

Charitable Gaming

THE VIEW



On-Line @ www.cgao.ca

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991 – AGM Reminder

Just a reminder to all our members that on **Tuesday, the 31st July 2012**, we will be holding our Annual General Meeting at the Holiday Inn, (Airport East) Dixon Road, Toronto at 10:00am.

In order to be in attendance you must be a member of 'Good Standing'. Would you please confirm with our Administrator, *Ms. Sandi Nesbitt* (nesbitt.s@sympatico.ca) if you intend to be present at the meeting.

This is an opportunity when the Chair & Executive can report the previous year's business. In 2011/12, this Association has covered a lot of ground and we have real opportunity before us.

992 – Revitalization Initiative Update

The Revitalization Initiative has continued to gain traction through the early summer. The work of *Mr. Ron Ko & Ms. Diane Gartshore – Directors (OLG)* in pushing forward on the key elements prior to launch into market has been tremendous and they deserve full credit. This Association (CGAO) and that of our Charity Association (OCGA) have been equally committed through the summer in ensuring we support the initiative totally to meet *the targeted* launch dates.

The recent announcement of Mr. George Sweny, Senior Vice President (Charitable & iGaming), who undertook his position last week, has been *a critical piece* to ensure focused *Senior Leadership* to our file. There are only a few individuals in the country that could step into a senior position of this nature and *hit the ground running* within hours of his appointment. George was

actively engaged in this initiative since his appointment and we are indeed fortunate to have a person of his standing leading this program.

We are now in the final stage of the pre-launch phase. The first targeted **Charitable Gaming Centre** to switch over is Valley Bingo Centre – Sudbury, at the end of August 2012. The operations leader of the Sudbury Bingo Group, Mr. Michael Orser, remains confident he [from an operations position] will be ready for the targeted date.

This will then trigger a host of other **Charitable Gaming Centres** moving over to 207:1:a in the next twelve months. It is going to create opportunity but it must be borne in mind this will also present us with a **Cultural Change**, which we must all embrace positively.

As more details become available, we will keep you posted.

993 – Olympics 2012 – UK (London)

At the end of this week we will see the eyes of the world turn to the United Kingdom of Great Britain for the largest sporting event in the world, namely the Olympics 2012. During the course of the few weeks this event is held, it will certainly grab the attention of a vast number of the population and thus it has the potential to impact our trading.

I am sure you are prepared to weather this period as we have flagged it on numerous occasions in this newsletter. The suggestion by Mr. Michael Orser of creating an *Olympic lounge area* in the Gaming Centre seems the most effective way of accommodating our consumer's interest in the various events of the Olympics.

994 – Summer Trading

In speaking with numerous Commercial Operators, they have expressed that this extended period of good weather has impacted consumers playing patterns. As such, the early part of the summer has seen trading being '*soft*' and it is likely to remain this way through the remainder of the summer period.

I would encourage all Gaming Centre Managers to think of planning their promotional activities to be reflective of this trading climate and look to early fall to provide a re-engagement strategy for the consumers.

Our Suppliers have a vast range of knowledge and information that can be of tremendous value as a resource for your management teams. There are a couple of key events coming up that you should give some thought to.

- *Back to School* - as with most retail outlets, the focus on parents to ensure their children are geared up for the start of school always grabs their attention
- *Thanksgiving Day* - always very popular as families re-group for some quality time together
- *Halloween* - always a fun time to dress up and create a good atmosphere in the Gaming Centre
- *Special Date* - this year sees the last of twelve unique dates that will not re-appear for another century 12-12-12 (12th December 2012)

I have listed below the contact details of our suppliers for your information. I would strongly suggest you contact them to see the support they can give you.

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

Mr. Rich Hueston
Specialty Print
(T) 800-263-5064
(E) rhueston@specialtyprint.com

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

995 – Delta Gaming Centre (Peterborough) – Appoints New Gaming Centre Manager

It has been announced that Mr. Rob Runnett has been appointed to the position of Gaming Centre Manager at Delta-Pen Gaming Limited, Peterborough, which trades under the Delta Gaming Brand.

Rob will join the company on Monday, 30th July 2012, and will be based in Peterborough. He will undertake training at both Boardwalk Gaming & Entertainment and Delta Gaming Group. Rob will initially report to *Mr. Tom Aikins and Mr. Shawn Fisher*, who will also provide him with the support and guidance he will require in the early days.

Rob joins the company from the OLG where he held the position of *Slot Shift Supervisor* at Kawartha Downs – Peterborough.

I am sure you will join me in congratulating Rob on his appointment and wish him every success as he undertakes his new role.

996 – Responsible Gaming Awareness

One of the key areas of development in the next few years is going to be our enhanced awareness of Responsible Gaming within the **Charitable Gaming Centre**. We need to continue gaining knowledge, deploy practical and balanced initiatives to support this critical piece of our Industry.

No organization offers a better example of this than the Ontario Lottery & Gaming Corporation and as we deploy our relationship with them, we can also leverage their knowledge and experience in this area.

In speaking with Mr. George Sweny, *Senior Vice President (Charitable & iGaming)*, he is firmly committed to effective Responsible Gaming initiatives and I am in total agreement with him. It is worth noting that the OLG is an award winning and industry setting organization and we can certainly enhance our collective knowledge and effectiveness.

This needs to be embedded in our culture going forward and this Association will work in tandem with the OLG for 207:1:a and AGCO for 207:1:b [Charitable Gaming Centres](#).

997 – Delta Gaming Centre (Downsview) – External Thief

I have been informed that on Tuesday, the 24th July 2012, Delta Gaming Centre (Downsview – Toronto) had a robbery of cash in what was described as a ‘Cash & Grab’ situation. There was no report of any injuries nor were there any weapons involved in the situation.

Delta Gaming Group spoke with police this morning and it looks like this may be the same individual who was involved in an incident at the TD Bank down the street at 5:30pm and another TD Bank in Brampton earlier in the day [again no weapons were reported to be used in both those incidents].

This is a brief description of the suspected individual:

Height	6 ft Tall
Hair Colour	Light Brown
Ethic Background	White
Marks	Large Tattoo on left Forearm
Stature	Forward hunch in his shoulders when he walks

Please ensure that all Staff and Charities are extra vigilant and once again review your cash management policies. Look to ensure that cash doesn’t remain visible to non-staff personnel.

On-Line @ www.cgao.ca
Information: Resources: Reference

CONTACT DETAILS

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