

29th Annual Oklahoma Indian Gaming Association Conference and Trade Show

Breakout Sessions

Tuesday, August 13, 2024

8:30 am – 9:15am Room: 302

Look Up: Benefits of Putting Down Your Phone and Picking Up Your Potential

Keynote: Paul Speirs-Hernandez

This 45-minute inspirational presentation is all about you. Technology is fantastic, and let's be honest – it takes up most of your time. In this keynote address, Paul will talk attendees through five areas of your life that need and will benefit from your attention, giving you the focus you need to better realize your potential.

9:30 am – 10:30 am Breakout Sessions 1

1. Responsible Gaming Programs and the Oklahoma Statewide Exclusion Program

Room: 204

Presenting:

Wiley D. Harwell, D. MIN., LPC, ICGC-1 – Executive Director, OAPGG

Carlie Moreland, Investigator, Muscogee “Creek” Nation Office of Public Gaming

This session will review the elements of a quality responsible gaming program with emphasis on the state-wide self-exclusion program. With a review of the compact requirements for responsible gambling programs, The Creek Nation's integration of the state-wide self-exclusion program. A review of the problem gambling prevalence study from 2022.

2. Legal Update: Court Cases both National and Local

Room: 209 A-B

Moderator:

Marc Roark, Professor of Law and Associate Dean, University of Tulsa

Panelist:

Joe Webster, Managing Partner, Hobbs, Straus, Dean & Walker, LLP

John Tahsuda, Principal, Navigators Global LLC

Rebecca George, Executive Director, Northwest Indian Gaming Association

Words matter, the stated changes on the legal front can have far reaching impacts. This session will review the outcome of Seminole, the unsettled matter of Maverick Gaming, and the fall out of Castro Huerta.

3. Branded F&B Offerings

Room: 206 A-B

Panelist:

Bruce McClure, General Manager, Rock & Brews Casino

Harold Johnson, Regional Director, Choctaw Casinos

A popular way to enhance the overall guest experience is to attract a wider audience. Partnering can offer patrons familiar and high-quality dining options that cater to diverse tastes and preferences.

4. AML Updates for Casinos

Room: 203

Presenter:

Doug Parker, Compliance Department, Finley & Cook PLLC

Recent updates to Anti-Money Laundering (AML) regulations affecting casinos aim to strengthen measures to prevent money laundering and terrorist financing within the gambling industry. This session will address some key updates.

5. NIGC: How Gaming Suppliers Can Navigate the World of IGRA

Room: 202

Presenters:

Mandy Cisneros, Staff Attorney, National Indian Gaming Association

Tom Cunningham, Chief Compliance Officer, National Indian Gaming Association

With the proliferation of sport betting, suppliers new to Indian gaming are entering the world of the Indian Gaming Regulatory Act (IGRA) for the first time. This session will provide vital insights into the unique requirements in IGRA that can directly impact a supplier.

6. Workforce Development

Room: 207 A-B

Panelists:

Alicia Mitchell, Director of Tribal and Government Relations, American Indian Science and Engineering Society

Jared Bazzell, Vice President, Talent Acquisition, Aristocrat

Shanh-Dea McIntosh, College of Muscogee Nation

Fostering technical development, casinos can ensure that their workforce remains skilled, adaptable, and capable of meeting the evolving demands of the industry.

7. Entertainment Economics That Pay Off

Room: 201

Moderator:

Kell Houston, President, Houston Productions

Panelist:

Marshall Pred, Director of Business Development, E-tix
Adam Craft, EVP Operations, Grayscale Marketing

Create a dynamic entertainment ecosystem that not only drives revenue but also enhances the overall guest experience and solidifies the casino's position as a premier entertainment destination.

8. Managing Expansions, Renovations and New Builds

Room: 208 A-B

Moderator:

Mike Carter, Director of Client Development, TBE Architects

Panelist:

Shauna Williams, MBA, PMP, Executive Director of Communications, Choctaw Nation
Jake Zwaagstra, Founder & Chief Executive Officer, TriCelta
Tom Moore, President, Project Management International, LLC

From planning and development to implementation and post-launch operations, effective management requires attention to various key aspects. This discussion will review some considerations.

10:45 am – 11:45 am Breakout Sessions II

1. Tribal Leaders Roundtable Discussion

Room: 209 A-B

Moderator:

Ted Streuli, Executive Director, Oklahoma Watch

Panelists:

Matthew L. Morgan, Chairman, Oklahoma Indian Gaming Association
James Siva, Chairman, California Nations Indian Gaming Association
Jacob Keyes, Chairman, Iowa Tribe of Oklahoma

Leadership will give their thoughts on the state of gaming from their vantage point. What lies ahead with the elections in November, and what if any the impacts they anticipate. What do they foresee as challenges and opportunities ahead.

2. Voting Trends

Room: 207 A-B

Presenters:

Kendra Horn, Former Congresswoman, Oklahoma District 5, Owner/Founder, Paradigm 49 Strategies
Joe Dorman, Chief Executive Officer, Oklahoma Institute for Child Advocacy

Overall Oklahoma has voted for the winning Presidential candidate 72.4% of the time. What's in store for 2024 at the State and Federal level for Oklahoma.

3. C-Store, Truck Stops and Gas Stations

Room: 203

Presenters:

Matthew Robinson, Founder/Principle, KlasRobinson Q.E.D.

James Klas, Founder/Principle, KlasRobinson Q.E.D.

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

Explore the latest trends in gas stations, convenience stores, travel plazas and gasinos in Indian Country. We will discuss the strengths and advantages of tribal convenience stores and fueling operations, as well as the emerging challenges faced in Oklahoma and nationwide. Hear practical insights for pursuing or expanding convenience store and fueling businesses.

4. Tribal Investment Strategies

Room: 206 A-B

Moderator:

Jonathan Petteimerides, Managing Partner, Kyprock Capital

Panelists:

Dan Boren, Secretary of Commerce, Chickasaw Nation

Greg White, Partner and COO, Sway Ventures

Joe S. Nayquonabe, CEO, Mille Lacs Corporate Venture

Tribal nations have increasingly diversified their investment strategies to generate sustainable revenue streams, promote economic development, and build financial stability for tribal communities. By expanding beyond traditional gaming enterprises and exploring diverse investment opportunities, tribes can reduce dependency on gaming revenue, leverage their assets, and support long-term prosperity.

5. NIGC: Internal Controls “Why, How and When?”

Room 202

Moderator:

Steven E. Brewer, Training Program Manager, National Indian Gaming Commission

Panelists:

Tracy Burriss, Executive Director, Muscogee (Creek) Nation Office of Public Gaming

Rodney Fourkiller, CEO, Fancy Dance Casino, Ponca Tribe of Oklahoma

Crystal Houston, Assistant Regulatory Compliance Manager-Audit, Chickasaw Nation Office of the Gaming Commissioner

It's a common belief that Minimum Internal Controls are sufficient, but is this always the case? In this engaging panel discussion, we will be joined by Gaming Regulatory and Casino Operation executives to explore the often-debated topic of when additional controls are warranted. Together, we will delve into the decision-making process and the necessary compromise.

6. Maximizing Value for Gaming & Hospitality Procurement

Room: 201

Presenters:

Stephanie Duckworth, Director of Business Development, Purchasing Management International

Carl Long, President & CEO, Purchasing Management International

Best practices for sourcing and procurement of FF&E and OS&E, for new construction and renovation of gaming and hospitality projects to maximize value for Tribal communities.

7. Affiliates & Arbitrage Harnessing the Power of AI

Room: 208 A-B

Moderator:

Daniel Kustelski, Co-Founder and CEO, Chalkline Gaming

Panelists:

Jason “Wolfe” Rosenberg, CEO, American iGaming Solutions

Stephen Crystal, Founder & CEO, SCCG Management

Kevin Murphy, Director, Global Search Partnerships

Artificial Intelligence (AI) has revolutionized various industries, including the sports betting sector. For affiliates and arbitrageurs, AI offers advanced tools and capabilities to enhance decision-making, optimize strategies, and maximize profits. Here is how these industry experts use the tools of AI and much more to drive data-making decision making for sports betting.

8. Fireside Chat: The Opportunities and Challenges of Managing Your Own Retail and Online Sportsbook

Room 204

Presenters:

Melissa Blau, Founder & Director, iGaming Capital

Laurel Pittman, Director of Sports Betting, Desert Diamond Casinos & Entertainment

Effectively managing a new sportsbook with a focus on operational excellence and customer engagement, while simultaneously investing in the growth and development of your employees, you can create a successful and sustainable sports betting operation that thrives in a competitive market.

Wednesday, August 14, 2024

9:00 am – 10:00 am Breakout Sessions III

1. Game Changers: Gaming’s Trailblazing Women

Room: 209 A-B

Moderator:

Melissa Aarskaug, Global Vice President, Bulletproof

Panelists:

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

Melissa Cox, Vice President of Marketing and Customer Relations, Gaming Capital Group, LLC

Melanie Heskett, General Manager, Indigo Sky Casino

Margo Gray, Executive Director, United Indian Nations of Oklahoma

Join us for an inspiring panel session featuring some rad women who are reshaping the gaming industry. Game Changers bring a diverse group of influential leaders who have broken barriers and set new standards in the world of gaming. Join us to see how they are driving change and paving the way for the next generation of female leaders in gaming. Come learn how these women are not just playing the game but are changing it.

2. National Races and Legislative Change

Room: 208 A-B

Presenters:

John Tahsuda, Principal, Navigators Global LLC

Verrin Kewenvoyouma, Partner, Kewenvoyouma Law, PLLC

Jennifer Bowman Gray, Senior State Policy Analyst, Choctaw Nation

Jason Giles, Executive Director, Indian Gaming Association

Taking a look into the races, the shift in party dynamics and the potential for policy changes. This group will track some of the developments taking place and handicap the changes to keep an eye on.

3. What's In Your Wallet?

Room: 204

Moderator:

Christian Fenner, Secretary/Treasurer, Oklahoma Indian Gaming Association

Panelist:

Victor Newsom, SVP, Payment Solutions, Everi

Kimberly Sabini, Director for Tribes, Sr. Business Development Manager, US Gaming, Worldpay

Partrick Richards, Sr., Product Manager, Crane Payment Innovations

Offering a range of wallet options caters to the diverse preferences and needs of players, enhancing convenience, accessibility and security.

4. Corporate Responsibility

Room: 203

Moderator:

Christine Eddington, Principal, Eddington Communications

Panelists:

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

James Starr, President, VGT and Aristocrat Company

Russ Florence, Management Consulting and Public Relations, Schnake Turbo Frank

Engaging in meaningful CSR and effectively messaging these efforts can enhance your reputation, foster positive relationships, and create a lasting impact that resonates with customers and stakeholders alike.

5. Supporting Emergency Preparedness in the Tribal Gaming Community

Room: 202

Panelist:

Eddie Ilko, Safety and Occupational Health Manager, National Indian Gaming Commission

Tim Cotton, Information Technology Audit Manager, National Indian Gaming Commission

Charles Addington, Executive Director, Department of Public Safety, Quapaw Nation

In this session, you will hear from a panel of tribal gaming industry professionals and learn about how the NIGC's authority in Environmental Public Health and Safety (EPHS) intersects with Emergency Preparedness to provide training and technical assistance and address the different types of natural and man-made disasters. These include tornadoes and wildfires in Oklahoma, cyber-threats and massive IT outages as we've recently seen, how to mitigate these incidents with recovery and response plans, the ongoing fentanyl crisis with resources for policy and response, the importance of including human trafficking and MMIP in response plans. Learn where to find resources to address emergency preparedness needs and access a robust model Emergency Preparedness and Response Plan template. You will hear about real life emergencies, lessons learned and practical strategies to fortify your organization's preparedness and response plans. This session will help equip you with the knowledge to protect lives, ensure business continuity, and promote resilience in the face of adversity.

6. Implementing Strategies for Marketing Through Casino Online Apps

Room: 206 A-B

Presenters:

Justin Shank, Principal & CEO, Shank Marketing

Justin Culp, Senior Director, Gaming Marketing, Choctaw Nation

A strategic way to engage with existing customers, drive loyalty and increase revenue.

7. Class II on Premise: Understanding the Implementation Process

Room: 201

Moderator:

Jeremy Tyra, Partner, Kyprock Capital

Panelists:

Robert Christensen, Director of Interactive, Choctaw Casinos & Resorts

Chris Garrow, Gaming Operations Director, Prairie Band Casino & Resort

Successfully launch Class II mobile gaming on premise while ensuring compliance, security, and an engaging gaming experience for your players.

8. Raising Awareness of Tribes and Accessing Talent for Future Employees

Room: 207 A-B

Moderator:

Chris Province, Principal, Player Performance Group

Panelists:

Misty Cardwell, Human Resources Sr. Recruitment Manager, Chickasaw Nation

Kellie Ebert, MBA, Director, Career Services, Oklahoma State University

Rob Dromgoole, Senior Director of Recruiting, Choctaw Nation

Rachel Watson, Director, Department of Education, Citizen Potawatomi Nation

Discussion on how tribes are connecting with higher education institutions such as OSU to recruit students for internship programs and eventual permanent employment. Housing in an attractive part of the package in some rural communities as well. Students are paired with mentors and given leadership opportunities. Learn more to see how your tribe or tribal business might emulate and connect with your future employees who college students are currently looking a job and/or a career.

10:15 am – 11:15 am Breakout Sessions IV

1. The C-Suite Tribal Women

Room: 209 A-B

Moderator:

Frances Alvarez, Chairwoman, Tribal Gaming Protection Network

Panelists:

Christie Eickelman, Vice President of Global Marketing, Gaming Laboratories International, LLC

Elisa Shen, Senior Director, Business Development, BetMGM

Kathy George, President, Catawba Nation Gaming

By excelling in leadership roles within tribal gaming, these women serve as role models and mentors for the younger generation. Listen in on their paths and advice.

2. Tracking the Evolution of Tribal Gaming in OK

Room: 204

Presenters:

Geoffrey Standing Bear, Principal Chief, Executive Officer, Osage Nation

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

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

The journey of tribal gaming in Oklahoma reflects a complex interplay of legal, economic, and social factors that have shaped the industry over the decades. Let's take a look back at the decisions made and plot a course forward.

3. HR Retention Trends

Room: 203

Presenters:

Ruth Tidmore, MBA, SPHR, SHRM-SCP, Director, Human Resources, Muscogee Nation Gaming Enterprises

Angela Bunner, M.S. Ed., SHRM-CP THRP, Manager, Employee Relations, Muscogee Nation Gaming Enterprises

Staying abreast of trends and implementing strategies that prioritize employee retention and engagement, gaming establishments can create a positive work environment, reduce turnover, and build a loyal and motivated workforce.

4. Project Financing

Room: 206 A-B

Moderator:

John Fryrear, President, Investment Securities of Oklahoma

Panelist:

William Crader, Managing Director, TFA Capital Partners

Skip Seeley, President/CEO, Global Gaming Solutions, LLC

Jarrod Compton, Executive Director, Native American Financial Services, BOK Financial

Addressing the crucial elements of project financing, stakeholders can enhance the likelihood of securing financing, managing risks effectively, and achieving the successful development and operation of a casino project.

5. Mobile and Online Regs

Room: 202

Moderator:

Jonathan Petteimerides, Managing Partner, Kyprock Capital

Panelists:

Tracy Burris, Executive Director, Muscogee "Creek" Nation Office of Public Gaming

Joseph Webster, Managing Partner, Hobbs, Straus, Dean & Walker, LLP

Crystal Houston, PMP, Assistant Regulatory Compliance Manager-Audit, Chickasaw Nation Office of the Gaming Commissioner

The Seminole decision underscores the need to clarify and specificity in the regulatory frameworks that govern online and mobile gambling activities. What does that mean for tribes?

6. Rural Marketing

Room: 207 A-B

Moderator:

Walter Boyd, Business Advisor & Growth Leader

Panelists:

Misty TwoGuns, Marketing Manager, Cimarron Casino Enterprises

Rocky Coleman, Marketing and Entertainment Manager, Sugar Creek Casino

Ashley Bradford Clark, Marketing Director, Rock & Brews Casino

Adapting marketing initiatives to align with the unique characteristics of rural customers can help casinos succeed in attracting visitors, building brand loyalty, and contributing to the economic growth of rural regions.

7. Sports Betting Analytics and Beyond

Room: 201

Moderator:

Sue Schneider, Vice President of Growth & Strategy, Americas, Sports Betting Community

Panelists:

*Nikki Metzgar-Schall, Executive Vice President Corporate Development, 10star
Drew Williams, Co-Founder, CFO, nVenue*

Tracking data analytics on sports betting trends involves monitoring and analyzing the behaviors and patterns. By leveraging data analytics sportsbooks and analysts can adapt strategies, optimize offerings, and stay ahead in the competitive world of sports betting.

8. National Executive Perspectives

Room: 208 A-B

Moderator:

Sheila Morago, CEO, Trilogy Group

Panelists:

*Stephanie Williams, Chief Financial Officer, Naskila Casino
Dominic Ortiz, Chief Executive Officer, Potawatomi Casinos & Hotels
Charlie Welbourne, CEO, Lucky Star Casinos
Mickey Ward, Executive VP of Strategy & Business Development, Cherokee Nation Entertainment*

Discussion on the key factors and trends to consider for competitive and sustainable growth. Shifts in technology integration, employee development, revenue diversification, customer experience and much more.

11:30 am – 12:30 pm Breakout Sessions V

1. Strategic Operations & Marketing Performance

Room: 207 A-B

Presenter:

Chris Archunde, Marketing Executive, Providing Solutions

What are the top five innovative marketing trends to utilize in 2024.

2. Addressing Human Trafficking in the Gaming Industry

Room: 204

Presenters:

*Jeannie Hovland, Vice Chair, National Indian Gaming Commission
Kendra Wilson-Clements, Owner and CEO, We The People Consulting*

Proactive measures and collaborations among various stakeholders is key. Learn about Training, partnerships, community engagement and more.

3. Slot Floor Modernization

Room: 203

Moderator:

Skyelar Perkins, Corporate Sr. Director of Slot Operations, Choctaw Casinos & Resorts

Panelists:

Clint Koehn, Vice President, Gaming Operations, Gaming Capital Group, LLC

Travis Flake, Head of Sales, Castle Hill Gaming

Jesse DeBruin, Senior Vice President, Gaming Operations, Everi Holdings Inc.

Integrating cutting-edge technology, enhancing the player experience, and optimizing revenue generation.

4. Travel Safety Guidelines for Women Business Travelers

Room: 206 A-B

Moderator:

Julie Hakman, President, PlusOne Solutions Inc.

Panelist:

Kelly Myers, Director, Governmental Affairs, Gaming Laboratories International, LLC

Kelli Weaver, VP Relationships, North America, Sports Betting Community (SBC)

Joshua Anderson, Director, Surveillance and Technology, Cherokee Nation Entertainment

Traveling for business can be exciting, but it is essential to prioritize safety, especially for women traveling alone. This discussion will explore guidelines and tips to ensure a safe and secure journey.

5. Sports Betting: The Future

Room: 209 A-B

Moderator:

Matthew L. Morgan, Chairman, Oklahoma Indian Gaming Association

Panelists:

Partick Tarnay, Sr. Business Development Manager, BetMGM

Marcus Yoder, Chief Commercial Officer, Playtech

Jonathan Edson, SVP, Business Development, FanDuel

Betting types, league involvement, entertainment integration with broadcasts. What will happen in new markets, and what additional mergers are potentially on the horizon.

6. Leading the Way In Casino Player Development

Room: 208 A-B

Moderator:

Nick Ippolito, International Gaming & Casino Player Development Leader

Panelists:

Darius McGee, COO/General Manager, Kiowa Casino Red River
Stephanie Honeycutt, Player Development Manager, Indigo Sky Casino
Paul Speirs-Hernandez, President, Steinbeck Communications; Master Trainer, Red Wagon Institute

Developing leaders in PD and evolving to the needs of the casino host and having an acute understanding and implementation of accountability and motivation.

7. New Age Cyber Security

Room: 202

Moderator:

Eric Flores, Chief Operating Officer, Trilogy Group

Panelists:

Manjit Singh, CEO, DruvStar

Heather Lee, Senior Director of Sales, BIG Cyber

Jordan Caldwell, Co-Founder, CSO, Critical Fault LLC and SecurDOM, Inc.

Chris Shilling, Chief Innovation Officer, Department of Commerce, Chickasaw Nation

Balancing the benefits of omni channel expansion with proactive cybersecurity measures, casinos can harness the opportunities for growth and customer engagement while safeguarding sensitive data.

8. New to the C-Suite

Room: 201

Moderator:

Valerie Spicer, President, Trilogy Group Partners

Panelists:

Heidi Grant, Executive Officer of Gaming & Hospitality, Choctaw Casinos & Resorts

Emmanuel Bezzell, Director of Operations, Muscogee Nation Gaming Enterprises

Brian Bork, MBA, CRM, Chief Marketing Officer, Cherokee Nation Entertainment

The future outlook for C-Suite executives in tribal gaming hinges on the ability to adapt to change, foster innovation, and lead integrity in a rapidly evolving gaming environment. Listen in as these new executives share their thoughts on their roles.