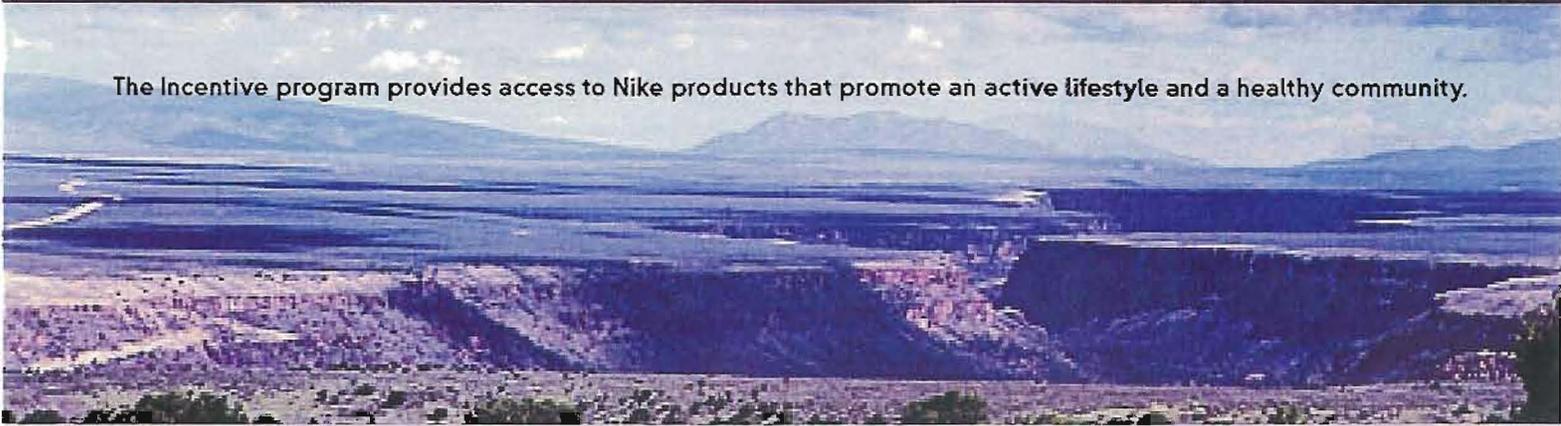




The Incentive program provides access to Nike products that promote an active lifestyle and a healthy community.



Nike's Native American Business Incentive Program

What is it?

Our program is designed to provide access to Nike product so it can be used as incentives. Not only do you gain access to the latest footwear technology, apparel, and equipment, you will also be a member of our Nike community. We have recently added a community board to our website highlighting upcoming events and programs.

Who is eligible?

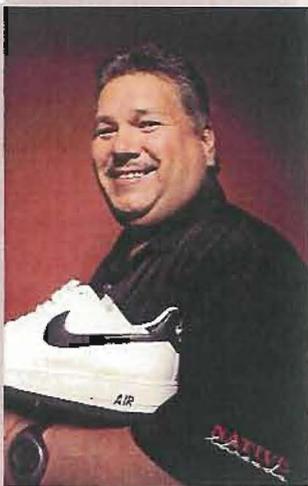
We offer this program to tribal entities coordinating wellness and diabetes prevention programs.

How do we sign up?

Contact our office directly.
Sam McCracken, Native American Business Manager
Sam.Mccracken@nike.com
503.671.3281

When you contact us we will need the following information from you

- Ship to address
- Bill to address
- Contact person
- Email
- Phone Number
- Fax



Sam McCracken, Native American Business Manager

An enrolled member of the Ft. Peck tribes (Sioux and Assiniboine) of Northeastern Montana. McCracken has been a Nike employee since 1997. Starting at the Nike Wilsonville distribution center, later to become the person responsible for the conceptual path of Nike's Native American Business. McCracken has been instrumental in identifying the market of this consumer. McCracken has worked diligently to see his vision grow into a dynamic business. Since 2000, he has been responsible for the increasing growth and strategic partnerships between Nike and Native communities.

McCracken's business plan covers three key areas:

1. The Incentive and wellness program providing access to Nike product.
2. The Bureau of Indian Education to support physical activity with Native athletes
3. Memorandum of Understanding (MOU) with Indian Health Services to help communities gain a better understanding of the importance of exercise at any age, particularly for those individuals with diabetes.

A recipient of Nike's Bowerman Award. Because of McCracken's dedication to make a difference in these worlds, Nike had honored him for his work in July 2004 with the Bowerman Award. This was named after the influential Nike Co-founder and revered track and field coach Bill Bowerman. The award each year honors on Nike employee who "Remembers the Man" by embodying the Bowerman legacy of tireless motivation, innovation, and inspiration.