

Tribe Re-Elects Kennedy; Elects Jack Giffen, Jr.; Jan D. Reibach And Mark Mercier Head For Recount

Meeting continued from front page — casino's recent growth in revenue and profit, said Pattison.

Pattison also described the programs he has set in place to keep the revenues growing. The new advertising campaign theme, for example, is "Your Place To Play." The new billboards show the face of a happy player with an updated logo featuring "a moon or sun" behind the coyote, and a tagline, "An enterprise of the Confederated Tribes of Grand Ronde." In addition, the billboards have all been customized with directions to the casino, said Pattison.

The second part of the new marketing effort is bringing in many of the big bands that now are updating the work of such classic band leaders as Cab Calloway and Tommy Dorsey. The recent appearance of the Dorsey Orchestra was so popular in Grand Ronde, according to Pattison, that the casino ferried 30 busloads of fans here for the performance.

Invitations to these big band events are limited to the casino's list of regular players with the intention of fostering a loyal customer base. The Cab Calloway Big Band Orchestra is scheduled to be at the casino on September 18.

The casino also encourages this customer base with other new promotions. Honoring the casino's 8th anniversary in October, for example, 32 big screen televisions will be given away. "The more you play," said Pattison, "the more chances you have to win."

"We want this to drive business in October," historically a slower month for the casino, said Pattison.

On September 26, the casino will host the Northwest Native Music Festival, an event open to the public. Showcasing Native talent is an activity supported by both Tribal members and leadership, if comments during the meeting were an accurate indication.

"This is going to be a melding of traditional and contemporary Native American music and a great tribute not only to National American Indian Day but also a great way to kickoff our efforts to give the Tribe greater visibility regarding casino operations," said Ed Hansen, Tribal member and Group Sales Manager.

Questions for Pattison and Tribal Council members were many and highlighted areas of disagreement among Tribal members. Tribal member Delia Bly, from Colorado, wanted to see numbers to go along with the charts Pattison used to

show improvements in the casino's bottom line. "And why are you white?" she asked Pattison. "There should be only (Tribal) members here."

Tribal Council members and other Tribal members expressed support for Pattison.

"Doug Pattison is very qualified," said Tribal Council member Valorie Sheker-Robertson. "I was apprehensive at first, but he has done a fabulous job. He can take some of the credit for the casino doing so well."

"Net profit is up close to 10 percent from two years ago," said Tribal Council member Jan D. Reibach. "It's the highest it's ever been, almost double what it's done five-six years ago."

"Our Tribe has always been a community," said Tribal Council member Val Grout. She said that her late husband was not a Tribal member but he "was always accepted and respected. We also respect our white people, too."

Questions sought specifics about a planned addition to the lodge. The Tribal Council recently approved an \$18 million, 160-room addition to be built on the west side of the current lodge, with a completion date currently slated for summer, 2005 occupancy. With occupancy currently about 98 percent, Pattison reported that the previous weekend, the lodge had turned away 300 people.

And a "fun fact" about people staying at the lodge, said Pattison, is that they leave behind an average of \$300 during a casino stay.

Tribal member Bryan Mercier, the Tribe's newest Hatfield Fellow (see related story) asked about the casino's long-term strategy for dealing with potential competitors from the Portland area.

"When I came, many said that the sky was falling," said Pattison. "I don't believe (competition) will have any significant effect (on the future profits of Spirit Mountain Casino)."

The Tribe has lobbyists focused on national and

state politics, and liaisons keeping tabs on neighboring Tribes, said Tribal Council Chairwoman Cheryle Kennedy. "We'll protect our assets whatever it takes," she said. "Our goal for Spirit Mountain Casino is to maintain it as the premier resort in Oregon. And we'll continue to work on all of those fronts."

In response to other questions, Kennedy indicated that the Tribe is "proceeding cautiously" before embarking on efforts to make the casino "a full-scale destination resort"; that the increase in casino profit will go "hand in hand" with increased per capita at the end of the year, though she cautioned that figures released during the meeting accounted only for part of the current year's income; and Tribal Financial Officer Larry Kovach reported that discussions are underway with Bank of America about the possibility of opening a branch in Grand Ronde.

Tribal member Betty Bly reported that in some areas, volunteer groups support prisoners by delivering Christmas presents to their children in the names of their incarcerated parents, and she volunteered to head up a local group for Tribal inmates.

Congratulations to \$50 door prize winners: Tribal members Rose Jimmicum and Marce Norwest, along with Kim Rogers, manager of the Planning and Grants Development Department, who donated his winnings to the fund-raiser for 18-year-old Tribal member Amanda Jones-Schulte, the girl whose family is holding raffles to raise money for her heart-lung transplant; and to \$100 winner Tribal Elder Claudia Leno.

The next general Tribal Council meeting is scheduled for 11 a.m., October 12 at the Tribal Community Center. Meetings are generally held the first Sunday of each month, but the next meeting will be delayed in consideration of the start of hunting season.

Election Recount Required By Rules

A recount of all votes is required by Tribal Election rules "if there is a difference of one percent or less in the number of votes cast for the third and fourth place Candidates in Tribal Council elections," according to the Tribal Election ordinance which can be found on the Tribal website.

Election results announced at the September 7 Tribal Council meeting are final for Tribal Council Chairwoman Cheryle Kennedy and Tribal member Jack Giffen, Jr. whose second place finish was 3.28 percent behind Kennedy and 1.13 percent ahead of Reibach, but certification of the election results will only happen after the recount is complete. Reibach's third place finish was only .53 percent ahead of Mercier.

The recount was to take place at 3 p.m. Saturday, September 13, when the current issue of *Smoke Signals* was at the printer.

Casino's New Assistant General Manager Brings People Skills And Army Know-How To The Job

Richard Kline worked on "stealth" technology for the army and has been a successful cost-cutter for casinos across the country.

By Ron Karten

During 26 years in the military, Richard Kline spent time in Korea, Vietnam, Europe, the Pentagon and the Central Intelligence Agency. For the last eight years in the military, he ran the missile programs and "black (super secret) programs," including the development of "stealth fighters, night vision items and the chemical suits used in the Gulf War." Before he retired as a full colonel, he was working on a stealth tank.

"It's all a function of how you make corners," he said, "the way it reflects the sun."

His second career in the world of casinos came almost out of the blue. Following his service career, an old high school friend recruited him to head up hotel operations at the Taj Mahal Casino in Atlantic City.

Although on the surface, the army and casino worlds don't appear to have much in common, Kline said, "In this business, management and leadership are very valuable attributes."

He has also worked in leadership positions for the Trump and Tropicana Casino operations, and here in Grand Ronde, Kline sees himself "more involved in the day-to-day areas. I want to give Doug (Pattison, Casino General Manager) the opportunity to focus on (long term) strategies."

With the "overall strategic plan of the company, marketing strategies and communicating with the Board and Tribal Council," top among those strate-

gies, Pattison said that he was "looking for someone with extensive industry and leadership experience" for Kline's job. "He's got a pretty serious background," said Pattison. "I found him to have a broad knowledge of both casinos and the hospitality industry, and an ability to help the property continue to grow."

Kline considers "dealing with people," one of his strong points. "I've always built successful teams. The respect level has to be a two-way street, and you build it on honesty and integrity and sincerity, being dependable... I've always felt that one of the most important things is that you get what you give."

Among marching orders that Tribal Council has given to casino leaders in recent years, the drive to keep costs down has been a big one. So, it is no



Richard Kline

coincidence that Kline's expertise is exactly in that area. "Wherever he has worked, he has been able to cut costs by 10 percent," he said. "I believe in being a good shepherd of how you spend a company's money."

Although he has just arrived in Grand Ronde, he anticipates a hard look at creating savings in a number of ways through purchased products ("both quantities and costs"), employee use of these products (particularly on the hotel side), theft by both employees and guests, and energy conservation.

"In Atlantic City, we saved a million dollars in energy costs alone."

Kline has been married 36 years to his "very Irish" wife, Diane, and they enjoy three grown children and a grandchild. Both of his sons work in the marketing end of the Harrah's organization, though in different parts of the country, and his daughter is a teacher in Las Vegas.

Golf, skiing and running are among his interests. He runs 3-4 miles on weekdays and double that on the weekends, he said. He enjoys running competitively and though he isn't a big winner yet, he figures if he lives long enough, he will eventually win in his age group.

"One of the reasons I came here," he said, "was the people. I met some really quality people and it made my choice easy."