

Richards Promoted to Director of Casino Ops

Sar Richards has been promoted to director of Casino Ops for Chinook Winds Casino. This new position consolidates the director of Games and director of Slots positions, which is an easy transition for Sar because he's been the director of Slots since 2000.

Sar was born and raised in Albany, Ore., and graduated from South Albany High School. He then joined the Army and served just over four years as a Russian linguist, primarily with the 3rd Infantry Division in what was then West Germany.

When he completed his tour of duty, Sar used the GI Bill to attend Oregon State University and graduated with a bachelor's degree in business.

His first venture into the business world was as the international shipper for Barenbrug USA, the world's largest



Sar Richards

grass seed company. Sar was responsible for coordinating shipments from the U.S. to dozens of countries worldwide. He soon realized, however, it wasn't his chosen profession.

A member of the Confederated Tribes of Siletz Indians, he decided to apply for a position with the Siletz Tribe. He chose the casino, believing that he could best serve his tribe in that venue.

For more than three years, Sar was a Siletz Tribal gaming commissioner, most of those years as vice-chairman of the commission. As a gaming commissioner, he became very familiar with the workings of every department, especially slots and table games. In 2000, he became director of Slots for Chinook Winds Casino, a position he held up to the present time.

In his new position, Sar is responsible for Slots, Table Games, Keno, Bingo, Guest Services, Player Development, and Winner's Circle.

Everhart Faces Big Advertising Changes

Bob Everhart was hired as the advertising manager at Chinook Winds Casino on June 1, 2002.

Bob is from Petaluma, Calif., and graduated from Chico State University. He has nine years of experience in the casino industry and a well-rounded background in advertising and marketing at casinos in Indiana, Missouri, Reno, and Lake Tahoe.



Bob Everhart

Not long after Bob arrived, an executive decision was made to no longer use advertising agencies to develop ad campaigns, but to instead bring all advertising in-house under the direction of the new advertising manager. This enormous undertaking was deemed necessary not only as a cost-saving measure, but also to give the casino and the Siletz Tribe total control of how Chinook Winds is portrayed to the public. A small staff, including two graphic designers and one administrative assistant, has met this goal.


Bob has become a strong participant not only in casino functions, but also within the community. An undying passion for sports and concern for kids has him volunteering as a football coach at Taft Middle School.

Bob's been known to put on a mascot suit (the OSU Beaver during the casino's Civil War game celebration), emcee at drawings, do radio interviews, and pitch in to help the staff whenever necessary.

When asked what challenges he sees ahead, Bob replied, "Figuring out how to not stress about being a father." Bob and his wife, Patricia, are expecting a baby in October. Says Bob, "I'll be the guy pacing with a worried look on my face until October."

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
<i>Mother's Day Special</i>	Mother's Day Bingo Special May 11, 2003 @ 1 p.m. Regulars Pay \$500 Blackouts Pay \$1,199 Buy-In \$30			1 1 p.m. Matinee <i>Redemption Day</i>	2 Closed	3 Closed Cribbage Contest
4 Closed Cribbage Contest	5 1 p.m. Matinee 6 p.m. Evening Cinco de Mayo <i>Manager's Special</i>	6 1 p.m. Matinee <i>Double Points Day</i>	7 1 p.m. Matinee 6 p.m. Evening <i>Redemption Day</i>	8 1 p.m. Matinee <i>Redemption Day</i>	9 Closed Freddy Fender Concert	10 Closed
11 1 p.m. Mother's Day Special Session 5:30 p.m. Evening <i>Redemption Day</i>	12 1 p.m. Matinee 6 p.m. Evening 6 p.m. <i>Monitor Bingo</i>	13 1 p.m. Matinee <i>Double Points Day</i>	14 1 p.m. Matinee 6 p.m. Evening <i>Redemption Day</i>	15 1 p.m. Matinee <i>Redemption Day</i>	16 Closed Miss Oregon Pageant	17 Closed Ironman Contest
18 1 p.m. Matinee 5:30 p.m. Evening <i>Redemption Day</i>	19 1 p.m. Matinee 6 p.m. Evening <i>Monitor Bingo</i>	20 1 p.m. Matinee <i>Double Points Day</i>	21 1 p.m. Matinee 6 p.m. Evening <i>Redemption Day</i>	22 1 p.m. Matinee <i>Redemption Day</i>	23 1 p.m. Matinee	24 1 p.m. Matinee 5:30 p.m. Evening
25 1 p.m. Matinee 5:30 p.m. Evening <i>Redemption Day</i>	26 1 p.m. Matinee 6 p.m. Evening <i>Manager's Special</i>	27 1 p.m. Matinee <i>Double Points Day</i>	28 1 p.m. Matinee 6 p.m. Evening 1 p.m. <i>Redemption Day</i>	29 1 p.m. Matinee <i>Redemption Day</i>	30 Closed Mel and Pam Tillis Concert	31 Closed

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