

Charitable Gaming

THE VIEW



On-Line @ www.cgao.ca

Information: Resource: Reference

- 910 – Revitalization of Charitable Gaming
- 911 – Golf Day
- 912 – Las Vegas Conference
- 913 – OBDF
- 914 – Bank of Canada – Change of Notes
- 915 – People on the Move
- 916 – Public Relations – Boardwalk Gaming

910 – Revitalization of Charitable Gaming

We continue to drive this important and exciting initiative forward with our Partners. As with all things, as we *pioneer* our way through this we can expect *twists and turns* along the way. We must, as a matter of course, not lose sight of our end goal, which is the *re-alignment and re-positioning* of the Charitable Gaming Sector and making it relevant to a new generation of consumers.

We are starting a period of transition that is a multi-year process. We need to reconfigure the environments, make them more appealing, *modern & fresh*, learn much more about the consumers, *their habits, wants and needs* and make a direct connection to them and leverage the current consumer base to recommend the experience to their family, friends and work colleagues. There is tremendous power in the word-of-mouth.

As well as Commercial Operators and OLG doing things differently, so do our Charity Colleagues. They need to approach this new initiative with new strategies of *Public Relations* and get the often untold message out in the community. This is an important and critical role. It is also a changing role but it has equal importance to the long-term viability of the business. Leading in this area is Boardwalk Gaming & Entertainment (Commercial Operator and Charity working on partnership) in both their Sudbury and Barrie locations. This, in my view, is a prime experience of *adaptability in* a changing environment.

With any major change, we need to stay focused on our objective, remain fully committed and hold each partner *accountable* for delivering on this program. We must also remain balanced & flexible, looking to assist in resolving hurdles that occur and all appreciate that real big change does not always run smoothly.

I feel real movement is now gathering pace. Each of the partners are working hard to make this happen and once the Commercial Operators begin the process of making investments in their facilities, the change will become more viable to all.

911 – Golf Day

It was another fantastic day of golf at the Carlisle Golf & Country Club in Carlisle. The total number of golfers was ahead of last year and those who joined us on the day all said they really enjoyed the event and just having an opportunity to network and relax with work colleagues, which we have long believed, brings real *value* to the whole event. As well as an increase in Commercial Operators, for the first time in numerous years we have seen an increase in Charity Representation at the event and both the CGAO & OCGA welcome that development.

This year's winners for the *third consecutive* year were Bingo World (Richmond Hill & Newmarket) with an amazing score. Their golfing skill has hit a new benchmark and we need to think how best to balance the skills of golfers to create a more engaging competition. However, that said, without question our congratulations go to Chris, Perry and the whole Bingo World Team on another great win.

I would like to acknowledge *Boardwalk Gaming, Bingo World Group, Delta Gaming Group, Meadowvale Bingo, Community Gaming & Entertainment, Dolphin Bingo Centre, the Sponsorship of the Ontario Lottery & Gaming Corporation and finally, Oakville Charity Association* for their engagement in this event.

In closing, the Chair of our Association [Mr. Michael Orser] and the President of OCGA [Ms. Diane Austin] both acknowledge this is a critical event on our calendar and we will continue to support it going forward.

912 – Las Vegas Conference

Next week sees the *Las Vegas Conference G2E*, which is billed as the premier Gaming Conference in North America. Our Chair [Mr. Michael Orser] is leading a team of Commercial Operators down to the event and has expressed a desire to ensure that we visit or promote our Suppliers who will be at the event.

As you may be aware, Bingo is having a comeback on the Strip. Rivera Hotel has converted one of its rooms to a Bingo lounge. I, at the request of our Chair & Vice Chair, will be visiting that lounge to go through the Bingo (Vegas) experience. If you are there, check it out.

I have listed below our [Supplier] Members who will be in Las Vegas. If you are going to be at the gaming show, please ensure that you arrange to visit with them.

Mr. Jim McLean
Arrow Games/Bazaar & Novelty Ltd.
(T) 905-321-5488
(E) jmclean@tradeproducts.com

Mr. Peter Speck
Bazaar Marketing
(T) 905-688-7755
(E) pspeck@bazaarmarketing.com

Mr. Chris Robertson
Diamond Game
(T) 818-554-1421
(E) croberson@diamondgame.com

Mr. Steve Johnston
GameTech Canada Corp.
(T) 905-988-7900
(E) sjohnston@gtiemail.com

Mr. Mark Newman
Pollard Games, Inc.
(T) 289-213-5044
(E) mark.newman@pollardgame.com

Mr. Dirk Schillebeeckx
Kodiak Entertainment
(T) 604-430-8422
(E) Dirk@kodiakentertainment.com

913 – OBDF

As per the OBDF Members Communication, the *Big Win Bingo* will see a final game take place in December. The OBDF Board then needs to re-think its strategies going into 2012.

As the President of the Fund, with Mr. Cam Johnstone – Vice President, we are both extremely keen to keep this *Industry Platform remain* active and engaged. We (Cam & I) will be hosting an ideas session on the 11th October 2011 to go through *ideas, suggestions or recommendations*. This meeting will be open to any Commercial Operator who is active in the Ontario Bingo Development Fund.

914 – Bank of Canada – Change of Notes

As you will be aware, starting November 2011 the Bank of Canada will be changing the currency notes over the next two years, starting with the \$C100.00 bill. The notes are the first series of Canadian Bank Notes printed on any material but paper (Polymer Substrate). Polymer notes will not only be more difficult to counterfeit but generate substantial savings for the Bank of Canada and Canada's cash system, as well as reducing the environment impact for bank notes.

Please see the enclosed article for further details. If you require additional details please contact your local Bank.

915 – People on the Move

City of Mississauga

After 31 years with the City of Mississauga, *Mr. Jamie Hinton* will be retiring from his role at the City. I have had the opportunity to work alongside Jamie on the *Strategic Working Group*, which is co-ordinated through the AGCO. He has always ensured he brought through the issues of his 'Municipal Colleagues' to the table.

I want to take this opportunity to thank him for his contribution to the Charitable Gaming Sector and directly the Bingo Centres in Mississauga. I am sure you will join me in wishing him a very relaxing and enjoyable retirement,

916 – Public Relations – Boardwalk Gaming

Following on from their success with the Public Relations exercise at Boardwalk Gaming Centre in Sudbury, Mr. Michael Orser, his operational team in partnership with their Charity Association colleagues and the Ontario Lottery & Gaming Corporation, are highlighting the monies raised through the Gaming Centre and the direct value to the Community.

Michael Orser has long held the position that it is the special partnership between *Commercial Operators, Charities and Government* that make this Sector both unique and of **real material value** to the Communities that host a Bingo Gaming Centre.

It is the co-operation with key stakeholders and the focus on the *customers* that take us forward as we undertake a re-positioning and re-alignment of the Sector.

We would encourage all Commercial Operators to take the lead and drive this Public Relations initiative in every community, making it a standard annual event. If you need details on how to start the initiative, let Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca know and we will get the details for you.

Congratulations to Michael Orser, Charity Associations and OLG (Bingo Team) and their operational teams for leading and driving this initiative.

On-Line @ www.cgao.ca

Information: Resources: Reference

CONTACT DETAILS

OFFICE 416-245-6365
FAX: 416-245-3449
E-MAIL: nesbitt.s@sympatico.ca
WEBSITE: www.cgao.ca

If you do not wish to receive this newsletter, please contact Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca and we will remove you from the distribution list