

# 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

<b>Twin Arrows A/B</b>	Agribusiness on Navajo Nation <i>Ben Zachariah, Owner. Bidii Baby Foods, LLC</i>
<b>Diné ADG</b>	'Culture Tour' providers on the San Juan River <i>Louis D. Williams, Owner. Ancient Wayves River and Hiking Adventures, LLC</i>
<b>Diné BEH</b>	Comm. Engage. & Partnerships, Sm. Bus. Initi., DED Dev. Strategic Plan <i>Douglas W. Capitan, (D) Director, M.ED., MPA. NN Division of Economic Development</i>
<b>Diné CFI</b>	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

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

## 2:15 PM – 3:15 PM: BREAKOUT SESSION 3

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

<b>Twin Arrows A/B</b>	Customer Service <i>(Kristine Laughter, Dir., Kinship Leading. Change Labs</i>
<b>Diné ADG</b>	Workshop: "Writing Ad Copy That Sells" <i>Clifton Chadwick, National Underwriting Dir., Koahnic Broadcast Corp.</i>
<b>Diné BEH</b>	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>
<b>Diné CFI</b>	How to start a tourism business on Navajoland <i>Sally Yabeny &amp; 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

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

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

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

<b>Twin Arrows A/B</b>	Anthropology Yesterday and Today <i>Rena Martin, Anthropologist-owner, Dinehtahdoo, LLC</i>
<b>Diné ADG</b>	Workshop: Writing Ad Copy That Sells <i>Clifton Chadwick, National Underwriting Dir., Koahnic Broadcast Corp.</i>
<b>Diné BEH</b>	How to Lease Navajo Nation Lands for Tourism Development <i>Sally Yabeny &amp; Genevieve Bighorse, Sr. Econ Specialists, Econ Dev. Shiprock Reg. Business Dev. Ofc.</i>
<b>Diné CFI</b>	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>

\*Agenda/Schedule subject to change without prior notice!\*

## 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

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

## 2:45 PM – 3:45 PM: BREAKOUT SESSION 5

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

<b>Twin Arrows A/B</b>	Navajo Enacted Taxes, Sales Taxes <i>(BLANK), Tax Commission, Navajo Nation</i>
<b>Diné ADG</b>	Community Master Planning II <i>Eric Neagu, PE LEED AP, Princi. The Antero Group</i>
<b>Diné BEH</b>	Keep Kayenta Beautiful <i>(Chris Burnside, Public Relation, Kayenta Township</i>
<b>Diné CFI</b>	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

<b>Twin Arrows A/B</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>
<b>Diné ADG</b>	Outdoor Recreation as a Revenue on Navajo Land <i>Jon Yazzie, Tour Operator, Dzil Ta'ah Adventure, LLC</i>
<b>Diné BEH</b>	Workshop: Writing Ad Copy That Sells <i>Clifton Chadwick, Nat. Underwriting Dir., Koahnic Broadcast, Corp.</i>
<b>Diné CFI</b>	Incorporating on Navajo Nation <i>Daisha Holyan, Prog. &amp; Proj. Spec. NN Business Regulatory Dev. Office</i>

## 10:30 AM

### LUNCH

CLOSING REMARKS: (BLANK)

BENEDICTION: (BLANK)

RETIRE COLORS: (BLANK)

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