
MEMORANDUM

TO: AGUA CALIENTE TRIBAL COUNCIL
FROM: MIKE SCANLON
SUBJECT: LETTER WRITING CAMPAIGN OVERVIEW
DATE: 12-4-03

I would like to provide the council with a brief overview of some of the actions steps taken to date. As you will recall, the original campaign was designed as a step-wise process where by we built your political database, developed a sound messaging strategy and finally implemented and executed a number of tactics to mobilize your supporters for the compact renegotiations. Of course, much has happened in the past six months, and once again we have begun the process of mobilizing your grassroots supporters. Per our conversations with you at the council meeting this fall, we parachuted in our letter writing team to work with your employees to produce letters addressed to California's new Governor. The campaign was a smashing success.

As you know, the campaign was conducted on Wednesday, November 19th and Thursday, November 20th. We were able to garner over 400 letters, all personally signed by employees. These letters were immediately sent to the Governor, each personally crafted and signed by employees of your casinos, and delivered to his office. We have attached copies of each letter in two volumes for your review.

If you are not aware of how we conducted this campaign, our ground team landed in Palm Springs on November 18th to prepare and secure locations for the campaign. We spent one day, November 19th, at the Agua Caliente Casino and one day, November 20th, at the Spa Resort Casino. In each casino, we were able to set up in the team member dining room, where we conducted 12 hour shifts in order to achieve maximum exposure to the many shifts of employees. Employees were enthusiastic, interested in, and supportive of your efforts to renegotiate the compact with the Governor. Without their support, and the marketing efforts of the HR department, campaigns such as these would not be as successful.

The result is a ground swell of support from individual citizens, each of which is a potential voter. The message in the governor's office will be clear, your employees support the tribal leadership and their efforts throughout the state.

Again, I wish to simply bring you up to date on the most recent events in the mobilization portion of the campaign. Our ground team continues to work in Sacramento and provide the eyes and ears of the effort. All of our efforts will be directed at working directly with the Governor while at the same time, demonstrating to him that negotiating a compact

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that expands your operations will have a positive impact on the community, state and of course, public opinion of him.

As always, please call me with any questions.

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