



Conversations w/Tino

Guest	Apache Danforth
	Director
	NATOW

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Tino: Welcome to GT Radio. This is Tino Magnatta, and we have a very special guest today on the show. She's an incredible person, full of life, lovely personality, and very, very committed to a group of people. Ladies and gentlemen, director of NATOW, Apache Danforth. How are you, Apache?

Apache Danforth: Hi, Tino. I'm doing great, over here in Oneida Wisconsin, here in Green Bay. It's a little cloudy, overcast day, but I'm really excited to be here and incredibly honored to be a guest on your show.

Tino: Thanks so much. You know, when we first met and you know, I was so impressed with your energy and your drive and just your spirit and your aura, you know, how that spills over to other people. Where does that come from? Where do you get that?

Apache Danforth: Wow. Thank you. That's ... Quite a compliment. Well, I have to say first when I met you I think we were Facebook friends first, but when I met you in Seattle recently, I was just incredibly honored to be at the Washington Gaming Association's annual conference as a speaker. It's always great to be around the people, the Native people who are working for our country and you know, so that really attributed to the excitement and energy that I brought there. You know, I'm definitely always excited to use my education and my background in public relations for the benefit of cultural tourism. As the director of NATOW, which is Native American Tourism Wisconsin, and I'll talk a little bit about that later I think, I'm always excited to talk about cultural tourism and to educate people about what we do at NATOW.

You know, in sharing our story, in sharing our model and how we work at NATOW on a national level, it's always an amazing opportunity. Always, Tino, family is always a huge motivator. That contributes to all of the wonderful compliments that you said about me. Just excited to bring it to your show now.

Tino: Great. Now, your entire family's involved in government. It gives you a service. Ernie Stevens Junior, your brother, is a very close friend of mine. Brendan, and Ernie Stevens the third just came off big wins at Oneida in government positions. Why do you think that your family is so involved to help your people? What is the root of that? How does that all fall out, and then you're part of that too.

Apache Danforth: You know, Tino, I think Native people in general just have very strong family values, very strong community-oriented values. If you're looking particularly at my family, we come from a long line of tribal leaders. My grandfather, my mother's father, was one of the first chairmen in the 1930s and 1940s, so his name was Mark Pollin. He was chairman of the Oneida Nation. Obviously my mother's a very huge influence on the family's history of government and community service. She was an activist, we'll say activist, I know that's a term that my brother Ernie likes to use describing my mother in the late '60s and early '70s. She definitely always encouraged us to work for our people and work

for the next generation, and making the lives for our people better. I think that's really where the motivation comes from.

It's definitely been a major influence on my life and how I conduct myself. Education has always been highly valued in my family, so that definitely opens the doors for people. Our family has been very fortunate and blessed to have been able to work hard and take advantage of the opportunities and get our education. Yeah. I hope that answers your question.

Tino: How was it, yeah, yeah. This is great. How was it, obviously you know, as you go back to the '30s and even with Ernie Stevens senior, those were very different times. Gaming had not penetrated yet. Can you give us a little bit of a feel of how it was to, let's say be, you know, a tribal leader back in the '30s, in the '40s? What's that like?

Apache Danforth: Wow. I can only imagine what that was like. I couldn't tell you, you know, obviously I've studied my history, but I imagine that back then we didn't have obviously the technology that we have now. We didn't have the caliber of education that we have. I would say as many Native Americans across the country, we were at a disadvantage socially and economically. I recall my grandmother talking about being in the Great Depression, but many of our elders don't look at it as being disadvantaged.

She worked on, she lived on a farm. When the Great Depression hit, she said they didn't even notice it because they had everything they needed. They were used to living within their means. I imagine being a tribal leader back then and just even being alive was a lot harder than it is now. Obviously we've still got a lot of work to do and a lot of fights ahead of us, but definitely you know, not the same as back then. I can't even imagine.

Tino: Yeah, that's interesting what you said. They went through the Depression and they didn't even know because they basically lived on the farm and produced everything they had, right?

Apache Danforth: Right, exactly.

Tino: They were all sufficient.

Apache Danforth: Right. I would say back then that our leaders still had the values, you know, our seven generation philosophy, that's the same value that many Native nations have. We're always working for the betterment of the next seven generations. We're always making our decisions based on how it's gonna affect seven generations from now. I think that tribal leaders back then definitely still carried that, had that value. We wouldn't be here where we are right now if it weren't for their foresight and their decision making back then.

Tino: Yeah, it kind of set the past for the future.

Apache Danforth: Absolutely, absolutely.

Tino: Tell us a little bit about how NATOW started, and what basically is the mission.

Apache Danforth: Okay. Well, NATOW, Native American Tourism of Wisconsin, is basically an inter-travel consortium that was launched as a statewide tourism initiative in 1994 by the Great Lakes Inter-Tribal Council. The Great Lakes, for those people out there who are listening and don't know, Great Lakes Inter-Tribal Council is this consortium of the 11 tribal leaders in the state of Wisconsin. In the state of Wisconsin we have 11 sovereign [inaudible 00:08:23], federally-recognized sovereign nations, Great Lakes Inter-Tribal, each of the tribal leaders, the president's chair person, set up the table and then our tribal leaders had the foresight to see that the impact that tourism was making on the state of Wisconsin's economy because of gaming.

Right now, with tourism in Wisconsin it's a billion-dollar industry as it is across the country in many states. They had the foresight to realize that. They wanted to start this initiative, and eventually became more organized. They organized Native American Tourism Wisconsin, and our mission is to promote tourism featuring Native American heritage and culture. You know, just realizing that tourism really does provide an excellent tactic for tribes to diversify their economies, and at the same time telling our story from our point of view.

Tino: Got it. It's promoting the heritage in tourism.

Apache Danforth: Absolutely, and doing that in a way that is culturally appropriate and by all means we definitely don't want to exploit ourselves in any way. There's always that fine line you're walking on when you're talking about tourism and Native cultures. NATOW, we hope to make sure that we're doing so in culturally appropriate ways, through cultural presentations, through education, through our Native Wisconsin guide, which is distributed to visitor centers and key entry point schools and other educational institutes.

Tino: How did you get involved in NATOW?

Apache Danforth: Well, okay. Well, I attended a conference probably in 2010, the [Hotaw Nation 00:10:20] was hosting, it was [Pheasant Dove 00:10:22], so I attended the conference. When I really got involved was last year. Prior to their conference, they contracted me to come and be their conference planner, which was really exciting. I just kind of hit the ground running and we pulled off a conference in a few months and then after that I think they might have been, they were probably happy with what I did and offered me a second contract to help with their strategic planning. In the mean time they posted a position, their director's position became open. They posted it and I applied for it, and they offered me the position of the tribal tourism development director for NATOW. That was August. Actually August 18th, I've been with NATOW for a year to date.

Tino: For how long?

Apache Danforth: I signed my contract last year. How exciting, I didn't even realize that.

Tino: Oh, congratulations. It's your anniversary.

Apache Danforth: Yeah, yeah. What a perfect way to recognize it on your show.

Tino: Great stuff.

Apache Danforth: I've been with NATOW officially a year today.

Tino: That's great, congratulations.

Apache Danforth: Thank you.

Tino: What kind of stuff do they do? You guys put on cultural events? What exactly, do they promote events that are happening, or do you put on events? What do you do?

Apache Danforth: What we do is one of the major things that we do is we have a partnership with the Wisconsin department of tourism. Right now they have been providing our entire operational budget, and that comes from the gaming compact fees that each of the tribes pay into the state every year. The tribes pay in somewhere around 25 million dollars a year to operate gaming in the state of Wisconsin. The state of Wisconsin then takes about a third of that, about 10 million dollars, and they put that directly towards the department of tourism for their program. What they do with the rest of it I'm not sure, but they do it for state, they use that compact money for state programs. Then the department of tourism then, you know, brought some of that funding back to NATOW to, one of the major things we do is create the Native Wisconsin guide. It's a two-year publication, so we do that every two years. Like I said, that is distributed throughout the state in visitor centers and key entry points, educational facilities, so on and so forth.

Right now our main goal is really educating people on the 11 tribes of Wisconsin. The Native Wisconsin guide features all of our cultural centers, a little bit of history and culture each of the nations, as well as their destination and their gaming facilities, and their hotels and restaurants as well. It's a comprehensive guide of all things in cultural tourism, tourism related is for the tribes of Wisconsin. The other thing we do, you were right on point. We do cultural demonstrations. We're working with a group called Woodland Sky Native American Dance Company, and they are amazing. They not only do pow wow demonstrations but they're incorporating performance art into their cultural demonstration. Excuse me. We were working on a partnership with them. We went to Wisconsin State Fair, we handed out our guides, we brought dances. People love it. They are amazing. Any time that song gets going, people listen, people stop. That's another thing that we do.

Then we attend trade shows, we take Native Wisconsin to trade shows locally, in Chicago, in Minneapolis. This year I hope to go nationally and attend some of those bigger national conferences, like NCAI and NIGA, and international marketing is in our future as well. That's some of the things we do.

Tino: That's great. Now is there a NATOW for every state?

Apache Danforth: There is not. That's one of the reasons why Washington reached out is because they're really interested. I don't want to say the wrong number, but they have a lot of tribes. They have a lot more tribes in their state than we do, and they're really interested in the model that we're using for NATOW. We have a board of directors and each of the tribes appoint a representative. My board of directors is made up of one representative from each of the tribes as well as an alternate from each of the tribes.

Tino: Right, so it's a model that can be replicated, right? Not a problem.

Apache Danforth: Absolutely, absolutely. I'd be happy to share ...

Tino: Great, well hopefully we'll be able ...

Apache Danforth: I love talking about NATOW and what we do, so I'd be happy to share that with anybody.

Tino: Yeah, absolutely. Let's go back a little bit, let's go back a little bit about when you were growing up and what it was like. What were the times like, how was everything economically, and what as a little girl, what aspirations did you have?

Apache Danforth: Well I feel like kind of like Sofia from Golden Girls: picture it, Sicily. No, it was actually elementary. Growing up on the res, as growing up on the res here in Wisconsin, 1980s, '90s, those were the good old days. Everybody, we'd be gone all day, we were kids, we'd be gone all day. We'd come back when it was dark. We'd swim in the summer and ride our bikes all over and go sledding in the winter. Those were the good old days. Family was everything. Our community definitely had our social problems. We didn't have casinos. Everybody kind of got by, and you know. I'm lucky that I had a family who valued education and who stressed education.

My grandmother who I know my brother speaks about a lot, [Maria Henson 00:16:47], she went back to school when she was 68 years old and got a teaching degree, because she was one of the first, yeah, one of the speakers of the Oneida language. They called out for all these men and sent them to school. She got a bachelors degree when she was 68 years old. I mean, if somebody can do that, I think that's really motivation for the rest of us. Like I said, I had a family who valued education. Sports was huge. Sports was huge back then. You either played baseball, softball, so those were the things we did back then. I definitely think they attributed to developing my own skills. Sports, you had to

learn teamwork. Family, you learned family values. Then we have these great role models, like my grandma, like my mom, like my brother in our family that definitely contributed to the person that I am today.

Tino: Yeah, it's pretty amazing. You were surrounded by a lot of great people who did a lot of great things. Let's talk about education a little bit, because we keep going back to that.

Apache Danforth: Yeah.

Tino: Tell us why you think that's so important in Native nations. Do you think that there's enough of it going on right now?

Apache Danforth: I definitely think that we have more educated Natives today than ever. It's so incredibly important for us in particular, just because of the things that happened to us in the past. The things that were, you know, we were doomed a lot of times because we didn't understand it. We lost our land because we didn't understand taxation, those things. Well now we have tax attorneys, right? We have Native tax attorneys. That's not gonna happen to us again. I think, I don't have to talk about the value of education to Native people in order for people to understand how incredibly important it is for us to be educated, for us to be aware, for us to be doctors and be lawyers and be tax accountants, CPAs, you know, all that, teachers and professors. It's just so incredibly important.

Like I said, my family, we stress it. My mom went back to school at a later age in life as well. Now I have a niece who's studying for her Ph.D. My sister has a Ph.D. It's really amazing, education really opens the doors for a lot of things for Native people. A lot of careers and opportunities and traveling. Education is the key. I don't want to sound cliché, but definitely I always encourage everybody that I know and care about. You need to get your education.

Tino: There's no doubt about that. It's very very important. It's the thing that makes you evolve and move forward in life. Do you think that there's enough of it going on right now? Is there more work to be done? What do you see around you?

Apache Danforth: Oh. Oh my God, there's always more work to be done. As I'm kind of new to this national scene, I've always followed my brother's career obviously and some of his colleagues. I know what they're doing now, and I think that people think about, when you talk about educating, it doesn't necessarily have to be go to school and get a degree, but be aware of what our tribal leaders are doing for us in Washington. I know that they're working hard, but I also know that there's a lot of work to be done. It's just so incredibly important for people to understand how hard our tribal leaders are working and what they actually do.

Tino: Yeah, it's an important piece. Describe a little bit, so you grew up in the '80s, right? '80s and '90s, and describe a little bit when gaming penetrated and how that had an impact on your life.

Apache Danforth: Okay, that's interesting. Well you know, gaming definitely had a huge impact on driving change on the reservation, socially and economically. It is certain down here, but it's also apparent that representation in DC is as important now as it ever was in order to protect our sovereignty. Since I was a little girl, obviously we didn't have casinos then. I know that they provided so many jobs, not just for our people, but for the people in the surrounding communities as well. I can venture to guess that's across the board in Indian country when it comes to Indian gaming. Definitely socially, economically, we have changed, we've evolved. We have resources. We have to just continually be aware that what the purpose of those gaming revenue is for. It's to help our people. Not one person is gonna get, is supposed to get rich off of this gaming, Indian gaming. It's definitely something for the people. It needs to be done in order to create more opportunities. Gosh, I hope I'm answering these questions right for you.

Tino: You are completely. Let me talk to you a little bit about the woman's role in Native nations. How has that evolved over the last 10 years?

Apache Danforth: The last 10 years? Tito, that's nothing in the history of time.

Tino: How about 20?

Apache Danforth: Let me take it back for you.

Tino: How do you see it has evolved, you know, since you were a little girl?

Apache Danforth: Okay. Well, let me just take it back a little bit further. Oneida women, in traditionally, we have clan mothers. Our clan mothers have the ability to choose who our chiefs are. These are not, I'm not talking in past tense or historical terms, because we still have clan mothers and we still have chiefs. We have a very lively chief [custom 00:23:46]. The women in our culture choose the leaders, and they also have the ability to remove those leaders. When you're talking about the evolution of that bold responsibility and that role that the women play in leadership, I would say that in terms of evolving over the past decade or two that those values, those traditions, have been very, very steady throughout the century.

In more recent times I would say that those values and that role and the esteem that women are held in as life givers by many of the cultures, by all of the Native cultures, really, really attribute to a very strong generation of women. We'll go back to education, we are more educated now. We are more empowered than ever. I see the woman's role in the past decade or two in Native nations becoming stronger. We have organizations like WEWIN, Women Empowering Women for Indian Nations. You look at the caliber of women that are involved

in that organization, and that right there, to me, that's bold. That's bold. That shows.

Tino: Yeah, [special thing 00:25:15]. Now is that something that just, it's just with the heritage of Oneida nation, or is the woman's role the same throughout different tribes, or does it vary?

Apache Danforth: I can see towards the Oneida nation and the [Hoden Ashoni 00:25:33] confederacy, which is made up of Onadoga, Mohawk, Seneca, Hyuga, [inaudible 00:25:39], and Oneida. Those six nations, that is our tradition to, you know, the clan mother chooses the chief. I don't know how other, I can't think of other tribes in terms of that, the woman's role.

Tino: That's huge, though. That's a great thing.

Apache Danforth: Mm-hmm (affirmative).

Tino: I know that, I had a [Navajoyo, Navaconabi 00:26:09] on the show, from [Millax 00:26:12], in the Max tribe. Yeah, they're very, very, they have a chairman who's a woman there. A lot of the women there are very instrumental in guiding tribes of the future. That's a very good thing to hear. I'm glad that's such an incredible thing. Obviously in Oneida, like you said, it's steady, right? Women are ...

Apache Danforth: Yeah.

Tino: ... Part of like everybody else. There's no real distinction, right?

Apache Danforth: Right, and actually our last business committee before the new administration just came on this month, our last business committee, we have nine business committee members. Seven of them, no, I'm sorry. Six of them are female. Our chairman, all of our officers were all female. We had our chairman, Christina Danforth, vice chairman, Melinda Danforth, secretary, Lisa Summers, and treasurer Trish King. A lot of our officers are women. The woman's role is very strong, particularly in the Oneida nation. I would venture to say just because of the role we had traditionally that that really does trickle into now.

Tino: Yeah, that's great.

Apache Danforth: In current times.

Tino: That's great.

Apache Danforth: Yeah.

Tino: Apache, how do you see the next generation coming up? What is your advice to them?

Apache Danforth:

Tino: That's for sure.

Apache Danforth: Yeah. I guess in terms of the next generation, I definitely see that they have in their pocket that can help continue to create that awareness so that people know that we are still here, and that we are still fighting for our rights, and that we are not going anywhere. The next generation definitely has a big will to carry, as does our generation. They have the ability to really create change, positive change, for Indian country.

Tino: Yeah, and they're represented in Washington, which is something that, like you said, it protects the sovereignty, right?

Apache Danforth: Absolutely. Like I said, the way that we communicate now definitely gives everybody the opportunity to participate, opinions to share your successes. It's just an amazing thing, and I think there's so many opportunities and so many good things that are on the horizon for our people, and that this next generation coming up, I'm hoping that when we all work together for a common goal, our values as Native people will definitely see us through it. They have up until now.

Tino: That's great. Great stuff. Really, really good. Should we open it up to some questions? I see some people here waiting to talk to you. Let's see what we've got here.

Apache Danforth: Oh, great.

Tino: Hang on one sec.

Apache Danforth: Okay.

Tino: Hello, this is ChiChi Radio. You have a question for Apache Danforth?

Wayne: Yeah, can you hear me?

Tino: Yes, we can. Who do we have on the line?

Wayne: This is Wayne from New York. How you doing, Apache? Nice to meet you.

Apache Danforth: Hi, I'm sorry, what was your name?

Tino: Hi, Wayne, how are you?

Wayne: Good, how you doing, Tino? It's Wayne, yes.

Tino: Yeah.

Wayne: With the tourism and everything that you guys are doing in Wisconsin, one of the things that I'm seeing as a trend and maybe I'm wrong, but a lot of the tribal properties are adding different services, amenities, and that sort of thing spans from just gaming as being more of a resort location. What do you think, where do you see in the future where that opportunity lies? What types of amenities, how do you see it being more of a tourism destination for the family and kind of capturing maybe the people that don't, that aren't as into gaming but would be interested in maybe even just learning about travel history and some of the cultural opportunities that are around?

Apache Danforth: Sure, so in terms of opportunities in cultural tourism, one of the things that we did last year for 2017 is we created a NATOW pow wow calendar. It has all of the major pow wows that are happening in the state of Wisconsin throughout the year. That's definitely one thing that would be a, you know, an amenity to gaming as well as our museums and cultural centers. Those are definitely amenities to gaming, and most of the tribes of Wisconsin do have them. They don't all have a cultural center or museum, but they are there. What NATOW wants to do is we want to help create sustainable cultural tourism initiatives that are going to be that family outing as an amenity to gaming. We see that, taking that grandma and grandpa, or taking the kids out to the Lobby Museum in the Menominee nation and learning about that history and culture.

One of our tribes, LTO [Lacuta Rey 00:32:30], they have ... I can't think of the name, but Al Capone, they have one of his hideouts within their reservation boundaries.

Wayne: Oh, very cool.

Apache Danforth: Yeah. There's definitely a lot of opportunities in terms of cultural tourism as an amenity to gaming.

Wayne: Excellent. I hope I get a chance to come see some of that cultural tourism in Wisconsin real soon. Thanks a lot, Apache.

Apache Danforth: Absolutely.

Tino: Thanks, Wayne. Appreciate it.

Wayne: Sure.

Apache Danforth: I just want to encourage people to go to NATOW.org, we have our Native Wisconsin guide uploaded on there, we have an events calendar, we have our pow wow calendar uploaded on there. There's some resources there to kind of get an idea of what you might be interested in when you come to Native Wisconsin.

Wayne: Great, thank you.

Tino: Thank you, Wayne. Alright, we'll go to our next one here. Hello, this is Tino Magneta, ChiChi Radio.

Michael: Hi, this is Mike Minacura. How are you?

Tino: Hey, Michael. How are you?

Michael: Great. How are you doing?

Tino: Michael, just so you know, I don't know if you know Michael, but he's the GM over at Mohegan in Wisconsin?

Apache Danforth: Yes.

Tino: Mike, are you there?

Michael: Yes I am.

Tino: North Star, at North Star. He's your neighbor.

Apache Danforth: Yes, I know Michael.

Michael: Yeah, actually we just had the NATOW conference at our place. When I found out that Apache was online I just wanted to call in and make sure I had some questions from her.

Tino: Great.

Michael: One of the things I didn't get a chance to ask you, Apache, when you guys had this show is really like to kind of know about some of the people that influenced you in your career and what influenced you to start working on tourism?

Apache Danforth: That is a great question, because I love talking about my mentor. My mentor is Bobbie Webster from the Oneida nation. She's been the PR director there for quite a few years. She was very, very instrumental in gaming compact negotiations between the tribes and states. I actually started out as an undergrad intern in the communications department in Oneida. She took me under her wing for six weeks in the summertime, and I just hit the ground running. I think she was a little impressed with my work ethic, so she offered me an additional internship to work through the fall. I just took the jobs that nobody seemed to want and just put my nose down and worked really hard and listened to everything she said, listened to every story she shared. Bobbie actually led our NATOW Gets Real talk show segment throughout our conference, which is really, really well received. She is just an amazing public speaker, she's a strategic thinker, and she's a great person all around. You know, Tito, she would be a great addition to your show. A little plug for Bobbie.

Tino: Yeah. I'd love to have her on, definitely.

Michael: Excellent.

Apache Danforth: Oh, go ahead.

Michael: Yeah, and what's your plan to play that forward based on what you learned and what you're doing right now, how are you planning to influence the next generation to help with tourism? This is a huge cause and I think it just needs to get played forward. I think a lot more people need to support this for it to grow.

Apache Danforth: I agree. That's really a great statement, and I heard a quote recently that if you want to, and I know I'm not going to say it verbatim, but if you want to ignite change, you have to inspire the youth. If you want to create a movement, you have to inspire the youth. That's a really great point. What we want to do next year, and how that looks on the ground for NATOW is we want to incorporate a youth track into our conference, and we've been tossing around some ideas on how to do that. I think what's kind of resonating for the top is that we're gonna do an essay contest with the youth throughout the state of Wisconsin and have them write an essay on cultural tourism, what that means to their tribe. Then we'll choose the essays that rise to the top, and they will be part of the youth track for the next conference.

It's really conceptual right now, but I'm glad that you asked the question because it really makes sense. It really makes sense, and we do need to keep thinking about how we're going to engage the youth, and how we're gonna pay it forward.

Michael: Excellent. Well let us know what support you need further. That's all I had to ask, but again, we all appreciate your efforts.

Apache Danforth: Thank you so much, Michael.

Tino: Thank you, Michael.

Apache Danforth: I just have to say, we just had our annual conference at North Star, and they are a class act at North Star. From the minute you walk into the door, everything, they're right there with a smile and very accommodating and yes I can attitude. Definitely a class act you've got going on there, Michael.

Michael: We appreciate it. Thank you so much.

Apache Danforth: Thank you.

Tino: Thank you, Michael. Thank you so much.

Michael: Thanks.

Tino: Alright, let's see who else we got here. Oh, I got a lot of calls coming in here. Alright. Let's see. Hello, this is Tito Magneta from ChiChi Radio.

Matt: Hello, can you hear me?

Tino: Sure can, who do we have on the line?

Matt: This is Matt Lerner.

Tino: Matt, how are you my friend? From Oklahoma.

Matt: Yeah, I'm good. I'm good. How are you Tino and Apache?

Tino: Good. Calling from all over the country, I love that. What do you have a question for Apache?

Matt: Yes I do, yes I do. Apache, I have a little bit of a tourism background myself and I know that tourism is typically number one, two, or three in most states' GDP. What do you see that tribes can do that currently don't take any advantage of tourism, what can they do to get started?

Apache Danforth: Okay. That's a great question. I mentioned before that we work closely with the Wisconsin department of tourism. We're very fortunate. They're amazing supporters of Native Wisconsin and NATOW's initiatives. One of the things that they do, the state, is they offer some programs to the tribes. One of those programs is a tribal destination assessment. In my travels throughout the year, I visit with my councils, I get on their meeting agendas. I deliver our initiatives and I also deliver the state programs to them. This tribal, if you have a tourism background then you probably know that an assessment, if you would go to a marketing firm could cost anywhere in the ballpark of \$25,000.

Well here's the state offering the tribes this very valuable assessment, tourism destination assessment, that the tribes can take advantage of. I was successful only getting the two tribes this past year to start that process and destination assessment. It's really an amazing process. They develop task force with all of the stakeholders that they would need buy-in from in order to push any of the initiatives forward that come from that assessment. That's one of the things that I see that is an opportunity for at least the tribes in Wisconsin to take advantage of in terms of creating tourism initiatives in their communities. I hope that answers your question.

Matt: Yeah, you guys are very fortunate. Wisconsin's a pretty good partner I believe for NATOW. At least they were.

Apache Danforth: Yes.

Matt: If they're doing that type of stuff, a lot of states don't have that.

Apache Danforth: Right, yeah. We're fortunate. They also have a customer service training that they offer the tribes. They customize it to whatever the needs are, whether it's in gaming, hospitality, administration, they customize the customer service training for the tribes as well. Those are just two things.

Matt: Very good.

Tino: Okay, thank you, Matt. I really appreciate you calling in.

Matt: Yeah, alright. Thank you guys.

Apache Danforth: Thanks, Matt.

Tino: Have a great day.

Matt: Thank you, bye.

Tino: Alright, some good questions tonight. Let's see what else we got here. Hello, this is ChiChi Radio. We have Apache Danforth. Do you have a question for her?

Rich: Yes, hi Tino, it's Rich.

Tino: Hey Rich, how are you?

Rich: Good, how are you?

Tino: Good, good.

Rich: My question to Apache is where do you want to be in five years career-wise?

Apache Danforth: Career-wise, that's a great question. I feel like I have a lot of work to do with NATOW, and just in terms of, not in our tourism initiative, but really building upon our governance of our board, and getting my board engaged, and making sure that they are informed and they're communicating and they're really moving the organization forward. In five years I would like to see NATOW being a, well, you asked where I see myself being in five years, right?

Rich: Yes.

Apache Danforth: Okay. That's a tough question. I definitely want to be working for the tribe. I see myself working not only for my people but right now I work for 11 tribes, so I take that very seriously. I think that's something that is an amazing opportunity that I need to build upon. I see myself in five years still working for the tribe, whether it's on a state level or a national level. A national level would be great.

Rich: That's cool.

Tino: Great, thanks, Rich.

Apache Danforth: Thanks, Rich.

Rich: Have a good one.

Tino: Hello, this is ChiChi Radio. This is Tino Magneta. You have a question for Apache Danforth? Hello? Hmm. Okay. Probably can't hear us for some reason. Let's try the next one.

Apache Danforth: Changed her mind.

Tino: Yep. Hello, this is Tino Magneta from ChiChi Radio, do you have a question for Apache?

Speaker 7: Hi, Apache?

Apache Danforth: Yes, hi.

Speaker 7: Hey there. [inaudible 00:44:28]. They just didn't tell us, what are some of the hardest things that you've had to struggle through to get to where you're at right now?

Apache Danforth: Tino, can you, I'm having a hard time hearing him.

Tino: Yeah, can you repeat that please?

Speaker 7: What I wanted to know, what are some of the hardest things you've had to struggle through to get to the point that you're at right now?

Tino: Okay, what the question is, what are some of the things that you've had to struggle through in your life to get to where you are right now? What were some of the biggest hurdles for you?

Apache Danforth: Oh wow. Well, you know, not to get too personal, but I recently lost my husband. That was huge. That was a huge challenge, obviously.

Tino: Mm-hmm (affirmative). Yeah.

Apache Danforth: I guess when something like that happens, everything else doesn't seem so hard.

Tino: Yeah, yeah. Sorry to hear that.

Apache Danforth: Yeah. I've been pretty fortunate though, in terms of how, you know, my life progressed. We all have our challenges. I try to approach everything with a

really positive attitude, a yes I can attitude. The challenges of the past, I don't focus on them anymore. I just move forward.

Tino: Right. Yeah, especially when something that monumental happened to you, like you said, the rest just seems like it's nothing.

Apache Danforth: Right. Right.

Tino: Great.

Apache Danforth: Yeah. I mean, that's a tough question there, buddy.

Tino: Okay, thank you.

Apache Danforth: That's definitely harder to talk about the challenges when you're talking about successes, so I appreciate it. Thank you for the question.

Tino: Yeah, absolutely. Okay, let's go next from here. Hello, this is ChiChi Radio. This is Tino Magneta. You have a question for Apache Danforth?

Apache Danforth: I must've just answered all the questions.

Tino: No, no. Sometimes there's just technical issues.

Speaker 8: Hello?

Tino: Hello, yes. This is Tino Magneta. Do you have a question for Apache Danforth?

Speaker 8: Hi, can you hear me?

Tino: Yes we can.

Speaker 8: Follow-up to the question on your, kind of where you see yourself in your career in five years. This is a similar question that was asked to [chairman Stevens 00:47:13] of where you see the industry of tourism and gaming in 10 years, and any of the challenges that you see coming through, Oneida challenges?

Apache Danforth: Okay, well, I can really speak for my role, my point of view and my role at NATOW, and where I'd like to see the organization go in terms of tourism initiatives. I want the tribes to build sustainable initiatives to add amenities to gaming, our gaming facilities. I see challenges in areas like location. Tribes are in some rural locations, and I think that by building that infrastructure, just even signage, that would help people direct people to those rural areas, is one way to, is something in the future that I see in the horizon, is really building upon our infrastructure. I'd like to just mention AIANTA, which is American Indian Alaska Native Tourism Association and what they're doing. I'd really like to see NATOW get on that same path because they are really making an impact in terms of

tourism initiatives, this advocacy, they're a nonprofit, they are connecting people to resources, they are working on the national level. They're lobbying for legislation that has a positive impact on Native tourism.

I see NATOW emulating Aianta and the impact that Aianta's making in terms of Native tourism on a national level, as well as international. Challenges are always there, you know, politics come into play. I've been very fortunate in my role in keeping the tribal policy kind of as a separate issue, or something outside of what we're trying to do tourism. I might have two tribes that maybe have a conflict over one thing or another business-related, but when they come to the table, everybody just stays in their lane and we're working for a common goal that's beneficial to all tribes. That's really something that's unique about our organization, about Native tourism, is that even though those challenges are there, when you're working for that common goal, everybody wants to help. I'm really looking forward to what's on the horizon in terms of NATOW.

Speaker 8: Great, thank you.

Tino: Great, thank you so much for calling in.

Apache Danforth: Thank you!

Tino: Okay. That's pretty well it. Apache, thank you so much for being on the show. You know, you had a lot of great things to say.

Apache Danforth: I hope.

Tino: We definitely want to hear from you again sometime in the future, and look forward to learning more about NATOW and the future of tourism, not only in Wisconsin, but the rest of the country, right? It'll hopefully like you said, will penetrate the rest of the country.

Apache Danforth: Absolutely. We all got to work together, Tino. We're all in this together, no matter what nation you're from.

Tino: Yep. That's the key, right? Unity.

Apache Danforth: Yes, absolutely.

Tino: Great. Thanks so much. Really appreciate you being on the show, and we'll talk to you very soon.

Apache Danforth: Thanks, Tino. Have a great one.

Tino: Okay. Bye-bye.

Apache Danforth: Bye.

Tino: That was great. Apache's always a breath of fresh air, and she's very bubbly and she knows her stuff. I think the future is bright for tourism across the country with people like her around. Thanks for joining us. Join us for our next show that's up coming, and hope you're having a good night. We'll talk to you soon wherever you are. Thank you so much.

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