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## 2017 NATIVE STRONG COMEDY SLAM SELLS OUT!

***“Till my last day on earth I will strive to give back all that I can.” Comedian Larry Omaha***

Reno, Nevada – During the Indian Gaming Tradeshow & Convention (NIGA), the largest gathering of tribal leaders and casino executives in the country, Raving Consulting and their generous event sponsors held the 3rd Annual Native Strong Comedy Slam. The sold-out event took place on Wednesday night, April 12, at the Edge in the Hard Rock Hotel San Diego.

Larry Omaha, the Comedy Slam host, who has been involved since the inaugural event, shared, “Thank you for allowing me to be a part of such a worthwhile event. I am honored that you respect my talent enough to bring me in year after year. I am who I am today because people reached out to me when I was a youngster with no direction and no hope. Till my last day on earth I will strive to give back all that I can.”

“Larry’s heartfelt sentiment captures what this event is all about,” added Dennis Conrad, President, Raving Consulting. “It’s about raising money for a critical cause. It’s about giving Native American comics significant exposure. And finally, it’s about taking that needed time to celebrate and laugh with our partners, clients and members of the NIGA community that are so passionate and dedicated to the success of Indian gaming.”

Besides the three extremely funny Native American comics, Larry Omaha, JR Redwater and Jim Ruel (shown right) – NIGA Chairman, Ernie Stevens, Jr. and Justin Kii Huenemann, President and CEO, Notah Begay III Foundation, took the stage to thank everyone for their participation.

Justin shared to the event sponsors, “Please know that your financial support goes directly to supporting opportunities for Native American youth to grow up at a healthy weight. Your support helps us provide opportunities for Native youth to live healthy, happy and fulfilled lives. Your dollars are hard at work.”

Corporate sponsors paid \$1,500 for a table of ten and individual tickets for \$150 each were also purchased with a total of \$36K in tickets sales and donations. The 2017 corporate sponsors were: [7 Cedars Casino](#), [AMERIND Risk](#), [AGEM](#), [Casino Journal/BNP Media Gaming Group](#), [Catalyst Marketing Company](#), [Emerging Equities](#), [ETIX](#), [Gary Platt Manufacturing](#), [GT Advertising](#), [Houston Productions](#), [Kids Quest](#), [McCabe CPA Group, LLC](#), [MM/R/C](#), [NIGA](#), [Raving Consulting](#), [Red Circle Agency](#), [San Manuel Band of Mission Indians](#), [Seminole Tribe of Florida](#) and [VCAT](#).



Corporate sponsor, Mark Astone, CEO, Catalyst Marketing Company (shown right with his team) and Raving Partner purchased two tables for his clients. Why? "I am so happy to support the NB3 Foundation. The work they do is so important for Native youth. There is no better way to show support than the Comedy Slam! Not only is it fantastic entertainment (we were crying we were laughing so hard) but it provides great fellowship. We filled our tables with several clients. They really appreciated the gesture and thought it was great to do something different and for such a worthy cause. We will be there next year for sure!"



### **About the Notah Begay III Foundation**

Proceeds of the event go to the Notah Begay III Foundation (NB3F) which was founded by Notah Begay III, an All American at Stanford University, a 4-time winner on the PGA Tour, and a respected golf broadcaster for NBC Sports and The Golf Channel. His organization is dedicated to reversing Native American childhood obesity and type 2 diabetes, now an epidemic in Indian country.

In an interview this January at [Raving's 19<sup>th</sup> Indian Gaming National Marketing Conference](#), Notah shared his thoughts about the event. "The Native American Comedy Slam does two things. It gives comedians a chance to come in and support the work that we're doing. It gives them a chance to work on their craft in front of a Native audience. It really gives us a unique platform to talk about what we're doing with some people who maybe wouldn't necessarily have taken a look at our organization or our partners. Ernie Stevens Jr., NIGA Chairman, has been a wonderful proponent of the work that we're doing as well as the Native Comedy Slam. I think it's one of those things we were a little of unsure of initially but it has really turned into a very successful and fun-filled event. And if anyone wants to laugh, we have a wonderful list of Native comedians that come in and really get you going in the way only a Native American comedian can do."

### **About Raving**

Raving is the most experienced full-service resource for the gaming & hospitality industry. Raving produces numerous educational conferences and publications including the Indian Gaming National Marketing Conference. The company partners with casinos and gaming companies worldwide to strategically improve overall operations and profitability.

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*For more information on the 2017 Comedy Slam or how you can be a supporter of NB3F, contact Christine Faria, VP Marketing, Raving Consulting, 775-329-7864 or [chris@ravingconsulting.com](mailto:chris@ravingconsulting.com). To see pictures of the event visit our event page: <https://www.ravingconsulting.com/conferences-and-events-schedule/native-strong-comedy-slam/>*