

# BOYD BUZZ

January/February '09

## THE NEW BLUE



The \$130 million expansion at **Blue Chip** opened in January, officially raising the entertainment bar to a new level in the Chicagoland market.

At the center of this exciting project is the SPA BLU TOWER, a 22-story, 302-room upscale hotel. Designed by prominent Chicago architect Lucien LaGrange, the tower is encased in blue and green glass to resemble the waters of nearby Lake Michigan. From the top floors, guests enjoy dramatic views of the Chicago skyline. **Blue Chip** is featured in a new book on LaGrange's architectural designs, *The Search for Elegance* by Robert Sharoff.

Other highlights of the expansion include: the 10,000-square-foot spa blu, featuring a full-service salon, fitness center and nine treatment rooms; "It's Vegas, Baby!", a Las Vegas-themed restaurant that converts into a nightclub in the evenings; "The Game," a sports book-themed restaurant and bar featuring wall-to-wall TVs and up-to-the-minute sports information; and the Stardust Convention Center, which provides additional space for meetings, conventions and headline entertainment.

"With the opening of this expansion, we have transformed **Blue Chip** into a regional entertainment destination without rival in the Chicagoland market," said Keith Smith, Boyd Gaming President and Chief Executive Officer.

"**Blue Chip** has historically been one of our most successful properties, and the Michigan City community has been a great partner."

Business partners and community leaders were invited to attend the grand opening event and ribbon-cutting ceremony. Also on hand for the festivities were **Boyd Gaming** executives Bill Boyd, Keith Smith, Marianne Johnson, Paul Chakmak, Bob Boughner, Brian Larson and Chris Gibase. The weekend celebration also included the first concert in the new Stardust Event Center, by legendary disco act KC & the Sunshine Band.



ABOVE: IN DECEMBER, BLUE CHIP WAS PRESENTED THE MAJOR BUSINESS INVESTMENT AWARD BY THE MICHIGAN CITY ECONOMIC DEVELOPMENT CORPORATION IN RECOGNITION OF THE RECENT EXPANSIONS. PICTURED FROM LEFT ARE GENERAL MANAGER TED BOGICH, MICHIGAN CITY MAYOR CHUCK OBERLIE AND MCEDC CHAIRMAN JEFFERY JONES.



ABOVE: MARIANNE JOHNSON, BILL BOYD, KEITH SMITH, PAUL CHAKMAK. ABOVE RIGHT: TED BOGICH.



## Hell's Kitchen is Hot *Borgata* HOTEL CASINO & SPA

Thursday nights this winter, on the fifth season of Fox television's "Hell's Kitchen," 16 aspiring chefs are being put through rigorous culinary challenges by world-renowned chef Gordon Ramsay. Each week, Ramsay will send one chef home, and the rest will be left to sauté their way toward the grand prize of a Head Chef position at **Borgata**!

The season premiered in late January with the highest-rated Thursday night season premiere Fox has had in more than nine years. In addition, Hell's Kitchen became the first Fox program to beat an original CSI in the Thursday 9:00 p.m. time slot among adults ages 18 to 34. The culinary show also outperformed Fox's prior season average in the 9:00 p.m. hour by more than 59 percent in total viewers.

Fans can watch full episodes of the show online by going to [www.fox.com/hellskitchen](http://www.fox.com/hellskitchen)

**OPENS!**

A new destination restaurant has opened at **Suncoast** – SC Prime. Its distinctive and special dining experience gives people a compelling reason to visit **Suncoast**, in and of itself. A spectacular view is one of its hallmarks. Positioned on the hillside, it treats diners to one-of-a-kind views of the Las Vegas Strip – an amenity few other restaurants in Las Vegas can match.

SC Prime is led by Chef Harris Okashige and a truly talented culinary team. The restaurant will offer many of the classics one expects at an upscale steakhouse. However, Chef Harris' own interpretation of those traditional dishes – as well as many new surprises – creates a unique dining experience.

Freshness is crucial to a quality steakhouse. Patrons can expect the freshest ingredients and the latest preparations practices at SC Prime. Delicate wild Alaskan salmon and other fish varieties are flown in fresh.

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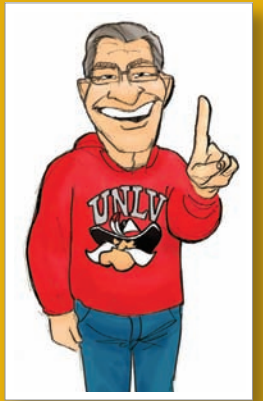
# q&a with Bill Boyd

**Q** Since your transition from Chief Executive Officer to Executive Chairman, you've had more time on your hands to mix it up with employees and customers, but what else have you been doing?

**A** It may sound funny, but I seem to be busier than ever! One thing I have been doing is conducting Culture Sessions at each of the properties, where I share my thoughts on the history and culture of the Company with our employees. In 2008, I visited all the Nevada properties and most of our Midwest and South Region (MSR) properties. In 2009, I plan to hold sessions at the remaining properties. I've enjoyed attending more of our customer events at the properties, too.

I'm also a diehard University of Nevada-Las Vegas sports fan. So I've been attending all the home games. That's six games for football and nearly 20 for basketball! It's great to show support for the school and watch the young players give their all for the team. My grandsons also play basketball in a local league. I really enjoy watching them play, too.

RIGHT: BILL BOYD CARICATURE BY CALDER CHISM.



## Making the Holidays Bright

During difficult economic times, contributing to our community is more important than ever. Many **Boyd Gaming** employees stepped up during the holidays to help make the season a little brighter for those less fortunate. Here are just a few highlights of the generosity demonstrated across the Company.



For the third year, **Sam's Town Shreveport** employees collected toys for "Toys for Tots," the annual collection sponsored by the U.S. Marine Corps Reserve. The effort followed a November food drive by employees, who donated more than 200 pounds of canned food to the Northwest Louisiana Food Bank. Sam's Town chipped in as well, donating 30 frozen turkeys to the cause.



**Delta Downs** launched the inaugural "Trees of Hope" charity fundraiser, a competition that

awarded \$10,000 to three local charitable organizations. Eighteen companies, charities and non-profit organizations competed. Each was provided a 12-foot tree to decorate for display in **Delta Downs'** promenade. The public voted for their favorite trees. Winners were Calvary Apostolic Church for Starks Community Pavilion; West Calcasieu Cameron Hospital for Genesis Therapeutic Riding Center; and Volunteer Center of Southwest Louisiana.

More than 80 **Nevada Boyd Gaming** employees volunteered for the annual Magical Forest at Opportunity Village, an organization that provides vocational training, jobs and advocacy to individuals with intellectual disabilities.



At **Par-A-Dice**, about 20 employees used their **Boyd** Holiday checks to purchase toys and gifts for families in need; another 20 or so people volunteered their time to wrap and deliver the gifts, along with much needed holiday cheer.

**Treasure Chest** donated the

remaining gifts – sleeping bags – from their employee children's Christmas party to the Boys and Girls Club of Greater New Orleans. The organization put them to good use during a January camping trip for the children.

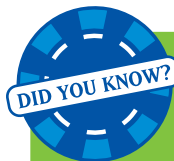


LEFT AND ABOVE: DONATIONS FROM PAR-A-DICE EMPLOYEES HELPED SEVERAL FAMILIES IN THE COMMUNITY TO HAVE A HAPPY HOLIDAY.

RIGHT: PICTURED FROM LEFT: ANGELA DACE, ALICE KELLY, DARRELL GUY OF THE BOYS AND GIRLS CLUB, AND FROM TREASURE CHEST ERIN MCCARTHY AND AIDA CASAS.



ABOVE: BROWARD COUNTY DEPUTY RANDY GRAHAM (RIGHT) OF THE DANIA BEACH DIVISION LOADS TURKEYS WITH ED YOUNG, COMMISSARY, CONTRIBUTED BY DANIA JAI-ALAI TO BE DISTRIBUTED TO THE NEEDY FOR A HAPPY THANKSGIVING.



If every home in America replaced just **one incandescent light bulb** with a **compact fluorescent light bulb (CFL)**, in one year it would save enough energy to light more than **3 million** homes and prevent the release of greenhouse gas emissions equal to that of about **800,000** cars. Source: [www.energystar.gov](http://www.energystar.gov)

## BENEFITS BUZZ

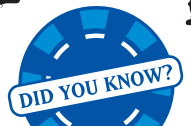
### Are you up to the HRA Challenge?

Over the past 18 months, hundreds of Health Risk Assessments (HRA) have been completed throughout the Company, primarily through the Health Awareness Days held at our properties. Individual results are confidential; however, **Boyd Benefits** receives an aggregate summary that provides an overall view of our employee population.

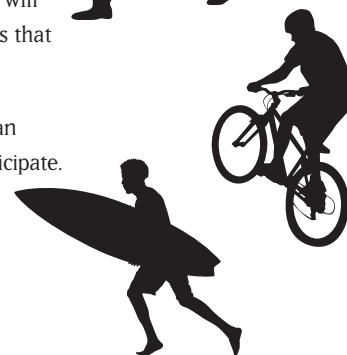
The summary shows that **Boyd Gaming** employees are similar in their level of risk and in areas of greatest concern. Two risk factors – high blood pressure and high cholesterol – are particularly worrisome because they tend to be "silent killers." In other words, you could be suffering from these diseases without even knowing it; something we found to be true within our own employee population.

The Health Risk Assessment Challenge is a Company-wide competition that you and your spouse can participate in through March 31. It is easy and you have the chance to win great prizes just by participating! The information generated from the challenge will allow **Boyd Benefits** to develop preventive tools and resources that best meet your health and wellness needs.

Look for more information posted at your property, visit Human Resources, or ask your supervisor for details on how you can participate.



During a recent visit to **Borgata**, Olympic gold-medal swimmer **Michael Phelps** "took a dip" in the DJ booth at mur.mur. Source: *Daily News*



# SAFETY BUZZ

## Eyes and Ears for Suspicious Activity

BY DENNIS DAWSON, SAFETY MANAGER, SAM'S TOWN LAS VEGAS

Observation is the key in identifying suspicious activity. Be aware of your surroundings. If you notice something out of the norm, it's a good idea to pay closer attention.

### Identifying Possible Suspicious Activity...

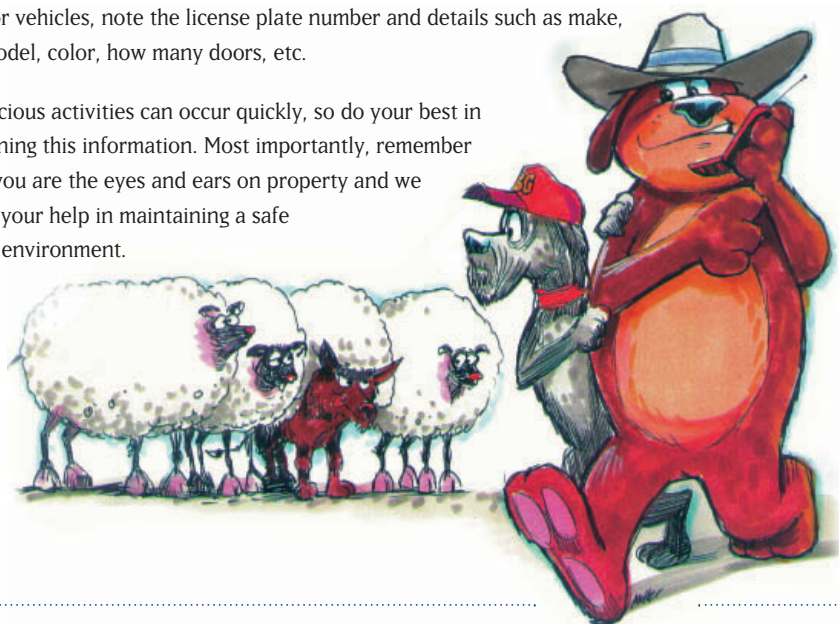
- Packages or backpacks left unattended, or the delivery of such items.
- Individual(s) wandering through the employee hallways with no name tags.
- Individual(s) loitering in areas who seem to be observing activities.
- Unusual inquiries about the hotel or casino.
- Unusual requests for specific rooms or extended stays in any given room.
- Suspicious packages, luggage or electronic devices in rooms.
- Cars or other vehicles left unattended in areas not normally designated for parking.
- Vehicles cruising around for no apparent reason.

Immediately report any suspicious activity to a supervisor or security. If possible, keep an eye on the activity while someone else is reporting it.

### Details to Remember...

- A description of the individual(s) including gender, age, height, weight, hair color.
- Any type of recording devices such as cameras, camcorders, etc.
- The individual(s) exact location and any direction of travel.
- For vehicles, note the license plate number and details such as make, model, color, how many doors, etc.

Suspicious activities can occur quickly, so do your best in obtaining this information. Most importantly, remember that you are the eyes and ears on property and we need your help in maintaining a safe work environment.



## Special Night Honors Troops, Veterans

BY JACKIE FERRANDO, MANAGER, CORPORATE MARKETING



**Boyd Gaming** has been a proud sponsor of the Wrangler National Finals Rodeo (WNFR) for many years. Each of the national sponsors is featured during one of ten performances, and this year Boyd Gaming night fell on December 7. Dan Stark, Vice President of Corporate Marketing for the Company, wanted to make use of this night to remember and honor our U.S. troops and Pearl Harbor veterans with a special tribute.

When the doors to the Thomas & Mack Center opened that day, military volunteers handed American flags (courtesy of Boyd Gaming) to each guest.

During a break in the rodeo, the house lights went down and footage from that historical date, December 7, 1941, was shown on the big screens. Lee Greenwood then walked out from a fog into the arena singing his famous song, "Proud to be an American." Approximately 18,000 people in attendance stood to proudly waive their flags while singing along – American pride was in the air. Uniformed service men and women joined Greenwood, bringing more cheers from the crowd. To finish off the tribute, Pearl Harbor survivors Ed Hall and Jack Laeming were escorted into the arena for all to declare their respect with a standing ovation.



Miss Indiana 2008 **Katie Stam** recently stayed overnight at the **Blue Chip** where she crowned the new Miss Duneland 2009. Blue Chip is the official judges' hotel for the local pageant. In January, Stam was crowned Indiana's first-ever Miss America!

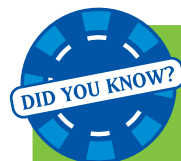


## February is Black History Month



To celebrate the positive contributions to our nation made by people of African descent, American historian Carter Woodson established Black History Week in 1926. Fifty years later, as part of the nation's bicentennial in 1976, it was expanded into Black History Month.

On November 4, 2008, America made history by electing the nation's first African-American president. We would like to take this opportunity during Black History Month to congratulate the 44th President of the United States – President Barack Obama.



**Borgata** is one of the top five casinos in the country to be recognized by the *planetout.com* travel awards. This year's winners were selected by readers as the most gay/lesbian/transgender/bisexual (GLTB) friendly in the nation. PlanetOut publishes magazines *Out* and *Advocate* and websites *gay.com* and *planetout.com*



## Keith Smith Tapped by Federal Reserve



ABOVE: KEITH SMITH, PRESIDENT AND CEO

The Federal Reserve Bank of San Francisco has appointed Keith Smith, President and CEO of **Boyd Gaming**, to the board of directors of its Los Angeles branch.

In this role, Keith joins six other directors in providing the Federal Reserve System with economic information from the region. This information, along with other sources, is used by the Federal Reserve System when reaching national monetary policy decisions.



He is the first casino company representative to serve on the Federal Reserve Bank of San Francisco's board of directors. Leveraging his insight and expertise as an industry veteran of more than 25 years, Keith will be able to offer both economic data and perspective about gaming and tourism – significant industries in the region's overall economy.

"This position will allow me to provide the Federal Reserve with a great deal of information about the discretionary spending habits of our customers in the current economy," he recently told *Las Vegas Review-Journal* reporter Howard Stutz during an interview. "Our business is more than just casino-centric. We see customers from all across the country, and these are people who spend money in our hotels, on food and beverage, entertainment, retail and in other areas."



# Property News

## News You Can Use



In October, **Sam's Town Tunica** team members participated in the Memphis Mid-South "Race for the Cure." The property also raised more than \$3,300 by holding bake sales and raffles, and selling hot dogs. Every team member that made a donation received a special ribbon to wear on their badge for the entire month.



The **Orleans** employee Josefina Carrillo recently earned her Safety and Health Practitioner Certificate from the State of Nevada's Department of Business and Industry. The program was developed to increase safety standards in Nevada by providing training on occupational safety and health. Congratulations, Josefina!



ABOVE: JOSEFINA CARRILLO

Oyarbide, one of **Dania's** top players, presented a check to Lauren Pressen of the United Way of Broward County. Dania Jai-Alai held a charity night in December to benefit the United Way.



The 2008 **Blue Chip** and United Way Campaign ended in November with a breakfast at Blue Chip where a check for more than \$68,000 was presented to Bill Hanna, Executive Director of the United Way of LaPorte County.



In September, **Gold Coast** launched its "Melting Pot Diversity Map." Employees were asked to pin their native city on the world map located across from the employee dining room. They listed their name, country, native city and favorite dish. More than 300 employees participated on the first day and the pinning continues. From favorite recipes submitted, Executive Chef Seferino will prepare one of the dishes and feature it in the employee dining room. The author of the recipe will be named and announced before the dish is featured.



Employees from Nevada **Boyd Gaming** properties recently participated in the 2008 Heart Walk. Together, their donations and pledges raised more than \$8,000 for the American Heart Association.



In December, **Delta Downs** hosted "Louisiana's Richest Night of Racing" with more than \$1.6 million in total purses. The evening's card offered 11 races with six stakes races including two of the richest Grade III races in the country – the Delta Jackpot and the Delta Princess. Delta handled a record \$3.2 million from all sources on its 11-race card. Big Drama won the jackpot – follow his path to a possible berth in this year's Kentucky Derby on May 2!



**Borgata** and **The Water Club** were featured in the *Zagat's Top U.S. Hotels, Resorts & Spas 2009* book, sold nationwide in Barnes and Noble, Borders, Whole Foods, and various other book, retail and magazine shops.



## What's Your Number?

An employee ID number is hidden somewhere within this newsletter. If it's yours, you win a prize. Contact **Kristy Alward**, Boyd Buzz Team Editor, to claim your prize: call 702.792.7357 or email [kristyalward@boydgaming.com](mailto:kristyalward@boydgaming.com)

# The Green Corner

To launch the **Gold Coast** Going Green Program, Facilities Director Andy Ferrell and Human Resources Director Bertha Rosales recently met with representatives of NV Energy who presented information about energy conservation programs. That information – ranging from refrigerator recycling to energy efficient appliance rebate programs – was then shared with all employees.

A goal of the Going Green program is to create awareness of energy conservation programs and opportunities among employees while they're in the workplace. Employees can then pass that information along to their families and use it in their own homes. As an example, in January, employees received information about the Energy Star Lighting Program and free compact fluorescent bulbs (CFLs) for their use at home.



## Proud Employees Earn U.S. Citizenship

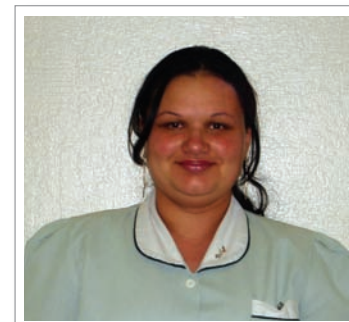
Two **Gold Coast** employees recently passed the U.S. Naturalization exam and earned their citizenship.

Tingyu (Gina) Farr, Casino Host, received her U.S. citizenship in September 2008, along with 1,106 other people from 92 different countries. Gina was the only person from Taiwan. It was a long journey, she said, but she is honored and proud to be an American and have the opportunity to make a better life for her and her family in Taiwan.



ABOVE: TINGYU (GINA) FARR

Ana Doris Ventura, Guest Room Attendant, received her U.S. citizenship in August 2008. It took Doris three months just to translate the 100 questions and the history behind each one into her native language of Spanish. Then, when she went for her fingerprinting, she was given a CD with the questions and answers in English, which she studied for the next nine months. She said she is very proud of her accomplishment, and rightly so.



ABOVE: ANA DORIS VENTURA

Congratulations!



## Earth Hour 2009

BY DAVID STROW, DIRECTOR, CORPORATE COMMUNICATIONS

Climate change is a global problem; but that doesn't mean that each of us can't make a difference. That's the message behind Earth Hour 2009, a global event scheduled for the night of March 28. At 8:30 p.m., as many as 1 billion people will conserve energy by turning off their lights for one hour – to show support for the fight against climate change and demonstrate how even the smallest actions can make a difference in conserving energy.

**Boyd Gaming** will be pitching in, too. During Earth Hour, the marquees and outside wall lights at Boyd Gaming properties across the Las Vegas valley will go dark, along with many other resorts on the Las Vegas Strip. Watching the lights go out on the Strip will be quite a sight – and a powerful statement of what all of us can do to meet this global challenge.

Join in this year's effort by turning off unneeded outdoor and indoor lights (safety permitting) at 8:30 p.m. local time at your home. Every contribution counts.

For more information, visit [www.earthhour.org](http://www.earthhour.org)



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