



**NEW DIRECTORS**—The Alaska Native Tourism Association met last week and elected a board of directors for the new organization which will promote tourism in both Alaska's rural and urban areas. Shown from the left are Dallas Cross, treasurer; Nelson Frank, vice president; Matt Nicolai, president; and Elfrieda Lord, secretary.

## Native tourism effort begins

Following three days of meetings last week, a new organization designed to more effectively involve Native groups in what has been called Alaska's second largest industry was formed.

Elected to the board of the Alaska Native Tourism Association were: Matthew Nicolai of Calista Corporation as president; Nelson D. Frank of Shee-Atika, Inc., as vice president;

Dallas Cross of NANA Development Corp., as treasurer, and Elfrieda Lord of the Arctic Slope Regional Corporation as secretary.

Wayne Chattin, Director of the American Indian Travel Commission, was the principal speaker.

Cliff Black, who delivered one of the strongest speeches at  
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the meeting, urged Native participation in the tourist industry, saying that most of the areas which attract visitors who want to get the real flavor of Alaska are the rural areas.

"Tourism will not go away," Black said. "It can only grow," and he went on to criticize the state government for its lack of imagination in promoting tourism.

"We'll have no say in the development of the tourism industry unless we form our own organization," Black told the group.

"Tourism will grow whether we like it or not," Black concluded. "If we're not a part of it, we'll be used by the industry anyway."

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