

A photograph of four people standing in a line, holding hands. From left to right: a woman in a white shirt and red bandana, a man in an orange tank top and a brown hat, a man in a black shirt, blue jeans, and a black hat with suspenders, and a woman in a colorful patterned shirt. They are standing in front of a lush green background with mountains in the distance. A bright crescent moon is visible in the dark blue sky above them.

CHEROKEE PRESERVATION FOUNDATION

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2014



LETTER *from the* EXECUTIVE DIRECTOR

This was an exciting year for the Cherokee Preservation Foundation (CPF). As we moved beyond our historic ten years of service, we have reflected on what we learned and laid the groundwork for an exciting future serving our community and the region.

In the following pages you will learn more about our strategic initiatives, funded projects, and the direction CPF is headed in the decades to come. You will also meet some of the people who represent our mission and make our community stronger.

When I began as Executive Director in January of 2013, I was struck by the understanding that we have a unique opportunity to contribute in two major ways. CPF has the capacity to invest and leverage critical dollars to benefit the Eastern Band of Cherokee Indians, and subsequently western North Carolina, for several generations. And we provide the platform for engaging other funders and supporters to contribute to innovative projects addressing real needs and issues facing our ever-changing ancestral home.

By having the advantage of working with nonprofits and governments across

the Qualla Boundary and the seven-county region, we are able to pinpoint emerging opportunities for organizations, thus pooling resources and maximizing the collective effort. We help establish a framework for progressive dialog throughout this region. Our efforts and support further galvanize the voice of the far west and, in particular, the Eastern Band.

Our work is inspired by the passion, skill, and innovation of the grantees we support and the individuals they in turn serve. We value the responsibility we have as preservers of our culture and stewards of our natural and financial resources. We are fortunate to remain in the homelands of the Cherokee and share common values with our regional neighbors in strengthening this dedication to a sustainable, culturally vibrant future. We are proud to work with so many incredible groups over the years and we are looking forward to continuing these relationships and forming new partnerships. As you will find in this Annual Report, the greatest accomplishments come when we work together to preserve our history, enhance today, and create a dynamic future.

"I am proud to have a team of dedicated people helping to support the mission of the Foundation and look forward to creating more opportunities for our community to help improve the quality of life for all."

The Cherokee Preservation Foundation's reputation is built on the strength and quality of its staff. Meet the people who are contributing to the Foundation's commitment to be a proactive agent of progress for the Eastern Band of Cherokee Indians (EBCI), its people, its land, and its culture—a catalyst for Western North Carolina partnerships, and a model for American service communities.



ANNETTE SAUNOOKE CLAPSADDLE

Executive Director

An enrolled member of the EBCI, Annette graduated from Yale University and the College of William and Mary. She produced a series of children's books, has literary awards, and taught English and Cherokee Studies at Swain High School. Annette lives with her husband, Evan, and sons, Ross and Charlie.

HOW WE SUPPORT THE EASTERN BAND

❖ **FUNDING**

As an independent nonprofit foundation, we provide funding for grants that improve the quality of life for the EBCI and our neighbors in western North Carolina. Our funds come from the EBCI from gaming revenues generated by the Tribe.

❖ **TECHNOLOGY**

Providing access to and education surrounding technology is critical, especially for our children. We support our schools by funding class equipment and smart boards, and work with RESO, the STEM school partnership, to provide easy technology access.

❖ **CONNECTING LIKE-MINDED GROUPS**

We enjoy bringing groups with common goals together, whether it's providing office space for meetings, refreshments, or comprehensive facilitation. Because we work with so many diverse groups, we can encourage collaboration among those with common goals, even if they don't realize they have common goals.

❖ **MATCHING FUNDING**

Our wide-ranging connections in the nonprofit community help us partner with other organizations to match funds for grants we provide. We both seek and are sought out by potential partners from many geographic locations for this purpose.

❖ **STRATEGIC FOCUS ASSESSMENTS**

Providing strategic assessment tools for internal measurements assures that our grant making is on target and funds are invested well. It also increases our partners' abilities to better evaluate their growth and potential.

❖ **ACCESSING EXPERT NETWORKS**

Our membership in several different grant makers' networks gives us exposure to organizations doing similar work. By tapping into this network we learn about valuable resources such as expert consultants and timely research.

❖ **GRANTEE PUBLICITY**

We are proud of our grantees and assist with public relations and marketing focused on their successes. We do this in many ways, including social media and special events.

CHEROKEE PRESERVATION FOUNDATION Grant Making Totals

Fall 2002 through Spring 2014 Grant Cycles

- ❖ **1,105** proposals were received for a total of **\$80,552,383**
- ❖ **832** grants were awarded for a total of **\$66,427,924**
- ❖ **AREAS OF FOCUS:**
 - Cultural Preservation—**418** grants = **50%**
 - Economic Development/Employment Opportunities—**250** grants = **30%**
 - Environmental Preservation —**164** grants = **20%**
- ❖ **GRANTS**
 - Of the **832** grants, **505 (61%)** went to EBCI institutions/projects and **327 (39%)** went to EBCI/regional collaborative projects.
- ❖ **MONIES**
 - Of the total **\$66,427,924**, **63%** went to EBCI institutions/projects and **37%** went to EBCI/regional collaborative projects. All EBCI/regional projects have direct impact on tribal members or tribal programs.

For every **\$1** given by CPF, it has been matched by **\$1.50**, either by secured funds/grants, in-kind or leveraged resources, making our total contribution to the area **\$166,236,812**.

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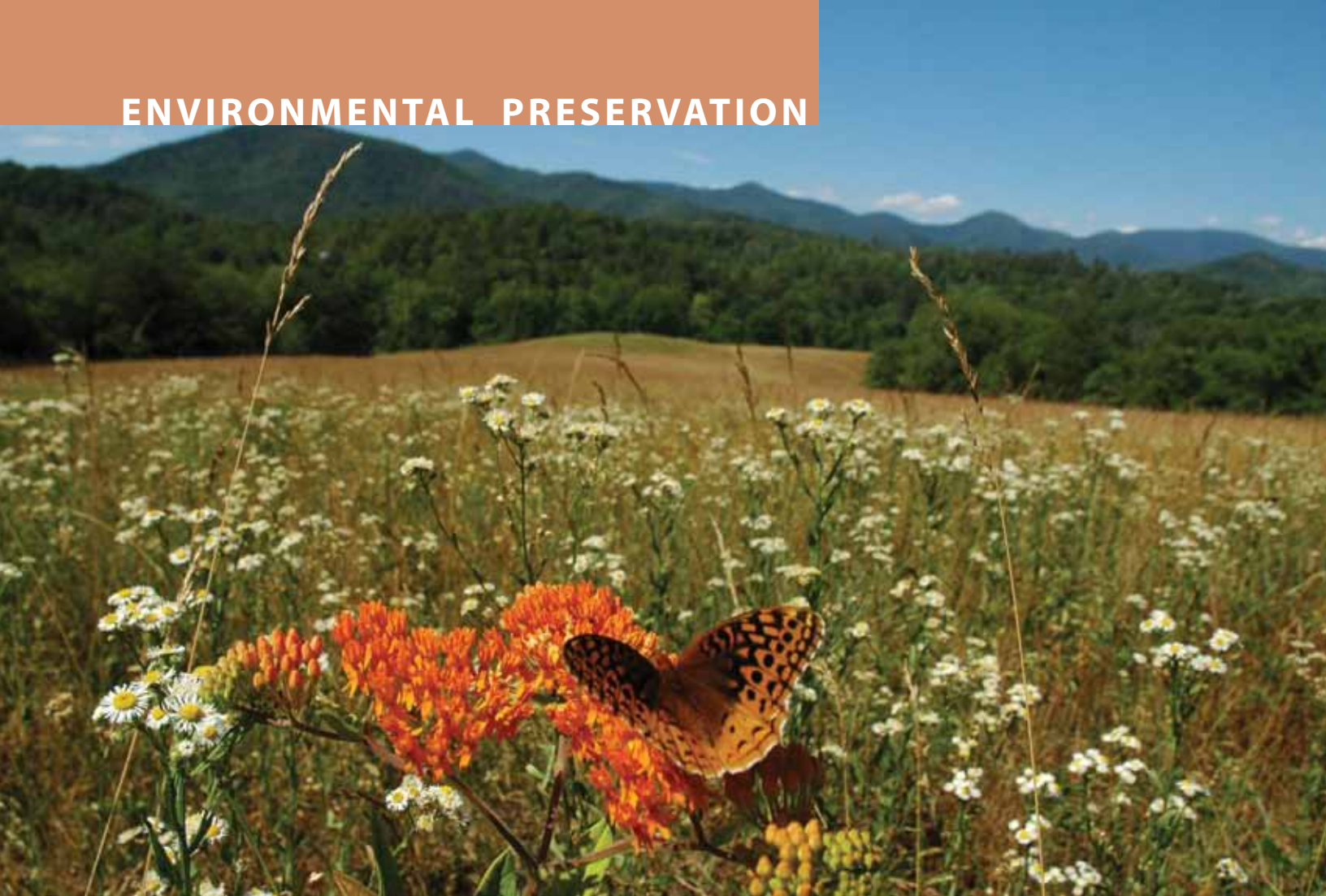
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PHOTOS COURTESY OF LITTLE TENNESSEE LAND TRUST

COWEE CULTURAL CORRIDOR DEVELOPMENT PROJECT WITH LTLT

Since 1995, the Land Trust for the Little Tennessee (LTLT) has successfully established partnerships with multiple agencies, conservation organizations, and funders to create a dynamic land protection and bottomland restoration program in the Upper Little Tennessee River basin.

Through its most recent Foundation grant, LTLT is working with the Eastern Band of Cherokee Indians (EBCI), Macon County, and others creating a collaborative project for the Cowee Mound-Hall Mountain area and the Nikwasi Mound district in Franklin to focus on regional relationship building, addressing environmental issues, economic development, and identifying historic cultural assets.

The project will identify infrastructure and interpretive needs for the Cowee Mountain-Hall Mountain location and the Nikwasi Mound district. It will develop at least two land protection historical preservation capital projects, and complete a museum business incubator plan for the Macon County Heritage Center.

The project will strengthen relationships between the EBCI, Macon County, and residents within the Historic Cowee Area, while allowing Tribal members to share the Cherokee historical perspective on this culturally significant area. This effort will help to improve regional relationships through cultural and educational sharing and further future tribal preservation efforts.

“Land protection is nothing new to the



May, 2013 ceremonial signing of title from LTLT to EBCI of the 108-acre Hall Mountain Tract, a partnership between EBCI, LTLT and the USDA Forest Service, which funded part of the acquisition under the new "Community Forest Program," the first such USDA investment in Southern Appalachia.



EBCI— it was the route to cultural survival in the aftermath of the desperate Removal era. In this light it is not surprising that the Tribe, working with partners and neighbors such as LTLT, have launched new and sophisticated efforts as resources have grown," said LTLT Project Coordinator Dr. Tom Hatley.

By generating a shared long-term strategy in the corridor from Nikwasi to Cowee, the Tribe and its neighboring communities and partners will cultivate further cooperation. The initiative lays a foundation for a new public-private partnership built around the goals of investing in the protection and appropriate development of environmental, economic, cultural and historical assets clustered along the Little Tennessee River.

The corridor will tie together three significant sites spanning 15 miles and the project will determine the best way to leverage the resources of the EBCI, Macon County, federal and state agencies, and private landowners in order to create a nationally significant heritage tourism destination, advance environmental and cultural landscape conservation, and promote business development.

"Here terminates the great vale of Cowee... one of the most charming natural mountain landscapes anywhere to be seen."

William Bartram, 1775



JENEA TAYLOR

Executive Assistant

Jenea is an enrolled member of the EBCI and lives in the Birdtown community with husband Tony and sons Colby and Carson. She has a degree in business administration from Montreat College and worked at Harrah's Cherokee for over 14 years. Jenea is active with her children's sports and is a sports fanatic.

"I love working at the Foundation. We do great work for Cherokee and surrounding counties."



EBCI Beloved Man Jerry Wolfe enjoys a dinner at the annual Rainbows and Ramps Festival.

PHOTO: SCOTT McKIE

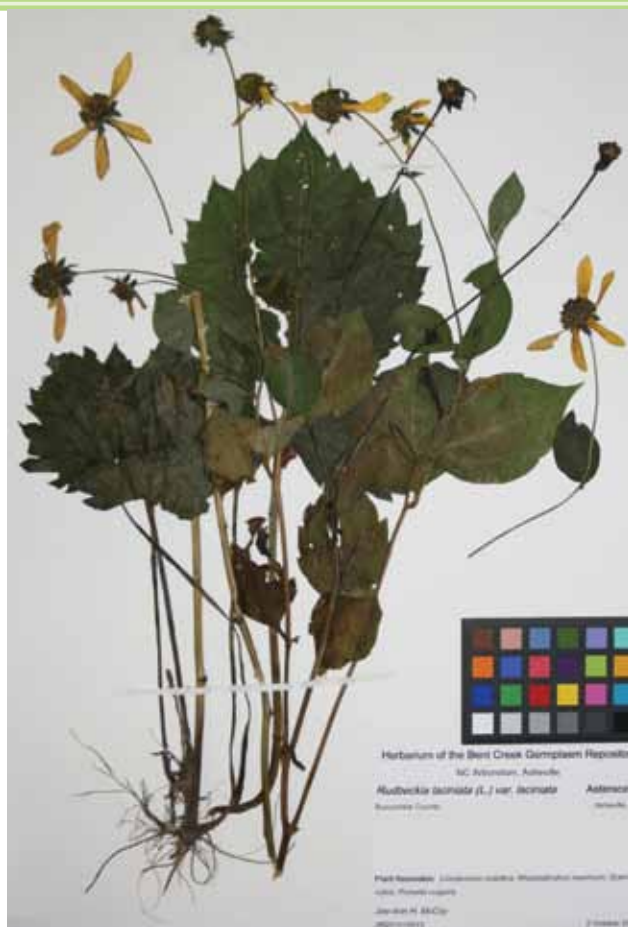
TRADITIONAL CHEROKEE METHODS OF HARVESTING RAMPS

The ramp, sometimes called wild leek, is a wild onion native to North America. Though the bulb resembles that of a scallion, the beautiful flat, broad leaves set it apart. Traditions evolved around the annual harvesting and preparation of ramps, and many communities in the Southern Appalachian region hold annual spring ramp festivals.

The Cherokee harvested ramps in the Great Smoky Mountains National Park (GSMNP) for many generations, long before

the establishment of the park, with apparently little impact on ramp populations. In 2007, the superintendent of the GSMNP implemented a total ban on ramp harvesting leading to fines for tribal members discovered harvesting within park boundaries, often on family patches whose location was passed down for generations. In 2011, Chief Hicks arranged a temporary harvesting agreement with the park, but until traditional methods are properly tested the arrangement will remain questionable with





“When we have an established population of traditional and potential food crops, we can begin implementing healthy new food groups and foster new traditions in eating habits,” said Joe-Ann McCoy, Director of the NC Arboretum Germplasm Repository.

conservationists associated with the park.

In the fall of 2013, the Cherokee Preservation Foundation granted funds to the North Carolina Arboretum Germplasm Repository (NCAGR) to implement a study of the impacts of traditional Cherokee methods of harvesting ramps. The study will compare four treatments at two separate sites.

The treatments include selective harvest of young tips (the traditional Cherokee method), removing 25% of the whole plants, removing 50% of the whole plants, and a control plot. A tribal member familiar with those techniques



BOBBY RAINES

Program Director

Bobby is an enrolled member of the EBCI and has a B.A. degree from Haskell Indian Nations University with a major in American Indian Studies and will earn an MBA from Western Carolina University in 2014. His special interest is cultural leadership development. Bobby is the grandson of the late Walker Calhoun and actively participates in Cherokee culture and traditions.

“This is the most satisfying place to be associated with. We are able to measure the success of the programs we support by seeing positive and inspiring change happen to the people we care so much about.”

will oversee traditional harvesting. As most tribal members harvest ramps before the green shoots have emerged, the nutritional profile of young tips will be analyzed and compared to previous analysis of whole plants.

The NCAGR, formerly known as the Bent Creek Germplasm Repository, was established six years ago with a primary focus on the conservation of native and medicinal plants. NCAGR has worked with the Revitalization of the Traditional Cherokee Artisan Resources (RTCAR), an initiative associated with the Cherokee Preservation Foundation, on several projects concerning the propagation of traditional Cherokee wild foods, including a previous study on ramps. The ramp plants in the cages at the Cherokee Central School will provide a controlled population to incorporate into the study on harvesting impact.



PHOTOS: SCOTT MCKIE

GROWING ENERGY INITIATIVES FOR THE FUTURE

Energy management is the key to energy savings in any organization. Saving energy will reduce the damage being done to our planet and reduce our dependence on fossil fuels that are becoming increasingly limited in supply.

The Eastern Band of Cherokee Indians (EBCI) understands the need to promote sustainable development and cost saving opportunities to protect and preserve the natural resources

on tribal lands. In 2007, the EBCI spent over \$2 million dollars for electricity and fuel purchases for the tribe. Knowing these costs would continue to rise over time, there was a call to action to invest in efficiency and renewable energy applications and improve energy management efforts across tribal sectors.

To best coordinate these energy management activities and cost saving opportunities, the tribe reached out to the



Cherokee Preservation Foundation to support establishing a new position for an Energy Program Coordinator.

In 2012, the Cherokee Preservation Foundation awarded a grant to create a new position to access, target and generate an energy savings plan on the Qualla Boundary.

While this position could not be subsidized permanently through grant funding, all parties believed the gradual energy savings could support the long-range budget. So far, that is exactly what is happening.

Just finding opportunities to save energy doesn't help save energy—you have to take action to target them. And that is where Cameron Cooper is focusing in his role as the Eastern Band's Energy Program Coordinator.

By switching to renewable energy and using more domestic renewable energy sources instead of importing foreign oil, the Tribe's energy security and energy independence would drastically improve.

The EBCI has an opportunity to be a leader in their development of sustainable energy uses and bring new revenue streams into the tribe's economy. Cooper's focus is on promoting partnerships and coalitions of stakeholders to work together on the tribe's energy initiatives, facilitating and administering energy programs and energy development projects, and educating the community on environmental efficiency.

Over time, Cooper believes the tribe will not only see significant energy savings, but will also create sound, sensible means to generate alternative energy management for future generations.

"I see the tribe at the forefront of the sustainable living and lifestyle movement without losing sight of its culture and heritage. Living more sustainably will ensure our social, environmental and economic systems offer a healthy and meaningful life for our tribe," Cooper said.



MONAKA WACHACHA

Administrative Assistant

Monaka is an enrolled member of the EBCI and earned an AA degree in Business Administration from Tri-County Community College and an AA degree in Accounting from Southwestern Community College. She lives in Snowbird with her husband and two children. Her family is involved in sports and weekends are spent cheering on their many activities. Monaka loves to read in her spare time.

"I enjoy working at the Foundation because we are a close-knit family."



PHOTO: WENDY BUCHANAN, WCU PR/MARKETING

JUANITA WILSON SPARKS LEADERSHIP ACTION IN OTHERS

Juanita Wilson understands that great leadership is really not about the leader at all; it's not about recognition, promotion, or preeminence. However, her story of dedication and commitment to others is worthy of sharing. An enrolled member of the Eastern Band of Cherokee Indians (EBCI), Juanita manages Right Path, an adult leadership program created through the Cherokee Preservation Foundation to provide new ways for the EBCI tribal members to learn Cherokee history and culture, and to develop leadership competencies.

Throughout her career, Juanita learned that the key to great leaders is listening, encouraging inspiration, and building self-esteem. She is a graduate of the North Carolina Governor's

Leadership Institute and is currently a fellow of the Circle of Leadership Academy, a Native American leadership program co-sponsored by Native Americans in Philanthropy and the Center for Leadership Innovation. And she understands the challenges better than most.

The vision of the Right Path program is to produce generations of strong Cherokee leaders through programs grounded in tribal culture and values while supporting lifelong learning. Right Path also provides opportunities for service in leadership roles.

Participants are nominated by employers, friends, professors, mentors or family members to participate in the 12-month program and an advisory council reviews applications. Once



"Great leaders make others feel valued," Wilson said. "So when there is a shift in self-awareness and when personal beliefs are challenged, that's when the real awakening happens and people begin feeling inspired not only in the worthiness of the cause but in their own personal worth."

PHOTO: JEREMY WILSON



accepted, a letter of agreement is signed and employers agree to support their attendance for two days each month. The program encourages anyone to apply, regardless of age.

Right Path works to bridge the past and present using a hands-on approach, with monthly modules based on 12 traits of selfless leadership. The first step is to get acquainted with the group.

"Cherokee people want to hear about each others' families and stories, so we begin with sharing," said Juanita. "In this way, the group creates a place of trust and bonds quickly."

Throughout the year, participants explore how they see themselves as future leaders and how to use their skills in service to others. They learn to pronounce, read and write select words in Cherokee syllabary and phonetics and learn how these terms are perceived and translated from a speaker's point of view.

At the program's end, graduates have a stronger sense of self and are more prepared to think outside the box. "Most importantly, the learning objectives allow participants to discover their own way and what that means to them," Juanita said.

For more information on the Right Path program, contact Juanita Wilson Program Manager for The Right Path at 828.736.5903 or at wjuanita41@yahoo.com.



ALICIA JACOBS

Jones-Bowman Coordinator

An enrolled member of the Cherokee Nation, Alicia coordinates the Jones-Bowman Leadership Award Program. She is a full time student at Western Carolina University majoring in Sociology, a member of Alpha Kappa Delta International Sociology Honor Society, American Indian Science and Engineering Society, and WCU Deans List. Alicia is an accomplished runner and is married with two teenagers.

"I am proud and honored to be a part of the leadership efforts at the foundation. The work we do today will greatly impact the lives of this community for generations to come."

LANGUAGE ASSESSMENTS CAN SHOW THE STATE OF CHEROKEE LANGUAGE

Bo Lossiah, curriculum specialist at Kituwah Preservation and Education Program (KPEP), grew up in a home where older family members spoke the beautiful Cherokee language, so, naturally, he learned it. As he grew and used the language less, he began to lose his skills.

“That’s why I do what I do,” he said. “I work with children from pre-school to fourth grade, teachers, and people in the community to help keep our language alive.”

Retaining Cherokee language skills and increasing the number who speak it fluently is the objective of a language assessment tool

being deployed thanks to funding from Cherokee Preservation Foundation. This tool supports the Tribe’s goal to keep the language thriving for future generations and is just one of the efforts the Foundation has employed to promote Cherokee language revitalization.

“In the 1950s one third of the tribe spoke Cherokee, but there’s been a steady decline,” said Lossiah. “Today we have about 200 fluent speakers out of 14,000 members, that’s 1.4%.”

Cherokee Preservation Foundation’s Charlie Myers works closely with KPEP and other organizations on this project. He explained that until now there was no tool that could

PHOTO: MIKE BELLEME



"As more people and teachers embrace this tool, we can more accurately see how the tribe as a collective is doing. We learn about the teaching and we see the gaps. That's really important," explained Myers.

demonstrate how fluent someone was in Cherokee. The assessment tool provides a standardized way to measure fluency. It includes a grid that measures novice, intermediate, advanced, and superior levels of proficiency within five modes. Those modes include listening, reading, person to person, spoken production, and written production.

"We want to provide the tool so that someone will comprehend most of it, but not all of it, that's how we accurately determine where a person falls on the continuum," said Myers.

Many partners are contributing to the assessment process, including Western Carolina University who is taking the lead with its Cherokee language program. They are fine tuning the tool working with KPEP, Cherokee Central Schools, and several teachers participating from nearby county schools.

"Assessments tell us where we are and help determine what areas need to be addressed. For example, we know that people are learning a lot of nouns but they can't carry on a conversation. We need to address plurals—there are 18 in Cherokee—and verbs and tenses," said Lossiah.

Myers estimates the program implementation is about 25% complete, and says it will almost be complete by end of 2014.

PHOTO: JUANITA WILSON



DEBORAH GRANT

Finance Officer

Deborah joined the Foundation in 2002 after serving as Chief Financial Officer for the Museum of the Cherokee Indian and as an accountant at several other organizations. A Certified Public Accountant, she earned a B.S. degree in Business Administration from Western Carolina University and is a graduate of Leadership North Carolina.

"Working with the Foundation is always rewarding to me because I am surrounded by good people, doing good things for our community and this region."



PHOTO: MARILYN BALL

TJ Holland, EBCI Cultural Resources Supervisor

Jim Woodpecker, Chief of Sandtown (Macon County, NC) from the 1850s. Jim Woodpecker's brother, Dickageeska, was Chief of Buffalo Town at the time of the Removal. Dickageeska hid in the Snowbird Mountains with over 100 others to avoid detection from the Army. Dickageeska remained Chief of Buffalo Town until his death in the early 1860s.

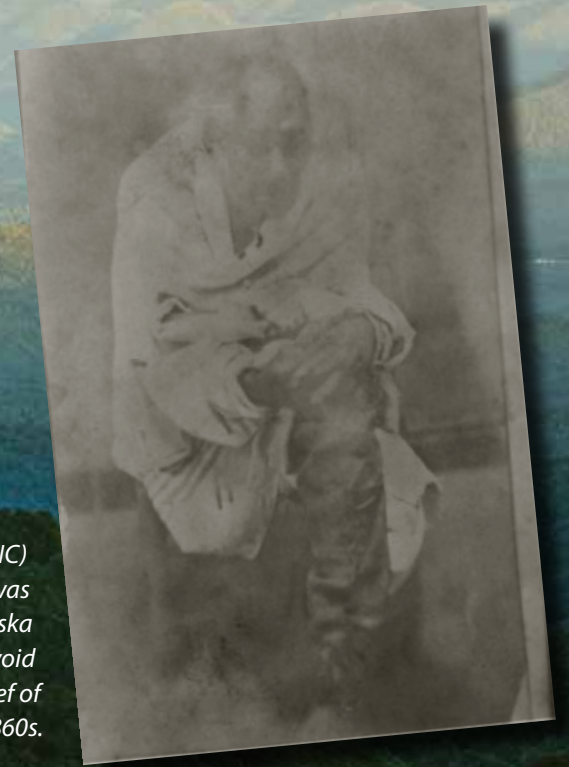


PHOTO: BEAR ALLISON

HISTORY OF FORT MONTGOMERY

Early records show that the first white settlers lived harmoniously with the Cherokee in western North Carolina. But when gold was found in the region, the Cherokee were forced to leave tribally occupied lands. This movement to the west, known as the "Trail of Tears," began in 1838.

The roundup of the Cherokee in Graham County, North Carolina, began with the arrival of the forces of General Winfield Scott. A stockade was built in Stecoah and a larger fort constructed on Fort Hill was known as Fort Montgomery. With a grant from the Cherokee Preservation Foundation, the Junaluska Museum is beginning preliminary archaeological research on the Fort

Hill property to identify the exact location of Fort Montgomery.

"If we can locate the area in and around the Fort Hill property where Fort Montgomery was situated, it will open new partnerships for the Eastern Band of Cherokee Indians (EBCI) and allow the story of removal to be shared with more visitors," said TJ Holland, EBCI Cultural Resources Supervisor.

Phase one of the research involves shovel checking for materials and using metal detectors. Once a concentration of materials is revealed, an archeological report will be generated and given to the EBCI Tribal Historical Preservation Office and the State Historical



Preservation Office, along with historical documented materials and local residents' interviews. The Junaluska Museum will be the curator for the digitized versions of the interviews and historical materials and they will go into the Museum's collection.

In spite of the Cherokee Nation's efforts, the U.S. Army began establishing camps throughout the Cherokee Nation. The purpose of the camps was to build structures for the forts that would be used for army operations. All together, there were six forts in North Carolina: Ford Lindsay (present day Almond), Camp Scott (under Nantahala Lake), Fort Delaney (Andrews), Fort Hembree (Hayesville) and Fort Butler (Murphy). Camp Dudley was established on present day Fort Hill for the purpose of constructing what would be christened Fort Montgomery.



DEB OWLE

Program Operations Manager

Deb is an enrolled member of the EBCI and has worked with the Cherokee Preservation Foundation for 12 years. Prior to coming to the Foundation she worked for 17 years with the EBCI in the tourism field. Deb received her BA in Business from Montreat College and lives with her daughter on the Qualla Boundary.

"Working with CPF has allowed me to give back to the community through the work I oversee with Cherokee Day of Caring."



Journal entry of a day-to-day account of the goings-on in Cheoah leading up to the Removal from Col. John Grey, commanding officer at Fort Montgomery.

Sketch of Fort Butler in what is now Murphy, NC. It is the only known image of a Removal-era fort from NC.



HELPING STUDENTS SEE THEY CAN LIVE AND PROSPER HERE

Imagine being a child who wants to break out of old family patterns and be the first generation in the family to graduate from high school, attend college, or start a business. This child has the desire, drive and talent, but is unsure how to pursue the dream. Cherokee children now have tremendous opportunities to accomplish incredible goals and the Cherokee

Preservation Foundation wants to help youth realize these dreams.

A Cherokee Preservation Foundation grant is helping support an initiative called STEM-E, in partnership with Western Regional Education Service Alliance (WRESA) that is helping students shift their thinking. STEM focused curriculum, short for Science, Technology, Engineering, and

Area high school students attend a bi-annual conference to improve technology and entrepreneurial skills by creating programming, apps, videos, and developing new computer games.



"What is really exciting is that the kids come back to school and teach the teachers," said Dills. "This helps them feel good about the recognition they receive and also boosts their confidence. We need our children to stay here, and if they are entrepreneurs they can stay here and be successful."

Math, has been around for many years, but adding E, entrepreneurship, is helping students see how they can prosper and continue to live here. They are learning how STEM subjects translate into jobs in the area, and realizing that some of those jobs are ones that students create themselves.

"We are providing kids with resources, the will, and the skills to penetrate that self-imposed barrier. We want them to have a high quality of life. One way to do that is to get good jobs or invent businesses that support them and others," said Bob Byrd, School Improvement Coordinator at WRESA.

With the help of a CPF grant this past fall, STEM teachers in the eight county area now have a workforce roadmap developed by WRESA. The roadmap helps teachers ask questions related to entrepreneurship regardless of the subject area they are teaching. Dozens of STEM teachers have attended training through the NC Science House and other training in technology applications.

Students that participate in STEM-E receive different levels of immersion in the program. All students attend an orientation that increases awareness and provides access to resources such as connections to the business community.

Linda Dills is a student engagement coordinator helping coordinate STEM-E resources among the 13 high schools. She supports a student technology advisory council and also two conferences that students attend each year.

The spring 2014 conference will feature an entrepreneurship competition, much like the popular TV show Shark Tank. Students will



DANIEL L. MARTIN

Senior Program Associate

Daniel is an enrolled member of the Fort Peck Assiniboine & Sioux Tribes of Poplar, MT and raised in the San Francisco area. He graduated from Haskell Indian Nations University with a Business Administration degree and moved to North Carolina in 2009. Daniel earns an MBA from Western Carolina University in 2014.

"This is the greatest job I can imagine, to work within an indigenous culture and help sow the seeds of progress while preserving the essence of that culture."



4th graders work on a bridge project with Regina Ash, STEM Coordinator in Swain County.

develop a business plan that they present to a panel. They will use technology to make their presentations and will be judged by experts in various fields such as finance and technology.

COURTESY OF WNC EDNET

TAKING THE TEAM APPROACH TO LIFE

Skooter McCoy knows a team atmosphere can only increase productivity and lead to winning situations. From his early years playing for the high school football team, to his adult years coaching the team, McCoy understands it's not just about winning, but rather playing the best game possible and enjoying the process.

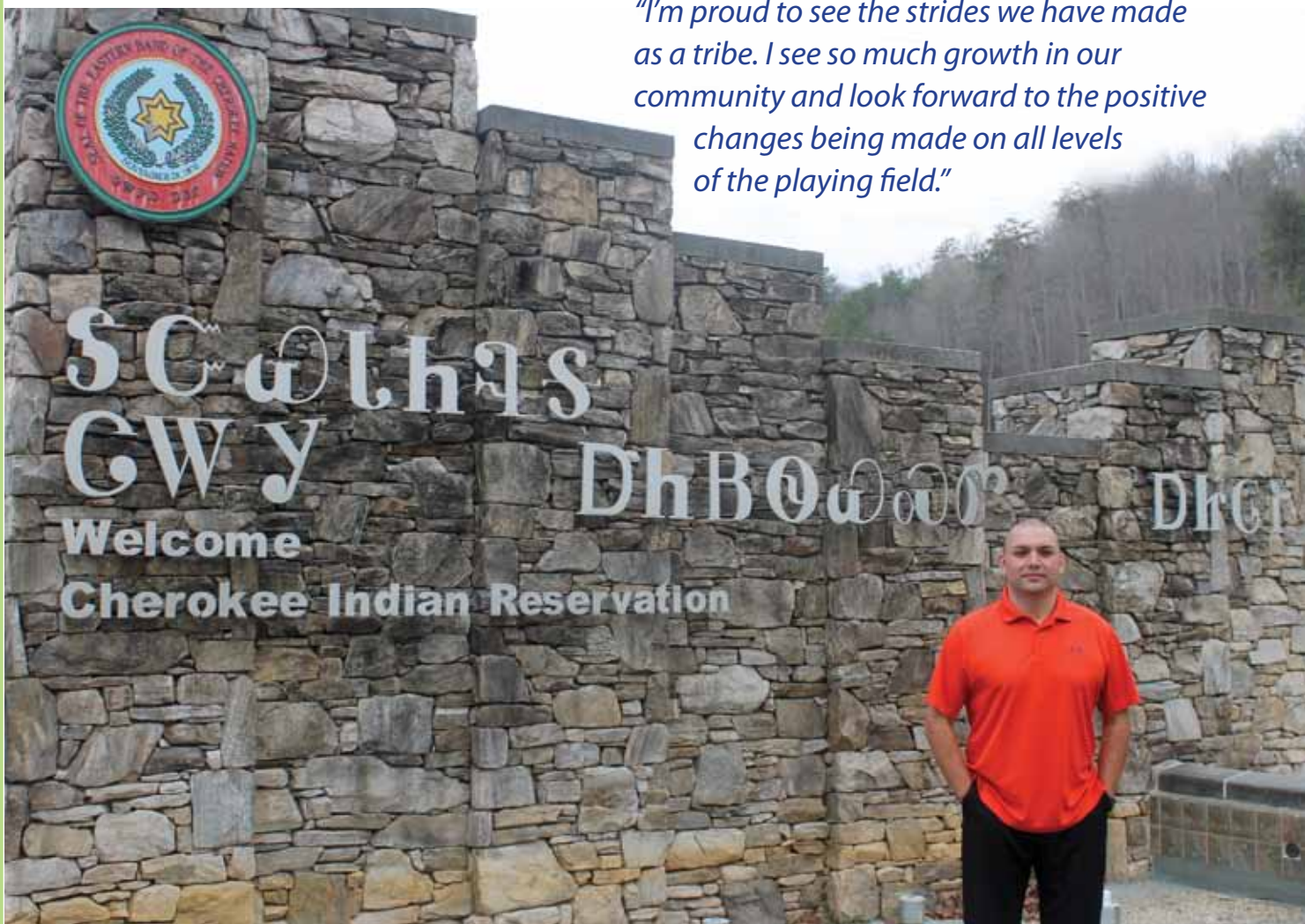
McCoy was still in college at Western Carolina University majoring in marketing and advertising when the Eastern Band opened its casino. "The opening of the casino signaled a huge change for the people here. There were jobs. Good jobs. And hope for the future," he said. McCoy joined the new casino team and began

working with the entertainment stage crew, soon supervising his own team.

In time, he changed positions at the casino, transitioning over to the marketing department. With his college degree complete, he began working in his field of study. As the casino's advertising coordinator, he handled multi-million dollar budgets and created marketing strategies to help build the property's brand.

One value that stayed constant was McCoy's love for sports and his passion for giving back to his community. "I was volunteering for the high school football program when I was asked to come back to the team," he said. He moved from

"I'm proud to see the strides we have made as a tribe. I see so much growth in our community and look forward to the positive changes being made on all levels of the playing field."



marketing to mentoring. Over the next ten years, he built a strength and speed enhancement program for varsity student athletes, became the assistant coach, and ultimately became the head coach.

At the same time, McCoy educated students about business economics, introducing them to money management, economic development, marketing, casino operations and investing.

After 11 years in education, including five very successful seasons as head coach, McCoy was realizing it was time for a change. His own three children were growing up and he longed to spend more time with them. And he was ready for some new challenges.

It was then he was asked to put his marketing hat back on and assist the tribe in some much needed research and analysis to help position them in what was becoming a competitive tourism marketplace.

With a newly reorganized Division of Commerce, McCoy has stepped into a new role as Destination Marketing Manager. His career path in marketing, education and coaching enables him to fully embrace new challenges and he's excited for the future of the community he holds so dear to his heart.



SASHA WATTY

Program Associate

An enrolled member of the EBCI, Sasha graduated with a B.S. degree from Mars Hill College. She's been with the Foundation since 2010, working with Cherokee language revitalization, workforce development projects, K-20 financial education, community clubs, and she oversees the Skill Builders program. Sasha lives in Birdtown with husband Stephan and daughters Suri and Sela.

"As a programmer, I'm able to work closely with our community to plan and develop new projects. I find it very rewarding when all the work comes to fruition and is enjoyed by the entire community."



PHOTO: JEREMY WILSON



PHOTO: SCOTT MCKIE

FLY FISHING MUSEUM TO STIMULATE TRAVEL AND TOURISM

Amy Parker, Executive Director of the Cherokee Chamber of Commerce, has worked with the Tribe to host fly fishing tournaments in Cherokee for several years. So when several fly fishing professionals and enthusiasts approached the Chamber about creating a fly fishing museum in Cherokee, it made perfect sense.

“A group of fly fishermen who fish in this part of the state came to us and asked if we would host a fly fishing museum here in Cherokee,” said Parker. “They wanted the museum to attract people from several southern Appalachian states. Fishing is an historical part of Cherokee, and it’s also the best place in the region to fly fish, so we were very interested in doing this.”

Parker approached the Tribe for support and they embraced the idea, noting that fly fishing was a natural resource and was one more great

reason to visit the area. In fact, fly fishing is huge on the Qualla Boundary—last year 43,000 fishing permits were issued, contributing \$28.6 million in direct expenditures. The average fisherman spent five days in the community.

There was no room for a museum in the Chamber’s building, so the Tribe offered another building for lease. The Chamber then approached Cherokee Preservation Foundation for a planning grant to get started.

“We wanted to help get the museum off the ground,” said Dan Martin of the Cherokee Preservation Foundation. “It’s a wonderful opportunity to bring more people to Cherokee, encouraging travel and tourism. We also wanted to contribute to the sustainability of the Chamber.”

The planning grant was awarded in fall 2013 and the Chamber has quickly moved forward with planning, renovating the leased building,





and working on architectural designs for the museum. The museum is scheduled to open in spring 2015.

The museum will include artifacts ranging from fly rods to reels to ties from several southern Appalachian states. Visitors can view a progression of fishing in the area from the Cherokee to early settlers to modern day methods.

Many groups are collaborating with the museum, including conservation leadership, scientists, parks, hatcheries, clubs and entrepreneurs. There will be a comprehensive library and an oral history database, and writers and authors will hold seminars and classes. Writers and authors are also volunteering their resources and time to interpret the history of fly fishing in the area.

“We want to revolutionize the way fly fishing history is presented,” said Amy Parker. “This will be a hub for southern Appalachian fly tying and fishing, and we look forward to many visitors.”



CHARLIE MYERS

Associate Director for Strategic Initiatives

An enrolled member of the EBCI, Charlie is a graduate of Western Carolina University and has worked at the Foundation since 2010. His responsibilities range from strategic planning to helping understand its impact. He serves on many community boards and enjoys spending time with his family, running and traveling.

“I especially enjoy knowing that parts of the Foundation’s work will positively impact our tribe for decades to come.”

CHEROKEE PRESERVATION FOUNDATION AWARDS GRANTS

Preserve. Enhance. Create.

The Cherokee Preservation Foundation has awarded 49 grants in their Fall, 2013 and Spring, 2014, grant cycle, awarding over \$5.4 million and continuing its mission to improve the quality of life for the Eastern Band of Cherokee Indians (EBCI) and the surrounding region.

- ❖ **The Cherokee Chamber of Commerce:** Create a plan to implement a fly-fishing museum. **\$154,000**
- ❖ **The Cherokee Youth Council:** Promote leadership training opportunities, leadership development activities and regional youth council development. **\$80,976**
- ❖ **The Blue Ridge Resource Conservation and Development Council:** Restore a three-acre tract of river cane along the Cane River and educate the public about river cane. **\$10,300**
- ❖ **The Sequoyah Fund:** Continue to capitalize their revolving loan fund to meet increased market demand for business startup and expansion. **\$150,000**
- ❖ **The Junaluska Memorial Site Museum:** Support the development of an archaeological report on the historic Fort Montgomery location in Graham County. **\$7,700**
- ❖ **The EBCI Economic & Community Development Office:** Allow plan development to continue for the continued revitalization of the cultural district across from the Fair Grounds. **\$350,000**
- ❖ **The WNC EdNet Stem-E Program:** Enable implementation of the STEM-E framework for a science, technology, engineering and mathematics curriculum in Cherokee Central Schools. **\$398,000**
- ❖ **The Museum of the Cherokee Indian:** Upgrade the technical operation of the Museum's permanent exhibit. **\$20,000**
- ❖ **Western North Carolina Nonprofit Pathways:** Provide training, learning opportunities and resources to nonprofits and community groups across the WNC region. **\$70,000**
- ❖ **The American Indian Science and Engineering Society (AISES):** Develop relationships and partnerships needed to begin a successful AISES program at Cherokee Central High School. **\$19,420**
- ❖ **EBCI Cooperative Extension Center:** Provide an international experience for youth in Western North Carolina through a cultural exchange with an indigenous culture. **\$89,964**
- ❖ **Land Trust for the Little Tennessee:** Develop community initiatives around Nikwasi Mound, Cowee Mound-Hall Mountain and Macon County Heritage Center. **\$195,000**
- ❖ **EBCI Division of Commerce:** Market and advertise for members of the Greater Cherokee Tourism Council and Greater Cherokee. **\$850,000**
- ❖ **Revitalization of Traditional Cherokee Artisan Resources (RTCAR):** To protect traditional artisan resources for future generations. **\$78,650**
- ❖ **Cherokee Central Schools:** Support Cherokee language instruction and assessment at Cherokee Central Schools for the 2013-2014 school year. **\$229,168**
- ❖ **Cherokee Central Schools:** To offer a broader range of technology-based vocational courses to Cherokee High School students. **\$195,310**
- ❖ **Big Cove Community Free Labor:** To support the Free Labor Group by purchasing upgraded equipment. **\$26,869**
- ❖ **Qualla Arts & Crafts Mutual:** Continue board and staff professional development opportunities. **\$15,660**
- ❖ **Western Carolina University (WCU):** Support WCU's Cherokee Language Program as an integral partner in the Cherokee Language Revitalization Initiative. **\$74,617**
- ❖ **The North Carolina Arboretum Germplasm Repository:** Test the sustainability of traditional Cherokee ramp harvesting techniques. **\$17,950**
- ❖ **Western North Carolina Youth Council:** Develop a Regional Youth Council in the far seven western most counties of North Carolina. **\$140,000**
- ❖ **EBCI Tribal Historical Preservation Office:** Nominate the Cooper Creek Farm property to the National Register as a National Historic Area. **\$20,000**
- ❖ **EBCI:** Develop a comprehensive Curatorial and Archives Complex feasibility study. **\$25,000**
- ❖ **Museum of the Cherokee Indian:** Upgrade the permanent museum's theater, lighting, and back-of-house equipment. **\$301,979**
- ❖ **EBCI Strategic Energy Committee:** Fund the EBCI Energy Program Manager and move forward on energy, environmental and green economy projects. **\$45,000**
- ❖ **The EBCI Economic & Community Development Office:** Provide resources to survey land on the Qualla Boundary for a mountain bike park and create a business plan. **\$25,000**
- ❖ **Land Trust for the Little Tennessee:** Continue a bird monitoring, research, and education program at Land Trust for the Little Tennessee. **\$19,800**
- ❖ **Land Trust for the Little Tennessee:** Continue expanding river cane and other plant resources on part of the historic Welch Farm on the Valley River. **\$16,720**
- ❖ **Sequoyah Birthplace Museum:** Improve visitation to the Museum with a focus on public relations, marketing, and educational programs. **\$11,000**
- ❖ **Museum of the Cherokee Indian:** Provide resources to create a new business plan to address how cultural partners could work symbiotically as well as individually. **\$20,000**
- ❖ **Cherokee High School:** Continue teaching double weave river cane basket making at Cherokee High School. **\$16,720**
- ❖ **Watershed Association of the Tuckasegee River:** Provide educational materials about river cane, environmental education and the cultural and ecological significance of river cane. **\$11,935**
- ❖ **Cherokee Historical Association:** Assist in developing a business plan to benefit all cultural partners and supporting an extended season for the Oconaluftee Indian Village. **\$132,979**
- ❖ **North Carolina International Folk Festival, Inc:** Bring the EBCI into a cultural exchange festival (Folkmoor) with Haywood County. **\$6,215**
- ❖ **Graham County Indian Education:** Offer a culture summer camp and engage Cherokee speakers to incorporate language components into the camp. **\$26,565**
- ❖ **Great Smoky Mountains National Park (GSMNP):** Develop curriculum focusing on outdoor and in-class programs to integrate Cherokee culture into GSMNP educational programs. **\$52,500**
- ❖ **Jackson County Cooperative Extension Service 4-H Program:** Provide leadership training opportunities at the county, district, state, and national levels. **\$9,952**
- ❖ **EBCI Kituwah Preservation and Education Program:** Support Cherokee language preservation through continued archiving, creation of new words, books, and staff development. **\$20,000**
- ❖ **EBCI Kituwah Preservation and Education Program:** Support Cherokee language preservation and create a pilot program for second language learners. **\$13,629**
- ❖ **Western Carolina University:** Enable The Right Path/Coulter leadership programs to continue providing opportunities for Cherokee and regional members. **\$161,234**
- ❖ **Snowbird Language Camp and Adult Classes:** Support the Snowbird Summer Language Camp and adult evening classes and introduce a new language comprehension technique. **\$36,815**
- ❖ **Western North Carolina Regional Education Foundation:** Implement Appalachian Waves science kits into school districts and provide tools to help launch a career or future business. **\$103,045**
- ❖ **Museum of the Cherokee Indian:** Provide the Museum with resources to keep their exhibit operational while a larger renovation is worked out and other funding can be appropriated to upgrade the entire operating system. **\$30,000**
- ❖ **Wild South:** Enable archiving over 50,000 Cherokee historical sites, materials, and land records within the EBCI Tribal Historical Preservation Office. **\$37,000**