



Derek J. Bailey, Tribal Chairman
Grand Traverse Band of Ottawa and Chippewa Indians
2605 N West Bayshore Dr
Peshawbestown, MI 49682
(231) 534-7103

Ahnee (Hello)!

First, I want to wish everyone a “Happy Holidays and New Years!” I hope that you can enjoy time with your family and friends over the next two weeks, and really remember to embrace and cherish these times. For all the work we do, family and friends is what matters most! Please also be safe in your holiday travels.

This week’s email blast begins with some “holiday cheer” from GTB employees that work within our Health Department. All are also GTB members and have lived and worked in our communities for most of their lives.



1st picture: Wanda Raphael (Medicine Lodge Receptionist and Michelle Shaw (CHR). 2nd picture is Jennifer Greensky (Contract Health Specialist) and Stella Memberto (Contract Health Specialist).



(above): Bill Martell, LLMSW (Parent Educator), wishing everyone a Happy Holidays from the Behavioral Health programs!

Below is a recent mailing from President Obama to Tribal Leaders who attend the historic Tribal Nations Conference on November 5, 2009. I apologize for the clarity of the scan, but I thought it was important to include the President's letter as it speaks to his commitment for Indian Country:

THE WHITE HOUSE
WASHINGTON

December 11, 2009

Dear Tribal Leader:

I want to take a moment to thank you for attending our Tribal Nations Conference on November 5, and to reiterate the importance of our working together as partners, in ongoing dialogue, to address the many challenges facing Indian Country. My Administration is committed to realizing greater tribal participation in the policy decisions that impact Indian tribes.

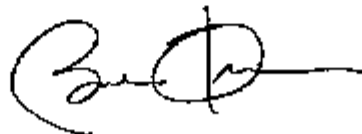
I would like to make three points about this objective. First, Kimberly Teehee and Jodi Gillette of my White House staff are working with Interior Secretary Ken Salazar and other Cabinet Secretaries on a report on the Tribal Nations Conference which I will receive in January. This report will help focus my Administration's attention on your priorities and the need to develop realistic strategies and timelines to address them.

Second, I am scheduled to receive a plan of action from each agency on February 3, 2010, which will set forth steps the agencies will take to fully implement Executive Order 13175, "Consultation and Coordination with Tribal Governments." The Presidential Memorandum, which I signed at the Tribal Nations Conference on November 5, 2009, directs each agency to develop these plans after consultation with Indian tribes.

Third, I want to emphasize that my Administration supports tribal self-determination. Enhancing the ability of tribes to build and sustain their own communities is a necessary precondition for successful and prospering communities. Meaningful dialogue plays an important role in formulating policy on economic development, job creation, and other areas, and I encourage your contribution to that exercise.

Again, thank you for your participation in this process. I hope you have a happy and restful holiday season. We have a lot of work to do next year.

Sincerely,





12.11.09 Last Friday I received a great tour of the Grand Traverse Pavilions (www.gtpavilions.com), and I want to thank Patti DeAgostino (Development and Marketing Director) and Kory Hansen (CEO). The Pavilions provides a continuum of health care and residential services that is community-based. I encourage you to please visit their website to learn more. It is quite extensive!

It was very inspiring to hear Patti and Kory's dedication and commitment to the wonderful services the Pavilions offers its residents. Great job!



12.17.09 GTB Tribal Manager, Jane Rohl, and I met with administration from the Benzie County Central Schools system (www.benzie.k12.mi.us). Our discussion was exciting and also very encouraging regarding educational programming focused on American Indian understanding. School officials are actively looking to engage the GTB in assisting with Native educational opportunities. Most "eye-catching" to me was the prepared thought for the meeting. GTB looks forward to working with the Benzie County Central Schools system for both GTB/American Indian students and all students in general!

Pictured above (L-R): Renee Osgood (Social Studies Director), Superintendent David Micinski, Jane Rohl and Principal Pete Olson. I look forward to our continued discussions.



12.17.09 Held at the Grand Traverse Resort and Spa (www.grandtraverseresort.com), was the Chippewa-Ottawa Resource Authority (CORA - www.1836cora.org) board meeting. We were grateful to host the CORA board meeting, and also host the holiday luncheon. Sitting next to my right at the table is Bill Rastetter, GTB attorney, who has extensive work experience and a lengthy work history with the Grand Traverse Band. His knowledge is appreciated and admired!



12.17.09 CORA Holiday Luncheon at the Grand Traverse Resort and Spa – a delicious meal!! I appreciate the Resort staff who worked hard to make this luncheon an enjoyable time for all!



12.17.09 New Traverse City Mayor Chris Bzdok (www.planfortc.com) and I met Thursday afternoon as one of our first, of several meetings! I look forward to collaborative efforts between GTB and Traverse City. We have so much to gain by working together and sharing goals that make our area/region prosper and flourish!



12.18.09 Today had another enjoyable lunch meeting with CDR Jonathan Spaner, United States Coast Guard (Traverse City - www.uscg.mil/d9/airstaTraverseCity). I sincerely appreciate CDR Spaner's outreach to GTB and the potential partnerships that our combined relationships present!

FEATURED STORY:

This week's submission comes from a very determined individual, GTB member Melissa "Missy" Petoskey, who is accomplishing several goals educationally and professionally. We are very proud of her recent accomplishments and growth. Missy has great potential! Below is an article that recently came out in which Ms. Petoskey was quoted (I know for some it might be hard to read – I apologize!):

Roll the Retail Dice

Casino gift shop hits the jackpot with steady sales

By Abby Hengst
Managing Editor



The Retail Gift Shop, a holiday merchandise department at the casino, is a popular spot. While the Hotel Boutique is in the main area, the gift shop is in the hotel and casino.

Are you feeling lucky? For Aaron Gage, guest relations manager at Turtle Creek Casino & Hotel in Wallingburg, Mich., he rolls on a little luck and a lot of skill to hit the jackpot with his retail store. He manages both the Casino Gift Shop and Hotel Boutique in the new gaming facility, and offers those who want to play the games the perfect place to spend their money.

"Our customers are less conservative than the average retail shopper and they're here to have fun, in he enthused," Gage said. "We know it's all about the impulse buy and they're looking for something they can wear to see to see or something. Because of this, we try to carry we wear longer, as people think about right now, are necessarily there, unless they are."

Gage has been managing the Gift Shop at Turtle Creek Casino since 1996, and since then, he has managed both the Casino Gift Shop and the Hotel Boutique, which is a small shop in the main area.

"Along with the two gift shops, the 54,000-square-foot casino includes 1,200 slot machines, numerous table games, 10-table poker room and high stakes area, plus a buffet restaurant, casual dining room, nightclub, three full-service lounges, ballroom and outdoor display area. The approximately 1,000-foot 157 guest rooms, including suites and hospitality suites, plus a fitness center and VIP underground parking."

Immediately adjacent to the casino gaming floor is the 916-square-foot Casino Gift Shop, while the 360-square-foot Hotel Boutique is on the third floor in the corridor connecting the hotel and casino.

"Both shops have a casual and fun theme to have fun, we try to find merchandise that is trendy and youthful, with a little bit of attitude," Gage

said. "Our customers are 99 percent adults, so it's important for us cater to a mature market and we find that a little bit of attitude works well."

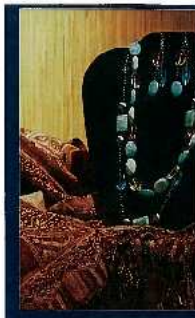
House Rules

In the Gift Shop, they try to carry items that were found elsewhere in Northern Michigan, and they sell items from merchandise and they already returned in the store. Because Traverse City is known as the Cherry Capital, they regularly carry a lot of vintage of the classic board game Monopoly, is a big seller. Also popular are used casino playing cards (printed on two corners) and use of casino dice, made into key chains.

"Our attitude and use of vintage mix in gifts, glass and a little bit of rock n' roll," Gage said. "We avoided the vintage name into different styles graphics on the t-shirt in the Gift Shop, and graphics and slogans on coffee mugs and other glasses are a little bit on the easy side."

The Boutique is geared toward more high-end, sporty and accessories, and the merchandise is a little more high-end than the merchandise in the Gift Shop. Brands include primarily apparel items such as Tribal, Tommy Hilf, and Women and Men's Jm, sunglasses, with jewelry offered at the same price points as in the Gift Shop, but different in style to match the apparel.

"Because we are in smaller quantities and have more variety, we have constant product turnover," Gage said. "Even locals will come in just to see if we have something new." To find something new, they visit week through various vendors and respond to e-mail orders by vendors while they visit. However, Gage said their success comes from having those people involved in buying. "Two staff members who report to him — Melissa Petoskey, guest relations



The attitude and merchandise at the Turtle Creek Casino & Hotel. Shop is located in the hotel and casino.

administrative assistant and Brandy Downey, guest relations supervisor — help with buying and staying on top of trends.

"I look out for up-and-coming fashions through TV, Internet and magazines," Petoskey said. "Along with pop culture, fashion, shopping and music, we provide a certain excitement for the direction that the Gift Shop is going."

When working with vendors and the casino occupies Petoskey looks at different vendors — their ideas, feel, price, seasonal variety, quality, quantity and availability.

"People want to feel good with their purchase," Petoskey continued. "So when I receive for brands, I look hard in the data base marks and reports what sales are into the concept of our warehouse, but keep those price points in mind."

In addition, a staff and supervisor watch what people are wearing and pay attention to what they are looking for. Gage noted that they listen

closely to staff and supervisors for what works and what doesn't work, always taking meticulous notes on customer feedback.

"I'm always open to new ideas," Gage said. "Listen to your staff and support them and welcome diversity in your staff, as some of the best ideas come from a mix of management crew of different demographics and different backgrounds."

In The Cards

Hiring the right people to work in the store is extremely important to Gage and his staff, and they try to use questions during the interview process that help them see how prospective employees sell themselves.

"We find that it makes a big difference," he said. "We ask a lot of open-ended questions because we're looking for someone who is open-minded and we generally ask them to show us an example of being enthusiastic."

Gage introduced 2010 the

seasonal hiring mix and familiarity of with the products carried, employees are encouraged to seek out information on their own from product vendors and the Internet to supplement their on-going training.

"We take time to discuss the merchandise with our employees," Gage said, "and obtain as much information as possible from merchandise vendors to relay to our staff. We love product literature that we can share and also take advantage of the nice vendor training when available."

The store itself is busiest during the Grand Traverse Woods's Ropes II September and firearm deer hunting season in the last two weeks of November, requiring additional product so for being through the holidays.

And being the sports-oriented state that Michigan is, the focus continues on the popularity of pro and college sports merchandise. The Detroit Red Wings sold their fall training camp in Traverse City, so Red Wings-themed

merchandise sells well during September and throughout the hockey season.

"Detroit Pistons, Lions and Tigers merchandise is popular when they are visiting," Gage added, "and University of Michigan and Michigan State University merchandise is a best seller for us during college football and basketball seasons."

And because there are both "winners" and "non-winners" in the casino themselves who step into the store, Gage said, it's important for the staff to read the customer's body language and attitude, to be sensitive to that and to speak with the customers.

"We always want to have the customer feeling good, with great customer service," Gage said. "So if you don't make a sale this time, perhaps you'll come back next time." And even if they're not as lucky out on the gaming floor, they're sure to hit the jackpot in the store. Roll luck, but good shopping? Push. **HH**



With our staff, we try to find merchandise that is trendy and youthful, with a little bit of attitude.

The Casino Gift Shop and the Hotel Boutique offer a variety of retail items and accessories, including category-related items.

This past week there were two GTB articles in the Traverse City Record Eagle (www.record-eagle.com), with one being on Parcel 45 in Antrim County (being signed into Trust status), and the other story I was honored to have been done regarding my first year as Tribal Chairman. Megwetch “thank you” to the Record Eagle for the opportunities it has presented its readers regarding the Grand Traverse Band!

- www.record-eagle.com/archivesearch/local_story_349072537.html (12/15/09)
- www.record-eagle.com/archivesearch/local_story_352072749.html (12/18/09)

Have a memorable and safe holiday week! Due to the holiday, this might be the last email blast of 2009! I know...wipe away that tear, because Dora and I have some exciting ideas for 2010 – standby!!

Chairman Bailey



(Photo courtesy of the TC Record Eagle; Jan-Michael Stump)

www.gtbindians.org

“A Nation grows stronger when built upon shared visions.”