

Indian Territory Executive Board

Sherry L. Rupert, Chairwoman
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Indian Territory is a non-profit organization and marketing arm of the Nevada Commission on Tourism organized to assist the State of Nevada and Nevada Indian Tribes in the promotion and marketing efforts of cultural and special events, cultural and visitors' centers, and tribal enterprises. The Indian Territory also seeks to expand other native tourism opportunities and encourage public education to protect, preserve and edify respect and appreciation for traditional American Indian arts and cultural resources.

Indian Territory is always seeking interested parties to join its membership and encourages those who are interested to visit the Territory website at www.NevadaIndianTerritory.com to view upcoming meeting dates, agendas and meeting minutes.



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Celebrating our Culture through Tourism
April 22 - 23, 2010
Harrah's Reno



“Celebrating our Culture through Tourism”

welcome

April 22, 2010

Dear Nevada Tribal Tourism Conference Participant:

On behalf of the Indian Territory, I would like to welcome you to this year's Tribal Tourism Conference. The conference theme, “Celebrating our Culture through Tourism” reaffirms the importance of our heritage and the need to share that story. We have the opportunity to share the story of our heritage and our Great Basin people on our own terms, keeping what is sacred protected for future generations.

This conference has been designed to share successful strategies and successful tribal projects that have been able to launch these tribes into the lucrative tourism industry. You will learn strategies to assist in the development of tribal resources to build tourism attractions and destinations, as well as strategies to build customer relationships. You will also get a unique and up close view of the Pyramid Lake Paiute Tribe's Stone Mother and Pyramid for which the Lake is known. Finally, you will get a taste of heritage tourism making its way to the stage with Casper and the 602 Band on the final evening of the conference.

Please take full advantage of the events planned for this year's Tribal Tourism Conference and the all that the “Biggest Little City in the World” has to offer.

Respectfully,

Sherry L. Rupert, Chairwoman
Indian Territory

Thursday April 22

7:30 am Registration Bill Harrah Room
7:30 am Continental Breakfast
8:30 am Opening Prayer
Welcome and General Session

Arlan Melendez, *Chairman*
Reno Sparks Indian Colony
Dann Lewis, *Director*
Nevada Commission on Tourism
Sherry L. Rupert, *Chairperson*
Indian Territory

Key Note Address: State of Tribal Tourism

Ed Hall

Office of Transportation, Bureau of Indian
Affairs and American Indian Alaska Native
Tourism Association

Indian Country is part of the world's indigenous marketplace and is entering the 21st century preparing to develop a tourism industry that reflects our communities and cultures on our own terms. For the industry to be sustainable and relevant, it has to be embraced by the community and supported by leadership. We have an opportunity to enter the global marketplace and showcase the diversity of cultures and homelands to a world eager to learn, embrace and support our industry. Learn what we are doing to support the efforts of the American Indian Alaska Native Tourism Association and provide technical assistance and training to help build the capacity of the Indian Country Tourism Industry.

10:00 am Break

10:15 am Developing the Las Vegas Paiute Golf Resort
Jason Cheney, General Manager
 Las Vegas Paiute Golf Resort

Jason Cheney is the General Manager of the renowned Las Vegas Paiute Golf Resort. This session will explain how the golf facility was developed on tribal lands of the Las Vegas Paiute Tribe and the process that has evolved in making the resort a viable business for the tribe.

11:15 am Good Customer Service is About Bringing Them Back...
JoAnna Garza Manfredonia, Inspirational Speaker, Hypnotherapist and Spiritual Advisor

JoAnna Garza Manfredonia will share the importance on training staff with proper phone edict and listening skills. She will also explain the importance of how you welcome your customer, customer relationship building, conflict resolution, and breathing techniques to release stress when dealing with difficult customers.

12:00 pm Luncheon Sponsored by Barrick Gold of North America
Bill Harrah Room

1:00 pm The Poeh Center: Taking the Road Less Traveled: Cultural Preservation, Revitalization and Economic Development
Vernon Lujan, Director
 The Poeh Center

The Pueblo of Pojoaque's Tribal Council established the Poeh Center in 1988 as the first permanent tribally owned and operated mechanism for cultural preservation and revitalization within the Pueblo communities of the northern Rio Grande Valley in New Mexico. The Poeh Center emphasizes arts and cultures of all Pueblo People with focus on the Tewa- and Tiwa-speaking Pueblos. Since its inception, the Center's mission has been to support the future of Pueblo people by: teaching the arts, collecting great works of art, and promoting public understanding of, and respect for, Pueblo history and

culture. After twenty-two years, the Center, its educational initiative, Poeh Arts and its museum have taken that mission to heart and evolved into successful vehicles for artistic expression, both Native American and public education, and successful economic development strategies.

2:00 pm Preserving and Sharing our Cultural Resources
Michon R. Eben, Cultural Resource Manager
 Reno-Sparks Indian Colony

Native American cultural resources are an important part of our existence. When sharing these precious resources we have to take into account the cultural appropriateness of doing so. For this exchange to be beneficial to tribes and to the public, we must educate all Americans of the importance of protecting and preserving Native American history (or American history) that is significant of yesterday, today and tomorrow.

2:45 pm Break

3:00 pm The Making of the Hualapai Grand Canyon Skywalk
Theodore Quasula, Former Chairman
 Grand Canyon Resort Corporation,
 Board of Directors

Theodore Quasula a member of the Hualapai Nation and Former Chairman of the Grand Canyon Resort Corporation will share his experience and knowledge of the making of the Hualapai Legacy, the Grand Canyon Skywalk. The Skywalk is a glass bridge that is suspended 4,000 feet above the Colorado River and is considered a successful tribal tourism destination.

4:15 pm Geo-Tourism and the Mapping of Pyramid Lake
John Dayberry, Owner
 Native Elements

John has over twenty-five years of resort development experience and has worked at the Polynesian Cultural Center (Hawaii), Meeks Bay Resort (Washoe) and many other ski areas and

resorts. His company specializes in the design/build and consulting of environmental and cultural restoration projects, integrating education with sustainable economic development.

The Kooyoee Panunadu (Pyramid Lake) mapping project is the first step in the geotourism development. He will discuss the history, assets and the prospects of the remarkable Pyramid Lake Paiute Reservation. He will talk about the process of assessing the potential of tourism, permaculture and maximizing existing infrastructure, current trends in cultural restoration and connect the ancient art to state of the art. Other team members will discuss sourcing funding for sustainable projects and environmental improvements as well as legal issues of lands and boundaries.

**5:00pm Recess for the Day
 Dinner on Your Own**

9:00 am Site Visit - Board Tour Buses
 Travel by bus (departing from the Corner of Center and Second Streets) or drive to Pyramid Lake via I-80

10:30 am Arrive at Pyramid Lake, Stone Mother Pyramid Lake Paiute Tribe Story of Stone Mother
Ralph Burns, Pyramid Lake Paiute Tribal Elder and Storyteller

11:45 am Arrive at Pyramid Lake Museum Welcome from the Chairman
Mervyn Wright Jr., Chairman
 Pyramid Lake Paiute Tribe

12:30 pm Lunch Provided by Pyramid Lake Paiute Tribe
1:30 pm Pyramid Lake Presentation
Ben Aleck, Director
 Pyramid Lake Museum

Hear a welcome from Museum Director, Ben Aleck. Ben will share how the museum was developed and

discuss the importance of fostering partnerships that are vital to the success of museum operations.

Scott Carey, Tribal Planner
 Pyramid Lake Paiute Tribe

Pyramid Lake is one of Nevada's most treasured tribal resources. As Tribal Planner for the Pyramid Lake Paiute Tribe, Scott Carey will share some of the tribe's current plans for North America's most beautiful desert lake.

3:30 pm Closing Remarks

3:45 pm Board Bus and Return to Hotel via Pyramid Lake Highway

5:00 pm Arrive at Hotel

7:00pm Native Musicians Concert (Free for Registered Conference Attendees)
Douglas Room, Convention Floor, Harrah's Reno

With the overwhelming success of his first and second CDs, Casper Lomayesva is a man on a musical mission. This Hopi/Dine native has spent the past years traveling throughout the country performing his unique reggae sound and exposing the realities of life on the reservation. His third CD, entitled "Honor the People" has been released on his own record label Third Mesa Music, and is currently being played on radio stations throughout the world. He is currently finishing up on his fourth cd project entitled "Brothers Keeper," due out in January of 2010.

This concert is open to the public and registered Nevada Tribal Tourism Conference attendees are FREE! All students (including college students) are FREE! All college and high school students must show their student ID cards. All others are \$5 per person admission at the door. All proceeds and donations from this event will go toward establishment of the Stewart Indian Cultural Center (www.StewartIndianSchool.com).