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Nevada Tribal Tourism Conference



Creating Unique Experiences in Indian Country

April 15-17, 2019

Elko Convention and Visitors Authority ~ Elko, Nevada



Creating Unique Experiences in Indian Country

Welcome

April 15, 2019

Dear Nevada Tribal Tourism Conference Participant,

Nevada's Indian Territory in partnership with the Nevada Indian Commission, the Nevada Division of Tourism, and the American Indian Alaska Native Tourism Association (AIANTA), is proud to host the 11th Annual Nevada Tribal Tourism Conference. This year's conference will feature a spectrum of professionals in the tourism and tribal tourism industries that will provide strategies on how Southwest Tribes (NV, AZ, CO, NM and UT) can create memorable and unique experiences for visitors to take home and share.

You are invited to come and be an active participant in this year's conference and take full advantage of the expert speakers we have lined up. You will also be able to experience for yourself the indigenous lands of the Western Shoshone people. The 11th Annual Nevada Tribal Tourism Conference has something to offer everyone!

I would encourage you to take full advantage of the events planned for this year's Tribal Tourism Conference. Welcome!

Respectfully,
Sherry L. Rupert, Chairwoman
Nevada's Indian Territory



monday april 15 8:00 am to 5:00 pm

Mobile Workshop to Duck Valley Shoshone Paiute Tribe

The Shoshone Paiute Tribes are located on the Duck Valley Indian Reservation in the town of Owyhee, NV. The reservation is located in a beautiful green valley on the Idaho and Nevada border. Attendees will visit their fertile valley and be introduced to their culture and their abundant outdoor recreational opportunities.



For the latest news and updates on the 2019 Tribal Tourism Conference, please visit the Indian Territory Facebook page.

tuesday april 16

	Breakfast on Your Own	
8:00 am	Registration Opens Turquoise Room	
8:30 am	Opening Prayer – Western Shoshone Elder Welcome and General Session	
	Davis Gonzales Chairman, Elko Band Council	
	Joe Holley Chairman, Te-Moak Tribe of Western Shoshone	
	Brenda Nebesky Acting Director, Nevada Department of Tourism and Cultural Affairs	
	Sherry L. Rupert Chairwoman, Nevada's Indian Territory	
9:00 am	Keynote Address: Creating Unique Experiences in Indian Country Emerson Vallo President, American Indian Alaska Native Tourism Association	
9:45 am	Promoting Your Destination on NativeAmerica.travel Sandra Anderson IT and Website Development Coordinator, American Indian Alaska Native Tourism Association (AIANTA)	
	Learn how tribes and native-owned businesses can create and build tourism capacity by using NativeAmerica.travel as part of their marketing tools. The online platform allows tribes and business owners to showcase and market their destination, with tools to inform travelers about attractions, activities, accommodations and more.	
10:30 am	Break with Exhibitors – Turquoise Room	
10:45 am	What Makes Us Unique – Language and Culture – Cultural Panel Leah Brady Basket Weaver, Great Basin Basket Weavers	
	Norm Cavanaugh Medicinal/Cultural Plants and Storyteller	
	Antoinette Cavanaugh Basket Weaver and Beader	
	A panel of Western Shoshone cultural practitioners share their traditional artistry, how they got started and why it's important to carry on their traditions.	

12:00 pm	Lunch Provided Turquoise Room	
	Indian Territory Update	
1:00 pm	TravelNevada Rural Marketing Grant Workshop Shari Bombard Rural Programs Manager, Nevada Division of Tourism	
	Learn grant writing best practices, how to do a budget, where to find data and how to use it. This workshop will also go over how to use the grant guidelines to write a better application, go over the grant application question by question, and discover the most important question on the whole application.	
2:30 pm	Break with Exhibitors – Cultural Demonstrations (30 mins) Turquoise Room	
3:00 pm	How to Welcome Visitors to Your Museums and Communities Billie Jean Guerrero Museum Director, Pyramid Lake Museum and Visitors Center	
	Visitors come from all over the world to visit Indian Country cultural centers. What are they looking for and what should be taken into consideration when planning for the domestic and international visitor?	
3:45 pm	Meet Your Local, State and National Tourism Partners Katie Neddenriep Executive Director, Elko Convention and Visitors Authority	
	Brenda Nebesky Acting Director, Department of Tourism and Cultural Affairs	
	Emerson Vallo President, American Indian Alaska Native Tourism Association	
	No need to do it all alone. You have partners locally, statewide and nationally who can help you to market your business.	
5:00 pm	Closing Remarks and Recess for the Day	
6:00 pm to 8:00 pm	Welcome Reception – Western Folklife Center Duck Valley Shoshone Paiute Tribal Youth	

wednesday april 17

	Breakfast on Your Own	
8:30 am	Welcome and Opening Prayer Turquoise Room	
8:45 am	How to Give a Memorable Tour Donovan Hanley Owner, Detours Native America	
	This session will discuss how you can keep your tours interesting for visitors so they keep coming back and bringing new friends with them. Also learn what visitors are looking for in a tour.	
9:30 am	Learn How to Restore American Indian Identity through Media Bethany Sam Business Development Manager, First Nation's Focus, Tribal News Magazine	
	Media is the mediator between tourism and society. Learn the differences between editorial content vs. advertising, marketing and promotions, and how to use owned and paid media to restore American Indian identity while educating the public.	
10:15 am	Break with Exhibitors – Cultural Demonstrations (30 mins) Turquoise Room	
10:45 am	Photo Workshop Part I Larry Burton Owner, Outdoor Adventures	
	Improve your basic photography skills using point and shoot cameras, cell phones or more expensive DSLR's by using the techniques covered in this class. We will discuss lighting for everything from landscapes to portraits and how best to capture it using any camera. We will also discuss how to perform simple edits using a program called "Photoscape" available for a small fee online. This information will be useful, for marketing your area as well as documenting the work of tribal artists in remote areas.	
12:00 pm	Lunch Provided Turquoise Room	
1:00 pm	Photo Workshop Part II Larry Burton Owner, Outdoor Adventures	
3:00 pm	Closing Remarks	