

IN.BUSINESS EASTERN REGION OPENING CONFERENCE NOVEMBER 28-29, 2014, UNAMA'KI, NOVA SCOTIA

In.Business: A Business Network for Indigenous Youth is a mentorship program that uses social media, smartphone technology, Aboriginal mentors, and in person conferences to educate Aboriginal high school students 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). Since 2011 this program was comprised of 30 students and six mentors in Nova Scotia. The program is expanding nationally, and once fully operational, will be comprised of 300 students and 50 mentors from all provinces and territories. In.Business is made possible by the generous financial support of Aboriginal Affairs and Northern Development Canada and various other government and private donors. In addition, the Eastern Region is financially supported by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

The Journey



Illustration of where students in the Eastern Region come from.

The first of five regions to be launched, the Eastern Region, is comprised of Aboriginal high school students and mentors from five provinces. From mid-September to mid-October, presentations were made at 24 high schools across Nova Scotia, New Brunswick, Newfoundland, Prince Edward Island, and Quebec. Applications were received from 146 students representing 29 high schools across the region. Following the application process, which involved evaluating the students' two-page application and a recommendation form, 60 Aboriginal students from 24 high schools were chosen! The successful students were notified on October 31st, 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 the In.Business Facebook group. With the exception of the six returning students, most of the students knew only one

or two other students in the program, if any at all. Once travel arrangements fell into place, the conference started to become a reality. Four students were scheduled to commute via plane, with the remaining students using a combination of chartered buses and rented vehicles. Unfortunately, a massive snow storm hit Atlantic Canada at the most inopportune time and only 33 students were able to make it to Cape Breton for the conference. However, many joined us via our YouTube livestream, and all now participating virtually!

DAY 1 – OPENING CONFERENCE

Welcome to Cape Breton University



Students in the Great Hall at CBU.

Michael R. Denny of Eskasoni sang a welcome song to officially kick off the 2014/15 In.Business program. He was followed by Dr. David Rae, Dean, Shannon School of Business, CBU, who welcomed the students to the Shannon School of Business and spoke about his commitment to Aboriginal economic development. Dr. Keith Brown, Vice President, International & Aboriginal Affairs, welcomed the students to the In.Business program and to the University community. Dr. Brown spoke to students about his commitment to the program and how thrilled he is to see its expansion starting to take shape. Less than four years ago this program was merely an idea. Thanks to the hard work of Dr. Brown and many others it will soon be available to Aboriginal students across Canada. During their time at CBU, students also toured the campus led by the CBU Recruitment Department. Highlights of the tour included visits to Unama'ki College, the Mi'kmaq Resource Centre, and the state of the art Shannon School of Business. Students were very impressed with the Mi'kmaw presence within the CBU community.

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Smartphone Technology

To stay connected between conferences, students and mentors are linked via social media and 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. A smartphone is necessary so that everyone can stay connected via social media and can access the various business related apps integrated into the program. Students and mentors will be using their devices to facilitate discussions within two Facebook groups: their working group (six or seven students, one mentor, and one junior mentor) and the main group (60 students, nine mentors, and six junior mentors). In addition, students will be working with their groups on bi-weekly challenges, issued by the program and facilitated by the mentors, which 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.

Guest Lecture

In an effort to give students an idea of what a university lecture is like, Dr. Keith Brown, who is also a marketing Professor in the Shannon School of Business, did a marketing activity focusing on market segmentation and how it relates to our newly developed smartphone app “Music Mogul,” which was launched later in the day.



(clockwise starting from left) Keisha Price, Kyle Simon (Junior Mentor), Peter Doucette, Desiree Benoit, Magan Basque, Amber Hiscock, Nevada Pierro. Dr. Brown broke the students into small groups to discuss market segmentation. Each discussion was led by a Junior Mentor.

Welcome Lunch



Chris Googoo during his keynote.

Following the guest lecture, delegates from the university community and local high schools joined students in the CBU Verschuren Centre Atrium for a delicious lunch. Special thanks to Mary Beth Doucette, Executive Director, Purdy Crawford Chair in Aboriginal Business Studies, CBU, for emceeding, and to In.Business mentor Chris Googoo for providing the opening prayer and keynote address. Chris’s son Brennan had such a positive experience in the program last year that he decided to get involved this year as a mentor!

Launch of Music Mogul

The remaining time at CBU was devoted to the official launch of our smartphone app. This business simulation game titled "Music Mogul" has been developed specifically to support the In.Business program and will help students explore the essential areas of owning their own business. The concept is that the player is positioned as the Manager of an Indigenous Garage Band that wants to make it big. They start by selecting a home community and then manage a variety of critical decision points along the way to either making a \$1 million or touring at least 39 communities across the country. They have to buy and sell merchandise, negotiate pricing for venues, buy and upgrade speakers and gear, order advertising and schedule tours. All of the music profiled in the game is from Indigenous Canadian artists and we've included a variety of First Nation communities as well as all major urban centres or communities with very high per capita Aboriginal populations. Music Mogul is available now on Google Play, iTunes, and for PC/Mac via the website: www.musicmogul.ca.

Students first watched a demonstration of the game being played, then worked in their groups on the best strategies for playing the game, then competed individually for prizes for the most fans, cities played, and profit! The game is free, so try it out for yourself and let us know what you think!



Andrew Marshall showing off his impressive score from his first crack at Music Mogul!



(l-r) Mariah Drever (Student), Jonny Stevens of Revolve (developer of Music Mogul), and Brad Paul (Junior Mentor)

Black & Grey

After the group left CBU, they returned to the Hampton Inn in Membertou for dinner. Students were fortunate enough to be joined by the band Black and Grey, of Membertou. Prior to hearing from Black and Grey, Angel Ward, who is an In.Business mentor, addressed the group. Angel spoke to students about her journey to obtain her Business Degree and how thrilled she is to be a part of the In.Business program. We are glad she, and all mentors, have chosen to be involved this year as mentors. After dinner, Black and Grey played a few songs for the group, and to coincide with the launch of Music Mogul, talked about the business side of the music industry. Mike Mellen's (in photo, far left) initial reaction of Music Mogul was: "this game is pretty much exactly what life has been like since Black and Grey began!"



Breaking the Ice



Billie Julian records Kaylee Harris before posting it to Instagram.

In an attempt to get students better acquainted with each other, the Junior Mentors (past grads of the In.Business program) led an ice breaker activity that incorporated Instagram. Students were paired with someone from another school and tasked with interviewing each other and uploading the short video (15 seconds or less) to Instagram. Junior Mentors came up with a series of questions that students had to ask each other. We then watched many of the videos as a group, which was a lot of fun! To view some of the videos, search #CBUInBusiness on Instagram!

Tour of the Membertou Trade and Convention Centre

Mary Beth Doucette and Ann Terese Doucette (Marketing Specialist, Aboriginal Affairs, CBU) split the students up into two groups and gave them a tour of the Membertou Trade and Convention Centre (MTCC). Both have worked for the MTCC in the past and have an in-depth understanding of the management/business side of the facility. The MTCC is a 47,000 square foot multipurpose facility that boasts a variety of conference/break out rooms, an executive boardroom, full catering and banquet services, as well as a restaurant (Kiju's) and gift shop (Well's Craft Supplies). In addition, the MTCC is connected via pedway to the Hampton Inn, which is where the students stayed during the conference.

Intro 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 the other people they would be interacting with for the next several months. The videos were very well done! To see for yourself:

<https://www.youtube.com/watch?v=PzRHLvA9I9E&list=UUMBzNXnKg4Wuc2fMkQgq2tA> .

Pitch It!



Chris Googoo brainstorming ideas with Mariah Drever and Brady Doucette.

In the business world, getting approved for a loan is sometimes a very competitive process. Students were instructed to work in their groups with the guidance of a mentor/junior mentor to develop a pitch for an innovative business idea. In the scenario they were given, due to an economy in recession, there were a very limited amount of funds available for business loans. In fact, there was only enough money to approve one loan, which meant teams had to convince them that their idea was the best idea. Each group worked together to brainstorm ideas for their proposal and then made a short 2-3 minute pitch. After extensive deliberation, one group was approved for a business loan!



Brian Smith (far left) and Keith Brown (far right) present the winning team with their loan: (l-r) Angel Ward (mentor), Kaylee Harris, Nevada Pierro, Chad Paul

Purdy Awards

The “Purdy Awards” were first handed out at our inaugural conference three years ago. They are named after Purdy Crawford and are awarded at each conference to recognize a special contribution to the program by a student. Unfortunately, Purdy passed away this past August. 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. A good friend of Purdy’s, Chief Terry Paul of Membertou, joined our group to help close the conference and welcome the students to his community. Chief Paul was honoured to present the awards in memory of his great friend Purdy Crawford. To learn more about Purdy Crawford, check out Dr. Brown’s blog post shortly after his passing: <http://www.cbu.ca/blogs/keithbrown/memories-purdy-crawford#.VJMTiF4AAA>

Purdy Awards were awarded to the following students:



Mariah Drever of Annapolis Country, NS for the creativity used in her intro video.



AJ Hinks of Conne River First Nation, NL for asking all the right questions during the conference.



Kassidy Bartlette of Woodstock First Nation, NB for her logistical skills when commuting to the conference in the middle of a snowstorm.



Amber Hiscock on Qalipu First Nation, NL for her level of professionalism during the conference.



Billie Julian of Indian Brook First Nation, NS for his in-depth explanation of the strategies he used while playing Music Mogul for the first time.



Justice Gruben of Kingsclear First Nation, NB for his perseverance during his “Pitch It” presentation.

Since the program was first launched in 2011, 23 different students have won a Purdy!

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WHAT'S NEXT?

Until the group comes together again in May 2015, social media and smartphone technology will be relied upon to keep our students connected with their mentors and each other. 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 and ultimately entice them to study business in their future. After spending a few days together, we are well on our way!



Group shot on Day 2 of the Conference!

MEET THE STUDENTS



Zack Toney

Grade 10
West Kings High School
Greenwood, NS



Magan Basque

Grade 11
Chief Allison Bernard Memorial High School
Eskasoni First Nation, NS



Oliva Isaac

Grade 11
Potlotek High School
Potlotek First Nation, NS



Kristen Polchies

Grade 11
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

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Kieran Johnson

Grade 11
Riverview High School
Eskasoni First Nation, NS



Peter Doucette

Grade 12
Potlotek High School
Potlotek/Membertou First Nation, NS



Noah Holleman

Grade 11
Central Kings High School
Kentville, NS



Tanessa Stevens

Grade 11
Riverview High School
Eskasoni First Nation, NS



Mariah Drever

Grade 12
Bridgetown Regional High School
Annapolis County, NS



Nyasha Sylliboy

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



Desiree Benoit

Grade 11
St. Anne's School
Conne River First Nation, NL



Edwin Bernard

Grade 10
Wagmactookewey School
Wagmactook First Nation, NS



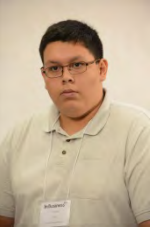
Billie Julian

Grade 12
Hants East Rural High
Millbrook First Nation, NS



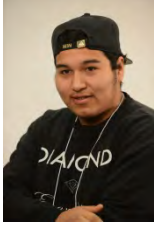
Kaylee Harris

Grade 11
Woodstock High School
Woodstock First Nation, NB



Chad Paul

Grade 11
Cobequid Educational Centre
Millbrook First Nation, NS



Nevada Pierro

Grade 11
Wagmactookewey School
Wagmactook First Nation, NS



Amber Hiscock

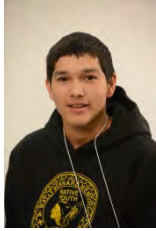
Grade 12
Corner Brook High School
Qalipu First Nation, NL



Katerina Basque

Grade 10
Waycobah First Nation School
Waycobah First Nation, NS

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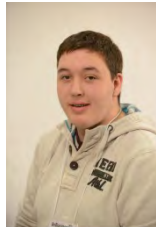
Andrew Marshall

Grade 12
Sydney Academy
Membertou First Nation, NS



Didies Denny

Grade 12
Riverview 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
Potlotek High School
Potlotek First Nation, NS



Mika Francis

Grade 12
North East Kings High School
Acadia First Nation, NS



Justice Gruben

Grade 12
Frederickton High School
Kingclear First Nation, NB



AJ Hinks

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



Katie Sack

Grade 10
Hants East Rural High
Indian Brook First Nation, NS



Jasmine Price

Grade 12
Riverview High School
Wagmactook First Nation, NS



Nicole Goulding

Grade 12
Templeton Academy
Qalipu First Nation, NL



Reed Knockwood

Grade 10
Cobwoqid Educational Centre
Millbrook First Nation, NS



Carmen Barlow

Grade 11
Bonar Law Memorial School
Indian Island First Nation, NB

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Celia Jones

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



Brianna Bear

Grade 10
East Antigonish Education Centre
Paq'tnekek First Nation, NS



Dustin Hudgins

Grade 11
West Kings High School
Annapolis Valley First Nation, NS



Jarrett Martin-Noel

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



Lake Martin-Vicaire

Grade 11
Sugarloaf Senior High School
Listuguj First Nation, PQ



Ocean Marie

Grade 11
Sugarloaf Senior High School
Listuguj First Nation, PQ



Shahonna Bernard

Grade 12
Bonar Law Memorial School
Elsipoqtog First Nation, NB



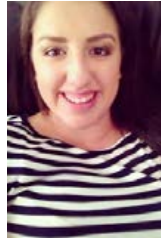
Alexandra Barnaby

Grade 11
Sugarloaf Senior High School
Listuguj First Nation, PQ



Conan Simon

Grade 12
Bonar Law Memorial School
Elsipoqtog First Nation, NB



Hannah Arsenault

Grade 12
Westisle Composite School
Lennox Island First Nation, PE



Josie Slaughter

Grade 12
Sugarloaf Senior High School
Listuguj First Nation, PQ



Nikki Isaac-Pictou

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



Paige Narvis

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



Brett Colfer

Grade 11
Bonar Law Memorial School
Elsipoqtog First Nation, NB

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Jamie Polchies

Grade 12
Woodstock High School
Woodstock First Nation, NB



Sutherland Greer

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



Alyssa Joe Bernard

Grade 10
Westisle Composite School
Lennox Island First Nation, PE



Jerri Ann Marshall

Grade 12
Riverview High School
Eskasoni First Nation, NS



Kendra Paul

Grade 11
Chief Allison Bernard Memorial High School
Eskasoni First Nation, NS



Chad Sanipass

Grade 12
Bonar Law Memorial School
Indian Island First Nation, NB



Crystal Atwin

Grade 12
Fredericton High School
Kingsclear First Nation, NB



Thomas Toney

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

MEET OUR PROGRAM MENTORS

We are very fortunate to have 9 Aboriginal business professionals who volunteer their time as program mentors. All of our mentors are university educated and work/have worked in business related careers. All are very busy with their personal and work lives, but still devote 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.



Jude Gerrard

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



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 Educations

In.Business



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, PQ

Most Recent Employment:
Band Administrator
Listuguj Mi'Gmaq Government



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, PE

MEET OUR JUNIOR MENTORS

Since the In.Business program was launched in Nova Scotia in 2011, 54 students have graduated from the program (some multiple times). Fourteen of these students have gone on to study business at the post-secondary level – six of which enjoyed the program so much, they are involved this year as Junior Mentors. Their responsibilities include: support at Opening/Closing Conferences; assisting and providing feedback to students during their social media challenges; providing advice to students who are considering pursuing a post-secondary education in business. Without the hard work of these individuals, this program would not be possible.



Alison Toney

Acadia First Nation, NS

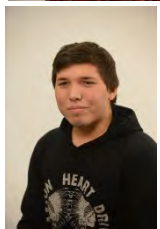
Business Administration Student
Nova Scotia Community College (2nd year)
2013 In.Business Graduate



Brad Paul

Membertou First Nation, NS

Bachelor of Commerce Student
St. Mary's University (2nd year)
2012 & 2013 In.Business Graduate



Kyle Simon

Wagmatcook First Nation, NS

Bachelor of Business Administration Student
Cape Breton University (2nd year)
2012 & 2013 In.Business Graduate



Charles Jesso

Qalipu First Nation, NL

Bachelor of Commerce Student
St. Mary's University (1st year)
2013 & 2014 In.Business Graduate



Michaelia Drever

Annapolis Country, NS

Prospective Student
Bachelor of Business Administration
2012 & 2013 In.Business Graduate



Lateesha Denny

Wagmatcook First Nation, NS

Bachelor of Business Administration Student
Cape Breton University (1st year)
2012, 2013, 2014 In.Business Graduate