

A Season of Change for Made on the Rez

Article in Four Bands December 2006 Newsletter

As the year draws to a close, so does Four Bands' Made on the Rez mercantile program. It is difficult to let go of this part of our program, but our mission to "assist" entrepreneurs is too important to continue devoting the time needed to operate our own business enterprise.

With this change, however, comes an exciting new opportunity for the many talented artists whose work we've been honored to showcase and sell.

Four Bands is joining with partners from the Pine Ridge and Rosebud Reservations in NATIVE DISCOVERY, a project to promote culturally based tourism. Promoting the sale of art by local artists is part of this mission.

To support this project, we've created a new website: www.nativediscovery.org. We invite you to take a look and discover why we're excited.

In 2007, the website will be expanded to feature local artists and cultural performers from the three partner reservations.

Marketing specialists will be working with a selected number of local artists and cultural performers to create a website page for the partner website. Those selected will also get assistance in creating a rack card to use in promoting their own work to the public and to tourism companies who will visit the NATIVE DISCOVERY site.

Artists and cultural performers who are interested in participating in this project should contact Kerry Frei by phone or email at: 605-985-5541; info@nativediscovery.org.

NATIVE DISCOVERY partners are also taking advantage of marketing opportunities available through the South Dakota Office of Tourism and regional tourism associations. We'll present at the Governor's Conference on Tourism in Pierre on January 17-18.

The NATIVE DISCOVERY partnership is funded in part by a grant from the Administration for Native Americans.