



THE ARCHITECTS OF MODERN CASINO EXCELLENCE

FROM VISION TO OPERATION: BUILDING THE FUTURE OF GAMING DESTINATIONS

34 YEARS AT THE CENTER OF GLOBAL GAMING DEVELOPMENT

Stephen A. Crystal has built a 34-year career shaping the evolution of gaming from regional casinos to globally integrated resorts. His professional journey spans every stage of the casino lifecycle, from licensing and development to ownership, operations, and technology transformation.

His leadership defines his core philosophy as a **success-focused architect and operator** within the modern casino landscape.



*“Positivity tends to be **self-fulfilling**, as negativity leads to **self-defeat**. We maintain a **clear-eyed positivity** in all our key relationships.”*

Crystal over the Decades

1990's

Legal and Regulatory Foundations
(Missouri, Tribal Gaming)

2010's

Technology Innovation (TableMAX,
DigiDeal, Las Vegas Gaming)

2000's

Casino Ownership and
Development (Barrick Gaming,
Oklahoma, Downtown Las Vegas)

2020's

Global Integration (SCCG, Betfred,
International Business Development)

Kansas City, Missouri

Crystal began in the early 1990s as a **land-use and regulatory attorney** in Kansas City, Missouri, representing both municipal governments and Las Vegas-based gaming companies during Missouri's adoption of riverboat gaming.

In Riverside, Missouri, Stephen negotiated Argosy Casino's entry into the Missouri market.

His work with Station Casinos, Boyd Gaming, and Boomtown Casinos helped define state regulatory standards and positioned him as one of the early architects of modern casino legislation.



Barrick Gaming Corporation

By 2000, he transitioned from advisor to operator as **President and General Counsel of Barrick Gaming Corporation**, where he co-led the acquisition of six hotel-casinos in downtown Las Vegas, including the **Plaza, Las Vegas Club, Gold Spike, Western, Queen of Hearts, and Nevada Hotel**.

This transaction encompassed more than **1,800 hotel rooms, 200,000 square feet of gaming space, and 5,000 employees**, marking one of the most significant revitalizations in downtown Las Vegas history.



Oklahoma, Minnesota and California

Beyond the commercial casinos of Downtown Las Vegas, Stephen Crystal drove extensive projects through US tribal gaming markets in Oklahoma, the Lower Sioux in Minnesota, the Magic Star casino project, and most recently, launching a digital social casino at the Valley View Casino in California



The Delaware Nation of Oklahoma

Through his involvement in **The Alan Wayne Company LLC**, chaired by D.W. Barrick, Crystal extended Barrick's development expertise beyond Nevada.

The company's sale of 89 acres of Oklahoma land to the **Delaware Nation of Oklahoma** led directly to the creation of the **Gold River Casino and Casino Oklahoma**, demonstrating Crystal's influence in connecting private investment, land development, and sovereign gaming.



Hinton, Oklahoma

Stephen Crystal, in partnership with D.W. Barrick, supported the Wichita Affiliated Tribes in acquiring and placing land into trust near Hinton, Oklahoma, laying the groundwork for what would become the Sugar Creek Casino.

Once the trust land was secured, the team initiated project funding and development of a temporary gaming facility, paving the way for the permanent casino complex that stands today.

That early collaboration transformed vision into infrastructure, establishing a model for tribal economic advancement that continues to define SCCG's work with sovereign nations across the United States.



Station Casinos Kansas City

(NOW AMERISTAR CASINO)

Crystal participated in the ownership of the landlord entity for Station Casinos' Kansas City casino operation, **a USD 500M riverboat, hotel, and integrated casino resort development.**



Downtown Las Vegas (DTLV)

His transition into casino ownership through Barrick Gaming Corporation, revitalized **Plaza, Las Vegas Club, Gold Spike, Western, Queen of Hearts, and Nevada Hotel**, over **35 acres of core gaming real estate** and solidifying Crystal's reputation as both **strategist and operator**.



Gaming Technology and Innovation

Following the Las Vegas and Oklahoma ventures, Crystal pivoted to **gaming technology and product innovation**, serving as **CEO and Chairman of TableMAX**, investor in **DigiDeal**, and **President of Las Vegas Gaming, Inc.**

Under his leadership, these companies pioneered electronic table games, bonus bet games, digital wagering systems, and SaaS-based casino engagement platforms.

These initiatives bridged traditional casino operations with modern data and automation systems, paving the way for technology-driven player experiences.



SCCG Management

As **Founder and CEO of SCCG Management**, based in the **Entertainment Capital of the World, Las Vegas**, he leads one of the gaming industry's most active global advisory networks, serving over 120 partners across 100 countries.

SCCG fuses traditional casino operations with the intelligence of **data-driven, technology-enabled gaming models**.



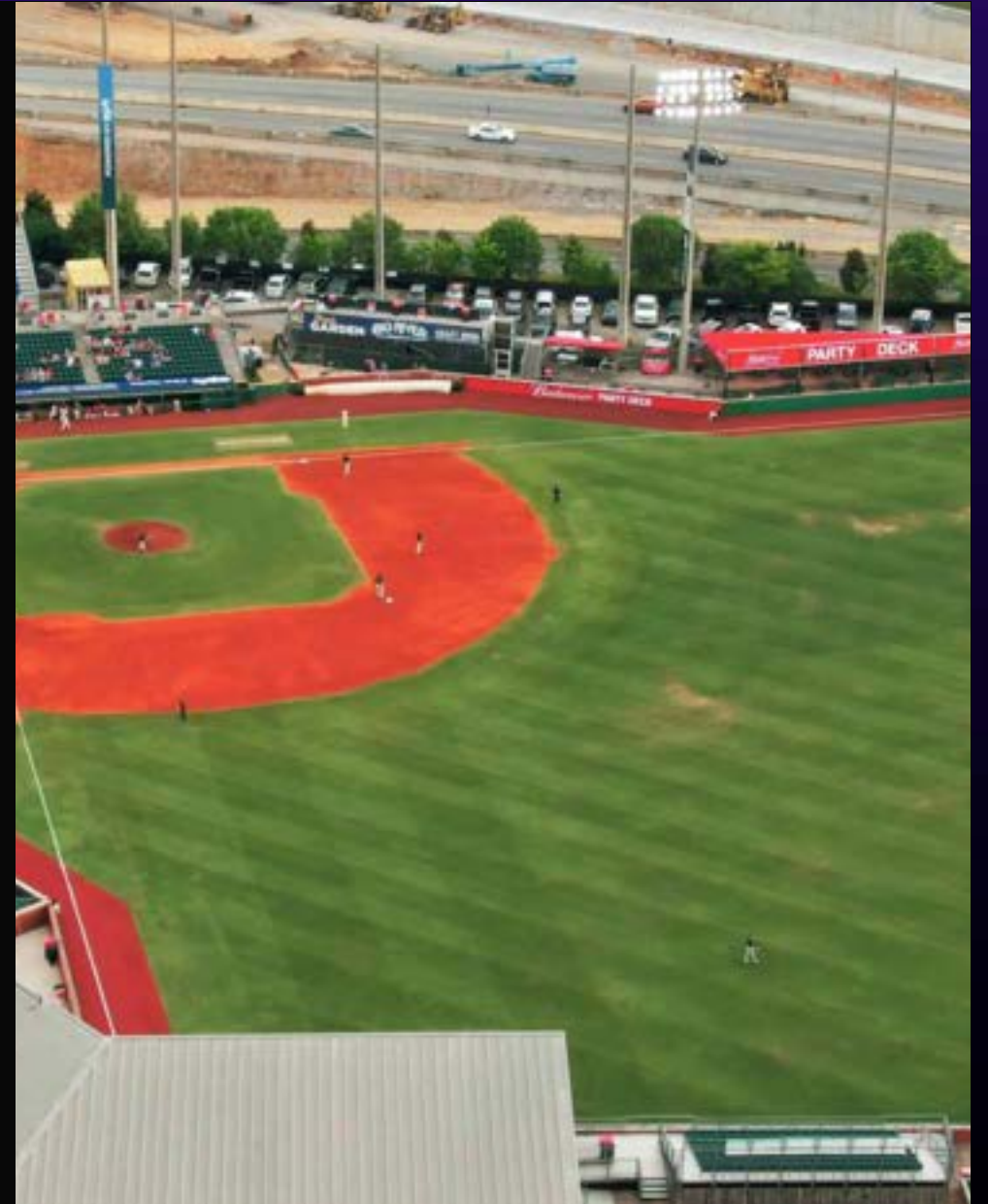
sccgmanagement.com



The US Sports Wagering Industry

As **Head of U.S. Development for Betfred Sports**, Crystal expanded the company's sportsbook operations into multiple regulated U.S. jurisdictions, including Nevada, Iowa, Colorado, Pennsylvania, Louisiana, and Washington.

His collaboration with the **Tunica-Biloxi Tribe of Louisiana** introduced the **first Las Vegas-style sportsbook in the state**, establishing a new operational benchmark for tribal gaming partnerships.



Brand Partnerships

Stephen Crystal has negotiated and closed on multi-million dollar partnerships with major US and international brands.



Vegas Golden Knights



The Cincinnati Bengals



The Denver Broncos



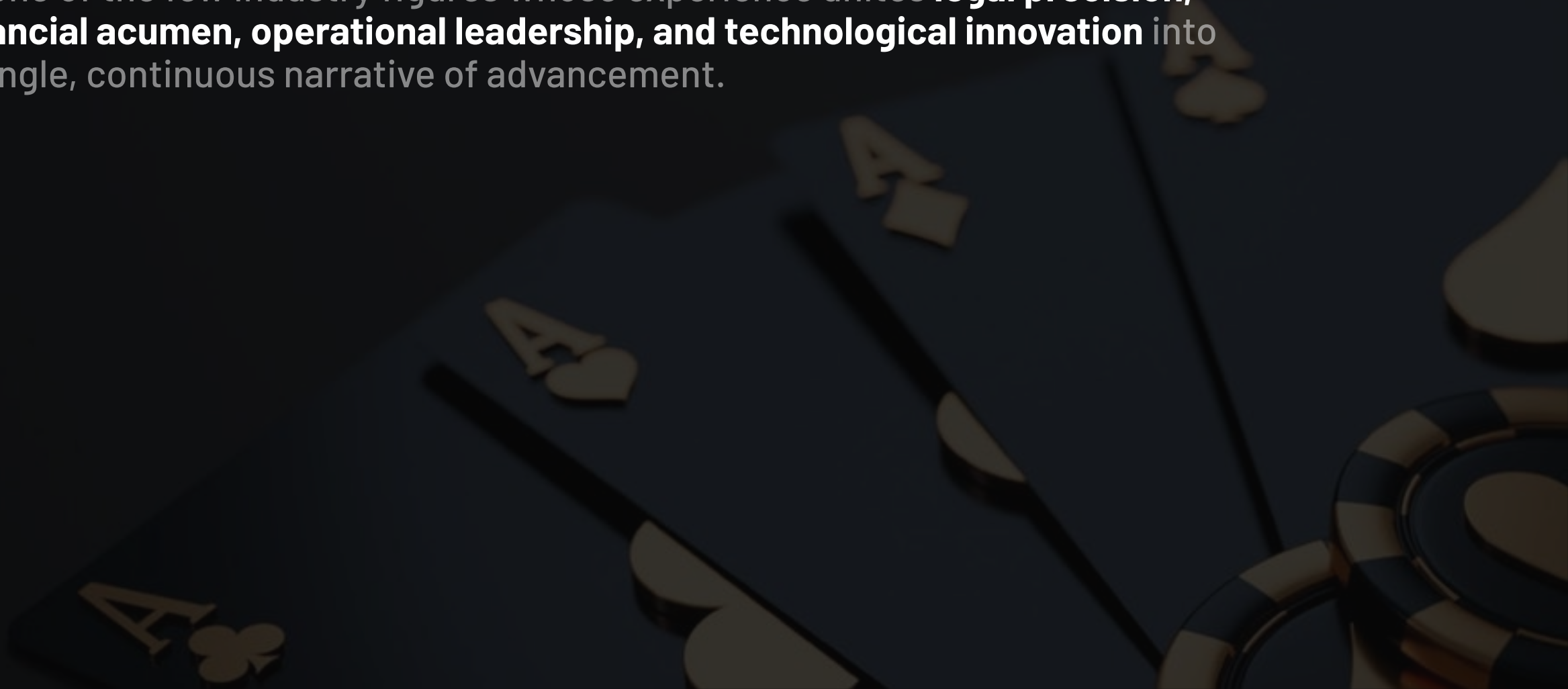
The Colorado Rockies



Hendrick Motorsports

THEN TO NOW

From early regulatory work to international resort development, Crystal's career connects every functional layer of the gaming ecosystem. He stands as one of the few industry figures whose experience unites **legal precision, financial acumen, operational leadership, and technological innovation** into a single, continuous narrative of advancement.



A FRAMEWORK FOR GLOBAL CASINO DEVELOPMENT

The global gaming landscape is expanding toward regions that demand both innovation and operational discipline. **SCCG Management**, under **Stephen A. Crystal's** leadership, has positioned itself at the forefront of this movement by applying a **repeatable, performance-tested framework** for casino development that blends design, regulation, and operations into a unified process.

Across projects in the **Dominican Republic, Thailand, Vietnam's Pearl Island, and Montana**, SCCG demonstrates a single guiding principle: **the same architecture of success can be adapted to any geography**.

Each market is distinct in culture and regulation, yet the underlying process remains consistent — align vision, structure development, and prepare for ownership-ready operations.



Montana, USA



Dominican Republic



Phu Quoc (Pearl Island), Vietnam



Entertainment City, Thailand

DESIGN AND DEVELOPMENT MASTERY: JERRY SHORE

Jerry Shore brings more than three decades of experience in **casino, resort, and mixed-use design and construction**, including two decades leading projects for major U.S. operators.

His expertise spans **site analysis, design management, estimating, construction supervision, and value engineering**, representing billions of dollars in completed development.

As **former Head of Casino Development for MGM Resorts and Stations Casinos**, Shore directed the creation and renovation of large-scale hospitality and gaming complexes.

His approach to design is both practical and performance-oriented, built on the belief that **architecture is an operational system**. Every floor plan, flow line, and light source is engineered to optimize both guest experience and revenue efficiency.

Architecture is not decoration. It is the operational blueprint for success.

JERRY SHORE



STRATEGIC INDUSTRY POWERHOUSE: DAVID HANLON

David Hanlon has more than thirty years of executive experience leading major casino, resort, and entertainment companies. His background blends finance, operations, and strategy at the highest levels of the global gaming industry.

A graduate of Cornell University's School of Hotel Administration and the Wharton School at the University of Pennsylvania (MBA in Finance, MS in Accounting), Hanlon also completed the Advanced Management Program at Harvard Business School.

His early career included finance roles with Smith Barney & Company and Fluor Corporation before moving into gaming leadership. He served as Chief Financial Officer and later Executive Vice President at Caesars World, Inc.; President of Harrah's Atlantic City; CEO of Merv Griffin's Resorts International; President and CEO of International Game Technology; and President and COO of the Rio Suites Hotel in Las Vegas. He later led Empire Resorts, Inc. in Monticello, New York as Chief Executive Officer.

Hanlon continues to advise international hospitality and entertainment ventures and remains engaged with Cornell and Wharton as a mentor and industry advisor.



“Leadership is aligning vision, discipline, and opportunity, building teams that perform because they believe in the mission.”

DAVID HANLON

OPERATIONAL LEADERSHIP: MICHAEL SILBERLING

Michael Silberling has more than thirty years of executive experience in **casino operations management** across North America, Australasia, and Europe. His leadership history includes roles as **Chief Executive Officer of Affinity Gaming, Group General Manager for SkyCity Entertainment Group, and Senior Vice President and General Manager at Caesars Entertainment.**

He is widely recognized for creating operational systems that connect guest experience to financial performance. Silberling's philosophy is based on the belief that sustainable success in gaming comes from aligning people, process, and profit. He defines operations not as administration but as **the living system that animates every part of the resort.**



“Every member of the team must think like an **owner**. Real hospitality begins inside the organization, **long before it reaches the floor.**”

MICHAEL SILBERLING



TECHNOLOGY, MARKETING AND DATA

THE SCCG EDGE

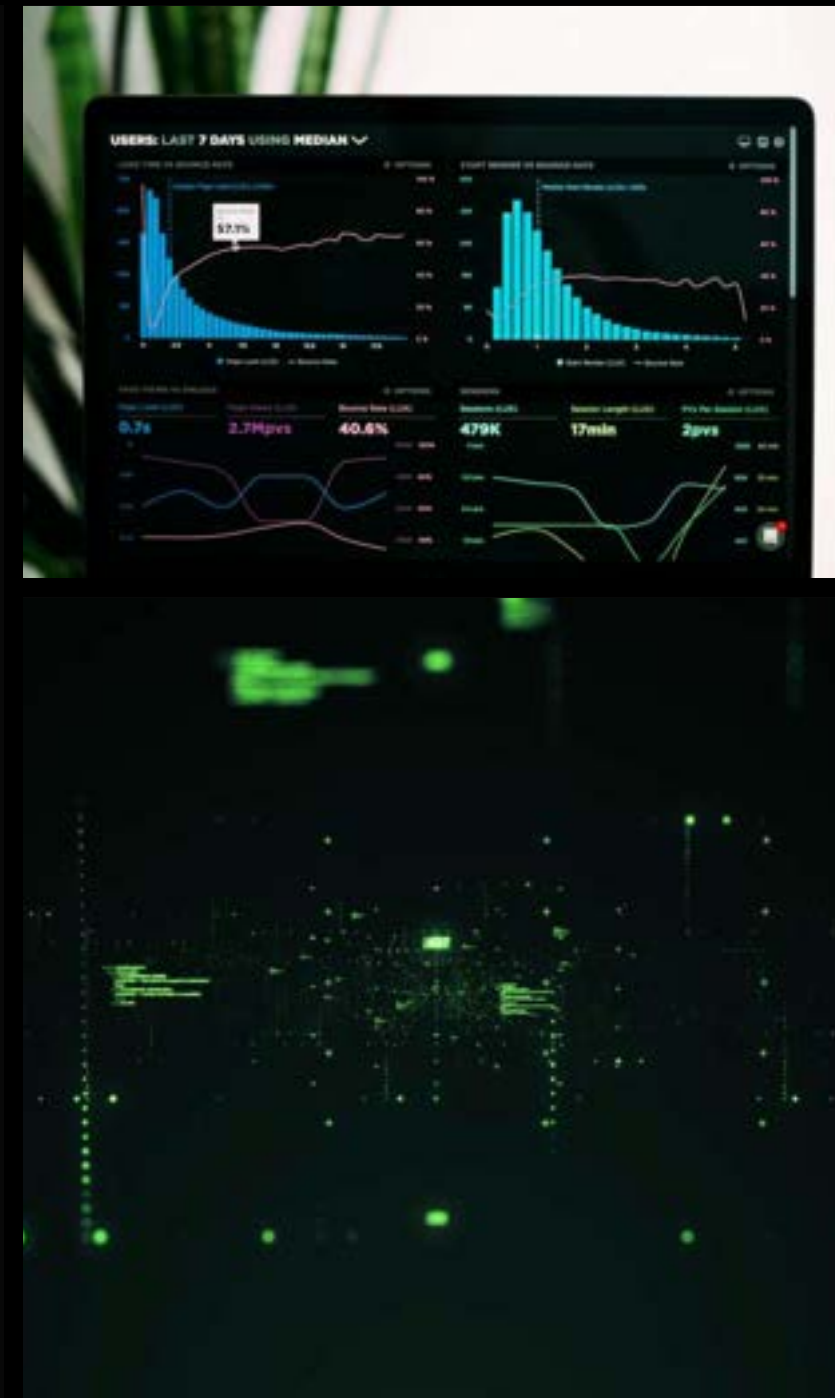
TECHNOLOGY, MARKETING AND DATA: THE SCCG EDGE

In today's gaming environment, technology and data are as essential as architecture and operations. **SCCG Management** distinguishes itself by embedding advanced technology and marketing systems into the structure of every project it delivers.

Under **Stephen A. Crystal's** direction, SCCG has built a technology and analytics ecosystem that unifies the casino floor, player engagement, and management oversight into a single continuous data loop.

This approach ensures that information flows seamlessly from player behavior to executive decision-making, creating a foundation for strategic responsiveness and measurable performance.

SCCG's innovation platform is led by **Kelly Segovia**, a veteran executive with more than thirty years in gaming, marketing, and IT operations. Segovia has implemented enterprise-scale loyalty, analytics, and engagement systems for major casino organizations, integrating technology directly into business architecture. His work emphasizes design that serves data flow, operational clarity, and guest connection.



GLOBAL CLIENT PARTNER ECOSYSTEM

SCCG Management operates through one of the most extensive partnership ecosystems in the global gaming industry.

Built over decades by **Stephen A. Crystal**, this network includes more than **120 partners in over 100 countries**, spanning every critical domain of casino and resort development.

These partnerships allow SCCG to deliver fully integrated solutions that link design, finance, operations, and compliance under a unified strategy. Each relationship is not an affiliation but an operational extension of SCCG's capabilities.

The firm's partnership model transforms collaborators into active participants in the delivery process, ensuring execution that is both rapid and compliant.

Technology and Systems Integration

Collaborations with hardware manufacturers and SaaS providers and other proprietary systems connecting gaming operations with digital infrastructure.

Regulatory and Licensing Advisory

Deep experience navigating state-level and international gaming commissions allows SCCG to accelerate licensing and compliance processes.

Sports Betting and Digital Expansion

Through its leadership of **Betfred Sports U.S. Development**, SCCG secured **multi-state sportsbook partnerships in NV, AZ, KS, MO, IA, CA, MN, WI, CO, PA, OH, MD, AL, LA and VA** strengthening regulated wagering presence across U.S. casinos.

Tribal and Sovereign Partnerships

SCCG's collaboration with the **Tunica-Biloxi Tribe of Louisiana** **launched the first Las Vegas-style sportsbook in a tribal property within that state**, establishing a framework for sustainable sovereign partnerships.

SCCG MANAGEMENT GLOBAL CLIENT PARTNER ECOSYSTEM

iGaming Platforms, Content, and IP



Esports Solutions



Gaming and Sport Wagering Solutions



Sports Marketing / Fan Engagement



Lottery



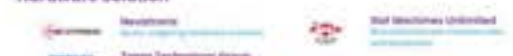
Sports Wagering



Sports Data and Streaming Technology



Hardware Solution



Sports Management



Professional Services



Responsible Gaming



Tribes and Hospitality



Operational AI



Operational AI represents the next wave of applied intelligence in gaming operations. These partners provide systems that don't just involve data but act on it in real time, whether for compliance, fraud detection, player engagement, or operational decision-making. By embedding intelligence directly into workflows, Operational AI helps operators move from knowing what to do, to having it done, with oversight and measurable results.

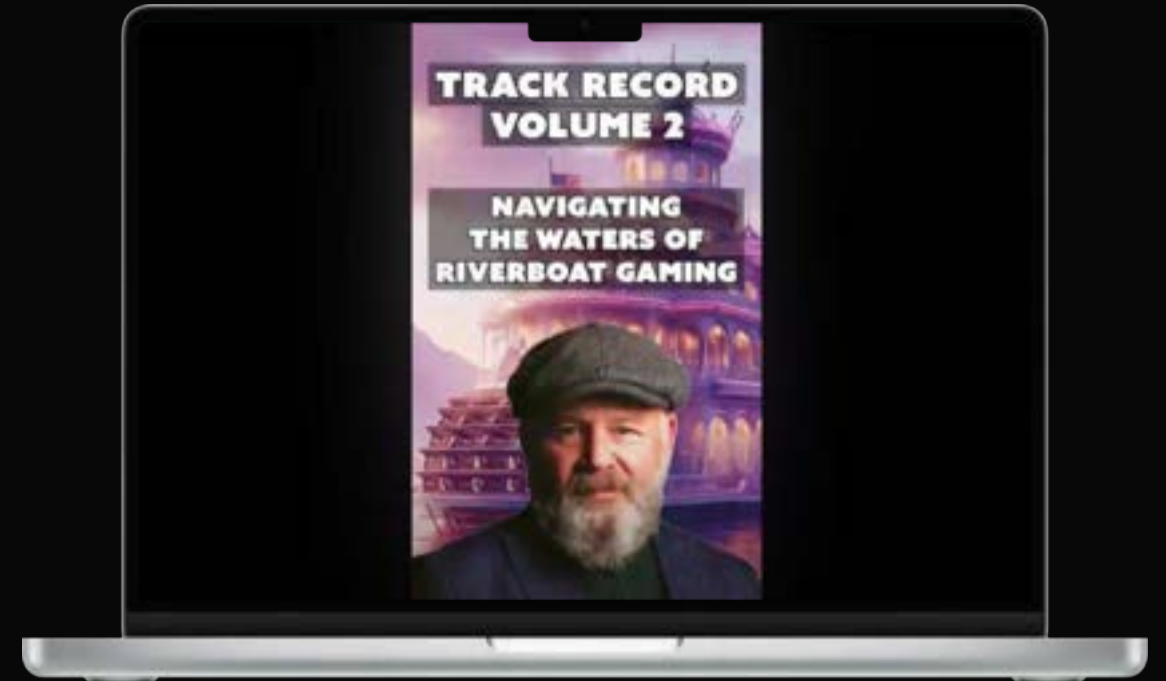
Media Links

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Media Links



[Casino Ownership Track Record Video](#)



[Navigating the Waters of Riverboat Gaming Video](#)

Media Links



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[About SCCG](#)



[SCCG: The Global Gaming Connector Video](#)



[Vegas Magazine Feature](#)

PROJECT GOVERNANCE

Every SCCG project operates under a **leadership structure** that integrates vision, design, and operations into a single continuous process. This integration eliminates the silos that typically separate conceptual planning, construction, and post-launch performance.

STEPHEN A. CRYSTAL VISION & GOVERNANCE

Crystal defines the overarching vision and ensures regulatory, financial, and stakeholder alignment.

His background as a casino owner, investor, and attorney provides the governance foundation that keeps projects strategically and legally sound from inception through operation.

JERRY SHORE DESIGN & DEVELOPMENT

Shore leads architectural, engineering, and construction planning, ensuring that the built environment serves both guest experience and operational flow.

His process-driven design methodology guarantees that budgets, timelines, and regulatory standards are met without sacrificing creativity.

DAVID HANLON STRATEGIC INDUSTRY LEADERSHIP

Hanlon brings more than three decades of executive leadership to SCCG projects, guiding strategy, finance, and operations with a steady focus on disciplined execution, leveraging his decades of executive leadership.

Hanlon's approach ensures that strategy isn't just planned, it's delivered.

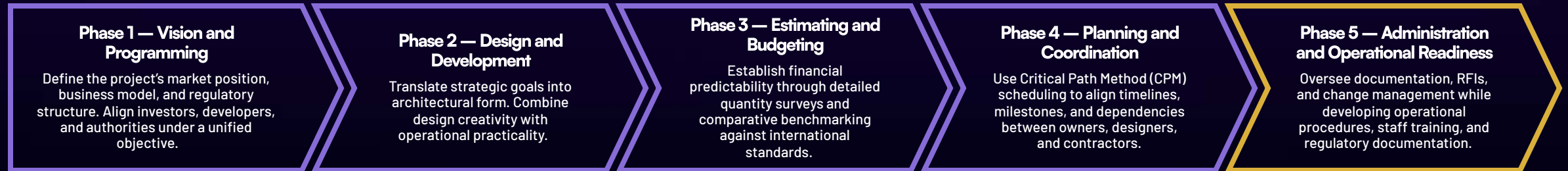
MICHAEL SILBERLING OPERATIONS & PERFORMANCE

Silberling drives operational readiness, management systems, and team development.

His leadership ensures that every SCCG-managed property launches with trained staff, tested procedures, and performance accountability in place.

THE PROCESS

SCCG Management employs a **structured, repeatable methodology** for transforming concepts into operating properties. This process has evolved through decades of direct experience in ownership, development, and operations across regulated markets worldwide.





LET'S GO!

Stephen A. Crystal
CEO and Founder
SCCG Management

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