

The Fine Point Group

The Latest News From The Fine Point Group



What a month it has been. Gaming equities continue to get hammered - and even no-brainer projects are having trouble raising financing.

The pressure is on to generate "quick hits" and "turnaround results," and as a result, we continue to gain clients across the world. We are continuing to ramp up our resources, and are pleased to welcome back one former member of our team and one new member: Chris Colwell and Stan Calder.

Chris is taking the lead as our clients ask us to extend our practice into operations optimization. At present, he is leading the charge with one of our large Native American clients to optimize their slot floor strategy - identifying tens of millions in potential upside. **Chris has more than ten years of gaming experience - on both the property and supplier side.** An undergraduate at Duke University, a Nuclear Engineer for the U.S. Navy, and a MBA from Northwestern's Kellogg Business School, Chris joined Harrah's as a President's Associate and worked his way up to Vice President of Operations at one of their largest properties. He left to jump to the supplier side and held a variety of senior-level roles at Bally Gaming. Chris initially joined FPG in the summer of 2007, and then returned to casino operations when he joined Station Casinos to help lead a development project in the Las Vegas locals market. We are excited to welcome him back to our team.

Speaking of Bally, last week, **Stan Calder left his role as Software Engineer for Bally Technologies to join our firm, bringing 25 years of database marketing, analysis, and information technology experience to the team.** Stan began his career at Walt Disney World and over an impressive period of 18 years held progressively challenging roles in IT, Marketing and Operations. He was recruited by Harrah's Entertainment in 2000 to be the Corporate Relationship Marketing Analyst. Three years ago, Stan left to become the Director of Information Technology Development for Mesquite, Nevada's Black Gaming, managing in-house and vendor CRM, hotel yield management, POS and gaming applications.

We are very excited to have Chris and Stan join our team as we continue our search for the strongest analytic talent in the industry. During these challenging times, we hope this finds you well, and as always, if we can be of assistance, don't hesitate to let me know.

Best regards,

Handwritten signature of Randall A. Fine in blue ink.

Randall A. Fine
Managing Director



COME SEE US AT G2E

The Fine Point Group will have a solid presence at the 2008 G2E Conference being held November 17th-20th in Las Vegas, NV. Please see below for all the speaking engagements we are moderating across three tracks of the conference, including Player's Club and Incentives, Gaming Technology, and Human Resources:

Randall A. Fine will speak at two events this year:

CRM Part I: Gauging the True Value of Your Patrons:

8:00AM - 9:00AM (Tuesday, November 18, 2008)

Customer relationship management (CRM) has been a buzzword in the gaming industry for several years now. This session will define CRM as it exists today and in terms of what it could become, as well as explain what your options are for gathering the necessary data and how you make each option work. Experts will discuss various methods and tools available for determining a patron's true value, including their non-gaming activities.

SIGNATURE SERIES: Total Customer Value: More than Just Gaming:

9:15AM - 10:15AM (Thursday, November 20, 2008)

While casino floors are the bedrock of this industry, non-gaming activities can often generate greater profits too. In fact, non-gaming revenues continue to increase across the industry and in many cases now exceeds those generated by gaming. Can you afford not to track and reward both in that case? Learn how to track, monitor and reward non-gaming activity in order to engender loyalty and repeat visitation independent of or along with gaming.

Steve Dahle, *Senior Associate*, will moderate:

Stand Up to Stand Out: Creating Effective Loyalty Programs

8:00AM - 9:00AM (Monday, November 17, 2008)

This panel will discuss ways to make your loyalty program stand out among the throngs of many. Go beyond the fundamentals, get more sophisticated in gathering data, make it more accurate, and evaluate your database. Learn how to effectively structure your awards and rewards, better focus your communication, and use your competitors' actions to find opportunity niches. [Part of the Training and Development Institute Series].

Wendy Pelling, *Partner*, will moderate:

Chance of a Lifetime: How to Increase the Value of Your Players

3:30PM - 4:30PM (Monday, November 17, 2008)

According to some studies, a mere five percent increase in customer retention can lead to a 25 to 85 percent increase in profitability. The lifetime value of each casino player is critical to that kind of success. During this session, learn how to keep players coming back by implementing effective loyalty tactics. Players will not only play more, but will increase in-house spending overall. [Part of the Training and Development Institute Series].

Marlene Reyes, *Senior Associate*, will moderate:

Tiers without Tears: Advanced Player Club Structuring

11:45AM - 12:45PM (Wednesday, November 19, 2008)

Players' clubs that reward greater player activity with ever increasing perks and rewards have been proven successful around the world. Learn how to provide entry portals for new players, add benefits properly aligned with earning potential and provide incentives for up-and-coming players to move up the ladder.

Sean Manchanda, *Senior Associate*, will moderate:

Marketing Talent: Hiring and Retaining for Marketing Excellence

2:00PM - 3:00PM (Wednesday, November 19, 2008)

These days, senior casino marketing executives have an average employment lifecycle of 26 months. Limited resources and ambiguous expectations are two potential culprits of short tenures. What does it really take to attract and retain top talent in this business? Hear from HR experts in the industry as they discuss this hot topic.



NEWS AND EVENTS

Randy Fine continues to be a **monthly contributor to Midwest Gaming and Travel magazine**, a publication that reaches more than 100 commercial, Native American, and racino properties across seven states. Randy is writing an eight-part series entitled "Demystifying Casino Marketing." To view October's article, ***Comps: The Mystery Revealed***, [click here](#), and watch for next month's issue on the allure of cash and cashback.

Check out next month's issues of both **Global Gaming Business** and **Casino Enterprise Management** where Randy is a featured columnist:

Randy's article in **GGB, *How Gaming's Growth - and Decline - is tied to the Global Economy and What to Do About It***, highlights the fact that the gaming industry is not recession proof, what happened to get us here, and how to improve your performance in the midst of the crisis.

The article in **CEM, *The Ferrari Fallacy***, discusses the flawed logic that often leads operators to see new systems as a silver bullet to solve their marketing challenges. A new system only solves one piece of the puzzle, and in many cases, the tools needed to do the job already exist. In other words, *"imagine what would happen if you gave a Ferrari to someone who doesn't know how to drive a Ford."* To view the full article, [click here](#).

Randy has been invited to be a speaker at the **2008 Loyalty, Incentive, and Reward Expo, A 360° Voice of the Customer**, on November 3rd at 4:30pm at the Omni Orlando Resort in Florida. This conference speaks to all industries, including financial services, retail, and travel and hospitality. Randy will be the featured speaker from the casino industry, presenting:

From Data to Information to Advantage: Applying Casino Marketing to Your Business

The definition of direct marketing is to maintain and incent behavior from your customers to build loyalty; or in simple terms getting the right offer to the right customer at the right time which can mean the difference between that customer visiting you and that customer visiting your competitor. During this session we will take a look at proven casino direct marketing strategies and how the basic fundamentals can and should be best applied to other industries. This session will examine the foundation and structure for formatting a direct marketing strategy applicable to any industry. Discussion points will consist of analyzing your customer database, segmentation within that database, how best to use data elements to get the most bang for your buck, and the importance of pre and post analytics of all direct marketing efforts.

If you're interested in learning more about the Loyalty Expo, please [click here](#) for more details.

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This e-newsletter will be sent occasionally to our clients and colleagues to share news, announcements and original research. As we receive an enormous amount of email ourselves, we will be respectful in our use of this medium and use it judiciously.