

# The Red Eye

Casino and Resort located in the Heart of Raleigh





# Mission Statement

The Red Eye exists to create a rewarding and positive experience in both our casino and resort for all of our customers. We strive to provide an inclusive environment for all guests by respecting and accommodating to the needs of the diverse group we will serve. Our identity as an organization relies on the individuality of each employee, executive, and guest.

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# Chief Executive Officer (CEO) - Connor Maguire

**Job description:** The CEO of the Casino is in charge of making major business decisions while managing the other operations that are involved in the business. As CEO I am the face of the company and majority of public backlash falls on my shoulders.

**Top Strengths:** Context, Deliberative, Adaptability, Communication, Consistency

**How it contributes to the business:** When conflict arises within the business I can use my adaptability and deliberation to settle the conflict in the way that is best for the business. Another big part of being CEO is understanding what for so understanding the context of the companies past while preparing to better the business for the future.

**True Color:** Orange

**How it contributes to your position:** I can help make people make difficult decisions while efficiently communicating the main goals and values of the business.

**Visible and Invisible traits:** I have visible traits of being hard working and outgoing also being a male and tall, Using my visible traits I would be good with managing and directing a team in the right direction that's best for the company. I would set up people with diverse skills into groups in order to maximize efficiency. My invisible traits would be my internal organization

# Director of Casino Affairs - Henry Odland

**Job description:** I will be managing everything that goes on legally with the casino to settle any disputes that may arise.

**True Color:** Gold

**Top Strengths:** A few of my top strengths are adaptability, discipline, and accountability. It may seem counterintuitive to be disciplined while also exemplifying adaptability, although I have been exposed to situations where I have had to change my routine abruptly, which has allowed me to maintain discipline while being comfortable with change.

**How it contributes to your position:** My true color contributes to my position because I will be able to utilize my organizational skills and manage the casino efficiently.

I will be open to hearing feedback from all customers of the casino regardless of their background or culture.

**Visible and Invisible traits:** A few of my visible traits are my ability to have conversations with almost anyone I encounter, my overall attire, and spiky haircut.

A few of my invisible traits are my motivation to do well, time management skills, and ability to adapt to unexpected changes.

# Director of Resort Affairs - Snow Aung

**Job description:** The Director of Resort Affairs has the responsibility of making management decisions and officially coordinating all resort operations, which can include recreation activities, pools, entertainment, and much more.

**How it contributes to the business:** The Director of Resort Affairs oversees guest services, activities, and facilities to ensure an exceptional experience. By prioritizing guest satisfaction, I will create positive reviews and repeat visits, contributing to the resort's success and profit.

**True Color:** Gold

**How it contributes to your position:** My true color is gold, which means we respect rules and authority, are responsible, organized, and precise. I will ensure activities and resort shipments are done in a timely and orderly manner. I am also organized, aim to have smooth operations within the resort, and have authority that effectively gets things done.

**Visible and Invisible traits:** Through the difference between my visible and invisible traits, I hope to bring a diverse environment into the workplace and ensure inclusivity for others. I have visible traits of being a woman, a minority, and 18; however, I am also outgoing, determined, and hardworking.



# Vice President of Public Relations - Ben Scarbrough

**Job Description:** Public Relations of a casino will keep the reputation of the casino afloat amongst other companies/customers.

**Strength:** My top strength is communication which directly relates to public relations. Being able to be outgoing and talk to people without getting off track of the topic is very important.

**Color:** My color is orange and throughout PR you need to be able to take risks and be able to talk yourself out of a conflict in order to keep a good image on your company, and as an orange it will be easier to do so.

**Physical/invisible traits:** An invisible trait I have is being very accepting and involving of everyone around me. This will help with the diversity of the company by creating relations with all different cultures and people of different beliefs.



# Vice President of Marketing - Lauren Bolen

**Job description:** The Vice President of Marketing has the responsibility of monitoring and improving marketing campaigns. They must work closely with internal teams to manage goal setting as well as work closely with the media to create a positive view of the company.

**Top Strengths:** Responsibility, Achiever, Communication, Intellection, Empathy

**How it contributes to the business:** Responsibility and communication help to aid the role of the Vice President of Marketing as big project must be handled in this role and there is constant communication with people in different teams, departments, and outside of the organization which makes the strength of communication essential. Achiever and intellection help to keep me motivated and curious to look for new marketing strategies while being empathetic helps me in my relationship with my team.

**True Color:** Blue

**How it contributes to your position:** I can work closely with multiple departments and teams to create a marketing plan while keeping individuals motivated and feeling supported.

**Visible and Invisible traits:** Visibly, I am a young woman committed to increasing the diversity of an organization both internally and within the organization customer base. I am an international traveler and hope to take my experiences and bring them to the company. Invisibly, I am extremely religious and hope to create an organization that accepts and celebrates all religions.

# Vice President of Human Resources - Kayla Gordon

**Job description:** The Vice President of Human Resources has the responsibility of leading and overseeing the Human Resources department in the company. They must work to motivate employees to achieve company goals and objectives.

**How it contributes to the business:** Human Resources is important because it deals with the most important element of a company: the people. By working to keep employees motivated, and ensuring they are getting what they need to succeed, Human Resources greatly contributes to the overall success of the company.

**Top Strengths:** Positivity, Arranger, Adaptability, Achiever, Significance

**True Color:** Blue and Green

**How they contribute to your position:** I can motivate others and help them feel good about themselves, the work they do individually, and what we can accomplish together. I can see both the logistics and the people side

**Visible and Invisible traits:** Visibly, I am a young woman and am hoping to use that to create a more welcoming environment for other young females who hope to work in our company. Invisibly, I am incredibly organized and reliable. Additionally I have an incredibly broad perspective having lived in four different states, making me very open to different kinds of people.





# Chief Accounting Officer - Drew Whetstone

**Job Description:** Manage the company accountants to oversee company bookkeeping, tax regulations, and help develop the firm's long term financial strategy.

**Top Strengths:** My top strengths are **significance, deliberative, and analytical**. This will help me manage the books with maximum efficiency and accuracy, allowing the companies finances to operate smoothly and in compliance with the law.

**True Color:** My true color is **green**, meaning I am analytical, focused, independent, and efficient. This will help me stay organized and attentive to the intricate details. It will also help me stay objective and operate independent from company influences.

**Diversity / visible & invisible Traits:** I am friendly and love working in small teams. I am curious about other cultures and enjoy traveling and learning about other places in the world. I am also a sports fanatic and use it to connect with coworkers and customers alike. These skills can help me connect accounting with the rest of the firm and ensure its influence is heard in the highest levels of management.



# Account Manager - Diya Patel

**Job description:** Account managers are directly responsible for ensuring client relationships are met, negotiating contracts in order to maximize profits. At a point of sales and relationship management, account managers are in charge of monitoring and balancing this connection.

**How it contributes to the business:** As a account manager, I will serve as the source of contact for customers and the business. In the event that there is a customer inquiry, the account manager is responsible for handling and assessing the needs of the customer. I will work closely with the consumer base to ensure that the resort is offering the best possible service, at a high quality.

**True Color:** Gold

**How it contributes to your position :** Since my true color is gold, I have skills in organization, time management, and multitasking. With the ability to manage time in a orderly fashion, I can attend to customer needs as well as stay organized in terms of monitoring the business and its procedures.

**Visible and Invisible traits:** With the use of my invisible and visible traits such as hard-working and organization, I hope to serve as a connection for customers to higher authority, in terms of satisfaction. As an account manager, I will also be able to manage different resort responsibilities and fulfill the needs/demands of the customer's that visit the Red Eye.

# Operations Manager - Ethan Harrington

**Job description:** Maintaining and increasing the efficiency of the business and business processes and implementing the correct practices across the organizational ladder. Need strong leadership skills / capabilities, ability to organize, coordinate, and execute.

## **How it contributes to the business:**

Organizes operations, generates new initiatives in relation to planning, coordination, and management of personnel. Operations management also ensures viability of current operations and strives to ensure that operations are not inefficient, flawed, and bad for the business model. Ensures that the business can keep working at full capacity and productivity.

## **True Color: Gold**

## **How it contributes to your position**

Allows for organizational initiative, natural ability to organize operations and goals. Natural effective communication skills with subordinates and superiors, get tasks done more easily and develop new and more effective initiatives in operations. Clear, level head for better business decisions as well. Natural discipline that comes with gold ensures better decision-making, as well as consistent results.

## **Visible and Invisible traits:**

My open mind, organized tendencies, and general drive ensure that the business, at the operational level, will function as effectively as possible in an organized and efficient manner.



# Vice President of Finance - Elena Merlet

**Job description:** Overseeing the organization's financial strategy, financial planning and analysis, and team leadership. This includes creating and executing financial strategies to maximize revenue, control expenses, and ensure profitability. As VP of Finance, I am leading and supervising the finance department, ensuring a culture of professionalism and teamwork.

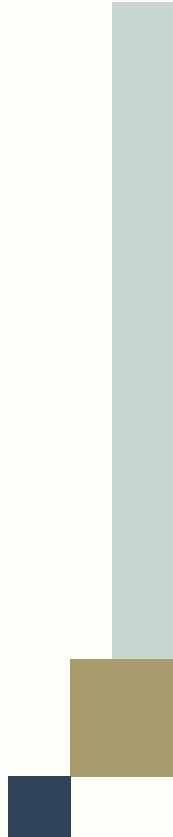
**True Color:** Gold

**Top Strengths:** Analytical, Achiever, Focus, Responsibility

**How it contributes to your position:** I have the ability to take into account all the factors and their impact in order to make decisions. I am highly motivated to set and meet financial goals, which is critical in driving the financial success of the organization. Allow me to multitask and be focused to ensure that everything runs smoothly. I can be trusted to handle financial matters with integrity and diligence.

**Visible and Invisible traits:**

I am very organized, I have a background in finance, I am open minded. This will allow me to be efficient, make good decisions and lead a team on projects.



# Chief Financial Officer (CFO) - Sean Gillies

**Job Description:** As the CFO I am responsible for managing the financial actions of our company. I will focus on maximizing our strengths financially while developing the weaknesses present financially for our company. I will monitor decision making regarding economics and finances for the company so we are able to best run the company.

**True Color:** Green

**Top Strength:** Competition, Analytical, Individualization, Achievement, and Context

**How These Contribute:** My top strengths and true color with help me in the role as CFO because I am able to look at the big picture and find solutions to problems that come up financially in the company. I thrive in areas of math and economics which will help financially and I am always looking for ways that the company can save money in decision making. I will also work to be able to keep track of the our money flow so that the company is not mis budgeting.

**Visible and Invisible traits:** I am able to stay organized for the most part which will help for when others have to share work. I am open-minded to new ideas and changes from other workers and will always look for the best option financially.



# Head Financial analyst - Max Begelman

**Job Description:** A financial analyst in a casino helps manage the financial operations of the establishment. Their responsibilities encompass financial planning, revenue analysis, cost management, and profitability assessment. They monitor the casino's various revenue streams, control operating expenses, and prepare regular financial reports. Moreover, the financial analyst evaluates capital investments, manages financial risks, and ensures compliance with gaming regulations. They collaborate with management such as the CFO, Vice president of Finance, Account Managers and etc. to make strategic recommendations aimed at optimizing the casino's financial performance.

**True Color:** Green

**Top Strength:** Competition, Ideation, Positivity, Strategic, Analytical

**How These Contribute:** Competitiveness motivates me to excel and achieve financial goals. Ideation skills foster creativity in problem solving. Positivity contributes to a healthy work environment and can boost morale. Being strategic ensures alignment with organizational goals, while strong analytical skills form the basis for sound financial decision making.

**Visible and Invisible traits:** my quantitative skills help me process these financial statistics more efficiently also my adaptability and critical thinking skills help me be able to respond to problems.



# Casino Controller - Ciara McDonald

**Job Description:** The casino controller is responsible for Revenue Audit/Count, and Cage; ensuring each department has adequate equipment, training, and support needed to operate effectively and efficiently.

**How it Contributes to Business:** As a casino controller, I will be overseeing daily accounting functions related to gaming operations and enforcing casino regulatory rules and regulations and casino internal accounting controls to safeguard company assets. I will also contribute to departmental effectiveness by identifying short-term and long-range issues and goals, recommending actions, and implementing directives.

**True Color:** Gold

**Top Strengths:** Adaptability, Harmony, Consistency, Analytical, Achiever

**How These Contribute to your Position:** I can easily organize accounting operations, set and implement long-term goals for my department, and adapt to workplace changes by quickly tweaking or implementing short-term goals. I am dependable with important company assets and will be able to create a welcoming and inclusive workplace environment and analyze accounting statements and revenue audits.

**Visible and Invisible traits:** I will bring a sense of diversity and inclusivity to the workplace. As for my visible traits, I am very open-minded and welcome employee participation, which will bring a more effective and engaged department.

# Chief Croupier - Cole Chandler

**Job description:** The Chief Croupier has the task of explaining the rules of each game to players, dealing cards, giving dice to throw, collecting the bets made, protecting pots from theft, assisting with machine malfunctions, making sure to greet customers and ensure everyone is treating fairly

**How it contributes to the business:** As a casino card dealer, i would have to oversee the games each day and make sure that there is no suspicious activity occurring in the casino. I control the bets placed and making sure that the games are played correctly and fair.

**True Color:** Green

**Top Strengths:** Ideation, Belief, Responsibility, Input, Connectedness

**How it contributes to your position:** My strengths allow me to be dedicated to making a fun, safe environment for the casino and making sure that everything is running smoothly at the tables or machines.

**Visible and Invisible traits:** Being around people every day, I will visibly have to be open to the players and welcoming for them to want to play games. I will have to be responsible and professional with my job. Invisibly, I will have to be creative with the ways I engage customers to continue playing.





# Data Analyst - Michael Opoku Dapaah

**Job description:** A data analyst is a professional responsible for collecting, processing, and analyzing data to help organization make informed decisions. The job of a data analyst can vary depending on the industry and organization.

**How it Contributes to the business:** I excel at all things involving analytics, evident by my position as a data analyst. I analyze our business' demographic and sales to gain insight on how we can boost our profits.

**True Color:** Green

**Top Strengths:** Adaptability, Relator, Analytical, Responsible, Individualization

**How the strengths contribute:** My strengths, specifically my strengths of adaptability and analytics, are very applicable to my tasks of having to gather information on our target market, allowing us to proceed on how to capture their interest in our service and retain them. My other strengths enable me to work sufficiently regardless of whether I am in a team or alone.

**Visible and Invisible Traits:** I seem to be very hardworking and well informed. I tweak the way I interact with my co-workers and customers depending on the type of person I believe them to be.



# How do We Accommodate Diverse Consumers?

At *The Red Eye*, as both a resort and a casino, we have designed our business model so that there is something for everyone. From places to gamble and adult only pools for our older guests, to family friendly game rooms, kids' clubs, and water slides for our younger guests, we strive to be inclusive for all ages and preferences. Additionally, with a variety of different restaurant options from upscale steakhouses to a pizza parlor, we work with our customers' varying budgets and tastes. Finally, we require diversity and inclusion training for all of our employees so that they know how to accommodate different people from different cultures, backgrounds, religions, and genders than their own. We work to make sure everyone, no matter their age, financial situation, culture, background, and more, can have a memorable, exciting experience.