



UNITED SOUTH AND EASTERN TRIBES, INC.

USET Resolution No. 2000:82

RECOGNITION OF JIM THORPE

- WHEREAS,** United South and Eastern Tribes Incorporated (USET) is an intertribal organization comprising twenty-four (24) federally recognized tribes; and
- WHEREAS,** the actions taken by the USET Board of Directors officially represent the intentions of each member tribe, as the Board of Directors comprises delegates from the member tribes' leadership; and
- WHEREAS,** the value of athletic heroes as role models for future generations is well recognized and acknowledged around the world; and
- WHEREAS,** American Indian athletes have been largely ignored in national advertising campaigns; and
- WHEREAS,** Jim Thorpe or Wa Tha Huck (Bright Path), a Sac and Fox Indian, was the only American athlete in history to excel in three major sports, both as an amateur and a professional; and
- WHEREAS,** Jim Thorpe distinguished himself and all American Indian athletes, by his successes at the 1912 Olympics, by his position as first president of the National Football League; his numerous other successes, and his recognition as American's Greatest All-Around Athlete and Greatest Football Player of the Half-Century by an Associated press poll; and
- WHEREAS,** the use of athletic heroes' images in the advertising campaigns of Wheaties Cereal has provided a national forum for the recognition of such role models; therefore, be it
- RESOLVED** that the USET Board of Directors hereby supports and encourages the use of Jim Thorpe's image and athletic history in the Wheaties Cereal advertising campaign.

CERTIFICATION

This resolution was duly passed at the USET Semi-Annual Board Meeting, at which a quorum was present in Houston, TX Thursday, June 8, 2000.

Keller George, President
United South and Eastern Tribes, Inc.

Beverly Wright, Secretary
United South and Eastern Tribes, Inc.

“Because there is strength in Unity”