



NEWS RELEASE

Office of Public Relations

Diné College • Tsaile, AZ 86556 • (928) 724-6635
bdotson@dinecollege.edu

CONTACT: Bernie Dotson

FOR IMMEDIATE RELEASE

July 20, 2017

WR Business Camp Targets Aspiring Business Leaders

Adams: 'Leadership Starts Young'

WINDOW ROCK, Ariz. — The business leaders of tomorrow got a head start on the future last week while attending a professional development workshop in the capital of the Navajo Nation.

The first annual *"Youth Leadership Camp: A Collaboration to Strengthen Economic Development,"* was held at the Navajo Nation Museum July 14 and hosted by Felicia Adams, a student at Diné College and a former candidate for the New Mexico State Legislature. The young people that participated in the event ranged in age from twelve to 17 years old.

"Everything went well," Adams, an Iyanbito, N.M., native, said. Adams is the granddaughter of former New Mexico House of Representatives member Albert "Bert" Shirley. Shirley, also from Iyanbito, served during the 1980s. "Leadership starts young. This was something that proved very worthwhile for everyone who came out," Adams said.

Adams, a business management major at Diné College and owner of a Church Rock-based marketing firm, said about 120 "campers" got hands-on experience in financial literacy, entrepreneurship, goal-setting, dressing for success and resumé writing.

Adams talked about how the daylong camp included a workshop on yoga.

"Yoga relieves stress. That's important when you're talking about substance abuse and just other stuff that happens around the Navajo Nation," Adams said.

Reeverson Descheny, the Director of Career Advancement at Diné College, said about a dozen student interns from the college attended the camp as volunteer peer mentors and ushers, saying, "They helped out in whatever capacity that they could."

Descheny said the students were "...well-prepared for this event and we hope to start organizing a similar event at Diné College in the future."

The half-black, half-Navajo Adams made headlines two years ago when she ran against the Hispanic-born George Muñoz for a District 4 state senate seat in New Mexico. That campaign grew testy with both Adams and Muñoz hurling insults at each other about political preparedness and know-how. Muñoz won the race with more than 70 percent of the vote.