

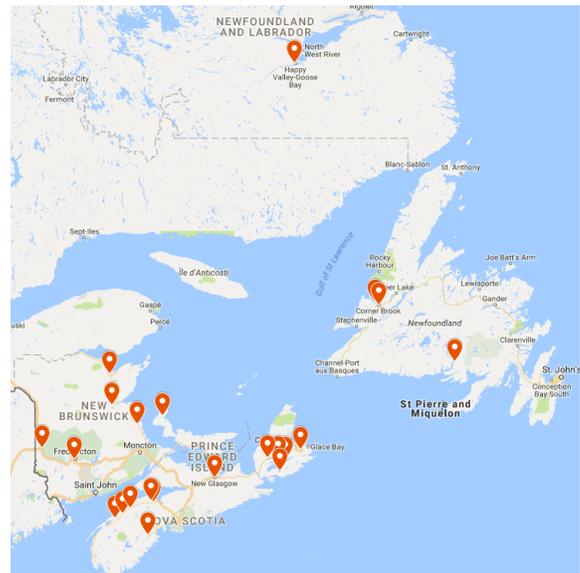


IN.BUSINESS ATLANTIC REGION OPENING CONFERENCE NOVEMBER 24 & 25TH, 2017, CAPE BRETON UNIVERSITY, NOVA SCOTIA

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). This small Nova Scotia pilot, that 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 governments, 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 23 high schools and education events. Applications to the In.Business program were received from students attending 23 high schools. The application process involved a two-page application and a parental acknowledgement form. Sixty students were selected with representation from 22 high schools (shown in the adjacent map) and 20 Indigenous communities. All were notified October 31st and 52 students, 8 mentors, and 4 peer mentors attended the opening conference. A significant number of participants returned to the program this year; 16 students, 6 mentors and 4 peer mentors (3 previous In.Business students) all indicated they would like to continue from the previous 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.



LOCATION OF SCHOOLS IN THE ATLANTIC REGION

DAY 1 HIGHLIGHTS

Elder Lawrence Wells gave a welcome to students with a prayer and acknowledgment of the traditional territory of Unama'ki. Premier Stephen McNeil provided a [video message](#) to address the students of In.Business 2017-2018. Finally, Mary Beth Doucette, the Executive Director of the Purdy Crawford Chair, gave a warm welcome to the new faces of the In.Business cohort 2017-2018. Students were then placed in their mentor groups and went off to experience a day at Cape Breton University. This included an 'Amazing Race' around the CBU campus, and student life experience of Harris Hall. The group also toured the newly built Membertou Sports Complex, and continued into team building exercises.



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, Nadine Bernard, spoke to students about the challenges and opportunities she has faced in her business venture, Slow Cooked Dreams. Nadine also gave reference to her education background in business and how it prepared her for a life and career of careful budgeting and planning. Finally, In.Business mentor, Bryan Harn, presented the work of his employer, Ulnooweg, providing information on business services and loans, and partnerships which foster economic development.



PITCH IT CONTEST



Red Fear Inc. group members include (pictured L-R): Kendra MacNeil; Sydney Academy, Morgan Barlow-Roberts; Bonar Law Memorial, Katie Dedam; Miramichi High School, Shayde Stevens; Rankin of the Narrows, Rebeka Motty; Bathurst High School, Austen Olmstead; Horton High School, and mentor Justin Denny (back).

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, “Red Fear Inc.,” led by mentor Justin Denny won the contest for their idea of ‘Tradish Meals’, an online in-store food service targeting Aboriginal families.

WHAT'S NEXT?

Until the group comes together again in May 2018, social media and various apps will be relied upon to keep students connected with their mentors and each other. Each student has been placed in a group with five to seven other students, and each group is assigned a mentor. Students will be working on bi-weekly business challenges facilitated by their mentors. In addition, each group will be meeting on a regular basis via [Zoom Cloud](#). The main goal of this program is to help our students explore business concepts and ultimately entice them to study business in the future. After spending a few days together, we are well on our way!

The 2017-2018 Atlantic region has representation from the following Indigenous communities:

Nova Scotia: Acadia First Nation, Bear River First Nation, Eskasoni First Nation, Iroquois, Membertou First Nation, Potlotek First Nation, Pictou Landing First Nation, Sipekne'katik First Nation, and We'keqma'q First Nation

New Brunswick: Burnt Church First Nation, Elsipogtog First Nation, Indian Island First Nation, Kingsclear First Nation, Pabineau First Nation, and Woodstock First Nation

Newfoundland & Labrador: Inuit, Miawpukek First Nation, Nunatsiavut, and Qalipu First Nation

Prince Edward Island: Lennox Island First Nation

The 2017-2018 Atlantic region has representation from the following schools:

Nova Scotia: Allison Bernard Memorial High School, Annapolis West Education Centre, Horton High School, L'nu Sipuk Kina'muokuum School, Middleton Regional High School, North Nova Education Centre, Park View Education Centre, Potlotek High School, Rankin School of the Narrows, Sydney Academy, and We'keqma'q Mi'kmaw School

New Brunswick: Bathurst High School, Bonar Law Memorial School, Fredericton High School, Miramichi Valley High School, and Woodstock High School

Newfoundland & Labrador: Corner Brook Regional High School, Mealy Mountain Collegiate, Templeton Academy, and Se't A'newey Kina'matino'kuom

Prince Edward Island: Westisle Composite High School



The 2017-2018 Atlantic Region In.Business Students!

To view profiles, refer to our website:

[Students](#) | [Mentors](#) | [Peer Mentors](#)
www.chuinbusiness.ca