

March Madness has officially descended on Harrah's Gulf Coast, and the competition has The Book buzzing with activity and excitement. Friends, families and coworkers have entered into the annual, friendly competition, with each bettor meticulously and methodically filling out their brackets. Of course, for some, the selection is a little less scientific. As eager guests hurry in each day to hedge their bets, I'm reminded at just how far our resort, our team, and our guests, have come since the introduction to sports betting last year. Although we're just past tip off, and still have the whole game to go, the beginning to sports betting has us looking ahead to a promising and exciting future.

In a little more than six months, our entire staff at Harrah's Gulf Coast received a fast education into the new arena of sport betting. After unveiling The Book last August, our team of experts at the new and dynamic venue had an ambitious task; to not only educate our team members on the play book of sports betting, but many of our guests as well. That task, however, was led with passion and enthusiasm. Fortunate to have the most experienced sports betting team on the Mississippi Gulf Coast, our team members at The Book took charge, tackling the challenge to inform countless individuals about the numerous different types of bets, sports betting lingo and strategy.

As we shared with you last year, the man leading the charge for sports betting at The Book is Rob Portwood, a former Gulfport, Mississippi native. For more than two decades, Rob led multiple sports wagering teams for Caesars Entertainment casinos in Las Vegas, including Bally's, Paris and Planet Hollywood. And his right hand man, Jeffrey Lindheimer, also comes to Harrah's with 20 years in the field. Collectively, Rob and his staff of trained experts boast more than 50 years of combined sports betting experience and knowledge, ensuring that when you bet at The Book, you have the best of the best advising and accepting your game day wagers.

I hope this March Madness season makes you a winner yet again at Harrah's Gulf Coast. If you still haven't experienced this new gaming feature at our resort and casino, I encourage you to visit Rob or Jeffrey for a fun introduction, so that you too, can start your own winning record.

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