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**Mark Tenner of Concept Development Group
and
Lisa Tenner of Tenner & Associates, Inc.
Bring Insight To Inaugural
iGaming North America 2011 Spring Conference**

5 May 2011. Las Vegas NV Lisa and Mark Tenner are a dynamic husband and wife team who have carved out a special niche bringing their expertise to the gaming industry.

The busy couple recently participated in the sold-out inaugural iGaming North America 2011 Spring Conference, a networking and educational event designed to introduce the land-based gaming businesses of North America to the global iGaming industry.

Mark moderated the Conference's second panel of the day, "Cannibalization - Fact or Fiction?" discussing the challenges facing online poker operators and the potential impact on the policymaking process. Panelists included Steve Rittvo, The Innovation Group; Jan Jones, Caesars Entertainment; Art Manteris, Station Casinos and Doug Dalton, Bellagio.

Mark also anchored a second panel, "US Policy Discussion – State Vs. Federal Regulation." The room was standing room only and Mark's insight into the federal history and prognosis was well received and appreciated.

Lisa was a presenter on "Marketing for Startup and Ramp-up," discussing branding and marketing strategies for brick-and-mortar operators in the I-gaming space. The panel was moderated by Terry Debono of The Debono Group and included Jeff Voyles, CEO, Gaming Network.

ABOUT LISA TENNER 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 pros, Phil Hellmuth and Kathy Liebert among others. Tenner has represented many companies including Jeep, Party Gaming, Harrah's, VH1, Card Player Cruises, Hard Rock Hotel, Elle Magazine 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

ABOUT MARK TENNER

Mark Tenner has 35 years of professional gaming experience as a noted consultant, author and lecturer on the many aspects of the gaming business including regulations and investments.

He is President of Concept Development Group and has assisted many brick and mortar properties and Internet sites with their start up of poker room operations and overview of their business development plans.

Mark was Vice-President and General Manager of the Regency Card Club and Casino in California. He has consulted for such organizations as Lakes Gaming, Horseshoe Gaming, Mirage Resorts, Pechanga Casino and more.

Mark is partner and founder of [Card Player Cruises](#) and co-founder and producer of the World Poker Players Conference, the leading professional conference in gaming today.

As co-producer for the pilot of the World Poker Tour on the Travel Channel and with the original marketing contract for IglobalMedia, Mark was instrumental in the emergence and development of Party Poker.

He is an expert on odds, statistics, Internet gaming and gambling in general and is sought after for his seminars due to his dynamic speaking style. Mark is also a professional poker player and has authored two books, "Winning Omaha 8", and

his second, "Mastering Omaha 8" was recently released and is available on Amazon.com

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