

Martin R. Baird is author of “Advocate Index™: An Operational Tool” and chief executive officer of Robinson & Associates, Inc., a global customer service consulting firm for the gaming industry. Robinson & Associates helps casinos worldwide determine their Advocate Index, a number that indicates the extent to which properties have guests who are willing to be advocates, and then implements its Advocate Development System to help casinos create more guest advocates. The Advocate Development System uses the proven methodology of Advocate Index in combination with best business practices to chart a course for growth and profitability. More information about the Advocate Development System and Robinson and Associates is available at the company’s Web sites at www.advocatedevelopmentsystem.com and www.casinocustomerservice.com. A copy of “Advocate Index: An Operational Tool” may be obtained by calling 206-774-8856. Robinson & Associates may be reached by phone at 480-991-6420 or by e-mail at mbaird@casinocustomerservice.com. Based in Annapolis, Maryland, Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.