



THE BEAR ESSENTIALS

TAKING PAWS TO BEAR THE NEWS

Out of Winter Break Hibernation Sky Bear Makes New Year's Goals



(Above & Left) Sky Bear CEO Jeff Barehand with family at Muckleshoot Tribe's New Years Pow Wow. (Bottom Left) In December, Sky Bear took in some AZ sun with the National Native American Boarding School Healing Coalition.



It's once again that time of year to break the bad habits and start fresh! Maybe its more time in the gym and less time on the couch! Jeff plans to lose 20 lbs. I've heard that before! You can tell him he looks good anyway.

But there's never any shame in starting new. Each moment is a chance to reinvent yourself, a chance to become your best self, your best organization, your best business. Even small, incremental changes can lead to major impact. This is the Japanese art of "Kaizen."

At Sky Bear, we are making the changes necessary to provide even better video production client service in the coming year. Let's grow together, and create content that matters. Hope to see you soon!

Sky Bear Begins National Media Campaign to Protect Vital Tribal 8(a) Enterprises

Economic development initiatives meant to bolster tribal government contracting are under threat as the Trump administration considers them DEI programming.

When the American public think about Native American tribes, they tend to think about our casinos, that we are all cashing in on gaming. But this is less than the truth. In fact, only 15% of all Tribal gaming operations are profitable. The other 85% of us need other revenue to fund our vital governmental operations & services.

The U.S. Small Business Administration developed the 8(a) Business Development Program to combat the lack of minority-owned businesses that contract with the federal government. Due to the pervasive and notorious historical inequities our Native people experienced, tribal enterprises almost always presumptively qualified for the 8(a) program allowing them to be eligible for “set asides,” or a small percentage of contracts reserved solely for those who qualified for the goals of the 8(a) program.

In fiscal year 2024, the federal government awarded \$7.5 billion to Tribally-owned firms, and \$15.7 billion to Alaska Native Corporations, a significant amount to fund our communities, but relatively insignificant compared to the total federal contracting spend of \$755 Billion.

Now, all DEI programs are being extinguished under the Trump administration, including, possibly, the 8(a) program that is working for tribes. This valuable revenue generator is under threat of being extinguished, as tribal programs continue to be rolled in with DEI eradication, despite our unique legal distinction as a political sovereigns and not a racial group.

Sky Bear Media is now seeking funding partners to create persuasive media content to educate congressional leaders and the general public of the need to safeguard programming that is working for all Americans.



(Above & Right) President of Clear Cloud Solutions, Daren Masten, visits a Hoopa Valley tribal enterprise. Daren is a Hoopa Valley citizen and Chairman of their Denoto Holdings Corporation, a business entity seeking 8(a) certification to provide another source of income for his remote tribal community.

“Native federal contracting supports an estimated 125,000 American jobs and funds education, health care, public safety and infrastructure in Native communities.”

Quinton Uksi Carroll

**Executive Director
Native American
Contracting Association**

The Newest Bear Cub

Charity Fivekiller (Cherokee), an MPA graduate student at the Evergreen State College focusing on public policy and community leadership, is interning at Sky Bear Media to build strong networking and communications skills. Her long-term goals are to work for the government especially in roles that serve tribal nations. An excellent writer, she will be primarily taking over our Sky Bear's social media presence. She will also play a key role in marketing and outreach to past and prospective clients, all while learning about video production. So keep an eye out!

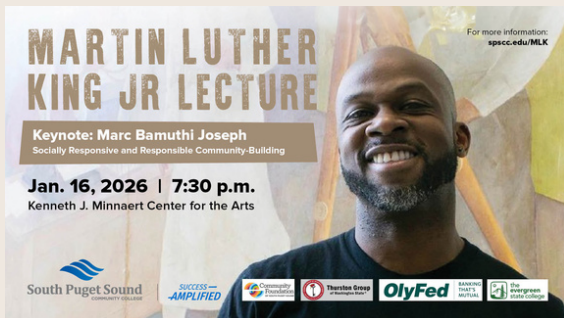


The Monthly GROWL

Don't you just hate it when you go to a pow wow and people have already thrown their chairs and blankets everywhere and never sit in them! Grrrrrrr!!!



Bear in Mind



Sky Bear CEO, Jeff Barehand, will emcee the DLA awards honoring TVW, Sensory Tool House & the Squaxin Island Tribe for their exemplary leadership efforts in our community! We are happy to be once again creating the videos highlighting the work of these great organizations!

Sky Bear Media is a sponsor of SPSCC's MLK event Jan 16th. Sky Bear is proud to support equity and justice in our community, and honored to continue Dr. King's legacy. Sky Bear Media does not discriminate in the provision of employment, or services provided.



LEADERSHIP
Thurston County

**Wednesday,
February 11**

**The Washington
Center for the
Performing Arts**

5:30pm Doors Open

2026

**DISTINGUISHED
LEADER
AWARDS**



TV Washington



Katie McMurray,
Sensory Tool House



Squaxin Island
Tribe

Contact Us

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