



Association on American Indian Affairs

Protecting Sovereignty • Preserving Culture
Educating Youth • Building Capacity

Media Contact: PublicAffairs@Indian-Affairs.org

ASSOCIATION ON AMERICAN INDIAN AFFAIRS WELCOMES NEW EXECUTIVE TEAM MEMBERS

TURTLE ISLAND, July 7, 2022. The Association on American Indian Affairs (the Association), the oldest non-profit serving Indian Country, is excited to welcome Ericca "CC" Hovie and Ashley Samuelson, who are both citizens of the Sault Ste. Marie Tribe of Chippewa Indians, to serve in important executive positions, leading the organization into its next 100 years of service to Indian Country.

CC will be serving as the Association's new Public Affairs and Communications Director. This is a brand-new permanent position for the organization. She will lead the organization's outreach and media efforts including building the Association's media presence and providing communications support for youth, culture and sovereignty programs. As Office Manager, Ashley will serve as the central point of contact for all virtual office operations and be the first voice most people will hear when they reach out to the Association. She will also oversee the organizations graduate and undergraduate scholarships - which is a 75-year-old program of the Association - as well as the Native youth summer camp grant program, internships and volunteers.

"CC has an extraordinary career in Indian Country with marketing and communications and we are excited about her strong voice with advocacy and navigating multiple social media platforms," said CEO and attorney Shannon O'Loughlin. "Ashley's executive and administrative experience developed from working with the Sault Ste. Marie Tribe will help grow our non-profit infrastructure in the new virtual world we live in. Ashley is excited to to juggle the diversity of work in operations management," continued Shannon.

Before joining the Association, CC served as the communications manager for StrongHearts Native Helpline. As a marketing and communications professional, CC has worked and volunteered for several organizations over the past two decades always looking to expand each organization's reach. A lifelong learner, she attended Lake Superior State University and Ferris State University where she received leadership and management training.

CC shared: "I look forward to working beside my relatives to further the Association's goals to protect sovereignty, preserve culture, educate youth and build capacity. I am honored to be chosen as a storyteller for the Association and offer the resilience of my Ancestors, my gifts and humility to our mission."

Before joining the Association, Ashley worked for the Sault Ste. Marie Tribe of Chippewa Indians in a variety of different departments including health, culture, legal and education. This diversity has crafted her passion for Indian Country's wide variety of needs. In her spare time, she enjoys camping and attending sporting events with her family.

Ashley stated: "I'm thrilled to have this executive opportunity to work for the Association on American Indian Affairs. I look forward to seeing the Association continue to thrive for another 100 years while being a part of it."

"As we continue to honor the Association's 100-year anniversary this year, both CC and Ashley will help us celebrate by sharing our organization's story, mission and vision for the future where diverse Native American cultures and values are lived, protected and respected," said Shannon. "We are thrilled that these two impressive Native leaders are joining the Association's all female executive team."

xxx

The Association on American Indian Affairs is the oldest non-profit serving Indian Country protecting sovereignty, preserving culture, educating youth and building capacity. The Association was formed in 1922 to change the destructive path of federal policy from assimilation, termination and allotment, to sovereignty, self-determination and self-sufficiency. Throughout its 100-year history, the Association has provided national advocacy on watershed issues that support sovereignty and culture, while working at a grassroots level with Native Nations to support the implementation of programs that affect real lives on the ground.