

**Casino Managers Require Strong Support to
Roll Out Organizational Improvement**

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**CONTACT: Tom Ellis
Ellis Communications, Inc.
Phone (417) 881-5635
E-Mail tellis@casinocustomerservice.com
www.advocatedevelopmentsystem.com
www.casinocustomerservice.com**

Casino managers require strong support in order to institute positive change and organizational improvement.

The following tip is provided by Robinson & Associates, Inc., a customer service consulting firm to the gaming industry.

Tip:

“In ‘Creating A Positive Culture,’ Phyllis Hartman and John Hayden state that ‘without the support, vision and championing’ of managers and leaders, organizational change efforts would not be possible. Managers must all be on the same page, understand the basis and planning for change, be committed and model the improvement for employees.”

Robinson & Associates has published a white paper that helps casinos understand what is involved in rolling out organizational improvements that can result in greater success in the future. Those interested in obtaining a copy of the white paper should e-mail Lydia Baird at lbaird@casinocustomerservice.com or call her at 206-774-8856.

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that

indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create more guest advocates and chart a course for growth and profitability.

Robinson & Associates may be reached by contacting Lydia Baird or via its 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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