state and national trade association events and exhibitions.”

Fabbri’s primary market is the gaming sector in Georgia and the Southeastern United States.

“Joining ITL has been such an exciting new venture for me,” Fabbri said. “Being given the opportunity to work for a leading manufacturer is a phenomenal learning experience.”

Despite joining the company at an unusual time with COVID-19 affecting businesses all over the world, Fabbri said she was pleased with the response resulting from her first trade show,



the Southern Amusement and Entertainment Expo in August, since joining Innovative Technology.

“I was taken aback with the amount of comments, interest, and feedback we had about our state-of-the-art NV200 bill validator and foresee a rise in installations in the region,” she said. “I am looking forward to being part of future opportunities where I can represent such reliable and innovative products in an industry I have grown to love.”

Fabbri said she is excited “to share our ever-evolving products with my customer base” and

is “very excited about the direction that the organization is heading.”

“I feel proud to be part of this journey,” she said.

Because Fabbri has worked in the gaming and amusement industry for eight years, “she will already be known to many of you,” White added. “She has a solid background in sales, a wealth of contacts, knowledge and expertise and I look forward to working with Lauren to bring you the latest products and solutions to make your cash handling more efficient and cost effective.”

## Expo

from Page 1

revenue-generating amusement, music and family entertainment industry. The three-day program features one day of education and two days of exhibits.

The format will begin with a full day of education sessions beginning on Wednesday, May 5. The educational sessions will address timely topics and provide useful information for all who attend. Two full days of exhibit time will follow on Thursday May 6, and Friday, May 7.

Amusement Expo International registrants will receive:



- Two days of admission to the Amusement Expo International, NBVA Conference/Trade Show and the Laser Tag Convention;
  - One full day of compelling education sessions;
  - Networking events offering opportunities to mix and mingle with exhibitors and attendees;
  - Special hotel rate.
- Visit [www.amusementexpo.org](http://www.amusementexpo.org) for more information.

### Wednesday, May 05

7:00 AM - 5:00 PM – AEI Registration Open

Room: Westgate Hotel, Room TBD

8:00 AM - 5:00 PM – Registration Open

Room: LVCC, South Hall 1

8:30 AM - 5:00 PM – AEI Education Day Seminars

Room: Westgate Hotel, Room TBD

5:15 PM - 7:15 PM – All-Industry Gala Reception

Room: Westgate Hotel, Room TBD

### Thursday, May 06

8:00 AM - 6:00 PM – Registration Open

Room: LVCC, South Hall 1

10:00 AM - 6:00 PM – Exhibit Hall Open

Room: LVCC, South Hall 1

### Friday, May 07

8:30 AM - 3:00 PM – Registration Open

Room: LVCC, South Hall 1

10:00 AM - 4:00 PM – Exhibit Hall Open

Room: LVCC, South Hall 1

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