

**PRESS RELEASE – August 14, 2017**

# Raving **NEXT**

## ***NEW INDUSTRY EVENT: Raving's NEXT Conference: Innovative Strategies that Drive Profit***

The gaming industry's leading gaming and hospitality firm, Raving Consulting, announced its newest program: *Raving Next* which will precede their signature conference, [Raving's 20<sup>th</sup> National Indian Gaming Analytics and Marketing Conference](#), January 29-31, 2018, Choctaw Casino Resort, Durant, OK.

Raving's CEO, Deana Scott, shared, "The Tribal gaming industry is in a new phase of market maturity. There's no time to waste; operators need to create decisive strategies for reinvestment for their aging properties to meet the needs of their changing customer base and to maximize their labor. As long-time educators in this field, we took a hard look at what trends and conversations will have the greatest impact for our casino clients. We look forward to being the catalyst to facilitate those discussions."

This new, one-day event, ***Raving Next***, will tackle six critical topics pertinent to Tribal Council, General Managers, CFOs, CEOs, and Directors. What makes this event stand-out amongst the many gaming tradeshows across the country, is Raving's expertise for gathering industry leaders, encouraging straightforward and relevant conversations, and providing intimate networking opportunities, specific to tribal gaming.

Retired United States Naval Aviator and Astronaut, Dr. John B. Herrington, Chickasaw, the first Native American in space, will be providing the luncheon keynote. "When you look at one company in which their entire philosophy is to push beyond the limit to ask 'what is next?' – NASA leads the way. We're thrilled to have Dr. Herrington speak with our group about how he approached his career, his missions, took considerable risks, and how his story ties into the future of our industry," shared Scott.



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Scott joined the Raving team in February this year as CEO. Along with her husband Brady Scott, an enrolled Coquille Tribal member; they will be purchasing Raving from gaming industry veteran and company founder, Dennis Conrad, later this year.

This ownership change represents an opportunity to provide innovative and expanded services as well as a new vision for Raving's continued successful practice for the next twenty years. The January conferences will provide a showcase for Raving's expansion, with new topics and presenters.

Scott, a forward-thinking business woman, entrepreneur, and gaming executive for over two decades, is extremely passionate and committed to the success of tribal gaming and the critical resources it provides Indian country. For the last twenty years, Raving has partnered with over 137 Tribal Nations and enterprises, and 65 commercial properties along with First Nations throughout Canada.

For more information on Raving Next and Raving's 20<sup>th</sup> Indian Gaming National Marketing Conference, January 29-31, 2018, at Choctaw Casino Resort, Durant, OK, please contact Christine Faria, VP Marketing, Raving, 775-329-7864 or [chris@ravingconsulting.com](mailto:chris@ravingconsulting.com)

**About Raving's 20<sup>th</sup> National Indian Gaming Analytics and Marketing Conference**

Since 2001, over 2,000 U.S. and Canadian Tribal casino executives have attended this marquee conference specifically designed for Indian gaming organizations. GMs, Directors and tribal leaders experience three days of relevant presentations, hands-on workshops, signature networking events and a casino marketing centric tradeshow. \$100 from each attendee registration is contributed directly to the Notah Begay III Foundation, <http://www.nb3foundation.org>, Raving's charity partner.



For more information on **Raving's 20<sup>th</sup> National Indian Gaming Analytics and Marketing Conference**, January 28 – 31, 2018, please visit [www.ravingconsulting.com/indian-gaming](http://www.ravingconsulting.com/indian-gaming), or contact Christine Faria at 775-329-7864, [chris@ravingconsulting.com](mailto:chris@ravingconsulting.com).