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The _____ MICHIGAN GAMING _____ Newsletter



GUN LAKE CASINO PARTNERS WITH RUSH STREET INTERACTIVE FOR LAUNCH OF CASINO4FUN® SITE

In a press release dated July 25, 2019, Rush Street Interactive (RSI), the developer and operator of the social gaming platform, CASINO4FUN®, announced the launch of its Social Casino & Social Sportsbook for Gun Lake Casino in Michigan. The Gun Lake Casino4Fun site, which is powered by a proprietary Internet gaming platform owned by RSI, allows visitors to the website to play a wide range of online slots, table games, live dealer games, and to place bets in a world-class sportsbook for free.

"We are excited to offer our casino guests, and all Michigan residents who want to enjoy the online fun, an exciting experience away from our brick-and-mortar casino floor," said Sal Semola, President and Chief Operating Officer for Gun Lake Casino. "We are pleased to partner with Rush Street Interactive to be the first Tribal casino partner to deploy the proven CASINO4FUN® platform and begin taking advantage of this dynamic marketing tool to expand the reach of the Gun Lake Casino brand in the digital world."

RSI's platform technology powers Casino4Fun®, as well as real money gaming sites, and omni-channel retail sportsbook solutions. The product has been built for the U.S. market from the perspective of a U.S. land-based casino operator.

"We are humbled to have the Match-E-Be-Nash-She-Wish Band of Pottawatomi Indians as our first partner in Indian Country," stated Richard Schwartz, president of Rush Street Interactive. "We thank the Gun Lake Tribe for their vote of confidence in authorizing Rush Street Interactive to bring our online Social Sportsbook & Casino to gaming enthusiasts in the state of Michigan," said Schwartz. "We look forward to working together to build Gun Lake Casino's online database through dynamic marketing & promotions, which will increase visitation to its property while generating incremental revenues."

The Gun Lake Casino4Fun® site offers players promotions and opportunities to win real prizes that are redeemable by visiting the casino property. Real prizes include free slot play, dining comps, virtual credits and more. All CASINO4FUN players must be at least 21 years old and the site includes industry-leading functionality for age verification and player eligibility. The sportsbook and casino games are available on all mobile devices, tablets, desktop and laptop computers.

FIREKEEPERS CASINO TO HOST INVESTIGATIVE SEMINAR

The Nottawaseppi Huron Band of Potawatomi (“NHBP”) is hosting a seminar on “Pre-Licensing Financial and Background Investigative Techniques with an introduction to Critical Thinking and Analysis” at FireKeepers Casino Hotel in Battle Creek, Michigan. The seminar will take place on September 24-26, 2019, and will be instructed by Scott Otterstrom and John Flynn of Omni Seminars, LLC. This seminar is intended for management and staff involved in pre-licensing investigation of vendors and qualifiers.

Day 1 will focus on Critical Thinking and Analysis and Basic Financial Analysis, including investigations of slot operations and table games, structure of business entities, and financial statement analysis.

Day 2 will highlight Financial and Background Investigative Techniques, including segments on analysis of income tax returns, personal financial investigations, and investigation of foreign vendors.

Day 3 will continue discussion of Financial and Background Investigative Techniques, including vendor financial investigations and personal background investigations.

Interested persons should contact Kisha Munn at (269) 841-1064 or kmunn@nhbpgc.org to register. Additional questions can be directed to Scott Osterman, Manager and Instructor at Omni Seminars, at (435) 256-0847 or omniseminars@gmail.com.

Additionally, FireKeepers Casino Hotel is offering a discounted hotel rate to seminar participants, which is accessible by calling Reservations at (877) 352-8777 or by using code 092419GAMI.

GUN LAKE CASINO ANNOUNCES NEW ASSISTANT DIRECTOR OF MARKETING

In a press release dated July 15, 2019, Gun Lake Casino announced the appointment of Brian Penninga as the new assistant director of marketing.

Mr. Penninga has been a member of the Gun Lake Casino team since October 2016 and has served as a member of the marketing team for two years. Prior to joining Gun Lake Casino, Brian worked in hospitality operating a small local business.

He earned a Bachelor of Science degree with concentrations in business and computer information technology from Western Michigan University. In the community, he currently serves as a cabinet member on the Gilda’s LaughFest committee.

“We believe in developing talent from within and promoting highly qualified and engaged team members,” said Jose Flores, vice president and general manager for Gun Lake Casino. “Gun Lake Casino is a premier employer in the region, and we are proud to see Brian’s continued growth with our business.”

Mr. Penninga will report to the director of marketing and will oversee all special events, entertainment, property promotions, casino host programs, and passport club operations. His appointment to the position is effective immediately.