

Hnedak Bobo Group Hired as Architect Firm for West Valley Resort

The Tohono O’odham Gaming Enterprise (TOGE) has selected Hnedak Bobo Group (HBG) as the lead architect firm for designing the Tohono O’odham Nation’s new West Valley Resort near Peoria and Glendale, Arizona. The \$500 million project will utilize more than 6,000 construction jobs and 3,000 permanent jobs when completed. The new resort will bring a tremendous economic boost to the region and no taxpayer dollars are being requested in its development.

HBG designed the initial renderings for the project, which was announced in January 2009. They are now responsible for working with TOGE to design and finalize all site plans. This announcement is being made to demonstrate the Tohono O’odham Nation’s commitment to the community and to be prepared to move this new development forward following final federal approval. Both the Bureau of Indian Affairs Western Regional Office and the Office of Indian Gaming of the Department of Interior in Washington, D.C., determined in May 2009 that acquisition of the West Valley Resort land by the federal government in trust for the Nation is mandatory.

Oklahoma’s Oldest Public Building Opens as Cherokee Nation’s First Wholly Owned and Operated Museum

Originally built in 1844, the Cherokee National Supreme Court Building is located on Capitol Square in Tahlequah, Okla., and once housed the judicial branch of the Cherokee Nation and Indian Territory/Oklahoma’s first newspaper, the *Cherokee Advocate*.

The museum will formally operate as Cherokee Nation’s first wholly owned and operated museum to showcase artifacts in three aspects of Cherokee history including the Cherokee National Judicial System, the *Cherokee Advocate* and *Cherokee Phoenix* newspapers, and the Cherokee language. Artifacts ranging from photos, stories and objects to furniture, periodicals and memorabilia will visually communicate the ability of the Cherokee people to survive, adapt, prosper and excel.

The Cherokee National Supreme Court Building is Oklahoma’s oldest public building and is listed on the National Register of Historic Places.

Concussion Recognized Among Rebrand 100 Global Award Winners

Concussion’s rebrand of Shooting Star Casino in Mahanomen, MN, was named one of the world’s most effective rebrands in the sixth annual Rebrand 100 Global Awards. Rebrand 100 is the highest recognition for excellence in brand repositioning, and the organization is the first and only global, juried program of its kind.

“This is one of the biggest honors any designer or firm can receive. Concussion has again proven our creative delivers blows to conventional thinking both visually and strategically,” said Andrew Yanez, Chief Creative Officer and Partner at Concussion. “I am extremely proud to see our work consistently being considered among the best in the world.”

Concussion took Shooting Star’s image, which targeted older, more mature gamblers and turned it into a brand that would make a splash in a complacent marketplace. The resulting brand was not only more attractive, but also quirky and unforgettable. Through Concussion’s brand strategy, the casino suddenly stood out in a land of competitors like a shooting star against the night sky. “Before and after” images can be seen at www.rebrand.com/2010-notable-shooting-star-casino.com.

While the campaign is in the early stages, evidence points toward a successful branding initiative of transforming Shooting Star from “just another” casino into a well-known, recognized, younger-skewing casino. Web traffic is up 15%, casino revenues are up 5% over last year and monthly visitation is up 13%.

Premier Gaming Solutions Selected by CNIGA to Develop a Unique Statewide Progressive Jackpot Game Specifically for California Tribal Casinos

In an innovative move designed to augment their continuing efforts to strengthen the tribal gaming industry, the California Nations Indian Gaming Association (CNIGA) will partner with Premier Gaming Solutions to design and develop a statewide Wide Area Progressive (WAP) jackpot game for its member casinos.

“CNIGA is dedicated to preserving and protecting the inherent sovereign right of tribes to have gaming on our own lands,” said Daniel J. Tucker, Chairman of CNIGA. “Revenues generated through the CNIGA wide area progressive will be used to fund the association’s ongoing efforts, which in turn will benefit all segments of the industry.”

California C-Notes is Premier’s title for the CNIGA game, which will be part of a WAP program developed by CNIGA to provide additional value to their member tribes. Fees generated by this program will be used to offset CNIGA membership dues and other expenses.

“The genesis of this project was a desire by CNIGA to find an additional source of revenue for member tribes,” said Mark Nizdil, Chairman and CEO of Premier. “As a game developer and manufacturer, we’ve stood side-by-side with our tribal partners in growing the gaming industry in the state.

“Premier is the only manufacturer that focuses exclusively on California, supplying unique and popular slot games specifically for the state’s tribal casino market,” Nizdil

continued. "When we began our discussions with CNIGA on the WAP, there was no doubt that we could develop a quality game that would not only support the industry as a revenue source, but also provide an exciting gaming experience that would be popular with their customers."

The target goal is for 250 machines statewide, which it is estimated will generate almost \$6 million in annual run-rate revenue.

With tribal-state gaming compacts in place with 68 tribes, and a total of 61 casinos operated by 60 tribes, there is a tremendous opportunity to generate more revenue with a unique WAP such as C-Notes. Slots continue to be the most popular casino game, with over 70,000 slots in the state.

"Tribal governments are proud of the employment growth and the hundreds of millions of dollars in taxes and economic development being generated from our government gaming activities," said Tucker. "We are pleased to be able to partner with Premier to help protect an industry that is so beneficial to the California economy."

Seneca Allegany Casino & Hotel Earns Second Consecutive Four Diamond Award from AAA

For the second consecutive year, Seneca Allegany Casino & Hotel has taken its place among the finest hotels in the United States, earning a Four Diamond Award® from AAA, one of the most respected names in travel.

The Four Diamond Award® recognizes hotels that are upscale in all areas, providing guests with accommodations that are progressively more refined and stylish, according to AAA. Seneca Allegany Casino & Hotel is one of only four establishments in Western New York to achieve Four Diamond status, along with its sister property Seneca Niagara Casino & Hotel in Niagara Falls.

"For the millions of visitors from throughout New York, Pennsylvania, Ohio, Ontario and other areas who stay with us every year, Seneca Allegany Casino & Hotel truly stands out," said Gus Tsivikis, General Manager. "Earning this prestigious honor reflects our team's total commitment to the highest service standards in every area of our operation." More than 2.7 million patrons visited Seneca Allegany Casino & Hotel in 2009.

Four Diamond-rated hotels are in select company. In fact, only 3.5 percent of AAA-rated facilities in the United States, Canada, Mexico and the Caribbean achieve the designation. In order to apply for evaluation by AAA, hotels must first meet 27 essential requirements based on guest expectations. The properties are then personally visited and evaluated by AAA personnel.

"Service is where guest expectations meet reality and that is what sets Seneca Allegany apart from other hotel properties," said Jason Spain, Vice President of Resort Operations, Seneca Allegany Casino & Hotel. "Our goal

is to provide service to each guest that is second to none, whether they are staying overnight, eating dinner in one of the restaurants, taking in a concert or enjoying the spa and salon."

Anaheim Ducks and Honda Center Formally Introduce the San Manuel Premium Level



Honda Center and Anaheim Ducks representatives (L-R Ducks Honda Center Chairman/Ducks CEO Michael Schulman, Ducks Executive VP/GM Bob Murray, Ducks COO/Honda Center CEO Tim Ryan, Ducks Center Ryan Getzlaf, Ducks Sr. VP Bob Wagner) congratulate San Manuel's Executive Director of Operations Steve Lengel on officially unveiling the San Manuel Premium Level at Honda Center.

Anaheim Arena Management, LLC, the management company for Honda Center, the Anaheim Ducks Hockey Club, LLC and San Manuel Indian Bingo & Casino recently celebrated as they officially unveiled the San Manuel Premium Level prior to the Ducks taking on the Los Angeles Kings. A ribbon cutting ceremony took place to reveal the new look of the San Manuel Premium Level to fans, executives and media in attendance.

"Over the past few years San Manuel Indian Bingo & Casino has been a tremendous partner to our facility," said Jim Pannetta, Honda Center Director of Premium Sales and Service. "We're thrilled to be strengthening that relationship and will continue our efforts to maintain the ultimate entertainment experience for our premium clients on the San Manuel Premium Level."

"The San Manuel Premium Level is a great extension to the San Manuel name as well as the relationship built with the Honda Center and Ducks," said Steve Lengel, Executive Director of Operations for San Manuel.

The San Manuel logo and casino signage can be seen throughout the level, additionally as part of the partnership all of the facility's seats have been outfitted with custom cup holders. Honda Center club seat and suite holders will also have exclusive offers to enjoy all of San Manuel Indian Bingo & Casino's amenities, including gaming, dining, and entertainment. ♣