





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

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September 2018

Vol. 2. Number 5



First Expo a big success

Walton, Carswell honored

By Paul Tash **Georgia Amusement Journal**

Longtime COAM operator Steve Walton was honored with the Lifetime Achievement Award by the Georgia Amusement and Music Operators Association (GAMOA) during the awards banquet at the Southern Amusement and Entertainment Expo earlier this month in Atlanta.

In addition, GAMOA named Stewart Carswell III of Central Music in Fitzgerald its "Operator of the Year." Carswell, in an emotional gesture, graciously declined the award and presented it to his father, Stewart Carswell Jr., who the younger Carswell lauded for his efforts to build the company since taking over from his grandfather in the late 1950s.

"If it wasn't for the all of the hard work and dedication of my grandfather and father, I would not have a business today," Carswell said.

As the elder Carswell was pushed in a wheelchair by his grandson, Nathan, toward the front



STEWART CARSWELL III presents the plaque he received from the Georgia Amusement and Music Operators Association as COAM Operator of the Year to his father as son Nathan looks on. The emotional tribute took place during the banquet at the Southern Amusement and Entertainment Expo in Atlanta Sept. 13.

of the banquet room to receive the award plaque from his son, the big crowd stood and gave thunderous

Carswell also thanked GAMOA and commended the state's COAM industry for its growing success and impressive contributions to the state's education programs.

"Let's make it absolutely the best it can be," he said of the indus-

Walton "has a track record of excellence" and "epitomizes leadership," said Les Schneider, GAMOA's attorney who presented the Lifetime Achievement Award to him.

"I'm humbled and extremely honored," said Walton, owner of Ouarter Master in Peachtree City, adding that he has "great appreciation" for the Georgia Amusement

See AWARDS Page 3

New Expo draws record attendance

By Paul Tash Georgia Amusement Journal

A record 470 registered attendees and 30 vendors participated in the inaugural Southern Amusement and Entertainment Expo Sept. 13-14 in the Atlanta Airport Marriott.

Sponsored by the Georgia Amusement and Music Operators Association (GAMOA), the event, formerly the GAMOA Trade Show, for the first time hosted exhibitors and operators from all over the Southeast. The Expo featured the large exhibitors' hall, an awards banquet, and seminars that included information on the arbitration process, employee management, and association management, and provided technician training.

The banquet included three award presentations (see related story) along with speeches from **GAMOA** Executive Committee and AMOA past-President Gaines Butler. A presentation from Georgia Lottery Corp, featuring comments from GLC President and CEO

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Lottery president praises COAM industry

By Paul Tash Georgia Amusement Journal

As former commissioner of the Technical College System of Georgia, Gretchen Corbin, now president and CEO of the Georgia Lottery Corp., said she saw first-hand the benefits of revenues raised by Lottery and the COAM industry for HOPE scholarships and pre-K education programs in Georgia.

"I got to see the people you have impacted," she told a room full of COAM li-



Gretchen Corbin

censees to lead off a GLC-led seminar on the second day of the Southern Amusement and Entertainment Expo.

She also shared her "own personal story" about becoming a first-generation college graduate after her father, despite having just a sixthgrade education, understood the importance of higher learning.

"He said, 'you and your brother are going to college," Corbin recounted. "It makes me proud

See CORBIN Page 5



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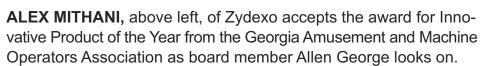
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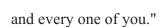












The third award presented at the banquet, the inaugural Innovative Product of the Year Award, was given to Zydexo Games. The the Year Award must meet the folGAMOA President Shawn Fellows, above left, poses with Lifetime Achievement Award winner Steve Walton after the banquet during the Southern Amusement and Entertainment Expo Sept. 13. lowing criteria: The product is cur-

rently available for sale and use in the field today, and it has not appeared at a previous GAMOA show.

Following the awards, comedian Cyrus Steel performed for the crowd. Steel also emceed the night's activities.

GAMOA then hosted its live auction, which is always a highlight of the Expo. This year's event, managed wonderfully by auctioneer and operator Jonathon Culverhouse, featured donations from GAMOA's biggest sponsors. Proceeds benefitted the association.



from Page 1

and Music Operators Association. "I've made some amazing friends in all spectrums of the business," he said. "Thank you to each

award was accepted by owner Alex Mithani. The Innovative Product of

Expo

from Page 1

Gretchen Corbin (see related story), highlighted the second day of the event.

Attendee Tyson Draper said he really enjoyed the Expo, especially the exhibitors.

"There were a lot of new products," he said. "It was really cool."

Kathy Courtney of Pong Game Studios agreed.

"It was well worth the time," she said. "The best of the best come to this, and you have a chance to talk with them one on one."

One of those exhibitors, Brooks Lee of Banilla Games, said he noticed higher traffic this year.

"That's always a good thing," he said.

The Expo allows vendors to show the latest products developed



tive Director Christina Kaiser and operator Vijay Kumar talk at the Expo registration desk. Kaiser led the planning for the Expo.

GAMOA Execu-

to "grow the market" and "keep customers happy," he said.

Organizers were pleased with the first Expo, and plan to build on its success.

"The Southern Amusement and

Entertainment Expo 2018 ... exceeded everyone's expectations and laid the foundation for future shows," said GAMOA President Shawn Fellows. "GAMOA prides itself on providing networking opportunities for manufacturers and attendees along with educational seminars at these annual expos. We look forward to seeing you at next year's event, which promises to be even better."









Journal Opinion

Expo grows with COAM industry

By Shawn Fellows GAMOA President

Let me start this with a big THANK YOU to our sponsors, exhibitors and attendees that made this year's expo the best in our 30-year history. As I write, I'm watching the Georgia Bulldogs play Middle Tennessee to relax after an amazing week.

On Sept. 12 the Southern Amusement and Entertainment Expo hosted by GAMOA officially began with the exhibitors' move in and appreciation party. Then on Thursday the expo opened its doors at 10 a.m. to a large crowd of attendees excited to see dozens of new products on display at more than 30 booths.

With 470 registered attendees the two-day event offered incredible networking opportunities along with breakout seminars that ranged from technical classes, FEC management, association management, and a presentation from Georgia Lottery Corp.

GAMOA's banquet included three separate award presentations, along with speeches from GAMOA Executive Committee and AMOA past-President Gaines Butler. For the first time, GAMOA offered its Innovative Product of the Year Award, presented to an exhibitor's product

that meets the following criteria:
The product is currently available for sale and use in the field today, and it has not appeared at a previous GAMOA show.
Mike Patel chaired the selection committee, which also included

The award was accepted by owner Alex Mithani. Learn more at www.coam.com.

GAMOA Vice President Adam Foust presented the Coin Operator of the Year award to Stewart Carswell III of Central



Shawn Fellows

We are proud and honored to have such high-quality individuals as members of GAMOA and leaders of the industry.

GAMOA Treasurer Stewart Carswell III, COAM Advisory Board member Allen George, GAMOA

Director Mark Brooks and Arif Alibhoy. GAMOA members then evaluated each submission based on quality, efficiency, creativity, originality, and overall impression by the committee.

Congratulations to this year's winner, Zydexo Games.

Music in Fitzgerald. Stewart gave a heartfelt speech about his family's involvement in the

industry since the 1950s. In the presence of his three

children and wife, he graciously declined the award and granted it to his father, Stewart Carswell Jr.

of the hard work and dedication of my grandfather and father, I would not have a business today," Stewart said.

Stewart continues his father's legacy through his position on the COAM Advisory
Board, which he has held since 2013. We are proud and honored to have such high-quality individuals as members of GAMOA and leaders in the coin op industry.

GAMOA's Les Schneider delivered the Lifetime Achievement Award to Steve Walton, owner of Quarter Master in Peachtree City. Steve has served the industry in several capacities for more than 35 years. As vice president of sales for Data East, one of the largest arcade and pinball manufacturers of the 80s, Steve quickly found himself engaged in tradeshow and advocacy work at both the national and state levels.

From 2011 to 2018, Steve proudly served GAMOA as a director and executive committee member and played a leading role in the work that led to the enactment of HB 487, the law that placed the COAM industry under the regulatory control of Georgia Lottery Corp.

Steve's wife Sara conspired with us in keeping his award a secret. The love of Steve's life, Sara's never left his side, and she joined daughters Ashley

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Sept. 28:

Now:

COAM calendar

REPORTING DATES

The COAM licensing application (www.gacoam.com) is open for the 2019 licensing period (07/01/2018 - 06/30/2019) for the following:

- Master Class A NEW and RENEWAL
- Master Class B RENEWAL
- Location Class A NEW and RENEWAL
- Location Class B NEW and RENEWAL
- Manufacturers & Distributors NEW/RENEWAL Deadline to submit a RENEWAL Location Class A and Class B License, Master Class A and Class B license and Manufacturer and Distributor license. If a holder of a 2018 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.

- MEETINGS/OTHER -

Oct. 3: Retailer Seminar, VFW Post 658, Macon
Oct. 4: COAM Advisory Board, GLC Office, Atlanta
GAMOA meeting, Moose Lodge, McDonough

This publication endorsed by the Georgia Amusement and Music Operators Association $\,$

September 2018 Georgia Amusement Journal – 5

GAMOA thanks extraordinary supporters

The GAMOA Board of Directors has issued a special thank-you to the following companies and individuals for their ongoing dedication and unwavering support of the GAMOA. They have given above and beyond the base membership dues for 2018:

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Corbin

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of my dad."

Corbin said she hitchhiked to West Georgia College regularly to attend classes, and she later would graduate from Clemson University. She praised the college officials along the way who "held her hand" and helped her navigate an educational journey previously unfathomable by anyone in her family.

She marvels now at the difference her education has made in her personal and professional life, saying the contributions made by the COAM industry to the state's education programs are making similar differences in the lives of many Georgia children. The industry contributed about \$58 million last year and is on pace to eclipse that amount this year.

Corbin praised the industry for working so diligently to grow in order to "maximize profits" for Georgia education, and pledged "to do everything we can" to make sure "you are profitable in your business."

"I thank you for going to work for the students of Georgia," she said. "The Georgia Lottery deeply appreciates our partnership with the COAM industry."

Follow core values, expert says

By Jorie Tash Georgia Amusement Journal

A business management expert urged employers to identify their core values and use them as a "framework" to hire employees that exhibit similar values, effectively stamping out the need for consistent disciplinary action or termination due to "misaligned values."

In a seminar during the Southern Amusement and Entertainment Expo, sponsored by the Georgia Amusement and Music Operators Association (GAMOA), Beth Standlee said a core value-driven system provides employers the tools to encourage and lead their employees to obtain common goals, isolate problems within the workforce and address them effectively, and lead new hires in a way that centers those values.

Standlee is CEO and founder of TrainerTainment (and a GAMOA convention veteran). TrainerTainment provides hiring, sales and employee management strategies to leaders in the industry since 2005. The seminar was titled "Using Core Values to Drive Peak Performance."

"If you grow people, your business will grow," Standlee said.

Standlee's seminar, which required active participation from attendees, also encouraged:

- Selling experience rather than a product;
- Practicing performance-based leadership;
- Intentional learning;
- Isolating one's core values by focusing on chosen aspirational figures, deciding what qualities they exhibit one finds inspirational, and using that response to identify said values;
- "Recognizing, correcting, and rewarding using your core values;"
- Developing a no-compromise hire/fire management strategy to cut down on time-wasting disciplinary action and protect employers from having to



BETH STANDLEE makes a point during her presentation Sept. 13 in Atlanta.

deal with employees with differing values;

- Identifying a potential hire's values and using them to determine compatibility with one's company, lessening the need to fire and re-hire;
- Focusing on recognizing and stoking the autonomy of employees;
- And selling one's vision to prospective employees and potential clients alike.

The seminar, which took place Thursday, Sept. 1, during the Southern Amusement and Entertainment Expo, proved to be extremely helpful to attendees, one of whom proclaimed that the core value identification exercise was particularly beneficial to him as a hiring manager.

If hiring managers adopt Standlee's tenants and "lead rather than train," the benefits to the flow of the workplace and to managers who will undoubtedly find themselves having to hire and fire less frequently due to focusing on core values and acting accordingly, will be immense.

GAMOA

from Page 4

and Amanda in an emotional celebration at the banquet. Steve's leadership has provided GAMOA with guidance and wisdom, and he's an incredible man of faith who allows God to direct his decisions.

Following the awards, everyone enjoyed comedian Cyrus Steel, who had the crowd laughing to the point of tears.

Shortly after Cyrus finished his session GAMOA hosted its live auction. This year's event featured some amazing donations from our biggest sponsors. Comedy and fundraising collided when one sponsor doubled the value of his item by throwing in his shoe as a bonus.

The expo reopened Friday morning to another large group of attendees and featured a breakout hosted by the Georgia Lottery President and CEO Gretchen Corbin. President

Corbin spoke about all the amazing benefits that the Georgia Lottery has been able to provide to students over the past 25 years. Her speech also commended the industry, the association and regulators for the tremendous success of contributing more than \$150 million to educational programs across the state since 2015.

The Southern Amusement and Entertainment Expo 2018 sponsored by GAMOA exceed everyone's expectations and

laid the foundation for future shows. GAMOA prides itself on providing networking opportunities for manufacturers and attendees along with educational seminars at these annual expos. We look forward to seeing you at next year's event, which promises to be even bet-

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Retail Matters

Clipper joins anti-trafficking push

By Jorie Tash Georgia Amusement Journal

After a press conference in August announcing a partnership between the Georgia Association of Convenience Stores (GACS) and human rights advocacy group In Our Backyard to promote the group's Convenience Stores Against Trafficking (CSAT) program, Clipper Petroleum's Haley Bower immediately recognized CSAT's importance.

"I knew we had to get involved," she

Clipper, with their 29 convenience stores

and six restaurants in Georgia and South Carolina, joined the program immediately following the press conference.

Bower, director of the Clipper Foundation, was first introduced to Atlanta's need for anti-trafficking action and resources through her involvement with a church community work day that assigned her to volunteer with Wellspring Living, a nonprofit organization dedicated to providing housing and rehabilitation for female victims of the trafficking industry.

After recognizing the need for the advocacy of Wellspring and others in the area seeking to free victims from an industry that preys especially on the most vulnerable, Bower worked with

senior management of Clipper to include Wellspring Living on the Clipper Petroleum Foundation (CPF) list of donation recipients about six years ago. In addition, Clipper recently began supporting Straight Street Ministries' Beautiful Feet, another local anti-trafficking nonprofit that is set to offer a residential program for former victims by the end of this year.

Clipper's new partnership with CSAT could not have come at a more perfect time, Bower said. The 2019 Super Bowl will bring thousands of people into the Metro area and an increased risk of trafficking and/or engagement with the commercial sex industry.

"Big events like the Super Bowl increase trafficking up to 20 percent," Bower said.

Atlanta's status as "The Trafficking Hub of America" — so-named because of its interstate nexus, busy airport and the hundreds of conferences and conventions that take place

in the area each year create a perfect storm for trafficking – is now being challenged through the work of dozens of nonprofits and the financial support from companies such as Clipper.

Recent and proposed legislative changes to the definitions of child abuse, human trafficking and prostitution will also help keep traffickers off the streets and their victims out of prison, but the involvement of trained convenience store associates can help victims regain their freedom and begin the healing process on a more direct basis.

on noticing suspicious behavior. Further, CSAT and Clipper are posting flyers, stickers and window clings in convenience stores' bathroom stalls. Why the stalls?

"Because this is most likely the only time a child being trafficked is ever alone," said

CSAT is responsible for training associates and putting up Trafficking Hotline signage at 1,200 stores in 29 states, according to executive director of In Our Backyard Nita

It's a running start, no doubt, but Bower



HALEY BOWER of Clipper Petroleum, second from right, stands with, from left, Nita Belles, In Our Backyard; Cecilia Roberts, trafficking survivor and graduate of Wellspring Living's Women's Program;

> "CSAT is a program of nonprofit In Our Backyard, engaging the convenience and petroleum industries to play a vital role in the fight against human trafficking," its website states.

According to Bower, associates at Clipper stores are being trained to recognize the signs of trafficking and to take action. Victims of trafficking "usually will not talk or make eye contact with anyone, appear fearful or anxious, show signs of physical or sexual abuse such as bruises or cuts," Bower said.

"Tattoos, although very common today, can also be a sign of human trafficking," Bower said. "Most pimps will brand or tattoo the girls to show that they own them. These tattoos are usually a barcode, or a pimp's name ('King' or 'Daddy')."

Recognizing the signs is only part of the job, however, as associates are also trained to call the National Human Trafficking Hotline

Angela Holland, GACS president; and Juliana Williams, also of In Our Backyard. The women had just taken part in a press conference at the state Capitol in August on fighting human trafficking.

> urges "local and statewide retailers to join in the fight with us."

"I hope that they will join CSAT and make their convenience stores a safe place and a line of hope to get victims help," Bower

Joining CSAT before the Super Bowl can help cut down on this egregious crime and the harm it does to its young victims, 100 of whom are estimated to be sold per night in the Atlanta-metro area. Trained clerks and associated signage will "warn pimps that what they are doing is disgusting and wrong and that we are watching and fighting to end this," Bower said.

"We hope our team members in our stores can be our eyes and ears and use the skills we train them in to identify pimps and victims, and we are hopeful we can play a small part in helping these children that are being exploited find freedom."

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G2E in Vegas to highlight sports betting

Global Gaming Expo 2018 (G2E), North America's premier international gaming trade show presented by the American Gaming Association (AGA), recently released the speakers and full schedule for its first Sports Betting Symposium taking place in Las Vegas Oct. 8-11.

The Sports Betting Symposium will provide gaming professionals with the tools they will need to consider business operations that best capitalize on the Supreme Court's ruling decision to overturn the failed federal ban on sports betting. Sessions will cover the business and legislative aspects of sports betting and offer an interactive, guided tour of the G2E expo hall to connect attendees with the top suppliers of sports betting technologies.

"As states and sovereign tribal nations consider whether or not to enact legalized sports betting, the Sports Betting Symposium at G2E will offer the world's foremost experts, business leaders and operational solutions to build a thriving legal market in the United States," said Sara Slane, senior vice president of public affairs for the American Gaming Association.

Tuesday, Oct. 9

10:15 a.m.-11:15 a.m. – SCOTUS Decision: What the Ruling Actually Said and What It Means – Speakers include Sidley Austin Supreme Court and Appellate law expert Jonathan Cohn, who previously served as Deputy Assistant Attorney General in the U.S. Department of Justice and clerked on the U.S. Supreme Court for Justice Clarence Thomas; and AGA's senior vice president of public affairs, Sara Slane.

1:15 p.m. – 2:15 p.m. – **How States and Tribes Are Preparing for Legal Sports Betting**– Speakers include Director of Gaming Affairs for the Chickasaw Nation Matthew Morgan, who also previously served two terms as the

gaming commissioner, and Director of the New Jersey Division of Gaming Enforcement David Rebuck, who was nominated by Chris Christie in 2011 and was confirmed by the New Jersey Senate in 2012. Moderator: AGA's Vice President of State Affairs Mandy Hagan.

Wednesday, Oct. 10

10:15 a.m.-11:15 a.m. – **The Business of Sports Betting** – Following the morning keynote, Scott Van Pelt, anchor of ESPN'sS-portsCenter, will moderate a session that includes diverse viewpoints on the business of sports betting from panelists Kenny Gersh, executive vice president of gaming and new business ventures for Major League Baseball; Stephen Master, managing director of Americas, Nielsen Sports and commercial director of Nielsen Esports; and AGA's Senior VP of Public Affairs Sara Slane.

1:15 p.m. – 2:15 p.m. – Finding the Right Partner: An Interactive Exhibit Hall Tour – Exhibit participants will have an opportunity to experience an exclusive tour of the expo hall and meet relevant partners that will demonstrate their gaming technologies. The guided tour will be led by Coloring Up Limited Director Alen Lang and AGA's Senior Director of State Policy Will Green and Senior Member Services Director Jonathan Michaels.

Thursday, Oct. 11

10:15 a.m. -11:15 a.m. - How Sports Betting Works in a Regulated Market – Learn from the sports betting experiences of mature, regulated markets across the globe. Speakers include Khalid Ali, secretary general of ESSA (Sports Betting Integrity Association); A.G. Burnett, partner at McDonald Carano and former chairman of the Nevada Gaming Control Board; and Gambling Industry Analyst and Managing

Director at Eilers & Krejcik Gaming Chris Grove. Moderator: Jennifer Roberts, associate director of the International Center for Gaming Regulation and adjunct professor at UNLV's William S. Boyd School of Law.

1:15 p.m.-2:15 p.m. – U.S. Sports Betting: Lessons Learned from Early Adopters – Speakers include CEO of William Hill US Joe Asher; CEO of SBTech Richard Carter; and Vice President of Mobile, PlaySpot and North America Sports Betting at IGT Charles Cohen. Moderator: AGA's Senior Director of State Policy Will Green.

About Global Gaming Expo:

Global Gaming Expo (G2E), presented by the American Gaming Association (AGA) and organized by Reed Exhibitions, is the largest gathering of global, commercial and tribal gaming professionals in North America. The event showcases the latest developments in gaming technology and features new educational content that is fast – paced and actionable. Attendees will experience firsthand the new products and innovative technologies showcased on the expo floor. G2E has everything you need for your casino floor and across your entire operation – from traditional casino fare to non-gaming amenities and digital products – G2E is where business growth is accelerated.

About AGA:

The American Gaming Association is the premier national trade group representing the \$261 billion U.S. casino industry, which supports 1.8 million jobs nationwide. AGA members include commercial and tribal casino operators, gaming suppliers and other entities affiliated with the gaming industry. It is the mission of the AGA to achieve sound policies and regulations consistent with casino gaming's modern appeal and vast economic contributions.

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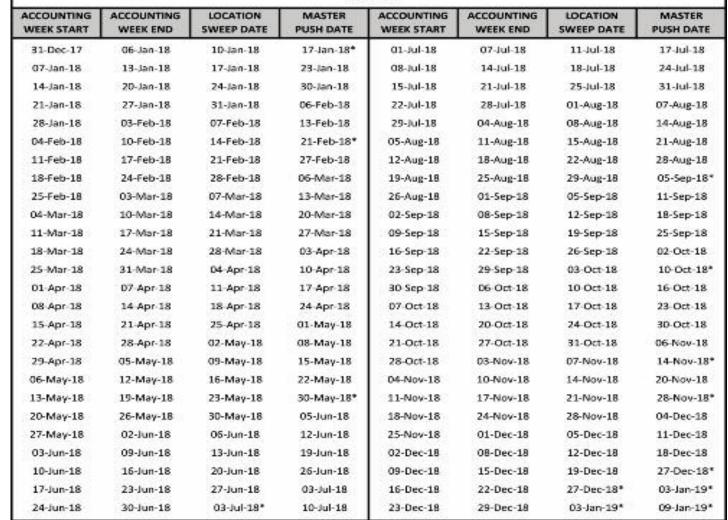
The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

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- Customer service for Class B COAMs
- Enforcement of COAM laws, rules and regulations

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Register for free at www.gamoa.org by Monday, Oct. 1, or at the door for \$20.

Georgia Lottery Corp. officials will be

on-hand to answer your questions.

for more info, go to www.gamoa.org



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	Amusement Operator	1-9 Employees	\$350	GA M	LH#		
	Amusement Operator	10+ Employees	\$500	GA M	LH#		
32		SERVICE SERVICE SERVICE SERVICE				a Haldara\	
Amus	ement Operators Member	ership: (Class B or Class	A&B	Master L	icens	e molders)	
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_	Amusement Operator	1 – 20 Decals		\$1,00	00	GA MLH	#
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