

TUESDAY, FEBRUARY 14, 2023

7:00 AM – 8:00 PM CONTINENTAL BREAKFAST
7:00 AM – 5:00 PM REGISTRATION OPEN
7:30 AM – 12:00 PM EXHIBITORS & ARTISANS MOVE-IN



8:30 AM – 10:30 AM: OPENING GENERAL SESSION | Diné Ballroom

POSTING OF COLORS

NATIONAL ANTHEM: Miss Navajo Nation, Valentina Clitso

INVOCATION

INTRO: 'NAVAJO NATION TOURISM VIDEO' (3:00 mins.)

*Special Thanks: Navajo Nation TV & Film Office
Edsel Pete, Program Mgr., and Kaene Antonio, Broadcast Technician*

WELCOME and INTRODUCTIONS

NAVAJO NATION PRESIDENT & Vice-President

KEYNOTE SPEAKER

11:00 AM – 12:00 PM: BREAKOUT SESSION 1

Twin Arrows A/B	Agribusiness on Navajo Nation <i>Ben Zachariah, Owner. Bidii Baby Foods, LLC</i>
Diné ADG	'Culture Tour' providers on the San Juan River <i>Louis D. Williams, Owner. Ancient Wayves River and Hiking Adventures, LLC</i>
Diné BEH	Comm. Engage. & Partnerships, Sm. Bus. Initi., DED Dev. Strategic Plan <i>Douglas W. Capitan, M.ED., MPA. NN Division of Economic Development</i>
Diné CFI	Enjoying Nihkeyak: Increasing Visitation from our Own Diné <i>Manuelito "Manny" Wheeler, Dir., Navajo Nation Museum</i>

12:00 PM – 1:00 PM: LUNCH ON YOUR OWN

1:00 PM – 2:00 PM: BREAKOUT SESSION 2

Twin Arrows A/B	Outdoor Bed & Breakfast <i>Baya Meehan, Owner, Shash Diné Eco Retreat</i>
Diné ADG	Navajo TV and Film Office <i>Edsel Pete, Manager; Kaene Antonio, Broadcast Technician. Navajo Nation TV & Film.</i>
Diné BEH	Tour Operating Permits <i>Martin Begaye, Mgr., Navajo Nation Parks & Recreation, Div. Of Natural Resources.</i>
Diné CFI	TBA <i>The View Hotel, Monument Valley, AZ/UT</i>

2:15 PM – 3:15 PM: BREAKOUT SESSION 3

Twin Arrows A/B	The Tremendous Potential of Indigenous Tourism On & Off the Reservation <i>Louis E. Williams, Owner. Ancient Wayves River & Hiking Adventures.</i>
Diné ADG	Cultural Tourism Matters <i>Jeremy D. Arviso, Marketing Dir. Adventurous Antelope Canyon Tours.</i>
Diné BEH	'Sunbeam Tours & Railway' as a Community-Based Asset & Attraction <i>Celesta Littleman, CEO/Co-Founder. Sunbeam Tours & Railway (STAR)</i>
Diné CFI	TBA <i>Kathleen Frank, Program Manager, NAU Ctr for Amer. Ind. Econ. Dev.</i>

Agenda/Schedule subject to change without prior notice!

3:15 PM – 3:30 PM: REFRESHMENT BREAK

3:30 PM – 4:30 PM: BREAKOUT SESSION 4

Twin Arrows A/B	Customer Service <i>(Kristine Laughter, Dir., Kinship Leading. Change Labs</i>
Diné ADG	Workshop: "Writing Ad Copy That Sells" <i>Clifton Chadwick, National Underwriting Dir., Koahnic Broadcast Corp.</i>
Diné BEH	Enhancing Cultural Importance for Community Needs; Round Rock Trading <i>Kayla Jackson, MFA Prog. Spec.; Theodore (Ted) Jojola, Ph.d, Regents Prof., UNM Dir., Indigenous Design and Planning Instit.; Anthony Fettes, MLA, UNM - Landscape Arch. Assist. Prof.</i>
Diné CFI	How to start a tourism business on Navajoland <i>Sally Yabeny & John Largo, Sr. Econ. Dev. Spec., NNDED</i>

4:30PM – 7:00PM

Dinner on your own

7:00 PM – 11:00 PM

VALENTINE'S DAY COUNTRY DANCE

FEATURING THE DINÉ BAND: 'AZ DREAMERS'

WEDNESDAY, FEBRUARY 15, 2023

7:00 AM – 8:00 AM CONTINENTAL BREAKFAST

7:00 AM – 12:00 PM REGISTRATION OPEN

8:00 AM – 9:00 AM: BREAKOUT SESSION 1

Twin Arrows A/B	Artists on the Rez, How do we get the World to See Us? <i>Roberta Begaye, Artist, Bitterwater Gallery, Albuquerque, NM</i>
Diné ADG	Navajo Film Office <i>Edsel Pete, Prog. Manager, Navajo Nation TV & Film Office</i>
Diné BEH	TBA <i>Coconino County, Flagstaff, AZ</i>
Diné CFI	TBA <i>Harold Skow, President/Owner, Yalti Telecom, LLC</i>

9:10 AM – 10:10 AM: BREAKOUT SESSION 2

Twin Arrows A/B	Earn Your Certificate in Redesign with Health in Mind - <i>(Session 1 of 2)</i> <i>Laurel Berman, Ph. D, Agency for Toxic Substance and Disease Registry; Randall Stephens, Sr. Planner, The Antero Group.</i>
Diné ADG	Community Master Planning I <i>Eric V. Neagu, P.E., LEED AP, Principal, The Antero Group</i>
Diné BEH	Marketing <i>Taylor Lawrence, Marketing Prog. Mgr., New Mexico Tourism Dept.</i>
Diné CFI	Customer Service <i>Kristine Laughter, Dir., Kinship Leading. Change Labs.</i>

10:10 AM – 10:20 AM: REFRESHMENT BREAK

10:30 AM – 11:30 AM: BREAKOUT SESSION 3

Twin Arrows A/B	Anthropology Yesterday and Today <i>Rena Martin, Anthropologist-owner, Dinehtahdoo, LLC</i>
Diné ADG	Workshop: Writing Ad Copy That Sells <i>Clifton Chadwick, National Underwriting Dir., Koahnic Broadcast Corp.</i>
Diné BEH	How to Lease Navajo Nation Lands for Tourism Development <i>Sally Yabeny & Genevieve Bighorse, Sr. Econ Specialists, Econ Dev. Shiprock Reg. Business Dev. Ofc.</i>
Diné CFI	Creating Jobs on Reservations to Grow Economies/Importance of Infrastructures/Taxation Key to Fund Services <i>Waylon Honga, Hualapai Tribe; Raymond Maxx, Navajo Nation</i>

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12:00 PM – 1:00 PM LUNCHEON (BUFFET STYLE)

ROUNDTABLE DISCUSSION

'State Partnerships with Navajo Nation'

Flint Timmins, Destination Dev. Lead, Utah State Tourism

Dawn Melvin, Tribal Liaison, Arizona Office of Tourism

Melissa Sanchez, ICO Executive Director, New Mexico Tourism Department

Arval T. McCabe, Dept. Mgr., Navajo Nation Tourism Department

Martin Begaye, Dept. Mgr., Navajo Nation Parks & Recreation

1:30 PM – 2:30 PM: BREAKOUT SESSION 4

Twin Arrows A/B	Adventurous Antelope Canyon Tours <i>Lionel Bighthumb, COO. LeChee, AZ.</i>
Diné ADG	TBA <i>Kathleen Frank, Prgrm Mgr, Ctr for Amer. Ind. Econ. Dev., NAU</i>
Diné BEH	Strategic Planning Development <i>Brian Cole, President, Building Communities, LLC</i>
Diné CFI	Visual Tools for Communities <i>Lloyd DeGrane, Photojournalist, Chicago</i>

2:45 PM – 3:45 PM: BREAKOUT SESSION 5

Twin Arrows A/B	Navajo Business Regulatory <i>Notah Silversmith, Mgr, Business Regulatory, Navajo Nation Div. of Econ. Dev.</i>
Diné ADG	International Marketing <i>Emerson Vallo, President, AIANTA Board - Southwest Region.</i>
Diné BEH	Learn to Grow Your Business with Accounting <i>Delphina Begay, CEO. WaterEdge Business Solutions, LLC.</i>
Diné CFI	Designating Land for Your Business <i>Navajo Land Department</i>

3:45 PM – 3:55 PM: BREAK -- Visit our exhibitors and artisans!

3:55 PM – 4:55 PM BREAKOUT SESSION 6

Twin Arrows A/B	Navajo Enacted Taxes, Sales Taxes <i>Navajo Nation Tax Commission</i>
Diné ADG	Community Master Planning II <i>Eric Neagu, PE LEED AP, Princi. The Antero Group</i>
Diné BEH	Keep Kayenta Beautiful <i>Chris Burnside, Public Relation, Kayenta Township</i>
Diné CFI	Gateway to Monument Valley <i>Geri Laughter, Economic Dev. Spec., and Olivia Jones, Town Manager. Kayenta Township</i>

5:30 PM – 6:00 PM DOORS OPEN – EVENT CENTER

6:00 PM – 9:00 PM EVENING BANQUET

MC: (BLANK)

INVOCATION: (BLANK)

EVENING GUEST ENTERTAINER:

Tatanka Means, Actor & Comedian. 'Laughter is Good Medicine!'

**Merch available after his comedy set! Bring cash!*

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THURSDAY, FEBRUARY 16, 2023

8:30 AM – 9:30 AM: BREAKOUT SESSION 1

Twin Arrows A/B	Apply your New Skills in Redesign with Health in Mind. (Session 2 of 2) <i>Laurel Berman, PhD, Agency for Toxic Substance and Disease Registry; Eric Neagu, PE, LEED AP, Princi. The Antero Group.</i>
Diné ADG	Outdoor Recreation as a Revenue on Navajo Land <i>Jon Yazzie, Tour Operator, Dzil Ta'ah Adventure, LLC</i>
Diné BEH	Workshop: Writing Ad Copy That Sells <i>Clifton Chadwick, Nat. Underwriting Dir., Koahnic Broadcast, Corp.</i>
Diné CFI	Incorporating on Navajo Nation <i>Daisha Holyan, Prog. & Proj. Spec. NN Business Regulatory Dev. Office</i>

10:30 AM

LUNCH

CLOSING REMARKS: (BLANK)

BENEDICTION: (BLANK)

RETIRE COLORS: (BLANK)

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