

MGM MARKETING'S ROAR: Oct 15 - Nov 15, 2009 Volume 1, Issue 2

MGM GRAND AT FOXWOODS DREAM REWARDS AND CASINO HOST NEWSLETTER

Everyone's A Winner at the Big E Spin-The-Wheel

By Corey Sipe

Whether it was a Waterford crystal picture frame, show tickets, or a pair of dice, everyone who waited at the Foxwoods/MGM Grand at Foxwoods line to spin the wheel walked away with a prize.

As part of a tradition spanning back for years, Foxwoods Resort Casino had a tent and was a sponsor of the 17-day-long Eastern States Agriculture and Industrial Exposition, more commonly known as the Big E, in West Springfield, Mass.

2009 was a special year for the 92-year-old festival when it broke attendance records with 1,260,487 visitors.

Each day, the wheel was open 10 a.m. to 12 p.m. and 2 p.m. to 4 p.m. while a satellite Dream Rewards location was open from 9 a.m. to 9 p.m.

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Employees in the television commercial for Foxwoods and MGM Grand at Foxwoods pose for a photo. Executive Casino Host Ja'Neen Kirby (upper center) and Casino Host Gerald Arcilla (lower center) are our department's two shining stars.

They're Famous And On TV!

By Corey Sipe

The smiling faces of Executive Casino Host Ja'Neen Kirby and Casino Host Gerald Arcilla have taken the television airwaves by storm!

Both have been featured in a television commercial for Foxwoods and the MGM Grand at Foxwoods.

The commercial, entitled "Still the Wonder," pays homage to the original "Wonder of It All" commercials.

Mr. Arcilla was in a scene with Ms. Kirby at the Shrine nightclub and was cheering on guests at a craps table filmed in Foxwoods Club Newport in the Grand Pequot Tower.

Ms. Kirby was in a scene with a couple dining at the Paragon restaurant and a glimpse of the giant globe was in the background.

Other scenes in the commercial were shot at the MGM Pit 32 roulette table and at slot machines in the Grand Pequot Casino.

According to Human Resources Department's Jim Fields, other employees in the commercial included Beverage Server Zhannda Dy, Tonie Barros from Table Games, Monique Sebastian from the Entertainment Department, Aaron August from the Retail Department, and Roy Colebut-Ingram from the Advertising Department.



Marketing Lead Representative Isaac Yates poses for a photo in front of the Spin-the-Wheel at the Foxwoods/MGM Grand at Foxwoods tent at the Big E festival in West Springfield, Mass. Every customer who waited in line was a winner!

DVD Rental Kiosks Run By Family Business

By Corey Sipe

While some think that supporting a family-run business means paying high prices and dealing with inconvenience, they could not be further from the truth. While this reporter remembers a time when he would visit his hometown video rental store for the latest releases, today seeing a good movie does not require a special trip. Technology has allowed employees of Foxwoods Resort Casino and MGM Grand at Foxwoods to rent a movie from an easy-to-use touch-screen kiosk near each employee entrance. "It will be very easy to pick up a movie on your way home and drop it off when you come back to work," said James D. Walker, president and owner of the family-run New England DVD Rental, LLC.

Mr. Walker recalls his first customer at the MGM kiosk in the beginning of September. "I was still loading movies into the kiosk when Steve from entertainment asked how soon he would be able to rent a movie. I told him it was operational and he could rent anything that was in the kiosk or I could load anything that I had in the box. He found a brand new movie that came out this past Tuesday. It was not even setup yet. I had to add the RFID sticker that is super glued to the disk and the sticker that shows how to put it back into the kiosk when you return it. Once it was loaded, I walked him through the process of renting the movie. I wanted to say thank you to Steve Giannoto from entertainment for being customer number one."

Mr. Walker said the idea for his new business came to mind after watching a program about a pizza-making machine which led him to reminisce about his college days and his lifelong love for movies. After obtaining permission from the casino's leasing board, he looked at several DVD rental companies and decided to partner with the DVD Now Kiosk Company (<http://dvdnowkiosks.com>). "The company manufactures and sells equipment as a stand-alone business. They provide RFID (radio-frequency identification) stickers and a software package," Walker said, adding, "I own everything; the equipment and the DVD's."

Like any small-business owner, Mr. Walker will not be able to make a profit until the cost for equipment, weekly new release movies, monthly rental fees for the space, and the 25 percent charge for credit card fees are recouped. "Other than this, I'm unemployed, I had to cash out my retirement to get this up and running, this is a big risk for me...I think there is a benefit to starting the business in a weakened economy. Someone might rent a movie for a dollar rather than buying it or going to the theater. Maybe more people will rent movies especially since the kiosks are conveniently

located." While he is chiefly involved with the business, he explained, "My wife, Stacy, helped me with the initial setup in installing the orientation stickers on the DVD boxes. We chose from over 400 titles." His daughters, 12-year-old Meghean, and 11-year-old Jessica, were "very excited about it and wish they could come in and see the kiosks."

Being competitive is important to Mr. Walker. While he could have set a higher price point, he chose to offer rentals for \$1 plus tax each. Movies can also be purchased and as they get older, the prices drop. Additionally, "this is newer technology and more user-friendly than Redbox," he said, adding that large glass front doors allows one customer to look at movies inside the kiosk while another customer is using it. Customers can use their Visa, American Express, and Master Card debit and credit cards to rent DVD's. Their card won't be charged until the rental is returned or, if it is not returned after 21 days, when the rental is converted to a sale.

While each kiosk can hold up to 250 movies, Mr. Walker has loaded approximately 90 in each kiosk. He estimates that at each kiosk, about twenty to thirty are rented out each week. Customers can rent movies from one kiosk and return it to the other. He is asking for customer feedback on the possibility of adding Blu-Ray discs and video games to the kiosks.

As time goes on, Mr. Walker is optimistic that more will take advantage of the latest amenity offered to employees. "I tried to pick a little bit of everything and I will try to keep a wide selection of movie titles including holiday, children's, and foreign titles." Customers who rent a movie have up to ten minutes to look at the DVD jacket and return it for no charge. "State of Play" and "Obsessed" are currently the most popular movies. Customers can sign up to be a member at www.newenglanddvdrentallc.com, so they can see a list of movies in the kiosks, rate movies, make movie reservations, and much more.

While technology may seem impersonal, Mr. Walker stressed his insistence of providing quality customer service, the same kind we give with our 5-Star Service Standards. "I want to try to make things right for people," he said, and encourages customers that experience problems to contact him at 860-235-1053 or e-mail

newenglanddvdrentallc@comcast.net. "Hopefully this will catch on and I may look into getting a second kiosk at MGM and Foxwoods to have even more variety."



James D. Walker, President and Owner of New England DVD Rental, LLC, at the MGM Grand at Foxwoods kiosk

MGM Marketing's ROAR

Oct. 15 - Nov. 15, 2009, Volume 1, Issue 2

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Big E Continued from page 1

This reporter, who worked five days of the festival, counted approximately 100 people in line each of those days, only minutes before guests would take their turn spinning the wheel.

While guests took their turn, more would join the line forcing our team to close 30 minutes prior to the end of the session.

Each person in line, no matter the age, was guaranteed a prize ranging from golf umbrellas, Tree House Arcade tote bags, small spa kits with shampoo, hand lotion, and conditioner, Mountain Dew and Pepsi baseball caps, arcade knit hats, decks of cards, Pepsi t-shirts, large dice with pull out tape measurers, a notebook and globe set, inflatable bats, and four different colors of pairs of dice.

The most sought after prizes included the Foxwoods logo sweatshirts, Waterford crystal picture frames, Coach wallets, and tickets to upcoming shows for Cirque Dreams Holiday, Hairspray the Musical, or Legends in Concert: The Holiday Show.

Those working the event signed up guests for Dream Cards, dispensed prizes, kept prizes and literature stocked, and answered customers questions about the resort.

William Flanagan, the Assistant Manager of Dream Rewards at the MGM Grand at Foxwoods, reported that there were over 800 new sign-ups and that over 1,000 guests received reprints.

All new sign ups received a complimentary voucher to a show.

Mr. Flanagan said thousands of vouchers were given out and expects this will draw increased traffic to our resort.

Everyone was invited to text to enter the Toby Keith VIP Weekend Giveaway consisting of four tickets for the Nov. 5 concert, an overnight stay, and dinner.

Foxwoods sponsored the daily Mardi Gras parade and at each parade, one lucky guest won a special bead with the Foxwoods logo allowing them to enjoy a complimentary two-night stay.

The Mardi Gras parade featured seven custom-made floats including the Bouef Grass (Fatted Calf), Island Party, Caribbean Carnival, Carnival in Rio, Carneval di Venice, Mardi Gras



New Orleans, and an African-themed float.

In total, over 425,000 beads were given out by folks on the float.

Those who volunteered for the festival included Internet Content/Communication Manager Danielle Carpenter, Employee Services Manager Barbara Currier, Tree House Arcade Manager Patrick Smalley, Tree House Arcade Supervisor Jen Curtis Grey, Tree House Arcade attendants: Josh Whitford Moore, Katie Fouse, D'Angelo Willis, Melquan Allen, Trevon Fraiter, MGM Dream Rewards Assistant Manager William Flanagan, MGM Dream Rewards Marketing Representatives: Corey Sipe, Chanthavisuk Singharaj "Nou", MGM Dream Rewards Lead Marketing Representative Isaac Yates, Pequot Academy Training Specialist II Wynne Lord, Resort Call Center Shift Manager Ryan Shifflet, Resort Call Center Agents: Johny Simas, Shawna Waltz, Jason Bissell, Katie LaRosa, Janine Ritrovato, Pequot Academy Training Specialist III Glenn Potter, Pequot Academy Training Specialist II Hope Maruzo, Mashantucket Pequot Public Affairs Department representatives Shannan McNair and Tess (last name unknown), and Leon Brown (department unknown).

Special thanks to all others from Foxwoods, MGM Grand at Foxwoods, and the Mashantucket Pequot Tribal Government who worked at the festival and those behind-the-scenes that made our appearance at the Big E a huge success!



The Foxwoods/MGM Grand at Foxwoods Big E team at the Sea Lion Exhibit next door to our tent.



The MGM Grand at Foxwoods Dream Rewards team shows their smiles with Assistant Manager William Flanagan (left), Marketing Representative Chanthavisuk "Nou" Singharaj (right), and Lead Marketing Representative Isaac Yates (top)

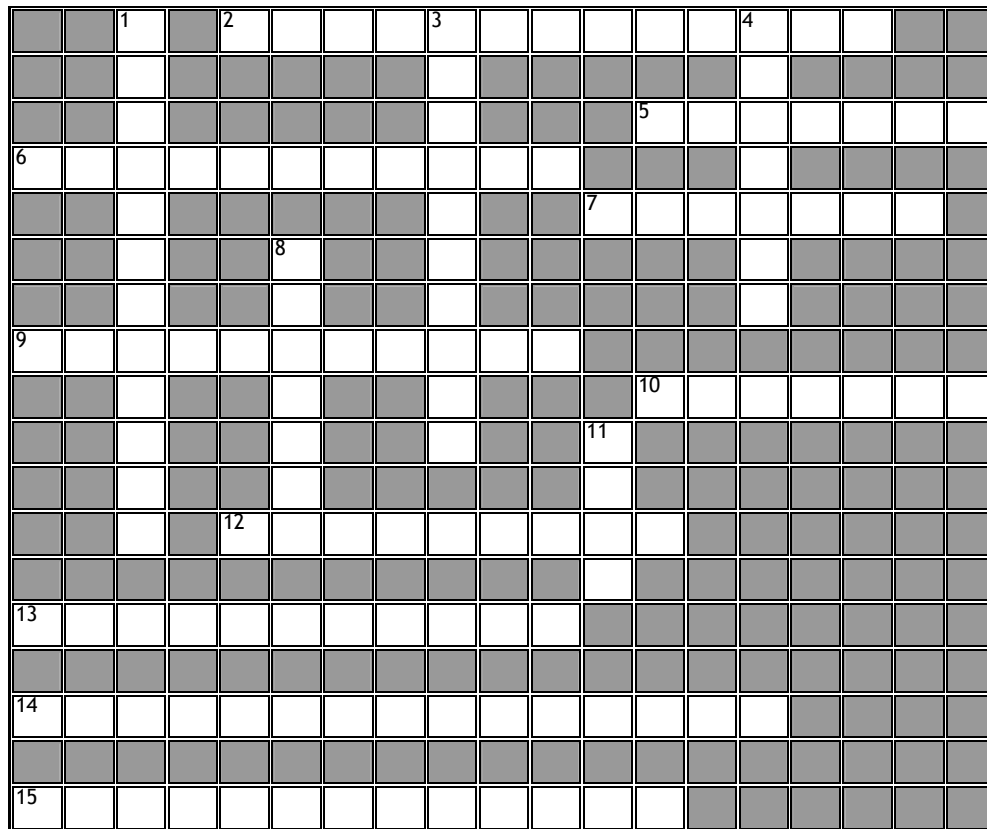
A Grand Birthday



On Sept. 15, MGM Dream Rewards Lead Marketing Representative Jean Brown (center) finds out her colleagues organized a surprise birthday party for her featuring a colorful card, a piece of Junior's cheesecake with strawberries, and flowers. Those involved with making her day extra special included MGM Executive Host Timothy Sutherland (photographer), MGM Dream Rewards Marketing Representative Zunilda Wright (front left), MGM Casino Host Rosalyn Ombajin (front right), MGM Dream Rewards Marketing Representative Corey Sipe (back left), MGM Dream Rewards Marketing Representative Edward Lowe (back right), and MGM Casino Host Joey Carter (not pictured)

HAPPY HALLOWEEN!!!

Do you know Foxwoods Grand Pequot Tower? Consult your
Two of a Kind and www.foxwoods.com.



ACROSS

- 2. Gourmet Food To Go
- 5. Only Bar At Foxwoods With Built-in Slot Machines
- 6. Burger Place Open Late Night
- 7. Foxwoods Most Upscale Restaurant; Located On The 24th Floor
- 9. Newest Restaurant With A Dinner Buffet
- 10. Jewelry, Timepieces, And Accessories
- 12. Tahoe, Monte Carlo, Acapulco Meeting Rooms Are On This Floor
- 13. Classic Jewelry With A Modern Twist
- 14. Foxwoods Newest Steakhouse
- 15. Largest Ballroom In Foxwoods Resort Casino

DOWN

- 1. Chinese Restaurant
- 3. 24 Hour Store With Foxwoods Resort Casino Logo Merchandise
- 4. Jewelry and Ladies Handbags
- 8. Italian Restaurant Closed on Mondays and Tuesdays
- 11. Game With Live Drawings Every 8 Minutes

MGM GRAND THEATER

Lenny Kravitz: Let Love Rule 2009
Rock, Psychedelic, Pop, Modern Rock
Sat., Oct. 17 at 8 p.m.; \$60/\$45/\$35

Stevie Wonder
Thu., Oct. 22 at 8 p.m.; \$125/\$100/\$85



David Copperfield; Magician
Fri., Oct. 23 at 8 p.m.,
Sat. Oct. 24 at 12 p.m., 4 p.m. & 8 p.m.;
\$50/\$40/\$30



Laura Pausini World Tour 2009; Italian Show
Sun., Oct. 25 at 6 p.m.
\$85/\$95/\$105



Van Morrison
Live in Concert
Wed., Oct. 28 at 8 p.m.
\$350/\$250/\$150/\$125/\$75

Don Henley
Live in Concert
Wed., Nov. 4 at 8 p.m.
\$90/\$80/\$60

Toby Keith
America's Toughest Tour 2009
Presented by Ford-F Series
Thurs., Nov. 5 & Fri., Nov. 6 at 8 p.m.
\$125/\$100/\$85

Roger Daltrey
Use It or Lose It Tour
with Special Guest with Paper Zoo
Sat., Nov. 7 at 8 p.m.
\$70/\$60/\$45

Cirque Holidaze
Nov. 12, 16-19 at 7 p.m.
Nov. 13 at 8 p.m.
Nov. 14 at 2 p.m. and 8 p.m.
Nov. 15 & 22 at 2 p.m. and 7 p.m.
\$30/\$69 Golden Circle VIP

MGM PREMIERE BALLROOM

Assi El Hellani & Shada Hassoun
Arabian Show
Sat., Oct. 31 at 11 a.m.
\$250/\$200/\$150/\$130/\$85

Notis Sfakianakis
Greek Show
Sun., Nov. 8 at 7:30 p.m.
\$175/\$150/\$125/\$100

MGM CELEBRITY BALLROOM

"Thrill the World" Halloween Fashion Show
Fri., Oct. 30 at 9 p.m.
\$20 (Chair Seating Only/Show & After Party)
\$30 (Mid-Ballroom Table Seating/Show & After Party)
\$50 (VIP Front Row Tables/Show, After Party, & Food)

FOX THEATER

Survivors in Fashion:
An Evening of Hope and Inspiration
Thu., Oct. 15 at 7 p.m.; \$20

Celebrity Chef Sundays; Rocco Dispirito
Sun., Oct. 18 at 2 p.m.
\$99 "Golden Gourmand" tickets, \$45/\$25

Celebrity Chef Sundays; Gina and Pat Neely
Sun., Oct. 25 at 2 p.m.
\$99 "Golden Gourmand" tickets, \$45/\$25

The Price is Right; Game Show; Hosted by Alan Thicke
Oct. 30-31, Nov. 3, 5, 6, 7, 10, 11, 12, 13, 17
7 p.m., \$25
Nov. 1, 4, 8, 11, 15, 18
2 p.m. and 7 p.m., \$25
Nov. 14 (Private Show)
5 p.m.; \$25

Pacquiao vs. Cotto
Closed Circuit Television Boxing
Sat., Nov. 14 at 9 p.m.

SPECIAL EXHIBITIONS

Bodies Revealed- An Exhibition of Real Human Bodies
Daily Thru Feb. 2, 2010
Sun. thru Thurs., 10 a.m. to 8 p.m., last tix 7 p.m.
Fri. and Sat., 10 a.m. to 10 p.m., last tix 9 p.m.
\$20; Mezzanine Level of GPT

EMPLOYEE SPECIAL EVENTS

Pumpkin Festival – Bus Trip to Keene, N.H.
Oct. 17

MGM & FOXWOODS EVENTS

Dream Rewards Jackpot
All month long

Grand Match Play Showdown
Mon. through Fri. 10 a.m. to 6 p.m.
\$10, \$15, \$25, and \$50 MGM blackjack tables

MGM SPECIAL EVENTS

Mystery Bonus Slot Play \$25–\$2,500
Nov. 9

FOXWOODS SPECIAL EVENTS

World Poker Finals; R.S.V.P.
Oct. 11 to Nov. 11

Italian Food Fest
Wed., Oct. 14 & Thurs., Oct. 15; 7 p.m.
Grand Pequot Tower; Grand Ballroom

Michael Jackson Stamp Collection Event;
R.S.V.P.
Fri., Oct. 16; 3 p.m. to 8 p.m.
Grand Pequot Tower; Grand Ballroom

Fall Classic Pairings Party
Sat. Oct. 17; 6:30 p.m.
Grand Pequot Tower; Grand Ballroom

Everyone's A Winner – \$50–\$25,000
Sun., Oct. 18
Grand Pequot Tower; Grand Ballroom

Everyone's A Winner– \$25–\$25,000
Mon. Oct. 19 – Wed. Oct. 21; 4 p.m. to 8 p.m.
Grand Pequot Tower; Grand Ballroom

Community Auditions; Everyone
Oct. 25; 2 p.m.
Great Cedar; The Club

\$10K Slot Tournament; R.S.V.P.
Oct. 26–29; 10 a.m. to 7 p.m.
Rainmaker Casino

High End Baume Mercier Watch Event
Fri., Oct. 30; 7 p.m. to 9 p.m.
Grand Pequot Tower; Grand Ballroom

Drive In Style Car Promotion
Every Saturday
Nov. 1 to Jan. 1



To submit photos, articles, adventure stories about your vacation, personal profiles, birthdays, anniversaries, and Moments of Magic for our next issue; e-mail Newsletter Editor Corey Sipe at csipe@migmatfoxwoods.com