



Southeast Idaho

# Shokota Pow-Wow Supply

2022



## Shokota Pow-Wow Supply

Georgette Running Eagle,  
Owner

Fort Hall, ID

Started: 2022

[shokotapowwowsupply.com](http://shokotapowwowsupply.com)



Georgette became an SBDC client after taking a Financial Literacy class offered through the Shoshone Bannock Tribes. Claudia Allen, SBDC Business Consultant, taught the class. Georgette comes from a long line of Native American crafters and participates in Native American Pow-Wows all over the region.

She knew how difficult it was for her to obtain supplies for all her Native American jewelry, clothing and crafts and understood others were experiencing the same problems. She found a female-owned distributor in Wisconsin and started ordering them in bulk, storing inventory in her basement and van and selling to fellow crafters.

Georgette's business increased dramatically, so she erected a shed on her property that customers could browse through. Even with family help, she outgrew the shed and basement in 2022 and took the big leap, opening a brick and mortar store in Chubbuck, ID.

She named the store Shokota Pow-Wow Supply to honor her and her husband's roots. Georgette comes from the Shoshone Tribe and her husband comes from the Lakota Tribe.

Georgette credits her success to knowing what products other Native American crafters need, since she herself is Native American and she dances and crafts. She attended Native American schools throughout her education including schools in other states, so she learned other cultural ways. She has an Associate's Degree in Business Management from Sipi College in New Mexico.

Georgette is proud to sell to other Native American crafters. She is passing their rich culture to the younger generation, and that gives her an opportunity to be a mentor to them. She credits the Pocatello SBDC, which includes Claudia Allen and Ann Swanson, with helping her create her brand, set up her bookkeeping, create a business plan and marketing her business. She is very grateful for the assistance and guidance they have provided her.

