



# Board of Director Biography

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## **Litefoot, Board Member**

### **(Cherokee Nation of Oklahoma)**

Litefoot is an enrolled member of the Cherokee Nation of Oklahoma. He is a Native American entrepreneur, musical performer actor, author, and motivational speaker. Litefoot's entrepreneurial spirit has guided him in several business ventures throughout Indian Country and beyond. Litefoot first cultivated his entrepreneurial spirit when he founded Red Vinyl Records in 1992. Under the Red Vinyl banner, Litefoot has recorded eleven award-winning albums that are distributed throughout the world. Beyond music, Litefoot founded the highly successful Native Style® clothing and accessory line in 2001. The Native Style brand currently enjoys nationwide distribution via Native American casinos, various retail outlets, Native American powwows and events; and maintains a fully functional e-commerce website located at [www.nativestyle.net](http://www.nativestyle.net). In early 2011, Litefoot became the first Native American to develop, design and manufacture his own branded sneaker line named the Litefoot *FlexArrow*™. In addition to his own entrepreneurial pursuits, Litefoot has served as Vice-President of Native Affairs for the Triple Five Group, owners of the world's largest retail shopping malls; the Mall of America and the West Edmonton Mall. In the Native American business community, Litefoot has facilitated a variety of Native-to-Native business opportunities ranging from gaming projects, hospitality, real estate development and various green energy initiatives. Litefoot has served as an advisor to variety of Native American small business owners and was appointed as co-chair of the National Indian Gaming Association's, *American Indian Business Network*. Litefoot has appeared on several panels at conferences throughout the country discussing business related issues in Indian Country. In addition to his business pursuits, Litefoot is a feature film actor and has starred in several major motion pictures including, *The Indian In The Cupboard* and *Mortal Kombat, Annihilation*. He has also appeared on the television programs: *C.S.I. Miami*, *Family Law* and *Any Day Now*. Litefoot's most recent incarnation is as a writer. In 2010, Litefoot self published his first book, "The Medicine of Prayer"; an inspirational and semi-autobiographical work that has already sold thousands of copies in the United States and Canada. However, perhaps Litefoot's most impressive achievement has been the success of the "Reach the Rez Tour"; a nationwide Native American hope and empowerment program that has included motivational speaking engagements and musical performances at over 400 Native American communities. Litefoot spearheaded the fund raising effort for the Reach the Rez Tour, which totaled more than 1.3 million dollars of contributions from Native American Tribes, corporate America and private donors.