

Gun Lake Casino Announces Bus Line



Members of Gun Lake Casino’s marketing team in front of the Gun Lake Casino Express. L-R: Jeff Sorensen, Mary Jo Warner, Kelsey Snider, Sheryl Vitale, Adam Umscheid, and Chelsey Cody.

Gun Lake Casino recently announced its partnership with Casino Cruiselines to provide a bus line service to the Wayland casino from Battle Creek, Grand Rapids, Kalamazoo, Lansing, East Grand Rapids, and Jackson, MI.

“This is an exciting new opportunity for Gun Lake Casino and our guests,” commented Sal Semola, President and Chief Operating Officer for Gun Lake Casino. “Many of our guests have asked for a service like the Gun Lake Casino Express and we’re proud to be able to meet that need.”

The Gun Lake Casino Express will cost just \$10 to ride. Passengers will then receive \$10 in free slot play and a free lunch buffet when arriving Monday through Thursday before 3 p.m. Those arriving after 3 p.m. on Monday through Thursday, and all Friday through Sunday arrivals, will receive \$10 in free slot play and \$10 food voucher good for either the Harvest Buffet or Sandhill Café located at the casino.

Pala RV Resort Wins Platinum ‘Favorite Snowbird Destination’ Award from *RV West*

The Pala RV Resort at Pala Casino Spa & Resort has been awarded the Platinum Reader’s Choice Award for 2018 as the Favorite Snowbird RV Destination in California by the readers of *RV West*, the national online magazine for RV campers. The Pala RV Resort received the award.

“This national recognition once again is a tremendous tribute to the excellent guest service extended daily by both our RV Resort and all Pala team members,” said Pala Chief Executive Officer Bill Bembenek.

The Pala RV Resort opened May 23, 2016, and offers 100 parking sites for RVs and trailers from 55 to 70 ft. and full-service amenities for RVers. Pala RV Resort has been rated a perfect 10/10*10 by *Good Sam*, the national RV Resort rating publication for three consecutive years. *Trailer Life* and *MotorHome* magazines awarded Pala RV Resort its Gold Awards for 2016 and 2017 as Best RV Resort Casino and Best Campground Resort.

Snoqualmie Casino Recognized as Best Casino by *425 Magazine*



L-R: Michelle Valdez, Public Relations and Social Media Supervisor at Snoqualmie Casino; and Brian Decorah, President and CEO of Snoqualmie Casino.

Snoqualmie Casino has been recognized as Best Casino for the seventh consecutive year, in the Best of *425 Magazine*’s annual readers’ poll.

Each year, *425 Magazine* tallies thousands of votes to reveal the ultimate reader-generated guide of the best places to eat, drink, shop and play on Seattle’s Eastside. While Washington State is home to 32 casinos, Snoqualmie Casino is Seattle’s closest casino.

“We are humbled that the readers of *425 Magazine* continue to recognize our property as the best casino in a very competitive market,” said Brian Decorah, President and CEO at Snoqualmie Casino. “Our team takes great pride in providing our guests with exceptional entertainment experiences during every visit, in a clean, friendly and fun environment.”

San Manuel Casino Wins Two 2018 Telly Awards for “All Thrill” Campaign

San Manuel Casino’s “All Thrill” TV advertising campaign was recently honored with two 2018 Telly Awards. The Telly Awards honor excellence in video and television campaigns across all screens, and showcase the very best creators of work. The campaign earned Gold in “Local TV” and Silver in “Regional TV” in the campaign branding categories in Southern California, the second largest media market in the country.

“We are proud to be recognized with two 2018 Telly Awards. All Thrill has become a mantra for us while engaging viewers and guests by showcasing the thrill and adrenaline rushes experienced during visits to San Manuel Casino,” said Loren Gill, general manager of San Manuel Casino. “The campaign demonstrates our commitment to continuously innovate our offerings for an always-evolving and improved guest experience.”

The Telly Awards are selected by members of a judging council, made up of a group of more than 200 working industry leaders in advertising, production companies and major television networks.

Graphic Design USA Honors Rymax Marketing Services with the American InHouse Design Award

Rymax Marketing Services, Inc., the leading full-service loyalty marketing provider, recently won the prestigious Graphic Design USA American InHouse Design Award™, for its Rymax capabilities brochure. Rymax's Guide for the Disengaged, Disillusioned and Dissatisfied is a tongue-in-cheek brochure that highlights the importance of engagement programs and the customized loyalty solutions provided by Rymax.

Rymax motivates and engages audiences through the power of premium merchandise. By leveraging industry expertise, an understanding of retail trends and more than 400 brand partnerships, the company delivers customized programs and events designed to strengthen employee recognition, customer loyalty, player loyalty, corporate gifting and product fulfillment efforts. Rymax maintains its own in-house Creative Department, that works with the Marketing Team to produce print and digital collateral materials. These materials help to elevate Rymax as a business, client programs and the brands that Rymax represents.

"We are both thrilled and honored to have received this award," said Dorie Madeira, Director of Creative Services for Rymax. "The brochure represents the talent and versatility of our Creative Team. Whether you're a brand seeking additional exposure, or a client, aiming to elevate your loyalty programs, we can deliver dynamic, effective designs that capture your identity and resonate with your audience."

Silver Reef Casino Hotel Spa to Streamline Operations and Improve Guest Satisfaction with Agilysys Solutions

Agilysys recently announced that the Silver Reef Casino Hotel Spa has selected a number of Agilysys solutions to streamline operations at their property in Ferndale, WA. The management team has chosen to implement Visual One®, InfoGenesis® POS and Eatec® to help drive operational excellence while improving the guest experience. The implementation will begin with Visual One Property Management System and later incorporate the two other solutions.

"We are excited for this partnership with Agilysys and look forward to deploying these products at our property," said Tony Antalan, Chief Technical Officer at Silver Reef Hotel

Casino Spa. "These solutions will give us a 360-degree analytical view of our guests, allowing us to better provide them with the highest quality gaming, dining and entertainment experience. The Agilysys solutions will modernize our operations and allow us to bring added focus on the strategic elements of our business. Our team finds these systems to be very intuitive, and we don't see a situation where the end-user will have a hard time interfacing with it, which made our training much easier. The Silver Reef Casino Hotel Spa team members are very excited about the new solutions from Agilysys, and we can't wait to start using it."

The Silver Reef Hotel Spa has 206 rooms and suites available to guests, including Diamond, Ruby, Emerald and Sapphire specialty suites on the hotel's Diamond Executive floor level. The casino gaming floor features more than 50,000 square feet of entertainment and the property offers several dining options. Guests can also enjoy the on-site spa, fitness center, pool as well as a meeting and events space. The management team at the property was looking for an integrated solutions suite that would allow them to get a full view of the customer journey across the property, including the casino. Agilysys' solutions will enable the property operators to obtain a single view of the guest, allowing them to improve the guest experience and increase revenue.

"We are pleased to welcome Silver Reef Casino Hotel Spa to our industry-leading stable of gaming customers," said Don DeMarinis, Senior Vice President of Sales, Americas at Agilysys. "The combination of Agilysys solutions they have chosen will ensure integrated operations and provide the staff with access to valuable guest information across every interaction. This will enable them to deliver a superior guest experience and increase revenue-generating opportunities."

SG Digital Advances Sportsbook Platform Approval in the U.S.

Scientific Games Corporation recently announced that its SG Digital division has successfully completed pre-compliance testing of its OpenBet™ Sportsbook Retail Platform against the "GLI-33: Event Wagering Systems" draft standard and Mississippi Gaming Commission's proposed sports and race pool regulation. These standards offer starting points for clear guidance regarding betting integrity and a way to move forward responsibly in the wake of the U.S. Supreme Court's recent ruling striking down the Professional and Amateur Sports Protection Act (PASPA).

The First Pass Pre-Compliance Evaluation confirmed that SG Digital's retail point-of-sale terminal and administrative backend systems that support OpenBet operate in line with the proposed regulatory expectations of GLI. This evaluation sets the stage for a full review of the OpenBet functionality.

"Evaluation against draft GLI-33 demonstrates that the software and systems conform to a broad set of well-

recognized and accepted requirements for compliance suitability in a variety of markets. The evaluation of the SG Digital OpenBet platform against GLI-33 by GLI provides SG Digital, regulators, and its customers independent evaluation to its suitability," said Ian Hughes, GLI's Vice President of Global Services.

Keith O'Loughlin, SVP Sportsbook at SG Digital, said, "As legalized sports betting spreads across the states, we're taking every step to provide a seamless transition for our partners. Speed is of the essence, and this pre-compliance review positions us as a partner of choice for operators seeking industry-leading turnkey sportsbook solutions across land-based, online and mobile channels."

The Largest Lightning Link Lounge™ on the West Coast Opens at Central California's Table Mountain Casino

Lightning has struck at Table Mountain Casino with the opening of the new Lightning Link Lounge™, dedicated exclusively to Aristocrat's Lightning Link™ games, the world's most popular slot video games. This new lounge consists of 49 Lightning Link games, linked to each other, and located in a designated area near the popular High Limit Table Games area, at Table Mountain Casino.

Lightning Link is an electrifying set of linked games, all with progressive jackpots that boast player-selectable multi-denominations. Players can select pennies, two-cents, nickels or dimes, depending on what their preference may be.

Lightning Link received the highest honor, the Platinum Award, in the Casino Journal's list of the "Top 20 Most Innovative Gaming Technology Products." Players everywhere have given the Lightning Link games their enthusiastic approval.

Rob Goslin, President and General Manager of Table Mountain Casino was thrilled with the grand opening response from Table Mountain Players. He said, "We are so excited to bring the largest Lightning Link Lounge™ on the West Coast to our Table Mountain Casino players. Our guests are elated to have their own Lightning Link Lounge™ where they can experience the exciting fun and action that Lightning Link games offer." He continued, "For players who love jackpots, we invite them to come up and experience all that the new Table Mountain Casino Lightning Link Lounge™ has to offer."

Harrah's Cherokee Set to Host WSOP Global Casino Championship and Summer Circuit Event

The tables are set for the return of the WSOP Global Casino Championship in Cherokee. The Global Casino Championship (GCC) is book-ended by the first Circuit Event of the 2018-19 season. An official WSOP® bracelet will

be awarded to the winner of the GCC and 16 official WSOP® Circuit Event rings will be awarded throughout the event.

The Circuit stop will run August 2-13, with the GCC coming right before the Main Event of the Circuit series. The Circuit stop features games including No-Limit Hold'em, Omaha 8 or Better, and Pot Limit Omaha. Two seats in the 2019 GCC will be awarded. Circuit Event registration begins at 8am on Thursday, August 2.

The three-day 2018 WSOP Global Casino Championship No-Limit Hold'em tournament will get underway at 12 noon on Tuesday, August 7 in the Harrah's Cherokee Casino Resort Event Center.

AGS Acquires iGaming Aggregator and Content Provider Gameiom Technologies

AGS recently announced it has acquired Gameiom Technologies Limited, a UK and Gibraltar licensed iGaming aggregator and content provider for real-money gaming (RMG) and sports-betting partners. This transaction bolsters AGS' diverse product portfolio with the ability to offer iGaming operators some of the highest-performing game content in the marketplace through Gameiom's remote game server. Under the terms of the transaction, AGS has acquired Gameiom for \$5 million in cash and will integrate Gameiom to serve as the launchpad for the company's iGaming division, which will become part of its AGS Interactive business segment.

"In assessing RMG providers, AGS felt it was important to pursue a pure content aggregation and distribution platform as opposed to a direct-to-consumer iGaming operation," said David Lopez, President and CEO of AGS. "Gameiom fits that bill perfectly – their platform enables AGS to distribute our industry-leading game content into many markets, including the U.S, establishing a real-money gaming solution designed to generate revenue for AGS and our partners. Gameiom's RGS platform is flexible, scalable, robust, and open, capable of delivering hundreds of games and sports-betting integration to operators quickly and reliably. More importantly, Gameiom's values align with our playbook – they are passionate, team oriented, aspire to win, and a bit obsessed with gaming, just like us."

Matt Reback, Executive Vice President of AGS, added: "This acquisition significantly expands the channels for our industry-leading game content to Gameiom's key partners. Gameiom knows operators and game developers want to see their content go live as quickly as possible through a reliable integration on a robust platform, and that focus on speed and quality is why they have experienced rapid success over the past 18 months. Acquiring this team and their RMG technology further diversifies and enhances our interactive product suite."

Saint Regis Mohawk Tribal Council Meets New Border Patrol Agents



Participants included (from left) Tribal Chief Michael Conner, Tribal Chief Eric Thompson, Senior Patrol Agent Carrie Caldwell (USCBP) and on the far right Tribal Sub-Chief Cheryl Jacobs.

The Saint Regis Mohawk Tribal Council recently held a “Meet and Greet” with incoming U.S. Border Patrol Agents stationed in Massena, NY. Tribal member Carrie Caldwell, who serves as the U.S. Customs and Border Protection’s National Recruiter and Senior Patrol Agent, coordinated the meeting to make introductions and discuss a future cultural awareness training session to familiarize the new agents on the Akwesasne community.

Harrah’s Cherokee Casinos Quarter Two Community Report Released

For quarter two of 2018, employees at Harrah’s Cherokee Casinos remained steadfast in their volunteer efforts, accumulating a total of 13,777 service hours through the companies’ employee community outreach program, HERO (Harrah’s Employees Reaching Out). HERO focuses on improving the local communities, with one central goal of leaving a positive, lasting impact.

Throughout the quarter, employees at Harrah’s Cherokee Casinos focused on volunteering with different organizations that specifically support health, wellness and environmental sustainability. Volunteers participated in roadside and river clean ups, celebrated Alzheimer’s Awareness day by volunteering at the Tsali Care Center, the Hermitage and the Hayesville House, and also volunteered at The Equinox Ranch, a Veteran Therapy Retreat Center that offers services to Veterans who are suffering from combat trauma.

In addition to their volunteer efforts, Harrah’s Cherokee Casinos also donated \$107,200 in cash and services to non-profit organizations in Western North Carolina including Cherokee Indian Hospital, United Way, Manna Food Bank and Big Brothers Big Sisters.

“Our employees always put community outreach as a top priority, and I think that shows in the number of volunteer hours we are accumulating each quarter,” said Jo Ray, Regional Vice President of Community Relations &

Employee Wellness at Harrah’s Cherokee. “They are up for any volunteer opportunity, no matter how big or small, because they know that each time they are out in the community, they are making a lasting impact and upholding our commitment to being a great community partner.”

TribalValue Announces Partnership with Technogent

TribalValue, a division of TribalHub, announces unprecedented partnership with Technogent. Decision makers within tribal organizations and enterprises, such as tribal council members, general managers and IT directors, are encouraged to visit the Technogent portal through TribalValue before making technology purchases or service decisions.

Technogent is the Premier Edge-to-Edge IT Services company that delivers Agile solutions for accelerating digital transformation. They strive to be the Entertainment, Gaming and Hospitality vertical’s most trusted channel partner and advisor for innovation, while delivering the highest quality technology-based services in the most cost-effective manner.

“Technogent is vested in the TribalValue partnership, as a key strategic pillar within the Tribal Gaming Community,” said Marco Mohajer, Technogent’s Executive Vice President of Sales and Marketing. “Our joint focus is leading the market in providing edge to edge business solutions to our valued Tribal Communities. Technogent looks forward to the continued success of this partnership.”

Seminole Hard Rock Hotel & Casino, Hollywood Debuts James Bond Diamonds are Forever™ Slot Machines

Seminole Hard Rock Hotel & Casino – Hollywood debuts Scientific Games Corporation’s James Bond “Diamonds are Forever™” video slot machines, becoming the first casino in the country to showcase the new game. Players will get a full dose of 007™ action as exciting visuals and clips from the iconic 1971 movie play on inset video screens. Top jackpots include a “Shaken, Not Stirred” diamond martini pour.

The bank of five machines offer Seminole Wild Card members and casino guests another Wide Area Progressive (WAP) on the gaming floor, with an initial jackpot of \$200,000. Play is multi-denominational with a choice of \$1, \$2 and \$5 bets. Guests will enjoy searching for diamonds as three reels and five lines spin. Bonuses include The Wheel Bonus, which awards credits; Diamond Jackpots; and the Q Bonus, which awards free spins.

The James Bond “Diamonds are Forever™” slot machines are located at the entrance to the casino floor from Winner’s Way garage, at the bottom of the escalators leading from the garage. ♣