



// EXPERIENCES BEYOND THE BOOTH

The Chairman Emeritus

The day after four downtown casinos changed hands, the new owners worked seventeen hours to meet almost every employee...

The Venetian Week

The first G2E opened less than a month after 9/11. This week it returns to the ground where the Sands once stood...

After the Hall Closes

The expo hall shuts at five. In a state with no last call, the part of G2E week that matters is only starting...



THE GLOBAL GAMBLING LIFESTYLE MAGAZINE

// THE CHAIRMAN EMERITUS

The partner SCCG honors at G2E, and the day that explains why



At six o'clock on the morning of Friday 26 March 2004, two executives began a working day that would run until eleven that night. D. W. Barrick and Stephen Crystal had taken control of the Plaza, the Las Vegas Club, the Western and the Gold Spike shortly after midnight the day before. They spent those seventeen hours meeting almost every employee of the company, before or after their shifts.

A week earlier the Nevada Gaming Commission had approved the deal 4 to 0. Its chairman, Pete Bernhard, told the two men from the bench: "You're another big piece of the puzzle." By October, Barrick Gaming had added the Queen of Hearts and the Nevada, and ran six hotel-casinos downtown.

Barrick did not come up through gaming. He came to it from banking, and to banking from ranching, mining, oil and equine breeding. He was president of Barrick Properties from 1978 and has chaired it since 1990. Since 2005 his Alan Wayne Company has worked in Native American gaming.

On 8 September, SCCG Management named him its Chairman Emeritus. This week, at the Global Gaming Expo, Stephen Crystal honors him in person.

// THE CHAIRMAN EMERITUS

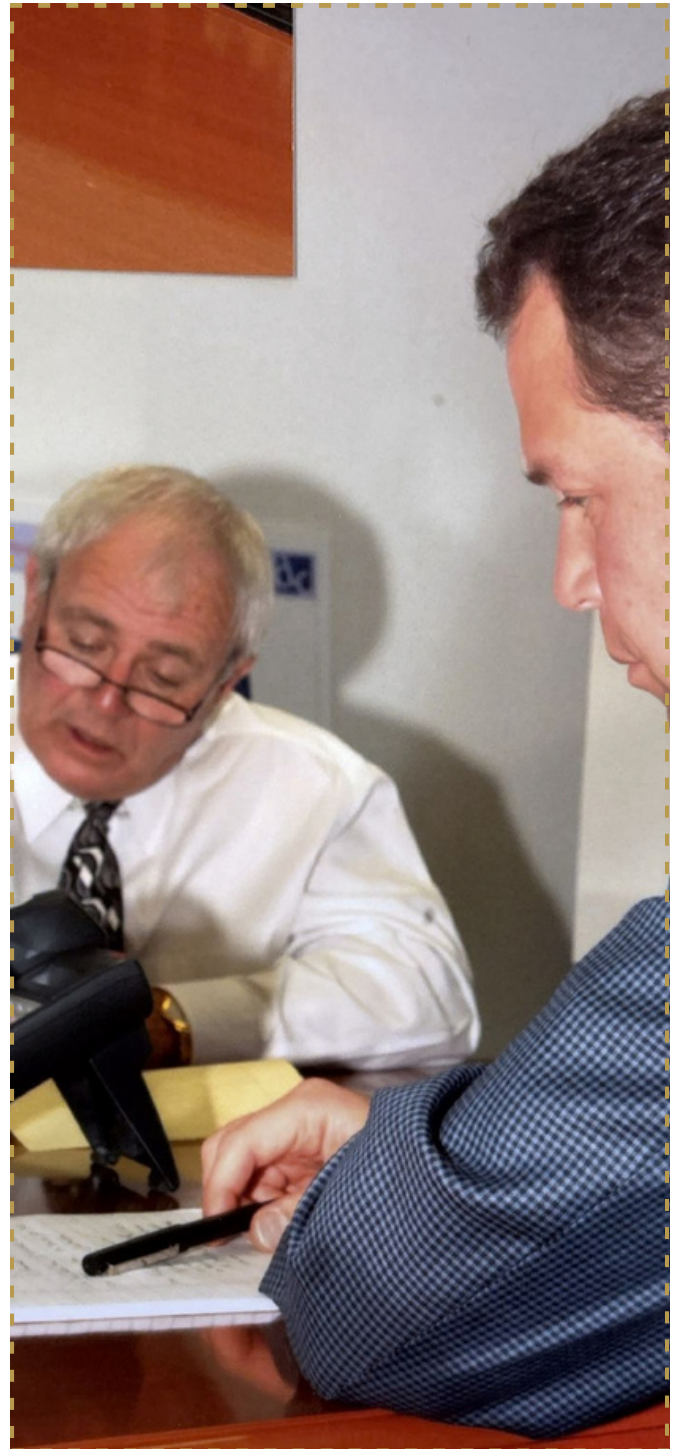
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The partnership is older than the downtown deal by more than a decade. Crystal became the Barrick family's adviser in 1992 and its general counsel the following year. The work ran through Missouri's riverboat years, where Barrick's joint venture with Station Casinos stood behind a complex on a 171 acre Kansas City site that opened in January 1997 and trades today as Ameristar Kansas City. Barrick started up Casino Magic at Bay St. Louis. In Crystal's own telling, the road ran on into tribal gaming in Oklahoma.

Crystal puts the length of it at nearly thirty-five years, and the distance at hundreds of thousands of miles by road and by air.

The deals are on file with the regulators. The seventeen hours are not. That is the part SCCG is honoring.

This issue of ADVANTAGE walks the partner SCCG honors this week, the show at the Venetian, and the hours of G2E week that never appear on the program.



// THE VENETIAN WEEK

How a show born weeks after 9/11 became the industry's week

The first Global Gaming Expo opened on 1 October 2001 at the Las Vegas Convention Center, less than a month after the September 11 attacks. The American Gaming Association had launched it as a rival to the established show of the day. It drew 375 exhibitors and nearly 10,000 attendees.

After its tenth edition in 2010 the show moved to the Sands Expo, which has carried the Venetian Expo name since 2021. The ground has a history. The Venetian stands where the Sands stood, and in January 1960 Sinatra, Martin, Davis, Lawford and Bishop played the Copa Room at night and filmed Ocean's 11 by day.

This year's show runs 28 September to 1 October, with the expo hall open Tuesday to Thursday. Organizers expect more than 25,000 people, more than 400 exhibitors and visitors from more than 120 countries, regions and territories. The address has changed. The appointment has not.



For ADVANTAGE readers, four SCCG addresses for G2E week:

SCCG Open House, 105 E. Reno Ave, Suite 8

Monday 28 September. Our office opens to operators, client-partners and friends before the hall does.

SCCG at G2E, Booth 4020, The Venetian Expo

Tuesday to Thursday on the show floor. Walk up, or book the meeting before you fly.

SCCG's 5th Annual G2E Party, Tom's Watch Bar

Tuesday 29 September, 7:00 to 9:30 PM, at New York-New York. Invitation only.

The Plaza Hotel & Casino, Fremont Street

Opened in 1971 on the town's first rail depot. Where the 2004 downtown handover began.

// AFTER THE HALL CLOSES

Where the industry actually meets during G2E week



The expo hall closes at five o'clock on Tuesday and Wednesday. The business of G2E week does not. Nevada sets no closing time for its bars, and Clark County serves around the clock. The real calendar of the week runs from the breakfast before the hall opens to the last table after midnight.

The city was built for this. Las Vegas began as a sale. On 15 May 1905 a railroad auctioned town lots in front of a makeshift depot at the end of Fremont Street, and more than 3,000 buyers turned up. A lot at Fremont and Main went for \$1,750 and became the Hotel Nevada, which opened in January 1906 and trades today as the Golden Gate, the oldest hotel in the city. The depot site became the Plaza. The town's first order of business was a deal struck in the street.

The insider's map of the week follows that pattern. Monday is the quiet day: education sessions run while the hall stays shut, and the people worth meeting still have an open calendar. Tuesday and Wednesday belong to the floor by day and the receptions by night. Thursday the hall closes at three, and the exhibitors who have stood for three days finally sit down. Downtown, under the Fremont Street canopy that has been lit since December 1995, a conversation begun on the floor can be finished without a badge.

None of this appears in the attendance figures. A booth tells the market where to find a company. The hours around it decide whether anyone remembers the conversation. The firms that do well at G2E measure the week in breakfasts, walks and late tables, not badge scans.

The hall is where a company is found. The week is where it is known.

// LETTER FROM THE CEO



Welcome to ADVANTAGE, The Global Gambling Lifestyle Magazine.

This week we come home. G2E opens on Monday, and for four days the whole industry is in our town.

This year the week carries a personal honor. On 8 September, SCCG Management named D. W. "Dave" Barrick our Chairman Emeritus, and at G2E I will honor him in person. Dave and I have worked together for nearly 35 years. He taught me to treat people respectfully and with dignity, and I have enjoyed every minute of it.

What I have learned is that the audience that follows the casino floor also follows the people who built it.

Come and find us. Monday at our office on East Reno Avenue, Tuesday through Thursday at booth 4020, and Tuesday night at Tom's Watch Bar for our 5th Annual G2E Party. This issue walks the partner we honor this week, the show at the Venetian, and the hours of G2E week that never make the program.

A handwritten signature in red ink, which appears to read "Steve Crystal".

— *Stephen A. Crystal*

Founder & CEO, SCCG Management



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