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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



GLOBAL GAMING EXPO TO BEGIN NEXT WEEK — STOP BY OUR BOOTH!

This year's Global Gaming Expo ("G2E") will officially begin on Monday, September 29, 2014, with the exhibit floor to be open Tuesday, September 30 through Thursday, October 2. The event will be held at the Sands Expo and Convention Center in Las Vegas.

The publishers of *The Michigan Gaming Newsletter* welcome and encourage any of our readership base that will be attending this year's event to stop by the RMC booth for a free gift. We will be located at booth no. 2930 on the exhibit hall floor. For more information please [click here](#).

G2E 2014 offers new programs and seminars based on industry feedback that will provide attendees with the knowledge and insights to help those succeed in the fast-paced gaming industry.

"Powered by the American Gaming Association's internal staff and membership knowledge, insight and expertise, this year's programming will inform and connect gaming industry professionals to be smarter, more forward-thinking and better educated than ever before," said American Gaming Association ("AGA") Chief Operating Officer Ron Rosenbaum.

Seminar content has been streamlined and focused to provide attendees with insightful information about the industry's most pressing issues. Featured programs include:

- **Leveraging Your Brand: How to Build Multi-Platform Content that Drives Revenue**, featuring Matthew Weiner, creator, executive producer, writer and director of the acclaimed AMC drama *Mad Men*. During this unique seminar, Weiner will discuss his success leveraging brand attributes

across multiple platforms with wide demographic appeal.

- A new single-day program presented by **Global Gaming Women**, featuring leading female executives from across the international gaming industry speaking on professional development topics like salary negotiation and personal branding. Kate White, former editor-in-chief of Cosmopolitan, New York Times bestselling author, and career and leadership expert will close the program with a talk based on her book, "I Shouldn't Be Telling You This: How to Ask for the Money, Snag the Promotion and Create the Career You Deserve."

- **G2E 101: Human Resources** with the legendary gaming human resource executive, Arte Nathan, describing the crucial skills necessary to hire and inspire an effective workforce, as well as how to create a culture of engagement and commitment.

- **Innovation in Indian Country: Cutting Edge Technology Developed On Reservations**, which will bring leading operators and suppliers in the tribal gaming sector together to discuss the unique opportunities available to operators in their highly competitive markets.

- **Efficiencies in Regulation: First-Hand Case Studies**, featuring current and former gaming regulators sharing insights on the novel ways that regulators have lead change and how to better understand the impact of these transformations on the gaming community.

- **Blurred Lines: Next Generation Game Design** with Dr. Mark Yoseloff, UNLV Center for Gaming Innovation; Richard Hilleman, chief creative officer, Electronic Arts; David Chang, chief marketing officer, Gamblit; Steve Walther, director of product management – Games, Konami Gaming; Joe Sigrist, vice president, game development and global product management, IGT, who will explore the evolution of game design, customer preferences, game style and reward systems.

- **Redesign, Repurpose, Reinvent: Making Properties New Again** with speakers Bob Morse, president of hospitality, Caesars Entertainment and Paul Heretakis, vice president, WESTAR architects will examine the need to keep properties current and attractive, coupled with increasing competition, that has resulted in some interesting projects over the past few years. The transformation of Bill's Gamblin' Hall into The Cromwell, the rebranding of THEhotel as the Delano, and the launch of Nobu and Hakkasan hotel brands are just a few of the examples that will be discussed during this session offering critical perspective from the finance, design and marketing disciplines. Learn what it takes to reinvent a property in today's gaming market.

This year's G2E floor will be its largest in five years, showcasing 450 exhibitors from around the world and feature conversations with industry leaders on the most important industry topics.

To learn more about G2E, including full conference schedules, and how to register, please visit <http://www.globalgamingexpo.com/>

MGCB NOTICE OF PUBLIC MEETING: HORSE RACING DATES

On Tuesday, October 14, 2014, the Executive Director of the Michigan Gaming Control Board ("MGCB") will hold a public meeting at 1:30 p.m. at the MGCB Detroit office, Cadillac Place, 3062 West Grand Blvd., Suite L-700, Detroit. The Cadillac Place is in Detroit's New Center Area near the John Lodge Freeway (M-10), between Second Avenue and Cass Avenue. The Fisher Building and the Albert Kahn Building are nearby landmarks. The purpose of the meeting is to give 2015 Race Meet License Applicants and other persons an opportunity to provide information to the Executive director regarding the pending 2015 Race Meet License applicants.

The meeting is open to the public and questions, comments and suggestions from the public are welcomed and encouraged during the public comment portion of the meetings. For more information regarding the MGCB, please visit their website at: www.michigan.gov/mgcb

INDIANA LEGISLATURE CONSIDERS CHANGES TO CASINO LAW

On Thursday, September 26, 2014, the Indiana General Assembly's Interim Study Committee on Public Policy ("Committee") held its first of three hearings to discuss potential changes to the state's gaming laws. As stated by Committee Chairperson Rep. Tom Dermody, the purpose of the hearings is "to take a look at the gaming industry from a 20,000 foot level...to lay out what we can do and truly think outside the box" to reform the state's gaming industry.

Indiana first authorized gaming in 1988 when voters approved a lottery referendum that resulted in the creation of the Hoosier Lottery. In 1993, the legislature passed the Indiana Riverboat Gaming Act which authorized riverboat gaming in the state, which was followed by legislation allowing for slot machine operations at horse racing tracks in 2007.

During the hearing, legislative research representatives noted that Indiana's gaming industry has experienced difficulties in recent years due to increased competition from neighboring states and burdensome legal and regulatory requirements. This overview noted that the competitive landscape has dramatically changed over the 25 years since casino gaming was first authorized, as competition in Michigan, Illinois, and Ohio has significantly increased over this period.

Following the legislative research overview, members of the state's gaming industry were asked to present issues and suggestions for potential changes in law or policy that would benefit the industry. Mr. Mike Smith, President of the Casino Association of Indiana, provided a broad overview of the economic state of the national gaming industry, noting that there has been a general downturn across the country. Speaking on Indiana, Mr. Smith noted that the "days of the industry supporting 6% of the state's budget are probably over," but expressed optimism that the hearings would result in a long term plan that would allow the industry to adapt to the changed market.

In addition to other changes, representatives from

the state's gaming properties noted three primary areas where legislative changes would assist industry growth. First, properties noted that the tax on promotional play has put Indiana locations at a competitive disadvantage to properties in neighboring states that allow for tax deductions for free play. Second, the requirement that each property pay an admissions tax based upon the number of people visiting the gaming facility does not fit within the modern view of casinos as free-flowing "entertainment centers" with a mix of gaming and non-gaming amenities where patrons may enter and exit the gaming floor multiple times during a single visit. Finally, operators stated that the riverboat model has impacted their ability to create modern "entertainment center" casino floor plans, require significant maintenance expenditures, and are generally inflexible and make adapting to competition difficult. Further, operators noted that capital expenditures for marine equipment could be better allocated towards improved facilities and are largely unnecessary due to the authorization of dockside gaming. Because of this, some operators have expressed a desire that the legislature remove the riverboat requirement and allow for land-based casinos.

Though the Committee will discuss potential solutions to these issues at its next hearing, scheduled for October 8, members did indicate that legislative changes are likely to be necessary to ensure the continued success of the industry. Sen. James Arnold noted that "we need to do what we can to maintain these facilities...so that they can continue to thrive and be good corporate citizens."

The Committee stated that the members will discuss potential solutions to the issues raised at its October 8 hearing, followed by further discussion on October 23. For more information on the hearings, please visit the Indiana General Assembly's website at: <http://iga.in.gov/>

AGA OP-ED IN USA TODAY FURTHERS EFFORTS OF “GET TO KNOW GAMING” CAMPAIGN

Today, September 26, 2014, the American Gaming Association (“AGA”) announced that *USA Today* published an editorial authored by president and CEO of the AGA, Geoff Freeman that is in response to an *USA Today*-authored editorial entitled “Gambling states addicted to easy money: Our view.”

Both editorial pieces can be found at the following links:

Read the AGA op-ed in the *USA Today*.

Read the *USA Today* editorial.

According to the AGA, the op-ed marks the latest effort of our ongoing "[Get to Know Gaming](#)" campaign to drive a positive narrative about our industry and combat critics at every turn. The AGA encourages you to share this op-ed on social media.

GLOBAL GAMING EXPO ANNOUNCES EMERGING LEADERS SCHOLARSHIP AWARDS

On Friday, September 19, 2014, the Global Gaming Expo (“G2E”) and The Innovation Group announced the recipients of this year’s Emerging Leaders scholarship awards. The winners were selected from more than 150 nominees who exhibit a strong level of commitment and passion for the future of the gaming industry.

The 2014 Emerging Leader Award recipients are:

- Christopher Sherlock: Director of Hotel Operation Initiatives, MGM Resorts International;
- Tonya Roedell: Director of Digital and Professional Services, Aristocrat;
- Joshua Vaught: Director of Casino Operations, Harrah’s Cherokee ;
- Honoria Hebert: Director of Compliance, L’Auberge Casino Resort; and

- Matimbe Macebele: Board Member, National Gambling Board of South Africa.

The awards will be given during the Emerging Leader Networking and Mentoring Reception which will be held at Lagasse Stadium, located at The Palazzo, on Wednesday, October 1 at 6:00 p.m. This event is a great opportunity to meet and network with gaming industry leaders.

To learn more about G2E, including full conference schedules, please visit <http://www.globalgamingexpo.com/>