



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



# GEORGIA Amusement JOURNAL

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***September 2025***

Vol. 9, Number 5

# GAMOA honors Dunn, Case

*Expo attracts  
record number  
of attendees*

**By Paul Tash**

## Georgia Amusement Journal

A record number of attendees enjoyed three days of educational opportunities, a packed and energized trade show, and an awards banquet that recognized several members of the Georgia COAM industry at the Southern Amusement & Entertainment Expo (SAEE) Aug. 19-21.

The Expo also featured a record number of vendors, including several that debuted new products and services at the show, which returned to the Gas South Convention Center in Duluth, GA.

“The Expo was a great success,” said Christina Kaiser, executive director of the Georgia Amusement and Music Operators Association (GAMOA), which is managing the Expo. “We’re already looking forward to next year’s event.”

**The 2025 Expo** allowed attendees to see the latest in technology and offered operators and others a chance to compare products side-by-side, talk to manufacturers, and actually play the newest games available. The Expo footprint expanded again this year and occupied both halls C and D in the Gas



*Paul Tash photos*

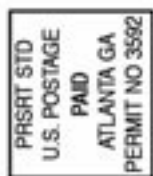
**EMILY DUNN**, above, holds GAMOA's Lifetime Achievement Award at the SAAE banquet Aug. 20 in Duluth, GA. With her are, left to right, GAMOA President Mike Patel, Treasurer Kyle Shepherd, attorney Les Schneider and Secretary Mark Brooks. Tim Case, right, accepts the Operator of the Year Award as GAMOA Director Paul Patel looks on.

South Convention Center.

The Expo also featured several changes this year, including expanding the agenda to include an extra education day to offer seminars geared specifically toward Class A operators of family entertainment centers.

Seminars for Class B COAM operators and

**See EXPO Page 13**



# Heinen resigns from COAM Division

**By Paul Tash**

## Georgia Amusement Journal

John Heinen, who has guided the Georgia Lottery Corp.'s COAM Division since February 2014, resigned as senior vice president of the COAM Division in August.

Heinen resigned to become the director of the Office of Emergency Preparedness at the University of Georgia. The new job entails “planning and response to any and all emergen-



# HEINEN

cies that could happen in a university environment,” including sporting venues and special events, Heinen told the Georgia Amusement Journal earlier this month.

Reflecting on his time at the COAM Division, Heinen said the growth of COAM in Georgia following its regulation in 2013 has been impressive.

"I would say we all knew COAM would ad-

**See HEINEN Page 4**





# FEEL THE WINNING TOUCH



A large, multi-screen gaming machine. The top screen displays 'WINNING TOUCH Georgia'. The middle screen shows the 'WINNING TOUCH Georgia' logo and a selection of games including 'HOT HIT', 'CASH CLIMB', 'CASH ERUPTION', 'FIESTA', 'SAMURAI 888', and 'WILD LIFE'. The bottom screen shows a selection of games including 'HOT HIT', 'CASH CLIMB', 'CASH ERUPTION', 'FIESTA', 'SAMURAI 888', and 'WILD LIFE'. The machine has a coin slot and a bill acceptor.

THE GAME SET AND GAMING MACHINE THAT WILL BE TALKED ABOUT!



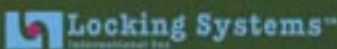
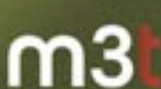
A vibrant illustration featuring a woman with long brown hair and a flower crown, a cowboy in a blue shirt and red hat holding a lasso, a roaring lion, and a woman in a pink dress holding a tray with two glasses of green liquid. There are also green balloons and a small green robot.



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# Local ordinances focus of talk

**By Paul Tash**  
**Georgia Amusement Journal**  
A presentation at the Southern Amusement & Entertainment Expo explained some local ordinances that have come into play recently in Georgia and provided some reminders for licensees regarding COAM regulations.

Les Schneider, attorney and lobbyist for the Georgia Amusement and Music Operators Association (GAMOA), told a big crowd on the first day of the Expo that the association has been busy working with cities and counties on a variety of ordinances, several of which have been dropped because they didn't comply with COAM law.

"We have had a great deal of success without litigation meeting with a lot of local governments getting all of that straight," Schneider said.

In fact, he said, most of the city and county attorneys "have been very supportive and helpful" working with the COAM industry to ensure local governments are complying with COAM statutes.

He added that although many local governments "have no local ordinances related to COAMs," others have found a need to regulate them. State law provides 10 criteria that local governments can utilize to create a COAM-related ordinance, but Schneider said several ordinances go beyond the scope of that criteria and illegally affect COAMs.

One of the biggest of those issues involves an attempt by local governments, including the towns of Butler and Roberta, to charge a license fee for a permit to provide machines, Schneider said. Local governments can require that locations obtain a permit to offer games, he said, "but they cannot impose a fee on that permit."

Another issue the COAM industry is still addressing – despite a precedent set in a lawsuit against the city of Clarkson a few years ago – is an attempt by local governments to prohibit machines where alcohol is sold. A unanimous Georgia Supreme Court in the Clarkson case ruled that the city's attempt to prohibit the machines from locations that sold alcohol "was beyond the scope of state law" and that state law preempted local law on the matter.

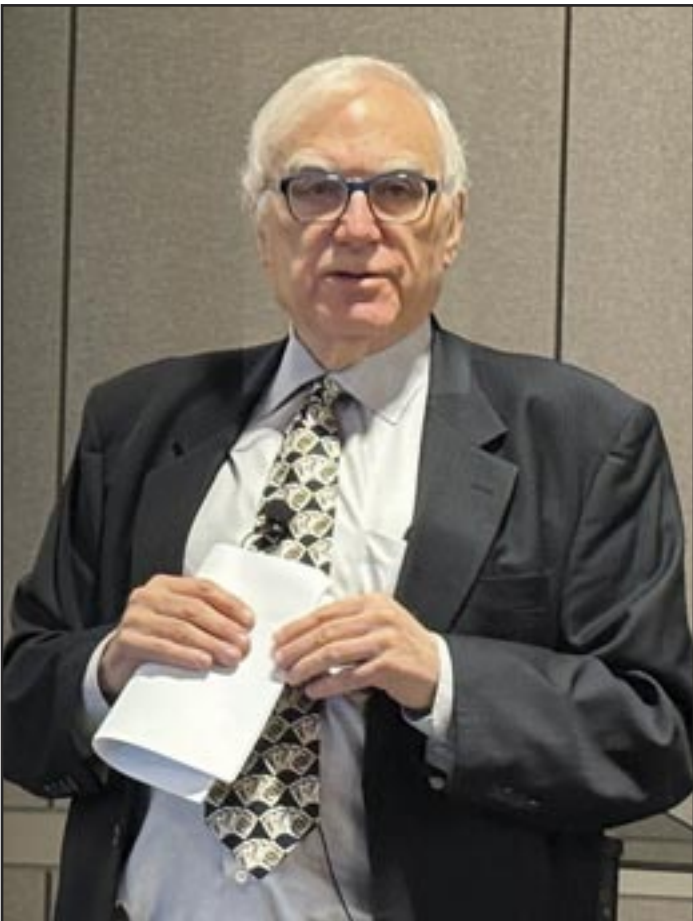
Yet another issue surrounds the fact that many local ordinances for COAMs have distance requirements from a school, church or other houses of worship. Distance requirements are legal, but they can't be any more restrictive than the distance requirement they have "relating to the sale of alcohol," Schneider said. If there is a grand-

fathering provision for alcohol, he added, there must also be a grandfathering provision for COAMs.

Some specific local-government issues GAMOA has successfully remedied include:

- An attempt by the city of Cairo to ban COAMs. That ordinance was changed to allow the games, Schneider said.

- An attempt by the city of Conyers to require security cameras in the game area, which are not permitted in state law. The city removed that requirement, as well as some administrative fees the city



**LES SCHNEIDER**, GAMOA lobbyist and attorney, discusses a point during a presentation Aug. 19 at the Southern Amusement & Entertainment Expo.

charged.

- An attempt by the city of Clarkson to impose a distance requirement that was more restrictive than the distance requirements for businesses selling alcohol. That ordinance was changed so that the COAM distance is the same as the alcohol distance.

Schneider said an effort is underway to compile a master list of all local ordinances that relate to COAMs. Such a list would help both master and location licensees understand the nuances of local government restrictions and plan accordingly. For example, while state law allows for up to nine COAMs in a location, local governments can limit the number to six per location.

### Licensee reminders

Schneider also provided some reminders for licensees to help



them comply with COAM law. Those reminders include the following:

**Sales tax exemption** – The ST-5 form that exempts COAM from sale tax must

be filled out completely and correctly. "If you are purchasing games and they are for rental, or resale or lease, you are exempt from state sales tax," Schneider said. "If you don't fill out that form, you won't get that redemption." Just a state ID number is not sufficient.

**Lease agreement distinction** – It's very important that location

agreements indicate that this is a lease or rental of a machine, not a lease or rental of real-estate space. "It's a distinction that's very important in the law that states that if you buy personal property and you use it for lease, rental or resale you are exempt from sales tax on the purchase. Renting space is not exempt from sales tax."

**50 percent rule** – The rule for Class B machines states that the location licensee has to earn 50 percent or more of their income from items

other than COAMs. That requirement is evaluated from the gross receipts report that is filed quarterly, and documentation for that report is required. "You need to maintain records ... for at least the 90-day period that you are reporting on," Schneider said, to justify gross-receipts report and compliance with the 50/50 rule.

**Gift card deadline** – As of July 1, 2026, location licensees can only offer redemption via replays, gift cards, or Georgia Lottery Corp. (GLC) products, such as lottery tickets. Before then, locations can still provide store merchandise as redemption. However, Schneider said, "it's a whole lot easier" just to provide gift cards, replays, or lottery tickets now to ensure compliance. In addition, after July 1 locations can offer reloadable and non-reloadable gift cards. Until then, only non-reloadable gift cards

can be offered.

**COAM proceeds** – The only people who can receive COAM revenue are the ones that are listed on the COAM license. The only exemption is that an W2 employee can earn a sales commission in some instances.

**Kiosks** – The key purpose of the kiosk, whether its stands alone or is part of the COAM itself, is to eliminate any problem with non-cash redemption. When a player can simply feed a voucher for winnings into a kiosk and receive a gift card, "that's the cleanest way" to redeem, Schneider said. "That precludes an employee from doing something stupid, whether it's a self-serving act or whether they just make a mistake."

**Marketing** – The GLC has created a specific list of items that the master licensee can provide location licensees for marketing purposes. "If you stay within that list, you're fine," Schneider said. "If you think you can give the location something more, that's when you can get in trouble."

**Non-cash redemption** – For the good of the industry and themselves, location licenses should always comply with the law and only provide non-cash redemption. "The fastest way to go out of business for the location owners is to give out cash," Schneider said. "We're against it as an industry," he said.

**Tiered system** – Georgia's COAM regulation provides four types of licenses – location, master, manufacturer and distributor. "It's a tiered system," Schneider said. "You can't be in more than one of those tiers."

**Employee training** – Master licensees are encouraged to provide training materials to locations to educate their employees in the stores on the proper way to provide non-cash redemption. "It's going to help you tremendously in retaining locations," Schneider said, "and also it's going to help a great deal in keeping those locations out of trouble."

**Unlimited replays** – Georgia law allows for unlimited replays. However, Schneider said, keep in mind that every play carries "a certain amount of consideration," which creates a cost shared by location and master licensees.

**Player incentives** – The law doesn't specify what incentives can be provided to players. "It's something that the association and the Lottery are always looking at."

**Redemption amounts** – The prize value limit for Class A redemption to \$50 per play; for Class

**See ORDINANCES Page 4**



# Betson expanding skill games into Nebraska

Betson Enterprises, a leading provider of amusement and skill games, is expanding its national footprint with a new office in La Vista, NE, to meet the growing demand for skill games in the state.

Having successfully established a strong presence in Illinois, Pennsylvania, and Georgia, Betson is poised to replicate its success in Nebraska with the introduction of innovative skill game experiences from Light & Wonder.

"Nebraska is a fantastic new market for us," said Todd Cravens, president of Betson Gaming. "We're eager to partner with local operators and businesses to introduce the state-of-the-art KAS-CADA Dual Screen Multi-Game cabinets from Light & Wonder. This expansion isn't just about growth for Betson – it's about providing new entertainment options and revenue opportunities

for local businesses."

With flexible financing solutions offered by Betson's in-house team, customers will have quick and easy access to the equipment they need to grow their businesses.

In addition to a dedicated focus on skill games, the new La Vista office will also serve as a hub for Betson's full line of amusement and vending equipment and parts businesses, providing comprehensive support to operators across the state.



**About Betson Enterprises**

Betson Enterprises, a division of H. Betti Industries, Inc., is a world leading distributor of entertainment solutions. With a legacy spanning nine decades, Betson is committed to delivering superior products and support services to the amusement, vending, and gaming industries. With a national network of offices, service technicians, and state-of-the-art distribution centers, Betson is uniquely positioned to anticipate industry trends and meet the evolving needs of its customers worldwide. For more information, visit [www.betson.com](http://www.betson.com).

## Ordinances

from Page 3

B games it's \$5 per play. The number of plays multiplied by the per-play maximum equals the payout maximum. "If you have a Class A game, and you've played it three times, and you've gotten enough points to prevail, the maximum amount would be \$150 in non-cash redemption," Schneider said. "If you play a Class B machine 100 times, and you've got enough points, 100 times 5 is \$500. This is simple math."

**Skill requirements** – Despite a claim from a manufacturer, Class A games require a skill component. "Some skill has to be on each game that is lawful to be played in the state of Georgia," Schneider said.

"That is the essence of a COAM."

**Contracts** – All contracts have to be at least a year in duration.

**Arbitration** – Arbitration does exist to settle disputes between two master licensees, between a master and a location owner, or between two location licensees. "Arbitration basically freezes the facts," Schneider said, which keeps the machines in the locations and maintains the status quo until the dispute's resolution.

**Package liquor stores** – COAMs are not allowed in package stores, but they are permitted in a split store that is both a convenience store and a package store.

**Naked master license** – The sale of a master license by itself – without the inclusion of a location and/or machines – is illegal. "It's very important to follow the rules

on that," Schneider said.

**Landlord restrictions** – Master License Holders (MLHs) can't be a landlord for a location that provides the MLH's machines.

**Game purchases** – MLHs must be allowed to purchase the games outright. "The law is very clear," Schneider said. "There's no holdback, there's no commission or revenue sharing that the manufacturer or distributor can require."

**Retail requirements** – COAMs can only be placed in retail businesses, not wholesale businesses.

In closing, Schneider said "the vast majority of people in this industry and at the Lottery are trying to do what they see as following the law."

"But if there are questions, we as an association have to have discussions related to those issues."

## Heinen

from Page 1

vance and mature," he said, "but it has achieved growth more than many expected."

He also praised the cooperation between the Lottery and industry that helped guide that tremendous growth.

"The greatest strides that were made over the years focused on true partnerships and problem-solving between the industry and Lottery," he said. "I am proud to have been a part of building those relationships that I am confident will continue to grow."

The Lottery had not named a successor to Heinen at the Journal's press time.

GEORGIA

Amusement

JOURNAL

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COAM calendar

Oct. 20: Gross retail receipts for July, August and September are due. The gross retail receipts must be submitted electronically through the COAM website at [www.gacoam.com](http://www.gacoam.com). Failure to report on time may result in penalties.

— MEETINGS/OTHER —

Oct. 6-9: G2E, Sands Expo Convention Center, Las Vegas

Oct. 28: COAM Advisory Board, GA Lottery offices, Atlanta

Nov. 6: GAMOA membership meeting, Hilton Atlanta Northeast  
Peachtree Corners, GA

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 the Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or email [paul@tashcommunications.com](mailto:paul@tashcommunications.com). The Journal reserves the right not to print letters it finds objectionable.



Journal Opinion

Trump order targets debanking’ issue

**Lori Schneider,**  
**AMOA Executive Director**  
AMOA continues advocating for our industry, especially on the “debanking” issue.  
Last month, President Trump signed an executive order directing federal banking regulators to prevent “politicized or unlawful debanking.” One of the key directives of the order is removing “reputational risk” from regulatory guidance, requiring banks to offer reinstatement to previously denied customers, and mandating federal agencies to review past practices and develop strategies to prevent future debanking. Many of our members’ accounts have been closed in the past due to “reputational risk.”  
AMOA has been in contact with regulators and the administration to make sure cash intensive, legitimate businesses are included in the new guidance.



Lori Schneider

Many of our members’ accounts have been closed in the past due to “reputational risk.”



**Optimize your future**  
AMOA’s On the Road program will be held Oct. 22-23 at the Westin Chicago Northwest in Itasca, IL, and will feature keynote presenter Tony Leone of The Constance Group.

On the Road seminars will help:

- Optimize your portfolio by creating a backup plan.
- Optimize your music and game apps.
- Apply AI to optimize efficiency in your business.
- Optimize risk management with cyber security best practices.

Also planned are industry

round tables to optimize your bottom line.  
This year’s program also features a factory tour to Arachnid 360, legislative luncheon and update from Washington from AMOA legislative counsel, and the Associate Member Product Spotlight event. Program details are available at [amoa.com](http://amoa.com).  
The AMOA On Campus Program runs in conjunction with the On the Road event. On Campus features all of the above sessions plus two more seminars – one that discusses wage and hour law and another that helps “identify and cultivate talent for a lasting legacy.”  
**AMOA State Council Meeting**  
Jan. 28-30, 2026  
Orlando, FL  
**Amusement Expo International**  
March 16-19, 2026  
Las Vegas – Resorts World  
For more information visit [www.amusementexpo.org](http://www.amusementexpo.org).

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# SGS launches IGT’s Winning Touch

Suite available  
later this month

By Paul Tash  
Georgia Amusement Journal  
Southern Gaming Solutions (SGS) introduced IGT’s new Winning Touch Georgia game set at the Southern Amusement and Entertainment Expo last month, and the distributor plans to have it available at the end of September.

Winning Touch Georgia features six unique and market-specific themes on the most premium cabinet available in Georgia COAM, the IGT PeakCurve49.

SGS President Angela Whitman said she’s “thrilled to launch” the new machine, which will replace the tremendously successful Price is Right machine, which has reached its sunset. She also praised IGT’s content team for developing games that have been so successful in Georgia and creating “a history of performance” that the Georgia COAM industry can



**BOBBY WALKER**, Southern Gaming Solutions vice president (left), discusses IGT’s new Winning Touch Georgia game set at SAAEE last month. Others watching are, clockwise from left, SGS

President Angela Whitman, Angela Halualani of CGI Gaming Service, SGS Account Manager Amber Carter, and Rajen Rae of CGI Gaming Service.

count on.  
“We encourage you to take advantage of our tradeshow special – an excellent opportunity to introduce this premium cabinet into your route at an exceptional value,” Whitman said.

The new suite’s six games are *Cash Climb*, *Cash Eruption Las Vegas*, *Hot Hit Ignite*, *Rosa’s Fiesta Pinata Party*, *Samurai 888 Katsumi* and *Wild Life African Nights*.  
Joel Kerben, an IGT sales representative, reviewed the games for

the Georgia Amusement Journal at the Expo.  
*Cash Eruption Las Vegas* follows up the original *Cash Eruption Temple of Fire*, “the all-time top-  
**See WINNING Page 10**



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# Betson lights up premium titles

*Fire Link, Huff n Puff on the way*

**By Paul Tash**  
**Georgia Amusement Journal**  
The premium casino titles *Ultimate Fire Link* and *Huff n Puff* – two of the most successful and popular games in the entire Light & Wonder library – will be available in the Georgia market in October, representatives of the gaming manufacturer and distributor Betson Gaming announced at the Southern Amusement & Entertainment Expo last month.

“We’re excited to bring them over into this market,” said Chad Lang, senior account executive for Light & Wonder. “They’re well known titles. We’re bringing in games that have already been ... proven in other markets.”

The new six-title Game Set 2 that features *Ultimate Fire Link* and *Huff n Puff*, as well as another high-performing game in *Lion Link*, will be available in October, said David



**CHAD LANG**, senior account executive for Light & Wonder (left) joins Rick Murphy, regional sales representative for Betson Gaming; Nina Byron, director of financial services for Betson Gaming; and David Capilouto, regional vice president of Betson Gaming at Betson’s SAAE booth last month.

Capilouto, regional vice president of Betson Gaming, the exclusive distributor for Light & Wonder in Georgia. A software upgrade will convert the original Game Set 1 to the new Game Set 2.  
Capilouto said he expects

Game Set 2 to continue the success of Game Set 1, which “significantly outperforms the market average.”  
The new game set follows Betson’s customer-driven strategy to provide the best games in the Geor-

gia market.  
“When we first came to the Georgia market (in December 2023), customers asked for *Fire Link*,” said Rick Murphy, regional sales representative for Betson  
**See PREMIUM Page 10**

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# Winning

from Page 8

performing game in Georgia COAM,” Kerben said. The Winning Touch version, he said, “has the same math” that provides the excitement and popular playability of the original.

“It’s an absolute monster,” he said.

*Samurai 888 Katsumi* features the triple pot persistence action – a popular game feature where three animated pots or collection areas fill up over time to keep players engaged.

“You’ll recognize it from other markets,” he said.

*Wild Life African Nights* is a revision of the original game on IGT’s classic Black Set suite, which Kerben said is “historically one of top performing games in the market.”



The newly developed *Cash Climb* brings high expectations, Kerben said, and is one that focus groups “have been really excited about.” *Rosa’s Fiesta Pinata Party*, a fantastically colorful game, also arrives for the first time in Georgia market.

All the games come on the IGT PeakCurve49, which features a 49-inch portrait monitor in full HD with an optional topper and an upgraded bill acceptor.

“We’re taking one of our premium cabinets in Class 3 and bringing it to Georgia,” he said.

The Winning Touch Georgia game set was developed with the Georgia players in mind, Kerben said. It provides a range of play from new 5x5 games to single-line games.

“Players have been playing in Georgia now for over 10 years,” he said. “They know what they like.”

# Premium

from Page 9

Gaming. “And here we bring it just 18 months later. We listened to our customers.”

*Ultimate Fire Link* is one of the gaming world’s most enduring brands. It has enjoyed a wide-variety of iterations throughout its existence, reflecting its lasting popularity, but Betson representatives noted that the game in the new Georgia game set is the original brand.

“This is the original *Ultimate Fire Link* that you’ll see in casinos across the globe,” Lang said.

*Huff n Puff* has been another hugely popular game for Light & Wonder. Like *Ultimate Fire Link*, the original *Huff n Puff* has spawned several iterations through-



out its existence.

“It’s been a really strong and successful brand for us,” Lang said.

*Lion Link* might not have quite the fanfare of the giants *Ultimate Fire Link* and *Huff n Puff*, but the game has “been extremely successful,” he said.

“It’s kind of a sleeper game for us,” he said. “It’s taken off now and is doing really well.”

The ability of Light & Wonder development teams to port these popular games “into this market and meet the criteria of this market,” Lang added, “is just huge.”

He said those challenging conversion efforts exemplify an “amazing” commitment to the Georgia market.

“So on this game set alone, you have three of some of the strongest-performing titles that we’ve got,” he said.

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# Expo

from Page 1

manufacturers were also well attended, and a presentation by the Georgia Lottery Corp.’s COAM Division and Intralot concluded the Expo.

“The interest in the Expo continues to grow,” Kaiser said.

## Award night

GAMOA recognized industry icon Emily Dunn with its Lifetime Achievement Award and named longtime operator Tim Case, owner of Best Times, Inc., as the organization’s 2025 Coin Operator of the Year. Intuitive Financial Services earned GAMOA’s Cutting Edge Award, while Tyler Riddle of Best Times received the Marshall Hartmann Technician of the Year Award, presented by Goldfinger.

In introducing Dunn as the Lifetime Achievement winner, GAMOA lobbyist Les Schneider called her the “First Lady of COAM,” saying Dunn “illustrates many virtues that represent a world-class person – candor, authenticity, strength, grace, intelligence, savvy-ness, mental and emotional toughness, and a sense of humor.”

“All of these characteristics result in a person who has chosen optimism over pessimism and who fights for the best solution, for not just one’s own personal satisfaction and benefit, but for the best for the industry as a whole,” he said.

Dunn, a recently retired master licensee, has been a fixture in the amusement industry on the state and national levels for decades. She is a past president of AMOA, the national trade association that promotes the currency-operated machine industry and the parent organization of GAMOA. She also served for many years on Georgia’s COAM Advisory Board, the last five as its chairwoman.

“I will tell you the reason why I’ve been able to live and work the way I have is because of the support that I’ve gotten from the other operators,” Dunn said in accepting the award. “Locally in Georgia, I’ve got the best friends in many, many of you. You answered the phone when I needed you. And then my AMOA friends are like my brothers and sisters. They were there for me and gave me a different perspective.”

“Thank you for this moment,” she said.

In presenting the Operator of the Year award to Case, GAMAO President Mike Patel said Case has worked hard to grow his business and along the way is “making a difference” as a master license in the Georgia COAM industry.

“He runs his business the way a master should run his business,” he



Paul Tash photo

**BOB PEREZ**, president of Intuitive Financial Services (above left), accepts the Cutting Edge Award as his son, Bob Jr., looks on at the GAMOA awards banquet during the Southern Amusement & Entertainment Expo in Duluth Aug. 20. Daniel Hartmann holds a check with Tyler Riddle (above right), the winner of the Marshall Hartmann Technician of the Year Award. Kristin Klingshirn, an Atlanta radio personality and chair of the Bert’s Big Adventure board of directors (left), stands with Callie, a 2013 Bert’s Big Adventure kid. Both addressed the banquet crowd.

said. “It’s difficult with the market we’re in and all the crazy stuff that goes on to try to keep your locations and try to be honest and humble and kind about it.”

Patel also noted that Case was instrumental in promoting Bert’s Big Adventure as GAMOA’s top charity.

The soft-spoken Case, who lost a son a few years ago, was emotional and humble in accepting the award.

“First of all, I don’t deserve this,” he said. “I’m a small operator. But thank you for everything.”

He said his commitment to Bert’s Big Adventure is simple.

“It’s all about the kids,” he said.

Accepting the Cutting Edge Award for Intuitive Financial Services (IFS) was President Bob Perez. The award recognized the company’s latest kiosk enhancement – the Prize Pay Gift Card that can be transferred back to a player card or TITO ticket. The innovative feature allows consumers to check Prize Pay Gift Card balances and load location player cards directly from the kiosk – retaining Class B winnings within the store.

He acknowledged his son and partner, Bob Jr., and said, “We’re certainly humbled by the award here tonight, and we thank you all, and we look forward to servicing all of you in the best possible way we can.”

## A million for Bert’s

The Georgia COAM industry again went all out for its favorite charity and raised another \$250,000 for Bert’s Big Adventure, pushing the total donated to the nonprofit organization to over \$1 million in just five years. Bert’s Big Adventure sends chronically and terminally ill children and their families to Disney World for a “magical” five-day vacation, all expenses paid. The money raised for Bert’s came from a live auction following the awards banquet and then the Ginger Foshee Casino Night that concluded the night’s festivities.

Kristin Klingshirn, an Atlanta radio personality and chair of the Bert’s Big Adventure board of directors, spoke to the packed house prior to the auction.

“So often these families are on the outside looking in, and they just want to be seen,” she said. “They just want to be noticed, and they just want to feel like they’re not excluded and on the outside. And that’s what Bert’s Big Adventure does. It brings these families together, so they no longer feel isolated and on their own.”

Klingshirn said Georgia’s COAM industry has become a vital partner and thanked the organization for recognizing the charity’s

purpose and continuing its support.

“GAMOA saw us, and you knew we needed your help,” she said. “And you stepped up, and you have supported us year after year after year.”

## AMOA knowledge

Another industry leader addressing the banquet audience was AMOA President Brian Brotsch of Knox Amusements in western New York.

“I’ve been on the AMOA board for 11 years now,” he said. “It’s really been one of the best decisions that I’ve made for me and my business.”

He said the “wealth of knowledge” available from AMOA “is second to none.”

“I encourage anyone interested in joining the board to reach out to me or any one of the other board members that are here,” he said.

He also acknowledged three past presidents of AMOA in the audience – Dunn, Gaines Butler and Sam Westgate.

Brotsch reminded the banquet crowd that Amusement Expo International (AEI) is scheduled for March 16-19 in Las Vegas at Resorts World, the new headquarters for AEI.

“I’m really excited,” he said. “Book those hotel rooms early.”



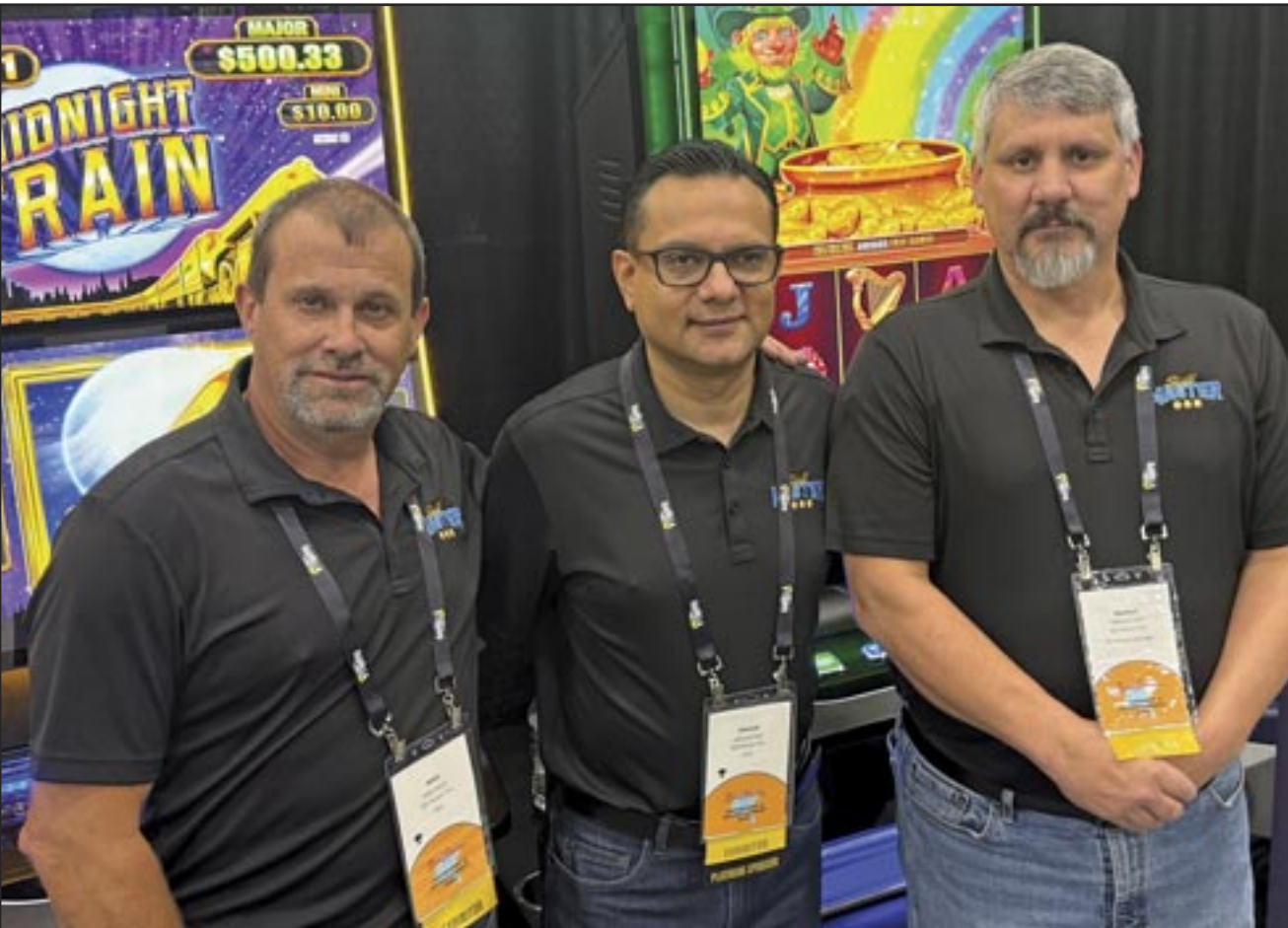
# SAEE exhibitors!



**GREG HAMMOND**, CEO of Bad Dog Games, talks with a visitor at the Southern Amusement & Entertainment Expo (SAEE) last month.



**FELIPE MIRANDA**, senior sales executive for JVL, explains a game feature to an interested SAE attendee.



**SKILL MASTER PRO**, the exclusive distributor in Georgia of Aristocrat products, is represented by (left to right) CEO Adam Foust, COO Afshaad Patel, and warehouse manager Marshall Huff.



**THE 8-LINE SOURCE** booth was busy. From left are Oleg Berehovenko, Art Thapalya, Surfnote's Bit Liu, Paul Simanovich and Yarik O.

**GABRIEL CELLI**, business development manager, gives a thumbs-up at the EasyLink booth (below) with sales account specialist Ana Campbell, people and communications lead Fernanda Tavares, and senior solutions specialist Jelfsyn Quevedo.



**GABE STROUP**, account manager for Aurora Technologies, Inc., stands ready to assist at the ATI booth.



**SKYLINE UNLIMITED**, the exclusive distributor for Novomatic products in the Georgia market, made its SAE debut this year with President Brittany Patete.



**ANOTHER FIRST-TIME** exhibitor was GeWeTe, represented below by Francois Remy, sales manager for North America, and technical engineer Rey Perez.



**JOHN HOUSEAL**, vice president of product development for Incomm Payments, and sales manager Billy Reach take a breather during a busy trade show.



**BROOKS LEE**, vice president of sales for Banilla Games, welcomes Shawn Fellows, owner of Diamond Amusements, to the Banilla booth.







**CESAR NEIRA**, CEO of C3 Gaming, discusses features of the manufacturer’s latest game at the Southern Amusement & Entertainment Expo Aug. 21 in Duluth.



**JEFF CONNOR**, owner of Lockdogs (above left), and Rachel Loudon, the company’s chief compliance officer, man the company’s booth with technical advisor Adam Fouce.

*Paul Tash photos*



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# Intralot details more improvements

## Changes affect appointments, call center

By Paul Tash  
Georgia Amusement Journal

In a continuing response to complaints from the COAM industry earlier this year about poor customer service, Intralot’s senior services manager for Georgia outlined recent and planned improvements in managing technical support and field services that focus on enhancing call center performance, field technician deployment, and the service appointment process.

Shayne Heap made the presentation at the conclusion of the Southern Amusement & Entertainment Expo.

“I appreciate GAMOA and its support of us and what we’re trying to do,” he said. “I also appreciate everybody that stopped by our (Expo) booth to visit with the team.”

### Online appointments

Heap highlighted a new online form to streamline the process of scheduling appointments and to address inefficiencies in tracking appointments that were previously managed through email.

“This is this is the form we created to make our process of scheduling appointments easier for everyone involved in the process,” Heap said.

The form consists of seven questions and requires the submitter to provide a contact name, email, and phone number. All appointment communications are sent to the provided contact information, so it’s crucial to ensure that the correct details are entered, Heap said. This is particularly important if the person submitting the



SHAYNE HEAP, Intralot’s senior services manager for Georgia, makes a point during a presentation to an audience at the Southern Amusement & Entertainment Expo Aug. 21 in Duluth.

form is different from the person responsible for dispatching technicians, as only the contact listed will receive the appointment-related communications.

Here are some details of the online service appointment process:

- **Service request submission:** Users should include license number, service type, and additional notes like specific dates or times. Upon submission, an automated confirmation email is sent to verify the entered details.
- **Email confirmation importance:** Receiving the automated email confirms successful submission. If the email is not received, users should verify the email address or resubmit the request to avoid errors or spam issues.
- **Response timeframe:** Requests are typically addressed

within 48 business hours with weekend submissions processed the following business days.

- **Scheduling and confirmation:** A dispatcher assigns technicians, finalizes the schedule and sends a confirmation email with service details by 11 p.m. Users must confirm or request changes promptly to finalize arrangements. Service details will include a location number, the type of service requested, the date and time of the service, the technician’s

name, and whether a service ticket is associated with it.

The online form doesn’t require the submission of license photos for scheduling, although licenses are still necessary for the service itself.

### Tracking techs

Heap said his team is implementing a routing software called Route for Me to optimize technician scheduling and improve real-time tracking and communication for service appointments. The software will enhance efficiency and transparency in field operations, he added.

The software provides real-time location tracking of technicians, who will be dedicated to a geographic area, and creates more efficient schedules, Heap said. The platform will send automated emails to the responsible person for each appointment, including notifications when routes are planned, dispatched, delayed, completed, or if service cannot be completed. Up

to two hours before a scheduled visit, licensees will receive a link to track the technician’s location en-route to the appointment, he said, “similar to delivery tracking services.”

“In addition to the appointment scheduling, this will give you an additional line of communication,” Heap said. “This is the thing that I’m most excited about.”

Technicians, he added, will be required to fill out a form to document the service call, including taking photos, before they move to the next appointment. This process will also help document such issues as closed locations, unpowered devices, and ports that are aren’t working on one side or the other.

Intralot is also planning to add technicians in key areas around the state “where we do see an increase in business to make sure that we’re meeting those needs,” Heap said, including Augusta, Savannah, and the Metro Atlanta area. Currently, 13 technicians are working in the field with three additional technicians working specifically on the ongoing site-controller migration project. The last of the new site controllers should be installed within a month or two, freeing those three technicians to return to the field and increasing the total number to 16.

“But we’re still looking to add in those key areas,” Heap said.

### Call center changes

Efforts are underway to optimize call center operations by ensuring that calls are handled by agents with appropriate expertise levels, improving efficiency and reducing resolution times, Heap said. Those efforts include:

(Continued on next page)

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(Continued from previous page)

• **Tiered call center structure:**  
Call center agents will be organized into three tiers based on expertise, with less experienced agents handling simple tasks like port checks and more experienced agents managing more complex issues, such as decommissioning.

• **Standardized procedures:**  
All training documents and procedures have been reviewed and standardized to ensure consistency in how tasks such as decommissioning are performed, eliminating variations in methods used by different technicians.

• **Multi-level review process:**  
Experienced team members and the development team in Greece are reviewing the standardized procedures to ensure completeness and accuracy, allowing updates to be made if necessary.

• **Certification program:** Each call center agent will undergo a certification process to qualify for specific tiers, ensuring they handle calls appropriate to their skill level and improving call resolution efficiency.

• **Call routing and queue integration:** Master-licensee technicians calling in will have the option to select the type of support needed via an integrated phone system, which routes calls to the correct tier and includes after-call surveys to

gather feedback on issue resolution. Heap said those technicians will have access to the same training and procedures the call center agents have to enhance overall knowledge and coordination.

Heap said another change is to staff the call center to correspond with peak call hours, which are about 11 a.m. to 3 p.m.

During peak hours, staffing will increase from about three people in the morning to about 12-13 people between 11 a.m. and 4 p.m. Tuesdays and Wednesdays are the call center’s busiest days, Heap said, while the average call wait time is currently less than seven minutes. He said the center will also begin to overlap three different shifts to ensure adequate coverage during busy times.

“We base the (staffing) on the patterns that we see for the previous weeks,” he said. “We’re trying to stay as flexible as we can because (those patterns) can change.”

Heap also encouraged master licensees to send their technicians to the call center for a few hours, so they see what the call center agents are doing “so we can start to bridge that gap in that communication piece that’s broken right now between the two sides,” he said.

“We want them to see that so we better understand each other.”



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# G2E returns to Venetian Expo Oct. 6-9

Registration is open for G2E 2025, gaming’s premier global event, scheduled for Oct. 6-9 at The Venetian Expo in Las Vegas.

With featured show areas dedicated to bringing the gaming industry together, G2E offers an unparalleled opportunity to connect with peers, find new business partners, and discover the latest technologies.

Supported by the Association of Gaming Equipment Manufacturers (AGEM), G2E 2025 will highlight the continued evolution of every aspect of the industry – from traditional and online gaming to digital payments and new technologies.

“G2E will both reflect gaming’s continued momentum and be the catalyst for further industry growth,” said Maureen Beddis, American Gaming Association senior vice president. “We eagerly anticipate hosting the global gaming community in Las Vegas this October, where we’ll spotlight the games, solutions, and ideas that will shape gaming’s future and make G2E the industry’s can’t-miss event of the year.”

G2E 2025 will reflect the industry’s growth with a wide range of offerings. More than 350 exhibitors and participating companies will show off the latest gaming technologies and solutions

from around the world, all in one place.

G2E’s 2025 education program will offer insights from gaming’s top leaders and experts, featuring more than 95 sessions and 300-plus speakers. Educational themes this year include the future of gaming, investments, payments, regulation, responsible gaming, sports betting and traditional gaming.

The G2E Dealer Championship is an exciting new addition to the G2E lineup. This highly anticipated

event will bring together the finest casino dealers from the United States to compete for the coveted title of the best dealer. Participants from across the industry will showcase their skills in blackjack and roulette, engaging in a variety of challenges that highlight their technical precision, flair, and commitment to providing a world-class player experience.

This new addition to G2E serves as an opportunity for the casino industry to celebrate individuals who contribute to its success, providing a platform to recognize the art, professionalism, and what it takes to be considered one of the greatest dealers in the world.

Other featured areas at G2E include:

**iGAMING ZONE** – Explore the iGaming Zone at G2E and unlock unparalleled opportunities to stay ahead in the rapidly growing online gaming industry. Immerse yourself in the latest advancements and innovations that are shaping

the future of iGaming, from cutting-edge technologies to expert-led thought leadership and networking – this is where the future of iGaming comes to life.

**THE LAB** – As the launching pad for emerging trends for the entire gaming ecosystem, the evolved destination formerly known as The Innovation Lab, will serve as a hub for thought leadership and networking opportunities that explore the future of gaming.

**NETWORKING LOUNGE** – Check out the expanded G2E Networking Lounge, featuring themed meetups and events for the G2E community to engage and connect.

G2E will donate \$25 of every all-access education pass purchased and \$50 for every booth sold 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 high-quality scientific research and evidence-based educational programming on gambling disorders and responsible gambling.



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Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, [www.gacoam.com](http://www.gacoam.com). The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location and removing those COAMs. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.
2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.
3. Disconnect decommissioned COAMs from the site controller.

Keep COAMs connected

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensure all equipment remains connected to the site controller and powered up at all times.

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

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

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

\*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



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