



**BUSINESS NETWORK FOR ABORIGINAL YOUTH
YEAR 3 OPENING CONFERENCE
DECEMBER 2-3, 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 year three of the program, which is funded by the Province of Nova Scotia, Mi'kmaw Kina'matnewey, and Bell Mobility.

The Journey

From late September to early October, 106 students from 21 high schools in Nova Scotia applied for 30 spots in year three 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 Aboriginal students from 16 high schools across Nova Scotia were chosen. The successful students were notified on November 4th, with plans for the opening conference in Cape Breton already well underway. During the four weeks leading up to the opening conference, students introduced themselves electronically via our Facebook group. With the exception of the 10 returning students, most of the students knew only one or two other students in the program, if any at all. Once schools and parents were notified, our opening conference started to become a reality. With the exception of students living in Eskasoni, Membertou, and Potlotek, a chartered bus was used to transport students. On December 1st, bus pickups began in Bridgetown at 2pm, and after an additional eight stops, the students arrived at the Hampton Inn in Membertou at 10:30pm. 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 CONFERENCE

Welcome to CBU



CBU President & Vice Chancellor Dr. David Wheeler.

The first part of the day was spent at CBU Campus. Dr. David Wheeler, President and Vice Chancellor at CBU, officially welcomed students and mentors to CBU and to year three of the program. Dr. Wheeler spoke to the students about CBU's commitment to Aboriginal education, and more specifically, to the success of this program.



Campus Tour

Lead by the CBU Recruitment Department, the group explored the entire campus. Highlights of the tour included visits to Unama'ki College, the Mi'kmaq Resource Centre, and the newly opened Shannon School of Business. Students were very impressed with the Mi'kmaw presence within the CBU community. During the tour, students also got the opportunity to sit in on an undergraduate business class. The students was split into two smaller groups, with one group attending a Introduction to Canadian Business class, and the other sitting in on an Intermediate Accounting class. Students thoroughly enjoyed seeing firsthand what it would be like to study business at CBU.



One of the two groups during the campus tour.



Sitting in on an Introduction to Canadian Business class.

Smartphone Technology



Katrina Isadore and Starr Smith, both of Wagmatcook, check out their new Android devices.

To stay connected between conferences, students and mentors are linked via Smartphone technology. Students have the option to use their own device, if they have one, or to use a device that we loan to them for the year. This year, we opted to use Android - the Samsung Galaxy S3. Students and mentors will be using these 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 groups on bi-weekly challenges, facilitated by the mentors that explore various facets of business.

Students were placed in their groups based on their grade, gender, and geographic location, with the goal of having each group as diverse as possible. The groups, named for animals in Mi'kmaq are: Kitpu'k (eagles), Lentukk (deer), Muinaq (bears), Paqtismu'k (wolves), Tiamuk (moose), and Wowkwisk (foxes). After students received their devices, the group at lunch in the dining room of the Harris Hall residence.



Interactive Go Venture Workshop

The remaining time at CBU was spent experimenting with two business simulation games, Lemonade Stand and Micro Business, that were developed by Cape Breton based [GoVenture](#). Lemonade Stand simulation is an easy-to-use program that introduces you to the experience of running your own lemonade stand business. It's the perfect first step for children or even adults who need to start with the basics of running a business. It also offers the opportunity to apply concepts in other subjects such as math, finance, career, or general life skills in a fun business setting. Since this game is available for Smartphone, students were able to try this game out on their new Android. Some students were successful, and some were not so successful, but everyone learned something about owning their own business. The second game, Micro Business, was played as a group. GoVenture Micro Business puts you in the role of the owner of a mobile business cart, where you must decide what products to sell and where and when to sell them in order to maximize profits. Students took turns as CEO of our business, which was a small electronics company. Cecil Doucette, Keeshia Bernard, and Leah Alkenbrack were all successful during their time as CEO by all recording a profit. However, it was Nichelle Googoo who stole the show by making more than double the profit of any other CEO and increasing market share by 20%. Each CEO and their staff (the other students) learned how to make decisions quickly and work effectively as a team!

Membertou Heritage Park

After the group left CBU, they returned to Membertou to visit the Membertou Heritage Park, which offers a living history of the people of Membertou. The group was fortunate to attend a private presentation by Heritage Park General Manager Jeff Ward. Mr. Ward spoke to the students about a variety of topics, including how Membertou ended up where it is today (geographically), and how it has evolved into the thriving business community it is today.

Opening Dinner



Annie Johnson speaks to the students about studying and working in business.

Following the presentation at the Membertou Heritage Park, students, mentors, and a several special guests were treated to a delicious dinner at the Membertou Trade and Convention Centre. Principals and Student Support Workers at the 16 high schools represented in our program this year were invited – many of whom attended. Special thanks to Dr. Keith Brown, Purdy Crawford Chair in Aboriginal Business Studies at CBU, for emceeding the evening, to CBU President Dr. David Wheeler for his opening remarks, and to Elder Jane Meader and Mr. John Gerome Paul for their opening prayer and smudge. Also in attendance was Annie Johnson, who was our keynote speaker for the evening. Ms. Johnson is the

Director Administration at Unama'ki Institute of Natural Resources (UINR) in Eskasoni, and is also a CBU graduate from both the BACS and BBA programs. Annie spoke to the students about how she became interested in business, the transition from high school to University, as well as the transition from University into the working world. She also spoke about her position at UINR, what she enjoys about it, and why she would recommend business to our youth. Students found her presentation both educational, inspiring and fun!



Welcome to Eskasoni

Day two commenced with an official welcome from Eskasoni Chief Leroy Denny. Chief Denny spoke to the students about how far his community has come from an economic development standpoint. He also expressed how pleased he was that so many students from so many different communities were in his community for the day.

Leadership Presentation

Next, Levi Denny of Eskasoni made a presentation to the group on leadership in sport. He addressed a variety of topics, including the correlation between business and sport with respect to leadership, as well as the value of integrating the sacred teachings into leadership in the business world.

Eskasoni Cultural Journeys



Tracy Menge speaking to the students about Eskasoni Cultural Journeys.

As a lead in to our afternoon activity, there was a presentation on logos and branding by Tracy Menge. Tracy is the Economic Development Manager for Eskasoni and is also one of our program mentors. She spoke to the students about the process Eskasoni has gone through in the branding of “Our Eskasoni,” as well as the branding process for their new cultural tourism venture, Eskasoni Cultural Journeys. For those that do not know, Eskasoni and the Highland Village Museum have collaborated to develop a unique multi-cultural tour (Mi’kmaq and Gaelic Culture). The tour includes two different and distinct cultures reflecting the parallels and

common threads linking the cultures in history and present day. For more information: eskasoniculturaljourneys.ca.

Student Videos

Prior to the conference, students were asked to prepare a short video introducing themselves to the group. With very little guidelines for this challenge, students were asked to explain a little bit about themselves and their community, and why they applied for this program. The videos provided an opportunity for students and mentors to learn about those they would be interacting with for the next several months. All and all, the videos were very well done! To see for yourself: <http://www.youtube.com/watch?v=REPP1c6SJ98>.



Group Activity – Logos & Branding



Team Kitpu'k gets some advice on their new logo from Dr Keith Brown.

After a buffet lunch, which was catered by the student travel group at Chief Allison Bernard Memorial High School, students worked in their groups on a activity focused on logos and branding. To start off the afternoon, program mentor Jude Gerrard worked through a brief activity with the students focused on logo recognition. Next, Dr. Keith Brown spoke about the rebranding process CBU is currently going through. Finally, it was time for the groups to work together to create their own logos and brands. Each group was required to develop an idea for a new business, determine what the target market of the new business would be, identify the name of the business, and then develop a newsprint advertisement displaying the new logo and brand. With a limited timeframe, all groups came up with some great ideas!

The following is a list of the new business ideas that the groups developed:

- ✚ Team Kitpu'k: Clothing – “Taliaq”
- ✚ Team Lentukk: Tattoos – “East Tattoo”
- ✚ Team Paqtismu'k: handmade drums – “Honour Beat”
- ✚ Team Muinaq: Electronics – “Plug It In”
- ✚ Team Tiamuk: children's books – “Atukwaqn Wjit Mijua'ji'jk”
- ✚ Team Wowkwisk: Supplements – “Prokies”

Closing Round Dance



To celebrate the closing of a great two days, Michael R. and Sulian Denny of Eskasoni lead our group in a round dance.



Although it was very close, Team Muinaq: “Plug it In” was the overall winner with the best ad!



Purdy Awards



Purdy Award winners (l-r): Michaelia Drever, Cecil Doucette, Nichelle Googoo, Victoria Peck

The “Purdy Awards” were first handed out at our opening conference in year 1 in Membertou. They are named after Purdy Crawford and are awarded at each conference to recognize a special contribution to the program by a student. At this conference, four Purdy’s were presented. Cecil Doucette of Potlotek received a Purdy for the creativity used in his intro video. Cecil came up with the unique idea of appearing in two separate roles in his video: himself and his fictitious twin brother. Instead of creating a straight forward video, Cecil interviewed himself, which was highly effective as well as humorous. Next,

Nichelle Googoo of Waycobah won a Purdy for her performance as CEO during the Micro Business simulation game on day one of the conference. Victoria Peck of Wagmatcook also won a Purdy for putting her artistic talent to good use during the group activity on logos and branding. And finally, BNAY alumnus Michaelia Drever won a Purdy for taking the initiative to create her own intro video, and for playing such an active role over the course of the two days. Since the start of BNAY, 17 different students have won a Purdy.

WHAT’S NEXT?

Until the group comes together again in May 2014, social media and Smartphone 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!



A group shot before leaving CBU Campus on December 2nd. To view more pictures of our event: <http://flic.kr/s/aHsjPdShKg>



MEET OUR NEW STUDENTS



Cheneyce Battiste

Grade 11
Yarmouth High School
Acadia First Nation, NS



Arnelle Sylliboy

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



Keeshia Bernard

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



Brennan Googoo

Grade 12
Cobequid Education Centre
Millbrook First Nation, NS



Nyesha Sylliboy

Grade 11
East Antigonish Education Centre
Paq'tnkek First Nation, NS



Alannah Poulette

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



Kitpu Herney

Grade 11
North Nova Education Centre
Pictou Landing First Nation, NS



Jeneva Dennis

Grade 11
Potlotek High School
Potlotek First Nation, NS



Taylor Johnson-Burke

Grade 12
Potlotek High School
Potlotek First Nation, NS



Georgine Wilmot

Grade 11
Wagmatcookewey School
Wagmatcook First Nation, NS



Joe Isadore

Grade 11
Wagmatcookewey School
Wagmatcook First Nation, NS



Katrina Isadore

Grade 11
Wagmatcookewey School
Wagmatcook First Nation, NS



Ryan Martin

Grade 10
Wagmatcookewey School
Wagmatcook First Nation, NS



Victoria Peck

Grade 12
Wagmatcookewey School
Wagmatcook First Nation, NS



Nichelle Googoo

Grade 10
Waycobah School
Waycobah First Nation, NS



Cassidy Bernard

Grade 12
Waycobah School
Waycobah First Nation, NS



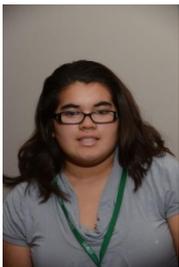
Leah Alkenbrack

Grade 12
Horton High School
Wolfville, NS



Mariah Drever

Grade 11
Bridgetown Regional High School
Lawrencetown , NS



Zena Jarvis

Grade 11
Yarmouth High School
Acadia First Nation, NS



MEET OUR RETURNING STUDENTS



Caroline Sylvester

Grade 12
Sydney Academy
Membertou First Nation, NS



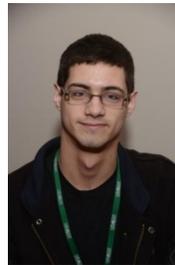
Starr Smith

Grade 12
Wagmatcookewey School
Wagmatcook First Nation, NS



Lateesha Denny

Grade 12
Wagmatcookewey School
Wagmatcook First Nation, NS



Charles Jesso

Grade 12
Sackville High School
Qalipu First Nation, NL



Darian Bernard

Grade 12
Richmond Academy
Potlotek First Nation, NS



Mika Francis

Grade 11
North East Kings High School
Acadia First Nation, NS



Hannah Peter-Paul

Grade 12
Hants East Rural High
Indian Brook First Nation, NS



Jody Paul

Grade 12
Sydney Academy
Membertou First Nation, NS



Quinten Gloade

Grade 12
Cobequid Educaiton Centre
Millbrook First Nation, NS



Jody Brooks

Grade 12
North Nova Education Centre
Pictou Landing First Nation, NS



MEET 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 conferences 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**



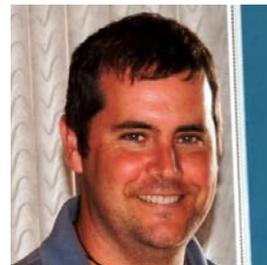
Ms. Doucette is currently working as a Finance Officer for the Membertou Band Council, where she has worked for over six years. She holds a Bachelor of Commerce Degree (B.Comm) from St. Mary's University with a Major in Marketing. In addition, Ann Terese is currently enrolled in the Certified Management 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 conference 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.