

## **Tuesday, August 13**

### **Session 1**

**10:00 – 11:00 a.m.**

#### **No Tribe Left Behind Symposium Synopsis – Great Hall D**

*Victor Rocha, Pechanga.net*

*Valerie Spicer, Arizona Indian Gaming Association*

The No Tribe Left Behind Symposium recently occurred, a gathering on technology, e-Commerce and iGaming. Come see what business opportunities will be created by this technology for both tribes and entrepreneurs of Indian Country. If you missed it, here's your chance to get all your questions answered.

#### **Embracing Excellence (Part 1 of 2) – Rooms 16, 17, & 18**

*Brad Worthley, Brad Worthley International*

This fabulous new customer service seminar continues the journey to a service culture by focusing on employee authenticity and playing to their strengths. It offers many examples of employees who did what the customer expected and then one thing more to exceed their expectations and create customer advocacy. There is a powerful section on "self-management", and the things employees can do to get a stronger grip on their personal and business lives. It finishes up with sections on how to build strong relationships (regardless of your industry, everyone is in the relationship business) and communicate effectively with everyone.

#### **Free Play: How Far Are We From What it Was Meant to Be? – Rooms 1 & 2**

*Moderator: Neil Cornelius, Osage Casinos*

*Peter Larson, Lewis and Roca, LLP*

*Richard Lobdell, Osage Casinos*

*Nancy McAlister, Green Law*

Free Play has been a bone of contention in the gaming industry - what does it mean and who gets to do the interpretation? This panel will discuss not only what is happening in Oklahoma, but also what is happening around the country.

#### **Surveillance: Capturing and Reading Tells Moves – Rooms 9 & 10**

*Donald Childers, Cherokee Nation*

*Oscar Schuyler, Osage AVS*

Is that guy (or girl) at the table playing the game or playing the casino? This panel of experts will show you what to look for and what to do once you find it!

#### **Casino Marketing in Oklahoma: What Does The Future Hold? – Grand Hall E**

*Moderator: Dennis Conrad, Chief Relationship Officer, Raving Consulting Company*

*Jennifer Cross, Marketing Manager, Newcastle Casino*

*Pam Shaw, General Manager, SouthWind Kaw Nation Casino*

*Chris Archunde, Raving Partner, Technology and Marketing Operations*

*Debra Hilgeman, Ph.D., Raving Partner, VIP and Seniors Marketing*

Ten years ago, casino marketing in Oklahoma was very much promotions-driven; with Class II vendors as marketing partners spending lots of dollars (and giving away lots of cars) to promote their slot company's own games. Today, Oklahoma casinos mirror much of the rest of the United States gaming industry in their casino marketing with branding, direct mail, entertainment, and other proven marketing tactics augmenting the seemingly always necessary casino

promotions tools. But what will Oklahoma casino marketing look like ten years from now, and how should we be preparing for it? Join us in this “peek into the future” as savvy Oklahoma marketing and operations professionals join the always innovative folks from Raving to discuss this critically important topic, as Facebook, Twitter, mobile messaging, and many other 21<sup>st</sup> Century communication and marketing tools continue to take over our worlds.

### **What’s New in Class II – Rooms 19 & 20**

*Moderator: Dean Luthey, GableGotwals*

*Russell Witt, VGT*

*Gary Green, Ortiz Gaming*

*Andrew Burke, AGS*

*Brad Johnson, Multimedia*

Class II manufacturers have been coming up with new and exciting games. The NIGC has issued a new opinion on “one touch”. This panel will let you know what is new to this segment of the market and what effect this pending opinion may have.

### **Liquor Liability: Responsibility Matters – Room 4**

*Collin Graham, Director of Membership, Oklahoma Restaurant Association*

This training program teaches your employees how to:

- Identify signs of intoxication
- Recognize false identification
- Apply Oklahoma Laws regarding sales and services
- Deal positively with customers

### **Regulating Combative Sports at Your Facility – Rooms 11 & 12**

*Haskell Alexander, Chickasaw Nation Gaming Commission*

*Bryan O’Rourke, Battleground MMA*

*Jill Peters, Comanche Nation Gaming Commission*

This session presents information you will need to know when regulating a tribal boxing event or any combative sport on tribal land. This training is intended for tribal nations, tribal gaming commissions, gaming managers and tribal athletic commissions. Participants will come away with current and relevant knowledge on regulatory guidelines, rules of boxing and MMA, medical requirements and forms, fines and hearings, and training your inspectors among others.

## **Session 2**

**11:15 a.m. – 12:15 p.m.**

### **Can you Hear Me Now? Understanding and Reaching Your New Customers: The Younger Demographic – Grand Hall D**

*Moderator: Kell Houston, Houston Productions*

*Michael Laffey, Citizen Potawatomi Nation*

*Tawn Albright, E-TIX*

When assessing the younger demographic to integrate them as new customers, what are the primary factors we need to understand? This group communicates in a different way and seeks different types of entertainment for different reasons. We’ll address some of their underlying motivators and how you can tap into and utilize them, including the all-important social media and apps.

### **Embracing Excellence (Part 2 of 2) – Rooms 16, 17 & 18**

*Brad Worthley, Brad Worthley International*

## **DC Update – National Issues that Affect Us All – Rooms 1 & 2**

*Moderator: John Tahsuda, Navigators Global*

*Jason Giles, National Indian Gaming Association*

*Whit Askew, American Gaming Association*

So you're up to speed with updates coming from BIA, DOI and NIGC – but are you watching these other important areas where discussions and potential changes are in the works? The panel will address topics such as bussing issues with the Department of Transportation and changes at FinCEN, among others.

## **Vendor and Employee Licensing: What's the Real Deal? – Rooms 19 & 20**

*Julie Hakman, AmericanChecked*

*Kelly Myers, Cherokee Nation Gaming Commission*

This informative session for gaming commissioners, investigators, human resources and security professionals will focus on best practices and current issues in licensing and background screening, including new NIGC regulation, vendor screening, EEOC considerations for criminal records and credit reports, the difference between criminal record searches, and what the Fair Credit Reporting Act means to you. We will explore new technologies and what steps can be taken to improve your processes...mitigating the risks associated with ineffective screening practices.

## **Security Issues Hiding In Plain Sight: Confronting Gangs and Human Trafficking – Grand Hall E**

*Moderator: Jasmine A. Majid, Phillips Murrah*

*Aaron Richardson, Quapaw Tribal Gaming Agency*

*Grady Smalling & Janet Smalling, Veteran Foreign Missionaries, Assembly of God World Missions, Human Trafficking*

The issues of gangs and human trafficking have been the topic of discussion lately. This panel of experts will tell you what to look for in these areas and more importantly what to do once you find them.

## **2013 Updates to the AICPA Accounting Guide – Room 4**

*Dwayne Eto, McGladrey*

*Bryan Gansen, McGladrey*

The AICPA updates are on going. This session will thoroughly review the specific details affecting several areas. We will provide information for accounting departments, and anyone working with financial statements to help you be completely prepared for audits.

## **F & B Franchising: How to Let Others in the Pot Without Watering Down the Broth – Rooms 9 & 10**

*Moderator: David Rittvo, Innovation Food and Beverage, The Innovation Group*

*Richard Schneider, Gilley's, Choctaw Casinos*

*Joe Smith, Global Development, Papa Johns*

To allow outside companies to come into your casinos or not is a question that every operation has asked themselves. This panel will discuss the pros and cons of making that decision.

## **Title 31 Changes on the Horizon – Rooms 11 & 12**

*Leonard Senia, FinCEN (invited)*

*Rachel Loudon, Finley & Cook*

Hear the latest updates and what may be coming your way in Bank Secrecy Act requirements, ways to avoid common reporting mistakes and strategies for effectively training your staff on Title 31.

## **Wednesday, August 14**

### **Session 3**

9:00 – 10:00 a.m.

#### **Understanding Slot Machine Math (Part 1 of 2) – Great Hall E**

*Sheryl Ashley, Egghart LLP, CPAs*

Back to Basics – this session will review:

- Par worksheets including a simple reel game, a poker game, and a keno game
- Basic slot definitions, so you can learn acronyms and “slot lingo”

#### **Native American and Oklahoma Culinary Trends – Rooms 16, 17 & 18**

*Nephi Craig, Sunrise Ski Resort, Winner Arizona Casino Chef’s Challenge 2012*

*Kurt Fleischfresser, Chef/Owner, Coach House, Principle, Western Concept Group*

*Ryan Parrot, Chef/Owner, Tamazul, Iguana Grill, and Table 1*

This panel of chefs will take you through the latest trend in the culinary world. From the latest native focused menus to the food scene in Oklahoma, these award-winning chefs will make your mouth water with what they are doing in the kitchen.

#### **The State of Internet Gaming in Oklahoma and the U.S. – Rooms 19 & 20**

*Moderator: John Tahsuda, Navigators Global*

*Tuari Bigknife, Viejas Band of Kumeyaay*

*Michael McBride III, Crowe Dunlevy*

*Richard Grellner, Attorney*

This panel will examine various Internet gaming legislative proposals at the state and federal levels, and discuss whether the governmental perspectives of tribes can be reconciled with the business perspectives of Internet gaming.

#### **Regulators’ Roundtable – Rooms 1 & 2**

*Jamie Hummingbird, Cherokee Nation Gaming Commission, Chairman NTGC/R*

*Brett Barnes, Eastern Shawnee Gaming Commission, Chairman OTGRA*

*Tracie L. Stevens, Chairwoman, National Indian Gaming Commission*

What’s new in the regulatory world? Representatives from OTGRA, NTGCR and NIGC will lead an open discussion on regulatory topics.

#### **Maximizing Your Workforce – Room 4**

*Frank Oppenheim, SDW*

*Don Zillioux, Ph.D., SDW*

Interested in improving employee productivity; increasing customer loyalty; creating transparent, engaged team accountability and driving your bottom line? The Breakout Session will delve into the key elements in creating a more productive and service oriented team. The presentation will define the most effective selection processes; identify crucial ingredients in team development and outline best-demonstrated practices in Exceptional Delivery of the Guest Experience.

The most successful path to creating loyal customers is through your team members and this Breakout Session will establish the clear linkage between team member satisfaction and customer loyalty. Certain to be informative and highly engaging make sure to attend this “must see” presentation.

## **Understanding and Implementing Updates to FMLA – Rooms 9 & 10**

*Mindy Letourneau, Casino Essentials*

*Reid LeBeau, Jacobson Law Group*

FMLA is causing a lot of heartache for HR Departments. What rights do employers have in setting policies for their employees? How do you set up a policy that takes unique tribal circumstances into account to prevent abuse? And, how do the current updates fit into all of this? This session will help you create policies that are win/win for everyone.

## **The Social and Economic Impacts of Tribal Government Gaming on Tribal and non-Tribal Communities: An Analysis of the 2010 Census Data – Rooms 11 & 12**

*Kate Spilde, Sycuan Institute on Tribal Gaming, San Diego State University*

*Jonathan Taylor, Taylor Policy Group*

Presenting research funded by the Sycuan Institute on Tribal Gaming at San Diego State University, economist Jonathan Taylor will present analysis that updates the original tribal gaming impact databook funded by the National Indian Gaming Association (NIGA) and produced by Harvard's Kennedy School of Government in 2006. The presentation will include an analysis of the direct impacts of gaming on American Indians living on reservations, including living standards, employment and social and demographic outcomes. It will also address indirect impacts on neighboring communities and counties, including infrastructure, business and commerce development, political participation and social integration and cultural diversity. These research findings will strengthen tribal government positions with regard to the benefits of tribal gaming to tribal and non-tribal communities as well as demonstrate the impacts of the Indian Gaming Regulatory Act (IGRA) across three national censuses (1990,2000,2010).

### Highlights:

- Original research on tribal government gaming impacts, including Federal policy impact
- Update on 20 years of research data from 1990-2010 US Census data
- Analysis of spillover effects of tribal government gaming

## **Who's Zoomin' Who – Are Your Players and Employees Playing the System? – Great Hall D**

*Michael Crump, Innovative Gaming Solutions*

*Angela R. Morelock, BKD, LLP*

Casinos are losing millions to fraud and Player's Club Fraud is emerging as a popular method for scammers. In this session we will explore some of the common scams, red flags and methods to avoid them.

## **Session 4**

**10:15 – 11:15 a.m.**

### **Understanding Slot Machine Math (Part 2 of 2) – Great Hall E**

*Sheryl Ashley, Egghart LLP, CPAs*

Bring your calculators for this one! This session will teach you some basic slot machine math:

- Calculating payback percentages, when will an expected jackpot hit. How often will jackpots hit and more
- Calculating the weighted averages & why it is important
- What statistical reports should be used for basic analysis using examples from all the major slot machine manufactures

## **Ethics in Gaming – Rooms 9 & 10**

*Tracy Burris, United Keetoowah Band Gaming Commission*

*Jana McKeag, Lowry Strategies*

Tribal Government gaming is one of the most scrutinized industries in the nation, and as such, demands the highest of ethical standards. We will discuss situations and practices to use when the best decision isn't a clear cut answer.

### **Updates in iGaming Regulation – Great Hall D**

*Rich Williams, SVP of Regulatory for BMM Test Labs*

*Mackenzie Haugh, Director of Engineering, GLI*

Some states are ready to make online gaming a reality. This session will go over the regulatory issues that have come up in current legal jurisdictions and how they are regulating this new market segment.

### **60 Scams in 60 Minutes – Rooms 16, 17 & 18**

*Barron Stringfellow, Stringfellow Consulting Services Unlimited*

This session will cover the hottest scams happening in casinos around the country. The cheaters have gotten new moves this is your chance to get caught up on the best of them.

### **Labor Laws Updates and Potential Jurisdictional Impacts – Rooms 11 & 12**

*Joe Halloran, Jacobson Law Group*

What is the latest and greatest with the National Labor Relations Act and what changes have been made this year? Have they affected tribal jurisdiction? This session will answer all these questions and more.

### **Amenity Options – Rooms 19 & 20**

*Moderator: Matt Robinson, KlasRobinson QED*

*James Mickey, Worthgroup*

*Ann Zenor, Kidsquest*

*Chief Boyd, Thalden Boyd*

The gaming market in Oklahoma is maturing. Casinos are now adding more amenities to their facilities. This session will catch you up on all the latest and greatest options available.

### **Auditing Basics – What you really need to know – Rooms 1 & 2**

*EJ Egghart, Egghart Consulting*

Elected and appointed tribal leaders have a special duty to their constituency to ensure that the Tribe and its enterprises' resources are properly managed and its accountabilities are continuously monitored. Auditing, whether external, internal, compliance, or operational is one of tools you can use to fulfill such responsibilities. In 60 minutes, you will be able to master the language of the auditing world and be better equipped to work with auditors, be ready for audits and audit committees, and optimize effectiveness and efficiencies of various audit reports.

### **Money on My Mind: Financing Roundtable – Room 4**

*Moderator: John Fryrear, NAFA Capital Markets*

*Rochanne Hackett, Wells Fargo*

*Kirsti Jackson, Tribal Financial Advisors*

*Alan Gordon, Bank of America Merrill Lynch*

*Matt Eden, Sovereign Finance*

How can you best match your financing goals with the current climate? This panel of experts will bring you up to speed on the various areas where banks are currently investing and in particular, what projects are attracting their interest.

## **Session 5**

**11:30 a.m. – 12:30 p.m.**

### **Social Media and Other Techie Things – Great Hall D**

*Rebecca Perger, Marketing Results*

*Josh Shepherd, MOSAK*

So your social media – Facebook, Twitter, Tumblr, even your website – are up and running, is that the most you can say for it? Join us as we discuss new trends in these standard networking tools and discover new tools and ways to connect with your digital audience.

### **What's New in Class III – Rooms 16, 17 & 18**

*Moderator: Knute Knudson Jr., IGT*

*Jacob Lanning, Director of Gaming Operations Product Management, IGT*

*Mark DeDeaux, Bally Technologies, Inc.*

Slot machine players are becoming more advanced. They want more excitement, better graphics and faster play. This panel of experts will show you what's the latest and greatest advances coming down the line.

### **PPACA: Healthcare and Implementing it in Your Tribe/Facility – Rooms 19 & 20**

*Robert Weaver, RWI Benefits*

*Terry Harris, RWI Benefits*

*Amber Roberson, CHRS, RWI Benefits*

The PPACA, known to many as "ObamaCare" or Healthcare Reform, has been law since March 23, 2010. This information and powerful panel is suggested for all tribal leaders, tribal administrators, as well as Human Resources professionals. Never in the history of health insurance has such a wide range of regulations affected Indian Country. Many people believe that we as Native Americans are completely exempt, but this is not the case in many situations. Come and learn what your tribe needs to know to be ready.

### **The Key to Good Responsible Gaming Programs – Rooms 1 & 2**

*Wylie Harwell, Oklahoma Association for Problem and Compulsive Gambling*

Review the Compact Compliance requirements and explore how training casino employees is the key to having a quality Responsible Gaming Program, and providing help to those who need it. During this presentation we will show a brief clip from the latest training video, "Annual Refresher Course for Casino Employees", which highlights employee statements about problem gambling.

### **Green and Sustainable Initiatives: Sustaining our Values While Maximizing Our Profits – Room 4**

*Moderator: Amy Hollander, National Renewable Energy Laboratory*

*Danny Valle, Hnedak Bobo*

*Ronn Lanskey, PENTA*

*Tribes have shown incredible innovation in combining "green" and "sustainable" initiatives and successful business endeavors. We will address the latest trends in energy efficiencies and LEED to highlight how you can make your casino development projects environmentally friendly without sacrificing profitability.*

### **Optimize Back-office Operations Using Current Cloud Technologies – Great Hall E**

*Joseph Eve & Lindan Elliott, JOSEPH EVE*

*Jeff Black, CFO, Iowa Tribe*

Learn about the experiences your peers have had by utilizing current cloud technologies to optimize their back-office

operations. Hear about the benefits and pitfalls we have observed from those who have done it. Take away an understanding of how cloud technologies have created more effective and efficient processes in areas including: purchasing and procurement, month-end close, daily flash reporting, financial reporting, fixed asset management, and others.

### **Beyond Valuing Diversity: Utilizing Diversity to Enhance a Successful Life – Rooms 11 & 12**

*Dr. Scout Cloud Lee, Vision US, Inc.*

*Karen Goodnight, Goodnight and Associates, LLC*

Beyond valuing our diversity, we each have a SIGNATURE way of managing our world. This core value cuts across all races and people. In order to truly and deeply both understand and develop quality relationships among ourselves and our co-workers, we need to understand our own SIGNATURE CORE and that of those with whom we work. Our time together will be insightful, inspiring, engaging, interactive, and fun.

### **History of Gaming in Oklahoma – Rooms 9 & 10**

*Moderator: Dean Luthey, GableGotwals*

*William Norman, Hobbs Straus*

*Gary Pitchlynn, Pitchlynn Law, PLLC*

The old saying is “You can’t see where you are going if you don’t know where you have been!” This panel will take you through the history of gaming in Oklahoma: the struggles, the victories, and the partners. If you are new to the area, have forgotten, or just need a refresher – this is the panel for you.