



JSA worked for me while I was at three different properties in multiple jurisdictions. At one property we had changed our marketing programs, but the results were dramatically below what we expected. JSA was highly recommended by our marketing management as they had excellent previous experiences with JSA. JSA's direct and straightforward tactical plans were supported by detailed analysis and allowed us to quickly and positively impact our problem area and helped revenue increase.

JSA is an excellent asset. The JSA team integrated seamlessly into our work culture and was well accepted by our employees. JSA was also an excellent resource for management.

**Cathy Walker**, former General Manager of Trump Taj Mahal and Trump Marina in Atlantic City NJ and Trump Indiana Hotel Casino.