

Pinnacle Entertainment Inc. has named Michael “Mickey” Parenton as vice president and general manager of its new, \$357 million casino and hotel being built in Baton Rouge.

The facility’s projected opening off Nicholson is late
2011.

Parenton has more than 18 years of casino industry experience and has been serving as Pinnacle’s vice president of special projects.

The Louisiana native is a graduate of Jesuit High in New Orleans and Northeast Louisiana University, now the University of Louisiana at Monroe.

Other members of the senior management team include Rafael Verde, vice president and assistant general manager; David Blitch, senior director of resort operations; Kevin Whalen, director of special projects; and Kizzy Carter, director of human resources.

Kim Baily Ginn will continue as senior marketing director.

Verde was vice president and general manager of Casino Magic Argentina.

He was born in Venezuela and moved to Louisiana in 1989 to attend Southern University on a baseball scholarship.

He earned a bachelor’s in accounting and a master of business administration from the University of New Orleans.

Blitch will coordinate the facility’s resort operations, including the hotel and food and beverage

services.

Blitch was resident manager of the Hilton New Orleans Riverside hotel.

Whalen will coordinate the property's ongoing development.

He was director of slots for the Horseshoe Tunica Hotel and Casino in Tunica, Miss.

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