

The Indiana Casino Gaming News

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French Lick reaches out to children

Struggling and underprivileged children in Orange County received several holiday treats this season, thanks to employees of the French Lick Resort Casino.

First, employees donated more than 50 bears – the cute, cuddly, stuffed kind – to the Orange County Sheriff's Department. The bears were adopted by the department for both traumatized children, and for the less-fortunate children of the area.

"The sheriff's department uses many of the bears to comfort children at the scene of unfortunate situations," said Dyan Welsh, public relations manager for the resort. "And last year, a large number of the bears also were used as extra gifts in the Shop-with-a-Cop program, which benefits the less fortunate children in Orange County.

"So we are very proud to be able to offer something so small that means so much to so many children in our area."

In addition, French Lick



Major Bill Fullington of the Orange County Sheriff's Department accepts teddy bears from Amanda Vernon, public relations coordinator at French Lick Resort Casino. The casino donated 50 bears to the department to use throughout 2008.

employees were invited to help those in need through the Toys for Tots program. The Springs Valley Optimist Club, which sponsors Toys for Tots, placed bins in employee areas of the resort's hotels. And according to Elizabeth Gutzgell, catering sales manager for the resort and a member of the Optimist Club, employees responded. In all, French Lick employees – including those at West Baden Springs Hotel, French Lick

Springs Hotel, and French Lick Casino – donated approximately 190 toys to the drive. The majority of those toys came from employees in the casino.

"We applaud the workers of the casino," Gutzgell said. "Thanks to their efforts, we distributed about 170 toys locally."

The rest of the toys were distributed to families in need in other areas.

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Kentucky's gaming showdown appears on the horizon

With new governor Steve Beshear having taken the oath of office this month, the countdown to a Kentucky gaming showdown is ticking.

Legislators in the Commonwealth already have returned, and the potential for gaming legislation underscores their every move – every request for funding or allocation made has an undertone of gaming money. And, according to an article in the Lexington *Herald-Leader*, the gam-

ing itself could make a first official appearance as soon as Beshear's first State of the Commonwealth address.

Already, Beshear has been meeting with various interested parties and "bringing individuals together to help put together acceptable legislation," Vicki Glass, Beshear's spokesperson, told the *Herald-Leader*. And when that legislation comes, "it will not be vague in nature – the bill will talk about specific

locations, exactly what the revenue would go towards, percentages, and that the counties could opt out. If this passes, and people get to vote on it, they'll know what they're voting on."

In order for Kentucky to have expanded gaming, the legislature first must pass a bill – the one Glass said would be very specific in nature. That bill, in the form of a Constitutional amendment, then would go on the ballot

for public approval.

Only in passing both could Kentucky expand gaming.

Should that happen, there likely would be competitive repercussions for many Indiana casinos. Depending on where the new casinos were located, properties such as Casino Aztar, Belterra Casino & Resort, Argosy Casino, Caesars Indiana and French Lick Resort Casino all could see increased competition.

Another benefit casinos bring Indiana

How do you feel about going to work every day?

If you work for one of Indiana's casinos, odds are, you feel pretty good about it. According to a new study by the American Gaming Association, "the vast majority of casino industry employees are exceedingly positive toward their work and their workplace," and "see their jobs as opening many doors and allowing them to flourish in different aspects of their lives."



In the past few months, we've attempted to chronicle a few of those stories here in our newsletter. We've talked to employees whose lives improved when they took jobs at our casinos - personally, financially, and in terms of overall job satisfaction.

But what this study tells us is that we weren't cherry-picking; these weren't isolated cases. According to the study, which was based on a random sample of 501 casino employees nationwide, 86 percent of casino employees are either completely satisfied (47 percent) or somewhat satisfied (39 percent) with their jobs. Only 12 percent are dissatisfied.

What do they love? They love their salaries. They love the benefits. They enjoy their friendly coworkers, convenient and flexible work schedules, good treatment by their superiors and the chance to interact with the public.

And they love moving up in the world.

About three in five of those surveyed said their casino job is a "step up" from previous positions outside the industry. Seventy-six percent said they have earned a sense of personal satisfaction and accomplishment through their job; 75 percent say they have developed new job skills.

And many aren't going anywhere soon, with 77 percent saying they anticipate still being in the casino business in two years. A full 42 percent of those surveyed already have been in the industry more than 10 years - 30 percent with the same company.

That's the kind of job satisfaction every company strives for. And it's just another benefit Hoosiers are getting from the casino industry!

- Mike Smith, President



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In Brief...

Horseshoe helps Alzheimer's Association

The Alzheimer's Association received a million reasons to celebrate at a breakfast held at Horseshoe Casino in Hammond, Indiana this month.

The Harrah's Foundation, along with H.E.R.O.s, presented a check for \$1 million to the Association. The check came as part of Harrah's ongoing support for the Alzheimer's Association - the company had pledged to match contributions for World Alzheimer's Day.

So when \$1 million in other donations came in to the Association, Harrah's matched those donations dollar-for-dollar, helping provide vital support for funding ongoing research into a cure.

In the picture above, Harry Johns, president and CEO of the Alzheimer's Association; Rick Mazer, Harrah's Indiana Regional President and Horseshoe Casino GM; and Horseshoe team members pose with the check.

French Lick raises funds for Wish Foundation

Majestic Star has broken ground on its newest casino - a planned 480,000-square-foot property in Pittsburgh, Pennsylvania.

On Tuesday, December 11, 2007 at 10:00 am, PITG Gaming president and chief executive officer Don H. Barden joined invited guests from throughout the Pittsburgh community, as well as state and local government officials in groundbreaking festivities at the site on North Shore Drive .

Once completed in 2009, the new Majestic Star Casino will feature a state-of-the-art gaming facility with 3,000 slot machines in a spectacular two-story riverfront entertainment facility. Additionally, guests will have access to numerous casual and fine dining options, four bars, and a multi-use ballroom with separate meeting facilities.

Barden also owns the two Majestic Star casino properties in Gary, Indiana.

Admission and Wagering Taxes

Admission Tax, December '07	\$ 6,112,348
Wagering Tax, December '07	\$ 63,112,706
Admission Tax, Fiscal YTD	\$ 41,056,852
Wagering Tax, Fiscal YTD	\$312,346,443
Total Admission and Wagering Tax	\$353,403,294

*Fiscal Year Defined as July 1 to June 30

Caesars Foundation charity grants total \$1.6 million

The Caesars Foundation of Floyd County gave seven local charities another added reason to celebrate this New Year.

On Thursday, December 27, the Foundation handed out seven major grants, totaling \$1.6 million. The individual grants ranged from \$150,000, to \$400,000 in size, and doubled the seven previous major grants given in the history of the Foundation.

“We are grateful for the work that local charities do to make the community a better place,” said Neil Walkoff, assistant general manager of Caesars Indiana. “The Foundation recognizes the good work and the benefit to so many of our citizens.”

The following organizations received funds:

■ The Falls of the Ohio



Representatives of BridgePointe Services and Goodwill Industries of Southern Indiana pose with their \$400,000 check from the Caesars Foundation

of two self-contained residences designed to provide “aging in place” opportunities for elders of southern Indiana.

■ St. Mary’s Church in New Albany was given \$200,000 to match funding for the restoration of the historic steeple.

■ The New Albany-Floyd County Education Foundation’s \$300,000 gift will match fund-raising efforts to help provide full-day Kindergarten for approximately 850 eligible children per year.

■ BridgePointe Services and Goodwill Industries of Southern Indiana were awarded \$400,000 to help fund the construction of a community center that will house a “social service campus” as well as several non-profit organizations.

Foundation received \$150,000 to use for the planning and redesign required to replace the 13-year-old exhibits at the Interpretive Center.

■ Rauch, Inc. was awarded \$150,000 to fund an Autism resource center for families, professionals, school staff, community and ancillary staff.

■ Cardinal Ritter Birth-

place Foundation’s \$200,000 gift will complete the internal renovation of space to preserve the birthplace of Cardinal Joseph Ritter, and it will house charitable service providers and a community center for families on the east side of New Albany.

■ Guerin, Inc. received \$200,000 to leverage matching funds for the construction

Betting on education

UE, USI both get \$25,000 from Casino Aztar

The capital programs at two Evansville universities got a boost last month, as Casino Aztar made major donations to each.

The University of Southern Indiana and the University of Evansville each received \$25,000 gifts from Casino Aztar in December, which will help build new facilities for student learning and activities.

At the University of Evansville, located on Evansville’s East Side, the gift will go toward capital construction of the new Dr. William L. Ridgway University Center.

The 90,000-square-foot facility will be the “living room” of the campus, with a design that is conducive to student interaction and study. The

goal is to enhance the academic experiences of UE students, challenging their minds and engaging them with faculty, fellow students, and the community.

Meanwhile, at the University of Southern Indiana – located on the city’s West Side – funding will go toward a physics classroom, to be located in a new building for engineering faculty, lecture rooms, laboratories, and a design center.

According to Aztar representatives, the gift will “support the expansion of traditional instructional space, as well as high-tech laboratories and equipment.”

Both gifts demonstrate Aztar’s commitment to education and to the community.



Greg Seiter, center, public affairs manager for AAA Hoosier Motor Club, presented French Lick Resort Casino with AAA Four Diamond Awards for each of the resort’s hotels on Dec. 19. Accepting the awards are Amanda Hawkins-Vogel, left, director of operations at West Baden Springs Hotel, and Kelly Cuff, director of operations at French Lick Springs Hotel.

In the holiday spirit



Above: Majestic Star employees joined Santa Claus to deliver toys to ailing children forced to spend this Holiday season at hospitals in Hammond, East Chicago, and Gary, Indiana.

Left: Horseshoe GM Rick Mazer joins State Rep. Linda Lawson (left) to present more than \$100,000 worth of toys from Horseshoe employees to Toys for Tots in Transition



Nick Ilickovich, Director of Relationship Marketing, Clark Bone, Players Club Supervisor, and Heather Fitzgerald, Director of Player Development take a photo break at Resorts East Chicago's New Year's Eve celebration.



Resorts' United Way campaign scores big

One lucky employee at Resorts East Chicago received an early Holiday gift this year: A brand new, 42-inch plasma television!

James Stowe, who works in the Resorts buffet, had the new TV delivered to his home after participating in this year's Lake Area United Way campaign.

"The real reward is being able to help others."

Each team member's name was thrown into a drawing, with the winner having a new television delivered by Resorts' Entertainment Supervisor James Giese and Entertainment Technician Pedro Luna.

"I couldn't believe that I was picked as the winner," Stowe said. "But the real reward here isn't the television - it's being able to do something to help others."

This year's Lake Area United Way campaign ran from October 29 through November 13, bringing in a preliminary total of \$65,000 from Resorts team members. And, as a generous incentive, new owner AmeriStar will match these team member contributions, dollar-for-dollar.

All team members who participated were eligible for prizes, which ranged from a new iPod to gift cards at Target and Circuit City and a \$250 gift card for Calloway golf items. And each was entered into the grand prize drawing.

