



Navajo Tourism Conference

“Promoting Navajo Economy Through Tourism”

Twin Arrows Navajo Casino Resort

Flagstaff, Arizona

November 13-15, 2019

Agenda

Tuesday, November 12, 2019

8:00 AM – 5:30 PM	<p>Off-Site Bus Tours. Limited Seating. Lunch is on your own. Bus departs @ 8am and returns to Twin Arrows Resort @ 5:30pm.</p> <ul style="list-style-type: none"> • Trip #1: Antelope Canyon & Dinosaur Tracks • Trip #2: Grand Falls & Canyon De Chelly
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Wednesday, November 13, 2019

(Prize for first five registrations, cultural dress-up day)

6:30 AM – 7:30 AM	Walk/Run
7:00 AM – 8:00 AM	Exhibitor Set up
7:00 AM – 9:00 AM	REGISTRATION - <u>Dine’ Events Center Entrance</u>
8:00 AM – 6:00 PM	<p>1-on-1 meetings with Resource and Business Development Office officials (Dine’ Events Centers Entrance & Lobby)</p> <ul style="list-style-type: none"> • Business Plan Assistance • By appointment only, 30 minute slots • Call (928) 871-6486 to reserve slot • Meet with the agency you are located in: Chinle, Eastern, Fort Defiance, Shiprock, & Western agencies
8:00 AM - 9:00 AM	<p>OPENING GENERAL SESSION – <u>Room: Dine’ Ballroom</u></p> <ul style="list-style-type: none"> • Posting of Colors

	<ul style="list-style-type: none"> • Navajo Tourism Video • Invocation: • Introduction: Arval McCabe, Department Manager, Navajo Tourism Department • Opening Address: President Jonathan Nez and Speaker Seth Damon, Navajo Nation • Keynote Speaker: Richie Nez, • Speaker: JT Willie, Executive Director, Division of Economic Development
Breakout Session I	
9:00 AM – 10:15 AM	<p>(COURSE NEEDS TO BE ADDED)</p> <p>(COURSE NEEDS TO BE ADDED)</p>
10:15 AM – 10:30 AM	Refreshments Break (Dine’ Events Centers Lobby)
10:30 AM – 12:00 PM	<p>(COURSE NEEDS TO BE ADDED)</p> <p>(COURSE NEEDS TO BE ADDED)</p>
12:00 PM – 1:30 PM	Lunch (On Your Own)
Breakout Session II	
1:30 PM – 3:00 PM	<ol style="list-style-type: none"> I. “Business Plan Writing” – <u>Room: Dine’ ADG</u> <ul style="list-style-type: none"> • Marjorie Dee II. “How to Start a Tourism Business on a Lease Mobile Community” – <u>Room: Dine’ CFI</u> <ul style="list-style-type: none"> • Sally Yabeny, Effie Yazzie III. “Tourism Impact Study” – <u>Room: Twin Arrows AB</u>
3:00 PM – 3:30 PM	Refreshments Break (Dine’ Events Centers Lobby)
Breakout Session III	

3:30 PM – 5:00 PM	<p>I. “Business Plan Writing” - <u>Room: Dine’ ADG</u></p> <ul style="list-style-type: none"> • Marjorie Dee <p>II. “How to Start a Tourism Business” – <u>Room: Dine’ CFI</u></p> <ul style="list-style-type: none"> • Sally Yabeny, Effie Yazzie <p>III. “Tourism Impact Study” – <u>Room: Twin Arrows AB</u></p>
6:00 PM – 8:00 PM	<p>Cultural Night</p> <ul style="list-style-type: none"> • Comedy Skit • Navajo Singing, Dancing, and Stories

Thursday, November 14, 2019
(Country & Western Dress Day)

Breakout Session I	
8:00 AM – 5:00 PM	1-on-1 meetings with Resource and Business Development Office officials (Dine’ Events Centers Entrance & Lobby)
8:30 AM – 10:00AM	<p>I. “Legal Liability” – <u>Room: Dine’ ADG</u></p> <ul style="list-style-type: none"> • L Benally <p>II. “Advertising/Marketing” – <u>Room: Dine’ CFI</u></p> <p>III. “Co-op Partnerships with AZ, NM, UT” – <u>Room: Twin Arrows AB</u></p>
10:00 AM - 10:30 AM	Refreshments Break (Dine’ Events Centers Lobby)
Breakout Session II	
10:30 AM – 12:00 PM	<p>I. “Legal Liability” – <u>Room: Dine’ ADG</u></p> <ul style="list-style-type: none"> • L Benally <p>II. “Advertising/Marketing” – <u>Room: Dine’ CFI</u></p> <p>III. “Co-op Partnerships with AZ, NM, UT” – <u>Room: Twin Arrows AB</u></p>
12:00 PM – 1:30 PM	Lunch (On Your Own)
Breakout Session III	

1:30 PM – 3:00 PM	<p>I. “How to Register with Navajo Business Regulatory” - <u>Room: Dine’ ADG</u></p> <ul style="list-style-type: none"> • Alvin Wauneka <p>II. “How to Register with Navajo Tax Commission” - <u>Room: Dine’ CFI</u></p> <p>III. “Customer Service- Operating a Tourism Business” - <u>Room: Twin Arrows AB</u></p>
3:00 PM – 3:30 PM	Refreshments Break (Dine’ Events Centers Lobby)
Breakout Session IV	
3:30 PM – 5:00 PM	<p>I. “How to Register with Navajo Business Regulatory” - <u>Room: Dine’ ADG</u></p> <ul style="list-style-type: none"> • Alvin Wauneka <p>II. “How to Register with Navajo Tax Commission” - <u>Room: Dine’ CFI</u></p> <p>III. “Customer Service- Operating a Tourism Business” - <u>Room: Twin Arrows AB</u></p>
5:00 PM – 6:00 PM	Networking – End of Sessions
8:00 PM – 10:00 PM	<p>CONCERT/PERFORMANCE - <u>Room: Dine’ Ballroom</u></p> <ul style="list-style-type: none"> • Aces Wild

Friday, November 15, 2019

(Prize for best business plan)

Breakout Session I	
8:00 AM – 12:00 PM	1-on-1 meetings with Resource and Business Development Office officials (Dine’ Events Centers Entrance & Lobby)
8:30 AM – 10:00 AM	<p>I. “Business Lending 101” – <u>Room: Dine’ ADG</u></p> <p>II. “Bookkeeping 101” – <u>Room: Dine’ CFI</u></p> <ul style="list-style-type: none"> • Henry Silentman

10:00 AM - 10:30 AM	Refreshments Break (Dine' Events Centers Lobby)
Breakout Session II	
10:30 AM – 12:00 PM	<ul style="list-style-type: none"> I. “Business Lending 101” – <u>Room: Dine’ ADG</u> II. “Bookkeeping 101” – <u>Room: Dine’ CFI</u> <ul style="list-style-type: none"> • Henry Silentman
12:00 PM – 1:30 PM	Entertainment/Closing - <u>Room: Dine’ Ballroom</u>

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