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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

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

A publication of
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 2009 Global Gaming Expo (G2E) will be held next week, November 17-19, at the Las Vegas Convention Center in Las Vegas, Nevada. In addition, this year several specialty conferences, including the new Security & Surveillance Institute at G2E, will take place on Monday, November 16. G2E 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.

"The conference at G2E always provides the latest, most relevant information on issues and trends in the gaming industry, with seasoned experts providing detailed insights on topics from regulation to retail, dining and entertainment," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "By bringing together the top minds from our industry, and all the many fields that pertain to it, we are able to provide a unique and tailored professional development event that simply cannot be matched."

This year, G2E 2009 will focus heavily on economic challenges, international expansion and security & surveillance, thus allowing for a better understanding of current gaming markets and their futures in the midst of economic uncertainty for businesses.

The new Security & Surveillance Institute at G2E is a one-day professional development conference designed to address the growing demand for access to information on cutting-edge surveillance techniques, as well as best practices for addressing real-world casino security incidents.

Additional G2E 2009 conference tracks include:

- Casino design;
- Compliance;

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- Law and regulation;
- Gaming technology;
- Human resources;
- Indian gaming;
- Players clubs and incentives;
- Table games;
- Corporate social responsibility, featuring sessions co-sponsored by the National Center for Responsible Gaming;
- iGaming; marketing;
- Racino;
- Wild card.

Keynote events include the following:

- On Tuesday, November 17, 2009, Rita Rudner, voted best comedian in Las Vegas for the past eight years, will perform on G2E's opening day. She will discuss men, women, marriage and the city she now calls home.
- On Wednesday, November 18, 2009, AGA President and CEO Frank J. Fahrekopf, Jr. will moderate *State of the Industry Keynote: Gaming's New Guard*, which will focus primarily on the challenges that gaming industry executives currently face and will share fresh outlooks and unique viewpoints. Panelists include: Virginia McDowell, president and COO, Isle of Capri Casinos, Inc.; Nick Khin, president, Aristocrat Technologies, Inc.; Keith Smith, president and CEO, Boyd Gaming Corporation., and Guillermo E. Gabella, director, Boldt S.A.
- The final keynote event, *Tribal Gaming Keynote: On the Record — Tribal Gaming Issues and Answers*, will take place on Thursday, November 19, 2009, and will take form as a "Meet the Press" style roundtable discussion, which will bring together federal officials and tribal gaming leaders to discuss today's issues with leading Indian Gaming journalists. Off-reservation gaming, land into trust, the National Indian Gaming Commission and the Obama Administration, class II gaming and tribal-state compacts are other items of interest that will be discussed.

In addition to the keynote events, G2E features over one hundred and fifty different conference sessions covering a wide variety of gaming industry topics. This year, Michigan is well represented by a number of different speakers (see below article "Michigan Gaming Industry Experts Speak at G2E").

In addition, the G2E 2009 exhibit hall will feature hundreds of new products and designs on the industry's largest gaming showcase. Industry suppliers and professionals from around the world are currently taking advantage of 'g2e exchange,' an online networking tool and event planner which offers a way to make business connections and manage time at G2E. For more information and to view the current exhibitor list, please visit: www.g2exchange09.bdmetrics.com.

To learn more about G2E 2009, please visit www.globalgamingexpo.com.

9TH ANNUAL AGA COMMUNICATIONS AWARDS FINALISTS ANNOUNCED

On October 29, 2009 the finalists were announced for the 9th Annual American Gaming Association ("AGA") Communications Awards competition. The AGA represents the commercial casino entertainment industry by addressing federal legislative and regulatory issues affecting its members and their employees and customers, such as federal taxation, regulatory issues, and travel and tourism matters.

The finalists, which represent 26 gaming companies, properties and organizations from across North America, were named in 16 categories, including best 2008 annual report, best customer publication, best print, outdoor, radio and television advertisements, best direct mail, best Web site, and best public affairs and multi-format advertising campaigns. The best Web advertisement category was added this year to reflect the medium's importance in gaming advertising. A panel of judges with expertise in advertising, marketing, public relations, Internet design, graphic arts and financial communications evaluated more than 190 entries to determine the 48 finalists.

"This year's finalists represent every segment of the gaming business, commercial, tribal and racetrack casinos, pari-mutuel facilities, lotteries and equipment manufacturers, and it just goes to show that excellent communications efforts are taking place everywhere in our industry," said Frank J. Fahrekopf, Jr., president and CEO of the AGA, who will serve as master of ceremonies for the awards presentation.

The Gaming Voice Awards will be presented at the AGA Communications Awards Presentation, part of the Global Gaming Expo's Marketing Networking Luncheon, on Tuesday, November 17, from 12:45 p.m. to 2:00 p.m. at the Las Vegas Convention Center.

2009 Gaming Voice Award Finalists (listed in alphabetical order):

Best 2008 Annual Report

British Columbia Lottery Corporation (BCLC) – "Connecting: BCLC's Annual Service Plan Report" (Assisting agency: Identica)
 International Game Technology (IGT) – "The Right Choice"
 WMS Gaming Inc. – "A Blueprint for Success Means Putting People First" (Assisting agency: Access Communications)

Best Broadcast Advertisement – Radio

Grand Victoria Casino – "You Rule Radio – Great Rulers" (Assisting agency: The Glenn Group)
 Mandalay Bay Resort and Casino – "Shark Reef's Haunted

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Reef Radio Ad” (Assisting agency: RPA)

New York-New York Hotel and Casino – “Schmuck” (Assisting agency: David & Goliath)

Best Broadcast Advertisement – Television

Ameristar Casinos, Inc. – “Golden Touch Promotional Giveaway” (Assisting agency: Cannonball)

Indiana Live Casino – “Indiana Live Obama TV” (Assisting agency: The Media & Marketing Group)

Lakes Entertainment – “Tale of the Red Hawk” (Assisting agency: RPM Advertising)

Best Communications Campaign

Harrah’s Entertainment, Inc. – “Communicating with Employees during a Financial Crisis”

International Game Technology (IGT) – “SbX Campaign”

MGM MIRAGE – “The People Place” (Assisting agency: Aon Consulting)

Best Corporate Social Responsibility Publication

Barona Resort & Casino – The Barona Connection

Barona Resort & Casino – The Barona Valley Environmental Sustainability Program

Best Customer Publication

MGM MIRAGE – “M – The Vegas Lifestyle Magazine (Assisting agency: Custom Publishing Group)

Seminole Gaming – “Seminole Player’s Life” (Assisting agency: SPConnect)

Silverton Casino Lodge – “Silverton Las Vegas: Welcome to the Future” (Assisting agency: SK+G)

Best Direct Mail - Single Piece

Barona Resort & Casino – “Randy Travis Spring VIP Concert Event Invitation”

Belterra Casino Resort and Spa – “New Year’s Eve Invite” (Assisting agency: SK+G)

Lumière Place Casino and Hotels – “Lumière Place Sales Kit” (Assisting agency: SK+G)

Best Direct Mail Campaign

Barona Resort & Casino – “2009 Club Barona Birthdays”

Barona Resort & Casino – “2009 Club Barona Tier Aspiration and Migration Program”

Barona Resort & Casino – “Club Barona Newsletter”

Best Employee Publication

Harrah’s Entertainment, Inc. – “Gary Loveman’s Weekly eWrap”

MGM MIRAGE – “The Daily Momentum”

Pinnacle Entertainment, Inc. – “Pinnacle Entertainment Employee Magazine” (Assisting agency: Lake City Printing)

Best Multi-format Ad Campaign

Casino Rama – “Casino Rama Multimedia Campaign” (Assisting agency: Marshall Fenn Communications)

G.A. Wright Marketing, Inc. – “Santa Letter Lead Generation Mailer”

Silverton Casino Lodge – “Silverton Casino Lodge is Livin’ Lodge in 2009” (Assisting agency: SK+G)

Best Outdoor Advertisement – Single Piece

Beau Rivage Resort and Casino – Beau Rivage Airport Baggage Belt (Assisting agency: Masterminds)

International Game Technology (IGT) – Indiana Jones Slots Outdoor (Assisting agency: Masterminds)

Mandalay Bay Resort and Casino – Shark Reef Santa in the Shipwreck (Assisting agency: RPA)

Best Outdoor Advertising Campaign

Beau Rivage Resort and Casino – “Big Winners Outdoor Campaign” (Assisting agency: Masterminds)

Monte Carlo Resort and Casino – “Unpretentiously Luxurious” (Assisting agency: David & Goliath)

Southland Park Gaming & Racing – “If You Were Going to Southland” (Assisting agency: TMB Marketing Group)

Best Print Advertisement – Single Piece

Mandalay Bay Resort and Casino – “Wine Angel Print Ad” (Assisting agency: RPA)

Seminole Gaming Administration – “KISS Southern Living Ad” (Assisting agency: 1 Trick Pony)

Seminole Hard Rock Hollywood – “Cut the Bull Council Oak Dining Out Ad” (Assisting agency: 1 Trick Pony)

Seminole Hard Rock Hollywood – “Kiss the Sky Air Tran Ad” (Assisting agency: 1 Trick Pony)

Best Print Advertising Campaign

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Luxor Hotel & Casino – “Luxor Brand Campaign: Get to the Point”
 Monte Carlo Resort and Casino – “Unpretentiously Luxurious” (Assisting agency: David & Goliath)
 Prairie Meadows – “Camel and Ostrich Races”

Best Web Advertisement

Barona Resort & Casino – “Barona Video Contest” (Assisting agency: ideawork)
 Barona Resort & Casino – “Gondola Game” (Assisting agency: ideawork)

Best Web Site

Barona Resort & Casino – www.barona.com (Assisting agency: ideawork)
 Barona Resort & Casino – “Speakeasy” – www.barona.com/web-projects/speakeasy (Assisting agency: ideawork)
 The New York Racing Association – www.belmontstakes.com (Assisting agency: Americaneagle.com, Inc.)
 WMS Gaming Inc. – “WMS’s Freedom of Choice Microsite: Keeping Server-based Gaming Open to All” – www.iwantfreedomofchoice.com (Assisting agency: Access Communications)

If you are interested in attending the AGA Communications Awards Presentation, please contact Brian Lehman at 202-552-2680.

MICHIGAN GAMING INDUSTRY EXPERTS SPEAK AT G2E

Next week’s Global Gaming Expo (G2E) will offer unique conference sessions including over one hundred fifty comprehensive industry education sessions and several Signature Series programs devoted to the trends, challenges and opportunities currently facing gaming industry professionals. A full conference schedule can be found by [clicking here](#).

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
Alex Calderone, Director	Conway MacKenzie, Inc. http://www.c-m-d.com/	Gaming Bankruptcy and Reorganization: Issues and Strategies—Tuesday, November 17, 2009 — 9:15 a.m.
David Waddell, Attorney	Regulatory Management Counselors, P.C. www.rmcllegal.com	Small World: The Need for Global Gaming Agreements and Regulations — Wednesday, November 18, 2009 — 9:15 a.m.
Robert Russell, Gaming Analyst	Regulatory Management Counselors, P.C. www.rmcllegal.com	General Counsels Roundtable: Practical Solutions in an Impractical World—Wednesday, November 18, 2009—11:45 a.m.
Amanda Totaro, Senior Vice President	The Fine Point Group www.thefinepointgroup.com	All In: How to Reward Tracked Customers for Non-Gaming Spend—Wednesday, November 18, 2009—11:45 a.m.
Randy Fine, Managing Director	The Fine Point Group www.thefinepointgroup.com	G2E Webinar Series: Thriving in a Crisis, Part IV: Applying Analytics to Determine Business Levels—Wednesday, November 18, 2009 — 2:00 p.m. G2E Webinar Series: Thriving in a Crisis, Part V: Leveraging the Present to Build the Future—Wednesday, November 18, 2009— 3:15 p.m.

For more information regarding this year’s Global Gaming Expo, please visit: www.globalgamingexpo.com.