



College of Business  
University of Nevada, Reno



## ***PUBLIC POLICY TRACKS***

### **14<sup>th</sup> International Conference on Gambling & Risk Taking May 25-29, 2009**

*Note: The following program is subject to change.*

#### **TUESDAY, MAY 26**

**8:30 - 10:30 AM**

#### **OPENING PLENARY SESSION**

#### **Gambling and Risk Taking Up to and During the Global Economic Crisis: Lessons from and for Gambling Scholars**

**Speakers:**     **William R. Eadington**, University of Nevada, Reno  
                  **Aaron Brown**, AQR Capital Management, Connecticut  
                  **Eugene Christiansen**, Christiansen Capital Advisors LLC, New York

#### **Tuesday Mid Morning Sessions**

**10:45 - 12:15 PM**

#### **SESSION 1-D-2:**

#### **Perceptions and Opinions about Gaming Industries**

Moderator: **Richard Marksbury**, Tulane University, Louisiana

**Riitta Matilainen**, University of Helsinki, Finland

- Changing Perception of Gambling in Finland from the 1920s to the 1970s

**William N. Thompson**, and **R. Keith Schwer**, UNLV, Nevada, and **Michel Grun-Rehomme**, Universite Paris 2

- The Las Vegas Brand — A Case Study of Mismarketing

**Sudhir Kalé**, Bond University, Australia

Casino Gaming Prospects in Asia: Implications for Management and Marketing

## **SESSION 1-E-2: Responsible Gambling Policies and Harm Minimization**

Moderator: **Connie Jones**, International Game Technology, Nevada

**Ken Wong**, Hong Kong Polytechnic University, SAR China

- Responsible Gambling Policies: Distinctive Challenges in Macau

**Jim Cosgrave**, Trent University, Canada

- Between Entertainment and Risk: Gambling, Problem Gambling and Governmentality

**Anthony Jennens**, UK National Association for Gambling Care, Education Resources and Training (GAMCARE)

- The Role of Charities in the Treatment and Prevention of Problem Gambling

## **SESSION 1-F-2: Processes and Challenges in Legalizing Gambling**

Moderator: **Dean Hestermann**, Harrah's Entertainment, Tennessee

**Stephen Martino**, Kansas Racing and Gaming Commission, and **William R. Eadington**, University of Nevada, Reno

- Allocation of Gaming Licenses and Establishment of Bid Processes: The Case of Kansas

**Marc Etches**, INSIGHT, United Kingdom

- The Politics of Casino Gambling: A British Retrospective

**Brian Richard**, University of Southern Mississippi

- Diffusion of an Economic Development Policy Innovation: Explaining the International Spread of Casino Gambling

## **Tuesday Mid Afternoon Sessions**

**2:15 - 3:45 PM**

### **SESSION 1-A-3**

#### **SYMPOSIUM**

#### **Managing a Casino License Bid Process: The Case of Kansas**

Moderator: **William R. Eadington**, University of Nevada, Reno

Participants:

**Stephen Martino**, Executive Director, Kansas Racing and Gaming Commission

**Will Cummings**, Cummings Associates, Massachusetts

**John Mills**, College of Business, University of Nevada, Reno

## **Tuesday Late Afternoon Sessions**

**4:15 - 5:45 PM**

#### **SESSION 1-C-4: Monitoring Gaming Globally**

Moderator: **Peter Collins**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

**Carlos A. Fonseca Sarmiento**, Instituto Interamericano de Derecho sobre Juegos de Azar y Apuesta (IIAA), Peru

- South America Gaming Industry

**Kathryn Hashimoto**, East Carolina University, North Carolina

- The Development of Gambling in South Africa

**Moshe Levy**, Ariel University Centre of Samaria, Israel

- The Rationalization of Gambling in Israel

#### **SESSION 1-E-4: Political and Economic Dimensions of Gaming Industries**

Moderator: **Brian Richard**, University of Southern Mississippi

**Candace Evart** and **Eugenia Larmore**, Meridian Business Advisors, Nevada

- The Importance of Governmental Incentives in the Approval of Casino Projects

**Will E. Cummings**, Cummings Associates, Massachusetts

- Size Matters--But How Much?

**John R. Mills** and **Sonja Pippin**, College of Business, University of Nevada, Reno

- Identifying Relevant Financial Information for Evaluating New Gaming Proposals

### **WEDNESDAY, MAY 27**

**8:30 – 10:00 AM**

#### **SESSION 2-A-1**

##### **SYMPOSIUM**

##### **Money Laundering in Macau: Making the Mythology Moribund**

Moderator and Participant: **David Green**, PricewaterhouseCoopers Ltd., Macau

Participants:

**Duarte Chagas**, Gaming Inspection and Coordination Bureau, Macau

**Nancy Wong**, Gaming Inspection and Coordination Bureau, Macau

#### **SESSION 2-B-1**

##### **Regional and National Studies of Gaming Markets**

Moderator: **Jeff Dense**, Eastern Oregon University

**Clyde Barrow** and **David Borges**, University of Massachusetts Dartmouth

- Continuity and Change in the New England Casino Gaming Market: An Updated Patron Origin Analysis and its Implications for Policy Analysis

**Stephen Creigh-Tyte**, Department for Culture Media and Sport and **John Lepper**, National Lottery Commission, United Kingdom

- A Longitudinal Study of Gambling in Great Britain? Potential and Challenges

**Bill Eadington**, University of Nevada, Reno and **Eugene Christiansen**, Christiansen Capital Advisors LLC, New York

- The Future of Gaming: Implications for Structural and Institutional Changes Regarding Gaming Industries Following the Economic Crisis of 2007-2010

## **SESSION 2-D-1**

### **Understanding Particular Gaming Markets**

Moderator: **Pauliina Raento**, The Finnish Foundation for Gaming Research and University of Helsinki, Finland

**David Schwartz**, Center for Gaming Research, UNLV, Nevada

- No More Full House: How Las Vegas Bounced Back in the 1980s

**Ton-That Quynh-Du, Jo Vu** and **Jamie Doughney**, Victoria University, Australia

- The Introduction of Gambling and the Vietnamese Community in Melbourne, Australia

**Sytze Kingma**, Vrije Universiteit Amsterdam, The Netherlands

- The Liberalization and (Re)Regulation of Dutch Gambling Markets: National Consequences of the Changing European Context

## **SESSION 2-F-1**

### **Gambling and The Law**

Moderator: **Kurt Eggert**, Chapman University School of Law, California

**I. Nelson Rose**, Whittier Law School, California

- The Politics of Prohibition

**Mark Sievers**, Sievers & Sievers, Colorado

- A Law & Economics Analysis of Gambling Law

**Douglas M. Walker** and **Peter T. Calcagno**, College of Charleston, South Carolina

- The Casino Industry and Corruption of Public Officials

**Wednesday Mid Morning Sessions**  
**10:30 - 12:00 PM**

**SESSION 2-D-2**

**The Mysterious East: Issues in Asia**

Moderator: **Gracemary Leung**, The University of Hong Kong

**Ricardo Chi Sen Siu**, Institute for the Study of Commercial Gaming, University of Macau, SAR China

- A Financial Analysis of the Integration of the Vegas Casino Resort Model and the Macao Gambling Room Model

**William H. Kelly**, Europe-Japan Research Centre, Oxford Brookes University, United Kingdom

- Gambling in Japan: Reflections on the Perception and Mediation of Risk

**Day-Yang Liu**, National Taiwan University of Science and Technology, Taiwan

- Casino Gaming in Taiwan: A Strategic Management Approach

**SESSION 2-F-2: Problem Gambling, Social Responsibility, and Government Policy**

Moderator: **Peter Collins**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

**Henrietta Bowden-Jones**, CNWL National Problem Gambling Clinic, United Kingdom

- Pioneering the Way in the UK: The Birth of the First NHS National Problem Gambling Clinic

**Crawford Moodie**, University of Stirling, Scotland

- The Marketing of Gambling: Learning from Alcohol and Tobacco Marketing and Future Directions

**Linda Hancock**, Responsibility in Gambling Trust (RIGT) and Deakin University, United Kingdom

- A Corporate Social Responsibility and the Challenges of a Risk and Prevention Strategy for UK Gambling

**Wednesday Mid-Afternoon Sessions**  
**2:00 - 3:30 PM**

**SESSION 2-A-3**

**SYMPOSIUM**

**The Image of Gambling Towns: Reno, Las Vegas, Macau**

Moderator: **Alicia Barber**, University of Nevada, Reno

Participants:

Bo Bernhard, International Gaming Institute, UNLV, Nevada

Ricardo Chi Sen Siu, Institute for the Study of Commercial Gaming, University of Macau

### **SESSION 2-E-3**

#### **Political Attitudes and Outcomes Regarding Gambling: Global Perspectives**

Moderator: **Garry Smith**, Alberta Gaming Research Institute and University of Alberta, Canada

**John Dombrink**, University of California Irvine

- Gambling, Morality and the Law: Changes in American Policy, 2006-2009

**Matej Makarovic**, Faculty of Applied Social Studies, Slovenia

- Gambling in Slovenian Public Discourse: From Moralistic-Nationalist to Socio-Economic Concerns

**Peter Collins**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

- (Mis)Regulating Gambling: Lessons for Modern Liberal Democracies

### **Wednesday Late Afternoon Sessions**

**4:00 - 5:30 PM**

### **SESSION 2-A-4**

#### **SYMPOSIUM**

#### **Responsible Gambling in South Africa: Research and Policy**

Moderator and Participant:

**Don Ross**, University of Cape Town, South Africa, and University of Alabama at Birmingham

- Results from the 2008 National Prevalence Study

**Nelleke Bak**, University of Alabama at Birmingham and National Responsible Gambling Programme, South Africa

- The National Schools and Youth Programme: Taking Risks Wisely

**Jacques Rousseau**, University of Cape Town and National Responsible Gambling Programme, South Africa and **Peter Collins**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

- Current Policy Challenges for Regulators and Industry

### **SESSION 2-B-4**

#### **Estimating Demand for Gaming Markets**

Moderator: **Candace Evart**, Meridian Business Advisors, Nevada

**Richard Thalheimer**, Thalheimer Research Associates, Kentucky

- The Relationship Between Parimutuel Horse Race and Casino Wagering at a Racino

**John Turvey, Brad R. Humphreys, and Brian Soebbing**, University of Alberta, Canada

- Does International Simulcast Wagering Reduce Live Handles at Canadian Racetracks?

**Jelena Zoric and Marko Jaklic**, University of Ljubljana, Slovenia

- Determinants of Demand for Gambling on Slot Machines: A Case of Slovenian Casinos

**Author's Reception 7:00 – 8:30 PM**

This event will provide authors of recently published books on gambling related topics to display their materials and discuss their work in an informal and casual setting. All conference delegates are invited to attend.

## **THURSDAY, MAY 28**

**8:30 – 10:00 AM**

### **SESSION 3-A-1: Applications of Technology in Addressing Problem Gambling**

Moderator: **Bo Bernhard**, International Gaming Institute, UNLV, Nevada

**Tony Schellinck**, Focal Research Consultants Limited and Dalhousie University, and  
**Tracy Schrans**, Focal Research Consultants Limited, Canada

- Informing the Debate: A Primer on Player Tracking and How to Use It

**Phillip Ryan**, Responsible Gaming Networks, Australia

- Beyond Smart Cards to Smart Technologies

**Philip Townshend**, Problem Gambling Foundation of New Zealand

- Understanding the Flow of Money through Slot Machines: Ask Big Brother

### **SESSION 3-E-1: Challenges in the Regulation of Gambling**

Moderator: **I. Nelson Rose**, Whittier Law School, California

**Garry Smith**, Alberta Gaming Research Institute and University of Alberta, and **Dan Rubenstein**, Scales of Governance, Canada

- Accountability and Social Responsibility in Ontario's Legal Gambling Regime

**Brian Richard**, University of Southern Mississippi

- A Policy-Based Analysis of the Impacts of Casino Gambling

**Wuyi Wang**, Macao Polytechnic Institute, SAR China

- Macao's Gaming System: Too Old or Too New?

### **SESSION 3-F-1: Indigenous Issues, Culture, and Compacts**

Moderator: **Steven Light**, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota

**James Karmel**, Harford Community College, Maryland

- The Seminoles' Battle for Table Games: Implications for Florida and Indian Gaming

**Martin Young, David Lamb**, Charles Darwin University, Australia, and **Bruce Doran**, Australian National University (*being presented by Perry Morrison, Charles Darwin University, Australia*)

- Mountains and Molehills: A Spatiotemporal Analysis of Gaming Machine Expenditure in Two Remote Australian Cities

**Richard Missens and Joanne Goodpipe**, First Nations University of Canada, Saskatchewan

- What is the "Indian" in Indian Gaming: The Saskatchewan Example

### **Thursday Mid Morning Sessions**

**10:30 – 12:00 PM**

### **SESSION 3-A-2: Economic and Political Dimensions of Tribal Gaming Industries**

Moderator: **Curtis Barrett**, University of Louisville, Kentucky

**Alan P. Meister**, Analysis Group, Inc., Los Angeles

- The Fiscal Impact of Indian Gaming

**Richard Wells**, Wells Gaming Research, **William R. Eadington**, University of Nevada, Reno, and **Derek Gossi**, Wells Gaming Research, Reno

- Estimating the Impact of California Tribal Gaming on Demand for Casino Gaming in Nevada

**Steven Andrew Light and Kathryn R.L. Rand**, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota

- The Hand That's Been Dealt: The Indian Gaming Regulatory Act at 20

### **SESSION 3-C-2: Challenges for Asian Jurisdictions**

Moderator: **William H. Kelly**, Europe-Japan Research Centre, Oxford Brookes University, United Kingdom

**Luís Pessanha**, University of Macau, SAR China

- Land Grants for Gaming in Macau

**Edmond H.N. Loi**, Macao Polytechnic Institute, and **Matthew T.C. Liu**, University of Macau, SAR China

- A Study of Macao Youth Gambling Behavior

**Sasaki Kazuaki**, Nihon University, Japan, and **Shirabe Teruya**, Taito Corporation, Japan

- Gaming Regulation in Japan

### **SESSION 3-E-2: Gambling With the Global Economy: Seeing the Financial Sector as a Casino**

Moderator: **Eugene Christiansen**, Christiansen Capital Advisors, LLC., New York

**Peter Collins**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

- Regulating the Gambling and Financial Services Industries: Comparisons, Contrasts and Conclusions for Public Policy

**Larry Cowart** and **George Ignatin**, University of Alabama, Birmingham

- Gaming the System: How Compulsive and Predatory Gambling has Endangered the Economy

**Mark Sievers**, Sievers and Sievers, Colorado

- The Credit Crisis – Causes, Consequences and Cures

### **SESSION 3-F-2: Technology and the Problem Gambler — An Update on Nova Scotia's Pioneering Experiment**

Moderator: **Bo Bernhard**, International Gaming Institute, UNLV, Nevada

**Leanne MacKenzie**, Techlink, Nova Scotia

- Providing Players a Real Gameplan

**Thursday Mid Afternoon Sessions**

**2:00 - 3:30 PM**

**SESSION 3-A-3: Smoking Bans and Casinos**

Moderator: **Karen Blumenfeld**, Global Advisors on Smokefree Policy (GASP), New Jersey

Participants:

**Nancy L. York**, UNLV, Nevada, and **Kiyoung Lee**, Seoul National University

- Air Quality of Nevada Casinos after Enactment of a Smoke-free Law

**Chris Pritsos**, University of Nevada, Reno

- Gambler Smoking Rates and Risk Analysis of Worker Exposure at Nevada Casinos

### **SESSION 3-B-3**

#### **SYMPOSIUM**

#### **The National Gambling Impact Study Commission's Final Report — What More do We Know Ten Years Later?**

Moderator: **Roger Gros**, Publisher, Global Gaming Business and Owner, Casino Connection International

Panelists:

**Jonathan Taylor**, The Taylor Policy Group, Inc., Massachusetts

**Jake Coin**, San Manuel Band of Serrano Mission Indians

**Dean Gerstein**, Claremont Graduate University, California

**Christine Reilly**, Institute for Research on Gambling Disorders, Massachusetts

Discussant: **Kate Spilde Contreras**, Sycuan Institute on Tribal Gaming, San Diego State University

### **Thursday Late Afternoon Sessions**

**4:00 - 5:30 PM**

#### **SESSION 3-A-4: Off-Reservation Indian Gaming**

Participants:

**Alan Meister**, Analysis Group, Inc., Los Angeles

**Steven Light**, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota

**Kathryn Rand**, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota

#### **SESSION 3-B-4: Smoking and the Gambling Environment**

Moderator: **Chris Pritsos**, University of Nevada, Reno

**Yim King Penny Wan**, University of Macau, SAR China

- Attitudes Towards Secondhand Smoke at Work: Survey of Macao Casino Workers

**Karen Blumenfeld**, Global Advisors on Smokefree Policy (GASP), New Jersey

- Bet on Smokefree Gaming — Good for Health and Business

**SESSION 3-F-4: Understanding the Social Cost Issues linked to Gambling Policy**

Moderator: **James Karmel**, Harford Community College, Maryland

**Robert J. Williams** and **Robert Wood**, Alberta Gaming Research Institute,  
University of Lethbridge, Canada

- Policy Options for the Regulation of Internet Gambling

**Matej Makarovic**, New University, Slovenia

- Problem Gambling in a Country with Export Oriented Gambling: The Case of Slovenia

**John Storer**, Judith Stubbs and Associates, Australia, and **Max Abbott**, National Institute for Public Health and Mental Health Research, Auckland University of Technology, New Zealand

- A Meta Analysis of Surveys of Problem Gambling Prevalence in Australia and New Zealand with Respect to Concentration of Electronic Gaming Machines

## **FRIDAY, MAY 29**

**8:30 – 10:00 AM**

**SESSION 4-B-1: Perceptions and Opinions about Gaming Industries**

Moderator: **Richard Marksbury**, Tulane University, Louisiana

**Riitta Matilainen**, University of Helsinki, Finland

- Changing Perception of Gambling in Finland from the 1920s to the 1970s

**William N. Thompson**, and **R. Keith Schwer**, UNLV, Nevada, and **Michel Grun-Rehomme**, Universite Paris 2

- The Las Vegas Brand — A Case Study of Mismarketing

**Sudhir Kalé**, Bond University, Australia

- Casino Gaming Prospects in Asia: Implications for Management and Marketing

**Friday Mid Morning Sessions**

**10:30 – 12:00 PM**

## **SESSION 4-C-2: Market Structure and Strategic Management in Gaming Industries**

Moderator: **Mark Sievers**, Sievers & Sievers, Colorado

**Robert M. Larkin**, University of Phoenix, Reno, Nevada

- Inter-Temporal Effects of Shock to Firm Performance in the Gaming Industry

**Natalia Zborowska**, Vrije University Amsterdam, The Netherlands

- Big Business in a Small State:Gibraltargambling.com

**Jorge A. F. Godinho**, University of Macau, SAR China

- Casino Operators in Macau: How to Rein in Concessions, Subconcessions and Profit-Sharing Agreements?

## **SESSION 4-D-2: The Regulation of Gambling**

Moderator: **I. Nelson Rose**, Whittier School of Law, California

**Jan Klemenčič**, SIQ, Slovenia

- Regulation Baseline: The Decisions Every Regulator Should Take Sides With

**Alan Littler**, Tilburg University, The Netherlands

- Don't Bet on Luxembourg: Why the European Court of Justice Alone Cannot be Relied Upon to Resolve the Question of Gambling Regulation in the European Union

**Carlos Siu Lam**, Macao Polytechnic Institute, SAR China

- Lessons for Macao from the Basic Principles of Gaming Regulation

## **LUNCHEON 12:15 - 1:45 PM**

*Featured Speaker:* **William R. Eadington**, Institute for the Study of Gambling & Commercial Gaming, College of Business, University of Nevada, Reno

## **Conclusion of Conference**