

DiTronics Installs Transaction Rewards at Chinook Winds Casino Resort

DiTronics Financial Services, provider of player-centric cash access and funding solutions for the gaming industry, recently announced it has installed the company's new Transaction Rewards(R) product at the Chinook Winds Casino Resort in Lincoln City, OR.

The Transaction Rewards personalized cash access program is the "first of its kind" solution that integrates DiTronics Cash Access applications directly with the casino's Loyalty Program.

The powerful patent-pending features of Transaction Rewards allows operators to personalize cash access transactions and extend Player's Club Rewards by providing player-centric check cashing limits, automatic discounted transaction fees, redemption of club points and/or comp dollars to buy-down fees, along with the awarding of points and comp dollars for completing various transactions.

"Chinook Winds Casino Resort is happy to partner with DiTronics to further enhance our guests' experience," states Eric Smileuske, Director of Marketing of Chinook Winds Casino Resort. "DiTronics' new Transaction Rewards allows our guests to safely access their funds and we can reward them even more during those processes. We love it and our customers will too."

"The insights provided by the patron management system provide enhanced inputs into the DiTronics Check Cashing application, which have yielded a verifiable increase as much as 15 to 30% in check cashing volume," notes Jim Kirner, DiTronics VP of Sales and Marketing.

Aristocrat Forms Partnership with Wave Crest to Provide Casino Card eWallet

Leading land-based and online gaming technology supplier Aristocrat Technologies Inc. has entered into a strategic partnership with Wave Crest Group to launch an open-loop casino card. The project is aimed at improving the user experience for casino patrons and to provide casino operators with new payment and loyalty solutions to enhance the overall gaming and leisure experience.

The partnership will bring Wave Crest's cutting-edge casino card technology to Aristocrat's Oasis 360™ customers across North America.

The card works in conjunction with a casino patron's loyalty club card account and, due to technology integrations between Wave Crest and Aristocrat, combines a seamless payment experience with loyalty systems. The open-loop casino card will be issued by partner banks providing FDIC insurance over casino patron balances and will be powered by the Wave Crest enterprise payments platform.

Aristocrat Vice President of Product Strategy Daniel De Waal said, "At Aristocrat we are transforming the game,

and now with this new agreement with Wave Crest, we are transforming the way casino patrons pay for their gaming experience. The casino card helps to enhance the patron experience by delivering a total gaming experience unlike any other, and it can help to reduce the amount of cash the operator needs to keep on hand."

Wave Crest Vice President of Business Development Jeremy Gies added, "The casino card provides players with an open-loop GPR card account for a seamless gaming and entertainment experience. Its advanced technology allows for easy transfer of funds between the card account and the casino cashier, and it can be used interchangeably to fund casino loyalty accounts or as a network-branded payment card. Above all, it provides players with one card account for all entertainment spend that provides convenience, security, privacy, and flexibility."

Casinos Add Ortiz Class II Electronic Bingo Games to Their Floor

Ortiz Gaming, one of the world's largest electronic bingo manufacturers, entered the U.S. gaming market in late 2012. Last month, the company celebrated a milestone, announcing that their games are being installed in more than five North American casinos in multiple states.

In reference to the initial kick-off in the American market, "We are honored to do business in North America, and we are excited that our first month of casino installations was so busy," reported Ortiz Gaming President Maurilio Silva. "Our success this week is just a highlight of things to come," he added.

Of the games installed last month, Ortiz Gaming's most popular game internationally, "Triple Bonus" is the star. "Casinos benefit from the unparalleled time-in-seat that our games are known for, and players can't get enough of our exciting bingo titles and play," said Silva. "Triple Bonus is our most popular game in every market, and it looks like it will continue to be our most popular in North America."

Rainmaker Recipient of Info-Tech Research Group's Trend Setter Award

In its 2013 Vendor Landscape: Revenue Management Systems report, Info-Tech Research Group, Inc., a global leader in providing IT research and advice, listed Rainmaker's GuestREV® system as the Trend Setter Award recipient, calling it "the perfect system for cutting-edge casino-hotels looking to make decisions based on total guest value." Info-Tech Research Group also recognized Rainmaker for its "innovative approach of introducing gaming revenue to revenue management modeling."

In its comprehensive 41-page report, Info-Tech Research Group stated that customer segmentation, manual overrides, multi-currency capability, and a system's ability to

push rates to frontline employees based on established parameters, today, are “table stakes that represent the minimum standards” for a revenue management system, without which the system “doesn’t even get reviewed.”

The report lists nine advanced features as today’s market differentiators for assessing the strength and value of a revenue management system. Of the seven organizations whose revenue management systems were evaluated, only Rainmaker’s GuestREV system received a top score for all nine advanced features. Market differentiating features assessed included channel management, competitive rate modeling, controls, demand forecasting, events and promotions, groups, multi-property, non-room revenue and reporting.

“We’re extremely honored to receive this award,” said Tammy Farley, President of Rainmaker. “Today’s casino-hotel operators are keenly aware that, while cost management will always be a top priority, their top- and bottom-line growth objectives are achieved only with innovative, market-leading products specifically tailored to drive revenue. We’re pleased and proud to be listed as the one company whose revenue management system takes an innovative approach of introducing gaming revenue as a way to drive incremental revenue for today’s world-class casino-hotels.”

Green Revolution’s Power Application Correction System Installed at Coshatta Casino Resort

Casino Electric Savings, LLC, the exclusive casino distributor for energy solutions company Green Revolution EMS, has aligned with Coshatta Casino Resort, Louisiana’s premier casino resort.

Green Revolution is an energy management solutions manufacturer committed to providing commercial, industrial, and residential clients throughout North America with a simple, sustainable way to reduce energy consumption.

Coshatta Casino Resort has recently implemented Green Revolution’s Power Application Correction System (PACS) system – an affordable energy management system that uses well-known power-saving technology. PACS actively helps to increase the efficiency of an electrical system to improve power factor, and reduce associated power inefficiency penalties.

“Casinos have been challenged to reduce energy costs and become more energy efficient for years,” said Casino Electric Savings, LLC’s President Bob Baker. “By installing PACS, the Coshatta Tribe has positioned their casino for sustained success, energy savings and efficiency.”

“We are thrilled to partner with the Coshatta Tribe and Casino and are delighted to help them achieve their energy conservation goals,” said Brad Cohen, CEO of Green Revolution. “By expanding our outreach into the casinos, and by aligning with highly impactful business leaders and



L-R: Conrad Granito, General Manager, Coshatta Casino Resort, and Bob Baker, President of Casino Electric Savings, LLC.

organizations, we have a tremendous opportunity to change the overall perspective on energy savings.”

Seneca Gaming Corporation Lauded as One of Western New York’s Most Admired Companies

Buffalo Business First, a leading weekly business news publication in Western New York, has chosen Seneca Gaming Corporation as one of the region’s “Most Admired Companies” for 2013. The publication asked readers, businesses and its staff to make suggestions and nominations, and selected 21 companies in the region based on factors such as growth, success, diversity and contributions to the local community.

Since opening Seneca Niagara Casino on December 31, 2002, Seneca Gaming Corporation has grown into one of the largest private sector employers in Western New York. Today, the company employs more than 3,900 workers at its three casino entertainment properties – Seneca Niagara Casino & Hotel in Niagara Falls, Seneca Allegany Casino & Hotel in Salamanca and the new Seneca Buffalo Creek Casino in downtown Buffalo. The combined annual payroll of the Seneca casino properties is more than \$100 million. In addition to good-paying jobs, employees of Seneca Gaming Corporation receive generous benefits, such as access to a free Team Dining Room and Fitness Center, both open 24 hours a day. The progressive company has many additional healthy initiatives, such as diabetes prevention and smoking cessation programs, as well as a health office with services offered free-of-charge and no need for co-payments or insurance.

Over the past 11 years, the company and its owner, the Seneca Nation of Indians, have also helped to drastically change the economic development landscape in Western New York, completing more than \$1 billion worth of construction projects at its casino properties and the award-

winning Seneca Hickory Stick Golf Course in Lewiston, NY. The company spends more than \$100 million per year with local vendors and suppliers.

“We have been extremely fortunate to have been at the forefront of an exciting era of economic rebirth in Western New York,” said Kevin W. Seneca, Chairman of the Seneca Gaming Corporation board of directors. “Our employees, our business partners and the millions of guests we have welcomed over the past 11 years have helped us build a foundation of success and excitement that we hope to carry forward for years to come.”

Navajo Nation Launches Energy Company By Acquiring Ownership of Navajo Coal Mine

Navajo Transitional Energy Company, LLC (NTEC) recently completed its acquisition of the Navajo Mine, located on the Navajo Nation (the Nation), from BHP Billiton Limited and entered into agreements to supply coal to the Four Corners Power Plant through 2031.

NTEC was created in April 2013 as a wholly owned limited liability company of the Navajo Nation to promote and protect the Nation’s economic and financial interests. The Navajo Nation established NTEC to acquire and operate the Navajo Mine in order to protect Navajo jobs, preserve the Nation’s revenues and sustain the regional and Navajo economy. NTEC is also charged with creating economic opportunity utilizing the Nation’s renewable energy and coal resources and enhancing the ability of the Navajo Nation to manage its natural resources for the long term benefit of its people and communities.

“The acquisition of the Navajo Mine was an extremely complex undertaking. Throughout the process, which lasted over a year, NTEC, the Navajo Nation, BHP Billiton and the Four Corners Power Plant overcame many challenges to bring this project to a successful conclusion. I would like to thank all those who assisted us in this endeavor, especially the leadership of the Nation who embarked on this visionary and historic project,” Steve Gundersen, Chairman of NTEC’s Management Committee, said after the agreements were executed.

Colville Tribal Federal Corporation Named UW Minority Business of the Year

The Colville Tribal Federal Corporation was named the William D. Bradford Minority Business of the Year at the 2013 UW Minority Business of the Year Awards ceremony in Washington State.

“We are honored to receive this prestigious award that speaks to the significant turnaround of our organization over the last couple of years,” CEO Joe Pakootas said. “We’ve worked hard to focus on tribal businesses both large

and small that can create additional revenue for the tribe and community. We have a vision for the future of great growth and sustainability and that means expanding successful enterprises and creating new opportunities that will benefit our entire region.”

The CTFC, an organization created by the Colville Business Council to act as the primary business arm for tribal enterprises, is comprised of many businesses previously run by Colville Tribal Enterprise Corporation (CTEC). In 2009, CTFC and CTEC were facing bankruptcy and operating at an \$8.1 million loss, but the hiring of Pakootas as CEO in 2010 spurred a remarkable turnaround. In nine short months, CTFC earned \$2.3 million. This turnaround of \$10.4 million was the product of the CTFC focusing on sustainable business enterprises and has become a very important revenue source for the Business Council and the tribe.

Over the last three years, the CTFC has been able to control expenditures and cuts costs, leading to a revenue stream of \$86 million in 2013, compared with just \$49 million in 2010. In that span, five businesses have been able to reopen, providing jobs and stability for tribal members.

Santa Ynez Tribal Health Clinic Receives Highest Accreditation for a Health Care Facility

The Santa Ynez Tribal Health Clinic recently achieved a three-year accreditation through the Accreditation Association for Ambulatory Healthcare (AAAHC). The clinic is one of only a handful of health care facilities in Santa Barbara County to receive the AAAHC seal of approval.

“Santa Ynez Tribal Health Clinic patients can be assured that by achieving AAAHC accreditation the organization participates in on-going self-evaluations, peer reviews and education to continuously improve its care and services,” said Ron Sisson, Executive Director for the Santa Ynez Tribal Health Clinic. “The clinic also commits itself to a thorough, on-site inspection by AAAHC surveyors, who are themselves health care professionals, at least every three years moving forward.”

Health care organizations seeking AAAHC accreditation undergo an extensive self-assessment and on-site examination by expert surveyors who include volunteer physicians, nurses and health care administrators.

“The accreditation process enabled the entire Santa Ynez Tribal Health Clinic staff to share their collective health care expertise in a formal process that produced an overall sense of teamwork and accomplishment toward a common goal with a successful outcome,” Sisson said.

The AAAHC is the leader in ambulatory health care accreditation with almost 5,000 organizations accredited nationwide.