



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 Raises Right Hand and is Sworn in to U.S. Department of Commerce Travel and Tourism Advisory Board

*AIANTA's Sherry L. Rupert joins world travel leaders and represents Indian Country
at her first national board meeting in Las Vegas*

Albuquerque, New Mexico (June 17, 2013) - Last week, American Indian Alaska Native Tourism Association (AIANTA) Vice President Sherry L. Rupert was sworn in as one of six new members to the U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB) at the board's meeting during International Pow Wow (now known as IPW) in Las Vegas, Nevada.

"To sit at a table among top international and national tourism leaders and know my voice represents all of Indian Country tourism is humbling," said Rupert, new TTAB Board Member, AIANTA Vice President and State of Nevada Indian Commission Executive Director. "I hold this position with high regards and will continue to stress the importance travel and tourism has to Indian Country."

Rupert was appointed to TTAB by U.S. Deputy Secretary of Commerce Rebecca Blank last month. TTAB, 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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Rupert (fifth from right on front row) stands among fellow members of the U.S. Travel and Tourism Advisory Board at IPW 2013 in Las Vegas, Nevada on June 10.



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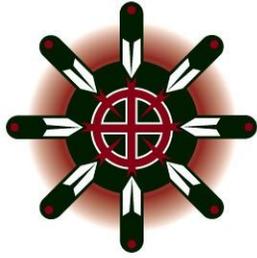


Rupert relays her appreciation and excitement to serve Indian Country as a TTAB member following her induction.

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 and educational resources. AIANTA serves as the liaison between Indian Country,



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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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