



# The Meadows Racetrack and Casino

## Diversity Plan

Updated 2017

# DIVERSITY PLAN - 2017

## THE MEADOWS RACETRACK & CASINO DIVERSITY PLAN

### Introduction

At Pinnacle Entertainment and the Meadows Racetrack & Casino, diversity is about respect, inclusion and working together to fulfill our PNK Values every day. Being open-minded and welcoming is an important part of our culture. It makes our company better and the communities we serve stronger.

Team Members at PNK come from a variety of backgrounds and experiences, and the contributions of every individual are encouraged and respected. To all current and future PNK team members, we are committed to providing an environment where you can Be the Best You.

At PNK, we value business partnerships and believe they contribute to our success. We proactively identify and support qualified diverse suppliers who help us best serve our guests and the communities where we operate.

### Our Values

Our company's culture is guided by five key values: Integrity, Excellence, Care, Innovation and Ownership. Using these values as a guide, we are fulfilling our commitment of being The Best Casino Entertainment Company in the World.



#### OWNERSHIP

A COMMITMENT TO LEAD BY EXAMPLE  
AND MAKE EVERY INTERACTION COUNT



#### EXCELLENCE

A COMMITMENT TO DO OUR BEST WORK



#### CARE

A GENUINE COMPASSION, CONCERN AND RESPECT  
FOR TEAM MEMBERS, GUESTS, AND THE COMMUNITY



#### INTEGRITY

A PASSION FOR DOING THE RIGHT  
THING AND LIVING UP TO OUR PROMISES



#### INNOVATION

AN ADVENTUROUS, CREATIVE, AND OPEN-MINDED SPIRIT

## **Our Commitment**

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.

The Meadows has continued to promote diversity and assure that all persons are provided equal opportunity in employment. This promotion of diversity extends to contractors, subcontractors, assignees, lessees, agents, vendors and suppliers.

It is our policy to provide equal opportunity for all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law. This policy also prohibits employees from harassing any other employees for any reason including, but not limited to, race, religion, sex, national origin, age, or disabled status.

The Meadows 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.

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

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

- Community Involvement
- Recruitment & Employment
- Vendors and Suppliers
- Marketing and Entertainment
- Diversity Awareness Training Programs
- Periodic Performance & Program Review
- Diversity Online
- Continuous Improvement & Industry Best Practices

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

The Meadows Racetrack & Casino ensures that diversity is respected, encouraged and embraced throughout the organization. The Meadows Racetrack & Casino continues to develop relationships with local community colleges, employment placement services, non-profit charities, chambers of commerce, and other organizations, as well as using social media and advertising opportunities to promote our diversity efforts.

The Meadows Racetrack and Casino remains committed to making donations whenever possible to local civic and charitable causes. Ongoing efforts will be made to ensure 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, gender identity or expression, transgender status, pregnancy, age, national origin, disability, military status, or marital status, The Meadows Racetrack & Casino is an equal opportunity employer and remains in compliance with the Equal Employment Opportunity Act and all other related state and federal employment laws.

Recruiting tools that are utilized to help ensure a diverse workforce include participation in job fairs, internal promotion, 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 provides competitive wages, full medical/dental benefit program, life insurance, 401K retirement plan, paid time off, company provided uniforms, meals and a

comprehensive training program. Additionally, the Company offers employee programs such as tuition reimbursement, company sponsored employee events and myPNK Perks that include discounts on hotels, partner discounts, travel programs, cell phone plans, retail items, financial and education discounts.

In order to attract a diverse pool of qualified candidates we remain committed to reviewing job descriptions and ensure these are carefully written to not include restrictive and unnecessary minimum requirements that might restrict our ability to employ ethnic minorities and the disabled. In addition, we continue to 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.

### **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.

### **Marketing and Entertainment**

The Meadows Racetrack & Casino continues to market to ethnic minorities and niche groups to patronize the casino racetrack complex. Such efforts have included:

- Radio advertising.
- Advertising in targeted ethnic publications.
- Motor coach bookings of ethnic and religious organizations.
- Ethnic/cultural 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 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 patronize The Meadows Racetrack & Casino. Our training efforts are designed to ensure that all employees are aware of diversity issues, and have an understanding and respect for ethnic/cultural issues 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 difference, so that stereotypes and prejudices may be overcome. We have a zero tolerance policy towards discrimination. All employees are required to

complete the diversity awareness training program, upon his/her hire, during employee orientation and every year thereafter.

In addition to training provided during new team member orientation, all members of management are required to attend harassment/diversity training every year. All members of management are expected to promote & respect diversity throughout their respective departments as well as address any concerns which may hinder an inclusive and diverse work environment.

Topics presented in these courses include cultural and racial sensitivity, stereotypes and personal awareness activities, in addition to a clear procedure for reporting complaints.

### **Periodic Performance & Program Review**

To comply with The Pennsylvania Gaming Control Board's Regulation 481a.5. (Report 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 continue to 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 Meadows Racetrack & Casino.
- Other information deemed necessary by the Board to ensure compliance with the act and the diversity requirements 481a.1 – 481a.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 allows 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**

At the Meadows Racetrack & Casino, we constantly strive to be change leaders within our industry by enhancing our guest's experience, having highly engaged team members and seeking operational excellence at every opportunity. As part of our culture of Continuous Improvement we conduct Kaizens, part of the Lean Six Sigma philosophy, to continuously evaluate practices and processes to continue to create a dynamic experience for our team members and guests.