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— Herman Williams Jr.
TRIBAL CHAIRMAN

Tulalips Say “Thank You” in New Television Ads

Against backdrops familiar to anyone who has visited the Tulalip reservation, a series of new tribal television advertisements highlight the recent accomplishments of the Tulalip Tribes. The ads, each of which says “Thank You” to the communities that have supported the Tribes in their economic and cultural development, focus on different Tulalip success stories.

“The Tulalip Tribes are not a for-profit business,” said Tribal Chairman Herman Williams, Jr. “We felt that people should see first hand how we are spending our resources.”

The first ad features tribal member Tracie Stevens, who carried the Olympic torch this past January, and Chairman Williams. Stevens and Williams

express their gratitude on behalf of the Tribes for the job creation, environmental stewardship, youth programs, and charitable donations realized over the past year.

“We are creating new jobs and new opportunities at Tulalip every day, and these ads are simply the best way we could think of to thank the communities that have supported our success,” said Williams.



Tracie Stevens

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From the Chairman...

We’re Proud of Our Success, But We Still Have a Long Way to Go.

By Herman Williams, Jr., Tulalip Tribal Chairman



Herman Williams Jr.

By the time you read this, many of you will have seen the television advertisements the Tulalip Tribes are airing throughout Western Washington. We made the decision to take to the airwaves because we truly believed it was the most

effective way to send a heartfelt “Thank You” to the people of our region, as well as show our friends, neighbors, and patrons how the revenues of the Tribes are spent.

We are proud that we have been able to return so much of the proceeds from Quil Ceda Village, our casino, and other enterprises into genuine improvements for the

Tribes and the surrounding community. Schools and libraries, the Boys and Girls Club, senior health care, environmental protection—these are the real beneficiaries of our success.

In addition, we have helped create hundreds of good, local jobs. Jobs that provide opportunity and

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"This is all about the future. We wouldn't be doing any of this if we didn't believe we can leave a positive legacy for our Tribes, for the local community, and for our region."

– John McCoy
QUIL CEDA VILLAGE
MANAGER

The second ad focuses on improvements to local water quality and salmon habitat—part of the Tulalips' ongoing commitment to restoring endangered salmon and protecting the natural heritage of the reservation.

In the ad, Environmental Specialist Daryl Williams kneels beside a recently restored creek, while explaining the value of these improvements to returning salmon. He goes on to tell the

contributed generously to the Red Cross and local Snohomish County Search and Rescue.

Tribal Council Member Mel Sheldon, who delivers many of the messages in the third ad, believes that these examples of community investment should make the entire region proud.

"What we have accomplished at Tulalip is proof that through teamwork and caring about the future, we can make great things

"The success of Quil Ceda will help drive the success of our entire local economy."

These high hopes are the subject of the final ad, which features the voices of McCoy and Tracie Stevens expressing their vision for the future of the Tulalip Tribes. The final line of the ad sums up the goal of the entire project, with McCoy saying, "with your continued support, we'll keep building a strong economy, and



story about how the Tulalip Tribes are working to protect forests and preserve open space as parkland.

"I have the best job on the reservation," explains Daryl. "Every day I get to do my part to protect the natural resources of our region."

Specific examples of how the Tribes give back to the community are explained in the third ad.

Every year, the Tulalip Tribes fully fund the local Boys and Girls Club, an after school haven for hundreds of children. The Tribes also provide health care for seniors, have placed hundreds of computers in the Marysville Public Schools, and this past year

happen," said Sheldon.

Current levels of success are not enough for the Tulalip Tribes. While over 300 new jobs have been created at Quil Ceda, and 2001 marked a new record for tribal giving, the tribes have big plans for the future. "Our plans call for more than 8,000 new jobs here within 15 years," said Quil Ceda Village Manager John McCoy.

strong communities."

"This is all about the future," said McCoy. "We wouldn't be doing any of this if we didn't believe we can leave a positive legacy for our Tribes, for the local community and for our region."

The ads will run throughout the spring and can be viewed on the Tulalip website:

www.tulaliptribes.com



Tulalip Boys and Girls Club

stability to families in Everett, Marysville, and other communities hit hard by the current recession.

Unlike a for-profit business, the Tribes do not reward their executives with stock options, fancy offices, or massive salaries. We are proud to run a lean operation that focuses on returning as much as possible to make life better for the entire community.

Unlike the Federal, State or local government, tribal governments do not have a variety of revenue sources – like income, sales, and property taxes, or the myriad of fees and levies we pay in our communities.

Instead, tribal governments rely on the resources available on the reservation. For years, we were a natural resource dependent economy. As fish stocks depleted, however, and the pressures to preserve our remaining forests grew paramount, we were forced to look to other means to support our people.

Like tribes throughout the nation, gaming proved to be not only more stable than fishing, but provided more jobs for both tribal members and our neighbors off the reservation. It is gaming that has afforded so many tribes a lifeline to economic stability, which means fewer social ills, less dependence



Artist's rendering of the new Tulalip Casino, expected to open in March 2003.

on the welfare state, and the doors of opportunity open to young people.

Here at Tulalip, we have been lucky – our Quil Ceda Village project is not only helping to diversify and expand our economic base, but we are creating jobs and opportunity for our entire area.

But we are not done yet. Until the Quil Ceda Village is completed, we remain largely dependent on gaming to sustain, and build upon, the success we have achieved.

We are proud of how far we have come, proud of where we are going, and proud of our investments in the people of our region.

The Tulalip Tribes are grateful for our success, and we will continue working in partnership with Washington State, Snohomish County, and the cities of Marysville and Everett to build a brighter future for all of us. We are committed to paying our fair share, and doing everything possible to help restore the economic vitality of our region.

We feel that because of our community investments, and because of your support, we are already on our way.

On behalf of Tulalip Tribes, thank you.



Tulalip Senior Center and Retirement Home

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– Herman Williams Jr.
TRIBAL CHAIRMAN



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Tulalip – Quil Ceda Messenger
Tulalip takes to the airwaves
to say “Thank You”



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Tulalip Teen Organizes to Help Others Project to give shoes to needy kids is “off on the right foot”

Loreal Jack, a 13-year-old Tulalip Tribal member, has started the Outstretched Hands Foundation, a non-profit organization dedicated to assisting low-income kids by supplying them with necessities – like shoes. The Foundation is working with the Marysville School District to identify children who simply cannot afford good shoes.

The Foundation kicked off with a successful ‘Hoop Shoot’

on March 2, where participants were sponsored to shoot free throws. Spectators ate spaghetti, and all proceeds from the event went toward Outstretched Hands.

Tribal Chairman Herman Williams, Jr. hopes others will follow Loreal's lead.

“It's nice to see a young person with a big heart,” Williams said. “She was brought up in a traditional culture, and she exudes

that. She wants to help so many people.”

“I think she stands out, but I hope that other young people are watching and pick up from it,”

Williams said.

