

J. CONRAD SENECA BIOGRAPHY

JC Seneca is the current President (2024) of the Seneca Nation of Indians, with a long history of service in various local and national Native government offices and the Western New York business community. First elected to the Seneca Nation Council in 1990, JC follows in the footsteps of his father, William Seneca, who served as both Seneca Nation President (1968) and Treasurer (1966/70).

Throughout his career, JC has held multiple significant positions: he was elected as Seneca Nation Treasurer in 1998, re-elected as a four-term Councilor in 1990, 2008, and 2022, and appointed as a Councilor in 2006. He also served as the Northeast Area Vice President for the National Congress of American Indians from 1991 to 1993, an organization recognized as the oldest and most representative of American Indian and Alaska Native interests. Additionally, he was a board member of the United States and Eastern Tribes, Inc. (USET) from 1998 to 2000.

As an entrepreneur, JC is the owner of Tallchief Territory, Home of the Native Pride Travel Plaza, located on the Seneca Nation in Irving, NY. Starting his business career in 1987 as a young visionary, he launched his truck stop by 1995 and spent 25 years developing a successful service area featuring 22 gas and diesel pumps, a 24/7 convenience store, and amenities for professional truck drivers.

JC's entrepreneurial achievements have garnered numerous accolades. In 2019, he was named a Top 50 Native Business Entrepreneur, and in 2020, he received the honor of Native Business Entrepreneur of the Year from Native Business Magazine. Additionally, he has been recognized by Buffalo Business First as one of the 250 Most Powerful People in Western New York for five years running from 2021 to 2025. His rankings in the Power 100 Business People of Color List include 24th in 2022, 20th in 2023, and 31st in 2024.

JC and his wife, Nicole Seneca, are the proud parents of seven children, two of which were adopted in their family. Together they run the Nicole and JC Seneca Foundation, a charitable foundation that promotes and supports charitable programs such as It Takes a Tribe, providing sponsorships for initiatives including Bikers Against Child Abuse and The Ride for Dialysis, and forming partnerships with community health organizations such as CINQ Care (formerly G-Health Enterprises), Harmonia Collaborative Care, and Roswell Park Center for Indigenous Cancer Research.

With over 25 years of dedicated service, philanthropic work and accomplishments behind him, JC aims to continue making a significant impact within the Seneca Nation, Western New York, and beyond.