

The Indiana Casino Gaming News

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Resorts East Chicago sponsors community Black History events

Resorts East Chicago is diving into Black History month, sponsoring two of Northwestern Indiana's major February events.

On February 3, Resorts served as the corporate sponsor for the Gospel Peace Fest, the Black History Committee of East Chicago's annual Black History Month program. The event, which featured gospel music from several local groups and area students, attracted people from across the Chicagoland area, including a number of senior citizens and elected officials.

After the performances, attendees also were treated to a "Taste of Soul," a soul food dinner specially prepared by the Resorts East Chicago culinary team. The meal included Resorts' famous fried chicken, delicious BBQ rib tips, southern turnip greens, candied sweet potatoes, and mouthwatering down-home peach cobbler.

Resorts also will serve as corporate sponsor to another event this month: February 17's Salute to East Chicago's African-American Police Officers. That event, at Central High School, will honor the efforts of East Chicago's African-American police officers.

Every year, Resorts East Chicago is heavily involved in Black History Month efforts. For information on last year's efforts, see our February 2006 edition at www.casinoassociation.org.



From left: Ida Halliburton of the East Chicago Black History Committee, Resorts East Chicago Chef Stephen Watkins and cook Charlene Holland pose during the "Taste of Soul" soul food dinner, sponsored by Resorts East Chicago

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French Lick Resort & Casino Job Fair!!

The French Lick Resort & Casino will hold a job fair March 2, to fill 200 positions at the newly-renovated West Baden Springs Hotel.

Officials are hoping to do "on-the-spot" hiring for the jobs, which are mostly hourly front line and supervisory positions.

Caesars to sponsor Thunder Over Louisville once again

When this year's Kentucky Derby kicks off in Louisville, Caesars Indiana will be playing a big part.

Once again, Caesars will be a corporate sponsor for Thunder Over Louisville, the show that launches the Kentucky Derby Festival's Opening Ceremonies. The event will occur Saturday, April 21, with Caesars, UPS, Meijer, and E.ON US sponsoring the show.

This year marks the 18th Thunder Over Louisville - a huge fireworks and air show, held on the Ohio River in Kentucky. The event is enjoyed by hundreds of thousands, in both Indiana and Kentucky.



GM Ed Garruto at a press conference announcing this year's sponsors.

And for that reason, Caesars Indiana is proud to sponsor the event yet again.

"Caesars Indiana is delighted to return as a sponsor for the eighth year," Ed Garruto, general manager of Caesars Indiana, said at a press conference. "We understand the importance of Thunder to our guests, our team members, and to the entire regional community."

The Kentucky Derby Festival is an independent community organization that produces more than 70 events each spring, making the festival one of the leading community celebrations in the world.

The Kentucky Derby itself will be held Saturday, May 5 at Churchill Downs in Louisville.

NBA All-Star Game brings sports to Vegas

Gambling on sports has always been big business.

Every year, countless people enter some form of NCAA Tournament betting pool. Millions of people now play Fantasy sports - a trend that has created unprecedented interest in professional sports.



Heck, just this month, Americans bet \$93.1 million on the outcome of the Indianapolis Colts/Chicago Bears Super Bowl.

Yet most major sports shun the very idea of gambling - despite the huge interest it brings to their game.

Until now. For the first time, one of the major professional sports is housing one of its major events in Las Vegas. The event, as most know, is the NBA All-Star Game, being played in Vegas as a possible precursor to an NBA team locating in the city.

In a terrific *Sports Illustrated* column, Ian Thomsen writes how this is a landmark occasion, because it marks sports gambling's nearing entry into the pro sports mainstream. Once upon a time, there was a fear that sports gambling would lead to problems: Point shaving, teams throwing games, and other forms of impropriety. But, as Thomsen points out, this tends to be a larger problem where gambling is illegal, than it does where it is legal.

And that is where he sees the NBA laying groundwork to be a pioneer. This year, they have convinced sports books not to take bets on the All Star Game, as it is in Las Vegas. This is much like the old deal between UNLV and the sports books; until 2001, books did not take bets on UNLV games.

Why did that policy change? Because someone realized that such bets were not only not problematic, but they actually were safer. With the gambling both legal and regulated, those regulators were able to catch and stop scams like the 1994 Arizona State point-shaving scandal.

That's the benefit of having someone police sports gambling - a phenomenon that won't go away any time soon. What this NBA All-Star Game could do is introduce sports gambling to the mainstream.

If the marriage works, will other sports be far behind?

- Mike Smith, Executive Director



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In Brief...

Horseshoe exec takes icy dip in Lake Michigan

A Horseshoe executive's promise left him near-freezing in Lake Michigan this month, after his team achieved an impressive performance standard.

Stefan Huba, vice-president for Food & Beverages at Horseshoe Casino, took a dip in Lake Michigan this month, after his team's Performance Ration standard for last quarter came in. Huba had promised

to jump in the lake if the scores were high enough.

So, after the Food & Beverage team scores came back over 110, Huba donned his winter swimming gear and jumped in the lake.

Despite the frosty, 35 degree temperatures, Huba managed to stay healthy.

Some members of his team went into the lake, as well.

Caesars Indiana holds certification workshop

This month, several women and minority business owners in the New Albany area came together to learn how to become certified minority- and women-owned businesses.

The certification workshop, hosted by Caesars Indiana as part of its ongoing outreach to such businesses, occurred on February 1. Representatives from both Kentucky and Indiana's certifying departments were on-hand to discuss both how to achieve certification, and the benefits they could receive by doing so.

After hearing from them, business owners in attendance had a chance to hear from a certified WBE, who spoke about the benefits her business has realized after becoming certified.

Business owners also had a chance to speak individually with certification officials, to discuss their individual business opportunities, as well as to answer any questions they might have about the process.

About 23 local business owners attended one of the two workshops held that day.

Admission and Wagering Taxes

Admission Tax, January '07	\$ 6,695,431
Wagering Tax, January '07	\$ 69,863,146
Admission Tax, Fiscal YTD	\$ 48,475,402
Wagering Tax, Fiscal YTD	\$391,280,664

Total Admission and Wagering Tax **\$439,756,366**

*Fiscal Year Defined as July 1 to June 30

Majestic Star sending Gary students to Las Vegas

Four high school students from Gary, Indiana, are headed to Las Vegas this month as part of the Barden Gary Foundation's Scholarship Program.

The students, who won a recent Black History Month contest, will fly to Vegas to take part in the 5th anniversary celebration for Fitzgerald's. They also will join other students from across the country in the Motivation Education Celebration - an event aimed at motivating students through emphasizing the importance of education.

The four students attending are Robyn Anderson of West Side High School, Amber Marshall of Roosevelt High School, and Asia Smith and Demetrius Warren of Wirt High School. Two other organizations - Sky Value Airlines and the Gary International Airport - joined the Foundation in helping sponsor the program, and will help with the students' travel.

On their way to take part in the two celebrations, the students will fly free from the Gary International Airport on Sky Value Airlines.

The entire trip flows into the Barden Gary Foundation's mission to encourage students to reach their full academic potential. That goal is achieved by providing



The Barden Gary Foundation recently hosted a Mentoring Minds luncheon, for seniors who are part of the Foundation's Scholarship Program. Above, the students who attended pose with Foundation officials after the luncheon.

students educational incentives, a structured program for obtaining positive reinforcement from teachers, parents, counselors and mentors, and by providing scholarships for seniors.

Currently, 97 seniors are enrolled in the Barden Gary Foundation's Scholarship Program. Many attended a Mentoring Minds luncheon, hosted by the Foundation earlier this month.

The students who entered the contest, and won the trip to Vegas, are part of that program.

Big news at Horseshoe!

Scott Brown and the Horseshoe training team recently were named Division Winners for Harrah's highest corporate honor: The Chairman Awards. All now are entered in the company's national competition, with the winner taking home \$5,000 in company stock!!



Horseshoe recently teamed with non-profit Campagna Academy in Schererville, Ind., to host an invitation-only pre-reception for First Look for Charity. The event is part of the Chicago Auto Show.

At left, Executive Sous Chef Thomas Spoor shows off hors d'oeuvres prepared by his team, while flanked by Campagna Executive Director Bruce Hillman and Horseshoe General Manager Rick Mazer.



Illinois legislator pushes expanded gaming

Lang believes four new Chicagoland casinos can hold off state budget crisis

An Illinois legislator is floating expanded gaming as the possible cure for the state's budget woes.

Lou Lang, a Democrat from Skokie, Ill., is proposing that the state create three new gaming licenses, and give all three - as well as one current license, whose fate has been embroiled in controversy - to the Chicagoland area.

"Gambling is here to stay, whether we have 10 riverboats, or 14, or a thousand," Lang told CBS2 News in Chicago. "We already have more ways to gamble today in the state of Illinois than they have in the state of Nevada."

His proposal, if passed, would create competition for several Indiana casinos located in the Chicagoland area. It would lead to a new riverboat casino near O'Hare International Airport, one in Waukegan, and another in the south suburbs of Cook County. The fourth new casino could be a large, land-based casino in Chicago.

The plan also would allow the state's existing casinos to expand, and would allow the state's racetracks to install almost 4,000 slot machines. In total, Lang said he believes this plan will bring state revenues up to \$3.5 billion, helping stave off deficits.

Several past efforts to expand casino gaming in Illinois have failed due to lack of support in the legislature. In addition, Governor Rod Blagojevich has actively fought the idea of expanded gambling.

Chicago Mayor Richard Daley also could prove an obstacle, as he has long favored a Chicago casino owned and operated by the city. His idea is to allow taxpayers to reap the profits directly.

For those, and other reasons, many think Lang's bill is unlikely to pass.

Resorts' winners go to the Super Bowl

Three visitors to Resorts East Chicago walked away with a huge prize this month, when the casino sent them on an all-expenses-paid trip to see Rex Grossman and the nearby Chicago Bears play Peyton Manning and the home-state Indianapolis Colts in Super Bowl XLI.



From January 1 to January 25, Resorts Destination Casino Club players could enter into the contest, earning entries by drawing specific winning hands at table games (excluding live poker). Anyone with the right winning hands won an automatic entry into one of three grand prize drawings, with each grand prize winner taking home a "Big Game Package" for the Super Bowl!

That package included two tickets to the Super Bowl, round-trip air fare for two, hotel accommodations for three days and two nights, and limousine transportation to and from Dolphins Stadium for the big game.

The prize package was estimated at \$19,000 in value.

The three winners, whose names were drawn on January 11th, 18th, and 25th, were Marianato P. of South Holland, Ill.; AnnaMarie K. of Dyer, Ind.; and John L. of Gary, Ind.

While the trio didn't disclose their rooting interests in the game, all three had a great time in Miami watching Manning win the MVP award as the Colts beat the Bears in Super Bowl XLI!



Online sites feeling Congress' heat

But new law doesn't appear to be stopping online gamblers from placing their wagers on the Net

Online gambling sites are beginning to react to a law passed by Congress last October, banning financial institutions from processing payments for online gambling.

But so far, online gamblers don't seem to care.

The law, which was aimed at stopping online gambling in the United States, doesn't appear to be stopping many Americans from attempting to gamble online, according to a recent article in *Computerworld* magazine. Citing information from ScanSafe, a company that employers use to monitor and block certain employee online activities, U.S. employees haven't stopped trying to visit online betting sites.

In fact, according to the article, the number of Americans attempting to reach online sports betting sites increased 77 percent from January 24 to 31, leading up to the Super Bowl on February 4. ScanSafe blocked many of these searches, as many employers do not want their employees gambling on the clock.

While ScanSafe's data does not encompass all Internet gamblers - only those who attempt - and are blocked from - doing so while at work - the indi-

cation is clear that the new law is not deterring online gambling. Or, at least, it is not deterring the online gambler from attempting to place wagers.

When it comes to the gambling sites, however, some already are starting to change their practices.

Many companies that handle financial transactions for sites like PokerRoom.com are backing away from the business. While many expect these sites to find other ways to handle payment, several currently are telling their American customers to cash out.

"The remaining companies that process cashouts from PokerRoom.com to our players in the United States have contacted us to say that, in the near future, they will no longer facilitate these transactions," said a message on PokerRoom's home page. "As such, we would advise all American players that have not cashed out already to do so immediately."

The law officially takes effect July 1 - the government's deadline to develop processing regulations for financial institutions. But, as sites like PokerRoom.com are finding, many financial institutions aren't going to wait that long to get out of the online gambling game.

Gaming terms

Bang Up - Closing the game or the house upon command from a boss or supervisor.

Center Field - 1) In blackjack, the center box or position, directly across from the dealer; 2) In craps, the field bet nine.

False Carding - In draw poker, bluffing by taking fewer cards than is necessary to improve one's hand so that a position of strength is implied.

Natural - 1) In blackjack, a two-card count of 21; 2) In craps, a seven or 11 on the come-out roll; 3) In baccarat, a two-card count of eight or nine.

Rail - 1) A casino term referring to the carpeted area bordering the gaming tables; 2) In roulette, the wheel groove where the ball spins.