



**Native Nation**  
E V E N T S

***10th Annual***  
**Tribal General**  
**Manager &**  
**Casino Executive**  
**Exchange**

**February 19<sup>th</sup> – 21<sup>st</sup>, 2023**  
**Park Hyatt Aviara Resort**  
**Carlsbad, CA**

# Sunday, February 19<sup>th</sup>

2/16/2023

4:54 PM

**8:00–9:00 PM**

## **Welcoming Dessert Reception**

**California Salon**

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 an array of desserts and of course plenty of drinks. You'll have time to reconnect with old friends and 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.

# Monday, February 20<sup>th</sup>

**Avalon Foyer**

## **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. Sign-up sheets will be available at the registration desk for you to schedule a time to meet. **All Executives who meet with a minimum of four (4) Forum Partners will be entered into a drawing on Tuesday to win a \$1,000 Amazon gift card!**

**7:30–8:30 AM**

## **Registration & Networking Breakfast**

**Avalon Terrace**

**8:30–8:45 AM**

## **Opening Remarks**

**Avalon**



Justin O'Connor  
*President*  
Native Nation Events

**8:45-9:30 AM**

## Avalon

### **Review and Outlook of the U.S. Economy and the Gaming Industry**

- As Gaming enterprises opened back up after COVID, many saw record growth. What year-end 2022 told us, and what will 2023 bring?
- Since last year, as predicted, we have seen the Federal Reserve raise rates multiple times in 2022 to try to combat inflation. What can we expect the Fed's future response to be?
- What is the outlook for tribal gaming given the continued labor shortage, wage increases, inflation, increased interest rates, slow return to normal supply chain issues and potential recession?

#### **Speaker:**



Alan Meister  
*CEO and Principal Economist*  
Meister Economic Consulting

**9:30–10:45 AM**

**Avalon**

## **Casino Executive Roundtable With Open Floor Discussion: Accepting the Reality That the Pre-COVID Labor Force Is Not Coming Back Because It's Not There**

- With the start of COVID now three years behind us, what new processes or technology have Casino Executives implemented to keep up with patron demand and satisfaction? What worked and what has not?
- According to the Federal Government, over 3.5 million people are still looking for work, more than prior to the onset of COVID. The three primary reasons given are:
  1. An aging workforce, over 2 million people retired
  2. Over 400,00 working-age people died of COVID
  3. Legal immigration has fallen by approximately 1 million people
- In addition to wage increases, what other creative ways have HR and Casino Executives come up with to attract and retain their workforce?

### **Moderator:**



Jerrod Murr  
*Founder & CEO*  
Paradigm Shift

### **Speakers:**



Matthew Mingrone  
*General Manager*  
Eagle Mountain Casino



Margaret Simpson  
*Chief Executive Officer*  
The Mill Casino Hotel and RV Park



Peter Arceo  
*General Manager*  
Yaamava' Resort  
and Casino

## **10:45-12:00 PM**

**Kingfisher**

### **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**

**Avalon Terrace**

### **Networking Lunch**

## **1:00-2:00 PM**

### **What are the Latest Updates and Trends in Sports Betting, iGaming, Slots, and Table Games?**

**Avalon**

- What does the overall evolution of gaming look like? How will artificial intelligence play a pivotal role in the future of gaming?
- How are games being marketed to different generations, and what is the plan to grow the base of younger clients who tend to spend much less? With Baby Boomers dying, how can casinos look to make up for the lost revenue with stellar products?
- When it comes to slot floor configuration or zone management, what strategies maximize the best coin performance?
- Are gaming manufacturers delaying the introduction of new game launches because of on-going supply chain issues out of China?

#### **Moderator:**



Jim Eller  
*Business Development*  
*CIS Technology Inc.*

#### **Speakers:**



Antonio Perez  
*Chief Operations Officer*  
*Rolling Hills Casino*



Joe Bunevith  
*Director of Client Solutions*  
*Gaming Laboratories International*

**2:00–3:00 PM**

## **Marketing Trends Now and For the Future**

### **Avalon**

- How can Artificial Intelligence (AI) be used to determine marketing incentive programs?
- “The New Age of Marketing” digital marketing: How effective has it been and where does it go from here?
- “You can’t improve what is not measured.” What are key drivers/analytics that measure the success of various forms of marketing?
- With a downfall in the economy, should properties hold back on marketing dollars or is it time to double down?
- What is the most proven and cost effective method of marketing if casinos are looking to scale down?

### **Moderator:**



Mark Astone  
*Chief Executive Officer*  
Catalyst

### **Speakers:**



Greg Fritz  
*Marketing Director*  
Legends Casino Hotel



Michael Michaud  
*General Manager*  
WinnaVegas Casino Resort

**3:00–3:30 PM**

## **Afternoon Networking Break**

### **Avalon Foyer**

**3:30–4:30 PM**

## Creating the Right Casino Continuity Program for Your Property

**Avalon**

- A continuity program's goal is to build your brand and drive incremental trips, which increase revenue and net profit. What are some pitfalls and how can you navigate them?
- How do casinos measure the ongoing success of a program vs. the cost of the program? What analytics should be available from the provider to provide transparency and how a program impacts your property?
- What factors are the factors considered when creating a scalable, customized program specific to you vs. a box product?
- As a casino executive, what do you look for when choosing a company to implement a continuity program, i.e., Experience of core competencies, brand and quality of the product, inventory, and flexibility?
- How does the continuity program tied into your casino's marketing strategy? Does the provider work with your marketing department or company?

### Moderator:



Scott Nicholson  
*Vice President of Strategic  
Partnerships*  
Imagine This

### Speakers:



Scott Sirois  
*General Manager*  
Meskwaki Bingo Casino Hotel



Steve Neely  
*General Manager*  
Rolling Hills Casino

**4:30 PM**

**Day 1 Sessions Conclude**

**5:30–7:30 PM**

**California Salon**

**Cocktail Reception**

Have an unforgettable experience and join us for dinner al fresco on the California Salon Take in the spectacular views the Park Hyatt Aviara offers, mingle with new friends, or start talking up some friendly competition for the golf outing. Good times and live music await, and we look forward to having you join us!

**7:30–8:30 AM**

## Registration & Networking Breakfast

**Avalon Terrace**

**8:30–9:30 AM**

## Cashless Gaming: Why Does it Seem Like Everyone is Talking About It?

**Avalon**

- Of the Tribal casinos that adopted cashless gaming, what has theirs and the guest experience been like so far?
- How has this opened gaming to the younger generation, and are older generations able to get comfortable with technology?
- How is the industry educating the patrons on using the technology and understanding the difference between cash and cashless gambling?
- What are the benefits cashless gaming adds to brick-and-mortar operators?

### Moderator :



Brooke Fiumara  
*co-Founder and co-CEO*  
OPTX

### Speakers:



Kirk Olson  
*Senior Vice President of Sales*  
Sightline Payments



Antonio Perez  
*Chief Operations Officer*  
Rolling Hills Casino

**9:30–10:30 AM**

## New Leadership Language for the New Workforce

**Avalon**

- Learn the three attributes of Quality Replacement Rate
- Understand the idea of “Workforce Recurrence”
- Identify best engagement practices right now

### Speaker:



Jerrod Murr  
*Founder & CEO*  
Paradigm Shift



**10:30-10:45 AM**

## Overall Debrief

### Avalon

- Open floor to discuss key takeaways.
- Q&A to peers and Forum Partners.

### Speaker:



Jerrod Murr  
*Founder & CEO*  
Paradigm Shift

**10:45 AM**

## 10th Annual Tribal General Manager & Casino Executive Exchange Concludes

**12:00 PM**

## Golf Scramble at Aviara Golf Club

**Our shotgun start will begin promptly at 12:00 PM**

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

Join us at the Aviara Golf Club for a relaxing afternoon and light competition!

The Aviara Golf Club in Carlsbad is the San Diego area's only golf course designed by Arnold Palmer. It has been named the #1 golf resort in Southern California by the readers of Condé Nast Traveler, and has also been recognized as one of the country's best resort golf courses by Golf Digest and Golf Magazine.

Aviara Golf Club features a memorable coastal layout: Uniquely sculpted around rolling hillsides and landscaped with wildflowers native to Southern California, the par 72 course offers plenty of bunkers and water features over 7,007 yards.

Located twenty minutes North of Torrey Pines, host course of the 2021 US Open.

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!