

Southwest Indian Gaming Conference & Expo
August 16 - 18, 2010
Sandia Resort Casino

AGENDA

Monday, August 16, 2010

8:00 AM Attendee Registration

9:00 AM Opening Remarks

9:45 AM National and Regional Updates

10:30 AM **Breakout Sessions**

Internet Gaming: The Next Frontier

What is the impact and where do we go from here?

Internal/External Audits The Importance of Both

Each casino needs both an internal and external audit. Hear why and how both benefit the casino.

NOON **Lunch**

1:30 PM **Breakout Sessions (3 sessions)**

Tourism and Tribes: With a shortage of discretionary income, how can tribes bring tourism to the casino/resort as well as the tribes?

Tribal-State Relations: New Mexico State Tribal Collaboration Act

Now more than ever states and tribes need to work together on joint projects. Panelists will talk about this historic act.

Casino and Management:

Please come and hear about the latest concerns that management has concerning a smooth running casino floor and operations.

3:00 PM **Breakout Sessions**

Security and Surveillance: Best Practices

You must have an effective security & surveillance system in place to protect your assets. Learn how to have the best standards & practices.

Elections in 2010. With a wide open governors race in New Mexico how do tribes organize to make the best impact.?

Staffing the Casino with the "Right" Help

How do casinos find and recruit the right worker for the right job?

4:00 PM **Expo Opens**

Tuesday, August 17, 2010

- 9:00 AM **Breakout Sessions**
NIGC: A New Direction
We have 3 new commissioners at NIGC - what does this mean for the future and what do they see as potential policy changes?
Casino Tourism and Marketing
Are you capturing the tourists and their money? Find out new marketing techniques to lure the tourist to your casino.
Problem Gambling:
Is problem gambling on the rise? Hear the latest facts on problem gambling and get help with your program.
- 11:15 AM **Breakout Sessions**
HR: Grievances and Best Employment Code of Ethics
Should there be a code of ethics for employees and how should that be handled during the grievance process?
Resort and Tourism: Design on a Budget
Bringing in new players is critical to your success. How do you keep your design fresh and the budget under control in these challenging times?
Branding your Casino in the Cyberworld:
Twitter and Facebook are just some of the ways to cyber market your casino. How do you use these and other new cyber tools to brand and keep your casino consistent?
- 12:30 PM **Lunch on the Expo Floor**
- 2:00 PM **Ice Cream Break and Prizes on Expo Floor**
- 3:00 PM **Breakout Sessions**
Casino Funding
Funding for expansion and new developments. How do you go about getting financing in the current market?
Customers Always Come first
Yes, but you're also running a business. Learn to balance customer needs with casino/resort needs so that everybody wins.
Player Tracking
There are a variety of new developments in player tracking. How can your facility use those developments to increase tourism traffic?

Wednesday, August 18, 2010

- 8:00 AM Golf Outing ~ Sandia Championship Golf Course
Noon Lunch and Awards