

Tucson's Best Casino Changes Up its Players Club to Give Guests a Winning Experience

Casino Del Sol Resort, Tucson's premier entertainment destination, is giving players a winning experience, right at their fingertips. Adding to the already impressive lineup of gaming, hospitality and entertainment amenities, Casino Del Sol Resort's Club Sol Players Club now allows guests to check points, enter promotions, play games for rewards and more on the new touch screen kiosks located throughout the casino.

"We were motivated to bring the best technology experience to our guests in order to better serve their needs and eliminate the need for them to stand in line to do simple things like check points," said Steve Neely, Chief Marketing Officer for Casino Del Sol Resort. "Our guests love the new kiosks. In only two and a half months guests have used the kiosks more than 270,000 times."

The Club Sol kiosks allow guests to check points, receive offers directly on their players club cards, play games for rewards, enter drawings, register for events, check tier status and participate in promotions. Twelve kiosks have been installed with another 12 scheduled to be added by the end of the year.

"I am very happy with the new kiosks at Casino Del Sol," said Francine Gisser, Tucson resident and long-time Club Sol Player's Club member. "I get real time updates including all of my contest entries and points. They are convenient, simple to use and very easy to read and understand. I wish they were my idea."

Casino Del Sol Resort Club Sol Players Club is Tucson's premier club with five levels of membership. Players earn rewards for meals at the resort's award-winning restaurants, spa treatments at Hiapsi Spa, gas at the Del Sol Marketplace, merchandise at the gift shops and much more.

PY Steakhouse Earns Wine Spectator 2015 Restaurant Award

PY Steakhouse at Casino Del Sol Resort has been honored again for its wine program in Wine Spectator's 2015 Restaurant Wine List Awards. The expertly curated wine list won a fourth Award of Excellence, which it has attained each year since opening in late 2011. The restaurant is recognized among other winners from all over the globe as a top destination for wine lovers.

PY Steakhouse is the four-star rated, fine-dining restaurant located within Tucson's AAA four-diamond Casino Del Sol Resort. The award winning wine list at PY Steakhouse consists of more than 1,000 hand-selected domestic and international bottles, with over 400 varietals represented. This carefully curated wine list of red, white, sparkling and

dessert wines was chosen by Kevin Brady, manager and sommelier for Casino Del Sol Resort, to pair perfectly with the restaurant's menu of the finest hand-cut premium meats and fresh seafood. The list includes wines that novices as well as connoisseurs will enjoy, and is updated regularly.

"The wine list at PY Steakhouse is second to none," said Casino Del Sol Resort's Vice President of Food and Beverage, David Alvarez. "The quality of our wine program continues to impress year after year, and that is evident by our collection of Wine Spectator awards, as well as the number of satisfied guests we serve. We aim to provide a truly unique dining experience for our guests, through our wine list."

Wine Spectator began its program to recognize the world's best wine lists in 1981. The program's Award of Excellence recognizes a wine list offering an interesting and diverse selection of wines that are well-presented and thematically match the restaurant's cuisine in price and style.

"Once again, Wine Spectator congratulates each and every Restaurant Award winner on a job well done," said Marvin R. Shanken of *Wine Spectator*. "With this year's list spanning all 50 U.S. states and over 75 additional countries and territories, we hope wine lovers will use this issue, alongside *WineSpectator.com's* Restaurant Awards database, as guides to finding the perfect restaurant for any occasion."

Casino Del Sol Resort's AVA Amphitheater Wins Venue of the Year Award

Casino Del Sol Resort's AVA Amphitheater won top prize for Casino Arena/Amphitheater of the Year by the Casino Entertainment Awards at the 2015 Global Gaming Expo (G2E) in Las Vegas.

"Hard work, dedication, and commitment to entertainment programming helped secure this award for AVA Amphitheater," said Kimberly Van Amburg CEO of Casino Del Sol. "Building a stellar experience is the reason we see hundreds of thousands of happy concert goers and guests each year. That will always remain our priority."

Established three years ago and sponsored by AEG Live, The Casino Entertainment Awards held at G2E are the only industry awards honoring outstanding artists, executives and venues in the casino entertainment industry. They were held this year at the Hard Rock Hotel & Casino in Las Vegas. During the first two years of this award, prestigious gaming venues such as Mohegan Sun in CT and Caesars Palace in Las Vegas have been honored with this recognition. Hundreds of nominations were received, with AVA Amphitheater scoring the top prize as Casino Arena/Amphitheater of the Year. The panel of judges, which includes industry professionals,

voted on programming, reviews, ticket sales, and customer service. AVA outscored the competition in all aspects of the voting criteria.

AVA at Casino Del Sol Resort has been entertaining Tucsonans for 14 years. From world-renowned acts like Alan Jackson, who played the very first and sold-out show at AVA, to other legendary acts over the years including Kid Rock, Van Halen, Kenny Chesney, Tim McGraw, Ricky Martin, Santana, Luis Miguel, and many more, the goal at AVA is to bring the best and brightest to its award-winning stage in Tucson.

“When we built AVA we wanted to create an experience that would stay with its visitors long after the show was over,” said Peter Yucupicio, Chairman of the Pascua Yaqui Tribe. “This award is very special to us because it signifies that we have accomplished that goal. We have continued to gain national recognition for consistently exceeding guests’ expectations, and will always invest in quality acts that we are proud to host. It is a very special award for our people and a credit to the team that has worked tirelessly to always put on a good show.”

AMERIND Risk 2015 Institute Wraps Up Highly Successful Event

The 2015 Institute concluded last month in Albuquerque, NM. The event took place October 6-8, at the Isleta Resort and Casino and featured 14 educational track sessions.

The topics included tribal workers’ compensation, fire safety, home and workplace safety, cyber liability and much more. One of the sessions highlighted the Director of Claims, Alan Romero hosting a game show scenario dubbed AMERIND Claims Family Feud. “All game show participants and show attendees alike really enjoyed this competitive setting, centered on claims questions,” remarked Nancy Harjo Serna, the Director of Marketing.

Additionally, over 20 exhibitors participated in the institute tradeshow, displaying their products and services to Indian Country. More than 200 tribal leaders and housing professionals attended the Institute, which included representatives from over 30 states around Indian Country.

The Institute took place in concurrence with the Albuquerque International Balloon Fiesta. Institute attendees had the opportunity to experience the world-renowned event. AMERIND sponsored a networking event to include the launch of the first ever AMERIND Risk hot air balloon. Michelle Corn, a Property and Casualty Specialist in the insurance department of Menominee Indian Tribe of Wisconsin, won a hot air balloon ride on the AMERIND Risk balloon.

Corn commented about the Institute, “I would never have dreamed to be so lucky to have such an unexpected



lifetime experience. I am so thankful to AMERIND for this awesome opportunity. The united spirit of the Institute with the AMERIND staff, speakers, and attendees was truly a feeling of Tribes Protecting Tribes. What a great experience in leadership and tribes working together.”

Wildhorse Foundation Launches New Website

The Wildhorse Foundation, a community benefit fund established by the Confederated Tribes of the Umatilla Indian Reservation (CTUIR) as a result of its gaming operation, launched a new website for those interested in submitting a grant application – www.TheWildhorseFoundation.com.

Until now, the Foundation information has been located on the Wildhorse Resort & Casino website. “As the Foundation continues to grow and the need for Foundation dollars continues to attract applicants, we felt that it was a good time to get a standalone website,” said Kathleen Peterson, Chair of the Wildhorse Foundation Board.

According to Peterson, “changes continue to take place with our application process, and a website made sense to help us communicate those changes.” The most recent change is that the Foundation now only requires one copy of an application instead of the five copies they have required for the last 14 years. The Foundation now also requires each application to be accompanied by a W9.

“The Foundation Board also wanted a place to be able to share some of the amazing work that our community organizations do. There are so many wonderful organizations in our giving area that do great work that people don’t often hear about,” said Peterson.

Local and regional non-profits have benefited from over 1550 foundation grants, funded by the Wildhorse Resort & Casino. Since the inception in 2001, more than \$8.8 million dollars has been dispersed to help aide public health and safety, education, the arts, historic preservation, gambling addiction services, salmon restoration, environmental protection, and cultural activities.

Looking back at the programs funded, there has been a heavy emphasis on education, public health and public safety. Examples of the Foundation's work span far and wide from the Early Learning Center in Pendleton, the Life Flight helicopter pad in Medical Springs and the renovation of the City Hall Clock Tower in Heppner. Not to mention the large number of iPad and Chromebooks purchased for schools around the region in the last few years. The Foundation has also helped a number of initiatives within CTUIR such as the Public Transit program, TERF recycle program, Longhouse updates and numerous programs at Nixyaawii Charter School.

The Foundation will accept applications from organizations in the Foundation's giving area which includes Umatilla, Union, Morrow and Wallowa counties in Oregon; Benton, Columbia and Walla Walla counties in Washington and National Indian Organizations.

Everi Expands Relationship with Desert Diamond Casinos & Entertainment

Everi Holdings Inc. recently announced that it has expanded its relationship with Desert Diamond Casinos & Entertainment to now include an agreement for the placement of a range of the company's electronic gaming machines and payments solutions at the West Valley Resort in Glendale, AZ which is expected to open later this year. The West Valley Resort will be the newest casino owned and operated by Desert Diamond, part of the Tohono O'odham Gaming Enterprise, an enterprise of the Tohono O'odham Nation. The new agreement builds on Everi's existing relationship with Tohono O'odham Gaming Enterprise, which currently includes placements of games at the enterprise's Tucson and Sahuarita properties.

Upon opening, West Valley Resort will feature multiple Everi gaming device banks, including the company's revolutionary TournEvent® slot tournament system as well as a variety of video and mechanical reel gaming device titles, including Black Diamond®, Double Jackpot Gems® and Wild Wild Gems®. The new casino will also deploy a suite of Everi's payments solutions, including ATM/Cash access and check guarantee services, full-service kiosks, jackpot payment kiosks, Everi Compliance for anti-money laundering and tax reporting, and the company's QuikMarketing services.

"We are delighted to extend our partnership with Everi and bring a broad range of their gaming and payments solutions to our new West Valley Resort," said Henry Childs, West Valley Resort General Manager. "Everi's unique combination of products and solutions will allow us to demonstrate to our local players our commitment to providing the best in casino gaming entertainment and the most secure transactions."

Nambe Falls Casino in New Mexico Selects Scientific Games' Bally Systems Solutions

Nambe Falls Casino has selected Scientific Games' Bally Systems solutions for its property in Santa Fe, NM. The Nambe Falls Casino, a wholly owned tribal entity of the Nambe Pueblo, is scheduled to open in December 2015. The new casino will deploy Scientific Games' Bally SDS slot data system on all gaming machines. SDS provides crucial game-monitoring data in real-time and fully integrates with other systems, including the Bally-brand CMP player-tracking system, which will interface with the Nambe Falls Travel Center for cross loyalty rewards.

Pamela Gallegos, General Manager of the Nambe Falls Casino, said, "We are excited to embark on this partnership with Scientific Games. We chose to open our property with their Bally Systems solutions because we believe these tools will help us offer our players an exciting gaming experience and provide us with indispensable data."

Sridhar Laveti, Senior Vice President of Gaming Systems for Scientific Games, said, "We are proud that Nambe Falls Casino has chosen our integrated systems solutions. We believe Bally Systems will deliver a return-on-investment and increased profitability by enabling the casino to understand better its players and enhance their experience at its property."

Firekeepers Casino Hotel Announces Addition of BIGGBY Coffee and Swarovski High-End Store

FireKeepers Casino Hotel is excited to announce upcoming additions to the property coming this fall. FireKeepers has partnered with BIGGBY Coffee and Swarovski in order to bring something new and fresh to the casino.

BIGGBY is a Michigan owned coffee company with over 400 locations throughout the Midwest and Southeast. FireKeepers' BIGGBY will be store number 471. They will also be hiring 14 attendants to work at BIGGBY. These positions will be full-time with benefits.

Swarovski is going to be another shining addition to FireKeepers. Swarovski is a high-end store that sells crystal products such as jewelry, accessories, decorative items, ornaments and figurines. Swarovski will also be hiring three attendants and one lead attendant. Both will be full-time with benefits.

Lodging Management System by Agilysys Now Available as a Hosted Solution

Agilysys, Inc. recently announced that its industry-leading Lodging Management System (LMS™) property management solution is now available as a hosted solution.

LMS, a longtime favorite PMS of the casino hotel industry, has recently been expanded to include a Software-as-a-Service (SaaS) offering in addition to traditional on-site deployment. Key benefits of SaaS deployment include accelerated return on investment, more predictable IT costs, reduced security and compliance risk, and flexible growth.

Agilysys LMS provides automation for every aspect of hotel operations, including reservations and credit card processing, accounting and housekeeping, sales and catering, activities scheduling, food and beverage sales, online reservations, remote check-in, spa scheduling and more. Leading global gaming properties rely on LMS's flexibility and ease of use to increase productivity, maximize revenue per guest and ensure repeat business.

The latest version of LMS builds on its success as a market-leading property management system, with enhancements based on customer recommendations, industry demands and future trends. It features rGuest® Analyze, the Agilysys business intelligence solution that provides insight into operational efficiency, highlights revenue opportunities and helps optimize business processes. With both rGuest Analyze and Agilysys Insight™ Mobile Manager, an innovative mobile dashboard solution that provides key information about the property from a tablet or mobile device, hotel managers have access to LMS data whenever and wherever they need it. Other enhancements include: point-to-point Encryption (P2PE) and tokenization support; expanded reservation entry and search capabilities; and advanced posting of nightly charges.

Rymax Announces Partnership with Susan G. Komen and Swarovski

Rymax Marketing Services, Inc. recently announced its partnership with Susan G. Komen® to be the exclusive incentive channel distributor of exquisite Swarovski merchandise to raise critical funds and assist in Komen's mission to save lives and end breast cancer forever.

"At Rymax, we pride ourselves with working with the most desirable brands, but our partnership with Susan G. Komen and Swarovski is one that stands for much more," said Randy Toth, Vice President of Business Development at Rymax. "We are proud to partner with such a reputable organization and represent this line of products with Swarovski crystal in the incentive channel."

The catalog features fifteen fine products with Komen's trademark Running Ribbon crafted with Swarovski crystals. Some of the products include a Running Ribbon crystal necklace/lapel pin, Pink Hope Pens, and a Pink Hope Journal. Rymax will donate \$2 to Susan G. Komen for every item sold through March 31, 2016.

"Working exclusively with an experienced industry

provider such as Rymax is the perfect way to strengthen Swarovski's corporate incentives distribution network; and in turn highlight products with Swarovski crystals made specifically to support Susan G. Komen and its efforts to fund vital research and provide assistance to those in need," remarked Alex Wellhoefer, Senior Vice President at Swarovski North America.

The entire product line is available only through Rymax as the exclusive supplier of this unique merchandise within the premium and incentive industry.

Profit Builder HD Announces Strategic Alliance with MGT

Micro Gaming Technologies (MGT), a leading designer and developer of casino industry kiosk solutions software, announced it has formed a Strategic Alliance with Profit Builder HD, a gaming marketing and operations consulting company. Together, the companies plan to help casino operators gain insights on how to best use the MGT platform to gain market share while reducing expenses.

"Casino companies today are always seeking a viable competitive advantage that is difficult to replicate and for decades, MGT has been providing the tools that allow operators to create their own edge." said Mark Bryant, President MGT. "The rapid growth of MGT has made the task of maintaining the premier professional analysis services that our clients are accustomed to receiving a difficult challenge. I always believed that once MGT had achieved significant market penetration, third party consultants would begin filling those needs. I am happy to see that the day has arrived and that Profit Builder HD is capable of offering the same premier services that MGT customers have come to expect."

Profit Builder HD will support MGT's clients with professional services including: marketing strategies, tactical implementation of casino promotion designs, custom SQL scripts, and advanced user training for the MGT Promotional Intelligence® suite. These professional services from Profit Builder HD are available to any of MGT's clients who are seeking assistance in maximizing the capabilities of their MGT products.

"We are excited to be working with MGT. They have proven to be the leader in casino marketing technology and using our proven concepts and methods we will increase the bottom line for their extensive list of clients," said Bryan Brammer, Managing Partner at Profit Builder HD. "Our strategic alliance with MGT will enhance the value of both companies services and products and we plan to redefine the way casino operators look at kiosk technology and integration across their properties." ♣