

2021 OIGA Breakout Sessions

Session 1: Tuesday, August 17 – 9:30 am to 10:30 am

**1. Problem Gambling – Learning to Spot Signs and Symptoms and Training Casino Employees
Meeting Room 205 AB**

Presenter: Wiley Harwell, Executive Director, Oklahoma Association for Problem and Compulsive Gambling

This training session will highlight the latest training films developed and produced by Tribes in Oklahoma and OAPCG (Tribal Voices). This informative session will spark awareness of the signs and symptoms of Problem Gambling and learn how to help the customers when they need it the most.

**2. National Landscape: Bills, Partnerships, and the Numbers
Meeting Room 204**

Presenter: Brian Wyman, Partner, The Innovation Group

Sports betting is thriving and making an impact across the country. This industry analyst will take a close look at their projects versus outcomes. Do some handicapping on how 2021 will play out and what to look for in 2022.

**3. State of the Industry
Meeting Room 208 AB**

Moderator: Victor Rocha, Victor Strategies

*Presenters: Ernie Stevens Jr., Chairman, National Indian Gaming Association
Matthew Morgan, Chairman, Oklahoma Indian Gaming Association
Jessica Feil, VP, Government Relations & Gaming Policy Counsel, American Gaming Association*

Every segment of the gaming industry came to a halt in 2020, under the weight of a horrific pandemic. At the same time legislators across the country were contemplating and approving sports betting. Nationwide, casinos are almost completely re-opened, and the industry is on the rebound. Listen in as the leadership of the industry reflect on a rollercoaster year and share their insights on the future.

**4. Reduce Stress & Increase Productivity
Meeting Room 207 AB**

Presenter: Brad Worthley, Owner, Brad Worthley International

Stress is not just an inconvenience; it can actually kill you! In this session you will learn how to better manage stress. You will get tips on how to reduce some of the chaos in your life and recharge your batteries in order to increase productivity. It is important to understand how to bring balance to your life, and to keep your personal and professional life in perspective.

5. Caring for Those in Your Care: Thriving Through a Pandemic
Meeting Room 201

*Presenters: Kendra Wilson-Clements, Founder & CEO, We The People Consulting
Johnna James, Chickasaw, MSNAL CEO Kilimpi Associations*

The past year has been traumatic for many workers. Occupational health professionals will have a pivotal role in managing and supporting workers who are experiencing or coping with trauma and those caring for them.

6. Cultural Tourism: Attracting Visitors & Increasing Their Economic Reach
Meeting Room 202

*Moderator: Sarah Sears, Principal, S Design
Jennifer Mullins, Director of Travel Promotion, Tourism & Recreation, State of Oklahoma
Ginny Underwood, Marketing and Communications Manager, First Americans Museum
Henry, Moy, Executive Director, Museum of The Red River*

Appealing to the visitors' essential motivation to learn, discover, experience, and consume cultural attractions/products in a tourism destination. Visit with tourism representatives on their plans for increasing tourism and how they maximize their resources and return.

7. MICS, TICS AND SICS
Meeting Room 206 AB

*Presenter: Gena Caviness, Supervisory Auditor, National Indian Gaming Commission
Charles Parker, Field Auditor, National Indian Gaming Commission*

A one-hour discussion utilizing 543.24 (Auditing Revenue) will focus on the elements of controls and how to recognize areas in the MICS, TICS and SICS where detailed procedures should be written. Emphasis on recognizing gaming regulations that are in place to safeguard against fraud and understanding that the goal of internal controls is focused on achieving a reasonable assurance that assets are protected. The discussion will revolve around the application of concepts through examples from Auditors from the NICG Division of Compliance experience in the field. Guiding participants through the thought process of developing internal controls and applying the controls to their gaming environment at their gaming facilities.

8. Pandemic Economics: The Actions We Can Take Now
Meeting Room 203

Moderator: John Fryrear, President and Owner, NAFA Capital Markets

Presenters: Kristi Jackson, Chairman, TFA Capital Partners

Victor Flores, President, Oklahoma Tribal Finance Consortium

Josh Pape, OKC Market President, Chickasaw Community Bank

With the Federal Government intervening to stabilize the market, what can Tribal Governments do to stabilize their community economy and promote general welfare? The advisors on the financial frontlines will discuss impact and what it means to bounce back.

Session 2: Tuesday, August 17 – 10:45 am to 11:45 am

1. Executive Roundtable
Meeting Room 205 AB

Moderator: Tino Magnatta, Founder, GTAD; Host, Casino Update

Presenters: Tom Polusny, General Manager, Mystic Lake Casino & Hotel

Bruce McClure, General Manager, Southwind Casino

Brian Parrish, CEO, Navajo Nation Gaming Enterprises

Gaming Executives from around the country will share their experiences with the host of Casino Update on the highs and lows of the past year. Learn how their staff rose to the occasion and explore the ongoing bounce-back of the market and what lies ahead.

2. Responsible Play & Marketing: Incorporating Responsible Gaming Campaigns into your Sports Betting Offering
Meeting Room 202

Moderator: Sue Schneider, VP Growth & Strategy, Americas at Sports Betting Community

Presenters: Cait BeDaun, VP Strategic Communications & Responsibility, American Gaming Association

Wendy Anderson, CEO, RG24seven

Wiley Harwell, Executive Director, Oklahoma Association for Problem and Compulsive Gambling

Responsible gaming experts will address driving awareness and messaging aimed at encouraging responsible fun to this new and exciting offering. Maintaining a healthy industry means being age conscious and messaging responsible gaming – balanced with the fun and excitement this new offering brings.

3. McGirt: One Supreme Court Decision – What Are the True Implications

Meeting Room 208 AB

Moderator: Matthew Morgan, Chairman, Oklahoma Indian Gaming Association

Presenters: Sara Hill, Attorney General, Cherokee Nation

Joe Halloran, Shareholder, Jacobson, Magnuson, Anderson & Halloran PC

Brian Danker, Executive Director of Legal Operations, Division of Legal and Compliance, Choctaw Nation of Oklahoma

Following the decision, many far-reaching concerns and theories emerged on what the impact would be. This session will review the cause and effect of the decision by the court in addressing the establishment of a reservation and the jurisdiction over a crime.

4. Emotional Intelligence: Keys to Improving the Bottom Line

Meeting Room 207 AB

Presenter: Brad Worthley, Owner, Brad Worthley International

David Miller, Business Consultant

Our people are our greatest asset and helping them break down barriers and improve relationships with guests and co-workers is vital to success. This means understanding ourselves and others in order to motivate, develop, coach, inspire and lead others to greater levels of success. We can improve our bottom line by improving our front line and our leadership, and by understanding the nature of our relationships.

5. From Closing to Reopening and All Points in Between

Meeting Room 201

Moderator: Andrew Klebanow, ASK

Presenters: Terri Parton, President, Wichita and Affiliated Tribes

Treena Parvello, Director of Government and Public Relations, Tohono O'odham Gaming Enterprise

Jerry D. Floyd, General Manager, Casino Operations, Margaritaville Casino, River Spirit Casino Resort

There were tasks no one had imagined, communicating CDC compliance, getting thermo-scanning, furloughs, and preparations to open once again. Let's hear from some of our front-line folks on how they managed during such unprecedented times.

6. Class II Advances

Meeting Room 204

Moderator: Tracy Burris, Executive Director, Muscogee Nation Office of Public Gaming

Presenters: James Starr, President, VGT An Aristocrat Company

John Bunch, VP, Pervasive Gaming Operations, LLC

Travis Flake, Head of Sales, Castle Hill Gaming

The gap between Class II and Class III is truly closing. With high-speed back-end processing, high-definition graphics and increased game features it is not a hard choice. Where will the market go next and what are the features that are yet to come?

7. Overview of the National Indian Gaming Commission Human Trafficking Bulletin and Resources

Meeting Room 206 AB

Presenter: Jeannie Hovland, Associate Commissioner, National Indian Gaming Association

This presentation will discuss the NIGC's bulletin, special emphasis and resources to combat human trafficking.

8. Starting Point

Meeting Room 203

Presenter: Doug Parker, Auditor and Consultant, Finley & Cook

Social responsibility in the business world can be defined as the obligation of the business to make decisions based on the needs of the society at large. In other words, potentially sacrificing profit for the safety and well-being of the customers.

Session 3: Wednesday, August 18 – 9:00 am to 10:00 am

1. Leading with Confidence in Today's Environment – Global Gaming Women

Meeting Room 204

Moderator: Lorrie Bamford, VP, Corporate Compliance and General Counsel, Gaming Capital Group, LLC

Presenters: Kelly Myers, Client Service Representative, GLI

Kristina L. Humenesky, Senior Director of Public Relations, Choctaw Nation of Oklahoma

Julie Hakman, President, AmericanChecked

Over the past year and a half all of us have been faced with a tidal wave of a laundry list of topics. In this session you will hear from speakers who have had to navigate in this environment in both their personal and professional lives. How they have let their confidence shine through and kept a positive mindset.

2. Stakeholders: A Glimpse from the Sportsbooks Across the US

Meeting Room 208 AB

Moderator: John Holden, Assistant Professor, Department of Management, Spears School of Business, Oklahoma State University

Presenters: Patrick Tarnay, Sr. Business Development Manager, Bet MGM

Stephen Crystal, Esq., Founder, SCCG Management

Marcus Yoder, Sales and Business Development, GAN

State after State sports betting is being approved and with it a variety of relationships among stakeholders. With experience from the front lines these providers are going to talk to the many nuances they have experienced to date.

3. New Administration – New Interior

Meeting Room 207 AB

Moderator: Jason Giles, Executive Director, National Indian Gaming Association

Presenters: Aurene Martin, President, Spirit Rock Consulting

John Tahsuda, Principal, Navigators Global

Elizabeth Homer, Principal, Homer Law

Indian Country celebrates the appointment of Rep. Deb Haaland at the helm of the Department of Interior along with Tribal representation in several key roles. What can Tribes anticipate from the administration? What should be the priorities going forward?

4. Innovations in Marketing

Meeting Room 201

Presenters: Erica Kosemund, Senior Director, Gaming Brand & Partnerships, Choctaw Nation of Oklahoma

Dominic Orasco, DMO, Gila River Gaming Enterprises

Chad Germann, Founder, President, CEO, Red Circle Agency

Ismail Vali, Chief Product & Marketing Officer, A Game Above

These marvels of marketing have mastered the tools of the trade - driving business maximization for every aspect of their operations, messaging and positioning their properties in competitive markets through expansions in growth and gaming.

5. Cheers! Craft Beer, Liquor, Cigars and the WOW Factor

Meeting Room 209 AB

Moderator: DG Smalling, Master Artist, Choctaw Nation of Oklahoma

Presenters: Tomas Baquier Baldonado, Owner, Ultimo Cigar Factory

Preston Pianalto, Sales and Marketing Manager, Hochatown Distilling Company

Jake Keyes, Founder, Skydance Brewing Co., Host, Brewed with Hustle

Derrick Ott, Investor in Creative Ventures

The foodies and lovers of all things craft are driving the market, searching for unique flavors, moving away from the norm, and individuality. The science of beer, liquor, and cigars have created a new attitude. But what are the numbers? Are they bringing in new customers and driving new promotions, let us see!

**6. Mobile on Premise: Expanding Your Gaming Floor Without Expanding Your Facility
Meeting Room 203**

Presenters: Melissa Blau, Director, iGaming Capital

Jason "Wolf" Rosenberg, CEO, American iGaming Solutions

Daniel Kustelski, Co-Founder and CEO, Chalkline

The delivery of game content via this medium is important to growth and player retention of land-based casinos. It is a very convenient way to engage players and extend their game play within the casinos without being tied to a machine.

**7. Compliance and Technology
Meeting Room 206 AB**

Presenter: Michael Crump, Innovative Gaming Solutions

Stacia D. Crump, Innovative Gaming Solutions

The world of IT is complex yet vitally important to any business. This session will discuss the importance of compliance and technology and reveal common pitfalls that hinder operations, investigations, data retention and security. Having done many multi-million-dollar investigations this session will reveal the common noncompliance and technology deficiencies which must be audited to ensure compliance with state, federal agencies and controls which enable you to effectively gather critical data needed for an effective investigation.

**8. Hiring Post-Pandemic
Meeting Room 205 AB**

Presenters: Kendra Wilson-Clements, Founder and CEO, We The People Consulting

Are you hiring for positions that may have been furloughed, for expansions taking place, or expiring unemployment benefits? How do we get staffed up to meet our service needs? What are some fun and competitive ways to recruit quality candidates?

Session 4: Wednesday, August 18 – 10:15 am to 11:15 am

1. United Women of Tribal Gaming: Confidence in Leadership begins with applying the 4 Agreements

Meeting Room 204

Moderator- Margo Gray, Co-Founder of United Women of Tribal Gaming

Presenters: Pam Shaw, Chairwoman and Co-Founder of United Women of Tribal Gaming

Robin Coffey, UWTG Secretary

Kelli Weaver, UWTG Treasurer

Confidence means feeling sure of yourself and your abilities, but it requires developing skills and applying that knowledge to your everyday life. After 18 months of the pandemic each of us have emerged different. This panel offers a lift in creating a new self-confidence to move forward in our work environment, personal lives and relationships all by applying these 4 simple agreements and how discovering confidence is achieved from an indigenous perspective.

**2. Indian Country: Implications of Mobile
Meeting Room 208 AB**

Moderator: Matthew Morgan, Chairman, Oklahoma Indian Gaming Association

Presenters: Ray Halbritter, Nation Representative and CEO, Oneida Nation Enterprises

John Tahsuda, Principal, Navigators Global

Stephen Hart, Partner, Lewis Roca Rothgerber Christie

Sequoyah Simermeyer, Chairman, National Indian Gaming Commission

Nationwide Tribal/State compacts have expanded to include sports betting. The requirement of operating on “Indian Lands” in IGRA has impacted Tribes in their desire to competitively offer mobile sports betting. In a market with competing commercial interests, this can limit Tribal reach considerably. This timely discussion will review this dilemma and what if anything can be done.

**3. News from Around Indian Country
Meeting Room 207 AB**

Moderator: Valerie Spicer, CEO & Founding Partner, Trilogy Group

Presenters: Susan Jensen, Executive Director, California Nations Indian Gaming Association

Marsha Kelly, Communications Director, Minnesota Indian Gaming Association

Rebecca George, Executive Director, Washington Indian Gaming Association

Jason Giles, Executive Director, National Indian Gaming Association

Sheila Morago, Executive Director, Oklahoma Indian Gaming Association

Regional and National perspectives from executives on the front line. What is happening in their regions, how they are addressing it, and what they see coming down the line.

**4. Live Entertainment & Concerts: We’re Back
Meeting Room 203**

Moderator: Kell Houston, President, Houston Productions

Presenters: Lee Bayless, Apache Casino Hotel

Ryan Stewart, Buffalo Run Casino & Resort

Deana Baker, Choctaw Casino Durant

The entertainment industry is getting back out on the road. How will their world start their scheduling and routes back up? When they come to the casino venues how do we make sure the floor benefits from their draw? Listen in on what the experts have to say.

5. Franchises & The Inclusion of National Brands in Casinos

Meeting Room 209 AB

Moderator: DG Smalling, Master Artist, Choctaw Nation

Presenters: Tommy Yardy, Food and Beverage Director, River Spirit Casino

Adam Goldberg, CEO 7 Partner, Rock and Brews

Dave Gleason, Director Franchise Development, Dine Brands Global

National brands bring with them a pre-established brand recognition, patron following, and menu acceptance. How has their inclusion in the gaming space benefited the property? How do the Casino and the brands work to address changing food trends?

6. E-Sports: The Games Millions Play!

Meeting Room 201

Presenters: Ernie Steven III, Regional Director, 7G Foundation

Skyelar Perkins, Senior Director Slot Operations, Choctaw Casinos & Resorts

Zachary Miles, Senior Associate VP, Technology and Economic Development,

Oklahoma State University

Slated to surpass a \$1 Billion dollar industry in 2021 and a growing subsection to the global gaming market, E-Sports are the answer to that competitive gamer. Learn the tools behind a competitive event, game mix, players, and prizes. These experts will provide the ultimate education on E-Sports.

7. The National Indian Gaming Commission Tribal CHRI MOU Update

Meeting Room 206 AB

Presenters: Tom Cunningham, Chief Compliance Officer, National Indian Gaming Commission

Dana Dinkins, Deputy Chief Compliance Officer, National Indian Gaming Commission

Steven Steiner, Compliance Training Specialist, National Indian Gaming Commission

Jo-Ann Shyloski, Of Counsel, National Indian Gaming Commission

A one-hour panel discussion on the development of the current draft Memorandum of Understanding (MOU). This course will discuss the changes made to the MOU drafts and when the Tribal Gaming Regulatory Agency (TGRA) can expect to receive the final version. The panel will discuss the next steps in executing the MOU and discuss the most common findings noted in recent CJIS audits.

8. Casino Hosting and Casino Player Development

Meeting Room 205 AB

Moderator: Nick Ippolito, International Gaming & Casino Player Development Leader

*Presenters: John Fernandez, Director of Player Development, Morongo Resort & Casino
Robin Miller CEO of Black Oak Casino Resort The Tuolumne Band of Me-Wuk
Indians*

Walter Allen, Director of Player Development, Choctaw Casinos

Darius McGhee, Player Development Manager, River Spirit Casino

This session will challenge and elevate the standards of casino hosting and casino player development. Defining a more succinct role and actions towards effective development.

Session 5: Wednesday, August 18 – 11:30 am to 12:30 pm

1. Raving: Marketing & Data Strategies to Reengage with Your Best Players

Meeting Room 207 AB

Presenter: Bryan Brammer, Partner, Raving Consulting Company

How to define trip assessment. What adjustments are critical to winning back players that have gone silent: How to create and follow-up programs. Bryan will share some reports that casinos aren't using (but should), marketing strategies that are working to get our best players back and the math behind it all.

2. Data Capture and Utilization: The Difference Between Knowledge and Power

Meeting Room 206 AB

Moderator: Russ Witt, Director of Central Determinate Gaming, Incredible Technologies

Presenters: Brook Fiumara, Co-CEO, OPTX

Lynette O'Connell, Vice President of Customer Success, Quick Custom Intelligence

While bettors are having fun placing bets, these folks are in the background tracking them in real time. Go behind the curtain and learn about monitoring of bets, player behavior, patterns and more importantly how to maximize.

3. The History of Oklahoma Indian Gaming: The Chapters Written to Date

Meeting Room 204

Presenters: William Norman, Partner, Hobbs Straus Dean & Walker, LLP

Kirke Kickingbird, Of Counsel, Hobbs Straus Dean & Walker, LLP

Gary Pitchlynn, Managing Attorney, Pitchlynn Law, PLLC

Listen to accounts from some of the legal minds at the negotiating table as they discuss what was contemplated in the outset for Oklahoma Tribal Gaming. The negotiations, the lawsuits and the current place in time for the Oklahoma Tribal Nations.

4. Communicating & Advocating: Making a Difference

Meeting Room 201

Moderator: Katy Gustafson, APR, Principal, Gooden Group

Presenters: Jennifer Bell, Director, Public Relations, Citizen Potawatomi Nation

Neely Tsoodle, Director, Media & Public Relations, Kiowa Tribe

Christine Eddington, Principal, Eddington Communications

There is an orchestration that takes place in communications. Public relations professionals are the conductor of messaging, information flow, managing the who, what, where and when for the best outcome of the task at hand. This special finesse of information is the driving force that controls the narrative of any given outreach campaign. These conductors of communications will share some of their tools and guidance to staying on message and controlling the narrative.

5. Travel Plazas, and Smoke Shops: Fueling The Future

Meeting Room 203

Presenters: Matthew Klas, Senior Associate, KlasRobinson Q.E.D.

Matthew Robinson, Owner, KlasRobinson Q.E.D.

Gasinos, Tribal gas stations/convenience stores and smoke shops had a different experience during the pandemic from their larger sister casinos and other Tribal Businesses. As we come out of the pandemic, the future is bright for further growth in the sector but certain questions remain. This panel will give an expert overview of the state of the business sector, discuss challenges and opportunities moving forward and highlight the future potential for additional expansion and sales growth.

6. Technology Advances: Will They Become Mainstream?

Meeting Room 205 AB

Presenters: Cliff Buckley, Director, Business Development, JCM Global

Will Foster, Director, Product Development, AGS

John Callovi, Senior Director of Sales, IGT

There is an ongoing balance between technology keeping up with needs of the workforce, and patron interfaces. What is happening with the advances of cashless gaming, and other features that are changing the future of slots?! Let's hear what the providers have in store.

7. Building a Digital Fortress Against Cyber Crimes

Meeting Room 208 AB

*Presenters: Melissa Aarskaug, Vice President, Business Development, Bulletproof a GLI Company
Michael Thomas, amshot*

Cyber-attacks have breached some of the largest casinos and challenged Tribal Governments by seeking out financials and customers' personal data, or by simply launching malware to be disruptive. What defenses can we put in place and who can assist if necessary? Come and find out before it is too late.

8. New Approach to Cleaning & Disinfecting Casino Resorts**Meeting Room 209 AB**

Presenter: John Freeman, Jani King

Learn how casinos and resorts outsourced EVS, and are receiving effective solutions to enhance the patron experience - utilizing technology, training, education, advanced equipment, and dynamic management with flexible service capabilities

9. Generations in the Workplace**Meeting Room 202**

Presenter: Julie Hakman, AmericanChecked

There are now five generations working alongside each other and each is unique in how they contribute to the workplace. The key to building a positive, productive workforce where people of all generations are valued for their own individual contributions starts with understanding the key differences among generations and how those factors tend to impact workplace behaviors. This presentation discusses what makes each generation unique while providing tools, techniques and tips you need to effectively communicate provide feedback and motivate across all five generations in the workplace.