



THE ANSWERS ARE INDIGENOUS

A Project Funded for the New Mexico Creative
Industries Division Study

Poeh Cultural Center

June 30, 2024

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Project Outcomes

The primary goals of the Answers Are Indigenous Project at the Poeh Cultural Center on the Pueblo of Pojoaque in Santa County were to:

- Identify and increase the number of local Native American artists and entrepreneurs to sell and/or consign their work at the Poeh Marketplace at Buffalo Thunder Resort, the Poeh Supply Company, as well as at the seasonal markets held in Pojoaque.
- Work with Project collaborators to develop entrepreneurial trainings held at the Poeh Supply Company (primarily).
- Promote the trainings to local Native American artists and entrepreneurs and provide incentives for them to participate in the year round and seasonal sales venues.

A Project Director was hired to oversee the project, contractors were selected for the trainings, and the trainings were offered. A total of 6 trainings were offered via Zoom as noted below:

Speaker: Cris Velarde (Number Zoom Registered: 35)

Title: Beyond The Product: Models for Education and Therapy Business Opportunities Focused on Creative Practice

Speaker: Karl Duncan (Number of Zoom Registered: 126)

Title: Placemaking to Placekeeping: Events as Launchpads for Sustainable Community Revitalization

Speakers: Votan & Povi (Number of Zoom Registered: 49)

Title: Civic Artists: Data for Creative Empowerment and Community Engagement

Speakers: Keegan Mackenzie-Chavez & Loni Bernally (Number of Zoom Registered: 66)

Title: New Mexico EDD Resources for Tribal Communities

Speaker: Henry Foreman (Number of Zoom Registered: 84)

Title: Business Basics 101 for Artists and Creatives of NM

Speakers: Angelica Gallegos IAIA (Number of Zoom Registered: 103)

Title: From Visit to Value: Retreats and Artist-in-Residence Programs for Economic Development

Deliverables

Deliverables for the project included hiring the director, hiring the contractors to conduct the training sessions, deploying the training sessions online (as noted earlier) and face to face, and encouraging Native Americans to participate more in the New Mexico Creative Economy (as noted below)

Job Creation

In addition to the Zoom workshops, New Mexico Community Capital presented 4 consecutive face to face training sessions for a cohort of 11 creative entrepreneurs to start or improve their small businesses

Alphonso John Jr	alfhonzo2002@yahoo.com	JJJs Beaded Jewelry	Alphonso is from Sanders on the border of NM/AZ and creates beadwork, wirework, and silverwork. He aims to develop his business further by creating systems and building a team, teaching others his craft, and improving his online presence and inventory management. Sustainability is important to him.
Alyssa Spanarkel	spanarkelalyssa@gmail.com		Alyssa is involved in many projects and is trying to determine the right direction. She is interested in the culinary aspect of her work and seeks to strike a balance between doing what she loves and providing a service for the community. Her breakfast burritos are a favorite among her customers but one of her least favorite things to make.
Andrew Coriz	corizandrew@gmail.com	CodeRed	Andrew has been an artist his whole life but decided to focus on kachina carving when he was 18. Seeking to diversify his skills, he took up painting, roofing, remodeling, interior and exterior design. He enjoys helping his community and providing services. He has attended NMCC classes before and is now setting up the structure for his business for the first time.
Carmelita Topaha	shi.yazzdzi@gmail.com		Carmelita works with ceramics and pottery and does ink drawings and printmaking. She's also a teacher. Her goal is to push her work in the area of business and to do more shows with non-native buyers.
Jason Garcia	turtlmtn@gmail.com	Okuu Pin Studio	Jason is a potter, printmaker, curator, and educator. He is interested in gaining more professional skills and exploring ways to help his parents. He is very experienced and motivated to learn new ways to take his business to the next level.
Jessie Hercules	jessiehercules@gmail.com	Hercules Construction	Jessie, who lives in Espanola, is a carpenter and is currently remodeling a place in Espanola with the intent to rent it out. He hopes to be an ethical landlord and has questions about financing. He's also been involved in booth work with Valentino and his family is Aztec/Mesoamerican.
Camilla Bitsoie	c.bitsoie.16@gmail.com		Mila is currently establishing a business and working towards her goals. She is interested in the arts and working with elder people and individuals working through trauma.
Miriam Whitehair	26runninghawk45@gmail.com	Wildhorse Designs	Miriam, Navajo from Farmington, is a 4th generation rug weaver and silversmith. She is new to the business aspect and has participated in several rug shows. Her parents have been influential in her life; her mother funded her children's education through weaving and her father is a horseman.
Ryan Gonzales	rkg.3160@gmail.com	ColorRED Hunting	Ryan, from Jemez Pueblo and San Ildefonso, makes outdoor hunting accessories and dabbles in jewelry. He seeks to learn more about marketing and improve his computer skills. Like Jason, he also wishes to help his mother become more professional and modernize her business practices.
Valentino Romero	xoriginaldesign@gmail.com	xoriginaldesigns	Valentino is a Jicarilla Apache who makes moccasins and shoes, a skill he reluctantly learned from his grandfather as a child. He aims to preserve ancient practices while blending with modern technology. He believes in the importance of presenting an authentic image of native cultures.
Victoria Naranjo	7victoriatafoya2@gmail.com	Tewa Clays	Victoria is a 4th generation potter from Santa Clara, she has taught her children the craft and her goal is to teach pottery making and Clay 101.

Community, Stakeholder and Industry Participation

The Poeh Cultural Center engaged local and regional Native American creatives to participate in the project via email lists, social media marketing and tribal memos. The Pueblo of Pojoaque's Poeh Cultural Center was the hub of the activities, and Buffalo Thunder Resort and Casino also participated by offering classroom space. During each of the face to face classes, previous participants in other Poeh activities offered a meal that was catered for the participants of each of the 4 face to face sessions.

Overall Economic Contributions

Participants in the face to face trainings will be starting or enhancing their already existing businesses utilizing the tools they were provided in the trainings. Several have already applied for various seasonal regional markets and also are setting up their own websites, complete with abilities to process point of sale transactions and online transactions. Out of the 11 face to face participants, 9 have decided participate in the Pathways Indigenous Arts Festival that runs August 16-18 2024, as well as in the Poeh Winter Arts Festival, Thanksgiving Weekend.

Photos

