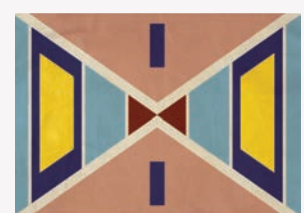




Photo © Jennifer Ropoza



NEZ PERCE
TRADITIONS

PRESS KIT

NEZ PERCE TRADITIONS & NEZ PERCE TOURISM

RESUME

STACIA L. MORFIN

Chief Executive Officer, Nez Perce Tourism & Nez Perce Traditions

Welcome, my Indian name is Takes Care of Water, and my given name is Stacia Morfin. I grew up at lep wéy ma (Lapwai) and šimiinekem (Lewiston). My mother grew up at tuniiweyme (Juliaetta) and my father at lep wéy ma. I am a citizen of Nimiipuu nation whose ancestors originally came from pik'üunin (Snake River area between the Snake and Salmon River) and wawáwi, which is located on the lower-Snake River area above palúus, timiimap (up the Northfork of the Clearwater River) and saqánma (Canyon people of the Snake River) and lamáta (White Bird Creek and Salmon River Area).

AWARDS

Inspiring Woman, YWCA, 2021
40 Under 40, National American Indian Economic NCAID, 2021
Best Cultural Heritage Experience, AIANTA 2021
Distinguished Preservationist Orchid Award, Lewiston Historic Preservation Commission, 2022

EDUCATION

Lewis-Clark State College Bachelor of Applied Science in Business Administration and Hospitality Management

GOVERNMENT CONTRACTING

SAMS No. (8-A) RNSTJJWgUUA9
DUNS No. 117951432
CAGE Code g2K30



Photo ©Jennifer Ropoza

PRESS ARTICLES

CULTURAL TOUR OF THE NEZ PERCE

NW TRAVEL
<https://bit.ly/3TBkmSC>

YOU WON'T SEE AMERICA THE SAME WAY AFTER THIS TRAVEL EXPERIENCE

USA TODAY
<https://bit.ly/3NANC8g>

THE NEZ PERCE ARE NO LONGER LEAVING THEIR STORY TO OTHERS. THEY'VE BECOME TOUR OPERATORS.

THE WASHINGTON POST
<https://wapo.st/3Ru5ylh>

NEZ PERCE HERITAGE BRINGS ENTREPRENEUR FROM PRISON TO PROSPERITY

SUN VALLEY MAGAZINE
<https://bit.ly/3ykZNVY>

THE POWER OF A NAME

THE LEWISTON TRIBUNE
<https://bit.ly/3xl3VvW>

IMMERSE YOURSELF IN INDIGENOUS CULTURE

THE NEW YORK TIMES
<https://nyti.ms/3wuJVGi>

TOURISM WITH TRIBAL FLAVOR COMES TO LEWIS-CLARK VALLEY

THE LEWISTON TRIBUNE
<https://bit.ly/318NzYR>

NEZ PERCE ARTISTS: TRADITIONAL AND CONTEMPORARY

JOSEPHY CENTER FOR ARTS AND CULTURE
<https://bit.ly/3cf1Jhp>

NEZ PERCE TOURISM

LEWIS AND CLARK NATIONAL HISTORIC TRAIL EXPERIENCE
<https://bit.ly/3lNzadV>

AMERICA'S GREAT LIVING HISTORY MUSEUMS AND EXPERIENCES

FROMMER'S
<https://bit.ly/3yDcdzR>

VIAGGIO NELL'AMERICA DEI NATIVI CON IL TURISMO TRIBALE DI NEZ PERCE

TRAVEL DIFFERENT
<https://bit.ly/3crxwLg>

INDIAN COUNTRY'S BEST IN TOURISM

INDIAN COUNTRY TODAY
<https://bit.ly/3CGmJlu>

STACIA MORFIN ARTIST IN RESIDENCE

CLEARWATER TRIBUNE
<https://bit.ly/3rgHeqw>

INDIGENOUS SPEAKER SERIES:

STACIA MORFIN
UNIVERSITY OF WASHINGTON
<https://bit.ly/3cdlp56>

EXPLORE NEZ PERCE COUNTRY IN IDAHO BY HORSEBACK WITH A GUIDED EXPERIENCE FROM NEZ PERCE TOURISM ONLY IN YOUR STATE

<https://bit.ly/2NLm1WL>

WHAT'S YOUR AWESOME

WASHINGTON TRUST BANK
<https://bit.ly/3sfkTJn>

FORCED BY COVID TO PIVOT, NEZ PERCE ENTREPRENEUR FINDS SUCCESS WITH TRADITIONS

TRIBAL BUSINESS NEWS
<https://bit.ly/3lNBovl>

VISIT LEWIS CLARK VALLEY LAUNCHES STRATEGIC GAME

THE LEWISTON TRIBUNE
<https://bit.ly/318Y8eb>



Photo ©Reggie Polfer

NEZ PERCE TOURS



(WITH RIGHT HAND, TAP HEART TWICE)

Nez Perce Tourism is the warm welcome to Nimiipuu Country, offering the only tours created to connect you to Nimiipuu culture through interactive storytelling, song, drum, and dance. From riverbeds to mountain tops, Nez Perce Tourism offers land and water journeys. These excursions will give you insight into the Nimiipuu way of life.

TOURS

3-Day, 2-Night Nez Perce Journey

2-Day, 1-Night Tour Among Nez Perce

Hear the Echoes of our Ancestor Jet Boat
Tour

Nimiipuu White Water Rafting

Dinner with the Nez Perce

Appaloosa Horse Riding Session

Traditional Arts Workshop

Nimiipuu Van Rental



Photo ©Brad Stinson

(208) 790-8873 | WWW.NEZPERCETOURISM.COM

[f](#) NEZPERCETOURISM [@](#) NEZPERCETOURISM

NEZ PERCE GIFT SHOP



NEZ PERCE
— TRADITIONS —

AUTHENTIC TRIBAL ARTWORK & JEWELRY

In our gift shop you will find hand crafted items from tribal and local artists. Drop into our Beautiful Downtown Lewiston shopping district or shop online to experience authenticity.

GIFT SHOP ITEMS

Beadwork
Quillwork
Parfleche

Artwork
Cedar & Woven Baskets
Dentalium & Conch Shell

800 MAIN STREET SUITE 4 | LEWISTON, ID, US 83501

[f](#) NEZPERCETRADITIONS [@](#) TRADITIONSGIFTSHOP



Photo © Jennifer Ropoza

MARKETING & DESIGN

The expertise we offer goes beyond collaboration. We focus specifically on creating materials that are professional, unique and appropriately represent our clients. We've worked with hundreds of tribal and non-tribal clients to create unique solutions. Our background in the tourism marketing industry and having the Nez Perce Nation as our home means we have the experience and local knowledge to get you noticed. We have developed a large portfolio of company branding, print collateral design, website design and development and creative materials for clients all over the Pacific Northwest and beyond. We strive to create a unique identity for each client to help them stand out in a crowd.

EXPERTISE

3D Display Design
Apparel Graphics
Branding Development
Concept Development
E-newsletter Campaign
Identity Design

Map Development
Packaging & Label Design
Publication Design
Signage Design
Website Design & Development

SKILLS

Adobe Creative Suite
Beaver Builder
MailChimp
Microsoft PowerPoint

Microsoft Word
Printing
WordPress



Spalding-Allen Collection Renaming Celebration: Wetxuuiitin' Booklet Design

TRAVELING HERE

Traveling by vehicle is a wonderful way to experience the beautiful scenery surrounding our region. Enter the area from the north via US Highway 95 South in Idaho or US Highway 195 in Washington. To enter the area from the south from the Boise, Idaho, area you will take US Highway 95 North and travel along the Salmon River. Coming from the east or the west you can travel along the historic Lewis and Clark Trail on US Highway 12. From Missoula, Montana, you ride along the Clearwater River. And from the wine country of Walla Walla, Washington, to the west.

REGIONAL AIRPORTS

- LEWISTON NEZ PERCE COUNTY AIRPORT** 4 miles
- PULLMAN-MOSCOW REGIONAL AIRPORT** 36 miles

INTERNATIONAL AIRPORTS

- SPOKANE INTERNATIONAL AIRPORT** 105 miles
- SEATTLE-TACOMA INTERNATIONAL AIRPORT** 326 miles
- SALT LAKE CITY INTERNATIONAL AIRPORT** 609 miles
- DENVER INTERNATIONAL AIRPORT** 1,091 miles
- LOS ANGELES INTERNATIONAL AIRPORT** 1,102 miles

SCENIC DRIVES

- A ELK RIVER BACK COUNTRY BYWAY**
208-476-4335
- B GOLD RUSH HISTORIC BYWAY**
208-435-4406
- C NORTHWEST PASSAGE SCENIC BYWAY**
877-364-3246



NORTH CENTRAL IDAHO

BRANDING

LOGOS



DOWNLOAD LOGOS: [HTTPS://BIT.LY/3AZRSK3](https://bit.ly/3AZRSK3)

BRANDING COLORS



NEZ PERCE DIALECT

TITOOQANAAWIT
LIVE IT!

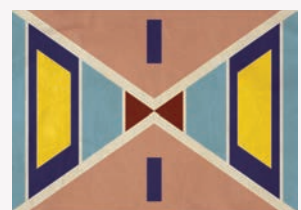
BRANDING FONTS

FRANCHISE BOLD
BASKERVILLE
RALEWAY Raleway

PHOTOS

DOWNLOAD PHOTOS: [HTTPS://BIT.LY/37YR8ZY](https://bit.ly/37YR8ZY)





NEZ PERCE
TRADITIONS

QE'CI'YEW'YEW

THANK YOU