

The Indiana Casino Gaming News

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Horseshoe Champion of Diversity

The state of Indiana's Champion of Diversity for 2007 is Horseshoe Casino in Hammond, Indiana.

The award is given each year by Indiana Minority Business Magazine to a business for "continued efforts in advancing the diversity of its workforce, clients and community." It was presented to Horseshoe at a lavish ceremony in Indianapolis on January 17, recognizing that the casino "made significant contributions to the involvement, empowerment and enrichment of minority- and women-owned businesses, with an emphasis on diversity."

"Horseshoe is committed to having a positive impact in our communities," said Rick Mazer, Harrah's Indiana Regional President and General Manager of Horseshoe. "By actively seeking opportunities to do business with minority- and women-owned businesses, we share our success with a diverse range of entrepreneurs within our communities."



The state of Indiana requires that each casino property purchase at least 10 percent of its services from minority-owned businesses, and 5 percent from women-owned businesses. In winning this award, though, Horseshoe in 2006 (the last year for which statistics are currently available) purchased \$11.8 million in services - or 22 percent - of services from

WBEs, and \$13.96 million (26 percent) from MBEs.

In addition, casino officials said they regularly work with MBEs, WBEs, disabled and disadvantaged businesses, mentoring them to help increase the chances of success.

And Horseshoe works actively with the community to recruit and hire minority employees.

"We hire, retain and develop the best employees," said spokesperson Lilia Segura. "And in doing so, we actively search for a diverse pool of candidates to provide us with the depth of talent, skill and potential to meet our goals.

"We also provide mentoring, development and tuition reimbursement programs to ensure that everyone has the opportunity to build the best career possible."

As a statewide contest, the Champion of Diversity often is given to anywhere between 15 and 20 businesses in a given year.

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Caesars commits to multi-year Thunder sponsorship

Caesars Indiana will once again be a sponsor of this year's Thunder Over Louisville celebration - and, for the first time ever, the company has committed to a multiple-year sponsorship package.

The Southern Indiana property signed a three-year commitment this month to be a presenting sponsor at Thunder Over Louisville, the Kentucky Derby's Opening Ceremonies. The deal begins with this year's event, scheduled

for April 12, and runs through 2010.

This year will mark the ninth consecutive year Caesars has sponsored the event.

"We are pleased that we are, once again, a Thunder Over Louisville sponsor," said Neil Walkoff, assistant general manager of Caesars Indiana.

"We are committed to the communities in which our employees live and work, and we believe that Thunder is one

of the most important regional events in the country. So we are proud that, for the first time, Caesars Indiana will make a multi-year commitment to the Kentucky Derby Festival.

"And what is exciting to us is that we will return in 2009 as Horseshoe Southern Indiana (the company's re-brand, after being purchased) - a premier brand of (new owner) Harrah's Entertainment."



Neil Walkoff, assistant general manager of Caesars Indiana, at the Thunder Over Louisville announcement

Kentucky governor tests casino waters

Here's something funny: Earlier this month, we made the decision not to include anything about possible gaming in Kentucky this issue. We've talked about the possibility of ten - about what it would look like, and how the competition would affect our members.



But it was all theoretical. So, instead of writing another story about the theory, we decided to go dark until a plan hit the public.

Well, no sooner than we'd made that decision, Governor Steve Beshear pitched a casino gaming proposal to the Kentucky legislature. He wants to create as many as 12 casinos in Kentucky - seven at existing racetracks, and five freestanding casinos.

After paying a licensing fee of about \$100 million each (some of the tracks, due to proximity, would share costs with another track, making the state's total gain from licensure about \$1 billion over three years), the racetracks would be able to add onto their existing property, or acquire and build on adjacent property. The freestanding casinos could be in any of several Kentucky counties, and would be - as Indiana's were - subject to a local referendum before going up.

Beshear expects this plan to net about \$500 million in wagering taxes.

Of course, the idea first has to pass.

To create gaming, Kentucky must pass a Constitutional amendment - meaning that three-fifths of both the House and Senate would have to agree to the measure, and then the public would have to pass it in a ballot initiative.

Will that happen? Who knows. Kentuckians have rejected gaming in the past; in this year's governor's race, though, they went for the candidate who was outwardly pro-casino.

So maybe it's time for us in Indiana to stop talking theoretically about competition from Kentucky, and start preparing ourselves for more competition.

It's time to strengthen Indiana's casinos any way we can.

Kentucky's plan suddenly looks pretty real.

- Mike Smith, President



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In Brief...

Essay winner earns \$2,000 from Majestic Star

Majestic Star Casinos gave at least one lucky local charity a reason to be happy entering 2008.

The side-by-side casinos in Gary, Indiana teamed up with One in a Million Boxing to spread a little winter cheer, presenting a check to Parents and Teachers for \$2,000. The presentation took place at One in a Million Boxing's Holiday Boxing Bash, hosted by the Majestic Star Casinos.

The check presentation occurred at the end of a long selection process by One in a Million Boxing. In

choosing the winning charity, the group requested that any interested local charity submit a one-page essay to Majestic Star. The essay topic was "Why Our Organization Should Receive \$2,000 for the Holiday Season."

The awards ceremony, pictured above, took place at 7 p.m. on Friday, December 14. It was the latest in a long history of charitable contributions from the Majestic Star Casinos - since 1996, the casinos have given millions in contributions to the Gary community.

Ohio could look at casino gaming to save day

Residents of Ohio are being asked to take a fresh look at casino gaming this year.

Advocates, politicians, and even some editorials are suggesting that the Buckeye state "do what 38 other states already have done": legalize casino gaming. Why? Because what a Cleveland *Plain-Dealer* editorial calls "bad economic times" could run the state's budget deficit to be-

tween \$7.3 million and \$1.9 billion this year.

Already, Governor Ted Strickland has called for an expansion of the state lottery, and will cut up to 2,700 state jobs.

So, while Strickland and the legislature outlawed video slot machines last year, many now are calling for gaming to the rescue. Stay tuned ...

Admission and Wagering Taxes

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|---|----------------------|
| Admission Tax, January '08 | \$ 6,091,069 |
| Wagering Tax, January '08 | \$ 64,035,298 |
| Admission Tax, Fiscal YTD | \$ 47,147,921 |
| Wagering Tax, Fiscal YTD | \$376,381,740 |
| Total Admission and Wagering Tax | \$423,529,661 |

*Fiscal Year Defined as July 1 to June 30

Horseshoe employee named 'Chef of the Year'

Staff Leader. Community Volunteer. And now, Northwest Indiana's Chef of the Year.

Horseshoe's David Siano was honored this month by the Northwest Indiana Chapter of the American Culinary Foundation, who named him the region's Chef of the Year "for his outstanding performance, commitment, and achievements in the restaurant industry."

"Not only is Chef Dave a skilled chef, but he runs his kitchen in a timely and efficient manner, while consistently preparing great meals

for our guests," said Stefan Huba, vice president of the Horseshoe Food & Beverage Department. "He is a leader to the entire staff and in the community; Dave spends his time volunteering with the H.E.R.O. (Harrah's Employees Reaching Out) program, as well as many other volunteer programs in the community."

That volunteerism is, in fact, one of the requirements for the Chef of the Year Award. The award is given annually to the culinary professional "who exemplifies culinary excellence through a combination of uniqueness

and creativity." On top of that, the award winner must demonstrate the ability to create positive teamwork within the back-of-the-house staff, and be involved in community service efforts.

In winning the award, Siano said he is grateful to Horseshoe for creating an environment that allows him to flourish in the kitchen – and encourages him to be involved in the community.

"Horseshoe has not only supplied me with one of the required courses in order for me to secure my certification," Siano said, "but they



David Siano

also help me support projects I feel strongly about, including my membership with the ACF."

Grand Victoria's Starry Night of awards



It was "A Starry Night" at Grand Victoria on January 30, when the casino property transformed its Grand Theatre for a night of honoring its brightest stars.

"A Starry Night" is an annual tribute to all the previous year's Shining Star recipients and their guests – and the night when Grand Victoria honors its Volunteer, Employee, Supervisor, and Manager of the Year.

After cocktails and hors d'oeuvres prepared by Chef Steven Sidoti and his team, after each winner was presented with a personalized medallion and the opportunity for photos. Then it was time for the big announcements. Here are this year's winners:

• **Volunteer of the Year:** Gerard Morano, Table Games

• **Employee of the Year:** Norma Henry, Marine EVS

• **Supervisor of the Year:** Penny Presley, Marine EVS

• **Manager of the Year:** Amanda Markland, Hotel

While the Volunteer of the Year won an engraved clock and a \$1,000 check to his volunteer organization of choice (Mr. Morano's was Ohio County 4-H Youth Program), each of the other three recipients took home an extra week of vacation time, \$1,000 cash, an engraved crystal award, a digital camera, airline tickets for two to any destination in the continental U.S., a week for two accommodations at any location in the US, and several other prizes.

Las Vegas reports loss during Super Bowl

The New England Patriots weren't the only losers in Super Bowl XLII.

Vegas lost, too.

For only the second time since Nevada began reporting Super Bowl wagering figures, the state's sports books reported a net loss on Super Bowl Sunday this year. With \$92.1 million in wagers made during the game, the Las Vegas *Sun* reported that the state's sports book lost \$2.6 million on the Giants' win.

"There was a lot of small (betting) support for the Giants," Jay Kornegay, executive director of race and sports at the Hilton, told the *Sun*. "And there wasn't enough bet on the Patriots to overcome (the) 4-1 odds."

Prior to this year, the only year when sports books saw a loss in the Super Bowl was 1995, when casinos lost \$400,000 on the Chargers/49ers game.

This year, however, the losses were more than covered by the amount visitors to Las Vegas spent during Super Bowl weekend. The Las Vegas Convention and Visitors' Authority estimated that visitors spent about \$116.3 million on non-gambling activities, up from \$110.7 million last year.

Pluto Water demand may flood French Lick

The French Lick Resort Casino is, once again, returning to the roots of its home.

Pluto Water – which springs from the Earth and is named for the Roman god of the underworld and the mythical River Styx – was the reason French Lick became a resort town in the mid-19th century. And now, it's at the center of the town's resurgence at the French Lick Resort Casino.

"People are drawn to this traditional mineral water," said Kim Allen, spa director at French Lick. "That's why we are thrilled to begin offering an array

of services that bring Pluto Water to the public, and that bring wellness full-circle."

The first French Lick Springs Hotel opened in 1845 on 15,000 acres surrounded by this world-famous mineral water. And during the first half of the 20th century, droves of people – including politicians, actors, socialites and mobsters – flocked to French Lick to use the mineral water thought to cure every malady from arthritis to malaria.

With high concentrations of magnesium, sodium and potassium, Pluto

water is enriched with more than 20 different minerals. And now, in its constant attempt to restore French Lick's glorious past, the spa at French Lick Resort Casino is offering Pluto Water through tub treatments, therapeutic foot soaks, mineral mud wraps, and salt glow rubs.

The spa also is selling the water in take-home form, for convenient pampering. "The bath is a very easy way to pamper oneself at home," Allen said. "All one need do is pour the minerals into a warm bath, allow them to dissolve, and relax."



A team member massages a client at French Lick Resort Casino. The spa now is using a mineral water known as Pluto Water in its services.

Quick thinking saves the day

Emergency training comes in handy at restaurant

Johnnie Mae King never will forget Tuesday, January 15.

A food runner at Resorts East Chicago, Johnnie Mae started her day the normal way. She came to work; she began her rounds. But then, something went horribly wrong: after checking the food in the buffet and taking some dishes to the kitchen, she suddenly developed a terrible cough, felt pain in her chest, and complained of being dizzy.

That's when Dustin Kazmer, a culinary Team Member from TJ's Steakhouse, sprang into action. Kazmer, who received emergency response training at Methodist Hospitals, recognized the signs: Johnnie Mae was going into cardiac arrest.

"She had a shortness of breath and her skin felt cool and clammy," Kazmer said. "I told her she needed to see a paramedic right away."

Kazmer called the paramedic and together, they checked Johnnie Mae's pulse, vital signs, skin, and alertness. After receiving some oxygen, Johnnie Mae was taken to the hospital by am-



bulance, and Kazmer later found out she indeed experienced a heart attack.

"You never second guess yourself when you think something is wrong," Kazmer said. "It is a part of my job to ensure that everyone is safe and I was glad that I was there to help."

Johnnie Mae, who is now recovering at home, added, "if I had waited another two hours to get help, I probably wouldn't be here right now.

I really want to thank Dustin for the great job he did in helping to save me."

Dustin Kazmer received emergency response training at Methodist Hospitals, and he recently used his knowledge to help food runner.

