

**Zero Employee Turnover At Casinos Is Not Desirable
Because New Staffers Bring Fresh Ideas, Abilities**

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

Casinos struggling to reduce their employee turnover should keep in mind that zero turnover is probably impossible and not particularly desirable.

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

Tip:

“Forget about zero employee turnover. People move, finish college, even die. Casino executives must be realistic about the fact that some people will leave for a variety of reasons and that turnover is a fact of business. A manageable amount of turnover can be good. Employees are the lifeblood of any casino, but sometimes a few of them need to be removed for the health of the property. New employees bring in fresh ideas, abilities and attitudes that can breathe life into the casino.”

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 phone at 480-991-6420, by e-mail at mbaird@casinocustomerservice.com 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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