



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

**July 11th - 13th, 2021
Snow King Resort
Jackson Hole, WY**

7:00-8:30 PM **Welcome Reception—Sponsored by Imagine This in Teton Room**

Once you've settled in after a long day of traveling, join us and unwind at a Welcome Reception. Casino Executives and Industry Professionals will all come together to enjoy a full array of hors d'oeuvres and desserts and of course plenty of drinks. You'll have time to re-connect with old friends and eagerly meet new ones. As we all know you can learn a lot from your peers, and this is the perfect opportunity to start conversations that can continue over the course of the next two days.

Sponsored by:



Monday, July 12th

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 at the registration desk for you to schedule a time to meet. **All Executives who meet with more than six Forum Partners will be entered into a drawing on Tuesday to win the use of TBE Architect's corporate Costa Rica house and a \$500 gift card!**

The Condominium is located on the pristine beaches of Jaco, Costa Rica. Suite 701 South of the Diamante del Sol Tower. With a total of three bedrooms, three-and one-half bathrooms, private balconies, ocean front, private kitchen, this is the escape of a lifetime. Check out the web site:

<https://bestinjaco.com/diamante-del-sol-701s>

For one luxurious week (six nights and seven days) that is currently not booked for TBE Staff or other clients, you can relax and unwind at the pool...just steps from the Pacific Ocean! Enjoy the wildlife and dense forest of the jungle while still having modern luxuries.

**The month of February 2022 is currently booked.*

**TBE Architects Insurance Carrier must approve of all guests.*

8:30-9:30 AM **Registration & Networking Breakfast in Teton Room**

9:30-9:45 AM **Opening Remarks in Grand Room**



Justin O'Connor
President
Native Nation Events

9:45-10:45 AM **The Future of Brick and Mortar Casinos** [in Grand Room](#)

The COVID-19 pandemic has put a lot of stress on gaming facilities, employees, customers, and tribal governments over the past year or so. Meanwhile, many online businesses have flourished. In the gaming industry, two segments that have flourished have been online gaming and sports betting. Do these trends have implications for brick and mortar casinos? What are the long term impacts of the pandemic on casino layout, smoking, buffets, concerts, and continuing COVID procedures? In this session, our presenters will provide insights on the future of brick and mortar casinos, real vs. overblown fears, and areas with potential opportunities.

Presenters:



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



John Repa
President
Hospitality and Gaming Solutions

10:45-12:00 PM **Interconnective Speed Session**

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.

12:00-1:00 PM **Networking Lunch in Teton Room**

1:00-2:15 PM **Creating a Culture of Recruitment & Retention in Grand Room**

The hiring process has never been more challenging, so if you are going to find highly qualified team members, you have to go where others are not willing to go. This session will provide you with new recommendations for recruiting high quality team members that will help you recruit other great talent as well. It does not do any good to recruit and hire if you cannot retain your talent, so Brad will provide you with the non-negotiables to create and sustain a culture where team members will want to stay.

Brad will also facilitate a conversation about recruitment and retention techniques that you have tried, and that worked.

Some of the topics covered will be:

- Guerilla recruiting
- Incentive recruiting
- Raising the hiring bar
- Creating an emotionally safe work environment
- Eliminating guest and team members pain points
- Transforming your communication from Monologue to Dialogue

Presenter:



Brad Worthley
Owner
Brad Worthley International, Inc.

2:15-2:30 PM **Afternoon Networking Break in Teton Room**

2:30-3:45 PM **The Evolution of the Gaming Floor in the Past Year in Grand Room**

After everyone purchased every single sheet of plexiglass in the country, separating the guest from staff, and the guest from each other, after we have destroyed every piece of fine woodwork, after we have bleached surfaces until we can no longer see the writing, now they tell us we are “all clear”?!

2020 was a year to forget, but as the mask mandates disappear, we still cling to the fears that COVID-19 brought. Planning for your future gaming floor doesn't have to be a gamble, there are lots of trends that are identifiable as here to stay!

From non-smoking casinos, modified buffet services, and ultraviolet light, keeping the perception of a clean safe gaming floor has benefits that will carry forward.

Presenter:



Nick Schoenfeldt
Vice President & Principal
TBE Architects

3:45 PM **Day 1 Concludes**

8:30-9:30 AM Networking Breakfast in Teton Room

9:30-10:45 AM Back to Normal? Now What? A Discussion of Marketing in the Foreseeable Future in Grand Room

- What does marketing look like after COVID?
- How do promotions look? Concerts? F&B?
- What should budgets look like?
- Join us as we review the latest research on trends in gaming marketing and what is sure to be a lively discussion on where we go from here!

Presenter:



Mark Astone
Chief Executive Officer
Catalyst

10:45-11:00 AM Exchange Recap & Wrap Up in Grand Room

11:00 AM Tribal General Manager & Casino Executive Exchange Concludes

1:30 PM Golf Scramble at Jackson Hole Golf & Tennis Club

Our shotgun start will begin promptly at 1:30 PM.

All players must check-in at least fifteen (15) minutes before the scheduled tee time.

On Tuesday afternoon, Casino Executives and industry professionals will “scramble” over to the Jackson Hole Golf & Tennis Club. Local wildlife, dramatic views of the Tetons, and a meticulously kept Robert Trent Jones Jr. designed golf course are sure to offer you a golfing experience found nowhere else.

Our shotgun start, open to experts and beginners alike, will be thoroughly enjoyed by all. There will be contests for long drive, closest to the pin and several other prizes given out for this fun but slightly competitive outing!