

The Indiana Casino Gaming News

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INSIDE THIS ISSUE:

Letter from the Director	2
In Brief...	2
Horseshoe introduces Asian cuisine	3
A new casino in Clark County?	3
Casino Association teams with Indiana Black Expo	3
Azlar Marine Team performs rescue on the Ohio	4
Big awards for Harrah's	4

Harrah's delivers to community

Central Indiana's Meals on Wheels program got a hefty boost from the Harrah's Foundation this month, in the form of a new \$40,000 meal delivery truck.

Meals on Wheels, a non-profit meal delivery service for the homebound elderly and disabled, received the new vehicle at a presentation Thursday, Aug. 3. Representatives of both Horseshoe Hammond and Caesars Indiana – Harrah's two Indiana properties – attended and spoke at the presentation.

They joined NASCAR Nextel Cup driver Robby Gordon as he drove the Harrah's No. 7 Chevrolet Monte Carlo racecar to the homes of two Meals on Wheels clients. Gordon, accompanied by a police escort and a caravan that included the new meal delivery truck, gave the two clients a treat when he personally hand-delivered their meals.

It was a memorable moment for Meals on Wheels and its clients, as well as another prime example of Harrah's commitment to the Meals on Wheels program. Harrah's has been the prime sponsor for Meals on Wheels "March for Meals" campaign since February 2002.



Above: From left, Rep. Greg Porter, Harrah's Foundation was represented by Anthony Sanfilippo, Rick Mazer and Ed Garruto as they pose with Robby Gordon during the Aug. 3 presentation.

At that time, Harrah's gave \$1 million to the campaign; in 2005, the company renewed its sponsorship and pledged another \$1 million to be distributed by 2008. "As a national prime sponsor of the 'March for Meals' campaign, Harrah's is committed to bringing attention to the importance of senior nutrition and Meals On Wheels programs," said Anthony Sanfilippo, President of Harrah's Central Division. "We are proud to help Meals on Wheels, Inc. reach more seniors, and we commend them on their long history of dedication and tireless work that has affected change in

the community."

Representatives of Meals on Wheels were quick to thank Harrah's for its continued support and for this latest donation, which will help the group reach even more local seniors and disabled men and women.

"Meals on Wheels provides vital services to Central Indiana's 'invisible' population -- its homebound elderly and disabled," said Barb Morris, Executive Director, Meals on Wheels, Inc. "The addition of this vehicle will enable us to better serve our existing clients and allow us to broaden our services in the future."

Resorts East Chicago introduces new VP for marketing

Late last month, representatives of Resorts East Chicago proudly introduced Len Pasquarelli as the casino's new Vice President of Marketing.

Pasquarelli came to Resorts from Cabazon, California, where he had served as the Director of Casino Operations for the Marongo Casino Resort & Spas. In that position, Pasquarelli was responsible for advertising, player development, casino

Len Pasquarelli has been in the casino industry for more than 26 years.

credit, customer relationship management, slots and table games, among other duties.



Len Pasquarelli

In all Pasquarelli has been in the casino industry for more than 26 years, and he brings 16 years of managerial experience to Resorts East Chicago. Over the years, he has worked in six gaming jurisdictions in three counties, including a previous stint in the Chicagoland area as part of the openings of both the Empress Casino in Joliet, Illinois, and the former Trump Casino in Gary, Indiana.

Fairgrounds looking good as new

Wow!

That was about the only word I could come up with to describe the condition of the Indiana State Fairgrounds last weekend.



Every year, I make a point of attending the Indiana State Fair. And, while I have a great time every year, it was becoming hard to ignore the condition of some of the buildings and structures that line the Fairgrounds.

Until now.

Over the past few years, we've seen gradual improvements to the grounds, thanks to the "Fairgrounds 2000" plan created in 1998. The plan was to invest about \$40 million in renovations and upgrades across the Fairgrounds.

I'm happy to say that most of the work is done, and it is exquisite. I'm also proud to say that much of it was done with casino money, after a 1993 General Assembly act allowed the Fairgrounds to receive a percentage of the riverboat admissions tax. According to the Fairgrounds Web site, those moneys were instrumental in even *attempting* the significant renovations that were on display this year.

As a result, we saw significant investments and improvements to about 15 facilities, including:

- \$9 million invested in the West Pavilion
- \$8 million in the Champions Pavilion
- \$7.5 million in the 4-H Education Complex
- \$7.4 million in the Blue Ribbon Pavilion
- \$3.1 million in the Pepsi Coliseum
- \$2.5 million in the Exposition Hall
- \$2 million in the Old National Bank Grand Hall
- \$2 million in the Farm Bureau Insurance Celebration Park

These are just a few of the investments made as part of the \$40 million "Fairgrounds 2000" plan. And after seeing them this past weekend, I'm proud of the contribution Indiana's casinos made to these vast improvements.

Once again, our Fairgrounds look good as new.

- Mike Smith, Executive Director



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FRENCH LICK SPRINGS CASINO LAUTH COOK

In Brief...

November opening looks good for French Lick

Officials at the coming French Lick Casino & Resort reported this month that the new casino, slated to open this November, is coming along right on schedule.

Everything from the casino's interior and exterior sections to renovations at the Donald Ross Course at French Lick is moving forward as expected. The golf course, which is being restored to its early-20th-century glory, is nearing completion, with a grand opening schedule for September, while major portions of the casino also are nearly complete.

Included in that assessment is the French Lick Springs Hotel, whose lobby is said to be about 95 percent complete. The hotel's upper levels also are coming along nicely, with model rooms expected to be complete early this month. And just below the hotel lobby, The Spa at the French Lick Springs Hotel is almost finished.

Even the casino itself – a 42,000-square-foot facility – soon will receive its paddlewheel, which is one of the final exterior details.

An exact date for the November opening will be announced later.

Casino school up & running in French Lick

Future poker dealers in French Lick began their training last month, in preparation for the Orange County Casino's opening this November.

The dealers, hired after a June job fair, have started training to run roulette, craps, and poker tables at the French Lick Springs Hotel & Casino. Classes are expected to run about 10-12 weeks.

About 350 people already have been hired to work at the new casino, with another 600 expected to receive offers soon. A second job fair was held this month at the new property.

The fair was held to find everyone from housekeepers - who are expected to make about \$8 an hour - to dealers, who can make up to \$50,000 a year.

Admission and Wagering Taxes

Admission Tax, July '06	\$ 7,392,633
Wagering Tax, July '06	\$34,944,150
Admission Tax, Fiscal YTD	\$ 7,392,633
Wagering Tax, Fiscal YTD	\$34,944,150
Total Admission and Wagering Tax	\$42,336,783

*Fiscal Year Defined as July 1 to June 30

Fai Choi opens at Horseshoe

New restaurant blends Chinese and Japanese flavors

The culinary options at Horseshoe Hammond expanded recently, as the casino announced the opening of its new Fai Choi eatery.

Fai Choi, which translates to “prosperity,” is the first Asian restaurant in the Horseshoe casino, offering Asian cuisine in what representatives describe as a “stylish and vibrant eatery, with attractive colors and aromas that are flavorful to the palate.”

“At Fai Choi, diners can expect high quality, authentic dishes that are prepared using original Asian culinary techniques and fresh ingredients,” said Rick Mazer, Horseshoe’s senior vice president and general manager. “Our team of talented chefs is dedicated to providing Horseshoe customers an exceptional dining experience, topped off with superb service.”

The restaurant features an open kitchen that utilizes state-of-the-art equipment and woks, allowing customers to catch a glimpse of their meal as it is prepared. It also features a diverse menu – one that is different from a traditional Chinese restaurant – offering a fusion of flavors from China and Japan.

“The concept behind this new restaurant can be attributed to our customers,” Mazer added. “Horseshoe prides



Head Chef Fred Moy holds a dish of Lo Mai Gai, one of the featured new dishes at Fai Choi.

itself on offering customers the very best in the business; the best service and the best food.”

Staff also will offer those things at the best prices, with menu offerings ranging from \$1.99 to \$8.99.

Congee selections, already among the favorites, range from \$4.99 to \$8.99.

“Fai Choi is a concept that we’ve wanted to present to our customers for quite some time,” said Stefan Huba, Vice President of Food & Beverage. “The exceptional food offerings and the attention to detail that’s displayed by our culinary team is phenomenal. We want Horseshoe customers to experience the same level of care that goes into every meal that is prepared at Fai Choi.”

Clark County pushes for riverboat

Gaming proponents in Clark County, Indiana, are taking another swing at bringing a casino to their community after filing a ballot initiative with the county’s officials.

The initiative, which contained enough signatures to land on the ballot, now must be verified by the county election office, which will make certain that enough of the signatures are valid. But even if that happens, many observers of the gaming community have doubts that Clark County will have a casino any time soon.

Voters in the county, which neighbors Louisville, Kentucky, rejected similar petitions in 1993 and 1995. Should things go differently this time, there still would be significant hurdles at the state level because the final of Indiana’s 11 casino licenses was awarded to French Lick, Indiana, last year. Thus, both legislative and regulatory approval would be required before plans could go forward.

Such approval, while unlikely, would provide additional competition to Caesars Indiana in Harrison County, about 20 miles from the Clark County line. Belterra is about 70 miles away and Argosy Casino is about 110.

Sponsorship with Black Expo creates a ‘win-win for everybody’

The Indiana Black Expo had its 36th annual Summer Celebration last month – and once again, the Casino Association of Indiana played a role.

As an event sponsor, the Casino Association was part of the success of this year’s program, which included everything from the ecumenical service that opened the Expo to the free concert that concluded it.

And according to the Expo’s president, the event was a large success.

“When I walked through the exhibit halls, people were happy and people were enjoying themselves,” Indiana Black Expo President Joyce Rogers told the Indianapolis *Star*. “People were patient. And there was so much over there to offer.”

The Casino Association also was



From left, Liz Sullivan, Ed Williams, Shelby Curry, Angela Wise, Antia Fields and Klyne Smith enjoy the corporate luncheon.

well represented at the Expo, with employees both of the association and its member casino in attendance. Many could be seen at the corporate luncheon, held July 13 in the RCA Dome in Indi-

anapolis; others could be found at the Association’s exposition booth July 14-16. From that booth, the Casino Association distributed property brochures, key chains, and other free items.

While Expo representatives still were calculating attendance and financial figures from the event, many said they expected it to exceed 2005’s 348,000 people. Last year’s event was estimated to pump more than \$30 million into the local economy; again, this year’s total still is being calculated.

But Rogers told the *Star* that she was confident the numbers would be good for everyone involved.

“If it’s good for Indiana Black Expo, it’s good for the city,” she said. “If it’s good for the city, it’s good for the state. It’s a win-win for everybody.”

Aztar Marine Unit saves pair from river

Two 21-year-old girls from Evansville area decided to go swimming; swept away by Ohio River current

Early in the morning of July 21, two women boating in the Ohio River near Evansville, Indiana, suddenly were swept into the water.

Quickly, the two were swept away by the water, their screams echoing across the river. Those screams were heard by Casino Aztar's Marine Crew, who spotted Ashley Hamel and Megan Wells – both 21 – in the water, and sprung into action.

The crew manned a rescue boat that went onto the river, heading toward the girls. The pair, who had moored their pontoon boat near LST 325 and opted to go swimming, were pulled from the water, saved without injury.

"Having life jackets on helped save those girls," Captain Mick McNally told WEHT-News25 in Evansville. "If you do get out into the

water, grab onto a line, because you never know what the current is going to do with you."

In the case of the two girls, it swept them away from their boat – and toward the Aztar rescue crew, which had never performed such a rescue.

For the 10 years since Casino Aztar opened, the 14 men and women on the Marine Crew have been training for just such an event. But for the most part, their job consists of ensuring the safety of everyone on the casino boat, maintaining the Aztar boat, and watching for suspicious activity on the water and land.

This particular "suspicious activity" marked the first time the crew had to go into the water for a rescue.

Fortunately, they proved more than ready.



Gaming terms

Betting System – A series of mathematical rules that determine how a player should allocate his money between wagers on different trials of a game.

Indicator – On the big six wheel, the clapper that indicates the winning space.

Mechanical Games – Games that demand little or no skill, such as slot machines or pull tabs.

Off – In craps, a term that a bet is not in action for a specific roll of the dice.

Shift Boss – The person who controls the entire casino on his shift, and answers only to the casino manager.

Washing-The-Cards – Combining several decks of cards prior to shuffling by mixing them together on the table in a random fashion.

Casino Player readers love Harrah's

Harrah's Entertainment, Inc. – owner of Horseshoe Hammond and Caesars Indiana – led the gaming industry in *Casino Player* magazine's annual Best of Gaming Awards this year.

It was the seventh straight year that Harrah's led the annual poll of gaming customers from across the country. In this year's survey, Harrah's casinos received 228 first-place



awards, and 562 total awards, making them the most honored in the poll.

"Our consistent leadership of the Best of Gaming Awards is a testament to our employees and their continued commitment to memorable guest service," said Gary Loveman, chairman, chief executive officer and president of Harrah's Entertainment. "These awards represent the collective voice of gaming customers from coast to coast.

"Once again, they have overwhelmingly selected our brands and our properties as the best the industry has to offer."

Among the honors earned by Harrah's casinos this year were:

- ✦ Harrah's company-wide customer loyalty program was named "Best Players Club" in seven markets, including the Chicagoland area.
- ✦ Harvey's Lake Tahoe led the company with 41 total honors, including 20 first-place finishes; Caesars Indiana was only 10 behind, earning 31 total awards.
- ✦ Eight Harrah's properties were honored for providing the "Best Service" in their markets.
- ✦ For the first time in its history, Harrah's captures the top spot in the Las Vegas strip market, winning 78 awards, including a total of 39 first-place honors.