

## Gila River Gaming Enterprises Appoints Dennis Amos Director of Financial Analysis



Dennis Amos

Gila River Gaming Enterprises, operators of Wild Horse Pass Hotel & Casino, Lone Butte Casino and Vee Quiva Casino, have appointed Dennis Amos Director of Financial Analysis. In this position Amos will analyze financial reports and data for all three properties to evaluate financial management systems and implement process improvements.

Dennis Amos has ten years experience in financial analysis and eight years in the gaming industry. He comes to Gila River Gaming Enterprises from the New Jersey market where he managed financial analysis for Trump Entertainment Resorts. His experience also includes work at the Sands Hotel & Casino. Throughout his career, Amos has demonstrated a track record of analyzing data and improving bottom line statistics with positive changes to financial management processes.

"I am excited to have this opportunity to work with Gila River Casinos," said Amos. "The track record they have shown for growth over the past several years is tremendous."

"Gila River Casinos is proud to attract the best in the industry," said John J. James, CEO of Gila River Gaming Enterprises. "Dennis is a welcome addition to our Corporate Finance team and I look forward to working with him as we move forward."

## Thunder Valley Casino Resort Hires Kathy Hickman as Vice President of Marketing



Kathy Hickman

Thunder Valley Casino Resort recently announced the addition of Kathy Hickman as the new Vice President of Marketing. Hickman brings over 25 years of casino marketing experience to the Thunder Valley team.

"Kathy brings a perfect blend of innovative ideas, executive leadership experience, and strategic marketing knowledge to the Thunder Valley team," said General Manager C.J. Graham. "Kathy's diverse experience made her an ideal candidate to expand awareness of everything Thunder Valley Casino Resort has to offer."

Hickman, who now lives in Roseville, previously worked in Las Vegas as Corporate Director of Brand Marketing Lifestyle Events and Promotions for Caesar's Entertainment. Prior to that, she held numerous marketing positions at Caesar's properties throughout the country including those in Reno, Missouri, Kansas, and Tennessee.

As the new Vice President of Marketing, Hickman will be responsible for all marketing efforts related to Thunder Valley Casino Resort. "I am honored to join the stellar team that is already in place at Thunder Valley Casino Resort," said Hickman. "I look forward to this exciting opportunity and am eager to help Thunder Valley grow as an industry leader by delivering high quality marketing efforts."

## Paragon Casino Resort Names Norman Nichols II as Executive Chef



Norman Nichols II

Norman Nichols II has joined the Paragon Casino Resort culinary team as Executive Chef. Nichols will oversee all of Paragon Casino Resorts culinary operations including six restaurant outlets, in-room dining, and catering. With 46 years of experience in the hospitality and casino industry, Paragon Casino Resort is excited to welcome him aboard.

"We've always been proud of our dining options at Paragon Casino Resort," says Peter Fordham, General Manager. "Chef Nichols complements our success with a keen eye for culinary excellence and a passion for high-quality preparation and service. At Paragon, we strive to give our guests a world class experience and Chef Nichols will ensure that this vision and concept will be executed."

Chef Nichols is an expert at operating large scale multi-unit food venues and has traveled the world from Hong Kong to New York perfecting his craft. He is a member of the International Association of Culinary Professionals and the James Beard Foundation. He is also Certified Executive Chef with the American Culinary Federation and a Commandeur and Vice Conseiller Culinaire with Confrerie de la Chaine des Rotisseurs.

"I am looking forward to implementing new recipes and bringing my talents to the patrons of Paragon," says Chef Nichols. "Paragon Casino Resort is the perfect place to begin the next chapter in my career. The culinary environs are extraordinary and outstanding."

## Gaming Laboratories International (GLI) Expands U.S. Development Staff Again

Gaming Laboratories International (GLI) has again expanded its professional development team. Earlier this year, GLI added four development team members, and now the company is welcoming Amanda Hawkins and Cindy Nguyen to the growing team.

Both Hawkins and Nguyen are based in GLI's Las Vegas lab. Hawkins works primarily with clients in Nevada, and Nguyen works primarily with clients in the Western states. "We are excited to welcome Amanda and Cindy to our team of professionals as a part of our aggressive expansion of



Amanda Hawkins

personnel in Nevada,” said GLI General Counsel and Senior Director of Government Relations and Development Kevin Mullally.

“Amanda’s extensive experience in the Las Vegas and Reno communities will augment GLI’s ability to serve its Nevada-based manufacturers, operators and technology providers as well as the Nevada Gaming Control Board. Cindy adds to our tribal gaming development team by bringing her many years of tribal gaming regulatory experience, particularly in the areas of audit and technology oversight.”

In her previous roles in advertising, Hawkins has worked with many companies in the gaming industry including such high-profile names as IGT and Mandalay Bay.

Nguyen brings more than 10 years in tribal regulatory experience to GLI. She has served as Surveillance Agent and as Auditor Technician for the San Manuel Gaming Commission, where she conducted gaming machine audits, annual gaming machine testing, new game conversions, investigated patron disputes, onsite jackpot verifications and helped develop strong internal control procedures. Nguyen holds numerous technical certifications from various gaming equipment manufacturers.



Cindy Nguyen

Gasser Chair Company is pleased to announce the addition of Cindy Wright to the Gasser team as an independent sales agent for Northern Nevada, announced Mark Gasser, President of Gasser Chair Company. Wright brings to Gasser a wealth of knowledge and experience from her time working at several different levels in the hospitality and gaming supply industries. Her previous positions include sales of furniture, fixtures and equipment for SE Rykoff, purchasing for Peppermill Casino and, most recently, capital purchasing for the Atlantis Casino Resort.

### Gasser Chair Company Names Cindy Wright as Independent Sales Agent



Cindy Wright

“We are very excited that Cindy has chosen to join the Gasser team,” said Mark Gasser. “She brings with her a comprehensive knowledge of the industry as well as a valuable, first-hand knowledge of the territory she will be working.”

“We are very excited that Cindy has chosen to join the Gasser team,” said Mark Gasser. “She brings with her a comprehensive knowledge of the industry as well as a valuable, first-hand knowledge of the territory she will be working.”

### Rymax Appoints Cristina Ortenzi as West Coast Territory Sales Manager



Cristina Ortenzi

Rymax Marketing Services, Inc., proudly welcomes Cristina Ortenzi in the position of West Coast Territory Sales Manager, Gaming Sales Division. Her primary focus will be expanding the company’s relationships with gaming facilities and tribal organizations in California, Oregon and Washington.

Ortenzi previously served as Director of Client Relations for a cash access services company, overseeing account retention and business development. She brings more than nine years of gaming experience to her new role, along with marketing and sales expertise.

“Rymax is the leading marketing company in the gaming space for player loyalty, new casino launches and retention programs for existing casinos,” stated Paul Gordon, Vice President of Sales. “As the competitive landscape in gaming escalates, it is imperative that we bring in seasoned gaming veterans such as Cristina to provide properties with a professional and tactical approach to achieving their revenue goals.”

### REDW Begins to Grow Phoenix Office, Adds Myrond Muskett



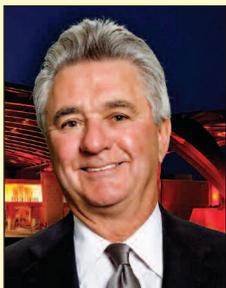
Myrond Muskett

REDW LLC is pleased to announce that Myrond Muskett has joined as Staff Accountant in the Audit & Consulting department. Muskett has officially joined the firm in the Arizona office as a Staff Accountant. He comes to REDW most recently from Moss Adams but previously worked at Ernst & Young and PricewaterhouseCoopers. He has significant experience in auditing tribal governments, tribal enterprises including casinos, and performing A-133 single audits for tribes.

“We opened our office in Phoenix with a commitment to better serve our Arizona-based clients and continue our growth as a regional CPA firm. Adding Myrond Muskett to the team will help us fulfill that commitment as he brings the right combination of industry experience and dedication to client service,” commented Mike Allen, Principal and Head of the Phoenix office.

### Tribe Promotes R. Bruce McKee to Chief Executive Officer for FireKeepers Casino

FireKeepers Casino in Battle Creek, Mich., owned by the Nottawaseppi Huron Band of the Potawatomi (NHBP) and led by Tribal Council members Homer A. Mandoka, Jamie Stuck, RoAnn Beebe-Mohr, Dorie Rios, and Tony Day have



R. Bruce McKee

taken complete operational control of FireKeepers Casino as of May, 2012 and have elected to maintain and promote General Manager R. Bruce McKee to Chief Executive Officer.

McKee began his journey with FireKeepers Casino in May of 2008 as the General Manager of the undeveloped \$350 million dollar project consisting of 236,000 total sq. ft. with 107,000 of that as the gaming floor with 2,680 slot machines, 78 table games, 12 poker tables, bingo room, and five restaurants.

McKee was responsible for all facets related to opening and operating the facility including, but not limited to: design and construction management, department staffing, obtaining all operating FF&E, pre-opening budget compliance, Tribal Relations, contract administration, and regulatory compliance.

“Bruce has shown tremendous commitment to FireKeepers as well as the NHBP Tribe and its leading council,” stated Homer A. Mandoka, Tribal Council Chairman of the NHBP. “We have been extremely impressed with the work that has been provided and look forward to having Bruce on our team as we look forward to the opening of our new hotel, expanded bingo operations and functional multi-purpose event center.”

### Javo Beverage Appoints Coffee Veteran Chris Johnson to Top Sales Position



Chris Johnson

Chris Johnson has been named Executive Vice President of sales at the Javo Beverage Company. Johnson joins Javo Beverage from IMI Cornelius, a leading global manufacturer of beverage dispensing and cooling equipment, where he served as their vice president of sales for North America. His primary responsibilities included leading the sales, field operations and customer service teams in the development of

new national chain account business in the Convenience and QSR channels along with managing relationships with national brand owner, bottler and distributor customers.

During his nearly 2 years with IMI Cornelius, Johnson successfully drove new customer acquisition, increased revenue and profit growth and implemented key business process disciplines that have helped to improve the overall management of the business.

From 1998 to 2010, Johnson was employed by the Sara Lee Corporation, where he held several positions of increasing responsibility up to his most recent role as vice president of Beverage Sales for the USA and Caribbean Islands.

“Chris is a proven sales leader who has delivered impressive results in every position he has held. Javo Beverage will benefit greatly from his industry experience and relationships with customers in every foodservice channel we serve,” explains Dennis Riley, President and Chief Executive Officer.

### Incredible Technologies Announces New Additions to their Gaming Sales & Marketing Team



Greg Timm

Incredible Technologies (IT) recently announced the addition of two gaming sales veterans, as well as two dedicated marketing professionals to its thriving casino gaming sales initiative. Greg Timm and Sergio Pacini join the company both as Western Sales Managers focusing primarily on Nevada, as well as other western markets. In support of this growth, the marketing team has added a new Marketing Analyst, Naté Grindeland as well as a Marketing Associate, Caitlin Harte.

Timm brings over 30 years of experience to the company with expertise in product sales, marketing and sales management. Timm joins IT most recently from JCM Global where he served as Territory Manager. Previous experience includes key roles in opening new territories for IGT, Sigma and Spielo in the West.

Pacini comes to IT with over 20 years of sales and operations experience in the gaming industry ranging in slots, systems and casino operations. Utilizing his knowledge of developing new markets for Aruze and Shuffle Master, Pacini will now help guide IT's expansion. Timm and Pacini - alongside



Sergio Pacini



Naté Grindeland

western region sales director, Beena Blake - will be responsible for managing IT's rollout of video slots in Nevada this coming year.

Grindeland and Harte together bring over 13 years of experience in Product Marketing and Marketing Communications, including 4 years in the casino gaming industry. Their introduction to the team includes the kickoff of a market analysis program, designed to support both sales and the company's slot development studios.



Caitlin Harte

## Jones Sign Appoints Cathy Holmes to Casino Executive Sales



Cathy Holmes

John Mortensen, President of Jones Sign of De Pere, WI. has announced the addition of Cathy Holmes as a Casino Sales Executive. Holmes has a distinguished 24 year career in the gaming industry, consulting on interior and exterior casino and hotel signage. She will concentrate her efforts in the casino and hotel markets with a wide variety of signage solutions which include LED and LCD displays, wayfinding, directionals, venue, slot machine displays and custom three-dimensional architectural features. Based in Florida, she will cover the casino industry nationwide.

With her wealth of experience in the gaming industry starting with state lottery, bingo and slot machine manufacturers and distributors such as Sodak Gaming, Northstar Gaming and Aristocrat Technologies and most recently with Yesco Signs in Las Vegas, Holmes brings a comprehensive understanding and extensive experience to Jones Sign marketing slot and casino products.

## Indian Civil Rights Attorney Lawrence Baca Receives Distinguished Thurgood Marshall Award



Lawrence Baca

Lawrence Baca was recently honored by the American Bar Association's Section of Individual Rights and Responsibilities during the ABA Annual Convention. During one of the hallmark events of the ABA Annual Convention, Lawrence Baca became the first Native American to receive the prestigious Thurgood Marshall Award. Baca is a retired U.S. Department of Justice civil rights litigator and a former Chairman of the ABA Commission on Racial and Ethnic Diversity in the Profession, and the first and only Native American to hold that post.

Baca, a Pawnee Indian, grew up in Southern California and experienced race discrimination from an early age. These experiences framed his desire to fight for justice for Indians, becoming the first Native American lawyer hired by the Civil Rights Division of the United States Department of Justice and ultimately receiving the U.S. Attorney General's Medallion – the highest honor the Attorney General can present to retiring DOJ employees.

Because of the discrimination he faced by the bench during his first civil rights case in 1978, Baca developed a strategy to avoid trial in order to obtain positive results

for Native American victims.

During his 32-year tenure as a litigator at the Department of Justice, he never went to trial, but he did not shy away from litigation. During his acceptance speech, Baca explained, "I had the opportunity to pursue justice with the power and authority of the Department of Justice. You rise in court, you speak your name and then the five most powerful words in civil rights enforcement - I represent the United States."

## University of Nevada, Reno Professor Bill Eadington Receives National Award



Bill Eadington

Bill Eadington, economics professor and director of the Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno College of Business, was recognized by The National Council on Problem Gambling for his lifetime of work addressing problem gambling.

In choosing Eadington to receive the Goldman Lifetime Award for Advocacy at the national conference in Milwaukee, Wis., the Council said, "In the field devoted to the academic study of gambling and gaming industries, he is the founding giant and the internationally respected leader. Bill served on the NCPG Board of Directors for 30 years, including as President in 2008, and is a longtime advocate for responsible gaming."

The Council only bestows its Lifetime Awards "in exceptional times and circumstances, to individuals who exemplify at least 20 years of service on behalf of those affected by problem gambling."

Last November, Eadington was also inducted into the Gaming Hall of Fame, the highest honor accorded by the gaming industry, with some previous inductees including Phil Satre, Steve Wynn, William Harrah and Bill Pennington.

Eadington has written extensively on issues relating to the economic and social impacts of the industry. He has authored several books, including "The Downside: Problem and Pathological Gambling" and "Gambling: Public Policies and the Social Sciences."

Eadington has also served as the organizer of the University's ongoing triennial International Conferences on Gambling and Risk Taking, which began in 1974, and is founder and co-moderator of the annual Executive Development Program for Senior Level Casino Executives.

Eadington has been at the University of Nevada, Reno since 1969. In 1990, he was awarded a Foundation Professorship at the University, and since 2004, he has held the Philip G. Satre Chair of Gaming Studies at the University. ♣