



“EDUCATE NOT ERADICATE”

Native American Guardian's Association
PO Box 742
Devils Lake, ND 58301 - 0742

2017

From: Mark Yellowhorse Beasley, President, Native American Guardians Association NAGA
To: President, Cleveland Indians

Subject: CLEVELAND INDIANS NAME & LOGO

Dear Sir,**Subject: CLEVELAND INDIANS NAME & LOGO**

First let me express congratulations to your team in reaching the World Series. Your team has distinguished itself in showcasing the true character of what it means to be an American Indian, pride, leadership, perseverance and grit. However, in light of the recent string of protests surrounding your use of Chief Wahoo, it became important for the natives who make up the Native American Guardians Association to submit to you our insights and recommendations. NAGA is a group dedicated to positive usage of Native American symbols, terms and images. We've been working with sports teams, public schools and other organizations in helping them save their native names and imagery. We've fostered greater understanding of the legacy value in teaching everyone about our people, our history and our beliefs not just in the classroom, but on the sports field and among fans of various sports who otherwise might not know. Our theory is that our history and culture can not only survive but grow stronger in positively influencing future generations if we strive to educate instead of eradicating those symbols and terms which have come under scrutiny by some. In short, we do support the name Indians and understand the value in your maintaining the long-held tradition of using Chief Wahoo. However, we also understand some of the positions and arguments of those activists who would do away with both your name and imagery but disagree on how to achieve the ultimate goal we all share – mutual respect and understanding.

To this end we offer you our services. One of our immediate recommendations is that you do not eliminate your logo, but instead consider a makeover if you feel the need to change your teams icon. We recommend one which reflects a more realistic and geographically specific representation. Ohio is rich with distinct and unique Native American tribal representations which could be captured and featured as an improved “Chief Wahoo”. Along these lines we suggest you consider working with our NAGA associate, the renowned Chippewa artist Bennett

Brien who is best known for his elegant and symbolically important depiction of the Fighting Sioux used at the University of North Dakota.

We've discussed this opportunity with Mr. Brien and he would be more than happy to discuss how he might give Chief Wahoo a native-centric makeover while keeping many of the original aspects of your beloved character.

Sincerely,

Mark Beasley Yellowhorse
President, Navajo
Contact: [206 330 6079](tel:2063306079)