

**IN.BUSINESS: A MENTORSHIP PROGRAM FOR INDIGENOUS YOUTH  
ATLANTIC REGION CLOSING CONFERENCE  
ST MARY'S FIRST NATION/FREDERICTON, NB  
MAY 14-15, 2015**

In.Business is a mentorship program that uses social media, smartphone technology, Aboriginal mentors, and in person conferences to educate Aboriginal high school students across Canada about business. In.Business, formally the Business Network for Aboriginal Youth, was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at Cape Breton University (CBU). Originally, the program was comprised of 30 students and six mentors in Nova Scotia. However, In.Business is in the process of expanding nationally, and once fully operational will include 300 students and 50 mentors from all provinces and territories. The Atlantic Region of In.Business involves students and mentors from Nova Scotia, New Brunswick, Newfoundland, Prince Edward Island, and Quebec.

**The Journey**

In September and October 2014, 146 students applied for the 60 spots in the Atlantic Region. The 60 students that were chosen and their nine mentors attending two overnight conferences: the opening in Membertou and at CBU in November, and most recently, our closing in Fredericton on May 14-15. In between conferences, students worked in their virtual groups on 10 bi-weekly business challenges via social media, which were facilitated by their mentors. In total, over 50 different topics were explored, including: stock market simulation; 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. Students also learned about running their own business using "Music Mogul," a smartphone gaming app that was designed specifically for the In.Business program. Music Mogul explores business concepts by letting the player manage Aboriginal musical bands as they tour across Canada.

**DAY 1 – CLOSING CONFERENCE: ST. MARY'S FIRST NATION**



Elder Maggie Paul

Forty students representing 24 high schools and 19 First Nation communities across Atlantic Canada travelled by plane, bus, and van 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 at the St. Mary's Cultural Centre marked the official beginning of our Closing Conference. Elder Maggie Paul of St. Mary's provided our opening remarks and Chief Candace Paul welcomed the group to her community. In addition, Sierra Perley Brooks and Erica Paul, also of St. Mary's, spoke to students about the benefits of studying business at the post-secondary level. Both are graduating with a Diploma in Business Administration in June 2015. Following dinner, Allan Polchies Jr., Community Planner for St. Mary's, led the group on a tour of the community, which focused on the economic development initiatives within the community.



Group shot at the St. Mary's Pow Wow Grounds.

DAY 2 – CLOSING CONFERENCE, FREDERICTON

**Dollars and Sense**



Angel Ward

Day 2 began with a workshop called “Dollars and Sense: Effective Money Management,” which is part of an education program developed by [AFOA Canada](#). This activity, which was facilitated by mentor Angel Ward, involves students working in pairs to develop a budget based on a predetermined scenario. In addition to learning how to develop a budget, students learned some strategies for managing their finances, as well as why protecting their financial information and maintaining good credit are so important.

**60 Second Sell**

Next on the agenda was the unveiling of the “60 Second Sell” videos. As the final challenge of the year, students were tasked with preparing individual videos promoting themselves in 60 seconds or less. The ultimate goal of these videos was to convince the judging panel they should be one of the two students sponsored to study business. The winner and runner up of this challenge were awarded bursaries of \$1000 and \$500 respectively to study business at CBU or any of our partner institutions (University of Winnipeg, Yukon College, Nipissing University, and Vancouver Island University). If the winners study business at any other post-secondary institution in Canada, their awards are valued at \$500 and \$250 respectively. The videos were scored on the following: content, creativity, persuasion, relevance, and enthusiasm. With very little guidance, the students created fantastic videos showing how confident, well educated, and creative they are. Nicole Goulding of Qalipu First Nation was our runner up, and Josie Slaughter of Listuguj First Nation was our winner!



Josie Slaughter accepting her prize from Dr. Keith Brown.

To view their videos: <https://youtu.be/EoQscdIzYtc> .

**Building Bridges**



Kendrick Sommerville and AJ Hinks discussing negotiation strategies.

Students spent the remainder of the morning 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. Groups were given information about their business including: background/situation, goals, other factors, and company positions. There were eight companies to choose from: a marketing firm, a gift shop, a gaming company, a printing company, a trucking company, a seafood wholesaler, a restaurant, and a waste management company. The objective was to work together to brainstorm the possible partnerships and connections that they could make with the other seven companies. Once the “marketplace” opened, the objective was to negotiate as many contracts as possible. Each time a signed contract was approved, each group received a piece of the bridge. The marketplace was open for a mere 30 minutes, and everyone worked together to establish at least three contracts per group – which unlocked all of the pieces needed to build the bridge.

Groups shots with the Bridge!

Gills and Grills



Pajjiglu'sit



Printing Futures



White Cap



Munsaiwatl Seafood



Waste Busters



Truck That



Malic Industries



### Closing Award Presentations

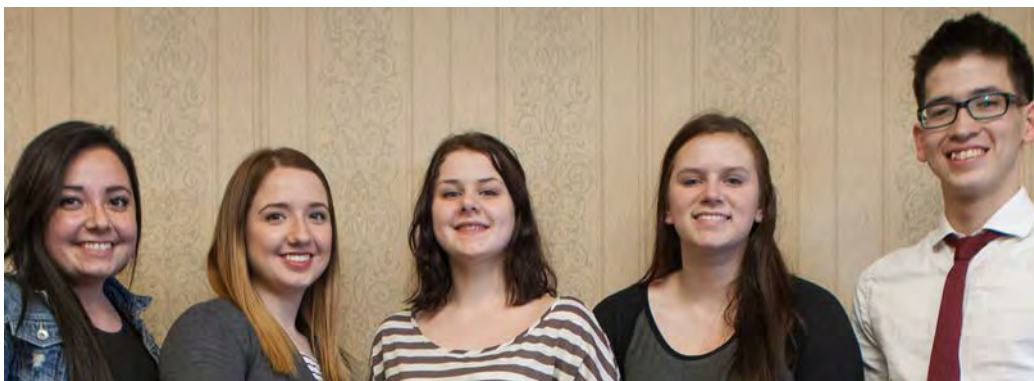
To close out the afternoon, there were several awards presented. First, **Kendrick Sommerville** and **Mariah Drever** each won Samsung tablets for being the most engaged during the virtual component of In.Business (November to May). Next, it was time for the “Purdy Awards!” They are named in memory of Purdy Crawford and are awarded at each conference to recognize special contributions to the program by students. Purdy’s commitment to Aboriginal youth and Aboriginal education are what made this program come alive. Despite the fact that he is no longer with us, Purdy’s legacy will be felt for generations to come as In.Business expands from coast to coast to coast. **The award winners were (below from left to right):**

- **Hannah Arsenault** for “stepping up the plate” and becoming General Manager of “Munsaiwatl Seafood” during the building bridges activity when the rest of her group members weren’t interested.
- **Amber Hiscock** for her strong negotiation skills during the building bridges activity.
- **Brady Doucette** for his outgoing personality and ability to engage others.
- **Jarrett Martin-Noel** for his high level of intensity during the building bridges activity.
- **Conan Simon** for his extraordinary professionalism demonstrated over the course of the two days.
- **Susan Benoit-Collier** for her strong work ethic in getting “up to speed” after joining the program after the Opening Conference.



In addition, each grade 12 student who was accepted into a post-secondary business program for September received a \$500 bursary. **Bursary recipients were (below from left to right):**

- **Jasmin Price:** entering the BBA program at Cape Breton University.
- **Keisha Price:** entering the BBA program at Cape Breton University.
- **Amber Hiscock:** entering the BBA program at St. FX University.
- **Josie Slaughter:** entering the Bachelor of Creative Industries program at Ryerson University.
- **Conan Simon:** entering the BBA program at the University of New Brunswick.



Finally, in recognition of their hard work and dedication, the 40 students received certificates for successfully completing the In.Business program. Since In.Business was launched in 2011, 91 students have successfully completed the program! That number is bound to grow rapidly in the very near future. Students in our Central Region, which is based out of the University of Winnipeg, gathered for their closing conference on June 2 and by next fall, there will be five regions operational with approximately 300 students from coast to coast to coast! To learn more about the expansion of In.Business and the work of the Purdy Crawford Chair in Aboriginal Business Studies at CBU: <https://youtu.be/i3fKa-saO0M> .



Group shot on day 2 before receiving their completion certificates.

**Others attendees included:**

- Jane Gregg, Senior Manager, Assurance Services, Grant Thornton – Fredericton Office
- James McQuade, Manager, Assurance Services, Grant Thornton – Moncton Office
- Dr. Keith Brown, Vice President, International & Aboriginal Affairs, Purdy Crawford Chair, CBU
- Paula MacNeil, Director of Development, CBU
- Mary Beth Doucette, Executive Director, Purdy Crawford Chair, CBU
- Brian Smith, National General Manager, In.Business, CBU
- Blair Hogan, Northern Regional Manager, In.Business, CBU
- Allan MacKenzie, Atlantic Regional Manager, In.Business, CBU

**THE LAST FOUR YEARS AT A GLANCE**

**In.Business Atlantic (2014-2015)**

- 40 students completed all of the requirements for the program
- 21 of these students are in grade 12 and will be graduating high school
- 15 (71%) of whom will be attending post-secondary in September 2015
- 6 (40%) of these 15 will be studying business

**In.Business (all four years combined)**

- 91 students completed all of the requirements for the program
  - 15 completed multiple years of the program
- 51 of these students were/are in grade 12
- 42 (82%) of these students are/will be attending post-secondary
- 20 (49%) of these 42 are/will be studying business

IN.BUSINESS ATLANTIC REGION – CLASS OF 2014-15



**Zack Toney**

Grade 10  
West Kings High School  
Greenwood, NS



**Nicole Goulding**

Grade 12  
Templeton Academy  
Qalipu First Nation, NL



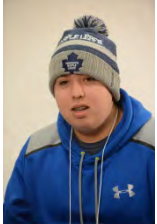
**Oliva Isaac**

Grade 11  
Potlotek High School  
Potlotek First Nation, NS



**Jamie Polchies**

Grade 12  
Woodstock High School  
Woodstock First Nation, NB



**Julian Marshall**

Grade 11  
Sydney Academy  
Membertou First Nation, NS



**Kassidy Bartlette**

Grade 11  
Woodstock High School  
Woodstock First Nation, NB



**Kieran Johnson**

Grade 11  
Riverview High School  
Eskasoni First Nation, NS



**Peter Doucette**

Grade 12  
Potlotek High School  
Membertou First Nation, NS



**Noah Holleman**

Grade 11  
Central Kings High School  
Kentville, NS



**Taneesha Stevens**

Grade 11  
Riverview High School  
Eskasoni First Nation, NS



**Mariah Drever**

Grade 12  
Bridgetown Regional High School  
Annapolis County, NS



**Nyesha Sylliboy**

Grade 12  
East Antigonish Education Centre/Academy  
Paq'tnkek First Nation, NS



**Susan Benoit-Collier**  
Grade 12  
St. Anne's School  
Conne River First Nation, NL



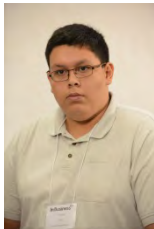
**Sarah Peck**  
Grade 10  
Wagmatcookewey High School  
Wagmatcook First Nation, NS



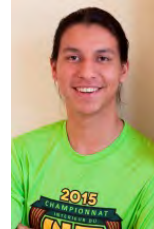
**Billie Julian**  
Grade 12  
Hants East Rural High  
Millbrook First Nation, NS



**Kaylee Harris**  
Grade 11  
Woodstock High School  
Woodstock First Nation, NB



**Chad Paul**  
Grade 11  
Cobequid Educational Centre  
Millbrook First Nation, NS



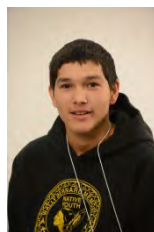
**Brett Colfer**  
Grade 11  
Bonar Law Memorial School  
Elsipogtog First Nation, NB



**Amber Hiscock**  
Grade 12  
Corner Brook High School  
Qalipu First Nation, NL



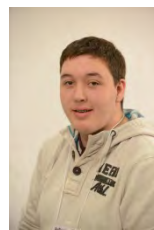
**Katerina Basque**  
Grade 10  
Dalbrea Academy  
Waycobah First Nation, NS



**Andrew Marshall**  
Grade 12  
Sydney Academy  
Membertou First Nation, NS



**Didies Denny**  
Grade 12  
Chief Allison Bernard Memorial High School  
Eskasoni First Nation, NS



**Brady Doucette**  
Grade 12  
Richmond Academy  
Potlotek First Nation, NS



**Jennifer Tomah**  
Grade 11  
Woodstock High School  
Woodstock First Nation, NB



**Keisha Price**  
Grade 12  
Riverview High School  
Wagmatcook First Nation, NS

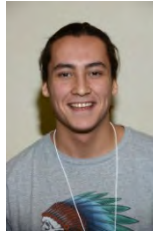


**Jeneva Dennis**  
Grade 12  
Chief Allison Bernard Memorial High School  
Potlotek First Nation, NS



**Mika Francis**

Grade 12  
Northeast Kings Education Centre  
Acadia First Nation, NS



**Justice Gruben**

Grade 12  
Fredericton High School  
Kingclear First Nation, NB



**AJ Hinks**

Grade 12  
St. Anne's School  
Conne River First Nation, NL



**Sutherland Greer**

Grade 12  
L'nu Sipuk Kina'muokuom School  
Indian Brook First Nation, NS



**Jasmin Price**

Grade 12  
Riverview High School  
Wagmatcook First Nation, NS



**Paige Narvie**

Grade 10  
Dalhousie Regional High School  
Eel River Bar First Nation, NB



**Reed Knockwood**

Grade 10  
Cobequid Educational Centre  
Millbrook First Nation, NS



**Nikki Isaac-Pictou**

Grade 10  
Dalhousie Regional High School  
Eel River Bar First Nation, NB



**Celia Jones**

Grade 11  
L'nu Sipuk Kina'muokuom School  
Indian Brook First Nation, NS



**Josie Slaughter**

Grade 12  
Sugarloaf Senior High School  
Listuguj First Nation, QC



**Jarrett Martin-Noel**

Grade 10  
Dalhousie Regional High School  
Eel River Bar First Nation, NB



**Conan Simon**

Grade 12  
Bonar Law Memorial School  
Elsipoqtog First Nation, NB



**Kendrick Sommerville**

Grade 10  
Miramichi Valley High School  
Burnt Church First Nation, NB



**Hannah Arsenault**

Grade 12  
Westisle Composite School  
Lennox Island First Nation, PE



### IN.BUSINESS MENTORS

We were very fortunate to have nine Aboriginal business professionals who volunteered their time as program mentors. All have a post-secondary education and work/have worked in business related careers. Each mentor is very busy with their personal and work lives, but they still devote a countless number of hours to our program. Without the hard work of these individuals, this program would not be possible.



**Jude Gerrard**

Millbrook First Nation, NS  
Student Services Consultant  
Nova Scotia Mi'kmaq  
Services Division



**Chris Googoo**

Millbrook First Nation, NS  
General Manager  
Ulnooweg Development  
Group



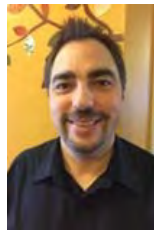
**Angel Ward**

Metepenagiag First Nation, NB  
Consultant  
Han Martin Associates



**Rebekah Price**

Wagmatcook First Nation, NS  
Admissions  
Centre for Distance Education



**Cyrus Lambert**

Conne River First Nation, NL  
Career Practitioner  
Conne River First Nation



**Tracy Menge**

Eskasoni First Nation, NS  
Director of Community  
Economic Development  
Eskasoni First Nation



**Sherri Morrison**

Listuguj First Nation, QC  
Former Band Administrator  
Listuguj First Nation



**Katie Joseph**

Indian Island First Nation, NB  
First Nation Support Worker  
Bonar Law Memorial School



**Neil Forbes**

Saddle Lake First Nation, AB  
Director of Education  
Lennox Island First Nation

### IN.BUSINESS PEER MENTORS

Of the 54 students who successfully completed the program during the three year Nova Scotia pilot, five were involved this year as peer mentors. Their responsibilities included: support at Opening/Closing Conferences; assisting and providing feedback to students during their social media challenges; and providing advice to students who are considering pursuing a post-secondary education in business. The peer mentors complement the senior mentors well and have the ability to share their current experiences as post-secondary business students. They are valuable contributors to our program.



**Alison Toney**

Acadia First Nation, NS  
Business Student  
NS Community College  
In.Business Participant  
(2012-2013)



**Michaelia Drever**

Annapolis Country, NS  
In.Business Participant  
(2011- 2013)



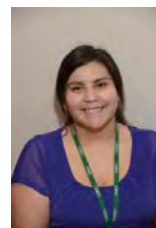
**Charles Jesso**

Qalipu First Nation, NL  
BComm Student  
St. Mary's University  
In.Business Participant  
(2012-2014)



**Kyle Simon**

Wagmatcook First Nation, NS  
BBA Student  
Cape Breton University  
In.Business Participant (2011-2013)



**Lateesha Denny**

Wagmatcook First Nation, NS  
BBA Student  
Cape Breton University  
In.Business Participant (2011-2014)