

### Steven Whitaker Named Director of Casino Operations at Jackpot Junction Casino Hotel

Steven Whitaker has been named Director of Casino Operations at Jackpot Junction Casino Hotel in Morton, Minnesota. Whitaker is responsible for all gaming activities at the facility, including 1,250 slots, 20 tables, poker room and a 375-seat bingo facility.

"I have enjoyed working with Steve with past success and was excited to bring him on board once again," said Brian Pendleton, General Manager of Jackpot Junction Casino Hotel. "Steve has vast knowledge of the gaming industry, having worked at several properties, and brings with him fresh ideas and a new perspective on gaming trends."

Whitaker is a career casino operations executive and has a 20-year background in gaming. Most recently he was with Potawatomi Bingo Casino in Milwaukee, Wisconsin as Director of Slot Operations. He has held similar positions with Santa Ana Star Casino in Albuquerque, NM and Primm Resorts in Primm, NV. He earned a Bachelor's degree in Hotel/Gaming Administration from the University of Nevada Las Vegas (UNLV). He is also a member of the Lower Sioux Indian Community.



Steven Whitaker

### Pro Poker Player and Media Personality Bernard Lee Named Official Spokesperson for Foxwoods Resort Casino



Bernard Lee

Foxwoods Resort Casino recently announced that professional poker player and media personality Bernard Lee has been named official spokesperson for the property's World Poker Tour-branded Poker Room. Foxwoods, a charter member of the WPT, is the first major casino to sponsor a poker professional.

A Wayland, Massachusetts resident, Lee has won more than \$1.35 million and three titles on the tournament circuit since becoming a professional poker player three years ago. The Harvard University and Babson College graduate worked as a senior marketing/new business development manager at a Fortune 500 company before finishing 13th – New England's top finisher – in the 2005 World Series of Poker (WSOP).

Since turning professional, Lee has become one of the busiest poker personalities in the world, hosting shows on television, radio, and the Internet and working as a columnist, commentator, and author. Recognized as "the voice of poker in New England" by Cardplayer.com, Lee is known nationally and worldwide as a poker media personality.

"We're thrilled to add Bernard Lee to the Foxwoods team," said Mashantucket Pequot Gaming Enterprises (MPGE) President Michael Speller. "Bernard is such a compelling figure on the poker landscape, and we're certain

that his expertise and talent will bring even more excitement and energy to the poker experience at Foxwoods."

Foxwoods Resort Casino is an important part of Lee's poker history. He was among the earliest players to visit the casino when it opened in 1992, and it was the first place he played in a poker tournament, participated in a poker main event, and won a tournament. Lee captured three tournament titles between 2006 and 2008, all at the Foxwoods World Poker Finals.

"If there is such a thing as home-court advantage in poker, for me it's at Foxwoods," Lee said. "I'm proud and humbled that Foxwoods would choose me to be their official spokesperson among the millions of poker players in the world."

### Jim Wise Joins Seneca Gaming Corporation as Senior Vice President of Marketing

Seneca Gaming Corporation recently announced that Jim Wise has joined the company as Senior Vice President of Marketing.

A gaming industry veteran of more than 20 years, Wise will lead the overall marketing strategy and initiatives, including marketing, advertising, promotion and player development, for each of Seneca Gaming Corporation's three Western New York's casino properties: Seneca Niagara Casino & Hotel, Seneca Allegany Casino & Hotel and Seneca Buffalo Creek Casino.

"Jim brings a dynamic perspective to our team," said Cathy Walker, Chief Operating Officer, Seneca Gaming Corporation. "His work with gaming companies across multiple jurisdictions will be an asset to our ongoing efforts to expand our geographic reach and to provide our patrons with the best possible experience during each visit to our properties."

Most recently, Wise was the Vice President of Marketing at Mohegan Sun at Pocono Downs, the first casino to open in Pennsylvania, where he served as the chief marketing and communications officer at the property. He previously held management and executive positions at Argosy Gaming Company, Hollywood Casino Corporation, Greate Bay Casino Corporation, and the Sands Hotel & Casino. Wise started his career in the gaming industry in 1987 at Atlantic City's Tropicana Hotel & Casino.

"Seneca Gaming Corporation presented a unique opportunity to join a growing company with multiple properties and to build upon a strong foundation," Wise said. "I believe we are well positioned from both a business and geographic standpoint to grow and expand our market share and introduce new customers to world-class offerings available at our casino properties."

### Mike Tansley Appointed VP of Hotel Operations for Valley View Casino Hotel

Valley View Casino recently announced the appointment of Mike Tansley as Vice President of Hotel Operations for its boutique hotel scheduled to open in December 2010. Mike will add hotel operations to his current responsibilities overseeing the table games, player development, bus transportation and PBX departments.

Mike has over 25 years of experience in the casino industry. He started in 1985 as a dealer and supervisor at



Mike Tansley

Bally's Park Place and Caesars Palace in Atlantic City where he worked for nearly eight years. Mike left Atlantic City in 1993 to work for the Players Riverboat Casino in Illinois as a pit manager. He was transferred shortly after to the Players Riverboat Casino in Lake Charles, Louisiana where he was promoted to director of table games. Mike then took a position as assistant general manager of a cruise ship out of Padre Island, Texas before

moving to Las Vegas in 2000, where he worked as the table games manager at New York, New York. He worked in Las Vegas for five years before joining the Valley View Casino team as director of table games in 2005.

"We congratulate Mike on his appointment. He has been an integral part of our team since joining us five years ago," said Bruce Howard, General Manager of Valley View Casino. "Mike embodies our Valley View Casino standards of offering excellent guest service, friendliness and fun, and we know that he will carry those attributes over into our new hotel to create the finest casino, hotel and dining experience in Southern California."

In his new role, Mike will oversee all planning and operations for the luxury hotel, which will begin accepting reservations August 1st. The Valley View Casino Hotel will be a seven-story building featuring 108 luxuriously appointed suites, a scenic pool overlooking the picturesque Palomar mountain range and a 5,000 sq. ft. event center.

### Harrah's Cherokee Casino & Hotel Honors Top-10 Outstanding Employees

Harrah's Cherokee Casino & Hotel in Cherokee, North Carolina, recently honored its top performers at a special banquet, presenting the 2009 Yonah of the Year Award and 2010 Property Chairman's Award to 10 area employees from Cherokee, Sylva, Cullowhee, Bryson City, Waynesville and Lake Junaluska.

The Chairman's Award and Yonah of the Year Award are each presented in five categories: community service, leadership, superior guest service, innovation, and superior internal service. The Yonah of the Year Award is unique to Harrah's Cherokee. Created in 2009, the award carries the Cherokee word for "bear," an animal of great strength, hard work and courage – fitting characteristics for top performing employees. The Chairman's Award is given by Harrah's at the property, division and corporate levels.

Five employees were chosen from 23 quarterly award winners to receive Yonah of the Year honors. Each was given \$1,000 and a crystal award. The 2009 Yonah of the Year recipients are: Vickie McMahan of Sylva for Community Service, Tammy Smathers of Waynesville for Superior Guest Service, Rick Wilhelm of Waynesville for Innovation, Ryan Hargis of Sylva for Superior Internal Service and for John Forrest of Sylva for Leadership.

The Chairman's Award, the highest honor presented by the Harrah's Entertainment, Inc., was given to the following employees: Doris Johnson of Cherokee for Community



L-R: Vickie McMahan, John Forrest, Tammy Smathers, Ryan Hargis; and Rick Wilhelm (not pictured).

Service, Shelly Deitz of Sylva for Superior Guest Service, Andrew Snyder of Bryson City for Innovation, Greg Galloway of Cullowhee for Superior Internal Service, and Will Cuprak of Lake Junaluska for Leadership. Each Chairman's Award winner, selected from among 37 nominees, received \$1,000 and a commemorative gift. In addition, each winner has been nominated for recognition at the Harrah's divisional level.



L-R: Shelly Deitz, Will Cuprak, Greg Galloway, Andrew Snyder; and Doris Johnson (not pictured).

"These employees are truly the best of the best at Harrah's Cherokee," said General Manager Darold Londo. "They are outstanding employees; role models at work and in their communities; employees who our guests and their co-workers recognize for their hard work, dedication and contributions to our company. We are extremely proud of these employees and the contributions they make each and every day."

### FireKeepers Casino Announces Iron Sous Chef Winner

FireKeepers Casino in Battle Creek, Mich., owned by the Nottawaseppi Huron Band of the Potawatomi, is proud to announce Ken Bailey as the winner of the Iron Sous Chef competition, which recently concluded after a three-week competition.



L-R: Runner up, Jon Williams; Winner, Ken Bailey; FireKeepers Casino Executive Chef Michael McFarlen.

The competition included four rounds, where two chefs went head to head racing against a two-hour deadline and cooking with an assigned secret ingredient. The secret ingredient for the final round was ginger.

Judges of the first three rounds consisted of executive team members of FireKeepers Casino. The winners of each round then went on to compete in the next round. The final round



L-R: Lori Holcomb of the Battle Creek Enquirer; Michael Patrick Shiels of the Michigan Talk Network; Diane Vunovich of the Rocker Morning Show on WRKR 107.7; Eric Gemmel of WWMT News Channel 3; Nottawaseppi Huron Band of the Potawatomi's Tribal Council Secretary, RoAnn Beebe-Mohr.

featured judges from local media outlets including: Michael Patrick Shiels of the Michigan Talk Network, Lori Holcomb of the Battle Creek Enquirer, Eric Gemmel of WWMT News Channel 3, Diane Vunovich of the Rocker Morning Show on WRKR 107.7, and the Nottawaseppi Huron Band of the Potawatomi's Tribal Council Secretary, RoAnn Beebe-Mohr.

"This competition was a huge success for FireKeepers Casino and our team members," commented Executive Chef, Michael McFarlen. "A lot of great new recipes came from this competition, which helps keep our menus fresh and allows us to continue bringing the newest and most innovative dishes to Battle Creek."

Chef Ken Bailey, winner of the competition, will have a dish featured in Nibi, FireKeepers' fine dining restaurant. Chef Bailey is from Lawton, Mich., just south of Paw Paw. He is a chef in the production kitchen at FireKeepers Casino, with over 15 years of experience.

### Diane Long Chosen as Advertising Manager at Wildhorse



Diane Long

Wildhorse Resort & Casino has hired Diane Long to fill the role of Advertising Manager. Long, a Pendleton native, brings over 20 years of advertising & marketing experience to the property.

Long has held many positions in the advertising/marketing field including working for Omni Teleproductions in Boston and TCI Cablevision in both Pendleton and Tucson, Ariz. After leaving TCI, Long held the position of

Marketing Manager with Cox Communications in Tucson before being named the Director of Marketing & New Product Development. Long moved back to the Pacific Northwest in 2003 and was named the Marketing Manager for Charter Communications in Tri-Cities, Wash., before being promoted to the Director of Marketing for Charter Communications in Vancouver, Wash..

Doug Ferrari, Marketing Director at Wildhorse said, "Diane is going to be a great fit for our resort. The experience she brings with her will be a true asset and we are very excited to have someone with her background joining our marketing team."

Long is looking forward to the challenges that lie ahead for her at Wildhorse. "Wildhorse does a lot of advertising not only here locally but throughout the Pacific Northwest and I am

really looking forward to helping the resort stay top of mind with the public as well as expanding their footprint and customer base."

### The Rainmaker Group Appoints Ash O. Bell VP of Multifamily Sales

The Rainmaker Group recently announced the appointment of Ash O. Bell as Vice President of Multifamily Sales. Bell will be responsible for expanding the client base of Rainmaker's LRO multifamily revenue optimization system. He will also ensure Rainmaker's growing client base receives optimum revenue benefits from their LRO implementations.



Ash O. Bell

Bell previously held executive sales positions with MRI and RealPage. He was ranked the top sales producer at MRI where he focused on delivering solutions to the NMHC top 50 operators. At RealPage, Bell oversaw its Student Living division sales and assisted the company in RealPage's successful international expansion. Bell will assume his position in February and be based in The Rainmaker Group's Raleigh, North Carolina office.

"Ash's extensive sales leadership and multifamily industry experience will provide Rainmaker's clients and prospects with the most professional service for the company's revenue optimization products and services," said Tammy Farley, principal of The Rainmaker Group.

### infinias, LLC Names Bob Mosler as National Sales Manager



Bob Mosler

infinias, LLC recently named Bob Mosler as National Sales Manager responsible for all sales activities. Mosler has extensive industry experience working in various senior sales management roles.

Prior to joining infinias, Mosler held senior sales management positions in Brivo Systems, Northern Computer, Diebold and ADT. He has been an active member of ASIS International for over 25 years. Mosler

brings over 30 years experience in the electronic security industry to his new position, including positions in both the dealer and manufacturer market segments. Mosler worked at Brivo Systems for seven years where he was instrumental in building and leading the sales organization and distribution channels, from the company's market entry to the position of leading provider of IP Access Control.

"Bob's extensive sales background in the industry uniquely positions him to lead our the growth and development sales team," said Wayne Jared, President and CEO of infinias, LLC. "Bob will drive our national sales effort and be based in Florida."

"I welcome the opportunity to head the sales effort for a leading edge access control manufacturer," said Mosler. "I look forward to joining the infinias team." ♣