

Voshte Gustafson Brings Alaska Native and Woman-Owned Color Graphics to NAFOA's 44th Annual Conference



Olympia, Washington Apr 22, 2026 (Issuewire.com) - [Voshte Gustafson](#), a promotional products professional with Color Graphics, is heading from Washington State to Reno, Nevada, this month to exhibit and sponsor at NAFOA's 44th Annual Conference, joining tribal finance and business leaders from across the country at the Grand Sierra Resort on April 27-28, 2026. For Gustafson, a Tlingit Alaska Native working with an Alaska Native and woman-owned promotional products company, the trip is a return to the kind of room where she does her best work: a community of tribal organizations that already understand why detail, follow-through, and cultural respect matter on every project.

Color Graphics is an Alaska Native and woman-owned promotional products company based in Washington State that Voshte Gustafson and her husband Kiley, operate together. The company works with tribal organizations, businesses, and community programs on branded merchandise and custom apparel projects, including items for casinos, community events, paddles, tribal youth organizations, tribal health programs, and apparel programs for tribal leadership and tribal enterprise services. NAFOA's 44th Annual Conference, hosted by the Washoe Tribe of Nevada and California, brings together professionals working on tribal finance, economic development, and governance. Many of them are organizations Color Graphics has spent years serving.

Color Graphics is a sponsor of #NAFOA2026 and will exhibit on the conference floor.

"We're proud to sponsor the 44th Annual NAFOA Conference," [Gustafson](#) said. "Together, we'll drive economic growth and strengthen the future of Native American communities. Color Graphics is here to support that work and to have real conversations with the people doing it."

The conference will be held at the Grand Sierra Resort, 2500 East 2nd St., Reno, NV 89595. Two days of expert panels, economic insights, and networking opportunities with tribal finance and business leaders from across the country are on the agenda.

For [Gustafson](#), who was born in Bellingham, Washington, with strong ties to Southeast Alaska and her Tlingit family base in Klawock, working with tribal clients is not a market segment. It is a relationship. That orientation shapes how Color Graphics approaches every order, from confirming specifications and reviewing proofs to aligning timelines and delivering reliably.

“When tribal organizations come to us, they’re often working on something meaningful: a community event, a piece that represents who they are,” Voshte Gustafson said. “We listen first. We make suggestions. We follow through. That’s the part we don’t take shortcuts on.”

Voshte Gustafson brings a detail-driven approach to managing specifications, proofing, timelines, and delivery. It is the practical work that keeps promotional products predictable rather than stressful. She holds a BA in Sociology from the University of Washington with a minor in American Indian Studies. That combination of professional focus on accuracy and cultural connection to the communities Color Graphics serves is what she brings to NAFOA.

NAFOA, the Native American Financial Officers Association, is one of the most important annual gatherings for tribal finance and economic development. For an Alaska Native and woman-owned promotional products company based in Washington State, a presence at the 44th Annual Conference is both an industry investment and a chance to be visible to the broader tribal economic community.

“You can’t replace face-to-face,” Gustafson said. “Reno is where we get to meet people we have worked with for years, and meet new ones who are figuring out who to trust with their next project. That is the whole reason we travel.”

Color Graphics welcomes NAFOA attendees to stop by the booth, talk through upcoming projects, ask questions about a custom run, and pick up a few well-made items.

About Color Graphics

Color Graphics is a promotional products company based in Washington State. Family-owned since 1984, the company has been Alaska Native and woman-owned since [Voshte Gustafson](#) and her husband Kiley acquired it in 2012. Color Graphics supports branded merchandise and custom apparel projects for tribal organizations, businesses, and community programs, with a focus on accuracy, coordination, and dependable delivery. Voshte brings a detail-driven approach to managing specifications, proofing, timelines, and delivery, helping clients avoid costly errors and last-minute stress.

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