



May 25-26, 2004
Green Valley Ranch
Las Vegas, NV

HOME	REGISTER NOW	NEWS
CONFERENCE AGENDA	EXHIBITORS & SPONSORS	ACCOMMODATIONS

PRESENTED BY:



SPONSORS:



Gaming Technology Summit Conference Agenda Announced

Updated 05/14/03

ALL ATTENDEES

Day 1, May 28

9:00-10:00 a.m.

Keynote Address by Glenn Schaeffer, President and CFO, Mandalay Resort Group

11:45 a.m.-12:45 p.m.

Luncheon Keynote Address by Pete Fox, GM, Microsoft Southwest District

Day 2, May 29

11:30 a.m.-12:45 p.m.

Luncheon Keynote Address by Tim Stanley, CIO, Harrah's Entertainment, Inc.

Choose from three educational tracks:

- 1) Jump to the [Operations Track](#)
- 2) Jump to the [Technology Track](#)

[View Speaker List](#)

Agenda At-A-Glance

Tuesday, May 27

6-8 p.m.

Registration

Wednesday, May 28

7 a.m.

Registration opens

7-9 a.m.

Breakfast in

Networking Area

9 a.m.

General Session/
Keynote: Glenn

Schaeffer

10:15-11:30 a.m.

Concurrent Track



INDUSTRY
PARTNERS:

3) Strategy Track - Day 1 (May 28)

10:15-11:30 a.m.

Project Management

This session will examine the complex aspects of managing IT projects. As new technologies such as Microsoft .NET XML, Linux, Java and others make customization more likely in today's IT environment, managing these efforts require new applications of Project Management skills. Also, package implementations are always a project management challenge when resources are stretched. Hear from seasoned professionals about managing timelines, resources, technology and budgets.

Michael Wood, President, The Natural Intelligence Group

1:00-2:15 p.m.

Developing IT Plans for your Casino

Should you outsource some or all of your IT department? Should you hire full time resources or consultants? Is it time to replace your legacy systems? A comprehensive IT plan is essential to support the operations of a casino hotel. Viewed as living documents, these plans need to address legacy systems, new technologies, budgets, resources, legal requirements and operational needs. And each aspect of the IT plan must be in line with the business objectives of your company.

Joe Basara, Partner, Strategic Accounts, CSC Consulting;
Safwan Shah, President and CEO, Infonox

2:30-3:45 p.m.

Recruiting and Retention

Recruiting and retaining employees in the IT department is more challenging today than ever before. With a trend of learning new technologies and leaving to take higher paying jobs elsewhere, casinos cannot afford to recruit, hire and train new employees and have them leave to work for another company, or worse, a

Seminars

11:45 a.m.

Luncheon Keynote by
Pete Fox

1-5:15 p.m.

Concurrent Track
Seminars

6 p.m.

Cocktail Reception

Thursday, May 29

7:30-8:30 a.m.

Breakfast in
Networking Area

8:30-11:15 a.m.

Concurrent Track
Seminars

11:30 a.m.-12:45 p.m.

Keynote Luncheon

1-3:45 p.m.

Concurrent Track
Seminars

Confirmed speakers to-date include:

■ Christopher Abraham,
Senior Director of Marketing
Operations, Isle of Capri
Casinos, Inc.

■ Jason Averbook, Director
of HCM Global Product
Marketing, PeopleSoft

■ Dr. Alexander Barclay,
Director of Analytic Science,
Fair, Isaac and Company Inc.

■ Chris Barranco, Systems
Account Executive, Mikohn



competitor. In this session, we will hear from employment experts from the gaming industry and other industries about ways to attract and retain quality IT employees.

Lisa Callaway, Client Partner, Korn/Ferry International

4:00-5:15 p.m.

IT Strategies

There are two ways to run an IT department: The first is to plod through the day-to-day trials and tribulations, handling problems as they arise, and providing an adequate technology environment for your casino. Or you can be progressive in your approach and embrace new technologies, replace legacy systems and work with key operating departments to use IT to create competitive advantages. Moving away from the mainframe and mini-computer platforms to server based solutions can save your company significant money. However, this requires the support of management and sometimes an initial outlay of capital.

Glenn Bonner, CIO, MGM Mirage

Strategy Track - Day 2 (May 29)

8:30-9:45 a.m.

IT Budget Process

Is your IT department performing above, below, or on par with other IT departments of similar size? Are you spending more than your peer group? Where should you direct the funds you have? This session will discuss the most challenging aspects of IT budgeting, including employee recruiting/retention, training, hardware/software investment decisions, custom development, consultants, disaster recovery, and Internet technologies.

Steve Murphy, Vice President, Information Technology, Hyatt Gaming Services, LLC ; **Barry O'Brien**, Executive Consultant, Compass America Inc.

10:00-11:15 a.m.

Gaming Corporation

■ Joe Basara, Partner, Strategic Accounts, CSC Consulting

■ Gino Basilotta, Managing Director, MICROS-Fidelio

■ Glenn Bonner, CIO, MGM Mirage

■ Thierry Brunet, Manager IP, Systems Security & Certification, Cyberview

■ Lisa Callaway, Client Partner, Korn/Ferry International

■ Gordon Cameron, Vice President, Product Management, Global Marketing Solutions, Fair, Isaac

■ Brian Casey, Marketing Director, IGT Gaming Systems

■ Staci Columbo, Vice President of Marketing and Advertising, Station Casinos

■ Peter De Raedt, President, Gaming Standards Association

■ Bob Dunfee, Vice President, Strategic Sales Consulting, E.piphany, Inc.

■ Sean Eyen, Director of eCommerce, Park Place Entertainment

■ Michele Fitzpatrick, Chief Marketing Officer, Harte-Hanks

■ Tony Fontaine, Consultant

■ Pete Fox, General Manager, Microsoft, Southwest District

■ Bob Geib, Product Strategy, PeopleSoft

■ Michael Gross, Attorney, Casino Law Department, Cooper Levenson

IT for the Casino Resort

With more than 100 different computer systems, managing the IT department can be an enormous challenge. Hear from successful IT leaders about the keys to success, warning signs of problems to come, and ways to make the IT department one of the most loved by your peer departments, instead of the most feared or hated!

Michael Wood, *President, The Natural Intelligence Group*

1:00-2:15 p.m.

Data Integration

One of the biggest challenges facing casino hotels today is the integration of the vast amount of data that is collected. Information about customer spending habits is gathered by many systems such as hotel, casino, marketing, reservations, food and beverage, spa, golf, retail and others. But this information rarely gets combined in a meaningful way that is usable for managing your business. In this session, you will hear gaming and technology data warehouse experts discuss inexpensive solutions to capture, manage and mine this data and transform it into knowledge.

Bob Dunfee, *Vice President, Strategic Sales Consulting, E.piphany, Inc.*; **Michele Fitzpatrick**, *Chief Marketing Officer, Harte-Hanks*

2:30-3:45 p.m.

Gaming Regulation and Technology

For many years the gaming industry has struggled to have new technology approved by gaming regulators. These new technologies are designed to save money or drive revenue for the casino, but regulators have often been slow to approve them. Is it a case of the regulators exercising sound judgment, or is the regulatory process being outpaced by too many approval requests? Hear from regulators and operators about why the process takes time and what to expect in the future.

- Debbie Hawkins, Vice President, Sales/Hospitality, Infinium Software, Inc.
- Steve Kastner, Director of Product Management, Acres Gaming Inc.
- Michael Leach, Partner, Protected Enterprise, CSC Consulting
- James Maida, President, Gaming Laboratories International, Inc.
- Scott Martiny, Vice President, Sales and Marketing, InfoGenesis
- Derik Mooberry, Vice President of Operations, Bally Systems
- James Morrow, Vice President of Advance Development, Bally Gaming Systems
- Steve Murphy, Vice President of Information Technology, Hyatt Gaming Services, LLC
- Barry O'Brien, Executive Consultant, Compass America Inc.
- Felix Rappaport, President and COO, New York-New York Hotel & Casino
- Blair Reilly, Director of Compliance, Atronic Americas
- Jos Schaap, Vice President of Fidelio Technologies, MICROS-Fidelio
- Glenn Schaeffer, President and CFO, Mandalay Resort Group
- Scott Scherer, Board Member, Nevada State Gaming Control Board
- Safwan Shah, President

Michael Gross, Attorney, Casino Law Department, Cooper Levenson; **Blair Reilly**, Director of Compliance, Atronic Americas; **Scott Scherer**, Board Member, Nevada State Gaming Control Board

Operations Track - Day 1 (May 28)

10:15-11:30 a.m.

Human Resources

Hear from Human Resource professionals about the advancement of HR systems, new capabilities and the features they provide. With a new focus on retaining employees, providing access to key services such as training, benefits, 401 (k)/pension plans/profit sharing and corporate information is paramount. These new technology solutions are saving time and money for both employees and HR departments. This session will allow you to learn how these solutions can help your company.

Jason Averbook, Director of HCM Global Product Marketing, PeopleSoft

1:00-2:15 p.m.

Finance

Finance has always been one of the most important areas in any operation, and even more so in gaming. In this session, you will hear about the latest innovations in managing financial data, incorporating new data elements to develop the complete financial picture, and learn about time-saving report creation.

Debbie Hawkins, Vice President, Sales/Hospitality, Infinium Software, Inc.

2:30-3:45 p.m.

Gaming

The marriage of gaming and technology is the fastest growing area of new solutions. New slot games, automated table games, customer data collection, customer service and game

and CEO, Infonox

■ Sandy Sharma, Managing Director, Solutions and Emerging Technologies, Immediant Corporation

■ Greg Shay, President and COO, Venture Catalyst, Inc.

■ Tim Stanley, CIO, Harrah's Entertainment, Inc.

■ Mark Swenson, Senior Retail Industry Consultant, Teradata, a division of NCR Corporation

■ Michael Wood, President, The Natural Intelligence Group

* as of 05/13/03

management are all affected by these new technologies. In this session, you will hear from industry leaders about the latest innovations, which ones work, which ones are cost-effective, and how best to implement these solutions.

Chris Barranco, *Systems Account Executive, Mikohn Gaming Corporation*; **Greg Shay**, *President and COO, Venture Catalyst, Inc.*

4:00-5:15 p.m.

Hotel Operations

How can IT systems be used to save money in hotel operations? Where can new technologies be used where they haven't been used before? Can these systems actually help drive revenue? Technology plays an important role in today's hotel casino: Revenue Management and Property Management Systems are the lifeblood of the hotel. The data they collect, manage and report is critical to maintaining high levels of occupancy and Average Daily Rates. Hear from industry experts about how these systems can be used to increase profits, and how to coordinate with sales and marketing to maintain high profit levels while still servicing the casino comp guests.

Felix Rappaport, *President and COO, New York-New York Hotel & Casino*; **Jos Schaap**, *Vice President of Fidelio Technologies, MICROS-Fidelio*

Operations Track - Day 2 (May 29)

8:30-9:45 a.m.

Marketing

The bread-and-butter of the operation, casino hotels rely on marketing for their very existence. Competition from new properties, new jurisdictions, Indian gaming and racinos has made marketing efforts more difficult and more expensive. In this session, hear from industry leaders how they use technology to achieve better results in their marketing efforts through direct marketing, Internet marketing, advertising, special events and promotions.

Christopher Abraham, *Corporate Senior Director of Marketing Operations, Isle of Capri Casinos, Inc.*; **Staci Columbo**, *Vice President of Marketing and Advertising, Station Casinos*

10:00-11:15 a.m.

Contact Center

The point of entry for all incoming calls is the contact center. Hear how this business area is changing through new technology, better training, and the Internet. Learn new ideas about processing customer calls for information, reservations and redemptions. Is an IVR right for your casino? What new technologies are available, are they cost effective and what is the expected Return On Investment of these solutions? These answers and more will be presented in this session.

Bob Dunfee, *Vice President, Strategic Sales Consulting, E.piphany, Inc.*

1:00-2:15 p.m.

Point-Of-Sale

Point-of-Sale (POS) transactions complete the picture of your customer profile. They indicate where your customer spends money or uses complimentaries, information vital to your accounting and marketing efforts. In this session, learn how technology is helping to capture comp and cash transactions, new data about your customers, and ways to integrate this data with your customer gaming histories.

Gino Basilotta, *Managing Director, MICROS-Fidelio*; **Scott Martiny**, *Vice President, Sales and Marketing, InfoGenesis*

2:30-3:45 p.m.

CRM: Does a real CRM Solution Exist and is it Viable for Gaming Companies?

CRM has long been an acronym that conjured up thoughts of run-away projects, data warehouses on steroids, and the old IT shell game. But with recent successes in the industry, is CRM making a comeback? Have the vendors finally developed a true

Customer Relationship Management system that works? And can it be used in the gaming industry successfully? Hear from CRM vendors and operators about the current state of CRM and where it is heading, how you can use it, and if it's right for you.

Gordon Cameron, *Vice President, Product Management, Global Marketing Solutions, Fair, Isaac and Company Inc.*; **Mark Swenson**, *Senior Retail Industry Consultant, Teradata, a division of NCR Corporation*

Technology Track - Day 1 (May 28)

10:15-11:30 a.m.

Gaming Standards Association

System integration is the foundation of sound IT management. The Gaming Standards Association has, since 1997, endeavored to create a common language for the slot floor. Currently, the association is developing a "System to System" (S2S) standard protocol, that will link multiple gaming database systems together and interface with a property's PMS, CMS and POS systems. Hear from the leaders of GSA how it is moving the casino industry closer to the goal of fully integrated gaming and non-gaming systems.

Steve Kastner, *Director of Product Management, Acres Gaming Inc.*

1:00-2:15 p.m.

Internet Technology Opportunities

The Internet is the new medium to reach your customers AND your employees. Hear from gaming and technology professionals about the latest technology solutions and Internet marketing methods in this session. Most casinos use their websites for basic functions, but some provide full functionality such as casino information and entertainment schedules, reservations, point balance reviews, retail sales, and contests. Learn how these attributes work and decide how your casino can better utilize the Internet.

Dr. Alexander Barclay, Director of Analytic Science, Fair, Isaac and Company Inc.; **Sean Eyen**, Director of eCommerce, Park Place Entertainment; **Tony Fontaine**, Consultant

2:30-3:45 p.m.

Portals: The Future of Employee and Customer Touch-points

Employee and Enterprise portals are the latest technology solutions being developed and implemented. Providing a new level of service to your employees will help improve productivity and keep employees happier. In this session, you will hear from technology experts about how portals can work with your existing systems, available solutions, what the implementation efforts can be, and the potential ROI.

Bob Geib, Product Strategy, PeopleSoft

4:00-5:15 p.m.

Security

Securing your companies assets is now more important than ever because access is now easier than ever. The Internet has made casino websites, Intranets and remote access a reality, and has also made attacks on company data a reality. Criminals have permeated many types of attacks on casinos including fraud, denial of service, electronic counterfeiting and destruction of data. In this session, hear about the latest effective protection from these attacks through technology, training, and procedures.

Michael Leach, Partner, Protected Enterprise, CSC Consulting

Technology Track - Day 2 (May 29)

8:30-9:45 a.m.

Slots and Marketing

The management of the slot department and the marketing department are almost always mutually exclusive. Slot departments look at data by game type, while Marketing

departments look at data by customer. Slot Directors make game decisions without input from marketing and Marketing Directors make promotion decisions without input from Slot Directors. This session will discuss how these two departments must work together in order to be more effective and make better decisions.

Brian Casey, Marketing Director, IGT Gaming Systems;
Michelle Glenn, Director of Global Systems, Aristocrat Technologies; **Vince Manfredi**, Vice President of Marketing, Acres Gaming; **Derik Mooberry**, Vice President of Operations, Bally Systems

10:00-11:15 a.m.

Server-Based and Downloadable Slot Games

The slot floor of the future will give operators a level of product mix and floor layout flexibility that they don't presently enjoy. Downloadable and server-based games will enable operators to offer real-time responses to fluctuations in player volume and demand. Additionally, operators will be able to leverage the Internet to enhance the entertainment value of the slot floor. This session will outline what steps the industry is presently taking on the road to a software-driven slot floor.

Thierry Brunet, Manager IP, Systems Security & Certification, Cyberview; **Peter De Raedt**, President, Gaming Standards Association (moderator); **James Maida**, President, Gaming Laboratories International, Inc.; **James Morrow**, Vice President of Advance Development, Bally Gaming Systems

1:00-2:15 p.m.

Emerging Technology

The advancement of new technology in the gaming industry is amazing, but where are the practical applications? In this session, hear how the Linux, Microsoft XML, Java, the Internet, wireless, and other emerging technologies are creating new solutions, and learn which ones are right for your casino hotel.

Steve Milroy, National Technical Director, Immedient

Corporation

2:30-3:45 p.m.

eMarketing: The Newest Tool Available to Casinos

eMarketing has provided a new channel to reach customers and prospects. Using email campaigns and websites, casinos are marketing to more people for less money than ever before. But knowing when to use e-mail campaigns and what content to include on websites has been a challenge. Hear from industry experts about what is working in the industry, when to use e-mail campaigns and what to put on your website.

Christopher Abraham, *Corporate Senior Director of Marketing Operations, Isle of Capri Casinos, Inc.*