



Advancing Native Economies: Our Summer with NCAIED

National Center for American Indian Enterprise Development
Mesa, Arizona

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Developing future
business leaders
equipped to help
solve some of
today's toughest
economic and
social challenges

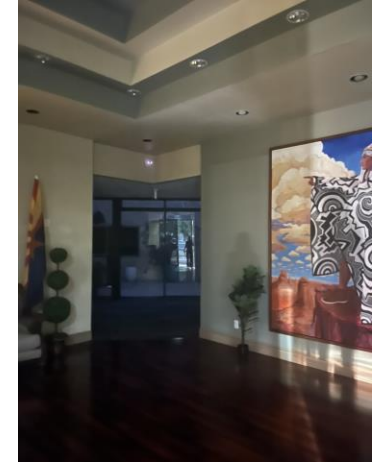
Internship Site Overview



Kenan Institute of Private Enterprise



The National Center
for American Indian Enterprise Development



Organization's History & Mission

- Founded in 1969
- Mission: to assist the growth of American Indian, Alaska Native, and Native Hawaiian peoples and communities through business/economic development training and resources

Organization's Initiatives/Programs

- Reservation Economic Summit (RES)
- Native Edge Institutes (NEIs)
- APEX Accelerator
- Native Edge Tourism

Organization's Impact/Reach

- Collaborates often with federal, state, local, and tribal governments
- Major partners within Corporate Advisory Council
- 1,516 clients and 4,600 RES attendees
- 118 Partners and Sponsors (e.g. Amazon, Google, JP Morgan, Boeing, etc.)
- \$840 million in federal contracts awarded

Internship Roles and Responsibilities



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Position Title, responsibilities, and expectations

- Catie: finance/grants intern
- John: grants/data
- Pranav: marketing/communications

Research initiatives

- ~5000-word research deliverable on a topic of our choosing
- Catie: Market Research Report on Native CDFIs in the Western Region of the country
- John: How Native American Businesses Operate Differently Compared to Traditional
- Pranav: Workshop Promotional Strategy Analysis

Opportunities within the role

- Work across functions
- Collaboration with employees across fields
- Travel experience
- Significant involvement in grant application work by collaborating with different sectors
- Tasked with creating high-impact marketing assets



Key Findings and Takeaways

Summary of your work

- Communications Work: press kit, social media, newsletter, videography, etc.
- Finance work: CDFI research, Native Edge Finance, Grant Budgets
- Grant Related work: narrative writing, budget writing, gathering letters of support, preparation for submission
- Strategic Initiatives: membership model development, prospective partners research

Major findings, recommendations, and solutions discovered

Overall

- The importance of cultural and historical awareness in business communications
- Work that is people-centric and impact-driven, instead of profit-driven
- The importance of resilience and adaptability amid political upheaval
- Gained insight into how non-profits can act as intermediaries
- Native American business development is a crucial part of promoting growth in Native communities

Specifics

- Native CDFIs benefit from traditional marketing tactics
- There are currently only 70 native CDFIs across the country (out of 1427 total)
- A lot of relationship building is important like for getting letters of support



Experience Highlights



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Activities Through NCAIED

- Pranav's NEI Trips → Mashantucket and Sacramento
- John and Catie to the Hualapai Tribe → Sat in on a council meeting

Other Activities

- Grand Canyon – South Rim
- Hiking – Camelback, Sedona, Papago Park, Salt River, etc.
- San Francisco – Golden Gate Bridge, Painted Ladies, Pier 39, etc.
- Los Angeles – Universal Studios, Griffith Observatory, etc.





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Thank You!

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