

**Roll Out Casino Organizational Improvement By Sharing
The Vision and Embracing the New Culture**

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Sharing the vision and embracing a new culture are critical to successfully implementing organizational improvement at casinos.

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

“Creating a shared vision with guests and employees is a critical step toward instituting change. Make sure everyone embraces the new culture. It is important that the entire casino staff is familiar with the defined culture of the casino and that they communicate it through thought and action.”

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 call 480-991-6420.

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 calling 480-991-6420 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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