



EXECUTIVE
DEVELOPMENT
PROGRAM

elevating leaders in the gaming industry



University of Nevada, Reno



Confronting Challenges and Embracing Opportunities—
Strategic Leadership in the Gaming Industry

November 11–19, 2016
Harveys Lake Tahoe | Lake Tahoe, Nevada USA

*Cosponsored by the University of Nevada, Reno College of Business and Extended Studies
and the University of Nevada, Las Vegas International Gaming Institute*

“When I presented to The Star Senior Management team on my experience at EDP. I opened by describing the program as a “Boot Camp for Gaming Executives.” The greatest thing that comes from EDP is experiencing how much a diverse team of highly motivated individuals can achieve in one short week. No-one leaves EDP unchanged. Participants are challenged to an extreme level and when you return to your regular work routine you can’t help but operate at a higher level. And...the EDP family lives on long after you leave the crystal blue waters of Lake Tahoe.”

SANDRA THEFS, GAMING OPERATIONS MANAGER – PREMIUM AND VIP,
THE STAR SYDNEY, AUSTRALIA

“What a tremendous opportunity to bring gaming executives from all corners of the globe together for an intense, highly educational and inspiring 10 days. I have made friends and contacts for life, and reaffirmed that the gaming industry is the BEST industry to work in. Thank you for epitomizing the concepts of higher education, customer centricity and at the end of the day, as Bo says...family! Thank you EDP.”

NIAZ NEJAD, VICE PRESIDENT,
LOTTERY & GAMING SERVICES,
ALBERTA GAMING & LIQUOR
COMMISSION, CANADA

“What a powerful session of executives putting their heads together and coming up with a “RFP” in just nine days. Incredible, this was an experience I will never forget. I am currently using some of the teachings right now. What a blessing Dr. Bernard and Mr. Lipparelli are and will continue to be to the EDP program. You were all great moderators and hosts. And to my team Group #3, “Corazon de Cuba”, exceptional job and many life experiences I will never forget.”

RON ENICK, TABLE GAMES MANAGER,
SNOQUALMIE CASINO, USA

Strategic Planning
International Issues
Crisis Management
Social Impacts
New Technologies
Social Gaming
Casino Marketing
Casino Design
Measuring Financial Performance
Leadership and Human Resource Issues
Internet Gaming

Visit www.gaming.unr.edu/edp



EXECUTIVE DEVELOPMENT PROGRAM

“EDP has been a highlight of my career in terms of educational experiences.

The speakers, panels, and staff are all world class and top in their respective fields.

They showed tremendous leadership qualities by participating in the program to ready the next generation of leaders. I have required our operation to identify at least two candidates to participate each year in the program going forward.”

RANDY BARDWELL, BOARD OFFICER,
PECHANGA DEVELOPMENT CORP., USA

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THE PROGRAM IS DESIGNED SPECIFICALLY FOR:

- III Executives and senior managers in positions of substantial responsibility who help shape the futures of their organizations
- III Owners, board members and other leaders active in strategic planning for gaming organizations
- III Government regulators who require a comprehensive understanding of casino operations
- III Rising stars within a gaming organization

OPPORTUNITIES AND BENEFITS:

- III Develop strategies for anticipating challenges and opportunities
- III Establish valuable industry relationships and share ideas with accomplished international colleagues
- III Examine how leading companies have implemented successful strategies for survival and growth
- III Learn to analyze competitive positioning and identify a company’s strengths and weaknesses
- III Analyze case studies to develop solutions that can be applied immediately in your organization
- III Gain insights into operational areas to enhance interdepartmental understanding
- III Build knowledge of essential regulatory and legal structures in international jurisdictions
- III Prepare organizations for success in a global environment
- III Participate in stimulating classroom discussions on key issues in leadership, policy and casino management



World-Class Faculty



PROGRAM MODERATORS

In the course of his career, **Bo Bernhard, Ph.D.**, has worked with the international gaming industry on all six inhabited continents and in more than 100 jurisdictions. In his current role as executive director of the University of Nevada, Las

Vegas International Gaming Institute, he has delivered more than 200 keynote addresses to industry, regulatory and policy leaders.



Nevada Senator and former chair of the Nevada State Gaming Control Board, **Mark Lipparelli, M.S.**, is a member of the Board of Trustees of the University of Nevada, Reno Foundation and serves as a member of the Board of Directors of Golden

Entertainment, Inc.

Mark is founder president of Gioco Ventures, LLC., a development stage technology company. Lipparelli served for more than 15 years in senior management roles with the gaming industry's leading technology providers including Bally Technologies, Shuffle Master and Casino Data Systems, and currently serves as an advisor to clients in the gaming, entertainment, investment and sport industries.

CASINO INDUSTRY EXPERTS AND RESEARCHERS

The program's top-level faculty is comprised of experts from leading universities and from some of the world's most prominent casino operations. Our faculty has included program founder, Dr. Bill Eadington, Rich Baldwin, Peter Bernhard, Jan Jones Blackhurst, Eugene Christiansen, Kim Copp, Roberto Coppola, Alan Feldman, David Forst, Geoff Freeman, Connie Jones, Mark Lerner, Anthony Lucas, Arte Nathan, Terry Oliver, Robert Rippee, Bruce Rowe, Bethany Seidel, Roger Snow, Paul Steelman, Rich Whitney, Dusty Wunderlich, along with our co-moderators Bo Bernhard and Mark Lipparelli.

Executive Education Provides the Foundation for Superior Performance and Success in a Rapidly Changing World

Gaming companies worldwide must be increasingly sensitive to their impacts on local and regional economies, while also honing their management effectiveness, maintaining market share and attracting new customers.

The Executive Development Program is designed for those whose roles are to think strategically—about product, attractions, casino environment, employee development, community relations, partnerships and exceptional customer service. The program increases your capacity to lead and manage in a changing environment and prepares you to think strategically and reshape your organization.

POSITION YOUR ORGANIZATION TO MEET CURRENT AND FUTURE CHALLENGES AND OPPORTUNITIES

The Executive Development Program can help you lead organizational change. It provides the information and insights to create organizational growth opportunities through strategic alliances.

STRATEGIC THINKING AND MANAGEMENT FOR COMPETITIVE ADVANTAGE

The Executive Development Program is particularly useful as a source of professional renewal for those with years of experience in gaming, as well as an important educational opportunity for those moving into positions of substantial responsibility in your organization. The program helps participants deepen their insights and broaden their resources to increase competitive advantage.

• An Exclusive Experience

The only program of its kind in the world, the Executive Development Program attracts a diverse and dynamic group of participants. Now in its 26th year of offering an exceptional educational experience, the program has graduated 1,284 executives from gaming companies and regulatory agencies from throughout the world.

As a participant of the Executive Development Program, you will be among the pacesetters in the gaming industry—leaders from around the world who grapple with important strategic issues common to casino gaming.

You will establish lasting professional relationships that will be valuable to you and critical to your organization well into the 21st century.

• Program Format

In a series of stimulating and demanding class sessions, participants will examine key issues—sustaining competitive advantage, responding to political uncertainties, managing organizational change, developing strategic alliances and adapting to the rules of a new playing field in the continually evolving gaming industry.

Participation in study teams and case-study analysis is an integral part of the program and is required of all participants. The program considers this daily interaction among faculty and participants as crucial to its success and vital to the overall experience. Fluency in English is required of all participants.



EXECUTIVE DEVELOPMENT PROGRAM

APPLICATION CHECKLIST

- CURRENT RÉSUMÉ/CV
(Including educational background)

- DEPOSIT OF \$500* (USD)
Payable to "Board of Regents"
**Nonrefundable upon acceptance*

- MAIL OR FAX COMPLETED APPLICATION TO:
MAIL:
Executive Development Program
Extended Studies
University of Nevada, Reno/0048
Reno, NV 89557 USA
FAX:
+1 (775) 784-1605

- INFORMATION:
JoAnne Gipson, Operations Manager
Gaming Management Programs
University of Nevada, Reno
+1 (775) 682-7558 or
1-800-233-8928
EMAIL:
jgipson@unr.edu or
gaming@unr.edu

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PROFESSIONAL DATA

(Please Print or Type)

Name _____ Preferred name for badge _____

Formal name for conference certificate _____

Position title _____ Company _____

Mailing address _____
_____ Country _____

Telephone (_____) _____ Fax (_____) _____ Email address (required) _____

Length of time in current position _____

Name/Title of person to whom you report _____

PERSONAL DATA

Country of citizenship _____ Date of birth _____ Male Female

Home address _____

Country _____ Telephone (_____) _____

Any special requirements or dietary needs? _____

Hobbies/Recreational interests? _____

Education _____

Shirt (women's sizes)

S M L XL XXL

Shirt (men's sizes)

S M L XL XXL

(Please complete both sides)

TUITION AND FEES

The Executive Development Program fee is \$7,900 (USD), which includes tuition, deposit, course books and materials, logo shirt, daily refreshments, lunches on full days, receptions, opening dinner, and graduation banquet. Enrollments are limited to a maximum of 65 fully enrolled delegates.

A deposit of \$500 (USD) is due and payable upon submission of application and will be applied to tuition. The deposit will be refunded in the event an applicant is not accepted to the program.

A \$500 processing fee will be assessed for any cancellations made prior to Oct. 10, 2016. No refunds will be given for cancellations after that date. However, the organization may identify a replacement to the program at full credit. Notification of cancellation must be made in writing.

- ENCLOSED IS A CHECK FOR \$ _____
Payable to "Board of Regents"
- COMPANY PURCHASE ORDER NUMBER

PLEASE CHARGE MY CREDIT CARD:

- VISA
- MasterCard
- Discover
- American Express

CARDHOLDER'S NAME

CREDIT CARD NUMBER

EXPIRATION DATE

AMOUNT: \$ _____

X _____
SIGNATURE AS IT APPEARS ON CARD

PROPERTY INFORMATION

Property/Company name _____

Gross revenue in U.S. \$ (specify company or property) _____

Number of properties in organization _____

Number of employees: Total organization _____ Your property _____

POSITION DATA

Describe the area for which you are responsible and relate it to the total company in terms of size, operation and independent responsibility. Describe your staffing, budget and responsibilities. Describe the line of authority to your position.

PERSON IN CHARGE OF EXECUTIVE DEVELOPMENT FOR YOUR COMPANY

Name _____

Title _____

Company _____

Address _____

Country _____ Telephone (_____) _____

SPONSORING ORGANIZATION FOR BILLING

Name _____

Title _____

Company _____

Address _____

Country _____ Telephone (_____) _____

HOW DID YOU HEAR ABOUT THE EDP PROGRAM?

- Brochure Magazine Email Website
- LinkedIn Previous attendee Word of mouth

PROGRAM SCHEDULE

The Executive Development Program begins with registration and a reception on Thursday evening, Nov. 10, 2016; the program begins promptly at 8:30 a.m. on Friday, Nov. 11. The program concludes at 11 a.m. on Saturday, Nov. 19. Expect to spend full days and several evenings on program-related activities.

TUITION

The program fee of \$7,900 (USD) includes tuition, deposit, course books and materials, logo shirt, daily refreshments, lunches on full days, receptions, opening dinner and graduation banquet.

A deposit of \$500 (USD) is due and payable upon submission of application. Once accepted to the program, the deposit is applied toward tuition. Tuition may be paid by purchase order, VISA, MasterCard, American Express, Discover or check payable to Board of Regents. Please contact us for wire transfer details.

HOW TO APPLY

Complete the enclosed application form, attach résumé or CV and return with a deposit of \$500 (USD) payable to Board of Regents, to:

EXECUTIVE DEVELOPMENT PROGRAM

Attn: JoAnne Gipson
Extended Studies
University of Nevada, Reno/0048
Reno, NV, 89557 USA

Or, fax application to +1 (775) 784-1605.

The application must be received to confirm your place in the program. Applications will be reviewed as they are received and applicants will be notified of their acceptance as soon as possible. Advance enrollment is required; reading and course materials may be sent to each participant prior to the program.

Enrollment will be strictly limited. Early application is advised.

APPLICATION DEADLINE: Oct. 10, 2016
PAYMENT BALANCE DUE: Oct. 17, 2016

REFUNDS AND CANCELLATIONS

A \$500 processing fee will be assessed for any cancellations made prior to Oct. 10, 2016. No refunds will be given for cancellations after that date. However, the organization may identify a replacement to the program at full credit. Notification of cancellation must be made in writing.

ACCOMMODATIONS

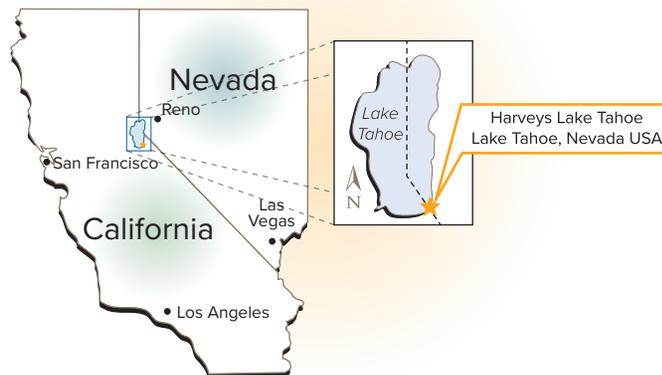
The program will be held at Harveys Lake Tahoe, Lake Tahoe, Nevada. A special rate is available, single or double occupancy: average \$110 (USD) plus tax, and \$20 resort fees (includes fitness center and in-room internet for two devices) per day. Rates are effective Nov. 10–19, 2016, subject to availability. Participants are responsible for making their own reservations and paying for lodging at Harveys Lake Tahoe.

PLEASE USE THIS LINK TO RESERVE LODGING AT HARVEYS LAKE TAHOE

<http://www.totalrewards.com/hotel-reservations?propCode=HLT&groupCode=S11EDP6>

If you call Harveys to make your room reservations, you will be charged \$15 USD for the call-in fee. There is a group code for call-in reservations; please contact us at jgipson@unr.edu or (775) 682-7558 to obtain the code.

The deadline for making lodging reservations to guarantee availability is October 10, 2016.



For More Information

For more information about the Executive Development Program, contact:

JoAnne Gipson
Operations Manager
Gaming Management Programs
Extended Studies
University of Nevada, Reno
+1 (775) 682-7558 or 1-800-233-8928
Email: jgipson@unr.edu or gaming@unr.edu

Fax: +1 (775) 784-1605





University of Nevada, Reno



The gaming industry is one of the most dynamic in the world today, and the need for a rich exchange of ideas, insights and knowledge continues to be paramount.

PROGRAM GRADUATES

Graduates of the Executive Development Program have represented commercial gaming companies including publicly traded and privately held companies and tribal gaming operations. Graduates have also represented various government gaming regulatory agencies, tribal governments, consulting companies, state lotteries, casino associations, gaming technology companies and branches of the U.S. military.

EDP Graduates have represented 51 countries and regions worldwide:

Argentina	Italy	Poland
Aruba	Japan	Portugal
Australia	Kenya	Russia
Austria	Korea	Singapore
Bulgaria	Latvia	Slovakia
Cambodia	Lithuania	Slovenia
Canada	Luxembourg	South Africa
China	Macau	Spain
Colombia	Macedonia	Suriname
Curacao	Malaysia	Sweden
Dominican Republic	Mexico	Switzerland
Estonia	Morocco	Tanzania
Finland	The Netherlands	Ukraine
France	New Zealand	United Kingdom
Hong Kong	Panama	United States
Hungary	Peru	Uruguay
Ireland	Philippines	Venezuela

“EDP brings gaming professionals from across the world together to learn from first rate presenters and to learn from each other. I found the interaction with other participants of tremendous benefit, sharing and solving challenges together.”

MATTHEW CHRISTIE, GENERAL MANAGER—TABLE GAMES, CROWN MELBOURNE LIMITED, AUSTRALIA

For a complete list of companies and entities, please visit:
www.gaming.unr.edu/edp/

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Reno, NV 89557 USA

THE UNIVERSITY OF NEVADA, RENO IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION, ADA INSTITUTION. A PORTION OF THE PROGRAM FEES MAY BE USED TO PAY HOSTING EXPENSES. PRODUCED BY EXTENDED STUDIES MARKETING DEPT., 6/16.

Visit www.gaming.unr.edu/edp