



COAM update
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GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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Expo draws big COAM crowd

SAEE features trade show, awards

By Paul Tash

Georgia Amusement Journal

As Georgia's COAM industry marks its 10th year of regulation that has provided a healthy and stable business climate and allowed continued growth, the Southern Amusement & Entertainment Expo took center stage last month in Duluth.



A record 633 attendees participated in the Expo. The decked-out trade show fea-

tured a wide variety of vendors, including several that debuted new products and services at the show. The Georgia Amusement and Music Operators Association (GAMOA), the main organizer and host of the Expo, also honored several members of the industry during its traditional awards banquet.

GAMOA recognized longtime operator and industry leader Butch Foshee with its Lifetime Achievement Award and named Paul Patel

See EXPO Page 8



PAUL PATEL holds two-year-old grandson Shivay Patel as he accepts the Operator of the Year Award at the Southern Amusement & Enter-



tainment Expo Aug. 23 in Duluth. Butch Foshee, right, received the Lifetime Achievement Award at the Expo.

Magical evening nets \$333,000 for charity

By Paul Tash, Georgia Amusement Journal

Another magical night at the Southern Amusement & Entertainment Expo will provide even more magical vacations for special-needs kids, thanks to the overwhelming generosity of many individuals in the Georgia COAM industry.

The Georgia Amusement and Music Operators Association (GAMOA) held the electric fundraising event for Bert's Big Adventure for the third year in a row fol-

lowing the awards banquet Aug. 23 in Duluth. Bert's Big Adventure sends chronically and terminally ill children and their families to Disney World for a free, five-day dream vacation. A video produced by Bert's Big Adventure started the event off and showed how funds raised by GAMOA last year specifically benefited families this year.

The evening also featured for the first time Bert

See BERT'S Page 11

Skill Master, Aristocrat partner in GA

By Paul Tash

Georgia Amusement Journal

Adam Foust was doing retirement pretty well – traveling, playing golf, and of course running his favorite car at Road Atlanta – as he decompressed a bit from 35 successful years in the Georgia amusement industry.

Foust sold his company, Elite Amusement, to United Gaming in

December 2020 and joined that company until May 2022, when he retired. Foust was also working on an opportunity with Aristocrat Technologies since 2017 with the hopes of coming out of retirement to move to the final stage of his gaming career.

Mike Smith with Aristocrat Technologies introduced him to Afshaad Patel, a successful entrepreneur who

has focused mainly on payment-processing who Smith thought would be the perfect partner for Foust in the Aristocrat Technologies endeavor.

Patel has worked within the payment space since 2007. Patel grew his payment business in the United States and expanded it to Canada. Then in

See ARISTOCRAT Page 12



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GAMOA social among G2E highlights

The Georgia Amusement and Music Operators Association will host a social during next month's Global Gaming Expo in Las Vegas on Wednesday evening, Oct. 11.

The social, which is scheduled at the Ghostbar in the Palms Casino from 8:30 to midnight, is an ideal setting for those in the Georgia COAM industry to gather and network while attending G2E, the premier global gaming event in the world.

Sponsored by the American Gaming Association (AGA), G2E 2023 takes place Oct. 9-12 at the Venetian Expo on the Vegas Strip.

"G2E serves as an annual showcase for innovation in gaming, and this year's event promises to be especially impactful as the industry transforms at a record pace," said AGA Senior Vice President Maureen Beddis. "We can't wait to welcome back the global gaming community to Las Vegas this October to chart the future of gaming."

G2E 2023, supported by the Association of Gaming Equipment Manufacturers, will highlight the continued evolution of every aspect of the industry – from traditional and online gaming to digital pay-

ments and new technologies like AI.

"We are committed to elevating G2E in tandem with the industry's growth. Reflecting our commitment, this year's show will feature the updated G2E brand, new expo hall activations, and our most in-depth education program yet," said Korbi Carrison, G2E's event vice president at RX. "For both exhibitors and attendees, G2E 2023 will once again offer an opportunity to do business with key players, discover winning solutions, gain exposure and connect with a diverse audience."

G2E 2023 will reflect the industry's growth with a wide range of offerings, including:

- More than 300 exhibitors will show off the latest gaming technologies and solutions from around the world, all in one place.
- G2E's 2023 education program will be the event's most insightful yet, drawing on the more than 400 session proposals submit-

ted in the first-ever call for content and speakers. Content partners for this year's program include Global Gaming Women, iGaming Next, Indian Gaming Association, International Association of Gaming Advisors and more.

- The all-new iGaming Zone at G2E will bring together iGaming solution providers in a focused location to explore the future of the online casino space.
- The Lab will serve as a hub on the expo floor for organized thought leadership and networking opportunities that explore the future of gaming.

as a hub on the expo floor for organized thought leadership and networking opportunities that explore the future of gaming.

- An expanded G2E Networking Lounge will feature opportunities for the G2E community to convene and connect.
 - G2E's new brand will be on full display, reflecting gaming's momentum and transformation, adding to the forward-looking energy of the expo that will be felt on the show floor and beyond.
- G2E will donate \$25 of every all-access education pass purchased

to the International Center for Responsible Gaming (ICRG), G2E's charitable partner. ICRG's mission is to help individuals and families affected by gambling disorder and to prevent the onset of gambling problems through quality scientific research and evidence-based educational programming on gambling disorders and responsible gambling.

About G2E

G2E is the world's premier gathering of commercial and tribal gaming professionals. For more than 20 years, G2E has served as the catalyst for gaming's growth and innovation by convening the global industry to define tomorrow.

About the AGA

As the national trade group representing the U.S. casino industry, the American Gaming Association (AGA) fosters a policy and business environment where legal, regulated gaming thrives. The AGA's diverse membership of commercial and tribal casino operators, sports betting and iGaming companies, gaming suppliers, and more lead the \$261 billion industry and support 1.8 million jobs across the country.



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Journal Opinion

GACS marks 50th at convention

**By Sharon Shuford
GACS Membership**

This year GACS celebrates its 50th anniversary. Founded in 1973, GACS has enjoyed a long history of bringing advocacy, networking, education, regulatory support and services to the c-store community in Georgia. The 2023 GACS Convention gave attendees time and opportunity to reflect on the past, be present, and look at the future of the industry.



Sharon Shuford

Speakers focused on how to navigate many of the changes the convenience industry is experiencing.



Education 2.0 – Speakers this year focused on how to navigate many of the changes the convenience industry is experiencing: the pivot to a new future, human resource trends, the new face of the Georgia consumer, and economic outlooks that directly impact future opportunities. They addressed the questions: What does the future hold? Where will we be in 5, 10 or 50 years? What do I need to do, as a business owner, to prepare?

Networking 3.0 – The GACS Annual Convention builds connections in the indus-

try, as well as with representatives from state governance. Among those connections this year were the legislators and commissioners who attended the events, networking with members and bringing their expertise to the table during a panel discussion. A special thank you to Speaker of the House Jon Burns, House Majority Leader Chuck Efrstration, House Regulatory Industries



Chairman Alan Powell, state Rep. Stacey Evans, Urban Affairs Chairman Brian Prince, state Rep. Shea Roberts, Senate Majority Leader Steve Gooch, and Department of Transportation Director of Policy and Government Affairs Joshua Waller.

Networking 3.1 – Attendees enjoyed blasts from the past – screens displayed photos from GACS’ history in continual loops

throughout the two and a half days. They listened to “Marilyn Monroe” sing Happy Birthday during the Friday night opening dinner. They honored past chairmen and past President Jim Tudor. And they were present for education, recreation, the \$5K draw down to benefit the GACS Scholarship program, the vendor showcase and awards and recognition.

GACS wants to thank all GACS members and guests for attending and supporting the association.

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COAM calendar

— REPORTING DATES —

- Sept. 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.
- Sept. 28:** Last day to submit an application to renew a location Class A or Class B license or a master Class A and B license for the 2024 licensing period (07/01/2023 – 06/30/2024)

— MEETINGS/OTHER —

- Oct. 9-12:** Global Gaming Expo (G2E), Venetian, Las Vegas
- Oct. 17:** COAM Advisory Board, Lottery headquarters, Atlanta

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

GACS celebrates



GACS photos

THE GEORGIA ASSOCIATION of Convenience Stores held its annual convention Aug. 18-20 in Amelia Island, FL, and celebrated its 50th anniversary. One of the convention’s highlights is a legislative panel, and this year’s edition featured a particularly impressive group. Posing after the panel discussion with GACS President Angela Holland (front with white shirt) are, from left,

Department of Transportation Director of Policy and Government Affairs Joshua Waller, House Regulatory Industries Chairman Rep. Alan Powell, House Majority Leader Rep. Chuck Efstrotation, Speaker of the House Rep. Jon Burns, Senate Majority Leader Sen. Steve Gooch, Rep. Stacey Evans, Rep. Shea Roberts, and Urban Affairs Chairman Rep. Brian Prince.



MARK SCUDDER of MECO Atlanta thanks the Georgia Association of Convenience Stores after he was named Supplier of the Year on the opening night of the GACS convention Aug. 18. At right Sen. John Burns presents a framed resolution recognizing GACS, now in its 50th year, and its members and employees “as essential to the communities they serve and commending



them for their contributions to Georgia.” The resolution also noted GACS’ female leadership group. Accepting the resolution are Mary Stacy, chairwoman of the Supplier Committee; Angela Holland, GACS president; and Lynn Watson, GACS chairwoman. Haley Bower, not pictured, chairs the organization’s Legislative Committee.



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Expo

from Page 1

of Encore Amusement as the organization's 2023 Coin Operator of the Year. Banilla Games earned the Cutting Edge Award for its innovative TICO (Ticket-In Card-Out) system, while Alex Perez of Ivey Promotions received the Marshall Hartmann Technician of the Year Award presented by Goldfinger and Betson Enterprises.

Noting the 10th anniversary of regulation, Fellows identified a group of operators he said were "instrumental in providing guidance and direction to move this industry forward into the regulated structure that we have today." Fellows named Steve Walton, Nick Damani, Butch Foshee, Emily Dunn, and the late Dr. Lonnie Pope and Lee Hunter as operators critical to making regulation a reality in 2013.

At the conclusion of the awards banquet, Georgia COAM industry again went over the top for its favorite charity and raised a breathtaking \$333,000 for Bert's Big Adventure (see story on Page 1). The nonprofit organization sends chronically and terminally ill children and their families to Disney World for a "magical" five-day vacation, all expenses paid. Proceeds from the Ginger Foshee Casino Night at the end of the night also benefitted the charity.

GAMOA members also participated in a live auction to benefit the association that featured machines, boards, monitors and other peripheral COAM products, all donated by gaming manufacturers for the auction. Auctioneer Jonathon Culverhouse, a GAMOA member himself, conducted the entertaining event. A silent auction was available, as well.

GAMOA awards

In presenting the Lifetime Achievement Award to Foshee, Fellows said the honoree learned at a young age, when riding routes with his father, "how important it is to build trust and build a relationship with your customer, and that your customer is an extension of you and the business you built."

Later, Fellows said, Foshee learned and then taught many in the COAM industry "the importance of community."

"When you look in this room tonight, you can see the community we have here," he said. "You owe this man a great deal of gratitude."

"His tireless commitment to see



Paul Tash photos

TIM SMITH, vice president of Banilla Games, talks about the company's new TICO (Ticket-In Card-Out) system that won the Cutting Edge Award for best technology during the Southern Amusement & Entertainment Expo Aug. 23 in Duluth. With him are, from left, Becca Bielek, Banilla President Garrett Blackwelder, and Logan Kearly. Bielek and Kearly are part of the company's product team.

this industry improve is what led largely to House Bill 487 that formed the only regulated coin-operated industry in the country."

After accepting the award, Foshee said, "It's been a hell of a 40 years in this industry."

He said he "cherishes" the relationships "I've developed and grown."

"I love this industry," he said. "I love the comradery."

Fellows also presented the Operator of the Year Award to Patel. He said Patel "has given a great deal of his time for the betterment of the trade association and the industry."

"Beyond all that he does for the COAM industry here in Georgia, he spends an exorbitant amount of time helping orphans and charities, not only here in the United States, but back in India. He's got one of the biggest hearts of anybody I've ever met in the industry."

Patel thanked GAMOA for the reward, saying "this really means a lot to me, and I'm sure a lot to my family."

The Cutting Edge Award, which for the first time was open to manufacturers outside of Georgia as long as they provided games in the state, GAMOA board member Kyle Shepherd said the "entries poured in."

"Manufacturers continue to raise the bar," he said before presenting the award to Banilla Games.

Banilla President Garrett Blackwelder and Vice President Tim Smith accepted the award. Smith told the banquet crowd that the TICO system was developed by "a big team" at Banilla and took



ED HARTMANN, left, presents the Technician of the Year Award to Alex Perez of Ivey Promotions. The award is sponsored by Betson and Goldfinger in honor of Marshall Hartmann.

over a year to accomplish.

"I think it will be a big help to the industry," he said.

In presenting the Technician of the Year Award to Perez, Ed Hartmann said technicians deserve recognition because "they're out there in the field keeping everything going for everybody here."

Also at the banquet, Luke Adams, president of the Amusement and Music Operators Associa-

tion (AMOA), reported on several issues the national group is working on, including the Payment Choice Act. The Act seeks to preserve cash as an essential payment choice for consumers nationwide, said Adams, a fourth-generation operator from Cincinnati. AMOA also continues to advocate for fair access to banking for its members to stop unwanted closures of amusement-business bank accounts, he said.

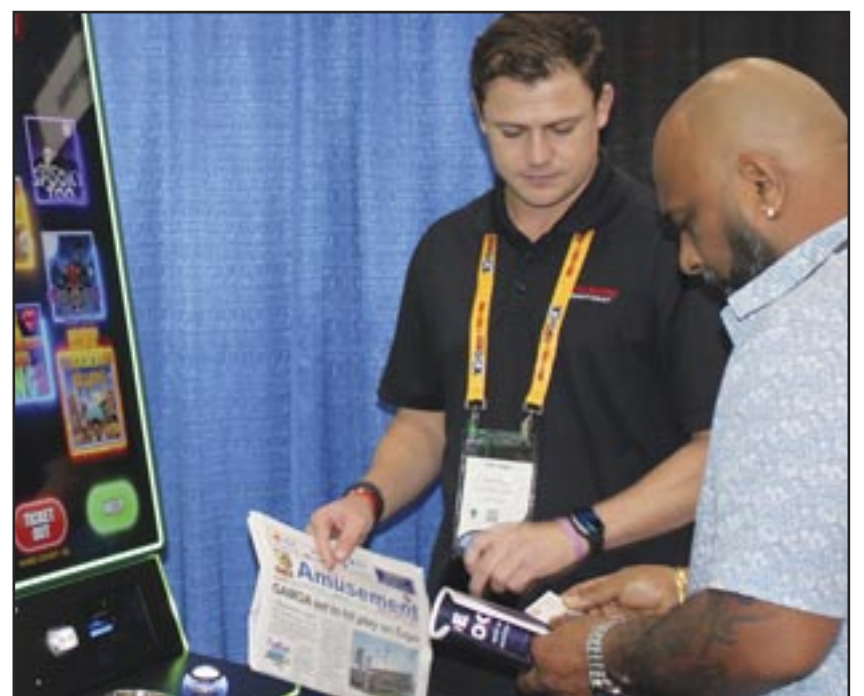


BETSON is working to enter the Georgia COAM market with the Light & Wonder machine. Posing with it at the Southern Amusement & Entertainment Expo last month in Duluth are, from left, Rick Kirby, executive vice president of Betson Gaming; David Capilouto, regional vice president; and Robert Geschine, president. Below left, Primero owner Mike Macke explains the company's top products to a couple of interested folks at the Expo. Below, Fred Ivey, founder of Ivey Promotions, and his sister Kim Pascale talk with Expo attendees Han and Lin Huang of Lucky Core.



Paul Tash photos

GEORGIA COAM SERVICE is well represented by owner Dannettee Hickman, right, at the Expo trade show. Cam Vogel, bottom right, of Toccata Gaming discusses Toccata's newly approved machine with Shaleen Singh of Shivam LLC. Tony Sofran of IGT and Amber Carter of Southern Gaming Solutions, bottom left, take time to show off the popular Fort Knox Link.





MAKING A PUSH in the Georgia market is Axes, which offers complete game management systems. Working their SAAE booth last month in Duluth were, from left, Nicolas Tremblay, chief data scientist; Nate Piep, vice president of sales; Gabbey Berman, corporate compliance manager; Brittany Quaresma, vice president of marketing; and Earle G. Hall, president and CEO. Below left are Bad Dog Games executives Brian Cook (left) and Greg Hammond. Below right, Mike Smith of Aristocrat explains the company's plans to industry PR specialist Kellen Carr and state Sen. Clint Dixon.

Paul Tash photos



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Bert's

from Page 1

Weiss, the Atlanta radio personality who founded the charity 21 years ago.

"I want to thank you for what you've done for Bert's Big Adventure over the last couple years," Weiss said. "We started this organization just as an escape for kids who have chronic and terminal illnesses ... to get away from doctors, to get away from hospitals. Our mission hasn't changed in 21 years."

"So we provide VIP experiences for special-needs kids, and we create memories."

The video and Weiss' appearance fired up the gathered members and friends of Georgia's COAM industry, most of whom were GAMOA members. With the urging and direction of auctioneer Jonathon Culverhouse, the COAM crowd opened up with pledge after pledge after pledge.

And then, in what is becoming tradition, Michael "Smitty" Smith, national sales and marketing manager for Primero Games, was convinced to offer his shoes for bid. Last year, it was a pair of pink dress shoes he was wearing. This year, it was a pair of Middle Eastern shoes that Aladdin might wear. Somebody bought them for \$10,000 (no word if a magic carpet went with them).



BERT WEISS, founder of Bert's Big Adventure, explains the charity prior to a GAMOA fundraising effort after the SAAE awards banquet Aug. 23

One clothing donation sparked another – Paul Patel, who earlier in the evening was named Operator of the Year, offered his dress jacket and a very nice watch he was wearing for bid. Those items netted \$5,000. GAMOA members continued pledging donations and challenging others to match. In the end, this year's pledges, along with proceeds from the Ginger Foshee Casino Night that capped the evening, totaled about \$333,000 for

Bert's Big Adventure, easily surpassing the \$300,000 raised last year.

"I've never seen anything like it," said Molly Parrish-Darby, executive director of Bert's Big Adventure, who also attended the festivities. "Their generosity is just overwhelming."



Paul Tash photos

in Duluth. Above right, Molly Parrish-Darby, executive director of Bert's Big Adventure, thanks the many folks who donated.



PAUL PATEL, above, literally gave the jacket off his back, and a watch off his wrist, to be auctioned for Bert's Big Adventure. Modeling the items is Lauren Fabbri. The combo sold for \$5,000.



MICHAEL 'SMITTY' SMITH listens to a sales pitch from auctioneer Jonathon Culverhouse for his one-of-a-kind shoes. Felicia Collins, right, bought the pitch and the shoes for \$10,000 to benefit Bert's Big Adventure. With her is Gaines Butler.





Paul Tash photo

ARISTOCRAT TECHNOLOGIES and Skill Master Pro were busy during the Southern Amusement & Entertainment Expo's trade show Aug. 24 in Duluth. The two companies announced just days before the Expo that Skill Master Pro will be the exclusive distribu-

tor of Aristocrat products, including the legendary Buffalo game, in the Georgia market. From left are Michael Maley, Mike Smith, and Megan Duncan of Aristocrat, and Afshaad Patel and Adam Foust of Skill Master Pro.

Aristocrat

from Page 1

2021, Patel ventured into a new business endeavor by starting Skill Master Pro, a COAM distributorship in Georgia.

Patel said he was "looking for the right situation" to grow his new company, and the chance to distribute for Aristocrat Technologies, "one of the best companies in the world," was it.

So Foust with his 35 years of experience in the amusement industry joined Patel with his contacts made through years in the payment-processing business to create a dream operations team.

"We didn't know each other," Foust said. "But he and I were able to work through the details pretty quickly. We've seen eye to eye on everything."

Foust and Patel worked diligently for several months with Aristocrat on a deal to distribute their products, and that effort paid off last month when Skill Master Pro signed an agreement to become the exclusive distributor of Aristocrat Technologies COAMs in the Georgia market. Foust took on the role as Skill Master's chief executive officer, and Patel is the company's chief operations officer.

"Our job is to make Aristocrat the leader in the Georgia COAM market," Foust said.

Patel said working with one of

the biggest gaming companies in the world is exciting, but he was especially happy for Foust, noting his earlier efforts to woo Aristocrat. "This is Adam's legacy," he said.

"It's been a long time coming," Foust added.

Quicker launch

The partnership between Skill Master Pro and Aristocrat Technologies is already off to a good start. After exhibiting at the Southern Amusement and Entertainment Expo (SAEE) last month in Duluth, GA, the gaming company wants to hasten the launch of the games from spring to potentially February next year.

"We had such a good showing at the Expo that the Aristocrat Technologies management team felt that we need to have the games moved up," Foust said. "That's an astronomical feat for them."

For an earlier launch to happen, Patel said, the Skill Master Pro will need to secure a warehouse ASAP.

"We're looking for a facility right now," he said.

The initial release will involve a six-game pack, Foust said, including the legendary (and original) Buffalo game.

"We will get some of their top games right off the bat," he said.

"They will come to market properly."

According to an Aristocrat press release announcing its partnership with Skill Master Pro, the six player-favorite titles are Bao Zhu Zhao Fu™, Big Fu Cash Bats™, Buffalo Gold™, Midnight Train™, Mighty Cash™, and Sun & Moon Cash Eclipse™. The games were developed by industry-leading Atlanta-based studios inside Aristocrat Gaming, the release



said, and will be available on the new MidKnight XTMCabinet modeled after the award-winning Helix™ cabinet.

Though its games are popular throughout the world, Aristocrat Technologies is also known for its involvement in responsible gaming programs in the markets it participates in.

"Our first initiative will be to develop a responsible gaming initiative," Foust said. "There is no such thing in Georgia."

Discussions have already taken place with officials from the Lottery's COAM Division, and Foust said he received positive feedback.

Good for industry

Skill Master Pro's partnership with Aristocrat Technologies will benefit the COAM industry as a whole, said Foust, who was quoted in the Aristocrat's press release saying, "By channeling years of experience and driving excellence in product innovation, I strongly believe Aristocrat Gaming and Skill Master Pro will elevate the Georgia COAM industry."

Aristocrat Technologies said its products and Skill Master Pro's market knowledge are a great match in Georgia.

"Our distribution partnership with Skill Master Pro to enter the Georgia market demonstrates the company's ongoing commitment to

growth in emerging segments and our investment in producing the best products for our players," said Kurt Gissane, senior vice president of sales for Aristocrat Gaming. "Skill Master Pro's unparalleled market knowledge and quality experience align with the superior products customers expect from us."

Foust and Patel will be in Aristocrat's booth at G2E in Las Vegas in October and are looking to have a booth at the Amusement Expo in Las Vegas next March.

"We've built a good team," Foust said. "We're looking forward to building a great company."

COAM gift card promotion urged

Though the COAM industry may be reaching a “saturation point” after 10 years of regulation, a Georgia Lottery official said the growth to this point has been “astounding.”

In the first full year of play in Fiscal Year 2016, the revenue per machine per day averaged about \$8 on about 20,000 machines. In 2023, that number reached \$117 per day on about 33,000 machines. The resulting contributions to Georgia education through the Hope Scholarship and pre-K programs climbed from \$33.5 million in 2016 to \$133.4 million in 2023.

“When we started this, I never thought we would see those high numbers,” said COAM Division Vice President Mike Parham during a presentation at the Southern Amusement & Entertainment Expo in Duluth Aug. 24.

However, in FY23, which ended June 30, the rate of growth in the amount of money going into the machines slowed to about 5.3 percent over the prior year, the slowest yearly growth in the regulation era. So far this fiscal year, Parham said, money played into the machines is actually 1.7 percent less than a year ago.

“I believe we’re reaching a saturation point,” he said. “We just want to make you’re aware that we’re reaching a level where we need to get more people to play. Hopefully we can work together to make that happen.”

Parham noted that the busiest day of the week for play is Friday, while the slowest play day is Sunday.

“We’d like to get our play up,” he said, particularly Monday through Thursday and Saturday.

Increased marketing could help, he said, but the gift card has the most potential to drive more play. Parham then provided some statistics on the extended pilot program that now offers the gift card to all locations in Georgia. As of July 30, over \$28 million has been loaded onto nearly 114,000 COAM gift cards for redemption with an average load of \$254. Just over 1,300 locations have loaded COAM gift cards. In addition, 120 Master License Holders (MLHs) have applied to participate in the gift card program.



MIKE PARHAM

“We have a lot of interest in the gift card,” he said.

Parham urged prospective locations to obtain their Class B location license first, then have the machines installed and running for 2-4 weeks to determine if COAM gift cards are viable at that location.

“Make sure it’s a good fit,” he said.

Once the location decides the gift card is viable, they should contact their MLH and request to participate or contact InComm, the Lottery’s vendor for the gift card, and request to participate through an approved broker.

“We want you to get the gift card,” Parham said.

The COAM gift card:

- May be used anywhere Mastercard is accepted in the United States.



- Can be loaded with prizes ranging from \$5 to \$1,000.

- Has a \$2 activation fee.

- Can be used only for Class B redemption.

- Can’t be used at ATMs or for cash back at the point of sale.

- Can’t be used to purchase alcohol, tobacco or firearms.

Also, funds loaded on the gift card never expire.

Parham urged location licensees to display promotional signs that highlight the facts about the gift card program “in close proximity” to the machines. Those signs are available for download on

the COAM Division website, www.gacoam.com, or through InComm.

“The signage is important to remind players about the gift card,” he said.

In addition, master licensees are encouraged to download promotional decals from the COAM website to post on the Class B COAMs. The decals should be “in a place that is visible to the player” so they see that the gift card is an option for redemption.

Masters’ role important

Master licensees play an important role in the success of the gift cards in their locations, Parham said. Master licensees should encourage their locations to abide by the gift card regulations, remind COAM players to utilize the gift card as a redemption option, post gift card signage at the business and provide training to their employees on gift card usage.

“You guys are the ones to make this gift card program work,” he said.

Promote those cards

Promoting the gift card is important, Parham added, because only 40-50 percent of locations participating in the gift card program are actually utilizing the card.

“We need to have better participation in the program,” he said, urging MLHs to “sell the product.”

Regarding the future of the COAM gift card, Parham said more robust analytics are forthcoming.

“We’re still in the data-gathering phase,” he said.

In addition, Parham said, there’s significant interest in the

Connect, power up machines

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.



potential for a gift card kiosk, but he added that regulators want to see some consistency with the current gift card program – without adding “variables” – to gauge the success of the program. He said the focus now should be on improving the card’s usage.

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Membership Application

Operators, Locations, Manufactures, Distributors & Suppliers

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Main Contact _____
 Business Phone _____ Fax _____
 Cell _____ Email _____
 Secondary Contact _____
 Business Phone _____ Fax _____
 Cell _____ Email _____

Amusement Operators Membership: (Class A Master License Holders)

Amusement Operator 1-9 Employees \$350 GA MLH # _____
 Amusement Operator 10+ Employees \$500 GA MLH # _____

Amusement Operators Membership: (Class B or Class A & B Master License Holders)

Amusement Operator 1 – 20 Decals \$1,000 GA MLH # _____
 Amusement Operator 21+ Decals (\$52/Decal) \$ _____ GA MLH # _____
 21+ Decals One-time Payment Quarterly Monthly Number of Decals _____
 Quarterly & monthly payments due the by the 5th of each month.

Location Membership: (Location License Holders)

Location License Membership (1-4 Locations) \$100 GA LLH # _____
 Maximum Location License Membership (5+ Locations) \$500 GA LLH # _____

Associate Membership: (Manufacturers, Distributors, Supplies, Affiliated Associations & Industries)

Level 1 Membership Professional Services \$250
 Level 2 Membership Push & Bulk \$500
 Level 3 Membership Parts & Service \$1,000 GA License # _____
 Level 4 Membership Distributor or Manufacturer \$2,000 GA License # _____


Total Membership Fees (Checked Category Above) \$ _____ Check Enclosed
 Credit Card Number _____ Exp _____ CID _____
 E-Check Account Number _____ Routing Number _____

Please make checks payable to GAMOA and mail this form with your check to:


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 If you have any questions, please call the GAMOA office at 770.408.0384 or email christina@gamoa.org.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR



AUG-DEC 2023



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

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

TO REPORT

FRAUD, ABUSE OR CASH PAYOUTS

related to the operation of coin
operated amusement machines.
please call GLC's confidential
TIPLINE (855) 515-0004

GAJ

CLASSIFIED ADS

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paul@tashcommunications.com

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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 troubleshooting skills, maintain confidentiality, and work efficiently. Full-time and part-time positions available. IGT Certification and JCM training provided. Email resumes and references to:
orders@southerngamingsolutions.net

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- Purchases of alcohol, tobacco, or firearms are prohibited using the gift card.
- Gift cards may not be used at ATMs or for cash back at point of sale.



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- 3 Reels Games:
 - Crystal Gems
 - Fishin' Riches
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