

2010 AITC Program

Conference Emcee: Ed Hall, Founder and Advisor, AIANTA; Tourism and Transportation Specialist, Bureau of Indian Affairs

SUNDAY, SEPTEMBER 19, 2010

7:00 a.m. – 5:00 p.m.
Conference Check-in

8:00 a.m. – 4:00 p.m.
Scenic Byways Mobile Workshop
#S1 Byways: Connecting Communities, Cultures and Landscapes

Additional Cost: \$40

(Includes transportation, lunch and beverages.)

Limit: 35 participants.

Be exposed to local and national scenic byways and the organizations that support them. See local communities, cultures, and landscapes; and learn how they can be connected to visitors through byways. Hear about opportunities and challenges of tribal outreach to byways and the National Scenic Byways Program. Enjoy stops at local cultural and historic venues, which may include portions of the Whidbey Island Scenic Byway and others.

7:00 – 9:00 p.m.
President's Dessert Reception
Sponsored by Seminole Tribe of Florida.

MONDAY, SEPTEMBER 20, 2010

7:30 a.m. – 5:00 p.m.
Conference Check-in

8:30 a.m. – 4:00 p.m.
Mobile Workshops

#M1 Tour of Tulalip
Additional Cost: \$40
(Includes transportation, lunch and beverages.)
Limit: 40 participants.

Experience the home of the Coast Salish people of Tulalip – we are the people of the salmon. Learn about the history of our people. Tour our longhouse, salmon hatchery, Tribal center, health clinic and Washington's first Indian boarding school. At our carving facility, Tulalip artists will help you carve a small cedar paddle. Finally, tour Quil Ceda Village, the only tribal federally recognized city in the U.S. Lunch is provided at the new Hibulb Cultural Center.

#M2 Hibulb Cultural Center and Natural History Preserve
Additional Cost: \$40
(Includes transportation, lunch and beverages.)
Limit: 40 participants.

Spend the day at the Hibulb Cultural Center and Natural History Preserve. Learn about the history and traditions that make up the Coast Salish people of Tulalip. Experience our language, stories, songs, dances and foods. Work with Tulalip weavers to create small cedar baskets and roses. Dress casual for a guided tour of the national history preserve, featuring indigenous plants, wildlife and remnants of an ancestral village.

Noon – 5:00 p.m.
AIANTA Lounge
Sponsored by Arizona Office of Tourism.

5:00 – 8:00 p.m.
Welcome Reception
Hosted by Tulalip Tribes and Tulalip Resort Casino.

TUESDAY, SEPTEMBER 21, 2010

7:00 a.m. – 5:00 p.m.
Conference Check-In

7:00 – 8:00 a.m.
Coffee with Exhibitors

7:00 a.m. – 5:30 p.m.
AIANTA Lounge **

8:00 – 8:45 a.m.
Color Guard • Prayer • Breakfast
Sponsored by America's Byways Resource Center.

Opening Prayer: Marie Zackuse, Tulalip Board of Directors

Welcome Comments
Mel Sheldon, Chairman, Tulalip Tribes
Amy Spain, Executive Director, Snohomish County Tourism Bureau

8:45 – 10:15 a.m.
Opening General Session

Opening Remarks
Rebecca Martinez, Executive Director, AIANTA

President's Address: Tina Osceola, President, AIANTA

Keynote Address:
Tribal Leaders Roundtable
Chief Brenda Dardar Robichaux, United Houma Nation
Joe Garcia, Chairman, All Indian Pueblo Council (invited)
Margo Gray-Proctor, Chairwoman, NCAIED Board of Directors
Sherry Rupert, President, Governors' Interstate Indian Council

Tribes have much to gain and offer the world through the tourism industry, yet there are many things that need to be addressed to support the development of a successful and sustainable industry in Indian Country. AIANTA has provided information on ways to include tribal tourism in the proposed "Jobs Bill" legislation. Panelists will discuss how they see the future of tribal tourism and what they can do to support it locally and nationally. Questions will be taken from the audience.

10:15 – 10:45 a.m.
Break with Exhibitors
Sponsored by Western States Tourism Policy Council.

Session topics and speakers are subject to change.



* These sessions are co-sponsored by the Small Business Administration (SBA). Co-sponsorship Authorization #08-7661-80. SBA's participation in this co-sponsored activity is not an endorsement of the views, opinions, products or services of any co-sponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis.

** The AIANTA Lounge is sponsored by Arizona Office of Tourism.

2010 AITC Program

10:45 – 12:15 p.m. Breakout Sessions

A1 Business Support for Tribal Tourism *

Presenters: Tracy Fischer, President/CEO, OWEESTA
Clara Pratte, National Director, Office of
Native American Affairs, U.S. Small Business
Administration

Description to come.

A2 Managing Intellectual and Cultural Property

Presenters: Daniel Marti, Partner, Kilpatrick Stockton LLP
Melody McCoy, Staff Attorney, NARF

Intellectual and cultural property offer unique opportunities and concerns for tribal enterprises. This session will provide a basic overview of the scope of trademark, copyright, patent, and cultural property laws. This interactive session is designed to help tribes make good decisions about using intellectual and cultural property in support of their tourism efforts.

A3 Security Issues in the Tourism Industry

Presenters: Walter Lamar, President/CEO,
Lamar Associates

Tribal tourism is an industry that invites people to come together from far and wide. Security and safety are essential to both the host community and visitor alike. What kind of proactive processes and infrastructure should communities consider to assure readiness and promote confidence in both their members and guests?

A4 Tribal Cultural Centers and Museums: Creating Good Design and Sustainable Operations

Presenters: Barbara Felix, President, Barbara Felix
Architecture + Design
Susan Guyette, Ph.D., Planning Director,
Santa Fe Planning and Research; SG
Planning Group
Brian Vallo, Marketing and Tribal Projects
Coordinator, Barbara Felix Architecture +
Design

As a focus point for cultural tourism, a cultural center or museum can become a hub for visitor education, as well as a referral point to tribal businesses and community learning centers. This session emphasizes creative and sustainable approaches to development, from design planning, educational/interpretive programming, and funding. Examples of successful strategies developed and implemented by tribal community-based planning teams will be highlighted and utilized as the basis for discussion.

12:15 – 1:30 p.m. Prayer • Lunch

Keynote Address: A Week in Washington, D.C.
Mike Cerletti, Chair, Western States Tourism Policy Council
Bill Hardman, President & CEO, Southeast Tourism Society
AIANTA Partners, Southeast Tourism Society and Western

States Tourism Policy Council, will report on the
September 15, 2009 Tourism Forum in Washington, D.C.
Sponsored by Oneida Tribe of Wisconsin.

1:45 – 3:15 p.m. Breakout Sessions

A5 Tribal Tourism Enterprise Development

Moderator: Kari McCormick, Director of Business
Development, Leo A. Daly

Presenter: Matthew S. Robinson, Co-Founder,
President, KlasRobinson Q.E.D. Hospitality
Consultants

You, as a Tribe, Tribal entity and/or Tribal member, are considering the development of some type of tourism or tourism related business. One of the first steps to developing any successful enterprise is having a solid business plan to assist you in getting your ideas down on paper, as well as potentially attracting financing for your project. Lenders, in order for financing to occur, may also require a feasibility study, similar to a business plan. This workshop will walk attendees through the process from concept to project reality, and identify critical components necessary for successful financing.

A6 Indigenous Foods and Destination Development *

Presenters: Loretta Oden, Native American Chef;
Foods Historian; TV Host; Consultant
Harrison Watchman, Instructor, Chef,
Classic Cooking Academy

Food is an industry that can define an experience in and of itself. Many travelers have gone far and wide to experience cuisine that expresses the unique foods and cultures that are indigenous to that location, and Indian Country has an incredible wealth of resources to draw upon to present to the world. Learn how to develop the capacity to showcase your culinary options and develop an industry that enhances your community as well as entices the world traveler.

A7 Positioning Your Message in the Media

Presenters: Jeff Goss, President and Creative Director,
The Goss Agency
Jennifer McLucas, Director of Account
Services and Public Relations,
The Goss Agency

This session will distinguish the two areas of media: editorial and display (TV, radio, print, out-of-home, etc.). Jeff will give emphasis to the critical considerations of executing and positioning your message for the most impact using the disciplines of public relations and paid media. Jeff and his team, winners of more than 90 industry awards, have been the agency-of-record for the Eastern Band of Cherokee Indians for six years, and in that time, they have generated unprecedented results in increased tribal levy, website visitation, event attendance and attraction visitations.

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A8 AIANTA's International Development Program: How to Participate

Presenter: Sandra Necessary, Director/International Trade Specialist, U.S. Commercial Service
Andrea Ward, Emergency Manager, Seminole Tribe of Florida
Brian Zepeda, Outreach Director, Ah-Tah-Thi-Ki Museum

AIANTA has embarked on a project to offer members an opportunity to participate in one of the largest international tourism travel markets, ITB in Berlin Germany. AIANTA has established the American Indian Pavilion at ITB and member tribes are able to participate and showcase their tour packages and itineraries. In addition, AIANTA has partnered with Small World Publications to develop the Discover Native America insert in the Discover America 2010 USA Travel Guide, which is published in six languages and distributed worldwide. Learn how to participate as a member of AIANTA.

3:15 – 3:45 p.m.

Break with Exhibitors

Sponsored by Navajo Transit System.

3:45 – 5:30 p.m.

Regional Membership Meetings

5:30 – 8:30 p.m.

2011 AITC Preview Reception

Contributing sponsorship by Arizona Office of Tourism, and Fountain Hills–Fort McDowell Visitors Bureau and Radisson Fort McDowell Resort.

WEDNESDAY, SEPTEMBER 22, 2010

7:30 a.m. – 4:00 p.m.

Conference Check-in

7:30 – 8:00 a.m.

Coffee with Exhibitors

7:30 a.m. – 4:00 p.m.

AIANTA Lounge **

8:00 – 9:00 a.m.

Prayer • Breakfast

At Large Board Member Presentations

9:00 – 10:00 a.m.

General Session

Keynote Address: SBA Partners with AIANTA to Support Tribal Tourism Businesses

Clara Pratte, National Director, Office of Native American Affairs, U.S. Small Business Administration

Keynote Address: Don Chapman, Senior Advisor on Native American Affairs, Office of the Secretary, U.S. Department of Commerce

10:15 – 10:45 a.m.

Break with Exhibitors

10:45 a.m. – 12:15 p.m.

Breakout Sessions

B1 Business Support for Tribal Tourism (Repeat of A1) *

Presenters: Tracy Fischer, President/CEO, OWEESTA
Clara Pratte, National Director, Office of Native American Affairs, U.S. Small Business Administration

Description to come.

B2 The Impacts of the 2010 Winter Olympics on Aboriginal Tourism

Presenters: Sophie Pierre, Chairperson, AtBC
Keith Henry, Chief Executive Officer, AtBC
Aboriginal Tourism Association of British Columbia (AtBC) will present an overview of how the organization was able to successfully use the recent 2010 Winter Olympics in Vancouver to promote Aboriginal cultural tourism in British Columbia. AtBC will discuss programming results and update delegates about how this recent success has laid the foundation for new marketing opportunities and support for the Aboriginal tourism sector.

B3 Media Management and Imaging

Presenters: Lyn Dennis, My Tribe TV
Vince McLeod, Vice President of Sales and Marketing, Native American Entertainment Network (invited)

How do tribal communities take ownership of their own message and media representation? Image is important for a tourism industry, and being able to deliver and manage your own stories to the public and community builds confidence in authenticity of representation.

B4 Introducing the World to Your Tribe

Presenters: Sandra Necessary, Director/International Trade Specialist, U.S. Commercial Service
Andrea Ward, Emergency Manager, Seminole Tribe of Florida
Brian Zepeda, Outreach Director, Ah-Tah-Thi-Ki Museum

This workshop is designed to present you with ideas on how to structure your tour package for international visitors, how to work with tour-receptive operators and international travel agents to promote your travel destination, how to price your tour package for the international visitors, how to prepare your promotional materials and websites to target the international traveler, and other important aspects of international tourism marketing to help you build your international tourism marketing strategy.

12:15 – 1:30 p.m.

Prayer • Lunch

Keynote Address: Building Bridges in Tribal Tourism

Derrick Crandall, President and CEO, American Recreation Coalition,
Jim Santini, Legislative Counsel, National Tour Association

Sponsored by Squaxin Island Tribe Tourism Department/ Little Creek Casino Resort

1:45 – 3:15 p.m.

Breakout Sessions

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B5 Tourism 101: Building a Tribal Tourism Program (Part I)

Presenters: LaDonna Brave Bull Allard, Director of Tribal Tourism, Standing Rock Sioux Tribe

Learn from the experience of a representative from Indian Country on how they are making tourism work in their communities and the processes and resources that they have cultivated to bring a positive support network for tourism from within their communities and leadership. It takes both to make a sustainable tourism industry succeed.

B6 Indigenous Foods and Destination Development (Repeat of A6) *

Presenters: Loretta Oden, Native American Chef; Foods Historian; TV Host; Consultant
Harrison Watchman, Instructor/Chef, Classic Cooking Academy

Food is an industry that can define an experience in and of itself. Many travelers have gone far and wide to experience cuisine that expresses the unique foods and cultures that are indigenous to that location, and Indian Country has an incredible wealth of resources to draw upon to present to the world. Learn how to develop the capacity to showcase your culinary options and develop an industry that enhances your community as well as entices the world traveler.

B7 Using GIS for Tourism Planning and Marketing Within a Tribal Government

Presenters: Garet Couch, GISP, Business Manager, Wind Environmental Services, LLC
Anne Taylor, ESRI Tribal/Federal Business Development, Land and Natural Resources Team

This presentation will cover the practical applications of GIS for the use of tourism within a tribal government. Additionally the presenters will explain the overall role of GIS within a tribal government and how this relates to tourism. Attendees will learn the basic fundamental concepts of GIS and learn about the various applications of GIS and the benefits to native communities in the areas of communication, planning and tourism.

B8 Federal Agency Partners and Programs

Presenters: Nina Alexander, Board Member, Indian Arts and Crafts Board
Ron Erdmann, Deputy Director, U.S. Department of Commerce, Office of Travel and Tourism
Angela West, National Director of Tourism, Bureau of Land Management

Learn from the experience of a representative from Indian Country on how they are making tourism work in their communities and the processes and resources that they have cultivated to bring a positive support network for tourism from within their communities and leadership. It takes both to make a sustainable tourism industry succeed.

3:15 – 3:45 p.m.

Break

3:45 – 5:15 p.m.

Breakout Sessions

B9 Tourism 101: Building a Tribal Tourism Program (Part II)

Presenters: LaDonna Brave Bull Allard, Director of Tribal Tourism, Standing Rock Sioux Tribe

Learn from the experience of a representative from Indian Country on how they are making tourism work in their communities and the processes and resources that they have cultivated to bring a positive support network for tourism from within their communities and leadership. It takes both to make a sustainable tourism industry succeed.

B10 Managing Intellectual and Cultural Property (Repeat of A2)

Presenters: Daniel Marti, Partner, Kilpatrick Stockton LLP
Melody McCoy, Staff Attorney, NARF

Intellectual and cultural property offer unique opportunities and concerns for tribal enterprises. This session will provide a basic overview of the scope of trademark, copyright, patent, and cultural property laws. This interactive session is designed to help tribes make good decisions about using intellectual and cultural property in support of their tourism efforts.

B11 Generate Leads that Turn Into Bookings: An AIANTA Pilot Project Using Oracle's Customer Relationship Management to Build Business

Presenters: Jana Prewitt, Consultant, AIANTA
Lori Winfree, Application Sales Manager, Public Sector Civilian CRM, ORACLE

Presenters will explain an AIANTA/Oracle pilot project which utilized state-of-the-art technology to create lead-creation marketing and booking best practices on six reservations (initially), then expanded as funds become available for tribes join the partnership.

B12 Tribal Cultural Centers and Museums: Creating Good Design and Sustainable Operations (Repeat of A4)

Presenters: Barbara Felix, President, Barbara Felix Architecture + Design
Susan Guyette, Ph.D., Planning Director, Santa Fe Planning and Research; SG Planning Group
Brian Vallo, Marketing and Tribal Projects Coordinator, Barbara Felix Architecture + Design

As a focus point for cultural tourism, a cultural center or museum can become a hub for visitor education, as well as a referral point to tribal businesses and community learning centers. This session emphasizes creative and sustainable approaches to development, from design planning, educational/interpretive programming, and funding. Examples of successful strategies developed and implemented by tribal community-based planning teams will be highlighted and utilized as the basis for discussion.

5:15 – 5:45 p.m.

Closing General Session

Keynote Address: AIANTA: Visions for the Future
Ed Hall, Founder and Advisor, AIANTA; Tourism and Transportation Specialist, Bureau of Indian Affairs
Rebecca Martinez, Executive Director, AIANTA
Sammye Meadows, Author

AIANTA Annual Membership Meeting

5:45 p.m.

Meeting Adjourns