

Caesars Entertainment employs more than 70,000 individuals across its enterprise. It's a workforce comprised of people with valuable, diverse skills and talents that span generations, cultures and ethnicities. I believe it's the cultivation and harnessing of those innate talents that makes Caesars Entertainment the world leader in gaming and hospitality.

Similarly, the team here at Harrah's Gulf Coast is also a talented motley crew of individuals that stretch across generations and skill sets, each bringing their unique experiences with them to help you create lifelong memories. Just last year, I proudly wrote about three outstanding women on our executive team who exemplify leadership, innovation and progress. Today, I want to spotlight another rising female star on the Harrah's Gulf Coast team: Shay Smith. Shay has been with Caesars Entertainment for six years, four of which she has dedicated to our location here in Biloxi. She serves as our Advertising and Communications Manager, ensuring that travelers near and far – just like you - are aware of our award-winning amenities and exciting promotions, along with the milestones and stories of her fellow team members. She does through a myriad of tactics, including advertising, digital and social media, and public relations. Her service in driving visitation to our resort doesn't just stop at Harrah's, however. She works daily with fellow community leaders along the Mississippi Gulf Coast, including our regional chamber of commerce as the President of Coast Young Professionals, an organization dedicated to bettering our community and developing young professionals in the region. In addition, she proudly serves as a campaign chair for the United Way of South Mississippi.

Although she's only worked as a young professional for less than a decade, she has developed an impressive acumen and reputation within our company and our regional community. Her keen ability and the ease in which she creates positive, long-lasting relationships with colleagues and community members is unparalleled; and it's largely what makes her successful. It's that attribute, coupled with her involvement, cheerful disposition and dedication, that's won her so many community awards, including Top 50 Leading Business Women by the Mississippi Business Journal, Top 10 Under 40 by the Mississippi Gulf Coast Chamber of Commerce, Top 50 Faces of Travel on the Mississippi Gulf, and a Women of Achievement Young Careerist finalist by Lighthouse Business and Professional Women, to name a few. When asked what she attributes her success to, she's quick to reply that it's due to the mentorship of many leaders within our company, and remarks that she finds daily inspiration in the stories of her colleagues and those who came before her –both men and women alike. It's because of talented, go-getters like Shay, that I know that the future of Caesars Entertainment is bright.

On behalf of our entire team at Harrah's Gulf Coast, I look forward to welcoming you back to our resort. I know that throughout the journey of your stay, you'll encounter numerous team members, like Shay, that will leave a lasting impression and keep you coming back and choosing Caesars Entertainment for many years to come.

Sincerely,
Kennedy Smith
15 Years of Service
Vice President of Marketing and Hospitality