



One of the reasons we value JSA's expertise is tied to the depth of detail provided in his reports and the fact that JSA intuitively understands the applications of their analysis. While many consultants can "talk the talk" when it comes to data base analysis JSA can "walk the walk" because they have been in the shoes of the casino marketer. JSA has both an expertise and successful track record on the growth and profitability of casino marketing programs. We find his insight invaluable.

Joe Witterschein, Vice President, The Innovation Group