

# BIG MOUNTAIN NEWSLETTER



## BIEN MUR: INDIAN MARKET CENTER, TRAVEL CENTER & GIFT SHOP

### “WHAT IS AUTHENTIC INDIAN HANDMADE?”

American Indian art has become one of the most popular forms to collect. This interest has brought some unfortunate consequences with imports from other countries. It is important to be aware of the misrepresentations of Native American arts and craft products. The Council for Indigenous Arts and Culture (CIAC) is a non-profit charitable, research and educational foundation established to foster, develop and contribute

to the support and understanding of authentic Native American arts, crafts, customs, traditions and cultures. CIAC also serves as a clearinghouse of information available to artists and the general public on public laws, and publications and private resources/services related to Native American arts and crafts. Tony Eriacho, who is the President of the CIAC will visit with us on May 8th, 9th and 10th, 2009 at the

Bien Mur Indian Market Center (BMIMC), to discuss “What is Authentic Indian Handmade?” For more information about the CIAC you can go to their website at [www.ciaccouncil.org](http://www.ciaccouncil.org). For more details call BMIMC 505-821-5400.



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Editor: Lucia Trujillo

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#### Special points of interest:

- 107 acre Buffalo Preserve located next to the Bien Mur Indian Market Center.
- Sandia Resort & Casino off Tramway Blvd has casino gambling and live entertainment.
- Bien Mur Travel Center & Fuel Plaza & Smoke Shop & Subway
- Sandia Lakes & Recreational Area on Hwy 313

### DISCOUNT INFORMATION

Many Organizations hold their conferences or meetings at the Sandia Resort & Casino Convention Center. As a benefit to being a registered conference attendee the Bien Mur Indian Market Center will extend a 30% discount. To take advantage of this discount, all the confer-

ence attendee has to do is present their badge or name tag at the time of purchase. (Discounts do not apply to current sales, previously reduced merchandise, shipping or repair charges.)

If your organization plans on being in the Albuquerque area and would like to see how you can take ad-

vantage of a discount, please call the Bien Mur Indian Market Center at 505-821-5400, ext. 5401 or email us at [info@bienmur.com](mailto:info@bienmur.com).

You can also make a request in writing to Bien Mur Indian Market Center, 100 Bien Mur Dr., NE, Albuquerque, NM 87113.

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## CALENDAR OF EVENTS

The Bien Indian Market Center has planned a series of Artist Demonstrations to provide a better understanding and insight about the diversity of Native American arts & crafts.

In January, we started off with Ira Custer, Navajo Silversmith, who demonstrated Sandcast silver-work. In February, Anita Suazo, from Santa Clara Pueblo, demonstrated her skills in pottery making. In March, Paul Tenoso, flint-knapper, was on hand to showcase his skills on making arrow heads.

Verna Littleben, a traditional Navajo rug weaver, will be with us on April 4th to demonstrate her weaving skills. During the latter part of April, Hopi Kachina Carver, Gary Tso, will hold a demonstration on April 25th.

There will be other artists who will be scheduled through the year, each month, however, due to the availability of the artist's time, the schedules will only be available two weeks prior to a scheduled demonstration for that month.

The Bien Mur Indian Market Center has also extended discounted sales up to 30% off on a variety of merchandise.

April 3rd—5th: 40% discount on Navajo Rugs only and 30% discounts on storewide items. Receive a free jewelry polishing cloth with a \$100 purchase.

April 10th - 12th: Easter Egg Hunt discounts.

April 24th - 26th: Pendleton Sale—Receive 40% off selected Pendleton items. 30% discounts on storewide items.

May 1 - 31st: 34th Anniversary

Celebration Sale with 30% discounts on storewide items. Receive up to 40% discounts on selected items.

June is usually the month for weddings, so the whole month of June will be focused on Wedding Vases.

Receive discounts on our "wedding" gift assortments.

July 3rd-5th: 30% discounts on storewide items.

August: Native American Artist Month. Specials TBA.

September: Specials during the NM State Fair days. October: Balloon Festival Sale the first two weeks of October. November & December: Holiday Sale. For other scheduled events and promotional sales, please visit our website at [www.bienmur.com](http://www.bienmur.com). You can also call us at 505-821-5400 for more information.

## FEATURED ITEM OF THE MONTH

The Bien Mur Indian Market Center's vision is to strive for excellence both in our work environment as well as our customer service. Our challenge is to develop inward character and learn to appreciate the beauty of Native American Arts & Crafts. In doing so, we will be featuring an "Item of the Month." The item(s) for the month of April are Navajo Rugs. Navajo rug styles are still evolving, from the traditional, "oldstyle" to the "newstyle". Navajo weaving has come a long. Each weaving is not simply a technical representation of a craft but an individual expression in a visual and touchable art form. Many Navajo artists have distinct styles and their weaving reveals a unique quality in the color, theme and fineness. Every rug, like its weaver, is an individual. If you choose to invest in a Navajo Rug, the best advice is, "if you love it, something about its colors and design is speaking to you, then that is the rug you should have." On April 4th, 2009, visit with Verna Littleben, who will be demonstrating her Navajo rug weaving skills.



## MAY CELEBRATION - 34 YEARS IN BUSINESS

The Bien Mur Indian Market Center has been an Albuquerque-area landmark since 1975. The 8600 square foot, 23-foot high circular kiva-styled building was built in 1975 on the Sandia Pueblo Reservation, as the Bien Mur Trading Co. The purpose of the trading post at that time was to wholesale and retail Native American jewelry that would be handmade right at the trading post.

Over the years, the Bien Mur Indian Market Center continues to maintain a reputation of offering quality handmade Native American arts & crafts. Promotional events such as the Anniversary Sale was started in 1998, which would also feature a single artisan in an artist of the month program.

Today, Bien Mur Indian Market strives to promote special events with featured artisans which offers a unique opportunity for the general public to interact with the actual craftspeople, providing a special occasion to learn about Native American culture and traditions.

It has also been customary for Bien Mur Indian Market Center to feature a single artisan with their art work and use it for the annual poster. Once an artist is chosen, their art work is produced into posters and distributed to customers who make a purchase during the Anniversary Celebration in May. The 2009 Poster will be given to all walk-in customers from May 1st through May 17th. Thereafter, posters can be purchased.

Visiting artists scheduled for the 34th Anniversary Celebration in May are:

**Bonnie Jo Hunt - Author & Singer, who is Lakota (Standing Rock Sioux).** She is famous for her beautiful soprano voice and sang with the San Francisco Opera Company. To record and preserve her native heritage, in 1997, Bonnie Jo

launched Mad Bear Press which publishes her Lone Wolf Clan book series dealing with life on the western frontier.

Paul Fourhorns Tenoso, is a flintnapper and a Hunkpapa Lakota of the Cheyenne River Sioux Tribe. Paul has flintnapped for more than 20 years using traditional methods. He gathers stone locally from the desert and also uses glass found on reservations. It is a Native American belief that arrowheads protect their owner from misfortune.

George (Deer Tracks) Tyles is an accomplished flute maker as well as in the performing arts of flute playing and storytelling. George is of Cherokee heritage. His art work includes visual mediums of oil, bronze, silver and wood.

Silversmith, Vernon Jojola, is from Isleta Pueblo, approximately 10 miles south of Albuquerque. Vernon creates extremely striking handmade, woven chains of fine silver, 99.99% pure silver, much purer than sterling silver. Vernon uses the overlay technique, but with a special approach, combining two metals to form a design, to create a picture in silver. Vernon is completely self-taught.

Andrew Thomas is Dineh-Navajo. He is a contemporary flute player born and raised in Gallup, New Mexico. He has played both nationally and internationally such as at the Winter Olympics in Salt Lake City to performing in Sweden, Norway, Switzerland, Germany and South Korea. Andrew focuses his energy on breaking the stereotypical image associated with his culture and working toward bringing this awareness to the world.

These artists will be scheduled through the month of May. For scheduled dates, visit our website calendar at [www.bienmur.com](http://www.bienmur.com) or call us at 505-821-5400, ext. 5401.

## BIEN MUR: INDIAN MARKET CENTER, TRAVEL CENTER & GIFT SHOP

100 Bien Mur Dr. NE  
Albuquerque, NM 87113  
I-25 North to exit 234, east on Tramway Blvd. &  
Right on Rainbow Rd (across from the Sandia  
Casino & Resort)  
Phone: 505-821-5400  
Toll Free: 1-800-365-5400  
Indian Market Center: 505-821-5400, then press 3  
E-mail: [info@bienmur.com](mailto:info@bienmur.com)  
Travel Center: 505-821-5400, then press 2  
Smoke Shop: 505-821-5400, then press 1  
Subway: 505-821-5400, then press 4  
Bien Mur Gift Shop is located in the Sandia Casino  
& Resort, (next to the Players Club)  
Phone: 505-796-7510

We're on the web  
at  
[www.bienmur.com](http://www.bienmur.com)

## CHARACTER FOCUS

*Justice - The virtue of giving to every one what is his due; practical conformity to law; honesty; integrity. Webster's 1828 Dictionary.*

*The Character quality of justice is uniquely illustrated in the seasons of the earth. Justice is "giving to every one what is his due." The seasons are impartial. They show no favoritism to anyone. We are all affected by the whims of "mother nature". Justice is also "conformity to law." When we violate the law, there are unavoidable consequences. The proverb, "you reap what you sow", is a phrase we use to describe how all our actions have consequences. We may not see immediate results from our actions, but eventually our habits catch up to us, just as seeds sown in the spring grow throughout the summer and bear fruit in the fall. Another adage states, "what goes around comes around." This phrase is also related to the seasons. The seasons function in a circular cycle as the earth travels around the sun. It is important for all of us to take responsibility to uphold standards of honesty and integrity in our personal lives as well as in the work place. As we dedicate ourselves to uphold the vision and policies of our workplace, we can look forward to positive things going and coming around.*

*-Used by permission*

## SANDIA LAKES GRAND OPENING

The Sandia Pueblo's Lakes & Recreation Area had its grand opening on March 14th, 2009. The Lakes are designed in a way that they hold more fish, which will improve catch rates making fishing more fun for the patrons. You can drive around the lake area, park nearby one of the lakes with easy access to the lake and your vehicle. There are permanent bathrooms now, making it more pleasant for everyone. Playground equipment to entertain the children and a large picnic area with BBQ grills are also available for family gatherings.

Hours of operation are: 7 days a week - Summer hours: 6:00am - 8:00pm and Winter hours:

7:00am to 5:00pm. For details about fishing permits, costs, etc., you can call the Sandia Lakes at: 771-5190.

Take I-25 north to exit 234, west on Roy Ave., then north on NM313 for about 1 mile.



Grand Opening patrons were happy to be back at the Lakes.

