

University of Alaska, Fairbanks Kuskokwim Campus Bethel, Alaska



Yupiit Piciryarait Cultural Center
Strong Cultures Build
Strong Futures

Kuskokwim River at dawn



Strong Cultures Build Strong Futures



Yupiiit Picirayait Cultural Center Advisory Board



- Joan Hamilton, Jill Hoffman, Carrie Longpre, Elias Venes, Nita Rearden, Reyne Athanas

Yukon Kuskokwim Region includes 56 village and is the size of Indiana with no roads connecting any villages.



Goal One

- To preserve and promote at least nine Yup'ik cultural activities: 1) Native foods; 2) Native medicines and herbs; 3) storytelling; 4) traditional and nontraditional arts; 5) games; 6) traditional and nontraditional crafts; 7) dance; 8) toys; and 9) tools, also to propagate them into micro businesses via training and mentoring; preserved digitally.

Tools – Bobby Johnson

- First class: Students made a crooked knife (melgar) and ulu (uluaq).
- Second class: Students used tools they made to make wooden spoons (ipuun).



Traditional Tools



- Melgar-Crooked Knife
- Used to carve ivory, bone and wood into ceremonial pieces and utilitarian tools.
- Ulu –Knife
- Used to cut meat, fish and other food items.
- Average Price:
- \$45-\$150

Grass Collecting – Elizabeth Smith

- First Class: Students collected, dried, and braided sea grass for baskets.
- Second Class: Students used grass they collected to weave a split grass piece.



Traditional Grass Baskets



Teresa Frank at Saturday Market
selling her unique grass baskets.
Lidded sea grass basket with
traditional design



Skin Sewing - Elizabeth Smith

- Liz Smith is from Kipnuk, and taught two styles of beaver hats, (malaggaiyaq).
- One is all beaver outside & ear flaps with cloth lining, the warmest for blizzards.
- The other is beaver front, ear flaps, and back, with cloth covering inside and out, for average weather.



For really cold (-20) or just normal weather (zero and above)

- All beaver malaggaiyaq
- Beaver and cloth hat



Beaver Hat class successes



Skin Sewing – Lucy Kuhns

- Georgiana Waska pieces together her 'malaggaiyaq', beaver hat, coldest weather hat.
- Each student learned the traditional 'up river' style of beaver hat making, and took home a finished one.



Qaspeq – Lucy Kuhns

- This is the traditional style ‘qaspeq’ worn by both men and women. The first “hoodie” with pockets.
- Several students now make qaspeqs as gifts and for sale at Saturday Markets.



Qaspeq are very popular in Alaska



Goal Two

- To succor 50 established and starting entrepreneurs with technological and business training utilizing intensives, workshops and mentors, using the YPCC as an incubator facility for economic growth.

Planning Your Own Business

Workshops included:

- Business plan development
- Excel spreadsheet
- Local bankers panel
- B & B presentation
- Alaska host certificate
- Meeting mentor
- Completed Bus. Plans received State Bus. License.



Villages sites visited

- Bethel
- Emmonak
- Toksook Bay
- Chevak
- Kongiganak
- Mountain Village
- Scammon Bay
- Kongiginak
- Kwigillinok



Small Business Follow-up

Participants' from past workshops invited to attend a three day follow-up training.

Alaska Host training,
Native arts marketing,
Excel spreadsheet,
Tips on taxes,
Finding a mentor,
Banking panel
Web design and blogging



Saturday Markets

Open to small businesses
as a venue to advance
exposure, sales and
networking with clients.



Every other week ,
June - August, weekly
Thanksgiving-Christmas,
monthly the remainder
of the year totaling 17
markets annually.

Saturday Markets offer a steady and dependable venue for small businesses



- Average number of vendors 45 to 60
- Holidays average number of vendors 60 - 75

Alaska Marketplace Winners

- John Pingayak, traditional dance DVDs, with mentor Terry Reeve
- Mark Leary , exporting fire wood



Alaska Marketplace winners

- Barb Ramos, Long arm quilting machine, with mentor Jovan Dull
- Martin Kelly, bottled birch water, and Patrick Tall, building work sleds



Best in the West

Small Business Competition 2009

- YPCC and local partners developed a fund based competition for start-up YK region businesses
- Partners Bethel Community Services Foundation, Donlin Creek Ltd., Orutsararmuit Native Council, Coastal Village Region Fund and KuC/YPCC HUD grant
- Seven first round applicants, five selected for second round
- Four completed final selection and presentations
- Two awarded start-up funds



Marie Alfred was born and raised in the village of Kwethluk, Alaska. She was raised by her grandparents who passed down their teachings and artistic skills. Her success in the Best in West competition allows her to pursue a small carving business, hopefully leading to economic independence .



Jasmine Polk was born and raised in Bethel and has a beautiful 2 year-old son. Phantastic Plastic will be a small business offering unique, handmade bags and gifts made from recycled materials and fancy embellishments.



Loren Peterson was born and raised in Mountain Village, Alaska . Alaska Native Adventures – an eco-tourism and cultural experience in Mountain Village. Loren and his family will use their Native Allotment land as base camps for travelling up some of the most beautiful “Wild & Scenic” waterways in Alaska. Judges encouraged Loren to simplify his business plan.



- Joe Andrews was born and raised in the YK Delta. Joe aspires to support himself with his passion – cooking. Joe's Place for Breakfast, orders can be placed by phone and breakfasts will be delivered as a start-up. Once the breakfast delivery is up and running, he plans to look for a restaurant of his own. Judges encouraged Joe to fine tune his plan for next years competition.



Goal Three

- Utilizing Village Training Centers and workshops, assist 50 entrepreneurs to become proficient in e-commerce, allowing them access to global markets.
- The company was sold and the new owners declined to assist with the training or facility use.

www.bethelculturalcenter.com

- Highlights Cultural Center events
- Calendar of events community wide
- Regional Artist and Small Business Cooperative
 - Spotlight on artisans or small businesses

The screenshot shows the homepage of the YPCC Bethel, Alaska The Cultural Center website. The header features the YPCC logo and the text "BETHEL, ALASKA THE CULTURAL CENTER". Below the header is a navigation bar with links: home, museum, the facility, reservations, membership, contact, links, and a search bar labeled "Search the archive...". The main content area is divided into two columns. The left column features a photo of an elderly woman at a market, with the title "Saturday Market" and a post date of "Apr 12th 2010". The text describes the market as a place to buy from local artists or simply browse, and includes a link to "Read the full story >". The right column is titled "UPCOMING" and lists two events: "Saturday Market (10:00 am)" on April 17 and "RHS Class and Potluck (all day)" on April 19. Below the main content area is a "CATEGORIES" section with four colored bars and corresponding text: "cultural center" (All the upcoming events and...), "library" (What's happening at the public...), "artists" (Showcase of the many talented...), and "enterprises" (Showcase of our most inventive...).

YPCC BETHEL, ALASKA
THE CULTURAL CENTER

home museum the facility reservations membership contact links Search the archive...

Saturday Market
Posted on Apr 12th 2010

[April 17; 10:00 am to 3:00 pm.] Come down and buy from local artists, or simply browse.

Be sure to grab a cup of coffee!

(All sections.)

[Read the full story >](#)

UPCOMING

17 April
Saturday Market (10:00 am)

19 April
RHS Class and Potluck (all day)

[All Events >](#)

CATEGORIES

cultural center
All the upcoming events and...

library
What's happening at the public...

artists
Showcase of the many talented...

enterprises
Showcase of our most inventive...

Web Design & Blogger Class

- Chris Ho, Web Design Instructor
- “We had fun at our business workshop with our instructor, Chris. We are hopeful future small business owners.” student Marjorie said.
- Check out our blog, Bizzis.blogspot.com



Addresses

- Alaskanthings.bloggers.com
- Kaganakshuntingsupply.blogspot.com
- ypcc.blogspot.com
- Buyalaska.com (Bethel Saturday markets)
- Phantasticpurses.com

Summer Youth Art Camp

Building strong
communities with
positive activities for the
Youth, ages 7 – 12.

Focus areas:
Community mural and
paper mache' creatures



Summer Youth Art Camp

- Beach ball monsters



Making beach ball creatures. Community pot luck during show and tell time with parents and friends.

Bethel Dog Show

Building strong communities with pet bonding and bragging rights. Dogs are a way of life here, from spoiled peak-a-poodles to hard working husky dog sled teams. Cat lovers are lobbying for a Cat Show too.



Bethel Dog Show

Best Costume and Best Sniffers



Yupiit Piciryarait Cultural Center April 14, 2010

