

At Harrah's Gulf Coast, we believe that we're not just in the casino business, we're also in the relationship business. Every day, our team members strive to create meaningful, long-lasting relationships with every guest that experiences our resort and casino. And for those who walk through our doors often – or even for the first time – they know that few team members foster better friendships and show more hospitality than our VIP Services Coordinator, Amie Jo Travis.

Amie Jo has been a beloved member of the Harrah's family for more than 18 years. A friendly and familiar face, she's not just adored and respected by her colleagues, but many of our loyal Total Rewards guests have a deep affection for her as well. While we receive numerous letters each year heralding Amie Jo as one of our most cherished team members, one special guest's recent letter stood out.

*"Amie Jo is truly one of the your most valuable assets! I first met her 10 years ago and have been blessed with her friendship ever since. I have since relocated, but still keep in touch with what I consider to be my "family", as that is how I was treated while I was there. I LOVE and miss this lady!"*

Although each friendship that Amie Jo forms is unique, praises such as this one are not uncommon. No task is too big for her guests, and she frequently goes above and beyond to make their trip special. With a heart of gold - and some mischief - Amie Jo captures the affections of every guest that walks through our doors. Please visit us soon so you can create a lifelong friendship with Amie Jo and the rest of the family here at Harrah's Gulf Coast.

Sincerely,  
Kennedy Smith  
Vice President of Marketing, Hotel & Spa  
Harrah's Gulf Coast