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TENNER & ASSOCIATES TO REVEAL NEW BUDGET OPTIMIZATION  
STRATEGY AT iGAMING North America Conference FEB. 19<sup>TH</sup>

Las Vegas, NV - Planet Hollywood's Celebrity Ballroom 4 will be transformed at 1 p.m. on February 19th into a Boot Camp for Marketing Execs who have been wrestling with the complexities of blending budgets for on-line gaming initiatives with their bricks and mortar events.

The new formula for maximizing results and minimizing budget dilemmas is called "Collapsing Windows." This innovative concept merges the consolidation of budgets, the convergence of two gaming worlds with a vertically and horizontally integrated plan that should revolutionize their marketing efforts and bring together these formerly disparate revenue streams.

Lisa Tenner, President of Tenner & Associates is the Panel Moderator and Facilitator. Joining her is an esteemed panel of experts including Joe Versaci, CMO, Ultimate Gaming; Rob Rosette, Founder, Rosette, LLP; and Katherine Spilde, Associate Professor, Hospitality School, SDSU. Once the formula/strategy has been outlined and discussed, the boot camp session will become highly interactive with audience members interfacing with the panelists, working through different scenarios.

"This program has been designed to deliver meaningful "take-home value" to our attendees and provide a refreshing solution to manage their budgeting," commented Tenner. "We can't wait to share this amazing new idea with our peers."

For more information regarding the iGaming North America 2013 Conference, please visit <http://www.igamingnorthamerica.com/>.

Lisa Tenner, founder of [Tenner and Associates, Inc.](#), a Las Vegas based branding and marketing company, focuses on talent-building and brand marketing skills in the corporate world. Recently named a visionary in both entertainment and gaming by Global Gaming Magazine, Ms. Tenner was also awarded "Event Pro" by her peers in

the Live Event performance arena. She is the recipient of the Nevada Governor's Tourism Award and takes pride in having created "The Queens of Heart", as the charitable arm for the Ladies Event during the World Series of Poker. Her accomplishments include the creation and production of Emerging Artists and Technology in Music, which launched the careers of many unsigned artists to major labels. Tenner clients have included poker legend Phil Hellmuth, Jeep, Party Gaming, Caesars Entertainment, VH1, Card Player Cruises, Hard Rock Hotel, Elle Magazine, The Cosmopolitan Las Vegas and Global Gaming Expo. Recently the American Gaming Association appointed Ms. Tenner to the Advisory Board for their Table Games track. Ms. Tenner is also the co-founder of [www.pokergives.org](http://www.pokergives.org). For more information, visit [www.tennerandassoc.com](http://www.tennerandassoc.com) or call (702) 496-3286.