



FOR IMMEDIATE RELEASE

Contact: Don Zillioux, Ph.D.,

SDW Firms

donz@sdwnet.com | 760-402-0226

STRATEGIC DEVELOPMENT WORLDWIDE COMPANIES (SDW COMPANIES), POSITIONED TO HELP IMPROVE CORPORATE CULTURE IN ORGANIZATIONS WORLDWIDE IN ADDITION TO GAMING AND HOSPITALITY THROUGHOUT NORTH AMERICA

Strategic Development Worldwide is proud to announce expansion of its service reach to include HR Assessment and Advisory services, deeply effective Gaming, Food & Beverage, and Hospitality Marketing, Planning, and Operational Expertise, Virtual Education (degree and certificate), and Training, expanded Leadership Advisory services and an extended International base in Zurich for the EU and Lahore for Asia.

TAOS – September 28, 2017 – Strategic Development Worldwide Firms, (SDW Firms) is proud to announce the inclusion of key experts in their areas of specialty. These partnerships position SDW Firms to be the leading resource for casinos and Tribal enterprises looking to maximize leadership effectiveness, customer service, marketing, hospitality and economic development legal consultation services.

With the addition of several broadly experienced professionals, each respected in their specific areas of practice, SDW is expanding its breadth of services to include expanded Human Resources Advisory and HR Health Assessment, Food, Beverage and Hospitality expertise, strong Marketing and related training and performance development within the casino and gaming space, Native American Economic Development and associated services as well as strong Women in Leadership advisory and an expanded International reach throughout the EU and Asia.

The notable practitioners added to SDW Firms includes: Arte Nathan, SPHR, ROI, Inc. of Luck, WI, the Virtual Hospitality Group of Boca Raton, FL, Michael Sliger, Esq., as well as Colonel Marianne Waldrop, USMC (Ret.), Ph.D., Charlie Martin, Certified Executive Leadership Coach, Professor Dr. Fadil Citaku, Ph.D. Director of the Swiss Academy of Leadership Studies in Zurich, and Professor Mohammed Nazim, M.S., M.Sc., who will lead the SDW-Asia initiatives, to the SDW Companies family.

Arthur (Arte) Nathan served as Chief Human Resources Officer for Steve Wynn's gaming companies from 1983 - 2006, and opened all of the Wynn casinos in Atlantic City, Las Vegas, Mississippi and China. In 2006, Arte moved to Southern California where he worked with the Irvine Company and opened The Resort at Pelican Hill, an ultra-luxury resort in Newport Beach and since provides human resources consultation throughout all industries. During his career, Arte has been responsible for Employment, Compensation, Employee & Labor Relations,

Employee Education & Development, Employee Communications, Human Resources Information Systems, and Safety. He's also a recognized innovator in high volume recruitment and hiring and technology related to applicant tracking and the use of business intelligence applications for employee relationship management. His expertise with start-up companies and opening hotels has been the subject of many articles in professional and academic publications.

With decades of inside-casino experience, ROI, Inc. brings a wealth of hands-on knowledge and proven practices to the SDW Team. ROI, Inc. is led by co-founder & CEO, Todd Strusz. As a former Vice President of Marketing with Grand Casino Hinckley and Mille Lacs, Director of Marketing at Treasure Island and Lake of the Torches casinos, Todd has more than 25 years' experience in gaming. He is recognized as an industry leader and as one of the most innovative thinkers in the casino marketing world. Todd's results-oriented approach to marketing shapes ROI's reasoned, strategic and data-driven philosophy that has benefited native-owned casinos throughout the United States.

Additionally, the talented experts at ROI, Inc. have been noted for improving their clients' revenue through strategic marketing practices that applies sound analysis, direct mail and player reinvestment strategies. What makes ROI, Inc. unique is their mix of marketing and talent management services, resulting in improved player loyalty and market share, as well as increased employee performance and engagement. Combining talent management with strategic marketing programming makes ROI's clients a force to be reckoned with.

Virtual Hospitality Group, LLC, led by Founder and Principle, Mark W. Healey, serves a broad range of complex hospitality markets in three ways: (1) as a management services provider; (2) as a design and development services provider; and (3) providing training and development for client teams. Mark brings 35 years in hospitality experience and more than 140 openings in 28 States and Canada. Projects encompass restaurants, resorts, franchise brands as well as recreation and leisure time venues. He and the VHG team have focused much of their efforts over the last decade on more than 20 Native American Resorts and Casino projects. VHG is a proponent of incorporating brands and franchises into the overall amenities offered at resorts and casinos. Often this entails assimilating many operating platforms and best practices into a seamless and memorable guest experience.

Upon her retirement in 2011, Colonel Waldrop USMC (Retired), Ph.D. attended the University of San Diego and earned a Doctor of Philosophy degree in Leadership Studies in May 2016. Her research investigated formative experiences and factors influencing highly successful women military leaders. In over a two-year period, with a generous research grant from the Marine Corps Heritage Foundation, Marianne ultimately completed her dissertation entitled: Understanding Women Leaders in a Male-Dominated Profession: A Study of the United States Marine Corps' Women Generals. Marianne currently heads up the Leadership Development practice within the SDW Companies.

Charlie is a Certified Executive Leadership Coach and focuses on Executive Development, Leadership Development, Performance Management, Workforce Engagement, Individual Change and Culture Transition. He has over 14 years of coaching experience. His coaching experience has included executive leadership coaching for business owners, CEO's and senior

executives as well as functional performance related coaching for individuals in various periods of growth and transition to leadership positions. He is also an experienced senior executive with over 35 years of successful experience leading and developing teams to achieve results through employee groups as large as 8,000, dispersed globally, to a few located locally. He has held CEO, COO, Sr. VP, and VP positions in a variety of functions and industries throughout the U.S. and globally.

Prof. Dr. Fadil Çitaku is a professor of Leadership and Emotional Intelligence at the Academy of Leadership Sciences Switzerland (ALSS). He is the founder and CEO of the ALSS, founder and director of the graduate program Doctorate in Medical Education (DME) and professor of PHD program in Medical Education at the International Graduate Medical Education (IGME) Calgary and University Ambrosiana, Milan. Having earned his Master and PHD degrees in Medical Education Prof. Çitaku has been teaching in graduate and postgraduate programs for more than 18 years. He has experience in developing curricula and projects in Switzerland and abroad. He is a supervisor for trainee teachers at the prestigious ETH (Swiss Federal Institute of Technology in Zurich) Switzerland.

He has helped leaders in Switzerland and beyond to develop their leadership competencies and to shape their emotional intelligence, improving their leadership efficiency, critical thinking, change management in the organization and enhancing the performance in the organization.

Mohammad Nazim's lifelong career has revolved around bringing qualitative change in human and organizational performances with a focus on Life, Learning, and Leadership. He has worked for over 20 years at various technical and administrative levels in the private business sector of Pakistan, including organizing meetings and seminars at the strategy and policy levels within Pakistan and abroad.

Nazim holds a Master of Science degree in Management and is a Faculty member of the Academy of Leadership Sciences Switzerland. He has taught, trained, and counseled for 18 years in the business schools of Pakistan. Becoming a part of the SDW team, he brings forth his multidimensional experience to help facilitate clients' increased effectiveness and to managing change in work/life balance.

Michael D. Sliger, Esq., empowers his clients to make informed and knowledgeable decisions about their important legal needs. He uses a team-oriented approach to provide effective, zealous and high-quality legal representation to his clients. His representation facilitates his clients to achieve creative and innovative solutions while maintaining the highest standards of legal ethics and professional integrity. With his clients and colleagues, he creates a collegial and supportive working environment that encourages open communication, the free flow of ideas, mutual respect, teamwork, creativity, and loyalty. He also provides training and mentoring to our young professionals to help them develop into ethical and highly effective advocates for clients. Michael is a graduate of Cornell Law School, and primarily focuses his practice on matters within Indian country as well as corporate matters in the private sector. He has served, or currently serves, as General Counsel to several small- to mid-sized privately held companies. Michael is also an adjunct clinical professor at Cornell Law School.

For 30 years SDW's mission has been to help companies, worldwide, identify often deeply-rooted issues causing a breakdown in performance and productivity and then find strategies to resolve these issues and to successfully develop and sustain the type of healthy cultural eco system necessary to continue to be highly competitive and highly profitable. According to SDW CEO and Chief Scientist, Professor Don Zillioux, Ph.D., this expansion will deepen and broaden SDW's ability to deliver on that mission:

The SDW Companies offer a wide variety of services online and on site. Visit www.sdwnet.com for more information and to identify how SDW Companies can benefit you and your organization.

###