



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 14-22, 2020
Hyatt Regency Lake Tahoe | Lake Tahoe, Nevada USA

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

"I had a wonderful time making professional and personal connections at Lake Tahoe for EDP 2019. The team competition project was intense, and I had the best team ever! Thank you again to the European Casino Association for the Gender Diversity scholarship."

DOLLY BASCOU SANANES,
HEAD OF MARKETING AND COMMUNICATIONS GAMING OPERATIONS
MONTE-CARLO SOCIETE DES BAINS DE MER
MONACO

"Grateful, grateful, grateful to have been a member of this year's Executive Development Program. I'm still riding the rush of learning from so many titans in gaming during what was easily the most grueling but rewarding 10 days of my professional life."

DAVID DIMAS,
SENIOR PRODUCT MANAGER
SCIENTIFIC GAMES
CHICAGO, ILLINOIS

"It has been few months now since I returned from Lake Tahoe, attending EDP and reflecting on this experience. I must say it truly was the best program I ever attended, allowing me to grow both on a professional and personal level. Once again, I would like to thank the EDP team and all others for taking us through this journey."

ZHAN SPALDING,
GROUP EXECUTIVE MANAGER, SURVEILLANCE
SKYCITY ADELAIDE CASINO
ADELAIDE, SA, AUSTRALIA

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. Celebrating its 30th year of offering an exceptional educational experience, the program has graduated more than 1,500 executives from gaming companies and regulatory agencies 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

"All I can say is "WOW." Nine days spent in Lake Tahoe studying alongside the brightest minds in the gaming industry at the Executive Development Program.

My heart is full of joy and my head is bursting with new ideas. Extremely challenging, but my goodness was it incredibly rewarding. If you're thinking about getting involved with this program, DO IT!"

CAITLIN HARTE,
DIRECTOR OF PRODUCT MARKETING
INCREDIBLE TECHNOLOGIES
VERNON HILLS, ILLINOIS

November 14-22, 2020
Hyatt Regency Lake Tahoe
Lake Tahoe, Nevada USA

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

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

Visit gaming.unr.edu/edp



World-Class Faculty

PROGRAM MODERATORS



Bo Bernhard, Ph.D., is a proud fifth-generation Nevadan and student of Bill Eadington, Ph.D. Over the course of his career, he has worked with the international gaming industry on all six inhabited continents and in more than 100 jurisdictions. He is the recipient of the Harry Reid Silver State award, which is UNLV's most prestigious research award, given for career accomplishments researching the global

gaming industry. In his current role as the executive director at UNLV's 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. Lipparelli 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. He currently serves as an advisor to clients in the gaming, entertainment, investment and sport industries.



Alan Feldman is an internationally respected figure in responsible gaming. After a long and distinguished career in the gaming industry, he was appointed as a Distinguished Fellow of the International Gaming Institute at UNLV, where he leads the Institute's responsible gaming programs. Feldman also serves as chair of both the National Center for Responsible Gaming, as well as the Nevada

Advisory Committee on Problem Gambling. Additionally, he serves as a member of the Gambling Research Advisory Committee for the Massachusetts Gaming Commission. Feldman has developed relationships with academics, clinicians, public health officials and problem gambling patients throughout his almost 30-year career. He is a frequent speaker on responsible gaming at conferences, universities and media events around the world.

CASINO INDUSTRY EXPERTS AND RESEARCHERS

Our faculty has included program founder Bill Eadington, Brett Abarbanel, Amy Ayoub, Maria Christina Annaloro, Rich Baldwin, Randy Bardwell, Larry Barton, Jan Jones Blackhurst, Eugene Christiansen, Kim Copp, Roberto Coppola, Shondra DeLoach-Perea, Mike Dreitzer, Rodrigo Fernandez, David Forst, Geoff Freeman, Greg Giordano, Holly Gagnon, Dick Haddrill, Becky Harris, Todd Haushalter, Shekinah Hoffman, Per Jaldung, Connie Jones, Kevin Kuklok, Mark Lerner, Anthony Lucas, Kenneth Manuel, Punam Mather, Jim McClenahan, Virginia McDowell, Robert Melendres, Gillian Murphy, Dennis Neilander, Terry Oliver, Drew Pawlak, Phil Shoemaker, Marcus Prater, Toni Repetti, Robert Rippee, Jennifer Roberts, Bruce Rowe, Daniel Sahl, Seth Schorr, Roger Snow, Paul Steelman, James Stewart, Simon Thomas, Andre Wilsenach, Dusty Wunderlich and Kent Young.

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

edp

PROGRAM SCHEDULE

The Executive Development Program begins with registration and a reception on Friday evening, Nov. 13, 2020; the program begins promptly at 8:30 a.m. Saturday, Nov. 14, 2020. The program concludes at noon Sunday, Nov. 22, 2020. Expect to spend full days and several evenings on program-related activities.

TUITION

The program fee of \$9,100 (USD) includes tuition, deposit, course books and materials, logo sweatshirt, daily refreshments, daily lunches, receptions, opening dinner and graduation banquet.

The required 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

University of Nevada, Reno/0048
Extended Studies
Reno, NV, 89557 USA

Or, fax application to +1 (775) 784-4801.

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.

Enrollment will be strictly limited. Early application is strongly advised.

APPLICATION DEADLINE: Oct. 16, 2020
PAYMENT BALANCE DUE: Oct. 16, 2020

REFUNDS AND CANCELLATIONS

A \$500 processing fee will be assessed for any cancellations made prior to Oct. 16, 2020. 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

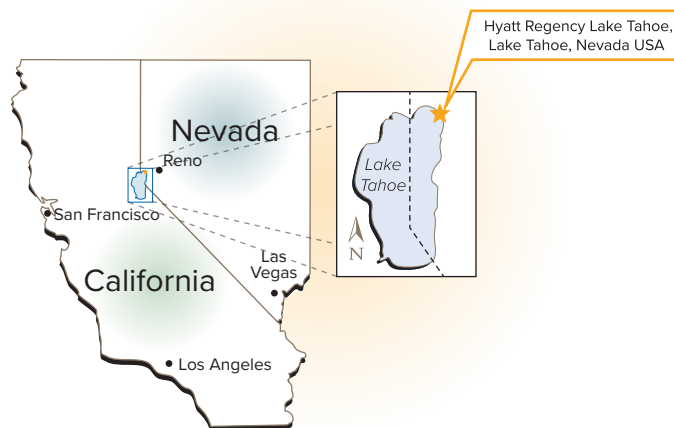
The program will be held at the Hyatt Regency Lake Tahoe in Nevada. A special rate is available, single or double occupancy: average \$145 (USD) plus tax and \$25 resort fee (includes fitness center and in-room internet) per day. Rates are effective Nov. 11-25, 2020, subject to availability. Participants are responsible for making their own reservations and paying for lodging at the Hyatt Regency Lake Tahoe.

PLEASE USE THIS LINK TO RESERVE LODGING AT THE
HYATT REGENCY LAKE TAHOE

<https://www.hyatt.com/en-us/group-booking/tvllt/g-gunr>

You may call the Hyatt Regency to make your room reservations at +1 (775) 832-1234. The group code for call-in reservations is G-GUNR.

The deadline for making lodging reservations to guarantee availability is Oct. 16, 2020.



For More Information

For more information about the Executive Development Program, contact:

Gaming Management Program
Extended Studies
University of Nevada, Reno
+1 (775) 682-7553 or +1 (800) 233-8928
Email: edpgaming@unr.edu

Fax: +1 (775) 784-4801





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 also have 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 53 countries and regions worldwide:

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

“As I prepare to leave beautiful Lake Tahoe, I would like to extend my thanks to the amazing faculty, speakers and moderators of the 2019 Executive Development Program (EDP). Their tireless efforts, amazing organizational skills and above all, dedication toward moving our industry forward into new areas by embracing new ideas are just a few reasons why this is such an amazing program. To my teammates on team 7 — wow, what an amazing nine days it has been and celebrating our win on Saturday night was the icing on the cake.”

JEFF CHOMIAK,
DIRECTOR OF SURVEILLANCE
MARINA BAY SANDS
SINGAPORE

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

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