



Sixth Annual
**Tribal General Manager
& Casino Executive
Exchange**

**February 24th - 26th, 2019
Talking Stick Resort
Scottsdale, AZ**

Sunday, February 24th

2/24/2019

2:57 PM

7:30 - 8:30 PM Welcome & Networking Reception [in Degree 270](#)

Please join us Sunday evening to unwind at a Welcome Reception and enjoy a glass of wine and light hors d'oeuvres under the stars as you re-connect with old friends and eagerly meet new ones.

Sign up sheets for 1-on-1 meetings will be made available at the registration desk

General Managers and Casino Executives will have the opportunity and are encouraged to meet with our Partners for one-on-one meetings throughout the event in a designated area. Sign-up sheets will be available starting on Sunday, February 24th at the Opening Welcome Reception for you to schedule a time to meet if desired. These meetings are completely voluntary and for all Executives who participate in a minimum of two (2) one-on-one meetings, you will be entered into a Grand Prize drawing to win a \$500 AMEX gift card to be announced prior to the golf outing departure on Tuesday.

Monday, February 25th

7:30-8:30 AM Conference Registration & Networking Breakfast [in Salt River 1](#)

8:30-8:35 AM Opening Remarks [in Salt River 3](#)



Justin O'Connor
President
Native Nation Events

8:35-8:45 AM Welcoming Remarks [in Salt River 3](#)



Dennis Leong
President & CEO
Casino Arizona & Talking Stick Resort

8:45-9:50 AM Identify-Brainstorm-Solution [in Salt River 3](#)

For the past six years, some of the nation's leading casino executives and product and service providers within the Native American Gaming industry have gathered for a two and a half day exchange that continues to address the most vital or "what keeps us up at night" challenges within the Native American Gaming space. It has been called "the most unique networking opportunity in gaming"!

Right from the onset of day one we will get down to business by breaking into small teams to address the task at hand with a dozen or so of the leading minds in the industry within each group. What is discovered and presented to the group will help set the stage for the remainder of the Exchange, and at the same time you'll learn from the peer to peer interaction between casino executives and providers from around the country.

9:50-10:00 AM **Coffee in the USA and How it Relates to the Guest Experience in Salt River 3**

John Lenz will break down many coffee stats on usage, format, trends, and then evaluate the areas to where and how coffee is served in Casino Resorts and things to consider.

Presenter:



John Lenz
President Hospitality & Director of Sales
Intelligent Blends

10:00-11:00 AM **The Economic State of Indian Gaming in Salt River 3**

- Native American gaming continues to be one of the most important segments of the gaming industry.
- With its stronger growth over the last couple of years, it has become the largest industry segment.
- Despite this growth on a nationwide basis, the performance of Native American gaming continues to vary widely across tribes, casinos, and states.
- Dr. Alan Meister, economist and author of the annual Indian Gaming Industry Report, will present the results of his new research highlighting the recent and historical performance of Indian gaming, comparisons to other segments of the gaming industry, and discussion of challenges and opportunities facing the industry.

Presenter:



Alan P. Meister, Ph.D.
CEO & Principal Economist
Meister Economic Consulting, LLC

11:00-12:30 PM **Interconnective Speed Session on the Patio**

At this round robin style event, Forum Partners will have the opportunity to sit and speak with all participating General Managers and Casino Executives for an allotted amount of time while enjoying a coffee refresh and beverages. This event will provide exposure to a larger number of people in a short amount of time and give you the opportunity to introduce yourself and your company early on which will allow you to build on your relationship during the event.

12:30-1:30 PM **Networking Lunch on the East Terrace**

1:15-1:30 PM **Keynote Luncheon Speaker on the East Terrace**



Nicholas A. Rocha
Board Emeritus, Co-Founder
Special Ops Survivors
Senior Chief Petty Officer (SEAL)

The Special Ops Survivors story began in 2002 when one person was inspired to help a Special Ops family in need. From that one act, an entire organization grew and became Special Ops Survivors.

Senior Chief Petty Officer (SEAL) Nick Rocha founded Special Ops Survivors in 2002 and served as President until January 2012. As a current member Emeritus of the Board of Directors, he continues his commitment to the organization he founded and the surviving spouses it serves with his dedication to fundraising. An active duty Nave SEAL with more than 24 years of service, military and survivor issues are close to his heart.

1:30-2:30 PM **Sensory Informed Design- How Do You Leave a Lasting Memory with Your Guests?** [in Salt River 3](#)

- How do we craft unique experiences?
- Sensory informed design applies the science of memory formation so that all five senses are engaged.
- With the introduction of new research in neuroscience, the potential to tap into the minds and thought patterns of guests to create environments that will be more than just a place to stay is even more attainable.
- How do you create hospitality and gaming environments that guests will remember no matter where they are by tapping into their senses through the understanding of neuroscience?
- Harnessing the memory of touch, smell, sound, taste, and sight (and our other 25 or so senses) can instantly send that customer back in time to their last vacation and create nostalgia to return and tell stories of their great experiences.

Presenter:



John Stewart
President
Encompass Native Develop, Design & Construct

2:30-2:45 PM **Afternoon Networking Break**

2:45-3:45 PM **It's the gambling, _____!** [in Salt River 3](#)

- Mike Meczka has conducted research projects for and consulted with scores of tribal and non-tribal casinos. In the process, the MMRC team has interviewed hundreds of thousands of casino patrons.
- Along the way, Mike discovered a universal truth coining the phrase, "It's the Gambling, Stupid!" as a constant reminder of what is most important to player and operator alike.
- Mike will share his learnings regarding how well or not casinos know their patrons, as well as his views on free play, millennials, high hold games, players club rewards and the most profitable gaming segments, to name a few. Casino practices that patrons cite as negatively impacting their loyalty and their casino experience.
- This Casino Marketing Lifetime Achievement Award honoree will throw down the gauntlet testing current casino strategies.

Presenter:



Michael Meczka
President
Meczka Marketing, Research, and Consulting, Inc.

3:45-5:00 PM **The Future of Marketing in the Gaming Industry: Where It Is and Where It's Going** [in Salt River 3](#)

- Industry experts will lead this open-forum, moderator-led roundtable discussion, where you will discover what some of the best current marketing strategies and tactics are including digital marketing development, guest activation strategies, one to one marketing, etc.
- How have advertising changes, deregulation of TV, increased competition and people now having access to WAY more information affected current marketing strategies?
- What influence does Generation X vs. Baby Boomers vs. Greatest Generation have?
- How might these strategies change within the next 5 years?
- This doesn't mean that some of the true and tried strategies won't remain relevant, but will they morph, stay the same or even be replaced by new tactics?

Moderator:



Michael Bonakdar
General Manager
North Star Mohican Casino Resort

Presenters:



Mark Astone
Chief Executive Officer
Catalyst Marketing



Michael Meczka
President
Meczka Marketing,
Research, and Consulting, Inc.



Tino Magnatta
Host
GT Radio
Co-Founder
GT Advertising

5:00 PM **Day 1 Concludes**

5:30-6:30 PM **Cocktail & Hors d'oeuvres Reception** *Sponsored by Imagine* [This in Degree 270](#)

After a long day of learning, follow us to a relaxing cocktail reception where we'll be serving a wide variety of hors d'oeuvres and drinks. Prior to embarking on your dinner plans, you'll have time to unwind and mingle with your fellow attendees and presenters. As we all know you can learn a lot from your peers, and this is the perfect opportunity to continue your conversations from the day and get any questions you may have answered.



7:30-8:15 AM **Networking Breakfast in Salt River 1**

8:15-9:15 AM **The Power of Bringing Emotional Intelligence Into the Workplace and Your Personal Life in Salt River 3**

- Understanding the 5 Cornerstones to E.Q. Competency.
- The importance of becoming more aware of managing your own emotions and feelings through challenging environments.
- Becoming more comfortable in seeking out feedback and delivering difficult feedback to employee.
- Exploring the learned skills to using E.Q. as the catalyst to stress management, healthy recovery and living more present.
- The healthy sustainable leader.

Presenter:



Jim Stroker
Coach
Native Nation Events

9:15-10:00 AM **Sportsbook- Potential Impact on Your Casino in Salt River 3**

- Gain insight on the feasibility of a sportsbook operation at your casino and discuss market potential, profitability, and management options.
- Programming options for a sportsbook will be discussed that can be a stand-alone facility, integrated within a food and beverage outlet, kiosk or fan cave.
- John will also provide information regarding the latest trends on incremental gaming revenue associated with a sportsbook operation.

Presenter:



John Repa
President
Hospitality and Gaming Solutions

10:00 -10:30 AM **Morning Networking Break**

10:30-11:30 AM Simple Steps to an Extraordinary Career & Life in Salt River 3

This session will explain in tremendous detail, but in an incredibly simplistic manner, how we often sabotage our own careers and lives. Not only will it awaken attendees to the inner saboteur that everyone has, which most people have no idea even exists, but it will give them the solutions for immediate changes. This is not about paradigm shifting, putting it out to the universe or some complex relative theory; attendees will learn the exact basic steps needed to make long-lasting positive changes in their careers and lives. The result of this session is employees who are engaged, powerful, accountable and ready to take on the world. This will help move people from making emotionally safe decisions, to powerful decisions. It also opens them up emotionally, breaks down barriers and creates the desire for deeper learning. It will truly change lives forever!

Topics include:

- Understanding Fear
- Your Inner Saboteur
- Three Levels of Desire
- Paralysis of Victimization
- Two Emotional Motivators
- Energy Givers & Vampires

Presenter:



Brad Worthley
Owner
Brad Worthley International, Inc.

11:30 AM Tribal General Manager & Casino Executive Exchange Ends

12:15 PM American Flag will be parachuted onto the golf course

12:30 PM Golf Scramble/Boxed Lunch Piipaash Course

On Tuesday afternoon, you'll "scramble" over to one of the top rated golf clubs in Scottsdale! Designed by legendary course architects Ben Crenshaw and Bill Coore, the distinctive championship golf course at Talking Stick Golf Club offer a variety of scenery and memorable experiences. Our shotgun start, open to experts and beginners alike, will be thoroughly enjoyed by all. After we will gather back at the bar for some libations and food and hear the winners of the long drive, closest to the pin and several other prizes for this fun but yet slightly competitive outing!

Before teeing off, we want to acknowledge and thank one of our Forum Partners, Strike Force Energy, for arranging to have Mission Volant parachute the American flag onto the course. Mission Volant provides inspiration, training, and equipment for combat-wounded Veterans and underserved communities to learn an adventurous skill-set to use for life. For many individuals this solves the matter of relevancy, driving them to explore more and create diverse, enriched lives. Over the last year, Mission Volant has supported and enabled dozens of individuals to push personal and physical boundaries and explore avenues of life that they initially thought to be impossible.

www.missionvolant.org