

Charitable Gaming
THE VIEW



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1114 – Golf Day – 4th June 2013 – *Tremendous Success*

On Tuesday, the 4th June 2013, the CGAO held its first *warm-up-to-summer* Golf Day at the Springfield Golf & Country Club in Guelph. A full team of 18 (x4 Golfers) turned out to what was, without question, a tremendously successful day. In large part I am sure it was down to the excellent weather that we received.

The main objective of holding this Golf Day was to raise additional funds for the various initiatives we wish to undertake during the course of this year as outlined in our work plan, which was presented at the AGM. In speaking with Mr. Michael Orser (Chair) and Mr. Tony Rosa (Treasurer) both believed, based on early estimates, that the core objective was achieved and considering this was the first of what will be an annual event, are very pleased with the outcome.

The big event of the day is the Team Challenge Trophy. This was decided through a tie with both Team Kealey & Team Multi-Care Benefits achieving equal points/score and the tie saw Team Kealey walk away with the trophy which they will hold for 12 months. Congratulations to Team Kealey on pulling that out of the bag.

It was extremely encouraging to hear all the positive comments about the day and the course, which quite a few referred to as a '*hidden gem of a course*'. Everyone was pleased that we were able to get through the prize awards and have everybody on their way by 7:30pm.

Mr. Michael Orser (Chair) & Mr. Cam Johnstone (Vice Chair) are insisting on '*play-back*' of the event to see how we can improve for next year and ensure this initiative meets its core objective.

It is important to thank those on the organizing committee – Chaired by Peter Howard who, at lightning speed, collectively put this event together. Further, great thanks to our volunteers *Ms. Nicki Aikins and Ms. Brenda Bennett* who worked all through the event to ensure everything went well and ran smoothly. Without their assistance we would have struggled in the deployment – so thank you both very much.

1115 – New Appointment – OLG c-Gaming Team

It has been announced by the Channel Manager c-Gaming, *Mr. Bob Longman*, the appointment of a new Business Relationship Manager who will join the c-Gaming Operational Team on the 2nd July 2013. Ms. Jane D'Aoust will transfer over from Retail Lottery Division where she has held the position of Key Account Specialist since joining the OLG in June 2006.

I am sure you will all join me in wishing Ms. D'Aoust every success in her new role as she joins *Ron Ko's Operational Team* at a very exciting time.

1116 – Canadian Gaming Conference – Montreal, Quebec

This is the last chance to sign up for the Canadian Gaming Conference in Montreal, Quebec. In speaking with Ms. Lynn Cassidy (OCGA) there are over 100 delegates signed up for the Charitable Gaming portion with international interest.

This is a chance to learn what is happening in the broader gaming landscape and I would encourage you to sign up for the conference. If you are interested please follow the link - www.canadiangamingsummit.com.

1117 – Quebec Bingo Association – President – Makes Visit to Ontario

On Wednesday, the 6th June 2013, we played host to the President of Secretariat du Bingo from Quebec who has been working both with this Association (CGAO) and our Charity partners (OCGA) in understanding what we are doing and the direction we are going within Ontario.

With the approval of Mr. Cam Johnstone – Delta Bingo Group, we were available to tour *Mr. Rouville Parent* around the public areas of the Delta Pickering - Centre and see first-hand the new product platform that is emerging.

It was stressed that we are placing traditional Bingo products on a new platform to enhance the entertainment experience and provide greater accountability and integrity of our operations. We are hoping to connect with them again in Montreal in the coming weeks.

1118 – CGAO Marketing Template – Going Live in Windsor

I am extremely pleased that Mr. Tony Rosa – CEO Community Gaming & Entertainment (Windsor) has agreed to be a '*pilot*' and take the CGAO Marketing Template and operationalize it in his market. This is very exciting and will get into various elements like *planning, budgeting, preparing, executing and reporting*.

This is a further example of Tony's ability to adapt to new methods of conducting business and always looking to the future opportunities of a marketplace. You may recall that Tony has long been a major supporter of the effective use of consumer data in driving business decisions.

I am so pleased that Magrane Marketing Limited (Ms. Marian Magrane) will be guiding us through this process and we have the support of Mr. Ron Ko – Director of Operations – c-Gaming, who will be accompanying us to Windsor to offer any guidance and support he can, which is excellent and shows the commitment of Ron to the importance of marketing.

Copies of the presentation and marketing template are available on our web site www.cgao.ca or through our Administrator – Ms. Sandi Nesbitt.

1119 – Responsible Gaming

As we face all the changes in the sector it is important to keep *top of mind* the importance of integrating the *Responsible Gaming* piece into our new business model. It is extremely encouraging to see the new c-Gaming Centres displaying the new [RG] materials within their Centres. It is critical that we forge this initiative into our ongoing operational culture and the early signs are there that it is beginning to happen.

Keep up the excellent work!

On-Line @ www.cgao.ca

Information: Resources: Reference

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