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

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The MICHIGAN GAMING Newsletter



MICHIGAN LEGISLATIVE UPDATE

Below are summaries concerning the most recent legislative action on gaming-related bills currently before the Michigan Legislature, including advertising during Club Keno games, preventing online Michigan Lottery ticket sales, recreational senior citizen wagering in approved facilities, and limiting welfare benefits of Michigan Lottery winners.

[Senate Bill 0601 \(SB 601\)](#) – This bill was introduced on September 7, 2011 by Sen. Kowall (R-White Lake) and seeks to amend the Lottery Act to allow for advertising on Club Keno game media or to sponsor individual draws in the game, and to establish the Club Keno Advertising Fund within the state treasury. The bill would allow the Lottery Commissioner to enter into a contract to allow for advertising. If a contract included advertisements for alcohol, the Bureau of State Lottery would be required to provide the Liquor Control Commission with all available information about the proposed contract, the contracting party, and the proposed advertisements before airing. Funds would ultimately be disbursed to the School Aid Fund, minus any costs related to advertising or expenses of the Liquor Control Commission. Notably, at a Wednesday, March 28, 2012 House Regulatory Reform Committee meeting, the Liquor Control Commission voiced its support for the bill.

[Senate Bill 1003](#) – This bill was introduced on March 6, 2012 by Sen. Green (R-Mayville) and seeks to amend the Lottery Act to prevent the Michigan Lottery Commissioner from participating in the sale of state lottery tickets over the internet. On March 6, 2012, the bill was referred to the Committee on Regulatory Reform.

[House Bill 5033 \(HB 5033\)](#) – This bill was introduced on October 4, 2011 by Rep. Dave Agema (R-Grandville) and would amend The Social Welfare

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Act to require the inclusion of lottery or other gaming winnings in the calculation as to whether an individual is eligible to receive food assistance. On February 21, 2012, the bill passed a House vote 67-39 and, on March 29, 2012, Senate Substitute 5033 was passed in the Senate 26-12, which was subsequently passed in the House 71-39. The bill now goes before Michigan Governor Rick Snyder for approval.

[Senate Bill 5009 \(SB 5009\)](#) - Introduced on September 27, 2011, by Rep. Pete Lund (R-Shelby Twp.), this bill would amend the state penal code to allow senior citizen centers to conduct card games with limited betting. On March 28, 2012, the House passed Substitute House Bill 5009 voting in favor 106-4. The bill would allow groups of seniors living at senior citizen centers or senior citizen housing facilities, which are not licensed by the Liquor Control Commission and whose group is comprised of individuals who are 60 years of age or older, to conduct and participate in card games. Players would be limited to paying a maximum of \$5 to enter the game, would not be allowed to bet more than 25¢ per bet, and the maximum win from any single hand could be \$5. The substitute bill was referred back to the Senate for a second reading.

CASINO GAMING SUPPLIER LICENSING RESOURCE

Companies that have never done business with casinos or businesses that are looking to expand their business to new geographic areas may be surprised to learn that they must often meet strict and complicated licensing requirements to legally sell goods or services to a casino. A governmental body having jurisdiction over regulating the casino (i.e., the country, state, province, band or tribe) normally issues these licenses. Usually, a gaming control board or gaming commission is appointed by the governmental body to handle the complicated steps involved in granting licenses.

The casino industry is a highly regulated and policed industry that seeks to protect customers and operators to ensure fairness and compliance

with state and federal laws. It is important to note that all gaming jurisdictions have unique and varying approaches to regulating suppliers to the industry. As such, it is important for those looking to become licensed in the various jurisdictions to become familiarized with applicable laws and regulations.

Casino City's Casino Vendors is a comprehensive informational directory and news source for various casino gaming suppliers across the world. It features a "Vendor Licensing" section that includes a broad overview of vendor licensing requirements by jurisdiction. The website also provides a central database for various contact information to gaming regulatory bodies. The website can be accessed at: <http://www.casinovendors.com/>.

For specific questions regarding licensing, it is highly recommended that companies looking to do business seek professional regulatory and legal assistance in order to properly navigate the intricacies in a particular jurisdiction. This will help save time, expense and confusion throughout the licensing process.

AGA ANNOUNCES LAUNCH OF "ALL IN" CAMPAIGN

The American Gaming Association (AGA) has launched the "All In" campaign, a year-long effort that will showcase important corporate social responsibility (CSR) contributions of the commercial casino industry. The campaign will focus on industry successes relating to four areas of CSR: philanthropy, environmental sustainability, responsible gaming and diversity. The "All In" campaign will highlight how the industry as a whole – as well as individual companies and employees – plays a significant role in bettering communities and the environment.

The AGA will spotlight each of the four key CSR areas via program activities timed to coincide with existing national or industry events covering these topic areas throughout the year. In addition to coordinating activities, the AGA plans to release research that will aggregate and quantify industry-

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wide activity.

In connection with the Campaign announcement, the AGA has also launched a new online “All In” campaign headquarters, now live at www.americangaming.org/allin.

The site provides an overview of the Campaign as well as provides tools to help those interested participate in the AGA’s “All In for Giving & Volunteering” activities planned for National Volunteer Week, April 15-21.

“The gaming industry has a long and impressive history of corporate social responsibility, and the ‘All In’ campaign is a great opportunity to illustrate that commitment and get even more people involved in these activities,” said Richard Haddrill, CEO and director of Bally Technologies, Inc. and chairman of the AGA board. “Gaming employees across the country will join together for a national show of support for our communities and the environment.”

The first component of the campaign, “All In for Giving & Volunteering,” will include the development and release of new original research on industry-wide volunteer efforts and corporate and employee giving programs. The AGA plans to update the research on an annual basis.

The research release and corresponding activities will occur during National Volunteer Week, taking place April 15-21, 2012. During that week, gaming companies across the country will take the time to recognize the outstanding efforts of their employee volunteers. Also, many gaming professionals will participate in volunteer projects timed to coincide with the national effort.

“The AGA is well aware that many of our members participate in outstanding volunteer programs and make significant financial contributions to charitable organizations throughout the country,” said Frank Fahrenkopf, president and CEO of the AGA. “This week is an opportunity to share with key stakeholders the full scope of industry-wide activities in this area, reinforcing our long-standing commitment to contributing positively to the communities where we operate.”

The AGA will provide tools to aid participation

and promotion of each event and will report on the cumulative results of each initiative. The AGA also will provide resources and showcase industry activities in the campaign via a new multimedia section of the AGA website dedicated to the “All In” initiative.