



## 2008 Company-wide Winners

We are pleased to announce our company's top performers! The Harrah's Entertainment Chairman's Award is the highest honor our employees can achieve. It is reserved for superior performers who provide best-in-class service by:

- Making a difference through outstanding community service
- Entertaining guests and building lasting customer relationships
- Providing superior service to internal customers
- Embodying the true spirit of innovation
- Inspiring and leading others to perform at their best
- Producing outstanding team results

Our 2008 Company-wide Award winners were personally selected by Chairman of the Board, Chief Executive Officer and President Gary Loveman. They will be honored at a banquet and award ceremony at Paris Las Vegas in June.

Please congratulate the following 2008 Company-wide Chairman's Award winners!

## Chairman's Award for Leadership



**Robert Pattillo, Jr.**  
**Total Rewards Manager**  
**Caesars Atlantic City**  
**3 Years of Service**

- Rob is considered a Leader among property Total Rewards Managers and a role model for new managers across multiple functions. He regularly provides leadership to other departments as well as his own.
- Creating an environment where employees can be their best, Rob inspires his team to evaluate and change processes, procedures and teamwork strategies.
- Under Rob's leadership, the Total Rewards supervisor team won a 2007 quarterly property Excellence In Service award for Team Results, and Rob's Total Rewards Shift Manager won a 2007 property Excellence In Service award for Leadership.
- Rob created a Total Rewards manual that clearly outlines both specific departmental expectations and guidelines to achieve them. He established an incredibly well-received rewards and recognition program and piloted a cross-training program for Total Rewards Coordinators who "buddy-up" in order to learn from each other. Rob's innovative approach to CSA has resulted in more employees than ever embracing the program.
- With a can-do attitude and willingness to help, he and his team have taken on projects as diverse as scanning food coupons so Planning and Analysis can redeem offers and run analysis, working with bus marketing to get temporary cards to guests, running the Total Rewards retail store at The Pier, taking over seating at Circus Maximus headliner shows, and sending staff to support other property conversions.
- Rob's is the highest department on property, and third-highest in the company, in shifting their CSA percentage of non-A's to A's.

## Chairman's Award for Community Service



**Steve Garofalos**  
**Table Games Dealer**  
**Harrah's Lake Tahoe**  
**33 Years of Service**

- Steve is a dedicated community servant who regularly volunteers for the Firewood Project for Senior and Disabled Persons and the Special Olympics.
- An active volunteer with the Special Olympics for eight years, Steve spends countless hours helping individual athletes and commits two weeks each year on the ski slopes to assist during the events.
- Recently, Steve had the opportunity to appear in a photo for a story about the Special Olympics, but he declined, saying, "The Special Olympics is about the athletes, not the coaches. I did not want to be in the photo and detract from the athletes."
- Steve has also been a leader with The Boy Scouts of America for nine years. The past two, he has served as a Scout Master, a role that requires numerous hours meeting with other Scout leaders, holding troop meetings and planning/preparing activities and projects for the scouts. Steve takes pride in helping the scouts become active in the community – his Scouts provided firewood to seniors and disabled, keeping the spirit of giving alive in the next generation.
- With all that he does in the community, Steve still produces great results on the job. He has over a dozen 150-point scores on his most recent Spotlight on Success surveys.



**Jeremiah Johnson**  
**Environmental Services Supervisor**  
**Harrah's Cherokee**  
**3 Years of Service**

- Jeremiah is an outstanding role model at work and in the community. He gives freely of his time and energy teaching classes on drug/alcohol prevention, fire safety, self-defense for women, and anti-bullying for kids.
- Jeremiah has donated more than 260 hours of his time to raise money for various community organizations.
- As a fourth degree black belt, he puts his martial arts skills to good use by volunteering at a local non-profit organization teaching kids and adults the art and discipline of Judo.
- Jeremiah spent more than \$2,000 of his own money to help students in low-income families buy Judo uniforms and other materials for the martial arts program, and he raised more than \$3,000 in 2007 to help youngsters in surrounding communities learn self-discipline and self-esteem. Jeremiah motivates adults and children to strive to be the best at whatever they do.
- An advocate of education for all, he also helps 13 members of his Harrah's work team who are taking GED refresher classes. He frequently accompanies them to class during his off-time, and even taught some of the classes himself.
- In addition, Jeremiah trains members of the Swain County Sheriff's Department and Bryon Police, and he serves as a public speaker for the Rotary Club on the topic of child development in the community. He has truly changed the lives of hundreds of children in the community.

## Chairman's Award for Superior Guest Service



**Joanie Osheroff**  
**Front Desk Agent**  
**Caesars Palace**  
**19 Years of Service**

- Joanie is one of those rare employees who considers going above and beyond as the norm. Her unwavering commitment to delivering truly outstanding service makes her stand out at Caesars Palace's hotel front desk.
  - In addition to providing memorable service to guests upon check-in, Joanie calls every guest she checks in to follow up and make sure they are completely satisfied.
  - If a guest is celebrating a birthday or special event, Joanie marks it on her calendar and sends a note or makes a call to acknowledge the occasion.
  - Her personal goal each day is to be the best she can be and treat every guest as if he or she were family members visiting her home.
- Joanie's work ethic and infectious personality have earned her the respect of her peers and coworkers.
  - In a hotel with nearly 5,000 rooms and over 5,000 employees, Joanie has received numerous letters from guests applauding her for exceptional service, and her supervisors regularly cite her as the gold standard for delivering world-class service.



**Ethel Rodgers**  
**Buffet Busser**  
**Horseshoe Hammond**  
**8 Years of Service**

- Ethel is a remarkable employee who proves that, regardless of your role or job title, there is always an opportunity to create a climate of hospitality and ensure guests receive the best service possible.
  - Customers often request to sit in the section for which Ethel is responsible, and they are willing to wait for a table to open in her area if one is not available when they arrive.
  - Guests have commented to management that even when they have an unsuccessful gambling outing at the casino, they continue to come back to the Horseshoe in large part because of the level of service that Ethel provides.
  - Ethel earned her spot on the property's Food & Beverage Team of Distinction by always being friendly, upbeat and positive, and by taking a genuine interest in her guests and their needs.
- Ethel's Spotlight scores are impressive, and she has a perfect attendance record over the last 5 years!

# Chairman's Award for Superior Internal Service



**Jean Kammerer**  
**Teleservices Support Specialist**  
**Harrah's Atlantic City**  
**22 Years of Service**

- Jean is known as the “go-to person” for Teleservices, assisting not only in the U.S., but also at Casino Windsor in Canada.
- She was a vital contributor to the Teleservices consolidation of the Eastern Division properties which, with new technology and highly-focused employees, is on track to increase effectiveness, decrease costs and maximize guest service. With her expertise and knowledge of the Avaya telephone system as well as LMS, Jean has become a tremendous asset to the project.
- Jean led the acquisition of 400 additional toll-free telephone numbers to support the Value Based Routing project. She was also involved in replacing the Sales Effectiveness Program, workforce management and replacing the online Factbook tool.
- As part of the Consolidated Agent Desktop (CAD) initiative, Jean read through a 500-page document outlining differences in the policy/procedures between the Atlantic City Call Center and the Las Vegas Call Center. Her input was vital to streamlining the systems.
- Because of her vast knowledge of the LMS and EMS systems, Jean is frequently called upon to be a Super User on system upgrades, such as the Casino Windsor conversion and the upgrade of the Western Division Call Center.
- Even with these added responsibilities, Jean didn't lose sight of her existing duties. Her work with the Source Coding in LMS, building hotel template offers in LMS, setting up the new Atlantic City Waterfront Tower for February bookings, and her involvement in keeping Factbook up-to-date represent only the tip of the iceberg in what she handles for the company on a day-to-day basis.
- The epitome of efficiency, Jean takes the time to listen and check for understanding before tackling a project, allowing her to remain cool under pressure and virtually error-free.
- Jean prides herself on being available 24 hours a day, and she always reaches out to her fellow employees to ensure their needs have been met.



**Chris Stieglitz**  
**Regional Director, Payroll and Accounts Payable**  
**Las Vegas Region**  
**20 Years of Service**

- Chris is the person to turn to when employees in the Las Vegas region have a question about Payroll and Accounts Payable.
- During the extremely complicated Tip Reporting Project, Chris took tremendous initiative to ensure the project moved forward successfully. She drove issues, provided compelling information and business rationale, and negotiated with the IRS to develop an agreed-upon tip rate not only for our eight properties, but also for our competitors. The tip rate is used to determine a taxable tip for the employee each payday, eliminating the need for employees to turn in tip declarations. Imagine negotiating with the IRS! By taking on the role of negotiator for all of our Las Vegas properties, and by convincing the IRS that the agency should take a city-wide approach to change, Chris saved our properties' management and finance teams untold hours of frustration and negotiations with the IRS.
- Chris played a key role in the successful payroll conversion of Imperial Palace and Bill's Gambling Hall, bringing them in line with the Regional Payroll structure.
- She oversaw the Accounts Payable conversion of Laughlin with no additional staff in Las Vegas. The project resulted in a savings of more than \$50,000 annually for the Laughlin property.
- Chris also looked for ways to streamline numerous processes, strengthen the regional team and identify new ways to save money. She managed to bring her department in \$160,000 under budget for the year while providing great service to her internal customers.

## Chairman's Award for Innovation



### Lou DeFeo

**Director of Engineering & Maintenance/EVS  
Showboat Atlantic City  
16 Years of Service**

- Lou was Green before it was fashionable, initiating many environmentally friendly programs at the Showboat years ago. The Showboat is now the greenest building in Atlantic City.
- Lou spearheaded a \$2.7 million cost-savings energy project for the property and hosted weekly meetings with corporate energy group, vendors, and state and local authorities to ensure expectations were clear, budgets maintained, approvals and permits obtained and timelines met. In addition to cost savings, the projects Lou has initiated will reduce negative impacts on the environment.
- Lou upgraded numerous components of the main air handlers to expand the hours of use and improve the reliability of the outside air/hydronic economizer strategy used in the building, resulting in a rebate to the property in excess of \$400,000.
- As the Showboat's CodeGreen team leader, Lou drives the Showboat's environmental plans and ensures that these projects meet and often exceed the Brand's expectations.
- Some of Showboat's Green initiatives have been recognized throughout the enterprise:
  - A boiler control upgrade, which saved on electric and avoids and/or reduces emissions such as carbon dioxide, sulfur dioxide and nitrous oxide
  - A garage fan variable frequency drive
  - The heating, ventilation and air conditioning project
  - More efficient guestroom lighting
  - Upgrades to property thermostats that saved money and energy
  - Steam turbine project, which not only produces electricity, but also provides Showboat with free Green energy
- Lou is coordinating corporate energy projects, retrofitting existing light fixtures with an internal rate of return of 23 percent and an annual energy savings of \$55,000.
- His upbeat and approachable demeanor and technical knowledge are strong drivers behind his and the Showboat's success.



### Justin Kususky

**Slot Project Manager  
Bally's Atlantic City  
21 Years of Service**

- Justin converted a Bar Top Poker game into a Bar Top Video Reel game, giving Bally's Atlantic City a competitive edge in the market.
- Using a new, angled, flat LCD screen, Justin removed the player buttons and replaced them with a blanking plate, which means the guest uses a touch screen to play the machine. This innovation resulted in significant cost savings – by eliminating the buttons, both labor and dollars were saved as the buttons no longer need to be cleaned or replaced when guests spill drinks, which happens frequently at a bar!
- Both the slant top and the touch screen are unique in a Bar Top Reel game. The Bar Top Reel game has been a big success with customers due to decreased down times and wait times, and as a result, revenues have increased.

# Chairman's Award for Superior Team Results

## Harrah's North Kansas City Human Resources Team



**Harrah's North Kansas City HR Team**

(Left to Right): Casey Merker, Jennifer Jennings, Nancy Rosenbury

<b>Casey Merker</b> Internal Communications Manager 13 Years of Service	<b>Jennifer Jennings</b> Assistant Director of HR 12 Years of Service	<b>Nancy Rosenbury</b> Employment Manager 2.5 Years of Service
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- Following a tremendous transformation, Harrah's North Kansas City recently won two Paragon Awards for Human Resources and was named the "Best Place to Work in Kansas City."
- The property served as a pilot for Employee Engagement initiatives. Jennifer, Nancy and Casey led the HR team in completely re-engineering the way NKC recruits, hires, on-boards, trains, rewards, and manages employee performance. The team focused on leadership development and launched a manager development program.
- NKC implemented direct sourcing hiring, which increased the number of applicants who were already employed (rather than unemployed) from 20 percent to 80 percent. The team also reduced employment advertising by 50 percent and yielded a 60 percent reduction in 90-day turnover. In addition, they developed the New Hire tour and scripted a three-day orientation event, creating a one-of-a-kind experience that candidates "want to pay" to attend. The NKC program has become the foundation for the Corporate Training department's redesign of the company's New Hire Orientation.
- The team created employee events and all-employee meetings that defined a culture of "caring for employees" and improved employee morale. By bringing *Adopt an Angel* in-house, the team helped thirty Harrah's families.
- Employees now enjoy a new Employee Service Center designed to give each team member access to Internet, printing capabilities and a one-stop shop for employee forms and communications. And the HR Front Desk team focused on internal friendly/helpful service, changing the internal view of HR from "the DMV" to "the coolest place to stop and chat."
- As a result of these and other innovations, employees at NKC tied with the always-high-scoring Laughlin for the highest Spotlight scores on "upbeat & positive," and they were in the top tier in reducing turnover and increasing Employee Opinion Survey scores.

## Harrah's New Orleans Hotel Team



**Harrah's New Orleans Hotel Team**  
 (Left to Right): Michael Warren, Tu Tran and Joyce Veney

<p><b>Michael Warren</b>                  Director, VIP Services /                  Revenue Management                  4.5 Years of Service</p>	<p><b>Tu Tran</b>                  Hotel Services Manager                  2 Years of Service</p>	<p><b>Joyce Veney</b>                  Housekeeping Manager                  1.5 Years of Service</p>
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- The Harrah's New Orleans Leadership team achieved spectacular results and rose to excellence in a short period of time. The exceptional teamwork and collaboration between VIP Services and Hotel Front of House and Back of House employees led to numerous honors for their property.
- Harrah's New Orleans was voted one of the Top 100 Hotels in the Mainland U.S. by the readers of *Condé Nast Traveler* magazine and achieved the prestigious AAA Four Diamond rating within its first year.
- Boasting the highest combined wait time and friendly/helpful scores of any hotel property in the company with 84.4 percent "A" scores, the team has also driven superior financial success, with an increase in cash-paying customers and a growth in occupancy from 96 percent to 98 percent. Revenue per available room during the fourth quarter grew 30 percent.
- Their success is also attributed in part to their innovative and clever service ideas, including Googling photos of high-profile guests so the staff may recognize them upon arrival, offering an on-site personal trainer and tracking guests' personal preferences.
- The New Orleans VIP Services team began taking Grand Biloxi calls with no interruption in service levels, increased abandonment or decreased conversions.
- As New Orleans resurges with hope and development, our New Orleans property is a beacon of light and sets a tremendous standard of success.