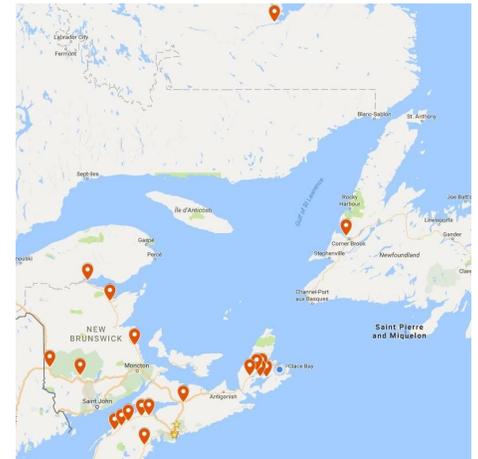


**IN.BUSINESS ATLANTIC REGION OPENING CONFERENCE
NOVEMBER 25-26TH, 2016, CAPE BRETON UNIVERSITY, NOVA SCOTIA**

In.Business: A National Mentorship Program for Indigenous Youth is a mentorship program that uses social media, mobile technology, Indigenous mentors and in-person conferences to educate Indigenous high school students about business. In.Business was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at Cape Breton University (CBU). The Nova Scotia pilot of the In.Business program (the Business Network for Aboriginal Youth) was comprised of 30 students and six mentors from across Nova Scotia. This small Nova Scotia pilot initially comprised of 30 students and six mentors has since expanded and now operates in five regions across Canada (Atlantic, Eastern, Central, Pacific and Northern). In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and various other government, private, and corporate contributors.

THE JOURNEY

The Atlantic region includes students, mentors, and peer mentors from Nova Scotia, New Brunswick, Newfoundland and Labrador, and Prince Edward Island. From September to October, recruitment presentations were made at 20 high schools. Applications to the In.Business program were received from students attending 24 high schools. The application process involved a two-page application and a recommendation form, 60 students were selected with representation from 18 high schools (shown in adjacent map) and 20 Indigenous communities. All were notified October 3rd and 56 students, 10 mentors, and 2 peer mentors attended the opening conference. A significant number of participants returned to the program this year; 19 students, 5 mentors and 2 peer mentors all indicated they would like to continue in program from the previous 2015-16 program cycle. The day before the conference, students and mentors checked into the hotel and had a brief info session on the events to come.



DAY 1 HIGHLIGHTS

Elder Lawrence Wells gave a welcome to students with a prayer and acknowledgment of the traditional territory of Unamak'i, alongside Lawrence was In.Business student, Maisyn Sock who sang the anthem in the Mikmaq language. Dorothy Smith-Bezanson, INAC gave remarks on funding agreements and importance supporting youth programs such as In.Business. On behalf of Premier Stephen McNeil, Derek Mombourquette, MLA addressed the students on significant business development activities in the Atlantic, and how youth can become more engaged. Students were placed in their mentor groups and off to experience a day at Cape Breton University. The group also toured the newly built Membertou Sports Complex, and continued into team building exercises in a Minute to Win-It Challenge.

Intro Videos- As part of the first communications challenge and prior to the opening conference, students were asked to prepare a short video introducing themselves to the group. Students were asked to share a little bit about themselves, their community, and why they applied for the program. The videos provided an opportunity for students and mentors to break the ice and 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, [click here!](#)

DAY 2 HIGHLIGHTS

On day two, students reviewed the terms and conditions for participation in the program, were given a presentation on social media etiquette, and had the opportunity to practice using social media to effectively to spread ideas with confidence. Special guest Brandon Arnold, spoke to students about the challenges and opportunities he has faced in managing award winning hip hop group, City Natives. He also gave reference to the Music Mogul app and how it teaches users to budget career needs from booking and performing, to purchasing merch and touring. James Stevens and Stanley Barnaby presented the work of their employers, Ulnooweg and Joint Economic Development Initiative (JEDI) providing information on business services and loans, and partnerships fostering economic development.

Pitch It! Contest



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 to develop a pitch for the innovative business idea. In the scenario they were given, due to an economic recession, there were very limited funds available for business loans. In fact, there was only enough money to approve one loan, which meant teams had to convince judges that their idea was the best idea. Each group worked together to brainstorm ideas for their proposal and then made a 2 minute pitch. After extensive deliberation, “Msit Nokomaq”, led by mentor Stanley Barnaby, won the contest for their idea of a native education app. Msit Nokomaq group members include (pictured above l-r):

Morgan Toney; Wagmatcookewey School, Faith Francis; Allison Bernard Memorial High School, Robyn Mitchelmore; Mealy Mountain Collegiate, Camryn Sock; Allison Bernard Memorial High School, Timothy Paul; Woodstock High School, and Stanley Barnaby; JEDI.

The “Purdy Awards” were first handed out at our inaugural opening conference back in 2012. They are named after Purdy Crawford and are awarded at each conference to recognize special contributions to the program by students. The recipients of the Purdy Award at the 2016/17 Atlantic region opening conference were (pictured from l-r): Jada Levi Ward; Bonar Law Memorial High School, Sabrina Doucette; Horton High School, Camryn Sock; Allison Bernard Memorial High School, Thunder Nevin; Bonar Law Memorial High School, and Jesse Meuse; Annapolis West Education Centre.



WHAT'S NEXT?

Until the group comes together again in May 2016, social media and various apps will be relied upon to keep students connected with their mentors and each other. Each student has been paired with a mentor and placed in a group with five or six other students. Students will be working on bi-weekly business challenges facilitated by their mentors. In addition, each group will be meeting on a regular basis (virtually) via [ZoomCloud](#) to discuss their bi-weekly challenges. The main goals of this program is to help our students explore business opportunities and ultimately entice them to study business in the future. After spending a few days together, we are well on our way!

The 2015/16 Atlantic region has representation from the following Aboriginal communities:

Nova Scotia: Bear River, Eskasoni, Indian Brook, Potlotek, Millbrook, Wagmatcook, We'keqma'q

New Brunswick: Burnt Church Eel Ground, Eel River Bar, Elsipogtog, Pabineau, St. Mary's, Woodstock, Bouctouche

Newfoundland & Labrador: Qalipu, Inuit Nunatsiavut, Inuit Kattekatenginga

Prince Edward Island: Lennox Island

The 2016-17 Atlantic region has representation from the following schools:

Nova Scotia: Allison Bernard Memorial High School, Annapolis West Education Centre, Central Kings High School, Horton High School, Middleton Regional High School, Wagmatcookewey High School, We'keqma'q Mi'kmaw School, Central Kings Rural High School, Parkview Education Centre, Cape Breton University

New Brunswick: Woodstock High School, Bonar Law High School, Dalhousie Regional High School, Leo Hayes High School, Bathurst High School, New Brunswick Community College

Newfoundland & Labrador: Templeton Academy, Mealy Mountain Collegiate

2016-2017 In.Business Students



To view profiles, refer to our website: [Students](#) | [Mentors](#) | [Peer Mentors](#)



www.cbuinbusiness.ca

The
Purdy Crawford Chair
In Aboriginal Business Studies