

## Camille L. Ferguson

Camille L. Ferguson serves as the Executive Director of the American Indian Alaska Native Tourism Association (AIANTA) headquartered in Albuquerque, New Mexico. As Executive Director, Ms. Ferguson manages the only national nonprofit tribal tourism organization that promotes national and international tribal destinations in the U.S. She leads the organization with the guidance of a fourteen-member national board of tribal tourism leaders.

During her tenure, AIANTA received a U.S. Department Marketing Development Cooperators Award for International Outreach and a U.S. National Park Partnership Award; expanded international marketing and outreach programs for tribes in world travel marketplaces; expanded tribal tourism education, technical assistance and training programs; improved public awareness of tribal tourism; and broadened an effective public lands/tribal lands partnership program. Under her leadership, AIANTA has also gained recognition for increasing overseas visitation to Indian Country, launched a tribal destinations web site, created a cultural tourism certificate program, and effectively advocated for increased federal agency and tribal collaboration for tourism development.

Prior to becoming AIANTA's Executive Director, Camille was the Economic Development Director for the Sitka Tribe of Alaska where she established, expanded and managed the departments of Tourism, Transportation, and Gaming, and managed the Tribal Tannery and the Community House Convention Facility.

Under her leadership, Sitka Tribe established partnerships with the State of Alaska, Bureau of Indian Affairs, Alaska State Department of Economic Development, American Indian Alaska Native Tourism Association, Federal Highway Administration, U.S. Department of Commerce Economic Development Administration, Administration for Native Americans, and the Rasmussen and Murdock Foundation. She received a number of awards including the Alaska State of Alaska Mobility Coalition's Dan Moreno Award, a special recognition for individuals or tribal organizations that make significant contributions in support and development of tribal transportation in Alaska, the Alaska Travel Industry Association's Denali Award (their highest, for professionalism & leadership), and the American Indian Alaska Native Tourism Association (AIANTA) President's Award.