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The _____ MICHIGAN GAMING _____ Newsletter



BAY MILLS OPENS CASINO ON RECENTLY ACQUIRED LANDS

On Wednesday, November 3, 2010, the Bay Mills Indian Community (BMIC) officially opened the doors to a Bay Mills Resort and Casinos' gaming facility on a 47-acre parcel of land purchased in August in Vanderbilt, Michigan, just north of Gaylord. Several Michigan-based Native American tribes have raised legality issues regarding the casino.

Located near I-75 on Old 27, the Vanderbilt casino contains approximately 40 slot machines and is located in the former Project Nature Welcome Center attached to the TreeTops resort complex.

"This is something we've been working on for a long time," stated BMIC Chairman Jeff Parker.

Five northern Michigan Tribes have voiced their opposition concerning the opening of the new casino. According to a statement by the Tribal leaders of the Grand Traverse Band of Ottawa and Chippewa Indians, Gun Lake Tribe of Pottawatomi Indians, Little Traverse Bay Bands of Odawa Indians, Nottawaseppi Huron Band of Potawatomi Indians, and Saginaw Chippewa Indian Tribe:

"We are strongly opposed to the illegal gaming activity announced by the Bay Mills Indian Community today in Vanderbilt. This attempt to conduct Indian gaming in the absence of trust land is a serious violation of the Indian Gaming Regulatory Act and long-held federal Indian gaming policy."

"Bay Mills has also violated the state gaming compacts, most notably Section 9 which clearly requires the consent of all Michigan tribes to pursue gaming on non-reservation lands."

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“We call on the National Indian Gaming Commission, the U.S. Department of Justice, and the Department of the Interior to work together with Governor Jennifer Granholm and Attorney General Mike Cox to take swift and immediate action to close this illegal gaming operation, which threatens to undermine the significant public support for Indian gaming here within the State of Michigan and around the country.”

Executive Director of the Michigan Gaming Control Board, Rick Kalm, told the *Detroit Free Press* that “[t]his has not been the traditional way for approval, and they have a legal theory they are leaning on.” According to Kalm, if the precedent stands, “the impact would be huge. There are so many groups vying to expand casino gaming.”

According to the *Detroit Free Press*, state officials plan to meet with the Bay Mills tribal leaders next week to discuss the opening of the casino.

A call placed with the National Indian Gaming Commission regional office was not returned by press time.

The Bay Mills Indian Community also operates two Class III casinos in the Upper Peninsula.

SATELLITE CASINO WORK BEGINS IN HARTFORD

According to *WNDU-TV 16*, ground work started last week on the Four Winds North, a satellite gaming facility of the Pokagon Band of Potawatomi Indians (Band). The casino would be located near I-94, just west of the city of Hartford in Van Buren County.

“We didn’t figure that we need to do a big splash, we’ll have a very nice grand opening,” Tribal Chairman Matt Wesaw told News Center 16.

In August of 2008, the Band negotiated amendments to its Class III Gaming Compact that allow for a satellite facility to be built on eligible Indian lands in Van Buren and Cass Counties. Both facilities are required to include no more than

1,000 electronic games of chance. The Band’s existing Four Winds Casino Resort maintains 3,000 slot machines and 100 table games. The Band has made no announcements regarding its plans for a casino in Cass County.

The proposed facility will be named the Four Winds North and has a tentative opening in late-2011 or early 2012. The Band expects the casino to have 500 slot machines, nine table games, and a 100-seat casual restaurant. Once the facility is operational under its amended compact, the Band would have the option of adding up to 500 more slot machines, for a total of 1,000 at the site. The architectural design and feel of the Four Winds North would be similar to the Band’s Four Winds Casino Resort in New Buffalo.

MGCB RELEASES 2011 MICHIGAN HORSE RACE DATES

After completing the review of the 2011 Race Meet Applications, the office of Executive Director of the Michigan Gaming Control Board (“MGCB”) has awarded 238 live racing dates among the state’s six horse racing facilities.

In October of last year, Governor Granholm issued Executive Order 2009-45 which consolidated several government agencies for budget and resource management purposes. Among other items, the order transferred the duties of the Office of Racing Commissioner to the Executive Director of the MGCB. All final decision making authority is vested in the Executive Director; the MGCB does not issue final orders regarding horse racing. Executive Order 2009-45 went into effect on January 17, 2010.

According to statutory requirements, the Executive Director must take final actions on all track license applications and allocate all live racing dates by November 1st of each year. The allocation of race dates and the current schedule of live events are as follows:

Hazel Park Raceway – the standardbred harness track will host 50 live race dates in 2011. Racing will begin on Friday, May 6, 2011, and continue

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through Saturday, August 27, 2011. Live racing events will be held on Mondays, Fridays, and Saturdays.

Mt. Pleasant Meadows – the mixed-breed harness track will host 23 live race dates in 2011. Racing will begin on May 14, 2011, and continue each Saturday until June 4, 2011. Live racing will resume on June 11, 2011 and continue each Saturday and Sunday until August 21, 2011. However, no live racing will be held on August 7, 13, or 14.

Northville Downs – the standardbred harness track will host 24 live racing dates in 2011. Racing will begin on Friday, February 11, 2011, and continue through Saturday, April 30, 2011. Live racing events will be held on Fridays and Saturdays.

Northville Racing Corporation (racing at Northville Downs)- the company will host 24 live standardbred harness race dates in 2011. Racing will begin on Friday, September 2, 2011, and continue through Saturday, November 19, 2011. Live racing events will be held on Fridays and Saturdays.

Pinnacle Race Course – the thoroughbred track will host 84 live racing dates in 2011. Live racing will begin on Friday, May, 27, 2011 and continue on Tuesdays, Fridays, and Saturdays through Saturday, June 25, 2011. Racing will resume on Tuesday, June 28, 2011 and continue on Tuesdays, Fridays, Saturdays, and Sundays until Saturday, October 29, 2011.

Sports Creek – the standardbred harness track will host 33 live racing dates in 2011. Racing events will be held on Saturday, January 21, 2011 through Sunday, February 6, 2011. Racing will resume on Friday, November 25, 2011 through Saturday December 31, 2011. All live racing dates will be held on Fridays, Saturdays, and Sundays.

PINNACLE RACE COURSE TO CLOSE UNTIL JANUARY, 2011

On November 4, 2010, Pinnacle Race Course announced that the race track would close until January, 2011.

According to a press release, the track officially suspended simulcast wagering on October 31. The track will be open for an additional week for patrons to cash-out tickets. Pinnacle has stated that it will meet with employees soon to discuss seasonal work options until the track re-opens next year; however the decision has led to nearly 20 positions being eliminated with more cuts expected.

Prior to the announcement, Pinnacle had reduced simulcast wagering from seven days a week to five. According to track officials, the decision to cut all simulcast wagering until January was made, in part, due to the lack of major horse racing events in November and December.

The office of Executive Director of the Michigan Gaming Control Board (“MGCB”), the head of regulatory oversight of the state’s horse racing industry, awarded Pinnacle 84 live race dates for 2011. Live racing will take place at the track between May 27th and October 29th.

Pinnacle Race Course is located in Huron Township and is currently the only venue for thoroughbred horse racing in the state. Michigan has a total of five horse racing facilities that offer pari-mutual wagering on thoroughbred, mixed breed, and harness racing.

MGCB REGULAR PUBLIC MEETING AGENDA

On Wednesday, November 3, 2010, the Michigan Gaming Control Board (MGCB) released its Tuesday, November 9, 2010 Regular Public Meeting Agenda.

The agenda includes the following items:

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- Consider the Licensing Division Staff's Recommendations Regarding Level 1 and Level 2 Occupational License Applications
- Consider the Executive Director's Reports and Licensing Division's Staff Recommendations Regarding the Pending Supplier License Applications of
 1. Basement Beats, LLC, Board File No. SL005968-10-001
 2. Contract Design Group, Inc., Board File No. SL003690-10-002
 3. House Advantage, LLC, Board File No. SL006175-10-001
- Consider the Executive Director's Reports and Licensing Division's Staff Recommendations Regarding the Pending Supplier License Renewal Requests of:
 1. China Town Market, Inc., Board File No. SL004299-10-001
 2. Gardner Signs, Inc., Board File No. SL000334-10-001
 3. Guideline Mechanical, Inc., Board File No. SL00186-10-001
 4. General Linen Supply Company, Board File No. SL000917-10-002
 5. Professional Sanitary Supply Corporation, Board File No. SL000920-10-001
 6. RAM Construction Services of Michigan, Inc., Board File No. SL000362-10-001
 7. Women's Economic Empowerment Group, Inc., Board File No. SL000600-10-001
- Consider the Executive Director Reports and Licensing Division Staff's Recommendations Regarding the Eligibility of Required Key Persons of Casino Licensee, MGM Grand Detroit, LLC:
 1. George P. Corchis, Board File No. MGM-10-008
 2. Steven Joseph Zanella, Board File No. MGM-10-009

The MGCB meeting will take place at the Detroit Office Hearing Room, located at Cadillac Place, 3062 W. Grand Blvd., Suite L-700, Detroit, Michigan at 9:30 a.m. on November 9th.

AGA ANNOUNCES FINALISTS FOR ANNUAL GAMING INDUSTRY COMMUNICATIONS AWARDS

On Wednesday, November 3, 2010, the American Gaming Association (AGA) announced finalists for the 2010 Gaming Voice Awards, recognizing outstanding achievement in public relations, marketing, advertising and financial and corporate communications in the gaming-entertainment industry.

The finalists, which represent 22 gaming companies, properties and organizations from three countries, were named in 15 categories, including best 2009 annual report; best customer and employee publications; best print, outdoor, radio and television advertisements; best direct mail, best website, and best communications and multi-format advertising campaigns. Three categories representing the newest trends in marketing and communications will make their debut at this year's awards – best social media program or campaign, best mobile marketing and best digital direct marketing. A panel of judges with expertise in advertising, marketing, public relations, Internet design, graphic arts and financial communications evaluated 220 entries to determine the 46 finalists.

"The marketing and communications efforts you see on behalf of the gaming industry are some of the finest you'll see in any industry, and we are proud to honor the best of the best at this year's Gaming Voice Awards," said Frank J. Fahrenkopf, Jr., president and CEO of the AGA, who will serve as master of ceremonies for the awards presentation.

Gaming Voice Awards will be presented at the AGA Communications Awards Presentation, part of the Global Gaming Expo's Marketing Networking Luncheon, on Wednesday, Nov. 17, from 12:00 p.m. to 1:30 p.m. at the Las Vegas

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Convention Center.

The AGA also will honor Daniel Heneghan, public information officer for the New Jersey Casino Control Commission, with the Lifetime Achievement Award for Gaming Communications. Heneghan has been involved in the Atlantic City gaming industry since its inception, first serving for 17 years as the gaming beat reporter for the Press of Atlantic City, during which time he covered every casino licensing hearing, casino opening and major event in the gaming industry. In 1996, he accepted his current position at the Commission, where he is the official spokesperson and responsible for the agency's media relations.

"For more than 30 years, Dan has been a fixture in the Atlantic City gaming community," Fahrenkopf said. "He has always covered and represented the industry honestly and fairly, and that is all any industry can ask of its beat reporters or its regulators. I can't think of anyone who deserves this honor more than Dan."

The AGA Communications Awards are made possible with support from Piercy Bowler Taylor & Kern (PBTk) and Global Gaming Expo (G2E).

2010 Gaming Voice Award Finalists (listed in alphabetical order):

Best 2009 Annual Report

International Game Technology (IGT) – "IGT 2009 Annual Report"
Southland Park Gaming and Racing – "Community Impact Report" (Assisting agency: TMB Marketing Group)
WMS Gaming Inc. – "2009 Annual Report: We Listen" (Assisting agency: Jaffoni & Collins Incorporated)

Best Broadcast Advertisement – Radio

Empire City Casino – "Monte Carlo" (Assisting agency: DDB-NY)
Feather Falls Casino – "Feather Falls Fast Cars – Boxing" (Assisting agency: The Glenn Group)
Seminole Gaming – "You Know How to Rock" (Assisting agency: The Glenn Group)

Best Broadcast Advertisement – Television

Fallsview Casino Resort – "Boss" (Assisting

agency: GJP Advertising + Design)
Fallsview Casino Resort – "Lucky Streak" (Assisting agency: GJP Advertising + Design)
Fallsview Casino Resort – "Relaxed Wife" (Assisting agency: GJP Advertising + Design)

Best Communications Campaign

MGM Resorts International/CityCenter – "CityCenter, Las Vegas Grand Opening" (Assisting agency: Kirvin Doak Communications)
MGM Resorts International – "See Something, Say Something"
Potawatomi Bingo Casino – "National Problem Gambling Awareness Week"

Best Customer Publication

Galaxy Macau – "Galaxy Macau Brand Book" (Assisting agency: SK+G)
MGM Resorts International – "M – The Vegas Lifestyle" (Assisting agency: Custom Publishing Group)
WMS Gaming Inc. – "Active Gambler Profile" (Assisting agency: Jaffoni & Collins Incorporated)

Best Digital Direct Marketing

Bally Technologies, Inc. – "iView Display Manager Digital Direct Mail"
Seminole Gaming – "Corvette Giveaway E-blast" (Assisting agency: One Trick Pony)
Seminole Gaming – "Incredible Race" (Assisting agency: RPM Advertising)

Best Direct Mail

Bally Technologies, Inc. – "iVIEW Display Manager Interactive User Conference" (Assisting agency: G Creative Advertising and Design)
Carnival Corporation – Casino Division – "Money Ships" (Assisting agency: The Glenn Group)
Fallsview Casino Resort – "Playboy Club 50th Anniversary Invitation"

Best Employee Publication

ARIA Resort and Casino – "The Pulse"
CityCenter – "CityCenter Insider"
Pinnacle Entertainment, Inc. – "Pinnacle Press"
Pinnacle Entertainment, Inc. – "River City Casino Guidebook"

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Best Mobile Marketing

Harrah's Entertainment, Inc. – “Caesars iPhone and Android Apps” (Assisting agency: Acuity Mobile/Acxiom)

Best Multi-format Ad Campaign

Beau Rivage Resort and Casino – “Missing Abe” (Assisting agency: Masterminds)
River City Casino – “River City Casino Brand Launch” (Assisting agency: SK+G)
Seminole Gaming – “Seminole Hard Rock–You Know How to Rock” (Assisting agency: The Glenn Group)

Best Outdoor Advertisement

Gold Strike Casino Resort – “FREEPLAY Speedway Tachometer Outdoor” (Assisting agency: Masterminds)
Grand Victoria Casino – Elgin – “Prime Burgerhouse Construction Wall” (Assisting agency: The Glenn Group)
Grand Victoria Casino – Elgin – “Prime Burgerhouse Outdoor–My Place” (Assisting agency: The Glenn Group)
Seminole Gaming – “Slots Billboards” (Assisting agency: One Trick Pony)

Best Print Advertisement

Grand Victoria Casino – Elgin – “Prime Burgerhouse – Buns” (Assisting agency: The Glenn Group)
Grand Victoria Casino – Elgin – “Prime Burgerhouse – Saucy” (Assisting agency: The Glenn Group)
Prairie Meadows Racetrack and Casino – “Jockey Glen Murphy”
Seminole Gaming – “June Ante Up Ad” (Assisting agency: One Trick Pony)

Best Print Advertising Campaign

Harrah's Entertainment, Inc. – “A Way of Life” (Assisting agency: Marshall-Fenn Communications)
Seminole Gaming – “You Know How to Rock” (Assisting agency: The Glenn Group)
Sugarhouse Casino – “Philly Loves a Winner Print Campaign” (Assisting agency: The Media & Marketing Group)

Best Social Media Campaign or Program

Beau Rivage Resort and Casino – “Missing Abe” (Assisting agency: Masterminds)

Seminole Gaming – “You Know How to Rock” (Assisting agency: The Glenn Group)
WMS Gaming Inc. – “WMS YouTube Channel” (Assisting agency: Jaffoni & Collins Incorporated)

Best Website

CityCenter – “CityCenter Website” – www.citycenter.com (Assisting agency: SK+G)
WMS Gaming Inc. – “Active Gambler Profile Microsite” – www.wmsagp.com
WMS Gaming Inc. – “Bluebird xD Microsite” – www.bluebirdxd.com (Assisting agency: Jaffoni & Collins Incorporated)

REGISTER FOR THE 2010 GLOBAL GAMING EXPO

There is still time to register for the 2010 Global Gaming Expo (G2E), to be held at the Las Vegas Convention Center in Las Vegas, Nevada, from November 15 through 18. Native American, international, and group discounts are available at the website below.

Patrons will also have the opportunity to apply for Express Badges for G2E 2010. Expo organizers say the new badges will expedite registration and check-in time, thus creating more ease and convenience.

Over 30,000 gaming professionals from around the world are scheduled to attend this year's G2E from all gaming industry trades and sectors.

To register, or if you have any questions about G2E, please visit www.globalgamingexpo.com

DAILY AGA SMARTBRIEFS

The American Gaming Association (AGA), which produces the Global Gaming Expo, has recently introduced *AGA SmartBriefs*, a free daily e-newsletter which keeps the gaming industry up to date on the latest gaming news.

Sign up and stay ahead of the curve with updates on products, technologies, amenities, industry happenings and more. You can register to receive the free *AGA SmartBriefs* by visiting www.smartbrief.com/aga/.