

# The Indiana Casino Gaming News

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A few months ago, I wrote in this space about the Casino Association of Indiana members' efforts to purchase from minority- and women-owned suppliers.

Over the years, our casinos have helped countless small businesses grow and thrive, by seeking out and working with minority vendors. In that sense, our mission meshes perfectly with that of the Indiana Minority Supplier Development Council (IMSDC), of which the Casino Association of Indiana is a corporate member.

The IMSDC exists to promote and cultivate successful minority enterprises within the Indiana business community - a good cause, and one the Casino Association is proud to support. On August 4, we showed that support even further, as Liz Sullivan, executive assistant for the Casino Association, volunteered at the IMSDC's 28th annual "Business on the Green" golf outing.

The event, held at the Eagle Creek Golf Club, traditionally features more than 250 golfers, who spend the day playing, eating - and, of course, networking for their businesses.

It was an exciting event, and I want to thank Liz for representing us well at it. Through their work with minority-owned businesses, Indiana's casinos have found many of their best and most reliable suppliers; at events like these, we always hope to meet the next "well-kept secret" supplier!

- Mike Smith, President & CEO



## Responsible gaming takes stage

Activities focus on training staff, explaining favorite games

Casinos across Indiana opened August with a focus on responsible gaming, as each joined their brethren across the nation in observing Responsible Gaming Education Week.

Each year, the American Gaming Association sets aside the first full week in August as Responsible Gaming Education Week - a time to focus on educating casino players and team members about the dangers of problem gaming.

This year's theme, "Taking the Mystery Out of the Slot Machine," was created to shine a light on one of the most widely enjoyed casino games.

"Slot machine use has increased exponentially during the past 35 years, sparking a growing interest in the facts and trends related to these popular games," said Holly Wetzal, director of communications for the American Gaming Association, in a letter to casino properties. "But while a significant majority of gamblers say slot machines are their favorite form of casino entertainment, most people know very little about how slots are developed or how they work."

To educate people about popular games, casinos across Indiana took



Herbert E. "Bud" Newman speaks to Indiana Live! team members about responsible gaming.

part in a variety of activities.

At Ameristar East Chicago, as at many casinos, brochures from the AGA entitled "Taking the Mystery Out of the Machine: A Guide to Understanding Slot Machines" were available for players and team members. And all team members wore Responsible Gaming Education Week ribbons throughout the campaign.

"We at Ameristar remain solidly committed to providing responsible gaming initiatives for our team members and our guests," said Pete Savage, Senior Vice President and General Manager. Our programs are varied, but center on a common theme of protecting our guests so that their gaming experiences remain

fun each and every time they visit."

Meanwhile, Indiana Live! Casino held training on Aug. 3 and 4, where Herbert E. "Bud" Newman - a certified compulsive gambling counselor - worked with staff on identifying problem gaming.

"We want to get the message out that most of the population can handle gambling as a form of entertainment," Newman said. "However, for those folks who can't handle that—we're talking 3 to 5 percent—we want to get them into assistance programs and get them the help they need."

For information on responsible gaming, visit the American Gaming Association at [www.american-gaming.org](http://www.american-gaming.org).

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## United Way dubs Majestic Star as Casino of the Year

The Majestic Star Casino is this year's Casino of the Year, according to the Lake Area United Way.

The award, given each year by the United Way to recognize one casino's corporate and group contributions, this year was bestowed on Majestic Star for its \$93,854 in employee giving. The property also boasted the best overall employee participation level at 33 percent, and the highest average employee gift at \$104.54.

"Our employees have a long history of giving back to our communities," said Larry Buck, senior vice president and general manager of Majestic Star. "I'm proud they increased their generosity at a time when their donations are needed more than ever."

Employees themselves actually contributed \$46,522 to the United Way – a 75 percent increase over the prior campaign. With a



*Majestic Star Casino was recently recognized with Lake Area United Way's "Casino of the Year" Award.*

dollar-for-dollar corporate match, the total went up to \$93,854. Then, a special matching gift program funded through the Lilly Foundation increased the casino's total by nearly \$40,000, bringing the actual total all the way up to \$132,884.

"The management and employee team at Majestic

Star Casino contributed through payroll deductions, special events, one time gifts and a corporate match," said Chareice White, Majestic Star's corporate director of community relations. "We are very committed to making a difference and proud to support United Way's mission. Our contribution is a reflection of Don H. Barden,

the Chairman & CEO of Majestic Star and Fitzgeralds Casinos & Hotels, his philosophy of community service, giving back and being involved in making a positive impact on the lives of others."

The Lake Area United Way created the "Casino of the Year" Award in 2007 as a traveling trophy.

## Legalized Internet gaming moves one step closer to reality

A bill to legalize Internet gaming in America is one step closer to reality this month, after passing the House Finance Committee.

The Internet Gambling Regulation, Consumer Protection, and Enforcement Act (H.R. 2267), introduced by Rep. Barney Frank, passed after what was often a contentious debate between Frank and Rep. Spencer Bacchus. On the final day, however, the debate became more relaxed, even as Bac-

chus urged colleagues not to support the bill.

"After all the talk during the last year of shutting down the casinos on Wall Street," Bacchus argued, "it does not make any sense to me why we would be taking steps to open casinos in every home, dorm room, library, iPod, Blackberry, iPad, and computer in America."

Frank, on the other hand, noted that it was not the government's job to decide what people could and could

not do with their money.

"Some adults will spend their money foolishly," Frank said. "But it is not the purpose of the federal government to prevent them from legally doing it."

When the vote finally came, though, Frank's argument was victorious – though not until the bill saw several amendments.

Among the amendments to pass the committee:

- A provision that those behind on child support pay-

ments will be blocked from regulated online gambling by the sites themselves.

- An amendment that would block any sites that have been disregarding U.S. laws regarding Internet gambling from obtaining a license.

- A provision creating a database of statistics without revealing any private information with individual gamblers' identity.

The bill now moves to the House floor.

# Casino Association teams up with Black Expo

The Casino Association of Indiana was again a sponsor of the Indiana Black Expo's Summer Celebration, held from July 8-18 at the Indiana Convention Center in Downtown Indianapolis. The event, which was the IBE's 40<sup>th</sup> annual Summer Celebration, featured a Corporate Luncheon, job fair, health fair, and a host of celebrity entertainment. The CAI participated in the Consumer Exhibits segment, distributing industry handouts and prizes from drawings and giveaways. Each year, thousands attend the Summer Celebration, generating more than \$20 million in revenue to the area.



*Pictured from left are this year's casino booth participants: Krista Clements and Jean Crowe, Hoosier Park, and Reggie Dotson of Ameristar East Chicago.*

## Health benefits now reach part-time staff

Ameristar East Chicago joined other Ameristar casinos across the nation last month in announcing an extension of health care benefits to even their part-time employees.

Ameristar Casino, Inc., announced on July 21 that the company had selected Cigna's Fundamental Care limited medical benefit plan to offer health benefits for part-time team members and their dependents. Under the plan, Ameristar will pay one-half of the premiums for those on the plan.

"We recognize the importance of medical insurance for our team members and their families," said Gordon R.

Kanofsky, Ameristar's chief executive officer. "This is another way we can show team members we appreciate their commitment to delivering outstanding service to our guests."

Before making the announcement, Ameristar hosted several focus groups with part-time team members, intended to ensure that the plan would be beneficial to those without access to other insurance options.

Their feedback led to Ameristar's decision to make the plan available to all part-time team members.

"We have found a plan we believe will be both attractive and affordable for a broad

range of our part-time team members," Kanofsky said.

Cigna administers the health benefits plan for Ameristar's full-time team members and is also the insurance carrier for Ameristar's life, accident and disability coverage.

"They have one of the largest national networks of physicians, hospitals and other healthcare providers," said Cynthia Mercer, Ameristar's Chief Human Resources Officer.

"We are pleased to add this to the other benefits currently offered to our valuable part-time team members."

Coverage will begin September 1.

## Slots deliver \$6,000 to Salvation Army

Players at Hoosier Park Racing & Casino raised more than \$6,000 for the local Salvation Army last month, simply by playing the slot machines.

The money, which will go toward the Salvation Army's Tools for Schools program, was raised as part of a charity slot tournament July 20-28. Each player was asked to donate \$10 or more to the cause, which will help Anderson and Madison County-area children for the 2010 school year.

All school supplies from the program will be distributed at the Anderson Community School's Wigwam through the Anderson Salvation Army. About 3,000 children will receive backpacks filled with school supplies.

The Tools for Schools charity slot tournament had 17 sessions each day, with each session winner receiving \$100 in casino cash. The top scoring participant at the end of each day also received \$1,000 in casino cash.

# Upcoming events

August/September Casino Entertainment:

**Donnie & Marie Osmond**  
 7:30 p.m. Thursday, August 26,  
 Horseshoe Hammond

**The Duke Boys**  
 8 p.m. Friday and Saturday,  
 August 27 and 28, Casino Aztar

**Kathy Griffin**  
 7:30 and 9:30 p.m. Saturday,  
 Sept. 11, Horseshoe Southern  
 Indiana

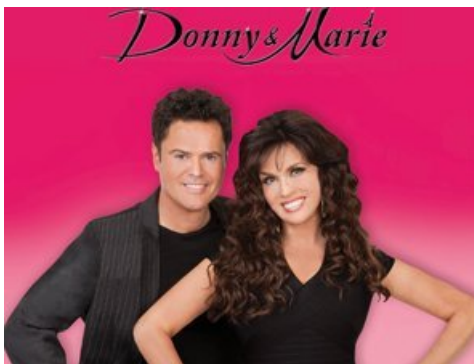
**Merle Haggard**  
 7 p.m. Wednesday, Sept. 15,  
 Hoosier Park  
 8 p.m. Friday, September 17,  
 Belterra



Kathy Griffin



Merle Haggard



Donnie & Marie Osmond



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## Admission and Wagering Taxes

Admission Tax, July '10	<b>\$ 7,495,665</b>
Wagering Tax, July '10	<b>\$43,954,217</b>
Admission Tax, Fiscal YTD	<b>\$ 7,495,665</b>
Wagering Tax, Fiscal YTD	<b>\$43,954,217</b>
<b>Total Admission and Wagering Tax</b>	<b>\$51,499,882</b>
*Fiscal Year Defined as July 1 to June 30	
<b>Total Taxes paid since Inception</b>	<b>\$8,827,064,328</b>

*The Casino Association of Indiana (CAI) was formed to support the Indiana casino industry. Currently, there are 11 member properties in the CAI. We will utilize the highest standard of ethics and integrity to promote and protect the interests of the Indiana Casino Gaming Entertainment Industry through advocacy, communications and education.*