

What's In a Title?

THE VICE PRESIDENT OF MARKETING



If you are reading this article then you are in Marketing. At least according to my philosophy, which is that EVERYONE in is Marketing. How so? If you're a business owner,

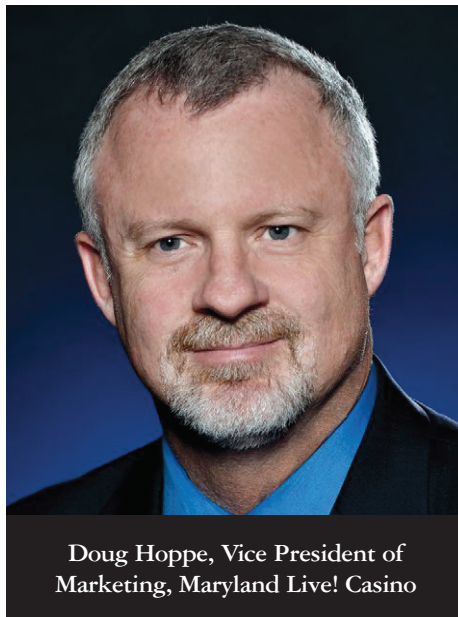
you market your business. If you're an employee, you market yourself for advancement. If you're of school age, or retired, you market your social skills for the comradery of others. Well, you get the idea. One way or another, we're all in Marketing, and selling something!

Casinos market their amenities in many different ways: TV ads, billboards, radio, etc. However the most specific ways to market to their customers is via direct mail, text, or email. These offers are typically sent to customers based on how much activity was posted onto their Slot Club Card.

According to casino gaming expert, Bill Burton: "The Slot Clubs were born in Atlantic City in the early 1980's when the casinos there were trying to find a way to keep players from hopping from one casino to the next. By offering a reward for their loyalty they were able to keep the player coming back." Today virtually every casino has a tracking/rewards program, and so do credit card companies, airlines, retail stores, etc.

The Slot Club Card is not only good for tracking activity on the casino floor, but also how much was spent on Retail, Food & Beverage, Hotel, Shows, or other amenities. What started out as a tool to measure how much a customer had wagered, is now used to track how much was spent anywhere on property, and thus the associated offers, comps or discounts that can be offered.

Since we are all in Marketing, I wanted to get a little insight into the day of a life of a Casino Marketing executive. As such, I reached out to Doug Hoppe, Vice President of



Doug Hoppe, Vice President of Marketing, Maryland Live! Casino

Casino Marketing for Maryland Live! Casino. Prior to this, he held VP titles with the Hard Rock Rocksino in Ohio, and the Seminole Hard Rock Casino in Florida. Doug has also held executive-level positions with Pala Casino in CA, Four Queens and Sam's Town casinos in Las Vegas, and Ameristar in Iowa.

G&L: Tell us about Maryland Live!

DH: There's a reason Maryland Live! Casino was named one of the nation's Top 15 Casinos. We have approximately 4,000 state-of-the-art slot machines and more than 200 table games, including 52 poker tables. We have Giant Jackpots – a new mystery slot progressive jackpot that is guaranteed to hit between \$50,000 and \$100,000. We house Rams Head Center Stage - featuring the best in local and national entertainment - and have eight dining options including The Prime Rib, Live! Buffet, Morty's Delicatessen, Luk Fu, Phillips Seafood, Noodles, Bobby's Burger Palace and The Cheesecake Factory.

G&L: How many people are under you, and to whom do you report?

DH: As the Vice President of Marketing, I report to our Senior Vice President of Marketing, Mario Maesano. My areas of responsibility are Entertainment, Special Events, Promotions and International Marketing, including Asian and Hispanic disciplines. We have roughly 30 team members specifically dedicated to delivering 40 events every month. But it truly takes all 3,000 Maryland Live! team members to deliver and ensure the promise of being the mid-Atlantic premiere gaming experience.

G&L: Describe a typical day in your work schedule.

DH: The cool thing about Marketing, and specifically Marketing in the casino environment in particular, is that there is no such thing as a typical day. As with most casino executives there are a lot of six- and seven-day workweeks. Traditional office hours are usually dedicated to a ton of communication to analyze and review where we've been, and where we are headed next. Then, at nights and on weekends, the majority of my time is spent on the casino floor seeing first-hand how our initiatives are working, and to support the front line staff that make us look good.

G&L: What are some of your top departmental priorities?

DH: It can never be said too much – COMMUNICATION. Up, down, diagonal - everyone needs to be informed of our marketing initiatives so that we are all going toward the same goals. All the other priorities, of course, could best be summed up by our core values in everything that we do: Customer-Focus, Passion, Honor, Teamwork, Competitive Spirit, Continuous Improvement, and Diversity of Thought.



Maryland Live! Casino

G&L: What technologies and amenities have been the recent trends to attract and retain guests?

DH: Technology, as a whole, will continue to shape the gaming landscape with each new discovery or implementation. For us at Maryland Live!, Giant Jackpots has been a tremendous bonus. We tied-in all of our slot machines and were able to produce a floor-wide jackpot that is easy to understand, and win! A couple of our recent winners had wagered less than a dollar, and won tens of thousands of dollars. Anytime we can utilize technology to make the gaming experience for the guests more enjoyable, casinos will profit immeasurably.

G&L: Where do you see the future of the industry going?

DH: I have had the pleasure of witnessing first hand that Gaming has evolved immensely over the last quarter century, and suspect that the future will be just as fascinating. Gaming will continue to expand, and with that expansion will be increased competition on a global scale. Gaming will always be a

social activity, so I do not see the majority of our guests staying at home and having a solely virtual/electronic gaming experience via the World Wide Web. I do see, however, the borders of our brick-n-mortar casinos being expanded well beyond the physical plant of the property, with the essence of the casino experience (How does a guest feel about us? Have we won a loyal customer?) being the recurring, dominant factor.

I hope this brief view into Casino Marketing has been enlightening, and that there might even be some info that you can take away, tweak, and make your own. Because that is what Marketing is all about right? And we're All In Marketing!!!

Please remember that when viewing the accompanying chart, that it is just a broad overview of salary ranges. Also, titles can be interchangeable where a Director position at one property may hold the same responsibilities as a Vice President at another. Until next time, all the best and feel free to contact me with any thoughts or questions.

Marc Weiswasser is a Managing Member of CasinoRecruiter.com, an Executive Recruiting firm for the gaming & hospitality industry. He can be reached at 702-798-0180, Marc@CasinoRecruiter.com or www.CasinoRecruiter.com.

Marketing Salary Ranges

Casino Size	Manager	Director	Vice Pres
Small	55K-65K	65K-95K	90K-120K
Medium	60K-80K	95K-125K	115K-145K
Large	70K-90K	100K-155K	145K-195K
Mega	75K-95K	130K-180K	175K-250K