

**SOUTHWESTERN INDIAN POLYTECHNIC INSTITUTE**  
**"A NATIONAL INDIAN COMMUNITY COLLEGE"**

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

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**SIPI and U.S. SBA launch an exciting new project to provide crucial small business development training to Native American entrepreneurs in Indian Country!**

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In October 2003, Southwestern Indian Polytechnic Institute (SIPI) and the U.S. Small Business Administration, Office of Native American Affairs announced an exciting new small business development project that provides training for Native American entrepreneurs at 100 SBA-designated tribal locations across the United States. Working with several partners, SIPI and SBA will increase entrepreneurship opportunities and economic development for this country's most economically disadvantaged tribal communities.

**Dr. Joseph Martin**, SIPI President stated, "Southwestern Indian Polytechnic Institute strives to be a lead institution in training economically disadvantaged Native Americans in small business entrepreneurship. This opportunity allows SIPI to work closely with tribes in meeting their business and development training needs." Martin went on to say, "This initiative fits well with our new tribal leadership curriculum as part of the Department of Business Technologies."

SIPI will develop and implement the small business training program for Native American entrepreneurs. Using existing SBA training materials, SIPI will also develop new culturally sensitive curricula on how to address legal and regulatory issues related to small business within Indian Country. SIPI will conduct training sessions in the reservation communities, as well as increase outreach to remote sectors. SIPI plans to work closely with tribal governments, other tribal colleges, Indian organizations, and other Federal agencies, as well as the private sector, to supplement and support nation-building efforts in Indian Country.

The SIPI SBA project team will train native entrepreneurs with four modules:

## "Empowering Tribal Communities: One Entrepreneur At A Time"

*Module 1:* Creating A Dream: Small Business Basics

*Module 2:* Envisioning A Dream: Strategic Planning

*Module 3:* Selling the Dream: Marketing

*Module 4:* Protecting the Dream: Financial and Legal

Training topics include:

- Starting and Managing Your Own Business
- How to Start a Small Business
- Identifying Your Target Market
- Writing a Business Plan
- Start-Up Costs of a Business
- Marketing Your Product
- Small Business Opportunities in Procurement
- Benefits, Compensation and Wages
- Tax and Accounting Basics
- Tribal Business laws

Training curricula will be developed for online access as well as in CD-ROM and written manual formats.

**Lester Kevin Tsosie**, MPA, MBA, SIPI SBA Project Director stated, "We've recently assembled a wonderful team of experts familiar with Indian Country to help us implement this exciting project. Right now, we are focused on finalizing culturally relevant curriculum using SBA entrepreneurship materials. This effort has national impact for tribal communities that are struggling with high unemployment rates. We hope to provide training and information for entrepreneurs, as well as motivate these learners to help their native nations through small business development."

**Francis Tafoya**, SIPI's Board of Regents Chairman stated, "We are extremely pleased to have this opportunity to play a key role in tribal economic and small business development. A major goal of the Board of Regents is to support SIPI in establishing quality working relationships with Tribal Nations. I am particularly pleased with what this opportunity can mean for Southwest tribes and American Indians throughout the country."

For more information about Southwestern Indian Polytechnic Institute's many programs and courses of study, please contact SIPI at P.O. Box 10146, Albuquerque, NM 87184; call (505) 922-4085; or visit SIPI at 9169 Coors Road, NW, Albuquerque, New Mexico.

Please also see the SIPI SBA Project website at: [www.sipi.bia.edu/sba.htm](http://www.sipi.bia.edu/sba.htm).