



American Indian Alaska Native Tourism Association Announces New Executive Leadership

New President Has a Grand Vision for the Future of Tribal Tourism

Albuquerque, New Mexico (January 31, 2014) - The American Indian Alaska Native Tourism Association (AIANTA), the leading voice for Native American tourism, held elections of executive board members. AIANTA also acknowledged, past president Mary Jane Ferguson, for her dedication and service to AIANTA as board president for the past two years.

Sherry L. Rupert was nominated and accepted by accession as the new president of the board of directors. Ms. Rupert is a prominent member of the American Indian travel and tourism industry. Her leadership will be invaluable in supporting the board's efforts in raising awareness for AIANTA'S programs, events, and fundraising efforts.

Ms. Rupert, AIANTA's southwest regional representative, has a record of notable service on AIANTA's board of directors as treasurer, vice-president, and now as president. Last year, Ms. Rupert was named to the prestigious U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB).

In her capacity as executive director of the Nevada Indian Commission and cabinet member to Nevada Governor Brian Sandoval, Sherry has been fortunate to work with all 27 tribal nations in Nevada to bring essential training and industry information to their communities through the Nevada Tribal Tourism Conference that she established. She believes that all tribes large or small have an opportunity and can benefit through tourism. Ms. Rupert, with Governor Sandoval's support, was