



**AIANTA**  
American Indian Alaska Native  
Tourism Association

*Introducing America's First Nations to the World*

FOR IMMEDIATE RELEASE  
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## **Wisconsinians Take Notes from Native American Tourism President at Annual Conference**

*American Indian Alaska Native Tourism Association President Raises the National  
Nonprofit's Awareness at the Annual Native American Tourism of Wisconsin  
Conference*

**Albuquerque, New Mexico (June 14, 2013)** -American Indian Alaska Native Tourism Association (AIANTA) President Mary Jane Ferguson was invited to give a keynote presentation on "AIANTA's Mission in Indian Country" at the Annual Native American Tourism of Wisconsin (NATOW) 2013 Conference held June 10 - 13.

The Conference, "Sustainable Tourism: Naturally Attractive," was hosted by the Red Cliff Band of Lake Superior Chippewa and held at Legendary Waters Resort & Casino in Red Cliff, Wisconsin.

"Travel and tourism is a means of sustainability for Wisconsin's tribes and tribes across the nation," said AIANTA President Mary Jane Ferguson. "Creating the infrastructure for sustainable tourism will help American Indian, Alaska Native and Native Hawaiian cultures thrive for generations to come."

In addition to AIANTA's guests, event speakers included representatives from the Wisconsin Department of Tourism and the Wisconsin Department of Transportation. The conference included the return of the Indian Arts Market, where 12 woodland artists showcased and sold their traditional arts, as well as multiple tours (by land and water) of the Red Cliff reservation and surrounding areas.

"We've been working with Wisconsin tribes to establish and maintain eco-friendly tourism initiatives throughout the state and we're carrying our initiatives further by bringing regional and local experts in sustainability to the Red Cliff reservation," said Aimee Awonohopay, NATOW Executive Director and AIANTA Midwest Region Board Member.



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To learn more about Native American Tourism of Wisconsin visit [www.natow.org](http://www.natow.org).



*From left to right: Miguel Real, general session speaker, CBS videographer and independent producer; AIANTA President Mary Jane Ferguson; and Kirby Metoxen, Oneida Nation Tourism Coordinator, NATOW Chairman and AIANTA Midwest Region Board Member.*

## **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.

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



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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](http://www.aianta.org). For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).

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