

2nd ANNUAL NAVAJO NATION ECONOMIC SUMMIT
“Path to Economic Sovereignty”
TWIN ARROWS NAVAJO CASINO RESORT
May 8-10, 2017

AGENDA

DAY ONE: MONDAY, MAY 8, 2017

- 10:00 AM – 4:00 PM **EARLY REGISTRATION**
VENDORS & ARTISANS BOOTH SET-UP
- 7:00 AM – 2:00 PM **GOLF TOURNAMENT**
LOCATION: 2380 N. Oakmont , Drive, Continental Country Club, Flagstaff, AZ
- 6:00 PM – 8:00 PM **WELCOME RECEPTION and NETWORK SESSION (Cash Bar)**
- MASTER OF CEREMONY:** Pax Harvey, Jr., Pax Harvey Consultant
Throughout entire summit
- INTRODUCTION:** Crystal J. Deschinny, Division Director, Division of Economic Development
- WELCOME:** Brian Parrish, CEO, Navajo Nation Gaming Enterprise
 Lena Fowler, Coconino County Board of Supervisor
- SPEAKER:** Loren Topahe, CEO, American Indian Chamber of Arizona
- ENTERTAINMENT:** Tomas Hunt, Hoop dancers, Page Arizona

DAY TWO: TUESDAY, MAY 9, 2017

- 7:00 AM – 4:00 PM **REGISTRATION**
- 7:00 AM – 8:00 AM **EXHIBITOR SETUP DINÉ CONFERENCE AREA**
- 7:00 AM – 8:30 AM **CONTINENTAL BREAKFAST (Sponsored by To’Nanees’Dizi Local Government)**
- 8:00 AM – 9:30 AM **OPENING GENERAL SESSION - *Dine’ B,C,E,F,H,I***
- INTRODUCTION:** Crystal J. Deschinny, Division Director, Navajo Nation Division of Economic Development
- POSTING OF COLORS:** Veterans
- INVOCATION:** Martin E. Ashley, Executive Director, Office of Navajo Tax Commission
- WELCOME ADDRESS:** Honorable Russell Begaye, President, The Navajo Nation
- SPECIAL GUEST:** Honorable Congressman Tom O’Halloran, Arizona Congressional District 1
- KEYNOTE SPEAKER:** Hilary Tompkins, Partner, Hogan Lovells US LLP

- 9:30 AM –10:00 AM ***Developing Tribal Economies***
Dine' B,C,E,F,H,I
- History and Values of the Navajo People for governance and leadership
 - Distinguishing factors promoting economic development
 - Economic indicators
 - Frameworks of Government
- Speaker: Dr. Manley Begay, Northern Arizona University
- 10:00 AM–10:05 AM **MORNING BREAK**
- 10:05 AM–10:35 AM ***The International Trade in Indian Country***
Dine' B,C,E,F,H,I
"The Fools Who Thought They Killed the Wolf: Re-engaging International Trade Between Native Nations."
- Speaker: Joseph K. Austin, Esq. LLM Candidate, Int'l Economic L&P James E. Rogers College of Law, University of Arizona College of Law
- 10:35 AM–11:30 AM ***Navajo Economic Diversification***
Dine' B,C,E,F,H,I
- Economic Roadmap
 - Naat'áanii Development Corporation
 - Economic Development Zones
- Panel: Robert Joe, Chief of Operation, The Navajo Nation Office of President and Vice President
 Juan C. Massey, Executive Staff Assistant, The Navajo Nation Office of President & Vice President
- 10:05 AM-11:30 AM ***Collaboration with State Tourism***
Dine'A,D,G
- A network of communication structure is vital among States, Inter-tribal and Entities to insure multimedia is promoting and marketing Destinations, Land, Culture and Annual Events out to the World! This session will address those areas.
- Moderator: Rose Morgan, Economic Development Specialist, Regional Business Development Office
- Panel:
- Arizona - Stephanie Dowling, Deputy Director, Arizona Office of Tourism
 - Utah - Rachel Bremer, Manager-Global Travel Trade, Utah Office of Tourism
 - Inter-Tribal - Donovan Hanley, Director of Sales, Navajo Nation Hospitality Enterprise
- 12:15 PM – 1:30 PM **LUNCH - SPEAKERS:**
- Introduction by Steve Grey, Navajo Transitional Energy Company
 - Andy Hawkins, Business Manager, Bisti Fuels/Navajo Transitional Energy Company
- 1:30 PM – 1:45 PM **AFTERNOON BREAK**
- 1:45 PM – 3:15 PM **BREAKOUT SESSION I**

**SECTION 17: Corporation of the Indian Reorganization Act of 1934 (IRA)
Dine' B,C,E,F,H,I**

This session provide insight to Section 17 of the IRA gives tribes the power to incorporate and enables them to waive sovereign immunity to facilitate business transactions, thereby fostering tribal economic development and independence.

Moderator: Robert Joe, Chief of Operation, Navajo Nation Office of President & Vice President

Panel: James Maggesto, Partner, Holland & Knight LLP

1:45 PM – 3:15 PM

**Financing Availability for Rural Businesses and Creating Jobs
Twin Arrows A,B**

This session will address the USDA grants available to Native American set-aside funds to support rural businesses and help create jobs. Session also includes initial business funding source in the development of Monument Valley, The View Hotel.

Moderator: Anthony Perry, Department Director, Project Development

Panel: Jeff Hays, Community Programs Director, US Department Rural Development

Alsace LaFramboise, South West Zone Manager, Division of Capital Investment, Office of Indian Energy & Economic Development
Lyle Frederickson, Vice President, Great Western Bank

1:45 PM – 3:15 PM

**Community Master Planning in Tourism
Dine' A,D,G**

To identify a community's expertise to develop a master plan that will help position the community for jobs, business creation, industrial and commercial business sectors, while remaining sensitive to lands and ownership concerns.

Moderator: Kim Kanuho, President/Planner, Fourth World Design Group, LLC

Panel: Eric V. Neagu, P. E., LEED AP, Principal-Antero Group
Tyrone J. Begay, Chapter Planner, Chinle Chapter Government
Walter Phelps, 23rd Navajo Nation Council Delegate

1:45 PM – 3:15 PM

**Positioning Your Business for Opportunity with EPA
Bingo Hall**

Moderator: JoAn Notah, Procurement Specialist, Native American PTAC, National Center for American Indian Enterprise Development

Panel: Autumn Roe, Contracting Officer, US Environmental Protection Agency-Region 9

Aregnaz Mooradian, Business Opportunity Specialist, US Small Business Administration, Arizona District Office

3:15 PM – 3:30 PM

AFTERNOON BREAK (Sponsored by Kentucky Fried Chicken)

3:30 PM – 5:00 PM

BREAKOUT SESSION II

**Advance Manufacturing in Today's Growing Industry
Dine' B,C,E,F,H,I**

Learn about a broad range of state-of-the-art products and solutions for advanced manufacturing in the US. Here you can find more information on growing market for cutting-edge 3-D manufacturing and other growing industry for Indian Country.

Moderator: Crystal Dechinny, Division Director, Division of Economic Development

Panel: Benjamin Jones, Navajo Technical University
Scott Halliday, Navajo Technical University
Mark Cola, CEO, Sigma Labs

3:30 PM – 5:00 PM

***Marketing Using Adobe & Others
Twin Arrows A,B***

Working with Adobe products and software, designing campaigns for marketing, data analytics, engaging web and government experiences.

Moderator: Tony Little, Program Manager, Chinle Regional Business Development Office, Navajo Nation Division of Economic Development

Panel: Mike Crabtree, Sr. Account Executive, Adobe Enterprise
Harold Skow, Chairperson, Economic Development, Mexican Water Chapter Government

3:30 PM – 5:00 PM

***Leveraging eCommerce
Dine' A,D,G***

Learn how to increase your market base..looking for new ways to stay ahead of the competition, and attract new partnerships. E-commerce has evolved significantly since the first online transaction more than 20 years ago. With the internet knowing no global boundaries, the possibilities and reach for merchants are endless.

Moderator: Honorable Seth Damon, Chairman, Navajo Nation Budget and Finance Committee

Panel: Rocky Tano, President, CEO, Obsidian Web;
Kristian Richardson, Director, U.S. Commercial Service Arizona
Aregnaz Mooradian, EDS, Small Business Administration
Lionel Bighthumb, Chief Operating Officer, Adventurous Antelope Canyon

6:30 PM – 10:00 PM

**EVENING NETWORK RECEPTION – Four Elements
ICE CREAM SOCIAL and ENTERTAINMENT – DJ
(Sponsored by Navajo Nation Gaming Enterprise)**

DAY THREE: WEDNESDAY, MAY 10, 2017

- 7:00 AM – 10:00 AM **REGISTRATION**
7:00 AM – 4:00 AM **OPEN TRADE SHOW: VENDORS & ARTISANS BOOTHS**
- 7:30 AM – 8:30 AM **CONTINENTAL BREAKFAST (Sponsored by Tuba City Regional Health Care Corporation)**
- 8:30 AM – 10:00 AM **BREAKOUT SESSIONS III**
- 8:30 AM – 10:00 AM ***Role of the Court System in Business***
Dine' B,C,E,F,H,I
- History of the Navajo Nation Court System
 - Why the Navajo Courts should be independent?
 - What do the Navajo courts do?
- Moderator: Bitah Becker, Division Director, Division of Natural Resources, The Navajo Nation
Presenter: Dr. Ray Austin, University of Arizona
- 8:30 AM – 10:00 AM ***Opportunities to Develop in the Commercial & Industrial Sectors***
Twin Arrows A,B
- Incentives for development
 - Past & future development
- Moderator: Anthony Perry, Department Director, Project Development
Panel: Project Development Department
 Wava White, Principal Economic Development Specialist
 Jeanette Jones, Principal Economic Development Specialist
 Beatrice Watchman, Sr. Economic Development Specialist
 Sharlene Begay-Platero, Industrial Development Specialist
- 8:30 AM – 10:00 AM ***Cultural and Scenic Tourism***
Dine' A,D,G
- Experiencing a culture through participation and hands-on by staying overnight in a Hogan has become a popular venue by tourists
- Moderator: Rose T. Morgan, Navajo Tourism, Economic Development
Panel: Allarice Meehan, owner Shashdine'é Echo Retreat, Coppermine, AZ
- 8:30 AM – 10:00 AM ***Effective Financial Management: Part I & Part II***
Bingo Hall
- Part I:** The first half of the session will cover how to qualify for a business loan. The discussion will give an understanding of the five "Cs" of credit analysis used by lenders to qualify a business for a loan; understanding how the business financial statements are analyzed by lenders; and how to utilize alternative lending sources in an overall financing plan.
- Part II** – Bonding representatives will discuss bid bonds, performance bonds, and payment bonds.
- Moderator: Edgar Tohtsoni, Senior Economic Specialist, Eastern Regional Business Development Office
Panel: Kevin Wimsatt, Bold Concepts, Inc.
 Jamie Gloshey, ACCION
- 10:00 AM–10:15 AM **MORNING BREAK**

- 10:15 AM–11:45 AM **BREAKOUT SESSION II**
- 10:15 AM–11:45 AM ***New Market Tax Credit Benefits***
Dine' B,C,E,F,H,I
The NMTC Program incentivizes community development and economic growth through the use of tax credits that attract private investment to distressed communities. As of the end of FY 2016, the NMTC Program has:
- Generated \$8 of private investment for every \$1 of federal funding
 - Created 178 million square feet of manufacturing, office, and retail space
 - Financed over 5,400 businesses
- Moderator: Crystal Deschinny, Division Director, Navajo Nation Division of Economic Development
Panel: Matthew Bland, Asset Manager/CPA, Travois New Markets
Navajo Tribal Utility Authority
- 10:15 AM–11:45 AM ***Current Economic Initiatives in the Four Corners Region***
Twin Arrows A,B
Moderator: Randolph Sells, Program Manager, Shiprock Regional Business Development Office
Panel: Warren Unsicker, CEO, Four Corners Economic Development, Inc.
Jeff Condrey, NW NM Council of Governments
Arvin Trujillo, Manager, Government Relations, APS, Four Corners Power Plant
- 10:15 AM–11:45 AM ***Navajo Nation Parks & Recreation and Broadcast Services***
Dine' A,D,G
Destinations, recreation, accommodating visitors with customer service is a must. As well as providing business opportunities with tour guiding, vending, camping and other tourist related services. This session will also provide a film media aspect of revenue generating market on Navajo land.
Moderator: Regina Allison, Program Manager, Western Regional Business Development Office
Panel: Martin Begay, Manager, Parks & Recreation Department, Navajo Nation Division of Natural Resources
Lyn Carranza, Superintendent, Southern Four Corners Group National Park Service
Edsel Pete, Manager, Broadcast Services Department, Navajo Division of Human Services
- 10:15 AM–11:45 AM ***Marketing 101***
Bingo Hall
- Present Your Business for Contracts
 - Developing Effective Capabilities Statements
 - Making Your Presentation
 - Maximizing Your Business Card Real Estate
- Moderator: Henry Silentman, Economic Development Specialist, Shiprock Regional Business Development Office
Panel: Joan Notah, Procurement Specialist, National Center, Native American PTAC
April Tinhorn, Tinhorn Consulting
Mable Tsosie, President, Spottedhorse Infosystems LLC
- 12:00 PM – 1:30 PM **LUNCH**

LUNCHEON SPEAKER: Chris James, President and CEO, National Center for American Indian Enterprise Development
“Federal Contracting/8(a) Program and Building Organizational Culture”
Austin Tsosie, CEO, Dine’ Development Corporation

1:30 PM – 1:45 PM

AFTERNOON BREAK

1:45 PM – 3:00 PM

BREAKOUT SESSION III

1:45 PM – 3:00 PM

American Indian Alaska Native Tourism Economic Impact
Dine’ B,C,E,F,H,I

Participants will be introduced to the American Indian Alaska Tourism Association's programs and benefits as well as have an understanding of the overall economic of participating in the international market

Moderator: Regina Allison, Program Manager, Western Regional Business Development Office, Navajo Nation DED

Panel: James Sureyor is the AIANTA At-Large Representative

1:45 PM – 3:00 PM

Eco-Tourism
Twin Arrows A,B

A new travel ethic, travelers’ appreciation of nature experience. Sensitivity towards, and appreciation of local cultures and biodiversity.

Moderator: Honorable Walter Phelps, Navajo Nation Council Delegate

Panel: Tom Riggensbach, Executive Director, Navajo YES

1:45 PM – 3:00 PM

Certifications for Women Owned Business & Veteran Owned Business
Dine’ A,D,G

Learn about contract opportunities and certification for Women-Owned Business and Veteran-Owned business. Panelist will share information on programs, registering as WOB & VOB, and available resources.

Moderator: Margie Dee, Northern Regional Business Development Office, Navajo Nation DED

Panel: Eunice Tso, President/CEO, ETD Inc.
Lavina Lamone, President, Tiis Ya Toh, Inc.
Elaine Young, Department Manager, Small Business Development Department, Navajo Nation DED

1:45 PM – 3:00 PM

Sustainable Economic Development: Principles and Practice
Bingo Hall

A concept at local level to global in scale. Sustainability should and must be incorporated in every aspect of economic development, culture and long-term strategic integration in planning. Virtually every global corporation have embraced sustainable development principles and practices as is the case with municipalities, counties and state; in short, this is part of the overall political economy in western democracy.

Moderator: Libby Valteau, Program Manager, Fort Defiance Regional Business Development Office, Navajo Nation-DED

Panel: Phil Zahne, Board Member, DineHozho, L3C
Tony Skrelunas, Board Member, DineHozho, L#C
Vanessa Vandever, Manager, DineHozho, LEC

1:45 PM – 3:00 PM

AFTERNOON BREAK (Sponsored by Tuba City Kentucky Fried Chicken)

5:00 PM – 8:00 PM

BANQUET

*Welcome Music by Tony Duncan, Flutist (Apache, Arikara, Hidatsa, Mandan);
World-known Native American Flutiest & Hoop Dancer; 2014 Native Music
Awards “Artist of the Year” recipient*

MASTER OF CEREMONY: Pax Harvey, Jr. – Consultant

WELCOME ADDRESS: Crystal Dechinny, Division Director, Navajo Nation
Economic Development Department

MEAL INVOCATION: Ronda Joe, Miss Navajo Nation

BUSINESS AWARDS: Distinguished Business of the Year Award
Small business Sector Award
Commercial Sector Award
Professional Service Sector Award
Construction Sector Award
Tourism Sector Award
Industrial Sector Award
Entrepreneurial Spirit Award
Other Business Award

CLOSING SONG: Ronda Joe, Miss Navajo Nation

RETIRE THE COLORS: Veterans Group