



## Board of Directors

**Ivan Sorbel**, *Chairman*  
**Emma Clifford**, *Vice President*  
**Wilma Standing Bear**, *Secretary*  
**Brian Kirk**, *Member*  
**Micheal Her Many Horses**, *Member*  
**Arvine Standing Elk**, *Member*  
**Jim Mirehouse**,  
*Loan Committee Member*

## Administration

**Tawney Brunsch**  
*Executive Director*  
**LaVonne Randall**  
*Finance Director*  
**Peggy Two Crow**  
*Receptionist/Accounts Payable*  
**Inez Spencer**  
*Receptionist*

## Lending

**David White Bull**  
*Loan Portfolio Manager*  
**Tony Taylor**  
*Loan Improvement Specialist*  
**Kateri Montileaux**  
*Success Coach*  
**Doug Patton**, *Success Coach*  
**Kadem Fisher**, *Success Coach*

## Housing

**Darrel Twiss**, *Housing Manager*  
**Marlon Featherman**, *Custodian*

## Media

**Miguel Apaza**  
*Web/PR specialist*

## Grants

**Gary Rapport**, *Grants Manager*

## Lakota Funds

Lakota Trade Center, Suite 201  
 PO Box 340  
 Kyle, SD 57752  
 (605) 455-2500  
 Fax: (605) 455-2585  
 www.lakotafunds.org



## Lakota Funds sponsors event that supports family and healthy lifestyles

In order to promote and support a strong family and health consciousness, Lakota Funds organized and cosponsored the 2nd Annual Family Fun Run/Walk on Saturday, July 24 in Kyle.

The event started at Lakota Trade Center and participants enjoyed beautifully cooler temperatures as they completed the 3.2 mile course towards St. Barnabas Church south of Kyle. The race/walk was attended by 25 participants including adults, kids, elders, and families.

According the Lakota Funds executive director, Tawney Brunsch, "Even though we had only half the participants as last year, we still had fun. Everyone hangs out and drinks Gatorade and eats bagels and visits. Everyone seemed to enjoy it". Her sentiments are echoed by the photos of the event.

Once again, the race was a success despite competing events on the same day. Prizes were awarded to category winners:

- Family: Willard Kills In Water, Tajan Kills In Water, Ladanien Kills In Water
- Girls 12 & Under: Lamara Castaneda
- Women Division: Ella Lays Bad
- Men's Division: Darrell Lays Bad Jr.
- Boys 12 & Under: David Myhry-White Bull

The prize money awards consisted of \$100 checks for adult winners and family; and \$50 checks for 12 and under winners.

Community events such as the 5K Race are part of the effort, which Lakota Funds represents, aimed at encouraging and supporting financial development and community involvement for the Lakota people.



David Myhry-White Bull



Lamara Castaneda



Darrel Lays Bad Jr. and Tawney Brunsch



Ella Lays Bad and David White Bull



Kylee Hunter, Cole Hunter, Jennifer Spencer-Shangreaux, and Inez Spencer



Willard Kills In Water, Tajan Kills In Water, Ladeanien Kills In Water

## Mills Enterprises strengthened with Lakota Funds' assistance

In his world travels Rene has seen economic disparity, much poverty and the effects of this poverty on people's lives. He translates this into what it means for him in his own situation and his Porcupine home on the Pine Ridge Reservation.

He has adopted an attitude of hard work and integrity, which keeps his customers happy and food on his table. "We look for things to do to become self sufficient and independent. We are motivated to go out and cut wood, collect scrap metal".



*Rene Mills signing on his latest business loan*

"We created a business Mills Enterprises. Under that name we offer several products, like towing, car hauling, recycling scrap metal, junked cars, car repair also wood vending. My son Andre cuts ash wood to sell for firewood. Our motto is to give a quality product at a fair price. We want to have a good reputation. In other words, we guarantee our products. If people need wood in an emergency and call us at 2:00 in the morning, we go out there. We have four-wheel drive vehicles. Same with the towing, if you go to Rapid City you get charged \$200

"Lakota Funds wants to teach people about those practices... They provided the fishing rod for us to learn to fish."

*Rene Mills*

or \$300 and people don't have that kind of money. We're not looking for profit at all costs."

"We got a loan to purchase a tractor with a front end fork lift, because in our wood operation we cut 30' logs. We haul it back to the reservation to process it into firewood. We got the loan to get this tractor

for \$7500, put \$2500 down and a loan for \$5000. We paid that off. So we went back and got another loan for a tow truck. We did some repairs on it and also we wanted to make some modifications to it and buy an arc welder. We couldn't go to Rapid or anywhere else to get a bank loan. So we went to Lakota Funds and at the same time they wanted to educate us so we signed up for Financial Literacy. Its just a matter of being disciplined and know when to say yes and no."

"Lakota Funds wants to teach people about those practices. As an end user, I'm happy because if we hadn't gotten the loan we wouldn't have the equipment and the tools we need for our business. In the fishing analogy: they provided the fishing rod for us to learn to fish."

"If it weren't for Lakota Funds we wouldn't be doing what we're doing."

## David White Bull represents Lakota Funds at DC conference

During the week of July 26th David White Bull attended the Asset Building Conference in Washington, DC. The conference dealt with issues concerning Individual Development Accounts (IDAs), so it was aimed at groups and organizations, such as Lakota Funds, who have these types of programs available.

The panel discussions focused on youth IDAs and comparing notes with a variety of people representing communities from around the country. The usefulness of the panels extended to answering questions on how to deal with native populations and addressing culturally sensitive issues, by groups that may not necessarily be Native American.

White Bull commented, "what I really enjoyed while I was there, was talking with John Thune and Stephanie Herseth's aides regarding a bill they presented in congress related to the Assets for Independence (AFI), [The IDA Protection Act (H.R. 6067) sponsored by Congresswoman Linda Sánchez (D-CA) On July 30]; that they wanted to continue the AFI and IDA programs. For instance, making the income guidelines more accessible to middle class individuals to participate (right now it's aimed at the lower income bracket or anyone who qualifies for earned income tax credit). So, a lot of what they are trying to do is make improvements, such as to allow for individuals to purchase a vehicle with those savings. Right now, you're allowed to save for college, a home or business.

"It was worthwhile to talk with the representatives who have a voice, and for them to understand why it's important here on the reservation to have the IDA

program. Some of the actual results of that bill could be seen by the end of the year if not sooner.”

The information David gathered at the conference translates into increased hope for better products, which Lakota Funds can offer to the community.

To qualify for the Adult/Youth IDA savings programs, you have to meet the 200% of federal income guidelines, complete a financial literacy class, attend a monthly support meeting and complete an asset specific training. Once enrolled, you open your account and for every \$1 that you deposit we will match \$2. You can deposit a total of \$1800 and we will match a total of \$3600, for a grand total of \$5400, at the end of the 24-months.



David White Bull at DC Conference

### Nadine Red Cloud receives Small Business Loan from Lakota Funds

In an interview about successfully applying for and obtaining a loan for her tipi making business, Nadine Red Cloud reveals some of her thoughts about herself and her enterprise.

About her brand new enterprise, Red Cloud explains: “I have dreamed of making starquilts since I was a little girl. I would watch my mother and other family members sew and wanted to do the same. I always dreamed of making tipis and I enjoy making them.”

“I manufacture tipis from 6” all the way up to 18’ X 24’ made with canvas. I have a supplier for the tipi poles, but would like to prepare my own poles. I also make starquilts. I sew the starquilt and hand quilt them.”

Nadine first found out about Lakota Funds from posters she saw displayed in the Post Office and in other businesses in Pine Ridge. When she decided to use the assistance, she said: “The process was fairly easy, because I already knew what I wanted to do. I

had all my figures and information I needed for the vendors. The thing that held me back from starting sooner was thinking about all the numbers and work that has to be done to start a business, but Doug Patton helped me and it was easier to have someone help me along.”

The first course Nadine took which put her on her way to entrepreneurship was Empowerment Thru Business Ownership and she says “It is a class that everyone starting a business should take. The other classes offered like the Tax Preparation, Quick books and the Credit When Credit is Due are very beneficial to starting a business.”

All in all, Red Cloud’s long term plans include other lofty goals and reasons for the road she has chosen: “After starting the Core Four Class I was inspired to actually start my business, because I feel like it gave me the confidence I needed to make my dream a reality. I have always dreamed of owning a business and being able to support myself and my children, while I am finishing my Social Work degree.”



Nadine Red Cloud in with newly assembled tipi

### Heathershaw Designs: Essential Elements for a Successful Business

For Marquitee Heathershaw, essential elements for a successful business might have come almost naturally. After 10 years in business she knows that advertising is a critical part of finding clients and spreading the word about her enterprise. She points out that “word-of-mouth advertising, by showing what I do on my own clothing and garments” is effective. “And just being in the right place at the right time. Seeing what jobs are coming available, going to the schools and making myself available there, letting them know what I do” keeps a strong connection with current and potential clients.

Heathershaw had a dream when her children were very young and after seeing someone wearing an embroidered garment, “my thought was, “if I could just do this work, move back home and do these things for my people here, what a beautiful business

it would be'. So with my savings from working at Sears (stocks, profit sharing and my 401k), I took the business classes at Lakota Funds and worked at Cedar Pass, started my research on my machines, ordered them on lease, and put all my savings into it and I got this little single machine. Once I got started, it took off like wildfire. I started taking orders. Everything fell into place so easily I knew it was meant to be ... everything just happened. As I look back on it, I think 'no one goes into business like that'. It was a whirlwind. I got the machines in November, a guy came and did a little bit of training with me on the sewing machine and with the computer program, went to Minneapolis for training and to Denver for maintenance training. That's pretty much all the training I've had. I guess it just came to me naturally and easily.

If she were to advise new entrepreneurs, "I always say that if you have a dream, it might take you a few years but get it together and go for it, don't be afraid to do it. If you have the ability and the want, inch by inch, with small, baby steps and if you're consistent, don't give up on your dream, and don't let anyone put you down for dreaming it. If there is a market for it, it's doable."



*Marquitee Heathershaw in front of her double-head embroidering machine.*

On the minus side, "my greatest challenge right now is my location because I choose to keep my business here at home. My remote location makes it hard for people to come to me. They're more than welcome to come, and a lot of people do, because I want them to see that I'm the one doing the work. I don't want people to think I'm just sending it out to have it done. And I want them to see I can digitize the artwork myself and program the designs into my embroidery software. That allows people to see that it's their artwork I'm working with directly, and it comes to life when they wear it.

The other part of that challenge is the pick up and delivery of the product. I deliver, which may be eating into my profit, but on another level I'm networking with people who are going to see that if I promised a jacket, I deliver on time to their door. They don't have to take the time off to go and put the order into town, take another day to go back and pick it up. I deliver 24 hours a day, seven days a week. That's worked well for many clients."

Among the more difficult tasks she would do differently, if she could do it again "I would have started with being on top of my book keeping. I didn't do that and it's been a hard thing for me to catch up now, because I can't take time away from this."

In terms of the role Lakota Funds played in the life of her business, she recalls, "Lakota Funds met with me here, we put a business plan together as part of the first business class I took. I kept taking classes every time they offered them. They approved the loan for debt consolidation and expansion."

"Lakota Funds has also been good as far as business coaching. They've been on top of it. It was all very valuable for me. They've offered Quickbooks classes and I take them every time I get a chance. It's helped me much with my book work, one of my biggest challenges. "

Lakota Funds serves tribal members with a business located on (or to be located on) the Pine Ridge Reservation. Loan types include: Micro-loans (under \$5000); Business Loans up to \$200,000, a Business Line of Credit, and the Credit Builder Loan up to \$2500. Lakota Funds also provides one-on-one technical assistance as well as business classes including Financial Literacy and Empowerment Thru Business Ownership. If

you have questions or want to register for a class call 605.455.2500, or email, [tbrunsch@lakotafunds.org](mailto:tbrunsch@lakotafunds.org).

### Lakota Funds Credit Builder Loan Helps "Fix" Credit Score

By chance or fortune, Bernadette Winters-Shay found out about Lakota Funds and its Financial Literacy Course when it was offered in Pine Ridge. She says she became interested because "I wanted to fix my credit. So, I met David White Bull and took the class he was teaching".

"After that, I worked with Kateri Montileaux and she became my Success Coach. I asked her questions about getting my credit back. She met with me and told me about the Credit Builder Loan. She helped me fill out the application, look at the other requirements I needed, like collateral for the loan (I used my car title) and the required Financial Literacy course. Also, we took a look at my finances and we created a personal budget."

## Building Our Human Infrastructure with Workforce Development Training

“Now I’m working on improving my credit score because I want to purchase a home without having to have a co-signer. Building my credit back up is a priority and the right thing to do.”

According to Lakota Funds Success Coach, Kateri Montileaux, “The Credit Builder Loan is Lakota Funds only “consumer” loan (for individuals, not businesses). It’s a loan for up to \$2500 to be used to pay off collection items, garnishments, and loans with exorbitant interest rates, like title loans and payday loans.”



*Bernadette Shay with Kadem Fisher,  
Lakota Funds Success Coach*

Some of the loan requirements include: completion of Lakota Funds Financial Literacy class, a personal budget completed with one of our Success Coaches, collateral, and six months of verifiable income. The borrower must also agree to meet with a Success Coach at least every other month and agree to take the Credit When Credit is Due class within six months of approval. Tawney Brunsch, Lakota Funds Executive Director adds, “The whole point of the Credit Builder Loan is not only to payoff and close the negative items dragging your score down, but to take the steps necessary to make sure it doesn’t happen again. We also help the borrower create and stick to a budget to either pay down, or stay on top of other bills or maybe even start saving. Based on the stats we’ve gathered since the program’s inception in January 2009, we’ve seen scores increase as much as 30 points in 8 months. At that rate it doesn’t take long to see the benefit.”

Bernadette thinks that, “Lakota Funds is a good institution. I was very bummed out by my credit score and it was stressful. When I came to Lakota Funds it was like the rainbow after the storm. I became hopeful to start working on my credit. It makes my future look a lot brighter. I felt that there was hope. I’d say to other people in similar circumstances, don’t give up. There is hope out there. Call Lakota Funds. They are willing to help.”

In its effort to keep building a strong economic base on the Pine Ridge reservation, the week of July 12 through July 16 Lakota Funds conducted a workshop to assist people in the Pine Ridge community in learning additional tools and skills in dealing with jobs and the application process.

The week-long course was offered in collaboration with Karlene Hunter (of Tanka Bar and Lakota Express) and Carlene Janis who led the course presentation. Students addressed topics such as, how to build and customize a resume, building job-searching skills, obtaining a credit builder loan, help with income taxes, issues of childcare, and transportation.

Overall, the training is aimed at preparing and rebuilding skills and techniques needed to succeed in the job market.

Marlene Poor Bear, one of the participants in the class, enrolled because she wanted to “learn more about the different skills needed for getting a job. I actually went through some nursing training at Oglala Lakota College but after having to go into the hospital for almost two months, I decided to go into either Lakota Studies or business. And I want to learn marketing skills. I’m enjoying learning more computer skills than I already know. I’m also learning business strategies, in case I go into my own business or in partnership with someone else ... the different strategies to get a business running.”

As for specific tips Poor Bear says: “I’ve gotten a good glimpse of the marketing tools Hunter showed us. The different strategies she uses in her business. For instance, when you talk to people to not simply tell them to ‘go to my website’ because most people won’t take the time. It’s better to give them verbal information whenever you have the time and the opportunity in the moment. It takes more of a hands-on approach, such as talking on the phone or chatting online. For instance, I found very interesting the spreadsheets she showed us on excel which apply whether you have a big business or a small one, or just starting out.

“We’re learning to use Excel and I’m going to play around with it today. I picked up tips regarding advertising, whether we run our own business; or how to customize a resume for specific jobs ... the keywords to put in, customize it for exactly the type of job you’re applying for. So that’s a big tip.

“So far, we’re in the second day. Probably by the end

## Lakota Funds

PO Box 340

Kyle, SD 57752

(605) 455-2500 • Fax (605) 455-2585

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
PERMIT #618  
RAPID CITY SD



of the week there is going to be a lot more. Today was more informative than yesterday and I expect by the end of the week there'll be a lot we've learned.

"I think the course is definitely worthwhile and I think it should be taught in every district, because there are many who can't make it here. I think there are a lot of people, especially at OLC who are going into business or entrepreneurship, especially young people."

Amandaline Ecoffey, another participant in the class said, of her reasons for joining: "I'm learning how they operate at Tanka Bar using the Internet for marketing. And I'm building a resume and I want to learn to be more efficient when I get a job. Right now, we're learning how to prepare for an interview."

### Upcoming Financial Literacy Training

**Sept 9 – Oct 14 — Empowerment Thru Business Ownership.** Thursdays from 5 – 9 pm at the Pine Ridge College Center.

**September 25, 2010 — Financial Literacy.** 9 am – 4 pm. Pine Ridge College Center.

**October 6 – November 17, 2010 — Empowerment Thru Business Ownership.** 5 pm – 8 pm. Lakota Trade Center, Kyle SD.

**October 21 – December 2 — Homebuyers Education.** 5 pm – 8 pm. Pine Ridge College Center.

**October 23, 2010 — Financial Literacy.** 9 am – 4 pm. Pine Ridge college Center.

**November 20, 2010 — Financial Literacy.** 9 am – 4 pm. Lakota Trade Center, Kyle SD.

**October 6 and 7**  
**Lakota Trade Center**  
sign up now:  
**605.455.2500**