

COMMUNITY NEWS

Methods of Tomorrow, Helping your Business Today

BY EDWIN HAZELWOOD JR.,
EDA Intern

The Yavapai-Apache Nation's Economic Development Authority (EDA) with a partnership through Yavapai College's Small Business Development Center (SBDC) and Northern Arizona University's Center for American Indian Economic Development (CAIED), have arranged a series of classes geared towards entrepreneurship training.

The entrepreneurship program has been a core part of EDA's yearly activities because of the belief of inspiring business owners and providing them with the tools to succeed. In 2016, EDA decided to divert from the normal training courses and

offer a new approach for business development. These courses are a fresh take on entrepreneurship training compared to the previously offered classes in that they are technology based for new innovative ideas for promoting and starting businesses. The intent of these classes is to teach entrepreneurs the benefits social media can have on a business and its development. The classes are currently being taught once a month running from March-July in the Tribal Council Chambers and are open to everyone.

The first session titled, "Facebook 1.0 Basic of Establishing your Business Page", was the introductory session into the world of social media through the pop-

ular social media interface called Facebook. There were twelve participants for the March 29th class which included both tribal and non-tribal citizens. The session began with the basics on how to start a page for your business.

First, one needs to establish a personal page that should be set to the highest privacy settings available. This will then enable the person to link a social page within Facebook to the personal account for all their business promoting needs. A person's business page gains reputation through a system called "likes". This enables anyone on Facebook with a personal page to follow any posts or advertising done by the business. This can also be

expanded by the "share" button that allows a personal page to spread information that person enjoys with their fellow friends so that a larger audience can get exposure to the product, thus growing the businesses customer base.

Social media such as Facebook can enable a small business entrepreneur to advertise and sell their products with individuals all over the world. It promotes their product to people in a fast, convenient, and easy way. A business that is considering expanding or developing customer base needs to be wary of social media and its effects on the business world.

"Getting on Google's Page 1" was the second course of the techno-

logically based trainings held on April 12th. There were about ten participants at the lesson. During the course, the importance of having a website and social media outlet were heavily spoken about. They are both used as a balancing act for clients or potential clients to find the entrepreneurs business and using those tools properly are the key to being on search page one. To use both in a proper manner, the business owner needs to produce exciting, unique, and original content that clients may be interested in. Google takes the content created and rates it on keywords, popularity of terms, and usage; which all contribute to the business owner's website ranking on Google's

search engine and determines whether or not they will be placed on page 1.

The next class, "Fearless Facebook", will be held on May 10th at the Tribal Council Chambers from 5:30-7:00pm and is open to everyone. Please come and attend to take advantage of this free learning opportunity in order to either help create or advance your business ideas. EDA along with Yavapai College's SBDC and NAU CAIED look forward to seeing you at the next session!

Editor's note: Edwin Hazelwood, Jr. works with Buddy Rocha, Jr. in the Economic Development office in Camp Verde.

Herbal plants ready for collection

BY DON DECKER,
YAN News

"Spring into gathering-nature's at its best." says Darlene Rubio who is Vice Chairwoman of Yavapai-Apache Nation. Rubio springs into action each spring as she goes into the mountains with her aunt Elizabeth Rocha, Apache elder and language specialist, to collect various types of foods and herbs for curing.

Rubio says she uncovered a grove of natural herbs near the Tuzigoot Bridge in upper Verde Valley near the town of Clarkdale this weekend.

Watercress grows along streams and is high in iron, calcium and folic acid and offers a peppery taste for salad mixes.

Another plant found in the same location is the Arnica plant. Arnica is excellent for muscle aches and can be used for antiseptic to heal wounds. Arnica can



also be found in local health food stores and comes in a "roll-on" container.

Once you get past the awful stinging sensation, the Arnica "springs into action" and takes the aching and swelling away. This was a one-time application. Baseball pitchers love Arnica and it beats Bengay.

The mountain red berries is a favorite among Yavapai and

Apaches that can be made into 'Kool-ade'. There's a whole process involved that the culture center can teach you if you give them a visit sometime. For now, you can start hunting for patches of the red berries and they should be ready in about 2-3 weeks. Enjoy what mother nature offers!

Watch out for little critters as you go hiking.



Photos by Darlene Rubio.

SPECIALIST

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others who too have committed themselves to helping tribal individuals and families.

5. When did you get on board there?

I began my employment with RSIC Tribal Health Center in 2005 as a student-Intern for a few years and then returned in September 2013 as a part-time mental health counselor and then was promoted to the Behavioral Health Division Manager in May 2014.

6. What's the biggest hurdle in getting health service to Indian communities?

Breaking the stigma of mental health counseling that it is NOT only for the severely mental-

ly ill or "crisis/suicide" situations, but can be utilized for preventative measures for everyday problems regarding relationships, family, employment, and medical/health disparities to name a few.

8. And to correct this problem, if any?

Acquiring more Native American clinicians and professionals in Public Health who understand the challenges and strengths of tribal families and communities and training non-native clinicians and professionals on cultural competency on learning how to avoid stereotyping of Native Americans and how to talk and respect the "culture" within each tribal community.

9. Special thanks?

Most of all, I want to

thank the YAN Tribe for providing the educational scholarships necessary for me to successfully complete and accomplish an extremely challenging and rewarding path. My goal from day one of my education was to work specifically for tribal communities and because of my accomplishments with my educational goals and objectives, I was prepared to face the biggest challenge of all in learning how to balance my educational and cultural knowledge with those who have chosen and continue to utilize my services. Thank you to all my relations....



Rebe Franco (l) with enTouch representative, Jenna Lee discuss how to operate the new phone. Apache elder, Stanley Jackson in the background, awaits his turn.

YAN resident get upgrade on their flip-out phones

BY DON DECKER,
YAN News

A representative from enTouch phone was doing a brisk business recently in mid-April signing up people for a "no-strings attached" free iPhone in Middle Verde at the Social Service building.

Jenna Lee, enTouch representative, had been traveling Indian country exclusively signing up new phone owners.

Lee said her first contact with Indian people was in Choctaw country

in Mississippi and then into Arizona in Window Rock and Winslow.

The enTouch phone free -phone attracted over 50 new owners from the Nation.

The only requirement was that new phone owners would show some documentation that they were low income with verification of either food stamps, AHCCSS, SSI or low rent documentation.

The phones are #4 refurbished iPhone with 1,000 minutes per month. Additional

minutes can be bought including data package for a set amount each month. The phones are almost new with no scratches said Lee.

Lee said the idea behind the free phone campaign sponsored by the government is to give people easy access to emergency and job search opportunities.

Lee said that people can also sign up online at:

www.entouchwireless.com and a phone can be had in 3-7 working days.