

**White Paper Examines Challenges, Benefits for Casinos
That Embrace Organizational Improvement**

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All casinos want to enhance their performance and competitiveness and they can achieve those goals by looking inward to make strategic organizational improvements. A new white paper from Robinson & Associates, Inc., has been published to help casinos understand what is involved in rolling out internal improvements that can result in greater success in the future.

“One of the greatest challenges for gaming properties is to achieve and maintain consistent, positive organizational improvement – improvement that provides superior competitive positioning,” says Jennifer Privitera, author of the white paper and manager of client service at Robinson & Associates, a customer service consulting firm to the casino industry. “Although it requires effort, the ability to change and improve must be built into a casino’s strategic plan. It can and must be done.”

The white paper draws from nearly 20 sources to give an overview of organizational improvement and a positive work culture, explore cost versus investment in employees and address the benefits of employee training and development. It outlines the challenges casino managers face in a culture that emphasizes improvement and the

skills they need to implement positive change. The white paper also offers a brief case study of McDonald's and its learning environment.

The white paper explains how Robinson & Associates' Advocate Index™ and Advocate Development System™ provide a structure for improvement.

“Sustainable organizational improvement is an ongoing struggle for casinos, but it is a challenge that can be overcome,” Privitera says. “Gaming properties that embrace change and internal improvement will be amply rewarded as they become more effective, accountable, efficient and visionary.”

Those interested in obtaining a copy of the white paper should e-mail Marilyn Kuhnert, Robinson & Associates' client development specialist, at mkuhnert@casinocustomerservice.com or call her at 623-486-9090.

Located in Annapolis, Maryland, Robinson & Associates is a global customer service consulting firm for the gaming industry. For more information, visit the company's Web sites at www.advocatedevelopmentsystem.com and www.casinocustomerservice.com. Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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