

# Charitable Gaming

# THE VIEW



On-Line @ [www.cgao.ca](http://www.cgao.ca)

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## 896 – New Look – *The View*

As part of our initiatives for 2011, we will be refreshing our communication channels to be more reflective of where we, as an Association, are focusing our time and resources. The first start of this is our Industry Newsletter – *The View*. The new logo is reflective of the broader experience our members will be offering their consumers. The six icons represent a different experience that will be offered in the Gaming Centres.

1. **Bingo** - The Bingo Ticket represents the traditional format play of the game. This is and will remain core of the business as we go forward.
2. **Plate** - The Plate represents a greater focus on *food & beverage* and the increased importance this has in the medium term.
3. **BOT Ticket** - Break Open Tickets play an important part in the current experience. There is an element of excitement that our traditional consumers like and enjoy.
4. **E-terminals** - The wireless icon refers to the e-terminals that are currently on offer in the six pilot sites in the province and will play a leading piece going forward.
5. **PBV Unit** - The PBV's have been a very important piece of the development in Ontario. Although currently '*play along devices*', the future with OLG will see this evolve.
6. **Microphone** - This signals entertaining and entertainment of the consumers.

We feel that this new logo sets the tone as we move forward into the future.

## 897 – Big Win Bingo Game

On Saturday, the 6<sup>th</sup> August 2011, the Big Win Bingo Game was played and we had one lucky winner at Boardwalk Gaming Centre – London. The winning combination was called in 48 numbers.

It was clear by the smooth running of the game how much the local centre managers and callers paid extra attention to the details of operation, which was well noted. Everyone needs to be congratulated on their contribution to ensure a successful and smooth game. Well Done.

The next 'Big Win Bingo Game' is scheduled for the first Saturday of September 2011.

## 898 – Ready Set Going!

Ms. Diane Gartshore and her implementation team have now completed their second site meeting at Club Bingo Centre – Peterborough.

The *Team* will be getting around to all 'Phase One Sites' in the coming weeks to conduct this initial briefing with the Commercial Operator. This is a *clear* indication that we have '*hit the ground running*' this summer and it is rather exciting to see these first pieces being put into place.

In relation to our Charity colleagues, they will be contacted via their Association (OCGA) in due course for their training, etc. This may not occur until the mid-way point of Gaming Centre preparation and a locked down changeover date is agreed. If there are any questions from the Charities, just direct them to the OCGA office.

## 899 – Market Planning

I would like to further encourage all Gaming Centre Managers to begin forging or revising their marketing plans for the fall & winter seasons to make sure we leverage and re-engage any consumers who may have lapsed during this very good summer period. We need plans that are flexible enough to adapt to the changing conditions and maximize the business opportunities in a measured fashion.

I would encourage you to reach out to your suppliers and engage their experience and knowledge, not only of our market (Ontario) but of North America. Defining your objectives is the first critical piece in any plan, then setting the key tactics to achieve those objectives will bring focus to the deployment of your marketing funds.

It is all about knowing the consumer and how to ignite and connect with their passion of their leisure or recreation experience. The recent success in Boardwalk Gaming Centre – Sudbury of leveraging the dollars raised to local charities is an excellent example of a positive public relation exercise that generated tremendous press coverage. This should be done in all Gaming Centres in the province.

It is important that in the planning process there is joint focus from both the Commercial Operator and Charity to ensure we have aligned our goals and objectives together as a united team.

I have enclosed information that was released by the OBDF (*Ontario Bingo Development Fund*) last year, which is still of value.

Mr. Terry Jarrell  
Ontario Sales Manager  
**Arrow Games/Bazaar & Novelty Ltd.**  
(T) 905-354-7300  
(F) 905-354-5662  
(E) [TJarrell@arrowgames.com](mailto:TJarrell@arrowgames.com)

Mr. Rich Hueston  
Director, Regulatory Affairs  
**Specialty Print Inc.**  
(T) 1-800-263-5064  
(F) 905-646-2273  
(E) [rhueston@specialtyprint.com](mailto:rhueston@specialtyprint.com)

Mr. Peter Speck  
Operations Director  
**Bazaar Marketing**  
(T) 905-688-7755  
(E) [pspeck@bazaarmarketing.com](mailto:pspeck@bazaarmarketing.com)

Mr. Stephen Johnston  
Regional Sales Manager Canada  
NE USA  
**GameTech International**  
(T) 905-988-7900  
(E) [sjohnston@gtiemail.com](mailto:sjohnston@gtiemail.com)

## 900 – Joint (CGAO & OCGA) Golf Day – Tee-Off Soon

We are counting down to *tee-off date* of the 12<sup>th</sup> September 2011. Let's start getting your team signed up and ready for this tournament.

The '*Boardwalk Bombers*', under the leadership of Michael Orser, are already in practice mode and looking to get hold of that trophy. The '*Delta Destroyers*' will be taking the field and are prepared to take on all challengers who think they could give them a run for their money. Also taking the field will be '*Meadowvale Menaces*', with Captain Howard wanting to take some silver back to Mississauga.

This is shaping up to be a really fun day and I would encourage all Commercial Operators/Suppliers to get engaged and join us. I would ask you to reach out to our Charity colleagues to see if we can increase their participation at this event.

If you have any questions, contact Ms. Sandi Nesbitt at [nesbitt.s@sympatico.ca](mailto:nesbitt.s@sympatico.ca)

On-Line @ [www.cgao.ca](http://www.cgao.ca)

Information: Resources: Reference

### CONTACT DETAILS

OFFICE 416-245-6365  
FAX: 416-245-3449  
E-MAIL: [nesbitt.s@sympatico.ca](mailto:nesbitt.s@sympatico.ca)  
WEBSITE: [www.cgao.ca](http://www.cgao.ca)

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