

Snoqualmie Casino and Seattle Seahawks Announce New Transformative Partnership



Snoqualmie Casino CEO, Brian Decorah, and Chief Marketing Officer, Stanford Le joined Seattle Seahawks Senior Vice President of Revenue, Amy Sprangers, Director of Sales, Corporate Partnerships, Gina Martinez Todd and Seahawks Legend, Randall Morris, on the 12 Flag platform at CenturyLink Field for the announcement.

Snoqualmie Casino and the Seattle Seahawks recently announced a new partnership granting Snoqualmie Casino the use of the Seattle Seahawks logo and marks for advertising and collaboration for on-site promotions. The partnership is the first of its kind between a casino and the Seahawks franchise.

Following a change in sports betting laws by the U.S. Supreme Court earlier this year, the NFL updated its guidelines to allow teams to form partnerships with casinos that include use of team trademarks. Snoqualmie Casino becomes just the seventh casino to partner with an NFL franchise to secure trademark usage in its marketing efforts.

“We can’t imagine a better way to cap our 10th anniversary than by announcing an updated alliance between two premier Seattle brands,” said Decorah. “We have been a Seahawks sponsor and suite holder since we opened in 2008, so we are looking forward to the enhanced opportunities our newly expanded partnership will create.”

“We are proud to formally announce an expanded partnership with our long-time partners at the award-winning Snoqualmie Casino,” said Sprangers. “We look forward to working together with Snoqualmie Casino to create exciting new activations for the 12s for years to come.”

San Manuel Casino Announces Partnership with Vegas Golden Knights

San Manuel Casino, a top Southern California casino destination, has announced a new partnership for the 2018-2019 NHL season. The addition of the Vegas Golden Knights to San Manuel Casino’s existing portfolio of sports sponsorships comes right on the heels of their successful 2017-2018 season that took the team to the Stanley Cup Final. San Manuel Casino is located only three hours from

the T-Mobile Arena, home of the Golden Knights, providing hockey fans from Nevada and California access to the most slots on the west coast.

“San Manuel Casino is proud to join the Vegas Golden Knights family as they have already become one of the most exciting hockey teams on the ice,” said San Manuel Casino General Manager, Loren Gill. “This partnership with one of the best teams in the NHL is just another opportunity for us to connect with our guests and neighbors in Las Vegas.”

This new partnership will expand San Manuel Casino’s presence across the NHL, NFL, and MLS in Southern California, and now Nevada. These numerous sponsorships allow them to offer guests exclusive benefits at multiple venues as well as the ultimate fan experience throughout the year. San Manuel Casino’s partnerships also create opportunities to collaborate with major sports team on philanthropic efforts that give back to the surrounding communities. San Manuel’s portfolio also extends to well-known Southern California entertainment venues, including AEG’s L.A. Live, Staples Center, Rose Bowl Stadium and StubHub Center.

Agua Caliente Casino Resorts Extends Partnership with Clippers

Agua Caliente Casino Resorts and the Clippers organization recently announced Agua Caliente’s partnership renewal for the 2018-19 season. Agua Caliente continues in its second season as Presenting Sponsor of the Agua Caliente Clippers of Ontario and its fourth as the Official Tribal Casino partner of the L.A. Clippers. The Agua Caliente Clippers, the L.A. Clippers’ G League affiliate that launched ahead of the 2017-18 season, started their upcoming season last month at Citizens Business Bank Arena in Ontario, CA.

The partnership furthers the collaborative efforts between Agua Caliente Casino Resorts and the Clippers to preserve and promote awareness of local Native American Tribes in Southern California, while giving back to communities in the Coachella Valley and Inland Empire. Throughout the 2018-19 season, Agua Caliente will sponsor promotional nights at L.A. Clippers games that have already included Native American Cultural Night and an upcoming Fan Appreciation Night in April. In addition, The Show – Southern California’s premier concert theater located within the Agua Caliente Casino Resort Spa in Rancho Mirage, CA – will present the Clippers’ DTLAC series at four Friday night DTLAC games this season. DTLAC nights celebrate downtown L.A. with special halftime performances, with the first scheduled for January 18.

“We are thrilled to continue our partnership with the Agua Caliente Clippers for a second season,” Agua Caliente Band of Cahuilla Indians Chairman Jeff L. Grubbe says. “We are honored to have this G League team named after our

people. This partnership continues our longstanding efforts to create awareness about our history and culture as well as our existence today.”

“It’s a privilege for us to continue our association with the Clippers organization for another season,” Agua Caliente Casino Resorts Chief Operating Officer Saverio Scheri III says. “The Clippers organization and our Agua Caliente Casino Resorts are both committed to providing an exceptional entertainment experience. We’re looking forward to another exciting season.”

“Agua Caliente has been an essential part of the Clippers experience for the past three seasons. Their support of the Agua Caliente Clippers was critical as we launched our new G League team, and their contributions to our game entertainment in L.A. help us ensure Clippers fans have the best experience possible,” says Gillian Zucker, President of Business Operations, L.A. Clippers.

Comedy and Concerts Return to Legends Casino

After six years, comedy and concerts return to Legends Casino Hotel in Toppenish, WA. With the completion of the Event Center earlier this year, the marketing and events team spent 2018 outfitting the new facility with sound systems, seating, and ticketing to accommodate headlining acts.

“When we opened the hotel in early 2017, we shared that it was the first significant step in our overall renovation and expansion plan,” said Letisha Peterson, General Manager. “However, the question everyone wanted answered, including our community, was a timeline for a return of concerts and comedy to Legends. We’re very excited to fulfill one of the most significant pieces of our plan – a return to hosting concerts and comedy shows – just in time for the holidays.”

The venue will seat 1,720 guests with four tiers of pricing available. In 2019, the event center will continue to host concerts and comedy shows amid the regional conferences hosted through the hotel.

Casino Del Sol Named Outstanding Corporate Philanthropist

Casino Del Sol, the Sol of Tucson, has been named Outstanding Corporate Philanthropist by the Association of Fundraising Professionals (AFP) Southern Arizona. The prestigious award was presented at the AFP’s National Philanthropy Day luncheon on Nov. 16, a special day set aside to recognize the great contributions of philanthropy – and those people active in the philanthropic community – to the enrichment of our lives, our community and our world.

The National Philanthropy Day Awards recognize individuals and organizations whose philanthropic contributions and dedicated volunteerism improve the quality of life in the community. Casino Del Sol was nominated for



L-R: Robert Valencia, Chairman, Pascua Yaqui Tribe; Kimberly Van Amburg, CEO, Casino Del Sol; Courtney Slanaker, Executive Director, Southern Arizona Chapter - American Red Cross.

the Outstanding Corporate Philanthropist award by the Southern Arizona chapter of the American Red Cross.

“At Casino Del Sol, we are dedicated to being good neighbors in the community we all share,” said CEO of Casino Del Sol, Kimberly Van Amburg. “It is our honor to give back and contribute to many amazing nonprofits that do so much good in Southern Arizona.”

The Pascua Yaqui Tribe, Casino of the Sun, and Casino Del Sol are committed to being community partners. The tribe and casino have provided several million dollars to support charitable organizations and organizations that provide crucial services to residents of Southern Arizona.

GLI’s Website Gets a Fresh Makeover

Gaming Laboratories International (GLI) recently introduced its all-new *gaminglabs.com* website featuring a fresh, modern design with compelling new graphics and improved user-friendly navigation. The top-to-bottom makeover of GLI’s website features a bold and contemporary graphic look and an updated navigation interface that makes it easier to find the information you’re looking for, such as: submitting new games for testing; downloading GLI technical standards, webinars, and whitepapers; connecting with GLI University’s® professional training options; and accessing GLI’s patented and award-winning products and services like GLI Access® and GLI Link®.

One of the website’s enhanced features is a new, interactive “Ask GLI” button, which allows you to submit a question directly to the lab with the click of a mouse. The updated navigation bar offers easy-to-use drop-down menus for the following categories: GLI Standards; Services; Industry (Operators, Regulators, and Suppliers); Tools (GLI Access, GLI Link and Kobetron™ verification); Getting Started; Events; About Us; and Careers. Plus, new eye-catching icons graphically point visitors to key information.

Trilogy Group Expands Business to Business Representation in Indian Country to a Relationship with Malibu Wines

Trilogy Group, a native, woman-owned company, recently signed a contract with Malibu Wines to introduce and promote the Malibu Wines varietals of Saddlerock and Semler Wines, to the gaming industry and beyond.

“Malibu Wines and the entirety of Semler Estate are a dynamic, unique offering to the gaming and entertainment industry,” said Valerie Spicer, Founding Partner of Trilogy Group. “The combination of Malibu’s clean, distinctive wines combined with the ability to offer the Semler Estate, a destination which includes a safari park with a diverse range of unique animals, makes Malibu Wines a perfect match for the entertainment industry. Having been in the industry for some time, I wanted to look for an offering I felt fits well with our ideals, while offering a quality product to the gaming industry.”

Trilogy Group will begin its efforts with Malibu Wines in the southwest and progress from there. Trilogy Group will focus on promoting Malibu Wines’ varietals as well as develop the potential of cross-promotional content with the Malibu Wine Safari and the Malibu Family Wines Wine Club, as an added benefit to casino players club promotions.

“Trilogy is so thrilled to have this opportunity to bring Malibu Wines to tribal facilities. As good wine pairs with good food, so do good companies’ pair with our fantastic gaming operations. We look forward to watching this partnership grow,” said Sheila Morago, Founding Partner Trilogy Group.

Ron Semler, owner of Malibu Wines, stated, “We are excited to align with Trilogy Group and appreciate their extensive knowledge and history in Indian Country and the gaming industry. We look forward to what this relationship may bring.”

Wipfli Joseph Eve Sage Intacct Division Receives National Customer Service Award

Wipfli/Joseph Eve’s (Wipfli) Sage Intacct Division has received the top Net Promoter Score®, or NPS® of all Sage Intacct resellers for 2018. Net Promoter Score® provides a core measurement for customer experience. The score was ascertained via a survey sent directly from Sage Intacct to all Intacct clients as part of an audit of VAR service levels.

“As the customer satisfaction leader in accounting software, Intacct places a high level of focus on recognizing stellar customer satisfaction ratings of its value-added resellers. Our Intacct team works tirelessly to ensure our clients gain the most benefits from their Intacct investment. We are thrilled to be recognized for our efforts in delivering the highest levels of customer service across the Sage

Intacct VAR channel,” said Jason Winkler, Director of Business Services – Technology Consulting.

Intacct has a channel of more than 100 CPA and consulting firms that implement and support Sage Intacct. Wipfli’s tribal focused division, led by Partner Lindan Elliott, has a focus on delivering comprehensive, best-in-class service, support, and software to help highly regulated organizations get maximum value from their Sage Intacct software.

Intacct is the #1 customer-rated, true multi-tenant cloud accounting and financial management software solution. It is also the American Institute of Certified Public Accountants’ (AICPA) first and only preferred provider of financial applications.

Earlier this year Wipfli was recognized by a leading technology publication for their efforts in redefining accounting software in casino gaming.

Scientific Games Completes Acquisition of Don Best

Scientific Games Corporation recently completed its previously announced acquisition of Don Best Sports Corporation and DBS Canada Corporation, enhancing its sports betting portfolio and managed trading services with real-time data and pricing resources. With the addition of Don Best’s trading and pricing expertise to its OpenBet™ product suite, the company provides an unmatched comprehensive library of sportsbook technology.

The acquisition follows the successful formation and launch of SG Digital’s Sportsbook Operations service, which provides trading, marketing, and product management services to customers. The Don Best team will provide world-class betting and pricing services along with valuable real-time event data solutions. Heading up the team as Managing Director will be industry veteran Benjie Cherniak. Benjie has spent the past decade building the organization’s highly regarded sports information, live pricing, and data integrity divisions. A leading voice in the emerging U.S. sports betting industry, Benjie will report directly to Keith O’Loughlin, SG Digital’s SVP Sportsbook.

Barry Cottle, Chief Executive Officer of Scientific Games, said, “Don Best’s world-class sports betting trading operation completes our full-service sports betting solution and enhances our ability to provide customers with a complete managed sportsbook. Don Best’s unrivalled pricing, trading and data services, combined with our new marketing services and OpenBet, our global leading sports betting technology platform, uniquely fortifies our position as the world’s leading sports betting provider, ready to help our customers win in the emerging U.S. sports betting market and beyond.”

Benjie Cherniak, Managing Director of Don Best, said, “We’re joining the Scientific Games team during a

transformational time in the sports betting space, and our offerings are the perfect complement to the company's already-strong portfolio of products and services. With our specialized leadership, unmatched expertise in the North American market, extensive knowledge of the region's most popular sports, and leading trading capabilities, we will continue to augment our partners' sports betting technology."

Lake of the Torches Resort Casino to Launch Playport Digital Real-Money Gaming System

Playport Gaming Systems (PGS) and Lake of the Torches Resort Casino in Lac du Flambeau, WI, recently announced a partnership to offer players custom-designed, real-money mobile bingo-style Class II instant win and progressive games. Through its patented Playport gaming technology, PGS will provide Lake of the Torches guests with an exciting new way to play instant win games by allowing mobile access to a vast, frequently refreshed library of entertaining games. Players will buy games and collect winnings on casino property, but will be able to play on their mobile device wherever, whenever they want. The system will integrate seamlessly with the casino's existing mobile and web properties and point-of-sale and loyalty programs.

"Not only is Lake of the Torches one of the most beautifully scenic resorts in the country, it is also one of the most innovative and best run gaming facilities," said Frank Rash, Chief Operating Officer, Playport Gaming Systems. "Introducing Playport's mobile real-money instant win games platform nicely complements the casino's ongoing mission to provide players with exciting and innovative game play experiences."

"For over twenty-five years, Lake of the Torches has set itself apart from other gaming and resort destinations by providing our customers with superior service and entertainment value," said Bill Guelcher, Chief Executive Officer, Lake of the Torches Resort Casino. "We are always on the lookout for cutting-edge technologies, and thanks to Playport, can now digitally expand our real-money gaming portfolio and further enhance our award-winning marketing programs by promoting player loyalty, engagement and fun."

"Playport provides the casino with all the benefits of a mobile-based ecommerce platform with zero capital costs," said Jim Nulph, Chief Revenue Officer, Playport Gaming Systems. "Playport supports the sale of hundreds of game themes and play styles that are new to the Lake of the Torches floor, yet already familiar to their players, and will provide the opportunity to expand the market by extending the guest's game-play experience beyond the walls of the casino."

The Lake of the Torches-branded Playport experience is scheduled to debut in March 2019.

Company Kitchen and Osage Gaming Partnership Lowers Employee Dining Room Operating Costs

Company Kitchen recently announced a partnership with Osage Gaming. Over the past two years, Company Kitchen has opened up three CK Markets at Osage properties. In doing so, Osage has been able to lower their operating costs while offering their employees an added benefit with fresh, healthy foods and greater variety to choose from.

Company Kitchen is a national leader in self-serve micro markets, providing casino and hospitality workers an unmatched employee benefit of fresh food available 24/7. CK Markets offer a large variety of hearty meals, sandwiches and snacks, all prepared locally, as well as an expanded assortment of packaged snacks and beverages, including better-for-you chips, snacks and drinks.

Company Kitchen's centralized data reporting allows organizations to offer daily allowances to employees, subsidies for certain products (healthy items) and even allow for payroll deduct purchases. Sales and trend reports are easily viewable by locations. Additionally, Company Kitchen's wellness program can be integrated to an existing business' to enhance their overall employee wellness initiative.

Byron Bighouse, CEO at Osage Casinos, said, "Osage Gaming has partnered with Company Kitchen at three of our properties for the past two years. I have been very pleased with the success of the program. We have been able to really make it work for the organization as well as for the employees. The Company Kitchen Market has delivered on everything promised given by Director of Sales, Staice June. We have reduced the cost of operating our EDR (Employee Dining Room) significantly. The program has increased the fresh food selections, beverages and snacks for all of our employees. We have also added a wide variety of healthy options for our employees. The process is simple, the people are satisfied and the products are quality. Osage Casino could not be more satisfied with choosing Company Kitchen. Company Kitchen did a terrific job completely setting up the market and it provided us with a cost savings from our previous employee dining program."

States' Economies Boosted by Tribal Gaming, New Research Shows

The American Gaming Association (AGA) recently released a comprehensive study of the state-by-state economic impact of tribal casino gaming in the United States. Key findings from the report include:

- California is the largest tribal gaming state by economic activity, jobs and tax payments. Tribal casinos add \$20 billion to the Golden State's economy, support jobs for nearly 125,000 Californians and

generate \$3.4 billion in taxes and revenue share payments to all levels of government.

- Oklahoma is the second largest tribal gaming state with tribal casinos, creating jobs for nearly 75,000 Oklahomans, generating \$1.6 billion in taxes and revenue share payments and adding \$9.6 billion to the state's economy.
- Tribal gaming added \$6.1 billion to Florida's economy, supported nearly 46,000 jobs and generated more than \$1.1 billion in state, federal and local taxes and revenue share payments.
- The upper Midwest is a hub of tribal gaming activity. Michigan, Minnesota and Wisconsin tribal casinos combined generated nearly \$1.5 billion in state, local and federal taxes and revenue share payments, supported nearly 78,000 jobs and added \$10.2 billion to the states' economies.

"Tribal gaming operators are present in 28 states and create nearly half of all U.S. gaming revenue," said Sara Slane, Senior Vice President of Public Affairs for the American Gaming Association. "This report details the widespread economic impact that tribal casinos have in states across the country, providing diverse career opportunities, supporting local businesses and generating tax revenue and revenue share payments for all levels of government."

This is the second consecutive year that Meister Economic Consulting and the American Gaming Association have conducted a comprehensive study of the economic impact of tribal gaming. This data, in conjunction in previously released commercial gaming data from Oxford Economics, allows for a detailed state-by-state breakdown of casino gaming's economic impact.

American Indian College Fund and United Health Foundation Award 11 Native American North Dakota College Students with Scholarships

The American Indian College Fund, in partnership with the United Health Foundation, recently awarded 11 Native American North Dakota college students with scholarships through the United Health Foundation Tribal Wellness Scholarship Program. The program encourages Native American college students to seek careers as mental health professionals so they can help their communities recover from substance use disorder in a way that honors their tribal heritage and traditions.

The United Health Foundation Tribal Wellness Scholarship Program was funded through a \$360,000 grant from the United Health Foundation in May. It includes scholarships, mentoring, academic support,

job training and research opportunities.

The following 11 Native American students from North Dakota pursuing degrees in recovery-related fields will receive educational support. Five awards were designated for associate degree candidates and six for students seeking a bachelor's or master's degree.

Danelle Belgrade (Turtle Mountain Band of Chippewa Indians), seeking an associate degree in nursing at Turtle Mountain Community College

Latoya Delorme (Turtle Mountain Band of Chippewa Indians), seeking a bachelor's degree in nursing at the University of North Dakota

Briana Delorme-Jeanotte (Turtle Mountain Band of Chippewa Indians), seeking a bachelor's degree in nursing at the University of Mary

Raeanne Henry (Turtle Mountain Band of Chippewa Indians), seeking an associate degree in nursing from Turtle Mountain Community College

Trista Jetty (Turtle Mountain Band of Chippewa Indians), seeking a bachelor's degree in nursing from North Dakota State University

Christine LaRock (Spirit Lake Dakota Tribe), seeking an associate degree in applied science-pre-nursing from Cankdeska Cikana Community College

Desarae Martin (Turtle Mountain Band of Chippewa Indians), seeking a bachelor's degree in nursing from the University of North Dakota

Krista Miller (Minnesota Chippewa Tribe), seeking a bachelor's degree in nursing from the University of North Dakota

Alisha Parisien (Turtle Mountain Band of Chippewa Indians), seeking a bachelor's degree in social work from the University of North Dakota

Pelchee Slater (Turtle Mountain Band of Chippewa Indians), seeking an associate degree in pre-nursing from Turtle Mountain Community College

Maria Vormestrand (Turtle Mountain Band of Chippewa Indians), seeking an associate degree in social work from Cankdeska Cikana Community College

Cheryl Crazy Bull, President and CEO of the American Indian College Fund, said, "Communities across the country are being devastated by substance abuse. Educating culturally competent health professionals in tribal and rural communities is part of an effective response to this crisis. We need to bring our own knowledge and resources to healing

our family members, and providing scholarships for health education does that for us.”

“Thousands of Americans are dying from opioid overdoses, and people living in rural areas often suffer more due to the lack of easily accessible health care,” said Tracy Malone, President of the United Health Foundation. “The United Health Foundation is honored to support these bright and motivated students who will serve an important and needed role fighting the disease of addiction, provide culturally competent care to their Native communities and give back to the people of North Dakota.”

Saint Regis Mohawk Tribe’s Home Improvement Program Receives \$627,000 Housing Grant

The Saint Regis Mohawk Tribe’s Home Improvement Program recently announced that it has received \$564,313 in funding from the U.S. Department of Housing and Urban Development’s (HUD) Healthy Homes Production Grant Program. HUD’s Office of Lead Hazard Control and Health Homes awarded the grant for HIP and the Environment Division’s Air Quality Program to address poor housing conditions in the Akwesasne community. Combined with \$62,702 in matching tribal funds, the total amount available for home improvements is \$627,015.

“There exists environmental health and safety issues in many tribal homes due to the age of their construction and lack of understanding about proper home maintenance and systems,” stated Home Improvement Program Manager Ernest Cree. “According to the tribe’s health care facility, nearly 25 percent of our community has some type of respiratory condition and 11 percent have experienced a home-related accident that could have been prevented, such as a fall due to a home not being handicap accessible,” noted Cree.

Many tribal homes were built before the 1970s – prior to the adoption of building codes and the requirement of environmental testing for radon, mold, or other harmful substances. As a result, a tribal housing survey recently revealed nearly 60 percent, were constructed without appropriate housing materials, with more than 95 percent failing to meet some type of modern building code or exhibited an environmental health hazard.

“Preliminary testing conducted by the tribe’s Air Quality Program discovered a few tribal homes with elevated levels of radon,” said Air Quality Program Manager Angela Benedict. She added, “More thorough testing of households may reveal that recent floods, earthquakes and blasting done in the past years may make that figure exponentially higher.”

The HUD grant will enable the Air Quality Program to conduct environmental testing for taking a broader approach in addressing illnesses attributed to poor housing conditions.

The Air Quality Program will test community member’s homes for radon gas; with the Home Improvement Program remediating and making necessary repairs, as well as providing education on home maintenance and safety. The Healthy Homes Production Grant will see as many as 120 homes receive radon remediation or other type of home improvement, including some major repairs or the addition of a handicap ramp, over the next two years.

Some of the improvements that qualifying households can receive from HIP following an environmental test of air quality and other hazards include new windows and doors, attic insulation, energy efficiency retrofits, as well as repairs to address potential safety concerns. To assist in accomplishing this task, five recently hired HIP staff will receive professional training on implementing environmental health and home safety standards.

“The health and safety of our tribal members is a priority and the ability to develop our capacity to deliver those services continues to be an important goal for the tribe,” said Executive Director Tsiorsara Barreiro. “I extend my congratulations and appreciation to the Home Improvement Program and the Air Quality Program for working together to ensure that our Mohawk families have healthy homes.”

Chapa-De Indian Health Earns National Recognition

Chapa-De Indian Health is recognized as a leader in the national effort to get people’s blood pressure under control and reduce the number of Americans who have heart attacks and strokes each year. The American Heart Association (AHA) and American Medical Association (AMA) named Chapa-De as one of 802 physician practices and health systems nationwide recognized for a commitment to help patients improve blood pressure control through this year’s Target: BP Recognition awards.

Launched in 2015, Target: BP is a national initiative between the AHA and AMA aimed at addressing the growing burden of high blood pressure in the U.S.

“This recognition is a testament to the outstanding work of Chapa-De’s medical team,” said Lisa Davies, MPH, Chief Executive Officer, “Our staff have dedicated a great deal of attention to this important effort and we are proud of the cardiovascular health improvements our patients have experienced.”

Of the 103 million Americans with high blood pressure, less than half of them have it controlled to a healthy level. This is despite the fact that high blood pressure can often be managed effectively when patients work with their physician to create and follow a treatment plan. No single risk factor has more impact on the nation’s death rates from cardiovascular disease than high blood pressure. ♣