

## Gun Lake Casino to Hire Over 100 New Team Members

Gun Lake Casino recently announced that they will hire over 100 new team members. The additional jobs come from a 73,000 sq. ft. expansion, nearly doubling the casino in size. The expansion includes a 300-seat buffet, more gaming space, and a new Stage 131 bar.

Jobs include a variety of positions, from cooks and servers, to security officers and table games dealers. Many positions are entry-level positions with on-the-job training offered, while other positions require experience.

“We’re excited to offer new amenities for our guests and are equally as excited to offer so many new jobs for our community,” commented Brent Arena, Vice President & General Manager for Gun Lake Casino. “We pride ourselves on being an employer of choice in West Michigan, offering our full-time team members a highly competitive benefits package, including health insurance, paid vacation, personal days, free shift meals, and more.”

## Tribal Leaders Charity Slot Tournament Supports Spirit of Sovereignty



Jonathan Ammesmaki

Jonathan Ammesmaki is a Fond du Lac Tribal and Community College student in Minnesota. The 27-year-old military veteran has two children and three foster children and wants to be a pharmacist. He has received help for college expenses from Spirit of Sovereignty, a National Indian Gaming Association-advised fund at the Indian Land Tenure Foundation that provides scholarships to students at 37 tribal colleges. Funds may be used for any education-related expenses, including but not limited to tuition, housing, childcare and travel. Spirit of Sovereignty also supports the Native Children’s Holiday Program, an annual campaign that provides toys, clothing and food for American Indian children. These programs are funded by donations from NIGA member tribes and associate members and individual contributors.

To help raise money for Spirit of Sovereignty, NIGA Chairman Ernie Stevens, Jr., is hosting the Tribal Leaders Charity Slot Tournament during the 2017 Indian Gaming Tradeshow and Convention in San Diego. The slot tournament is on Thursday, April 13 at 1 p.m. and is being co-hosted by Everi, a NIGA associate member, in booth #1344.

There are many compelling success stories among scholarship recipients. Kaylie Trottier is the mother of two young children, an enrolled member of the Turtle Mountain Band of Chippewa, and is working on a business degree. She is pursuing a higher education now to show her

girls how important education is. Joedes Emerson (Northern Cheyenne & Navajo) is studying science and math at Chief Dull Knife College in Montana and dreams of a career in engineering or aerospace. Samantha Milk (Oglala Lakota) graduated Magna Cum Laude from Haskell Indian Nations University in Kansas where she is now working on a second degree in environmental science. As a single mother and full-time student, her finances can be tight and she appreciates the scholarship’s flexibility to pay for childcare and rent.

All slot tournament winnings will be donated to Spirit of Sovereignty. The first-place winner will have the opportunity to direct \$10,000 to support scholarships at tribal colleges or programs serving Native youth on the reservation of their choice. The second-place finisher will donate \$5,000 with \$3,000 for third.

This event is a way to help students like Jerry Racine (Blackfeet) who is working on a bachelor’s degree in education at Blackfeet Community College. “At this point, the most difficult thing is funding,” said Jerry, who is using the money to cover rent, gas and other expenses. “Education is important, but it comes with a cost.”

## Treasure Island Resort & Casino Secures Naming Rights to Wabasha Center

Treasure Island Resort & Casino announced that they have entered into a multiyear agreement with Go Wild LLC, a joint venture between Hempel Companies and the Saint Paul Port Authority, for naming and sponsorship rights of Wabasha Center, formerly Macy’s in downtown Saint Paul. The building will now be called Treasure Island Center.

“The Treasure Island Center is an exciting opportunity to be actively engaged in the revitalization of downtown Saint Paul. Saint Paul has always been an important market for Treasure Island Resort & Casino, and it is even more significant to us as a Dakota Tribe because it is within our historic territory. We have been involved with similar projects and know the impact it will have on transforming the heart of Saint Paul, bringing more people, tourists, businesses and other development to the area. This venue will also serve as the home of the Minnesota Wild practice facility. We have been a partner to the Minnesota Wild for nearly two decades and this is another example of our commitment to their organization and success,” said Shelley Buck, Prairie Island Indian Community Tribal Council President.

“Treasure Island has been an important and valued partner of the Minnesota Wild from the beginning,” said Minnesota Wild Vice President of New Business Development and Assistant to the Chairman Jamie Spencer. “They share our commitment to the vitality of Saint Paul and have gone to great lengths to improve the downtown experience for our fans and neighbors alike.”

“Having Treasure Island put its name on this incredible

hub is a testament to the investment happening in downtown Saint Paul," said Saint Paul Mayor Chris Coleman. "I look forward to seeing more vibrancy and energy in this area as Treasure Island Center becomes a destination for residents and visitors alike."

"Thanks to Treasure Island's support of this project, we are seeing increased momentum overall. I am confident that additional sponsorship agreements will fall into place in the months to come," said Lee Krueger, President of the Saint Paul Port Authority. "It is encouraging to see the business community stand behind the work we are doing to make Treasure Island Center a reality."

The partnership was brokered by The Brand Enhancement Group, a Saint Paul-based sports marketing and public relations firm.

### Casino Del Sol Named One of Arizona's Best Hotels by U.S. News & World Report

For the second consecutive year, U.S. News & World Report, included Casino Del Sol on their prestigious Best Hotels in Arizona list. The award-winning casino resort was also named one of the Best Hotels in Tucson during the publication's annual evaluation of hotels with the best reputation among guests and experts alike.

"We are incredibly proud to be recognized as one of the state's and city's best hotels for the second year in a row," said Kimberly Van Amburg, CEO of Casino Del Sol. "As the Sol of Tucson, we strive to provide an outstanding experience to all who walk through our doors, and this award truly speaks to that. This achievement wouldn't have been possible without the continued dedication of our remarkable staff."

The 2017 Best Hotels rankings evaluate more than 3,000 luxury properties across the U.S., Canada, Mexico and the Caribbean. The methodology combines both expert and guest sentiment, in addition to industry accolades a hotel receives, to determine each hotel's rank.

"The properties on the U.S. News Best Hotels rankings meet the standards of both everyday travelers and industry experts in offering exceptional customer service and luxury amenities," said Erin Shields, travel editor at U.S. News.

### Harrah's Cherokee Casino Resort Announces Management Agreement With Ultrastar

The newest and most technologically advanced bowling center in the State of North Carolina, the UltraStar Multi-tainment Center, will deliver the ultimate bowling experience to residents and visitors alike.

"We're excited to keep growing and to bring Ultrastar into the fold," said Brooks Robinson, Regional Senior Vice President and General Manager. "Ultrastar has proven to be a great partner already during this early planning phase. They

are going to help us extend the Harrah's Cherokee experience to an even wider range of guests in this terrific family-friendly venue, which will help make Harrah's Cherokee a destination for tourists as well as members of our own communities."

"We are honored to bring the UltraStar Multi-tainment Center experience to the Harrah's Cherokee Casino Resort and to North Carolina," said Adam Saks, President of Dynamic Entertainment Group, LLC. "Our vision has and always will be to make the UltraStar Multi-tainment Center brand the gold standard of entertainment experiences. Our new complex at Harrah's Cherokee will bring residents and visitors exactly the kind of convenient entertainment options they're looking for in a completely state-of-the-art facility."

### Pechanga Unveils Distinctive New Brand, New Casino/Resort Logo



The Pechanga Development Corporation, which oversees Pechanga Resort & Casino, recently revealed a new brand identity that precedes the \$285 million resort expansion slated to complete at the end of 2017. The new, modernized logo and brand design marks a major

transformation for Pechanga Resort & Casino, the largest resort and casino in California, elevating them to better compete in the global digital landscape and with brick-and-mortar properties in Las Vegas.

"Changing our brand is not something we've ventured into for more than 15 years," said April Bouchard, Director of Advertising and Brand at Pechanga Resort & Casino. "It was scary for a lot of people, but look at all that's happened in the world in 15 years. The Internet and social media can drive business. Our new brand lets us take the spirit we know to be Pechanga into the reaches of the future. We're so excited for it."

"This new logo is modern, elegant, and captures the essence of Pechanga Resort & Casino: laid back luxury," said Edith Atwood, President of the Pechanga Development Corporation. "This exciting change comes just ahead of the ultimate change at Pechanga – the addition of 568 new rooms, a luxury spa, a spectacular pool complex, and more. This new look and feel is all about positioning Pechanga Resort & Casino for the future."

Pechanga partnered with Troika, a Hollywood-based strategic branding and marketing innovations agency, to re-imagine the brand as a future-facing business in a rapidly changing landscape. The singular "P" allows the resort/casino to be easily recognized when guests are using its mobile app, in social media, as well as ease of use on multitudes of printed collateral.

“We’re honored to be working with a brand that is representative of people with a rich, deep history,” said Dan Pappalardo, Troika Founder and CEO. “We built on that heritage and embraced Pechanga’s forward-looking vision to create a modern brand. The goal was to design a unique brand experience that celebrates the unexpected ways Pechanga goes above and beyond and establishes the brand as an entertainment destination.”

## Aruze Gaming America Now Licensed in Wisconsin to Operate as a Gaming Related Contractor

Aruze Gaming America, Inc. recently announced that the State of Wisconsin Division of Gaming, Office of Indian Gaming and Regulatory Compliance (OIGRC), granted Aruze a certificate to operate as a gaming related contractor. This allows Aruze to distribute gambling equipment to the state’s tribal casinos.

Melissa Sweitzer, Senior Vice President of Sales, said, “As part of our continued efforts to expand Aruze’s market share, we are very happy to announce the receipt of our license in the State of Wisconsin. This milestone strengthens our strategy to provide innovative and cutting edge products to new customers as well as offering fun and exciting experiences to players.”

Aruze has a variety of game content for video and stepper slot games. Its electronic table games have also gained significant popularity among casino operators and players in recent years. With such a strong product offering, Aruze is excited to add more gaming options for the Wisconsin market.

## Electric Car Charging Stations Now Available at Paragon Casino

Paragon Casino Resort recently announced they have placed two Leviton Level 2 Electric Vehicle Charging Stations on the property. Guests that drive electrical vehicles will be excited to see the property’s brand new charging stations located on the second floor of the parking garage.

The new charging stations deliver nearly 5kw of power and offer a more compact, easy to use solution to electric vehicle charging. They will charge a maximum of 20 electric vehicle miles per hour. These charging stations will help the resort’s guest achieve savings in energy, time and cost, all while enhancing safety.

“EV charging stations are becoming much more the norm across the country,” said General Manager, Michael Hamilton. “EV car sales are also growing every year as manufactures of these vehicles find new ways to make them more affordable and the battery technology improves and becomes more cost effective as well. Having charging



stations available here at Paragon will provide our customers with the ability to bring their EV cars here and charge up the batteries so they can make the trip home or onto their next destination.”

## Spirit Lake Casino & Resort to Boost Efficiency and Guest Service with Agilysys Visual One® PMS

Agilysys, Inc. recently announced that Spirit Lake Casino & Resort in Saint Michael, N.D., has selected its Visual One® Hosted PMS solution to boost efficiency and enhance guest service across the 124-room property. The agreement expands Agilysys’ leadership position in the tribal gaming market.

Spirit Lake offers a mix of lodging options – including guest rooms, suites, cabins and an RV park – as well as a casino, three food and beverage outlets, three retail shops, meeting facilities and a 1,000-seat showroom that hosts year-round live entertainment. The resort’s executive team wanted technology that would optimize the entire guest life-cycle and reviewed a number of property management systems before selecting Visual One PMS as a hosted solution.

“We needed technology that could manage a diverse mix of accommodations and amenities, and the Visual One PMS was a perfect fit,” said Peter Owlboy, Jr., MIS Director at Spirit Lake Casino & Resort. “After the first demo, we realized Visual One would be a giant step forward for us; and, as a hosted option, it would allow us to reduce our upfront costs and receive updates more efficiently. We particularly like the ease of integration with our other casino systems, the friendly user interface and the online reservation system. We look forward to using the solution to improve the guest experience and provide a more streamlined process from reservations to check-out.”

Visual One PMS is a comprehensive and fully integrated property management system that offers a wide range of best-in-class features and functionality, including front office operations, guest history, housekeeping, reservations management and more. Its user-friendly screens are laid out in a logical format, with quick-feature icons and drill-down capabilities.



## Saint Regis Mohawk Tribe Submits 40-Acre Land In Trust Application

In step with the Saint Regis Mohawk Tribe's strategic planning, community development is at the forefront of the Tribal Council's actions. On March 1, 2017, the Tribal Council submitted its third land to trust application to the Bureau of Indian Affairs. The 140-acre parcel of reservation land is within a land claim area known as the Hogansburg Triangle.

The SRMT is seeking sovereign jurisdiction and authority over a unique parcel of land that is designed to host infrastructure initiatives that bring connectivity, sustainable energy sources and construction resources together, serving the territory and bridging the digital divide in broadband capabilities throughout the North Country. Building a future for the community includes impacting the local and regional economy through business relationships, planning and infrastructure and sustainable revenue capacity. Chief Eric Thompson explains the growth initiatives, "Our tribally owned broadband enterprise, Mohawk Networks, LLC, erected an FCC approved 400' tower that enables our wireless, high-speed Internet technology to expand services off territory through our subsidiary, North Country Broadband. The tribe's new Planning and Infrastructure building is under construction and the \$2.6M investment will be completed in April 2017."

Chief Ron LaFrance commented on a project underway by the Akwesasne Housing Authority to construct a solar farm on land that is included in the trust application, "The AHA's Go Solar initiative is exactly the type of clean energy project we need to be spear-heading, not only in our community, but in our region." Under the land in trust process, this property will become part of the reservation and under tribal control and will be exempt from state taxes and regulations.

Chief Beverly Cook said, "The benefits of a negotiated settlement are not insignificant to Franklin County. It is our hope that the Legislature moves forward with a vote to proceed to a long-awaited settlement. But, in the absence of an agreement, we have a duty to our people to expand our territory and return land to its rightful ownership. The projects we have underway are exciting for our region; they're creating jobs, impacting the economy through increased connectivity and redefining power sources that are kind to our environment."

## GameCo Receives Approval From GLI for its Video Game Gambling Machines

GameCo Inc. recently announced that it has received certification from the gaming industry's leading testing and compliance certification agency, Gaming Laboratories International (GLI) under GLI-11, the most widely accepted gaming standard worldwide.

Approval of GameCo's VGM under the GLI-11 standard is a significant component in the process that allows the company to deploy VGMs in most gaming jurisdictions that currently allow slot machines and electronic table games.

GameCo's proprietary VGM is an arcade-style cabinet featuring a single-player 30-90 second video game, adapted from top console, PC, and mobile developers. The VGM utilizes GLI-approved hardware components similar to traditional slot machines, with a patented math model that balances player skill and game design to manage the series of outcomes for all players.

"Obtaining GLI certification for the VGM is a huge milestone for GameCo, and for all skill-based gambling products," said Blaine Graboyes, CEO of GameCo. "The next wave of consumers that are looking for new and innovative products to capture their attention and engage them as new casino players are here now. It's exciting to be at the forefront of the evolution of casino gaming."

## ATNI Signs Resolution of Support for AIANTA's Facilitation of the NATIVE Act

The Affiliated Tribes of Northwest Indians has signed a resolution of support for the Native American Tourism and Improving Visitor Experience (NATIVE) Act and the American Indian Alaska Native Tourism Association (AIANTA) as its facilitator.

"AIANTA is honored to receive the support of ATNI for our facilitation of the NATIVE Act," said AIANTA Executive Director Camille Ferguson. "This impactful legislation will increase Native tourism and long-term economic viability throughout Indian Country, and AIANTA is eager to collaborate in its implementation unfold."

The NATIVE Act, enacted in 2016, supports the establishment of a more inclusive U.S. tourism strategy in order to expand economic opportunity to Native communities, create jobs, and elevate living standards in Indian Country. The bill also aims to empower Native Americans to tell their own stories, and define the scope of tourism activities on tribal lands, indigenous homelands, and in Native communities.

According to Ferguson, as the only national organization specifically dedicated to advancing Indian Country tourism all across the U.S., AIANTA is already accomplishing many of the goals set forth in the NATIVE Act.

The ATNI resolution supports implementation of the NATIVE Act with AIANTA as its facilitator to collaborate with tribes and federal agencies in carrying out the provisions of the NATIVE Act. According to the resolution, ATNI also supports federal funding of NATIVE Act mandates to create collaboration and coordination in all aspects of tourism between tribes and federal agencies, with AIANTA as the facilitator. ♣