

BUFFALO TRACKS

CHAMBER NEWS

June 2014

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Dear Chamber Members,

We are please to inform you that our “Oglala Adventures, a Native American Journey” ANA grant is progressing well. Now in the third quarter we are on track to accomplish a successful project. During the first quarter formal partnerships have been created with the SD Department of Tourism, Forever Resorts and Little Wound High School. These partnerships are crucial and will reveal a high level of success to the project.

In the first quarter, our consultants have drafted the first of five training modules. The first two modules have been completed in March and presented to students at Little Wound High School. Following the trainings, staff from Cedar Pass Lodge began their selection process to hire students for summer employment.

PRACC is happy to introduce Kyle Whalen, our new summer intern. Kyle is a student at Oglala Lakota College majoring in Business. Kyle will be interning at PRACC for 10 weeks. PRACC will add an additional two interns in July.

PRACC will be adding two new positions, one full time and one part time in June. These are seasonal positions and are responsible for the student workers at Cedar Pass. The new employees will be providing transportation to and from Cedar Pass as well as job coaching for the students. We will announce the new employees when hired.

In January, 2014 PRACC was awarded a South Dakota Tourism Matching Dollar Challenge grant in the amount of \$12,500. This project is dedicated to tourism promotion of the Pine Ridge Reservation and will compliment the ANA project. The funds will be utilized to enhance PRACC marketing efforts for the reservation. In conjunction with OST, PRACC will establish new welcome signs at the reservation entrances. PRACC will also utilize these funds for creation of brochures and other print marketing and renewing our membership in Black Hills Badlands & Lakes.

PRACC completed a cultural diversity training at Crazy Horse Memorial. Destination Pine Ridge was created under a previous ANA project and has been delivered for the past five years. This year 46 seasonal employees attended the training.

There are many events planned on the Pine Ridge Reservation this summer. If you know of any events in your community, please inform the PRACC staff so we can help advertise them. We also encourage you to stop by the visitor center if you are in the are and meet the staff.

The Pine Ridge Area Chamber of Commerce is teaming up with the Medicine Show LLC and the Hoka Hey Motorcycle Challenge™ to promote tourism, jobs and economic development on Pine Ridge. The Hoka Hey Motorcycle Challenge™ is a cross country endurance ride designed to get participants out of their comfort zone and into places they might otherwise never go. “The ride will pit participants against the road and Mother Nature. Challenge participants are willing to do without a few luxuries for the short duration of the event in order to test their own mettle and to gain a better understanding of what it’s like to have to do without.” said Beth Durham, Director of Operations for the Medicine Show LLC. By taking riders along secondary roads all across the country, the Hoka Hey Motorcycle Challenge™ opens the participants’ eyes to the beauty that can be found in rural areas like Pine Ridge.

The Medicine Show LLC and the Hoka Hey Motorcycle Challenge™ are proud to help the Pine Ridge Area Chamber of Commerce in their mission to improve the quality of life on the Pine Ridge by creating, sustaining and enhancing Indian owned businesses. To help in that effort, all Challenge promotions held throughout the coming months will serve to remind everyone that we can all do just a little bit more. The goal of their marketing campaign is to raise a minimum of \$20,000 which would be used by the PRACC to establish a scholarship fund, create small business grants and institute a *Skills Camp* for high school students in order to help them become more employable.

The 2014 Hoka Hey Motorcycle Challenge™ begins on July 20, 2014 and covers a little over 7,500 miles between Key West, FL and Homer, AK – using a new route to connect two favorite destinations. Durham is careful to say that people don’t have to participate in the Challenge in order to help the cause however. Any one that is interested in helping is invited go to the Chamber website to donate.

For more information about the Hoka Hey Motorcycle Challenge™ please visit their websites at www.hokaheychallenge.com or call 605-890-0386.



June 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Red Cloud Art Show Open	3	4	5	6 Veterans Pow wow & Rodeo Pine Ridge, SD	7
8 Zephier Memorial Rod Run, Kyle, SD	9	10	11	12	13 Crazy Horse Stampede Rodeo	14
15	16 ANA Training Washington DC	17	18	19	20 OLC Graduation Pow wow	21
22 OLC Graduation	23	24	25 Little Big Horn Day	26	27	28
29	30	1 July	2	3	4 Batesland 	5 Pow wow
6	7	8	9	10	11	12



Each member can place one ad per year in the newsletter free. After one each will have a small charge.

2014

**Pine Ridge Area
Chamber of Commerce**

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“This institution is an
equal opportunity
provider, and employer.”



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www.lakotamall.com

COME JOIN US AT THE CHAMBER!

New Members

Abe's Store, White Clay, NE
Angio's Burritos, Kyle, SD
Lakota Solar Enterprises, Oglala, SD
Dream Horse Creations, Oglala, SD
Zeez Auto, Kyle, SD
Gathering of People Wind & Water,
Rapid City, SD
Wilson Rodeos, Kyle, SD

Renewals

Oglala Lakota College Lakota Express
Lakota Prairie Ranch Resort
Black Hills Center for American Indian
Health

RENEWALS

Bair Ford
Simpsons Printing
Two Wheeler Dealer
Akta Lakota Museum
Badlands Nat'l Park
Badlands Quilting
Common Cents
Dollar Hunter
Lakota Dreams
O'Bryan Contracting
Salomon Sanitation
Food Stop Café
Aflac-Russow
Wakpamni Gallery & Gifts
Center for American Indian Research

Taco John's PR
Flying Heart Ranch
OST Partnership for Housing
Edward Jones
Lacreek Electric
Harris Sales
Bob's Gas Service
DeMerssman Jensen, LLP
Hoka Hey Challenge
Native American Natural Foods
Rural Community Innovations
Swire Coca Cola
TK Associates International
Lakota Leathers
Badlands Outfitters