

## Harrah's Entertainment Named One of the Diversity Edge Magazine's 2008 'Best Companies for Diverse Graduates'

2008-06-25

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Harrah's Entertainment, Inc. was named one of the 'Best Companies for Diverse Graduates' by Diversity Edge Magazine. Harrah's Entertainment is ranked 11 out of 20 companies that made the 2008 list.

Diversity Edge Magazine strives to highlight the advantages of having a diverse workforce in Corporate America and is committed to recognizing companies that have shown leadership in recruiting, retaining and advancing careers of diverse professions.

"We are excited to include Harrah's Entertainment as one of our 2008 Best Companies for Diverse Graduates," said Kizzie Bozeman Brown, Editor in Chief of Diversity Edge Magazine. "We were particularly impressed with Harrah's numerous leadership development programs. We believe that leadership and training programs are essential to helping new employees transition from students to professionals. Harrah's Acceleration Workshops, Emerging Leader Workshops and Manager and Supervisor Workshops are all essential to developing leaders at the company. The personal and professional development that results from exposure and participation in these types of initiatives is vital to long-term career success."

Harrah's Entertainment offers employees a myriad of programs for development at every level with curriculums including College Assistant Manager Program (CAMP) and President's Associate Program (PA).

The CAMP program targets outstanding college graduates who have amassed in excess of one year of hospitality industry experience prior to graduation. The PA program targets graduates of the country's top MBA programs. Graduates from the PA program have risen to become general managers, COO and presently president of the central division of the organization.

"It is a great honor for Harrah's Entertainment to be named as one of Diversity Edge's Best Companies for Diverse Graduates," said Fred Keeton, Vice President External Affairs and Chief Diversity Officer of Harrah's Entertainment. "This is a true testament, exemplifying how our company continues to set the standard in a world that's ever-changing by creating a diverse workplace where diverse graduates seek to establish their career with Harrah's Entertainment."

According to Diversity Edge Magazine, ranking for the "Best Companies for Diverse Graduates" was based on a company's ability to demonstrate consistent strength in providing an environment where people of diverse backgrounds can succeed. The companies were selected based on their responses to the Diversity Edge Best Companies Survey, and input from various university career centers across the country.

The five areas that the survey measures are: Diversity Recruiting Policies, Leadership Development Initiatives, Training Programs, Opportunity for Mentorship and Activeness of Employee Affinity Groups. The survey also considers the company's overall diversity initiative.

This article comes from Hotel News Resource

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The URL for this story is:

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