

DRAFT LETTER

April 5, 2010

FROM: Box Elder Job Corps  
Mike Deveraux, Center Director  
PO Box 110  
Nemo, South Dakota 57759

Daphne Richards Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522 7<sup>th</sup> Street  
Suite 210  
Rapid City, South Dakota 57701

RE: Letter of Commitment and Support – Strategic Partnership

Dear Ms. Richards Cook:

The Box Elder Job Corps Program stands ready to engage the Alliance of Tribal Tourism Advocates as a strategic partner in the area of culinary arts training and career path work force development. The Vision 2012 project slated to be constructed next to the Rapid City Journey Museum afforded in part with funding from the City of Rapid City, will serve as an excellent vehicle for training partnerships and program coordination to better serve the needs of Native American students interested in pursuing a career path in food concessions or in the tourism hospitality industry.

The Box Elder Job Corps is a long standing member of the Black Hills Community existing since 1964. We are interested in seeking ways to better serve our student population. At the moment, on average there are 218 students enrolled at our residential training program here in Nemo, South Dakota. And, on average, there are over 50 per cent Native American students attending and registered in our educational training programs designed to meet the unique needs of uniquely situated students between the ages of 16 and 24.

The project proposed as the Black Hills Center for Northern Plains Tribal Arts and Performance is an exciting project that will bring greater opportunity for tourism hospitality and Native American experience here in the Black Hills. We are pleased to be able to be a partner to step forward and work directly with ATTA to provide work force training and career path work force development opportunities to Native American students who might wish to enter in this field which is the Number 2 industry in South Dakota. It is part of our mission to provide suitable and effective job placement to our

graduating students so this project is only enhancing our ability to serve the ultimate needs of our students in terms of potential job placement and career path guidance.

It is our understanding that ATTA is seeking funds to establish a mobile concession kitchen unit to implement as part of Phase I of this project. We understand that once the permanent concession and kitchen facility is constructed in Phase II and Phase III that this mobile kitchen unit will continue to serve the business needs of ATTA and its' partners. It is a tremendous concept to include the Intertribal Bison Cooperative which will be providing bison meat products in a cooperative marketing agreement. We are confident we can provide skilled trained qualified food service workers to meet the needs of this project through our work base learning program and program graduates. We will continue to provide perspective candidates for full time hire, as the project expands into the larger phases of construction and operation.

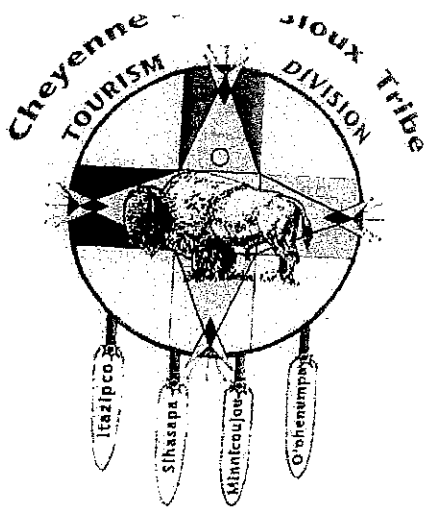
Finally, our culinary arts instructor, Mr. Dave Levesque, is available to serve as a community advisor to ATTA as it will be his job to ensure that the project and the approach are in tandem with our mission and goals. It is important that our students are given every opportunity to be placed in training programs or in apprenticeship training programs which provide the most effective support for them; thus it is in our interest to work closely with you. Additionally, Mr. Levesque operates a mobile kitchen which is fully equipped, and will be a qualified expert to your needs of ensuring your project operates at the highest levels possible meeting the needs of your audiences and patrons. Because we are a federal facility, we believe our contribution can be considered a leveraged resource and perhaps not used as a direct match.

We are pleased to set the goal to have ATTA hire and train our graduates to hold permanent positions in this project facility as it grows and becomes a major attraction to the Black Hills area and region.

With best regards

/s/Michael Deveraux

Mike Deveraux  
Center Director  
Box Elder Job Corps  
Nemo, South Dakota



P.O. Box 590 – E. Hwy 212 (GFP Bldg)  
Eagle Butte, SD 57625

Phone: 605-964-7812 / 7813

Fax: 605-964-7811

Email: [crstgfp@lakotanetwork.com](mailto:crstgfp@lakotanetwork.com)  
[dhighehk@yahoo.com](mailto:dhighehk@yahoo.com)

Denelle High Elk, Tourism Director

April 7, 2010

Daphne Richards-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7th Street, Suite 210  
Rapid City, SD 57701

Dear Daphne:

On behalf of the Cheyenne River Sioux Tribe's Tourism Division, I am pleased to write a letter of support for the Alliance of Tribal Tourism Advocates (ATTA) - Concessions Project in regards to their application/proposal submission for the Administration for Native American's Social Development Strategies for Native Americans Grant (ANA).

The ATTA Powwow Garden and Indian Arts Market - Concessions Project (Project) is being developed to prepare highly trained, entry level workers that are balanced with family and work utilizing an equipped culinary laboratory (mobile culinary unit) where students/young adults learn the fundamentals of Lakota/Dakota/Nakota Culinary. ATTA will work with industry and education organizations to identify industry skill needs, to develop training curriculum and to support the first Lakota Culinary Project in the field.

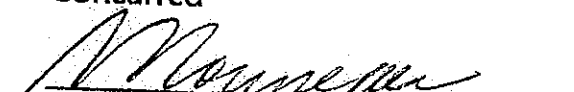
The Cheyenne River Sioux Tribe's Tourism Division strongly supports ATTA's Concessions Project proposal to build on this important concept and would like to contribute \$3,858.40 in-kind support (260 hours @ \$14.84/hour = \$3,858.40) in the areas of technical assistance, training, and support through the CRST Tourism Division.

I want to thank the Alliance of Tribal Tourism Advocates (ATTA) for offering to submit the grant application and further develop this project.

Sincerely

  
Denelle High Elk  
CRST Tourism Director

Concurred

  
Narcisse Rousseau  
CRST GFP Director

Cc: file

# Angela Sharpe

## Executive Summary

Angela is a seasoned professional with thirty years of experience in financial accounting & reporting and internal controls. Angela is take-charge professional with considerable skill gained from numerous organizations and industries. Angela's current position is the Chief Financial Officer for First Nations Oweesta Corp. since 2007 and an owner of a Native American Restaurant "Little Jewels, Inc." She has also worked on five Sarbanes-Oxley compliance engagements in the previous three years that involved all aspects of the compliance process from initial scoping and planning through testing and remediation. Angela has hands-on familiarity with the Controller function, and she has been extensively involved with the development and implementation of computerized accounting systems and financial process re-engineering.

Angela has experience with several business accounting systems, and spreadsheet and tax software: Accufund, J.D. Edwards, PeopleSoft, Oracle, SAP, CDI, FoxPro, Great Plains, MAS200, Creative Solutions, Accware, Real World, SBT,AMSI, AMOS, FRX, Crystal Reports, Excel, Access, E-Room, Tax Packages, C++, Turbo C, Windows, IBM Mainframe, System 36 and Expedite (CAD/CAM).

## Key Career Accomplishments

- Key contributor to a SOX compliance team that turned around a client project that was significantly behind schedule resulting in the completion of the documentation phase according to project plan.
- Achieved special recognition by successfully reconciling key accounting department business processes to IT application and general computing controls.
- Led the effort to remediate a client's significant internal control deficiencies through the development of key accounting department policies and procedures.
- Significantly reduced regulatory liability through effective auditing and analysis of compliance requirements surrounding the client's Trust accounting practices and a complicated merger transaction.
- Effectively performed all Controller responsibilities for a large assisted living facilities operator including management and SEC reporting, budgeting and forecasting, supervision and development of accounting department staff, GAAP and regulatory compliance, and external audit support.
- Led the effort to re-engineer accounting department processes and organizational structure related to internal and SEC financial reporting and established internal controls for greater reporting capability and efficiency.
- Responsible for the accounting system conversion for an organization with over 155 locations and 7,000 employees that included the development of new accounting policies and procedures
- Gained valuable experience through the preparation of compilation reports and tax returns, financial statement auditing and analysis, and review and supervision of staff for a variety of clients.

## Professional Experience

- Independent Consultant for clients i.e. Nordstrom, Cutter & Buck, London Fog and Coinstar
- Senior Consultant, Jefferson Wells client Washington Mutual
- Director of Accounting, Emeritus Assisted Living
- Controller, ORCA Monitoring Services
- Assistant Controller, Hartung Glass Industries, Inc.
- Compliance Auditing Supervisor, Bank of America
- Accounting Manager, A.D. Crump & Associates

## Education, Certification, Memberships

- BS in Business Administration, Franklin University
- CPA, State of Ohio

Angela D. Sharpe • 21513 Pine View Ct • Piedmont, SD  
(605) 430-3957 • Fax (605) 343-5414

Ashar234@msn.com

April 7, 2010

Alliance of Tribal Tourism Advocates  
Att: Daphne Richards Cook, Executive Director  
522 7th Street  
Suite 210  
Rapid City SD 57701

### LETTER OF AGREEMENT

Dear Mrs Cook:

This Letter of Agreement sets forth our mutual agreement concerning my provision of consulting services to you. These consulting services are based on in-kind services with at the market rate of \$200.00 per hour and estimated 4 hours per month.

The terms and conditions of this Letter of Agreement are as follows:

1. Relationship, Term of Agreement. You shall retain me, and I shall render consulting and advisory services to you, as an independent consultant and not as an employee of Alliance of Tribal Tourism Advocates, upon the terms and conditions set forth in this Letter of Agreement. The term of my services under this Letter of Agreement shall be October 1, 2010 thru September 30, 2011; provided however, that either you or I may terminate this Letter of Agreement upon thirty (30) days' prior written notice at any time.
2. Scope. I agree to render such training, research, writing, presentation, technical assistance, data or other resource collection, consulting, or advisory services as may reasonably be requested from time to time by your organization, including services related to training, technical assistance, research, policy and advocacy, lending, and capitalization in core areas of financial education and food services and safety.

Time Commitment, Deployment of Work. During the term of this Letter of Agreement, I shall devote such time and effort as shall be required for to timely, properly, diligently and faithfully discharge the duties prescribed. You may request my consulting and advisory services on an as needed basis up to 4 hours per month with extensions permitted as agreed upon in writing by both parties.

3. Compensation, Billing, Reimbursement. For services performed during the term of this Letter of Agreement, shall be in-kind services at the rates as follows:
  - a. \$ 200.00 per hour for work relating to advisory services;
4. Consultant Covenants. I specifically agree to the following:

Angela D. Sharpe • 21513 Pine View Ct • Piedmont, SI  
(605) 430-3957 • Fax (605) 343-5414

Ashar234@msn.com

Confidentiality. Requirement to maintain, in perpetuity, the confidentiality of client information acquired from performance of this agreement, except in confidential reports to the organizations management. This confidentiality provision shall include but not be limited to: (i) financial records; (ii) strategic plans; (iii) the names of employees or contractors; (iv) technical specifications; (v) the identity of business partners; (vi) business methods, systems, or practices; and (vii) market/feasibility studies. Upon the termination of this Letter of Agreement, or at any other time if you request me to do so, I shall deliver promptly all confidential information, including, but not limited to, files and records, in my possession or under my control. I further agree that I will not make or retain any copies of any of the foregoing and if requested, will so represent in writing upon termination of this Letter of Agreement. The foregoing restrictions shall not apply to information that is generally available to the public or that is required to be disclosed by legal process, provided that we shall be given reasonable notice prior to any legally compelled disclosure so that we may seek protective orders.

- a. Intellectual Property. If, during the term of this Letter of Agreement, I develop any inventions, patents, copyrights, algorithms, designs, business methods, processes, or any other intellectual property specifically relating to your business, I shall assign to you ownership of all United States and international copyrights and other intellectual property rights in such intellectual property, and shall cooperate in obtaining any governmental registrations of such intellectual property we deem necessary or appropriate. From time to time upon your request I shall confirm such assignments by execution and delivery of such assignments, confirmations of assignments, or other written instruments as we may request. Any intellectual property developed by me that is not specially related to your business shall remain my property.

If you are satisfied with this Letter of Agreement, please sign below and immediately fax the signed contract and return the original copy to us via street mail. Please do not hesitate to call or email.

Very truly yours,

Angela Sharpe

Agreed to and accepted this \_\_\_\_ day of \_\_\_\_\_, 2010

\_\_\_\_\_  
Daphne Cook  
Alliance of Tribal Tourism Advocates

# InterTribal Bison Cooperative

2497 West Chicago Street • Rapid City, South Dakota 57702  
PHONE: (605) 394-9730 • FAX: (605) 394-7742 • E-MAIL: itbc@itbcbison.com  
www.itbcbison.com

April 6, 2010


Daphne Richard-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7th Street, suite 210  
Rapid City, SD 57701  
Tele: 605-545-3351

Dear Daphne:

On behalf of InterTribal Bison Cooperative I am pleased to write a letter of support for the Alliance of Tribal Tourism Advocates (ATTA) application/proposal for the Administration for Native American's Social and Economic Development Strategies for Native Americans Grant. The Alliance of Tribal Tourism's Pow Wow Garden and Indian Arts Market proposal is built on the principles of creating an art incubator with the goals of helping artists in the Rapid City and tribal communities to learn from each other. This will create an exchange that nurtures the artist and provides them with a forum for their work.

All of our organizations have a vested interest in providing opportunities to enhance the academic and social success of our American Indian youth, artists and community members and sustain the goal of building healthy communities. We understand the need for providing an outlet for artists and other skilled positions and we look forward to see the fruits of ATTA's innovative ways to enhance tribal workforce development. We strongly support ATTA's proposal to build on this important concept and would like to contribute \$10,000 in-kind support in being a partner with your project in the area of education for the Bison educational programming; the culinary component on wellness with buffalo products to incorporate within your menu we can donate meat for these purposes; we can donate buffalo byproducts to be used as props for the living history village. We will also be donating 40 hours of time from the Executive Director to work on the project.

Sincerely,



Jim Stone, Executive Director  
InterTribal Bison Cooperative

## • Member Tribes •

- Blackfeet • Cheyenne & Arapaho Tribes of OK • Cheyenne River Sioux • Chippewa Cree Tribe of Rocky Boy's Reservation • Cochiti Pueblo • Comanche Tribe of OK • Confederated Salish & Kootenai • Confederated Tribes of the Umatilla • Crow • Crow Creek Sioux • Iowa Tribe of OK • Flandreau Santee Sioux • Fort Peck Tribes • Fort Belknap Gros Ventre & Assiniboine • Ho-Chunk Nation • Jicarilla Apache • Kalispel • Lower Brule Sioux • Mesa Grande Band of Mission Indians • Miami Tribe of OK • Modoc of OK • Nambé Pueblo • Nez Perce • Northern Arapaho • Northern Cheyenne • Oglala Sioux Tribe • Omaha Tribe of NE • Oneida Nation of WI • Picuris Pueblo • Pit River Tribe • Pojoaque Pueblo • Ponca of NE • Prairie Band Potawatomi Nation • Prairie Island Dakota • Rosebud Sioux • Round Valley Tribes • Sac & Fox of the Mississippi in Iowa • Salt River Pima-Maricopa Indian Community • San Juan Pueblo • Sandia Pueblo • Santee Sioux of NE • Seneca Cayuga Tribe of OK • Shoshone-Bannock • Sisseton-Wahpeton Oyate • Southern Ute • Spirit Lake Sioux • Spokane • Standing Rock Sioux • Stevens Village IRA Council, AK • Stillaguamish Tribe of Indians • Taos Pueblo • Three Affiliated Tribes • Turtle Mountain Band of Chippewa • Ute • Winnebago of NE • Yakama Nation • Yankton Sioux •

April 6<sup>th</sup>, 2010

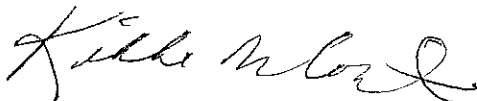
Alliance for Tribal Tourism Advocates  
522 7th Street  
Suite 210  
RCSD 57701  
Attn: Daphne Richards Cook, Ex. Dir.

Dear Ms. Cook,

Thank you for inviting me to assist with your initiative to create a mobile kitchen for use with establishing a culinary program. As a dietitian and nutrition consultant I support this effort and can advise your program on all aspects of kitchen operation and management.

For my professional time I can offer 4 hours per month at \$ 150.00/hr for the project period.

Thank you, I look forward to assisting you,

A handwritten signature in cursive script, appearing to read "Kibbe Conti".

Kibbe Conti, MS, RD  
Northern Plains Nutrition Consulting  
5576 Wildwood Drive  
Rapid City, SD 57702



4/5/2010

Daphne Richards Cook, Executive Director  
ATTA  
522 7<sup>th</sup> Street #210  
Rapid City, SD 57701

Dear Ms. Richards Cook,

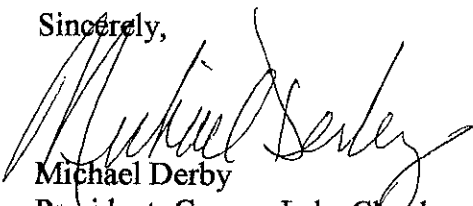
Please let me know if I may be of service as a community business advisor to the ATTA Vision 2012 project in regards to the food concession. I have a great deal of interest in this project and am very supportive. If I can provide any in-kind consulting services I would be delighted to do so. My hourly rate is \$150.00 per hour.

Your Phase 1 strategy of working with a professional mobile kitchen is a sound idea which will serve you well until you have permanent facilities.

I have included a brief history of the Canyon Lake Chophouse and my resume.

Good luck!

Sincerely,



Michael Derby  
President, Canyon Lake Chophouse



# STANDING ROCK SIOUX TRIBAL TOURISM

LADONNA BRAVE BULL ALLARD  
*Tribal Tourism Director*

March 18, 2009

Daphne Richard-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7th Street, suite 210  
Rapid City, SD 57701

Dear Ms. Richard cook:

On behalf of Standing Rock Tribal Tourism Office I am writing a letter of support for the Alliance of Tribal Tourism Advocates (ATTA) application/proposal for the Administration for Native American's Social Development Strategies for Native Americans Grant. The Alliance of Tribal Tourism's Powwow Garden and Indian Arts Market proposal is built on the principles of creating an art incubator with the goals of helping artists in the Rapid City and tribal communities to learn from each other. This will create an exchange that nurtures the artist and provides them with a forum for their work.

The ATTA Powwow Garden & Indian Art Market is a partnership between ATTA and the Rapid City Council's 2012 Vision Program. The best practice model is a project that has emerged from ATTA's 16 year tenure in the area of tribal tourism developments. In this area, there is a need for a tribal driven product for the domestic and international visitor industry that offers opportunities for business spin offs for tribal members that provide visitors and opportunity to see a culture come alive. Offers diverse and authentic cultural experiences for visitors in a "atmosphere which promotes the values of the Lakota Oyate (respect, generosity, wisdom, courage and genuine sharing, kinship and exchanging of cultural ideas and traditions in a diplomatic platform

Creating intergenerational pathways is a tradition the Lakota/Dakota/Nakota elders practiced in educating their children by direct experience and through oral traditions carried from generation to generation a learn by doing approach experientially in the doings of day-to-day life and formally through the oral traditions expressed through ceremonies that included mimetic dance, songs, and stories embodied with traditional knowledge cultivated by generations of storytelling integrating contemporary experiences. Our tribe has many talented artists and exhibitors that would benefit greatly from this project. The opportunity to showcase, market and sell their products would create many opportunities for our people to expand their marketability and enhance their experience as entrepreneurs.

**STANDING ROCK ADMINISTRATIVE SERVICE CENTER**  
OFFICE: (701) 854-8500 EX-186 • FAX: (701) 854-7299  
BUILDING #1 • NORTH STANDING ROCK AVENUE • FORT YATES, ND 58538  
EMAIL: LADONNABRAVE1@AOL.COM  
WEB SITE: [HTTP://WWW.STANDINGROCKTOURISM.COM](http://www.standingrocktourism.com)

The Tribal Tourism Office have a vested interest in providing opportunities to enhance the academic and social success of our American Indian youth, artists and community members and sustain the goal of building healthy communities. We understand the need for providing an outlet for artists and other skilled positions and we look forward to ATTA's innovative ways to enhance tribal workforce development.

We strongly support ATTA's proposal to build on this important concept. The Standing Rock Tribal Tourism Office would like to contribute in-kind support of \$20,000 in the areas of technical assistance, historic and interpretative training, and support. The Standing Rock Tribal Tourism Office will also offer in-kind in the areas of marketing, tribal historic, interpretative training, guide training, and other areas.

Sincerely,



LaDonna Brave Bull Allard  
Tribal Tourism Director

**STANDING ROCK ADMINISTRATIVE SERVICE CENTER**  
**OFFICE: (701) 854-8500 EX-186 • FAX: (701) 854-7299**  
**BUILDING #1 • NORTH STANDING ROCK AVENUE • FORT YATES, ND 58538**  
**EMAIL: LADONNABRAVE1@AOL.COM**  
**WEB SITE: [HTTP://WWW.STANDINGROCKTOURISM.COM](http://www.standingrocktourism.com)**



728 Sixth St. ▪ Rapid City, SD 57701 ▪ Ph: 605.348.2268 ▪ Fx: 605.348.6506 ▪ Email: [info@wyssassociates.com](mailto:info@wyssassociates.com) ▪ [www.wyssassociates.com](http://www.wyssassociates.com)

April 6, 2010

Daphne Richard-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7th Street, suite 210  
Rapid City, SD 57701  
Tele: 605-545-3351

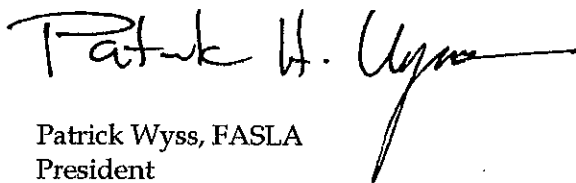
Dear Daphne:

I am pleased to write this letter of support for the Alliance of Tribal Tourism Advocates (ATTA) application/proposal for the Administration for Native American's Social and Economic Development Strategies for Native Americans Grant. Our office has worked closely with ATTA in the conceptual development and promotion of this exciting project. The facility will offer great opportunities for cultural exchange, skill development and education.

Wyss Associates, Inc. has provided ATTA over \$35,000 in in-kind services through development of the Powwow Garden and Indian Art Market master plan, cost projections, site location review, grant application information and community promotion. We are pleased to be a part of the team that successfully applied for the Rapid City 2012 funding of \$812,000. We have recently completed a site location study resulting in the City of Rapid City designating land next to the Journey Museum for the Powwow Garden and Indian Art Market. Design funding in the future could amount to \$100,000 or more depending upon the final project scope and budget.

The Powwow Garden and Indian Art Market will offer this region a center for exchange of ideas and cultural exchange.

Sincerely,



Patrick Wyss, FASLA  
President

Landscape Architecture

Golf Course Architecture

Parks & Recreation Design

Resort Design · Environmental Design · Land Planning · Historic Preservation · Urban Design · Irrigation Design · Resource Management



STATE OF SOUTH DAKOTA  
SENATOR STAN ADELSTEIN  
STATE SENATE - DISTRICT 32

08 December 2008

**TO: Whom It May Concern**

**RE: Alliance of Tribal Tourism  
Pow-Wow Garden and Indian Art Market  
Rapid City, South Dakota**

**THIS SERVES TO MEMORIALIZE**, that I, **Senator Stanford M. Adelstein**, have pledged to give the amount of \$100,000, said amount to serve as initial working capital for the Alliance of Tribal Tourism's Pow-Wow Garden and Indian Art Market, to be located in Rapid City, South Dakota.

*Stanford M. Adelstein*

STATE CAPITOL  
500 E. CAPITOL AVENUE  
PIERRE, SD 57501-5070  
TELEPHONE: 605-773-3851

1999 WEST BOULEVARD • PO BOX 2624  
RAPID CITY, SD 57709-2624  
TELEPHONE: 605-394-3310 EXT. 11  
E-MAIL: sen.adelstein@state.sd.us

# Oglala Lakota College

COLLEGE PRESIDENT  
THOMAS H. SHORTBULL

P.O. Box 490  
KYLE, SOUTH DAKOTA 57752-0490  
Telephone (605) 455-6020  
FAX (605) 455-6023

BOARD CHAIRMAN  
NEWTON CUMMINGS

OFFICE OF THE PRESIDENT

Daphne Richards-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7<sup>th</sup> Street, Suite 210  
Rapid City, SD 57701  
Tele: 605-545-3351

Dear Daphne:

On behalf of Oglala Lakota College I am pleased to write a letter of support for the Alliance of Tribal Tourism Advocates (ATTA) proposal to the Administration for Native American's Social and Economic Development Strategies for Native Americans Grant. The Alliance of Tribal Tourism's Pow Wow Garden and Indian Arts Market proposal is built on the principles of creating an art incubator with the goals of helping artists in the Rapid city and tribal communities to learn from each other. This will create an exchange that nurtures the artist and provides them with a forum for their work.

Many of the Oglala Lakota people live and work in the Rapid City area and many of our children attend school in the district. Our tribe has many talented artists and exhibitors that would benefit greatly from this project. The opportunity to showcase, market and sell their products would create many opportunities for our people to expand their marketability and enhance their experience as entrepreneurs.

Oglala Lakota College has the He Sapa Instructional Center in Rapid City with over 400 college students a year and Instructional Centers on Pine Ridge and Cheyenne River Reservations with over 1,100 students a year. This project will provide internship and practicum opportunities for our vocational and technical education students as well as for our business students. If the project is funded we would be very interested in developing a Memorandum of Agreement to collaborate on economic impact assessments through our business department, public relations through our tv production program, cultural interpretation through our Lakota Studies Department, and other activities.

OLC applauds this effort by ATTA and wishes you the greatest success.

Sincerely,



Thomas Shortbull  
OLC President



**NATIONAL  
INDIAN  
EDUCATION  
ASSOCIATION**

110 Maryland Ave. NE  
Suite 104  
Washington, DC 20002  
www.niea.org  
phone: (202) 544-7290  
fax: (202) 544-7293

March 17, 2009

Daphne Richard-Cook, Executive Director  
Alliance of Tribal Tourism Advocates  
522, 7th Street, Suite 210  
Rapid City, SD 57701  
Tele: 605-545-3351

Dear Mrs. Richard-Cook:

On behalf of the National Indian Education Association (NIEA), I am pleased to write a letter of support for the Alliance of Tribal Tourism Advocates (ATTA) application/proposal for the Administration for Native American's Social and Economic Development Strategies for Native Americans Grant. The Alliance of Tribal Tourism's Pow wow Garden and Indian Art Market proposal is built on the principles of assisting tribal community members create opportunities for native youth, community members and other partners by enhancing community and school workforce development, enhance job skills, provide training and mentoring partnerships. ATTA is recognized through the US Dept of Labor as a certified apprentice program provider. NIEA supports this educational based concept of workforce and apprenticeship opportunities for tribal communities and tribal members as one of NIEA's priorities for educational reform. ATTA's grassroots efforts promote sustainable tribal communities. President Obama's principles for stronger tribal communities reiterate the administrations commitment to assist tribes and tribal programs to be empowered, create sustainable programs and jobs for their community.

NIEA is a membership-based organization, with over 3,000 members committed to increasing educational opportunities and resources for American Indian, Alaska Native and Native Hawaiian students while protecting Native cultural and linguistic traditions. Founded in 1969, NIEA is the largest and oldest not-for-profit Indian organization in the nation and strives to keep Native America moving toward educational equity. Governed by a Board of Directors made up of twelve representatives, NIEA has several committees that work to ensure Native educators and students are represented in various educational institutions and forums throughout Native America and Washington, D.C.

NIEA has vested interest in providing opportunities to enhance the academic and social success of our American Indian youth, artists and community members and sustain the goal of building healthy communities. We strongly support ATTA's proposal to build on this important concept, we believe this is an opportunity to create a new paradigm in Indian Country in the area of embracing the concept of a wrap around between K-12 education, college, technical, cultural education, business, workforce development/apprenticeship to help deal with the issue of truly investing in our seventh generation to be prepared for the 21st century skills.

Sincerely,

Robert Cook  
President  
National Indian Education Association

# THE JOURNEY MUSEUM

*SD School of Mines & Technology,  
Museum of Geology*

*SD State Historical Society,  
Archaeological Research Center*

*US Dept. of Interior, Indian Arts and  
Crafts Board's Sioux Indian Museum*

*Minnitusa Pioneer Museum*

*Duhamel Plains Indian  
Artifact Collection*

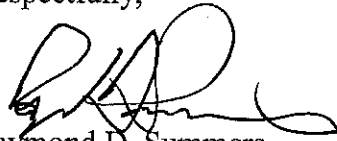
December 14, 2009

Alliance of Tribal Tourism Advocates  
Attn: Daphne Richards-Cook, Executive Director  
522 7th Street  
Suite 210  
Rapid City, SD 57701

Dear Daphany,

The Museum Alliance of Rapid City, Inc. (dba The Journey Museum) strongly supports the development of the Pow-Wow grounds to be located adjacent to the Journey Museum. We see this as a positive addition to our community which builds on the Journey Museum. Our Board of Directors and the staff are ready to develop a strategy of collaboration to ensure your success and simultaneously enhance the Journey's mission. We look forward to the opportunity to collaborate on programs and co-market our complimentary institutions.

Respectfully,



Raymond D. Summers  
Executive Director



**Native Youth Leadership Alliance**

P.O. Box 322  
Pine Ridge, SD 57770

April 5, 2010

To the ANA Review Committee:

The Native Youth Leadership Alliance is committed to develop curricula for ATTA Powwow Garden & Indian Art Market in Rapid City, South Dakota related to leadership development and civic engagement for its youth.

The Native Youth Leadership Alliance (NYLA) is the first leadership development initiative to center its support for Tribal College students, who are primed to serve as the next generation of transformative leaders in Native communities.

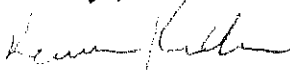
NYLA utilizes a grassroots approach that empowers young Native leaders to vision, build capacity, expand networks and mobilize their communities to address root sources of inequality. The core areas of NYLA's approach are culturally based principles of indigenous leadership, intergenerational relationships, holistic well-being, reciprocity, skill building and collaborative partnerships. The NYLA network currently comprises 20 Tribal College student fellows from eight states and eight Tribal Colleges.

NYLA has a strong base of fellows at Oglala Lakota College. These fellows will be able to provide community-based support and mentorship coaching to APGIAM youth to supplement curriculum training.

NYLA fellows will also be able to incorporate experiences from their own Community Action Plans in their communities, and incorporate teachings from Oglala Lakota College on traditional foods, food sovereignty and the impact of long-term health for community well-being.

APGIAM will in return provide NYLA strategic planning and sustainability planning support. NYLA is proud to support He' Sapa in this transformative model for community development.

Pilamiya,



Kevin Killer

Executive Director, Native Youth Leadership Alliance  
605-454-8105, kevinck04@yahoo.com



UNITED STATES DEPARTMENT OF LABOR

U. S. Department of Labor - Office of Apprenticeship  
304 E. Broadway Ave. # 304  
Bismarck, ND 58501-5900

February 26, 2010

Re: Apprenticeship Program

To whom it may concern:

*As State Director of South Dakota I worked with Daphne Cook to develop a Registered Apprenticeship program for the Alliance of Tribal Tourism Advocates (ATTA). This program was initially registered with the Office of Apprenticeship on January 10, 2010 with the primary occupation being Hotel Associate. This is a time-based occupation consisting of 4000 hours of on-the-job-learning and 288 hours of Related Training and Instruction in this field.*

*All Registered Apprenticeship programs are custom tailored to meet each and every sponsor's needs and are very flexible. The Standards are drafted as a basic contract between the U. S. Department of Labor, the Sponsor or (ATTA), and the registered apprentice. This document protects the welfare of the apprentice while they are indentured in a program.*

*Once the Standards are in place and the program registered, we are able to add or subtract occupations as necessary to help provide for the program sponsors needs. Ms. Cook and I have spoken on numerous occasions; and will be adding occupations in the Hospitality field, Tourism, and other sectors as the program develops.*

*I hope that this letter has helped explain how programs are registered, and how they can be tailored to help the individual sponsor based on projected company growth, market growth and a host of other factors. The Department of Labor is aware of workforce developments and we strive to provide your programs with the very best technical assistance possible.*

*If further questions arise concerning Registered Apprenticeship please feel free to give me a call at 701-250-4700 or email me at [dutton.barry@dol.gov](mailto:dutton.barry@dol.gov).*

Respectfully,

Barry Dutton, State Director ND/SD  
U. S. Department of Labor  
Office of Apprenticeship



REGISTERED  
APPRENTICESHIP  
*Earn. Learn. Succeed*

*Wanda,  
we are sending  
these out today,  
Billy G*

**PROFESSOR WILLIAM GRIFFIN**

National American University  
Rapid City Campus  
321 Kansas City St.  
Rapid City, SD 57701  
Office: 605-394-5009  
Cell 605-786-4956  
Office: Bgriffin@national.edu

January 12, 2010

**Subject: ATTA Tourism and Hospitality Apprenticeship Program for Native Americans:  
Request for expanded sponsorship of classroom component**

Dear Colleagues,

Several months ago, we wrote to you and a half dozen other prospective donors soliciting your interest in sponsoring scholarships for Native American students who were participating in an innovative new program. During that dialogue, some of the prospective donors made comments like, "It is such a new program. I'm not sure it is off the ground yet." As we enter 2010, we are pleased to report that a donor has agreed to provide funding for two students for two academic quarters. In other words, our program has now moved beyond the "idea" stage to the execution stage; we have gotten it off the ground. It has "grown legs" and is moving forward. We hope that this evidence of significant progress will attract your attention and allow you to consider providing funding. Please join us as we try to build a team of donors.

Let me provide some background and a status report. In early 2009, the Alliance for Tribal Tourism Advocates was planning an apprenticeship program for Native American students. Whereas most apprenticeship programs are oriented toward trade work for people who want become welders, electricians, and carpenters, the ATTA goal was to establish an apprenticeship program in tourism and hospitality. An apprenticeship in this specialty is of interest in our region because tourism and hospitality, with revenues of \$1 billion per year, is the second largest industry in South Dakota. ATTA is working as overall Program Manager of the apprenticeship program, and ATTA will also be manager of the Work Component of the apprenticeship program.

Meanwhile, ATTA required that an academic organization assume responsibility for the Classroom Component of the apprenticeship program. That is how National American University became involved. During 2009, NAU was in the process of launching a new emphasis in Tourism and Hospitality. NAU students take seven courses in topics related to tourism and hospitality as part of the diploma and degree programs in which they are enrolled. The NAU tourism and hospitality courses will be used to deliver the Classroom Component of the ATTA apprenticeship program. NAU's first course, Introduction to Tourism and Hospitality, is being presented during the Winter Academic Quarter (December 2009 to early March 2010).

The Clarkson Family Foundation generously funded scholarships for two students to take two courses during Winter Quarter. The Clarkson Family Foundation has also committed to fund two students to take courses during Spring Quarter (March to May). In conclusion, all three apprenticeship program elements are under way: Program Management, Work Component, and Classroom Component.

We hope you will consider joining the sponsor team for this program. In essence, if you were to provide a grant of \$7,200, that would allow ATTA and NAU to include two more students in the apprenticeship program (raising the total to four) and fund two courses for each student during one academic quarter. We urge you to also consider providing funding for more than one academic quarter (i.e., Spring Quarter, Summer Quarter, and Fall Quarter), so that we can establish a longer planning horizon for the apprenticeship program and expand the number of Native American students who are participating.

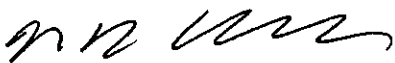
One of the things that excites me about this program is the high quality of students that we have attracted. We have the following two students under scholarship during Winter Quarter.

- Sarah Wilson has a 4.0 grade point average. Her father has been a regional and national leader in economic development for Native Americans. Sarah's goal is to complete her education, then work as a leader in Indian Country. Currently she is working at the Dahl Art Museum, an important tourist attraction.
- Shana Pourier was a student in a class that I taught during Fall Quarter, so I got to know her personally. She is a very intelligent, articulate woman, and her goal is to build her career in the tourism and hospitality management field. Currently she is working at the Journey Museum, an important tourist attraction in the Black Hills.

If we can bring in more scholarship funding, I believe ATTA and NAU will be able to recruit candidates who are equally qualified.

The attached proposal provides more details. I invite you to contact me if you have any questions.

Sincerely,



Bill Griffin, Launch Manager, NAU Tourism and Hospitality Program

## NATIONAL AMERICAN UNIVERSITY

Rapid City Campus  
321 Kansas City St.  
Rapid City, SD 577002  
605-394-4800

January 12, 2010

**Subject: Proposal for funding of scholarships for Native American students who are engaged in the Alliance for Tribal Tourism Advocates' apprenticeship program**

This proposal is submitted to you by National American University (NAU). We are seeking funding for scholarships for Native American students who are seeking to earn professional qualifications in the area of tourism and hospitality. These students are participating in a new apprenticeship program managed by Alliance for Tribal Tourism Advocates (ATTA).

### **BACKGROUND**

NAU is a career-oriented university that was founded in Rapid City in 1941. NAU has over a dozen campuses in six states, and the university serves over 6,000 students. In addition to our two local campuses in Rapid City and Ellsworth Air Force Base, NAU's headquarters is located in Rapid City.

In April 2009, NAU's Rapid City campus launched a new undergraduate program in tourism and hospitality management. The objective is to train people who want a career as managers in lodging facilities, food service facilities, attractions, casinos, cruise lines, airlines, government agencies, and other organizations. With annual revenues of \$5 trillion per year, this industry is believed to be the world's largest. NAU will deliver seven specialty courses. These include:

- Introduction to Tourism and Hospitality
- Managing Food Service and Lodging
- Destination Tourism
- Marketing of Tourism and Hospitality
- Event and Convention Management
- Information Technology Applications in Tourism and Hospitality Management
- Internship

The first course, Introduction to Tourism and Hospitality, is being offered during the current Winter Quarter (December to February). We plan to offer the second course, Managing Food Service and Lodging, during Spring Quarter (March through May). We plan to continue rolling out new courses at the rate of one or two per quarter.

The basic aspects of the NAU program have already been approved by NAU management. Meanwhile, we are seeking university approval for some additional degree programs in order to serve a wider variety of students. Here is a snapshot of what NAU will be offering.

- NAU currently offers a bachelor's degree in Business Administration with Emphasis in Tourism and Hospitality Management. It includes seven specialty courses on tourism and hospitality. Students also take about 35 other courses at NAU in order to complete their bachelor's degree programs. A traditional, full-time day student should be able to complete this program in about four years. A non-traditional student who attends part-time should be able to complete the program in six to eight years.
- We are taking steps to obtain university approval to offer an associate's degree in Business Administration with Emphasis in Tourism and Hospitality Management. Students would take the seven specialty courses in tourism and hospitality management, plus about 14 other courses at NAU. A traditional student should be able to complete this associate's degree program in about two years. A nontraditional student should be able to complete the associate's degree in three to four years.
- We are taking steps to obtain university approval to offer a Diploma program in Tourism and Hospitality Management. Students would take the seven specialty courses in tourism and hospitality, plus about four other courses at NAU. A traditional student should be able to complete the diploma program in about one year. A nontraditional student should be able to complete the diploma program in about two years.
- NAU also offers bachelor's and associate's degrees in Applied Management. We believe that some of our tourism and hospitality students will seek one of the Applied Management degrees.

NAU is working with ATTA to establish an apprenticeship program. ATTA has been in operation since 1993, and ATTA maintains an office in Rapid City. ATTA's objective is to expand the role of Native American people and groups in tourism and hospitality, which is the second largest industry in South Dakota (about \$1 billion per year in revenues).

ATTA's tourism and hospitality apprenticeship program will serve Native Americans who have completed high school. The apprenticeship program will provide Native Americans with on-the-job training and classroom training. The apprenticeship program will consist of three components.

- The overall **Program Management Component** for the apprenticeship program is being provided by ATTA.
- The **Work Component** (i.e., on-the-job training) is being managed by ATTA.
- The **Classroom Component** is being provided by NAU.

ATTA is arranging on-the-job training for apprentices by working with several of their affiliates. For example, local lodging facilities may be used to provide on-the-job training for Native American students in hotel and motel operations. Likewise, after the Powwow grounds are constructed adjacent to the Journey Museum, Native American students will work there to gain on-the-job experience in retailing and event management. The two students who are currently involved in the program are working at local museums, which are significant tourist attractions.

ATTA is in the process of seeking funding for the overall apprenticeship program from various sources.

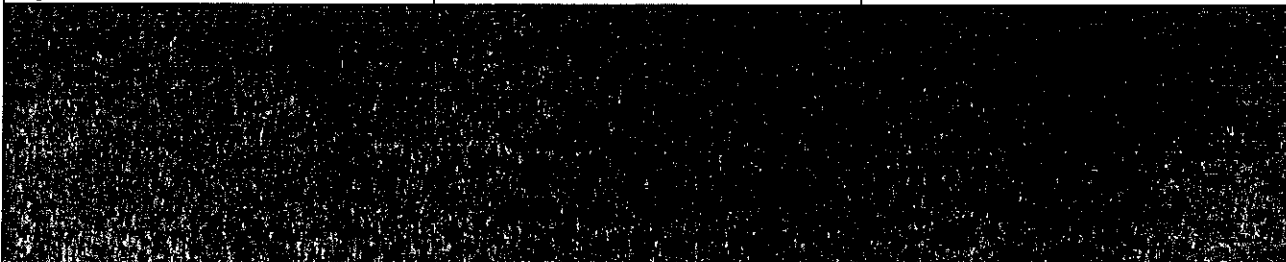
Meanwhile, NAU is seeking funding to support the Classroom Component of the apprenticeship program. In particular, we are seeking funding for scholarships for Native American students who are interested in enrolling in our tourism and hospitality courses.

### PROGRAM DETAILS

The donor will fund two types of activities. These will include the Classroom Component of training and the ATTA Program Management Component related to oversight of the Classroom Component.

Quarterly funding will include the following. This table covers a planning horizon that reaches to the end of calendar year 2010.

ITEM	COST PER ITEM	TOTAL COST
SPRING QUARTER 2010		
CLASSROOM COMPONENT, NAU: Funding for two Native American students to take two courses each during Spring Quarter in the 2009-2010 academic year. This would be a total of four courses.	The cost of tuition, fees, and books for each course is about \$1500.	\$6,000
PROJECT MANAGEMENT COMPONENT, ATTA	Twenty percent of the cost of courses.	\$1,200
MANAGEMENT ROLE OF NAU	This is included in the cost of the courses.	zero
TOTAL FOR SPRING QUARTER		\$7,200



<b>SUMMER QUARTER 2010</b>		
<b>CLASSROOM COMPONENT, NAU:</b> Funding for two Native American students to take two courses each during Summer Quarter in the 2009-2010 academic year. This would be a total of four courses.	The cost of tuition, fees, and books for each course is about \$1500.	\$6,000
<b>PROJECT MANAGEMENT COMPONENT, ATTA</b>	Twenty percent of the cost of courses.	\$1,200
<b>MANAGEMENT ROLE OF NAU</b>	This is included in the cost of the courses.	zero
<b>TOTAL FOR SUMMER QUARTER</b>		\$7,200
<b>FALL QUARTER 2010</b>		
<b>CLASSROOM COMPONENT, NAU:</b> Funding for two Native American students to take two courses each during Spring Quarter in the 2010-2011 academic year. This would be a total of four courses.	The cost of tuition, fees, and books for each course is about \$1500.	\$6,000
<b>PROJECT MANAGEMENT COMPONENT, ATTA</b>	Twenty percent of the cost of courses.	\$1,200
<b>MANAGEMENT ROLE OF NAU</b>	This is included in the cost of the courses.	zero
<b>TOTAL FOR FALL QUARTER</b>		\$7,200
<b>Total for Spring Quarter 2010</b>		\$7200
<b>Total for Summer Quarter 2010</b>		\$7200
<b>Total for Fall Quarter 2010</b>		\$7200

Note 1. In the event the donor desires to fund one student per quarter, the cost would be \$3,600 per quarter.

Note 2. Most NAU students live within a one-hour drive of the Rapid City campus. Consequently, most NAU students take care of their own housing and food. There is a large Native American population living in the Rapid City area, and some or all of the apprentices may come from the local area. However, many Native Americans live on reservation lands that are not within commuting distance of the Rapid City campus, and apprentices recruited from these outlying locations may need housing and food service in



Rapid City. In case the apprenticeship program includes such students, NAU can provide lodging and food service via our dormitory and student cafeteria.

- Quarterly cost of room for one student would be \$735. Quarterly cost of cafeteria services (12 meals per week) for one student would be \$792. Thus, for each student who resides on NAU's campus, the quarterly cost of room and food would be \$1527.
- If NAU were to house and feed two students for one quarter, the cost would be \$3054.
- If NAU were to house and feed two students for two quarters, the cost would be \$6108.
- There is also a one-time fee of \$30 and a one-time deposit of \$30.

The donation from your organization would be handled in the following manner.

Some of the funding would go to NAU in the form of a donation to the NAU Foundation. This is a not-for-profit organization that receives gifts and administers scholarships for NAU students. The donation would be packaged as a "restricted gift." We believe it should be structured as follows, but we are prepared to package it differently according to the desires of the donor.

- First priority would be scholarships for Native American students who are enrolled in the tourism and hospitality apprenticeship program. If any of the funding is not used by these students, then the remainder would go to the second priority group.
- The second priority group would be Native American students who are not involved in the ATTA apprenticeship program, but who are taking tourism and hospitality courses at NAU. If any of the funding is not used by these students, then the remainder would go to the third priority group.
- Third priority would be Native American students who are enrolled in any undergraduate or graduate course work at NAU.

The funding for the ATTA Program Management Component would be provided by the donor directly to ATTA.

NAU is prepared to provide feedback to the donors. NAU can provide routine status reports (e.g., based on progress made during each academic quarter) or other reports as required by the donor.

## **TIMING**

NAU's Spring Academic Quarter begins in early March. We hope the donor will be able to make a commitment by the middle of February 2010. If a commitment can be made by that time, then it should be possible for ATTA and NAU to identify apprenticeship candidates, move them through the NAU application process, and get them ready to attend classes.

## MANAGEMENT STRUCTURE

NAU has assembled a strong team to manage the project.

NAU's portion of the project will be led by Professor **Bill Griffin**. He will manage the project on a day-to-day basis. Griffin has worked for NAU since 2003. Prior to 2003, he spent 33 years in industry and government. For many years he was a project manager on professional services projects. He has been in a management role in over 100 professional services contracts. Griffin holds a BS in Civil Engineering, MS in Environmental Engineering, Juris Doctor, and MS in Technology Management. The attached resume describes Griffin's background in the tourism and hospitality industry. He is the launch manager for NAU's tourism and hospitality program.

**Susan Giesel** is the first instructor hired to teach in the travel and hospitality program. She is an adjunct professor at NAU. Her "day job" is Marketing Director of the Rapid City Convention and Visitors Bureau. Susan earned a Bachelor's Degree in Business Administration from Hiram College in Ohio. She earned a Master of Science in Administrative Studies from University of South Dakota, where John Quinn was one of her professors.

**Dr. John Quinn** will be executive sponsor of the project. Bill Griffin reports to John Quinn, who is NAU's top manager on the Rapid City campus. Before becoming a professor ten years ago, Quinn was a well known professional in the investment business. Quinn is considered the top investment expert in South Dakota. Quinn holds a BS in Political Science, Juris Doctor, Master of Laws, Doctor of Juridical Science, and MS in Asian Studies.

**Bill Walsh** is a member of the Advisory Committee for NAU's tourism and hospitality program. Griffin and Quinn will keep Walsh informed regarding the progress of the apprenticeship program. Walsh is an important figure in the local tourism and hospitality industry. He was instrumental in the effort to open Deadwood to gaming. He owned the Historic Franklin Hotel and Casino in Deadwood. Currently he owns Dakota Travel, and he leads tours in foreign locations. He brings experience in gaming, lodging, restaurant, travel agencies, and tour management to NAU's Advisory Committee. Walsh is also very active in efforts to improve working and living conditions for Native Americans.

## PATH FORWARD

Representatives of NAU are eager to meet with the donor to discuss details. Likewise, we are prepared to provide other information that may be required by the donor.