



TURNING STONE  
ENTERPRISES

TO: All Turning Stone Enterprises Team Members  
FROM: Pete Carmen, Chief Operating Officer  
DATE: February 12, 2024  
SUBJECT: Updated Turning Stone Enterprises Image Standards

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I am pleased to announce that we have updated our Image Standards. These updated standards include changes to our policies for hairstyles, tattoos, piercings and attire for the entire Turning Stone Enterprises team. The updated Image Standards can be accessed [here](#), and they are also explained in a video that can be found [here](#).

Why are we updating our image standards? Because Turning Stone Enterprises is defined by the high standards to which we hold ourselves in everything we do, including our professional appearance. Our Image Standards will help foster an environment where team members will find expanded opportunities for self-expression while maintaining our core expectations for professionalism. These standards align with the appearance criteria at other top-performing, award-winning organizations in our industries.

Yet, these standards are about more than just our appearance. Our Image Standards represent our brand and are a core component of how we exemplify it. They reflect our passion for excellence in guest service. Upholding our standards makes Turning Stone Enterprises the highly regarded organization it is today and has earned us the respect of leading industry authorities and our guests.

As we look ahead to more growth and diversification – including the largest evolution of Turning Stone Resort Casino in two decades -- Turning Stone Enterprises will continue to evolve in new and exciting ways. Maintaining our Image Standards will become more important than ever, as they reaffirm what it means for us to be a best-in-class organization. This requires a commitment by every member of our team. Like the many awards our team has won and the reputation we have earned, our Image Standards demonstrate our standing as a best-in-class organization and the great pride we all take in it.  
#WeAreTurningStone