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Caesar's Palace Quad Marley Casino to spend \$223 million on revamping

Las Vegas, Nevada Feb 1, 2015; The company on Tuesday announced that it would invest \$223 million toward revamping the 2,256-room Quad Resort & Casino and rebrand it as the Linq Hotel & Casino.

Reservations under the new name are on sale and the transition to the Linq brand is scheduled for completion on Oct. 30. The company is introducing the revamped property with \$89-a-night room rates.

The hotel will remain open under the Quad name through the property's transition.

"With the Linq, we pioneered the creation of a new type of space for the changing Las Vegas consumer," Tariq Shaukat, executive vice president and chief marketing officer of Caesars Entertainment, said in a statement.

"The resort will provide guests with a highly social and connected environment, with all the great restaurants, shops and experiences available at the Linq promenade right at their fingertips," he said.

Caesars will revamp the property's 2,256 rooms and suites as well as its public areas. The company promises new retail and spa amenities and a new pool deck and a signature lobby bar.



Oscartek Diamond models will be featured

The bar will feature wines on tap and beverage pairings and flights. The bar also will have its own gaming experience with six table games and the company envisions the location to become a social hub.

The hotel is located on the west end of the Linq promenade, a corridor of 14 retail shops, 12 restaurants, eight bars and two concert venues. It's anchored by the High Roller, currently the world's tallest observation wheel, recently named by Travel & Leisure magazine as the "world's coolest new tourist attraction."

Technology will be at the heart of the property's effort to attract a younger crowd.

The Linq will have an automated check-in process to reduce wait times. A VIP lounge and concierge desk will have touch-screen monitors that can process bookings for dining and entertainment.

High-speed Wi-Fi will be available throughout the resort in common areas, hotel rooms and the casino floor. Company officials say the wireless Internet access will work seamlessly between the hotel and the Linq promenade.

The Linq hotel property has had several names over the years.

The building opened in 1959 as the Flamingo Capri, but was bought 20 years later by Ralph Engelstad and renamed the Imperial Palace, taking on an Asian theme.

When Engelstad died in 2002, the hotel's ownership was transferred to a family trust.

In 2005, Caesars, then known as Harrah's Entertainment, announced plans to purchase the Imperial Palace from the trust. With its location on the doorstep of a large tract of Harrah's-owned property and clustered amid the company's Harrah's and Flamingo hotels, CEO Gary Loveman, at the time, suggested that the Imperial Palace might be torn down.

Instead, the company opted to refurbish the hotel and in 2012 changed the name to the Quad.

Caesars dominates the mid-Strip, owning Caesars Palace, Harrah's, Flamingo, Bally's, Paris, Planet Hollywood and the newly minted Cromwell property as well as the Linq. It also has the Rio in Las Vegas.

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Caesar's Forum Shops

Frozen assets: Commercial ice harvesting once provided winter income for farmers

By Dick Lindsay
SHEFFIELD. Feb 2, 2015

The late Walter D. Hewins Sr., a life-long Sheffield resident, learned the hard way not to trust the Housatonic River during the annual ice harvest.

As a young man during one winter in the 1920s, Hewins fell through a thin shelf of ice covered with snow, where he had cut blocks from the frozen waterway a few days earlier. Hewins admitted his misstep to former Berkshire Eagle reporter Gerald B. O'Connor in a February 1984 edition of *The Sunday Sampler*, forerunner to *The Eagle's* current Sunday edition.

"A couple of men grabbed me and pulled me out," Hewins recalled in the article. "I wasn't long coming home, I can tell you. My clothes were all stiff."

Hewins was the fourth and last generation of his family to cut ice for dairy farm and family use in the Southern Berkshires for more than 100 years.

This month, the Sheffield Historical Society is paying tribute to the Hewins and others who ice harvested area waterways before the advent of ice-making machines and refrigerators.

"The Winter Harvest: Ice Cutting on Sheffield Lakes and Rivers," the latest exhibit at the society's Old Stone Store, runs through Feb. 22.

Society members will host a reception from 4 to 7 p.m. Saturday, Feb. 7, for the showcase of tongs, chisels, picks and a horse-drawn cutter used in ice harvesting from the early 19th century until the early 20th century. Dozens of photographs show the young and old harvesting natural ice from Fawn Lake, Fitch Pond and other bodies of water in town in the 1920s and 1930s. One shows an engine-driven circular ice saw in action as motorized cutters began to replace those pulled by horses.



"Any property owner with a lake harvested ice, as it was a very lucrative business," said Jennifer Owens, exhibit curator and administrator for the Sheffield Historical Society. "Many men worked long hours harvesting ice. [Winter] was down-time on the farm."

Commercial ice harvesting kicked into high gear during the Civil War area, Owens said, and the blocks went mainly to local creameries and dairies.

Ice cutters work to harvest a local resource. Ice cutters work to harvest a local resource. (Courtesy of Sheffield Historical Society)

According to several websites, ice harvesting was the ninth largest industry in the United States by 1900, providing winter jobs for tens of thousands of workers in New England alone and producing hundreds of thousands of tons of block ice annually.

As in any harvest, workers had to bring in enough ice to store in well-insulated ice houses so dairy farms, creameries and those homes with ice boxes could keep food from spoiling until the next winter.

"If you got the ice to last through October, you were lucky. By then, you didn't need ice and could wait to start the harvest again in December," said Jim Miller, the society's historian.

It was labor-intensive. Dozens of men would harvest ice from dawn to dusk and as often as nature would allow.

According to Owens, the non-mechanized process began with a hand augur drilling holes in the ice to determine if it was deep enough to support the workers and equipment. Any snow was shoveled off before the horse-drawn cutter scored a field of ice in a checkerboard pattern, with an ice marker making two-inch cuts.

An eight-toothed horse-drawn ice cutter would run over the grooves many times, making deeper incisions at each pass. With saws and chisels workers broke apart sections of the ice called "floats" that measured about 8 by 16 feet, which they drew along the channels with picks to the conveyor just on shore.

They would reduce the floats to manageable 2-by-2-foot "cakes" of ice and lifted with tongs onto the conveyor that either led directly into an ice house on the property or to a platform, where the cakes were loaded onto trucks that transported them to ice houses farther away.

The advent of ice machines in the second half of the 19th century and the introduction of electric refrigeration before World War II gradually put full-scale natural ice harvesting out of business in Sheffield and New England.

Nevertheless, Sheffield resident Tony Carlotto recalls some ice harvesting still being done while growing up in the Great Barrington village of Housatonic in the 1970s. The ice cutter on display, along with a vintage ice box — forerunner to the electric refrigerator — are among his collectibles of local historical artifacts.

Fascinated by the process and history behind carving up frozen lakes, ponds and rivers to make a living, he has no plans to try it himself.

"Cutting holes for ice fishing is enough for me," he said.

If you go ...

What: 'The Winter Harvest: Ice Cutting on Sheffield Lakes and Rivers'

Where: Sheffield Historical Society's Old Stone Store, Route 7, Sheffield

When: Through Feb. 22



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