## Contents

## FEBRUARY 2013 - VOLUME 23, NO. 2

## INSIDE THIS ISSUE

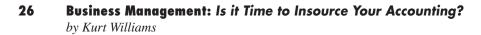


14 Speak Out: The Impact of Indian Gaming on the State of California by Daniel J. Tucker

16 NIGA Report: Indian Country and President Obama's Second Term by Ernest L. Stevens, Jr.

18 Internet Gaming Q&A: Spotlight on John Tahsuda, Principal, Navigators Global, LLC

**122** Improving Your Player Rewards: Segmentation Strategies to Drive Engagement by Paul Gordon





30 Staying Ahead of the Curve: Security Manufacturers Highlight Newest Innovations
Avigilon, Axis Communications, Bosch Security Systems, CHEETEYE,

Dallmeier Electronic USA, Genetec, Honeywell, IQinVision, iView Systems, Pelco by Schneider Electric

38 Surveillance System Upgrade: From Obsolete System to Bid Award by Alan Bailey

40 NCAIED Report: New Leadership, Inspiring Visions and Wide-Ranging Opportunities Align for 27th Annual National Reservation Economic Summit (RES)

42 NCAI President Jefferson Keel Attends 57th Inaugural
Address: Tribal Nations Represented Throughout Presidential
Inauguration Events

43 Sousa on the Rez: Marching to the Beat of a Different Drum





**DFPARTMENTS** 

44 New Games

10 From the Publisher 50 Calendar 60 In the News

12 Cover Artist 52 People 70 Community Outreach

56 From the White House 74 Index of Advertisers