



**BUSINESS NETWORK FOR ABORIGINAL YOUTH
YEAR 2 CLOSING GATHERING
MAY 30 & 31, 2013**

The Business Network for Aboriginal Youth (BNAY) is a mentorship program linking 30 Aboriginal high schools students from across Nova Scotia with 6 Aboriginal business mentors. The BNAY was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at Cape Breton University (CBU). This is the conclusion of year 2 of a 2 year pilot program funded by the Province of Nova Scotia, Mi'kmaq Kina'matnewey, and Bell Mobility.

The Journey

Since the 30 students were chosen in October 2012 from the 131 applicants, they have attended two overnight gatherings: the opening gathering in Wagmatcook on November 30th and December 1st, and most recently, our closing gathering in Cole Harbour on May 30th and 31st. In between gatherings, students worked in groups on 10 bi-weekly business challenges via social media, which were facilitated by their mentors. In total there were over 50 different topics explored, ranging from: organizational charts; skills needed for management; the business side of social media; funding options for entrepreneurs; interview preparation; marketing your home community as a tourist destination; and the effects of community debt on youth.

DAY 1 – CLOSING GATHERING



Mr. James Stevens
speaking to our students.

With the help of our mentors, students were transported in five rented vans from all ends of the province to gather for one last time as a group. Some grade 10 and 11 students will return to the program next year, and the grade 12's are all moving on to new chapters in their lives. A buffet dinner marked the official beginning of our closing gathering. Elder Jane Meader of Membertou provided our opening prayer, and Mr. James Stevens of Millbrook delivered a fantastic keynote address. Mr. Stevens is a Bachelor of Commerce graduate (2010) from Dalhousie University and a Senior Underwriting Analyst with the Business Development Bank Canada (BDC). He spoke to our students about leaving his community to pursue a business education and his current position with BDC.

Rant Your Resume



(l-r) Starr Smith, Lateesha Denny, and Rebecca Peck,
Wagmatcookey School, applauding for one of the videos.

After the keynote, it was time for the unveiling of the Rant Your Resume videos. As their final challenge for year 2 of BNAY, students were tasked with creating a 30-45 second video "rant." The Rant Your Resume competition, currently in its second year, sees students compete for bursaries (\$1000 and \$500) to attend the Shannon School of Business at CBU. The objective is to record a video that outlines why they should win the bursary. Winners were chosen by a panel of 4 judges based on style, creativity, uniqueness, and relevance. The judging panel included Dr. Keith Brown, Purdy Crawford Chair; Ms. Mary Beth Doucette, Associate Purdy Crawford Chair; Ms. Eileen Paul,

Manager of the Membertou Entrepreneurial Centre; and our keynote speaker, Mr. Stevens. With very little guidance, the students created fantastic videos showing how confident, well educated, and creative they are. In the end, there was a three way tie for second place, which meant there were four award winners: first place: Lateesha Denny of Wagmatcookewey School; second place: Brad Paul of Sydney Academy, Laine Foxtton of Annapolis West Education Centre, and Cydney Johnson of East Antigonish Education Centre. **To view their videos:** [Click here](#). The judges were very impressed with all of the videos. The two returning judges, Dr. Brown and Ms. Doucette, noted how much the quality of the videos had improved since this competition was held last spring.

Award Presentations

Other awards winners to conclude the evening were Colton Francis of Wagmatcookewey School, for being the most consistent student during our online challenges, as well as Charles Jesso of Sackville High and Kyle Simon of Wagmatcookewey School, for their contributions to our monthly e-newsletter.

DAY 2 – CLOSING GATHERING

Building Bridges



Students spent the morning of day two working in their groups on an activity called “Building Bridges.” Each group chose a business from a predetermined business directory that they would like to run for the day. Each group was given some information about their business including: background/situation, goals, other factors, and company positions. The six companies to choose from were: a restaurant, a printing company, a seafood company, a bingo hall, a waste management company, and trucking company. The objective was to work together to brainstorm possible partnerships/connections that they could make with the other 5 companies. Once the “marketplace” opened, the objective was to negotiate as many contracts as possible. Each time they successfully signed a contract, they received a piece of the puzzle/bridge. Once there was at least 18 contracts signed, there was enough pieces to successfully build the bridge. Students found this activity both fun and educational, and they got a taste of what being in business is all about!

Patrick Denny (r), Director of Operations - Lentukk Printing, negotiates with Kyle Simon (c), Marketing Manager – Wolf Pack Bingo Hall & Michaelia Drever (l), Division Manager – Catch of the Day Seafood.



Caroline Sylvester (c) takes the lead in the construction of our bridge.

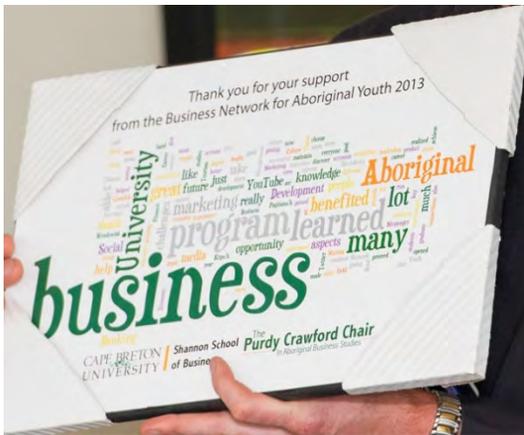


The finished product. Way to go everyone!

Closing Awards Celebration

The Emcee for our Closing Awards Celebration was Dr. Keith Brown. We were fortunate to have several delegates join our students – all of whom offered remarks during this session: Premier Darrell Dexter, Premier of Nova Scotia & Minister of Aboriginal Affairs; Mr. Joe Shannon, Chair of the Shannon School of Business Advisory Board, CBU; Mr. Purdy Crawford (via video conference), namesake of the Purdy Crawford Chair in Aboriginal Business Studies, CBU; Chief Terry Paul, Chief of Membertou, and Dr. David Wheeler, CBU President. We were also joined via video conference by Mr. John T. McLennan, who is, along with Mr. Shannon, Mr. Crawford, and Chief Paul, a valued member of the Shannon School of Business Advisory Board.

Discussion: Post Secondary Business Education



A gift from the students to the special supporters of the Business Network for Aboriginal Youth.

With participation encouraged from all attendees, Ms. Mary Beth Doucette led a discussion on post secondary business education. Among the questions posed, grade 12 students who will be pursuing post secondary business education next year were asked why they have chosen business. Each of the 7 students who fall under this category responded, many crediting their participation in this program as their primary reason for pursuing business. The final question students were asked was focused on what they have learned from this program. This question coincided with a special thank you gift that students presented to Premier Dexter, Mr. Shannon, Mr. Crawford, and Chief Paul. Students were asked to describe in one sentence what they have learned from this program. The responses were then compiled, made into a word cloud, and presented to these individuals.

5 Questions, 5 Answers

Students had the opportunity to ask Mr. Shannon and Mr. Crawford questions about their successes in business and their involvement in the Purdy Crawford Chair in Aboriginal Business Studies. Among the questions were: from Michaelia Drever of Bridgetown High School for Mr. Shannon: How did you come to be so successful in business, and what motivated this career choice; and from Starr Smith of Wagmatcookewey School for Mr. Crawford: What advice would you give the youth that are thinking about going into business? Both Canadian Business Hall of Fame inductees offered answers that were interesting and insightful.



Brad Paul (l) & Michaelia Drever (r), look on as Mr. Shannon (c) responds to Michaelia's question.



Attendees listen intently to the ongoing discussion.



Closing Award Presentations

To close out the afternoon, CBU President, Dr. David Wheeler presented completion certificates to the 26 students who successfully completed the program. He also presented 4 special awards called "Purdy's." The Purdy Awards are presented at each gathering to recognize special contributions to the program by students. During our closing gathering, four students stood out for their professional approach; for getting into the spirit of the event; for being polite, courteous, and respectful; and for exhibiting leadership qualities. Our Purdy Award winners for spring 2013 are: Patrick Denny, Chief Allison Bernard Memorial High School, David Falls, Yarmouth Consolidated High School, Michaelia Drever, Bridgetown Regional High School, and Laine Foxton, Annapolis West Education Centre. **To view more photos of our event:** [Click here](#)



The Business Network for Aboriginal Youth - Class of 2012/13

THE LAST 2 YEARS AT A GLANCE

Year 2 (2012-2013)

- ✚ 26 students completed all of the requirements for the program
- ✚ 12 of these students are in grade 12 and will be graduating later this month
- ✚ 9 of whom will be attending post secondary in September
- ✚ 7 of these 9 will be studying business

Year 1 (2011-2012)

- ✚ 21 students completed all of the requirements for the program
- ✚ 6 of these students were in grade 12 and have graduated from high school
- ✚ 4 of whom are now attending University
- ✚ 2 of these 4 are studying business

Year 1 & 2 Combined

- ✚ 47 students completed all of the requirements for the program
- ✚ 18 of these students were/are in grade 12
- ✚ 13 of these students are/will be attending post secondary
- ✚ 9 of these 13 are/will be studying business



Laine Foxton

Grade 12
Annapolis West Education Centre
Bear River, NS



Tumasie Padlayat

Grade 12
Annapolis West Education Centre
Bear River, NS



Michaelia Drever

Grade 12
Bridgetown Rural High School
Bridgetown, NS



Patrick Denny

Grade 12
Chief Allison Bernard Memorial High School
Eskasoni, NS



Amanda White

Grade 11
Dartmouth High School
Dartmouth, NS



Mallory Howe

Grade 10
Duncan MacMillan High School
Sheet Harbour, NS



Dameon Johnson

Grade 12
East Antigonish Education Centre
Paq'tnkek, NS



Cydney Johnson

Grade 10
East Antigonish Education Centre
Paq'tnkek, NS



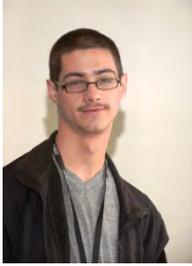
Jillian Michael

Grade 10
Hants East Rural High
Indian Brook, NS



Hannah Peter-Paul

Grade 11
Hants East Rural High
Indian Brook, NS



Charles Jesso

Grade 11
Sackville High School
Lower Sackville, NS



Kyla Mansfield

Grade 12
Horton High School
New Minas, NS



Maureen Nicholas

Grade 11
Potlotek High School
Potlotek, NS



Cecil Doucette

Grade 11
Richmond Academy
Potlotek, NS



Jody Paul

Grade 11
Sydney Academy
Membertou, NS



Caroline Sylvester

Grade 11
Sydney Academy
Membertou, NS



Brad Paul

Grade 12
Sydney Academy
Membertou, NS



Kyle Simon

Grade 12
Wagmatcookewey School
Wagmatcook, NS



Rebecca Peck

Grade 12
Wagmatcookewey School
Wagmatcook, NS



Colton Francis

Grade 10
Wagmatcookewey School
Wagmatcook, NS



CLASS OF 2012/2013



Lateesha Denny

Grade 11
Wagmatcookewey School
Wagmatcook, NS



Starr Smith

Grade 11
Wagmatcookewey School
Wagmatcook, NS



Darian Bernard

Grade 12
Waycobah First Nation School
Waycobah, NS



Mika Francis

Grade 10
Northeast King Education Centre
Aylesford, NS



Alison Toney

Grade 12
West Kings High School
Greenwood, NS



David Falls

Grade 12
Yarmouth High School
Yarmouth, NS



OUR PROGRAM MENTORS

We are very fortunate to have 6 Mi'kmaq business professionals who volunteer their time as program mentors. All of our mentors are university educated and work in business related careers. It is important to note that all of our mentors have full time jobs; many have children, but still devote a countless number of hours to our program. In addition to participating in two overnight gatherings per year, each mentor facilitates business challenges via social media on a bi-weekly basis. These challenges require mentors to be in contact with each student on a daily basis. Without the hard work of these individuals, this program would not be possible. We would also like to recognize each of our mentors' employers, who have been very accommodating of our program: Membertou Band Office, Eskasoni Foodland, Annapolis Valley Regional School Board, Eskasoni Band Office, Mi'kma'ki All Points Services, and the Centre for Distance Education.

Ann Terese Doucette **Membertou First Nation**



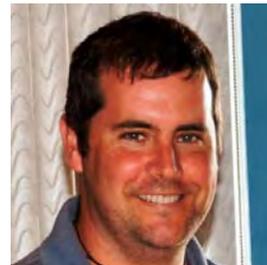
Ms. Doucette is currently working as a Finance Officer for the Membertou Band Council, where she has worked for over six years. She holds a Bachelor of Commerce Degree (B.Comm) from St. Mary's University with a Major in Marketing. In addition, Ann Terese is currently enrolled in the Certified Management Accountant (CMA) preparatory course with CMA Nova Scotia. Ms. Doucette is a Membertou Band Member who grew up on the outskirts of Sydney and currently resides in Sydney. Currently, Ann Terese sits on the Board of Directors for the Sydney Harbour Dragon Boat Club, which just completed its first season in the water. She also sat on the organizing committee for the CIBC Run for the Cure in Sydney from 2006 to 2011 as the volunteer coordinator.

Lesley Cremo **Eskasoni First Nation**



Ms. Cremo is a lifetime resident of Eskasoni First Nation and is currently working in the Accounting/Administration Department at Eskasoni Foodland (formally Eskasoni Supermarket); a position she has held for over 10 years. Lesley graduated with a Bachelor of Business Administration Degree (BBA) from Cape Breton University (CBU) and a Certificate in Management (CIM) from the Canadian Institute of Management. Before working at the Eskasoni Supermarket, while attending CBU, Lesley worked as an Accounting Clerk for Eskasoni Tobacco Wholesale and Eskasoni Gaming Commission.

Jude Gerrard **Millbrook First Nation**



Mr. Gerrard is the Mi'kmaq Services Specialist with the Annapolis Valley Regional School Board. He was raised in both Sheet Harbour and Cole Harbour, and currently resides in Aylesford in the Annapolis Valley. Jude's education and experience is quite broad. He was at one time a member of the RCMP. He then decided to return to school, where he obtained a B.Comm, with a Double Major in Finance and Human Resource Management & Industrial Relations, as well as a Certificate in Human Resources. Upon graduation he was hired by Correctional Services of Canada as Finance Officer at the Okimaw Ohci Healing Lodge in Maple Creek, Saskatchewan. The healing lodge is a minimum/medium security facility for Aboriginal women. After a few years living in Saskatchewan,

Jude moved back to Nova Scotia to be closer to family and was hired as Chief of Finance for a privately owned high tech security firm. His move from commerce to education occurred when this company was bought out by an international firm. Jude has been held his current position as Mi'kmaq Services Specialist for 6 years, and has recently graduated from Acadia University with a Bachelor of Education.



Tracy Menge
Eskasoni First Nation



Ms. Menge is currently the Director of Community Economic Development for the Eskasoni First Nation where she has worked for the past 13 years. Before becoming the Director, Tracy was the Economic Development Officer. She holds a BBA from CBU and is currently pursuing a Master of Business Administration Degree in Community Economic Development, also from CBU. Ms. Menge is very active on various committees and volunteers for various community and/or youth initiatives, including being Co-Chair of the Unama'ki Economic Benefits Office Steering Committee, as well as being a Board Member for Destination Cape Breton representing the five Unama'ki Chiefs. She is very committed to the success and promotion of economic development for Aboriginal people with a special interest in tourism and youth. Her volunteer experience with youth has included work with Junior Achievement, E-Spirit National Aboriginal Entrepreneurship Competition, and this position as Program Mentor with the Business Network for Aboriginal Youth at CBU. In addition, she has developed and delivered entrepreneurship summer camps and programs for Mi'kmaq youth in her community. Ms. Menge believes that there is a great need and value in collaborating with issues that affect all first nations.

James Michael
Indian Brook First Nation



Mr. Michael is a Senior Associate of Mi'kma'ki All Points Services (MAPS) with the portfolio of Manager of Advisory Services and Public Relations. James is a proud member of Shubenacadie First Nation. He holds a Bachelor of Arts Degree in Political Science and a Bachelor of Laws, both from Dalhousie University. James articulated at a large Halifax law firm that practiced in various areas of law. The Nova Scotia Barristers' Society honoured him as the First Mi'kmaq called to the Bar in the province by placing a portrait of him at the Law Courts in Halifax and hosting a gathering to commemorate the occasion that was attended by members from the Judiciary, as well as families and friends. James has over 18 years of experience and has worked extensively on First Nation issues. He was elected to two terms as a Councilor for the Shubenacadie Band when he first returned home to the Indian Brook Reserve after completing his education and being called to the Bar. During this time frame, he first started to work on the Aboriginal Title Project (ATP), a joint initiative of the Union of Nova Scotia Indians and the Confederacy of Mainland Mi'kmaq, as a historical researcher. He later became the Co-Manager of the ATP, serving also as the Manager of the province wide Traditional Use Study (TUS). Both the ATP and TUS were administered by the Treaty & Aboriginal Rights Research Centre of Nova Scotia (TARR Centre). He later became Director of the TARR Centre.

Rebekah Price
Wagmatcook First Nation



Ms. Price currently works as the Admissions Representative with the Centre for Distance Education in Sydney. She currently resides in Sydney with her two daughters, and is originally from Wagmatcook First Nation. Rebekah holds a Bachelor of Hospitality Tourism Management Degree (BHTM) from CBU. Rebekah has also obtained a certificate in Aboriginal Leadership Development from St. Francis Xavier University and various other certificates from the Tourism Industry Association of Nova Scotia (TIANS). In addition, she has also completed a Certificate in Introduction to Employment Services from Dalhousie University. In the past she has sat on various committees such as the Wagmatcook Daycare Advisory Committee, Wagmatcook Interagency Committee and the TIANS Steering Committee. Rebekah's volunteer experience includes roles with the Heart & Stroke Foundation, Celtic Colours International Festival, and this position as program mentor for the Business Network for Aboriginal Youth at CBU. Rebekah has a passion for guiding youth toward their desired career goals.