



*12th Annual*  
**Tribal Casino &  
Hotel Development  
Conference**

**April 29<sup>th</sup> –30<sup>th</sup>, 2019**  
**Harrah's Ak-Chin Casino**  
**Maricopa, AZ**

# Monday, April 29<sup>th</sup>

7:30-8:30 AM

Registration & Networking Breakfast



8:30-8:40 AM

Welcoming Remarks & Opening Prayer



Justin O'Connor  
*President*  
Native Nation Events

8:40-9:00 AM

Conference Co-Chair Welcoming Remarks



Mike Kintner  
*Director of Marketing and Operations*  
Harrah's Ak-Chin Casino



Richard Emery, AIA,  
NCARB, LEED GA  
*President & Design Principal*  
TBE Architects  
(Thalden Boyd Emery)



Robert Ridgway  
*Senior Director of Business Development*  
Yates Construction

## General Session

9:00-10:00 AM

The Importance of Effective Construction Management & Having the Right Team in Place

- Conceptual Budgeting
- Timeline Development
- Differentiation Documentation
- Project Expediting

**Presenters:**



Carl Long  
*President*  
PMI Tribal Services  
*Senior Vice President, PMI*



Roger Storer, CMHS  
*Founding Principal*  
IGroup Design

10:00-10:30 AM

Morning Networking Break



## General Sessions

### 10:30-11:30 AM    **The Integration of Game-Changing Enhancements & Amenities to Your Native American Casino**

- How can you capture and bring multi levels of unique one of a kind venue opportunities and enhancements that a customer typically sees in larger properties or other highly visited locations?
- Integration and enhancement opportunities to operating facilities.
- Overview and in-depth rec-cap per how existing Native American casino properties are creating and incorporating game changing enhancements to the existing property foot print.
- Discuss how even simple cap-ex or approved makeovers can capture customer excitement.
- Showcase integration scenarios where customer interaction maximizes ROI via development and facilitation of unique and different venues that bring one of a kind excitement.
- Crafting specific well thought out/ not run of the mill areas and locations within the property that can provide different levels of excitement and maintains development requirements.
- Big picture approach that truly brings high level enhancements that captivates all senses without undermining the original flow of current property set up and operational programming.
- What non-gaming amenities do your guests want? And how do you figure that out? Discover what amenities make the most sense for your property and market.

#### **Presenters:**



Gary Shpritz  
*Project Executive*  
Swinerton



James Klas  
*Founder & Principal*  
KlasRobinson Q.E.D.

### 11:30-12:30 PM    **The Science of Revenue Management & How it Can Increase Profitability**

- Discover the value of revenue management systems. What is the importance and benefit of a fully integrated system between a Hotel/Casino CRM and Revenue Management System?
- Discover how new technologies can help keep track of your customers and know their preferences.
- What can you do with information on where, when and how much money your guests spend? Data science and analytics can help you put the right customer in the right room at the right price.
- Do you know what your player reinvestment percentage is?
- What other areas of your casino or hotel can you analyze and add revenue management techniques to increase profitability?
- What kind of player rewards program do you offer, and is it desirable and attractive to multiple generations?

#### **Presenter:**



Angie Dobney  
*Vice President, Casino & Gaming Sales*  
The Rainmaker Group

12:30-1:30 PM

Networking Lunch



General Session

1:30-2:15 PM Sensory Informed Design- How Do You Leave a Lasting Memory with Your Guests?

- 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

2:15-3:30 PM Small Group Roundtable Discussions

Taking a break from our larger sessions, delegates will gather into small group, moderator-led roundtable discussions. There is no doubt that some of the best learning comes directly from peer-to-peer discussions, as it is common to find your colleagues experiencing similar successes and challenges.

**Here is how it will work:** In the next 75 minutes, we will run two consecutive sessions each approximately 35-40 minutes. Attendees will break out into small groups (10-12 participants) and be placed with an expert moderator who will kick off the discussion. We want to give you the opportunity to participate in each discussion, so each Small Group Roundtable Discussion will be repeated two times. They're designed specifically to allow for more personal interaction and the chance to exchange ideas, solutions and yes even business cards! You will be able to participate or just listen to your peers from around the country offer up ideas and suggestions that you can bring back to your casino.

*This is your conference, so you will decide what topics will be featured!* We will reach out to every registered attendee to complete a short, pre-conference survey asking specifically what topics are relevant, and what knowledge they are looking to gain by the end of the conference.

## General Sessions

### 3:30-4:30 PM    **The Ak-Chin Case Study: The Importance of Putting a Successful Team Together That Can Adapt, Keep Clients Happy, and Complete a Project Ahead of Schedule All While Maximizing Revenue**

- This project was unique from the start as the team had to work with Harrah's and the Ak-Chin brand.
- The entire project was ahead of schedule by two months.
- How was the team able to keep all of the slot machines open while the renovation was going on, maximizing casino revenue during the construction? One way was by using ballroom space and converting it into gaming space.
- The cohesiveness between all parties and their adaptability allowed them to have discussions on the fly and keep the client happy and informed.
- What were some of the operational challenges when it came to the guests, employees and the effect on the play during the construction?

#### **Presenters:**



**Mike Kintner**  
*Director of Marketing and Operations*  
Harrah's Ak-Chin Casino



**Nick Schoenfeldt**  
*Vice President & Principal*  
TBE Architects (Thalden Boyd Emery)



**Chris Holechek**  
*Operations Manager*  
Yates Construction

### 4:30 PM

### **Monday's Sessions Conclude**

### 4:30 PM

### **Tour of Harrah's Ak-Chin Casino**

Go on a tour of the renovated Harrah's Ak-Chin Casino with team members who helped complete the project.

### 5:30-6:30 PM

### **Tribal Leaders & Casino Executive Reception**

After a long day of learning, follow us to a relaxing cocktail reception where we'll be serving a 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.

7:30-8:30 AM

Registration & Networking Breakfast



General Sessions

8:30-9:00 AM Coffee in the USA and How it Relates to the Guest Experience

- Importance of in room coffee and what happens when you do not offer it at all.
- Statistics on the Coffee world in the USA.
- Components to guest experience and how in room plays a role.
- Feature or fill – considering all ways to offer in room coffee.
- Who is really winning when offering coffee?

**Presenter:**



Jammie Stamey  
*Sales Executive*  
Intelligent Blends LP

9:00-10:00 AM The Ak-Chin Case Study Part 2: The Value of a Multi-tainment Center for Your Enterprise

- Right now we're sitting in the newly renovated Ak-Chin Casino which consists of a multi-tainment center, bowling alley, a remodeled pool and much more.
- Explore the value created from adding new entertainment outlets to your property.

**Presenters:**



Brian Reed  
*Vice President Preconstruction*  
A.R. Mays Construction



Dan Borgie  
*Director for Sales*  
Brunswick Bowling

10:00-10:30 AM

Morning Networking Break



General Sessions

**10:30-11:30 AM**    **General Manager and Casino Executive Roundtable**

- This moderator-led, open floor discussion will feature leading industry executives from casinos around the country who will discuss pressing topics within the Native American Gaming Industry.

**Presenter:**



Kimberly Van Amburg  
*Chief Executive Officer*  
Casino del Sol Resort

**11:30-12:30 PM**    **The Future of Marketing in the Gaming Industry: Where It Is and Where It's Going**

- 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



Ryan Frohberg  
*Chief Marketing Officer*  
Casino del Sol Resort

12:30-1:30 PM

Networking Lunch



**General Session**

1:30-2:15 PM

**Flexible Financing: Using New Markets Tax Credits for Indian Country Hospitality Development**

- Overview of New Markets Tax Credit Program - New Markets Tax Credits (NMTCs) cannot be used to finance the development of casinos. However, NMTCs can be used to finance assets in support of your hospitality development goals such as hotels, convenience stores, and infrastructure to name a few.
- Discover how the program works, how to position your project to attract NMTC capital and how to manage a successful NMTC project.
- Project examples: Coyote Valley Hotel and Washoe Travel Plaza

**Presenters:**



Michael Bland  
*CDE Manager for New Markets*  
Travis



Little Fawn Boland  
*Partner*  
Ceiba Legal LLP

General Sessions

2:15-3:00 PM    **Lean Into Building Information Modeling (BIM): Maximizing Project Profitability Through Technology**

BIM, or better yet Virtual Design and Construction (VDC) is a faster, smarter and less expensive way to design and build. So why do people fall into the trap of thinking BIM costs more? Because much of the industry is doing it wrong. We want to help, and will explain key concepts needed for making BIM/VDC Lean and most importantly maximizing project profitability for owners.

By attending this session participants will be able to:

- Determine how BIM, when done right, doesn't cost anything.
- Explore the financial benefits of BIM and how to tap into them.
- Describe why it is better to use BIM on smaller projects.
- Determine what efforts to target when implementing BIM in a Lean way.

**Presenter:**



Benjamin Crosby  
*Director of BIM/VDC*  
Yates Construction

3:00-3:45 PM    **TBD**

3:45 PM

**EXHIBITOR RAFFLE DRAWING**

*Followed by*

**\*\*\*GRAND PRIZE DRAWING\*\*\***

**\*\*\*Winners must be Present to win\*\*\***

3:45 PM

**Tuesday's Sessions Conclude**