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For more information on Michigan's gaming industry, please visit www.michigangaming.com

Editor in Chief

David D. Waddell, Esq.

Phone: 517.507.3859

waddell@rmclegal.com

Senior Gaming Analyst & Editor

Robert R. Russell, II

Phone: 517.507.3858

russell@rmclegal.com

Reporter and Associate Editor

Dustin M. Ford

Phone: 517.999.5414

dford@rmclegal.com

Reporter

Douglas L. Minke

Phone: 313.221.9380

minke@rmclegal.com

Reporter

Blaine R. DeGracia

Phone: 517.507.3857

degracia@rmclegal.com

Subscription information:

info@michigangaming.com

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RMC Ventures, LLC

University Place Center
333 Albert Ave, Suite 450
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The _____ MICHIGAN GAMING _____ Newsletter



GAMING INDUSTRY "G2E" TRADE SHOW KICKS OFF NEXT WEEK IN LAS VEGAS, NEVADA

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The 2011 Global Gaming Expo (G2E) will be held October 4-6, at the at the Sands Expo and Convention Center in Las Vegas, Nevada with G2E's specialized professional education events scheduled for October 3. This year marks the 11th anniversary of the G2E and marks a newly adjusted schedule that moves the annual trade show and conference ahead by more than one month. The conference is the largest gaming industry trade show, bringing together industry professionals from around the world. G2E provides an in-depth look at new products, technologies, insights and innovations within the gaming industry.

According to the G2E, helping attendees seize their competitive edge and drive customers to their properties through innovation, new media and operational excellence is the goal of the conference. The event will provide attendees from more than 19 countries and 40 U.S. states with valuable insights on the latest trends that will be shaping gaming today and tomorrow.

MICHIGAN WELL REPRESENTED AT GAMING INDUSTRY TRADE SHOW

The Michigan gaming market is well represented by many different speakers at this year's G2E.

Below is an overview of the programs that will feature Michigan representatives:

Name/Title	Company Affiliation	Program Title and Time
Jeff LaFrance, Marketing Manager	FireKeepers Casino, Battle Creek, Michigan www.firekeeperscasino.com	The Best of the Best in Casino Social Media — Monday, October 3, 2011 — 8:00 - 9:00 a.m.
Michael Lipton Q.C., Senior Partner	Dickinson Wright LLP Lansing, Michigan www.dickinson-wright.com	Canadian Conundrum: Provincially Owned and Operated iGaming — Tuesday, October 4, 2011 — 9:15 - 10:15 a.m.
John Policicchio, Digital Marketing Manager	MotorCity Casino Hotel Detroit, Michigan www.motorcitycasino.com	MySpace or Your Space: Facing the New Challenges of an Interconnected Workplace — Tuesday, October 4, 2011 — 3:15 - 4:15 p.m.
		Social Media Insights, Part I: Best Practices — Tuesday, October 4, 2011 — 2:00 - 3:00 p.m.
Robert Russell, Gaming Analyst	Regulatory Management Counselors, P.C. www.rmlegal.com	Improving Gaming Regulation: 10 Recommendations for Streamlining Processes and Maintaining Integrity Part 1 — Tuesday, October 4, 2011 — 2:00 - 3:00 p.m.
David Schugar, Principal Partner	RMC Gaming Management, LLC www.rmcmgm.com	Talent Optimization: Building a Powerful HR Machine — Wednesday, October 5, 2011— 2:00-3:00 p.m.
		Player Tracking: Slots & Tables — Thursday, October 6, 2011— 9:15 - 10:15 a.m.
Gregg Solomon, CEO	MotorCity Casino Hotel Detroit, Michigan www.motorcitycasino.com	Beyond the Reel: New Regulatory Challenges— Wednesday, October 5, 2011— 8:00– 9:00 a.m.
David Waddell, Attorney	Regulatory Management Counselors, P.C. www.rmlegal.com	Balancing Act: Cost Effective Strategies for Gaming Regulatory Compliance — Tuesday, October 4, 2011 — 11:45 a.m. - 12:45 p.m.

***Table listed alphabetically**

In addition, keynote sessions will be held throughout the week. On Wednesday, October 6, the keynote session, “State of the Industry: Innovating for a Stronger Future,” will feature industry experts who will discuss the trends driving the industry forward and how to harness innovation and technology to meet the challenges that lie ahead. Panelists include some of the most successful women in the industry: Jan L. Jones, senior vice president of communications and government relations, Caesars Entertainment Corporation; Virginia McDowell, president and CEO, Isle of Capri Casinos, Inc.; Patti Hart, president and CEO, International Game Technology; and Sheila Morago, executive director, Oklahoma Indian Gaming Association. Judy Patterson, senior vice president and executive director of the AGA, will moderate the discussion.

Additionally, James J. Murren, chairman and CEO of MGM Resorts International, will deliver an exclusive conference keynote at G2E 2011. He plans to address where the industry is today, what growth

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opportunities exist and what those opportunities mean for the gaming industry as a whole. Additionally, Murren will discuss the significance of MGM Resorts International's expanded focus on corporate social responsibility. Murren's conference keynote address will be held on Wed, Oct. 5, from 3:15 – 4:15 p.m. in the Titian Ballroom and will be open to G2E 2011 conference delegates only.

The G2E 2011 keynote events will conclude on Thursday with "Tribal Gaming Roundtable: The Indian Casino of the Future." The final keynote session will bring together experts to examine what lies in store for the many different aspects of Indian gaming, with a focus on operations, design and construction, financing, marketing, the gaming floor, non-gaming amenities and the potential role for tribal gaming in the online world. Rochanne Hackett, managing director of national gaming development for Wells Fargo Bank N.A., will moderate, and panelists will include Mark BIRTHA, president and chief development officer, Sol Casinos and AVA Amphitheatre; Gideon Bierer, executive vice president of new media, International Gaming Technology; and Chief Boyd, partner, Thalden Boyd Emery Architects.

In addition to the Keynote events, G2E 2011 will feature 14 cutting-edge tracks and more than 100 sessions led by industry leaders and seasoned experts from around the world. Additionally, G2E 2011 is offering conference attendees further opportunities to increase their professional knowledge with five specialized events being held Monday, Oct. 3:

- **Social Media Boot Camp**—G2E 2011 will mark the debut of Social Media Boot Camp at G2E. During this day-long seminar, attendees will learn about social networking tools by studying best practices and examples from casino social media efforts across the country. Led by Masterminds, a nationally recognized agency at the forefront of social media marketing for the casino industry, the seminar will include information on how casino marketing departments fully integrate social media strategies into their traditional casino marketing efforts and how to measure and quantify results.
- **iGaming Congress**—G2E will once again address one of the hottest topics in the gaming industry during the iGaming Congress, which will examine the potential impact of Internet gambling legalization in the U.S. and advise the gaming market on how to react to the changing face of the industry. As the largest conference in North America for Internet-based gaming, the iGaming Congress at G2E appeals to existing offshore Internet gambling operators, as well as commercial casinos, manufacturers and more.
- **Advanced Gaming Institute**—Created in partnership with leading universities and gaming organizations, the G2E Advanced Gaming Institute program offers attendees the opportunity to learn important fundamentals from respected professors at these higher education institutions. This program is specifically designed for those who have entered the gaming industry without a formal education in casino operations.
- **Leadership Academy**—The G2E Leadership Academy will return this year to feature a six-hour workshop titled "Leading Change." Led by Karl Krumm, Ph.D., senior consultant at TRACOM Group, this program will focus on the role of leaders in developing a culture of change, and understanding what is needed to manage the constant demand for making adjustments.
- **Security & Surveillance Institute**—The Security & Surveillance Institute at G2E will provide a full day of learning for casino security and surveillance professionals and is specifically designed to address the growing demand for access to the latest information on major incidents within a casino property and leading-edge information on surveillance techniques.

To learn more about G2E 2011, please visit www.globalgamingexpo.com.

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MOTORCITY CASINO HOTEL RECEIVES MULTIPLE AWARDS RECOGNIZING OUTSTANDING HOSPITALITY

On September 21, 2011, MotorCity Casino Hotel (MotorCity) announced that the property has received several industry awards recognizing excellence in hospitality. The property received the AAA Four Diamond, Pinnacle, and Meeting Focus Best of MidAmerica Awards for 2011.

The AAA Four Diamond Award is one of the oldest and most respected ratings in the hospitality industry and requires properties to meet rigorous service and hospitality metrics to be considered. MotorCity has now received the award for three consecutive years.

The Pinnacle Award recognizes hotels, conference centers, and visitor bureaus for their service excellence and is highly regarded as the recipients are selected by meeting planners based upon real-life meeting experiences. *Successful Meeting Magazine*, the meeting planning industry's leading periodical, facilitates this award process. Only three Michigan hotels were given this distinction in 2011.

The Meeting Focus Best of MidAmerica Award recognizes MotorCity's emphasis on guest relations and hospitality. Meeting Focus Magazine readers select their preferred hotels and resorts based upon important factors such as quality of meeting space, service, food and beverage, guestrooms, activities, amenities and value. MotorCity is one of four Michigan properties to receive the distinction this year.

Vice president of hotel operations, Randy Villareal stated in a press release that "[a]s a recipient of these awards, we are recognized as a highly respected member of the hospitality industry. Furthermore, they distinguish us as one of the premier hotels and meeting locations in the United States. This distinction will continue to be the impetus for us to always exceed the expectations of our guests."

For more information on MotorCity Casino Hotel, please visit the property's website at: www.motorcitycasino.com.

AGA RELEASES ONLINE POKER CODE OF CONDUCT AND VIDEO; ANNOUNCES NEW BOARD MEMBERS

On Tuesday, September 20, 2011, The American Gaming Association (AGA) introduced an Online Poker Code of Conduct, which outlines measures to institute an effective regulatory system. In connection with the Code of Conduct, the AGA has produced an online video depicting the current state of online gaming in the country. In addition, the association announced the election of two new members to its Board of Directors.

ONLINE POKER CODE OF CONDUCT AND VIDEO

Frank J. Fahrenkopf Jr., president and CEO of the AGA announced in a press release that "there are no longer any good reasons to put U.S. citizens at risk by continuing to outlaw illegal online poker in the U.S....The AGA thinks online poker operators must adhere to the same stringent regulations that have proven effective in governing brick-and-mortar casinos." Mr. Fahrenkopf also noted that "[i]f online poker is legalized in the U.S., implementation of the principles of the Code of Conduct will ensure that American consumers are playing online poker in a fair and secure environment provided by a responsible operator."

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The Code of Conduct proposes six principles that online poker companies should follow in order to obtain a license. Companies should:

- Conduct extensive background checks that will keep criminals out of the business;
- Install proper identification of every U.S. online poker player to assist law enforcement and keep minors, consumers from unlawful jurisdictions and cheaters from playing;
- Undergo regular testing and auditing of online poker software to ensure that games are fair and honest;
- Implement rigorous player exclusion processes to prevent minors, players from illegal U.S. jurisdictions and cheaters from accessing online poker sites;
- Institute effective responsible gaming protections on operator sites to educate patrons and provide problem gamblers easy access to tools to help control their behavior; and
- Maintain stringent anti-money-laundering procedures that will assist the government in its law enforcement efforts.

Alongside the new Code of Conduct, the AGA introduced a Wild-West-themed YouTube video encouraging the establishment of federal guidelines allowing states to license and regulate online poker. It compares poker's earliest and most lawless periods to today's unregulated and risky environment in which U.S. online poker players currently are wagering. The video hopes to remind viewers that without regulation and enforcement, online poker is a risky environment where law enforcement has limited ability to protect consumers. The video makes the case that states can legally license and regulate online poker and closes by asking Congress to approve legislation permitting and regulating the activity.

"Only a few years ago, the technology and operating processes did not exist to implement and enforce the principles of the Code," Fahrenkopf said. "But online gambling is legal in some 85 jurisdictions today, and the technology that eliminates the risks that once concerned the AGA and others has now been proven through actual use."

To view the YouTube video, visit www.youtube.com/americangamingassoc.

NEW BOARD MEMBERS ANNOUNCED

On September 16, 2011, the AGA announced the addition of two new members to its board of directors. Gavin Isaccs, CEO of Shuffle Master Inc., was recently elected to the AGA board, and Adam Rosenberg, global head of the gaming group for Goldman Sachs, was also named a director-elect. Mr. Isaccs brings an extensive familiarity with gaming equipment manufacturers, while Mr. Rosenberg will provide the board with knowledge of the financial landscape affecting the gaming industry.

"Gavin and Adam bring a wealth of diverse experience to our board," said Frank J. Fahrenkopf, president and CEO of AGA. "Gavin knows the manufacturing sector of our business better than anyone else and brings a truly global perspective to our deliberations. Adam is one of the leading financial analysts focused on gaming, and we're looking forward to his insights, particularly in this still challenging economic environment."

The AGA also announced that it will induct Dr. William Eadington, professor at the University of Nevada, into the Gaming Hall of Fame at ceremonies in Las Vegas in November. Each year, individuals who have distinguished themselves through significant contributions to the gaming industry are inducted

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into Gaming Hall of Fame and receive this highest honor.

“We owe Dr. Eadington much of the credit for our current understanding of the economic and social impacts for commercial gaming,” Mr. Fahrenkopf said. “His deep knowledge of the industry’s economics and his insights on the legalization and regulation of commercial gaming have been invaluable. Indeed, his work has not only served our industry; it also has served the countless communities that have benefitted from commercial gaming.”

EXECUTIVE DIRECTOR APPOINTED TO OHIO CASINO CONTROL COMMISSION

On Wednesday, September 21, 2011, Matt Schuler was appointed to the position of Executive Director of the Ohio Casino Control Commission (“Commission”). Mr. Schuler formerly served as Chief of Staff for the Ohio Senate President, Tom Niehaus.

The Commission has been seeking a person to fill the role of Executive Director for the past seven months but had little success finding a suitable candidate. Initially, the Commission conducted a nationwide search for a candidate with a background in the casino gaming industry before seeking someone with a governmental focus.

Mr. Schuler was selected, in part, for his experience in crafting the legislative and regulatory language that governs casino gaming in the state of Ohio.

AGEM ANNOUNCES SIX NEW MEMBERS JOIN ORGANIZATION

On Wednesday, September 21, 2011, the Association of Gaming Equipment Manufacturers (AGEM) announced six new companies were approved for membership by its Board of Directors. AGEM is an international trade association comprised of the world’s leading gaming suppliers and works to further the interests of gaming equipment manufacturers and suppliers.

The new additions to the AGEM membership include:

- Alfastreet, based in Kozina, Slovenia, specializes in multi-player gaming machine manufacturing, including roulette, blackjack, poker, baccarat and sic bo.
- Cooper Levenson, based in Atlantic City, N.J., with offices in Nevada and Pennsylvania, is a full-service law firm with nearly 70 attorneys.
- Eurocoin, based in Barnet, United Kingdom, is a leading supplier of world-class technical components for the gaming, leisure, automated kiosk, commercial and retail sectors.
- JPM International, based in Hampton in Arden, United Kingdom, is focused on the design and manufacture of electronic gaming machines.
- Rainmaker, based in Alpharetta, Georgia, is an industry leader in revenue management, delivering automated profit-optimization software and consulting services to the gaming hospitality industry.
- TransLux, based in Norwalk, Connecticut, is a leading designer and manufacturer of digital signage display and LED lighting solutions for the gaming, financial, sports and entertainment, education, government and commercial markets.

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The addition of these six new companies brings the total membership of AGEM to 110 members. For more information on AGEM and its members, please visit www.AGEM.org.

The Michigan Gaming Newsletter would like to thank Sydney Terenzi for her contributions to this Newsletter.