

Industry – Communication

The North Lights Up

On Tuesday, 24th January 2006, in the City of Sudbury on a cold, windy and snowy day, **Boardwalk Gaming & Entertainment** in conjunction with its partners launched this, the fourth E-Gaming site in Ontario.

It truly was amazing to see the level of interest from the Community, both from the Municipality, Charities and the combined Service Providers in the City. It was by far the best attended and there was a genuine **excitement and desire** for the Revitalization Pilot to be in this City.

The marketplace of Sudbury, and directly the Service Providers, has over the last few years been consolidating down from eight Bingo Centres in 1995 to three in 2005. Last year there needed to be some serious tough decisions made in the marketplace. It was through the joint efforts of Mr. Jordan Gnat, Mr. Don Labreche and Mr. Ray Loiselle that a new combined '*Sudbury Partnership*' was undertaken in order to make this last strategic shift and retain the collective involvement.

The E-Gaming site now joins the Cities of Barrie, Kingston and Peterborough in providing this platform for our Charities, Services Providers and Government Partners in **re-positioning, re-aligning and re-presenting** the Bingo Experience in this Community. Over the last eight weeks the combined operational teams of *Bingo One*, *Valley Bingo* and *Bingo Country* have been working extremely hard to ensure we meet the opening target date. Due to the need of being completely focused, mainly because of the Christmas Holidays, the actual facility was cleared for operations on Monday, the 23rd January by the Chief Executive Officer – Mr. Jordan Gnat.

The actual design of the facility follows *Boardwalk Gaming Centres – Barrie and Mission* in terms of the theme, with new additions. There is the deployment of flat screen TV's all over the facility with larger full screen monitors to ensure that the customers have clear access to sight lines throughout the premises. It has been this attention to detail which will ensure that the new playing environment will be well received by the customer in the coming days and weeks.

It was extremely interesting to see a five piece live band and lead singer playing and presenting lounge music, with a Las Vegas feel to it. This was of interest to me and I was even more delighted to hear it is part of the Boardwalk strategy of *Gnat & Orser*, to move a bingo hall closer to an entertainment venue with a range of experiences taking place at the same time to appeal to a wider audience base.

With the electronic equipment, enhanced décor, customer service teams and our charities undertaking a new role, the Sudbury marketplace is on a solid foundation to enhance its bottom line performance to the community as a whole.

I do wish to push my theme once again. As a collective, we need to turn our minds to the **Business Drivers** rather than the **Business Beneficiaries**. The drivers focus on the Customer and their experience. Earlier in the day, Mr. Ron Ko – Director of Bingo Gaming (OLGC) stressed the need to focus on the customer, ensuring they receive exceptional service when they visit the centre. We need, as an Industry, to listen to what our customers are saying and act not on what they say but what they mean. If we can get the business drivers right, the rest will follow.

Clearly, I wish to acknowledge the contribution of Boardwalk Gaming – CEO, Mr. Jordan Gnat. He has been in the industry less than two years and has been driving change both from within his company and in the wider scope of the Industry. In no small measure has his contribution, both in Ontario and British Columbia, begun to turn the tide for the Industry at large.

In the background, work not often acknowledged, by the OCGA – Ms. Lynn Cassidy was instrumental in bringing together the three charity associations from three locations down to two which was no small task but through the combined co-operation of the Licensing Department and Executives, they found a way through it. This is the type of value the OCGA brings to the table.

On display here is the work of Michael Orser and his operational team, led by Denis Sivret and Don Labreche, in preparing this facility and de-engaging from the old Bingo Country location. It has been tremendous and in no small measure through the combined efforts of *Mr. Andrew Lacroix, Mr. Tom Thompson, Mr. Garth Moote and Mr. Richard Schwar*. It was also nice to see the support cast from the Barrie location.

The foundation is set in Sudbury for a successful pilot. With a focused management team, positive work crew, supportive charities and an encouraging City, we are poised to deliver a positive outcome.

Peter McMahon
Chief Executive Officer

P.McM:sn
25-01-06

CGAO - CONTACT DETAILS

OFFICE 416-245-6365

FAX: 416-245-3449

E-MAIL: nesbitt.s@sympatico.ca

WEBSITE: www.cgao.ca