

Charitable Gaming
THE VIEW



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1159 – Ms. Angela Duerksen – City of Niagara Falls

On Friday, the 13th December 2013, *Ms. Angela Duerksen* (Charitable Gaming Licensing Manager of the City of Niagara Falls) retired from the city. I wanted to take this opportunity to acknowledge the tremendous contribution that Angela has given Charitable Gaming, primarily in her city but also through the numerous committees that Angela has been engaged in. Through my interaction with Angela she has always engaged in her duties in a professional and positive fashion, which has always ensured effective discussion and resulted in constructive decision making.

I am sure you will join me in wishing Angela and her family every success as she begins her much deserved retirement.

1160 – BOTDF-MC – Demo Project #2 – Final Report

I enclose for your reference the Final Report (Demo Project #2) from the BOTDF-MC. This information is being shared with the Charities, BOTPMA and BOT Manufacturers.

Should you have any questions, please contact my office at (416) 245-6365.

1161 – BCLC – RG Conference – January 2014

A final reminder for 2013 that late in January 2014 the *New Horizons (RG) Conference* will take place in Vancouver, British Columbia. If you are interested in registering, go to our web site (www.cgao.ca) and click on the *New Horizons* icon.



1162 – Message from Chair



A Message from the Chair – *Mr. Michael Orser*

It is that time of year when I take the opportunity to write directly to our members and readers. This is becoming an annual event and I am beginning to enjoy it as it gives me an opportunity to review the activities of the Association in a broader time range. I want to start by saying a very big thank you to the Teams, the OLG (c-Gaming) and AGCO, for their collective support and work throughout 2013.

As we end 2013 we clearly finish the year *stronger* than we started it. With eighteen (18) Centres now engaged in the *revitalization initiative*, we certainly have the critical mass to begin to realign the sector, which has long been requested and wanted. This has brought major *change* and that is always difficult to get a handle on *off the bat* but it will get better and clearer as we move forward. Those who have been in the program for a few months see the light at the end of that transitional tunnel.

Without question we are seeing that we are not just 'Bingo Halls' anymore. We have converted into 'Gaming Centres' where we are offering *multiple experiences at the same time under the same roof*. It is how we balance these differing experiences that will deem how successful we are as a sector and different operators have offered different approaches. There is no one solution. It is finding your 'mix' that fits within your marketplace.

As we turn to 2014, it is going to be a year of '*Operational Excellence*'. We need to *manage the margins* and focus on achieving the right level of *connectivity* with our consumers to deliver an experience that they want and will wish to return to. The role of effective marketing will take a higher profile in the business and this is different than promotions but we need to be *event driven* and generate those 'magic moments' for our consumers and entertain them

In the Association we continue to deliver real value to our members through our communications, various working groups and my policy of *engagement* where we look to be a solution driven Association. It is my view that we are gaining traction. We understand the new landscape we are operating in and are beginning to take steps to grow the business accordingly. One core element

that has certainly received a high profile this year is the role of *Responsible Gaming* and as we close out the year we are seeing the deployment of the RG Kiosks within our Centres. We feel this is a positive step for Charitable Gaming.

In closing, I want to **thank** my fellow Board of Directors and Members of the CGAO for their ongoing support. Also, both the staff and especially Ms. Sandi Nesbitt (Administrator) for her valuable contribution to the CGAO and finally our partners, the AGCO, OLG, OCGA and Municipal Staff. Without their collective support the success of 2013 would not have been possible.

Finally, from my family to yours, a very Happy Holiday Season & a Very Successful New Year to you all.

Michael E. Orser
Chair of Board – CGAO

1163 – TRM Public Affairs - Engaged

It has been announced that the CGAO has engaged the services of TRM Public Affairs to offer policy advice to the CEO, Chair and Vice Chair. This will be activated from 1st January 2014 and will run initially for a defined period of time. TRM Public Affairs brings tremendous experience and knowledge that is welcomed by the CGAO.

This is a further example of the commitment of CGAO to import external resources to support its policy objectives.

1164 – Office Opening – Christmas Period

The CGAO office will be closed from Monday, 23rd December 2013 through to Monday, 6th January 2014. If there are any issues that occur over this holiday period please call Peter McMahon direct.

On-Line @ www.cgao.ca

Information: Resources: Reference

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