

PORTFOLIO · 4B MANAGEMENT GROUP

What We Built for the Yerington Paiute Tribe

The Taboosi Tukadu Numu — the Nut Grass Eater People — on the Walker River in Mason Valley, Nevada. One public website for the Tribe's story, its government, its fifteen departments and its enterprises.

- The Tribe's story
- Government & services
- Community & enterprise

CLIENT
Yerington Paiute Tribe
Yerington, Nevada

SCOPE
Public website design & build
Launch migration & ongoing care

BUILT BY
4B Management Group
Indigenous Media Group

CONTACT
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SECTION 01

The site at a glance

A Tribal government website organized around the questions people actually bring to it: who the Numu are, who governs, which department to call, where to pay a bill, and what is happening in the community.

8
Main sections
Home, About, Government, Services, Careers, Enterprises, Contact and a newsletter — one top menu.

15
Departments
Each with its own page, contacts and hours, grouped under Tribal Services.

7
Council seats
A Chairman, Vice-Chairman and five Council Members, each named with a photo and bio.

5
Tribal enterprises
Campbell Ranch, Arrowhead Market, the Bridge Market, storage and Pesha' Numma.

How the site is organized

Home	About	Government	Services	Careers	Enterprises
Home Welcome, member & visitor paths, events, services, enterprises	**About** Our Story — the Numu, the Walker River, Wovoka; mission & values	**Government** Seven-member Tribal Council, by name and title	**Services** 15 departments, each its own page	**Careers** Open positions via BambooHR	**Enterprises** Five Tribal businesses

ON EVERY PAGE Seal and menu at the top · 171 Campbell Lane, Yerington · (775) 783-0200 · Pay Utilities · Facebook

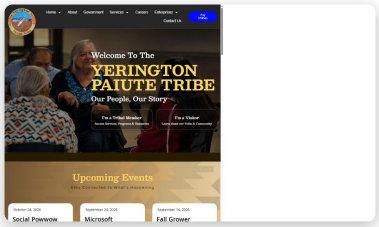
Seven items at the top of every page

Home, About, Government, Services, Careers, Enterprises and Contact. Every other page sits one level beneath them, so a member looking for a department — or a visitor wherever a search drops them — always finds the same seven waiting at the top.

SECTION 02

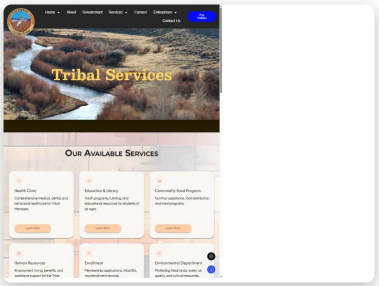
What we delivered

One public website in three parts — the Tribe's story, its government and services, and its community and enterprises — built on WordPress, where staff update pages in a visual editor rather than in code.



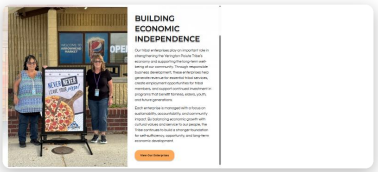
THE TRIBE'S STORY

The home page opens over a photograph of elders, with clear paths for members and visitors into everything below.



GOVERNMENT & SERVICES

A seven-member Council and fifteen departments, each with a page, a phone number and hours.



COMMUNITY & ENTERPRISE

Events, a newsletter, five Tribal enterprises and online bill pay — the day-to-day of a working Nation.

The Tribe speaks in its own words

The home page opens over a photograph of elders, not a building. The About page tells the story of the Taboosi Tukadu Numu — the Nut Grass Eater People of the Walker River — and of Wovoka, the Paiute spiritual leader born here. A Tribal website should be the most authoritative place to learn who a Nation is, told in its own voice.

BUILT FOR EVERY KIND OF VISITOR

A member looking for a department, a visitor drawn by the Tribe's story, a vendor checking enterprises, and a job seeker all have an obvious place to start in a seven-item menu.

BUILT TO BE KEPT CURRENT

Department pages, Council cards and events each follow a repeating pattern. Adding a department, posting an event or changing a phone number is an edit in the WordPress editor — no new page design, no developer.

PUBLIC WEBSITE · 03

The home page

The first screen anyone sees. Its job is to say whose site this is — in the Tribe's own words, over a photograph of the community rather than a building.



ON THE PAGE

"Welcome To The Yerington Paiute Tribe — Our People, Our Story" over a photo of elders, with two clear paths: "I'm a Tribal Member" and "I'm a Visitor."

WHY IT WORKS

Identity before navigation. The largest words on the screen are the Tribe's own name, and the first choice sorts the two audiences a Tribal site serves.

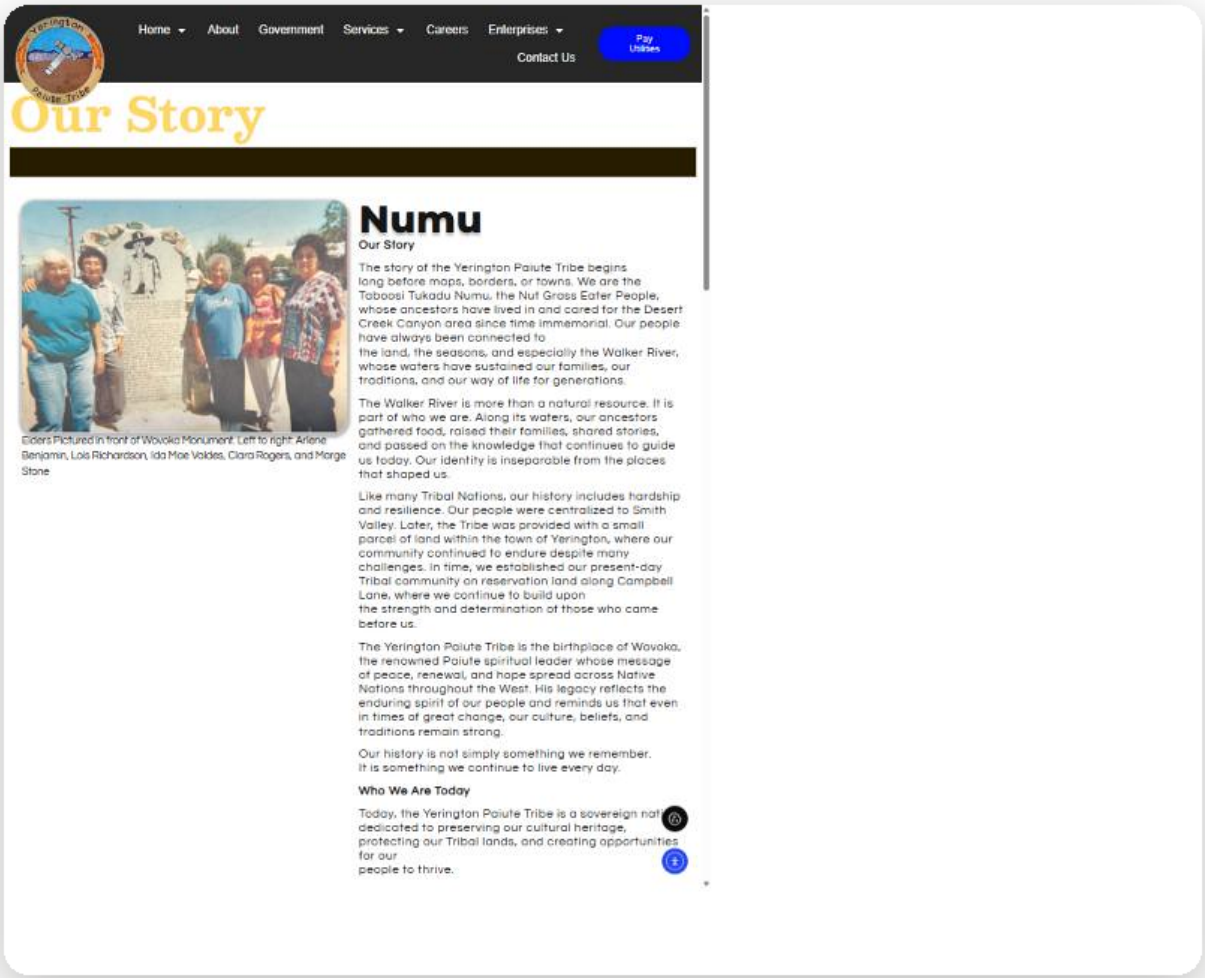
WHAT IT CHANGES

Members and visitors each get a door of their own, and partners meet a sovereign Nation speaking for itself, not an org chart.

PUBLIC WEBSITE · 04

The story, told up front

Under the welcome, an About page introduces the Nation in its own language and history — before a visitor has clicked anything else.



ON THE PAGE

"Numu." The Tribe as the Taboosi Tukadu Numu — the Nut Grass Eater People — the Walker River, Smith Valley and Campbell Lane, and Wovoka, the spiritual leader born here. Mission, vision and core values follow.

WHY IT WORKS

The page answers "who are you?" in the Tribe's own voice, with a photograph of elders at the Wovoka Monument rather than stock imagery.

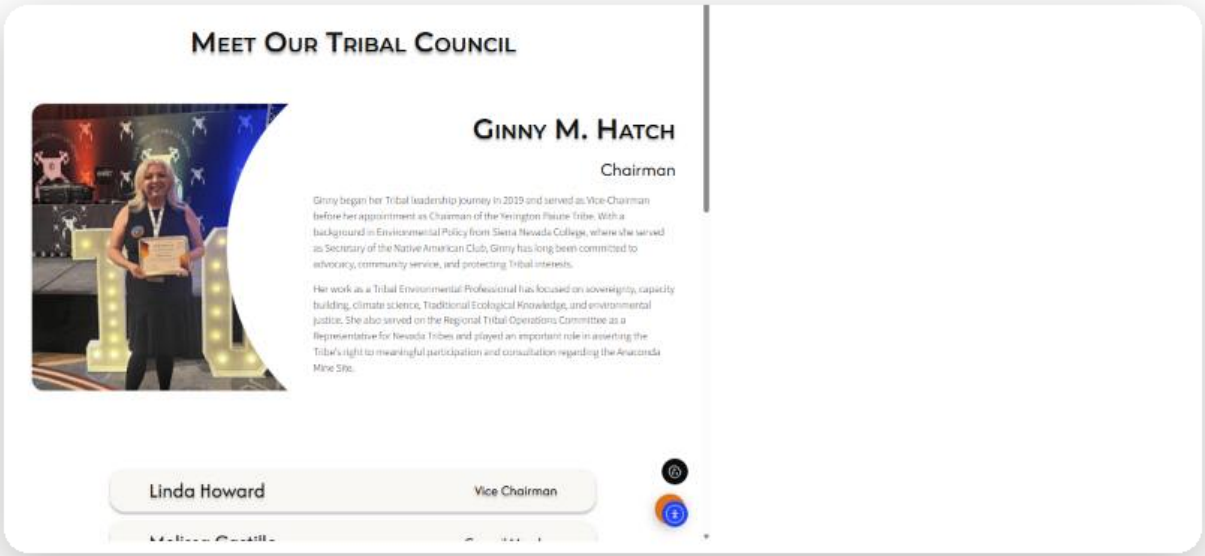
WHAT IT CHANGES

A first-time visitor — or a grant reviewer — learns who the Numu are from the Tribe itself, in one place, instead of piecing it together elsewhere.

PUBLIC WEBSITE · 05

The Tribal Council

Who governs, by name and title. A seven-member Council, each with a photograph and a biography, under one page.



ON THE PAGE

A message from leadership, then “Meet Our Tribal Council”: Chairman Ginny M. Hatch, Vice-Chairman Linda Howard, and Council Members Melissa Castillo, Thomas Foster, Elwood L. Emm, Marlene Brown-Hussey and Laurie Thom.

WHY IT WORKS

Leadership is shown as people with names and histories, not titles alone — the Chairman’s work on sovereignty and the Anaconda Mine Site is there to read.

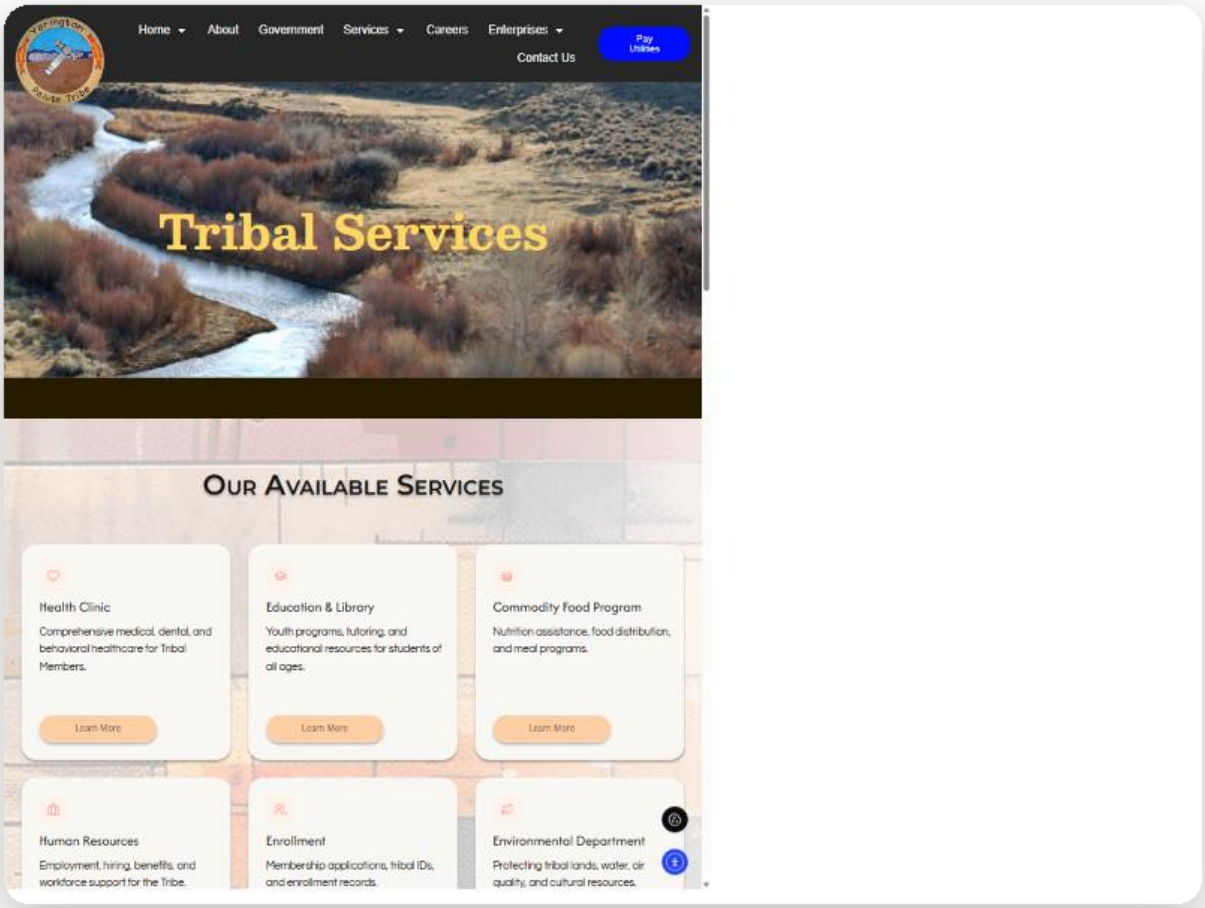
WHAT IT CHANGES

A member, an agency or a partner can see exactly who leads the Nation and what they stand for, from the Tribe’s own page.

PUBLIC WEBSITE · 06

Fifteen departments, one front door

Everything the Tribe does for its people, gathered under Tribal Services — each department one click from the same grid.



ON THE PAGE

A Walker River hero over “Our Available Services”: Health Clinic, Education & Library, Commodity Food, Human Resources, Enrollment, Environmental, Social Services, Wellness, Law Enforcement, Finance, Grant Administration, Culture Committee, Tax, Housing and TERO.

WHY IT WORKS

One grid, one pattern. Every card carries an icon, a one-line description and a “Learn More” into a full department page.

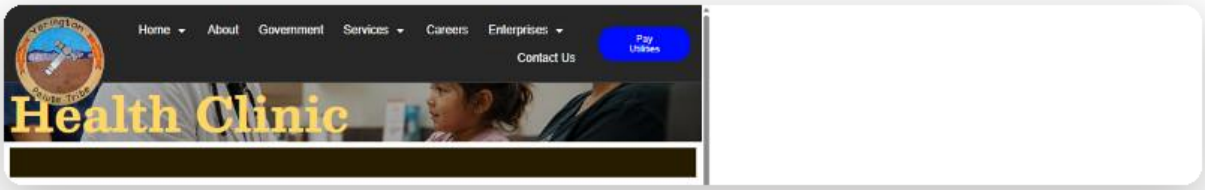
WHAT IT CHANGES

A member never has to know which office owns a service — they scan one page and land on the right department.

PUBLIC WEBSITE · 07

Inside a department

Fifteen departments, one repeatable template — so every office reads the same way and new ones drop in without a redesign.



ON THE PAGE

A featured-image hero names the department — here, the Health Clinic — followed by an Updates & Announcements band, what the department offers, its staff and contacts, and its hours.

WHY IT WORKS

Every department page is built from the same blocks, so a member learns the shape once and reads all fifteen the same way.

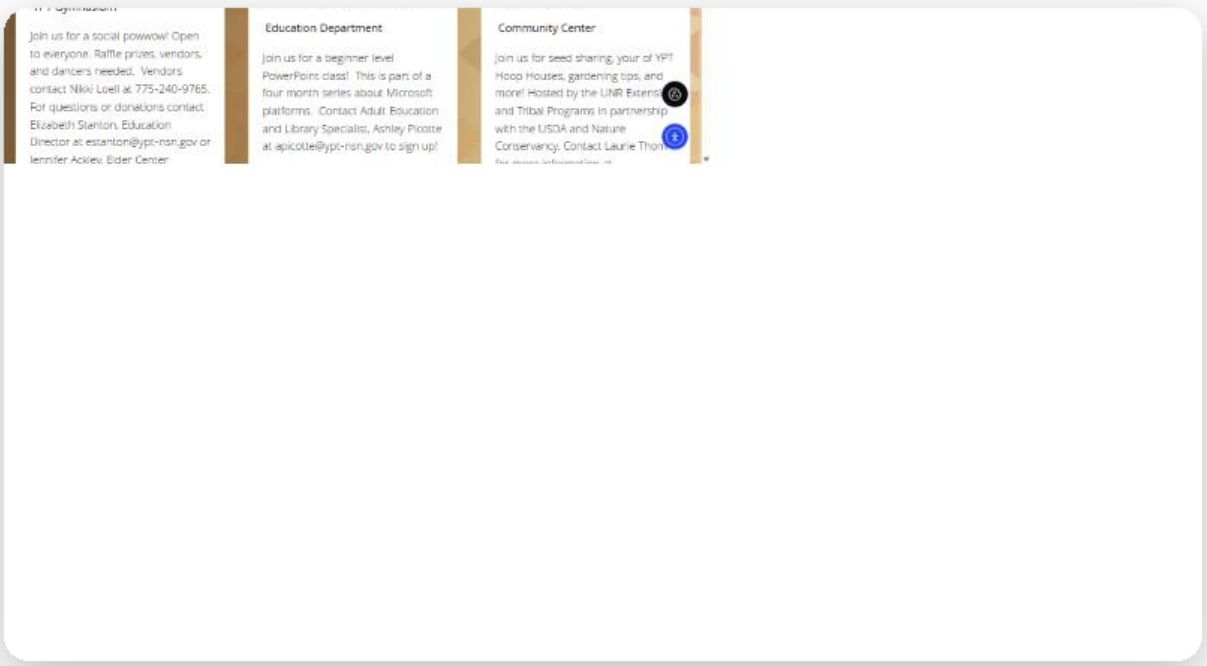
WHAT IT CHANGES

Staff add a program, a provider or an announcement by editing one page — the layout, hero and contact card come for free.

PUBLIC WEBSITE · 08

Events & staying connected

A living community calendar on the home page, built so members can add any event to their own calendar in one tap.



ON THE PAGE

“Upcoming Events” — the Social Powwow, a Microsoft PowerPoint class, the Grower Workshop — each with date, location, details and an “Add To Calendar” button, plus a newsletter sign-up.

WHY IT WORKS

“Add To Calendar” opens Google, Outlook, Apple or a downloadable file, so the event lands wherever the member already keeps their schedule.

WHAT IT CHANGES

Community events leave the flyer on the wall and enter people’s phones — and the Tribe keeps a channel it owns, not a social feed.

PUBLIC WEBSITE · 09

The enterprises

The businesses that fund the Nation, gathered in one place — with the case for shopping Tribal made plainly.



ON THE PAGE

“Building Economic Independence,” then five enterprises: Campbell Ranch, Arrowhead Market, the Bridge Market & Smoke Shop, storage units and Pesha’ Numma — with revenue, jobs and community impact spelled out.

WHY IT WORKS

Each enterprise is tied back to the services it funds, so economic development reads as service to the people, not profit for its own sake.

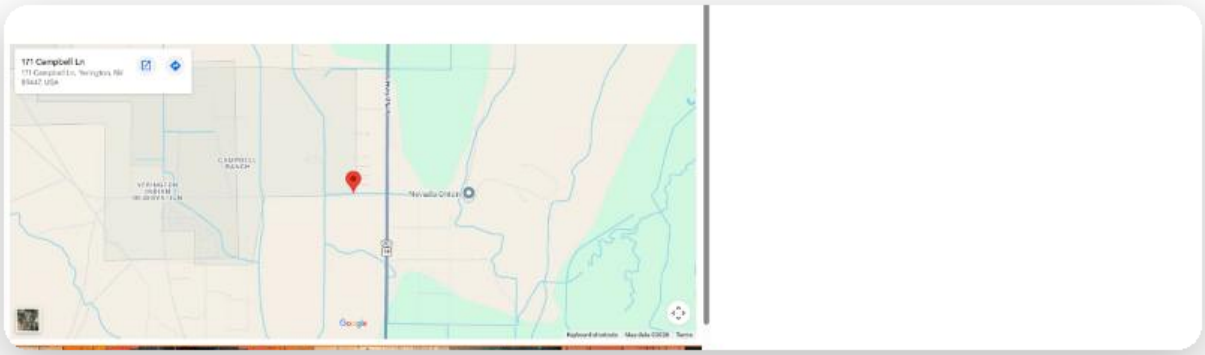
WHAT IT CHANGES

A customer learns that shopping the Arrowhead or the Bridge Market supports Tribal programs — and a partner sees a Nation investing in itself.

PUBLIC WEBSITE · 10

Contact & pay

For a Tribal government, the contact page is infrastructure: an address, a phone, a routed message form and a way to pay a bill — nothing to hunt for.



ON THE PAGE

171 Campbell Lane on a live map, the general line (775) 783-0200 and the Health Clinic line, office hours, and a message form that routes to any of fifteen departments.

WHY IT WORKS

The address opens in Google Maps and the phone dials with a tap; the form sends a member's question straight to the right office instead of a shared inbox.

WHAT IT CHANGES

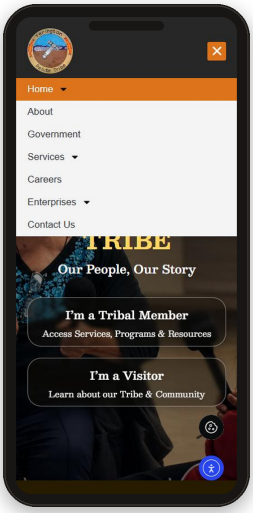
Anyone — a member, a visitor or a delivery driver — can reach the right part of the Tribe in one step, and utilities get paid online through Pay Utilities.

On a phone

Most members meet this site on a phone first. Pages reflow to the screen, the menu folds into a full-screen list, and the seal stays at the top.



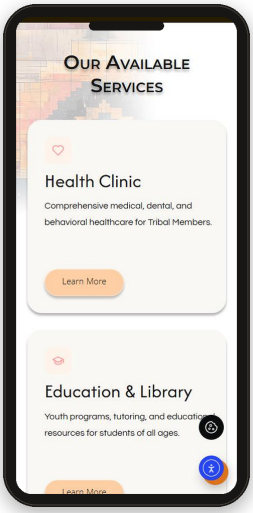
Home



Navigation



The Council



Services

WHAT CHANGES ON A PHONE

The menu becomes a full-screen list with Services and Enterprises opening into their own sub-menus. Cards and Council members stack one to a row, at full width.

WHAT STAYS THE SAME

The seal, the gold-on-dark palette, the photographs and the phone numbers. The site is recognizably the same Nation on any screen.

HOW IT IS SHOWN

Each screen here was captured from the live site at phone width — the home page, the folding menu, the Tribal Council and the services grid.

One site, every screen

There is no separate mobile site to maintain. An edit made once — a new phone number, a new Council member, a new event — appears on a desktop and on a phone at the same moment, from the same page.

SECTION 12

Launch, migration & ongoing care

A website is not finished the day it is designed — it is launched, moved onto the Tribe's own domain, and kept running. 4B stayed with the Yerington Paiute Tribe through all three.

DESIGNED & BUILT

The full public website — home, story, government, fifteen departments, enterprises, events, careers and contact — designed and built on WordPress with the Tribe's photography and voice.

LAUNCHED & MIGRATED

Moved from the development host onto the Tribe's own domain, ypt-nsn.gov, on the Tribe's hosting — working alongside the Tribe's IT team so the Nation owns its site outright.

KEPT RUNNING

After launch, 4B stays on call for the Tribe's staff — the kind of support a live government site needs.

Build and maintain, from one team

The same team that designed the site answers the phone when something needs attention. A Tribe does not have to explain its website to a new vendor every time it needs a change — the people who built it already know how it is put together, and own that responsibility.

OWNED BY THE TRIBE

The site lives on the Tribe's domain and the Tribe's hosting, in the Tribe's name. Ownership is the deliverable; management is the service — and the Nation can take either in-house whenever it chooses.

CARED FOR ON CALL

Content changes, new departments, new events, security and the occasional fix are handled on an ongoing care plan, so the site stays current without the Tribe standing up a web team of its own.

SECTION 13

Working with 4B Management Group

A Native-owned multimedia and digital company built to serve Tribal Nations and Indigenous communities.

WHAT WE DO

Tribal government websites, member and employee portals, digital strategy, branding, photography and video, and content production.

HOW WE WORK

In-house, end to end. Design, build, content and ongoing care from one team, so a Tribe has one point of accountability — not four vendors.

HOW WE PARTNER

Alongside a Tribe's own IT staff, not over them — as the Yerington build showed — with the site owned by the Tribe from day one.

What we bring to a Tribal engagement

WE DESIGN FOR THE NATION'S VOICE

Before a line of design is drawn, the Tribe's own story, language and photography lead. The site opens with the Numu in their own words, not a template's stock imagery.

WE DESIGN FOR THE CONDITIONS

Rural bandwidth, phones and staff who are not developers. Repeatable content types instead of hand-coded pages, so the Tribe's own people keep the site current for years.

WE PROTECT WHAT IS SENSITIVE

Member information and culturally significant material are the Tribe's to govern. Nothing sensitive is published without leadership's decision, and member data is never sold or shared.

WE HAND IT OVER, NOT HOLD IT

The site, the domain and the hosting are in the Tribe's name. Ownership is the deliverable; management is the service — the Tribe can move on whenever it wishes.

Let's talk about your Nation's digital presence

If your Tribe is between vendors, running a site nobody maintains, or starting from nothing — the first conversation is free and carries no obligation. We will tell you honestly what we think you need.

Robert Jacobo III
President

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