

# ONEIDA INDIAN NATION



2016 ANNUAL REPORT

# Our Commitment to the Seventh Generation

The People and the leadership of the Oneida Indian Nation have identified three principal long-range goals to guide the community and economic development activities of the Nation and the administration and the leadership of the Nation. The adopted long-range goals of the Oneida Nation are as follows:

Help our Members achieve their highest potential in education, physical and mental health, and economic development;

Implement the legal and administrative structure for the stability and protection of Nation sovereignty, treaty rights, and government to government relationships; and;

Acquire, develop, and secure resources to achieve economic and social empowerment and self-sufficiency for the Oneida Indian Nation.

These long-range goals have been adopted by the Nation as a guide toward the accomplishment of a progressive dream. Simultaneously, the Nation plans to use the economic incentives available to a sovereign nation to inject new wealth and create jobs for the Oneida community and, significantly, the surrounding communities.

## **Contents**

A Message from the	Oneida Pride: Culture Showcased
Oneida Indian Nation Council	During Annual State Fair19
A Message from Oneida Nation Representative	A Culture of Sharing: Tradition at Shako:wi Cultural Center21
Ray Halbritter 3	New Venture: Oneida Heritage Shares Nation's Role as First Allies22
Protecting Native Heritage:	
Continued Growth as a Leader	Oneida Nation Enterprises:
in Indian Country6 - 7	Enterprises Continue to Advance Opportunity
	for Nation Members and Secure Stability
	Unto the Seventh Generation23 - 34
Oneida Nation Government Programs and Services:	
Building a Strong Community	

for Future Generations ......8 - 18



While we reflect on the past year and thank the Creator for what we have accomplished together as a people and as a Nation -- we must remember our responsibility to be ever vigilant with our decisions, taking into account the effect unto the Seventh Generation.

Our commitment to these future generations reflects our devotion to a set of simple

reflects our devotion to a set of sin but enduring ideals. We must care for our Elders and provide for and educate our children. We must preserve our unique cultural traditions and heritage. We must protect our Nation's sovereignty and treaty rights. And we must continue to grow our community

Today's Oneida Nation
leadership, diligent Members
and dedicated employees are
paramount to the success of our
enterprises, which secure our future as a

and regional partnerships.

Nation.

We continue to reinvest resources in our community, remaining a model of shared prosperity for the region even as so many others endure hardships and face uncertain times. We anticipate a future

that will bring many challenges and require a new level of focus and dedication. We are confident that the foundation we have built and partnerships we have forged will continue to protect this region's economy, expand our enterprises and guarantee a bright future not just for our people today – but for generations to come.

With continued success we have been able to support our Members with

quality healthcare, education and so many other services that give our people unparalleled advancement opportunities.

In 2016 the opening of the state-of-the-art Health Services at Dream Catcher Plaza was the culmination of a quarter century of investments in healthcare for our Members. During all of our hard

work in resurrecting our Nation and building our enterprises, we have never lost sight of the fact that our first and most important purpose is to take care of one another. Providing award-winning healthcare is a triumph for all of us.

Also continuing to evolve is our Language Program, reaching our youngest Members in an



"Look and listen for the welfare of the whole people and have always in view not only the present but also the coming generations, even those whose faces are yet beneath the surface of the ground – the unborn of the future Nation."

- from the Great Law of Peace

effort to preserve our native tongue. Educational opportunities are being utilized by our people at a higher rate than ever before, our Elders are enjoying a better quality of life and we continue to see an increase in attendance at our ceremonies and socials. We can all feel a sense of gratitude when seeing our people become so involved in advancing our Nation and upholding our traditions and culture.

As we move forward together, we, as Haudenosaunee, know the Creator's gifts must be tended and preserved unto the Seventh Generation. That remains our focus and our commitment to our Members.

#### Oneida Indian Nation Council

#### Turtle Clan





Dale Rood

Clint Hill

#### Wolf Clan



Ray Halbritter Nation Representative



Keller George



Chuck Fougnier



Kim Jacobs Nation Clerk

#### Bear Clan



Brian Patterson



Pete John



# Shekóli.

Over the generations, our people have weathered eras of great turbulence. Where others have withered in the face of change, we have weathered that change through perseverance and a commitment to investing not just in ourselves, but in future generations. As we can see from events all around us, we are once again living through a moment of tumult. Yet, as we look back on 2016, we can appreciate how all the work we have done up to this point has made the Oneida Indian Nation an anchor of stability in these uncertain times.

This stability is not an accident. It is instead the product of decades of diligent work and an steadfast commitment to the betterment of all of our people -- young, old and everyone in between.

That commitment reflects an unwavering goal of supporting Oneida families today -- and providing a bright future for Oneida families of tomorrow. Whether it is investments in social services, education, jobs, or cultural preservation, we will always be devoted to this vision of shared prosperity -- and our hard-earned

success in turbulent times has made us a national model for Indian Country.

One prominent example of how our work has anchored our community here in Central New York can be seen in our healthcare investments. This year, we opened the Bassett Oneida Health Center and consolidated our own healthcare services into a new Oneida Nation Health Services location, which has brought two new health facilities to Central New York. At a time when America's healthcare landscape is in flux, this landmark achievement has expanded healthcare access not only to Oneida Indian Nation members and other Native Americans, but also to Oneida Nation employees, their families and the general public.

Everything about these projects illustrates our commitment to reinvestment in this community -- the equipment and technology provides state-of-theart healthcare, and the facilities are located in our

newly renovated Dream Catcher Plaza, whose new aesthetic reflects our people's unique heritage. We are working to create an island of healthcare stability and predictability right here in Central New York.

In terms of our businesses, of course, the tourism economy is

perpetually in a state of flux because of alwayschanging preferences and tastes. On top of that, we will soon face competition from newly approved gaming enterprises in neighboring communities. These challenges are real -- but we have carefully prepared for them, and have worked to fortify our position as the anchor tourist destination in the region. We have done that by making major investments in our enterprises -- and in our award-winning workforce.

In 2016, those investments could be seen in us celebrating the first year of success at our new Yellow Brick Road casino in Chittenango. They could also be seen in our brand new 125,000 square foot gaming floor at Turning Stone, replete with nearly 2,000 slot machines, 85 table games and the new Casino Blu. A state-of-the-art casino within a casino experience, Casino Blu will offer guests the best, and one of the only, smoking-permitted gaming floors in the region. We also are upgrading our food offerings with new world-class restaurants managed in-house by our enterprises.

In addition to those improvements, we have invested in a floor-by-floor remodel of the Tower hotel, bringing a fresh, clean design to the property and introducing an entire floor of hypo-allergenic guest rooms. This industry-leading design is just one of the latest examples of Turning Stone's dedication and commitment to providing guests the ultimate experience and innovative amenities. We are staying ahead of the competition by always staying ahead of the trends in the tourism economy.

We can see the success and quality of these programs and enterprises all around us.

This year, for instance, we were thrilled to see the Oneida Indian Nation Police force receiving the top honor from the Commission on Accreditation for Law Enforcement Agencies, which is considered the gold standard of public safety agencies. We were also gratified by the recognition we received from the Utica Dispatch, which profiled our business success. As the newspaper noted, more than two decades after we began building our modern-day enterprises, "Oneida Nation Enterprises has become Oneida County's largest private employer and the economic ties between Turning Stone and the community surrounding it have grown."

We are proud of the ties and constructive partnerships we have forged with our neighbors -- but we also know that we must remain vigilant in our efforts to preserve and protect our culture and sovereignty, and that of Indian Country throughout the United States. We know there can be no retreat from the cause of equality for our people and future generations.

The Oneida Indian





To that end, we have continued to build the Change the Mascot campaign, aimed at ending Washington's professional football team from marketing, promoting and profiting off a dictionary defined racial slur aimed at Native Americans. We have also stood in solidarity with the Standing Rock Sioux as they have bravely fought to protect their clean water supplies and their homelands from an energy conglomerate's encroachment.

Along with these tough fights, we also took time to celebrate our heritage. In 2016, it was Oneida Year at the New York State Fair — a moment in which our heritage was on display for all of our state to see. In the coming year, we are looking forward to similarly celebrating the opening of the Museum of the American Indian. Thanks to our partnership with the museum, our ancestors role in the Revolutionary War will be prominently featured at the groundbreaking of the new facility in Philadelphia in 2017.

Change can be difficult and unsettling, requiring strength and perseverance. That can be intimidating to many -- but it is not for the Oneida Indian Nation. We have always faced affronts to our sovereignty, our heritage and our economic success -- and we have always successfully faced down those challenges with our commitment to collaboration, civility, mutual respect and hard work.

As we enter a new year, I am absolutely confident about the prospects for our future -- and the future of the seventh generation. With our values, our track record and our focus on reinvestment, the path forward for our people is brighter than ever.

N∧ ki<sup>9</sup> wa,

Ray Halbritter

Oneida Nation Representative

Protecting Native Heritage

# Continued Growth as a Leader in Indian Country







The Oneida Nation's major investments in its enterprises and employees this year advanced opportunities for its people, and continued its work as an economic engine in Central New York. The Oneida Nation also became partners with a variety of organizations to protect the civil rights of people throughout Indian Country, to preserve its sacred heritage and to strengthen basic services for Native peoples. That included the opening of the Oneida Nation Health Services – serving all American Indians.

# First Allies Legacy Secured through Museum Partnership

Preserving the legacy and culture of Oneida ancestors is an important undertaking vital to safeguarding Oneida Nation history. To guarantee that the historic partnership between the Oneidas and American colonists is never forgotten, the Oneida Nation became a founding donor to the Museum of the American Revolution, set to open in Philadelphia in 2017. Here, the important legacy of the Oneidas as the First Allies to the United States will forever stand as a reminder of their pivotal role in the founding of the United States.

"American Indians have long been linked to statistics of poor health. We are proud to be at the forefront of the effort to turn those numbers around by providing top-quality care."

 Ray Halbritter,
 Oneida Nation Representative and Nation Enterprises CEO



# Nation Led Movement Advances American Indian Civil Rights and Gains International Support

Since the launch of Change the Mascot campaign, a civil and human rights movement led by the Oneida Indian Nation, the movement has garnered support across the country and world. Several schools around the country have changed their mascots, a new California law bans the use of such mascots in public schools. Meanwhile, members of the British Parliament called on NFL Commissioner Roger Goodell to consider changing the name of the NFL's Washington team mascot ahead of a game in London.



Standing alongside Amanda Blackhorse, a well-known opponent of the Washington NFL team's name, Halbritter spoke at the 2016 Carlisle Journeys: Celebrating the American Indian Sports Legacy conference in October. "Amanda and her fellow petitioners have been unafraid to speak truth to power, challenging the federal registrations of the Washington NFL team ... she remains undaunted and continues to press forward."



# Nation Members Join Standing Rock Sioux Tribe in Demonstration of Peace and Unity

Several Oneida traveled to the Standing Rock Indian Reservation in North Dakota in October to provide support to those who bravely stood on the front lines of the Dakota Access Pipeline conflict. In addition to tribal members from across the country, thousands of others showed up to stand in solidarity against the pipeline. The broad coalition spotlighted how the pipeline could endanger the Standing Rock Sioux Tribe's water supplies, threaten their sacred sites and infringe on their basic civil rights.



Today, the Oneida Nation community is thriving – nearly 70 Members are pursuing higher education, thousands have access to state-of-the-art healthcare and more than 13,000 acres of ancestral land have been returned to its people.

A long-term vision has made this prosperity possible. Nation leadership has worked hard to represent the resolve of Members by continually upgrading Oneida Nation Enterprises, reinvesting in our community and working to provide for future generations. These efforts have created a model of success for the region and all of Indian Country.

With all of these achievements, it is hard to believe that just 25 years ago the Oneida Nation had possession of only a few acres of ancestral land. Back then, we had merely a collection of surplus trailers for housing and only a few Oneida Members were enrolled in college. A smoke shop and bingo hall kept a few dozen people employed, most did not have access to healthcare or insurance and very few spoke the Oneida language.

Now, with thriving language and cultural education programs set up to preserve not only the Native tongue but all Oneida history and culture, the Nation is a real-life modern-day epitome of a phoenix. We have risen from the ashes to resurrect and rejuvenate our people.

The memories of these uncertain beginnings fuel the ongoing desire to enrich, safeguard and advance our people. From youth to Elders and everyone in between, the Nation's governmental function is to provide security and opportunity for its people, all while laying a stable foundation for the Seventh Generation.



Underscoring its leadership's commitment to providing award-winning healthcare, the Oneida Nation this year opened a brand new state-of-the-art facility uniting primary care, dental, diabetes, behavioral and community health under one roof. The new location provides Oneida Nation Members and health services clients the best in care for all ages and stages of life.

"It is an honor for the Nation to be at the forefront of providing such exceptional healthcare offerings for our Members and all American Indians – a community in need," said Oneida Nation Representative Ray Halbritter.



Items on display in the reception area range from archival beadwork and baskets to modern day crafts created by Oneidas participating in classes offered through the Shako:wi Cultural Center.

"The quality and competency of the Health Services is truly a remarkable moment in the lives of those that are served through this facility. I believe our Oneida Nation Health Services is second to none."

- Brian Patterson (Bear Clan)

Council Member

The convenient location at Dream Catcher Plaza makes it easier for the 3,500 American Indian patients served to access. On-site radiological services are available, if clients choose to use them, at the Bassett Oneida Health Center which opened next to Oneida Nation Health Services earlier in 2016.

"Living the life the Creator intended starts with good health," Halbritter added. "That is why it has always been our top priority to focus on the wellbeing of our people. Providing resources and opportunities for healthy living is a cornerstone of our commitment to our people and unto the seventh generation."

The external façade of the building and the parking lot at Dream Catcher Plaza have also undergone an upgrade adding a fresh look to the Oneida plaza.



"I was living here in the early 1970s. All we had was a dirt road with 36 trailers. But we knew we could do better. And thanks to our economic engine, we are now able to focus on better healthcare, better housing and better education for all our people."

> - Chuck Fougnier (Wolf Clan) Council Member

# ONEIDA NATION HEALTH SERVICES By-The-Numbers

Services: Primary Care, Dental, Diabetes, Behavioral, Community Health

Reception area: The 1,600-square-foot reception area features three reception desks with overhead lights indicating check-in availability for patients in the waiting areas.

Décor: An emphasis has been placed on the Haudenosaunee culture with two large display cases in the lobby featuring Oneida artifacts and craftwork courtesy of the Shako:wi Cultural Center. The Six Nations wampum belt design can be seen throughout the building – including in the reception area wall mosaic and in the colors chosen to decorate the facility. The Oneida Nation wampum belt design can be seen in the floor tiles as well.

Staff: 41 full- and part-time staff members including:

- 2 full-time family practice physicians
- 1 full-time family nurse practitioner
- 6 part-time contract medical doctors
- 1 part-time endocrinologist
- 1 part-time podiatrist
- 2 part-time psychiatrist
- 1 part-time psychologist

#### **Number of Rooms:**

- 10 exam rooms
- 1 health education room
- 2 conference rooms
- 5 dental rooms (operatories)
- 2 nurses stations
- 8 behavioral health offices

1 Joslin Vision Network eye room

1 business office suite





From cataloging the Oneida Nation Library's collections to handling a variety of retail tasks at local SāvOns, those enrolled in the Oneida Indian Nation's Youth Work Learn (YWL) program had a very productive year. The YWL program, established 25 years ago, has provided 13- to 19-year-old Oneida and American Indian youth an introduction to the professional world by placing them into various employment settings during a six-week period during the summer.

Sadie Shenandoah-Stanford (Wolf Clan) made the most of her first year in the program as an assistant in the Oneida Nation Library at the Ray Elm Children and Elders Center. "This program really helps prepare you

for the real world," said Sadie. "I'm learning skills I would need for a job. I'm going to have experience."

Another integral component of YWL is the annual two-week archaeological dig, offering 13-to 15-year-olds an opportunity to explore their history. Unearthing artifacts that belonged to their forebears provides the youth with a tangible link to their past.

Jaden Confer (Turtle Clan) holds an artifact found during the annual summer dig.

"Some of these rocks have a butter-knife edge to it, that's what we were looking for," explained 15-year-old Jaden Confer (Turtle Clan), a first-year participant who worked on a site located on Oneida Nation homelands that are dated prior to European contact. "It was pretty cool to see the different kind of rocks and evidence of different times," Jaden continued.

Since the program's inception, more than 500 youth have been introduced to careers and adult responsibilities.

# First Tee Program Succeeds at Oneida Nation

The Oneida Indian Nation once again partnered with the Central New York PGA and the First Tee of Syracuse to work with children in the recreation department's Summer Jam program. The First Tee is a national initiative that aims to build character, help children make healthy choices and instill life-enhancing values through golf.



"It's grown from a small handful of players and then, the next thing you know, we've grown to 30," said Eric Lorenzetti, head golf professional at Turning Stone Resort Casino. "We take what they learn as beginners and apply it on the course. We talk about etiquette, life lessons and core values and how to apply it to other aspects of life."

First-year students received a set of golf clubs during a ceremony in September.



Rhys Kennedy (Wolf Clan), 8, was one of the students enrolled in the First Tee program. "I like going on the putting green and riding on the golf cart," he said, before adding that the hardest thing, "is to get the ball off the grass."

# Nationally Accredited Early Learning Center Continues to Thrive

Nearly 70 children attend the Early Learning Center, accredited by the National Association for the Education of Young Children (NAEYC).

Dedicated to staying current with childhood development programs to provide the best opportunities for Oneida Member children and all students, the center is among only eight percent of early childhood learning centers that receive this prestigious certification for excellence.

This year Early Learning Center staff traveled to the NAEYC's annual conference, dedicated to help educators explore learning practices that meet national standards of quality.

Four teachers graduated with BS degrees in early childhood education or a related field and together, the staff completed a self-study to renew accreditation, again granted and effective for five more years. Collaborations with other Nation departments and the local county health department helped develop an on-site Staff Development Day.



Young learners absorb so much information. With that in mind the Oneida Indian Nation Language program and Madison-Oneida BOCES (MOBOCES) began developing a curriculum and creating best practices to ensure all children at the Early Learning Center learn the traditional Oneida language. With one-year of collaboration behind them the staff at BOCES is working on a plan to not only benefit the children at the ELC, but to help current Oneida

language teachers and ELC staff bring Oneida to all who want to learn.

"The early learners are the ones picking (the language) up early," said Colleen Wuest, director of early childhood programs at MOBOCES. "They are becoming bilingual whether or not they use it. They are hearing it, repeating it, and using it

throughout the day, which is beneficial for all."

"The main concept is to understand each other. Our goal is not to produce fluent speakers, but to have people able to understand enough to carry a conversation. You can go through the center, and you hear 'hanyo, hanyo — come on.' These are just simple things that they hear all the time," added Mary Blau (Turtle Clan), language instructor.

These combined efforts follow the decades-long quest by the Oneida Nation to preserve the native language. Aside from the work by BOCES, students learn from common materials displaying Oneida

language such as coloring books, crayons and a Memory-style card game.

Other language items available include a grocery list, greeting cards illustrated by student Chelsea Jocko (Wolf Clan), a Thanksgiving Address booklet and the state-of-the-art Oneida Basic language app available on iTunes. All these resources

and eager learners help ensure that the Oneida Language will persevere.



# Quality Education Opens Doors for Success

Providing robust academic programs and opportunities to all Oneida Members remains a primary focus for Oneida Nation leadership, which has always believed a quality education provides the necessary foundation for a successful future.

Since the launch of the Nation's Scholarship Program in 1990, more than 400 Oneida Members have received financial assistance in their successful pursuit of high school diplomas, certificates, undergraduate and graduate degrees and doctorates.

The program, now in its twenty-seventh year, continues to present a variety of choices for eligible Members, rewarding those who demonstrate the

commitment, dedication and hard work needed to achieve success. Some of the more popular areas of study this year include business management, psychology, culinary arts and education.

Financial aid is available through the program for Members pursuing post-secondary education in a college degree program at a regionally accredited institution, or a certificate program from an accredited or non-regionally accredited institution.

Cash incentives and awards are available for academic achievements such as making the Honor or Merit Roll. The awards are also available for graduates from high school and above, GED recipients and those who earn a vocational certificate.

Members who have received assistance earning high school diplomas, certificates, undergraduate degrees, graduate degrees and doctorates since 1990 Members enrolled in Ph.D programs Members enrolled in master's degree Members enrolled programs in bachelor degree programs Members enrolled in associate degree, trade or certificate programs Members currently enrolled in higher education programs



More than 140 American Indian Elders and caregivers from across New York State came to Turning Stone Resort Casino for the 16th annual Elders Conference in May.

**Nurturing** 

The event, titled "Aging Well: Nurturing Your Spirit and Yourself," featured guest speakers and workshops focused on an array of topics from the benefits of social interaction and eating real foods, to chronic pain management and healing across generations.

Darryl Tonemah (Kiowa/Comanche/Tuscarora) was the keynote speaker at the conference. His address "The Tradition of Personal Wellness" resonated with the audience, including Pat Rietz (Turtle Clan).



"I loved it. I absolutely loved it," she said of the event. "Everything was very, very good and the speaker was exceptional."

"I'm getting out and love it because I love to be with my sisters (Kris Powless and Susie Wandersee). We have a lot of fun and we make a lot of people have fun with us."

"Elders have so much to offer to the younger generations. Our children's generation, they aren't involved. They don't see the goodness of it right now but they will because we didn't either when we were in our 30s. We were too busy with our (immediate) family, keeping meals on the table. But as we got older we realized this, this is our heritage. This is who we are."

The Elders - the keepers of the wisdom - know the importance of staying in touch with family and friends and they know the positive impact it can have in life.

Rose Tompkins (Wolf Clan) and Linda Williams (Turtle Clan) joined a panel discussion on how to improve one's quality of life while living with chronic illness during the Elders Conference.



n March, the 21st annual Three Sisters Dinner welcomed more than 100 guests to celebrate the sustainers of life – corn, beans, and squash. This year's dinner, seen by many as the first sign of spring, was held at Shenendoah Clubhouse at Turning Stone.

"It is so important for the Oneida to host this event," Karen Pierce (Turtle Clan), said. "It gives others a chance to learn about our culture, so that everybody can see what it is. Not everyone goes to the ceremonies so this is a nice way to learn. But it's really about family. I just like seeing everybody. You get to see your cousins, your family, everybody."

"This is a chance to renew old acquaintances. I think they (the Oneida Nation and the Government Programs and Services) are doing a wonderful job with all they're trying to do."

- Susie Wandersee (Turtle Clan)

The event is sponsored by the Nation's Health Services Diabetes Program. The program raises awareness of diabetes and its prevalence in American Indians. Events like this, along with various programming during the year, give current and future generations' tips on disease prevention and management strategies.



Kids Day Showcases Services

Visionworks and United Healthcare.

Nation as well as community partners including the Oneida YMCA, Oneida County Office for the Aging, Rome Memorial Hospital, Empire

A picture-perfect early summer day greeted guests at the 23rd annual Kids Day held in the courtyard at the Ray Elm Children and Elders Center.

Amid the hustle and bustle of the super hero-themed event sat Val Scott (Turtle Clan) who held in her arms just one of the many important reasons for this event – 11-month-old Kaiya, daughter of Melissa Bembry (Turtle Clan).

Val noted that Kids Day had humble beginnings, first held in the lot near the original Health Center on Territory Road.

"It's a lot bigger now," Val said. "When we first started doing it, it was in the parking lot ... It was very small and everything was homemade."

Even though the event has grown in scope, she said it still reflects, "...the true meaning of kids day. It's an opportunity for services to be one-on-one, and provide education to the public."



The Oneida Language booth offered a cornhole game for prizes, the Nation' Recreation Center booth let kids test their superhero skills, with offerings such as archery, and the booth put together by the staff at the Shako: wi Cultural Center featured a matching game highlighting American Indian heroes such as Richard Chrisjohn (Wolf Clan) and Olympian Jim Thorpe.

The annual Kids Day event is one of many activities planned throughout the year for Oneida Nation Members, Oneida Nation Health Services clients, and employees.



# Elders' Brunch Celebrates Cherished Population, Highlights Milestones

As a day to come together to celebrate and note the achievements of the past year, the Nation's annual Elders Brunch hit all the high notes in 2016.

"While we have had an enjoyable prosperous year – the Oneida Nation has remained dedicated to our steadfast work of preserving our culture and heritage," reflected Ray Halbritter, Nation Representative and Oneida Nation Enterprises CEO.

"Through education, entertainment and technology we continue to answer questions about our people and values, enlightening our neighbors about who we really are as a Nation – strong, resilient and while deeply rooted in tradition, still very engaged in today's culture," said Halbritter.

The event featured healthy food from the chefs at Turning Stone and an opportunity for Members to come together as a community. Guests celebrated milestones, such as 20 years of the Early Learning Center, major advances in the Oneida language, and the upgrades and relocation of the Oneida Nation Health Services to Dream Catcher Plaza.

"As we work persistently to instill our young generations with the same pride that we have in our Nation, we honor all of you, our Elders, who have paved the way for our present-day successes," added Halbritter.

# GOVERNMENT PROGRAMS AND SERVICES 2016 By-The-Numbers

- 30 participate in Summer Jam First Tee Program
- 36 Students attend the After-School Program
- 20 participate in Junior Youth Ambassadors Program
- 12 participate in the Youth Ambassadors Program
- 60 Elders attend Healthy Heart Lunch in February
- 61 trips by the Elders Program
- 8,504 meals served for Elders in the Congregate Meals Program
   1,182 home deliveries
- **55** attend Diabetes Wellness Days
- 141 Elders and caregivers attend the "Aging Well: Nurturing Your Spirit and Yourself" Elders Conference
- 2,954 items were checked out at the Oneida Nation Library
- 15 local elementary schools visited by the Language Program to share the Oneida language and reinforce the 4th grade curriculum on the study of the Haudenosaunee
- 4 teachers at the Early Learning Center earn bachelor degrees in early childhood education or a related field
- 650 Oneidas and guests attend the Member Picnic
- 110 attend the Kids' Day event
- 100 attend Three Sisters Dinner
- 300 attend annual Halloween Party



This year was Oneida year at the Six Nations Indian Village at the New York State Fair – allowing the Oneida Nation to have a higher-profile presence at the annual event. Among the usual crafts and exhibits visitors were able to see Oneida Princess Jenna Jacobs (Wolf Clan) lead dances and discuss everything from opportunities for Native youth, to the importance of keeping up with traditions.

Serving as a role model and leader for younger generations, Jenna received positive feedback from many kids who were happy to dance with her and join her on trips to explore the fair.

Brooke Thomas (Wolf Clan), Madison Dickerman (Turtle Clan) and Josie Gibson (Turtle Clan) joined Jenna serving as ambassadors for the Indian Village.

Oneida Nation Representative Ray Halbritter joined Oneida Princess Jenna Jacobs on Oneida Day at the Six Nations Indian Village.







"It's more of an honor, a position," Jenna explained. "I found myself explaining to a lot of different people the way our system (of governance) works and how our Nation is run by a council. A lot of people asked how I became Princess and I told them I had to apply for it. That surprised them."

The Six Nations Indian Village united the Seneca, Cayuga, Onondaga, Oneida, Mohawk and Tuscarora nations for twelve days to exhibit the history and culture of the Haudenosaunee. The nations cooperatively displayed arts and crafts and agriculture. They also demonstrated traditional dances and cooking, and had their own special day to highlight their traditions.

The history of the Indian Village, the role of the Oneida Council and the impact of Oneida government on the United States, were among the many topics Ray Halbritter, Nation Representative, addressed during Oneida Day.

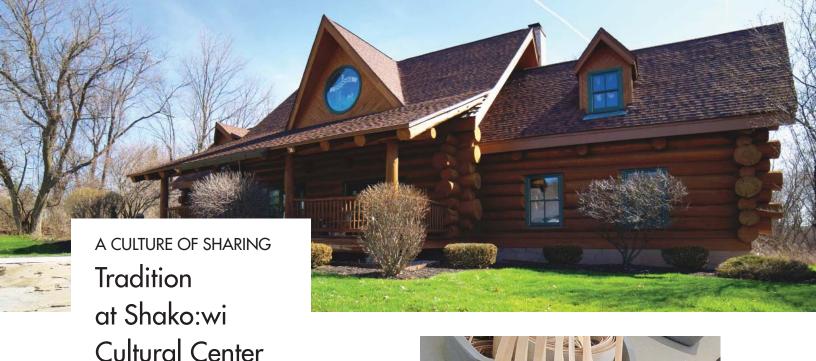
New York State Fair.

and phrases in the Oneida language. The crew sported the shirts on Oneida Day at the

"The Indian Village was established so that people would understand the history of New York and in particular this region," Halbritter said. "The region we are in is the Onondaga Nation territory and around you you'll see booths and buildings which have exhibits, artifacts and crafts from the 17th century period and on."

Sheri Beglen (Wolf Clan) led the Oneida program on Oneida Day as the Nation's young Members sang a song followed by Members performing several social dances and encouraging fairgoers to join with them in the uniting

Round Dance.



From painting and basket-making to gardening and film review, the Oneida Indian Nation's Shako:wi Cultural Center offered a variety of cultural classes and programming for Oneida Members and the community this year.

Throughout the summer several people participated in the Cultural Center's Three Sisters Garden project filling 14 — 10' x 10' mounded areas with garden favorites. Besides corn, beans and squash — the Three Sisters — gardeners grew tomatoes, peppers, watermelons, cucumbers, carrots, strawberries and beets along with sunflowers, rosemary, lavender and marigolds.

In late July several women interested in the art of basketry joined together in the Nation Cookhouse to partake in a basket-making class led by artist Sheila Ransom. It was a long and arduous project but, in the end, several Oneida and other American Indians could proudly proclaim they made a basket – by hand.



"I never believed it could be this hard but, obviously, you can do it," said McKenzie Williams (Turtle Clan). McKenzie had already taken several classes through Shako:wi including a cradle board class. She admitted this class was her favorite.

"These classes are awesome," McKenzie continued. "Now I know I can make some (more) baskets. I can do different ones," she said. The class was just one of many geared toward helping Oneidas and other American Indians learn traditional crafts.

Shako:wi underwent a minor facelift in the spring when an important support beam was replaced on the front porch. The entire decking had to be removed while the White Pine log was hand worked to fit exactly into place, to seamlessly align with the original design.





neida Heritage, a new venture by the Oneida Indian Nation, officially opened its doors in June joining the Sherrill business community. The one-of-akind sales and rental business seeks to be an asset to local historians, war re-enactment enthusiasts and TV and movie production companies seeking to preserve American war history.

Role as First Allies

A uniform belonging to the late Oneida Member Theodore (Ted) Phillips (Turtle Clan), a staff sergeant in the Army serving in World War II and the Korean Conflict, was donated to Oneida Heritage and is on public display.

Important military personnel such as Phillips and the stories from the wars often become the focus

of re-enactment efforts, and other historical celebrations, including movie and TV productions that document the conflicts. These tributes are the types of stories Oneida Heritage hopes to enhance with its artifacts.

Military guns, uniforms, costumes, cannons and a Jeep from WWII are among the other items on display at the new store. Large dioramas spotlight the Revolutionary War, the

"What I like about Oneida Heritage is, really, it gives us a way to focus on different veterans. We have been participating in wars and conflicts since the creation of this country. Now we're honoring some of these veterans."

- Dale Rood (Turtle Clan) Council Member

War of 1812, Civil War, and World War II. In an effort to bring the past to life and preserve the culture and history of the Oneida Indian Nation, Oneida Heritage makes important artifacts available to the public. In line with this vision, the shop also sells Oneida hand-crafted jewelry, baskets, artwork and lacrosse sticks, as well as hand-made American Indian pottery. Oneida Heritage's wide selection of

books and DVDs are also available for the most ardent heritage history buff.

Oneida Heritage works closely with groups dedicated to preserving the forts and battlefield sites for posterity.

Dale Rood (Turtle Clan), studio operations director at Four Directions Productions and Ted Phillip's nephew, celebrates the grand opening of Oneida Heritage with Ron Patterson (Wolf Clan), heritage rental and sales manager.





neida Nation philosophies and strengths shine through in all enterprises: diligence, perseverance, hard work, commitment and above all else — exceptional hospitality. Employee conduct, diverse offerings of big-ticket events and the unwavering presentation of exceptional settings are a constant reminder of the high service standards exemplified throughout all Nation enterprises.

Creating a world-class environment for guests — whether checking into The Lodge at Turning Stone, pumping gas at SāvOn or playing cards at The Yellow Brick Road Casino —is a critical part of reflecting the tradition and culture of the Oneida Nation and positively representing its homelands in Central New York.

Yet another prosperous year of upgrades and investments help secure Turning Stone Resort Casino's status as the premier destination resort in Central New York. Some of the milestones include:

- Oneida Nation Makes \$20 Million Investment
- Ska:na: Spa Celebrates 10 Years
- Yellow Brick Road Turns One
- SavOn Continues Extensive Welcoming Upgrades
- Shenendoah Redesigned

These highlights – and so many other achievements – are the product of years of thoughtful planning. In the coming years, these types of reinvestment initiatives will fortify the Nation's economic security in the face of an ever-changing tourism economy.



The Oneida Nation is at the forefront of bringing innovative amenities and exciting events to the region. By keeping its enterprises fresh, exciting and engaging, the Nation has paved the way for gaming in the state and raised the bar on hospitality standards and expectations in Central New York.

## Brand New Gaming Floor, New Food Hall and Redesigned Tower Hotel Rooms

One of the most extensive upgrade projects in the resort's 23-year history, the \$20 million investment in modernized features and amenities at Turning Stone Resort Casino includes a new gaming floor and the grand opening of Casino Blu – a new casino concept within Turning Stone.





- The makeover offers guests the region's only smoker-friendly gaming floor with a state-ofthe-art air filtration system, as well as smoke-free facilities.
- An all-new Food Hall created 80 new jobs and continues one of Turning Stone's signature traditions of offering guests exclusive highquality dining at six new fast casual restaurants.
- Guests who check into the AAA Four Diamond rated Tower hotel will experience the redesigned and upgraded guest rooms featuring local craftsmanship and furnishings.

The investments in Oneida Nation Enterprises are an investment for the entire region. Central New York is the sacred and eternal homelands to the Oneidas and will continue to be developed and advanced as a vital element in safeguarding the Nation's commitment to the seventh generation.



# Ska:na: Spa Turns 10, Employees Onboard Since the Beginning

When many local businesses were closing or relocating in 2016, the Oneida Nation opened Ska:na: – now an internationally recognized spa. Rated among the best in the world, Ska:na: is the first American Indian themed spa in the Northeast and just celebrated 10 years of providing world-class service.

## Yellow Brick Road Casino Celebrates a Successful First Year

The one-year anniversary of the Chittenango casino was a celebration of partnerships, revitalization and economic growth. Representatives from Northland Communications and Tops Supermarket came out to praise the Nation for taking a chance on redevelopment when they opened the \$20 million, 60,000 square-foot casino one year ago in the underused plaza.

This continued success of Yellow Brick Road Casino represents the realization of a set of important ideals to the Oneida Nation: that the best investments are the ones made here in Central New York, and that success of Nation enterprises will always be linked to the success of the entire region.

"Central New York has had its shares of ups and downs, but partnerships with communities like Chittenango will continue to make this area a major tourist attraction and help revive the economy," said Nation Representative Ray Halbritter.

## Enhancing the Already Popular Shenendoah Golf Course

World-renowned golf designer Rick Smith was back at Turning Stone this year to oversee the redesign of the resort's popular Shenendoah golf course, which he originally designed more than 15 years ago. With the redesign, Turning Stone and Smith are focused on making Shenendoah a top 100 golf course, alongside Turning Stone's Atunyote and Kaluhyat which are already ranked as such. With three top 100 ranked courses, Turning Stone would join the prestigious list of only four other resorts that have this distinction – Pebble Beach, Pinehurst, Kohler, and Bandon Dunes.

One of only two resorts in the state to be named to the 'Best Golf Resorts of the Americas' list by Golf Digest, Turning Stone was selected to host the 49th PGA Professional National, during the esteemed organization's centennial year.

In Turning Stone, the Professional Golf Association found a championship course for their respected tournament, which features a field of 312 players among the finest in the association. The PGA also found a partner that it felt confident would embrace the National Championship and its golfers.



Syracuse University Men's Basketball Coach Jim Boeheim joined Oneida Nation Representative and Nation Enterprises CEO Ray Halbritter, also a PGA professional, for a special event leading up to the PGA Professional National. Boeheim hit the greens the same day.



"The Oneida Nation, and the whole resort casino, has done such an incredible job welcoming the PGA of America"

- Derek Sprague, PGA President

The National was played on Atunyote and Kaluhyat, both ranked on the top 10 'Golfweek's Best: State-by-State Courses' for 2016 list. Local and national media covered the four-day event, allowing Central New York to be the backdrop as millions of fans around the world tuned in.

### Two Major Culinary Transformations

The award-winning Wildflowers made a move to appeal to diners who want a culinary option prepared more quickly but still featuring the finest prepared surf and turf. Partnering with Farmshed Harvest, which sources from more than 30 regional farms, Wildflowers will provide local ingredients whenever possible.

Right before the New Year, the Food Hall opened, featuring six fast-casual restaurants, including Wicked Good Pizza, already a local favorite at Yellow Brick Road Casino. Sticking to the culinary legacy of creating signature dining options at the resort, the Food Hall also created high-quality jobs for locals and generated business for area companies.



#### Revamps Continue at SavOn

Following suit after the success of the Oneida Lake store revamp, the Verona SāvOn Convenience Store, at the corner of routes 31 and 365, upped its game adding a walk-in premium cigar humidor, beer cave and cash slots. SāvOn also partnered with Dunkin' Donuts to offer drive-thru coffee and food service. Echoing the hospitality principles that define the Nation's enterprises, SāvOn's new look encourages guests to not only refuel, but to stay and have fun doing it.



In the past year alone, more than 60 awards and honors have recognized Turning Stone Resort Casino among the best of the best. Renowned institutions like Forbes and AAA and esteemed gaming and hospitality publications such as Condé Nast Johansens and Casino Player Magazine continue to commend the Nation for its amenities and accommodations.

in the Industry

First-class amenities, unparalleled guest service and consistent exciting events have won the resort several prestigious awards, on both a local and national level, and have established TS as the premier destination resort in the region.

"The awards we receive are a testament to our hard working and dedicated employees and their passion to create the ultimate guest experience. We can have the most beautiful resort in the world, but without unparalleled guest service and a memorable experience, it's just another hotel or restaurant."

Ray Halbritter,
 Oneida Nation Representative
 and Nation Enterprises CEO

Awards for Excellence Finalist - Best Value Category for Canada, USA, Mexico and Central America, Condé Nast Johansens
Forbes Travel Guide 4 Star Award Three AAA Four Diamond Awards Three Wine Spectator's 2016 Awards of Excellence
Three Top 100 Spas of America Awards Diner's Choice, Ranked #3 Best Restaurant in all of New York and the Tri-State Area, Open Table
Diner's Choice 100 Most Romantic Restaurants in America, Open Table Two Syracuse New Times Best of Syracuse Awards
Sixteen Casino Player Magazine 'Best of' Awards Couples' Choice for Ceremony & Reception Venue, WeddingWire - 3rd Year in a row
Fifteen Strictly Slots Magazine Best of Slots New York Awards Three Association of Golf Merchandisers Platinum Awards
Best Casino Courses, Golfweek: Atunyote ranked #24, Kaluhyat ranked #22, Shenendoah ranked #42

Two GRAA Top 50 Golf Practice Facility Awards Best Courses You Can Play State by State, Golfweek: Atunyote ranked #6, Kaluhyat ranked #7
Editor's Choice Award for Best Golf Resort of the Americas 2016, Golf Digest 100 Greatest Public Courses, Golf Digest: Atunyote ranked #52
Best Resort Courses, Golfweek Best Golf & Casino Resorts, Golf Vacation Insider Premier Golf Resorts 2016-2017 Gold Awards Winner, Golf.com
Villages at Turning Stone RV Park perfect rating, 2016 Good Sam RV Travel & Savings Guide





This year has been marked by improvements, notable anniversaries, revamps and revivals that continue to advance the landscape of Central New York on every level -- from entertainment offerings to job opportunities and workforce investments.

#### Increasing Jobs

29

Positive Impact on

**Entire Region** 

Among its many accomplishments, the Oneida Nation continues to lead the way in providing employment opportunities to locals. Officially named the largest employer in the region by the Central New York Business Journal (CNYBJ), the Nation made major investments in its workforce and enterprises this year.

These efforts have positive effects for all of Central New York as the Nation continues to boost tourism, add jobs and create long-term partnerships to develop and better the entire region.

The Oneida Indian Nation is one of the largest employers in Central New York and actively recruits top talent for its awardwinning workforce.



### **Shaping Careers**

Among the Nation's most important partnerships is the one with its employees. This dedicated workforce is carefully vetted to instill Nation philosophies throughout the Nation's enterprises. Investing in this integral resource, the Nation was lauded for its important training program.

Turning Stone received the CNY BEST Learning and Performance Award for its guest service training program set up to guide employees in consistently providing the Forbes Four Star-level of service.

Turning Stone further recognized its workforce with the launch of its employment brand Get in the Game – a publicity campaign of billboards and posters highlighting the success, talent and many employment opportunities throughout the resort. \$139,922,454

- total payroll paid to employees

\$4,996,135

— bonus distribution (paid in FY 15)

\$4,562,029

 401(k) contributions made by the Oneida Nation

\$8,032,914

 Social Security paid by the Oneida Nation



4,750

+2,866 jobs since 1993

1,884

1993

2016

\$14,384,660 Federal Income Taxes

Federal Income Taxes paid by employees

\$5,159,927

New York State Income Taxes paid by employees

\$7,876,315

Social Security Taxes paid by employees

2016 Vendor Spending

\$224,993,168

total spending with 3,326 vendors

\$27,200,000

spent on Capital Projects

+ **80** construction jobs created

\$92,935,607 - spent with 1,603 New York State vendors

\$60, 950,975 — spent with 957 vendors in Oneida, Madison and Onondaga counties

**\$27,061,207** — spent with **318** Oneida County vendors

→ **\$2,876,167** — spent with **179** Madison County vendors

 $\rightarrow$  \$31,003,601 — spent with 460 Onondaga County vendors





# Nation Extends Collaborative Culture throughout CNY

Continuing a long-standing commitment to honoring the men and women of the United States Armed Forces, the Oneida Indian Nation held its 16th annual Veterans Recognition Ceremony on Nov. 5. The Nation event has grown to unite more than 400 guests from across Central New York. The event has benefited from a partnership with the U.S. Army's Fort Drum, home to the 10th Mountain Division. Fort Drum Garrison Commander Colonel Bryan Laske was the keynote speaker of the event. During the event Nation Representative Ray Halbritter presented a donation of \$1,000 to the Feed Our Vets Utica Pantry. Halbritter was joined by Nation Council Members Brian Patterson (Bear Clan) and Keller George (Wolf Clan, Retired USAF).

# Providing Opportunity on a Local Level

Connecting with a large variety of local companies and organizations, the Nation understands the importance to the community of doing business on a local level.

This summer Nation Representative Ray Halbritter hosted and spoke at a Mohawk Valley Edge Board of Directors meeting held at Turning Stone. The Nation stands as partner with the organization and Halbritter,

on the board, further advanced their shared vision during the meeting when he spoke about the region and the Nation as an economic engine.

"In an economy as dynamic as fast-changing as America's ... we will always face new challenges, which is why we must never lose sight of the principles on which this region's economic security is built," Halbritter said. "I believe those principles can be summed up with three concepts that Mohawk Valley EDGE values in all of its work: alignment, mutual success and a long-term vision. It is that mindset that has made our organization so successful and it is a mindset that will continue to make this region grow and prosper.

"In an age when we are so often told that the lone individual is the icon of success, reality is more often about being 'bound together.'"

Ray Halbritter,
 Oneida Nation Representative
 and Nation Enterprises CEO

"Indeed, success is typically not the product of people working by themselves to do their own thing, but of a collaboration that marshals everyone's talents to achieve shared goals over the long term."





#### Continuing to Advance Healthcare

Two new health care facilities – the Oneida Nation Health Services and a Bassett Healthcare Network primary care practice – stand in the recently upgraded Dream Catcher Plaza. The partnership with Bassett Healthcare Services added even more services now available to Members, Nation employees and the entire community by making primary health care available on a wider scale.

## **Creating Communities**

With this year's \$20 million investment in its enterprises, the Oneida Nation created even more local jobs as it continues to add to its already extensive list of local business partners. Supporting local businesses is a key pillar throughout Nation enterprises.

Syracuse-based designers were hired to complete the \$8 million remodel of the 285 Tower hotel rooms and CNY businesses were tapped for furnishings and décor as well. These partnerships are in addition to dozens more made throughout the enterprises, and the many local businesses that Yellow Brick Road features and works with, including Owera Winery, Life of Reilley Distilling and Wine Co. and the local's favorite Oz-Stravaganza!

"The Oneida Nation has provided an anchor for the community. The increased tourism has attracted people to downtown Chittenango, and it's benefited the business here and the Oz-Stravaganza festival," said All Things Oz Historical Foundation Trustee Marc Baum, during the year celebration of YBR.



The Oneida Indian Nation was once again a proud sponsor of the Chittenango communities Oz-Stravagnza event, donating \$5,000 during the one-year anniversary celebration of the Yellow Brick Road Casino.



## Consistent New Entertainment Opportunities, Enhance Experiences, Boost Tourism

Constantly adding and enhancing features throughout Nation enterprises is integral to preserving a world-class destination. The Nation recently added two new adventure opportunities -- Mixed Martial Arts and private deer hunting at The Preserve. The latter is one of the largest privately owned wildlife habitats in the state - a 3,000- acre, fenced, hunting preserve in Madison County that offers guests a "guided" white-tailed deer hunt.

#### Turning Stone Brings MMA to CNY

The Nation was instrumental in bringing the highly popular combat sport to the region, hosting one of the first events at Turning Stone. The event welcomed not only locals and Mixed Martial Arts enthusiasts from all over, but allowed a local MMA Champ to fight, for the first time, in front of a hometown crowd.

The regional epicenter for great sporting events, Turning Stone added MMA to its already impressive array of entertainment options, which this past year included big-name entertainers and comedians. Among the stars were: Steve Martin, Tracy Morgan and Martin Short as well as fan favorite crooner Barry Manilow and Members of Hollywood Vampires,

featuring Alice Cooper and Johnny Depp, who chose to make their East Coast debut at Turning Stone.



Another debut came from ESPN Premier Boxing Champions, making its first appearance at Turning Stone where epic boxing events continue to attract thousands to the Event Center. Premium cable and satellite television networks Showtime and HBO still air top fights to fans worldwide.

The calendar of events at Nation Enterprises is already filling up for 2017. The legendary comedian Billy Crystal and Country Music fav Brad Paisley are already signed on to visit the resort in what is set to become yet another year that the Oneida Nation raises the bar and creates even more opportunity to secure a solid today and tomorrow for its people.



# Oneida Indian Nation Police Receive Top Honors

For the seventh time since 1998, the Oneida Indian Nation Police received the top distinction from the Commission on Accreditation for Law Enforcement Agencies (CALEA), the International Gold Standard of Public Safety Agencies. The Nation's public safety force is the only tribal police department to earn this high honor. In addition to the CALEA Accreditation, the Oneida Nation Police have been honored multiple times for their commitment to serving the community. Most recently, the force was recognized for its participation in an ongoing drug task force comprised of several federal, state and local agencies, including Homeland Security.

## Partnership to 'Clean the World'

As stewards of the land, the Oneida people make sure their enterprises promote environmental protection. Water and energy is conserved at Turning Stone, where a partnership was formed with Clean the World, a global recycling program aimed at promoting health and protecting the planet.

The hotel properties at the resort -- The Inn, The Hotel, The Tower Hotel and The Lodge – donate all excess toiletries, which are used to create hygiene kits for people in need. Relief efforts this year assisted flood victims in Louisiana and school children in Kenya.

## Clean the World donations made through Oneida Nation Enterprises since the partnership began:

45, 653 lbs.

of waste collected

141,893

soap bars distributed

14,286 lbs. of plastic recycled

38,096

plastic bottles recycled for use in hygiene kits

## Nation Makes Regular Community Contributions

Giving back to the community has long been a cherished value of the Oneida people. This is the same spirit that the Oneida Nation Council put together the Oneida Nation Foundation with. The organization has long been dedicated to the charitable and civic causes of Central New York and throughout Indian Country – more than 80 local charities and organizations received donations last year alone. Seeking to promote education, understanding and a high quality of living, the Foundation proudly provides support to veterans, child, family, animal, healthcare and other humanitarian organizations.

This year employees and guests contributed to a variety of community charities through Oneida Nation Enterprises. More than \$7,000 was raised through the SāvOn stores for the Muscular Dystrophy Association with another \$2,899 raised for YMCA/Liberty Resources, 17 Oneida Nation Enterprise departments adopted families through the Catholic Charities Adopt-a-family program and Exit 33 partnered with the U.S. Marine Corps to provide a

setting for employees and guests to donate toys to kids. The Nation also hosted a blood drive to help with shortages typical during the holiday season.



# The Guswenta

## Two Row Wampum Belt: Symbol of Sovereignty

This belt symbolizes the agreement and conditions under which the Haudenosaunee welcomed the newcomers to this land. "You say that you are our father and I am your son."

We say, 'We will not be like Father and Son, but like Brothers'."

This wampum belt confirms our words. These two rows will symbolize two paths or two vessels, traveling down the same river together.

One, a birch bark canoe, will be for the Indian People, their laws, their customs and their ways. We shall each travel the river together, side by side, but in our own boat. Neither of us will make compulsory laws or interfere in the internal affairs of the other.

Neither of us will try to steer the other's vessel.

From a 1614 agreement between the Haudenosaunee and representatives of the Dutch government, declaring peaceful coexistence The agreement has been kept by the Haudenosaunee to this date. Replica two-row wampum belt



Oneida Indian Nation 2016 Annual Report

An official publication of the Oneida Indian Nation
Photography: Oneida Indian Nation, Alex Hamer Photography, John Haeger

www.OneidaIndianNation.com



SHAKO:WI CULTURAL CENTER • 5 TERRITORY RD • ONEIDA, NY 13421 • (315) 829-8801