

NIGA '07 Training – Something for Everyone!

Monday, 3/26

Department Roundtables 9:00 to Noon

Join your peers from Indian Casinos across the country for an informal networking and discussion session on topics of interest to *your* department. No registration is required for Roundtables - but you can reserve a space and let us know you are coming, by emailing dwyss@indiangaming.org.

These departments will have Roundtables:

Bingo, Cage/Vault, CFOs, Economic Development, Facility Management, Food and Beverage, General Managers, Hotel and Resort, Human Resources, Info Technology, Marketing, Security/Surveillance, Slots/Games, Table Games, Training Departments

EagleIntel National Indian Gaming Integrity Symposium Monday 9:00 – 5:00

Authorized Personnel Only

Come for a day of vital information to maintain your operation's integrity Topics to include -Gaming Related Scams -Internal Fraud -Investigations -Roundtable Q & A with expert presenters Authorization must be received by March 20.

NIGA Casino Training and Leadership Management Summit: How to Produce Better Results Sooner

Sponsored by: PricewaterHouseCoopers

Two Sessions:

Training 1 - Monday, 3/26, 9:00 AM to Noon

Training 2 - Monday, 3/26, 1:00 to 4:00PM

Back by popular demand for the seventh year, this year's summit is a powerful session that stresses ***How to Produce Better Results Sooner***.

Designed specifically for upper-level Management and Tribal Leadership, this 3-hour Certification session will include hands-on and group activities in three important areas for performance:

Assessment

We have to know where our strengths are and areas that need strengthening.

Principles and Tools

You will learn 2-3 powerful tools that will dramatically increase your communication skills, your leadership skills and your team-building skills.

Motivational Coaching

All people need motivation at some time in their work week. Many of our employees may have limited experience in the hospitality area, so leaders must be skilled in educating, motivating and communicating. You will learn several effective motivational principles that produce immediate results.

Separate Registration and Fee Required. Seating is Limited.

IT Track: Wireless Communications and Their Applications

Learn how to utilize new technologies to improve security and public safety while boosting employee productivity, cutting costs, and generating new revenues.

Come hear how others are leveraging security equipment to offer *mobile*; Internet, Telephone (VoIP), and Television (IPTV) to the private sector in the surrounding areas.

The widespread acknowledgement of the significant benefits that these technologies transform communities and their economies include:

- Departmental cost savings
- Enhances healthcare, education and security
- Improves the quality of life

- Promotes job growth
- Diversifies revenue streams
- Remote Monitoring
- Vehicular Systems
- Surveillance Systems
- Database Access
- Network and Systems Convergence
- Computer Aided Dispatch
- Handheld & Vehicle Messaging
- Field-Based Reporting or Direct Access to RMS
- Mug Shots
 - Secure access to information via VPN to existing GIS databases
- Streaming Video
- In-vehicle/handheld access to
 - Maps (2D and 3D views)
 - Critical building infrastructure
 - Building floor plans
 - Building population data
 - Fire/emergency response pre-plans

This Technology can provide significantly expanded capabilities to monitor and manage activities that may affect the safety and security of tribal citizens and patrons of tribal enterprises.

Existing systems such as surveillance, radio systems and wireless networking can contribute to enhanced security and safety. Integration of these systems and the addition of appropriate new technologies can cost effectively meet short term and long term needs, including monitoring, record keeping and coordination of security and public safety staff.

Raving Certification: Marketing Innovations from Outside the Gaming Industry 1:00 – 5:00

Sponsored by: Raving Consulting Company

The gaming industry is sometimes like an island unto itself, with standard marketing formulas built around quality casino design, new slot product, loyalty programs and (hopefully) customer service. But it's a big world out there and many innovative, non-gaming companies are not only "thinking outside the box" with their marketing efforts, but oftentimes they are building whole new marketing boxes.

In this creative and thought provoking session, some of the most innovative marketing minds from INSIDE the gaming industry will share cutting-edge, creative marketing ideas from OUTSIDE the gaming biz. This is the perfect session for Indian gaming operators and marketers who believe in the proud and effective Indian gaming tradition of trying new and innovative ideas, even if it is not "the way we have always done business around here."

Protect Your Tribe's Wealth: How to Develop Financial Literacy and Investor Education Programs for Your Community 1:00 – 2:30

Presented by Oweesta

Sponsored by Bank of America

As tribal gaming operations and other enterprises continue to prosper, tribal members and tribal leaders are looking for opportunities to increase personal financial management skills so that they can protect and grow their personal and tribal assets. Learn about two national programs that offer instructor training and course materials to help develop Native-focused financial literacy and investor education programs. And hear about how one tribe has integrated these programs into a reservation-wide strategy to help tribal members - especially youth - learn the skills necessary to manage their income and assets.

Showcase of Successful Programs: Employee Assistance Program: A Model of Effectiveness 1:00 – 2:30

Sponsored by: Gila River Gaming Enterprise

Gila River Gaming Enterprise has designed its Employee Assistance Program to address issues that impair employees that affect performance, conduct, health, mental health, domestic, financial, and substance abuse. The foundation of the EAP is based on Confidentiality, Professionalism, Early Intervention and Prevention.

GRGE's EAP provides services including Information and Referral, Intake and Assessment, Brief Counseling and Case management for employees using EAP services. Additional services have been developed to further assist in the operational efficiency of GRGE. Those services include Education and Training, Management Consultation, Work Climate Assessments, Change Management Plans, Employee Wellness Programs, a Responsible Gambling Program and Policy, Workplace Violence and Drug Free workplace programs.

GRGE EAP Office has also developed Critical Incident Response Team (CIRT) consisting of team members from 4 different departments. The purpose of the CIRT is to address traumatic and critical incidents at the workplace and in the Gila River Indian Community.

Last year 33% of GRGE 1950 employees utilized the multitude of services offered by GRGE's EAP. Utilization rates have exceeded 30% for the previous 3 years. So what is behind high utilization of the EAP provided by GRGE? What is the EAP's impact on productivity? What is the return on the investment for GRGE?

Please plan on attending to learn how GRGE's EAP has developed and maintained such a powerful presence in this ever expanding and growing industry.

How to Generate Better Sales and Profits from the Internet 1:00 – 2:30

Sponsored by: The Greatest Games on Earth

The tremendous growth of the Internet has, and continues to, impact the way that Native American Casinos promote their properties, market to new and existing customers, and strengthen their customer relationships.

We would like to show attendees at NIGA how to put the Internet to work for them to improve their sales and profits and customer relationships.

The Greatest Games on Earth, a Native American owned business and associate member of NIGA, provides expertise in nationally award-winning Internet Technologies for Native American Casinos.

In our workshop, attendees will learn:

1. How to better and more efficiently market to new and existing customers using the power of the Internet.
2. How to instantly generate new customers, and more frequent visits from existing customers.
3. How to collect thousands of new customer E-Mail addresses for Internet marketing.
4. How to quantify the value of the drop of Internet customers compared to the median.
5. How to create more traffic and add value to your casino's Website.
6. How to use the Internet to build customer loyalty.
7. How to save big money on printing and mailing costs.
8. How to measure Internet R.O.I.
9. How to enhance and accelerate your player development initiatives.

Advertising Multiple Amenities while Maintaining a Consistent Brand 1:00-2:30

Sponsored by: Riester

There are many entertainment venues today that are seeking consumers' disposable income including; concert venues, restaurants, art galleries, gift shops, casinos, sports franchises and even pay-per-view television. Each one on its own has its inherent challenge when marketing to consumers who have so many choices.

Now, put most of the choices listed above under one roof and you really have a marketing challenge: How can I possibly advertise all these amenities and still maintain a consistent brand? This is a challenge facing many Native American casinos today. Casinos now have showrooms featuring nationally recognized entertainers, multiple restaurants to please every palate, and any number of unique entertainment options that run the gamut of your guests' tastes. Most casinos offer slots, poker (with various games), keno, OTB/Racebook, bingo and some even offer sports-themed facilities with satellite fed

television to capitalize on the connection between sports fans and gaming.

Maintaining brand consistency can also be accomplished with the promotion of each venue alone, as long as the advertising maintains the brands characteristics of promise and personality.

From logos to lounge acts, this seminar will showcase concrete examples of advertising and public relations that are able to market a wide variety of amenities while maintaining the overall brand identity that has been created for specific Native American gaming properties. This seminar will be particularly helpful for casino marketing managers and senior management concerned with marketing ever-expanding amenities in a crowded entertainment marketplace.

Certification: Construction Services – How to Minimize Risk and Deliver Projects on Budget 1:00 – 5:00

Sponsored by: McGovern & Greene, LLP

This workshop will address critical aspects of the tribal owner's role from procurement through project control and closeout. Procurement Session - Workshop instructors will discuss different ways to contract for construction services available to tribes, such as: a) a traditional three party relationship between owner, architect and general contractor; b) a two party relationship between owner and design/builder; c) a multilayered approach with a Construction Manager. Participants will hear about risks and benefits of different construction contracts and will learn how to choose between fixed-price versus cost reimbursable type contracts.

Project Financial Administration – This session will introduce key elements of owner's financial oversight. Participants will learn to understand the impact of financial provisions of the contract. Instructors will discuss how to utilize periodic audit techniques to control the project expenditures and protect owners against fraud. The documents of primary importance in this session include, contract, subcontracts, the budget, pay applications and other supporting records. Participants will learn to recognize and how to proactively address high risk areas of the project such as, the bid process, labor and labor burdens, change orders, construction equipment rental rates, bonds and insurance, contingencies and allowances, lien waivers and the right to audit.

Project Closeout – This session will focus on the "right to audit" clause. Instructors will compare final audit methodologies in fixed-price versus cost-reimbursable contracts. Participants will learn about owners rights, the "flow-down" of the audit clause and record-keeping requirements imposed on contractors.

Workshop: Class II Technical Standards (3:00 – 4:30)

In 2006, the NIGC proposed a set of technical standards for class II games that proved ill-equipped to address the unique nature of class II gaming systems. With the NIGC's support, a group of tribal leaders, regulators and manufacturers developed an alternate set of class II technical standards late last year, which was delivered to the NIGC in January. Come hear the latest and how these standards impact your facility.

Evidence Handling for Casino Employees 1:00 – 2:30

Sponsored by: Joseph Eve & Company

Each of us, in the course of our duties within the Casino, will come into contact with items which may be considered evidence in the commission of a crime. Of course, we can't predict when crime will be committed in our Facility...but chances are excellent that it will!

The figures report that more than 3% of Global Crime in 2003 was Gaming Related. That 92% of all crime in a Casino will be perpetrated by Employees in Collusion. That, overall, as little as 3-5% of the Crime that occurs in the Casino will be caught live...and that of those cases that are brought to court, most will fail due to mishandling of evidence!

Even veteran Law Enforcement Officers have taken this course and agreed: Gaming Evidence is handled differently than any other type! There are more people in contact with, and more varied types of evidence in the Gaming Industry...

This 90 minute presentation will address:

-A gaming evidence kit which can be assembled for under \$200 with items found locally!

-Proper procedures and techniques for evidence collection, logging, storage and transfer which will help to maintain the items' evidentiary value.

-Why all employees (from housekeeping to surveillance) need to be trained in evidence control and management.

-Sample forms, evidence controls P&P's and record keeping tools will be provided for each participant.

Certification: Keeping Abreast of Change

Sponsored by: Mountainview Services

Our industry is growing, changing and expanding at a rapid rate, and gaming professionals find themselves faced with many new challenges – incredible deadlines, growing demands on time, numerous distractions, and increased competition.

While we can't control the fast paced nature of our industry, we can control how we anticipate, respond and embrace the changes that are taking place within our organizations. Facilitating change is more critical now than ever before and successfully addressing these challenges requires a new way of thinking, new skills and new tools. Individuals tasked with the responsibility of leading change need to establish sponsorship and ownership for change, clarify expectations, design requirements for change, and provide feedback and build support for change. This program is designed for those who are currently responsible for managing change efforts or those who want to be ready for this challenge in their current or future positions.

This program will prepare participants to:

- Understand change management theories, communication theory, and motivation theories
- Select an appropriate change model and design a strategic plan for change that minimizes the impact on people and maximizes buy-in
- Create implementation designs that involve and inspire formal and informal leaders
- Develop communication tools that raise awareness, build commitment, and ensure understanding
- Manage consequences that may occur such as conflict, resistance, negativity, and complacency.

Renewable / Green Energy for Indian Country

A panel of experts, including Sen. Tom Daschle, will address renewable and green energy options for Indian Country. By leading our country in the development of renewable energy, Indian Country can enhance economic development and in doing so play a central role in weaning the United States off it's addiction to foreign oil that is threatening our national security, undermining our economy and destroying our environment. Tribes across the country are already making advances in wind, ethanol and solar energy and there is still much more that Indian Country can contribute to help themselves and our nation by coupling the natural resources that are so often abundant on reservations with the innovative human capital that is plentiful in Indian Country.

Certification: Slot Math, Game Design and Understanding PAR Sheets 1:00 – 5:00

For the second year in a row, we are offering a certification on slot math and game design. This lively, interactive and humorous look at slot math will be as entertaining as it is informative! The primary focus of this four-hour certification is on slot math and game design. The class will actually design a slot game with the instructor and will generate a PAR sheet. This allows us to look at the terms on PAR sheets and understand how they relate to the designed game. The session will also discuss Class II gaming and how it would look on regular PAR sheets. An evaluation of probabilities, for both Class II and Class III games will take place. Once we have created a game, the class will be able to make changes and see how they affect how the game plays and pays. This hands-on activity will allow participants to actually see how different features affect the game - knowledge that you can take home with you.

PAR sheets are available to the casino, but are all too often hidden in a back room and not available to the staff. Most people don't know how to read PAR sheets and understand the information they contain. This course will give you an understanding of how the values are calculated, what they mean, and the importance of what information is contained on the PAR sheets. Slot mathematics doesn't have to be complicated. Using the design approach featured in this course, you'll find the information easy to learn and fun, too.

Certification: Central Server-Based Downloadable Gaming 1:00 – 5:00

Details Coming Soon

Getting the Most from Your Analytical Models:

Strategies for Evaluating and Assessing Your Models for Forecasting Gaming Revenue and Demand 1:00- 2:30

Increasingly, commercial and tribal casinos are using data-driven strategies to forecast patrons' demand for gaming services, to identify 'hidden' opportunities to add value to patrons, and to find ways to obtain competitive advantages in the industry. Many owners and managers are developing analytical models that combine data from disparate sources – such as patron gaming and non-gaming revenue – that generate reports to guide marketing and promotional campaigns. We will review several key strategies for analyzing the effectiveness of both in-house and third-party analytical models, including:

- Are the right statistical models being used for the data that are available?
- Are the models generating the appropriate and reliable metrics?
- How to determine where there are potential opportunities to improve your analytical models' performance.

Certification: Improving BSA Anti-Money Laundering Program 1:00 – 5:00

This certification session will feature a panel of experts addressing various topics, to include: FinCEN addressing BSA casino AML compliance program, currency transaction and suspicious activity reporting, and recordkeeping requirements. FinCEN will then discuss BSA violation factors from casino examinations that would result in IRS referring the matter to FinCEN for consideration of civil enforcement actions. Finally, there will be a discussion of a representative list of casino suspicious examples. The panelists will also address how tribes can audit for CTR's and suspicious transactions as well as international efforts to demonstrate a worldwide concern, and establishing an educational program for employees; implementation of proper procedures, controls, and safeguards using both manual and automated systems; controversial issues in record generation and achieving compliance; performing a self audit; and cost of compliance to a casino.

Certification: Understanding Gaming Internal Controls 1:00 – 5:00

Both protection of Tribal assets and promoting profitability can be achieved by ensuring sufficient controls are in place in your Casino. This workshop will equip you and your team with an understanding of what an efficient and effective internal control system looks like, important factors to consider in the risk assessment of your operations, and how to design and implement an effective internal control system. The focus of the workshop will be on addressing common issues found throughout Indian gaming with regards to internal controls and discussions on potential theft and internal control breakdown areas.

This seminar will address key gaming and non-gaming areas such as slots, food & beverage, marketing and complimentaries, and accounting functions. Utilization of period risk assessment tools will be discussed as well as methods to evaluate the reliability of your financial reporting. Also you will be able to identify key controls and related risk in order to prioritize and focus on the areas of highest risk specific to your facility. Some of the discussions will introduce the concept of an annual Risk Assessment, creating audit plans, and establishing scope. Concepts will be reinforced through group discussion and examples.

Expert Certificate: Basic Operations of IBM iSeries (AS/400) 1:00 – 5:00

System i	Basic Operations
LPAR	Logical Partitioning using the HMC, Why this unique feature provides options to the System I environment
BRMS	Backup Recovery and Media Services
WDSC	WebSphere Application Development Studio Client for System i
SQL	Accessing DB2 using SQL
High Availability	A requirement in today's casino environments

Investing in Alberta's First Nations

Alberta is the fastest growing economy in North America. First Nations (Canadian Indians) are uniquely situated to develop a multitude of business and economic ventures that can take advantage of unprecedented growth. This workshop will feature opportunities to build new economic and business relationships between American Indian tribes and First Nations and highlight current successful relationships already in place.

A Celebration of Cuisine and Culture - Telling and Preserving Your Story through Custom Books and Cookbooks 1:00 – 2:30

A Celebration of Cuisine and Culture: Telling and Preserving Your Story through Custom Books and Cookbooks is a 90 minute panel presentation and discussion on how books can grow and highlight your brand.

Cookbooks have proven to be more than a collection of recipes. Cookbooks are a public relations tool, a brand builder, a contribution to local history, and an important documentation of our heritage. Custom books and cookbooks often find their way into homes and hearts for generations, and have a way of maintaining our sense of identity.

In 2005 the Mohegan Tribal Gaming Authority published through FRP, lush four-color, hardbound cookbook called Under the Mohegan Sun: A Celebration of Cuisine and Culture. That beautiful book inspired this panel discussion.

Our panel will discuss:

- The process of putting a cookbook or custom book together
- How books can be used to grow and perpetuate a brand -- tell your story
- Under the Mohegan Sun – Gary Crowder and Chef Michael Luboff will discuss their experience, as well as how the cookbook that they published in 2005 fits the image and goals of the Mohegan Sun/Mohegan Sun Tribal Gaming Authority.
- Question and answer session

The presentation will be followed by a book signing of the Mohegan Sun book, *Under the Mohegan Sun: A Celebration of Cuisine and Culture*. The book sells for \$30 and the Mohegan Sun will donate all monies raised at the book signing to NIGA's Spirit of Sovereignty (Scholarship) Foundation.

Increasing Options in Tribal Finance 1:00 – 2:30

This workshop will present a panel of industry professionals discussing various options available for tribal financings, especially those relating to gaming enterprises or utilizing gaming cash flow as security for other tribal projects. We will present differing options, criteria and procedures describing the type of lending, terms and covenants a tribe can expect. We will cover recent trends in the lending marketplace looking at new lenders, market comfort and how the industry has changed. We will cover a spectrum of tribal options from a special section on tax-exempt debt issuance utilized for tribal infrastructure purposes using casino profits as security to large high yield taxable gaming bond issuances. We have added two new sections: tribe-to-tribe lending and financing hotel/resort expansions. We will have various lending institutions (actual purchasers of tribal debt) represented as well as case studies presented. The presentation will be designed to be as interactive as possible, leaving room for questions from the attendees. Each panelist will prepare a 10 minute PowerPoint or verbal presentation on their topic, the remaining time will be left for Q&A from audience and/or moderator generated questions.

Certification: Table Games Customer Service Training 1:00 – 4:00

The Dealer as Salesperson!

All of our casinos offer the basic customer service training to our table games employees. While this is mandatory, the ability to present the basic customer service traits is only the tip of the iceberg when it comes to table games customer service.

To compete in today's gaming world, casino table game staff has to be trained with sales and marketing of the product in mind. Our table game product is all the same: what is different is the staff presenting the product. In table games, the product is the staff as much as the games themselves. Casino table games staff members must learn how to think and act more like sales people and maybe less like technicians.

In table games, the product is the employee! The employee needs to learn how to sell the product better!

This session will address training methods needed to train your table games staff to be salesman of the table game product.

Part 1: The Dealer as Salesperson - What Business are we in Anyway

Part 2: Attitude Adjustment / Relationship Building - How to Think Like a Casino Entertainer

Part 3: Communication Training- How to Interact with the Casino Customer

Part 4: Service Standards - What the Customer Expects

Food and Beverage Certification: Let's Be Honest, Service Makes the Difference! Take Control and Grow Your Business
(1:00 – 5:00)

2007 is expected to be a good year for the Food and Beverage industry.

“Restaurant industry sales are expected to reach a record \$537 billion in 2007-a solid 5.0% increase over 2006 sales. Sales will be fueled by gains in consumers’ disposable income (especially among baby boomers in their peak earning years), and the ability to deliver experiences that meet and exceed the demands of restaurant-savvy diners.” 2007 Restaurant Industry Forecast

By attending this workshop, managers will learn how to manage Food and Beverage guest service moments to ensure many positive guest impressions that will result in increased earnings for servers and an overall growth in department sales.

Session Topics

- Why service is the most important thing you sell
- How to use vision to engage and motivate employees
- How to ensure consistency of service for each and every guest
- How to create a positive, productive work environment that encourages servers to sell
- Why coaching should be an essential job duty of all supervisors
- What supervisor skills are required to manage and obtain high levels of team performance
- How to set up a system to ensure on-going supervisor skill development
- How to hire for success
- What to do to ensure vision follow through and sustain momentum within the department?

Building and Training Your Internal Audit Department

The MICS say you have to have an internal audit function, and you have “volunteered” to be responsible for your Tribe’s internal audit department. At this point you may be asking yourself, now what? This workshop will help you answer that question by covering the following topics:

- Descriptions for the various options to build an internal audit department and the pros and cons for each of them
- How to go about building an internal audit department under the various options
- Importance of properly training your internal audit department
- The basics of developing a training program for your internal audit department
- The basics of developing policies and procedures in the operations
- Overview of the various roles as they relate to policies, procedures, controls, and internal auditing and the responsibilities for each of the following:
 - Operations
 - Internal Audit Department
 - Gaming Commission
- Overview of developing an internal audit schedule for your operation
- Overview on developing procedures to audit a specific department

Tuesday, 3/27 – 8:30 to 10:00 AM

Protect Your Tribe's Wealth: How to Develop Financial Literacy and Investor Education Programs for Your Community

Presented by Oweesta

Sponsored by Bank of America

As tribal gaming operations and other enterprises continue to prosper, tribal members and tribal leaders are looking for opportunities to increase personal financial management skills so that they can protect and grow their personal and tribal assets. Learn about two national programs that offer instructor training and course materials to help develop Native-focused financial literacy and investor education programs. And hear about how one tribe has integrated these programs into a reservation-wide strategy to help tribal members - especially youth - learn the skills necessary to manage their income and assets

Raving Certification: Taking the Pulse of your "Warm and Fuzzy" - An Integrated Approach to Customer Service Measurement

Sponsored by: Raving Consulting Company

Okay, so you've got service in your Indian Casino. Of course, everyone does. But what kind? How well is it working? How good is your staff at providing it? And, what does the most important person in the equation, your customer, think about it? Explore the answers to these questions and more as everyone's favorite service guru, Steve Browne, from Raving Consulting, presents an integrated approach to customer service measurement. Included will be a look at three types of service measurement categories, including Service Skills, Service Levels, and Service Extremes. Then you will have a chance to examine how they are related, consider the best techniques and tactics for measuring them, and take a look at a process for creating a Customer Service Index that blends the three into a powerful measurement target for your property.

Business Continuity Management

Sponsored by: Marsh

Business Continuity Management (BCM) is an important concept related to Risk Management. There is a wealth of benchmarking data that proves that casinos, and other business enterprises, that have plans in place to deal with a catastrophic event recover much more quickly than those who do not. Almost all businesses will be faced with a catastrophic event of some kind (fire, workplace violence, avian flu, hurricane, earthquake, attacks on IT systems, etc.) on an average of once every five years. Safeguarding employees, guests, and the public, protecting physical assets and minimizing business impact are all important factors in BCM. Protecting the reputation and the image of the enterprise is also a critical factor.

Corporate America is very serious about Business Continuity Management. Marsh, the world's leading risk consulting firm, has helped a number of gaming and hospitality interests to develop their BCM programs. This session will describe BCM as it relates to Indian Government Gaming.

Marketing Track: Crisis Management Communications Lab: 10 Things Every Casino Manager or Tribal Leaders Should do in the Event of a Crisis

Sponsored by: Riester

Learn the 10 steps every Tribe or Casino should take to proactively handle a crisis communications situation. During this interactive lab, participants will receive, in detail, the strategies, tactics and lessons learned to help them stave off a crisis or manage one, and will take them through specific scenarios and case studies to discuss how every member of their organization should be communicated to. From internal communications to speaking with the media, they will learn the 10 most important steps to take when handling a crisis. This Crisis Lab is based on the premise that communications professionals have the unparalleled function of presenting managers with a 360-degree view of the real world. And when dealing with setbacks of any size, communications specialists must therefore have the smartest, most updated tools in place. This lab will give them the tools they need, when they need them.

Benefits of Adopting Responsible Gaming Practices

Sponsored by: Arizona Office of Problem Gambling

This presentation will describe the benefits of adopting responsible gaming practices, a current description of the relationships between various gaming tribes and state problem gambling service agencies throughout the United States, and will provide examples of strategies Indian gaming tribes are utilizing in Arizona to help problem gamblers.

The Director of the Arizona Office of Problem Gambling (OPG) will describe the beneficial aspects of adopting responsible gaming policies and practices. This presentation will be followed by an overview of the relationships between gaming tribes and state problem gambling offices throughout the country, provided by the President of the Association of Problem Gambling Service Administrators. The Prevention and Education Administrator for the OPG will then provide real world examples of Arizona tribal responsible gaming practices including: self exclusion, signage, marketing materials and employee assistance programs.

The presentation will emphasize the components of effective responsible gaming activities and the benefits of adopting these practices to tribal gaming operations.

Engineering and Energy Conservation

Sponsored by: Cache Creek Casino Resort

Through Engineering, financial savings can be realized in electricity, air pollution, recycling trash, and water usage. By saving these items you can publicly show your community you are doing your part to protect the world we live on. There are many ways to save energy because there are so many different areas that need energy to function. My talk will hit on all of these items; some are new and some are old, but one should walk away with at least one new idea on saving energy and protecting Mother Earth by using less of her natural resources and producing less pollutants into the air.

Take Back Your Check Cashing Program: Eliminate the paper check, reduce your costs, and learn about new payment trends

Sponsored by: Ditronics

This workshop will take you through the history of check cashing and where it is going. You will learn how the success of debit can potentially increase your cost on the check side. We will discuss new payment platforms....(check cashing cards, electronic check presentment, check cashing atm's and bio-metrics) During this workshop we will discuss how to reduce your costs without risking dollars to the floor. The workshop will share insight on where bad check debt comes from and what are the best options for your property.

Technology and payment trends are changing the face of check cashing...are you prepared to change with it.... Attend Take Back Your Check Cashing Program.

The Bermuda Triangle of Gaming: Can't we all Just Get Along?

Sponsored by: Joseph Eve & Company

Mr. O'Dell will discuss the dynamic relationships between gaming commission, casino management, and Tribal Council. Mr. O'Dell will describe a concept called the "Bermuda Triangle of Gaming" and why tribal governmental officials, business committee members, casino employees, and most importantly profits and cash simply disappear. Some come back, some come back that shouldn't, and others are simply lost forever. Mr. O'Dell will discuss ways of avoiding the triangle through changes in organizational structure, improved internal controls, changes to gaming ordinances, and improved hiring practices. Mr. O'Dell will provide mechanisms of improving relations between commission and management and reducing the effect of Tribal politics on tribal gaming.

"RESORT FACILITY AND AMENITY OPTIONS AT INDIAN CASINOS"

Sponsored by: KlasRobinson Q.E.D.

As Indian casinos grow and expand to become full-scale entertainment destinations, there are numerous types of facilities and amenities which the casino may develop. This includes: **Hotels and Resorts, Spas and Fitness Centers, Golf Courses, Restaurants and Nightclubs, Showrooms/Entertainment Venues, Convention and Events Centers, RV Parks/Campgrounds, Gas Station/Convenience Stores and Truck stop/Travel Plazas, Waterparks, Family Entertainment Centers** (Arcades, Batting Cages, Mini-Golf, etc.), **Childcare, Bowling Centers, Cinemas, Retail** (Gift

Shops - Outlet Malls) and a variety of other attractions. How do you determine which ancillary facilities and amenities, or combination there of, will maximize the profits at your casino?

This panel will provide an introduction to the numerous ancillary facility and amenity options available for casinos considering expansion. It will also provide estimates of the actual financial costs and benefits of adding one or more such facilities and amenities to an Indian casino, including a discussion of facilities and amenities currently available at casinos in Indian Country.

- Overview of the various facility and amenity options at Indian casinos
- ❖ Trends in resort ancillary facility and amenity development
 - Nationwide
 - Indian Casinos
- What is the purpose and potential interplay between casinos and the various ancillary facilities?
 - ❖ Stand-alone profit centers
 - ❖ Marketing tools
 - ❖ Public service/benefit for Tribal Community
- What are the financial costs and benefits of adding the various ancillary facilities?
 - ❖ Estimates of development costs, revenues, expenses, profits and returns on investment for the various ancillary facilities
 - ❖ Incremental gaming revenue estimates for the various ancillary facilities and amenities

This portion of the program will address these and related questions for the various resort ancillary facility developments at Indian casinos.

Executive Leadership Series: Media Relations for Tribal Leadership: Introduction

Hands-on media training for Tribal Leaders. Learn how to convey the message you want to the press.

Raising Your Current Successful Property to the Next Level

Is your current facility feeling outdated? Do you feel as if your competition is expanding all around you? Is your back of house shrinking while your front of house is expanding with no real direction?

If you answered yes to any of these questions, this workshop is for you. Learn from a panel of experts all the steps required to expand your property to the next level. The panel will consist of experts in the following fields: Feasibility (Matt Robinson – Klas Robinson QED), Design and planning (Keith O'Brien – Walsh Bishop Architects), Financing (Matt Eden – JPMorgan Securities Native American Finance), Construction (Doug Neissen – Woodstone Builders / Jim and Bob Mason - Taylor International), and the CEO of a Tribal EDC (Ron Olson – Grand Traverse Band of the Ottawa and Chippewa).

We will follow an actual \$110 million expansion of a property from inception to conclusion. Learn from the experts the importance of a feasibility study and how it ties into finance and design. Find out all the steps that are required by you, the owner, that are not typically identified to stay operational through the entire process. Learn the process you should go through for selection of a design team and why tribal experience is critical to success. Listen to a discussion of 3 different approaches to the construction process and the plusses and minus of each. Finally, hear directly from a tribal EDC board member tips on how to get your projects through the tribal political hurdles that all tribes experience.

The Changing Role of the Casino Floor Supervisor

The New Pit Boss – Service Team Leaders

Major changes are coming to the casino supervisor's role in table games. A great number of casino's are changing the role of casino floor supervisor, job description changes and sometimes re-organizing the whole table games department. With technology taking over some of the traditional roles of the pit boss, more and more casinos are re-aligning the role of the supervisor to better reflect a more customer service interactive supervisor and less of an old-school type casino supervisor that is technically based. A new name for these mid-level managers: service team leaders!

This seminar will discuss the changing role of the new casino table games supervisor, the thought processes involved, new job descriptions and innovative methods of pay/incentive that may soon become industry standards.

Antifraud Programs and Controls: An Overview

We will highlight the need to take a proactive approach to reducing the risk of fraud and overview Antifraud Programs and Controls (AFPC) as addressed in various regulatory guidance. AFPC has become a growing focus for auditors and those within an organization charged with fraud prevention, detection and deterrence. We will discuss recent fraud trends, discuss current issues for internal auditors and those responsible for compliance, and outline the framework for design, implementation and assessment of Antifraud Programs and Controls. We will provide simple tips for powerful improvements and techniques for evaluating effectiveness of your AFPC. Our main focus is the significance of being proactive in the fight against fraud, and how you can develop key proactive measures to fight fraud.

Effective Management for a Culturally Diverse Workforce

The most influential impact of Native Americans is Cultural Diversity influences. As businesses continue growing within Indian communities and hiring a high percentage of Native American workers, the cultural diversity influences impact employee production, teamwork participation and leadership styles. Attendees learn fundamental issues of Cultural Diversity Influences of Native Americans and gain a comprehensive knowledge of personal belief systems, lifestyles, learning processes and affects on work habits. Attendees learn how to work within, manage and supervise a culturally diverse workforce.

Presentation Summary:

- I. Native American History Overview
- II. Definition of Cultural Awareness
- III. Cultural Stereotypes
- IV. Working within a Multicultural Staff
- V. Conflict Resolution
- VI. Maximizing Team Performances
- VII. Importance of Effective Leadership
- VIII. Future of Cultural Diversity

Hot Legal Issues

Panel discussion of the latest legal and legislative issues facing Indian Gaming.

Casino Performance Measurement: More Money is a Measure Away

REDWs gaming experts will team with Steve Simon, Director of Casino Operations at the Santa Ana Star Casino, to discuss casino operations issues and the relevant key performance indicators that can be used to improve profitability of each casino department and maximize profit of the property as a whole. First, we will provide a brief overview of the desirable attributes and internal controls for performance measurement information systems.

Next, our workshop will discuss key performance measures to evaluate:

- Optimal staffing and other resources
- Duplication of effort, overstaffing and processes that negatively impact profitability

The session will present best practices you can use to analyze revenues and costs in relation to the Casinos market area, size and competition. We will show attendees where to find and how to use benchmarking and industry data to evaluate personnel and other costs in relation to the volume of activity and revenues generated.

We will conclude by presenting an example of a comprehensive operational and financial performance analysis and discussing its value as a tool in managing operations and maximizing profits.

F&B Track: F&B Operations Can Be Cost Efficient and Profitable

This excitingly interactive workshop is designed to connect the dots when planning a new and/or renovating or reinvigorating an existing Food & Beverage facility.

Join in the discussion, as three of the Industries most experienced and respected Food & Beverage Designers, Equipment Specialists and Operational Experts share their experiences with you and provide valuable tested techniques on how to ensure a targeted, cost efficient, customer focused and profitable Food & Beverage operation.

You will receive guidelines on such issues as Budgeting for the Facility, avoiding costly construction/installation change orders, efficient use of space, choosing the right equipment, menu planning, staff Training and a wide range of issues that affect daily operational costs.

Showcase Track: Career Development and Training: Building a Career Resource Center

A major goal of many Indian-operated casinos is to train tribal members for middle and upper management positions. As a complement to current training program's long-term objectives, a career resource center provides guidance with career planning and educational assistance. It is key to the professional development of high potential candidates for promotional opportunities.

Components to be covered are:

1. Needs Assessment for Career Resource Center
 - Research and Development of Assessment Instrument
 - Implementation of Needs Assessment
 - Data Analysis
 - Recommendations
2. Establishment of Career Resource Center Components
 - Computer Instruction
 - Resource Library
 - Inventories/Assessments
 - Higher Education Resources
 - Tuition Reimbursement
 - Current Events
 - Miscellaneous
3. Implementation of Career Resource Center
 - Career Planning
 - Promotional Marketing
 - Enhancement of Business/Partner Relationship with Operational Leaders
 - Establishment of Regulations
 - Schedule of Inventories/Assessments Administration
 - Computer Lab Schedule
 - Furniture/Bookcases/Racks/Decor

In addition, these varied resources are ideal in the identification, development, and implementation of Career Paths and/or Development Plans.

Executive Leadership Series: Labor Relations and Tribal Enterprises: The Impact of the National Labor Relations Board's San Manuel Indian Bingo & Casino Ruling

The presentation will review the NLRB's ruling regarding the assertion of its jurisdiction over commercial tribal enterprises located on Indian Reservations. Included will be a brief history of Board rulings pertaining to tribal enterprises. Additionally, the impact of the Board's San Manuel Indian Bingo & Casino ruling, as it relates to employee relations and labor unions, will be examined. Finally, awareness of union activity and union avoidance strategies will be discussed.

Meth and Street Gangs: Potential Impact on Tribal Casino Operations

This workshop will explore the growing scourge of the meth and gang problem across Indian Country and will provide attendees with the opportunity to learn more about the growth and potential impact of this problem on tribal casino operations. The presenters will provide current and in-depth information concerning the potential effect meth-involved and gang-involved individuals may have on casino operations, as well as identifiers to assist in recognizing this activity within the casino environment.

Locating Surveillance under the Casino or Commission? A Discussion

Details Coming Soon

Tuesday, 3/27 4:00 – 5:00 PM

Hotel Management: Yield Management and Gambling Availability Factors

This is a powerpoint assisted discussion of how to achieve the best yield (most revenue) from your hotel. Considerations include the Gambling Availability Factor of various groups and tours. What is an affinity group? Which ones have the greatest GAF? What can we do on a daily basis to earn more money in the hotel? Each of these will be discussed as well as any of your concerns.

Marketing Track: Internet Marketing and Loyalty Programs

Sponsored by: Victory Gaming

Attendees to this workshop will learn cutting edge techniques on how to attract new customers using online marketing technology including online games, tournaments, community networks and loyalty programs. An analysis of the gaming consumer demographic and their online habits will be provided to illustrate how Native Indian gaming operations can capitalize on this unique market. This Workshop will cover new technologies available that can be used as part of online and offline marketing strategy.

Air Purification: Mitigate Second Hand Smoke and Save Energy

Sponsored by: Five Hawk Enterprises

Five Hawk Enterprises and Indoor Air Quality International, Inc. have joined forces to bring to the Indian Nations and the rest of the world a technology that can solve indoor air quality problems. Five Hawk Enterprises can now provide Commercial and Residential air purification systems that satisfy any governmental or private industry requirement in the realm of mold remediation, elimination of "sick building syndrome", and the elimination of the toxic elements of second hand smoke. During the interactive workshop, Five Hawk will provide the workshop participants with an overview as to how this technology works and the testing that substantiates the claims presented. The primary base of Five Hawk technology was developed by Ecoquest International and has been available for over 20 years with over 5 million systems installed in homes and businesses worldwide. For large commercial installations, Five Hawk/IAQI has developed its own custom systems which are based on Ecoquest technology. These custom systems are to be manufactured and installed by TRANE manufacturing and are designed to be integrated with any manufacturers' roof top HVAC system. Five Hawk systems are capable of achieving an indoor air quality standard that is equal to or better than outside air. Not only is Five Hawk capable of providing its commercial customers with a healthier environment for its employees and patrons alike, it can also demonstrate an energy cost savings that equates to a capital purchase pay back within 4 to 5 years.

Raving Certification: Casino Promotions - Understanding the Issues, Developing a Strategy and Avoiding the Pitfalls

Sponsored by: Raving Consulting Company

Indian casinos often spend millions of dollars annually conducting casino promotions – cash and car giveaways, hot seat drawings, random bonuses, VIP events and several other types of marketing largesse. Sometimes, however, these casino promotions may have no overall strategic objective, no expected return on investment, or no assurance that they were even

necessary to drive business (which may have come through the door without the cash giveaways). But it doesn't have to be that way!

In this candid, "tell it like it is" session, the gaming industry's foremost authority on casino promotions will assess the current state of casino promotions in detail, how to develop a cohesive strategy around your tribal casino's own promotions, and show you how to avoid the pitfalls that doomed those casinos that had some of the Worst Casino Promotions of 2006. This session is not to be missed!

Showcase of Successful Programs Track: Employing Your Own

The National Indian Gaming Commission tells us that we ONLY employ out of the nearly 500,000 jobs created BY and FOR Indian Country, ONLY 25% of our own. Devastating! Shocking! Illogical! And why?

"The Fisherman That Became the Steward"

There once was a tribal fisherman that was going to lose his house to the tax man. He lived just off trust-land, had no job, lost his boat, had no income, lived across the street from the bright lights, paved parking lots, shiny revolving doors to the massive casino his tribe built. We couldn't get him a job. The manager interviewed him four times for a steward and at that fourth time is when I finally said with great passion, "This is absolutely insane. What does it take to be a 'dish-washer/steward'?"

"Please tell me how hard can it be, that this 40 year old ex-fisherman, that fished the Great Lakes, weathered and survived storms of all kinds, battled the rains, the snows and waves and every other element under the sun to make his living at one time"? Then I lamented on and on, "Is being a dishwasher/steward too hard for this long time fisherman that worked from sun-up to sundown, facing the unknown elements daily, tying knots, dragging lines, pulling his nets, repairing his beat-up old boat"?

Manager hired the tribal fisherman. The tribal member became the best dishwasher/steward without absences his first year. He worked every overtime shift offered, and covered all the shifts when his co-workers were no call, no shows.

Stop! Think! Listen! Employ your own! Don't accept "no way am I going to hire that person" from your hiring managers anymore. Your tribal members have a vested interest in their properties.

Join us for an enlightening, invigorating, workshop on the why and how to stop the nonsense in interviews and the hiring processes!

Understanding Digital Surveillance

The workshop looks at the major types (no brand names) of digital surveillance systems and their benefits and weaknesses. It also explains the system's basic components and myths so the attendees are able to make intelligent decisions which will guide their future surveillance needs while helping to reduce costs to the casino.

This workshop is important for both existing casinos and for tribes in the planning stages of building a new casino to help them understand what the various types of digital systems can do for them.

F&B Track: Controlling F&B Inventory in Casino Environments

Most casinos do a poor job of controlling food and beverage inventory, relative to other food service operations. Due in part to the complexity of casino food service, along with the lack of emphasis by management on this aspect of the business, as much as 4-8% of total F&B revenue is lost to theft, waste spoilage and other causes. While profitability may not be the objective, losses of this size increase the need for subsidy unnecessarily. This seminar focuses on the key disciplines required for enhanced control, and introduces a complete approach to inventory management. Changing the focus from traditional methods of utilizing P&L information to manage, the seminar discusses a shift from dollars to units and from accounting to control. Designed for casino managers, controllers, purchasers and F&B operators, this seminar provides the knowledge and techniques to help significantly reduce food and beverage losses. As a result of attending this program, participants will be able to:

1. Understand the issues – discover the differences between accounting and control, and why traditional profit and loss statements cannot be used for effective control.
2. Identify the "control points" in the operation, and learn how to implement effective control procedures at each point.
3. Discover new ways identify and reduce purveyor and employee theft, spoilage, over-portioning and waste.

4. Learn how food & beverage control systems integrate with accounting, catering and distributor ordering systems
5. Significantly reduce food and beverage costs without affecting the menus or services provided.

Bank Secrecy Act – 2007 Updates

This information-packed session will allow you to hear directly from FinCEN staff updates to the BSA for 2007, including how a strong commitment by management to the Bank Secrecy Act's anti-money laundering (AML) compliance program promotes ongoing compliance and helps prevent a casino from being used by money launderers and other financial criminals. Mr. Senia will also discuss how to establish effective AML compliance programs and how to comply with casino reporting and recordkeeping requirements. Finally, the session includes an exploration of current trends and issues related to Suspicious Activity Reporting for casinos.

Executive Leadership Series: Media Relations – Advanced

This workshop will feature strategies for sustaining your message in the press. The Gun Lake Tribe will present their successful PR campaign and detail the steps that worked for them.

Sustainable Development on Tribal Lands

Sustainable Development on Tribal Lands preserves the earth, and reduces energy and water use. It is good business and will be a future trend in the industry.

This session will provide valuable information on all aspects of the preservation of natural resources, long-term planning for a sustainable future, integrating nature into design, reducing the use of energy and water, utilizing construction methods that minimize a development's impact on the land, incorporating sustainable materials and innovative products in the buildings, and improving the efficiency and indoor air quality of the built environments.

It will offer realistic opportunities for existing properties and future construction projects. The workshop will also highlight the competitive marketing advantage that "green" casinos, hotels and resorts can provide to the Tribes.

Supply Chain Management for the 21st Century

This session will help attendees better manage their purchasing process by reviewing successful supply chain strategies and recent procurement

trends. It will help attendees better navigate the myriad of challenges associated with managing the supply chain.

Attendees will learn some

best practices from the gaming industry as well as from other sectors.

Some of the questions to be discussed in this session include:

- How can we develop an optimal balance between cost, quality, and service?
- Have we included the appropriate contract terms in our vendor agreements?
- Do our quality assurance practices limit our risks? What if our property experienced a food borne illness?
- How do we measure the effectiveness of our procurement practices?
- Are we paying the correct prices? Do we audit pricing?
- How do vendors respond to our needs?
- Are we effectively managing logistics?
- Can technology help us?
- Should we receive rebates?
- Does it make sense to tie marketing dollars to our vendor contracts?

Join this panel to learn how a successful supply chain management strategy can help you answer these common dilemmas.

Tribal Regulator Update: External and Internal Audit Requirements for Federal and State Gaming Regulations

Sponsored by Egghart & Associates

We have designed this workshop to provide Tribal Gaming Regulators and Compliance Officers with an update to the current and proposed changes in federal and state regulations that will affect their gaming operations and associated audit requirements. We will not only discuss the changes in the current regulations but will also review the changes in the regulatory environment that will affect the direction of future regulatory policy.

Egghart & Associates has always been on the cutting edge of changes occurring to federal and state gaming regulations affecting our clients. Our staff has an in-depth working knowledge of the NIGC MICS, IGRA, Title 31 and SARC Reporting, Accounting and Financial Reporting Standards, and Tribal-State gaming compacts.

Protecting Tribal Assets from Internal Theft

How did the second largest casino in the WORLD sustain an \$823,285 internal theft in a one year?

The detection and prevention of internal theft must be a priority for Casino Management, Casino Surveillance and Tribal Gaming Agencies. Internal theft is one of the leading causes of loss to any business and can be difficult to detect and prevent. Tribal Casinos have suffered large losses from internal theft, due to a lack of training and the understanding of this serious problem. This workshop will focus on detection, prevention and prosecution of internal theft.

Communicating the Meaning of MICS within your Management and Front Line Team

The goal of the workshop is to make the MICS more user friendly by enhancing the understanding as to why the requirements exist and what the specific requirement means. MICS compliance will improve if the requirements are understood more clearly by the management and front line team who implement and execute the control procedures. Improved MICS understanding and compliance will strengthen internal control.

Creating Leadership Magic

"All of the Most Important Aspects of Being an Effective Leader are Taught in This Highly Informative and Entertaining Program." – Peter Scott

- Learn The Difference Between Being An Effective Manager And Living As An Influential Leader
- Discover 12 Leadership Essentials
- Explore How To Live As A Servant Leader
- Create Guiding Principles To Insure Your Continued Success Through Understanding Your Own Governing Values.
- And So Much More!

IT Track: Continuance & High Availability - The Cornerstone of a Reliable IT Infrastructure

How do you define high availability? To some customers, it means 24 x 7 non-stop computing functionality. To others, it means data analysis on-demand, minimum-acceptable system response times or, more simply, reliable backup and recovery operations. These examples all have one thing in common, however. And that's immediate need for data.

The problem is getting more challenging every day

- Data is growing exponentially
- Backup windows are shrinking or disappearing
- Growing Regulatory Compliance requirements
- Loss of process and policy control
- Focus has *finally* shifted to Recovery
- Backup methodologies are changing
- The learning curve on many technologies is steep
- Most organizations expand their protection technologies rather than evolving

In addition to the critical operational benefits; applying best practices, and the right architecture; optimizes the overall cost of ownership.

This workshop will discuss best practices to help plan, implement, manage and support the most appropriate high availability solutions for your environment.

Table Games Technology & Trends: What is really needed in Table Games and how to use it

Casinos in Indian Country are producing innovative trends with table games operations. New trends, new concepts on staff usage, new games, and pit design concepts and technology are being used to spur growth and productivity. A wealth of table games technological products is available today. Some of this technology is extremely helpful; some of the products are not. The cost involved may not make some of this technology cost effective for your table games department. Is the cost of measuring player value and making your table game department more "slot like" worth it?

This session will include a look at useful table game trends and technology, how best to utilize this to effectively overcome the increased cost to your table game department and also to use this technology to do the one thing that is mandatory: increase play and maximize profit to your table game department. What works in one venue may not work in yours!

Marketing Track: Evaluating Your Live Entertainment Program

Casino entertainment consultants Doug Brown and Kell Houston will build a hypothetical casino entertainment program profile with audience participation. This hands-on workshop will then evaluate the profile against some questions that are crucial to a successful live entertainment program, such as:

- What is the big picture for entertainment?
- What are the specific objectives of the program?
- What is the decision making process?
- How many "customer touches" does the program have?
- What is the planning and budgeting process?
- Why is ticket pricing so important?
- What kind of entertainment is best?
- How do you fit the pieces together for a strategic live entertainment program?
- What does the future hold for casino entertainment?

Understanding How Facilities Management Affects Your Bottom Line

Details Coming Soon

Improving your Tribe's Bottom Line

The Casino patron wants more excitement. The Tribe wants more income. The Casino operator is transitioning into how do I get the patrons excited about being at the Casino. The architectural and engineering team is being challenged with the task of making a themed concept generate this desired excitement. The construction manager/general contractor is overwhelmed with the task of building the excitement, estimating its cost and scheduling the work. The entire team is tasked with taking the "fantasy" into reality.

There is one universal truth, one thing you can walk away with from this workshop as a reality in the industry. The design and construction of themed environments require a unique collaboration between the Tribe, the architect, the contractor, developer, themeing designer, and the themeing contractor.

The challenge for the Casino team is centered on giving more excitement to the experience of your gaming patrons and therefore the Tribes Bottom Line. How does the team insure that your themeing does that? In one hour this panel will give you some real insight into how to use themeing as a vehicle to improving the Tribe's Bottom Line.

Wednesday, 3/28 9:00 – 10:00 AM

Exercising Our Sovereignty Through Giving

Sponsored by: Native Americans in Philanthropy

This training will raise up the strategic dimensions of what it means for sovereign nations to utilize their giving programs or their foundations to increase the power and strength in native communities. The presentation and learnings will range from how to structure a giving program for impact, defining your goals – what impact do you want to have, what are the options in setting up a foundation vs. a giving program, how can our giving – our philanthropy – strengthen our status as sovereign nations.

The presentation will be of particular interest to council members, legal council, management and administrative staff who wish to learn more about utilizing their giving for stronger impact in native communities.

Native Americans in Philanthropy will present a recently released report entitled: *A Demographic Profile of Independently Incorporated Native American Foundations and Selected Funds in the United States*. The report provides basic demographic information on sixty Native controlled philanthropic organizations: thirty-six Native foundations, fifteen nonprofit organizations, and nine tribal funds. Information contained in the report will broaden understanding of the size, growth and structure of Native philanthropy. Overall, the emergence of these philanthropic institutions offer new promise and hope that the needs and issues in Native communities will be addressed in a manner that is consistent with Native values and aspirations. As stated in the report, "They vary in terms of foundation type, focus, financial resources and experiences. However, they do have a common thread: their interest and commitment to improving conditions for Native people."

The Right Casino Uniform Equals the Right Customer Experience

Sponsored by: Mezzaluna Designs

This workshop explores the world of casino uniforms and their impact on customer experience. The one hour session is divided into four main topics; The business side of casino uniforms studies the North American casino industry's uniform expenditures, hidden costs, best buying techniques and the marketing value of the casino uniform; The second portion of the workshop will focus on the fashion trends of the casino uniform and how social changes affect the design choices you make. This third section explores styles, fabrics, and colors; The final portion deals with the importance of the casino uniform in terms of fit and function and how the acceptance of the uniform by your employees can make or break a uniform program. You will learn throughout the hour long workshop how the right uniform equals the right customer experience.

Raving Certification: Dialing In To What Your Indian Gaming Customers Are Thinking

Sponsored by: Raving Consulting Company

In this unique, interactive session, one of the gaming industry's premier researchers will explore the concept of how to gather meaningful, unbiased, revenue-generating information from Indian Gaming customers. The session's attendees (the first 25 to show up) will take an actual 15-20 question survey on Indian gaming and the gaming industry in general, using the latest in "dial technology." Dialers will be given to participants and results of the survey will appear in real time on a TV monitor in the room. Participants will also be asked to evaluate some TV ads of selected Indian casinos, to understand from a "customer" perspective, what parts of the ads worked and which did not. Attendees will leave this session with a better understanding of research, from both a customer and employee perspective.

Security Force Liability for Tribal Gaming Operations

Sponsored by: Falmouth Institute

Casino security officers have one of the toughest jobs in the tribal gaming operation. Security departments are responsible for a wide range of tasks and face an array of complex and unpredictable situations. How should disputes between patrons be handled? Is a security officer personally liable for an inappropriate response to a disruption? What are the legal issues surrounding searches? Get answers to these and many others during this interactive session.

As first responders, security personnel are on the front lines and must be prepared to act and communicate with other departments - human resources, surveillance, claims management and training. This intensive session will cover background investigations, safety concerns, the continuum of force and reporting writing. Our experiences instructor will guide you through the concept of sovereign immunity and its impact on casino security officers, legal requirements and what the courts say about civil liability.

Internal Audit: The Control Environment, Effective Performance, Regulatory Notes, and NIGC MICS Steps

Sponsored by: PriceWaterhouseCoopers LLP

Part 1 - Control Environment.

- Establishing tone at the top both at Tribal and Management Level.
 - Code of Conduct.
 - Comprehensive policies and procedures.
 - Adequate communication of ethical standards to employees.
 - Management's responses to breeches in ethical standards.

Part 2 - Performing an effective internal audit

- Importance of independence of internal auditors.
- Writing and communicating exceptions.
 - Case study of exceptions.
- Interpreting exceptions.
 - Pervasive exceptions.
 - Isolated exceptions.
 - Relative risk.
- Increasing management's involvement through holding formal exit meetings.
- Management's responses for corrective action to be taken on exceptions noted.
- Performing effective walkthroughs.
- Sample testing.
- Fraud risk assessment.
 - Opportunities for theft.
 - Segregation of duties.
- Following up on prior exceptions.

Part 3 - Regulatory update

- Summary of NIGC regulatory updates.

Part 4 Selected Accounting and Auditing NIGC MICS steps

- Gaming Machines
 - Investigating meter to drop variances.
 - Integrity of slot statistical reports.
 - Investigating significant statistical variances between theoretical hold percentages and actual hold percentages.
 - TITO reconciliations.
 - Documentation of investigations and results of such investigations.
 - Testing of transmission between gaming machines and slot monitoring systems.
- Table Games
 - Establishing benchmark statistical hold percentages.
 - Investigating significant statistical variances.

Executive Leadership Series: Public Support for Indian Gaming Through Polling

Details Coming Soon

IT Track: RFID Technology – How can it Benefit Your Casino?

Sponsored by: Nemo-Soft Business Solutions

RFID technology is not new, but the practical use and implementation of RFID gaming chips in a casino environment is. In this workshop, we will discuss the...

Benefits of using RFID..... Why should RFID be implemented in casinos?

Hardware..... What do I have to buy? {including why, where, and how}

Software..... Where does hardware leave off and software begin?

Security..... Is RFID hardware and/or software vulnerable?

Different Frequencies..... 125 kHz and 13.56 MHz; what are the pros and cons of each?

Cutting through the sales fluff, the marketing hype, and the urban legends, this workshop will assist you in making an educated decision regarding the role RFID will play in your casino.

Human Resources Audits: Creating a Roadmap to Success

The Human Resources Audit Session will provide information to assist your casino or tribal organization to conduct a comprehensive review of your systems and processes so that improvement is possible. The Human Resources audit allows a casino or tribal organization to systematically measure where it currently stands and what actions need to be taken to improve in areas of concern. A Human Resources audit may also reveal areas for improvement that are not obviously apparent. Participants will leave the session with knowledge and tools to conduct and benefit from a Human Resources Audit.

F&B Track: Successful Casino F&B Marketing is not an Accident - Unsuccessful Marketing is a Waste

A casino's food & beverage operations should be used as tools to prompt visits, generate loyalty, and increase gaming revenue. Too often food & beverage marketing is an oversight; and this leads to marketing that doesn't work. Too many of your marketing dollars could be wasted – especially if you follow the crowd and make the same mistakes they do.

You *can* minimize your wasted marketing dollars *and* increase your sales and profitability. The Six Principles identified in ENTRÉE Marketing® provide the tools you need, from in-venue appearance and employee interactions, to impulse buying and consumer psychology, to Pareto's Law and focused "underground" email marketing.

Take an hour to learn these principles and leave with a foundation for making your ongoing marketing decisions, as well as ideas for immediate attention.

Showcase of Successful Programs: Training Networking

An outline of Arizona Tribal Gaming Regulatory Alliance (ATGRA) efforts to make free training available to Arizona Tribes.

Five Essential Gaming Commission Best Practices

Regulators face a multitude of difficult tasks everyday and this session focuses on the practices necessary to transform a commission into an effective regulating body. The session will address independence, neutrality, due process, due diligence, funding and the other skill sets necessary for effective regulatory control.

Executive Leadership Series: Understanding PACS/Lobby Reform/FEC

Details Coming Soon

Supervising the 'Generations' of Employees: From Boomers to Millennials

"The success of your business or organization depends upon worker retention & productivity. You want to develop your employees to be the very best they can be, and to accomplish that one must learn and understand who are your employees. No one likes to be labeled within a stereotype; however, today's Generations are definitely all variable and have different characteristics and traits.

This workshop will address these generational characteristics, traits and suggested "best practices" in supervising these employees. One question that may be addressed in the session: "Are the employees Native Generations, or Native employees who just happen to be of various Generations?" The Boomer Generation represents the largest percentage of today's workforce; however, Generation Y represents almost a neck-'n-neck with the Boomers. Today's Supervisors themselves are members of any one of these Generations and that makes the task even more challenging. Today's workforce has olders supervising youngers and vice-versa. How many of us who supervise, lead and manage, know and understand the different Generations----how many of us actually care? Well, this workshop will definitely address the reasons why we must care and understand. The most critical strategies today in the leadership and management of any business are about people---hiring, placing and retaining people in a way that is most productive for the business. Come participate and become more aware of just who are your employees. "

Marketing Track: Digital Signage - Tell Your Story while Increasing Revenue and Customer Loyalty

Sponsored by: Planar Systems

A number of Indian casinos around the country have been using digital signage as a marketing tool for several years. As display prices fall and capabilities of digital signage software increase, more casinos are expected to add digital signage to their marketing mix to stand out in a very competitive casino market.

Today's leading digital signage software systems enable casinos to create multiple content play lists and channels for individual screen placed across the property and update the content instantly. The pre-integrated interface to progressive slots sends up-to-the-minute slot data such as jackpot amounts that trigger screens to display pre-determined message to generate excitement on the casino floor. The screens can also show other content including live video feed, promotion for upcoming events and F&B and even corporate messages, and training materials for employees. Some casinos have been experimenting with interactive way-finding digital signage application using touch screens.

This workshop will present real-world case studies of digital signage deployment and various applications that the signage system is used. It will also explore emerging trends and future application possibilities for digital signage in the casino environment.

Showcase of Successful Programs: Advanced Security Training at Comanche Nation College

This session will provide details about the Institute of Security Management at the Comanche Nation College in Oklahoma. The CNC program is offering a way for Native American owned casinos to keep security in tribal hands. With the founding of the Institute of Security Management within the college last year, full-scale training — from CLEET certification to proper report writing skills — are becoming available in an effort to help tribes be self-sufficient. With support from a grant from the US Department of Labor, the college is offering a comprehensive security training program as a way of keeping security issues in-house at tribal-run casinos. The program is a win-win for tribal members and tribal casinos/ by offering training to tribal members, the community builds a strong professional workforce, and the casino is in turn able to fill their security positions with knowledgeable, expert employees.

Come hear how the program has been initiated and shaped, details about how the courses are determined and structured, and plans for the future of the program that will continue to develop tribal professionals in gaming security.

What to do when the Feds come Knockin

This session will provide an overview of current federal regulatory enforcement initiatives and practical and helpful advice on how to respond in the event of a regulatory inquiry.

Four Mistakes Your Casino is Making if you are Measuring Guest Satisfaction

Tribal casinos are wasting money every month with customer and employee satisfaction surveys. For some this is a real shock but it's the truth. Most people "think" that satisfaction is important so they create long surveys that are a huge waste of time, energy and money. Research shows that there is zero correlation between guest satisfaction and future growth. Learn the mistakes so you don't make them!

By doing it right you can create management tools that you can use to look forward versus looking back. After all, if the information doesn't help you predict your casinos future growth what good is it?

This is a great program for people in the entire casino executive team especially marketing and HR.

Your Next Money-Maker: Car Wash 101

Economic diversity on reservations is a must in today's world. This workshop will answer any questions you may about the possibilities of opening a car wash including: environmental concerns, waste water discharge, water usage, cost of maintainance and others. You will learn the different types of car wash equipment that is on the marketing, from self-serve, conveyer car washes, to touch free car washes. Presented by Powerain, a Bois Forte company.

Gas Stations and Convenience Stores in Indian Country

The seminar will focus on the decision making process that takes place when contemplating the addition of a Gas Station/Convenience Store. Discussion will involve

- How a Gas Station/C-Store provides additional amenities and services to patrons on a Pueblo, Rancheria or Reservation, thus increasing revenue.
- How this business can be used as an additional marketing opportunity when partnered with a casino, hotel, waterpark or other destination location.
- Feasibility Questions
- Traffic Flow
- Casino Cross Merchandising
- Quick Serve Restaurants
- Car Washes
- Liquor, Tobacco and additional profit centers.

The session will also focus on property selection, image, environmental components, construction choices, and proper initial planning. PNE Corp, a leader in the petroleum industry, will utilize their experience to answer your questions, offer design scenarios and describe the process for moving forward with your site.

IT Track: Do you know your business in real time? Leveraging Analytics Technology

In this session, you will hear about current and emerging solutions in business operations management.

We will discuss technologies and solutions that can turn your existing data into real time information that impacts your business today, thus allowing you to maximize profit across your customer base and your product and service offerings.

Create competitive advantages by taking a more customer-centric view of your operations data and developing actionable results to improve:

- workforce utilization
- the quality of your rewards programs
- service to your customer
- the tracking and analysis of player activity
- effectiveness of marketing campaigns

Wednesday, 3/28 2:00 – 5:00 PM

How Color Affects Your Customers and Your Facility (2:00 - 3:00 ONLY)

Learning Objectives:

1. Hear about the latest trends in color from an expert on the subject.
2. Be inspired to use these colors in combinations as suggested by images of Italy.
3. Learn about the impact of color on the interior environment

Content Outline:

1. The presenter will introduce the subject of color trends and give background.
2. Play the DVD featuring
 - a. Color and light impact on the space
 - b. Journal of color discovery
 - c. Color influences: art, nature, culture and architecture
 - d. Epilogue
3. Presenter will answer questions regarding trends

The Move to Self-Insurance (2:00 – 3:00 ONLY)

During this workshop, you will increase your understanding of your Total Cost of Risk and the alternatives to financing that Cost. Become familiar with the insurance language used in the Alternative Insurance Market, such as TPA's, LDF's, Loss Forecast's, and Ultimate Losses. The Move to Self Insurance will explain various Alternative Risk Financing options,

including Large Deductible Insurance Programs, Retentions, and various forms of Owner Controlled Captive Insurance Companies, all the way to Qualified Self Insurance. Learn about what is involved in the management of these options. Hear ideas on selecting a service provider for an alternative program such as a Third Party Administrator, Captive Manager or other advisor.

Raving Certification: How to Turn Your Indian Casino Employees into Your Best Marketers: A Raving Experts Panel

Sponsored by: Raving Consulting Company

Sure, your tribal casino spends millions of dollars on marketing - comps, cash back, promotions, giveaways, hot seat drawings, billboards, advertising (oh that ubiquitous advertising!) - but what happens when all of those enticed and motivated customers come through your casino's front doors? Are your Indian casino employees saying "I dunno" when asked about a promotion or pointing customers "over there" to enter the drawing? In this session, four of the Indian gaming industry's top strategists and motivators will deal with the thorny, but critically important issue of how to get your casino employees to know, support and yes, even sell (!) your Indian casino's marketing programs.

Certification: The Table Games Revolution – It's Just Starting!

After declining for years, table games have enjoyed a tremendous rebound. For the first time in recent history, casinos are removing slot machines to make way for additional table games. Most casinos have added or expanded their poker rooms. Why is this happening and will these trends continue?

This workshop will explore all aspects of the table game revolution. Beginning with a brief history, you will discover the emerging trends and why they occurred. You will discover *what's hot now* and take a glimpse into the future of new table games and new technologies on the horizon. This workshop uncovers proven methodologies for managing your table games, poker rooms and the people who operate them.

TOPICS INCLUDE:

- Determining the proper mix of table games for your floor area.
- Will electronic enhancements play a big role in table games?
- Evaluating new games. What to look for and what to avoid.
- How to raise drop? How to raise hold? How much hold is too much?
- The effect live poker is having on casino table games and vice versa.
- Side Bets – Do they help or hinder game play and profitability?
- Methods for keeping your players happy and loyal for years to come.
- Effectively training your Front Line Troops – Your dealers and floor supervisors.
- Secret "tips and tricks" from the best table game operators.
- Game Protection – What works and what doesn't.

If you are responsible for table games, this workshop is must!

Expert Certificate: IGT Systems and Products

Details Coming Soon

Certification: Energy Efficiency and the Tribal Enterprise (2:00 – 5:00)

The Council of Energy Resource Tribes (CERT) aims to present the benefits of incorporating Energy Efficiency in the early conceptual design stages of Tribal enterprise development and throughout the development process. The presentation will also address conducting comprehensive energy audits and retrofits for existing structures as well. CERT will incorporate a Tribal case study and a technical presentation from the energy efficiency industry.

Certification: Boosting Employee Productivity and Excellence

You have the power to create an excellent, productive employee. Learn practical, proven techniques that explore solutions to the age-old questions, "How do I keep quality employees? How do I motivate employees? How do I retain Tribal employees? How do I coach for success?...etc."

Native Leadership Pathways' (NLP) trainers, Perci Ami and Ray Madaghiele, will challenge your thinking and assist you to explore other methods of achieving success. Remember, people will do what they do because they are allowed to. Your employees are doing what you as a leader are allowing. What can you and your employees do differently to achieve excellence? IT IS A TEAM EFFORT!

Learn how to involve your employees in achieving the vision of your organization or Tribe. When employees are given more personal responsibility and ownership in your organization EVERYONE WINS! People love to be a part of a winning team.

NLP trainers will guide attendees through specially designed exercises that are guaranteed to elevate your level of thinking. You will be re-energized as you participate in this interactive, enjoyable workshop that will bring forth the collective wisdom of the attendees.

Learn how a balance of Head, Heart, Hands and Humor can dramatically increase your organization's profits and level of success.

Receive practical tools to solve your productivity problems at the root cause of the problem

Certification: Gaming Commission License and Patron Hearings

This session will address regulatory hearings from start to finish. The session will focus on due process, notice, discovery, evidence, pre-hearing procedures, commissioner neutrality, testimony, and the practical process for a sound hearing. A detailed power point presentation as well as other materials reinforce the best practices discussed at this popular session.

Certification: Res-Restoration - Restoring Structures Damaged by Water, Fire and Storms

The presentation will include information about the importance of properly handling a water intrusion from mechanical or natural causes in residential and commercial buildings according to industry standards outlined in the ANSI/IICRC S500 - Standard and Reference Guide for Professional Water Damage Restoration 2006. We will also address the results of allowing a structure and its inhabitants to become the victims of microbial contamination as outlined in the IICRC S520 - Standard and Reference Guide for Professional Mold Remediation - 12/2003.

We will discuss the opportunities for becoming a professional in this industry and the potential business opportunities for the Native American people that are looking for a lucrative venture or new career.

There are trillions of dollars yearly going out to restore structures damaged by water, fire and storms. The business demands training and education to certify people to manage and perform the service. It is a sound financial decision for anyone seeking to generate more than an average income and be in a business that is sensitive to nature and can deliver humanitarian assistance in some of the most traumatic circumstances in people's lives, the damage and destruction of their homes and possessions.

Once there are professionally trained and established Native American businesses these services would be valuable to ensuring a healthy and safe living environment in the homes and work places of our people, as well as creating an opportunity to tap an exploding industry. While this business can be established within the Reserves, it also opens the opportunity for outside money to come into the Native Reserve communities.

Expert Certification: Advanced Topics for System i Management in the Casino and Tribal Environment

"Casino-in-a-Box" Today's casino management using System i

System i Administration System i Administration and Control for Casino Applications

Performance System i Performance and Tuning

Workload Management Workload Management on the System i

Speaker:

Representative from IBM