



CARSON CITY
CHAMBER OF COMMERCE

News & Views

1900 S. Carson Street 775.882.1565 www.CarsonCityChamber.com

Sunday, November 27, 2011

Honoring our Native American businesses

by Ronni Hannaman

Ours is a region and a city rich in Native American heritage, primarily that of the Washoe and Paiute tribes. The history of the Washoe Tribe, who were hunters and gatherers, goes back over 9,000 years. Out of the four Washoe Tribes, two reservations are in Carson City. According to the 2010 U.S. Census, only 2.4 percent of our population is made of up American Indian and of this total, not all are from the Washoe Tribes, thus it is important to learn as much as we can about the Native Americans who call Carson City home and to acknowledge their contributions.

As we near the end of the month long celebration of Native American Heritage Month, the Chamber wishes to recognize four businesses owned by local Native Americans: Carson ATA Black Belt Academy, Rupert's Auto Body, Four D Enterprises and Rupert's Precision Gem Cutting.

Rupert brothers live their passions

A well known name in Carson City is that of Rupert, long-time residents and business owners. In fact, the Rupert name has been around so long that the great grandfather of Ted and Tobin Rupert told them stories about welcoming the first white settlers to our region and how the German name of Rupert was bestowed upon them since Native Americans had no last names.

The owners of Rupert Ranch in Genoa were so happy with the work of the ancestors, they asked them to honor them by taking the Rupert name, and that is how this Native American family came to have a German surname. Tobin and Ted Rupert are Carson City natives and graduated from Carson High School in 1984 and 1989 respectively. Both went on to graduate from UNR; Tobin with a degree in business management and Ted earned a degree in hydrology and math. Today, they work together on various business enterprises.

Native American spirituality creates magic

Tobin Rupert has truly found his passion, calling upon his Native American spirituality to create magic in stone.

Formerly a partner with his brother Ted in managing Rupert's Auto Body and Collision Center, he left the running of that business in Ted's capable hands to create a business out of his former hobby. Today, he is the artist and spiritual soul of Rupert's Precision Gem Cutting.

Tobin asserts, "Every stone I handle and cut is treated as a living object, for it radiates energy and wants to be cut a certain way." According to Tobin, each stone must be awakened from the slumber of a thousand or more years before it is cut. "I take every stone to the mountain to awaken it, thus creating happiness and beauty in the stone." He so believes in this practice that his clients have come to him after wearing his custom jewelry stating, "I feel so good, and great things are happening to me."

Digging many of his special stones in the surrounding mountains, he adds: "I never just dig up a stone: stones come to me and guide me to them for when I am in the mountains, I am one with the earth."

In his retail shop, he displays his fine, one-of-a-kind, spirit-filled jewelry offered at reasonable prices since Tobin digs up the stone, awakens it, cuts it and surrounds it with a custom setting to further enhance the stone. There is no middle man here, just Tobin creating beauty literally from the ground up. So busy is he since his opening that he must take Mondays off to work on his masterpieces.

Asked how he learned to cut gems, he replied, "I learned how to do precision work in the auto body shop. Basically, the tools are the same, just smaller." He did attend a gem cutting school, but after two weeks was told there was nothing he could learn since he had already mastered the trade. So, he took the test, passed with flying colors and began his business.

Does he ever become nervous when cutting gems? Tobin grins and states, "Cutting gems is only 40 percent of the process; the other 60 percent is confidence, and since I



Tobin Rupert releases the spirit of each gem before cutting.

know and feel the heart of the stone, I have full confidence the stone will direct me."

Carrying on the family tradition

The sign on the entrance to Rupert's Auto Body says it all, "We're open and friendly, come on in!"

Ted Rupert loves the auto repair business that has been in his family since 1959. He and his brother Tobin have owned Rupert's Auto Body and Collision Center since 1989, learning the trade from their grandfather. Ted feels strongly repairing damage to cars, boats, recreational vehicles and trucks to be "fun and creative." As restoration experts, they once did more restoration than repairs; however, the bulk of their business currently is auto body repair since Carson City has grown and collisions, requiring their expert service, have become more frequent.

As Tobin went on to grow his gem cutting business, Ted became the primary force behind Rupert's Auto Body. A self-deprecating man with a ready smile, Ted gives credit where credit is due: The employees he hires who are the backbone of his successful business. "I do not hire auto-body repair personnel; I hire artists!" With a staff of eight, all considered as part of the family, each car receives individual attention to detail and the quality control mechanisms in place "assure each car comes out perfect."

Still young and full of energy, Ted (40) and Tobin (45) have started a construction business to add to their entrepreneurial portfolio. Both are bullish on Carson City and the region, the home of their Washoe ancestors.

Rupert's Auto Body & Collision Repair - 882-5988

Rupert's Precision Gem Cutting - 883-4484

Both businesses are located at 2800 S. Carson St.

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Ted Rupert welcomes customers with a friendly smile.

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Moving from the Lake was a great move

New to our community is Debra DeSelms, owner of Four D Enterprises, a company that will remove your snow, sweep your parking lots, and do outdoor maintenance plus so much more. A descendent of the Oklahoma Cherokee Indians through her grandmother, Debra is proud of her ancestry tracing back to the 1800s when her ancestors migrated to the Sierraville and Truckee area.

Born and raised in Incline Village, she and husband Dan moved to Carson City two years ago to open Four D Enterprises, though Debra is the primary force behind the business and can operate almost any piece of equipment needed to get the job done. She's a hard worker stating, "Most of my work is done in the evening or in the early morning hours when businesses are not open."

Asked why she started the clean-up business, Debra told us, "My Dad had this type of business in Lake Tahoe. At 16, Dad had me in a loader plowing snow and when he got too old to continue, he asked me to come into the family business." She added that as soon as she was old enough, "I had a rake in my hand helping to rake up leaves, for ours was a true family business."

Recently as part of her expansion, she purchased a new sweeper, two truck plows, a back hoe, a skid steer and dump trailers. She is delighted her business is growing and tells us, "We are the only locally owned (and woman-



Having the right equipment is paramount according to DeSelms

owned) sweeping company and have grown thanks to word of mouth from our satisfied customers and meeting the great businesses that are members of the Chamber."

How has she found life in Carson City after Incline?

"Dan and I love Carson City for everyone here is so welcoming, kind and have such open hearts!" Debra also believes in giving back to the community that has so welcomed her and will provide snow plowing services this winter for those senior who are homebound. Debra can be reached at 690-2219.

Teaching confidence, honor and self-control



Goodner teaches 3.5 year old Kai Pieretti the right moves.

Katherine Goodner is proud of her heritage as a descendant of the Chumash Tribe. The Chumash are reported as some of the first people to inhabit North America as far back as a thousand years ago and settled primarily in the

Santa Monica Mountains and the Channel Islands. Unfortunately, the tribe is not on the list of federally recognized tribes and is without a land to call their own. But, they are rich in history.

Katherine is the co-owner of Carson ATA Black Belt Academy with husband Shawn, a former traveling stuntman. Though she does not teach, she is working toward her black belt and serves the business as the "person behind the scenes." Her varied duties include enrollment, bookkeeping and counseling parents on behavioral issues.

Born in Carson City and a 1996 graduate of Carson High, Katherine has had a variety of jobs and has found her passion and success in being part of a company that instills in our youth the very nature of Native American philosophy: Respect for parents and elders, honor and self-control. From Katherine, the 140 students (ages 3.5 years and up) learn integrity, goal setting, discipline and making future plans as part of the goals of the American Taekwondo Association (ATA). She teaches students different life skills monthly to become better citizens.

The Academy teaches more than Taekwondo. Here you'll learn mixed martial arts with an emphasis how to become "street wise and aware." There's the 30-minute Warrior X-Fit taught three nights a week, incorporating some of the martial arts moves. Plus, there are classes specifically for those who have mental and physical life challenges.

"I love going to work each day since I am in an uplifting and positive environment, and Shawn and I feel we are making a difference in so many lives." New clients are welcome at 3723 S. Carson St. - 883-5425.

CHAMBER BUSINESS Bits & Pieces

carsoncitychamber.com 775.882.1565

Happy 100th birthday Willa

Willa Oldham Ramsden has lived quite the interesting life and is best known for being Carson City's historian. The Chamber has used her vast research in many of the articles you have read in our bi-annual In Focus magazine (next issue due the end of December). A native of San Diego, Willa loves this city and like many of us, chose to live, work, play and retire here. Recently admitted to Eagle Valley Nursing Home, because, after all, it becomes harder to get around at the tender age of 100, Willa is still going strong and enjoying life.

Carson City businesses always come through

Whenever you read about fundraisers, you always read that Carson City businesses have donated raffle gifts. Our businesses are kind and generous and deserve your patronage. In this era of blaming business for everything, we must keep in mind that without a strong business community, our quality of life would be sorely lacking and many jobs would be lost. We appreciate our caring businesses and hope you do too!

Traveling is good for the soul

Seeing new sites and learning of other cultures takes us to new heights and makes us tolerant of change. The Chamber has four wonderful trips planned in 2012: China (sold out), Italian Lakes with a cruise to the Greek Isles, the very best of England not seen by most travelers and finally Southern Italy featuring Sicily. You'll travel with locals and meet new friends as you share your travel experience. Check out the Chamber's website.

Report graffiti, weed patches and trashy areas

We have undertaken the monumental task of trying to keep Carson City tidy. What a job that is! Do help us by keeping your respective neighborhoods clean and report to us of the vacant lots filled with trash. Graffiti anywhere is a no, no and should not be tolerated. Call us and we'll report that as well. 882-1565.

Thank you AT&T

We so appreciate the kind cash donation provided by the Nevada president of AT&T. Stephanie Tyler presented us a check to purchase needed paint for our graffiti abatement efforts. We have the free labor; it's the materials that need to be purchased that caused some concern. We also appreciate the Department of Alternative Sentencing that is supplying the manpower to keep us from getting knee deep in trash!

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the gift of travel



The beautiful island of Santorini.

The gift of travel will create memories to last a life time! From the gray stone castles of England to the soft whites and blue of the buildings of the Greek Islands, the Chamber will take you there! The Chamber has three wonderful trips planned for 2012. One is sure to be on your bucket list.

England's Treasures tours the best of England that is not normally seen by the casual first-time visitor, but this is truly the best of England!

Tour departs May 3 • Deposit due prior to Dec. 5

Italian Lakes and Greek Islands

is a special cruise tour encompassing the wonderful port of Venice, the islands of Mykonos and Santorini with stops in Olympia and Corfu and a tour of the Italian Lakes.

Departs June 6 • Deposit due prior to Dec. 7

Southern Italy & Sicily departs November 8th. Sicily is the newest "in destination" and features the hilltop town of Taormina and Mt. Etna Volcano National Park plus so much more. In Italy, we travel up the Amalfi coast ending in Rome.

Tour departs Nov. 8 • Deposit due prior to May 9

The chamber books tours exclusively through Collette Vacations, one of the oldest tour operators in the United States providing first-class tours at reasonable prices. To check out complete itineraries and costs, go to the Chamber's homepage at www.carsoncitychamber.com or call us at 882-1565. Rates available for ground only if you wish to use frequent flyer miles.



Grasmere Church, Lake District, England



Making the holidays a merry occasion for all

How can you help this year? Here are a few suggestions to consider:

Bring your cans! On Dec. 2, get into the spirit of the holidays at the annual Silver & Snowflakes Festival of Lights ceremony to take place at the Nevada State Capitol beginning at 5:30 p.m. If this won't get you in the mood, nothing will! Bring a can, or two, or three of food to the back patio of High Sierra Brewing Company on the corner of Proctor and Curry streets as we collect your donations and, in turn, will give you steaming hot chocolate and a Christmas cookie along with a raffle ticket to win some great prizes. Your food donation will be split between Friends in Service Helping (FISH) and Advocates to End Domestic Violence. FISH serves mostly our homeless population and those in need. Advocates serves our battered women and their families providing them safe shelter. Can't make the tree lighting ceremony? Come downtown before 8 p.m. with your donation.

Toys for Joy is a the annual event conducted by the Salvation Army to bring a bit of joy into the homes of kids whose families cannot afford the luxury of a toy. Donations may be dropped at the Salvation Army church located at 661 Colorado Street. Donate generously to those bell ringers with their red kettles staffed by the volunteers who must brave rain, snow, sleet –oops, that's the mailman! 887-9120

RSVP and the non-profit Friends to All, Inc. have teamed to bring Santa to about 200 seniors. Gift suggestions include crossword puzzles, books, candy, cookies, calendars,

hats, scarves and other non-sized items. Your kind gift will be delivered by Santa and his Elves on Dec. 17. Drop off point prior to the 15th is Fountainhead Associates, 312 West Fourth Street in downtown Carson City. 884-0180

Prefer to donate to a pet in need? Though they may not be able to express their thanks, you can be certain the humans that care for them in the shelter and the Carson Tahoe SPCA welcome your donations of food or cash to keep them well-fed, safe and happy. To adopt a beautiful homeless pet this holiday, contact Susan Paul at Carson Tahoe SPCA at 885-7766 or visit the Carson City Animal Shelter.

Talking Turkey! Though you will be reading this after having digested your personal turkey, know that this bird is always welcome at dinner tables during the holidays. Ron Wood Family Resource Center is appealing for more turkeys and ham to grace holiday tables. And, this is the drop off point for Toys for Tots. 2621 Northgate Lane, # 62. 884-2269.

Food for Thought serves the children who may not have food to sustain them over the weekend during the school year. They fill backpacks with easily opened cans and other dry foods. Join them on Dec. 6 between 4-8 p.m. at the Carson Mall for the Ladies Night Out fundraiser and get a jump on your holiday shopping. Your \$10 donation will provide appetizers and wine, so bring your girlfriends, daughters, mothers and grandmothers! There will be plenty of specialized booths.



Spotlight on: HIV Prevention

December 1 is World AIDS Day. This year's theme is "Getting to zero: zero new HIV infections. Zero discrimination. Zero AIDS related deaths."

Carson City Health & Human Services will offer FREE HIV Testing at our clinic from 8:30-11:30 and 1:00-4:30. Know your status—Get tested!



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Emergency 911
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 Non-Emergency Dispatch (775) 887-2012
 Partnership Carson City (775) 847-4730
 Meth Hotline (775) 887-2020, Ext. METH
 Gang Hotline (775) 887-2020, Ext. 4-GANG
 Traffic Hotline (775) 887-2020, Ext. 4-5000
Santa Hotline (775) 887-2020, Ext. 4-5005

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Sheriff Ken Furlong, 283-7800

HAVE A SAFE AND HAPPY HOLIDAYS

TIPS TO PREVENT YOUR LOSSES

**USE THE LOCKS ON YOUR CAR AND HOUSE
 REMOVE GIFTS AND VALUABLES FROM YOUR CAR
 WATCH OUT FOR YOUR NEIGHBORS
 IF YOU SEE IT, REPORT IT - REPORT SUSPICIOUS PERSONS OR ACTIVITIES TO
 887-2012 (THE NEW YEAR)**

Your Community Law Enforcement Agency



REMEMBER

**... to join us on the Wine Walk
 the 1st Saturday of every month!**

Purchase your glasses for \$10 at Nugget, Cactus Jacks, Carson Jewelry & Loan, Horseshoe Club, or Bella Fiore.

Turn in your map at the Carson Nugget at 5 pm for prizes.





