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For more information on Michigan's gaming industry, please visit www.michingangaming.com

Editor in Chief:

David D. Waddell, Esq.

Phone: 517.507.3859

waddell@rmclegal.com

Senior Gaming Analyst
& Editor:

Robert R. Russell, II

Phone: 517.507.3858

russell@rmclegal.com

Reporter

Douglas L. Minke

Phone: 313.221.9380

minke@rmclegal.com

Reporter

Blaine R. DeGracia

Phone: 517.507.3857

degracia@rmclegal.com

Subscription information:

info@michingangaming.com

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RMC Ventures, LLC

University Place Center
333 Albert Ave, Suite 450
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The _____ MICHIGAN GAMING _____ Newsletter



OHIO HOUSE AND SENATE PASS CASINO LAW

Today, Friday, June 4, 2010, the Ohio General Assembly passed House Bill 519 which sets forth the rules for the four planned casinos in Ohio. The bill passed the House 86-12 and the Senate 20-12. It now heads to Governor Strickland's office for consideration.

For complete bill language please visit: www.legislature.state.oh.us/bills.cfm?ID=128_HB_519

INTERVIEW WITH DAVID WOLF, GENERAL MANAGER OF ODAWA CASINO RESORT

David Wolf is the General Manager of Odawa Casino Resort located in Petoskey, Michigan. He joined the resort in May of 2010. Mr. Wolf recently was interviewed by *Michigan Gaming Newsletter* Editor Blaine DeGracia. If you would like to participate in a future interview or have a topic to suggest, please contact Mr. DeGracia online at info@michingangaming.com.

: Personal/Background/ Previous Experience?

A: I have over 25 years of diversified gaming experience working in local and regional gaming markets. Prior to joining Odawa Casino Resort ("OCR"), I was employed by Legends Gaming as Corporate Vice President of Planning and Analysis. I have held numerous executive management positions in both finance and operations. Prior to joining Legends, I served as Senior Director of Operations for Isle of Capri Casino Mississippi. I worked for both Majestic Star / Fitzgeralds Casino and held various executive level positions during this period including General

Manager, Vice President of Operations, Vice President of Finance and Administration and Director of Finance. I also was involved in the acquisition of the Fitzgeralds Casinos by Majestic Star. Prior to joining Majestic Star, I worked for 15 years for Harrah's Entertainment at their Atlantic City property. During my tenure there I held a variety of finance positions including Director of Financial Reporting and Analysis, Manager of Planning & Analysis. I am a graduate of Rider University with a Bachelor of Science in Commerce degree in both Accounting and Finance. My family will be moving to the Petoskey area this summer.

: What would you say is your number-one skill set that has given you the most success in the casino gaming industry?

A: My financial and analytical experience in gaming has given me the greatest opportunity to be knowledgeable and successful in the gaming industry.

: Your prior experience has largely occurred in southern locations. How do you expect the Northern Michigan winters to impact your approach from a marketing and operational perspective?

A: People are people. I'm sure you've heard about southern hospitality, but Northern Michigan has a reputation for some of the friendliest, warmest and open people in the Country. The OCR staff has been forthcoming with information. Plus we have a ton of data with which to analyze that assists us in determining our plans for operations and marketing.

: Currently there are two pending ballot petition committees seeking to expand the number of casinos in Michigan, do you think the Michigan market could absorb additional gaming outlets?

A: That is a great question. With the state of the economy I'm not sure this is the best time for casino expansion.

: The Odawa Casino Resort is located in a very well established part of northern Michigan, with access to Petoskey and the Boyne Falls area. In your opinion, what is the

general outlook on the northern Michigan casino gaming market? What are the biggest challenges this area of the state's gaming market is seeing, not only today, but also as we progress through 2010?

A: The economy has had an impact on not just Northern Michigan, but the entire state. People for years have had second homes in this area and are now trying to sell them. Those folks were a great source of revenue for this area. Remember, this is a resort destination. So I believe in the long-run people will want to get back to this beautiful place and enjoy all it has to offer. We hope to be a part of that experience.

: Are you planning any new promotions in the near future? What current promotions are being offered by your property?

A: We have on-going promotions all of the time. It is important to recognize our local players that helped us build this property and have remained extremely loyal to OCR as well as promotions and events that will drive new business to our property. Besides concerts and events; in June we gave away five cars along with several other promotions to mark our third anniversary. In July, two Harley-Davidson motorcycles and a special casino stimulus check. We conduct special Focus Groups as just another way to solicit important information and ideas from our guests.

: What markets are you targeting and what type of customer are your efforts directed towards? Is it more of a local affair, or overnight stays?

A: We certainly want to be faithful to the many loyal guests we have had through the years. So as we market to them we focus on offers that are of value to them and offers that are meaningful. A great many of them are from the local area, but we also do quite well with our friends from the U.P., Canada, Central and Lower Michigan as well as Ohio, Indiana and believe it or not Florida.

: What will ensure the success of your property during the harsh economic

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times?

A: Two very important words: Value and Service. We need to ensure that our guests feel as though they received value for their entertainment dollar! Service is crucial as well! We all want to be on the receiving end of great service! At Odawa Casino Resort, we also want to be on the delivery end of great guest service.

: Does your casino engage in any cross marketing efforts with other Michigan attractions?

A: We are very fortunate to have some excellent Casino Resort partnerships with many of the area's great golf courses! In the winter we have partnerships with Boyne Mountain and Boyne Highlands for skiing and other winter recreational activities. As I get settled here, I will be looking for additional cross-marketing opportunities in the region.

MICHIGAN GAMING CONTROL BOARD REGULAR PUBLIC MEETING

Next Tuesday, June 8, 2010 at 9:30 a.m., the Michigan Gaming Control Board will be holding it's monthly public meeting at the Michigan Gaming Control Board Detroit Office Hearing Room in Detroit, Michigan.

For a copy of the agenda, please visit: <http://michigangaming.com/docs/Agenda%2006-8-10.pdf>.

RESORT ADVANTAGE PRESENTS PART IV OF FREE ONLINE WEBINAR SERIES; COMPLIANCE ALERT: KEY ISSUES FOR 2010

Next Thursday, June 10, 2010 at 2:00 p.m. EST, RMC Legal attorney David D. Waddell, Mindy Letourneau of *Casino Essentials*, and Jim Dowling of the Dowling Advisory Group will be presenting part four of a four part series entitled, *Are you prepared for BSA; OFAC and FACTA? An Operational Perspective on Risk Assessment*. Series 4 will focus on where Risk

Assessment fits into an overall compliance program. It will also address a 'Two Step' approach to completing a Risk Assessment while taking a look at what the IRS may look for in your particular Risk Assessment. Series 4 will provide relevant information for commercial and Native American casinos in Michigan and across the United States.

To register for the free online Webinar Series, please visit <http://www.resort-advantage.com/events-news/events-webinars/bsa-ofac-facta-series.html> (Scroll to the bottom of page).

The Webinar Series is being produced through the joint efforts of RMC Legal, Dowling Advisory Group, Resort Advantage, and Convey Computer Systems, Inc.

Series 1, 2 and 3 focused on the BSA and OFAC standards and gaming compliance requirements. In addition, it reviewed the FACTA/Red Flags Rule and gave an overview of new regulations, proposed enforcement, and potential application to the gaming industry. To obtain a copy of Series 1, 2 and 3 materials, please click or copy and past the following: <http://www.resort-advantage.com/events-news/events-webinars/bsa-ofac-facta-series.html>

Persons who should consider attending the Webinar include casino operators, compliance managers and directors, accountants, regulators and lawyers.

FTC DELAYS ENFORCEMENT OF RED FLAGS RULE

The Federal Trade Commission ("FTC") announced late last week that, at the request of several members of Congress, it is further delaying enforcement of the "Red Flags" Rule until December 31, 2010. This will allow Congress time to consider legislation that could affect the scope of entities covered by the Rule. The FTC made it clear that its announcement does not affect other federal agencies' enforcement of the original November 1, 2008 deadline for institutions subject to federal oversight.

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The Rule was developed under the Fair and Accurate Credit Transactions Act, in which Congress directed the FTC and other agencies to develop regulations requiring “creditors” and “financial institutions” to address the risk of identity theft. The resulting Red Flags Rule requires all such entities that have “covered accounts” to develop and implement written identity theft prevention programs to help identify, detect, and respond to patterns, practices, or specific activities – known as “red flags” – that could indicate identity theft. The Rule as originally drafted, applies to casinos having such “covered accounts”. Many casinos drafted and implemented Red Flags Rule written programs to comply with this requirement in the months leading up to the June 1, 2010 deadline.

The Rule became effective on January 1, 2008, with full compliance for all covered entities originally required by November 1, 2008. The FTC has issued several Enforcement Policies delaying enforcement of the Rule. Most recently, the FTC announced in October, 2009 that at the request of certain Members of Congress, it was delaying enforcement of the Rule until June 1, 2010, to allow Congress time to finalize legislation that would limit the scope of business covered by the Rule. The FTC received another request from Members of Congress for another delay in enforcement of the Rule beyond June 1, 2010 to December 31, 2010.

In issuing the announcement of its delay in enforcement, the FTC urged Congress to act quickly to pass legislation that will resolve any questions as to which entities are covered by the Rule and obviate the need for further enforcement delays.

Persons interested in learning more about the Red Flags Rule are encouraged to read [“Red Flags: Protecting customer accounts from Identity Fraud, Is your casino compliant?” in Global Gaming Business Magazine, Volume 9, No. 5, June 2010.](#)