

# UNLV

UNIVERSITY OF NEVADA LAS VEGAS



The CDC Consulting and the  
UNLV International Gaming Institute

## Advanced Topics in Slot Operations

October 5 - 6, 2009

**UNLV's International Gaming Institute, Las Vegas, Nevada**

This two-day program is aimed at property General Managers and experienced Slot Directors and takes a strategic approach, looking at the future and how to be prepared for it.

**Topics include:** The Casino is Changing, Cutting Edge Issues in Casino Marketing, The Introduction of Server Based Gaming and its Impact on Operations, The Convergence of Gaming and Video Game Design Philosophies, Game Purchasing, A Deeper Look at the Slot Player Experience, and Building and Maintaining a Culture of Excellence.

**Speakers for the programs include:**

- **Greg Shay**, chief executive officer of VCAT and former executive with the Flamingo Hilton, the Venetian and the Rio Suites in Las Vegas, and the Casino Windsor in Ontario, Canada
- **Randy Fine**, Managing Director of Fine Point Consulting and CEO of the Greektown Hotel-Casino in Detroit, Michigan. Randy served as corporate Vice President for both loyalty programs and slot operations at Harrah's Entertainment, where he authored the intellectual property behind the "Unified Player Rewards" patent that underlies the current Total Rewards program, the industry's most recognized loyalty and rewards system.
- **John-Martin Meyer**, expert on slot systems, slot productivity, player tracking systems and technology solutions, previously Director of Development and Director of Slot Operations for MGM/Mirage Resorts

**Speakers for the programs include:**

- **Anthony Lucas, Ph.D.**, Associate Professor at UNLV; Dr. Lucas has worked extensively on the development of statistical models to better understand the effects of various casino marketing and operations-related variables on hotel/casino performance measures
- **Javier Saenz**, IGT Vice President, Network Systems Product Management & Marketing. Previous to joining IGT, Javier served as the Senior Vice President of Information Solutions for Venture Catalyst Incorporated from 2000 through 2006 where he created and marketed Mariposa® CRM software.
- **Richard Ditton**, co-founder and executive vice president of Incredible Technologies (IT), the largest U.S. designer and manufacturer of coin-operated video games. IT is diversifying into the casino gaming sector.
- **Chuck Hickey**, Vice President of Slot Operations of Barona Valley Ranch Resort and Casino, with over 30 years of slot operations experience in a variety of casinos.

**Agenda**

**MONDAY, OCTOBER 5**

Greg Shay - ***The Casino is Changing***

Javier Saenz - ***The Introduction of Server Based Gaming and the Impact on Operations***

Richard Ditton - ***The Convergence of Gaming and Video Game Design Philosophy***

Randy Fine - ***Cutting Edge Issues in Casino Marketing***

**TUESDAY, OCTOBER 6**

John-Martin Meyer - ***Game Purchasing***

Chuck Hickey - ***Building and Maintaining a Culture of Excellence***

Tony Lucas, Ph.D. - ***A Deeper Look at the Slot Player Experience***

**Program Schedule and Location**

**MONDAY, OCTOBER 5**

8:30 a.m. Registration

9:00 a.m. to 4 p.m. – Seminar

**TUESDAY, OCTOBER 6**

9:00 a.m. to 4 p.m. – Seminar

Classes will be in the International Gaming Institute Building, which is located at the corner of Swenson St. and East Flamingo Rd, about two miles east of the Las Vegas Strip.

## Seminar Costs

### Early Bird Rate - \$725

(Registration and payment received by September 14, 2009)

### Regular Rate - \$775

### "Day of" Registration (if space is available) - \$850

Registration includes: seminar sessions and materials, breaks and lunches.  
Dinners and transportation are not included.

To register, please visit [www.compdance.com](http://www.compdance.com).

## Discount for Multiple Attendees

### Discounts for attendees from the same company

#### Early Bird Rate

(Payment received 3 weeks prior  
to start of seminar.)

#### Regular Rate

(Payment received less than 3  
weeks prior to start of seminar.)

2nd-10th Attendee

Get a 10% discount off of  
Early Bird Rate

Get a 10% discount off of  
Regular Rate

11th-20th Attendee

Get a 20% discount off of  
Early Bird Rate

Get a 15% discount off of  
Regular Rate

## REGISTER NOW!

## Refund/Cancellation Policies

- If you cancel two weeks prior to the start of the seminar (10 business days,) we will refund your registration payment minus a \$100 processing fee.
- If you cancel three to 10 business days prior to a seminar, we will refund 50% of the registration fees paid.
- If you wish to cancel less than three business days before the seminar there is no refund except for travel or medical emergencies.
- Substitutions may be made at any time with no charge.
- If you want to reschedule your training, we will apply the full registration paid towards a future seminar(s) with no penalties or processing fees.

## Advanced Topics in Slot Operations - Session Descriptions

### **The Casino is Changing (Greg Shay)**

This will be a round table discussion and interactive seminar that will help operational leaders understand and create their vision of what elements are important in the slot department of the future. Discussion topics will include networked floor, tapping technology, new media and the convergence of slots and table games.

"The reasonable man adapts himself to the world. The unreasonable man adapts the world to himself. All progress depends upon the unreasonable man."

- George Bernard Shaw

### **Cutting Edge Issues in Casino Marketing (Randy Fine)**

It used to be that marketing in this business just required a key: unlock the doors, watch the money come rolling in. But with the number of casinos up throughout the world, and the US in the midst of recession, times are tough for casino marketers. In this session, we will talk about how smart operators are responding to shrinking wallets and increased competition and discuss new tools and technologies – FreePlay (it isn't free!), electronic promotions, automatic table tracking, and server-based gaming – and how they are – and will – change how we think about, and do, casino marketing.

### **A Deeper Look at the Slot Player Experience (Tony Lucas Ph.D.)**

This presentation looks at the results of three studies that dispel some existing management paradigms. The pay tables or math of the games can greatly influence the player's experience and ultimately his or her satisfaction. In this presentation, the relationship between par and play time (a.k.a. time on device) will be explored. Also, the relationship between play time and the following variables will also be explored: Hit frequency, pay table volatility, and the coefficient of variation of the pay table. The latter variable is simply a measure that jointly considers a game's par and volatility. A third study looks at the impact of different locations on machine performance. The results of this research are interesting, controversial, and insightful. The managerial significance of this research is great, as casino executives are afforded key information regarding the positioning of their slot product.

### **The Introduction of Server Based Gaming and the Impact on Operations (Javier Saenz)**

The much anticipated arrival of server based gaming technologies is fast becoming a reality. This session will review the profound impact this technology will have on operations and the casino industry as a whole. And while some casino systems have leveraged network technologies for many years, this evolutionary step will bring operators unprecedented control over floor mix and player experience management. In addition, with the introduction of digital game theme management and procurement, both operators and vendors will need to re-define their relationships and business models.

This session will also examine the impact this technology will have on the daily operation of the casino, including game performance analysis, business intelligence, and the appropriate application of game re-configuration; and the value of communicating and engaging with players while at the game.

## Advanced Topics in Slot Operations - Session Descriptions

### **The Convergence of Gaming and Video Game Design Philosophies (Richard Ditton)**

In essence, gaming devices throughout history have used various methods to display the concepts of randomness and volatility in unique and interesting ways. Video games have used various methods to display the results of hand/eye coordination in unique and interesting ways. There is now a generation of players who have grown up interacting with video games and it will be necessary for gaming manufacturers to take this into consideration when designing a new game. This talk will delve into what all of this means for slot operations.

### **Game Purchasing (John-Martin Meyer)**

This session covers methods operators can use to evaluate trial games and set standards for purchase. We will discuss how to structure trial parameters to ensure clinically relevant results. Also, we will look beyond the base game price negotiation to gain additional products and services.

### **Building and Maintaining a Culture of Excellence (Chuck Hickey)**

The goal is excellence. The path is less clear. This seminar is designed to help you find a clear understanding of the path to excellence. This session will help define excellence, help you establish standards and measuring tools, point out some of the pitfalls and snares along the way and suggest some ways to create and perpetuate a culture of excellence in your department or operation.

## Profiles of the Presenters (in alphabetic order)

### **Richard Ditton**

Richard Ditton is co-founder and executive vice president of Incredible Technologies (IT). Based in suburban Chicago, Incredible Technologies specializes in the design and development of entertainment hardware and software for the on-premise amusement and Class III gaming industries. IT is currently the largest U.S. designer and manufacturer of coin-operated video games and is undergoing diversification into the casino gaming sector. IT's flagship product, Golden Tee Golf, is celebrating its 20th anniversary this year.

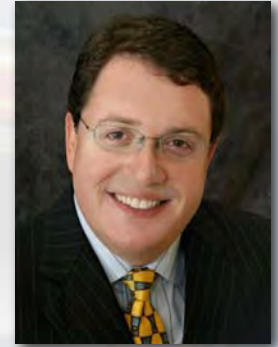
Ditton has used his extensive technical development background to help grow the company to become the industry leader it is today and is spearheading the company's move into casino gaming. A key developer of hardware and software tools since IT's inception, Ditton is credited with developing the first commercially successful pay-to-play online tournament system, and he continues to take an active role in the technical development side of the company. He earned a B.S. in Mathematics and a M.S. in Computer Science from Purdue University.



**Profiles of the Presenters (in alphabetic order)**

**Randy Fine**

Randy Fine is Managing Director of The Fine Point Group, and Chief Executive Officer of the Greektown Casino-Hotel in Detroit Michigan. Randy is a former senior executive for Carl Icahn’s gaming company and Harrah’s Entertainment, where he was corporate Vice President for Total Rewards and Slot Operations.



The Fine Point Group is a full service management company and consultancy focused on the international gaming and hospitality industries. As part of FPG’s management contract, Randy serves as Chief Executive Officer for the \$350M Greektown Casino-Hotel, which FPG has successfully turned around. Prior to founding FPG in 2005, Randy served as corporate Vice President for both loyalty programs and slot operations at Harrah’s Entertainment, where he authored the intellectual property behind the “Unified Player Rewards” patent that underlies the current Total Rewards program, the industry’s most recognized loyalty and rewards system. Under his leadership, FPG’s staff of fifteen has completed successful engagements for more than 150 gaming properties on three continents. Randy received his undergraduate degree, magna cum laude, from Harvard College, and his MBA, with high honors, from Harvard Business School.

**Chuck Hickey**

Chuck Hickey, Vice President of Slot Operations for Barona Valley Ranch & Casino, has had a 36-year career in the casino industry. Chuck has worked in many and varied markets in Nevada, Illinois, Indiana and California. His experience ranges from Tour & Travel destination resorts to “locals” casinos, and a variety of riverboats and Native American casinos. He currently operates two Class III Server Based Gaming test beds at Barona Valley Ranch in California. Barona Valley Ranch has frequently been credited with having the most advanced gaming floor in the country.



**Anthony F. Lucas**

Anthony F. Lucas received his Ph.D. in Hotel Administration from the University of Nevada, Las Vegas, in 2000. He also received an MBA, in 1992, from UNLV, and a BS, in Accounting, from Ball State University, in 1986. Over a ten-year period, Dr. Lucas worked in the area of operations analysis for Harvey’s Resort Hotel Casino, Harrah’s, the MGM Grand, and the Palace Station Hotel Casino. Currently he serves as an associate professor on the faculty of UNLV’s William F. Harrah College of Hotel Administration.



Dr. Lucas has worked extensively on the development of statistical models to better understand the effects of various casino marketing and operations-related variables on hotel/casino performance measures. Additionally, he has developed several performance-potential models to explain the variation in individual slot machine performance.

**Profiles of the Presenters (in alphabetic order)**

**John-Martin Meyer**

John-Martin Meyer was Director of Development and Director of Slot Operations for MGM/Mirage Resorts, for whom he developed unique product lines to supplement non-ticketed games. He was also involved in developing Mandalay Resort Group's "One Club" (cross-property player club and marketing initiative). His areas of expertise include technology solutions, biometrics, player tracking systems, surveillance, internal controls, procedures, operations analysis, casino start-up and remodeling, forecasting, property purchase and transfer evaluation.



**Javier Saenz**

Javier Saenz joined IGT in December 2006. As the Vice President of IGT Network Systems, Javier provides strategic leadership across IGT's portfolio of casino management systems, focusing on creating solutions that maximize value for IGT's customers. IGT Network Systems brands include sbX™, IGT Advantage® and IGT Mariposa®.

Previous to joining IGT, Javier served as the Senior Vice President of Information Solutions for Venture Catalyst Incorporated from 2000 through 2006. During this period, Javier created and marketed Mariposa®, a suite of customer relationship management and business intelligence products designed specifically for the gaming industry. Javier led the design, development and successful rollout of Mariposa® Software, which was acquired in 2006 by IGT. Javier also held various positions in finance, operations and casino marketing at Harrah's Entertainment from 1993 to 2000.



**Greg Shay**

With nearly 30 years of experience directing all operations for some of the world's finest hotels and casinos, Greg Shay brings an abundance of knowledge and strategic focus to his position as VCAT's Chief Executive Officer. Rising through the ranks during 23 years with the Hilton Gaming Corporation, he received a "living education" in casinos and casino management, from catering and slot operations, to construction oversight, floor layout and casino operations. He has also managed operations at numerous internationally acclaimed properties, including the Flamingo Hilton, the Venetian and the Rio Suites in Las Vegas, and the Casino Windsor in Ontario, Canada. VCAT's most prominent client is the Barona Valley Ranch Casino, the market leader and two time winner of JD Power & Associates award for Casino Gaming Experience in 2007 and 2008.

