

## New Products and Services Showcase

This month, *Indian Gaming* magazine spoke with a number of leading companies in the gaming industry about how they have adapted to the pandemic, especially as it relates to tribal customers; and what new products and/or services they are excited to be showcasing. Here is what they had to say...

### Mark Kelleher, Vice President of Marketing A1 American [a1americangroup.com](http://a1americangroup.com)



Mark Kelleher

**IMPACT:** Like other companies that service the hospitality and restaurant industries, A1 American's business was also impacted as many of our customers had to close down or suspend operations. We immediately reached out to our customer base to see how we could assist them. We also reached out to government agencies for lists of hotels that were allowed to stay open to house front line workers, quarantined patients and

those converting to homeless shelters. Additionally, we utilized the expertise of our healthcare division and refocused our efforts to provide essential PPE items not only to hotels and healthcare facilities but to other industries as well. As a result, PPE has become a new product line for the company since unfortunately the need for precautionary products will be with us for the foreseeable future. A1 American has been active in our awareness campaigns to ensure that tribal customers know where to go for these essential PPE items like face masks, contact-free dispensers and sanitizers, as well as many other items used in hotels and casinos to keep both staff members and guests safe. On our website, we have posted a series of blogs and articles that offer guidance on how to safely reopen your business while keeping staff and guests safe.

**WHAT'S NEW:** A1 American has focused its efforts on becoming a major source for PPE items to all types of industries. However, since our core business remains in hospitality – including sheets, towels and in-room items – our special relationships have enabled us to provide our hospitality customers with essential PPE items as they reopen for business. Within our 'A1 American Defender Collection,' one popular product is our Essential PPE Welcome Kit that our customers hand out to guests upon check in. This secure and resalable kit contains a face mask, wipes and sanitizers and can



be customized with the customer's logo. Many of our customers not only provide these kits at check in, but also sell them in their gift shops and retail outlets as an additional source of revenue. Another popular product is our contact-free dispenser and sanitizer refills. These dispensers can be wall mounted or used with the dispenser stand and placed in heavy traffic areas such as lobbies, parking garages, elevator waiting areas, pool areas and

virtually any other place where staff and guests frequent. We hope to add new products to our growing list of essential PPE items.

### David Stratton, Executive Vice President, Director of Commercial Banking BOK Financial [bokfinancial.com/nativeamerican](http://bokfinancial.com/nativeamerican)



David Stratton



**IMPACT:** From the company's perspective, we, like many of our clients, have been largely working 'together apart.' With a dual-mandate of maximizing employee safety and ensuring continuity of service, we implemented an array of strategies such as work-from-home for approximately 70% of our

employee base, social distancing actions for those in the office, enhanced cleaning procedures at all of our locations, and enhanced benefits for our employees to help mitigate the impact of the pandemic.

With our tribal banking business, like all things that BOK Financial does, we are not casual with our approach. As a financial institution headquartered in Tulsa, OK, tribal

banking isn't something we do – it is part of our communities' DNA, and thus, who we are. Similar to energy and healthcare banking, this is an area that is very important to us, takes a tremendous amount of expertise, and is built on years of trust and long-term relationships. As others have trimmed their exposure to specialty areas of commercial banking in the wake of the pandemic, we've taken this time to reinforce our commitment and position ourselves as a leader in tribal banking. Similarly, it has been important to us to help ensure our tribal clients have access to liquidity to adequately provide all the critical services to their tribal members. As we look to the future, we'll continue to be a financial institution that actively serves tribal communities across the country. This is a growing area of opportunity for us, and we'll continue to work to grow our presence.

**WHAT'S NEW:** Specifically, in the commercial banking space, we continue to look for ways to enhance our clients' digital experience. The pandemic has accelerated technology needs and adoption for our clients, especially in the treasury management, and beyond commercial banking into our wealth management product suite. Looking ahead, we feel that many of the temporary needs stemming from 'work from home' practices will be adopted permanently, creating an opportunity for BOK Financial to set itself apart. As a result, we look to continue building enhancements with our commercial digital portal by adding features that will continue to enhance the partnerships we have with our clients.

**Blaine Preston, Director of Client Services for State Government, Lottery, and Tribal Operations**  
**Gaming Laboratories International (GLI)**  
[gaminglabs.com](http://gaminglabs.com)



Blaine Preston



**IMPACT:** Businesses can never fully prepare for a global pandemic, such as COVID-19, but GLI made it a point to ensure we were putting our clients at the forefront. Our first priority has been to stay in direct contact with tribes and

regulators across North America. While some conversations remain a touch-base, others are more complex to help tribes and regulators deal with the unprecedented times and changes the world is facing. It's been important to help all sizes of operations and areas of business gain a greater understanding of the industry right now, from legislative and regulatory

changes to new, advanced technologies, including sports betting, iGaming, Esports, and others. As casinos have been completely shut down, and now beginning to re-open, the need to ensure regulatory compliance is of the utmost importance. Regardless of the simplicity or the technical nature of the request, GLI is poised to help tribes navigate today and into the future of gaming.

**WHAT'S NEW:** We are offering more virtual options than ever – something that began pre-pandemic. One example is our Remote Test Bed, the ability to allow remote testing for our clients. In early September, GLI launched lab-focused virtual educational tours that allow regulators to see the ins and outs of the testing and certification process. We are also offering more virtual GLI University classes to help regulators better understand the industry and technology available to them. Lastly, we are actively redesigning tools to make regulators more efficient in their daily roles. These services will be rolled out in the near future.

**Kell Houston, President**  
**Houston Productions**  
[houstonproductions.net](http://houstonproductions.net)



Kell Houston

**HOUSTON PRODUCTIONS**

PROVEN LEADERS IN CASINO ENTERTAINMENT BUYING AND CONSULTING

**IMPACT:** Today's unprecedented pandemic and the associated economic issues, as well as all of the civil unrest, has made this a very challenging time for casino entertainment and the overall tribal casino business itself. As entertainment buyers, it's been a challenge finding new ways to negotiate

through all of the federal, state and tribal mandates that are now part of doing business. Social distancing requirements have all but eliminated, for the time being, the bigger concerts and shows. Entertainment is an integral part of most casino's brand. It's how you can stand out in your market. We have been suggesting smaller more cut down shows, like the comedy club example, with lower budgeted comedy shows in your venue, and maybe 2-3 comedians. In this scenario, you can space out tables in your ballroom and safely present a show for 200+ people. Several properties have been able to safely present outdoor shows, in their 2,000+ capacity venues, for up to 600 people. The drive-in concert concept has shown some success for larger more popular artists, but finding the space for most tribal properties and creating all of the infrastructure is not cost effective. We don't see much of a market for virtual shows as of yet, but you never know for sure.

**WHAT'S NEW:** We are encouraging our casino clients to consider more players club events for their tiered players. These can be easily limited in size and reward your players with entertainment. Typically, these are free events and invite only. You can provide smaller acoustic shows with national artists, as well as other types of creative ideas. We are all looking for ways to attract and retain our customer base. Think quality over quantity. Bring in a motivational speaker or someone that can talk about good health, both mentally and physically. There are a lot of good speakers out there that cover a wide variety of pertinent subjects that can easily relate to today's current scenario.

We will all get through this and hopefully we will have discovered new and fun ways to entertain our customers.

**Dave Kubajak, SVP Operations,  
Sales & Marketing  
JCM Global**  
[jcmglobal.com](http://jcmglobal.com)



Dave Kubajak

**IMPACT:** JCM remains focused on making our customers' operations run smoothly and more efficiently. During the pandemic shutdown, we proactively worked with our customers before they reopened their properties and continue to support them after reopening to ensure JCM products and systems are performing. This was something we took very seriously. To help, we sent our service teams on site when we

could and gave our customers support through our 24/7 hotline. We also added new products to help our customers open

as safely as possible. For example, one new product JCM represents solves social distancing and capacity limiting needs. It uses a camera and LED display to manage the inflow and outflow of customers. The camera is connected to an indicator that flashes a green light when it is okay to enter and a red light for when a certain area has reached its capacity. This is another example of how



JCM is constantly seeking out the best solutions for our customers.

**WHAT'S NEW:** It starts with JCM's award-winning Fuzion. Driven by Fuzion technology, JCM solutions are involved in every aspect of the casino: audit; count room; entertainment; F&B; marketing; race and sports; security; slot operations; surveillance; and table games – giving operators intelligence, security and interconnected transactions no other supplier can provide. Then, players who want a contactless transaction solution can use the iTITO module on Fuzion with their own mobile device. JCM's iTITO is functionally different from other solutions because iTITO truly virtualizes TITO tickets. This has several distinct advantages. First, it behaves like the consumer behaves. Second, internal controls surrounding TITO support the mobile wallet and remain intact. Third, iTITO uses a more secure NFC (near-field communication) technology for all transactions instead of Bluetooth. Last, JCM's architecture is structured with open APIs that allow easy integration of third-party systems.

**Kris Nixon, Partner  
Stauffer & Associates**  
[stauffer-cpa.com](http://stauffer-cpa.com)



Kris Nixon



**IMPACT:** As a professional services firm that audits and provides consulting services, we frequently travel to tribes and casinos, including many in remote areas. COVID-19 has presented challenges in that many of these remote areas have either been hit hard or have limited

resources to handle many cases, which has made getting work done for tribes difficult. We have utilized technological services for both data transfer and communications to keep the ball rolling on our projects. We also changed our process from more of a project based to a task-based system of allocating work to our team to accommodate the work that was provided to us as parts of the work, rather than the whole package at one time.

**WHAT'S NEW:** We are working on providing an electronic training service for tribes and casinos to help the accounting and finance departments. We will cover a range of topics from basic accounting, accounts payable, and accounts receivable, to more robust topics such as financial reporting standards, investments, and federal compliance. We plan to have a mix of videos, online coursework, and tests to provide a complete training experience.



## Tracy Kinney, Marketing Manager

**TribalHub**

[tribalhub.com](http://tribalhub.com)



Tracy Kinney



# TRIBALHUB

*IMPACT:* TribalHub, and particularly, its longest standing division, TribalNet, have always been about bringing tribes together

around technology. As the pandemic accelerated technological innovation in a way never seen before, we wanted to continue to be a part of the solution for tribes to succeed. In that effort, we worked to leverage what we believe to be an invaluable asset – the collaborative efforts of tribes coming together.

We shifted our 2020 regional events to be held virtually, instead of in person. We recognized the opportunity to be gained by connecting tribes during these critical months of recovery, so shifting to virtual instead of canceling the events made the most sense. We hosted three regional virtual events in August, bringing together technology decision makers and business executives from tribes in the Midwest, Northwest and Michigan. These events offered a chance for networking, best practice discussions, learning and general support and camaraderie with one another.

*WHAT'S NEW:* We've launched an online community, including a variety of group discussions based on regional location or area of focus. For example, the Tribal ISAC group hosted at [community.tribalhub.com](http://community.tribalhub.com) allows for information sharing among tribes and their enterprises as it relates specifically to information security and incident response. Members are actively posting in these groups to keep routine and open communication around non-competitive information.

What we are most excited about is our 21st Annual TribalNet Conference and Tradeshow, being held virtually November 10-11. Every year, this event brings together tribal IT decision makers and executives from tribes and tribal enterprises across the nation. Our Advisory Board Members are dedicated to formulating a conference agenda that speaks to the most pressing issues facing tribes and tribal enterprises. This year, we feel especially pleased by their work to bring this year's agenda to our audience; after all the time for information and collaboration has never been greater. Noteworthy session

topics specific for those working in tribal gaming and hospitality include: Sports Betting – Success and Failure; Meeting Guests '2020 Expectations' with Technology; Contactless Everything; Long Term Impacts of Covid on the Workplace Environment; and more.

## Richard Hayes, President

**UltraViolet Devices**

[uvdi.com](http://uvdi.com)



Richard Hayes

*IMPACT:* Both our UV-C Air and Surface product lines have been surging with demand as the pandemic has increased focus on enhanced environmental hygiene and air quality, particularly in high-traffic public spaces such as gaming establishments and resorts. To meet this demand, we've done everything possible to ensure manufacturing continuity by addressing supply chain constraints, and most important, ensuring safety of our

employees at our California plant. Like many businesses, our tribal gaming partners are eager to re-open safely and to get the word out that their guests and employees are returning to a protected space. We have a marketing team that works directly with our tribal gaming customers to help do so – as was recently seen in great coverage of what the team at Mole Lake Casino & Lodge in Wisconsin is doing to ensure a safe space.

*WHAT'S NEW:* UVDI's V-MAX™ In-duct Air Disinfection System provides proven germicidal ultraviolet airstream disinfection to inactivate 99% of bacteria and viruses – including, of course, coronavirus. The UV-C lamp fixtures are customized to meet nearly any Airstream and HVAC system configurations using our proprietary UVDI software system. V-MAX™'s proven scientific confirmation of 99% coronavirus



inactivation has been demonstrated in independent laboratory testing against harder-to-kill bacterial and virus surrogates, and meets the Centers for Disease Control and Prevention (CDC) and American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) guidelines on COVID-19 and infectious aerosols. There is no shortage of purportedly effective air disinfection products coming out of the woodwork in this current climate, so it is key installers and customers in the gaming community do their due diligence on effectiveness claims. As important as our deep innovation pipeline is, ensuring rigorous technical support for our current products' effectiveness is our top priority and duty to our gaming customers.

### Grant Eve, National Gaming Partner

Wipfli

wipfli.com

*IMPACT:* With the challenges of the COVID-19 pandemic, advanced remote enabled financial systems to avoid business disruption have become more important than ever. Wipfli's tribal technology specialists have strategically shifted their intensive onsite project approach to an entirely virtual and web-based project methodology. This has involved shorter



Grant Eve



meetings with smaller groups of stakeholders that drive a more agile approach to meeting quicker and more laser focused project milestones.

**WHAT'S NEW:** In 2020, Wipfli introduced its CasinoEdge Advanced platform. CasinoEdge is a universal data delivery application that enables our tribal gaming clients to connect an unlimited amount of source systems to their financial management system. The power to combine financial and statistical data to create a single source of revenue and expense platform has led to an explosive adoption of Wipfli tribal gaming specific accounting version of Sage Intacct. CasinoEdge Advanced powered by Sage Intacct delivers a maintenance free, paperless and fully remote enabled financial management platform for tribes to run their gaming, enterprise, and grant funded organizations from on a real-time basis. ♣

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