

The Indiana Casino Gaming News

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As I'm sitting down to write this month's letter, Indiana's casinos are in the midst of observing Responsible Gaming Education Week (RGEW).

Each year, the Casino Association of Indiana puts a special emphasis on this week, because there are

few issues that face our casinos as serious or important as problem gambling. It's an issue we face year-round, which is why we make a point of offering numerous educational opportunities.



This year, we were proud to take things a step further - to offer a responsible gaming seminar for the problem gaming coordinators from each property. This "Training the Trainers" session, led by one of the nation's leading authorities on problem gambling, took place Tuesday, August 9 in Indianapolis, with Arnie and Sheila Wexler Associates leading sessions on understanding compulsive gambling, identifying gambling problems, intervention techniques, and suggestions on implementing a responsible gaming program.

This event was another example of the importance of responsible gaming - the seriousness with which our casinos take their responsibility to stop problem gambling.

- Mike Smith, President & CEO

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Hoosier Park to host 9/11 tribute

Visitors to Hoosier Park Racing & Casino will have the opportunity to pay early tribute to the heroes of September 11, 2001, as the property plays host to a unique tribute to that tragic day's 10th anniversary.

On August 22, the Anderson, Indiana, facility will display two steel beams from the fallen World Trade Center. The 22-foot beams, which will be in The Yard from 9 a.m. until 6 p.m., will be part of Indianapolis's Project 9/11 memorial - a structure set to be built at 421 West Ohio Street along the White River Canal.

"Project 9/11 and the dedicated group of Hoosiers bringing this memorial to the citizens of Indiana, should serve as a true inspiration to all of us as we pay respect to those brave souls that lost their lives in this historic tragedy," said Hoosier Park President Jim Brown. "As importantly, the 9/11 Project is a prime example of our unwavering American spirit. All of us at Hoosier Park were humbled



The facility will display two steel beams from the fallen World Trade Center, which will later become a part of Indianapolis's Project 9/11 memorial.



to be asked to participate in this effort."

Project 9/11 was launched in early 2010 when Greg Hess, an Indianapolis firefighter and paramedic, led a grassroots effort to establish a permanent memorial to those lost in the terrorist attacks. Hess was a member of Indiana Task Force 1 - one of the first FEMA Search & Rescue teams to arrive at Ground Zero. The beams set for display at Hoosier Park will be the lynchpins of the memorial, which will be

dedicated on the 10th anniversary of the attacks.

In addition, Hoosier Park will be the starting point for the project's Dedication Ride. Beginning at noon on September 11, thousands of motorcycle riders will leave Hoosier Park and ride to view the historic erection and dedication of the beams in Downtown Indianapolis.

Visitors to Hoosier Park on both dates also will have the opportunity to donate a minimum of \$10 to the Project 9/11 Fund.

All donations of that amount will be met with \$10 of free play at the casino.

Majestic Star 'delighted' to sponsor air show

Last month, residents of Gary, Indiana, were treated to a spectacular air show on the South Shore - and Majestic Star Casino & Hotel was right in the middle of the action.

Majestic Star was the annual sponsor for July's South Shore Air Show, hosted by the South Shore Convention & Visitors Bureau.

"We were delighted to return as annual sponsor for the air show," said Chareice White, corporate director of community relations for Majestic Star Casino & Hotel. "Our company was the host hotel for the flight crew, along with providing exclusive complimentary parking for air show attendees. Some of our team members volunteered

to meet and greet attendees visiting our tent over the weekend at the beach."

This year's performers included the U.S. Army Golden Knights, Lima Lima, Heavy Metal, F-15 E Strike Eagle, F-18 Super Hornet, Heritage Flight, Bill Stein, Dave Dacy & Wingwalker Tony Azian, Aerostars, Firebirds, Matt Chapman and Viper Air Shows.

Belterra employees treated to rides, treats

Team members at the Belterra Casino & Resort were treated to a carnival atmosphere this month, as the property's Human Resources team transformed a Vevey, Indiana, park into the ultimate employee appreciation event.

More than 1,700 people attended the Belterra Carnival, hosted August 3 at Paul Ogle Park in Vevey for the casino's team members and their families. Despite some early rain, all in attendance enjoyed carnival rides, volleyball and bingo, funnel cakes,

cotton candy, and lemon ice – all made more festive by the music pumped from a nearby DJ booth.

This was the fifth year that Belterra has hosted the carnival at Ogle Park; organizers noted that this year's seemed to have topped all the others, with numerous team members sharing positive feedback with the event's leaders.

The event was planned by Belterra's human resources team, with picnic food prepared and served by the food and beverage team.



Grand Victoria Casino table games manager Efrain Perez signs a consent form during a blood drive. The event was one of the property's most successful blood drives. Sponsored in conjunction with the University of Cincinnati and Hoxworth Blood Center, the drive took place on the Grand Victoria property on July 20.

Staffers' first aid helps save Indiana Live! guest, 65

A 65-year-old visitor to Indiana Live! Casino counted himself lucky in a most unexpected way, after casino personnel saved his life in the property's parking garage.

The man, who was visiting from Cincinnati, suffered cardiac arrest while on the fourth floor of the Indiana Live! garage. Several bystanders called casino personnel; when casino emergency medical technicians Derrek Tennell and Steven Odar arrived, those bystanders had already started CPR, and Shelbyville Fire Department medics were on their way.

After an initial assessment, it was determined the man had no pulse and was not breathing. Odar called for an AED (an automated external defibrillator, which shocks the heart to restore rhythm) and suction unit. Moments later, Tennell placed AED pads on the patient's chest, shocked him, and CPR was re-

sumed. A second shock was delivered and CPR again resumed. The patient had no pulse, wasn't breathing and CPR had to be continued. In all, it took five shocks and about 20 minutes of CPR to revive him.

More than an hour after the initial call, the patient – who by now was able to speak – was transported to Major Hospital in Shelbyville, and then to the intensive care unit at Franciscan St. Francis Health Center.

A defibrillator and pacemaker were implanted in the patient at St. Francis. He is currently recovering at home and has returned to work.

"He's doing well," his wife told casino personnel when she called to express her gratitude. "I can't thank your casino enough for what they did for him until the life squad got there. We're looking forward to visiting your casino again sometime soon."

Indiana Live! selects new executive chef

Visitors looking to dine at the Indiana Live! Casino restaurants may have something new to look forward to, after the company this month named Bob Brody as its new executive chef.

Brody, a native of New York, now has the overall responsibility for the training and development of the casino's culinary staff. He has a bachelor's degree in education and a master's degree in personnel services; perhaps his most significant degree in his new job, though, is the Grande Diplome he earned at La Varenne Ecole de Cuisine in Paris, France.

"I'm more European in



Indiana Live! executive chef Bob Brody

training, but more American in style," Brody said.

"Success in the restaurant and food business requires

passion, though, and the French have that passion."

With more than 30 years experience as an executive chef, restaurant owner and consultant, and director-level responsibilities at several California casinos and hotels, Brody comes to Indiana Live! Casino equipped with a broad range of talents.

He spent four years in France working with several culinary masters in Michelin 1-star and 2-star restaurants while studying French cuisine and honing his skills at Ecole de Cuisine La Varenne.

His wife Cindy and two sons currently live in San Diego while the young men complete college.

Grand Vic team member wins poster contest

Indiana's 2012 campaign for responsible gaming got a boost when a member of Grand Victoria's team designed the poster that will help spearhead the effort.

Martin Madden, who is a member of Grand Victoria's Human Resources team, created the poster as part of a contest designed to reinforce the consequences of problem gambling. The contest was part of Grand Victoria's observation of Responsible Gaming Education Week.

After Madden's poster earned the top prize in Grand Victoria's contest – earning him a \$50 gift card – the casino submitted it to a statewide contest, held by the Indiana Council on Problem Gambling.



Elaine Guidroz, Grand Victoria general counsel and the Indiana's state secretary for the Indiana Council on Problem Gambling, presents human resources manager Martin Madden with a \$50 gift certificate from Grand Victoria for his first place entry.

Madden's poster was judged the top entry into that competition and now will be used as part of the Council's responsible gaming marketing campaign in 2012.

Grand Victoria also recognized Richard Bills of Human Resources for designing the second-

place poster, and Jesse Anderson of the Marine Department and Betty Ann Schwab of the Slot Department for the third place poster.

As a reward, Bills received a \$25 gift card, and Anderson and Schwab each received \$10 gift cards.

Ameristar joins diabetes fundraiser

Ameristar East Chicago team members gave a boost to the fight against Juvenile Diabetes last month, taking part in the annual East Chicago 5K Run/Walk.

The event, held July 16, featured Ameristar both on the track (with numerous employees participating in the race) and on the sidelines, with more than 100 volunteers at the event. The Ameristar team was among the largest at the race, with several even entering the competitive categories.

Some even earned victories in their respective categories, with winners including director of player development Jaime Williams, floor supervisor Liz Scott, and purchasing team member Ventura Delgado.

The team was among the largest at the race, with several even entering the competitive categories.

Upcoming events

August/September Casino Entertainment:

Dave and Rae
 Friday & Saturday, August 19 & 20
 Indiana Live! Casino

KTP
 Friday & Saturday, August 26 & 27
 Majestic Star Casinos

Marie Osmond
 Saturday, August 27
 Grand Victoria Casino

Lynyrd Skynyrd
 Saturday, September 3
 Hoosier Park Racing & Casino

Jamey Johnson
 Friday, September 16
 Horseshoe Southern Indiana

Eddie Griffin
 Friday, September 16
 Horseshoe Hammond

Brad Garrett
 Saturday, September 24
 Belterra Casino Resort



Jamey Johnson



Eddie Griffin



Marie Osmond



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Admission and Wagering Taxes

Admission Tax, July '11	\$ 6,923,535
Wagering Tax, July '11	\$ 42,878,602
Admission Tax, Fiscal YTD	\$ 6,923,535
Wagering Tax, Fiscal YTD	\$ 42,878,602
Total Admission and Wagering Tax	\$49,802,137
*Fiscal Year Defined as July 1 to June 30	
Total Taxes Paid Since Inception	\$9,680,359,161

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.