



TURNING STONE

ENTERPRISES

Thank you for ensuring clarity, consistency and accuracy by following these terminology guidelines:

WE SAY ...	WE DON'T SAY ...
Oneida Indian Nation	Oneida Nation
Haudenosaunee	Iroquois
Turning Stone Enterprises	TSE, Oneida Nation Enterprises, ONE
Cashier	Cage
Guest or Player	Bettor, Customer, Gambler
Team Member	Employee
Turning Stone Resort Casino	Turning Stone Casino
TS Marketplace	EDR, Cafeteria
Silver Covenant Payments Under 2013 Agreement	Tax or Revenue Sharing
People & Culture	Human Resources
Organization or Workplace	Company
TS Rewards Members, TS Rewards Card, TS Rewards Desk	Rewards Members, Rewards Card, Rewards Desk
Gaming	Gambling
Vice President for ...	Vice President of ...
Director of ...	Director for ...
Complimentary	Free
Positive phrasing like “Smoke-free” or “Reopening ...”	Negative phrasing like “No Smoking” or “Closed”
SkΛ:nÁ: The Spa at Turning Stone (pronounced "ska-nah")	Skana
Wáhta' Maple Farm (pronounced "wuh-da" when paired with another word) (pronounced "watt" when in isolation or at the end of a sentence)	Whata