

AIANTA

American Indian Alaska Native
Tourism Association

Introducing America's First Nations to the World

FOR IMMEDIATE RELEASE

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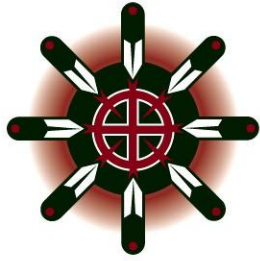
American Indian Alaska Native Tourism Association Vice President Appointed to U.S. Department of Commerce Travel and Tourism Advisory Board

*U.S. Deputy Secretary of Commerce Rebecca Blank Selects AIANTA's Sherry L. Rupert
to Represent Indian Country*



Albuquerque, New Mexico (May 8, 2013) - Today, in light of National Travel and Tourism Week, American Indian Alaska Native Tourism Association (AIANTA) Vice President Sherry L. Rupert was appointed as one of six new members to the Travel and Tourism Advisory Board by U.S. Deputy Secretary of Commerce Rebecca Blank.

The Board, established in 2003, serves as the advisory body to the Secretary of Commerce on matters relating to the travel and tourism industry in the United States. Its members represent a broad cross-section of the industry, including transportation services, financial services, and hotels and restaurants, as well as a mix of small and large firms from across the country.



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“The travel and tourism industry is so important to our nation’s economy and important to many of our tribal communities,” said Sherry L. Rupert, AIANTA Vice President and State of Nevada Indian Commission Executive Director. “This opportunity is a huge step forward for Indian Country. Indian Country now has a seat at the table.”

In a news release issued by the U.S. Department of Commerce, Deputy Secretary Blank said, “The travel and tourism industry is an important driver of our export success, and a strong source of U.S. jobs. These new members of the Travel and Tourism Advisory Board, who come from different regions and industry sub-sectors, will play a valuable role as we work to help maintain the momentum that’s currently underway.”

Alongside Rupert, the newly appointed members of the Travel and Tourism Advisory Board are:

- Brian Mullis, Founder and CEO, Sustainable Travel International, White Salmon, Washington
- Trudy A. Rautio, President and CEO, Carlson, Minneapolis, Minnesota
- Ingrid Rivera Rocafort, Executive Director, Puerto Rico Tourism Company, San Juan, Puerto Rico
- William D. Talbert, President and CEO, Greater Miami Convention and Visitors Bureau, Miami, Florida
- Betsy Wall, Executive Director, Massachusetts Office of Travel and Tourism, Boston, Massachusetts

The full list of members and other pertinent information is available at http://tinet.ita.doc.gov/TTAB/TTAB_Home.html

About AIANTA

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of Native American tribes and tribal businesses that was incorporated in 2002 to advance Indian Country tourism. The association is made up of member tribes from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA’s mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and preserves tribal traditions and values.



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The purpose of AIANTA is to provide our constituents with the voice and tools needed to advance tourism while helping tribes, tribal organizations and tribal members create infrastructure and capacity through technical assistance, training and educational resources. AIANTA serves as the liaison between Indian Country, governmental and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and providing economic development opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

To learn more, please visit www.aianta.org. For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).

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