

The Muckleshoot Tribe Purchases Salish Lodge in Snoqualmie, WA

The Muckleshoot Tribe is the new owner of the Salish Lodge & Spa in Snoqualmie. Salish officials recently announced that the historic luxury hotel was transferred to the tribe on Oct. 9. The sale price was not available, said Kirsten Bell, Salish spokeswoman.

The move is a coup for the tribe, once among the poorest in Western Washington, and complements a long string of tribal investments. The Muckleshoots run one of the most profitable casinos in the state; own the land under Emerald Downs racetrack and a major amphitheater; and recently became investors in the Four Seasons hotel and private residences development in downtown Seattle.

Acquisition of the Salish Lodge is just one more step to build the tribe's economy, according to tribal chairwoman Charlotte Williams. Built in 1919, the lodge sits at the edge of Snoqualmie Falls and is a destination for about 1.5 million people each year, most during the peak summer season. It houses 89 guest rooms, four suites and the spa.

Navajo President Joe Shirley, Jr. Urges Delegate Approval of \$100 Million Gaming Line of Credit

Navajo Nation President Joe Shirley, Jr., urged Navajo Nation Council delegates to support legislation to approve a \$100 million line of credit so casino gaming can begin on the Navajo Nation.

"With your approval of Legislation No. 0524-07," the president wrote, "the will of the people will be fulfilled, the nation can finally begin to realize the revenue-generating potential from gaming, services to more of our people will be able to increase and dire needs will be lessened. As our nation's leaders, this council will lay the historic foundation for our nation to achieve real economic development, financial self-sufficiency, and regain a measure of independence that was wrested from us 144 years ago."

Navajo Nation Gaming Enterprise CEO Robert Winter told the council that after negotiating more than \$1 billion worth of gaming financing, this is the best deal he has ever seen. President Shirley said the line of credit will put the Navajo Nation in an advantageous position to negotiate with developers.

"The Office of the Controller, the Department of Justice, and the Gaming Enterprise CEO have worked diligently to negotiate a \$100 million line of credit from JP Morgan Chase," President Shirley said. "The funds from the line of credit will be used for the development and construction of at least two gaming facilities. We have received the financial pro forma containing information that the general areas identified will generate significant gaming profits for the nation."

IGT Contributions to Indian Country Honored by NIGA

The National Indian Gaming Association (NIGA) board of directors presented IGT with a beaded, smoked elk-hide bag during the recent Mid-Year Conference at Mohegan Sun, in recognition of IGT's continued support of NIGA and its mission.

Knute Knudson, IGT's Vice President of Native American Development, accepted the award and, in turn, presented \$25,000 checks to the Boys & Girls Clubs in Indian Country and to the American Indian College Fund.

"IGT has been a vitally important partner in working with us to promote Indian gaming, economic development, and strong tribal government as Indian gaming develops into the dynamic, strong industry and entertainment venue that it is today," said NIGA Chairman Ernie L. Stevens, Jr. "With 670,000 jobs generated through Indian gaming, our industry has become a strong catalyst for growth and development in Indian country and the nation as a whole. We thank IGT for its assistance in our most important efforts."

"We want to thank IGT for its \$400,000 contribution to NIGA this year, to continue the fight to promote Indian gaming and protect Indian sovereignty," added NIGA Secretary Lynn Valbuena. "IGT has been a friend and supporter for several years, and we look forward to building upon that partnership in the coming years."

Richard B. Williams, President of the American Indian College Fund, noted, "I wish to thank IGT for answering the National Indian Gaming Association's challenge to provide scholarship support for American Indian students. Financial support for education creates opportunities for students, and that changes lives."

Long Anticipated Gaming Trends Report Released

G.A. Wright Marketing, Inc., a leading direct agency specializing in gaming, has just released Gaming Trends 2007. The report, compiled from numerous national sources related to gaming, is a comprehensive overview of the industry and offers insight on a wide range of topics, including the industry's growth in emerging markets, Indian gaming, racinos and advances in associated technologies.

"We're delighted to release this report regarding key issues and trends in the gaming industry," said Senior Vice President of Marketing Jack Breslin. "We feel Gaming Trends '07 will be a valuable resource for gaming operators throughout the country."

The 24-page report addresses a variety of topics, including expansion in the gaming industry, growth and misconceptions about Indian Gaming, advances in communal and wireless gaming technology, advancements in ticket-in/

ticket-out systems and a review of smoke-free laws throughout the country.

The report also summarizes direct marketing growth and the importance of multi-channel marketing programs. "We've had a significant increase in requests regarding interactive marketing programs such as search marketing and web analytics, so the report reviews those topics as well," Breslin added.

Sycuan Casino Celebrates Its 24th Anniversary



The Red Eagle Indian Dancers will be performing at Sycuan's 24th Anniversary celebration on November 17.

Sycuan Casino will celebrate its 24th anniversary on November 17, 2007, with traditional ceremonies, entertainment, gifts, refreshments and an exciting \$1,000,000 promotion.

In addition to a giant cake cutting ceremony, guests will be entertained by The Red Eagle Indian Dancers and bird singers. During the day, Sycuan's special 24th anniversary mugs will be presented to all seated players. The Spin a Million 24th Anniversary promotion is now in progress where every Monday night during the promotion, nine contestants spin the big wheel for cash prizes up to \$1,000,000.

Curtain Call Wins 2007 Emmy Award

Curtain Call with David Spatz, presented exclusively by Northern Quest Casino, has been honored with a 2007 Emmy Award by the Mid-Atlantic chapter of the National Academy of Television Arts and Sciences.

The award, in the interview/discussion series category, was announced during the 25th anniversary celebration of the NATAS-Mid Atlantic's annual Emmy Awards ceremony at the Philadelphia Marriott.

Curtain Call, which aired in 2006 on KGPX-TV34 and on Comcast Cable Channel 12, is an entertainment show focusing on casual conversations with popular entertainers. The 30-minute program was taped on location at

Northern Quest Casino and in casino showrooms in Atlantic City, N.J. The show, which is scheduled to return to the air in Spokane, is produced by Atlantic Coast Productions, LLC of Northfield, N.J.

"We're honored to have been the exclusive presenting sponsor of *Curtain Call* in the Inland Northwest," said Deborah Kepler, marketing director for Northern Quest Casino. "*Curtain Call* was the perfect vehicle to showcase the first-class entertainment program at Northern Quest Casino, and we look forward to the show returning to the air in our market."

Casino Executive Search Receives Certification as a Woman Business Entity

Casino Executive Search (CES), a leading retained search firm used by gaming-hospitality technology companies worldwide, recently announced that it has received certification as a Woman Business Entity in Pennsylvania and New Jersey.

"This certification is an asset to our clients who seek vendors with such a classification," noted Jean Abraham, Vice President of Marketing at CES.

Casino Executive Search and sister company Casino Careers Online combine their resources to deliver recruitment and human resources solutions in the gaming/hospitality industry.

Paltronics Announces GLI Approval of Random Rewards Slot Bonusing Solution

Paltronics Inc., a manufacturer of centralized casino gaming system solutions and display technology, recently announced GLI approval of Random Rewards™, Paltronics' unique patented slot machine bonusing solution for casino revenue and player retention.

Random Rewards is a dynamic bonusing system that is completely configurable assuring the operator complete control of winning events on the floor. It allows them to set exacting configurations of local, floor- and wide-area prizes using a combination of play-funded pools and promotional dollars to meet aggressive business and property goals. Operators will be able to decide if prizes will be awarded to carded or un-carded players and even if certain levels of club membership will receive higher awards than other levels.

Random Rewards operates on Paltronics already proven hardware and software platforms and can be deployed as a standalone model or to several banks at once, or across the entire enterprise using Paltronics well known One Link system. In addition to the "global" progressives, Random Rewards is capable of delivering individual machine cash awards that are paid directly to the player's machine. ♣