



JSA worked with our senior management and marketing team at the Isleta Casino, Albuquerque, NM for nearly five years. When they started with us, our direct marketing was not very structured, our revenues were declining from prior years and our percentage of rated play was very low. I had also suspected we were spending inefficiently but the reports from our internal analysis did not help determine where. JSA's initial reports confirmed my suspicions. Our data, when spun into JSA's analysis, pin-pointed many issues but one in particular. We had segments that while we were profitable, were not generating a high return on our incentive spending.

JSA worked with us to rollout a very coordinated process for direct marketing programs that reinvested based on optimum segment targets. As a result, within a couple months of the initial reporting, our programs were up and running. During the subsequent four years, our rated win went from middle 30% to over 50%, we generated 36 months of consecutive accounts, trips and revenue increases while maintaining profitability.

We built a trust level with JSA and when we were re-branding our property, re-launching our club and opening a brand new hotel, we selected JSA to act as overseer for bringing all the external advertising and marketing agencies together. They managed vendors and communication of information to involved parties throughout the course of the project. The re-launch and grand opening were on-time and a great success.

JSA has a mastery of subtle gaming and marketing characteristics that are the difference between success and failure. Their collaborative manner makes for an easy integration with the staff.

I continued to increase our use of JSA year after year because they helped me and our teams succeed in a very competitive market. Do yourself a favor and tap into what JSA knows and then let them help you take action on those concepts.

Rodney E. Ferguson – CEO, Spirit Mountain Casino, Grand Ronde, OR; GM, *Isleta Casino & Resort, Albuquerque, NM.*