



*14th Annual*  
**Native American  
Economic Development  
Conference**

**June 14<sup>th</sup>-15<sup>th</sup>, 2021**

**Pechanga Resort & Casino**

**Temecula, CA**

**Sign-up sheets for One-on-One Meetings will be made available at the registration desk.**

Delegates are encouraged to meet with our sponsors and exhibitors for one-on-one meetings throughout the event in a designated area. Sign-up sheets will be available starting on Monday, June 14<sup>th</sup> at the registration desk for you to schedule a time to meet. This is a perfect time to execute what you learn throughout the day so come prepared with questions. These meetings are completely voluntary and for all delegates who participate in a minimum of two (2) one-on-one meetings, **you will be entered into a raffle drawing where two winners will receive a \$100 gift card!**

7:30-8:30 AM

## Registration & Networking Breakfast



8:30-8:45 AM

## Welcoming Remarks



Justin O'Connor  
*President*  
Native Nation Events

## General Session

8:45-10:15 AM

## Coronavirus in Indian Country Roundtable

- The Coronavirus (COVID-19) global pandemic has affected the entire world and almost every industry. What has been the specific impact on Indian Country?
- How have Tribal leaders and executives addressed the outbreak? It was incredibly important to raise public awareness and to plan and prepare for the spread of the virus in your region.
- Do you have BCP (Business Continuity Plans) in place in cases of national disruptions like COVID-19?
- How have tribes in remote parts of the country with limited access to basic resources handled the pandemic?
- What responses and procedures were put in place? Preparedness Teams, travel bans, closures, declaration of a state of emergency, etc.
- Federal funding is needed for prevention and response efforts and to provide medical supplies and testing kits. How was it ensured that tribal leaders and urban Indian health departments were not left out of the conversation to combat the coronavirus?
- For the first time, Congress had set aside money in these kinds of cases just to combat a health problem in Indian Country.
- How do we even begin to discuss the economic impact of this pandemic and mitigate future losses?
- The closure of casinos means that some tribal governments have lost their primary source of revenue. American Indian casinos employ a combined 700,000-plus people directly and indirectly and generated over \$37 billion in 2017, making them the largest segment of the U.S. gaming industry.

10:15-10:45 AM

**Morning Networking Break**



**General Sessions**

10:45-11:45 AM

**Keynote Presentation: The Leader Within**

This motivational leadership message will empower you to motivate and inspire others to outperform themselves. In this energizing talk, you will discover the importance of Working Together, Struggling Together and Achieving Together. Kendal presents effective leadership strategies he developed from a kid who changed his life through sports to building an award-winning business while employing over 100 staff as CEO. Kendal empowers audiences to remember what it takes to activate The Leader Within!

Attendees will gain:

- How ONE person can change an organization.
- Gain deep insights into the habits of successful leaders.
- Developing a high performance team built on trust & transparency.
- Understand how leaders impact change at work & outside of work.
- Discover the 3 secrets leaders use to grow high performance teams that get results.

**Presenter:**



Kendal Netmaker  
*Leading Entrepreneur & Speaker*  
Netmaker Enterprises Corp.  
Sweetgrass First Nation

11:45-12:30 PM

**Cannabis Post 2020 Election - What Are You Doing Now to Prepare?**

Tom Rodgers of Carlyle Consulting who is viewed as a national cannabis policy strategist and assembled the very first national cannabis revenue and tax study, which has historically been utilized by the United States Congress, will discuss the triad of post 2020 cannabis public policy – research, public health concerns and the need for governmental revenue. What is Indian Country doing, and what should it be doing, to protect itself in this emerging market?

**Presenter:**



Tom Rodgers  
*Principal*  
Carlyle Consulting

12:30-1:30 PM

Networking Lunch



1:30 PM

Economic Development General Sessions

1:30-2:30 PM

Coronavirus Pandemic – The Economic Impact

- The COVID-19 pandemic has been unlike anything we've seen in our lifetimes. What has been the economic impact?
- How has Tribal leadership addressed this outbreak locally?
- Tribal communities are among the most vulnerable and least resourced to address a public health outbreak such as this.
- What kind of government essential services were impacted?
- For many of tribes, gaming operations are the only source of revenue. Without it, how did tribal governments make ends meet?
- The economic steps tribes had made over the years were threatened as casino doors remain closed for weeks during the pandemic.
- Through the Coronavirus Aid, Relief, and Economic Security (CARES) Act, \$8 billion was to be provided to tribes across the country to help with financial impacts. How and when was that money divided among tribes? What roadblocks prevented relief from being provided? Was it beneficial for tribes or was more assistance needed?
- Has your Tribal leadership team come up with a plan for if something like this were to ever happen again?

## Economic Development General Session

### 2:30-3:30 PM      **Building A Master Plan & Strategic Planning – The Road to Successful Economic Development Projects**

- Discuss how to create sound business strategies to greatly improve the chances of successful economic development projects.
- What are the various components and their importance within a Master Plan such as a Land Use Study, and how this can save a tribe money on future projects, expansions and financings?
- Understand the typical pitfalls and discuss best practices to apply in the process of moving from strategic planning to implementation.
- Hear why it's important for tribal leaders to be visionaries and think of each project that will eventually lead to what should be a tribe's goal of developing a sustainable community for their members to thrive. Relying on gaming may no longer be the best approach, especially after seeing the economic impact of forced casino closures.
- Understand the importance of building a sustainable economy and not just relying on specific projects or land development initiatives.
- Discuss the need to keep your tribal community informed and engaged in the planning process.
- Once a business is up and running, ongoing planning is just as important and can be used to make sure you're achieving your objectives and identify how you want your business to grow. This proved especially critical during the COVID-19 pandemic.

#### **Presenters:**



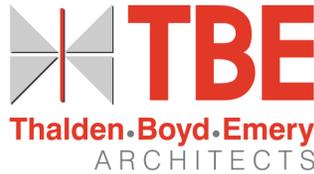
Jason Lambert  
*Chairman of the Board of Directors*  
Twelve Clans Inc.



Dennis Johnson  
*Chief Investment Officer*  
Ho-Chunk, Inc.

3:30-4:00 PM

**Afternoon Networking Break**



**Economic Development General Session**

4:00-5:00 PM

**The Importance of Diversification & Non-Gaming Economic Development Projects in Today's World**

- It was proven during the COVID-19 pandemic that diversification is key. With the closure of Tribal casinos for weeks to months, did you have any other successful sources of revenue? Did you put all your eggs in the gaming basket?
- The pandemic has also showed the shortfalls of rainy day funds.
- What opportunities exist for non-gaming tribes?
- Unlike state, county and local governments, which can collect sales, income and property taxes, tribal governments use business operations to raise revenues for their communities, making successful economic developments are critical for tribal nations.
- Tribally owned businesses are faced with the challenge of coming up with a unique vision that sets them apart from the rest to ensure economic success for their tribe.
- Understand the importance around due diligence and pre-acquisition steps as a critical component of diversification.
- Discover examples of how other tribes expanded their economies – Tribal lending entities, cannabis or hemp projects, RV parks, Tribally-owned distillery and Tribal Beverage Network, etc.

**Presenters:**



Marshall Pierite  
*Chairman*  
Tunica-Biloxi Tribe of Louisiana  
*CEO*  
Mobiloans



Joseph Nayquonabe  
*Chief Executive Officer*  
Mille Lacs Corporate  
Ventures



Dennis Johnson  
*Chief Investment Officer*  
Ho-Chunk, Inc.

5:00 PM

**Monday's Sessions Conclude**

7:30-8:30 AM

## Registration & Networking Breakfast



## Economic Development General Sessions

### 8:30-9:30 AM      Access to Capital to Fund Economic Development Projects

- What barriers to capital and credit access exist that can result in substantially lower levels of capital investment in native communities than in the rest of the U.S.?
- What affect has the COVID-19 pandemic had on the traditional banking market?
- Looking at the various traditional and non-traditional financing mechanisms available, how does a tribe know how to go about creating an optimal financial package that fits their needs and project scope?
- What are the benefits of tax-exempt financing and the differences between loans, leases and bonds?
- What grants are available to support Tribal efforts to address pressing community economic development issues and what is needed to qualify?
- What has been the effect of new action and new approaches by policymakers and financial entrepreneurs?

### 9:30-10:15 AM      Creating a Framework for Non-Gaming Economic Development

Explore tribal economic development outside of gaming and hospitality and detail and discuss core fundamentals, including assessing leadership commitment and capacity, analyzing current economic assets and revenue capture opportunities, creating sovereign advantages and governance structure, and developing a strategic plan and investment funding. We'll discuss success, failure and lessons learned from many perspectives.

- Leadership commitment and capacity
  - ◆ How to determine if the tribe is ready, willing and able for this path.
  - ◆ Measuring the ability to manage sophisticated businesses.
- Economic assets and revenue capture
  - ◆ How to inventory and compile a current assessment to build upon.
  - ◆ Where are all the expenditures and costs that can be converted to revenue?
- Sovereign advantages and governance structure
  - ◆ How to leverage tribal sovereignty to support business and create advantage.
  - ◆ What are the considerations for legal structure, advisory and staffing?
- Strategic planning and investment
  - ◆ Setting goals and targets, and developing strategies and measurement.
  - ◆ How to plan for investment, self-sustainability and profitability phases.

**10:15-10:45 AM**

**Morning Networking Break**

**Economic Development General Sessions**

**10:45-11:30 AM**

**Filling Financing Gaps to Move Economic Development Forward:  
Using New Markets Tax Credits**

- New Markets Tax Credits are a flexible financing tool for Indian Country economic development projects.
- Discuss the NMTC program and how to best position your project to receive these credits.
- The NMTC program incentivizes investment of private capital into low-income communities for construction or rehabilitation of real estate or operating businesses associated with healthcare, infrastructure, tribal administration, hospitality and education to name a few.
- What are the compliance responsibilities for NMTC borrowers?
- What are the staffing needs for closing and compliance?
- What are hurdles that you may face so you can be prepared for to avoid any potential roadblocks?

**11:30-12:15 PM**

**Investing in the Finance Market, Preserving Wealth & Minors Trusts –  
Updates & Best Practices**

- What is the economy telling us now, especially after the COVID-19 pandemic?
- Where are U.S. investor markets heading and how should tribes be investing for the long term?
- How do tribes best diversify their investments? What are you currently investing in?
- Discuss structuring a Minors Trust Program that encourages educational pursuits.
- What are the latest legal and tax laws for Minors Per Capita Trusts?
- How do you make a financial literacy program work for your Tribal Nation?
- Discover unique adaptations of entrepreneurial and business education programs developed to support the economic landscape and success of your communities.

## Economic Development General Session

### 12:15-1:00 PM      **Separating Business & Politics & Ensuring Tribal Sovereignty**

- Is a tribe better off creating a tribal economic advisory committee apart from the council?
- How successful are tribal businesses that operate with a healthy separation from politics?
- What level of autonomy do tribal businesses need to meet corporate goals and investment expectations?
- Discuss what tools are critical for tribal governments to have the proper amount of control while also positioning their businesses to be the most successful.
- How were tribes as sovereign nations affected by the COVID-19 pandemic? Did they lose out on critical federal or state government resources? Did they have the advantage of being able to open their gaming properties and other enterprises earlier than others?
- What are Section 17 corporations and how can they be modernized to make them a more useful tool for Tribal economic development?

**Presenter:**



Lorenzo Bates  
*Former Speaker*  
23rd Navajo Nation Council

1:00 PM

## Economic Development Conference Concludes

1:00 PM

EXHIBITOR RAFFLE DRAWING

*Followed by*

\*\*\*GRAND PRIZE DRAWING\*\*\*

**\*\*\*Winners must be Present to Win\*\*\***