

# “Everything you need to increase sales!”



## Q&A WITH MAE RUSSELL

FITZGERALDS® CASINO HOTEL, LAS VEGAS

## PROFILE

Away from the glitter of downtown Las Vegas, the staff of Fitzgeralds® Casino Hotel takes pride in volunteer programs to improve the quality of their neighbourhoods. Fitzgeralds supports these initiatives and backs it up with Team Member Travel Incentive Programs to encourage community participation.

## KEY CHALLENGES

- School Supply Drive, to transform trash bins and the area around them, into eye-catching decorative designs to be filled with much-needed school supplies.
- The prize for best decoration -- three Carnival Cruises for two to Mexico!

“It connects us all to the community in such a positive way,” says Russell. “How many companies do you know have that type of incentive to help the community?”

## IMPLEMENTATION

The winning Fitzgeralds’ volunteers chose to do an extreme makeover on a dumpster at Booker Elementary School for several reasons. Most of the students were from single-parent families. The school was demolished, and the youngsters were coping with portable trailer classrooms until the new school was finished. Fitzgerald’s also offered trip rewards to employees who volunteered as tutors.

### SATISFACTION RATING: 10/10

*“Odenza has been great, and has provided everything I could ever think of to promote the cruises. It’s pleasant doing business with them, and I appreciate that.”*

– Mae Russell, Database Marketing Manager, Fitzgeralds® Casino Hotel, Las Vegas



Odenza®

www.odenza.com

CALL US TODAY! 1-866-883-2968