

# Annual Report 2011



## Center for Gaming Research

University Libraries | University of Nevada, Las Vegas

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# UNLV

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Hotel Flamingo, 1952

## Our Mission

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The Center for Gaming Research is a world-class hub for the scholarly analysis and public discussion of gambling and gaming issues. Through a variety of means, we provide information to and engage with the public about gambling and gaming.

## Our Collections

The largest assembly of English-language material in the world, supplemented by a growing online collection of reports, papers, interviews, and exhibits that document and explain the impact of gaming on Nevada and the world.

## Our Programming

The Center's fellowship program draws world-class scholars to UNLV to study gambling; its Colloquium series and podcast bring their voices and others' to a global audience.

## Our Engagement

Responding to requests from the industry, the media, and the general public, the Center delivers factual data about gaming and gambling to a variety of audience through several channels, including its web portal [gaming.unlv.edu](http://gaming.unlv.edu).

## Message from the Director

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In 2011, the Center delivered on its promise to connect people with information about gambling in a big way. Our collections continued to grow, as did our online presence, and we were able to make more information more easily accessible to a larger number of people.

Highlights of the year include several Gaming Research Colloquium talks presented by our fellows in residence, a robust schedule for our UNLV Gaming Podcast series, and the production of nearly four dozen reports and papers.

In addition, a new collecting effort—the Problem Gambling Pioneers initiative—resulted in the donation of three new manuscript collections. This initiative, which documents the careers of the men and women who have pioneered in the research and treatment of problem gambling, promises to enrich our existing collections and to preserve the memory and work of those who helped to define problem gambling as a field.

As we look forward to 2012, the Center is poised to move forward, matching the continued growth of the gaming industry both abroad and in the United States.



David G. Schwartz, Ph.D.

Director, Center for Gaming Research

# Collections

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The Gaming Collection, housed in UNLV's Special Collections, is the world's premier research repository of information relating to gambling and commercial gaming. Since the gaming industry today has a global scope, the collection embraces not only Las Vegas and Nevada gaming, but gambling throughout the world.

The Collection documents the history and statistical basis of games and gambling, the economics and regulation of the gaming industry, the psychological, social, and political effects of gambling, and the history of specific hotel and casinos throughout the world. It includes: casino corporate archives including the Harrah's Entertainment, MGM Resorts, and Boyd Gaming Corporate Archives; gaming-related manuscript collections such as the Sands, New Frontier, and Binion's Horseshoe collections; complete runs of the major (and most minor) trade journals and publications; government documents and financial reports from equity analysts; and fiction and non-fiction accounts of Las Vegas and gambling.



Binion's Horseshoe Collection

Photographs and motion pictures that document casinos and gambling and oral histories conducted with gaming industry figures make the Collection literally come off the page. Finally, the Tax Collection is a significant resource on 19th century gaming

## Problem Gambling Pioneers Collecting Initiative

Launched recently, this initiative seeks to collect and preserve the papers of the pioneers of the problem gambling treatment and advocacy movement. The historical documents collected through this initiative are housed within Special Collections in Lied Library and are accessible to all researchers.

Under this initiative, the Center is seeking personal and professional papers that will shed light on the careers of the men and women who have pioneered in the research and treatment of problem gambling.

The Center seeks materials that include, but are not limited to:

- Correspondence

- Research, notes, and source material
- Presentations and conference papers
- Unpublished manuscripts
- News clippings and scrapbooks
- Newsletters, event programs, ephemera
- Photographs

Thus far, the Center has received collections detailing the careers of **Julian Taber**, **Arnie and Sheila Wexler**, and **Rena Mora, MD**, and is currently in discussion about acquiring the collections of several other pioneers.

Julian Taber was a psychologist who specialized in treating those with addictions; He ran the Gambling Treatment Program at the Brecksville, Ohio, Veterans Administration Hospital, served as chief of the Addictive Disorders Treatment Program at the Reno Veterans Administration Hospital, and served on the Alcohol and Drug Unit of the White City, Oregon, Veterans Administration Domiciliary. He also wrote a book on problem gambling, *In the Shadow of Chance*.

Arnie and Sheila Wexler are addiction specialists who have trained hundreds of professional counselors and provided in-house training in several casinos. Arnie served as Executive Director of the Council on Compulsive Gambling of New Jersey for several years.

Dr. Rena Nora, also a retired lieutenant colonel of the U.S. Army Medical Corps , was a clinical professor of psychiatry at the University of Nevada School of Medicine, medical director of the Intensive Outpatient Program for Problem Gamblers at the Veterans Affairs Southern Nevada Healthcare System, chief of psychiatry for almost 30 years both at the New Jersey and Las Vegas VA Medical Centers. She served as commissioner of the Governor's Commission on Mental Health and Developmental Services as well as the Board of Examiners for the Nevada State Board for Alcohol, Drug and Gambling Counselors.

By acting now, when the memories and papers of the first generation of pioneers are still available, the Center is creating an unparalleled archival resource for the study of problem gambling's treatment and advocacy that will be used by researchers for generations to come .If you are interested in contributing your papers or know of someone whose papers are worthy of inclusion, please contact Center director Dave Schwartz at 702 895 2242 or [dgs@unlv.nevada.edu](mailto:dgs@unlv.nevada.edu).

## Fellowships

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Established in 2007, the **Gaming Fellowship** program brings scholars to Lied Library to spend up to one month conducting research at UNLV Special Collections. While here, the fellows use the largest gambling library in the world, which spans the 17th to 21st centuries and includes manuscript collections, casino corporate archives, promotional and publicity files, and government publications.

Ultimately, each of the scholars produces a publication—a peer-reviewed article, dissertation, or a book—that incorporates the research conducted at UNLV. At the end of their residency, they deliver a public talk as part of the **Gaming Research Colloquium** series. The talk is recorded and released as a **UNLV Gaming Podcast**. Each fellow also contributes a paper to the Center's **Occasional Paper Series**.

Both faculty and graduate students are eligible for the program. Applicants have represented the fields of history, economics, English, history, sociology, and anthropology.

In 2011, the Center hosted five fellows:

### **RJ Rowley** (Resident January 2011)

Rowley is an assistant professor of geography at the University of Wisconsin-Platteville, who is expanding one of the themes explored in his dissertation on the meaning of neighborhood casinos to local residents. Rowley feels the development of the locals casino market is an important part of the gaming industry in Las Vegas and the United States. He hopes to contribute a geographic perspective to this largely historical project through the use of mapping and GIS analysis of the information discovered in research conducted in Special Collections.

### **Benjamin Min Han** (Resident March 2011)

Han is a doctoral candidate in the Department of Cinema Studies at New York University. His dissertation, tentatively titled “Variety on the Small Screen: A Cultural History of Asian and Latino/a Performers on Television” is a multicultural project that examines ethnic performances on television and the instrumental role international talent played in the Cold War. His interest in Las Vegas developed while researching the Kim Sisters, a multi-talented South Korean female trio, who started their U.S. career performing in Las Vegas in 1959. He believes his research

will make an important contribution to the disciplines of American studies, history, and media studies.



**Darryl Smith**

**Darryl Smith** (Resident February 2011)

Smith is an Assistant Professor of Religious Studies at Pomona College and Affiliate of the Intercollegiate Department of Black Studies at the Claremont Colleges. He plans to research how tells in gambling (behaviors that give clues about a player's hand) can be compared to sacred language as considered in a number of disciplines. The study for these signal genres of tell-signs and the strategies developed and deployed to expose them, holds promise for a practical reassessment of the notion of so-called "true names."

**Kah-Wee Lee** (Resident August/September 2011)

Lee is a doctoral candidate in the department of architecture at the University of California, Berkeley. His dissertation looks at the taming of vice in the context of postcolonial urbanism. Taking as his sites the recent casino developments in Singapore and Macau, he looks at how architectural design, urban planning and other environmental technologies help to draw the line between what is tolerated and what is not. His work at Lied Library focuses on the historical evolution of gaming machines as part of this larger trajectory.

**Thomas Norman** (Resident December 2011)

Norman is a fellow in economics at Magdalen College, Oxford. His research is in game theory, and his project at UNLV is the game-theoretic study of poker. In particular, his work extends a standard model of poker to the case where players can bet any amount from their stack, and analyzes how this modification alters game-theoretic predictions.

# Online

The Center serves most of its users through its web portal, <http://gaming.unlv.edu>. Through the site, the Center makes available information on a variety of gaming jurisdictions, provides corporate histories and research links, hosts several online exhibits, including the online home of the American Gaming Association's **Gaming Hall of Fame**, and publishes monthly analyses for Nevada gaming revenue statistics; and numerous other statistical reports highlighting several aspects of the gaming industry.

In 2011, the site had **187,452** page views, **75,409** visits and **62,579** unique visitors from all over the world. With people from Sweden to Mozambique, Chile to Vietnam logging in, this high-profile site underscores UNLV's reputation as a home for the study of gambling.

Approximately two-thirds of visitors to the site came from the United States, with Canada, the United Kingdom, Germany, and the Philippines rounding out the top five.

The **Reports** and **Exhibits** sections continue to be the website's most popular sections, demonstrating the continued interest in the Center's collections and on-going work.

The screenshot shows the homepage of the UNLV Center for Gaming Research. The header includes the UNLV logo, the text "Center for Gaming Research", and "University Libraries". Below the header, there are navigation links for "Reports | Papers | Podcast | Exhibits | Fellowships | Events" and "Research by: Jurisdictions | Companies". The main content area is divided into several sections: "Latest News from the Center" with a featured article about the "Samo Awards" and a photo of a modern building; "Latest Reports, Papers, & Podcasts" with links to "Nevada Gaming Revenues" and "Nevada Gaming Statistics"; "Podcasts" with links to interviews with Rick Santoro and Paul Steelman; "Who we are" with a description of the center's mission; and "Upcoming Events" with dates for colloquia in March and April.

# Exhibits

The Center’s website features eight exhibits that chronicle the history of gambling and casinos. They are:

- **Paradise Misplaced: The Xanadu Hotel-Casino**, a look at an un-built casino project that sheds light on the Las Vegas Strip circa 1975;
- **Hotel El Rancho Vegas: The Strip’s First Resort**, the most complete source of information on the resort on the internet, and the biggest collection of primary source materials on the El Rancho Vegas anywhere;
- **World Series of Poker: A Retrospective**, which looks at the history of the world's most prestigious poker tournament and the casino that hosted it for much of its history;
- **Las Vegas Strip Neon Survey: Sunset to Sahara**, is the groundbreaking survey of Las Vegas Strip neon conducted by the Neon Museum in the summer of 2002;
- **A Centennial Celebration of Gaming in Las Vegas**, prepared for the 2005 Global Gaming Expo, looks back at the first hundred years of Las Vegas casinos;
- **50 Years of Dining on the Las Vega Strip**, prepared for the 2006 Global Gaming Expo, catalogs the evolution of casino restaurants on the Las Vegas Strip;
- **Gaming Hall of Fame**, which has entries for all honorees in this august group.



Las Vegas Strip Neon Survey



Exhibit: 50 Years of Dining on the Las Vegas Strip

In 2011, the Center unveiled a new exhibit: **The Sarno Awards for Lifetime Achievement in Casino Design**. This exhibit celebrates the work of the nine winners of the award, which is given annually at the **Global Gaming Expo** in Las Vegas.

The most comprehensive entries contain a brief biography, a complete project listing detailing all of the honoree's casino and resort-related projects, a gallery with images of the honoree's best work, and links to audio interviews and other material documenting the honoree's career and impact.

At present, the exhibit has entries for all nine honorees, with more information about each honoree slated to be added in 2012.



Sarno Awards for Lifetime Achievement

## Reports

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In 2011, the Center released more than three dozen reports on a variety of topics. These reports help to communicate and clarify major trends in the gaming industry, with an emphasis on Nevada.

They included:

**Nevada Gaming Statistics: Monthly Comparison.** This report digests relevant data from the Nevada Gaming Control Board into an easily-understood comparative analysis. (12 monthly reports)

**Nevada Gaming Statistics: The Last Six Months.** Updated monthly, this rolling analysis summarizes the past half-year of financial performance for Nevada gaming. (12 monthly reports)

**Average Big Las Vegas Strip Casino, 2010.** January 2011.

**Nevada Gaming: Charting the Recession, 2007-2010,** February 2011.

**Nevada's Gaming Footprint, 1963-2010,** February 2011.

**Nevada Table Games: Historical Hold Variations,** February 2011.

**Nevada Gaming Win 2010,** February 2011.

**Big Six: A Longitudinal Micro Study,** February 2011.

**Nevada Table Games: Historical Hold Variations,** February 2011.

**Nevada Statewide Casino Employment: Productivity, Revenues and Payrolls, a Statistical Study, 1990-2010, February 2011.**

**Las Vegas Strip Casino Employment: Productivity, Revenues and Payrolls, a Statistical Study, 1990-2010, February 2011.**

**Nevada Poker: The Evolution, March 2011.**

**Nevada Gaming Revenues: Long-Term Trends, March 2011.**

**Las Vegas Strip Table Mix. The Evolution of Casino Games, 1985-2010, March 2011.**

**Nevada Poker, 2004-2011, April 2011.**

**Nevada Gaming Revenues, 1984-2010. Calendar Year Revenues for Selected Reporting Areas, April 2011.**

**Nevada Online Gaming Regulations: Changes Adopted December 22, 2011, December 2011.**



Sands Collection

# Papers

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As part of its Occasional Paper Series, launched in 2012, the Center publishes brief studies of gambling and casinos with a policy and public-interest orientation.

These papers are generally between three and six-thousand words, written with the intent of informing the public discussion of gambling and casinos. Topics include gaming history, casino management, and studies in sociology, economics, and political science related to gambling.

Authors include faculty affiliated with the Center for Gaming Research, particularly Gaming Research Fellows. As part of their residency, fellows complete a paper for the series.

In 2011, the Center published four papers. They include:

- Rex J. Rowley. “Where the Locals Play: Neighborhood Casino Landscapes in Las Vegas,” Occasional Paper Series 9, April 2011.  
[http://gaming.unlv.edu/papers/cgr\\_op09\\_rowley.pdf](http://gaming.unlv.edu/papers/cgr_op09_rowley.pdf)
- Robert D. Faiss and Gregory R. Gemignani. “Nevada Gaming Statutes: Their Evolution and History,” Occasional Paper Series 10, September 2011.  
[http://gaming.unlv.edu/papers/cgr\\_op10\\_faiss\\_gemignani.pdf](http://gaming.unlv.edu/papers/cgr_op10_faiss_gemignani.pdf)
- Robert D. Faiss and Gregory R. Gemignani. “Nevada Gaming Licensure: Qualifications, Standards, and Procedures,” Occasional Paper Series 11, October 2011.  
[http://gaming.unlv.edu/papers/cgr\\_op11\\_faiss\\_gemignani.pdf](http://gaming.unlv.edu/papers/cgr_op11_faiss_gemignani.pdf)
- Glenn Light, Karl Rutledge, and Quinton Singleton. “Betting on the U.S. Market: A Discussion of the Legality of Sports Gaming Businesses,” Occasional Paper Series 12, November 2011.  
[http://gaming.unlv.edu/papers/cgr\\_op12\\_light\\_rutledge\\_singleton.pdf](http://gaming.unlv.edu/papers/cgr_op12_light_rutledge_singleton.pdf)

## Podcasts

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In December 2008, the UNLV Center for Gaming Research launched the **UNLV Gaming Podcast** in an effort to bring the successful **Gaming Research Colloquium** to a broader audience.

The podcasts feature audio presentations of the Colloquia, interviews with gaming authors, researchers, and assorted gaming industry figures, including architects, executives, and operators. They are available through subscription in the iTunes store and on the Center's website. In 2011, the Center released 12 of them. They included:

Number 26, January 25: **RJ Rowley**, Assistant Professor, University of Wisconsin-Platteville (Colloquium talk)

Number 27, February 23: **Lee Amaitis**, President and CEO, Cantor Gaming

Number 28, February 24: **Darryl A. Smith**, Assistant Professor of Religious Studies, Pomona College (Colloquium talk)

Number 29, March 3: **Marilyn Spiegel**, President and CEO, Wynn Las Vegas

Number 30, March 24: **Benjamin Min Han**, New York University (Colloquium talk)

Number 31, September 15: **Kah-Wee Lee**, University of California, Berkeley (Colloquium talk)

Number 32, October 7: **David G. Schwartz** (talk to Yale Club of Nevada and invited guests)

Number 33, November 2: **William R. Eadington**, University of Nevada, Reno, Gaming Hall of Fame member

Number 34, November 10: **George Maloof**, Chairman, Palms casino

Number 35, November 29: **Paul Steelman**, architect (Part I)

Number 36, December 8: **Thomas Norman**, Magdalen College, Oxford University (Colloquium talk)

Number 37, December 20: **Paul Steelman**, architect (Part II)



RJ Rowley

# Staying Connected

In 2011 the Center was in the news a great deal, chiefly due to the director's frequent media appearances. This included, for the year, a total of 187 interviews with print and online outlets and 84 on-air (television, radio, podcast, streaming) interviews. Highlights included a live interview on CNN about casino cheating, Associated Press interviews on a variety of Las Vegas and casino-related topics, and a steady presence on the local television news.

If you would like to stay connected with the Center for Gaming Research, you can:

- Follow us on Twitter **@unlv gaming**
- Like us on Facebook **UNLV Gaming Research**
- Sign up for the **monthly email update**: email [dgs@unlv.nevada.edu](mailto:dgs@unlv.nevada.edu)

Stay tuned for more exciting news from the Center in 2012.

