

## The Steakhouse Restaurants at Spa Resort Casino & Agua Caliente Casino Honored by Wine Spectator Magazine

The Steakhouse restaurants at Agua Caliente Casino • Resort • Spa in Rancho Mirage and Spa Resort Casino in downtown Palm Springs have each been honored with this year's "Wine Spectator Award for Excellence."

It is the sixth consecutive "Wine Spectator Award for Excellence" received by The Steakhouse at Spa Resort Casino, which offers 295 varieties and an inventory of over 2,700 bottles of wine. The Steakhouse at Agua Caliente Casino garnered its fourth award this year, offering guests 345 varieties and an inventory of 4,460.

The annual Wine Spectator awards recognize outstanding wine programs that offer what the magazine calls a "well-chosen selection of quality [wine] producers, along with a thematic match to the menu in both price and style."

"We've worked very hard to create a wine list with depth and variety, as well as quality producers," said Fred Pearson, Director of Food and Beverage at Spa Resort Casino.

Sandy Josephson, Director of Food and Beverage at Agua Caliente, agreed saying, "The right wine with a gourmet meal can make a great dinner spectacular; our menu at The Steakhouse is fantastic, and so our wine list must be equally so." Both restaurants' strengths were in California varietals.

## The Meadows at Mystic Lake Named Best Casino Golf Course in Minnesota

The Meadows at Mystic Lake has been selected as the Best Casino Golf Course in Minnesota by the readers of *Midwest Gaming & Travel* magazine. The results appeared in the July 2010 issue. Readers of the magazine voted last April for their favorite Midwest Native American casinos and amenities in a number of categories based on personal experience within the past twelve months. The Meadows at Mystic Lake is adjacent to Mystic Lake Casino Hotel. Both of these enterprises are owned and operated by the Shakopee Mdewakanton Sioux Community, a federally recognized Indian tribe in Minnesota.

*Midwest Gaming & Travel* Editor John Robert Busam said, "Our magazine is based on a premise that people go around the Midwest trying out all the casinos. We thought it might be advantageous for our readers to hear what the other readers thought." The 15-year old magazine received several thousand responses to the questionnaire published in their April issue. This is the ninth year the magazine has done the surveys.

"We are thrilled that casino patrons have judged our course as the best in Minnesota," said Director of Golf Greg McKush. "We are very proud of our championship golf course and the amenities and challenge it offers to golfers. We have created a golfing experience that continues to be enjoyed by golfers of all skill levels."

"We have put a lot of work into The Meadows to create a golf course that is challenging, beautiful, and fun to play," said SMSC Chairman Stanley R. Crooks. "We continue working to improve the course. This year we are redesigning hole #3 and expect it to be ready for play in July."

## Ho-Chunk Gaming – Wisconsin Earns Top Marks in Reader's Poll

Ho-Chunk Gaming – Wisconsin earned eleven 1st-place awards in a recent Readers' Choice Awards published in the July issue of *Midwest Gaming & Travel* magazine. Ho-Chunk Gaming – Wisconsin appeared in the top three awards for 28 categories.

Ho-Chunk Gaming - Wisconsin Dells took first place for Best Video Poker, Best Players Club, Favorites Buffet Restaurant, Favorite Casino Hotel, Most Comfortable Hotel Rooms, Best Hotel Ambience/Décor and Best Hotel Amenities.

"Ho-Chunk Gaming – Wisconsin Dells considers receiving these awards a great compliment," Jones Funmaker, Ho-Chunk Gaming – Wisconsin Dells Executive Manager expressed. "We are honored as we do our best to provide our guests with exceptional service that support our traditional value of hospitality."

Ho-Chunk Gaming – Nekoosa received two awards for Friendliest Dealers and Best Slot Attendants. "Our ambassador's focus on a family atmosphere where everyone knows your name," said Ho-Chunk Gaming – Nekoosa spokesperson Myra Westphal. "Guests are welcome by name making them feel right at home with personal service and attention."

Ho-Chunk Gaming - Black River Falls ranked in the top three for Most Knowledgeable/Helpful Staff, Friendliest Dealers, Favorite Buffet Restaurant, Best Hotel Amenities and Best Nearby Recreational Activities. The Ho-Chunk Nation's House of Wellness Center located near the Wisconsin Dells casino also received a first place recognition for Best Spa/Health Club.

## AGEM Renews Title Sponsorship of Annual AGE/AGA Golf Classic Presented by JCM Global

The recently completed 12th annual AGEM/AGA Golf Classic presented by JCM Global raised \$100,000 to benefit the National Center for Responsible Gaming (NCRG). Now the Association of Gaming Equipment Manufacturers (AGEM) has renewed its title sponsorship of the event. The two-year sponsorship renewal was approved at yesterday's meeting of the AGEM Board of Directors. For the title sponsorship, AGEM will donate \$50,000 each year for the next two years.

AGEM Executive Director Marcus Prater said, "This event is the best of its kind in our industry, and AGEM has

enthusiastically approved the renewal of our title sponsorship. As an industry, we are mindful of the importance of responsible gaming, and we are very happy to support the NCRG and the research it conducts.”

“AGEM and its membership have been absolutely critical to the tournament’s success,” said JCM VP of Marketing Tom Nieman, who oversees the annual event. “In terms of direct sponsorship and in terms of rallying their membership base to participate, AGEM has proven itself to be a very valued friend to the NCRG and the important work the organization does. We are thrilled and grateful to them for renewing their title sponsorship and helping us tee off on the drive for \$1 million.”

### **New Bally TV™ In-Room Video Technology Debuts at Miccosukee Resort & Gaming in Florida**

Bally Technologies, Inc. recently announced that it has gone live with the first installation of its new Bally TV in-room television service at the Miccosukee Resort & Gaming in suburban Miami.

From the comfort of each resort guest’s hotel room via the in-room TV, Bally TV enables casinos to deliver customized marketing messages, cross-promote casino and resort amenities and events, and provide access and interface to player’s club account information and features. The innovation also enables operators to offer guests a number of customer-service options not currently available on in-room TV programming.

Bally TV is a collaborative innovation from Bally Technologies and InfoValue®, a company regarded as a pioneer and expert in IPTV. The two companies worked together to create a customized solution that integrates with hotel/resort systems and Bally Systems solutions, including Bally’s CoolSign® award-winning media-management technology. CoolSign gives operators the ability to send targeted marketing messages customized with the individual guest’s name directly to the Bally TV displays via Bally TV’s IPTV Ethernet connection, giving operators another way to communicate directly to guests as part of the in-room entertainment experience.

“We are the first gaming systems technology provider to integrate with our systems solutions the most advanced in-room, Internet Protocol (IP)-based HD-television experience available today,” said Tom Reilly, Bally Technologies’ Vice President of System Sales – Eastern North America. “Bally TV significantly elevates customer service and gives casinos another way to communicate with players, cross-promote other casino and resort amenities, and provide easy access to player’s club information. This is an exciting roll-out for Bally, and we’re honored to be doing it with our good partners at Miccosukee.”

“Our new rooms are world class and we needed a

high-definition media and guest communication system to match,” said Glenn Cortes, IT Director at Miccosukee Resort and Gaming. “Bally Technologies provided CoolSign digital signage in our public areas, and Bally TV in-room to deliver the high-definition programming and video on demand our guests expect, but more importantly, giving our marketing and operations team the ability to up-sell throughout the property, including the HD guest portal and targeted guest messaging on the in-room TVs.”

### **Statement from Chairman Mitchell Cypress of the Seminole Tribe Regarding Approval of Gaming Compact**

“The members of the Seminole Tribe want to thank U.S. Secretary of the Interior Ken Salazar for approving our gaming compact with the State of Florida. Sometimes it takes a long journey to reach your goal, and it means more when you finally get there. The Seminoles want to acknowledge all the people who helped along the way. And we especially want to thank Gov. Charlie Crist, who never wavered in his commitment to this cause. His hard work means greater financial stability for the people of Florida and for the members of the Seminole Tribe.”

### **EasiTrax Soft Count Installed at Fire Rock Navajo Casino**

Fire Rock Navajo Casino is operating with MEI CashFlow SC bill validators, which are equipped with Easitrax Soft Count across its entire slot floor. Easitrax is an integrated software/hardware solution that places information collected in the CashFlow SC bill validator into a database that can be networked to multiple locations and be accessed to analyze slot floor performance.

“We are thrilled to have Easitrax Soft Count on our floor,” said Paul Hamm, Casino Slot Manager. “We have been able to drop our whole floor in less than five hours instead of the multiple drops it took before we fully implemented the system, freeing up the majority of our drop team members and technicians time.”

The technology that is behind the proven performance of CashFlow SC is now applied to Easitrax Soft Count. Operators can now manage their assets from the slot machine to the soft count room, giving them a level of control that was not accessible prior to Easitrax.

“MEI is committed to creating products that provide value to the operators. This was demonstrated through the development of Easitrax Soft Count and will continue with future product enhancements,” said Eric Fisher, MEI VP Americas. “We appreciate Fire Rock Navajo Casino’s dedication to MEI products and thank them for their support.” ♣