





GEORGIA Dedicated to serving the Georgia COAM industry Endorsed by the Georgia Amusement and Music Operators Association paul@tashcommunications.com (406) 491-0100 A Tash Communications publication September 2017 Vol. 1, Number 5

GAMOA Trade Show a hit

Vendor show, seminars, awards are highlights

By Paul Tash Georgia Amusement Journal

The Georgia Amusement and Music Operators Association (GAMOA) enjoyed its most successful Trade Show yet Sept. 7-8 at the Atlanta Airport Marriott, organizers said.

"This was our largest Trade Show ever," said Christina Kaiser, GAMOA's executive director. "Thank you to our exhibitors and sponsors."

The Trade Show itself featured 31 exhibitors and 56 booths, and vendors displayed several new games and the latest and greatest technology. The entire two-day affair, which also featured an awards banquet, a live auction, and several seminars, attracted about 200 attendees, Kaiser said.

Sporting the theme "Unity – One Industry, One Voice," the Trade Show was successful in bringing together master and location licensees, manufacturers and distributors, said GAMOA President Shawn Fellows. The theme, he said, reflects the opportunities available to all in the state's COAM industry if they stand together and work to improve the state's business environment for COAMs.



HONORED AT THE AWARDS BANQUET during the recent GAMOA Trade Show were Ronnie Ridley, left, and Vijay Kumar. Ridley re-

Honored at the banquet was Vijay Kumar with Infinity Amusement in Norcross, who was named Coin Operator of the Year for his dedication and service to the industry. Also, Donnie and Ronnie Ridley, with River City Amusement in Haralson County, received the Lifetime Achievement award for their efforts



Paul Tash photos

ceived the Lifetime Achievement Award with his brother, Donnie, who died earlier this year. Kumar was named Coin Operator of the Year.

to improve Georgia's coin-op industry. Ronnie accepted the award in a bittersweet moment, as his brother Donnie died earlier this year.

Educational seminars included presentations from a financial advisor discussing the valuation of businesses, a sales training ex-

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Seminar presents Top 10 list for MLHs

By Paul Tash Georgia Amusement Journal

A seminar highlighting an important "to-do list" for master licensees took place Sept. 8 during the Georgia Amusement and Music Operators Association gathering in Atlanta.

Les Schneider, legal counsel for the Georgia Amusement and Music Operators Association, and Julie Barker, attorney for the Georgia Lottery Corp., led the discussion.

Schneider said in opening remarks to an attentive crowd the agency isn't looking to hand out citations, but

wants to work with the industry to keep all tiers operating fairly and legally.

"The GLC is not a 'I gotcha' agency," Schneider said.
Following are the "Top 10" actions licensees can take
to improve their operations, as presented by Schneider and
Barker

1) Provide complete sales documentation. When Master License Holders (MLHs) sell a contract to another MLH, they need to provide all documentation to show assignment. They are required to file a non-dispute agree-

See LIST Page 7



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Obituary

Judge Keith Siskin, 45

Cannon County Circuit Court Judge Keith Siskin died in July. Judge Siskin, 45, was the son of Jim Siskin, longtime owner of Amusement Sales and Service, based in Savannah, GA.

Judge Siskin had taken a leave of absence in April to be treated for Crohn's disease.

"Our entire judicial family is saddened by the loss of our friend and colleague Keith Siskin," the Tennessee Supreme Court said in a statement. "Judge Siskin was a dedicated public servant and an outstanding trial judge. He was a highly respected member of the legal community, and we are proud of his judicial service as a magistrate in Rutherford County Juvenile Court and as a Circuit Court Judge for the 16th Judicial District. We extend our heartfelt sympathies to his family."

Judge Siskin was an innovator in the use of technology and utilized digital monitors to educate the public about the role of the judiciary and the entire court process. In 2016, he was nominated for the Justice William Rehnquist award for his innovative use of technology in the Rutherford County courthouse by the Administrative Office of the Courts.

He was appointed by Gov. Bill Haslam on Oct. 29, 2012, and served with distinction.

Siskin had also previously served as a Juvenile Court referee magistrate since 2004, presiding over both civil and criminal cases including parentage, child support, child custody and visitation, dependency, neglect, abuse and delinquency matters.

Location licensees reminded to keep COAMS connected

The Georgia Lottery Corporation (GLC) reported in its *COAM Connection* newsletter that it is seeing an increase in the number of Location License Holders (LLHs) that are either not ensuring the COAMs at the business location are connected to the site controller or are not powered up on a continual basis.

To ensure accurate reporting of financial data to the Central Accounting System, the GLC says it

is imperative the LLH ensures all equipment remains connected 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.

Deadline to renew all COAM licenses for year is Sept. 30

The last day for licensees to renew their licenses for the 2017-18 COAM licensing period is Sept. 30, 2017. Coin Operated Amusement Machine (COAM) license must be renewed to continue owning or operating Class A and Class B machines (Master or Location Licensee), supplying and selling major components or parts (Manufacturer Licensee), or buying, selling, or distributing Class B machines to or from operators (Distributor Licensee).

If a holder of a 2017 COAM license fails to renew the license application, or the license application is not approved on or before Sept. 30, the person or entity will no longer be allowed to own or operate COAMs, supply or sell major components or parts, or buy, sell, or distribute Class B machines. Submitting applications and resolving any outstanding compliance matters as soon as possible will ensure the timely and efficient processing of COAM application, according to the Georgia Lottery Corp. (GLC).

Following are some common reasons for delays in the processing of licenses, the GLC states:

• Failure to resolve outstanding issues with the Department of Revenue (DOR). The most common issue related to the processing of COAM licenses each year are out-

standing matters between the licensee and the Georgia Department of Revenue. Licensees are notified by email and on the status screen of the COAM website that their application is delayed due to DOR outstanding issues. licensees can resolve outstanding DOR issues by calling (404) 417-4445.

To protect a licensee's right to privacy, COAM staff are barred from discussing tax return issues with anyone other than the taxpayer or with the taxpayer's designated representative. Therefore, before any confidential tax information is released over the telephone, a COAM representative will ask questions to verify your identity.

• Failure to respond to communications from the GLC. The GLC COAM Retailer Contracts Administration Department communicates with licensees through email, written letters and phone calls. The licensee's failure to promptly respond to communications from the GLC regarding Fiduciary Security Deposit (FSD) issues, address clarifications, or other lottery related matters may delay the timely and efficient processing of the COAM application. Contact a member of the COAM Retailer Contracts Department at (800) 746-8546 Option 4 and 1 to discuss matters involving a COAM license.

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COAM calendar

LICENSING DATES

Now:

Sept. 30:

The COAM licensing application (www.gacoam.com) is open for the 2018 licensing period (07/01/2017 - 06/30/2018) 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 2017 COAM license fails to renew
its license or its license application is not
approved on or before this date, the person or

approved on or before this date, the person or entity will no longer be allowed to operate COAMs.

- MEETINGS -

Oct. 11: COAM Advisory Board, Atlanta, GLC office
Oct. 27: GAMOA meeting, McDonough, Moose Lodge
Dec. 14: GAMOA meeting, McDonough, Moose Lodge

GLC provides stats, tips for licensees

By Paul Tash Georgia Amusement Journal

Officials from the Georgia Lottery Corp. (GLC) provided statistics and updates on the coin-operated amusement machine industry at the Georgia Amusement and Music Operators Association (GAMOA) Trade Show Sept. 8 in Atlanta.

Mike Parham, vice president of the COAM division, said the revenue per machine per day reached an average of \$85.70 in Fiscal Year '17, which ended June 30, he said, compared to about \$81 last year. Total revenue for the year increased to about \$675 million, about \$75 million more than the previous year.

"Revenues continues to go up," he said. "We hope that continues."

Parham provided several reminders for operators. He urged them to read the law regulating COAMS, which was passed by the Legislature in 2013. The law can be found on the GLC COAM website, www.gacoam, where you can also find a video summarizing the COAM law.

"It's your business," he said.
"You should know it (the law)
frontward and backwards."

He said COAM operators need to ensure that their accountants know the COAM law, as well.

"They have to know what they're doing," he said, to ensure the business files the required forms correctly.

Parham also reminded location and master licensees that all machines and peripheral equipment "is powered up and connected at all times."

"Some locations think we don't see that," he said, "but we do."

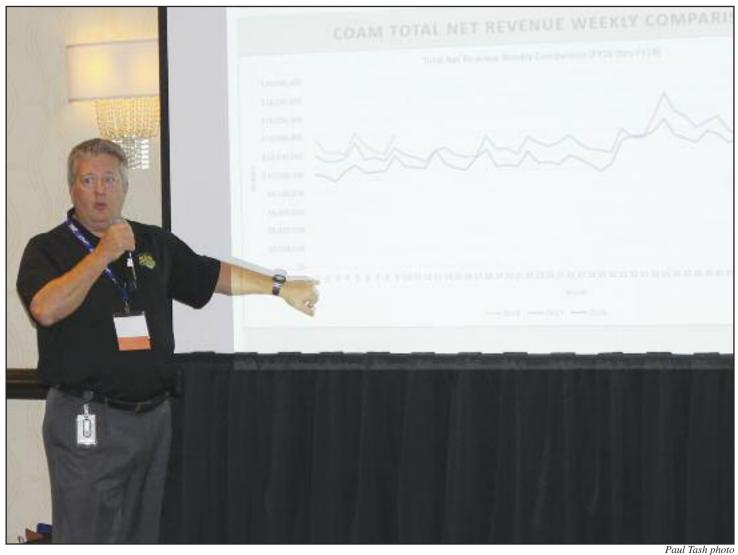
No winning tickets can be paid out in cash, he said, and winning tickets can't be redeemed for alcohol, tobacco or firearms. In addition, the ticket must be redeemed for the "full prize amount," he added.

Parham did encourage redemption in the form of lottery tickets, saying it's a safe way for locations to redeem and provides the GLC with some cross-promotion.

In another reminder, Parham said GLC inspectors must have access to the locations. GLC's inspectors from Intralot must be wearing an Intralot logo on their shirt and have a badge to show, he added.

He also encouraged locations to move the COAM machines to more visible locations, so they're visible to players and to the clerks, who can more easily monitor the machines to combat tampering.

"Let's get them out of those



during a seminar at the GAMOA Trade Show

MIKE PARHAM, vice president of the GLC's

COAM division, reviews some COAM statistics

Reinforcing the point, Chris Boncek, COAM operations specialist for GLC, urged location and master licensees to "consider floor layout" when placing machines in a location. He provided video, captured from in-store cameras, showing two individuals working together to steal money from a machine that wasn't very visible to the attendant. One served as a lookout, while the other actually opened up the machine to grab the cash box.

back rooms," he said.

"These are things that don't need to happen," Parham said, who also advised locations to empty the machines at least daily.

Sept. 7 in Atlanta.

Boncek also urged locations to keep machines and peripheral equipment clean to ensure they work properly. He showed photos of machines that had drinks spilled down the back of them so often that communication with site-controllers was inhibited, thus interfering with the always-connected requirement.

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.



Keep ST-3 documentation, licensees advised

By Paul Tash Georgia Amusement Journal

For the first time at its annual Trade Show, the Georgia Amusement and Music Operators Association (GAMOA) hosted a seminar designed specifically for location licensees Sept. 8 in Atlanta.

The seminar, titled "How to Complete the ST-3," concluded the Show at the Atlanta Airport Marriott and drew a good crowd. Les Schneider, an attorney who works with the COAM industry, and Julie Barker, an attorney for the Georgia Lottery Corp. (GLC), led the seminar. Kathleen Jennings from Schneider's law office and Mitch Robbins from the state's Department of Revenue (DOR) also provided insight.

The ST-3, or Sales and Use Tax Return form, is one of the most important forms a location licensee is required to file each year. The DOR can base an audit on the form, and the GLC can use it to determine compliance with the 50/50 rule, so filling it out correctly is paramount.

The 50/50 rule states that a location owner or operator cannot derive more than 50 percent of



Paul Tash photo

JULIE BARKER, GLC attorney, discusses a topic at a seminar for location licensees while Les on Sept. 8 at the Atlanta Airport Marriott.

monthly gross retail receipts for the business location from COAMs. Gross retail receipts is the total revenue derived by a business at any one location from the sale of goods and services and the commission earned at any one location on the sale of goods and services. It does not include revenue from the sale

of goods or services for which the business will receive only a commission. The ST-3 is the form to summarize that information, and sales and purchase receipts are important for location licensees to keep to help them fill out accurate ST-3s.

"Business owners need to have

on Sept. 8 at the Atlanta Airport Marriott.
es for which the documentation to back up the in-

formation on the form," Schneider reminded seminar goers. "Keep good records."

Robbins agreed.

"COAMs can be very lucrative," he said. "Become better record-keepers if you want to keep that investment."



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Stepping up



NO ORGANIZATION raises money for a good cause faster than the Georgia Amusement and Music Operators Association. In less than 5 minutes, 22 GAMOA members, above, stepped

up and pledged a total of \$25,000 for hurricane relief Sept. 7 during the association's annual Trade Show at the Atlanta Airport Marriott.

List

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ment and/or a change-of-master form. If no machines have been "removed or replaced," they simply can send an email to Barker with details of the sale that essentially shows consent to sell. The latter is faster, with approval coming in one to two weeks.

2) Understand the arbitration process. Arbitration has generally been "really positive" way of mitigating disagreements between master and location licensees, Schneider said. Arbitration hearings are "much faster" than a normal court case, he said, and generally less expensive. Arbitration is available to both Class A and B licensees, but is primarily used in Class B disputes.

He said it's "very, very important" to pay arbitrator fees by due dates, adding that some arbitrations have been kicked out for failure to pay the fees in a timely manner.

"The process starts at the Lottery," he said, where arbitration forms need to be filed.

"I encourage good records be kept," Barker added.

The original contract between the master and location is vital, she said, to determine a fair outcome in arbitration cases.

3) Provide reliable, up-to-date contact information, especially a good email address, to the GLC. The GLC uses email as a main method of communication, and Schneider said masters need to "remain vigilant" in checking their

email for GLC messages.

Masters can update their contact information on the COAM reporting website – www.gacoam.com.

4) Understand the 9-Month Rule. The 9-Month Rule deals with the replacement of Class B COAMs by a master licensee in a new owner's location if COAMs were in the location within the last nine months. As an applicant for a new location license where COAMs have been placed at any time in the immediately preceding nine months, the applicant can choose not to place COAMs in the location for nine months from the date of the approval of the new owner's COAM license, or formally accept an assignment of the written agreement between the master licensee and the preceding location owner.

For more details on this important rule, contact Schneider or Barker.

5) Document non-cash redemption. Schneider said poor or no documentation showing non-cash redemption is a "prevalent issue."

He urged masters to remind their locations to document all their non-cash redemption transactions.

"You're going to save your location a lot of heartache," he said.

The documentation is necessary to complete the ST-3 sales tax report, Schneider added, which among other things identifies all sales exempt from sales tax. Barker said MLHs should "encourage (locations) to become lottery-ticket retailers," because lottery tickets are tax-exempt and easy to document.

6) Understand prohibited business relationships. For example, master licensees can't also be a landlord who rents to a location licensee. The GLC is reviewing other scenarios where masters might have an illegal financial interest, such as providing ATMs or other products or services to location licensees.

7) Display valid permit stickers. Stickers need to be "conspicuously placed" on the machine, Barker said, adding that "compliance (in this area) has improved significantly." She also reminded licensees that machines are required to be continually connected to the state's central system.

8) Beware of dubious practices. GAMOA President Shawn Fellows told seminar attendees to "stop supporting those locations that aren't following the rules."

"The integrity of the industry is at stake," he said.

9) Follow promotion rules. Licensees are prohibited from using gaming terms such as "casino," "slot," or "Vegas-style" in advertisements, Barker said.

"That's a red flag for us," she said.

She reminded licensees that no money can be exchanged, and that promotions like free \$5 play are illegal.

10) Remind location licensees not to ignore citations.

"Locations need to address these issues in a timely manner," Schneider said.

Quick response to citations allows licensees time for "sufficient investigation" to build a legal defense, if necessary, Schneider added.





Amusement Pros















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Show

from Page 1

pert, and the Georgia Lottery Corp. (see separate stories). Two first-time events included a technician's

training seminar featuring experts from eight different companies, and a seminar specifically for location licensees that showed how to correctly complete the important ST-3 sales tax form.

Guest speakers at the banquet

included national Amusement and Music Operators Association President Rick LaFleur, who discussed new technologies that will benefit the industry. In addition, GAMOA introduced its new communications director, Brian Robinson, who spoke about the importance of shedding a good light on the COAM industry in the state.

GAMOA used the gathering to unveil its new logo, which reinforces the Unity theme of the Trade Show and the industry.

Plan now for top business value, expert says

By Paul Tash Georgia Amusement Journal

"Planning is critical" to help ensure business owners receive full value for their businesses in the future, a financial planner said at a seminar as part of the Georgia Amusement and Music Operators Association (GAMOA) Trade Show Sept. 7.

Phil Vance, an insurance agent and financial advisor for the Vance/Southeastern Group, led the seminar titled "What's Your Business Worth." He told attendees that while they may not be ready to sell now, they should work on that eventuality now, by:

- Finding the business' current value;
- Implementing or updating a succession plan;
 - Protecting the business' value;
- And building a secure retirement.

"Forty-five percent of owners have never had their business valued," he said.

Several factors influence the value of businesses, he said, including the

- Nature and history of business;
- Outlook of economy and specific industry;
 - Financial condition of busi-



PHIL VANCE

ness and its book value;

- Earnings capacity of the company;
- Nature and value of any intangible assets of business, such as goodwill;
- Relative size and block of business interest to be valued and any prior sales;
- Market price of actively traded stock of corporations in the same or similar business.

Business appraisal firms, business brokers or appraisers, Certified Public Accountants, and financial consultants can all help

identify business values, Vance said. And, he added, business owners can "positively influence" their operation's value by:

- Focusing on increasing cash flow;
- Developing operating systems that improve sustainability of cash flows;
- Documenting sustainability of earnings:
- Improving facility's appearance:
 - Paying down debt;
- Solidifying and diversifying customer base;
- Implementing a strategy to grow the company;
- And building a solid management team and grooming a successor.

"Keeping key people is very important," he told the group.

Implementing a succession plan provides "protection," he said in a variety of circumstances, including a change in management, change in relationships (divorce, for example), mergers or acquisitions, bankruptcy (either personal or corporate), retirement, or involuntary termination of key employees. Business owners should always have "a contract in place" between owners detailing a succession plan, and that plan should in-

clude life insurance and disability insurance coverage, he added.

And those contracts need to be sound, he said, adding that many contracts aren't formalized agreements, are poorly structured, contain no or partial funding (no adequate insurance, for example), or are outdated. An ownership agreement needs to address "all triggering events" (such as death, disability or retirement), and must clearly and specifically address the business valuation, he said.

"Effective (ownership) agreements provide clarity, financial security and peace of mind," he said.

Business owners need to protect the value of their businesses against a variety of events, including planned events such as retirement and termination, and unplanned ones such as death, disability, divorce and bankruptcy.

"A written plan reflecting current value is critical," he said.

Vance also urged business owners to develop a diversified retirement strategy to supplement the sale of the business that should include other income sources, such as tax-deferred savings plans (IRAs and 401Ks) and other investments.

"Plan today for your life tomorrow," he said.

Get personal in sales efforts, trainer advises

By Paul Tash Georgia Amusement Journal

"Great selling is about helping others," Beth Standlee told a seminar held during the Georgia Amusement and Music Operators Association (GAMOA) annual Trade Show Oct. 7 in Atlanta.

"You're doing something for someone, not to them," she added.

Standlee is founder and CEO of Trainertainment, a company specializing in "sales coaching." She led the seminar, called "Are You Ready to Have Fun Selling?" She said her job is to help companies "grow their people," which is the "best way to grow their business."

Developing relationships with a potential customer is vital, she said, in making a sale.

"People buy from people," she said.

Don't rely on email, Facebook or other "virtual connections," she advised, noting that "virtual" is not real. Mass communication efforts, such as bulk emails or texts, are too indirect and less effective to "find ideal customers," she added.

"I use them as tools," she said, but not as the main components of selling.



BETH STANDLEE

"We are very social," she said.
"We need to make sure that in addition to our virtually social world, we continue to stay social in the real world."

In addition, she said, sales people need to make selling a priority "to keep reaching out" to potential customers.

"It's not the customer's job to get back to the seller," she said.

Standlee discussed five ways a sales person can follow the people-buy-from-people philosophy.

- 1) Meet others intentionally in person, on the phone, or through introduction and referral. "I'm a big fan of referral," she said.
- 2) Get curious "It really is all about them," she said. "Find out what they want" and customize a sale just for them.
- 3) Be mindful of your time spend 25 percent of your time actively "prospecting" for customers through sales calls or visits. "Prioritize your time, so you can meet people face-to-face."
- 4) Forget thinking there's a magic bullet no one way exists to make a sale.
- 5) Decide to be a superstar set sales goals and develop "a determination" to reach them. "You can't live large on something you did yesterday."

Standlee also urged sales staff to "follow the process" for good selling, which includes prospect, connect, qualify, propose and close.

When prospecting for customers, decide on the "ideal client," she said, and focus on them. Keep and update a top-10 list of prospective clients and work on them consistently.

In the connecting phase, sales

people should develop relationships and find common ground, she said. "Great selling comes," she said, when buyer and seller "get comfortable" with each other.

The qualifying step of the process involves the seller focusing "on being interested, not interesting," she said. This is the phase when details of a sale start to emerge. Find out the seller's "tolerance of spend," but don't talk "budget," Standlee advised. It's best to be talking at this point to the "decision-maker," but don't ignore possibilities of talking with someone who can influence the decision-maker, she added.

The proposing phase, she said, involves offering "solutions" based on the client's needs. Craft a proposal that shows "what you can do for them," she said.

The final phase is closing, when sales people ask potential customers to buy. Since people buy from people, a good sales person has been closing "all the way through the process," she said. Standlee reiterated that good selling involves helping a prospective client do what it is they do.

"People don't like to be sold, but they love to buy."







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27-Aug-17	02-Sep-17	06-Sep-17	12-Sep-17
03-Sep-17	09-Sep-17	13-Sep-17	19-Sep-17
10-Sep-17	16-Sep-17	20-Sep-17	26-Sep-17
17-Sep-17	23-Sep-17	27-Sep-17	03-Oct-17
24-Sep-17	30-Sep-17	04-Oct-17	11-Oct-17*
01-Oct-17	07-Oct-17	11-Oct-17	17-Oct-17
08-Oct-17	14-Oct-17	18-Oct-17	24-Oct-17
15-Oct-17	21-Oct-17	25-Oct-17	31-Oct-17
22-Oct-17	28-Oct-17	01-Nov-17	07-Nov-17
29-Oct-17	04-Nov-17	08-Nov-17	15-Nov-17*
05-Nov-17	11-Nov-17	15-Nov-17	21-Nov-17
12-Nov-17	18-Nov-17	22-Nov-17	29-Nov-17*
19-Nov-17	25-Nov-17	29-Nov-17	05-Dec-17
26-Nov-17	02-Dec-17	06-Dec-17	12-Dec-17
03-Dec-17	09-Dec-17	13-Dec-17	19-Dec-17
10-Dec-17	16-Dec-17	20-Dec-17	27-Dec-17*
17-Dec-17	23-Dec-17	27-Dec-17	03-Jan-18*
24-Dec-17	30-Dec-17	03-Jan-18	09-Jan-18







Membership/Renewal Application

Operators, Locations, Manufactures, Distributors & Suppliers

Company Na	ime			
Address	ři.			
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Preferred Co	ontact Method (Check One)	☐ Fax ☐ Cell ☐ Email		
Amusement	Operators Membership: (Cla	ass A Master License Holders)		
	Amusement Operator	1-9 Employees \$350		
	Amusement Operator	10+ Employees \$500		
Amusement	Operators Membership: (Cla	ass B or Class A & B Master License Holders)		
	Amusement Operator	(1 to 75 games) \$500		
	Amusement Operator	(76 to 150 games) \$1,000		
	Amusement Operator	(151+ games) \$2,000		
Location Me	embership: (Location License	Holders)		
	Location License M	lembership (1-4 Locations) \$100/location		
	Maximum Location Lice	Maximum Location License Membership (5+ Locations) \$500		
Associate M	lembership: (Manufacturers, D	Distributors, Supplies, Affiliated Associations & Industries)		
	Level 1 Membership	Professional Services \$250		
	Level 2 Membership	Plush & Bulk \$500		
	Level 3 Membership	Parts & Service \$1,000		
	Level 4 Membership	Distributor, Manufacturer or Software \$2,000		
Total Membe	ership Fees (Checked Catego	ry Above) _\$ Check #		
		Class B Master License #		

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

GAMOA 3780 Old Norcross Rd • Ste 103 PMB 521 Duluth, GA 30096

You can also join online at www.gamoa.org/join-now

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

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