



BUSINESS NETWORK FOR ABORIGINAL YOUTH
YEAR 2 OPENING GATHERING: DIVERSITY IN BUSINESS
NOVEMBER 30 & DECEMBER 1, 2012

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 year 2 of a 2 year pilot program funded by the Province of Nova Scotia, Mi'kmaw Kina'matnewey, and Bell Mobility.

The Journey

From late September to early October, 131 students from 25 high schools in Nova Scotia applied for 30 spots in year two of the BNAY. Following the application process, which involved the submission of a two-page application and a letter of recommendation from a teacher or community member, 30 First Nation, Inuit, and metis students from 20 high schools across Nova Scotia were chosen. The successful students were notified on October 31st, with plans for the opening gathering in Wagmatcook already well underway. During the four weeks leading up to the opening gathering, students introduced themselves electronically via our Facebook group. With the exception of the 10 returning students, most of the students knew only 1 or 2 other students in the program, if any at all. Once schools and parents were notified, our opening gathering started to become a reality. With the exception of students living in Eskasoni, Membertou, and Potlotek, a charter bus was used to transport students. On November 29th, bus pickups began in Bridgetown at 2pm, and after an additional 9 stops, the students arrived at the Hampton Inn in Membertou at 10pm. Although students were very tired by this point, they were also both excited and nervous to officially start the program. A late night pizza party helped to break the ice!

DAY 1 – OPENING GATHERING

Welcome to CBU

The first part of the day was spent at CBU Campus. Dr. Keith Brown, Purdy Crawford Chair holder, CBU, and John MacKinnon, Dean, Shannon School of Business, CBU, officially welcomed students and mentors to CBU and to year two of the program.



BlackBerry Devices



Mika Francis, Alison Toney, both of West Kings High School, and Shania Dorey, Horton High School, showing off their BlackBerry devices.

To stay connected between gatherings, all students and mentors received a BlackBerry device. Students will be using the devices to facilitate discussions within their BBM (BlackBerry Messenger) groups (5 students and 1 mentor) and within the larger group (30 students and 6 mentors). In addition, students will be working with their BBM groups on bi-weekly challenges that explore various facets of business. The groups, named for animals in Mi'kmaq are: Kitpu'k (eagles), Lentukk (deer), Muinaq (bears), Paqtismu'k (wolves), Tiamuk (moose), and Wowkwisk (foxes). Thanks to elder Jane Meader of Membertou for her assistance with this.

Campus Tour



Students visit the Mi'kmaq Resource Center at CBU.

Lead by the CBU Recruitment Department, the group explored the entire campus. Highlights of the tour included the recently opening Shannon School of Business, and visits to Unama'ki College and the Mi'kmaq Resource Centre. Students were very impressed with the Mi'kmaw presence within the CBU community. The tour concluded with a buffet lunch in the dining hall at the Harris Hall residence.

Social Media 101

The remaining time at CBU was spent going over some of the skills students and mentors will require in order to complete challenges while in the program. Students learned how to:

- Access our Facebook group using their BlackBerry
- Create a YouTube account
- Film a video and upload it to YouTube
- Upload a picture to a BBM group
- Create a blog using blogger.com

The purpose of this training session was to ensure that all students and mentors are comfortable using social media in the manner this program requires.



Bus Scavenger Hunt



Team Lentukk showing off their prizes. (l-r) Laine Foxton, Annapolis West, Shania Dorey, Horton High, Maureen Nicholas, Potlotek High, Jillian Michael, Hants East Rural High, & Patrick Denny, Chief Allison Bernard Memorial High.

During the bus ride from CBU to Wagmatcook, students worked in their BBM groups on a scavenger hunt. They were sent via BBM a list of 10 items to watch for, including signage for a hotel, a heritage site, and an eco-tourism business. The winning team was the first group to upload a picture representing each of the 10 items identified. Lentukk were our winners!

Opening Dinner

Shortly after arriving in Wagmatcook, students, mentors, and a few special guests were treated to a delicious turkey dinner in the Great Hall at the Wagmatcook Culture and Heritage Centre (WCHC). Principals and select staff members at the 20 high schools represented in our program this year were invited. Unfortunately, due to inclement weather and the extensive travel that would be involved for some, many invited guests were unable to attend. We were happy, however, to have Theresa MacNeil, Principal, Rankin School of the Narrows, with us.

After dinner, we were very fortunate to have both Wagmatcook Elder Josephine Peck and Waycobah businessman Robert Bernard speak to the students. Josephine spoke to the students about the history of her community, how much it has evolved, and the importance of an education. Robert, who works for the WCHC on a contract basis, in addition to being the owner of Diversity Management Group, spoke to the students about the barriers and challenges he faced while getting an education and building a successful business.



Elder Josephine Peck speaking to the students about how her community has evolved.



Robert Bernard speaking to the students about being an entrepreneur.



DAY 2 – OPENING GATHERING

Welcome to Wagmatcook



Chief Norman Bernard with our 3 returning students from Wagmatcookewey School (l-r): Kyle Simon, Rebecca Peck, and Lateesha Denny

The day commenced with an official welcome from Wagmatcook Chief Norman Bernard. Chief Bernard spoke to the students about how far his community has come from an economic development standpoint. He also expressed how proud he is that so many students from Wagmatcook have been chosen for this program. Five of the 30 students in year 1 of the program were from Wagmatcook. In addition, all three major awards at our final gathering last year were awarded to Wagmatcook students. This year, we are pleased to have 4 students from Wagmatcook, three of whom are returning from last year.

Keynote Address



Chief Leroy Denny of Eskasoni speaks to our students about the need for youth to study business.

Chief Leroy Denny of Eskasoni provided our keynote speech, which included a variety of useful messages for youth. He spoke about the factors of success for First Nation communities, the importance of business partnerships, and the value in surrounding yourself with successful business minds, just to name a few. In closing, he acknowledged the 5 students that were chosen for our program – 2 in year 1, and 3 in year 2.



Student Presentations

Students were asked to profile an Aboriginal owned business. This activity gave students and mentors an opportunity to learn about a variety of businesses across Nova Scotia, and even a business in an Inuit community. Students had the option of working alone or in a group. Some students chose to use PowerPoint for their presentations and one created a video. The following is a list of the students and the businesses they profiled.

Students' Name	Name of Business	Location
Jillian Michael	RBK Variety	Indian Brook First Nation, NS
Laine Foxton & Michaelia Drever	Stone Bear Trails	Bear River First Nation, NS
Patrick Denny	Eskasoni Gaming Centre	Eskasoni First Nation, NS
Maureen Nicholas	Expedition Gas & Convenience	Potlotek First Nation, NS
Dameon Johnson	Paq'tnkek Gas Bar	Paqtnkek First Nation, NS
Shania Dorey & Kyla Mansfield	Glooscap First Nation Health Center	Glooscap First Nation, NS
Mika Francis & Alison Toney	Winners Corner	Acadia First Nation, NS
Caroline Sylvester & Brad Paul	Membertou Heritage Park	Membertou First Nation, NS
Kyle Simon & Colton Francis	Wagmatcook Gift Shop	Wagmatcook First Nation, NS
Shania Gogoo & Darian Bernard	Waycobah Pizza	Waycobah First Nation, NS
Rebecca Peck & Lateesha Denny	Avon Canada	Wagmatcook First Nation, NS
Jody Brooks & Candace Denny	Pictou Landing Fisheries	Pictou Landing First Nation, NS
Amanda White	G & G Home Heating	Millbrook First Nation, NS
Nikko Marshall	Eskasoni Fitness Centre	Eskasoni First Nation, NS
David Falls	AFN Keswpuwick Resources	Acadia First Nation, NS
Cindy Little & Cecil Doucette	Mikijuq Take Out	Inukjuak, QC
Lance Sylliboy	Muin Gas	Eskasoni First Nation, NS
Charles Jesso	DistantLink Mobile Video Conferencing & Telecommunications Ltd	Lower Sackville, NS
Mallory Howe, Marissa Bernard & Cydney Johnson	Glooscap Heritage Centre	Millbrook First Nation, NS



Marketing Group Activity



Students pose after their t-shirts were complete.

After a buffet lunch, students began working in their BBM groups to design a logo unique to their group. They first spent some time brainstorming ideas around what would be most effective and attractive from a marketing perspective. Then, using fabric markers and plain white t-shirts, students began production. The end result was 6 groups with 6 distinct designs. This activity is the introduction of a contest for the closing gathering involving our official logo for the program.

Purdy Awards

The “Purdy Awards” were first handed out at our opening gathering in year 1 in Membertou. They are named after Purdy Crawford and are awarded at each gathering to recognize a special contribution to the program by a student. At this meeting, three Purdy’s were presented. Shania Googoo and Darian Bernard of Waycobah received Purdy’s for going above and beyond the expectations for their presentation on Waycobah Pizza. Even though it was not required, they went the extra mile to produce a video of their business profile. The final Purdy for our opening gathering was awarded to Rebecca Peck of Wagmatcook. This past summer, after completing year 1 of the program, she went into business as a part time sales representative for Avon Canada. She is responsible for all marketing and finance activities – pretty impressive for a high school student!



Rebecca Peck, Wagmatcook, receiving her Purdy Award from Project Manager, Allan MacKenzie.



Darian Bernard (l), Allan MacKenzie, and Shania Googoo (r), both of Waycobah, posing with their Purdy Awards.



WHAT'S NEXT?

Until the group comes together again in May 2013, social media and BlackBerry technology will be relied on to keep our students connected with their mentors. As mentioned, students will be working on bi-weekly business challenges facilitated by their mentors. The main goal of this program is to help our students explore business opportunities. After spending a few days together, we are well on our way!



Top row (l) to (r): Jude Gerrard (Mentor), Rebekah Price (Mentor), Rebecca Peck, Mika Francis, Dameon Johnson, Brad Paul, Laine Foxton, Nikko Marshall, Charles Jesso, Cecil Doucette, Maureen Nicholas, Jillian Michael, Patrick Denny, Allan MacKenzie (Project Manager)

Middle row (l) to (r): Marissa Bernard, Shania Dorey, Cydney Johnson, Mallory Howe, Colton Francis, Lateesha Denny, Kyle Simon, Kyla Mansfield, David Falls, Tracy Menge (Mentor), Mary Beth Doucette (Associate Chair)

Front row (l) to (r): Lesley Cremo (Mentor), Jody Brooks, Candace Denny, Alison Toney, Michaelia Drever, Caroline Sylvester, Cindy Little, Amanda White, Shania Gogoo, Darian Bernard, Lance Sylliboy, Ann Terese Doucette (Mentor)

To view more pictures of our event: <http://www.cbu.ca/crawford/youth-network>



MEET OUR STUDENTS



Laine Foxton

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



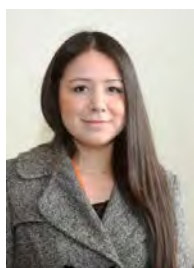
Nikko Marshall

Grade 10
Chief Allison Bernard Memorial High School
Eskasoni, NS



Marissa Bernard

Grade 12
Cobequid Education Centre
Millbrook, NS



Cindy Little

Grade 11
Cole Harbour High School
Eastern Passage, NS



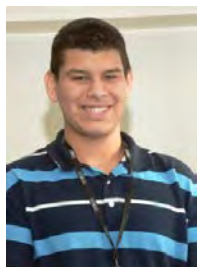
Amanda White

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



MEET OUR STUDENTS



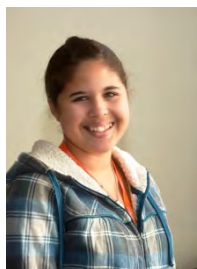
Jillian Michael

Grade 10
Hants East Rural High
Indian Brook, NS



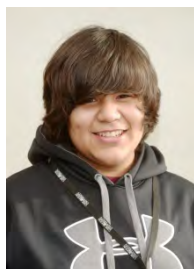
Shania Dorey

Grade 11
Horton High School
New Minas, NS



Kyla Mansfield

Grade 12
Horton High School
New Minas, NS



Jody Brooks

Grade 11
North Nova Education Centre
Pictou Landing, NS



Candace Denny

Grade 12
North Nova Education Centre
Pictou Landing, NS



Maureen Nicholas

Grade 11
Potlotek High School
Potlotek, NS



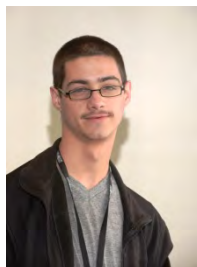
Lance Sylliboy

Grade 10
Rankin School of the Narrows
Eskasoni, NS



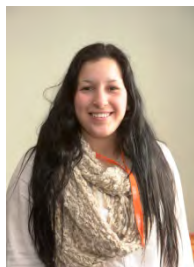
Cecil Doucette

Grade 11
Richmond Academy
Potlotek, NS



Charles Jesso

Grade 11
Sackville High School
Lower Sackville, NS



Caroline Sylvester

Grade 11
Sydney Academy
Membertou, NS

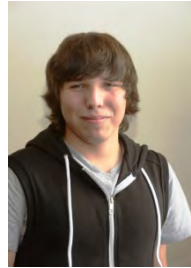


MEET OUR STUDENTS



Brad Paul

Grade 12
Sydney Academy
Membertou, NS



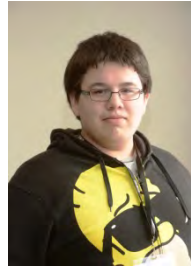
Kyle Simon

Grade 12
Wagmatcookewey School
Wagmatcook, NS



Rebecca Peck

Grade 12
Wagmatcookewey School
Wagmatcook, NS



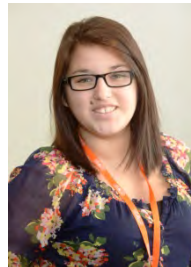
Colton Francis

Grade 10
Wagmatcookewey School
Wagmatcook, NS



Latesha Denny

Grade 11
Wagmatcookewey School
Wagmatcook, NS



Shania Googoo

Grade 12
Waycobah First Nation School
Waycobah, NS



Darian Bernard

Grade 12
Waycobah First Nation School
Waycobah, NS



Mika Francis

Grade 10
West Kings High School
Aylesford, NS



Alison Toney

Grade 12
West Kings High School
Greenwood, NS



David Falls

Grade 12
Yarmouth High School
Yarmouth, NS



MEET OUR MENTORS

We are very fortunate to have 6 Mi'kmaw 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 Unama'ki Economic Benefits Office.

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 Administrative Assistant with the Unama'ki Economic Benefits Office in Membertou; a position that she has held for two years. 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 is also pursuing her Introduction to Employment Services certificate 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.