

**IN.BUSINESS PACIFIC REGION CLOSING CONFERENCE
MAY 20, 2017, VANCOUVER ISLAND UNIVERSITY, BC**

In.Business: A National Mentorship Program for Indigenous Youth is a 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 20 students and six mentors from across Nova Scotia. Since 2011, In.Business has expanded nationally and 593 students have completed the program to date. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and various other government and private donors.

The Journey

In fall 2016, 112 students applied for 60 spots in the Pacific Region; 48 students were selected to participate in the program. Over the course of the year, the chosen students and eight Aboriginal business mentors attended two overnight conferences: the opening was held at Vancouver Island University in Nanaimo, Nov. 18-19th, 2016, and most recently, our closing conference was held in Nanaimo on May 19-20, 2017. In between conferences, students worked in virtual groups on 10 bi-weekly business challenges via social media, which were facilitated by their mentors. In total, over 10 different topics were explored, including: stock market simulation; skills needed for management; the business side of social media; funding options for entrepreneurs; interview preparation; marketing your home community as a tourist destination; and researching different careers. Students also learned about running their own business using “Music Mogul,” a smartphone gaming app that was designed specifically for the In.Business program. Music Mogul explores business concepts by letting the player manage Indigenous musical bands as they tour across Canada.

DAY 1 CLOSING CONFERENCE HIGHLIGHTS

Twenty-nine students representing 20 high schools and 19 First Nation communities across British Columbia and Alberta travelled by plane, ferry, bus and automobile to gather for one last time as a group! Some grade 10 and 11 students will return to the program next year, and 16 grade 12's are all moving on to new chapters in their lives. Dinner at the Shanghai City Restaurant marked the official beginning of our closing conference. Students were then given a presentation by Heather Burke, Aboriginal Recruiter Vancouver Island University, who then hosted a fun game of charades. Students then got to show their moves at a dance party.



DAY 2 CLOSING CONFERENCE HIGHLIGHTS

60 Second Sell – As the final challenge of the year, students were tasked with preparing individual videos promoting themselves in 60 seconds or less. The ultimate goal of these videos was 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 were awarded bursaries of \$1,000 and \$500 respectively to study business at CBU or any of our partner institutions (University of Winnipeg, Yukon College, Nipissing University, and Vancouver Island University). If the winners study business at any other post-secondary institution in Canada, their awards are valued at \$500 and \$250 respectively. The videos were scored on the following: content, creativity, persuasion, relevance, and enthusiasm. The students created fantastic videos showing their confidence, business knowledge, and creativity. Norman Schiml from Denman Island, BC was our runner up, while Chase Cardinal, a Saddle Lake Cree Nation member from Calgary, AB took first place! [View their videos here.](#)

Building Bridges – Each group chose a business from a predetermined directory that they would like to run for the day. Groups were given information about their business including: background/situation, goals, company positions, and other factors. There were eight companies to choose from: a marketing firm, a gift shop, a gaming company, a printing company, a trucking company, a seafood wholesaler, a

waste management company, and a restaurant. The objective was to work together to brainstorm the possible partnerships and connections that they could make with the other seven companies. Once the “marketplace” opened, the objective was to negotiate as many contracts as possible. Each time a signed contract was approved, each group received a piece of the bridge. The marketplace was open for a mere 20 minutes, and everyone worked together to establish at least three contracts per group – which unlocked all of the pieces needed to build the bridge.



Closing Award Presentations – To close out the conference and the In.Business Pacific Region for 2016-2017, there were several awards presented. The “Purdy Awards” were first handed out at the 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 Awards at the 2016-2017 Pacific Region Closing Conference were (pictured from l-r): Chase Cardinal, Lord Beaverbrook High School, Norman Schiml, G.P. Vanier Secondary School, Kesley Pepion, Britannia Outreach School; Laeticia Doolan, Vancouver Technical Secondary School and; Keanna

Michael, Alberni District Secondary School.

In addition, each grade 12 student who was accepted into a post-secondary business program for September received a \$500 bursary. **Bursary recipients were:**

- **Brianna Sayer:** entering the Bachelor Business Administration degree program, University of Regina, Regina, SK.
- **Laeticia Doolan:** entering the Business Fundamentals for Aboriginal Communities certificate program, Vancouver Island University, Nanaimo, BC
- **Deja Red Crow:** entering the Bachelor of Management degree program, University of Lethbridge, Lethbridge, AB.

Finally, in recognition of their hard work and dedication, 31 students, representing 18 high schools and 20 Aboriginal communities, received certificates for successfully completing the 2016-2017 In.Business (Pacific) program.

IN.BUSINESS PACIFIC REGION – CLASS OF 2017

In recognition of their hard work and dedication, the following students received certificates for successfully completing the 2016-2017 In.Business program:

<p>ADSS Angelina Cartlidge Dallas Knighton Hannah Atleo Keanna Michael Lauranna Karlens</p> <p>Britannia – Outreach Kesley Pepion</p> <p>Carihi Secondary School Quin Nelson</p> <p>Catholic Central High School Deja Red Crow</p> <p>Cowichan Secondary School Janessa Horne</p> <p>Cowichan Valley Opening Learning Centre Juanita Gibson</p> <p>Duncan Christian School Jaylene Olebar</p>	<p>Esquimalt High School Emma Paul Roy Louie</p> <p>Edward Milne Community School Justice Wilce-Panter Rheanne Artindale</p> <p>Forrest Lawn Connor McKay</p> <p>G.P. Vanier School Norman Schiml</p> <p>John Diefenbaker High School Brianna Sayer</p> <p>Lord Beaverbrook High School Alyssa Husak Chase Cardinal</p>	<p>Piikani Nation Secondary School Alina Crow Shelby Provost</p> <p>Robron -Outreach Hayley Hemstead Tianna Thomas Tyrone Peterson</p> <p>Siksika High School Lyndon Brass</p> <p>Vancouver Tech. Secondary Dayja Ducharme Esperanza Reyes Laeticia Doolan Ryley Diggle-Snow</p> <p>Westshore Learning Centre Alicia Woeckener</p>
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BY THE NUMBERS

<p>In.Business Pacific Region 2016-17</p>	<ul style="list-style-type: none"> • 31 students completed all of the requirements for the program • 16 of these students are in grade 12 and will be graduating high school • 8 (50%) of whom will be attending post-secondary in September 2017 • 3 (38%) of these 8 will be studying business
<p>In.Business All Regions 2016-17</p>	<ul style="list-style-type: none"> • 101 students completed all of the requirements for the program • 52 of these students are in grade 12 and will be graduating high school • 36 (69%) of whom will be attending post-secondary in September 2017 • 10 (%) of these 36 will be studying business
<p>In.Business All Regions 2012-Present</p>	<ul style="list-style-type: none"> • 593 students completed all of the requirements for the program • 184 of these students were/are in grade 12 • 107 (58%) of whom are/will be attending post-secondary • 32 (30%) of these 107 are/will be studying business