



# The Meadows Racetrack and Casino

## Diversity Plan

2011



## DIVERSITY PLAN - 2011

### **THE MEADOWS RACETRACK & CASINO DIVERSITY PLAN**

#### **Introduction**

The Meadows Racetrack & Casino is committed to a policy of providing a casino and racetrack entertainment complex that achieves the following goals:

- Hire, retain and develop a talented staff of employees that represents the ethnic mix and cultural diversity of the Southwestern Pennsylvania market.
- Procuring our services, goods and products from a diversified group of vendors, contractors and professional service providers from the Southwestern Pennsylvania market so that we ensure a balanced representation of minority and women owned businesses and support the local economy.
- A multi-facet marketing effort that targets prospective patrons from all ethnicities in Southwestern Pennsylvania and surrounding areas.

We will promote diversity and assure that all persons receive an equal opportunity in employment. This promotion of diversity extends to contractors, subcontractors, assignees, lessees, agents, vendors and suppliers. The Meadows Racetrack & Casino assures equal employment opportunity for all persons, regardless of race, color, religion, gender, age, national origin, citizenship status, veteran's status, or disability and is committed to:

- Remain proactive in addressing the issue of diversity with our employees, vendors, patrons and the community
- Communicating with employees, patrons, and the community regarding diversity
- Actively soliciting a diverse group of employees, contractors, subcontractors, assignees, lessees, agents, vendors, and suppliers
- Develop and institute practical strategies to ensure diversity throughout all facets of operation
- Promote and Support diversity throughout the entire organization

## **Mission Statement**

*The Meadows Racetrack & Casino is dedicated to establishing an organization that reflects a fundamental respect for different ways of working and living. We intend to assure every individual the opportunity to reach his or her potential. The Meadows Racetrack & Casino is committed to being proactive in promoting diversity throughout all aspects of its operations. We believe that all employees are responsible for contributing to a work environment free from discrimination and prejudice, regardless of position or title.*

## **The Meadows Racetrack & Casino Diversity Plan**

The Meadows Racetrack & Casino Diversity Plan is comprised of the following:

- Diversity Committee
- Building Community Involvement
- Recruitment & Employment
- Vendors and Suppliers
- Marketing and Entertainment
- Diversity Awareness Training Programs
- Description of Compliant Procedures
- Ownership Commitment
- Periodic Performance & Program Review
- Diversity Online
- Continuous Improvement & Industry Best Practices

### **Diversity Committee**

The Diversity Committee at The Meadows Racetrack & Casino is comprised of Phil Barnett (Assistant General Manager), Mike Keelon (Director of Compliance), and Kathie Prieto (Director of Human Resources). The committee will discuss information such as data summary, tactics for Marketing to expose the Diversity Plan and vendor information. The committee will also discuss ways to consult with external sources, such as the Urban League of Greater Pittsburgh and the African American Chamber of Commerce, on how to continually improve our efforts in promoting diversity. The committee will continue to monitor and review the progress and results of The Meadows Racetrack & Casino diversity program. All segments of the program, including recruiting and training of employees will be reviewed, along with the evaluation of the contractor, supplier and vendor initiatives. The committee will meet on a quarterly basis and will provide meeting notes and make recommendations to upper management. The Director of Internal Audit will also conduct bi-annual audits of the efforts and progress of the committee to ensure compliance with the plan.

### **Building and Maintaining Community Involvement**

The Meadows Racetrack & Casino will ensure that diversity is respected, encouraged and embraced throughout the organization and the community. The Meadows Racetrack & Casino will continue to develop relationships with local community colleges, employment placement services, non-profit charities,

chambers of commerce, and other organizations, as well as using the internet and advertising opportunities to promote our diversity efforts. In 2011, The Meadows will be offering internships to college students studying the in the field of Marketing, Food and Beverage and Horse Racing Management.

The Meadows Racetrack and Casino is committed to making donations whenever possible to local civic and charitable causes. An attempt will be made so that portions of those donations are dedicated to supporting minority and women based organizations.

### **Recruitment & Employment**

We are committed to recruiting, retaining and developing the best employees regardless of race, color, religion, sex, age, disability, national origin, or veteran status. The Meadows Racetrack & Casino will comply with the Equal Employment Opportunity Act and will adhere to policies consistent with the Act that apply to all employment practices including recruitment, hiring, evaluation, promotion, transfer, discipline and termination, as well as forms of employee compensation.

Recruiting tools that are utilized to help ensure a diverse workforce include promoting from within, employee referrals, advertising in targeted and local newspapers and other printed publications, posting open job positions on the company website and working with local organizations, placement services, city and state occupational skill centers and chambers of commerce to attract a diverse group of applicants.

In an effort to retain employees and reduce turnover, The Meadows Racetrack and Casino offers employee programs such as recognition awards, company sponsored events, career growth opportunities, full medical benefit program, retirement plan, discounted extracurricular activities, paid vacation, and company paid uniforms and meals.

### **Recruitment**

- We will utilize trade schools, vocational centers and employment agencies that specialize in training and assistance to minorities, females, and disabled and economically disadvantaged persons to help attain our diversity goals.
- Publications will be utilized that reach out to the local community regarding job opportunities.
- Civic groups and community organizations that represent diverse constituencies will be used to assist the company in communicating employment opportunities to the local community.
- We will target diverse local websites offering them an opportunity to link to the employment section of our Meadows website.
- We will work closely with local organizations that train and help secure employment for persons with disabilities.

- The Company will participate in programs developed by civic organizations, minority groups, women's organizations, community agencies, community leaders, and community schools and colleges.

### **Employment**

- Job descriptions will be carefully written to not include restrictive and unnecessary minimum requirements that might restrict our ability to employ ethnic minorities and the disabled.
- We will provide a workforce that represents the diversity that exists in the general population of the Southwestern Pennsylvania communities.
- We will provide training and educational development to our current employees so that excellent employees who are either women or ethnic minorities can be qualified to assume positions of management responsibility.
- We will complete and provide a Workforce, Job Group, Availability and Utilization Analysis detailing the diversity in our employment.
- We will provide management development programs and tuition reimbursement to ensure that everyone has the opportunity to build the best career possible.
- We will keep the lines of communication open with employees through email, payroll stuffers, board postings, bi-monthly employee newsletter and an electronic media service notification system.

### **Vendors and Suppliers**

The Meadows Racetrack & Casino will utilize the Pennsylvania Gaming Control Board's list of minority and women's business to ensure that we procure goods and services from a number of qualified companies that are owned by women and ethnic minorities. Additional planned efforts include:

- Networking with ethnic chambers of commerce and civic organizations to help recruit qualified vendors.
- Utilize niche media to help attract qualified vendors.
- Utilize public information that lists businesses owned by women and ethnic minorities.

## **Marketing and Entertainment**

The Meadows Racetrack & Casino will aggressively market to ethnic minorities and niche groups to patronize the casino racetrack complex. Such efforts will include:

- Radio advertising.
- Advertising in targeted ethnic publications.
- Motor coach bookings of ethnic and religious organizations.
- Ethnic entertainment events, food festivals, and other forms of special events.
- A diverse program of lounge performers that will allow us to offer something that is appealing to a variety of ethnic groups.

## **Diversity Awareness Training Program**

The objective of the diversity awareness training program is to employ a staff that is cognizant of the needs of its fellow employees and also the diverse customer base that patronizes The Meadows Racetrack & Casino. Our training efforts will be designed to ensure that all employees are aware of diversity issues, and have an understanding of ethnic changes in the workplace. In order to provide the very best customer service, it is necessary for our employees to understand the importance and appreciation of peoples' differences, so that stereotypes and prejudices may be overcome. We will have a zero tolerance policy towards discrimination of women, ethnic minorities and persons with disabilities. Also, any complaint of discrimination will be investigated to the fullest extent by Human Resources. All employees will be required to complete the diversity awareness training program during employee orientation. The Human Resources Department will continue to setup diversity and harassment training frequently throughout the year.

## **Diversity Training for Managers**

In addition to the orientation diversity training class, Department heads, managers and supervisors will be required to attend diversity management training. Topics presented in the class will be the diversity mission statement, the definition of diversity, the importance of diversity, cultural and racial sensitivity, stereotypes and personal awareness activities. These classes will provide them with the tools on how to promote diversity throughout their respective departments. The Meadows will focus on meeting with all levels of Management in 2011 to expose all facets of The Meadows Diversity plan and how they can utilize it on a day to day basis.

## **Ownership Commitment**

The Meadows Racetrack & Casino diversity plan will only prosper with a top down commitment to diversity throughout the company. Therefore, the owners of The Meadows Racetrack & Casino are committed to ensuring the success of diversity within the company.

## **Periodic Performance & Program Review**

The Diversity Committee will conduct quarterly review meetings to ensure compliance with all aspects of The Meadows Racetrack & Casino diversity program. The review will assess the overall effectiveness of the program, centered on the diversity of employees, contractors, vendors and suppliers. The diversity goals for the next period will be presented by The Meadows Racetrack & Casino management. The Diversity Committee will submit the Diversity Performance Program Review and recommendations for improvement to the owners of The Meadows Racetrack & Casino parent company Cannery Casino Resorts for review and compliance. In addition, to comply with The Pennsylvania Gaming Control Board's Regulation 481.5. (Reports of Participation), annually The Meadows Racetrack & Casino will file a report with the Board concerning the performance of our diversity plan. The Meadows Racetrack & Casino will maintain records and databases of the following information:

- Employment data, including information on minority and women representation in the workforce in all job classifications; salary information; and recruitment and training information, including executive and managerial level recruitment and training; and retention and outreach efforts.
- The total number and value of all contracts or transactions awarded for goods and services.
- The total number and value of all contracts or transactions awarded to minority and women's business enterprises.
- The total number and value of all contracts awarded that contain a participation plan.
- The total number and value of all subcontracts to be awarded to minority and women's business enterprises under contracts containing a participation plan.
- An identification of each subcontract actually awarded to a minority or women's business enterprise under contracts containing a participation plan during each calendar quarter and the actual value of each such subcontract.
- An identification of each contract or transaction awarded to a minority or women's business enterprise.



- A comprehensive description of all efforts made by the licensed entity or applicant to monitor and enforce the participation plan.
- Information on minority and women investment, equity ownership, and other ownership or management opportunities initiated or promoted by The Meadow Racetrack & Casino.
- Other information deemed necessary by the Board to ensure compliance with the act and the diversity requirements 481.1 – 481.5.

### **Diversity Online**

The Meadows Racetrack & Casino understands that continuing success in diversifying the employee, vendor and supplier base is contingent upon the company's ability to identify greater numbers of quality and diverse people and companies. The Meadows Racetrack & Casino maintains a website [www.meadowsgaming.com](http://www.meadowsgaming.com) that will allow potential employees, as well as minority and women-owned business to obtain information on employment and vendor opportunities with The Meadows Racetrack and Casino.

### **Continuous Improvement & Industry Best Practices**

The Meadows Racetrack & Casino intends to continually look for ways to improve existing operations and to ensure that industry best practices are utilized whenever possible.