

# The Indiana Casino Gaming News

A Monthly Publication of the Casino Association of Indiana

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Happy Holidays from the Casino Association of Indiana!

Every year at this time, we ask the member properties of the CAI to pull together photos of two things: the ways they've helped their home communities during the Thanksgiving season, and how they're dressing up their facilities for the festive holiday season.



This year, however, featuring those photos didn't feel like enough to do justice to the amazing things our casinos are doing during the holiday season. Because, while a picture may be worth 1,000 words, does it really have a way to tell you that Hoosier Park Racing & Casino DOUBLED its donation to The Christian Center in Anderson to meet its need this Thanksgiving? Or can it tell you how three northern Indiana casinos are teaming up through a friendly competition to see who can give the most to the United Way?

So this December's Indiana Casino Gaming News is a bit more text-heavy than those of past years. Because every year, our casinos do amazing things to enrich their communities. But this year, they've taken it to a new level, and we're excited to talk about it here.

-Mike Smith, President & CEO

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## Three properties chase giving prize

Indiana's three lake-front casinos are challenging one another this holiday season to see who can contribute the most to the Lake Area United Way's 2011-12 campaign.

The competition, which was the brainchild of the senior administration from Ameristar Casino in East Chicago, Horseshoe Casino Hammond, and Majestic Star Casinos at Buffington Harbor in Gary, Indiana, is an attempt to boost contributions to the United Way's annual campaign. At stake is dinner, a car wash, and Casino of the Year honors.

"The competition provides an opportunity for the local casinos and their associates - who are highly competitive and generous - a unique way to give back to the community, have fun, and build morale," said Tom Keilman, Lake Area United Way's 2011-12 Community Campaign chairman. "All three casinos and their employees have been very generous to the United Way, as well as supporting many nonprofit



From left: Dan Nita, general manager, Horseshoe Casino Hammond; Matt Schuffert, assistant general manager/vice president of finance, Ameristar Casino; and Larry Buck, senior vice president and general manager, Majestic Star Casino & Hotel.

organizations. They have been terrific community partners and are an integral part of Northwest Indiana's economy."

The winning team will have the largest combined number, based on both the percentage increase of dollars raised over the previous year, and the percentage increase in participation of employees making a contribution.

That winning team will have dinner served to them

by the other casino teams, while the winning casino's general manager will have his or her car washed by the non-winning GMs.

Lake Area United Way's 2011-12 annual campaign aims to support 44 health and human service programs through 31 local member agencies and four initiatives to improve education, financial stability, and health conditions in the community, with a contribution goal of \$4.75 million.

## Aztar tournament helps brighten holidays

Evansville's Salvation Army and the Santa Clothes Club again will receive a boost this holiday season, thanks to the efforts of Casino Aztar.

The casino recently hosted its 16th annual Slot & Blackjack Charity Tournament, with an entry fee of \$10 cash or a new toy valued at \$10 or more. The generosity of Aztar's players

can be seen on the property's Riverfront Pavilion, where the hundreds of toys collected lie at the base of a 30-foot holiday tree.

All toy donations go directly to Evansville's Salvation Army for Evansville's Toy Town and part of the monetary donations will help the Salvation Army provide food and assistance to local families.

Each Toy Town family will receive nutritious food for a family meal.

Part of the money donated also will be given to the Santa Clothes Club, organized in 1946, to provide new clothing for about 2,500 grade school children. This year, the children will be given certificates to Wal-Mart to select their own new clothes.

# Hoosier Park donations help Turkey Day feasts

## Casino doubles amount given to Christian center

Numerous families in need in the Anderson, Indiana, community had the opportunity to enjoy a hearty Thanksgiving meal this November, thanks to the generosity of Hoosier Park Racing & Casino.

The property donated 16 turkeys, 10 boneless hams, 180 pounds of sweet potatoes, 120 pounds of green beans, 100 pounds of cranberry sauce, 510 ounces of instant mashed potatoes, 882 ounces of cream of mushroom soup and 10 large bags of fried onion rings to The Christian Center and the Park Place Church of God this Thanksgiving. The facilities served the meals from noon to 1:30 p.m. on Thanksgiving Day.

"It's a nice way to give back," Paul Clifford, head cook and a three-month resident at the Christian Center, told the Anderson Herald-Bulletin. "It makes you feel good about yourself when you help others."

This is the third year that Hoosier Park has donated to The Christian Center for Thanksgiving.

"As a member of the community, Hoosier Park understands the importance of giving back, especially in the holiday season," said Hoosier Park



A Hoosier Park employee unloads Thanksgiving supplies for The Christian Center. The casino doubled its donations over previous years.

spokesman Grant Scharton, who delivered the food along with Rudy McMillan, the company's director of food and beverage.

"The Christian Center is a great organization; they do a great job feeding

the needy and getting dinners ready for Thanksgiving."

This year, Hoosier Park actually doubled its donation over previous years, due to increased need at The Christian Center.

## Women celebrate 408 years of living at Indiana Live!

Four ladies celebrated four centuries of life last month with a special birthday visit to Indiana Live! Casino.

Mil Moenter, 100; Lillian Graf, 100; Lena Dramann, 102; and Ethel Mathias, 106; visited the casino together to celebrate each of their upcoming birthdays. They began their day dining at the Live! Market Buffet, where they received special attention from the staff (and

a birthday cake that may have left off a few of the candles).

Afterward, they joined two representatives of St. Andrews, where all four women live, and 83-year-old volunteer Helen Lewis on the casino floor.

"They received the royal treatment during their visit and had a great time. I only wish I would have had the opportunity to have known

these ladies in their younger years," said Heffelmire, St. Andrews' executive director. "They've taught me so much about living. These ladies are definitely role models for all of us at St. Andrews."

The celebration came two years after Dramann – a former stay-at-home mom and the second eldest of the group – celebrated her 100th birthday at Indiana Live!

### The Birthday Girls

Mil Moenter  
age 100

Lillian Graf  
age 100

Lena Dramann  
age 102

Ethel Mathias  
age 106

# Majestic Star puts Thanksgiving meals on table

In a season when the challenging economy finds many people in need of assistance, Majestic Star Casino's food and beverage department helped make things a little brighter for a few Gary, Indiana, families.

Last month, the group prepared a Thanksgiving feast for ARC's four female clients, housed in a residential home in Gary.

"The Food and Beverage team wanted to make a difference for a family during the Thanksgiving holiday," said Gene Stubblefield, vice president of hospitality for Majestic Star. "Not only did we prepare the food, we personally delivered the meal to the women."

The feast marked the second time this year that



From left: Majestic Star assistant executive chef Rodrick James shows off food to Avery Bryant, the casino's food and beverage manager; ARC direct support professional Johnnie Martin and Gene Stubblefield, vice president of hospitality for Majestic Star.

Majestic Star has offered help to the women of ARC. This past summer thirty volunteers from Majestic Star spent six hours of outdoor home makeover that in-

cluded extensive landscaping, removing stumps and old fences, building a new fence, planting flowers and bushes, painting around the house, and providing out-

door furniture and pressure-washed a front ramp. The cleaning was included during United Way's Day of Caring.

"It's almost like we've adopted a family of women," said Chareice White, Majestic Star's corporate director of community relations. "Our team has a giving spirit whether it's in November for Thanksgiving, December for Christmas or May and June for Mothers Day and Father Day. We are truly committed to making a difference in our community."

The ARC Northwest Indiana provides work and housing for individuals with developmental disabilities as well as variety of supports of those individuals and their families.

# Rising Star recognizes veterans, gets competitive about carving pumpkins



Team members from the Rising Star Casino buffet staff honored America's military veterans this month, visually demonstrating their support by donning shirts representative of each military service branch. The display occurred on Veterans Day.



Rising Star executive chef Jack Rolf (right) receives his pumpkin-carving trophy from food and beverage director Gilles Hilliou. To celebrate Halloween, Rising Star departments carved pumpkins that were displayed at the property's pavilion entrance; patrons voted on their favorites.

## Upcoming events

December/January Casino Entertainment:

Manheim Steamroller  
Horseshoe Hammond  
7:30 p.m. Dec. 17



Tanya Tucker



Travis Tritt

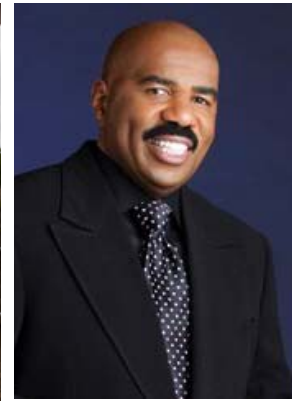
Amanda Lee and William Hu  
Horseshoe Hammond  
9 p.m. Dec. 25

Savannah Jack & Ronnie McDowell  
Casino Aztar  
8 p.m. Dec. 31

Tanya Tucker  
Hoosier Park  
8 and 10 p.m. Jan. 13



Loretta Lynn



Steve Harvey

Travis Tritt  
Hoosier Park  
8 p.m. Jan. 14

Comedian Steve Harvey  
Horseshoe Hammond  
7:30 p.m. Jan. 14

Loretta Lynn  
Belterra  
8 p.m. January 28



Savannah Jack



Ronnie McDowell



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## Admission and Wagering Taxes

Admission Tax, November 2011	\$ 5,677,023
Wagering Tax, November 2011	\$ 58,181,231
Admission Tax, Fiscal YTD	\$ 31,491,651
Wagering Tax, Fiscal YTD	\$ 256,717,960
<b>Total Admission and Wagering Tax</b>	<b>\$288,209,611</b>

\*Fiscal Year Defined as July 1 to June 30

**Total Taxes Paid since Inception: \$9,918,766,635**

*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.*