

The Indiana Casino Gaming News

A Monthly Publication of the Casino Association of Indiana

Volume 8, Issue 11.....November 2011

Every year, Indiana's casinos turn thousands of people away from their turnstiles.

Each casino could give you several reasons why they have turned people away. But the one thing all likely would have in common is this: Most of the people they turn away are minors.



I know - minors attempting to get into places where they aren't allowed isn't really news. Some may even suspect that these minors are using fake identification. Of course, underage men and women have been using that - and many other - tactics to try and get into bars for years; why should casinos be any different?

Keeping minors out is a major priority for the CAI's member properties. And as a result of the hard work and stringent efforts of those tasked with this difficult job, thousands of minors are turned away every year.

Unfortunately, though, no matter how many are turned away, a few minors will find their way into the casinos each year. The result is usually a fine from the Indiana Gaming Commission, which charges the casinos with policing minors attempting to get on the floor, and holds them responsible on the rare occasion that someone slips by.

But the truth is, our casinos do an amazing job of keeping minors off their floors considering approximately 25 million people come through our turnstiles every year.

- Mike Smith

Inside this issue:

R.O.S.E. Award Winners	2
Meet Sue Ascanio of Belterra	3
Nov./Dec. Entertainment	4
Admission & Wagering Taxes	4

Economic teamwork under way

Rising Sun, casino strike land deal for more hotel space

On Oct. 26, Rising Sun Mayor William Marksberry announced the construction of a new 100-room hotel to be built on property donated by the Rising Star Casino.

The new facility will be located at the casino property directly across from the current pavilion entrance on Rising Star Drive.

Andre Hilliou, chairman and CEO of Full House Resorts, reported that construction would begin in December 2011 and should be finished within one year. The new hotel project received enthusiastic support from employees who also gathered to hear the news first hand.

The new hotel will feature 100 rooms at the property, in addition to the 201 rooms



The city of Rising Sun announced a project to build a 100-room hotel on property donated by the Rising Star Casino. The casino also will renovate some of its suites in the near future.

currently available. Rising Star Casino also is scheduled to begin a major renovation on several suites in the current hotel beginning in No-

vember 2011 to provide a modern and sophisticated appearance, enhanced comfort and more spacious accommodations.

Ameristar's marketing approach awarded

Ameristar's creative marketing efforts received national attention last month, as the American Gaming Association honored the company at its 11th annual Gaming Voice Awards.

The company, which owns Indiana's Ameristar East Chicago, received multiple recognitions at the Gaming Voice Awards ceremony, which was created to recognize outstanding corporate communications, public relations, and advertising in the gaming industry.

The marketing team, led by Paul Eagleton and working in conjunction with ad agency Cannonball, found itself up against 218 entries from 13 casino operators at this year's awards ceremony. Ameristar



The company received multiple recognitions at the Gaming Voice Awards. The marketing team, led by Paul Eagleton and working with ad agency Cannonball, was among 218 entries.

was nominated for two awards, and won Best Television Advertisement for its'

"RoboDealer" ads. The company also was nominated for Best Mobile App.

Majestic Star employee named R.O.S.E. winner

After being named one of the top 12 R.O.S.E. Award winners, Dave Curtis of Majestic Star Table Games department received another honor – he was voted the 2011 Ultimate R.O.S.E. winner.

The awards honor Recognition Of Service Excellence, and Curtis received a congratulatory letter from Congressman Pete Visclosky that was presented during Majestic Star's team member of the month luncheon. Two other Majestic Star team members, Kim Howard in Security and Miaolin Mei of Table Games, were among the 36 finalists.

The R.O.S.E. Awards were created to recognize the employees who go above and beyond their job descriptions on a regular basis. Most often, the customer has more interaction with the front-desk employee than an owner or manager. These front-line service employees often leave a lasting impression on the visitor.

"The R.O.S.E. awards allow us the opportunity to honor employees going above and beyond their regular responsibilities", said Speros Batistatos, President/CEO for the South Shore Convention and Visitors Authority.

The R.O.S.E. Awards are presented annually by the South Shore Convention and Visitors Authority. About 94 nomina-



Dave Curtis of Majestic Star Table Games department was voted the 2011 Ultimate R.O.S.E. winner.

tions were submitted to a selection committee; from there the front-line nominees were narrowed to 36 finalists, and twelve winners were selected. Finalists were

treated to a spa or beauty treatment at State of Mind Salon and Day Spa then taken to Teibel's Restaurant for the R.O.S.E. Awards dinner.

Two casino properties promote health and fun at picnic

Indiana Live! Casino and Indiana Downs racetrack employees were the winners Sept. 28 at the Employee Appreciation Day Picnic/Health Information Fair.

More than 650 employees gathered in the Indiana Downs Family Pavilion for food, gifts, prizes and a chance to talk with 26 vendors, including health care providers, banks, fitness centers, book-sellers, area recreation facilities and parks. The first 200 employees received flu shots.

Gifts including kitchenware, sports apparel, various gift baskets and outdoor assortments were given to employees attending the fair during the three work shifts. After the fair, a prize drawing was held for more than 125 prizes, some of which included high-end electronics and a variety of gift cards.



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Vegas trip sparked inspiration for casino ‘passion’

All it took was a move to Las Vegas, and Sue Ascanio found what she wanted to do with her life.

The New York native went west in the early 1980s to attend the University of Nevada at Las Vegas, and she immediately fell in love with the casino industry. At the time, the gaming market – even in Las Vegas – was just starting to grow, and Ascanio saw “a lot of opportunity to have a great career.”

“I fell in love with Las Vegas,” said Ascanio, who is now the senior vice president and general manager of the Belterra Casino Resort & River Downs. “Once I was in Vegas, really, the energy and excitement was a tremendous attraction.”

After graduating from UNLV with a hotel administration degree in 1987, Ascanio went to work for Harrah’s Las Vegas (which, at the time, was the Holiday Casino), taking a job in the food and beverage department. From there, she worked

Meet Sue Ascanio

Current job: Senior vice president and general manager of the Belterra Casino Resort & River Downs

Education: UNLV Class of 1987, hotel administration

Family: Husband of 14 years and two children, ages 13 and 21

her way up the chain, adding first hotel responsibilities, then getting involved with the gaming side of casinos before becoming the assistant general manager of the Sunset Station in Henderson, Nevada in 2003.

Shortly after that, Ascanio became the property’s general manager, capping off a 12-year career with Station Casinos.

“When I left Stations after 12 years, I had the opportunity to come out here and open the



Sue Ascanio

Hollywood Casino in Lawrenceburg with Penn,” Ascanio said. “I was with them for two years, and after that, this really great opportunity came my way to join Pinnacle – a really great company with folks who I had worked with for many years at

Harrah’s.

“I had the opportunity to come run the Belterra, and this is a world-class resort – a really fabulous place.”

So Ascanio, her husband of 14 years, and their 13-year-old daughter moved over to the Belterra; meanwhile, Ascanio’s 21-year-old son is back where his mother started her career: In Las Vegas, where he’s a junior at UNLV.

Meanwhile, after 24 years in the business, Ascanio finds herself loving her work as much as she did on the first day.

“I’m very passionate about this business,” she said. “There is never a dull moment; there is always a challenge, and it’s very exciting and very rewarding. We get to take on new projects, like the expansion at this property, and we have River Downs, and hopefully, (video slot machines) somewhere down the road.

“So you’re always taking on new projects and new challenges.”

‘Pawn Stars’ visit Hoosier Park

Visitors to Hoosier Park Racing & Casino got an inside look at the History Channel’s highest-rated series this month as the cast of “Pawn Stars” made a visit to the property on Saturday, November 12.

The reality television series, which averages about eight million viewers per episode, gives viewers a glimpse into the colorful world of the pawn business through the day-to-day operations of the Gold & Silver Pawn Shop in Las Vegas. The cast’s road show allows those in attendance an inside look at the business – as well as the opportunity to have their own treasures appraised and purchased.

Hoosier Park’s guests had the chance to do exactly that during three separate shows in the property’s Terrace Showroom. A few lucky guests also had the opportunity to join a private reception with all the stars.

New game begs you to ‘Beat It’

Michael Jackson songs, video featured in penny slot

One of Gary, Indiana’s most famous residents is being immortalized in a casino slot machine – one that could become a major hit in the northern Indiana city once it makes its way east.

Bally Technologies, Inc., recently unveiled the Michael Jackson King of Pop, a Jackson-themed digital penny slot machine that, according to the *Las Vegas Sun*, “uses original Jackson songs and video to entertain players.”

Among the highlights are seeing Jackson moonwalk across the screen when the player hits a certain combination on the reels, or seeing Jackson’s dancing foot kick icons to transform them into wilds during the “Beat It” Bonus Round.

The machine, which was introduced at the Global Gaming Expo, provides a wide area jackpot, is linked to two other

games, and features a minimum bet of 40 cents and a maximum bet of \$4.

“Sony and the Jackson estate provided to

Bally audio and video for the project,” according to the *Sun*. “A professional musician-turned-Bally engineer remixed them from the game. Six songs – ‘Billie Jean,’ ‘Dirty Diana,’ ‘Don’t Stop ‘Til You Get Enough,’ ‘Smooth Criminal,’ ‘Beat it,’ and ‘Bad’ – are used in the game’s first generation, and Bally has a second version with two more songs planned for the future.”



Upcoming events

November/December Casino Entertainment:

Surge Band
November 25 & 26
Majestic Star Casinos

Terry Lee & The Rockaboogie Band
Wednesday, November 30
Casino Aztar

A Holiday Evening with Paula Deen
Saturday, December 3
Horseshoe Southern Indiana

Smokey Robinson
Friday, December 9
Horseshoe Hammond

Lee Greenwood
Friday, December 9



Smokey Robinson



Lee Greenwood

Pictured on the right: Liz Sullivan, Executive Assistant for the Casino Association. Liz has worked for the Association 11 years. Prior to her employment with the CAI, she worked in administration in several areas with Anthem Blue Cross Blue Shield for 22 years. "I look forward to many more years of service in the casino industry as it has truly been a learning and rewarding experience," Liz said.



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Admission and Wagering Taxes

Admission Tax, October 2011	\$ 6,142,515
Wagering Tax, October 2011	\$ 56,312,297
Admission Tax, Fiscal YTD	\$ 25,814,628
Wagering Tax, Fiscal YTD	\$198,536,729
Total Admission and Wagering Tax	\$224,351,357
*Fiscal Year Defined as July 1 to June 30	
Total Taxes Paid Since Inception	\$9,854,908,381

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.