

The Indiana Casino Gaming News

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Horseshoe helps make dreams come true

Horseshoe Casino in Hammond, Indiana, recently partnered with three local nursing homes to help make their residents' lifelong dreams come true through the Harrah's Foundation Second Wind Dreams program.

The program, which grants wishes to senior citizens in the United States and Canada in partnership with philanthropic organizations, kicked off its program in the Hammond area on Feb. 24 with the help of Horseshoe's H.E.R.O.s (Harrah's Employees Reaching Out). That day, volunteers from the casino traveled to four local elder care facilities to make the wishes of four senior citizens a reality.

The first, a 93-year-old resident of the Timberview Health & Rehab



Center in Gary, hadn't seen her sister for 17 years. So the program reunited the two, sponsoring a two-day visit. Another senior, an 85-year-old resident of Lake County Nursing & Rehab in East Chicago, had lost all of her clothing when the Munster Med-Inn flooded during September's rainfall. At the celebration, the woman was surprised with an

armoire full of new clothing, shoes, purses, and accessories.

Then, in March, Horseshoe's H.E.R.O.s hit another local nursing home. This time, residents of the Timberview Nursing Home took part in a busy St. Patrick's Day dream celebration. Activities began with laughter and music, as residents danced the afternoon away. And when

the music stopped, the dreaming began; resident Willie McCall learned that he would be able to live his long-time dream of attending an Aretha Franklin concert when the legend comes to the Horseshoe Casino.

Louis Walton, an 84-year-old Timberview resident, fulfilled his lifelong dream of becoming a firefighter when the men at Station 13 of Gary Fire Rescue made him an honorary member. Along with his certificate, Walton received a shirt, a pocket watch, a duty helmet, and – most importantly – a ride in the fire truck.

Harrah's, with the Second Wind Dreams program, will continue to make dreams like these come true for Northwest Indiana's senior citizens throughout 2009.

Chamber honors Ameristar for investment in East Chicago

The Lakeshore Chamber of Commerce recently bestowed one of its most prestigious awards upon Ameristar East Chicago.

At the Chamber's annual dinner Feb. 28, Ameristar East Chicago received the group's Business Development Award,



given in recognition of businesses' overall contribution to East Chicago. The award is presented by the Mayor's Office of Economic Development.

In giving the award to Ameristar East Chicago, officials specifically cited Ameristar's significant investment in

the property, the increased employment opportunities that have come to the area through the casino, and Ameristar's efforts to bring first-class entertainment to the city during its annual Summer Concert Series.

Ameristar was one of only five businesses honored by the city of East Chicago during the event.



Ameristar East Chicago

Casino employees making a difference

The breadth of talent in our industry never ceases to amaze me.

This month, it struck me once again as I read the story about Casino Aztar's Andy Herbertz, located on Page 3 of this publication. Andy is the property's ad manager; recently, though, he's taken on another bit of work.



It seems that Andy, in his free time, is working with local author Margaret McMullen and several philanthropic groups to help create children's books, which will be made available to all children in the area at no cost. Andy's job is to illustrate the works.

I tip my cap to Andy, first of all for his talent. That he is a strong artist is evident in the fact that he was asked to do this work.

But I also tip my cap to his dedication to the Evansville community.

Much is said in our state (and often in this space) about the tremendous financial benefits Indiana reaps from casino gaming. But people like Andy, and Belterra's Louise Rose and Shannon Riley, and Horseshoe's H.E.R.O.s—these are the too-often unsung heroes of our industry.

Since the doors of Indiana's first casino opened in December 1995, community service has been a hallmark of our properties. Every month, we receive countless submissions about the great work our employees are doing in the community. Whether they are volunteering through a casino-sponsored program, or simply reaching out on their own time, casino employees get involved in their communities; they make their host cities and towns better. Some casinos even have programs in place that allow employees to take time *on the clock* to volunteer with their favorite charitable organizations.

These are amazing people who work in our industry, and I never cease to be wowed by the breadth and wealth of their talents.

Thank you all for everything you do.

New Executives

Ameristar welcomes VP of operations

Ameristar East Chicago was proud to welcome Dawn Clayton this month, as the property's new vice president of casino operations.

Dawn joined Ameristar after serving as executive vice president of gaming operations at the Mountaineer Racetrack and Gaming Resort in Chester, West Virginia. She has more than 25 years of gaming experience at the Tropicana Casino and Resort in Atlantic City, where she



served in several management capacities. In her new role at Ameristar, Clayton will oversee slot and table game areas.

Hoosier Park hires director of finance

Hoosier Park Racing and Casino is pleased to announce the hire of Ralph Brown as the property's new director of finance.

Brown, who most recently served as chief financial officer at Argosy Casino in Lawrenceburg from 1997-2008, brings more than 25 years of experience in the gaming and entertainment industry to Hoosier Park. He began work in his new position March 16.

In the last month, Hoosier Park also has added to its

marketing department, promoting Becky Young to the new position of director of marketing operations, and moving Sherry Peterson into the new position of director of strategic marketing.

Young will be responsible for player development, VIP services, guest services, events, and entertainment; Peterson, meanwhile, will be responsible for direct mail marketing, e-marketing, database management, promotions, and club marketing.

Admission and Wagering Taxes

Admission Tax, March '09	\$ 7,193,670
Wagering Tax, March '09	\$ 81,719,660
Admission Tax, Fiscal YTD	\$ 58,598,757
Wagering Tax, Fiscal YTD	\$561,493,773
Total Admission and Wagering Tax	\$620,092,520
Total Taxes Paid Since Inception	\$7,652,194,868

*Fiscal Year Defined as July 1 to June 30



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New hope in Atlantic City

Lawmaker bets sports gaming would bring cash

As business in the Atlantic City casino industry continues to slide and the state's budget woes continue, one New Jersey official is going to court to try to create a new source of gaming revenue for the state.

State Sen. Raymond Lesniak, D-Elizabeth, has filed a federal lawsuit against the U.S. Justice Department, seeking to overturn the 1992 Professional & Amateur Sports Protection Act, which banned betting on sports. Currently, sports betting is legal in four states – all of which met the deadline for an exemption from the law (New Jersey also had the opportunity, but failed to act), and only two states actually offer state-sanctioned sports wagering. The reality, Lesniak said, is that sports gambling exists in every state, and by banning it, most states miss out on a tremendous revenue opportunity.

“Gambling is going on here — sports gambling,”

Lesniak told the Associated Press. “Rather than supporting thousands of jobs, economic activity and tourism, the federal ban supports offshore operators and organized crime.”

According to the National Gaming Impact Study Commission, estimates of illegal sports betting in the United States range up to \$380 billion per year. Using those numbers, Interactive Media Entertainment & Gaming Association – a consultant hired by one of the plaintiff's in Lesniak's lawsuit – estimated that sports betting in New Jersey could become a \$10 billion per year in industry by 2011 if it were legalized in casinos, at racetracks, online, and by telephone.

That would generate roughly \$100 million in tax revenue for the state.

The lawsuit argues that the national law is unconstitutional because it treats four states differently from the other 46.

Belterra Casino Resort & Spa recently hosted an evening for its 2008 Employees and Leaders of the Month. During the evening, the property named Louise Rose as its Employee of the Year. Shannon Riley (second from left) also was recognized as the property's Leader of the Year. Joining her in the photo are, from left, Belterra VP/GM Kevin Kaufman, Director of Slot Operations Michelle Smith, and Assistant GM Jeff Michie.



Aztar ad manager to illustrate books for young children

A member of the Casino Aztar team in Evansville, Indiana, is using his talents and spare time to help create books for young boys and girls in Southwestern Indiana.



The United Way of Southwestern Indiana and the Early Childhood Development Coalition recently announced that Andy Herbertz, advertising manager for Casino Aztar, will illustrate a series of children's books written by local author and University of Evansville English Professor Margaret McMullan. The books, about a character named Napoleon Peacock, will tell the tales of the titular animal's adventures in the Evansville area and will be given – at no charge – to children in the Evansville area younger than three.

The first book is titled *Napoleon Peacock's Adventure in Amazonia* and tells the story of the character's visit to the Mesker Park Zoo and Botanical Garden's new exhibit, where he was born. The second book, *Napoleon Peacock's Adventure Around Town*, will be published soon. There will be six books in all, which will be mailed to the families who request them free of charge over the next two years.

In order to receive the books, children must be younger than three and live in Vanderburgh, Warrick, or Spencer counties. The goal is to make sure these children and their parents have books to read together.

The project is made possible by a grant from the Welborn Baptist Foundation.

2009 Gaming Commission Members



Tim Murphy (chairman) of Carmel, Ind., is the chief financial officer for Irwin Mortgage Corporation (formerly Inland Mortgage Corporation), a subsidiary of The Irwin Financial Corporation. He is a 1973 graduate of Indiana University with a degree in accounting. Murphy was appointed to the commission in December 2005.



Tom Swihart of Valparaiso, Ind., is a certified public accountant and works for Weichmann and Associates in Munster, Indiana. He graduated from Valparaiso University in 1968 with a degree in business administration. Later, he earned a master's degree in public administration and urban planning from Pepperdine University and a master's of business administration in accounting and tax from Fairleigh Dickinson University. Swihart was appointed to the commission in July 2006.



Mary H. Shy of Bright, Ind., recently joined LÛCRUM Inc. as the quality manager. Shy has more than 25 years of experience in information technology with Procter & Gamble and Hewlett-Packard. Shy was appointed to the commission in September 2007.



Marc D. Fine of Evansville, Ind., is a founder and a partner in the law firm Rudolph, Fine, Porter & Johnson, LLP. He is a 1981 graduate of Indiana University with a bachelor's degree in finance, with distinction, and a 1984 graduate of the University of Illinois College of Law. He was a founder of American Community Bancorp and the Bank of Evansville, where he serves on the Board of Directors and is the corporate secretary. Fine was appointed to the commission in October 2007.



Robert Morgan of Schererville, Ind., studied labor and management relations at Confederation College in Thunder Bay, Ontario, Canada. After college, Morgan worked for The Ontario Housing Corporation. In 1981, Morgan joined Thomas Equipment Ltd., a subsidiary of McCain Foods, Inc. in various regional management positions. In 1999, Morgan founded Docu-tech Services, Inc., which provides litigation support services to law firms. He was appointed to the commission in July 2008.



Justin Christian of Indianapolis, Ind., is the president and CEO of Bucher + Christian Consulting, a 600-person global business solutions firm. He is a graduate of DePauw University and spent three years as a systems analyst for Eli Lilly before founding Bucher + Christian. He currently serves on various boards, including the Indianapolis Bond Bank, Greater Indianapolis Progress Committee and Goodwill of Central Indiana. He was appointed to the commission in December 2008.

The Indiana Gaming Commission is composed of seven individuals appointed by the governor for staggered three-year terms. One member must be from a county contiguous to Lake Michigan and one must be from a county contiguous to the Ohio River. No more than four members may be affiliated with the same political party. One member must be experienced in law enforcement, one must be a certified public accountant, and one must be an attorney. All must have a reasonable knowledge of the practices, procedures and principles of gambling.