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Spilyay Tymoo

(Coyote News)

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Coyote News In Brief

American Indian Week set

Tribal Council, through Resolution, designated the last week of May as American Indian Week. May 22 is Tribal Information Day at the State Capitol.

2

Boy, what a day!

Hundreds of senior citizens crowded the Agency Longhouse for the seventh annual Honor Seniors Day.

3

Thank you, Teachers!

Warm Springs parents and students thank their teachers.

5

Language lessons continue

Sahaptin, Kiksht and Paiute language lessons are offered.

6 and 7

Making things work again

Physical therapists have been treating Warm Springs residents for the past year.

8

Plus much, much
more!

Deadline for the next
issue of Spilyay is
Friday, May 16, 1997

Public meetings scheduled for Pelton project relicensing

Studies leading to the relicensing of the Pelton-Round Butte Hydroelectric Project are the subject of public meetings scheduled by the Confederated Tribes of Warm Springs May 14 and 15 at Kah-Nee-Ta Resort.

The meetings are part of the Federal Energy Regulatory Commission process under which the Tribe will be competing with Portland General Electric Company for the license to operate the project.

"These meetings are an early step in the proceedings at which the general public, government agencies and other stakeholders can hear and comment on how the Tribe is proposing

to approach the studies required for seeking the license," said Brian Cunningham, Relicensing Coordinator for Warm Springs Power Enterprises.

The Tribe also recently issues a First Stage Consultation Document, which describes in depth the Tribe's plans. "Based on feedback at the meetings and to the consultation document, the Tribe may refine its study plans," Cunningham said.

The Tribe has sent the document to more than 270 federal and state agencies, local governments and other interested parties. A copy of the document is available from Warm Springs Power Enterprises, (541) 553-1046.

The two-day meeting at Kah-Nee-Ta begins at 9 a.m., May 14 and is scheduled to conclude by 4:30 p.m. The May 15 meetings begins at 8:30 a.m. and concludes with a tour of the project from 10:15 a.m. to 3 p.m. Those planning to attend should contact Warm Springs Power Enterprises.

Among the presentations will be a description of an innovative method of addressing complex ecosystem dynamics, called Ecosystem Diagnosis and Treatment (EDT). Jack

Donaldson, former director of the Oregon Department of Fish and Wildlife and a consultant to the Tribe, will discuss how EDT will be used in the relicensing studies.

The license for the Pelton-Round Butte project expires in 2001, but the lengthy FERC process for relicensing started late last year when the Tribe notified FERC of its intention to compete for the project license.

The Tribe is currently a co-licensee on the Pelton-Round Butte project with PGE.

The Tribe built and manages the generating and power transmission facilities at Pelton Reregulating Dam. It is the largest landholder in the vicinity of the project and is second only to the US Government in land holdings within the project boundary.

The Tribe is further involved with the project at the manager of fish, recreation, water and wildlife resources on the Warm Springs Reservation, which includes land adjacent to and downstream from the project.



ECE children, parents and staff celebrated the Week of the Young Child with "Zoo Day" and hayrides last week. (Left) Youngster was fascinated with parakeet brought in for Zoo Day. (Top) A pair of Clydesdales pulled the wagon for the hayride. (Right) Tropical fish fascinated youngsters at ECE.



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Indian Head Casino shows first-quarter profit for 1997

Rudy Clements, chairman of the Indian Head Gaming Board of Directors stated that Indian Head Casino produced a significant gain in the first quarter of this year compared to budget and the same period last year. "I am very pleased to announce our casino was profitable the first part of 1997. I believe we are headed in the right direction and have the potential to be a viable Enterprise for the Tribe. This marks a positive turnaround from the unfortunate results of last year." (See Indian Head annual report in special insert included in this issue of Spilyay Tymoo.)

And so it has. First quarter gross revenues were \$1,205,533. This number exceeded the projected budget by \$259,988. The casino spend \$890,995 to operate the first three months. This includes all capital items and loans. The net result: a profit of \$314,538.

"This far exceeds our expectations," Clements says. "Based on last year's data, the Gaming Board was anticipating a very small return for the entire year. If we can keep this up, we could reach a million dollars in profit."

So what has been occurring at Indian Head to produce such a favorable report? "A number of things," says new general manager Jeff Ford. "Although we change or modify each individual

piece in a subtle manner, it's how all the pieces fit and blend together. We'll constantly be fine tuning the operation."

(Late last year, Clements and the Gaming Board moved to fill the vacated General Manager position. They elected to hire Ford, a former vice-president of Harvey's casino and hotel in Lake Tahoe, who has considerable experience in the gaming industry.)

Ford went on to state that the list of "pieces" is very comprehensive. Generalizing, he started with customer service and friendliness, then the gaming products offered, the marketplace as well as marketing, expenses, cash flow, operating policies and procedures, short and long term strategies and more. "We have a long way to go until I'll be satisfied. However, we have made a considerable amount of progress. Some hard decisions had to be made and in doing so, we're now seeing the benefits."

Indian Head has been methodically changing their image. Focusing marketing efforts on public awareness. Instead of using the term Gaming Center, it's been changed to Casino. The Casino coined the phrase "Lucky You!" to establish a winning feeling and have recently trademarked the phrase with the State. Billboard, newspaper and radio

advertising is sending direct messages to the consumer. "Again, all subtle changes that are adding up to form a desirable image and perception of who and what we are in the customer's mind," Ford states.

Indian Head recently entered into agreement with the Triad Group, the Casino's new marketing agency in Bend, which will assist in a more regional approach. Ford contends, "The Triad Group will enhance our marketing efforts and help provide a solid foundation. There will always be an underlying theme in our advertising of action, entertainment and fun in a friendly environment."

Coupled with marketing, the casino floor was re-designed. Unprofitable areas were eliminated, Poker and Blackjack were placed on the main casino floor and some new slot machines are on order. Significant in Ford's mind was the visual impression created, the customer's line of sight and customer traffic flow through the casino. Thirty-five slot machines were removed in order to create the right effect. Only two levels or floors of gaming now exist.

Some of the changes which helped shape the profit produced in the first quarter would not have been possible without the dedication and effort by Indian Head

employees. "We pulled in the reins on spending and expenses and all employees responded in an understanding and positive manner. They're hard, enthusiastic workers committed to seeing Indian Head succeed," Ford attests. "In my first five months and as we speak today, I don't see anyone giving up or shying away from the challenges we are faced with." Indian Head currently averages 28-percent tribal member employment. Tribal members, married into the tribe and other Indians comprise on an average 59-percent of all employees.

"When we consider gaming becoming a long-term commitment, we first have to prove its worth and value. The positive first quarter results have set the stage and suggests it merits further review," mentions Clements. Accordingly, the Gaming Board has moved to create a Strategic Planning Committee to analyze and study the impact and growth potential of gaming for the Tribe. The Committee anticipates completing the task and reporting to the Gaming Board later on in the year.

What does the immediate future hold for Indian Head? "Steady as she goes," Clements and Ford maintain. "Focus on a simple but key point—produce as much revenue as possible with what we have to offer. We'll continue to work on

customer service and procedural issues while at the same time promoting Indian Head's position in the marketplace. We're going to

create stability and a solid performance record." April is shaping up nicely and from all indication, another profitable month is on the horizon.

Kah-Nee-Ta Resort Pool House Blessing Tuesday, May 20, 1997

- 3 p.m. Introductions—Gordon Shown, Chairman Kah-Nee-Ta Board; Ed Manion, Project Manager
Blessing—Wilson Wewa, Jr., Culture and Heritage
4:30 Richard Tohet—Kah-Nee-Ta Historical Presentation
4:45 Dedications—ZuAnne Jarrett; Hot Springs Observation Deck, Louis LeClaire, Jr.; Council Circle, Delvis Heath, Sr.; Pool Bears, Manuel Izguardo, Sculpture; First Person Down the Slide announcement; Lodge 25th Birthday Party
5 p.m. Ribbon Cutting—Joe Moses; Invitation to participate
7 p.m. Story telling and marshmallow roast in the Council Circle.
All Warm Springs Community Members are invited to attend.