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MEMORANDUM

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TO: TRIBAL COUNCIL  
FROM: MIKE SCANLON  
SUBJECT: CAMPAIGN UPDATE  
DATE: MARCH 26, 2003

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Members of the Tribal Council:

Please accept this brief campaign update to bring you up to speed on some of the details and tactics being used to successfully renegotiate your compact. These additions to our more comprehensive updates of last week will keep you abreast of the latest goings-on in your region and in Sacramento. You will recall that the mobilization phase is underway and our teams are working not only in the state capital, but also on the ground to garner public support (votes) that will serve as political cover with the Governor and express to him that it is critical for his political survival to negotiate with the tribe and sign a new, expanded compact.

I am excited to report that we are continuing to have tremendous success with our opinion-maker letter-writing campaign. Attached to this facsimile are 10 more letters from prominent members of the community, the Governor's own political family, and from elected leaders in the region. Of particular interest to you may be the letters written from Mayor George Stetter of Cathedral City and Councilmember Gary Bosworth from Desert Hot Springs. These letters will have a tremendous impact on the Governor and his willingness to renegotiate your compact.

Our team in the area will continue to work with local business leaders and other opinion-makers to keep the pressure on Governor Davis and his negotiating team to ensure that they are fully aware of the support the Tribe has on this issue. Opinion-makers like these are always very important to a campaign such as this, but they have never been more important, as we continue to watch the Governor's popularity numbers tumble.

Our negotiating team continues to have great success in Sacramento as well. Our team leader has had direct contact with the members of the state's negotiating team, and they will continue to pursue them on this issue.

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One point of clarification, it appears that you have received two letters from the Governor's office on the compact issue. Those letters appear to be clerical errors and automatically generated by the Governor's administrative staff. You may disregard them as our lobby team in Sacramento is working directly with the Governor's team to effectively articulate the Tribe's objectives.

In addition, we are including for your review and approval, a mock-up of a political advertisement we would like to run in the local newspapers. We believe that a positive advertising campaign run in support of our efforts is an important step in generating and demonstrating the kind of public support the tribe enjoys and the Governor will need. Furthermore, we will be running several radio ads with a similar message and will forward to you shortly, a script for your approval.

As we mentioned in last week's updates, the progress to date has been good. Our number one concern now is timing. It is clear that the Governor would like to stall the process for as long as possible, but we remain committed to keeping the pressure on the Governor to act – and act quickly. The campaign has been running smoothly to date, our lobby team has been given unequalled access to the process and the political cover that we have been providing by way of employee activism, opinion-maker support and everyday citizen activism will ultimately allow for a successful resolution to the negotiations.