

Bally Technologies Announces Enterprise-Wide Agreement with Seminole Tribe of Florida

Bally Technologies, Inc. recently announced a major enterprise-wide, multi-year contract with the Seminole Tribe of Florida to deploy its SDS® Windows® slot-management and slot accounting system at six casinos in Florida by the end of the 2011 calendar year.

Bally will upgrade the Seminole Tribe of Florida with the latest version of SDS for Windows, which provides gaming operators with a competitive and scalable slot-management system utilizing a modern architecture, delivers flexibility, easy maintainability, horizontal and vertical scalability for any size of casino operation, and advanced reporting for all legacy and new games including multi-game, multi-denom, bonusing, and cashless.

In conjunction with the Seminoles' installation of SDS, the products that they will be using include Bally's new soft GMU feature, which utilizes the iVIEW™ communication board for interfacing with the slot machine for all gaming transactions, thereby reducing the hardware required for operating the slot floor. This is another advancement in Bally's philosophy to provide casinos with a one-wire integrated solution for their system network architecture where possible, and increases operational efficiency since content can be downloaded from a central location, rather than the labor-intensive task of upgrading each gaming device.

Lyle Bell, Senior Vice President and Chief Information Officer of Seminole Gaming and Chairman of the Gaming Standards Association (GSA), said, "We selected Bally Technologies for this major undertaking because we have a strong belief in the direction in which they are taking and evolving their products, and because Bally delivers on its commitments, providing seamless integration with all other Bally products in which we have already invested throughout our enterprise."

The Seminole operation is large, consisting of more than 10,000 slot machines at six casinos throughout Florida: Seminole Hard Rock Hotel & Casino – Hollywood; Seminole Hard Rock Hotel & Casino – Tampa; Seminole Casino Brighton; Seminole Casino Coconut Creek; Seminole Casino Hollywood; and Seminole Casino Immokalee.

Paul Tjoumakaris, Senior Vice President of Gaming for the Seminole Tribe of Florida, said, "After an extensive evaluation and discussion with other gaming operators, it was clear to us that Bally's slot-management systems are the industry standard. SDS, coupled with all of our other Bally solutions, including the iVIEW player-user-interface network, will enable us to take our point-of-play patron experience to a whole new level."

"We are honored to take our partnership with the Seminoles to the next level with this multi-year commitment that makes the Seminole enterprise the most recent to

receive our newest and most sophisticated version of SDS," said Richard M. Haddrill, Bally's Chief Executive Officer. "We're excited that the powerful combination of Bally Command Center, the soft GMU, and the iVIEW network will help the Seminoles enhance their customer-service programs and increase operating efficiencies. Our technology, combined with Seminole Gaming's forward-thinking management team, positions their business well for future expansions and evolutions of server-based or downloadable gaming."

Haddrill added, "It has been exciting to partner with the Seminoles over the years as they have evolved their operation from a Class II environment to adding Class III games, and now running the largest G2S network in our industry with a reputation as a true technology trailblazer."

Cadillac Jack Expands North American Headquarters



CEO Gene Chayevsky celebrates the expansion of Cadillac Jack's North American headquarters with local leaders during a ribbon cutting ceremony.

Cadillac Jack, a leading developer of games and technology for the global gaming industry – in partnership with Gwinnett Chamber Economic Development – celebrated the expansion of its new North American headquarters during the recent Ribbon Cutting ceremony and Open House. The new 103,000 sq. ft. facility will house more than 170 employees, 40 of which represent new jobs for Gwinnett, the state of Georgia, and the gaming industry in 2011.

"Gwinnett and the metro Atlanta region foster an excellent business environment and highly talented local workforce needed to support our business growth over the next few years," said Gene Chayevsky, Chairman and CEO of Cadillac Jack. "We are excited to demonstrate how we use cutting edge technology to produce high quality entertainment and look forward to working with our community leaders to strengthen the gaming and technology sectors in metro Atlanta."

As part of the ribbon cutting ceremony, Cadillac Jack welcomed local and state officials and business leaders to its headquarters to learn more about the company and its offerings.

"Gwinnett County maintains a strong foundation in the



technology industry,” said Shirley Lasseter, Vice Chair, Gwinnett County Board of Commissioners. “Cadillac Jack’s choice to remain and expand in our community is a strong testament to the pro-business environment we have to offer and we are excited to see them growing in our community and enhancing Gwinnett’s technology industry even further.”

Nicole Wright, Technology Business Development Manager for the Gwinnett Chamber added, “Cadillac Jack is a great example of businesses that Gwinnett seeks to attract, retain and expand in our community. From the development of new technology to offering high-wage job opportunities for the qualified workforce in Gwinnett, Cadillac Jack truly brings a solid package of economic strength to the table and we are thrilled to have them growing in Gwinnett and Metro Atlanta.”

Minnesota Indian Gaming Association Holds Jobs Rally

In spite of driving rain on a cold and windy day, more than 3,000 tribal government workers clad in raincoats, boots, hats, and carrying umbrellas from across Minnesota gathered to support the “Don’t Gamble With Our Jobs” rally at the State Capitol on April 26, 2011.

Carrying signs saying “Rural jobs count too” and “Don’t Gamble With My Job,” tribal gaming and government employees, vendors, and supporters rallied in front of the State Capitol in Saint Paul to highlight several bills which have been introduced to expand gambling to include slot machines in racetracks, restaurants, and bars.

Former House Representative Frank Moe (DFL) 04A served as the Master of Ceremonies for the rally. The Prairie Island Drum Group provided traditional songs. Bois Fort Band of Chippewa Chairman Kevin Leecy offered opening remarks.

Chairman Leecy said the tribes felt it was important to show legislators how many people are worried about losing their jobs to state-sponsored competition. “More than 40,000 people in Minnesota depend on tribal gaming, directly or indirectly, for their jobs,” Leecy said. “Some of us could be forced to lay off as much as one-third of our workforce if we end up with state-sponsored racinos right in our own backyards.”

Curt Kalk, Secretary/Treasurer of the Mille Lacs Band of Ojibwe, said, “What we would see would be simply a massive transfer of jobs and economic activity away from communities around casinos. Tribal casinos are the most dynamic economic engine that rural Minnesota has ever seen.” The Mille Lacs Band estimates it could lose up to 40 percent of its business if the nearby Running Aces horse-racing track in Columbus were allowed to have slot machines.

“The event was designed to highlight the fears of thousands of tribal employees who could lose their jobs if the legislature adopts any of the gambling expansion proposals now on the table. The member tribes of the Minnesota Indian Gaming Association (MIGA) opposed the expansion of gambling for the primary reason that any significant decrease in revenue would likely result in layoffs and reduced purchasing of goods and services,” said John McCarthy, Executive Director of MIGA, which sponsored the rally.

“Expanding gambling would impact single parents, seniors, health care, retirement benefits, and both Indian and non-Indian people. We are hoping that the strong turnout will make the legislators and Governor Dayton aware of the huge numbers of Minnesota residents employed by tribal governments. These are hard working people concerned about their jobs in an already tough economy, and they need to be seen and heard,” McCarthy said about the event.

Underscoring the importance of the issue, National Indian Gaming Association Chairman Ernie Stevens, Jr, came from Washington, D.C., to speak at the rally. “Looking out at this great crowd, I see Indian and non-Indian people standing side by side, fighting for their jobs in tribal gaming,” Stevens said. “We thank you for being here, and for supporting the great work that these tribes are doing for their own communities and for their neighbors. We’re all in this together. Tribal governments are giving back to America more than anyone could have ever imagined. Some 500,000 jobs are now available to Indians and non-Indians alike. The United States reaps \$9 billion in taxes from Indian gaming employees and those businesses that do business with gaming tribes. States receive over \$3 billion in state sales income taxes, revenue sharing, and regulatory payments. Without a doubt, Indian Country is doing our part to be part of the economic solution for America.”

As the final speaker of the day, Chairman Stanley R. Crooks of the Shakopee Mdewakanton Sioux Community closed the program by thanking participants, and expressing special gratitude to the employees of his own tribe who were present. Chairman Crooks, who rarely makes public appearances, said to the large crowd, “Tribes are where they are because of you, the employees. Without you, we would never be able to do the things we do. Over the years you have not worked for us but with us. We are so thankful for your loyalty and support.”

Other speakers at the rally included Upper Sioux

Community Chairman Kevin Jensvold, employees from Prairie's Edge and Grand Casino, and both Republican and Democratic-Farm-Labor Party legislators.

Gaming Laboratories International's GLI University Draws Record Crowd at Arizona Regulators Seminar



GLI University™, the educational arm of Gaming Laboratories International, LLC, recently staged an informative seminar for the Arizona Indian Gaming Association (AIGA). The one-day event was held in Phoenix the day after the National Indian Gaming Association trade show and drew more than 100 attendees from 11 Arizona tribes, the Arizona Department of Gaming and three California tribes.

A range of experts addressed the crowd on a variety of today's most important topics. Speakers included staff from GLI and TST, A GLI Company, and representatives from AIGA, the Arizona Department of Gaming, Ak-Chin Tribal Gaming Agency, Aristocrat Technologies, Bally Technologies, IGT and Power Strategies. Topics covered included social networking, network security, the roles of regulators and labs and internet v. intranet gaming.

"Our objective with this seminar was to bring together regulators in Arizona who were not able to attend GLI's annual Roundtable in Las Vegas so that they could become more familiar with the role of the lab," said AIGA Executive Director Sheila Morago. "Additionally, there are several newly appointed regulators at tribal operations and at the Arizona Department of Gaming, and this seminar was the perfect forum for them to learn more about their own roles and how they relate to the lab's job. We met our goals, and we are very pleased with the results of our efforts."

"New technologies provide an exciting and challenging time for gaming industry regulators," said Mark Brnovich, Director of the Arizona Department of Gaming. "It was my pleasure to participate in this valuable seminar which generated considerable attention and offered resources to help stay ahead of the curve."

"We are absolutely thrilled with the incredible response we had to our GLI University seminar. We believe that continuous education is not just a good idea – it is an absolute

necessity, given the rapidly changing nature of the technology we use in gaming today," Mike Price, GLI's Development Manager, said. "We are honored with the trust that the AIGA, the Arizona Department of Gaming, and the attending tribes have given GLI, and we are excited to continue our educational relationship with them. We look forward to putting on more seminars at other locations across North America in the near future."

Joseph Eve Launches Tribal Internet Gaming Consulting Group

CEO and Managing Partner, Joseph Eve of Joseph Eve Certified Public Accountants and Advisors announced the launch of its Internet Gaming Consulting Group. The group is headed by Grant Eve, CPA, CFE who has presented on Internet Gaming at the following venues: National Indian Gaming Association Tribal Leader Membership Meeting; National Indian Gaming Association's Annual Tradeshow; Washington Indian Gaming Association Annual Tradeshow; Sycuan Casino & Resort Seminar; Oklahoma Indian Gaming Association Annual Tradeshow; and the National Indian Gaming Association Mid Year Meeting.

Joseph Eve has invested heavily in time and resources to monitor the future of Internet gaming. This has included multiple trips to Washington D.C. and multiple state capitols, visiting with elected officials, tracking legislation and assessing the possible impact of internet gaming on Indian Country.

JCM's UBA, ICB, Sentry Operate on 100% of Devices at New Gun Lake Casino

JCM Global is off to a great year, first winning awards in Europe and now winning a 100 percent installation in the newest casino in North America. The Gun Lake Casino opened with JCM Global's award-winning Universal Bill Acceptors (UBA®), Intelligent Cash Box (ICB®) and Sentry™ bezel on 100 percent of its 1,450 gaming devices.

The 76,000 sq. ft. Gun Lake Casino, located between Grand Rapids and Kalamazoo in Michigan, is owned by the Match-E-Be-Nash-She-Wish Band of Potawatomi Indians and is managed by MPM Enterprises LLC, a partnership that includes Station Casinos, Inc.

Gun Lake Casino General Manager Rob McDermott said, "We spent \$165 million building a first-rate entertainment destination, and we chose JCM Global products because they give us first-rate protection, accountability, ease-of-use and speed."

The combination of UBA and ICB helps a casino to increase its accounting accuracy with advanced technological solutions, such as UBA's overt and covert note sensing, and ICB's multi-layered, digital paper trail. The result is a powerful combination for the highest levels of accuracy, accountability, efficiency and security possible.

Jackson Rancheria Commissions Custom Motorcycle

Jackson Rancheria Casino & Hotel and AFT Customs, world class custom metric bike builders, have announced the build of Asumati, a 750 powered Honda Street Tracker style custom bike with race inspired suspension. It will be a convertible with a passenger seat/tail section and passenger pegs that can be added with a few bolts.

The bike is the latest creation by Jim Giuffra of AFT Customs for Jackson Rancheria, and will be displayed on tour around the country. "We have the known local builder for years," said Chad Lewis, Promotions Coordinator for the Casino. "This build between AFT and Jackson Casino will be a fun project for everyone involved."



Jim Giuffra of AFT Customs during one of the early stages of building the Jackson Rancheria motorcycle Asumati.

The name selected for the bike is Asumati, a Miwuk word meaning grizzly bear, the monarch of the forest. In Miwuk stories, the bear is a symbol of great strength and courage. There is a tale of a young brave who fought a long and furious struggle with a grizzly bear, finally killing the huge animal with a tree limb. His accomplishment was so remarkable that his tribe called him Chief Yo Semitee (for a full grown grizzly) and this name was passed to his children and eventually to the entire tribe and even the valley they lived in. There are many spellings of the word (white man's spellings) - usuimati, uzumati, oo-soo-ma-te, and the more familiar yosemite, but the Jackson Rancheria Miwuks prefer asumati. This word, meaning a creature of strength, courage, intelligence, and a kinship with man, is the name they have chosen for this very special custom bike.

Asumati is scheduled to be unveiled at the Los Angeles Calendar Show in June, then go on to the American Motorcycle Dealer (AMD) World Championship of Custom Bike Building in Sturgis, South Dakota, and the Rat's Hole Custom Bike Show.

MMA Documentary Makes Film Debut at Hard Rock Hotel & Casino Albuquerque

The Hard Rock Hotel & Casino Albuquerque played host to a sea of "Who's Who" in the Mixed Martial Arts (MMA) world as past, present and future MMA world champions gathered for the world premiere the documentary, *The Proving Grounds*. The film highlights "Jackson's MMA," a Duke City mixed martial arts gym often referred to as "the

most successful MMA academy in the world."

The Hard Rock Hotel & Casino Albuquerque, owned by the Pueblo of Isleta, regularly hosts MMA fights and some of the scenes in *The Proving Grounds* were shot on location, a first for a tribally owned casino in the U.S. All fights are regulated by the Isleta Boxing Commission.

Jackson's MMA was founded in 1992 by Greg Jackson who envisioned a gym solely focused on mixed martial arts training. At the time, gyms were focused on Karate, Brazilian Ju-Jitsu, or Kickboxing.

"Nearly 20 years later, Jackson's MMA is the 'Mecca of Mixed Martial Arts,'" said Ron Olson, Hard Rock Hotel & Casino Albuquerque general manager. "This film shows the hard work, dedication and success associated with this gym and we're proud to be a part of it."

Lincoln City to Hold "Celebration of Honor" September 21-25

Every year to honor all veterans of the armed forces, active duty personnel and their families, a small patriotic town on Oregon's Central Coast, Lincoln City, hosts a city-wide "Celebration of Honor." This year's event will be held from September 21-25. Spearheaded by Chinook Winds Casino Resort, an enterprise of the Confederated Tribes of Siletz Indians, this annual event continues to grow with new exciting events being added every year while retaining many events from previous years.

This September Chinook Winds Casino Resort will host the American Veterans Travelling Tribute for the 3rd time and the Oregon Field of 1,000 flags for the 5th consecutive year. Also returning in 2011 is the challenging Run for Honor 5K Run/Walk, the annual rededication of the Veteran's memorial, and the Oregon Veteran's Medal presentation.

Lincoln City has established itself as a welcoming community for veterans and their families; a fun place for a weekend getaway or to vacation for several days. Events during the September 21-25 Celebration of Honor will be held city-wide by civic and charitable organizations, merchants associations, Chinook Winds Casino Resort, the Lincoln City Visitor and Convention Center, the Lincoln City Parks and Recreation Department, and the Lincoln City Cultural Center. These events are designed to appeal to veterans and their families with many activities for both children and adults.

Circling Raven Golf Club Again Earns Golf Digest 'America's 100 Greatest Courses' Acclaim

Coeur d'Alene Casino Resort Hotel recently announced that *Golf Digest* magazine course-rating panelists rated Circling Raven Golf Club among "America's 100 Greatest Public Courses." This is a biennial rating program and the

second consecutive time Circling Raven has earned top 100 status from *Golf Digest*, out of more than 13,500 courses nationwide. The honor comes on the heels of Director of Golf Tom Davidson being recognized by the PGA of America as its Resort Category Merchandiser of the Year in January.

Circling Raven is also ranked by *GOLF Magazine* among its “Top 100 Courses You Can Play” in the U.S. That, too, is a biennial ranking program.

“These honors give people unvarnished feedback about what they will experience when they play Circling Raven,” said CDA Casino Resort Hotel CEO David Lasarte-Meeks. “These critical, unbiased judgments can help ensure people choose wisely when deciding where to spend their next golf getaway.”

Choctaw Casino Resort Offers New Ways to Win

In April, Choctaw Casino Resort in Durant, Oklahoma, added craps and off-track betting to its gaming options, which include more than 4,500 slot machines, 30 poker tables and 48 table games. “We are continuously reviewing game performance and making changes based on what our guests like and dislike,” said Janie Dillard, Executive Director of Gaming for Choctaw Casinos. “Our goal is for our guests to have an enjoyable experience and that means offering a variety of games they want to play.”

Located on the 110,000 sq. ft. gaming floor in the Mega Pit, Choctaw Casino Resort’s exclusive card-based craps table offers ten times the odds and dollar antes. Dollar antes will be collected on the “Come Out Roll” from all players betting the “Pass/Don’t Pass” line. A designated Shooter calls out a number, one through six. The Box Person burns that number of cards and the next two cards determine the “Roll.”

Out of the gates since April 1, players are now enjoying off-track betting at Choctaw Downs. With imported signals from all major tracks in the United States and Australia, including the major events from California, Kentucky, New York, and Maryland, guests are able to keep up with all the tracks and major races.

Choctaw Downs off-track betting features 60 individual wagering carrels and six self-serve wagering terminals, making it easy for guests to place bets. With sixty three 20 inch, two 42 inch, and twelve 55 inch televisions, guests can be assured they’ll catch all the racing action.

Black Oak Casino Celebrates 10th Anniversary with Indian Market and Fireworks

Dozens of Native American artists, speakers, demonstrations, and fireworks will be featured at this year’s Indian Market at Black Oak Casino’s Heritage Park in Tuolumne on May 14-15. The Indian Market, which is an annual event

attracting hundreds of people, will be held from 10 a.m. until dusk both days, with fireworks after dusk on May 15.

Because this year is Black Oak Casino’s 10th anniversary, the event will be better than ever with a number of speakers at noon both days, a tribal blessing and songs, and more than 40 exhibitors from more than a dozen different tribes throughout California selling Native traditional and contemporary artwork. Speakers include Vincent Randall, Past Chairman of the Yavapai Apache; Ernie Stevens, Chairman of the National Indian Gaming Association; Kevin Day, Tuolumne Band of Me-Wuk Tribal Chairman; Ron Patel, General Manager of Black Oak Casino; and Laurie Sylwester, former County Supervisor.

Native American artists will demonstrate the art of basketry, acorn processing, and soapstone carving as well as Native American games. There will be food such as Indian Tacos as well as books on the Native People of California. Admission is free to the event. This market is the first of its kind in California, featuring only California Native traditional and contemporary artwork. The California Indian Market is sponsored by The Tuolumne Band of Me-Wuk Indians and Black Oak Casino.

Mashantucket Pequot Museum & Research Center Unveils “Pequot Lives: Almost Vanished”

The Mashantucket Pequot Museum & Research Center recently announced the opening of the new exhibit, “Pequot Lives: Almost Vanished,” the first permanent exhibit since the museum’s opening in 1998. The exhibit is located on the second floor of the museum and is free with admission and free to museum members.

“Pequot Lives: Almost Vanished” invites visitors to step into the world of Mashantucket Pequot tribal member Martha “Matt” Langevin, whose lifetime spanned much of the early 1900s – a time when the Pequot community struggled to hold onto its land base and identity due to ever-shifting state policies. Unique features of the exhibit include a replica of Matt’s house, complete with illustrated exterior panels that showcase the Pequot community’s history through drawings; and a multimedia presentation and light show that details tribal life on and off the reservation during the early 20th century.

The exhibit uses images, documents, photographs, interactive technology, and artifacts to illustrate the Pequot struggles. Visitors will learn about the lives and experiences of Pequot families residing on the reservation in the aftermath of the 1856 land sale; Pequot families living off the reservation in the first half of the 20th century in nearby communities including Groton, Connecticut and Westerly, Rhode Island; and the ways in which Pequot families learned to interact with each other and other tribes in order to stay connected while maintaining their cultural identities. ♣