



**GSA TECHNOLOGY SUMMIT 2018**  
FOCUS **BLOCKCHAIN**

**November 8 - 9 2018**

**Nevada Museum of Art**  
160 West Liberty Street  
Reno, NV 89501, USA

Registration: [www.gamingstandards.com](http://www.gamingstandards.com)  
Information: +1 (510) 492-4061  
[sec@gamingstandards.com](mailto:sec@gamingstandards.com)



## GSA TECH SUMMIT

**GSA TECHNOLOGY SUMMIT** focuses on educating attendees on Blockchain as a key foundational technology, explain how applications such as Cryptocurrencies utilize it, and how it is being deployed in various industries. As such, the panels have been geared towards business leaders, the Industry Domain, as well as legislators and regulators, the Policy Domain. Attendees from the Industry Domain should be at the CIO, COO and VP level, responsible for understanding and leading the deployment of transformational technologies within their companies. Attendees from the Policy Domain should be Representatives and Regulatory Agency Directors responsible for enacting and enforcing laws and regulations within their jurisdictions. Blockchain technology can be compared to the revolution that the Internet brought to the world and attendees will benefit from the real-world deployments of this technology and the benefits being derived in a variety of industries.

**THURSDAY, NOVEMBER 8, 2018**

**SWITCH TAHOE RENO TOUR I**

**9:30am - 12:00pm**

**SWITCH TAHOE RENO TOUR II**

**11:30am - 2:00pm**



**SWITCH** TAHOE RENO is the world's largest and most advanced data center campus in the world. They are the only Tier 5® Platinum data centers in the world.

Guided tours are available to our sponsors and invited guests on a first come first serve basis. Participants will be required to execute an access agreement and must have a valid government-issued ID. The tour-group size is limited to a maximum of 15 people per tour. Rules and details can be found at [www.gamingstandards.com](http://www.gamingstandards.com)

## **START OF GSA TECHNOLOGY SUMMIT**

FRED W. SMITH PENTHOUSE

**REGISTRATION & BADGE PICK-UP**

**3:00pm - 3:45pm**

**Location:** Nevada Museum of Art

**WELCOMING ADDRESS**

**3:45pm - 4:00pm**

**Presenter:** Peter DeRaedt - President of GSA

**OPENING KEYNOTE**

**4:00pm - 4:30pm**

*Senator Ben Kieckhefer introduced a bill prohibiting city or county governments from imposing license requirements or taxes on the use of blockchain technology. It passed with unanimous bipartisan support and "laid out a symbolic welcome mat" for high-tech businesses in the state. Senator Kieckhefer will shed light on how he became interested in blockchain technology and why he felt it was important to create a predictable legal framework in Nevada for blockchain based companies. The Senator will discuss how the blockchain industry in Nevada has*

AGENDA  
DAY ONE

grown since his legislation was passed and what other blockchain related legislation we can expect to be discusses at the 2019 Nevada Legislature.

**Keynote:** Ben Kieckhefer - Nevada State Senator

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**EDUCATION TRACK**

**4:30pm - 5:15pm**

*Blockchain - Hype or Reality? Blockchain is everywhere, but is it really a multi-industry disruptor or just a poorly understood investment fad? Adam Sterling, executive director of the Berkeley Center for Law and Business and co-instructor of the university's graduate blockchain course, joins us to explain blockchain and it's potential (or lack thereof) as a groundbreaking technology.*

**Presenter:** Adam Sterling - UC-Berkeley and Rick Trachok - McDonald Carano

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**ORACLE**

**5:15pm - 6:00pm**

*How You Too Can Rapidly Build and Easily Operate Your Blockchain Gaming Solutions.*

**Presenter:** Jay Chugh - Director of Blockchain Products ORACLE

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**COCKTAIL RECEPTION**

**6:00pm - 8:00pm**

**AGENDA DAY ONE**



## FRIDAY, NOVEMBER 9, 2018

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### CONTINENTAL BREAKFAST REGISTRATION & BADGE PICK-UP

7:30am - 8:30am

**Location:** Nevada Museum of Art

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### WELCOMING ADDRESS

8:30am - 8:45am

**Presenter:** Peter DeRaedt - President of GSA

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### MORNING KEYNOTE

8:45am - 9:30am

*Blockchain for Business: Blockchain is changing everyday life. How IBM's implementation of Blockchain is changing the way we do business.*

**Presenter:** Richard Gordon - IBM

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### NETWORK BREAK

9:30am - 9:45am

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### TECHNOLOGY TRACK

9:45am - 11:00am

*What is driving the accelerating adoption of blockchain? Why is the banking industry so focused on blockchain? What are the core tech companies doing in this space today? How can you safeguard information and communication that is being sent across the globe using blockchain technology? Our distinguished panel will offer great insight on what other industries are doing to*



*embrace and profit from blockchain so that we can understand where they are and what we should consider for our industry.*

**Moderator:** Earle G. Hall - CEO of Axes Network and Committee Chair of GSA BCC

**Panel:**

- » Raymond Zenkich - Managing Partner of RedChalk Group
- » Sunil Cheruvu - Principal Engineer and Lead Security Architect of Intel IoTG
- » Tom Dodson - Supply Chain Architect of Intel Business Clients Group
- » David Fritsche - Founder and Managing Director of Secure Communication

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**BLOCKCHAIN AND RISK MITIGATION** 11:00am - 11:45am

*This session will explore the evolution of blockchain within the banking and insurance world. It will explore key lessons learned, including risk mitigation. By drawing important parallels to the gaming industry examples of areas where blockchain is poised to have significant impact for the Gaming Industry will be revealed.*

**Keynote:** Raymond Zenkich - Managing Partner of RedChalk Group

## LUNCH BREAK

11:45am - 1:15pm

## LUNCH KEYNOTE

12:00pm - 1:00pm

*An operators technology transformation. Moving away from monolithic archaic systems to modular, modern, applications that are more adaptable, interface more readily with other applications and are blockchain ready.*

**Keynote:** Avery Palos – Sr. Vice President and CIO Melco Resorts and Entertainment

## NETWORK BREAK

1:15pm - 1:30pm

## REGULATORY TRACK

1:30pm - 2:30pm

*While blockchain technology has the power to create entirely new subsets of the gaming industry, what are the current barriers and impediments to adopting regulatory policy that simultaneously ensures protections for the player and allows companies to continue to be innovative? How can regulators adopt blockchain technology in their current regulatory practices, both from an internal and external standpoint?*

*During this panel we will explore the current status of blockchain acceptance throughout the world's various gaming jurisdictions, and explore how blockchain can streamline business and regulatory operations in terms of regulatory compliance.*

**Moderator:** A.G. Burnett - Partner of McDonald Carano

### Panel:

- » Rodney Rickenbach - Cybersecurity and Analytics of NJ DGE
- » Patricia Lalanda - Partner Loyra Abogados
- » Mark Lipparelli - Founder of Gioco Ventures LLC

## AFTERNOON KEYNOTE

2:30pm - 3:15pm

*How can the network effect of the blockchain platform give gaming companies & operators a competitive advantage?*

**Keynote:** Raymond Chan – CEO of AlphaSlot

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**INDUSTRY TRACK****3:30pm - 4:45pm**

*A number of blockchain-based applications have already been developed and implemented in various industries. This panel is comprised of companies that have taken the leap to this new technology. Why did they choose blockchain over more traditional technologies? Were there any pitfalls with deployment of this rapidly evolving technology? Have any significant modifications been necessary since implementation? What advice would you give to others looking to develop blockchain-based applications?*

**Moderator:** Mark Pace - MD of GSA Europe

**Panel:**

- » **Sports Betting:** John English - Partner of Global Market Advisors
- » **Online Poker:** Steven Weusten - CEO of Clear Poker
- » **Data Protection:** John Toohey - CEO of Dominode
- » **License Process:** Barth Aaron - CRO of Innovum Technology

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**CLOSING REMARKS****4:45pm - 5:00pm**

**Presenter:** Peter DeRaedt - President of GSA





## SPEAKERS

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### ADAM STERLING

Executive Director, UC Berkeley  
CA, USA

Adam Sterling is the executive director of the Berkeley Center for Law and Business at the University of California, Berkeley. Previously he was a startup attorney at Gunderson Dettmer and the co-founder and director of the Sudan Divestment Task Force and Conflict Risk Network (CRN). Adam currently serves as a non-resident senior fellow for the Enough Project. In 2007, Adam was one of six featured subjects in the documentary, *Darfur Now*, produced by Academy Award nominee Don Cheadle. Adam's writings and work have appeared extensively in the press; including contributions to *The Wall Street Journal*, *The Financial Times*, *The New York Times*, *The Los Angeles Times*, *Fort Worth Star-Telegram*, *The San Francisco Chronicle*, *The Christian Science Monitor*, and *National Public Radio*. He has appeared on a number of broadcast news programs, including CNN's Situation Room and CNBC's *Street Signs*.

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### A.G. BURNETT

Partner, McDonald Carano  
Reno, NV USA

A.G. Burnett is a partner in the Gaming & Administrative Law Group with McDonald Carano. Due to his extensive experience working in and with regulatory agencies in Nevada and throughout the world, he is uniquely positioned to advise regulatory agencies, federal agencies and others

in meeting and crafting regulatory standards, as well as representing gaming industry clients in navigating regulatory requirements in Nevada and beyond. Mr. Burnett is also skilled in assisting companies with their compliance programs and compliance obligations.

Mr. Burnett most recently served as the Chairman of the Nevada Gaming Control Board (NGCB) from 2012 through 2017 and as a member of the Governor's Gaming Policy Committee.

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### AVERY PALOS

Sr. Vice President, CIO of Melco Resorts  
and Entertainment Ltd.  
HONG KONG

Avery Palos is a Global Chief Information Officer (CIO) with deep experience driving technology-enabled business transformations. Avery is a thought leader in developing creative ways to use technology to solve business problems, drive product innovation, optimize efficiencies, produce productivity gains, and enhance competitive advantage. Avery has delivered multimillion-dollar cost reductions utilizing Lean and Six-Sigma programs, shared services, cross-functional business integration, strategic outsourcing and offshore initiatives.

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## **BARTH AARON**

CRO, Innovum Technology  
Reno, NV USA

Barth Aaron is a founder of Innovum Technologies, Inc. that developed and markets Innovalinq™, a software solution for the gaming industry that automates the licensing process with efficiencies for both applicant and regulator.

Admitted to practice in Nevada, New Jersey and New York, Barth has been practicing law for over 35 years. Having served as a public prosecutor and litigator in private practice, he became a Deputy Attorney General in the New Jersey Division of Gaming Enforcement and started a career in legalized gaming.

In addition to being a regulator, Barth has represented major equipment manufacturers and casino operators and served in-house as General Counsel for both publicly traded and privately held manufacturers and operators.

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## **SENATOR BEN KIECKHEFER**

Director Client Relationships,  
McDonald Carano  
Reno, NV USA

Senator Ben Kieckhefer serves as Assistant Minority Leader at the Nevada State Legislature. His legislative accomplishments include the creation of Nevada's first need-based scholarship program for community college students, the development of alternate routes to licensure for Nevada teachers, the creation of a statutory sunset committee to review state government operations, legislation cracking down on child sex offenders,

and the passage of SB398-- the blockchain bill. Under Ben's leadership, Nevada is one of the first states to welcome blockchain-based companies.

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## **DAVID FRIETSCH**

Founder & CTO, Secure  
Communications  
San Francisco, CA USA

David is a founder of Secured Communications and the GSN Smart City Blockchain. He has worked for 30 years in technology and business. David worked for NASA on Voyager II, Galileo and IRA's projects and has several awards from NASA including NASA's Award of Excellence.

David consulted for Microsoft, Intel, Daimler Chrysler, AT&T, Boeing and hundreds of other companies. Microsoft asked David to transition SQL Server for use on the Internet. David is the founder and Chairman of Globalsoft1, a full-stack software development company that has managed over 2 trillion records and worked with the largest companies in the world. Its focus is database and Blockchain technology.

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## **EARLE G. HALL**

CEO, Axes Network  
Quebec City, ON CANADA

Earle G. Hall is an internationally recognized entrepreneur, visionary and innovator in several different fields of technology. He currently serves as the CEO of AXESnetwork, the world's premier cloud based information management system for the gaming industry. He is also the Gaming Standards Association Chair of the Blockchain Technical Committee.

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**JAY CHUGH**

Sr. Director Products, Oracle  
San Francisco, CA USA

Sarabjeet (Jay) Singh is a Senior Director of Products at Oracle, responsible for PaaS offerings in the area of Autonomous Cloud, Artificial Intelligence, Blockchain, and IoT. He has over 19 years of industry experience in Software Development, Product Management, and Marketing working in companies such as VMware, Pivotal Software, Cisco Systems, SunGard Availability Services, and many venture-backed Startups in SF Bay Area. He holds an MBA from Haas School of Business, U.C. Berkeley, M.S. Electrical Engineering from Virginia Tech, and B.Tech from NSIT (University of Delhi, India). More info/contact: <https://www.linkedin.com/in/sarabjeetchugh>.

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**JOHN ENGLISH**

Partner and Managing Director of Sports Betting and Technology - Global Market Advisors  
Las Vegas, NV USA

John specializes in global business development for the regulated gaming industry, with emphasis on technology, content, distribution, public relations, and contract negotiation. John's work history contains an extensive background in gaming, including lottery, AWP, slots, table games, sweepstakes, systems, and race and sports betting both digital and live.

John was instrumental in the acquisition of American Wagering by William Hill, the world's largest bookmaker, who received Nevada Gaming Commission approval.

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**JOHN TOOHEY**

CEO, Dominode  
Boca Raton, FL USA

John has nearly 20 years' experience in the architecture and management of commercial grade distributed, fault-tolerant, and secure systems solutions for the regulated gaming industry. He is committed to harnessing the power of blockchain to build the definitive solution for verified identity to address a regulatory ecosystem that is complex, outdated and subject to data breach.

Previously, John served as Chief Software Architect for Scientific Games and has built and sold two technology companies, including ParsPro, an online sports betting systems platform. He is a member of the Association of Gaming Equipment Manufacturers, and the Decentralized Identity Foundation.

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**MARK LIPARELLI**

Founder Gioco Ventures LLC  
Las Vegas, NV USA

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**MARK PACE**

Managing Director, GSA Europe  
MALTA

Mark has over 35 years of gaming industry experience and over his career has held positions with various levels of responsibility in Accounting, Finance, Information Technology, Slot Operations, and Regulatory Affairs at Caesar's Entertainment Inc. property and corporate levels.

He then moved over to slot manufacturing joining WMS Inc. where he was responsible for Systems Engineering, Network Gaming Development and Technical Operations, Jurisdictional Regulatory Engineering, Class II Operations and Business Analytics. Resulting from the Scientific Games Inc. acquisition of WMS, he took over leadership for Global Technical Operations responsible for all customer facing production systems in the Lottery, Gaming, and Interactive divisions.

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### **PATRICIA LALANDA ORDONEZ**

Partner, LOYRA-Abogados  
Madrid, SPAIN

Patricia Lalanda Ordonez graduated in Law from the Carlos III University in Madrid. After accomplishing her Law Degree Patricia joined LOYRA, law firm that specializes on business advisory, public law and is broadly known for its extensive experience in the area of gaming law in Spain, Italy, Portugal and Latin America. Simultaneously she obtained an LLM in IP Law from the Autonomous University of Madrid subsequently developing LOYRA'S IP Department. Patricia has collaborated with the UAM teaching in the LLM in IP and IT and with the IE Business Institute teaching in the advanced program "The Gaming Industry"

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### **RAYMOND CHAN**

CEO Alphaslot  
HONG KONG

Raymond is a 20-year data science and gaming technology veteran.

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### **RAYMOND ZENKICH**

Managing Partner, Redchalk Group  
Chicago, IL USA

Raymond is the founding partner of Red Chalk Group, LLC, a trusted adviser to C-suite executives at Fortune 100 firms and private equity executives worldwide on strategic issues relating to disruptive technologies (such as Blockchain and cryptocurrencies), growth initiatives, and intellectual property management.

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### **RICHARD GORDON**

North America Blockchain  
Solution Sales Leader, IBM  
NY USA

Executive Blockchain Sales, Business Development, Alliance and Channel Management Sales Leader; expertise in enterprise wide, multichannel sales and global territory development, cultivate key business partner and ISV relationships and strategic alliances to create demand and leverage new technology in business-to-business (B2B) environments.

Develop profitable joint solutions and complex business models; profit and loss (P&L) responsibility, drive growth and revenue through collaborative sales, portfolio management, product positioning, and the delivery of innovative technology products and services; industry leader in CAMS Solutions and transformational technology for high performance applications; maintain an extensive network of executive connections.

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**RICK TRACHOK**

Senior Counsel, McDonald Carano  
Reno, NV USA

Rick focuses his practice on regulatory and gaming law, as well as utility regulation and commercial law. He has an extensive background in gaming law, particularly from the international perspective. Clients frequently turn to Mr. Trachok for his knowledge of the complexities of the licensing issues facing European companies, as well as his understanding of the unique aspects of European ownership structures, finances and culture.

Mr. Trachok currently serves as Chairman of Compliance for the German gaming Group, Gauselmann AG, and has been responsible for obtaining gaming licenses for them in approximately 200 jurisdictions. He is also Chairman of the Global Compliance and Governance Committee for London-based IGT, obtaining gaming licenses in Nevada and other jurisdictions. In addition to his gaming work, Mr. Trachok also focuses on utility regulation. He worked as the lead outside regulatory counsel for NV Energy and handled all rate and resource planning cases for the Public Utilities Commission of Nevada from 2006 through 2013.

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**RODNEY RICKENBACH**

Cybersecurity & Analytics Supervisor,  
Division Of Gaming Enforcement  
Atlantic City, NJ USA

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**STEVEN WEUSTEN**

CEO, Clear Poker LTD  
MALTA

Steven has played professional poker for 13 years both live and online. He has decided to combine his passion for blockchain and poker to create a better environment for poker players.

Clear Poker has set out to become the new standard for all forms of online gambling by building a complete dApp ecosystem where any operator that wants to join can build their own application on top of The Clear Protocol.

Steven Weusten continues to be a professional poker player.

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**SUNIL CHERUVU**

Principal Engineer and Lead Security  
Architect, Intel IoTG  
Phoenix, AZ USA

Sunil Cheruvu is a Principal Engineer in the Internet of Things Group (IOTG) at Intel Corporation and has been involved in architecting complex systems involving HW/FW/SW for almost 26 years. In his current role, he architects the security solutions for IoT devices and owns the scaling of security (from below atom to Xeon) and on multiple Operating Systems. He was the Content Protection lead and owned the system level architecture of Conditional Access and Trusted Data Path (end-2-end premium content protection within a SoC.) He is the subject matter expert for IOTG security across Intel and outside.

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**TOM DODSON**

Supply Chain Architect, Intel  
Business Clients Group

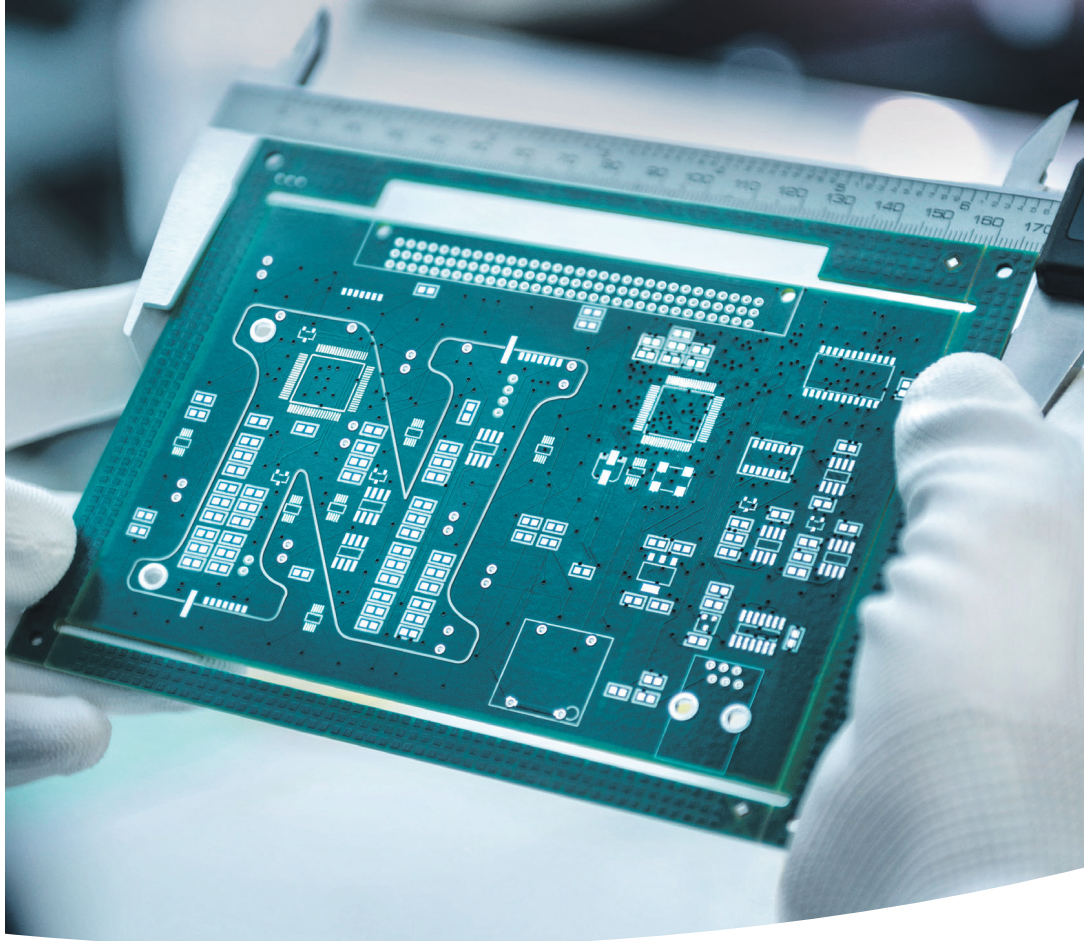
Tom Dodson is a Security Architect in Intel®'s Enterprise Group application of Blockchain based Secure Supply Chain applications of IoT applications. Tom is a frequent speaker on Secure Supply Chain most recently this year at RSA and NIST conferences. For the past 20+ years Tom has been involved with in Intel's manufacturing and supply chain division working with supplier and manufacturer in Asia to produce Intel® Products for worldwide distribution.

While working with overseas suppliers it became apparent that a methodology to ensure supply chain transparency was key to ensure product integrity. In order to ensure supply chain security and transparency Tom has develop the Intel® Transparent Supply Chain. Intel® TSC is a set of policies and procedures that have been develop to mitigate the risk of counterfeit and malicious components into the supply chain.

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# CONTRIBUTORS



## GSA MEMBERS

Adlink Technology, Inc.	International Game Technology
ADP Gauselmann GMBH	Intralot S.A.
Ainsworth Game Technology LTD.	JCM Global
Alphaslot	Konami Gaming, Inc.
Amatic Industries GMBH	Loto Quebec
AmTote International	Macao Polytechnic Institute
APEX Pro Gaming A.S.	Macao Gaming Equipment Manufacturers Association
Appolonia	Manitoba Liquor & Lotteries Corporation
Ares Way	Maxgaming
Aristocrat Technologies, Inc.	Microgaming Software Systems LTD.
Aruze Gaming America, Inc.	Mobile Gaming Monitoring On GMBH
Atlantic Lottery Corporation	Multi-State Lottery Association
AxesNetwork Solutions Inc.	Nidec Sankyo Corporation
BMM Testlabs	Novomatic AG
Canadian Bank Note Company, Limited	Oregon Lottery
Canadian Gaming Association	Paltronics Australasia PTY LTD.
Cashpoint Payment Solutions PTY LTD	Playtech PLC
Casinos Austria AG	Pollard Banknote Limited
Combination AB	Quixant
Comtrade	Radical Blue Gaming
CPI - Crane Payment Innovations	Random Consulting
DRGT Europe NV	Scientific Games
European Casino Association	Sega Sammy Creation Inc.
Everi	Seminole Tribe Of Florida
Fortunet, Inc.	Seoul National University Of Science and Technology
Foxwoods Resort Casino	SMERNAX Holdings Limited
Gaming Consultants International	Spintec D.O.O.
Ganlot, Inc.	Synergy Blue
Genlot Game Technology Co. LTD.	U1 Gaming
GLI	Universal De Desarrollos Electronicos, S.A.
Grand Vision Gaming	UNLV
GTA	VEIKKAUS (Formerly Ray)
House Advantage	WCLC - Western Canada Lottery Corp
Inspired Gaming Group	Wojskowe Zaklady Lacznosci NR 1 S.A.
Interblock USA	



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