



## IN.BUSINESS ATLANTIC REGION CLOSING CONFERENCE MAY 25-26, 2018, MEMBERTOU, NOVA SCOTIA

In.Business: A National Mentorship Program for Indigenous Youth uses social media, smartphone 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 (formerly the Business Network for Aboriginal Youth) was comprised of thirty students and six mentors from across Nova Scotia. Since 2011, In.Business has expanded nationally and hundreds of students have completed the program to date. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs Canada and various other government and private donors. In addition, the Atlantic Region is financially supported by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

### THE JOURNEY

Student recruitment began in fall of 2017 when recruitment presentations were made at twenty-three high schools and education events. Our program received eighty new applications, in addition to the sixteen students who expressed interest in returning from the previous program cycle. Of those students, fifty-one were selected to participate in the In.Business program for the Atlantic Region in 2017-2018. The students, along with eight mentors and four peer mentors attended two overnight conferences, both held in the host community of Membertou, NS. Our Closing Conference took place on May 25-26, 2018 at the Membertou Trade and Convention Centre and Cape Breton University.

In between conferences, students worked in their virtual groups on ten bi-weekly business challenges via social media, which were facilitated by their mentors. Members of each group chose a name during the opening conference. The eight groups this year were: The Soaring Gitpu'g, Right Deadly Warriors, Red Fear Inc., Fantastic Ukmuljin, Polar Bear Warriors, Wape'k Wasoqitesk, Hot Potatoes, and The Black Cobras. A number of different topics were explored during the bi-weekly challenges, including: the 4P's of marketing; budgeting for a business start-up; designing logos and slogans for your business; understanding economic development; minimum wage and labour markets; performance evaluations; doing business with respect to Truth and Reconciliation; indigenous leadership; and financial literacy. Students also met with their group and their mentor via Zoom Cloud during the course of the program.



*Some student logos from Challenge #5 – Tourism*  
*Students put their knowledge of marketing strategies to the test in order to design an eye-catching logo for their fictional tourist business.*  
*Designed by (L-R): Myah-Mae Hiltz, Katelynn Smith, Megan Nejrups, & Josh Dorey*

## CLOSING CONFERENCE – DAY 1 HIGHLIGHTS

Twenty-five students representing eleven high schools and seven indigenous communities across Atlantic Canada travelled by plane, bus, and car to gather for one last time as a group. Some grade ten and eleven students will return to the program next year, while the grade twelves are all moving on to new chapters in their lives (hopefully they will continue on as In.Business Peer Mentors!). The first day began with an opening ceremony from CBU Elder in Residence, Lawrence Wells, who welcomed all of the students, mentors and guests to Membertou, NS. The morning was filled with advice, accolades, and inspiration as each of our speakers told their stories of challenges and successes. We were joined by MLA Ben Jessome of Hammonds Plains-Lucasville, who congratulated the students' successful completion of the program.



*Peer Mentors, Sabrina Doucette and Kyle Simon, lead the students in an activity.*



*Selfies with guest speaker Mariah Battiste of Sundaylace Creations.*

We were thrilled to have Mariah Battiste of Sundaylace Creations as our keynote speaker. Mariah's work includes selling custom beaded jewelry, and beading supplies from her home in Eskasoni. Mariah spoke of the challenges she overcame in starting her business. She also advised the students about knowing your worth and honoring your culture in everything that you do. A number of students and mentors were spotted wearing her creations over the next few days.

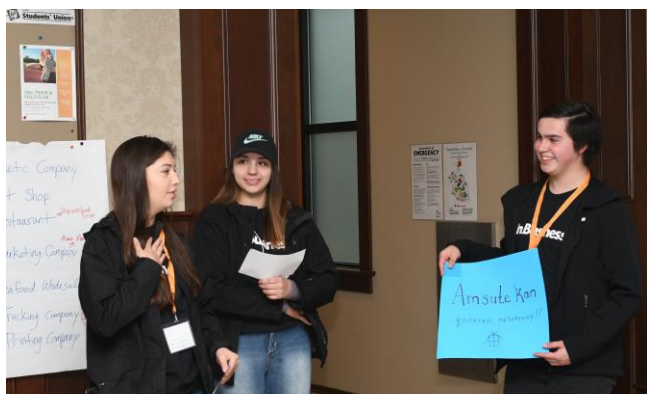
We were also joined by Stephen Augustine, Associate Vice President, Indigenous Affairs & Unama'ki College, who shared his personal journey along with words of inspiration for the students. Finally, we ended the day with a trip to Membertou's Heritage Park where we were treated to a tour and a dreamcatcher workshop hosted by Jeff Ward, General Manager, and Clifford Paul, owner of Bearman Authentics.



*Stephen Augustine, Associate Vice President, Indigenous Affairs & Unama'ki College, shares his story with the students.*

## CLOSING CONFERENCE – DAY 2 HIGHLIGHTS

**60 Second Sell** – In the final challenge of the year, students are tasked with preparing individual videos promoting themselves in sixty seconds or less. The ultimate goal of these videos is to convince the judging panel they should be one of the two students sponsored to study business. The winner and runner up of this challenge are awarded bursaries of \$1000 and \$500 respectively to study business at Cape Breton University or any of our partner institutions (University of Winnipeg, University of Calgary, Lakehead University, First Nations University, Nipissing University, and Vancouver Island University). If the winners study business at any other post-secondary institution in Canada, their awards are valued at \$1000 and \$500. The videos were scored on the following criteria: content, creativity, persuasion, relevance, and enthusiasm. The students each took the time to film a video showcasing their strengths and achievements. The very fact that they pushed themselves outside of their comfort zones is worthy of recognition! The winner of the 60 Second Sell Challenge was Myah-Mae Hiltz of Parkview Education Centre in Bridgewater, and the runner up was Dante Joe-Pierro from Allison Bernard Memorial High School in Eskasoni. **To view their videos [click here](#).**



*Students present their gift shop business to try to persuade the others to enter into a partnership.*

Once the “marketplace” opened, the goal was to negotiate as many contracts as possible and get them approved by a “lawyer.” Each time a signed contract was approved, the group received a piece of the bridge. The marketplace was open for thirty minutes, and everyone worked together to establish as many contracts as possible in that time frame. Each successful contract unlocked a piece of the bridge. Once all of the pieces were unlocked, the groups had to work together to solve the final puzzle and build the bridge as a team!

**Building Bridges** – This activity focuses on team building, business partnerships, networking and negotiation. Each group was given a business from a pre-determined directory that they would run for the day. Groups were given information about their business including: background, goals and company positions. There were seven companies to choose from: a marketing firm, a printing company, a trucking company, a seafood wholesaler, a restaurant, a cosmetics company, and a gift shop. The objective was to work together to brainstorm the possible partnerships and connections that they could make with the other companies.



*Students working together to build the bridge!*



# In.Business®

**Closing Award Presentations** – Each year, the program recognizes students who had outstanding participation in the program by presenting them with a Purdy Award. The Purdy Awards, which were first handed out at our inaugural opening conference in 2012, are named after the late Purdy Crawford and are awarded at the end of each closing conference. Awards were given out based on leadership, commitment to the program, stepping outside of their comfort zone, and going beyond expectations.



*Zack Gillam shows off his Purdy Award!*



*This year, five awards were presented to students.*



*The recipients of the Purdy Awards at the 2017-2018 Atlantic Region Closing Conference (pictured from L-R): Myah-Mae Hiltz, Parkview Education Centre, Alyssa Silver, Middleton High School, Leanne Hudson, Annapolis West Education Centre, Kerwyn Currie, Annapolis West Education Centre. Pictured above: Zack Gillam, Corner Brook Regional High School. Photo by Vaughn Merchant.*



## IN.BUSINESS ATLANTIC REGION – CLASS OF 2018

In recognition of their hard work and dedication, twenty-six students received certificates for successfully completing the 2017-2018 In.Business Atlantic Program. Congratulations!

### **Allison Bernard Memorial High School, NS**

Alyssia Christmas  
Candace Googoo  
Ciana Julian  
Dante Joe-Pierro  
Faithe Francis  
Levina Marshall

### **Annapolis West Education Centre, NS**

Kerwyn Currie  
Leanne Hudson

### **Bathurst High School, NB**

Rebeka Motty

### **Bonar Law Memorial High School, NB**

Mandi Clair  
Jada Levi Ward

### **Corner Brook Regional High School, NL**

Zack Gillam

### **Horton High School, NS**

Austen Olmstead  
Joshua Dorey  
Kaitlin Kerr

### **Middleton Regional High School, NS**

Alyssa Silver  
Megan Nejrup

### **Parkview Education, NS**

Cassandra Bruhm  
Haley Bruhm  
Myah-Mae Hiltz

### **Rankin School of the Narrows, NS**

Neve Stevens  
Shayde Stevens

### **Templeton Academy, NL**

Katelynn Smith  
Mackenzie Mitchell

### **We'koqma'q Mikmaq School, NS**

Kimberly Googoo  
Konnor Basque



## MENTORS & PEER MENTORS

Our mentors and peer mentors also received certificates of appreciation. Without their hard work and dedication, this program would not be possible!

MENTORS 2017-2018			
<b>Cyrus Lambert</b> Conne River First Nation, NL	<b>Lori St Onge</b> Lennox Island First Nation, PE	<b>Bryan Harn</b> Eel River Bar First Nation, NB	<b>Sydney Paul</b> Kingsclear First Nation, NB
<b>Justin Denny</b> Eskasoni First Nation, NS	<b>Kirstin Ward,</b> Eel Ground First Nation, NB	<b>Alexandra Keough</b> Qalipu First Nation, NL	<b>Stanley Barnaby</b> Listiguj First Nation, QC
PEER MENTORS 2017-2018			
<b>Kyle Simon</b> Cape Breton University, BBA Wagmatcook First Nation, NS	<b>Sabrina Doucette</b> Dalhousie University, Qalipu First Nation, NL	<b>Maria Durling</b> NSCC Kingstec, Coldbrook, NS	<b>Joady Marshall</b> Cape Breton University, Eskasoni First Nation, NS

2017-2018 BY THE NUMBERS	
<b>In.Business (Atlantic Region) 2017-18</b>	<ul style="list-style-type: none"> <li>✓ 26 students completed all of the requirements for the program.</li> <li>✓ 6 of these students are in grade 12 and will be graduating high school.</li> <li>✓ 4 (67%) of whom will be attending post-secondary in September 2018.</li> <li>✓ 2 (33%) of those 6 will be studying business.</li> </ul>
<b>In.Business (All Regions) 2017-18</b>	✓ 78 students completed all of the requirements for the program.
<b>In.Business (All Regions) 2012-Present</b>	✓ 671 students completed all of the requirements for the program.

# In.Business®



*The In.Business students, mentors, and staff at the Shannon School of Business, Cape Breton University, May 26, 2018.*



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[cbuinbusiness.ca](http://cbuinbusiness.ca)