



JANUARY 2018 NEWSLETTER

BUFFALO TRACKS

MOVING FORWARD WITH WORKFORCE DEVELOPMENT



The Pine Ridge Area Chamber of Commerce is focused on improving our local economy. Our experiences have shown us that creating businesses is only half the battle, we also understand that it necessary to develop a skilled workforce for our businesses to survive.

The idea of creating a workforce armed with the unique skills needed to meet the needs of employers in specific region is not new. The first appearances of sustained workforce development appeared in the form of the public-school system. Students were not only exposed to traditional academic subject matter, but also to trades that had made many employable right out of high school.

Today, many of our students who are now looking for work immediately out of high school have the skills to succeed at the college level, but have not always been granted access to educational experiences that would make them employable immediately after graduating.

Our ANA grant has allowed us to enter the school system to bring these skills to our youth. We will be hosting Work Force development trainings at Little Wound and Crazy Horse schools, preparing students for employment. These students will then enter the job market in a couple of months as summer is fast approaching. We expect them to have success in their future endeavors.

While the needs of each economy are different, in the Pine Ridge Area there is an immense demand for workers who are trained to work in the service industry.

The service industry is far more inclusive than many people realize. It can involve the transport, distribution and sale of goods from producer to a consumer, as may happen in electrical work, retail sales, maintenance work, retail sales, and even the healthcare field as many entry level positions require the same skills.

The need for workforce development across South Dakota was echoed by Gov. Dennis Daugaard last week during his final State of the State address.

CONTINUED ON PAGE 4

CONTENTS

PG. 2 - DIRECTORS LETTER PG. 5 - NATIVE POP
PG. 3 - SORBEL ELECTED PG. 7 - PROFILES
PG. 4 - WORKFORCE DEV. PG. 8 - VALUED MEMBERS

PINE RIDGE AREA CHAMBER OF COMMERCE
PO BOX 375 ▼ 7900 LAKOTA PRAIRIE DRIVE ▼ KYLE, SD 57752
WWW.PINERIDGECHAMBER.COM



**IVAN
SORBEL**
DIRECTOR
PINE RIDGE
AREA CHAMBER
OF COMMERCE



DIRECTOR'S LETTER

Dear Chamber Members,

Happy New Year 2018. Hope you all enjoyed the holiday season and endured the very cold South Dakota holiday weather.

AS you may know, we are in our final year of a five year ANA grant. The grant has progressed as we had anticipated and our projects continue to perform well. We are delivering Work Force development trainings at Little Wound and Crazy Horse schools, preparing students for employment. These students will be seeking employment in a couple of months as summer is fast approaching.

Our Tourism efforts continue to develop. We are marketing the reservation from multiple angles. Utilizing cooperative marketing, trade shows and an array of print and digital media. We will do a reprint of the brochure in late summer 2018. If you have a listing in the brochure, be sure to update your information.

The staff at PRACC is gearing up for the annual tourism conference in Pierre, SD January 16-18. PRACC will hold a booth at the annual conference again this year. The booth is a great marketing tool for the reservation and we are able to share information with many people in the tourism industry. We are looking forward to starting 2018 with a bang at the conference.

Our Department of Education grant (NYCP) is on track. We are mentoring nine college students attending school across the country. The students are all doing well and looking forward to their second semester. We are excited to see our mentors bond with the students and build on that relationship. Our high school project will

be starting a new semester soon. New students receiving Work Force Development training.

In May 2017 PRACC was awarded a Black Hills Community Foundation Quality of Life grant in the amount of \$5000. The grant is for youth workforce development and environmental projects. In September PRACC trained and hired four reservation youth for a project. PRACC partnered with Badlands National Park to do an outdoor project in the park. Our youth group worked for three weeks removing fence in the park in preparation for a new fence. The second group worked during the winter break. Four of our college students and two high school students preformed a three week project cutting fire wood. PRACC partnered with a local rancher to clean up pasture area and an old tree grove. The wood was cut, split and delivered to elders in different communities.

PRACC has been awarded a First Nations Development Institute art grant. The grant will provide for an artist in residence project at the Pine Ridge Visitor Center during 2018. This new program will give additional incentive to visit the reservation and to view the beautiful Lakota Culture through art. For those artists on the Chamber list, staff will be in contact with you soon.

Tax season is hear. PRACC will provide volunteer income tax preparation starting the end of January, 2018. Please inform your employees of this free service. VITA saves taxpayers thousands of dollars every year.

Ivan Sorbel, Director



SORBEL ELECTED TO GOVERNORS TOURISM ADVISORY BOARD



Front row, L. to R.: John Brockelsby, Rapid City; Ted Husted, Wall; Julie Ranum, Watertown; Ivan Sorbel, Kyle; Kristi Wagner, Whitewood; Ann Lesch, De Smet. Back row, L. to R.: Steve Westra, Sioux Falls; Frank Smith, Gettysburg; Stan Anderson, Wall; Tom Biegler, Sioux Falls; Carmen Schramm, Yankton.

PIERRE, S.D. –The Governor’s Tourism Advisory Board has selected its officers for 2018.

Ivan Sorbel of Kyle was elected the board president during a meeting today in Pierre. Kristi Wagner of Whitewood was elected vice president.

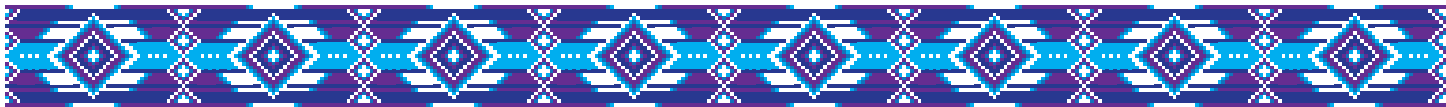
“The guidance and support the tourism board provides the South Dakota Department of Tourism is critical to the success of the tourism industry in the state,” said Jim Hagen, Secretary of the Department of Tourism. “We are fortunate to have leaders to look to for expertise and needs of their respective geographic and business areas.”

The Tourism Advisory Board is appointed by the Governor and includes members of the tourism industry and citizen representatives from across the state. Board members serve as liaisons

and advocates for businesses in their area and the South Dakota Department of Tourism. The board also offers input about marketing strategies for the department.

Current Tourism Advisory Board members include Stan Anderson, Wall; Tom Biegler*, Sioux Falls; John Brockelsby*, Rapid City; Ted Husted*, Wall; Ann Lesch*, De Smet; Julie Ranum*, Watertown; Carmen Schramm*, Yankton; Frank Smith, Gettysburg; Ivan Sorbel, Kyle; Steve Westra*, Sioux Falls; and Kristi Wagner, Whitewood.

The South Dakota Department of Tourism is comprised of Tourism and the South Dakota Arts Council. The department is led by Secretary James D. Hagen.



WORKFORCE DEVELOPMENT

CONTINUED FROM COVER

“Our state does not have enough workers in skilled positions,” Daugaard said.

Daugaard spoke about his Career Launch program that will help high school students with apprenticeship and job shadowing opportunities. Daugaard has the program up and running in three locations across the state.

Daugaard added that he is proposing a plan to allow for licensing reciprocity with surrounding states so that professional licensed in South Dakota can also use them in neighboring states. The Chamber’s staff will be traveling to the Governor’s Tourism conference this coming week.





NATIVE POP CALL FOR ARTISTS

Announcing the call to artists for Native POP: People of the Plains, a juried Native art show and cultural celebration of the Great Plains Tribes at Main Street Square, Rapid City, South Dakota on Saturday, July 20 - 21, 2018.

Native POP reinterprets the traditional art market and celebrates the historic and contemporary values of Native artists. Our art market reflects the cultures of the Great Plains including the broadly functional role of art and we embrace all forms of creativity. Both emerging and established Native artists shared their work with thousands of people at last year's event, and we are excited to see the talent and joy our sixth year will bring!

Native POP began in 2013 as the Gathering of People, Wind and Water and changed its name in 2016. The event grew out of an ongoing, large-scale work of public art in granite at Main Street Square, Passage of Wind and Water, and sculptor Masayuki Nagase's themes of hope, transformation and the aspiration of all beings in nature to live in balance.

Native POP Features:

A Friday night opening event and juried awards with \$17,000 in prizes

A variety of music and dance performances throughout Saturday with a concert after the market closes

Interactive learning opportunities for the entire family
Emerging artist recognition and prize opportunities

People's Choice Award

What to Expect

Exhibitor hospitality including two complimentary lunches, water and breaks throughout the day

500 convenient, free parking spaces for vendors in adjacent city parking garage

A metro population of more than 130,000

National, regional and local event promotion

10' x 10' booths located on 6th Street and inside Main Street Square

No commission of your sales

Eligible participants must be enrolled members of state or federally recognized tribes, in accordance with the Indian Arts and Crafts Act of 1990, with preference given to artists from Great Plains Tribes.

Applications due February 19, 2018. Apply online at the website: www.nativepop.org. Applicants will be notified on April 2, 2018. For more artist information or questions on the application, please contact Katie Adkins at info@nativepop.org or 605.394.4101 x212.

For media inquiries, please contact: John Paul Rangel, PhD, Public Relations & Marketing, johnpaulrangel.phd@gmail.com or visit the website www.nativepop.org.



Save the Date

2ND ANNUAL

GREAT PLAINS TRIBAL LEADERS ECONOMIC SUMMIT

APRIL 9TH - 11TH, 2018

RAPID CITY, SOUTH DAKOTA



PROFILES

IVAN SORBEL



Ivan Sorbel is the Executive Director of the Pine Ridge Area Chamber of Commerce. Prior to being promoted to the Director position, Ivan was employed as the Small Business Advocate and then the Acting Director. Ivan has been with the Pine Ridge Chamber since October 2001 shortly after the Chambers inception.

Ivan was born and raised in South Dakota. As the son of a BIA employee, he has lived on many different reservations in South Dakota and Nebraska.

Ivan attended college at Central Wyoming College in Riverton, WY on a rodeo scholarship. He latter transferred to Chadron State College in Chadron, NE and obtained a BA degree in Criminal Justice. After college he enlisted in the US Marine Corps and served for five and half years. While in the Corps he married and began a family. Shortly after his discharge he and his wife moved back to the Pine Ridge Reservation to raise their children.

SYDNEE FERGUSON



Sydnee Ferguson is an enrolled member of the Oglala Sioux Tribe and lives in Kyle, SD on the Pine Ridge Indian Reservation. She attended Little Wound School from the 1st grade to her senior year and graduated in 2010. In the fall of 2010 Sydnee began her college education at Oglala Lakota College where she received her Associate of Arts Degree in Office Technology in June 2013. In November 2013, Sydnee began working with the Pine Ridge Area Chamber of Commerce as the Administrative Assistant. Sydnee is now currently the Community Service Mentor/Events Coordinator who will complete her fourth year with the Pine Ridge Area Chamber of Commerce in November 2017. She enjoys her work environment and looks forward to this upcoming year. "Working with the Pine Ridge Area Chamber of Commerce has taught me a lot from working with Businesses, Tourism, Events, Visitor Centers and traveling to attend many Conferences and meeting new people. It has been a great learning experience and I'm excited to see what PRACC has to offer in the years to come." –Sydnee Ferguson

KAITLYN BRAVE EAGLE



Kaitlyn Brave Eagle, is an enrolled member of the Oglala Sioux Tribe. She was born and raised on the reservation. She was raised by her mother Dayna Brave Eagle and influenced by her grandparents Dr. Allen 'Chuck' Ross and Dorothy Brave Eagle.

Kaitlyn attended Little Wound most of her academic years, she graduated in 2010 from there. She attended college at Haskell Indian Nations University. In 2014, she earned her Bachelor of Science in Business Administration. She is a fourth generation Haskell graduate. Kaitlyn is the School Community Coordinator at the Pine Ridge Area Chamber of Commerce. She enjoys working with our youth and guiding them to achieve after high school.

"Let us put our minds together and see what life we can make for our children." - Sitting Bull

JANUARY ROSE MATHIS



January Rose Mathis is an Oglala Lakota Sioux tribal member who grew up on and still resides on the Pine Ridge Reservation. January is the Development Coordinator/Book Keeper for Pine Ridge Area Chamber of Commerce where she has been employed since March of 2008. She is a certified VITA volunteer who serves as a tax return preparer, electronic return originator, screener, and quality reviewer. "The best part of my job is being a part of community events (as long as I don't have to speak), offering free tax prep which saves our community tons of money and working with the youth."

TACIE LEBEAUX



Tacie LeBeaux is an enrolled member of the Oglala Sioux Tribe and has lived on the Pine Ridge reservation her entire life. She began working at the Pine Ridge Area Chamber of Commerce as a summer intern and eventually became the Administrative Assistant. She is also a full-time student at the Oglala Lakota College where she is working on a degree in Business Administration. While working for PRACC, she has gained experience with businesses on the reservation and has met a lot of great people through the visitor center. "Helping my people has always been a passion of mine and I feel like that is what PRACC is about. I'm happy to be a part of the team"!



OUR VALUED MEMBERS



The Pine Ridge Area Chamber of Commerce thanks all of our valued members for their willingness to assist us in helping to create a sustainable economy on the Oglala Lakota Nation.

We are looking for ways to improve the Buffalo Tracks newsletter each month. If you have any ideas on how we can do that please shoot us a note. Here is a list of our renewals and new members.

New Members & Renewals

Abe's
 AFLAC – Carol Perry
 All Season's Printing
 Angie's Burrito
 Bad Face Consulting
 Badlands Enterprises
 Badlands Interior Motel & Campground
 Badlands Quilting
 Badlands Trading Post
 Big Bat's
 Black Hill Center for American Indian Health
 Bob's Gas Service
 Brendon Albers
 Center for American Indian Research
 Common Cents Grocery
 Craig Co Inc. Black Hills Car Rentals
 DeMerssman Jensen, LLP
 Edwards Jones
 First Peoples Fund
 Flying Heart Ranch
 Golden West Telecommunications

Jerry Saftner Insurance
 Ketel Thorstenson, LLP
 KSDZ The Twister
 Lacreek Electric
 Lakota Country Times
 Lakota Dreams
 Lakota Express
 Lakota Freedom Veteran's Cemetery
 Lakota Plains Propane
 Lakota Prairie Ranch Resort
 Lakota Side Camp Ground
 M&S Rentals LLC
 Mitom, Inc
 Native American Natural Foods
 Native West Trading Company
 O'Bryan Contracting, Inc
 Oglala Lakota College
 OST Partnership for Housing
 Pine Ridge Center for Artists
 Pine Ridge Oil
 Pine Ridge Retreat Center
 Pine Ridge Subway
 Pine Ridge Vision Center
 Pinky's

Porcupine Trading Post
 PRACC Membership renewals
 Prairie Edge
 PRYNTCOMM
 Red Cloud School
 Simpson's Printing
 Singing Horse Trading Post
 Sioux Funeral Home
 Sioux Nation Shopping Center
 Small Business Administration
 Sound Pro
 Studio 35
 Subway of Martin
 Swire Coca Cola, USA
 Taco John's of Pine Ridge
 Tatanka Rez Tours
 The First National Bank of Gordon
 The Food Stop Café
 Timber Ghost Outdoor Services
 Timothy Pishko
 TK Associates International
 Wakpamni B&B