



HTM Tribal Gaming Program Receives Chairman's Leadership Award from NIGA

In November 2008, NIGA Chairman Ernie Stevens, Jr. came to San Diego State University to present an award to the Sycuan Institute on Tribal Gaming (SITG). The presentation of the National Indian Gaming Association's Chairman's Leadership Award was made to HTM Associate Professor and Sycuan Chair Kate Spilde Contreras during class time in HTM 371, Tribal Casino Operations. After the award presentation, Chairman Stevens stayed to give a guest lecture in the class, which covered all aspects of the tribal government gaming industry. Tribal gaming students were able to meet Chairman Stevens and learn about the Indian gaming industry from one of its chief executives and most passionate advocates.

Chairman Stevens provided a historical overview of tribal gaming and updated students on the latest gaming activities on Capitol Hill, including labor and regulatory issues. He also stressed the value of incorporating a formal education with a connection to contemporary political issues. "This program is being honored because it is the first to link the hospitality side of tribal gaming with the research and policy. Tribal governments work in many environments, ranging from the hospitality world to Wall Street to the halls of Congress. We need well-rounded individuals who are comfortable in all these worlds."

Everyone involved was excited about the Chairman's visit. "I'm honored to receive the NIGA Chairman's Leadership Award on behalf of the Sycuan Institute on Tribal Gaming," said Kate Spilde Contreras. "NIGA is the national voice for Indian gaming and a powerful advocate for tribal gaming rights in Washington, D.C. As NIGA's former Director of Research, I am



CHAIRMAN STEVENS PRESENTING NIGA CHAIRMAN'S LEADERSHIP AWARD TO PROFESSOR CONTRERAS

especially excited about strengthening the Institute's national focus on gaming policy while working closely with tribal gaming representatives here in San Diego to develop our research and policy agenda."

Tribal gaming students were also inspired. Tribal gaming major Kevin Chow reflected, "It makes a big difference to hear about tribal gaming from those who live it every day. Meeting someone like Chairman Stevens reminds me of the larger purpose of Indian gaming and inspires me to work harder preparing for my career in tribal gaming."

Contreras points out that all aspects of the tribal gaming program incorporate a "real world" component that incorporates site visits to tribal gaming facilities and industry conferences as well as meetings with tribal leadership and gaming executives. "While we can prepare students for the technical parts of the hospitality---and gaming---industry, it is critical that our students also have opportunities to apply the lessons they learn in class. There are so many opportunities in tribal gaming and our program is tailored to help each student find their best fit, whether on the tribal or the gaming side."

For more information about the National Indian Gaming Association, see www.indiangaming.org.

CHAIRMAN STEVENS WITH SDSU TRIBAL GAMING STUDENTS



Faculty in Conversation: Dr. Kate Spilde Contreras

As the newest chair of the Sycuan Institute of Tribal Gaming at San Diego State, you could say that Kate Spilde Contreras is well seated – and suited – for the job. Born and raised on the White Earth Reservation in northern Minnesota, where both parents were teachers, Contreras was educated all across the country – undergraduate degree from the University of Hawaii (1991), a Master of Arts from the George Washington University (1993), a Ph.D. in Anthropology from the University of California in Santa Cruz (1998), and her MBA from UC Riverside, where, until sitting in a new chair, she served as Executive Director for the Center for California Native Nations. Previously, she was a Senior Research Associate at Harvard University’s Kennedy School of Government.

Prior to that prestigious appointment, Dr. Contreras was the Director of Research for the National Indian Gaming Association (NIGA) as well as a policy analyst/writer for the National Gambling Impact Study Commission, a federal commission that produced a comprehensive study of U.S. gambling policy in 1999. Her areas of research include the economic and social impacts of gambling and Indian gaming, responsible gaming, and tribal governance.

We sat down with the new chair for a small conversation on a very big topic.

Welcome! What do you think of San Diego State so far?

It’s inspiring! Especially HTM – and of course, the Sycuan Institute – because it’s so focused on service and being integrated into the local community. Integrating our work with what the tribal governments are doing and offering classes to students is a unique opportunity.

What will you teach?

Four of the tribal gaming courses – Casino Operations, Legal and Regulatory Issues, Indian Gaming History, and Casino Marketing – will introduce students to the tribal gaming industry as well as tribal government and how the two interface. I’m teaching a class on nation building for tribal governments that looks at strategic investment of tribal gaming revenue. It’s very responsive to tribal concerns and addresses contemporary issues. We have two tribal members in the class, including an elected tribal legislator.

How do you teach the gaming industry?

Focusing on the anthropological, cultural, and tribal government side – which involves the federal trust relationship between tribes and the federal government – will provide the necessary foundation for our students to understand the tribal gaming industry.

It’s important for students and others to understand that the gaming in Indian country is ultimately a tool of economic development for tribal governments and the surrounding communities. That combination of govern-

ment and business is mutually reinforcing and what makes tribal gaming such a rich field of study and practice.

Some of your research concerns the economic and social impact of tribal gaming. Can you speak to the positive and the negative?

Research produced so far has been overwhelmingly positive and shown that tribal gaming, as an economic development strategy, has been wildly successful. Given the conditions in Indian country prior to gaming, it’s no surprise that the economic impacts have been profound for tribal citizens. These economic impacts produce incredible social outcomes, which are also very positive. This is exactly the kind of work that the Sycuan Institute should and will be involved in. We hope to help shape and broaden the intellectual community that looks at these impacts and to inspire academics to take up Indian gaming as a subject by collaborating with tribal governments as we are doing with Sycuan and others.

And the downsides?

I find it curious that the gaming industry is so controversial. As part of the hospitality industry, it is singled out unlike any other. How can you say, “Are you for or against hotels?” “Are you for or against restaurants?” Yet we hear that question about gaming in spite of the fact that it is legal and very popular. Here at HTM we look at those other industries academically and work with industry partners to determine how to maximize their performance and the benefits that they produce to society – consumer benefits or investor benefits or the benefits for employees. They’re obviously very employment-intensive industries like tribal gaming. I’m approaching tribal gaming from the same position.

That said, one of my areas of research is “responsible gaming”; it’s part of the larger understanding that for any industry there is a “triple bottom line.” Many tribal governments see responsible gaming as part of their larger commitment to corporate—and governmental—social responsibility. It is an acknowledgment that for some people, gambling can cause harm.

We plan to work with the tribal gaming facilities to minimize the potential for harm amongst gaming employees or customers. Meanwhile we’ll maximize the return on investment for developing a responsible gaming program that works.



“When you bring in the gambling industry, the attraction of nearby Las Vegas, the Lottery industry, horse racing, the Internet—when you put all that together and mix it up—what could be more exciting?”

2008 G2E Panel Highlighted Tribal-University Partnerships

Sycuan Institute on Tribal Gaming Hosted Discussion on Cooperation

The Sycuan Institute on Tribal Gaming (SITG) is the first four-year degree program in tribal gaming in the country. However, there are numerous other innovative tribal-university partnerships across the United States that also focus on cooperation and mutual benefit. A SITG-hosted panel at the 2009 Global Gaming Expo (G2E) in Las Vegas explored these relationships and showcased the many pay-offs for both tribal governments and academic institutions. The panel, entitled “Proactive Partnerships: Tribal Governments and Universities Join Forces,” highlighted several successful projects and centers of excellence for tribal government, law, gaming management and education that can benefit tribal governments.

Kate Spide Contreras, Sycuan Chair, kicked off the panel by highlighting the SITG’s three distinct responsibilities, including managing the first four-year degree program in tribal gaming management, soliciting and funding research on major Indian gaming policy issues, and serving as a resource to tribal governments engaged in gaming. She also shared the Institute’s larger goal, which is to establish an intellectual community around Indian gaming that will result in best practices for tribal government gaming management that will ultimately benefit the tribes, the gaming industry, the university and the region.

The next speaker on the panel was John McCoy, a Tulalip tribal member who is also an elected State Representative in Washington State and serves as General Manager of Quil Ceda Village, a federal city incorporated under the Tulalip Tribes’ tribal ordinances. University of Washington (UW) Law Professor Ron Whitener also spoke on the panel. Assistant Director of the Native American Law Center (NALC) at UW and a Squaxin Island tribal member, Professor Whitener outlined the ways these partnerships are mutual reinforcing. Dr. Elizabeth Chronister, Director of Education for the San Manuel Band of Mission Indians in California, then shared details about their significant relationships with CSU- San Bernardino, UCLA and Claremont Graduate University. The panelists were universally passionate about the ability of tribal-university partnerships to be beneficial for all parties: tribes, faculty, students and communities.

See a full overview of the panel presentation in Indian Gaming Magazine, December, 2008.

A Message from the Chairman

Tribal Chairman Dan Tucker, Sycuan Band of the Kumeyaay Nation



CHAIRMAN DAN TUCKER

The Sycuan Band of the Kumeyaay Nation is proud of our success with economic development and tribal government gaming. We are equally proud of the ways that we have been able to extend our business success into positive community relations in and around San Diego and the rest of the state of California. As major sponsors of institutions like Children’s Hospital, the American Cancer Society and the American Diabetes Association and as contributors to dozens of local charities, our gaming and business revenues allow us to fulfill our tribe’s larger mission of being both a good neighbor and a strong government partner. In 2005, we formalized a partnership with San Diego State University (SDSU), where we endowed the Sycuan Institute on Tribal Gaming at SDSU’s School of Hospitality and Tourism Management. Under the terms of the endowment, the Institute has created and introduced an academic curriculum leading to a B.S. in Hospitality and Tourism Management with an emphasis in Tribal Gaming. The four courses required for the Tribal Gaming emphasis include Casino Operations, Marketing, Legal and Regulatory Issues and an introduction to Indian Gaming’s Social, Political and Cultural Context. All four courses are now being taught by SDSU and we look forward to supporting the growth of the program and the success of its graduates. In particular, we are excited about the development of a professional class of hospitality experts who will enhance the Indian gaming industry in California and, we hope, across the United States.

“The Sycuan Institute on Tribal Gaming is a unique partnership that produces numerous benefits for the tribal governments in the region as well as for the University. For example, our partnership has the potential to improve business performance through strengthening tribal government gaming management resources and creating a pipeline for students to both work and study.”

tribal gaming students get real world experience



20 YEARS OF THE INDIAN GAMING REGULATORY ACT CONFERENCE: CHAIRMAN TUCKER, GLENN FELDMAN, FRANK DUCHENEAUX, VIRGINIA BOYLAN

In addition to traditional coursework, tribal gaming students at San Diego State University spend significant time with gaming executives and tribal leaders and representatives. In April, 2008, students attended a Symposium at the NIGA Trade Show in San Diego that showcased "20 years of the Indian Gaming Regulatory Act," which featured attorneys who crafted that legislation and tribal governments that pioneered gaming in the 1980's. In November, they attended the Global Gaming Expo in Las Vegas where they met commercial casino industry executives and other tribal celebrities.

Students also hear from experts who are invited to participate as guest speakers in tribal gaming classes. Marketing and Operations classes hosted representatives from the Viejas Gaming Commission, San Pasqual Tribe, Pechanga Casino, NICE Systems, Sycuan Tribe, Valley View Casino, Barona Casino, NIGA, CNIGA, Sycuan Casino and others. Over Spring Break 2009, over seventy HTM students toured the San Manuel Casino and Pechanga Resort on their

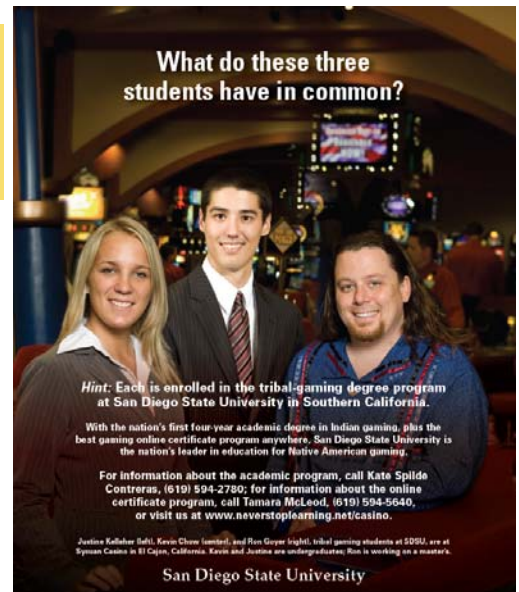
way to Las Vegas.

Five tribal gaming students have served as interns at the Sycuan Resort and Casino as part of their degree program. Internships are designed to expose the student to all facets of the gaming industry, including regulation and human resources. As the tribal gaming program continues to grow, students will design internships with many of the tribal gaming facilities in San Diego County and throughout Southern California.



(LEFT) RON GOYER AND ADAM BEACH, A NATIVE ACTOR

(RIGHT) ADVERTISEMENT IN INDIAN COUNTRY FEATURING SDSU STUDENTS IN TRIBAL GAMING: JUSTINE KELLEHER, KEVIN CHOW, AND RON GOYER



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Upcoming events where Sycuan Institute research will be presented:

National Indian Gaming Association Trade Show
Phoenix, AZ, April 14-16, 2009

University of Nevada-Reno International Conference on Gambling and Risk-Taking
Lake Tahoe, NV, May 26-29, 2009

Global Gaming Expo-Asia, Macau, SAR
China, June 2-4, 2009

National Center for Responsible Gaming Annual Conference
Las Vegas, NV, November 15-17, 2009

Global Gaming Expo
Las Vegas, NV, November 16-19, 2009